

BIRD BOX

APPENDIX 1

THE CONTEXT

THE SITE

One Creative Environments Ltd was commissioned in February 2019 by NWEDR to provide design ideas for a meanwhile use space on the former Market Hall Site.

The site is in a strategic location forming both a key southern gateway into the Town Centre and marking the transition between the High Street and Worcester Road – an area of Bromsgrove which is fast gaining a reputation for innovative, local and independent businesses by young entrepreneurs. This provides the opportunity to reflect these business trends for the temporary use site.



CONSTRAINTS

The site is predominantly flat, empty and hard surfaced – comprising a mix of concrete and block paving with remnants of the former Market Hall site floor footprint and a few remnant brick planters to the northern edge. The southern section of the site has a number of health and safety hazards including uneven ground, level changes, collapsed walls, close proximity to Spadesbourne Brook. It is also overlooked by residents from Sampson Court.

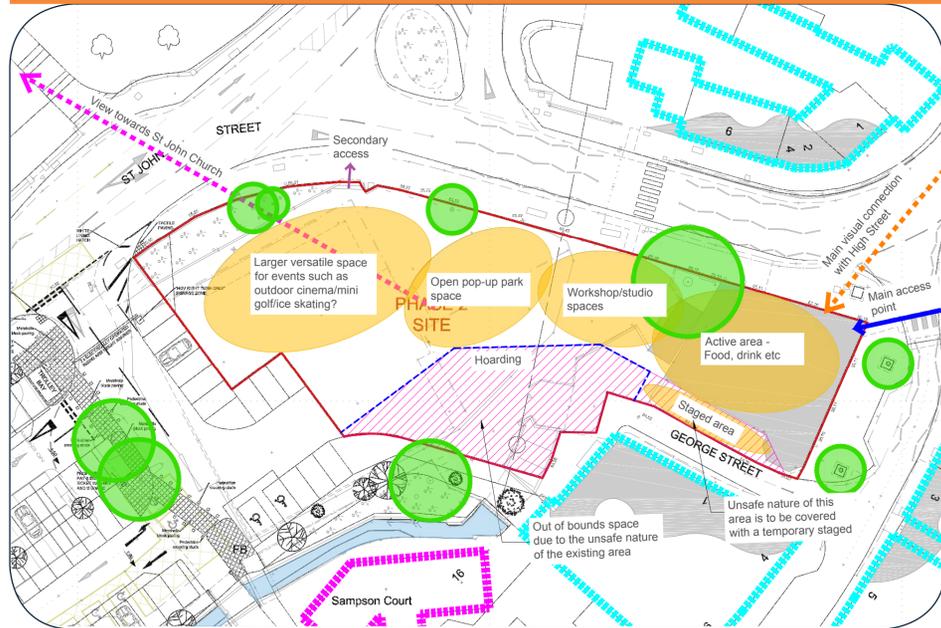
We have looked to turn these constraints into opportunities – proposing a staged area built over part of the uneven ground and hoarding to secure the rest. This provides a blank canvas for graffiti art to personalise the space and discreetly reduces the size of the site's use to a manageable space.

OPPORTUNITIES

This pivotal location needs to serve a number of key purposes:

- Be a destination at the end of the High Street
- Be vibrant and welcoming
- Be a draw to local businesses
- Be a real catalyst to entrepreneurial 'start ups'
- Be the place to go - a staging post for festivals
- Attract outside visitors
- Be permeable and accessible
- Be secure
- Have a very different, edgy character to the High St
- A versatile space for a range of seasonal outdoor uses

CONSTRAINTS & OPPORTUNITIES



SITE CONSTRAINTS AND OPPORTUNITIES

ON-THE-GO FOOD & DRINK



FOOD & DRINK



SEMI-ENCLOSED VENUES

SIT-DOWN CASUAL DINING



TERRACED DINING VENUE



COMMERCIAL SPACE



COMMERCIAL SPACE



ART STUDIOS



BARBERS SHOP



SHELTERED EVENT SPACES

ASTROTURF OPEN SPACE



OUTDOOR CINEMA SCREEN



EXERCISE CLASSES



MINI GOLF



ICE SKATING RINK



FOOD DEMONSTRATIONS

THE VISION

To create an exciting, inviting and unique temporary space for the community to celebrate and promote their businesses and skills in the form of 'pop-up shops'.

To foster an atmosphere of encouragement and creativity, supporting budding entrepreneurs who want to test their 'start-up' ideas in an inclusive environment where they have the opportunity to meet and share ideas with established independent companies.

To celebrate local entrepreneurship and establish a reputation in the Midlands that attracts both locals and visitors to experience all that Bromsgrove has to offer and to generate a revenue stream.

The space is to be versatile and multi-use, catering for a range of activities: Food, drink, bars, cafes; A pop-up park with plants and trees to create a sense of well-being; Workshop / studio spaces for barbers, artists, walk-in-business advice; A stage for demonstrations. The space will also cater larger events such as an outdoor cinema, mini golf, street parties.

BIRD BOX

DESIGN PRINCIPLES

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Gateways at key destination points to ensure a permeable site:

1. Two main gateways - one is focussed in the north east corner forming a strong visual connection with the high street to capture and also directly off Worcester Road. The second is to the south west corner - capturing shoppers and visitors from the public car park by Waitrose and the western area of Bromsgrove. All are framed by canopy lighting.
2. Secondary entrances - one utilises the existing steps at the corner of Market St with St Johns Street along with a further entrance located at the pedestrian crossing on St Johns Street.

Defined zones to provide a series of destination spaces:

3. Food and drink pop-ups
4. Stage for demonstrations, music events, choirs, buskers etc
5. Workshop / Studio pop-up spaces
6. Pop-up park with deckchairs, containerised trees and astroturf
7. Large versatile space for pop-up outdoor events - such as cinema nights; golf; ice-skating with the opportunity for a temporary covered shelter if required and a secure storage area.

Boundaries to provide structure and containment:

8. Bamboo in linear planters - Golden stemmed bamboo (*Phyllostachys aureosulcata 'spectabilis'*) provides a semi-permeable screen with partial views through the canes into the space and visual containment by the crown. They are robust, highly attractive and provide a beautiful sound when the wind rustles through the leaves.
9. Semi-mature containerised trees - to provide structure, much needed greening of the site and to define the pop-up park area.



MASTERPLAN DESIGN OPTION

BRANDING

'BIRD BOX'

When creating a new destination it is important to brand the area so that it has a clear identity that people can relate to. Interestingly, many of the surrounding shop frontages have bird boxes designed into their façades. This is quite unique and present on many shop frontages around the site. This, together with the use, inspired the name for the site.

'BIRD BOX' - a space for fledgling start-ups - a place where you can pilot your ideas to see if your business will take off!



SEATING

OIL DRUM BENCH



DECK CHAIRS



CONCRETE CUBES



LIGHTING

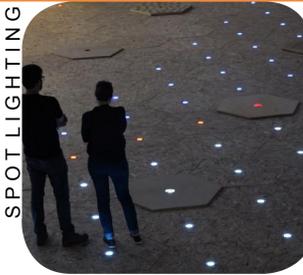
CANOPY LIGHTS



STRIP LIGHTING



SPOT LIGHTING



ART FEATURES

RIBBON CANOPY



HOARDING ARTWORK



COLOURED PAVERS



PLANTING

BAMBOO SCREEN



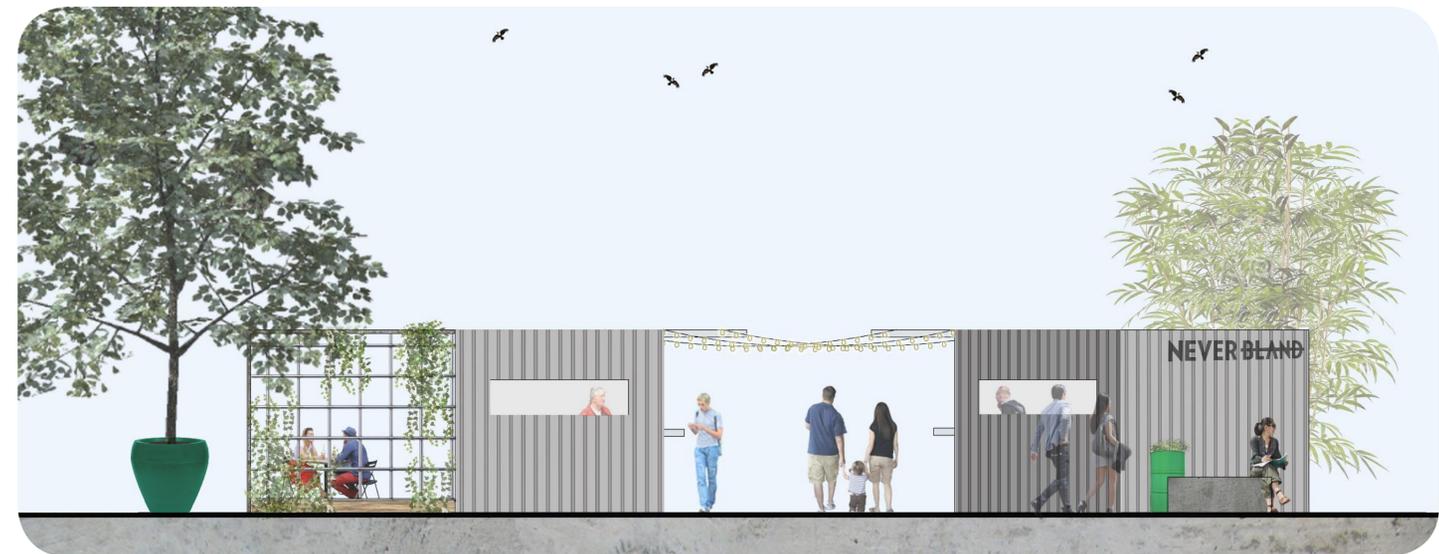
PLANTED OIL DRUM



CONTAINED TREES



ELEVATION A - MAIN ENTRANCE FROM HIGH STREET



ELEVATION B - ENTRANCE OFF WORCESTER ROAD

BIRD BOX

MASTERPLAN

MASTERPLAN

- ① Main gateway access
- ② Secondary entrances
- ③ Food & drink pop-ups
- ④ Stage for demonstrations

⑤ Workshop/studio spaces

- ⑥ Pop-up park open space
- ⑦ Large versatile event space
- ⑧ Bamboo planters to boundary
- ⑨ Semi-mature containerised trees

BOUNDARY ARTWORK

POP ART



LOCAL SCHOOL ART



GRAFFITI ARTWORK



NEXT STEPS

NEXT STEPS

We foresee this to be very much a community space with the opportunity for local companies to provide some equipment/materials as a mean of local support and good publicity / product placement.

We suggest that these concept ideas are initially discussed at an informal public consultation event to identify which local companies would be keen to contribute to the space. Informal discussions with some independent companies have identified strong support for this and include plant nurseries, cafes and bars, artists etc. This would then enable you to identify which elements could be 'contributed' and which elements would be a capital cost.

An indicative list of costs for delivering the project to site includes:

- Design Fees including Principal Designer (CDMC)
- Hoarding
- Provision and installation of gateway features/secure boundary treatment
- Hire + installation of containers
- Securing a safe ground surface
- Provision + installation of surface finishes i.e. astroturf
- Lighting + installation
- Stage construction
- Hire of a large temporary shelter (unless NWEDR/WFDC have one that can be used)
- Hire or purchase of seating (deckchairs /concrete plinth)

Potential items/works contributed by the community:

- Graffiti walls /Art works to floor by local artists or students
- Large semi-mature containerised trees and bamboo
- Storage sheds



MASTERPLAN DESIGN OPTION

LOCAL SUPPLIERS

Singletons Garden Centre



Webbs Garden Centre



Ollie's



Morso



Bayleys



Decanter Spirit



Taljhina Barbours



Artrix Art Centre



Local Schools - NBHS & SBHS

