

HYBRID CITY

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Longton Culture Quarter

01 Our brief tasked us to design a mixed use site which aimed to create a bold and regenerative spark in the towns selected. This site must connect the community, industry, history and circulation to establish itself as a pillar in the town. Social and environmental sustainability was also a key component, marrying the two was vital for a strong site.

Our Site
Longton was my site of choice, this was due to its dynamic and lively elements which felt ripe for regeneration. The long and linear site was challenging but rewarding due to the cornucopia of opportunities for exciting architectural integration. The town itself is a struggling urbanscape still suffering from the cities plunge post-industrialisation. If I were to tactfully regenerate the site, considerations we're demanded to respect the culture, history and community of Longton.

My Clients
The clients consulted to aid in this project were a local community arts group, Urban Wilderness CIC. The organisation was crafted and continues to serve the people of Longton aiming to regenerate the town through arts based practice. Their influence on my design was clear, they needed a new headquarters as their local branch fell short of what the growing CIC required. More space was a must, but along with this sat some simple but pivotal requirements.

- These Include.
- Adaptive maker spaces
 - Cinema space
 - Catering spaces
 - Barspace
 - Sizable storage spaces
 - Art gallery
 - Offices

My Concept
The concept was simple yet captivating. I wanted to intertwine my whole site with a deep and evocative emotional resonance. To do this I researched how architecture is used in films and video games, two deeply emotional and interactive art forms, and decoded the techniques and approaches to meet more simplistic architectural theories. I strongly believe that people and communities desire to ehabbit architecture that is designed more thoughtfully with user experience and emotional response in mind. This tie to the visual arts respects and enhances the clients arts based approach tastefully without being too on the nose.

SITE Longton



CLIENT
Urban Wilderness CIC



MASTER PLAN



Pocket Park



Site Plan 1 : 500

02

The approach for the master site was to establish connection to a local area of historic importance. The Phoenix Works factory sat in the foreground on the other side of the railroad. A once bustling pottery hub now sits mostly empty. Past regeneration projects have mostly failed leaving empty retail units and an overall lack of life and activity despite the opportunities with the space. In theory my site will kickstart a wider regeneration of the immediate area. Which subsequently spills out to the town creating a domino effect of sustainable improvement, all from the heart of the train station and my arts focussed architectural integrations.

Circulation

The accessibility and circulation improvements to my site is what guarantees more foot traffic and interaction between both sites. There is an unbroken pedestrian path that loops the entire site already, and circumvents the trainline. This results in a free flowing and accessible site which has accessibility at the forefront. Improvements were made to both sides of the station in terms of access. Both platforms now feature lifts and even enclosed stairways greatly opening up the station for wheelchair access and improving the dated and poorly located station staircases.

Green spacing

Landscaping and green interventions are thoughtfully integrated around the despite its built up approach. Out of every window and around every structure is a dense crop of shrubbery and trees. This was integrated for numerous reasons like emotional responses, sound and visual barriers and an ecocentric improvement to the area which is dominated with concrete and tarmac. The vegetation itself mimics the sites current landscaping approach, of which there is little. The idea is to keep the greenery dense and low maintenance to save on cost and upkeep but also give off a more natural and cosy atmosphere to the surrounding site. The culmination of this greenery meets in the centre of the span of the site. Sat between the retail units and the HQ is a pocket park which acts as a breaker space between the built up elements. Built into and around the viaducts to signify their importance and encourage the public to engage with and enhabit the town and its precedent. This space hosts reclaimed artifacts and artistic sculptures which proclaim the bygone industries as a subtle and tasteful homage to Longtons Past

Architectural Promenade

Due to the linearity of the site the space became ripe for an effective use of Architectural Promenade. My aim for emotional evocation demanded I create a visually captivating span of buildings and spaces which both tie in and contrast each other to great effect. Varied forms, inspirations and functions keep the site dynamic and spontaneous in feel. Inviting passers by to engage with is exciting and varied spaces through a clever use of sightlines, materiality and atmospheric detailing. The arches and glazing seen dominating the landscape and faces act as reflections and frames of the spaces and activities within. As people circulate and pass the site by train road or path, these arches display and incentivise people to engage and involve themselves with the culture quarter. Whilst the semi-opaque glass block curtain walls aim to hide and tease the viewers showing only shadows, movement and light to intrigue and excite people into finding out what's hidden. Much like a puzzle game or mystery film.



Collages



URBAN WILDERNESS HQ

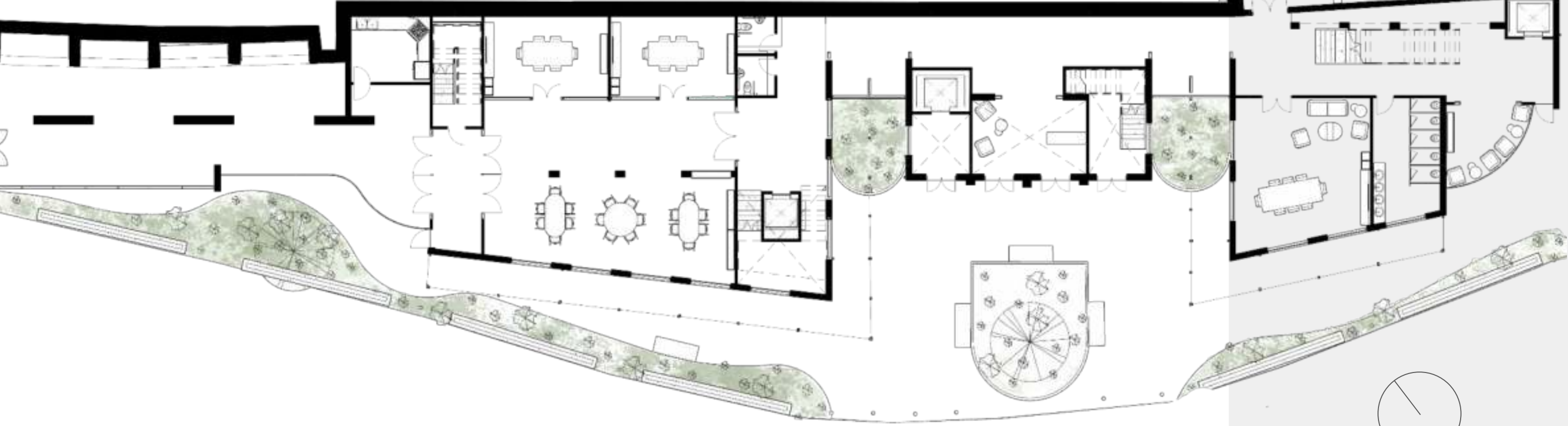
Headquarters North Elevation - 1:200



Headquarters West Elevation - 1:200



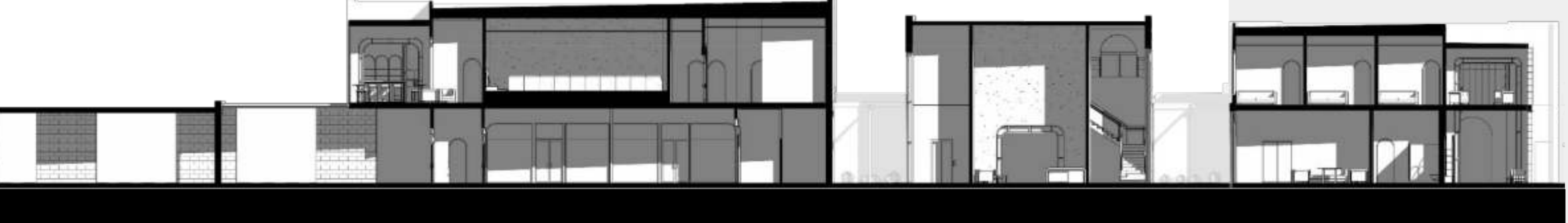
Headquarters East Elevation - 1:200



Headquarters Plan 1st - 1:200



Headquarters Section - 1:200



03 The heart of the site is the Sprawling Urban Wilderness HQ, the largest and most varied building with plenty of interesting and tasteful architectural details and functions throughout.

Program
The program demanded was met and expanded on from my meeting with the clients. The charity will inhabit a spacious and inviting building fit for growth and community integration. The plan features a wide variety of mixed use spacing which blends the public and private sectors seamlessly allowing for overlaps and integration at will.

The charity has now gained access to vastly improved storage facilities to allow for bolder and more frequent parade work due to their new ability to house the floats and equipment. As a sister space to this is a makerspace which is open plan and built for interchangeability and social interaction which allows for greater community involvement in the process and a solid routine activity to keep the spaces busy and engaging.

Above is a small cinema space and lounge nicknamed 'Moony Pictures' and the 'Moony Lounge.' This is in effort to pay homage to their current HQ The Moony Club. I believe the name fits the relaxed and intriguing spaces, whilst respecting the client's history and local precedence.

Circulation
Circulation was tackled in an effective way with the headquarters, there is an open plan approach to the main spaces and multiple rooms that have dedicated and sectioned off space for a perfect balance of public and private aspects. The main hub entrance building has two pivotal functions, it acts as access to the train station and to the two wings of the HQ, from the reception you gain an easy and accessible friendly flow to both wings with lifts integrated throughout and dedicated fire escapes and effective health and safety integrations.

Sustainability
Sustainability interventions were treated quite passively throughout the HQ, the main areas where sustainable approaches were taken was in materiality. I propose that almost all of the materials should be sourced locally and reclaimed from recycled building materials. Exposed but sealed fly ash concrete is utilized on the exterior and interior walls, keeping the structures material palette strong and succinct with only minor detailing and insulation added. The bricks and tile work will also be suggested to be recycled. The largest area of consideration was in the roof which was clad with copper for its heat resistance and sustainable properties, this was also proposed to be recycled.



CAFE AND BAR

Cafe/Bar Plan - 1:200



Cafe/Bar Section - 1:200



Cafe/Bar North Elevation - 1:200



Cafe/Bar South Elevation - 1:200



04 The core of the commuter and nightlife traffic on site is the newly integrated cafe and bar.

Titled the 'Longton Underground' as a play on the London Underground, the theme of this space is entwined intrinsically with the train lines above it. Throughout is a theme and atmosphere which promotes business, nightlife and social interaction.

Lighting and atmosphere

As seen in the various renders here and throughout my portfolio. Lighting and decor was essential in nailing the edgy and engaging atmosphere needed for a trendy and successful bar. Strong oranges and softer warm whites bleed throughout the space creating a vivid and club like feel. The continued use of industrial materials and motifs ground the space in its local area but also help with the edgy bar character.

Functions and Characters

Like most of the site, the spaces within are very dynamic and designed to change at a moments notice with little to no structural or plan alterations. The spaces are fitted with an industrial kitchen and staff rooms to host a morning breakfast or afternoon brunch cafe, and the towards noon the kitchen powers down and the bar opens insuring a 24 hour livelihood to the space and creating a multitude of jobs and events on site.



Sustainability.

Following the themes of the HQ, materiality and lighting are the main sustainable interventions seen in the design as well as the natural improvements to social and financial sustainability created in a space like this.

Natural lighting is well established due to the high exterior glazing which is triple glazed to insure sufficient insulation. To combat overheating and to insure airflow the doors surrounding and integrated into all sections of the space can be opened in hotter climates to allow for natural ventilation through a venturi tunnel effect.

As a final sustainable incentive. This space heavily involves aspects of adaptive reuse. Very little new space was created as the bar is built into the pre-existing trainstation structure and utilises the bridge for structure as well as visual intrigue.



RETAIL UNITS

05 The final point of interest on my site is found far left of the HQ. situated just below the striking Phoenix Works factory with stunning and captivating views of its signature chimney and duo Bottle Kilns. Utilising the dramatic scenery to great effect the units act as a framing device similar in fact to the lens of a camera to draw attention to themselves and the historic site backdrop.

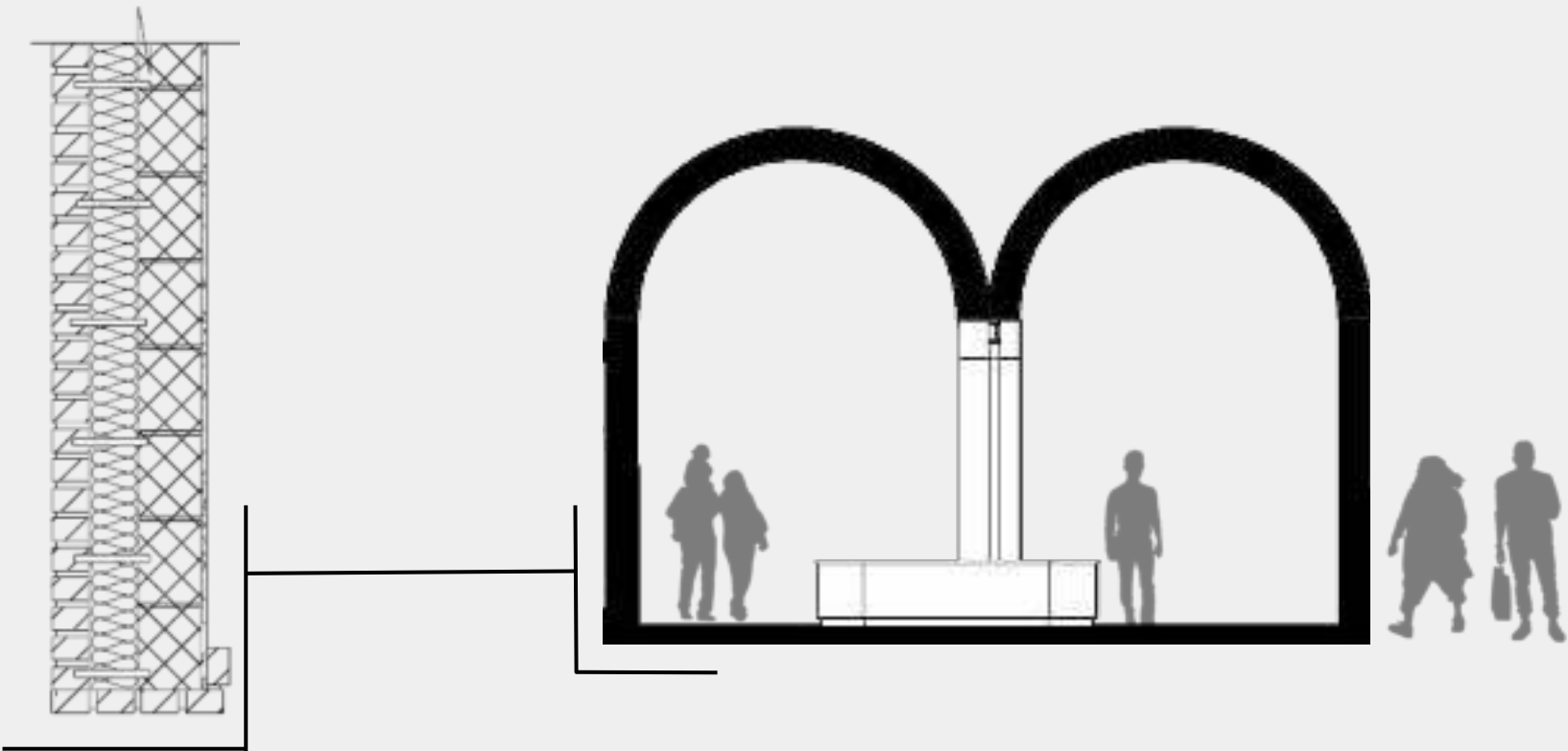
Usage and Character

The units themselves are comprised of three bespoke spaces of varying size and versatility. All featuring their own staff space, storage, W/C and appropriate facilities. The units are aimed at smaller business who want to rent out striking and prime real estate, preferably local independent businesses to further the efforts to engage the local community and create stable jobs and financial sustainability.

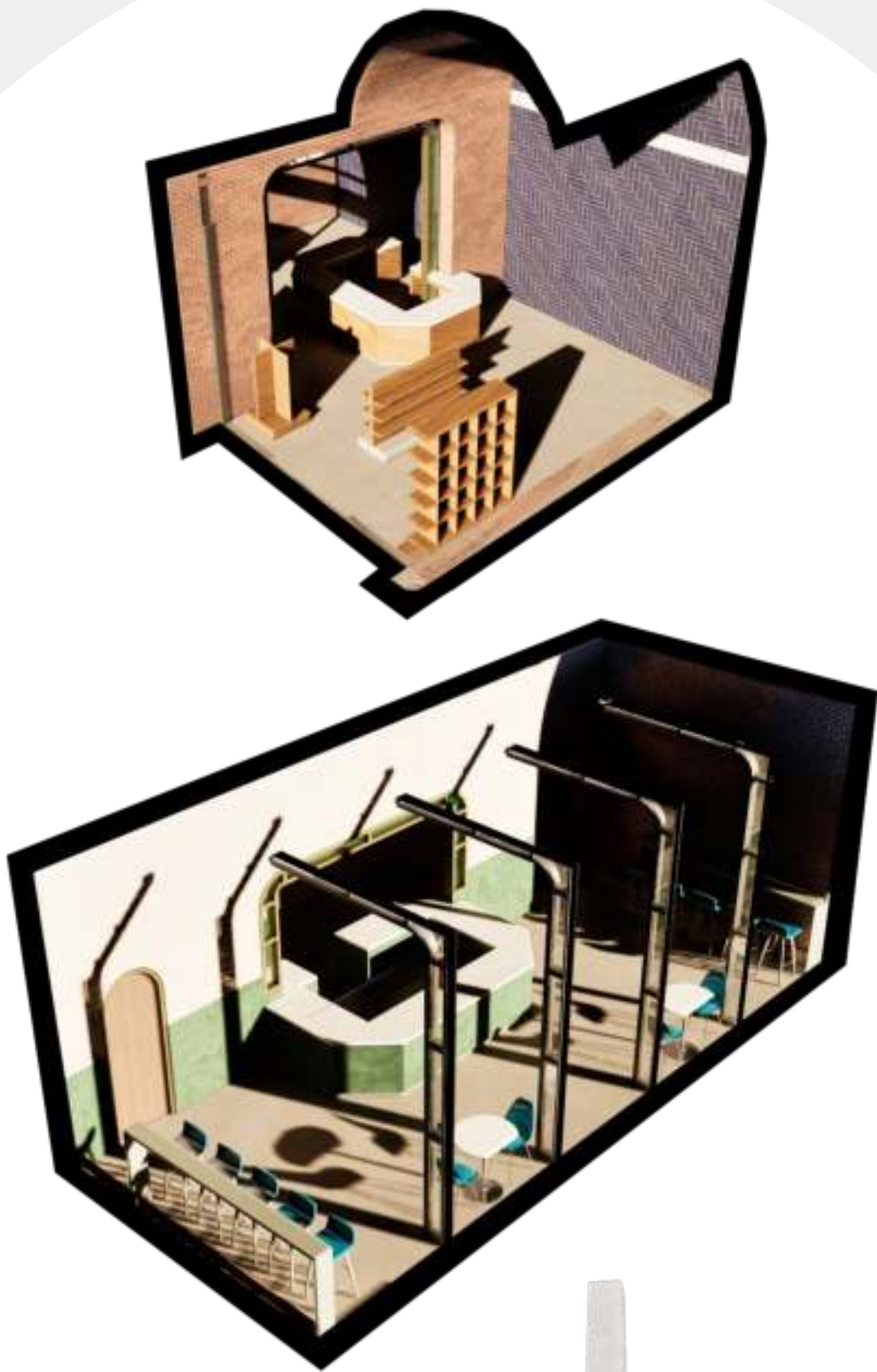
The shops rendered and integrated here are all arts focussed and themed around crafting, creating and expression. Phoenix Threads is a vintage clothing renewal store aiming to capture multiple age demographics due to the increased popularity of thrifting and fashion in popular culture. Kiln, which is geared towards quick eats and sweet treats to give the area more options for casual bites. And Finally, Barleycorn - Arts and crafts. A small crafts shop aimed to help sustain the local arts but specifically the crafting and parade activities for Urban Wilderness on site. All this creating a socially sustainable, financially viable and self sustaining site.

Structure

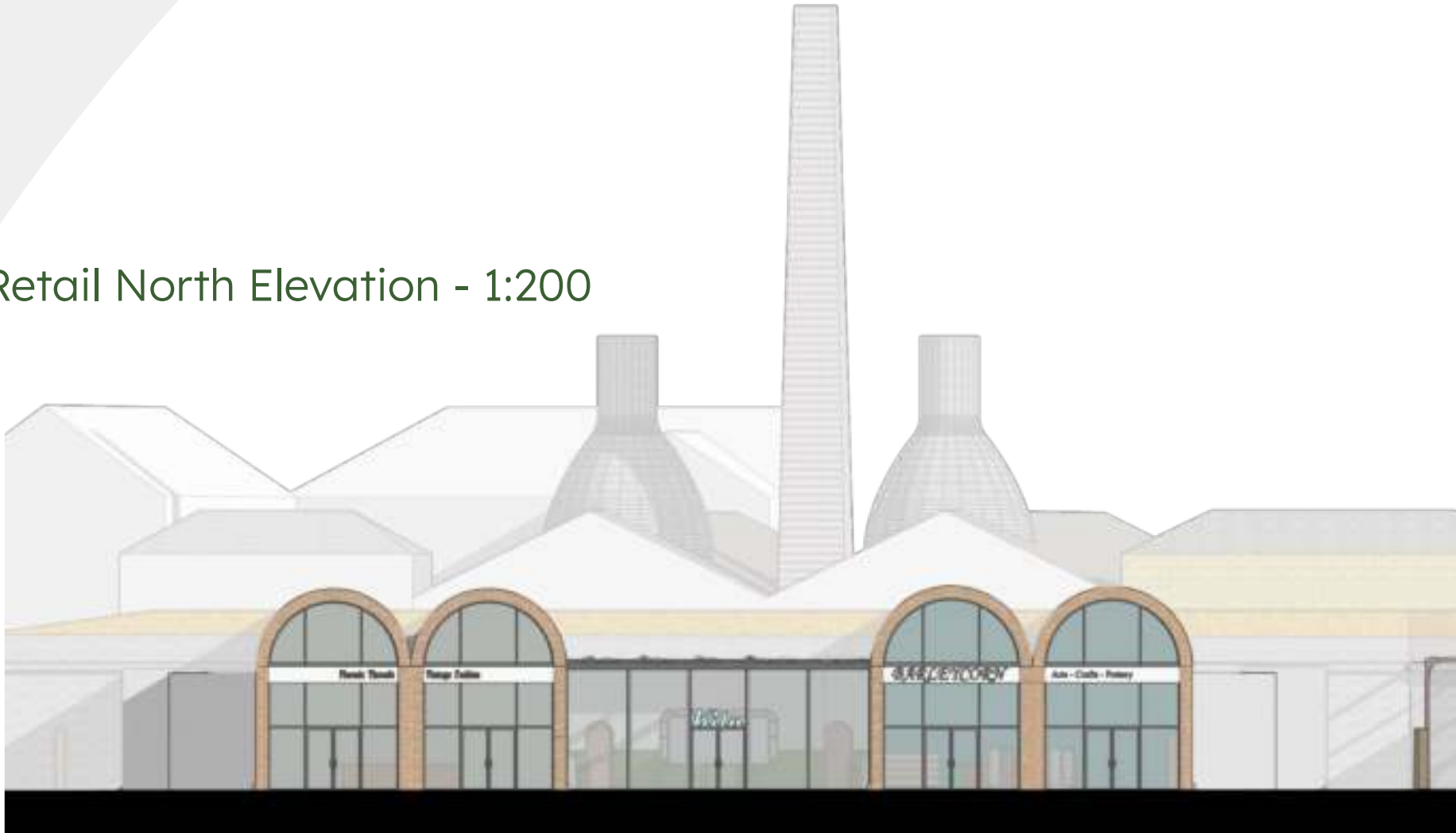
The architecture on show is a simple yet effective shell structure comprised of cast concrete constructed in a timber frame, larger glazed storefront to maximise light and draw to the businesses and a brick clad surface which coats the design in a recognisable and unique shell. The continued play on arches grounds the structures to the site and the rest of the development nicely despite its relative distance to the rest of the built up urban scape.



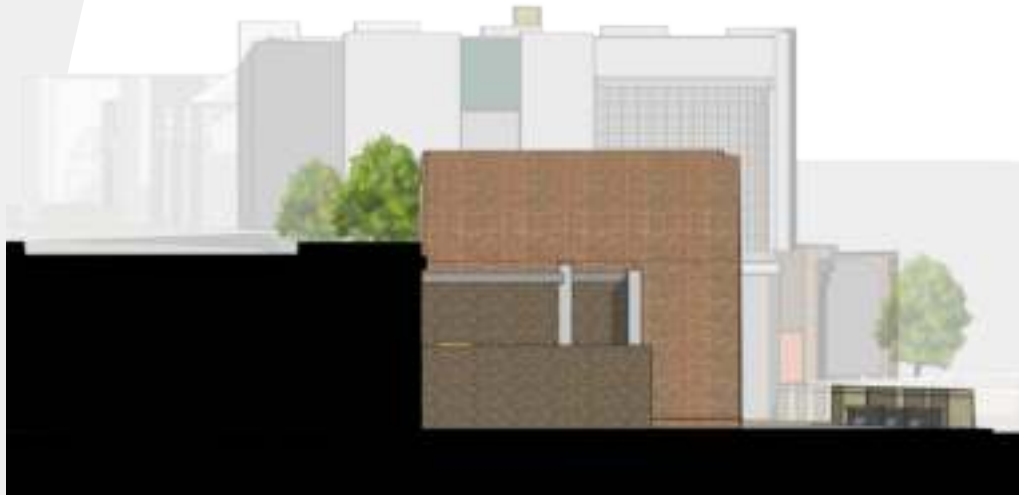
Retail wall detail - 1:20



Retail North Elevation - 1:200



Retail West Elevation - 1:200



Retail East Elevation - 1:200



Retail North section - 1:200



Retail Floor Plan - 1:200

