

2.8: ADJACENT DEVELOPMENTS

There are several developments currently underway in the Baltic Triangle area. These include:

1. Baltic Village
2. 9 Bridgewater Street
3. The Artesian
4. 56 Norfolk Street
5. Norfolk Street/Watkinson Street
6. 70-78 Norfolk Street
7. Norfolk Street (Phase 1/2/3 - BLOK Architecture)
8. The Studios
9. St James Train Station
10. Cains Brewery Village



■ Norfolk Street Phase 1 - BLOK architecture



■ Baltic Village



■ Norfolk Street Phase 2 - BLOK architecture



■ Norfolk Street/Watkinson Street

2.9 PREVIOUS APPLICATION

Factsheet

Full postal address	Great George St, Liverpool, L1 7AG
Project background	In the 19th century Great George Street was an elegant home to many of the city's merchants and professionals. In the 1840's it became widely used by shipping companies to accommodate people passing through to the USA and beyond. Heavily bombed in WWII many of its elegant Victorian buildings were lost but the Listed 'Wedding Shop' survived.
Use/s	Homes to buy, homes to rent, work spaces to buy, work spaces to let, hotel
Type/s	Apartments, houses, offices, retail, leisure, live/work
Size of commercial space	80,000 sq ft
No. of residential homes	740 apartments and houses
Total project size	2.5 ha
Start on site date	June 2008
Current status	On site
Completion date	June 2014
Jobs created	500
Architect/s	shedkm Alison Brookes Architects Querkraft Riches Hawley Mikhail Architects
Key consultants	Gerrard O'Donnell [QS] Joule Consultants [structural engineers] Progressive Service Design [M & E engineer]
Partners	Liverpool City Council Maritime Housing Association
Planning authority	Liverpool City Council
Awards	Housing Design Award [DCLG, NHBC, RTPI, RIBA] 2008, Project Award - Tribeca Phase 1 Housing Design Award [DCLG, NHBC, RTPI, RIBA] 2008, Project Award - Tribeca Housing

Tribeca
Liverpool

Tribeca will be the largest residential scheme in Liverpool to date with over 740 new homes and 80,000 sq ft of commercial space designed by four of Europe's most influential architects. Tribeca is a 5 acre site on Great George Street, neighbouring Chinatown and sits below the Listed Anglican Cathedral, the fourth largest cathedral in the world.

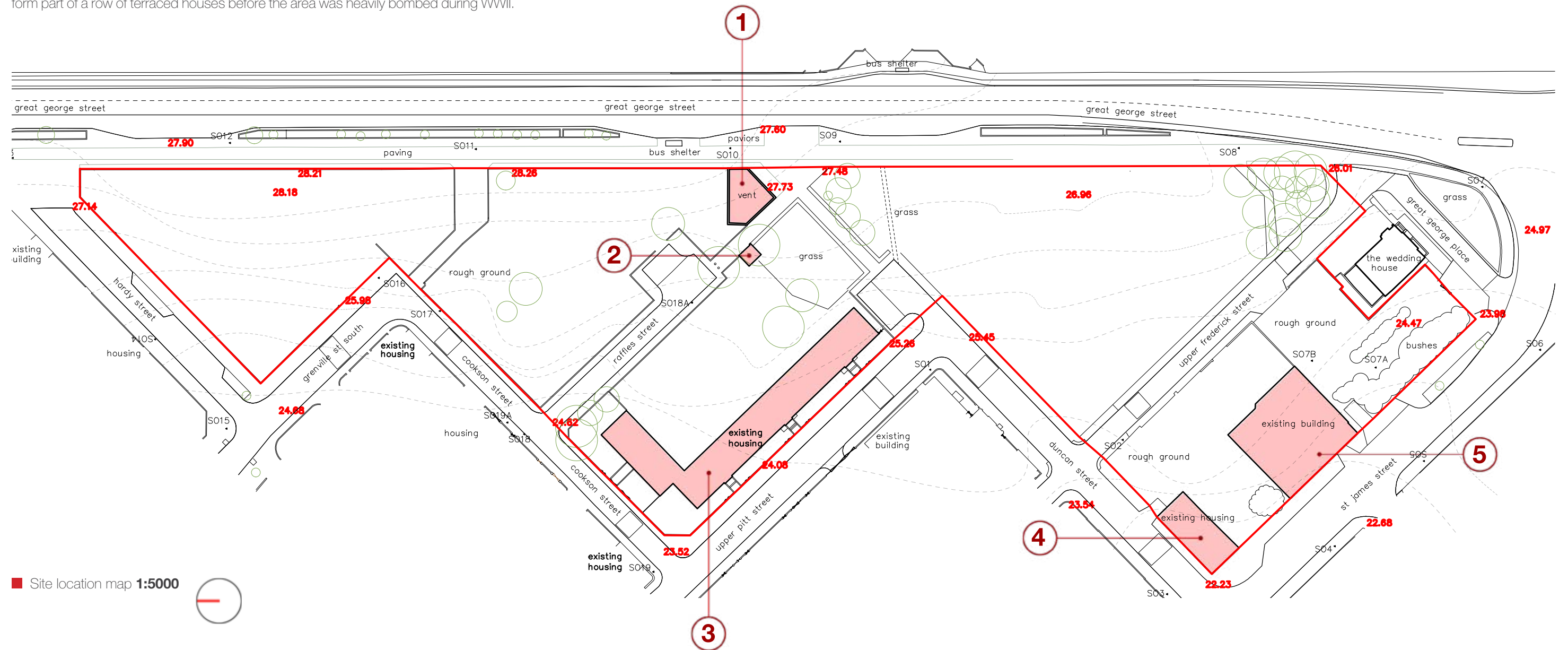


2.10: EXISTING SITE SURVEY:

The existing site attains a considerable slope from Great George Street towards the westerly triangulated points of the site. This difference in level approximately equates to 2-4 metres depending on where the spot heights are taken.

There are five notable existing structures on site. The first of these is a vent shaft for the underground railway that runs beneath Great George Street; the second is a substation; the third structure is a row of run down, derelict terraced houses; the fourth and fifth currently house a signage company and a lighting company respectively. None of the structures on site possess any real architectural merit.

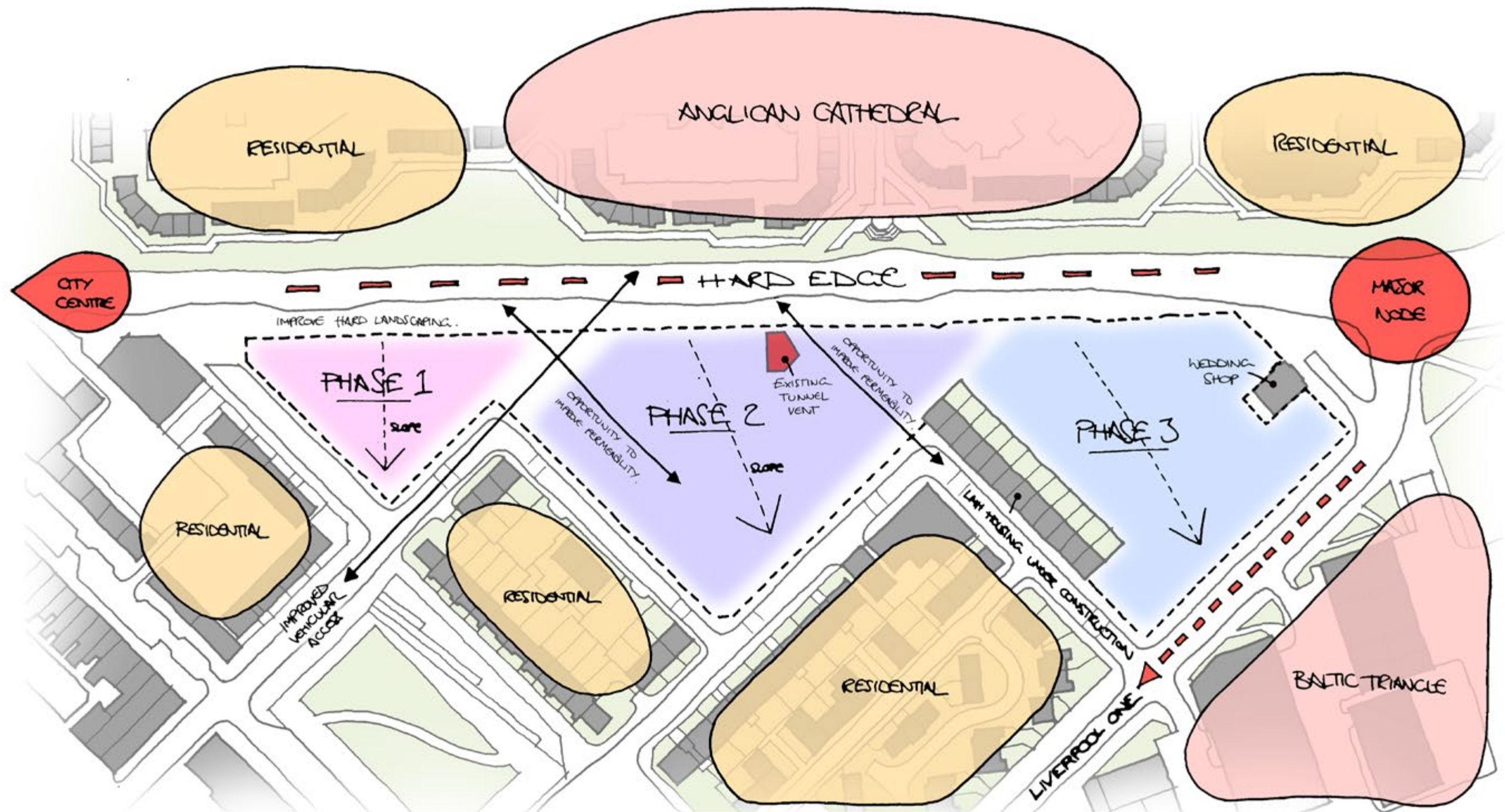
More significantly, to the south lies the existing grade II listed bridal shop which used to form part of a row of terraced houses before the area was heavily bombed during WWII.



2.11: SITE APPRAISAL

The site lies within an allocated residential area that has been established for decades. There are opportunities to improve vehicular and pedestrian access across the site, enhancing permeability between different zones of the city.

To truly create a sustainable destination, these links need to be strengthened. The proximity to the Baltic Triangle creates opportunity for a major regeneration of the area as a whole.



An aerial night photograph of a city. A large portion of the left side of the image is overlaid with a semi-transparent red filter, highlighting a specific urban development area. Within this red area, several multi-story buildings are visible, some with glowing windows. The rest of the city is shown in grayscale, with streetlights and building lights providing illumination. The overall scene is a high-angle, wide-area view of an urban landscape.

The following section “Initial Development” describes the process of design development for the outline masterplan. This looks at the progression of design from inception, through the stages of concept, to exploration of massing, layout, and scale. This evolution was carried out in conjunction with the LPA via numerous design meetings and also through public dialogue and consultation.

3.0

D E S I G N D E V E L O P M E N T

3.1: INITIAL CONCEPT

Liverpool is home to the oldest Chinese community in Europe and has the largest arch of its kind outside of China. We want to bring China to Liverpool on a level of which has not been achieved in the past. In evolving a concept for New Chinatown, our approach was to create a destination to celebrate different aspects of Chinese culture. This has been achieved through meeting with Chinese locals, residents of the surrounding areas and public consultation.

During construction of the arch, 20 specially selected craftsmen, including stonemasons, stone carvers, painters and construction engineers, were shipped over from Liverpool's sister city Shanghai to help construct the Chinese Arch. As a result of this expertise, the arch is decorated with 200 hand carved dragons, 188 of which are ordinary and 12 are pregnant. This was to symbolise good fortune between Liverpool and Shanghai. We have integrated the dragon and its significance to the arch in the development and form of our scheme.

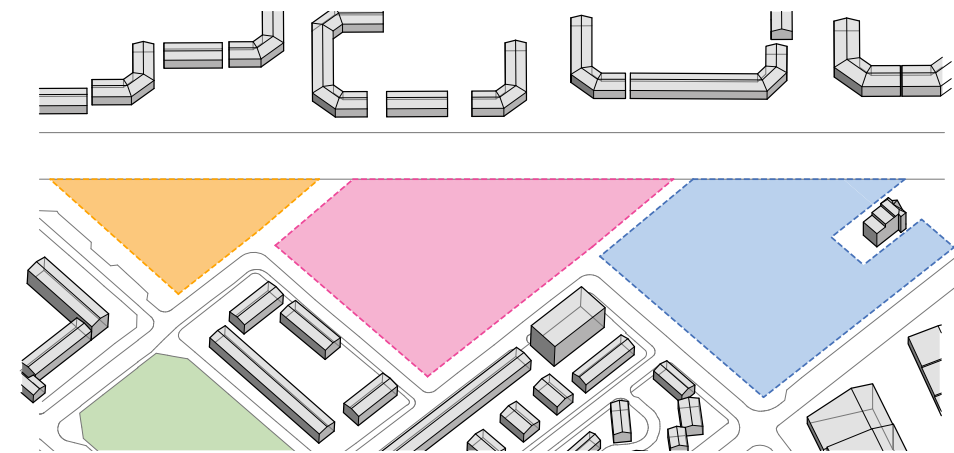
The dragon form has directly influenced the masterplan, with the head of the dragon culminating at the junction of Great George St and St James St. The belly and ultimately the tail of the dragon form additional phases within the development.



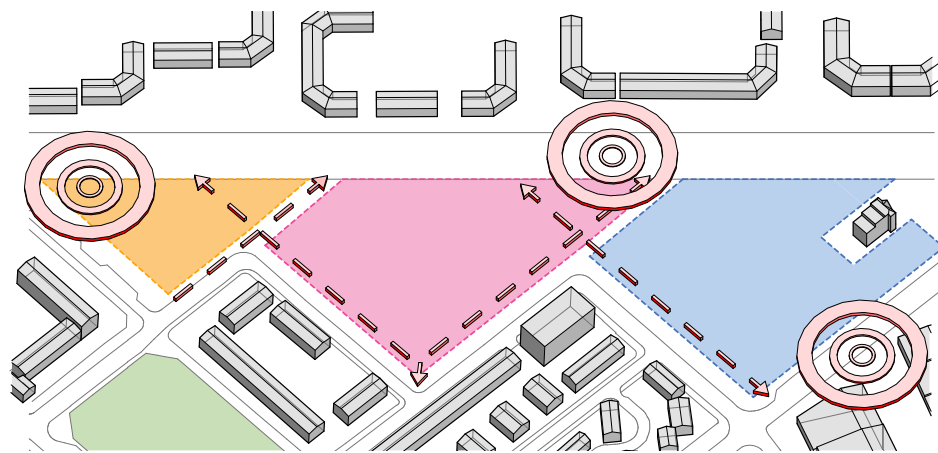
3.2.1: DESIGN DEVELOPMENT

The first concept and the ensuing design development was progressed through a process that came from studying the inherent opportunities and constraints within the site, as well as achieving the appropriate amount of units and density. This took into account site size, location and the rich heritage of its surrounding context. From here a scheme was formulated and explained through a sequence of axonometric diagrams.

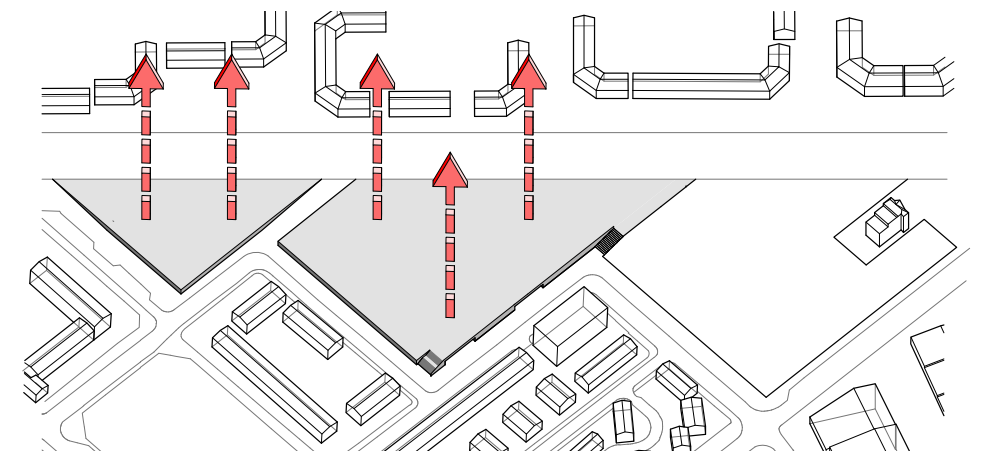
A selection of the sequence is shown over the following two pages with a description that outlines the thought process leading to the overall massing and public realm provision.



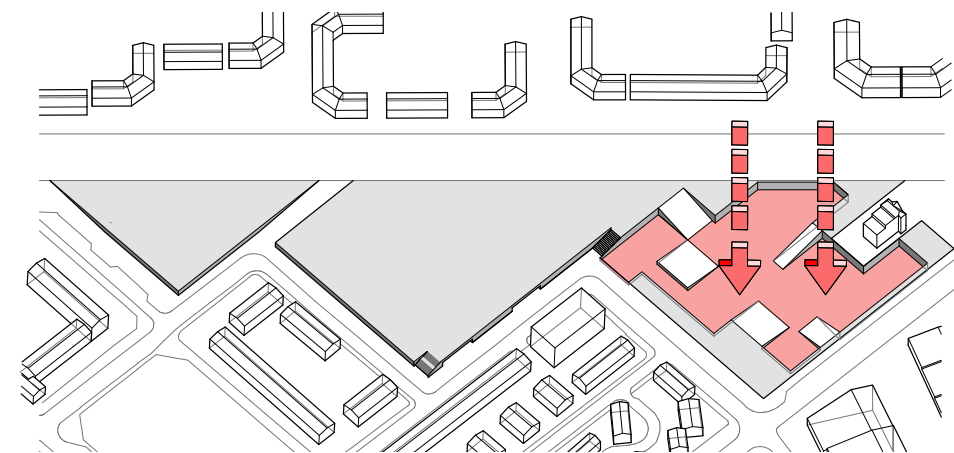
■ The site was broken into 3 distinct phases, from the 1st on the left to 3rd on the right



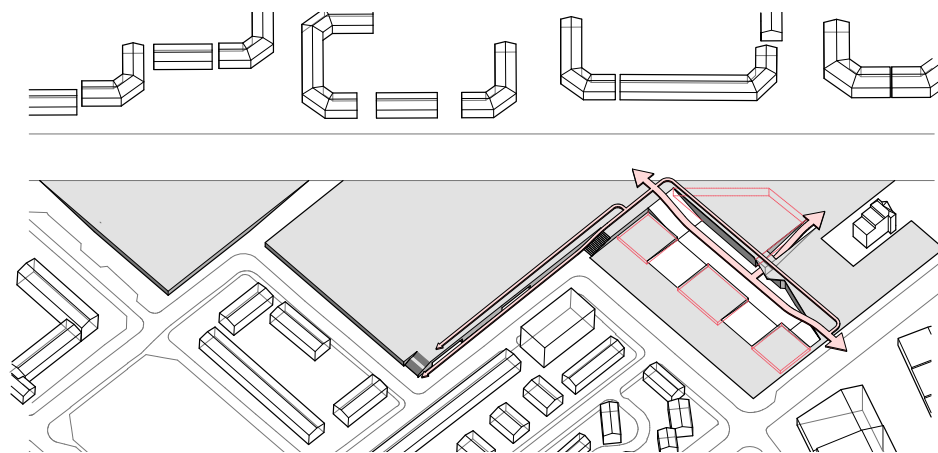
■ Existing node points and proposed access links through the site where chosen



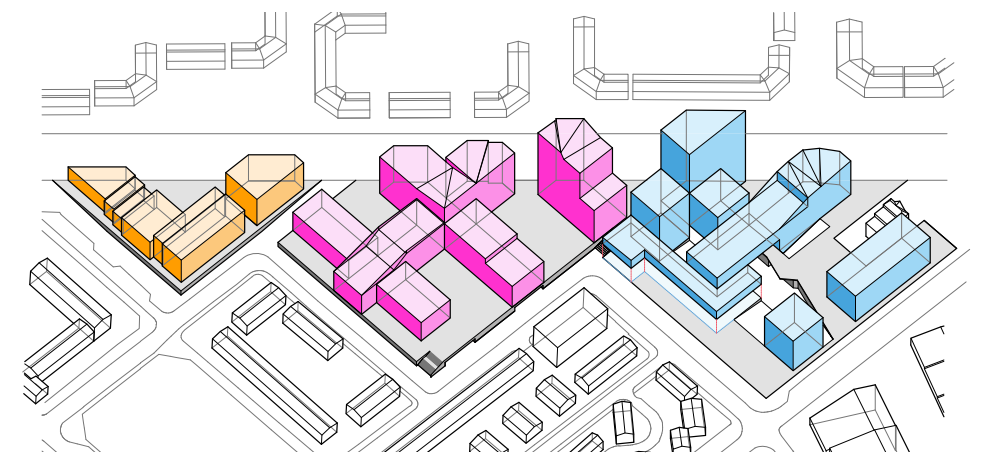
■ Plinths were lifted on Phases 1+2 to provide new public realm and parking beneath



■ Phase 3 is excavated to provide numerous subterranean levels



■ These lower levels provide new routes and offer mixed commercial uses



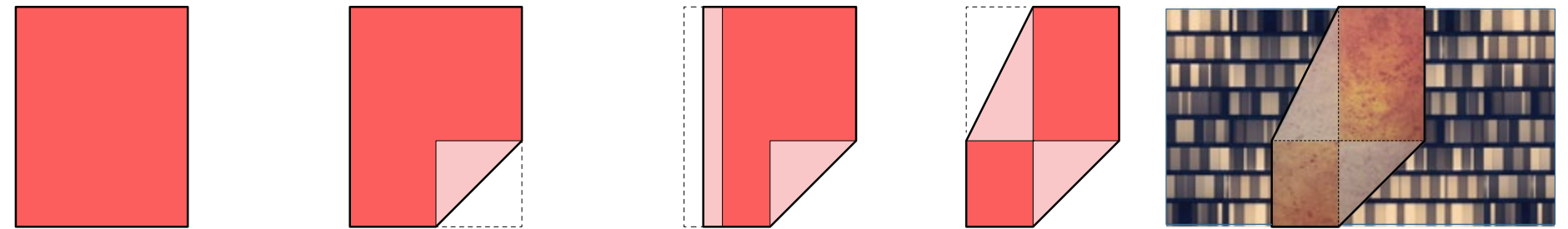
■ The first proposals for massing created steps up in massing levels from phase 1 to 3

3.2.2: DESIGN DEVELOPMENT

The axonometric diagram below shows the detailing of the overall form and massing from the first stage of design development. This was the starting point from which further development stemmed, resulting in the detailed outline masterplan submitted for planning approval. This scheme began to consider the provision of large amounts of landscaping within the public realm (both low and high level) and how a site that is currently inaccessible could promote pedestrian routes and vistas by breaking it into three pronounced phases.

Overall aesthetic and fenestration was considered in the early stages of design. The concept image to the top right begins to show the ambition to integrate folds into the building planes with a degree of colouration that reflect a contextual material palette.

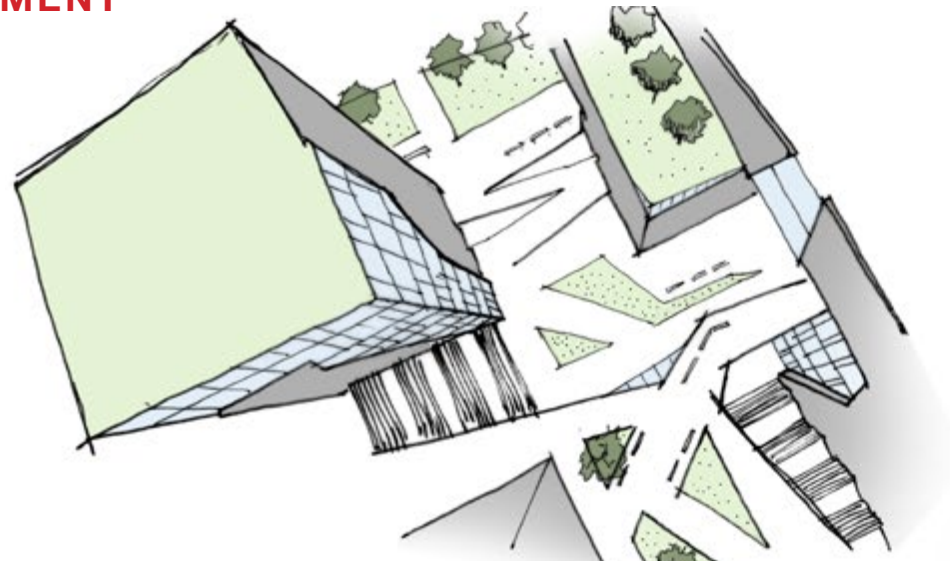
The folds will become a prevalent architectural device that connects all of the buildings within the masterplan, providing a holistic language that links the development.



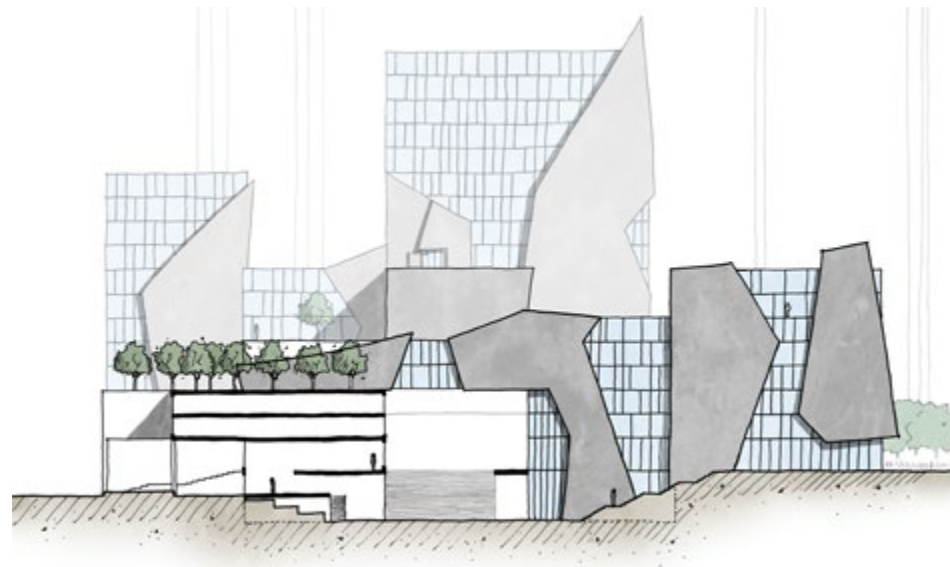
■ Original concept for folded cladding was influenced by Chinese paper folding "Zhe Zhi"



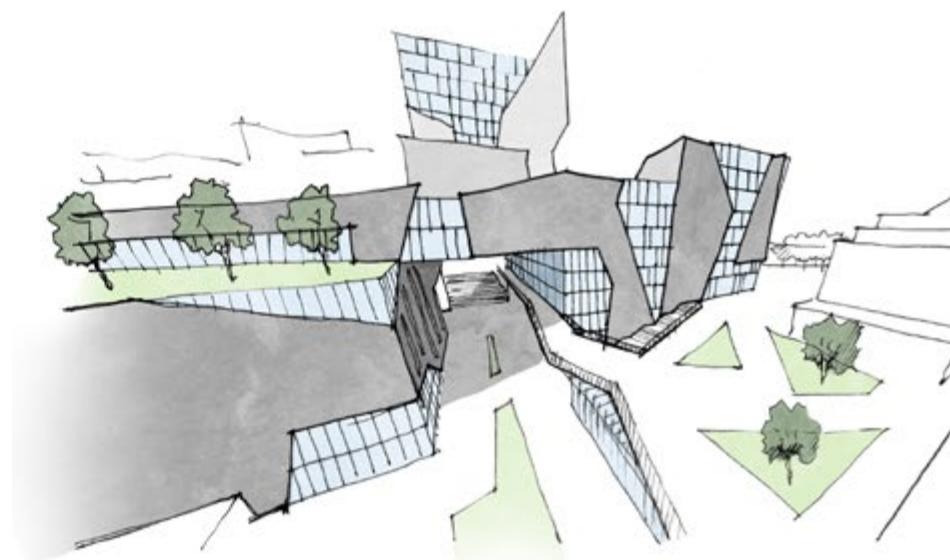
■ Final axonometric diagram showing overall massing and form, public realm provision and cladding fenestration



■ Phase 3 aerial view showing public realm, lower levels and building form



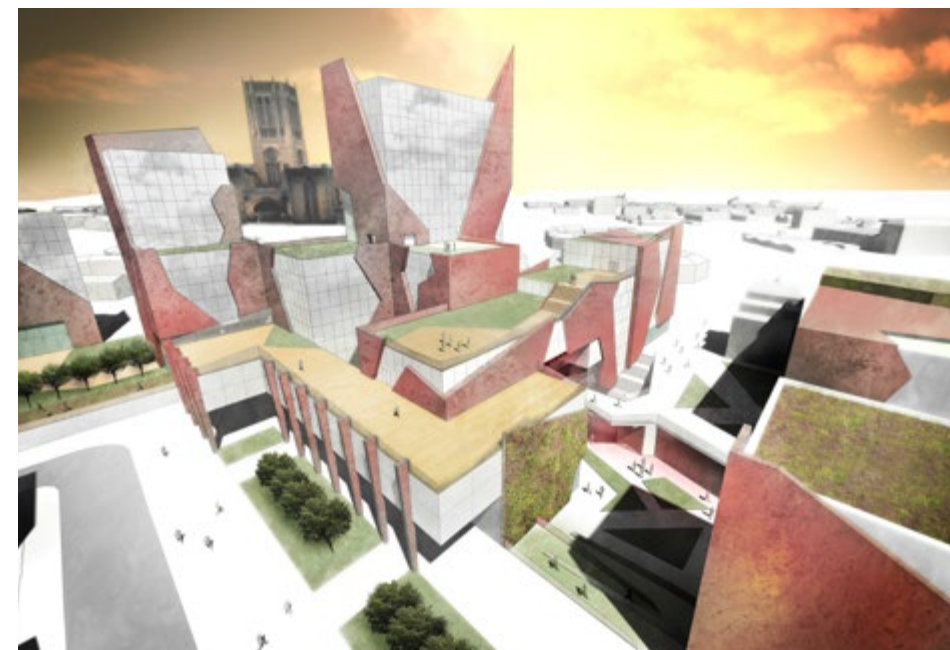
■ Sketch section highlighting subterranean level and background massing



■ Sketch visual showing phase 3 street view and landscaping



■ Render showing ambition for phase 3 commercial/retail street view



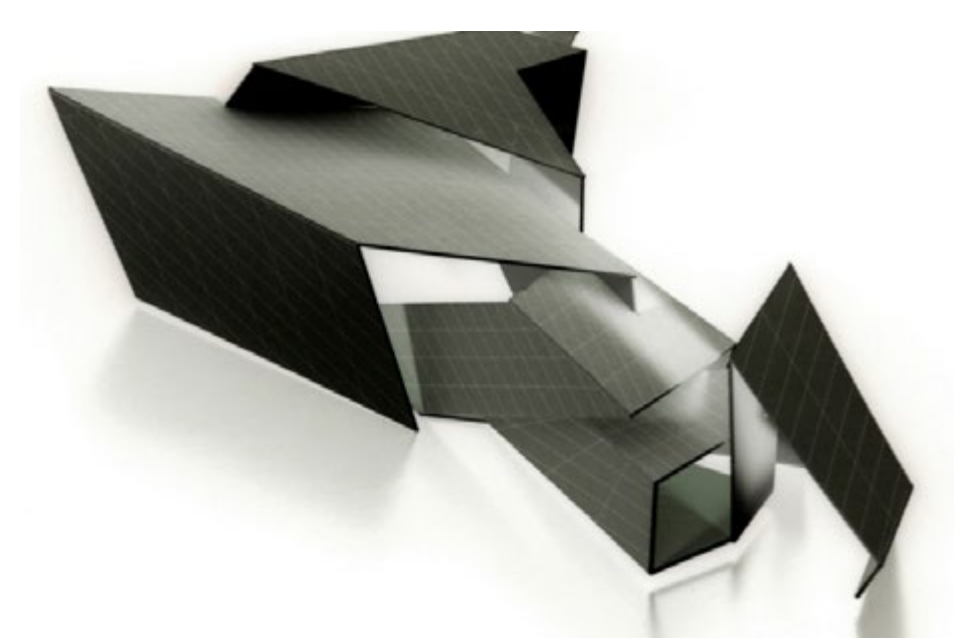
■ Render showing ambition for phase 3 form and cladding folds



■ Visualisation of Great George Street frontage



■ Visualisation of Scheme with incorporation of Wedding Shop





3.5: INITIAL USE + AMOUNT

USE TYPE:

GARDENS



TOWN HOUSES



APARTMENTS



LIVE / WORK



DUPLEX



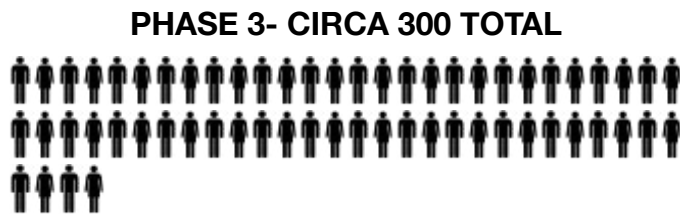
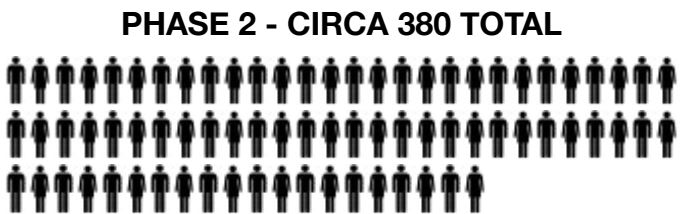
LEISURE



COMMERCIAL



PARKING



50,000 SQ.FT

3,000 SQ.FT

6,000 SQ.FT

30,000SQ.FT



equals 20 units

3.6.1: PUBLIC CONSULTATION

North Point Global conducted a thorough programme of engagement in and around the Chinatown area to ensure as many local people and businesses as possible were aware of and had the opportunity to discuss the New Chinatown proposals. Initially we focused on creating a strong brand and consistent visual style that would help us engage people effectively and communicate the core aspirations of the project.

The title New Chinatown was chosen as it stated in a simple and respectful way where the project was and what it was seeking to achieve. We felt it was important to respect the historic identity of the area and not try to create or impose a new marketing brand.

The engagements methods and media utilised included:

- Face to face with key stakeholders meetings
- Proactive media release and targeted briefings
- Eight page dual-language English/Cantonese newspaper for distribution to local residents, businesses and public venues (see right)
- Staffed public Exhibition
- Informal public display at local community venue

Key stakeholder meeting:

The process of engagement with local stakeholders began prior to the commencement of formal pre-planning consultation. During the bidding process for the site North Point Global and their design team met with a number of key stakeholders and adjacent landowners to better understand site context, development potential and local aspirations. Amongst the organisations and individuals that we met during this phase were;

- Brendan Gleeson - One Vision Housing
- David Jones - Pine Court Housing
- Colin Ling - Chinese Wellbeing
- Wendy Dixon - Frenson Ltd
- Chris Bowen- LMH
- Mark Lawler / Erika Rushton - Baltic CIC

At the commencement of the pre-planning consultation these conversations and briefings continued with a series of face to face meetings and briefings with:

- Riverside Ward Cllrs
- Cllr Gary Millar (Chair Elect Chinatown Forum)
- Individual businesses and other adjacent landowners
- Rope Walks CIC
- Liverpool BID Company
- Chinatown Heritage Centre group /Sound Agents
- Professor Gregory Lee - Chinatown Museum and Study Centre project

Working with Chinese Wellbeing we held a lunchtime meeting with a number of the key stakeholders/community leaders in the Chinatown area on Friday 10 July. This took the form of a presentation by Lead Architect Antonio Garcia and input from International Operations Director, Pablo Garcia from North Point, followed by a question and answer session.

新唐人街
NEW CHINATOWN

2015 年夏季

與你共享未來新景象



全新展覽，展示新唐人街景象

7月12及13日在Studio 2舉行公眾展覽，讓你一睹具歷史性的利物浦唐人街在重建翻新後的全新景象。

近 Great George Street 的一片未發展空地將用作全新計劃，建築計劃由利物浦發展商 North Point Global 及 BLOK Architecture 共同策劃，並由多家發展公司向利物浦市議會及該片土地的前持有人 Urban Splash 進行計劃展示與講解。

首席設計師 Antonio Garcia 表示，很高興由本地發展商 North Point Global 帶領的合作團隊能夠被選中進行這項工程，這可算得上是英國其中一項最受人期待的重建和再發展計劃。「我們熱切期待未來與本地居民和商戶攜手合作，為這個歐洲最具歷史的唐人街注入新動力。我們認為這次工程是區內更廣泛重建工作的一個起步點，這將為我們帶來能切合利物浦的需要，

同時也讓利物浦引以為傲的繁華唐人街。」在參與計劃前，首席建築師 Antonio Garcia 早已深受中國設計哲學的啟發，變上傳統的摺紙藝術。「這個地段的舊有發展計劃，完全背離了唐人街和這個地區的中國歷史與傳統。從一開始，我們就把這個地點視為整個城市現有獨特面貌的一個新延續。我們的整體計劃，主要是令這個地段與

唐人街，以至鄰近的 Baltic 地區等更加貼近。」

「這只是初步構思，在項目的策劃過程中會不斷調整各種細節。因此我們會鼓勵更多人來參觀展覽，同時我們會盡量與更多的社群和商會接觸並進行討論。我們希望這個項目可以符合本地居民的期望，為利物浦建設一個擁有國際級質素的多用途地段。」

詳情參考第 4—5 頁的設計說明

3.6.2: PUBLIC CONSULTATION

Proactive media campaign:

Working with our communications consultants Archetype and Liverpool City Council, we delivered a proactive media campaign to promote the scheme and also encourage attendance at the 2 day public exhibition. The campaign consisted of two targeted media releases and face to face briefings for key journalists at the Liverpool Echo and BBC Radio Merseyside. The release was sent to a comprehensive media database agreed with Liverpool City Council covering local, regional and trade media including;

- The Liverpool Echo • BBC Radio Merseyside • BBC North West • Radio City
- Juice FM • Bay TV • ITV Granada Tonight • Your Move / Move Commercial
- Place North West • Business Desk • Liverpool Confidential • Estates Gazette
- Property Week • Architects Journal • Building Design • Business Daily

The press release received extensive coverage across local and regional print, on-line and broadcast media as well as specialist property, regeneration and architectural press. In terms of public engagement, extensive coverage in Liverpool Echo, Radio Merseyside, BBC North West, Bay TV and Liverpool Confidential was helpful in promoting both the scheme and the public consultation event. Coverage was overwhelmingly positive as reflected in the comment dialogue on both Liverpool Echo and Liverpool Confidential web pages.

Eight page community newspaper and posters:

Due to the condensed time period available for community engagement and publicity, North Point decided to use a direct approach to informing and engaging local residents and businesses. We designed and circulated 7,000 copies of an 8 page community newspaper to residential and business properties across Chinatown, Liverpool One and the Cathedral Court residential communities. Additionally, they were distributed to public/community facilities, including FACT, Pagoda, Radio Merseyside, Bluecoat Arts Centre, Toxteth library, Liverpool Anglican Cathedral, Baltic Creative, Constellations, Women's Organisation, local restaurants, cafes and retail businesses.

These were full colour tabloid-size newspapers written in English and Cantonese and containing extensive information about the scheme. The newspaper included full colour photos/visualisations of the plans and outlined the ethos behind the scheme and the aspirations for the new Chinatown area. One full page was given up to advertising the public exhibition. The full page advert utilised the same artwork that was used for 30 AO size posters displayed in a number of city centre locations which promoted the public exhibition.

Public Exhibition:

A 2 day public exhibition was held at Studio 2 in Parr Street on Sunday 12th and Monday 13th July 2015. The exhibition was open from 11am to 8pm both days, to ensure flexibility to enable maximum attendance.

This exhibition showed a full on-screen layout of the proposed scheme. Separate displays showed the history of the area and how the culture influenced the thinking behind the design. Further displays pictured the aspirations of the scheme in terms of how other cities showcased their Chinese heritage and culture.

A large tv screen ran a short film designed by the Sound Agents, showing still and audio-visual montage depicting the history of Liverpool Chinatown.

The exhibition was staffed by North Point, Blok, Archetype and The Good Neighborhood Company, between them providing a full range of expertise in design, planning, development, communications and neighborhood issues.

A total of 140 people attended over the course of the two days, including local residents, the business community, job seekers, students, property owners/developers and interested parties from as far afield as Cumbria and Wales. The overall response was extremely positive and many people took the time to complete a short questionnaire on the proposals.



