

Gateshead: Future Places

Final Strategy

26/02/20 - First Issue



Project Number: 19033
Produced by: MSi
Checked by: PRe



People Architecture

To improve the performance,
outcomes & experiences of
Individuals, Organisations
and Communities
by design.

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Brief and Context

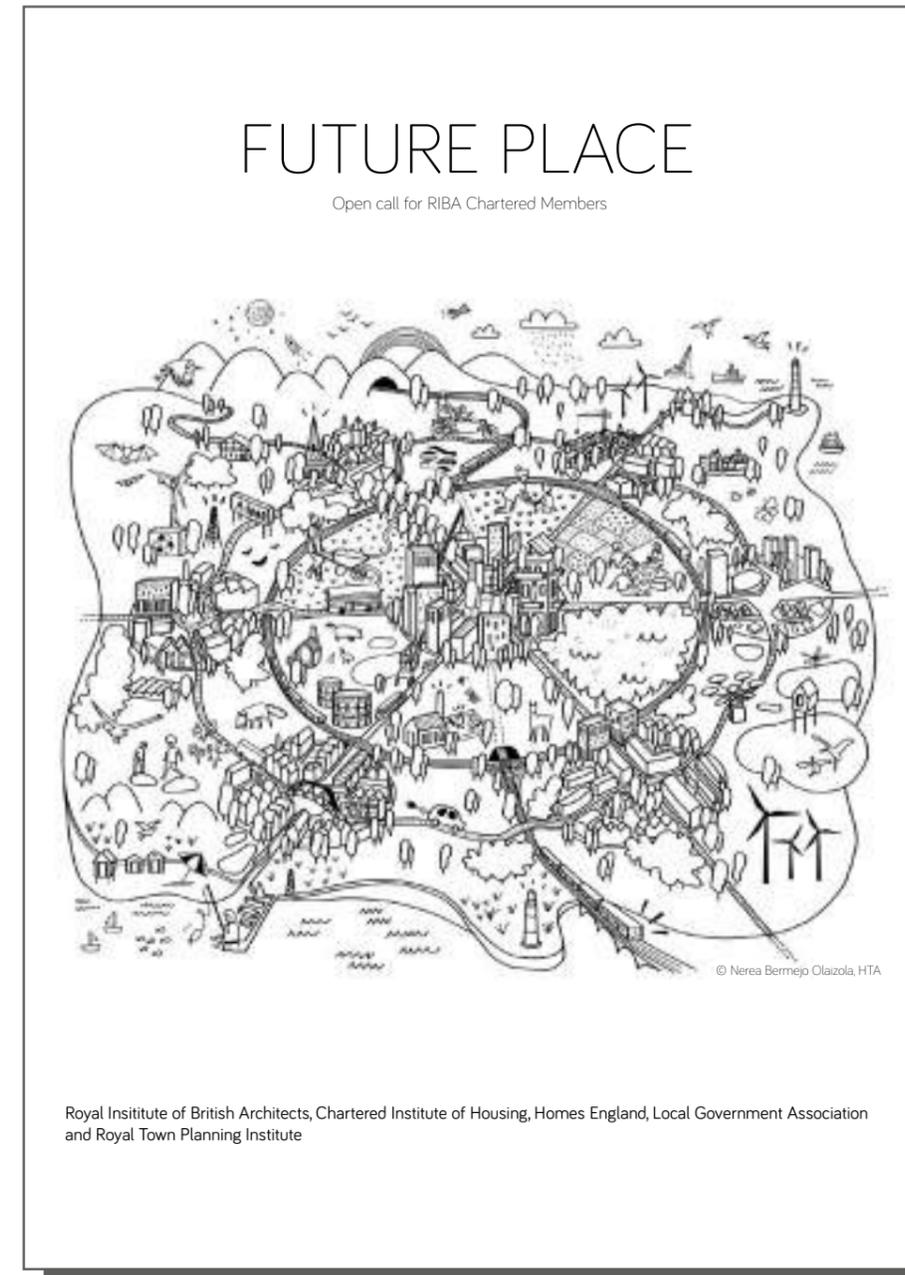
Future Place Brief

The Commission

To identify the main opportunities to achieve meaningful improvements to equity, health and wellbeing in Gateshead over the next 10 years, as set out in the Council's 'Thrive' agenda, based on a review of the principles set out in the Council's 'Fit for a City' regeneration delivery strategy.

The critical challenges and opportunities to address in the process and output are:

- Connection with the Quays, including the new International Conference and Exhibition Centre, and the Exemplar Neighbourhood residential developments of over 1000 new homes
- Tackling inequality amongst residents and ensuring businesses and retailers prosper
- Move from Car dominant to walking, cycling and public transport dominant [green/health]
- Make the Town centre an attractive and inviting destination.
- Social interaction and inclusivity
- Enhance Health and Wellbeing, quality of life



Future Places brief

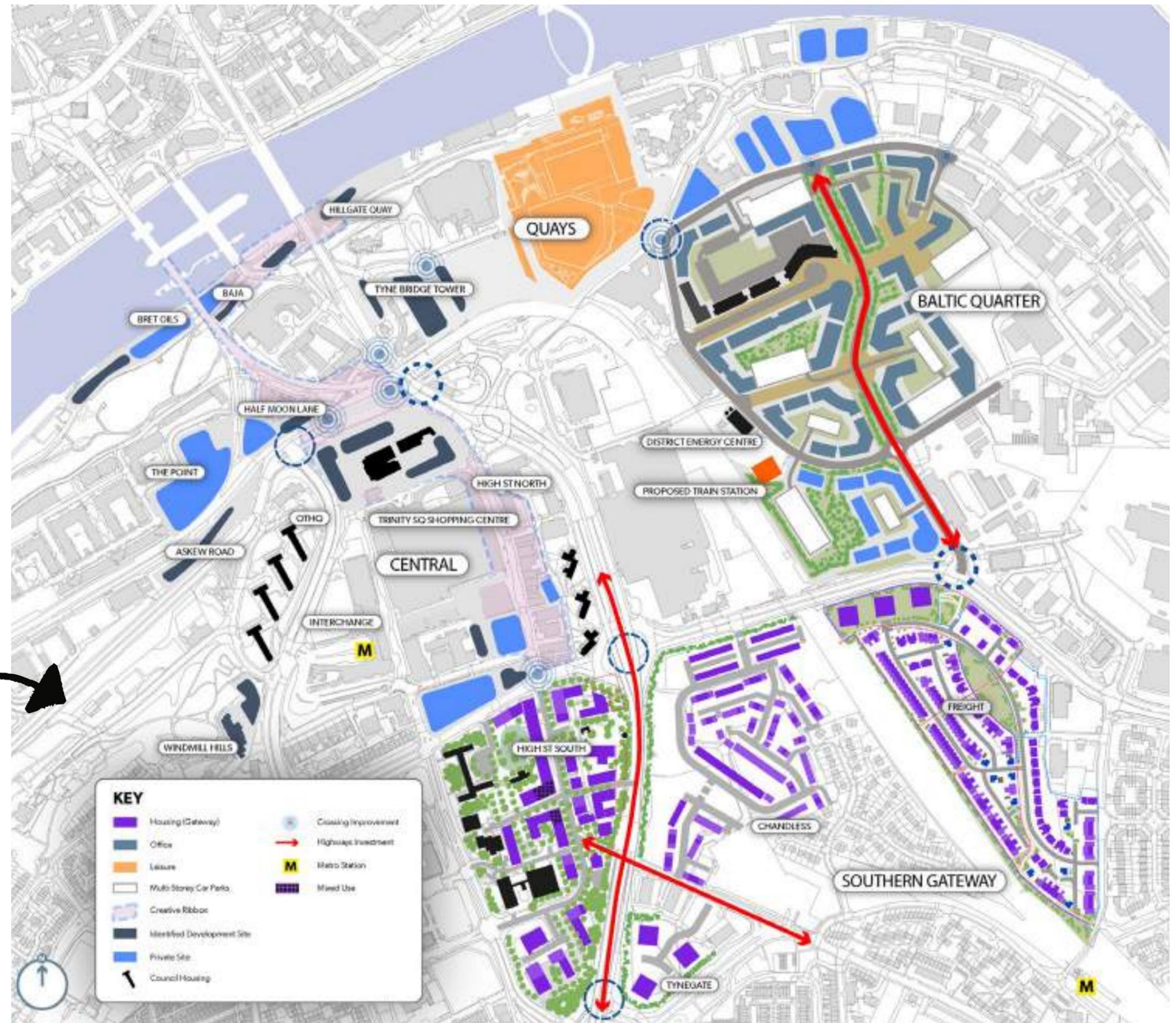
Brief and Context

Gateshead Context

Ambitious Transformation Planned

Gateshead has many ambitious transformation plans planned for the areas surrounding the main town centre zone.

The Future Place commission is to provide a town centre that complements the wider ongoing plans for the local people of Gateshead.



Brief and Context

Gateshead Context

Knitting the Town Centre Together

The Future Place commission looks to build on the positive work already happening in and around the Town centre.

- Varied portfolio of plans and projects- energy, cultural anchors, heritage regeneration, residential and leisure
- Overarching strategy required to maximise the benefit of Regeneration and re-imagine the town centre of the future
- Timing of Future Place is fortuitous:
- Stakeholders are poised to invest-in for example Nexus/Go Ahead review of the Interchange
- Clean Air/Transforming Cities opportunity to redesign road network that has choked the town centre



Proposed Nail Works Square



Community Dance group, Gateway Studio



The NewBridge Project, Contemporary Art Centre



District Energy Centre

Brief and Context

Gateshead Context



- The area of interest is indicated below, essentially the main town centre zone.
- We had to be cognisant of the surrounding developments as areas of influence.

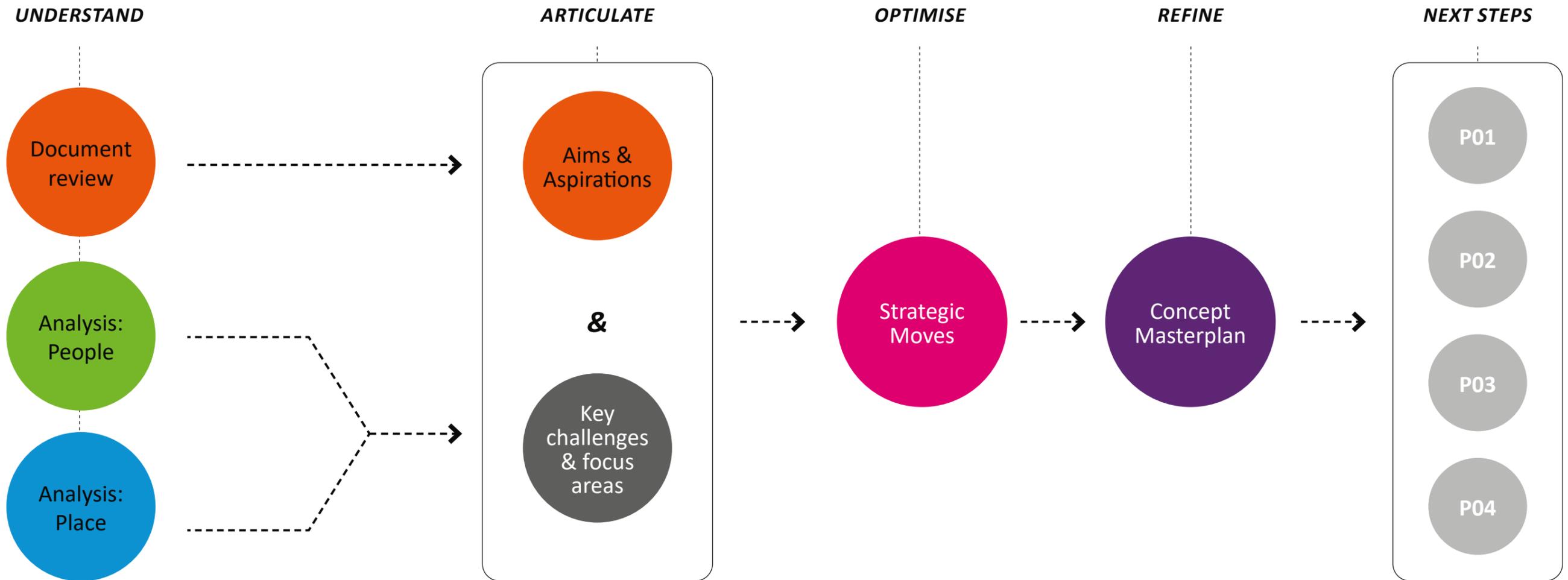


Methodology Overview

Process



We utilised our methodology 'Understand, Articulate, Optimise and Refine' to structure the project



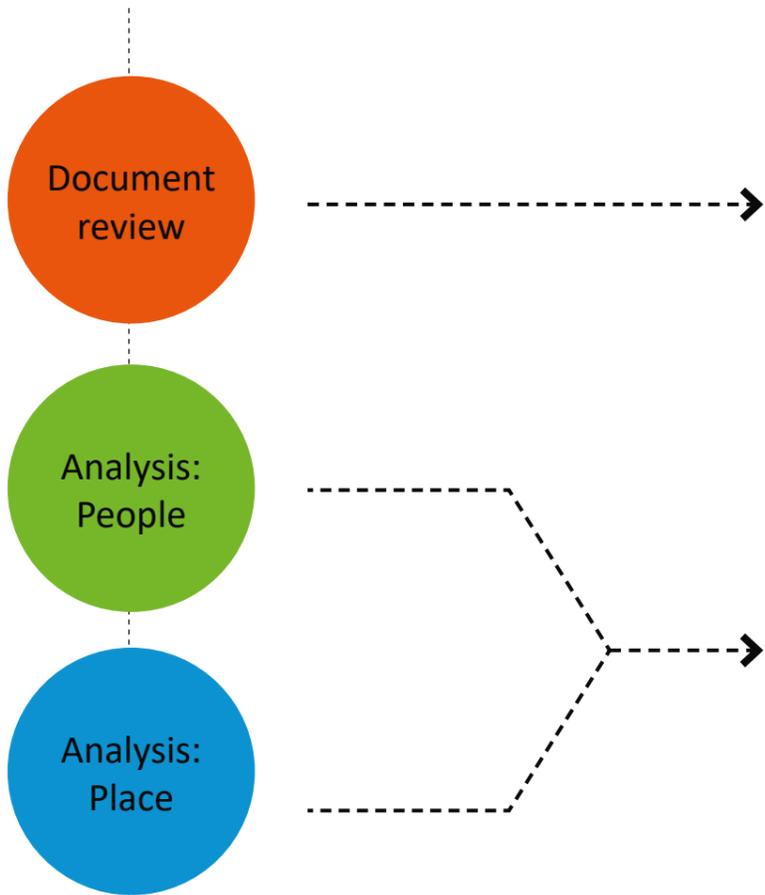
Understand Summary

Methodology

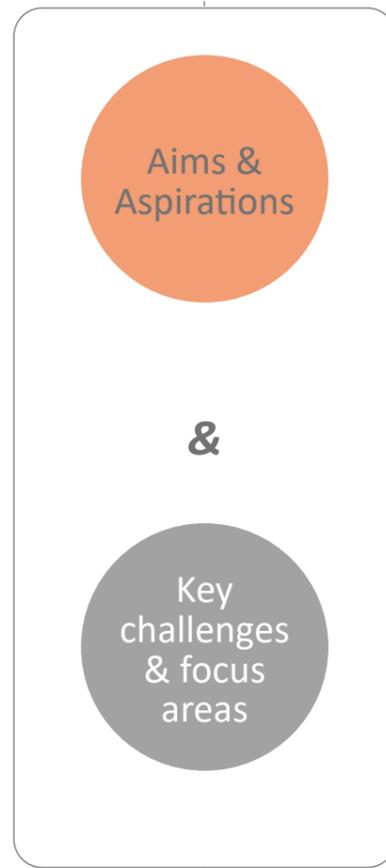


The Understand phase allows us to gather a strong evidence base to inform the key design decisions later in the process

UNDERSTAND



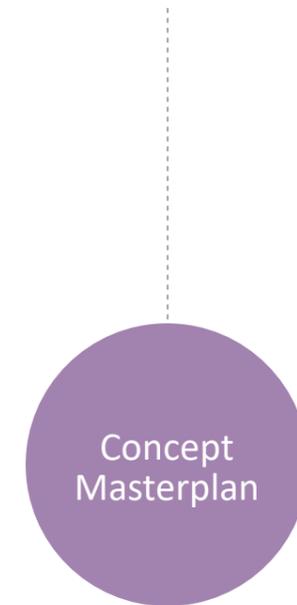
ARTICULATE



OPTIMISE



REFINE



NEXT STEPS

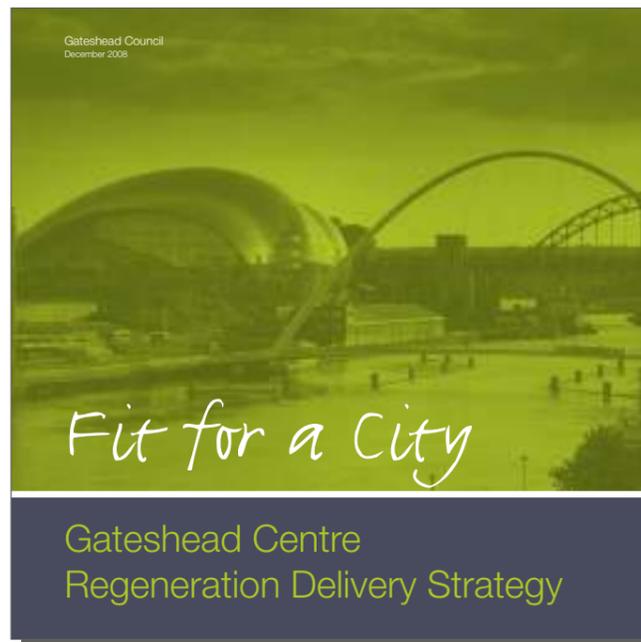


Understand Summary

Analysis: Document Review

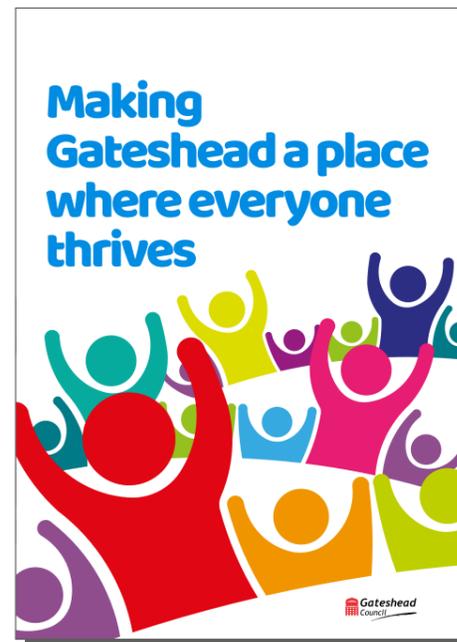


- As part of the Understand phase we reviewed much of the previous work undertaken by Gateshead Council alongside their current Thrive agenda, which is a strong basis for much of their decision making.



Fit for a City:

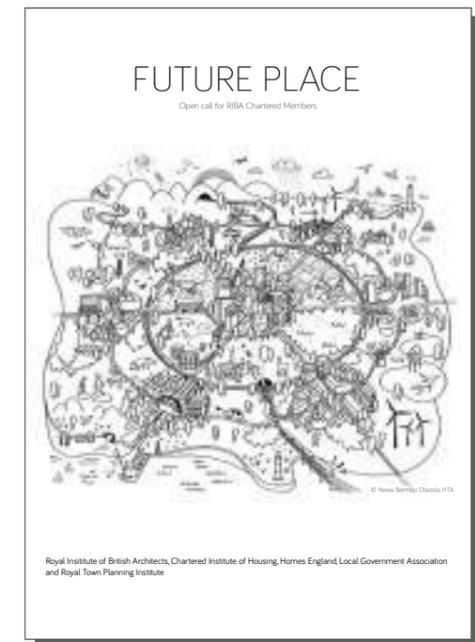
- Gateshead will be a unique place...
- Gateshead will be environmentally green... [Nature]
- Gateshead will be sustainably green... [Construction and Energy]
- Gateshead will be a place that continues year on year to attract and grow talent and ambition.
- Gateshead will be an economically thriving city...
- Gateshead will be... focused on people ...
- Gateshead will be defined by its waterfront location and river scene.
- Gateshead will be a unique place...
- Gateshead will be green
- Gateshead will be green
- Gateshead will be Green
- Gateshead will be the urban lung of Newcastle-Gateshead.
- Gateshead will be leading the way in family housing 'in the City'



Thrive:

We pledge to:

- Put people and families at the heart of everything we do
- Tackle inequality so people have a fair chance
- Support our communities to support themselves and each other
- Invest in our economy to provide sustainable opportunities for employment, innovation and growth across the borough
- Work together and fight for a better future for Gateshead



Future Places brief

- Connection with the Quays and the Exemplar Neighbourhood developments.
- Tackling inequality amongst residents and ensuring businesses and retailers prosper
- Move from Car dominant to walking, cycling and public transport dominant [green/health]
- Make the Town centre an attractive and inviting destination.
- Social interaction and inclusivity
- Enhance Health and Wellbeing, quality of life

Understand Summary

Analysis: People

It is correct to note that the comments we reviewed were the perceptions of the town centre by the people who were using the area as opposed to factual based.

Gateshead Town Centre Survey

We are keen to find out how or if local people use the Town Centre and what needs improving. Complete this survey, then enter our prize draw and you could win one of 3 Year Cinema tickets (worth £25 each).

What do we mean by Town Centre? We've drawn a map below so you can see what's within the Town Centre boundary (thick black line). You'll see it includes key locations like the interchanges, Trinity Square, the High Street, and Police station. We've also highlighted the High Street South area (dotted line) within the Town Centre because we want to ask you about that area in particular later in the survey.

Q1 Do you live/work in or near the Town Centre (within a 5 to 30 minute walk)? (Please tick all that apply)

Q2 What is your home postcode? (This will help us understand the distance you would have to travel to the Town Centre)

Q3 Have you visited the Town Centre in the last 12 months?

Q4 Thinking about the last 12 months, how often have you visited the Town Centre for the following reasons? (Please tick all that apply)

	At least weekly	At least monthly	Less often	Never
Leisure & entertainment e.g. cinema, gym	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping in a supermarket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping in other shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eating or drinking in a cafe/restaurant/pub	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To use services e.g. banks, solicitors, post office etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Place Standard 6

Feeling Safe - Data

Mapping data shows the high levels of traffic within the town centre lead to a number of collisions surrounding the area of interest.

The stakeholder engagement event held by the Council highlighted concerns surrounding anti-social behaviour. This is perceived as due to low levels of foot traffic and police presence on the street in the town centre.

16% of the first 100 comments in the Town Centre Survey mentioned feeling unsafe in the town centre, often highlighting drug and alcohol misuse as a key factor in feeling unsafe.

Better security as I tend to avoid this area both during the day and evenings. It's too dark.

I often feel vulnerable and that's why I don't use the high street as much.

At the moment I avoid the area as it makes me feel unsafe.

There is a lack of policing and I would not dream of walking in the area at night.

Bus station unwelcoming to many strange people hang around and feels unsafe at night.

Safer road crossings

All the boarded up shop units at the moment look dreadful. Its bleak and menacing.

20 / Gateshead Future Places / Client Meeting 1

'I walk into town for health reasons, rather than drive or take a bus and it would be better if it was a more pleasant experience.'

'There's a trick being missed in fostering an entrepreneurial culture.'



A review of the Town Centre Survey was undertaken and mapped against 14no categories of analysing a place. This contributed towards our subsequent 'Place Standard' valuation.

Place Standard 4

Natural Space - Data

Aspirations to 'green' existing public space have been outlined in the existing documentation.

The Town centre survey comments mention a desire for green space with some regularity.

Despite mentioning green space without being prompted; respondents ranked 'more green space' as 8th of 15 improvements proposed to the Town Centre.

Need green spaces suitable for a mix of uses.

Best do away with all the bushes and trees which are collecting all the rubbish.

Green space with walkways that are well lit, should be a key design feature.

With the lack of prominent green spaces (and the fakeness/isolation of the small patches of green that there are) it gives a very negative twist to what could be a positive public space.

There is a lack of trees to soften the edges of the developed areas.

I think people of all ages thrive much better where they feel safe and with green spaces close by.

Green space (park or gardens), perhaps a garden that could be used by the community to grow produce.

Client Meeting 1

Place Standard 13

Identity and Belonging - Data

Heritage assets in the Bridges/Quayside area were identified, residents spoke highly of previous assets such as the indoor market as well as newer developments: the Sage, Baltic and Quayside.

The Health and Well-being and Thrive Strategy documents illustrate a desire to provide an inclusive environment, where all residents are supported and safe.

Comments from residents show a strong sense of pride and community within Gateshead, with a desire to ensure all types of residents are considered.

However, some comments also reflect a sense of shame surrounding the Town Centre and the reputation of the Borough as a whole.

We lost our town centre when we lost our indoor market.

All of the character and heritage is gone. It is a modern, ugly place.

The local identity is being lost.

Without being cruel, Gateshead town centre needs identity, it offers nothing.

More culture /arts venues with activities and events. E.g., Museums, galleries etc.

Gateshead is great at arts and heritage. Make that loud and proud.

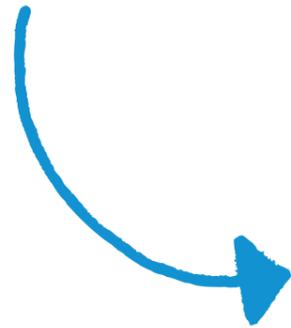
Gateshead needs "culture" - music and art, independent retailers, reasons to spend time here.

34 / Gateshead Future Places / Client Meeting 1

Understand Summary

Analysis: People

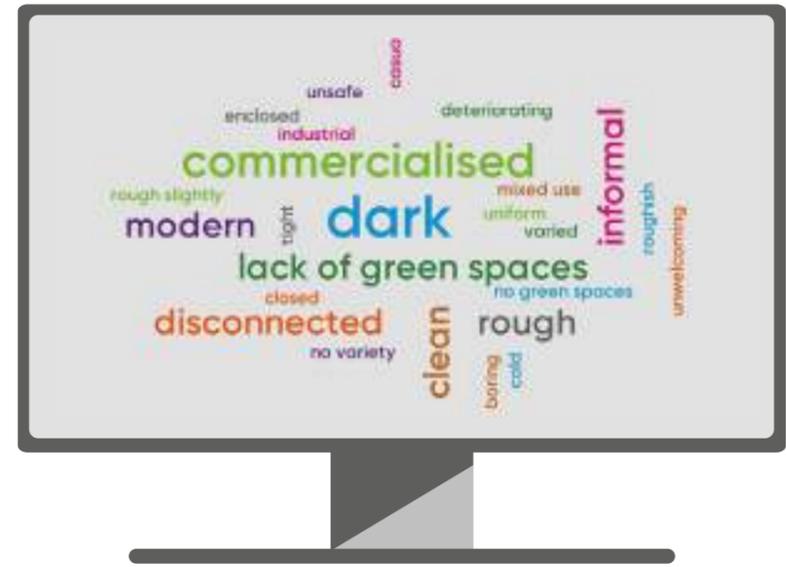
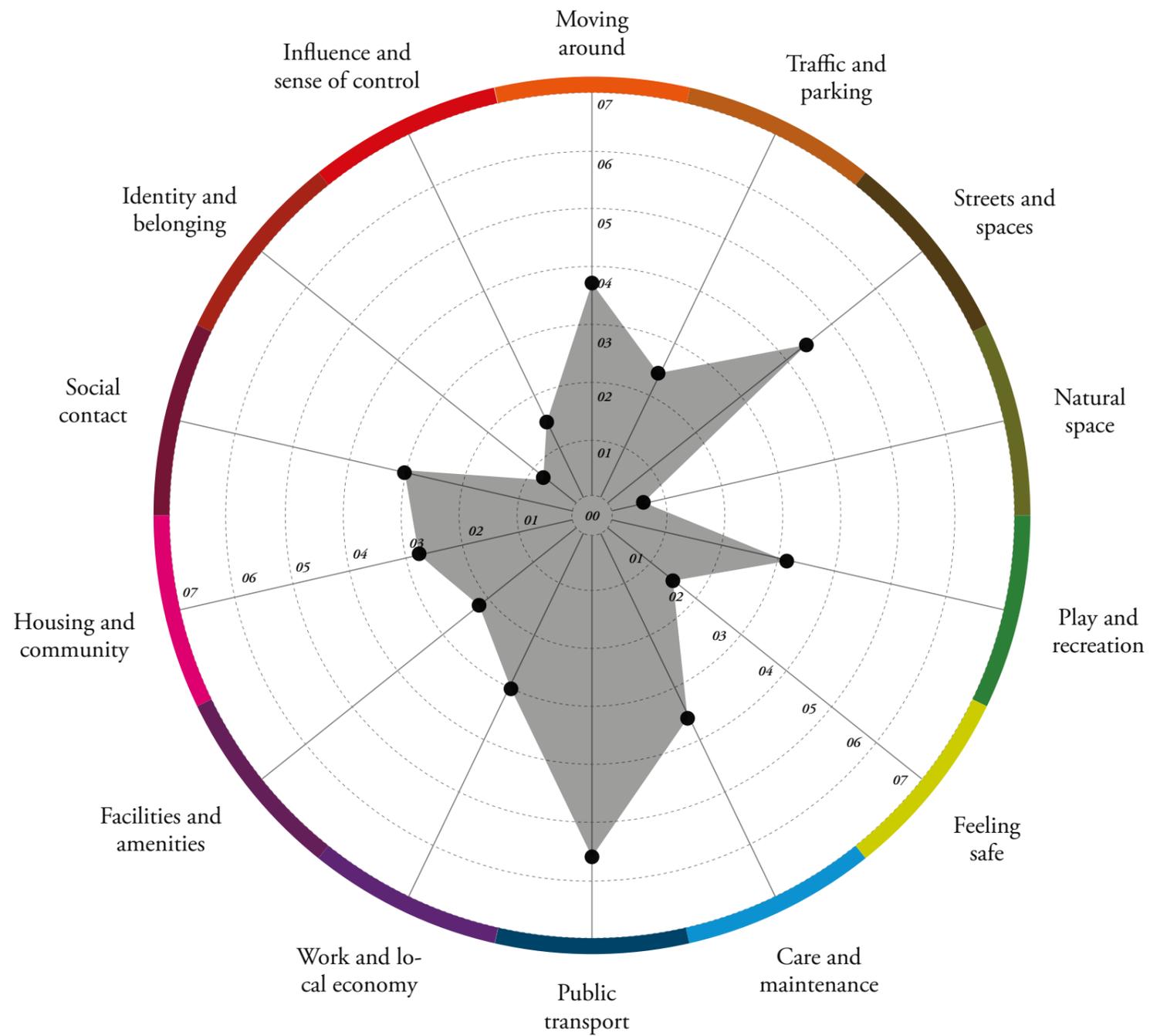
On review of the current public stakeholder involvement we highlighted a lack of interaction with under 25's. We engaged this group via a Vision Workshop, utilising various activities to get their views on Gateshead Town Centre.



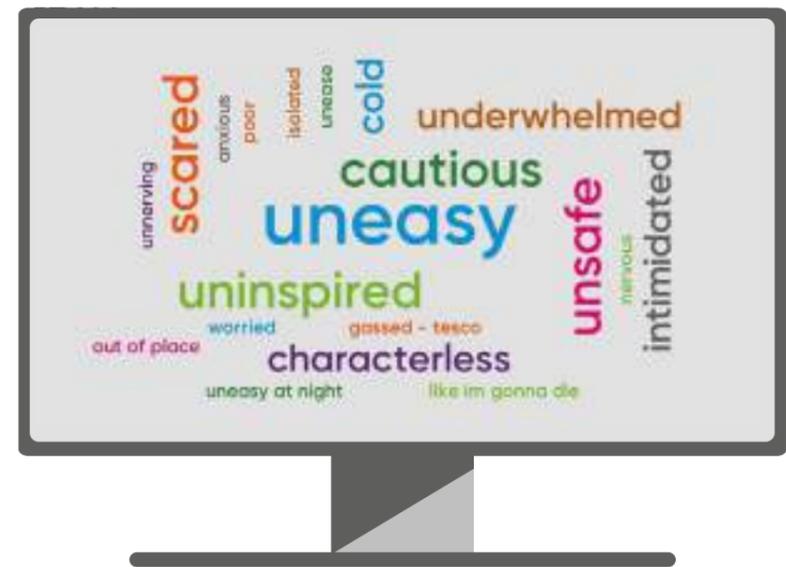
Understand Summary

Analysis: People

Results of the Vision Workshop.....



Please write 3 words that describe how Gateshead Town Centre currently looks.



Please write 3 words that describe how Gateshead Town Centre currently feels.

Understand Summary

Analysis: People

Results of the Vision Workshop.....



- Tier 01:**
- Encourage community cohesion
 - Create community heart
 - Promote future investment

- Tier 02:**
- Increase visitor numbers, footfall and return
 - Improve health & wellbeing
 - Stimulate change & further regeneration

- Tier 03:**
- Connect the town (Physical)
 - Develop strong identity & raise profile
 - Generate financial return
 - Retain & create employment
 - Address Homelessness

- Tier 04:**
- Develop night-time economy
 - Meet future residential needs
 - Improve art culture



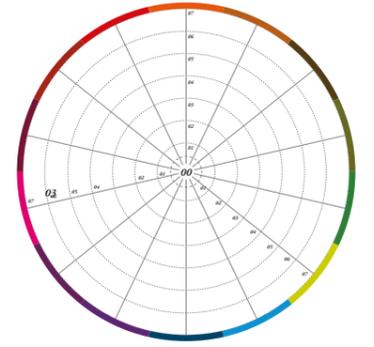
Please write 3 words that describe how a successful 'Gateshead Town Centre would look.



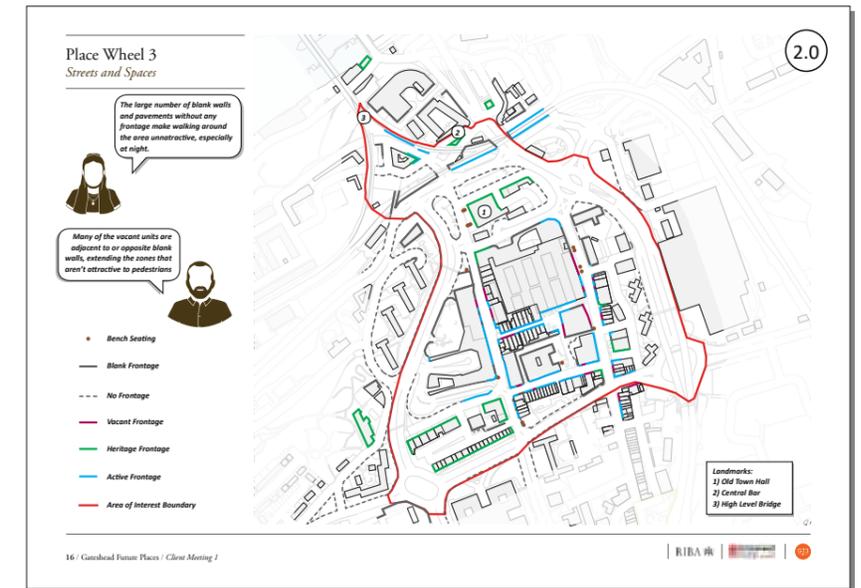
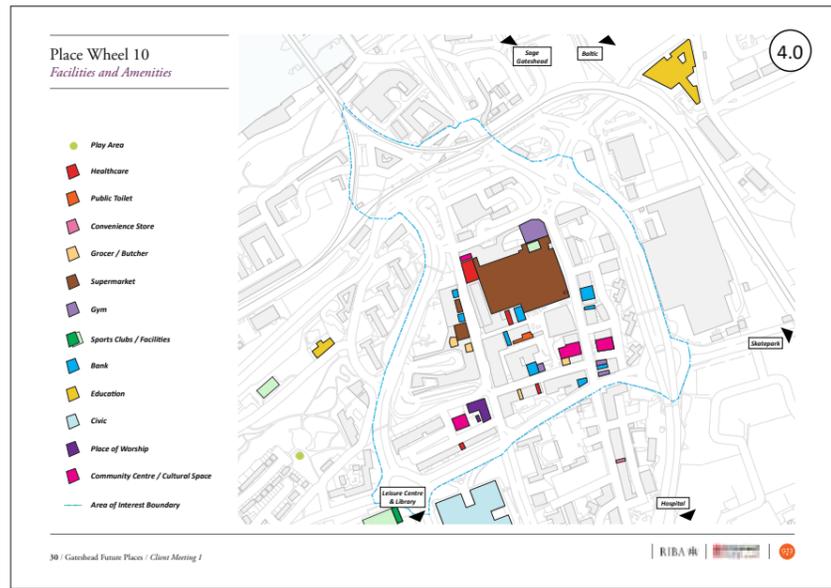
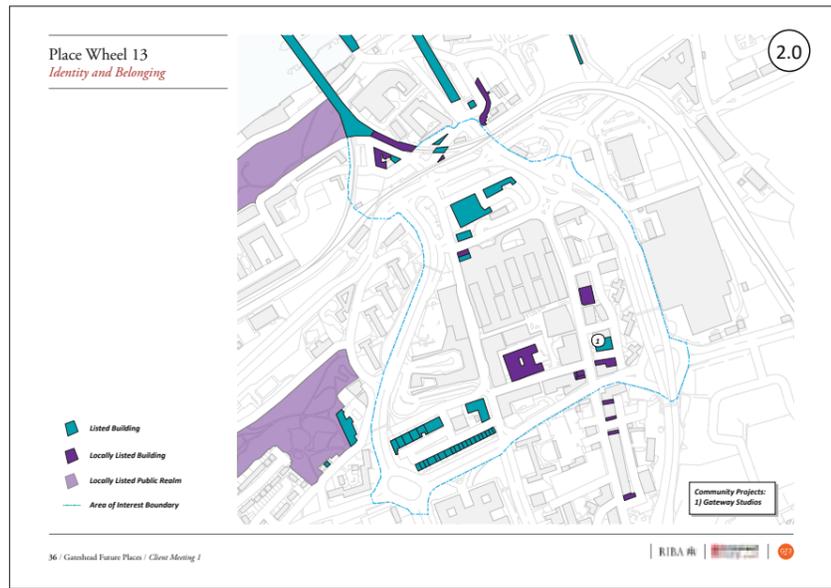
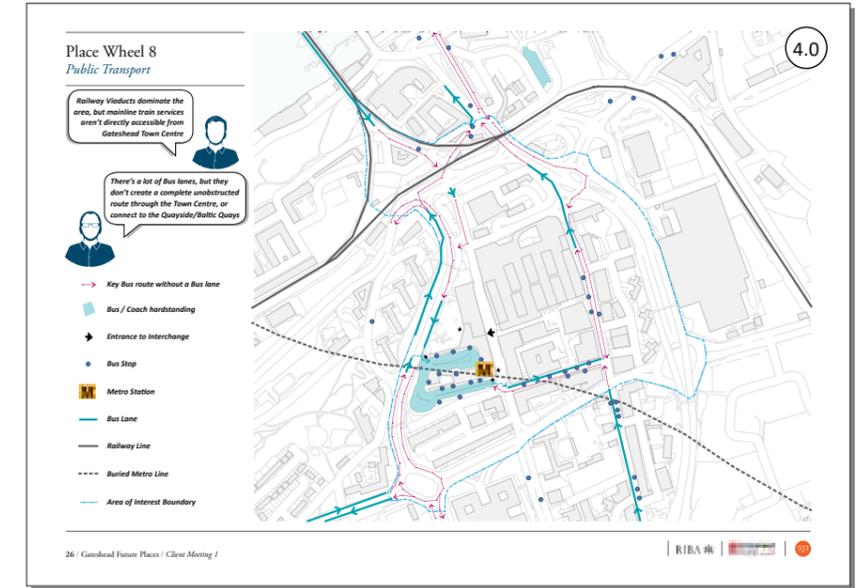
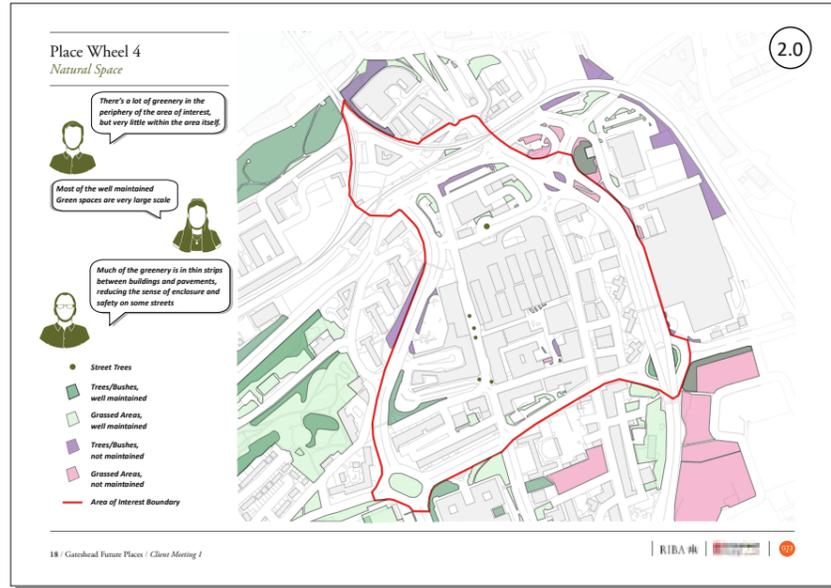
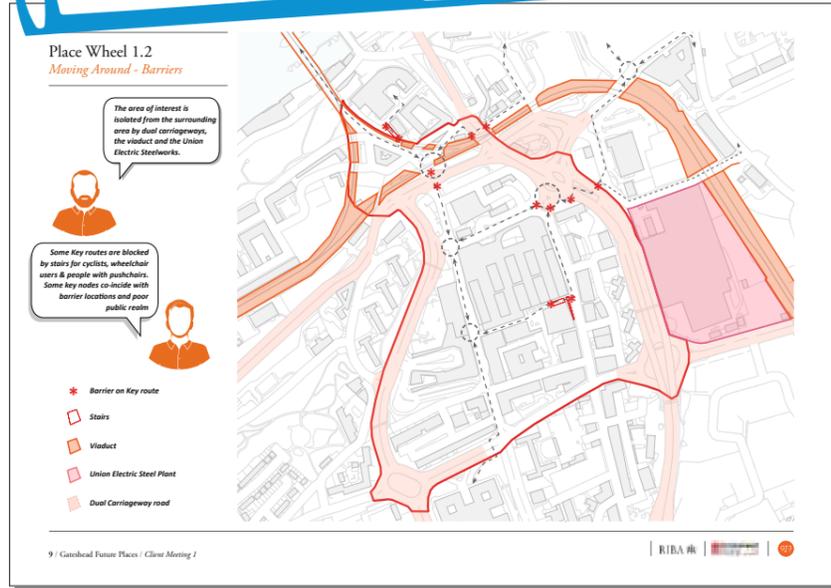
Please write 3 words that describe how a successful Gateshead Town Centre would feel.

Understand Summary

Analysis: Place



We used the same 14no categories to undertake our own evaluation of Gateshead Town Centre.



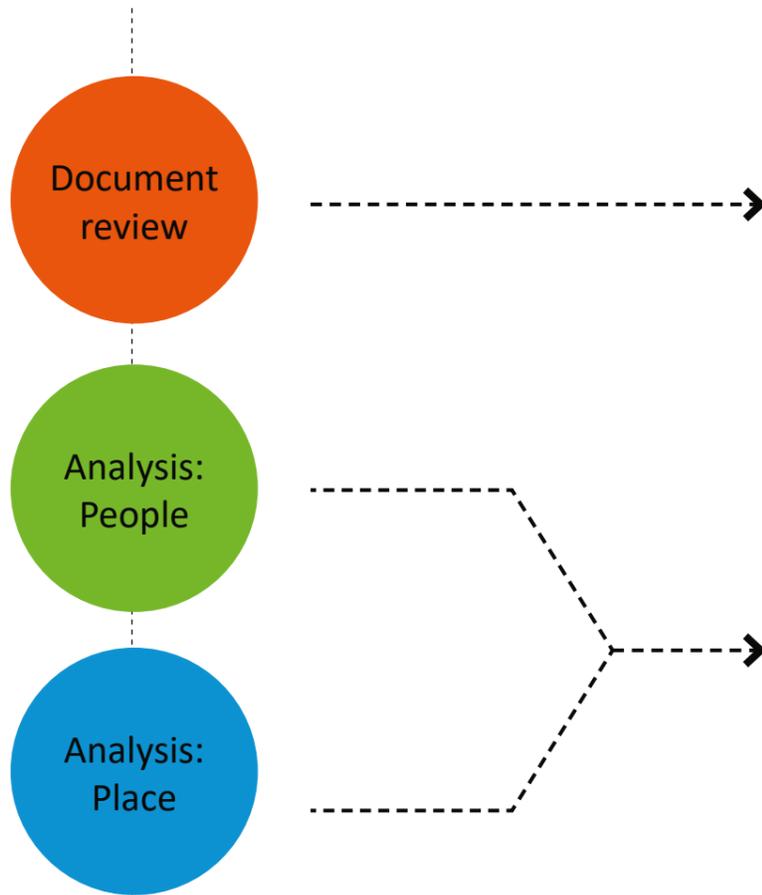
Methodology Overview

Articulate

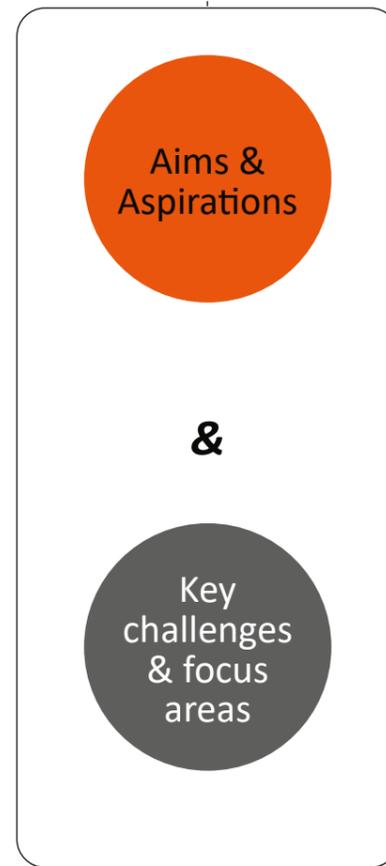


- During the Articulate period we utilised the evidence from the Understand phase to highlight the aims and aspirations and the key challenges and focus areas for the project.

UNDERSTAND



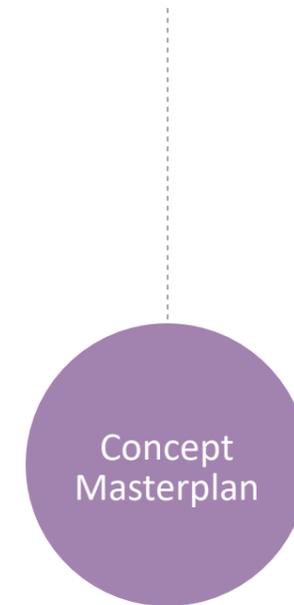
ARTICULATE



OPTIMISE



REFINE



NEXT STEPS



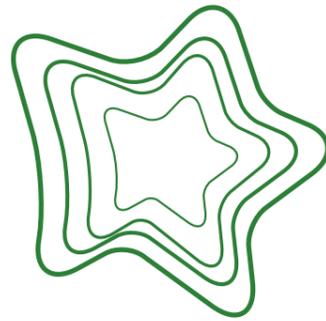
Articulate Summary

Aims & Aspirations

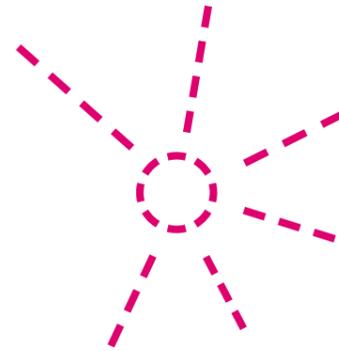
The aims and aspirations opposite are driven from the key messages in the 'Fit for a City' Thrive & 'Future Places brief' documents. They should be underpin all the thinking for the Town Centre.



GATESHEAD WILL BE....



FUN & VIBRANT



DISTINCTIVE & HAVE IDENTITY



GREEN & SUSTAINABLE



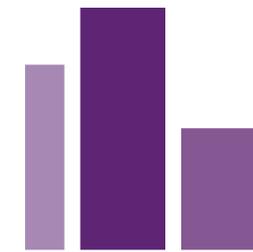
ATTRACTIVE & INVITING



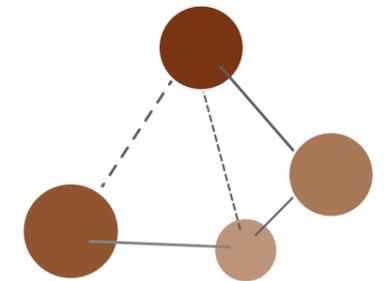
NURTURING & INCLUSIVE
(Community heart)



GROWING & DEVELOPING
(Economically)



VARIED & BALANCED
(Uses & aesthetics)



CONNECTED & ACCESSIBLE



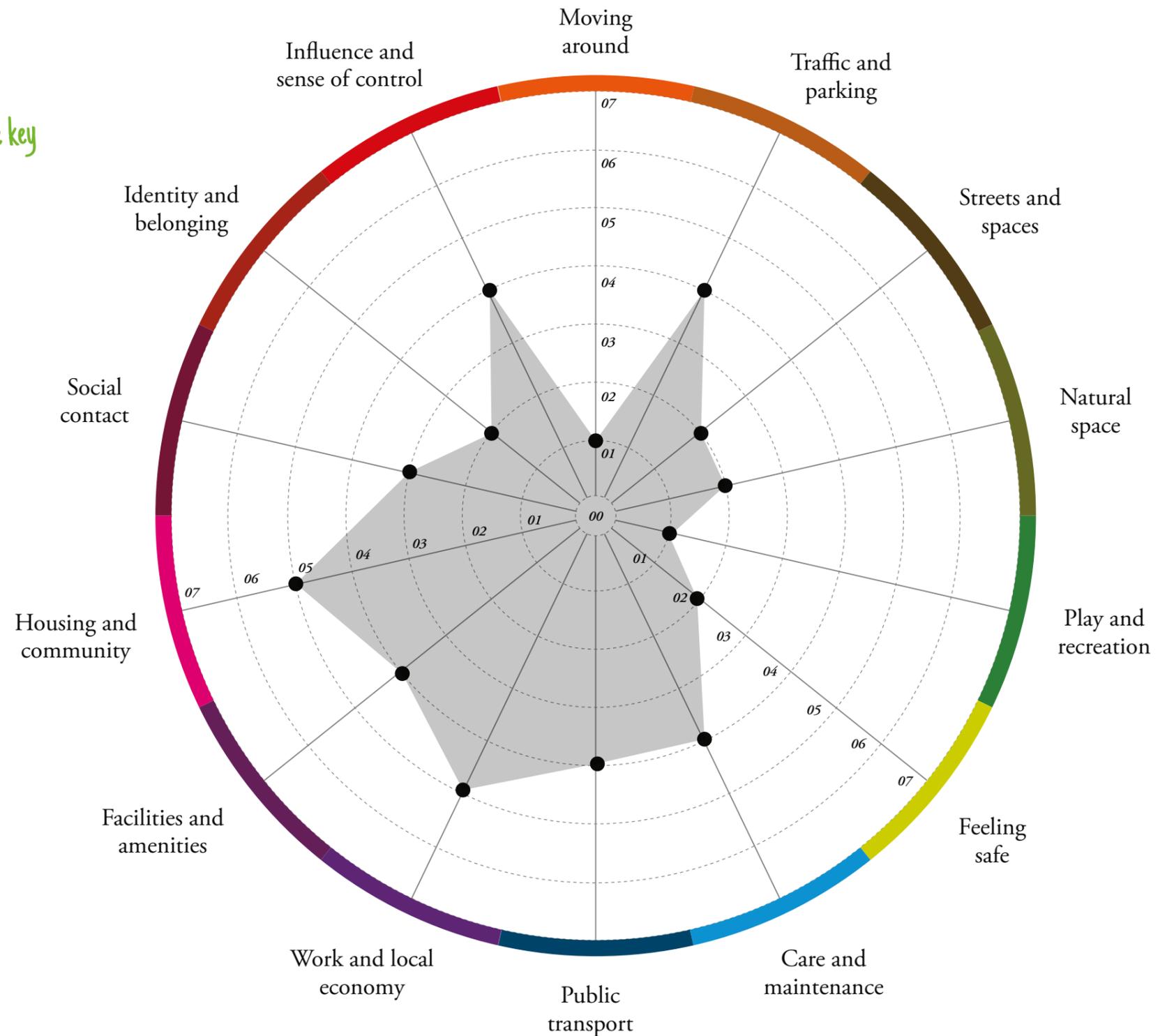
HEALTHY & PROSPERING
(Wellbeing - individual & social)

Articulate Summary

Key challenges & focus areas

Utilising the 14 key categories we could highlight the key challenges on the areas that scored the lowest

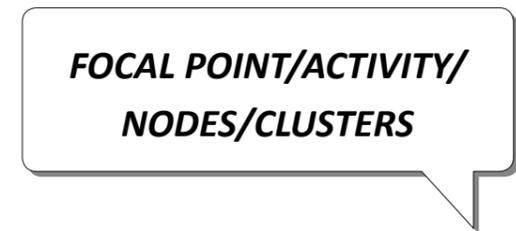
CATEGORY	DATA-LED SCORE
Moving around	1.0
Traffic and parking	4.0
Streets and spaces	2.0
Natural space	2.0
Play and recreation	1.0
Feeling safe	2.0
Care and maintenance	4.0
Public Transport	4.0
Work and local economy	5.0
Facilities and amenities	4.0
Housing and community	5.0
Social Contact	3.0
Identity and belonging	2.0
Influence and sense of control	4.0



Articulate Summary
Key challenges & focus areas



. This analysis led us to the following areas as the key challenges and focus areas for the design response



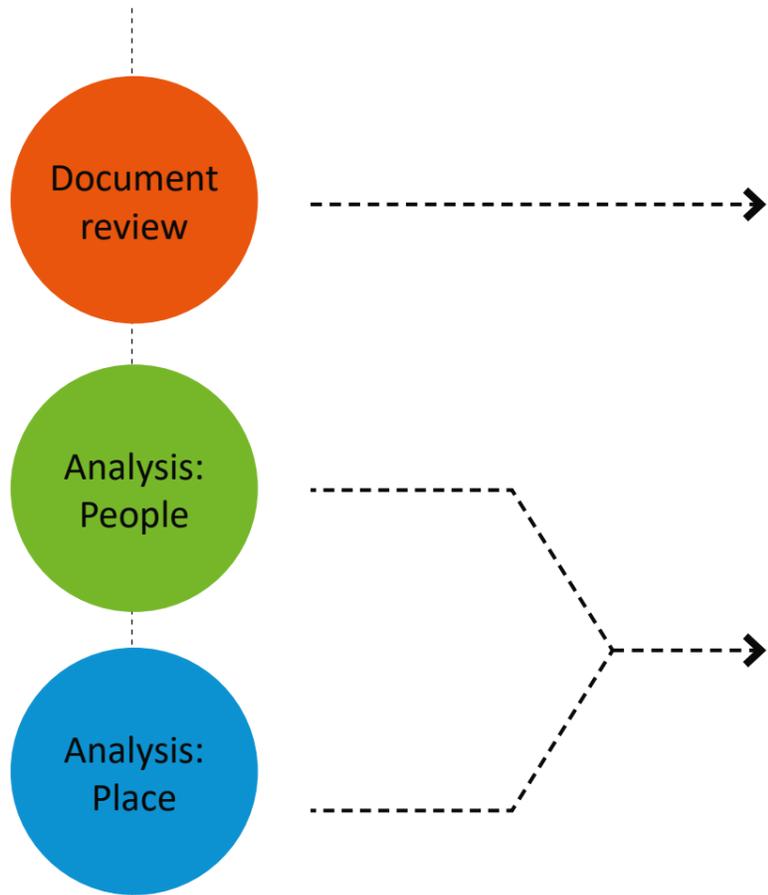
Optimise Summary

Methodology

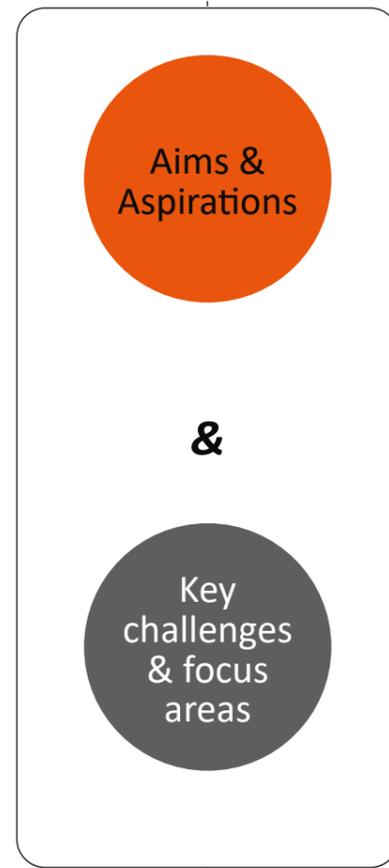


- The Optimise phase is the design response to the understand and articulate elements
- The design response takes the form of a number strategic moves as overlays to the town centre
- Each strategic move response is measured against the key aims and key challenges

UNDERSTAND



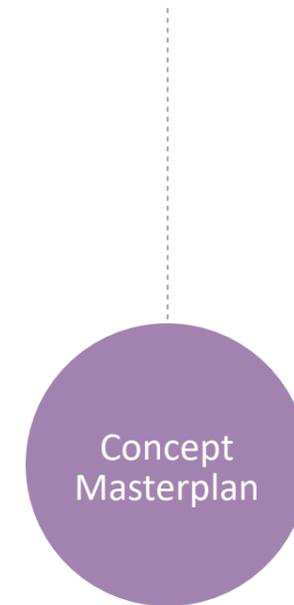
ARTICULATE



OPTIMISE



REFINE

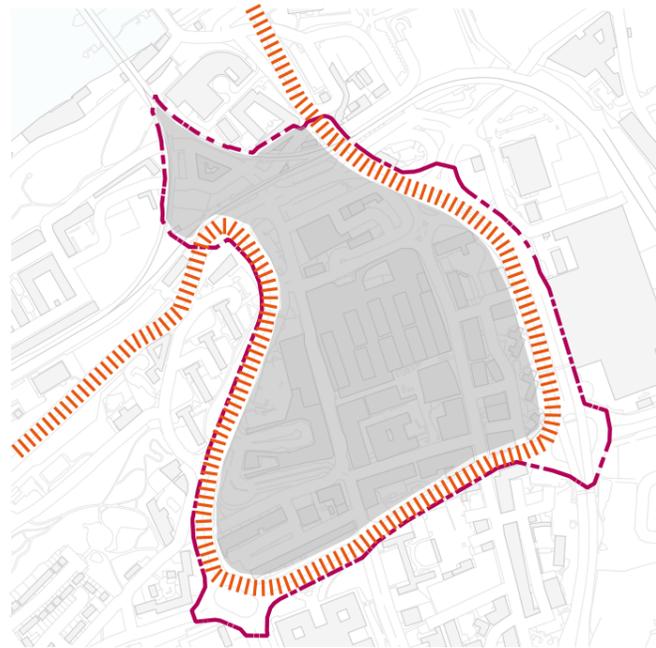


NEXT STEPS



Optimise Summary

Strategic Move No. 1



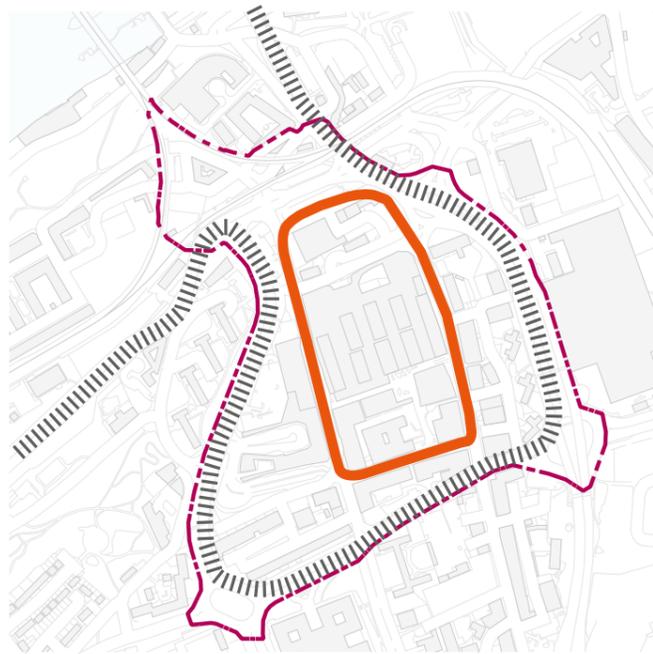
RELOCATE MAJOR TRAFFIC ROUTE

- Re-route Askew Road to North as part of Clean air solution.
- Provides greater and safer connectivity to the areas North of the town centre
- Creates a town centre zone where pedestrians and cyclists take precedence.



Optimise Summary

Strategic Move No. 2



CREATE PEDESTRIAN LOOP

- Condense High Street Maximise opportunity for live frontage
- Character Streets with opportunities for moments off route
- Pedestrians and cyclists take precedence
- Opportunity for low speed electric bus loop
- Integration of Green spaces/Views
- Provides safe connections to encourage walking



Saint Catherine's Street, Montreal



Oxford Street, London - (Proposed scheme)



Superkilen Park, Copenhagen



The Loop provides opportunities to introduce play and nature into the public realm, both of which are proven to positively impact people's health and wellbeing.



Cours Mirabeau, Aix-en-Provence



Parnie Street, Glasgow



Blakett St, Newcastle



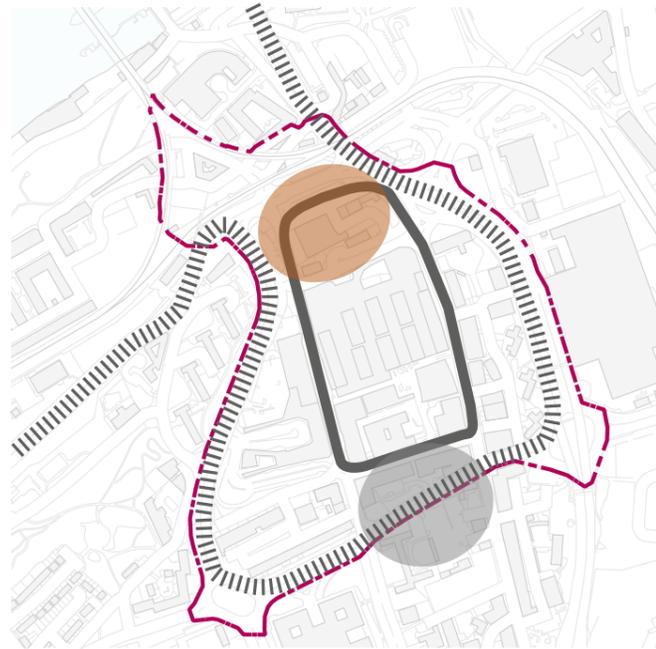
Times Square, New York - Temporary/experimental phase of redevelopment.

Before we spend lots of money pedestrianising the loop, we can close it to traffic temporarily to test the impact on air quality, footfall & existing retail.



Optimise Summary

Strategic Move No. 3



KEY NODAL POINTS - CIVIC SQUARE

- Civic square to North
- Largely Hard Landscaped solution
- Opportunities around large level change
- Vehicle free
- Receives people from high level bridge route
- Connects with key access points towards quayside
- Opportunities for large scale events

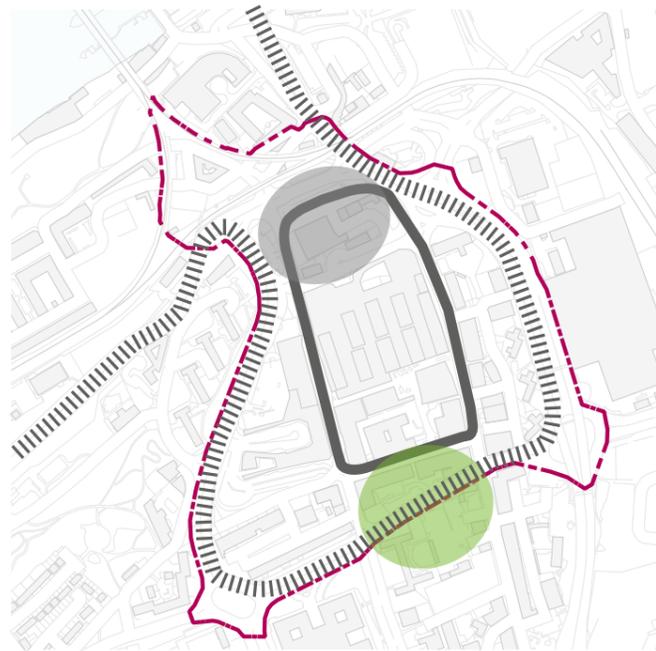


These Key nodes should maximise views in and out, provide space for activities that will attract people into the town centre, and reference the character & history of Gateshead



Optimise Summary

Strategic Move No. 4



KEY NODAL POINTS - COMMUNITY GARDEN

- Community square to south
- Largely soft landscaped solution.
- Receives people from residential areas to south
- Springing point towards town centre
- Opportunities for small scale events
- Integral community opportunities with 'living room' facility.

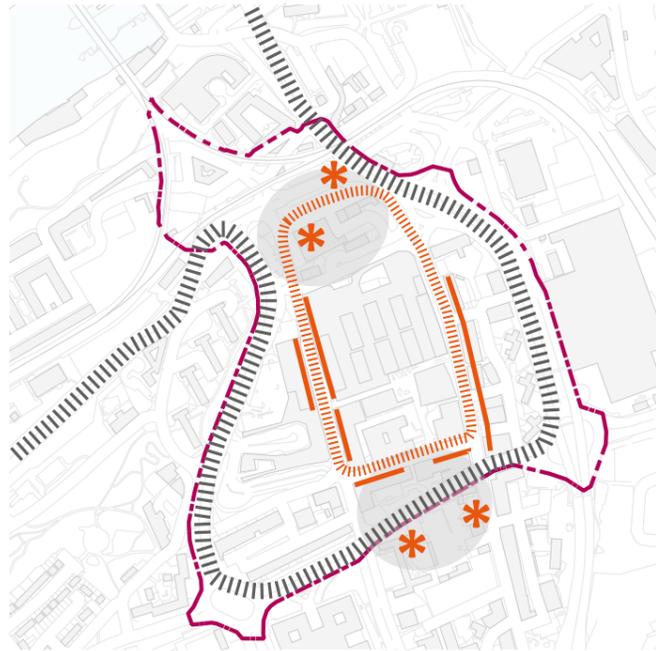


These key areas should reflect the character of the zones they border. The Community Garden is to be a facility and resource for the local community.



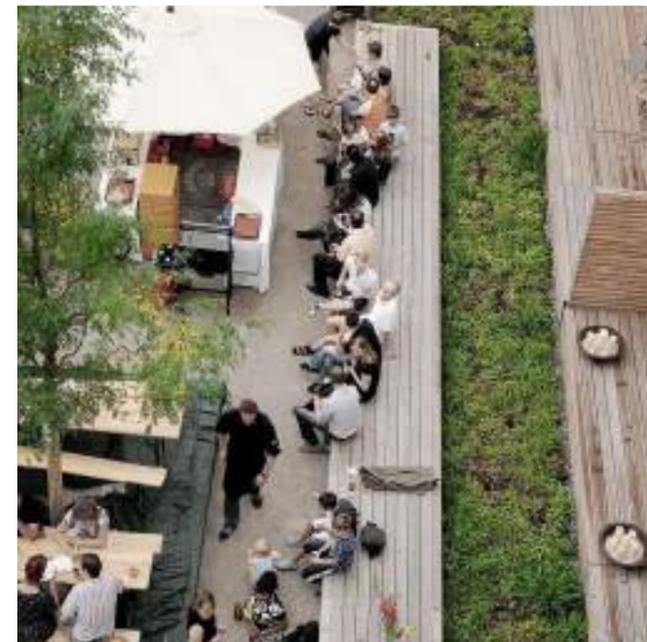
Optimise Summary

Strategic Move No. 5



MAXIMISE LIVE FRONTAGE

- Activate frontage to high street
- Key community and civic buildings to squares
- Create moments on the journey for users providing opportunities for interaction

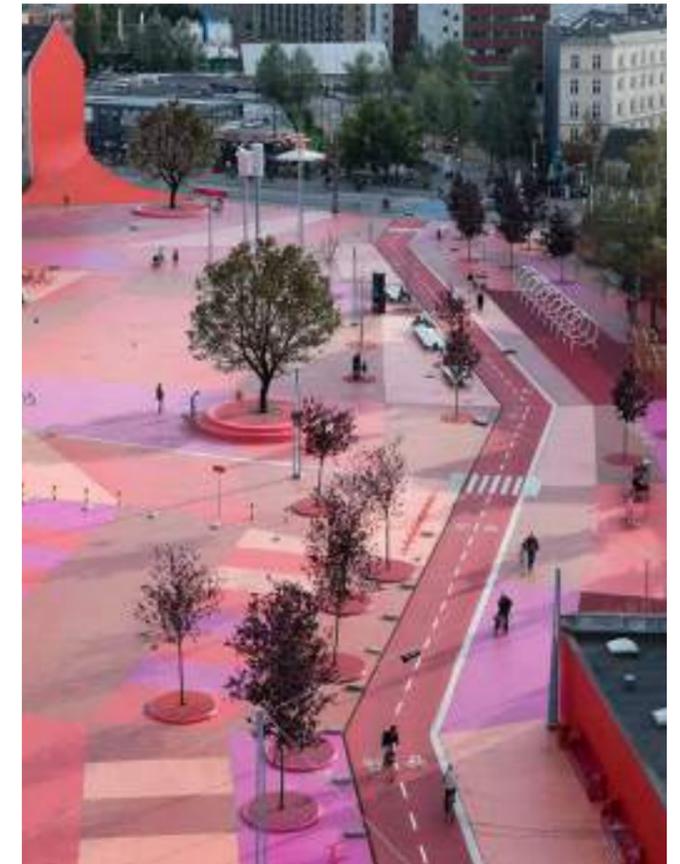
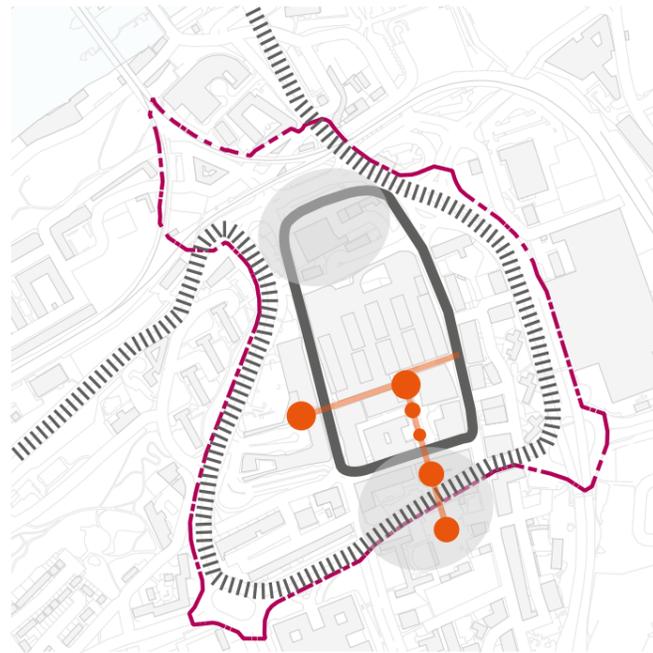


New buildings and street frontage should increase the sense of enclosure and 'eyes-on-the-street'. They should generate lots of human activity to provide vibrancy.



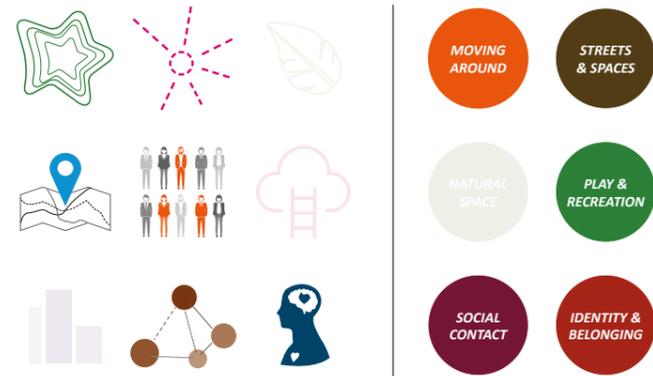
Optimise Summary

Strategic Move No. 6



STRENGTHEN INTERNAL CONNECTIONS

- Series of smaller inviting character spaces to connect the areas within the larger public realm
- Opportunities for users to interact with spaces
- Areas to provide excitement and interest
- Opportunities for community group involvement
- Interactive art installations provide fun and promote movement for all
- Provides safe connections to encourage walking



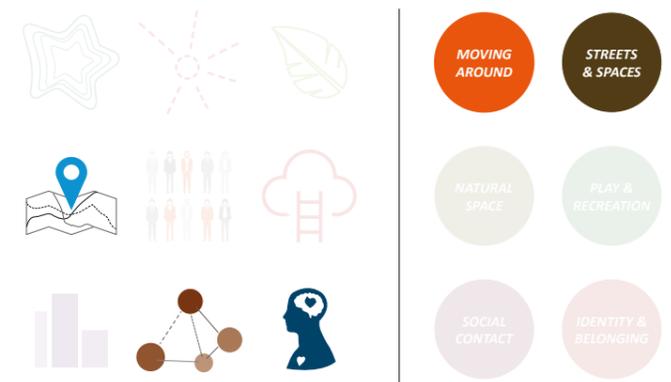
Optimise Summary

Strategic Move No. 7



STRENGTHEN EXTERNAL CONNECTIONS

- Key connections from squares to North & South
- Civic square to civic/visitor zones toward quayside to North and from to strategic routes with Newcastle Central Station presenting an opportunity to uplift and animate the High Level Bridge in the long term.
- Community square connects to community zones and residential areas to South



Nodal point squares to collect pedestrians into to key locations before directing them toward town centre

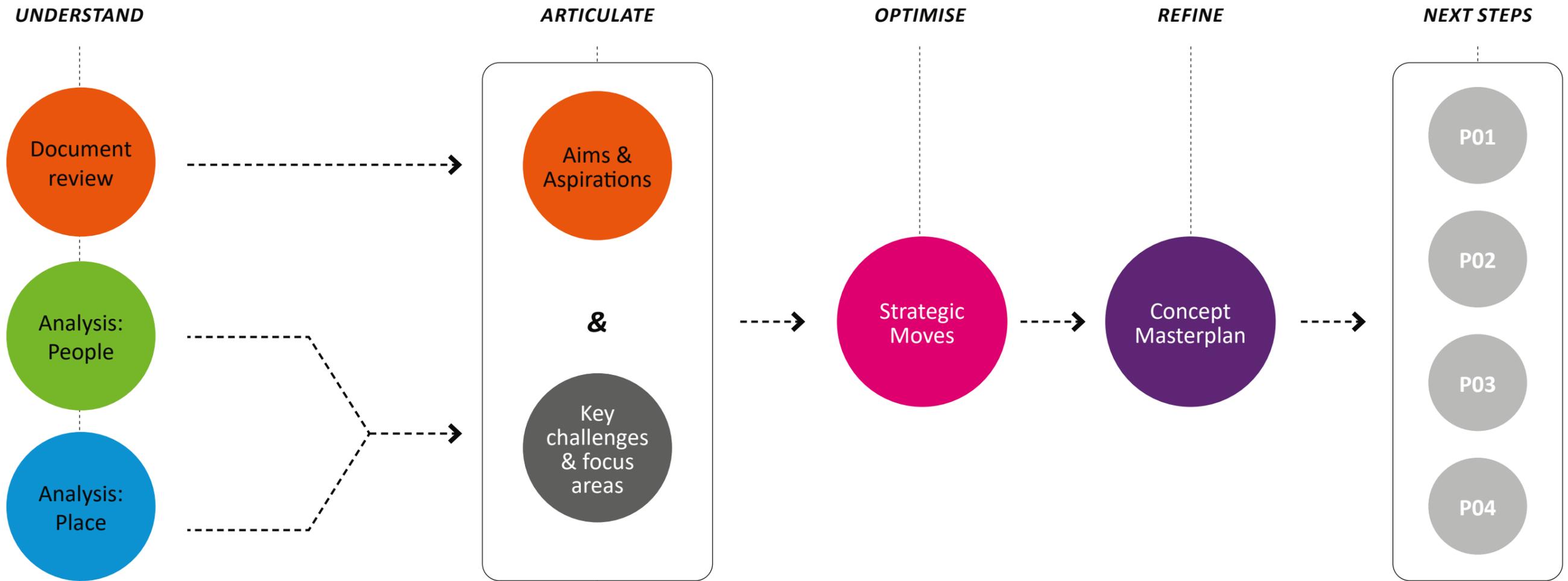


Refine Summary

Methodology



The Refine stage builds on the strategic moves to produce an illustrated concept masterplan



OUR CHALLENGE

TO CREATE AN ENVIRONMENT WHICH NURTURES WELLBEING AND PROMOTES PROSPERITY.

OUR SOLUTION

OUR PROPOSED MASTERPLAN SETS OUT A VISION FOR GATESHEAD TOWN CENTRE THAT IS FOUNDED IN CONNECTIVITY, SHARING AND VARIETY.

FOR US, HEALTH AND WELLBEING RUNS DEEP AND SHOULD BE STIMULATED BY OPPORTUNITIES TO TAKE PRIDE IN YOUR TOWN, SOCIAL COHESION, IDENTITY, OPPORTUNITIES FOR ALL TO PROSPER AND FOR IMPROVED HEALTH.

OUR PROPOSAL

FOLLOWING EXTENSIVE ENGAGEMENT WITH THE LOCAL COMMUNITY AND CIVIC LEADERS AND HAVING Poured OVER GATESHEAD COUNCIL'S EXISTING PLANS AND RESEARCH, OUR MASTERPLAN IS BASED ON 4 INTERCONNECTED AND INTERDEPENDENT PILLARS:

- A CIVIC SQUARE THAT PROVIDES A WARM AND FRIENDLY 'FRONT DOOR' TO GATESHEAD FACILITATING EVENTS AND WHERE THE LOCAL COMMUNITY CAN MEET AND WELCOME OTHERS TOO.
- A COMMUNITY SQUARE AND GARDENS THAT ACTS AS A COMMUNAL 'LIVING ROOM' SUPPORTING LOCAL RESIDENTS, ENCOURAGING INTERACTION, COLLABORATION AND PROMOTING ACTIVITY/PLAY.
- AN ACTIVE, DIVERSE AND INTERESTING 'LOOP' THAT CONNECTS ALL ASPECTS OF THE TOWN, PROVIDES BETTER OPPORTUNITIES FOR SUCCESSFUL RETAIL, GIVES PRECEDENT TO ACTIVE TRANSPORT AND PROVIDES OPPORTUNITIES FOR ALL TO EXPLORE THE TOWN
- BETTER CONNECTIONS TO GATESHEAD'S OTHER ASSETS TO CONTRIBUTE TOWARDS AND COMPLEMENT REGENERATION ASPIRATIONS IN THE WIDER BOROUGH

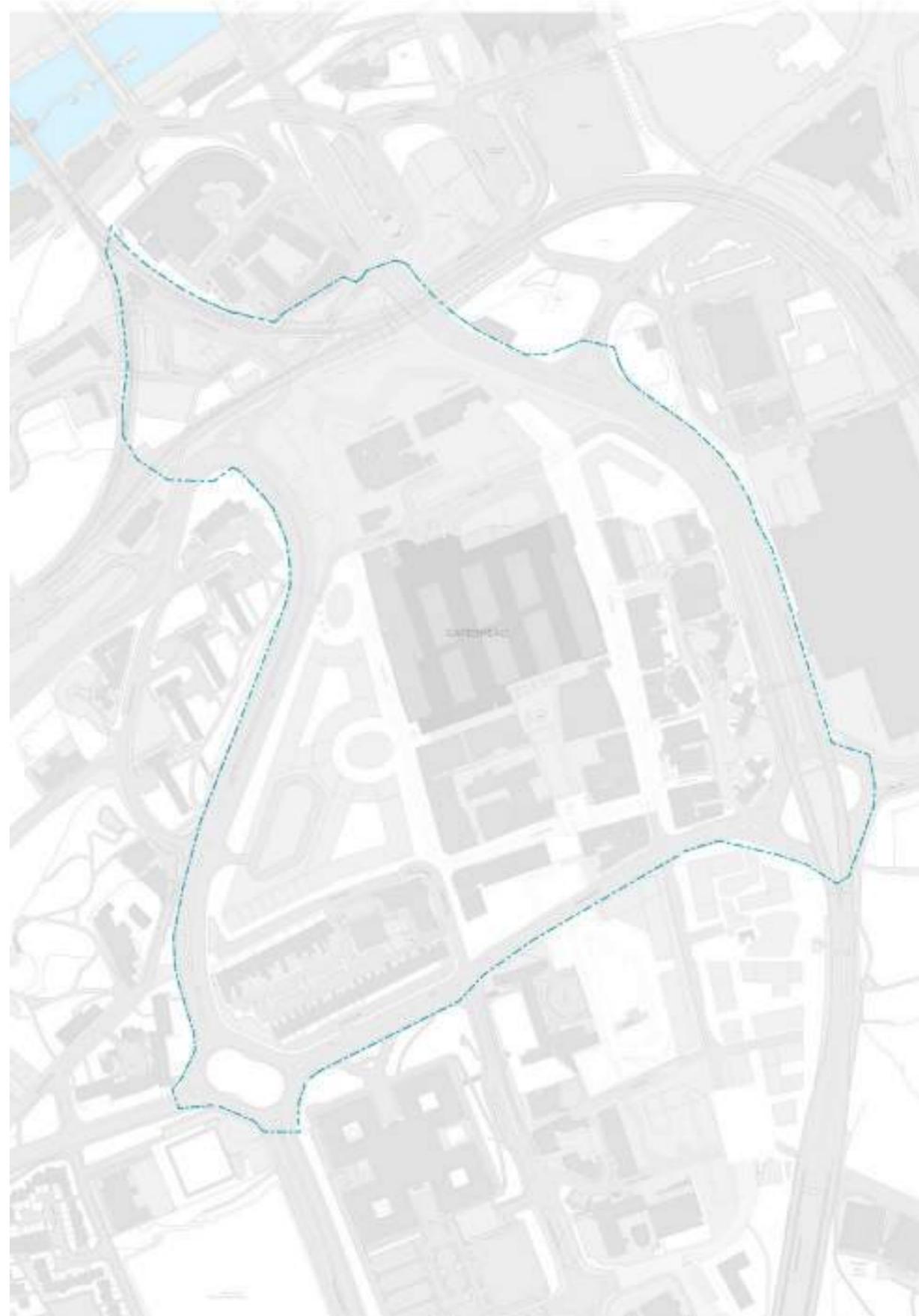
Refine Summary

Initial Concept Masterplan Sketch



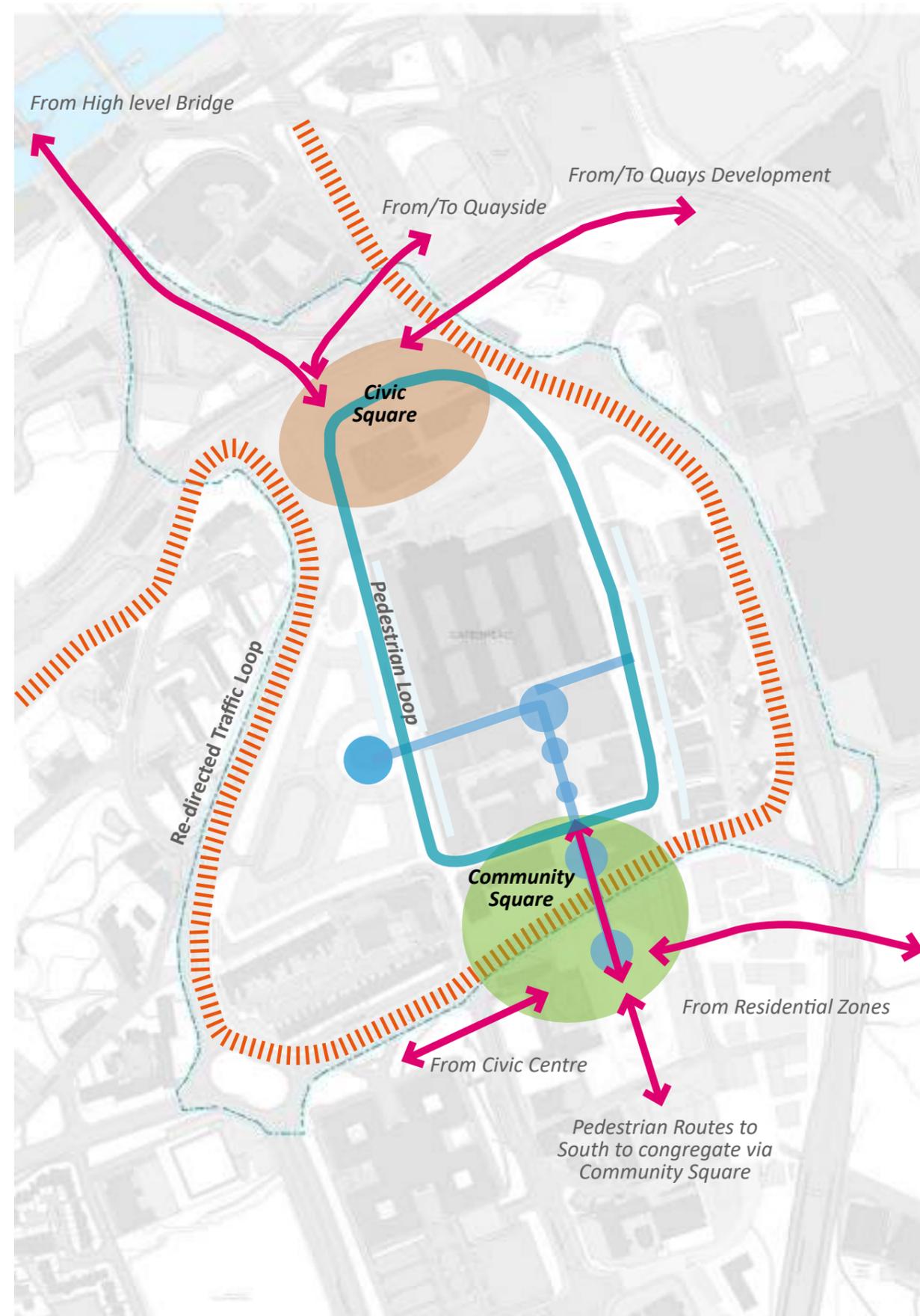
Refine Summary

Gateshead Base Plan



Refine Summary

Strategic Moves Overlay



- Key**
-  Re-directed Traffic Loop
 -  Pedestrian Loop
 -  Civic Square
 -  Community Square
 -  Internal Connections/Pocket Parks
 -  Key Connections

Illustrated Masterplan

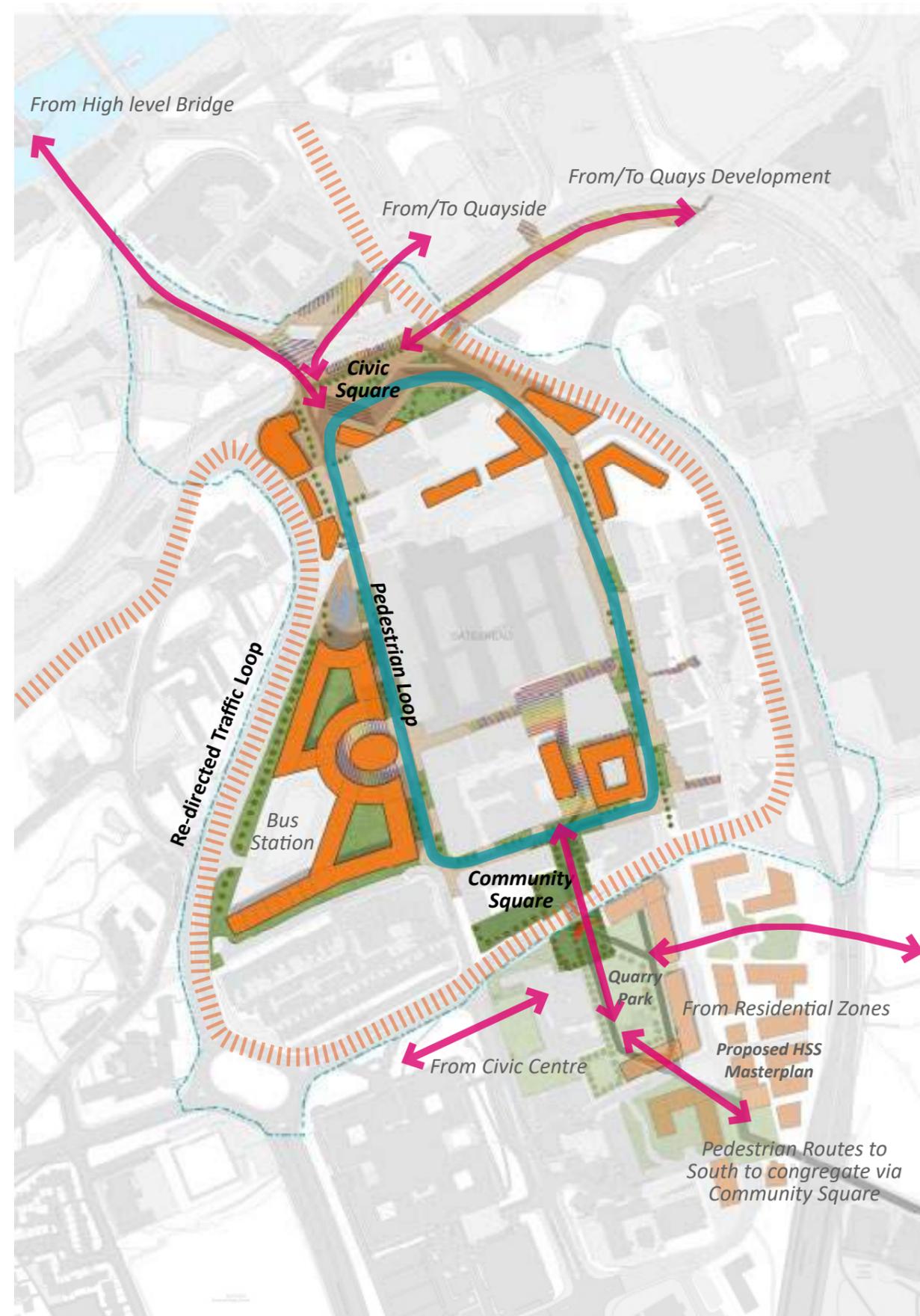
Brief Response

Response to the Commission

- The pedestrian loop provides a designated walking and cycling friendly route for users to navigate the town centre easily.
- Civic Square to the North provides a key arrival experience from the areas to the riverside beyond
- Community Square provides a buffer and arrival space for the existing and planned residential zones to the south
- The three strategic moves above all work to provide a more attractive and inviting destination
- Urban parks within the core area will provide a mix of opportunities for varying business sizes
- Key connections to the surrounding developments will drive footfall into the town centre and improving social interaction and inclusivity
- Encouraging users to walk and cycle will directly enhance Health and Wellbeing, quality of life by getting people active

Key

-  Civic Square
-  Community Square
-  Urban Parks
-  New Building Opportunities
-  Re-directed Traffic Loop
-  Pedestrian Loop
-  Key Connections



Illustrated Masterplan

CGI Overview



Illustrated Masterplan

CGI Overview





Newcastle Studio

2nd Floor, TWO
Jesmond Three Sixty
Newcastle
NE2 1DB
t: 0191 281 7700

info@gt3architects.com

Nottingham Studio

The Wallis Building
Plumtre Place
Nottingham
NG1 1LW
t: 0115 947 0800

www.gt3architects.com