

Maritime Mile

BOOK 3: TOOLKIT



Maritime Mile Toolkit:

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Maritime Mile Toolkit:

3.1 Introduction

Purpose of the Toolkit:

To outline the suite of elements within the public realm to be introduced over a phased approach to help define the length, character and experience of the Maritime Mile, creating:

- An immediate impact and supporting the Vision for the Maritime Mile
- An enhanced overall appreciation and extent of the Maritime Mile experience
- Opportunities to explore and promote the brand for the Maritime Mile

Elements of the Toolkit:

The Toolkit identifies a range of elements to be placed within the landscape and the considerations of their uses and application, to include:

- Hard materials palette
- Soft landscape palette, including tree planting and seasonal planting beds
- Street furniture palette
- Gateway, Signage and wayfinding opportunities
- Temporary/seasonal enhancement opportunities

Application of the Toolkit

The Maritime Mile Toolkit may be applied across the length and extent of the Maritime Mile. It offers design guidance for those landowners, developers, designers and specifiers of elements that will furnish the Maritime Mile.

Within the suggested palette of materials, there may be opportunities with adjustments to material form and colour to tailor a more site specific response for certain design elements that relate closely to the 'links in the chain' as identified within the Vision.

Maritime Mile Toolkit:

3.2 Considerations

The Toolkit elements have been informed by
An appreciation of:

- What was here before
- The site and response the existing site audits undertaken
- The Belfast climate
- The demands and degree of visitor interaction required
- The identification of gaps in the physical experience along the Maritime Mile
- The material aesthetics and defining characteristics along the length of the Mile
- An understanding of current and planned management and maintenance regimes
- Existing Design Principles associated with the development of Titanic Quarter

Considerations

Considering scheduled sites, monuments and listed buildings and purpose of the site

What works, what has lasted, what offers character and distinction, what is uniquely Belfast

Weather, maritime climate, harshness, wind, suitability of material for comfort, lasting, maintenance demands

Anticipated numbers of users, degree of interaction, inbuilt technological demands, inclusive design requirements

Informed by proposed strategic framework plans for public realm, wayfinding, planting and temporary interventions -including elements for pause, signage, welcome, information, seating etc

Adherence to the Themes and Principles for placemaking captured within the Vision to inform street furniture selection appropriate to area location

To ensure deliverability and lasting quality is maintained

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Maritime Mile Toolkit:

3.3 Contextual inspiration

The River Lagan waterfront, former dockyards and quays provide an expansive, manmade groundplane that bears the many significant marks of its industrial past, delivered as it was on a massive scale. This scale of objects and their associated bold colours mark out the Maritime Mile area as unique and distinctive along the Belfast skyline. The much loved Harland + Wolff cranes of Samson and Goliath in the familiar bold yellow, the rich red brick of the H+W Drawing Offices (now Titanic Hotel) and the battleship grey of HMS Caroline provide bold colour mass and form against the Northern Irish skies.

These heritage elements are complimented by present day industrial infrastructure such as the many varied colours associated with the container shipping port, the blue jetty of the car port, and the crisp white articulated cladding of Titanic Belfast.

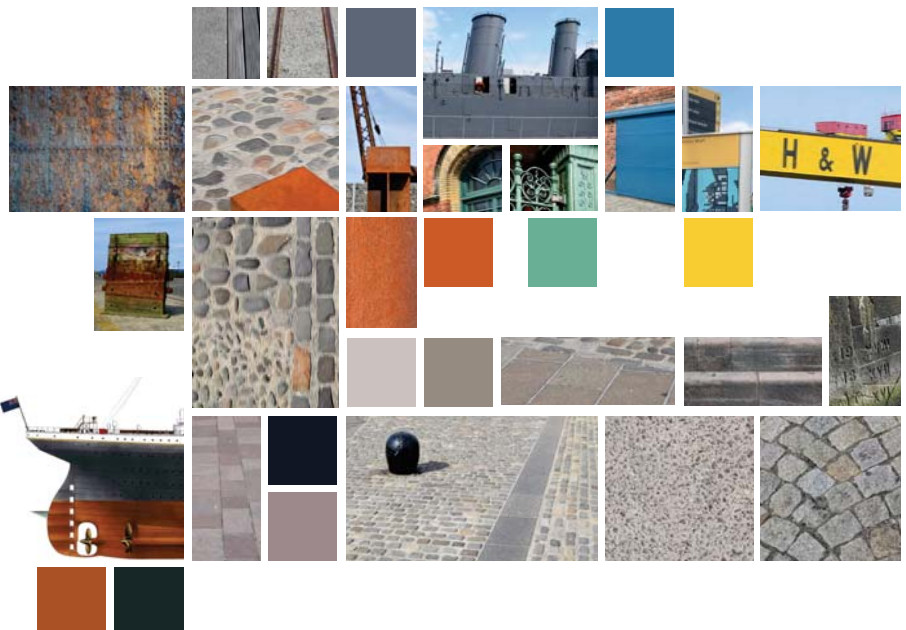
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Maritime Mile Toolkit: 3.4 Colour inspiration

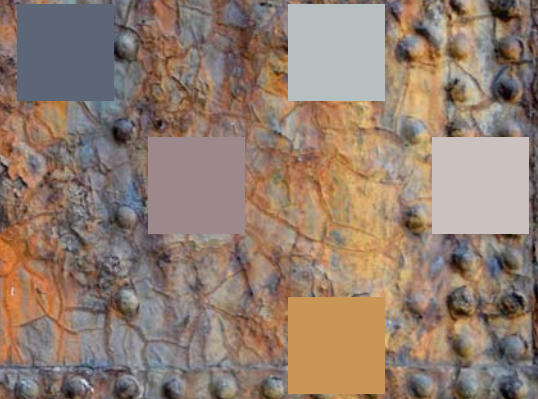
At a finer grain, colour is used as accent within industrial artefacts and heritage detailing. Greens, yellows, blues and blacks mark out industrial capstan bollards, heritage window reveals, painted gates and railings.

Underscoring the many artefacts and objects within the site are more remnant, worn and weathered industrial metals in the form of railway lines and rusty chains which have provided more recent inspiration for the extensive use of weathering steel (Cor-Ten steel) of the newer light columns, masts, lit bollards and signage.



Maritime Mile Toolkit: 3.4 Colour inspiration

The over arching materiality of the toolkit is informed and inspired by the predominant colours and materials currently existing on site, be they important heritage or more contemporary items. The toolkit colour response proposes a two-layered response of base and accent colours and materials.



The rusted wall of the Thompson Dry Dock provides an aged patina and rich inspiration for colour, materials and textures for the Maritime Mile

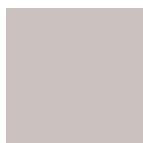
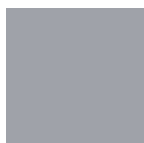
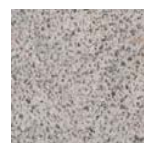


Maritime Mile Toolkit: 3.4 Colour inspiration

1. Base material palette

A base material and colour response which may extend across the Mile with the ambition to unify and integrate new public realm elements within the overall whole.

The predominant colour of rusty weathering steel married with the blacks, greys and browns as captured within natural stone and maritime artefacts will provide a warm, unifying palette to groundplane and functional furniture elements.

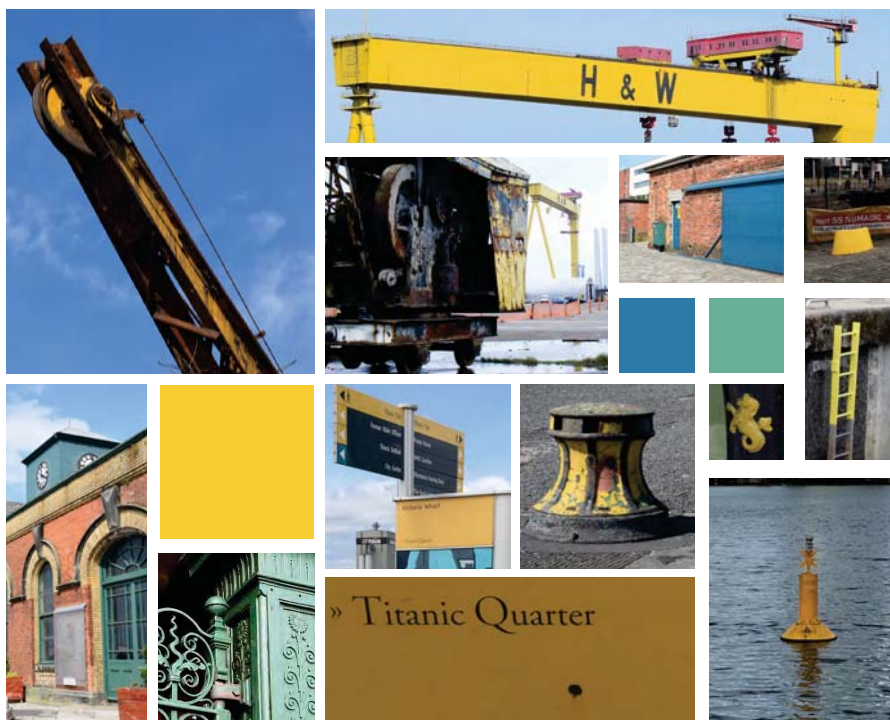


Maritime Mile Toolkit: 3.4 Colour inspiration

2. Accent Colour

A highlighted accent response – using bold colours which draw reference to primary heritage feature and marker colours on site - will aid in navigation and identification of elements and attractions across the Maritime Mile.

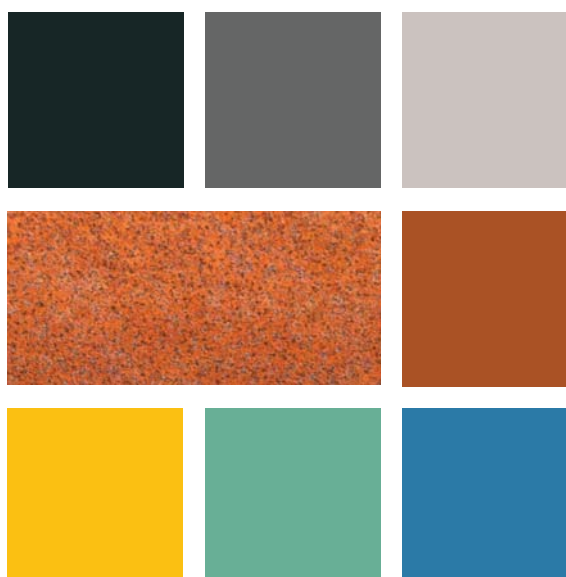
A primary accent of yellow, supported by blue and green, will act as attractants to stand out on a grey day. These feature colours may be applied to signage, furniture items and seasonal markers such as temporary tables and chairs to populate and animate the waterfront throughout the year.



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Maritime Mile Toolkit: 3.4 Colour palette

The combined colour palette will provide a strong and consistent base material colour, formed of natural stone and gravels, silvered natural timber and robust weathering steel. Feature painted finishes of the bright accent colours may be applied in a controlled considered manner to elements across the site, or tailored to each neighbourhood, or 'links in the chain', to reinforce existing colour associations.



Maritime Mile Toolkit:

3.5 Street Furniture

The furnishing of the public realm offers a significant opportunity to enhance the physical experience of the Maritime Mile by providing a welcome and invitation to pause and participate. The ability to choose to stop and enjoy the experience, for all abilities and in any conditions, is critical to the comfort and success of any public space. Regular placement of seating, lighting and other external elements will offer the chance to populate the Mile throughout the seasons and in response to visitor capacity.

The Maritime Mile will offer a range of street furniture elements spread along its length that will, collectively, provide an identity and reinforce the unique sense of place. It will offer a recognisable palette of materials and furniture that will not only embrace the scale and character of the former dockyards and Belfast waterfront environment but also help to define the future aesthetic of the area over the coming years.



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Maritime Mile Toolkit:

Materials palette

The materials palette is composed of three simple elements: timber, metal and stone - all of which were used to form not only the historic docks but also fashion the boats that were launched from Belfast.

Depending upon location along the Maritime Mile and in response to local character and climate allied with intensity and capacity of use, these materials may be composed according to the following two categories:

Robust

Timber	untreated, reclaimed
Metal	Weathering steel (Cor-Ten)
Stone	Gravel / Exposed Aggregate Concrete Cobbles and Setts



Timber



Metal



Stone

Refined

Timber	untreated, finer grain and slatted
Metal	RAL powder costed /painted
Stone	Cobbles and Setts Slab paving / Stone blocks



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Timber Benches

Robust

Considerations

Reflect the scale and history of the Maritime environment
Large scale and large capacity seating
Between 3-5m in length
Basic, elemental, robust and resilient
Reclaimed and sustainable

Application

Exposed dock edges and dry docks
Riverfront
Open ground

Outline Costs

Approximately £1200 per 3m long single plank bench
£3000 per 3m long double plank bench



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Timber Benches

Refined

Considerations

Reflect the history and craft of:

- Local Northern Irish boatbuilders
- Finished furniture aboard the ships
- Reminiscent of cargo crates

Modular arrangements to extend seating capacity
Integration of backrests and handrails
Opportunity to add colour through painted metal legs

Application

Pedestrian thoroughfares
Urban settings: streets and spaces



Outline Costs

Approximately £1000/lin m per bench
Allowance of £2000 per 2m long bench

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Timber backed benches

Refined

Considerations

Comfort and capacity
Expressive crafted timber reminiscent of the timber benches aboard ships and liners
Weather protection from wind due to high back
Ability to lean on backed return to enjoy the view

Application

Pedestrian thoroughfares
Urban settings: streets and spaces
Riverfront
Open ground



Flow bench by Metalco www.metalco.it

Outline Costs

Approximately £2100 - 3000 per 2m long bench
(height of back rest varies)

Stone Benches

Considerations

Extend the legacy of monolithic, well-dressed solid stone elements that form historic dry docks
Rounded form may reflect the form of bollards and capstans that line the dock edge
Feature metal armrests may reflect quality metalwork

Application

Pedestrian thoroughfares
Urban settings: streets and spaces
Riverfront

Outline Costs

Approximately £1800 per 2m long concrete bench
£2500 per 2m long stone block bench



World Squares for All granite bench by Foster + Partners Architects



Guadalquivir Recto Etched Grey by Escofet



Danish Maritime Museum seating by BIG Architects

Metal Benches



Considerations

Reflect the heritage and robustness of the bollards and capstans that line the dock edge
Up to 3m in length
Basic, elemental, robust and resilient
Ability to underlight for nighttime effect

Application

Pedestrian thoroughfares
Riverfront
Open ground



Solid San Marco Seat by Streetlife with PPC finish

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Metal Benches

Robust

Refined

Considerations

Opportunity to provide a common form of seating, supplemented with timber slatted top as required



Solid San Marco Seat by Streetlife with PPC finish



Solid San Marco Seat by Streetlife with timber slats and CorTen

Outline Costs

Approximately £2500 - 2750 per 3m long bench

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Cluster Seating

Considerations

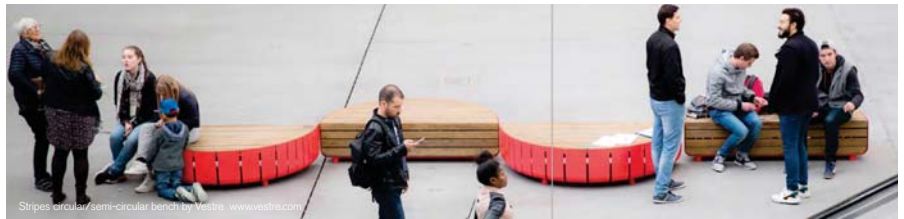
Reflect the Maritime Mile brand logo
Flexible layout to create semi-circular or circular timber topped bench arrangements
Moveable and reconfigurable
Ability to colour brand according to material palette

Application

Pedestrian thoroughfares
Urban settings: streets and spaces
Riverfront

Outline Costs

Approximately £2000 per semicircular timber bench
£3200 per circular timber bench



Stripes circular/semi-circular bench by Vestre www.vestre.com

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Seasonal Seating

Considerations

High capacity, striking picnic table
Weather proof and low maintenance
Moveable and reconfigurable
Ability to be stored out of season
Ability to colour brand according to material palette

Application

Urban settings: streets and spaces
Open Ground



A frame bench by Jennifer Newman www.jennifernewman.co.uk



Outline Costs

Approximately £1350 per 1900mm painted lacquered bench
£1450 per 2300mm painted lacquered bench



Inspiration: Historic Harland and Wolff logo

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Individual Seating Tables and Chairs

Considerations

Foldable
Stackable
Easy to store
Distinctive colour livery
Ability to enhance spaces through boosting of outdoor seating capacity for seasonal events/gatherings

Application

Urban settings: streets and spaces
Open Ground



April Go Seat by Vestre www.vestre.com

Outline Costs

Approximately £300 per individual metal and timber seat
£550 per table



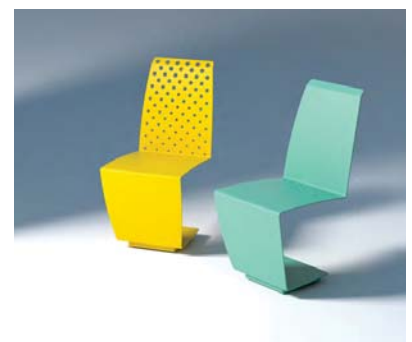
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Individual Seating Rotating chairs

Considerations

Individual folded metal seats in a range of colours, fixed to the ground but allowed to pivot 360 degrees

Benefit: seating position can be altered to protect against wind direction and offer a changing viewpoint.



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Covered/ Protective Seating

Considerations

Weather protection
Integrated lighting acting as wayfinding beacons
Oriented to maximise key viewpoints
Solitary or small group seating capacity

Application

Pedestrian thoroughfares
Riverfront
Open Ground



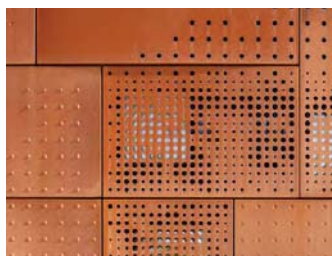
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Canopies / Shelters

Considerations

Building upon the 'dug-outs' that former dockworkers created to protect from the winds, a contemporary suite of shelters and protective screens may act as beacons and markers along the Maritime Mile.

Perforate, robust, covered or enclosed and supported by seating, they may provide a welcome relief and protection at times and become mini-destinations en route.



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Canopies / Shelters

Considerations

Covered areas not only provide pause and shelter from the elements but also provide a canvas for wayfinding, information and artwork to add to the experience of the Mile.



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Lighting

Considerations

A striking and strong lighting suite has been deployed in more recent areas along the Maritime Mile. The material reference to the industrial and maritime heritage is reflected in the use and scale of the weathering steel and angled masts of the lighting columns. At a lower level, the same consistency has been applied to lit bollard markers along pathways.



Latina Light column by Santa & Cole c/o allurban.co.uk

Outline Costs

Approximately £16,000 per Latina 5 Spotlight Streetlamp
CorTen steel mast and Galvanised steel supports

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Bollards

Considerations

Robust directional elements
Integrated lighting to accentuate pedestrian routes
Opportunities to brand with Maritime Mile logo

Application

Pedestrian thoroughfares
Riverfront
Marker points

Outline Costs

Approximately £600-1200 per CorTen steel integrated light bollard



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Litterbins

Considerations

Litter storage capacity - min 90 litres
Weather proofing lid
Cleansing of external surface
Opportunities to brand with Maritime Mile logo

Application

Urban settings: streets and spaces
Pedestrian thoroughfares
Riverfront

Outline Costs

Approximately £750-900 per bin



Bloc litterbin by Vestre www.vestre.com



City Litterbin by Vestre www.vestre.com

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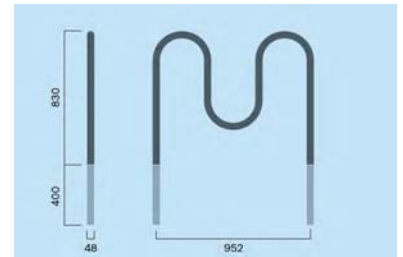
Cycle stands

Considerations

Security and locking flexibility
Material finish to protect metal and cycles
Frequent placement and capacity to ensure uptake

Application

Urban settings: streets and spaces
Pedestrian thoroughfares



Outline Costs

Approximately £300 per individual stand up to
£750 for multiple stands

Maritime Mile Toolkit: 3.6 Planting strategy

Planting opportunities

In an increasingly urbanised society a visceral connection to the natural world is increasingly important. There is an opportunity along the Maritime Mile to design contextually rich and narrative-driven planting that will create multidimensional landscapes. This allows planting to be more than merely ornamental but to be sensory, playful, educational and sustainable. Planting can play a valuable role in managing microclimates by providing shade and shelter and creating safe and comfortable environments the public want to spend time in.

Effective specification tailored to site conditions and maintenance regimes can ensure that soft landscapes continue to be an asset to, rather than a burden on, the public realm.

Planting: Type One

This type of planting occurs in large, open, reclaimed landscape areas where soils are variable (possibly polluted), wind exposure is high and there is a desire not only to create attractive spaces for public occupation but also to foster and support urban wildlife. A typical location would be the Cushnahan Loop.

The primary characteristics of Type One planting are:

- Planting is informal in character, providing a transition from the natural, reclaimed riverside to the more developed urban landscape. This allows for self-sown and natural colonisation to add to planned plantings rather than being seen as aesthetic intrusions.
- Species selected are predominantly native, tolerant of pollution, salt-laden winds, frequent rainfall and very exposed locations (plants with tender foliage or flowers easily damaged by strong winds or heavy rain to be avoided).
- Tree species are either of large stature or suitable for planting in massed groupings to provide suitable impact in larger landscape settings and when viewed from afar.
- Naturalised areas are tiered / layered arrangements of planting to provide effective wind mitigation and comfortable microclimates.

- Robust structure planting of trees underplanted with groups of shrubs opening out into herbaceous groundcover and broad swathes of wildflower meadow in key suitable locations. Meadows should be sown during March and April or in September, depending on soil conditions. On lighter soils, autumn-sown seeds generally germinate and establish quickly, although some will not come up until the following spring. This delay makes it advisable to wait until March or April on heavy soils, as waterlogging may cause the seed and seedlings to rot during winter.
- Plants are selected where possible from a list of native species which are locally prevalent.
- Mono-species, block planting is to be avoided. A wide variety of species will ensure varied flowering and fruiting times to extend seasonality and maximise biodiversity. Effective planting mixes will ensure that beds are 'self-healing' with more successful plantings naturally infilling weaker/ failing plants.
- All planted areas are to be very low maintenance. Some areas adjacent to the riverside are difficult to access frequently so densities should be sufficient to ensure effective coverage to reduce the weeding burden, have minimal or no pruning requirements and be able to cope without permanent irrigation after establishment.



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Planting: Type Two

This type of planting occurs:

- In gateway transition spaces
- Along cycle and pedestrian paths
- In primary pedestrian thoroughfares

Example locations: En route to the Great Light / Queen's Quay en route to Odyssey Point / Thompson Dockside

Type Two landscape areas are typically viewed at a medium pace, by pedestrians and cyclists in transit. The primary characteristics for the planting are:

- Planting is slightly more formalised in character whilst retaining a naturalised aesthetic.
- Planting will be in locally enriched, pollution-free soils but will still need to be tolerant of high winds and heavy rain associated with exposed locations where shelter from adjacent structures/buildings is varied.
- Species are typically cultivated forms of UK natives selected for their controlled habit or enhanced visual appeal through flower, fruit or foliage colour.
- Tree species are suitable for arrangement in avenues or small clusters on key pedestrian routes.

- Planting is more colourful than Type One with greater emphasis on floral interest.
- Priority is given to shrub and perennial species that can offer long periods of flowering and/or fruiting, lengthening seasonality and providing enhanced visual appeal and biodiversity benefit.
- A greater proportion of perennial and grass species are used and arranged in large drifts, where space allows, to create impact.
- Planting is to be of relatively low maintenance with species requiring regular or specialised maintenance avoided.



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Planting: Type Three

This type of planting occurs:

- in key amenity spaces
- at key pedestrian nodes

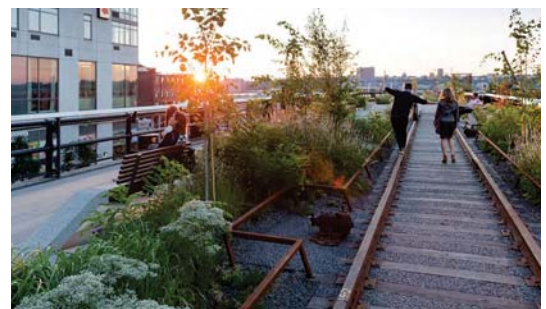
Example locations: The ARC / Hamilton Dockside / around Titanic Belfast / Clarendon

Type Three landscape areas are typically viewed at a slow pace. They are higher quality spaces designed to encourage visitors to linger. The primary characteristics for the planting are:

- Planting is predominantly ornamental in character and occurs in purpose built beds or raised planters.
- Cultivated forms of UK natives are supplemented with non-native ornamentals and species of garden origin.
- Trees still provide clear structure but with the added benefits of flower, fruit, bark and foliage interest.
- Emphasis is on maximum floral interest with inclusion of scented varieties close to seating.
- Use of non-native species greatly extends seasonality, providing increased visual interest and also enhanced biodiversity benefit.
- Planting layout becomes more intimate with a

larger variety of species and cultivars in smaller groupings creating a more gardenesque appearance for appreciation up close.

- The structure of the planting remains relatively low maintenance but allowance is made for the inclusion of shrub and perennial varieties that may require additional care or seasonal themed planting to celebrate key calendar events. Containerised and high density formal planting environments will need to have integrated and ideally automated irrigation to sustain planting during prolonged dry periods and appropriate irrigation regimes are to be considered at an early stage to ensure success.
- There are opportunities to respond to associated architecture (new and proposed) or create planting narratives which bring a distinctive look and feel to the neighbourhoods in which they occur or afford opportunities for interpretation. The need for developers to meet target set by schemes such as Code for Sustainable Homes and BREEAM in combination with both local and national planning policy will ensure that green infrastructure is a key consideration in future development proposals.



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Planters

Planters are a great way of supplementing larger in-ground planting schemes and allow the tiniest of spaces to be enriched with seasonal colour and interest. They have particular value in introducing green infrastructure to areas where terrestrial substrates are not accessible or available such as paved areas where a significant investment in hard surfacing has already been made or whereby the paving itself has a heritage value and should be conserved.

The existing square metal planters highlight the challenge of plant establishment and maintenance in the Belfast climate. The continued use of a self weathering CorTen steel for planters (or GRP equivalent) will provide a robust, characterful and contextual material for the Maritime Mile. This material may also allow brand logos to be embossed.

An opportunity exists to develop a bespoke Maritime Mile planter via design competition to develop a unique planter form for the Mile.

Outline Costs

Approximately £1000 - 2000 per planter (size dependant)



Existing square metal planters



GRP Lightweight planters by urbedesign.co.uk

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Planters

Considerations for planter selection are:

- Planters form part of the street furniture palette and as such their design and materiality should reflect neighbouring elements forming a consistent 'family'.
- As with all other streetscape elements, planters should be robust, vandal resistant and easy to maintain. They should be large enough to prevent displacement by the public, yet still able to be moved/repositioned as required via forklift.
- Planters designed to hold permanent plantings, especially those with small tree/large shrub elements should have sufficient volume to support strong root development so that tall elements are less susceptible to wind rock.
- All planters should have in-built drainage reservoirs and irrigation aids to ensure that maintenance requirements are not too onerous.
- Planters should allow for seasonal uplift to mark the changing seasons (spring bulbs, summer flowers, autumn colour, winter bark and berries). However, this is more sustainably achieved through a diverse permanent palette rather than swapping out disposable seasonal planting such as summer bedding.



Case Study: InMidtown habitats competition

Location: InMidtown BID, Holborn, London UK
Designer: Growth Industry, 2012

In 2012, an open competition organised by The Architecture Foundation on behalf of the Inmidtown Business Improvement District asked for a re-imagining of urban habitats to support biodiversity within the Midtown district in central London.

Growth Industry developed a prototype suite of habitat opportunities as a study in urban origami, drawing on familiar, historic and cultural references to inform their designs of folded steel to create the b house, the batwing and the metropollen planter. Their aim was to create striking interventions that complemented modern architecture but also raised public awareness of the challenge of maintaining urban biodiversity.

As part of the suite, a bespoke planter, called the Metropollen, provided a high capacity and high impact seat-planter to allow the successful growth of pollinating plants. The historic Metropolitan drinking troughs found on London's streets were reinterpreted as large containers for plants and pollen, allowing for planting schemes that are diverse, sustainable and have year-round impact.



Maritime Mile Toolkit:

3.7 Play opportunities



3.7 Play

Opportunities for play present themselves in a variety of forms across the Maritime Mile be it as small incidental play moments along key thoroughfares through to dedicated large-scale play experiences.

The following should be considered:

- Play experiences should be rich and varied and seek to capture through the design, materiality and themes of the equipment the unique character of the Maritime Mile.
- Equipment should seek to make a sculptural/aesthetic contribution to the public realm, even when not in use and should be inclusive, meeting the needs of a wide age-range of users with differing abilities.
- A love of play never leaves us and equipment that can challenge and engage teenagers and adults as well as children can be particularly valuable in delivery family-wide entertainment.
- Opportunities for incidental play can help enliven what children might perceive as a long walk between attractions or provide much-needed distraction for children when co-located with respite stops such as cafes and outdoor food offers.
- Creative play solutions that encourage children to explore the natural world, engage more closely with existing heritage assets and provide passive learning opportunities should be explored.



Maritime Mile Toolkit:

3.8 Navigation and Interpretation

In support of the overall Maritime Mile vision and ambition to offer an enhanced riverfront experience, the ability to guide, inform and inspire visitors along the extent of the Mile is paramount. A site wide wayfinding strategy should be developed and rolled out as part of any landscape enhancement projects, utilising:

Navigational devices, in the form of signage, markers and beacons to provide a physical measure of one's location along the Mile, providing mini-destinations en route.

Interpretation opportunities may also coexist with wayfinding devices, such as the existing heritage interpretation panels on the signage totems, or may adopt temporary site wide opportunities in the form of hoarding, banners and interactive screens.

Both navigation and interpretation opportunities may also be developed as part of a digital wayfinding and augmented reality app.

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Navigation markers

In addition to the current signage system of totems and finger posts, complimentary navigational devices placed at regular intervals along the Maritime Mile may be installed to provide a physical measure of one's location along the Mile, providing mini-destinations en route. The use of markers in particular along the water edge may recall the wealth of historic capstans and bollards of the former shipyard and may be placed:

- to mark certain distances, e.g. along a running route
- to provide informal seating opportunities
- to provide additional interpretation and information specific to a certain area along the Mile
- to provide a positive intervention in response to a perceived problem or challenging area.



Area bollard by Senta & Cole c/o allurban.co.uk

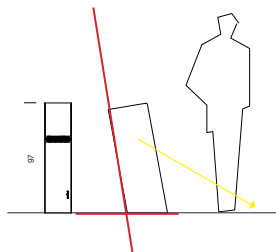
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Bollard markers

Exemplar:

The adaptation of an off-the-peg lighting bollard, for instance, could act as both a physical distance marker (in metres on the ground) but also reference the historic ship production numbers of famous boats that left the Yard. e.g. Ship number 400, Olympic

This illustrative example of an angled lit Cor-Ten bollard recalls the distinctive angle of the Ships funnels, would emit light to pedestrian walkways, provide informal perch seating as well as provide opportunities for brand integration.



Ship Name	Ship Number	Built	Launch Date	Type	Owner	Fate
Laurentic	394	Belfast	September 10, 1908	Passenger Ship	Oceanic Steam Navigation Co.	Sank
Median	395	Belfast	December 5, 1907	Cargo Ship	F. Leyland & Co. (1900) Ltd	Scrapped
Memphian	396	Belfast	January 23, 1908	Cargo Ship	F. Leyland & Co. (1900) Ltd	Torpedoed
Minnewaska	397	Belfast	November 12, 1908	Passenger Ship	Atlantic Transport Co.	Scrapped
Mercian	398	Belfast	April 16, 1908	Cargo Ship	Wilson & Furness-Leyland Line	Scrapped
Megantic	399	Belfast	December 10, 1908	Passenger Ship	Oceanic Steam Navigation Co.	Scrapped
Olympic	400	Belfast	October 20, 1910	Passenger Ship	Oceanic Steam Navigation Co.	Scrapped
Titanic	401	Belfast	May 31, 1911	Passenger Ship	Oceanic Steam Navigation Co.	Sank
Leopoldville	402	Belfast	August 13, 1909	Passenger / Cargo Ship	Compagnie Belge Maritime	Scrapped
Leicester	403	Belfast	June 1, 1909	Passenger / Cargo Ship	Co-Elster Dempster & Co.	Scrapped
Karlsruhe	404	Belfast	March 9, 1909	Passenger / Cargo Ship	McIlwraith McEachern & Co.	Scrapped

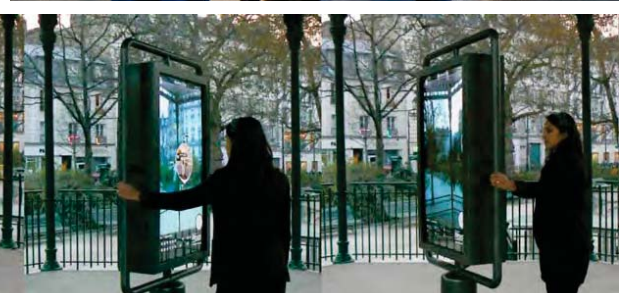


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Case Study: nAutreVille

The nAutreVille (another city) project, trialed in Paris, is a transparent digital information board which offers ultra local information services for cities, promoting emerging technologies including augmented reality and interactive maps. It offers real-time public information specific to the neighbourhood, such as historical places to visit, current cultural activities, messages from the Town Hall or information about associations. Its 360° rotation system can show geolocated information in a given area and viewpoint.

The data is always available in the board interface and can also be downloaded as text, image and video through the interface. The user can for example get the address of a place where he wants to go or the coordinates of a future event. Like a digital window into local life, nAutreVille offers visitors and residents to overlay digital information onto the city creating an enhanced view of their surroundings.



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Hoarding opportunities

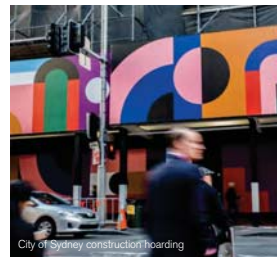
As built development along the Maritime Mile progresses over the coming years, the toolkit recognises the impact that construction hoarding can have on the look and feel of the area, subject as it will be to intense redevelopment. These temporary vertical canvases in particular offer provide opportunities to enrich the lives of passing citizens. Hoarding and other site dressing interventions should consider exploration and explanation of;

- the history and heritage of the Maritime Mile
- the future activity and ambition of the Maritime Mile

Hoarding designs should offer a degree of animation, inter activity, artistic flair, technology and playfulness, in keeping with the over arching placemaking principles for the Maritime Mile. The involvement local communities, art groups and students can provide rich inspiration and local knowledge to enliven and animate the Mile.



Thames Tideway construction hoarding



City of Sydney construction hoarding



All Paths lead to Eyles; Rebecca Hendin and Future City



Poetics, Central Saint Martins College, Kings X, London



Residential development hoarding



Case Study: Creative hoardings program

Location: Sydney, Australia

The creative hoardings program in Sydney has been created in response to community demand for more street art to enliven the streets of city. This program aims to transform the visual impact of construction sites, providing evolving, temporary urban canvases and outdoor galleries. Depending on the nature and location of the development they allow two options: bespoke hoarding graphics for contemporary developments and historic image galleries for developments in historically sensitive areas.

Bespoke hoarding graphics are stand-alone works of art that can enliven streetscapes and engage the public. Hoardings present an opportunity to create an intriguing and beautiful piece of street art, as opposed to merely advertising future development. The City of Sydney requires that bespoke graphics feature the work of living Australian artists who are encouraged to be bold with their creative concepts – to bring colour, inspiration, reflection and a sense of play to the people who pass by the construction site. Innovative design features such as 3D elements, green walls or cut-outs are encouraged, subject to site-specific suitability.

The city requires that historic images be used on temporary structures, such as site hoardings or scaffolding screens surrounding heritage building developments or located in heritage conservation areas.

To help developers meet this requirement, they have developed a simple gallery-style hoarding design template which can be populated with historic images, either from neighbourhood-specific, preselected images curated by the City of Sydney from their own archives or the developers own images of the relevant building or streetscape.



Case Study:

'The Thames Wunderkammer:

Tales from Victoria Embankment in Two Parts'

Artist: Simon Roberts, 2017

Location: Victoria Embankment Foreshore Hoarding
Commission, London, UK by Tideway

This temporary hoarding commission is located on the Thames Tideway Tunnel construction site hoardings at Victoria Embankment. Responding to the rich heritage of the Victoria Embankment, Simon Roberts has created a metaphorical 'cabinet of curiosities' along two 25-metre foreshore hoardings.

Roberts describes his approach as an 'aesthetic excavation of the area', creating an artwork that reflects the literal and metaphorical layering of the landscape, in which objects from the past and present are juxtaposed to evoke new meanings. Monumental statues are placed alongside items that are more ordinary; diverse elements, both man-made and natural, coexist in new ways. All these components symbolise the landscape's complex history, culture, geology, and development.



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Case Study:

The Play Wall

Location: Elephant and Castle, London, UK
Designer: Play Equip 2016

The Play Wall was developed by Play Equip play specialists for a large new development for Lendlease Developments in the heart of central London.



The idea was to create a fun and playful perimeter play structure that incorporated the hoarding around the work site. The design includes a host of play features to encourage exploration and discovery including integrated wall games, climbing ropes, telescopes, climbing holds, steel tube slide, swings, traversing planks, play net, balance beams, seating, stepping stumps and logs and a massive sandpit.



Case Study:

Village People

Location: Stockwell Park, London
Designer: Thomas Dowse / Futurecity

Village People represents the capturing of local stories as content for hoarding for the redevelopment of Stockwell Park in south London. For this commission, Illustrator Thomas Dowse drew manga cartoons of local residents and recorded podcasts of interviews, to be installed into the final hoarding installation.

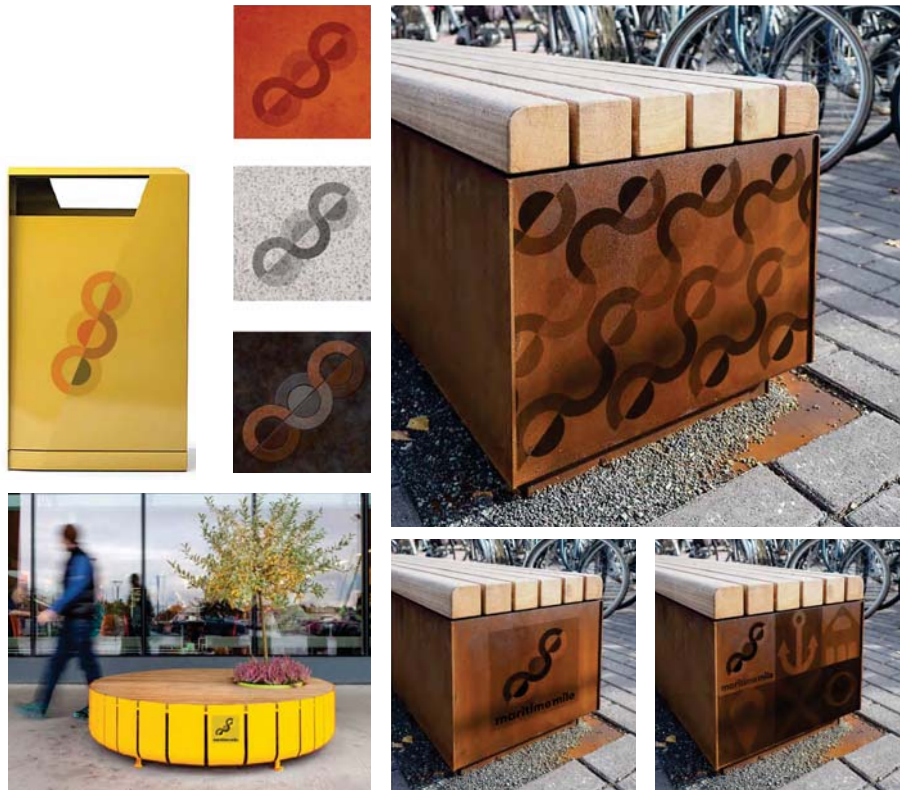


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3.9 Branding application to street furniture

Considerations

The material choice and colour finish for street furniture items may allow for Maritime Mile brand placement and integration. Metalwork, timber and stone may allow for embossing, inlaying, laser cutting or different finishes to be applied.

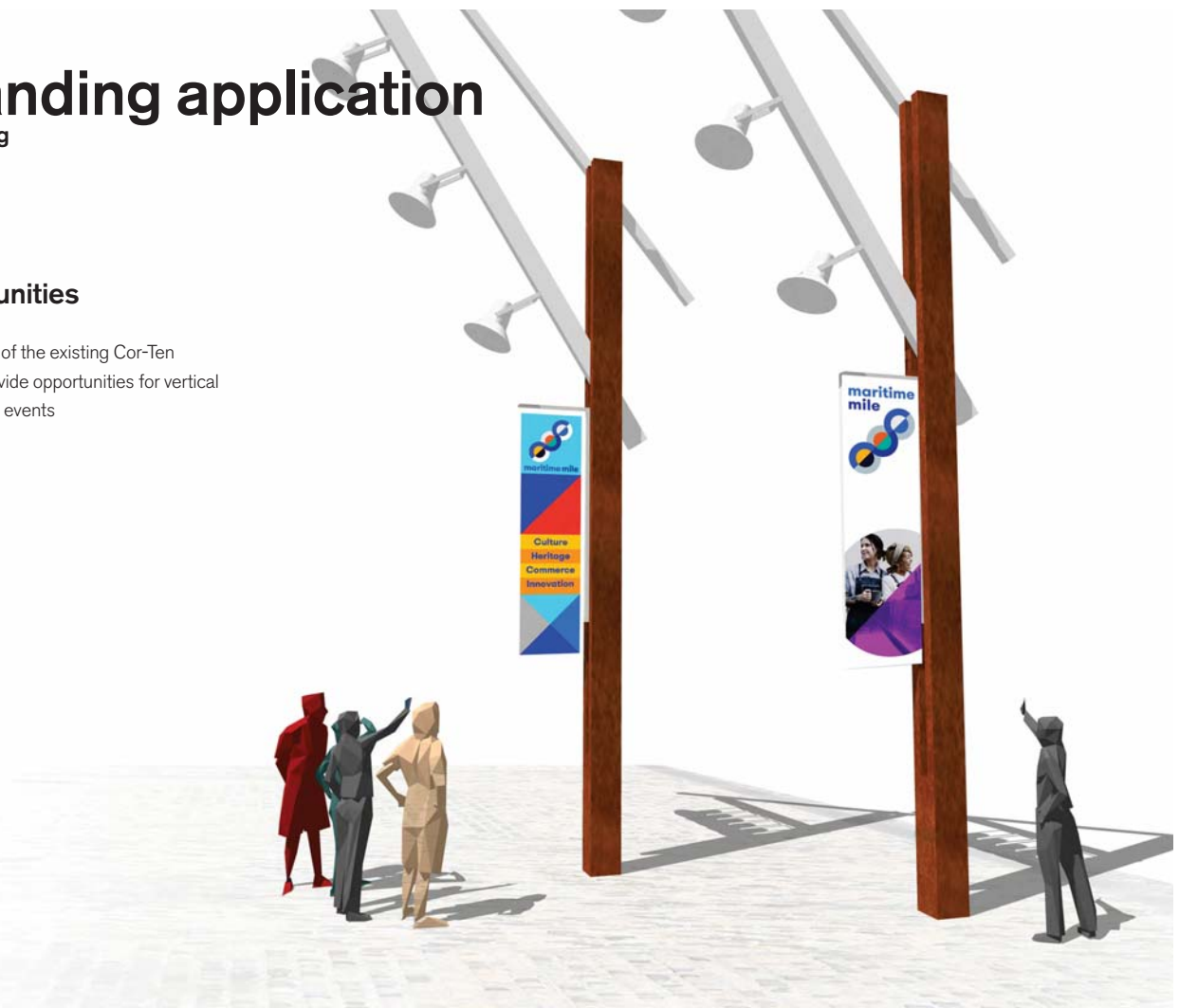


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3.9 Branding application to lighting

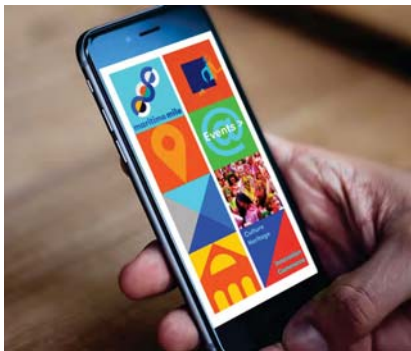
Banner Opportunities

The split vertical uprights of the existing Cor-Ten lighting columns may provide opportunities for vertical banners for branding and events



3.9 Branding application

to site hoarding, signage and devices



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Commissioning Process

1 Preparation

Draw up a longlist of experienced national and international artists/designers. Through consultation with key stakeholders, reduce the longlist down to 3 – 5 shortlisted artists/designers.

Develop a comprehensive commission brief outlining:

- site constraints and opportunities,
- technical information, budget,
- brand aspirations,
- context,
- design requirements,
- timescales, and
- health and safety components.

At this stage, the brief can be issued to the shortlisted artists/designers to either:

- develop an initial proposal (over a set period of time in exchange for a design fee); or
- prepare them for an interview, to which they can bring a portfolio of their past works for review and discussion.

An Advisory Panel should be appointed, consisting of a curator, client, design team, representatives from the local authority and community and artistic advisors. The Advisory Panel agrees the winning proposal and following this decision, fees and costs, IP and other factors are negotiated and the artist is contracted to develop the winning proposal into a full, detailed design.

2 Development

During the development stage, the artist/designer meets with the client team and any relevant design teams and stakeholders to develop the designs. Key considerations should be discussed and agreed regarding planning permissions, advice on PR & marketing, and engagement with communities and civic authorities.

3 Delivery

The delivery stage generally includes ground works, site preparation, lighting, legacy and maintenance, engineering, fabrication and delivery. Artists/Designers, client and contractors interview and select suitable fabricators and other delivery agencies. The delivery of the commission is monitored and any necessary paperwork and installation permissions will be agreed with the client and other authorities as required.

All Health & Safety and Risk Assessments, planning requirements and notices will be set out. The installation of the commissioned work by the agreed contracted installers should be supervised.

It is important to support the promotion of a commission through a full communications, PR & marketing strategy, working with key stakeholders to support and promote the project.

4 Legacy

The Maritime Mile's commissions can take a range of different forms. The process should be archived, and associated materials can be used for communication, education and investment purposes, and can include:

- printed journal offering a compelling storyboard and guidance to other project consultants;
- photography and film for digital distribution;
- a dedicated website and social media presence.

Credits

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Credits

About Futurecity:

Futurecity develops cultural visions for the urban realm, bringing creative people and urban space together to create great places. It creates the partnerships, research and thinking that invigorate public space, and shape our cities for the future. Futurecity works internationally to connect city makers with artists, curators, galleries and cultural institutions. From commissioning ambitious public art works to producing strategies that unlock the cultural potential of entire districts, Futurecity operates between art and other disciplines, whether science, architecture or technology.

www.futurecity.co.uk
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About Growth Industry:

Growth Industry is a pioneering landscape design consultancy based in the south east of England working throughout the UK and beyond. A drive to create exceptional public spaces where planting makes a lasting contribution lies at the heart of our practice. As strong collaborators, we enjoy design dialogue at all stages, commencing with the formulation of clear and concise conceptual ideas which are maintained and distilled during the design development process. We recognise the rigorous detail needed to deliver high quality, award winning schemes.

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