

TOWER GARDENS, HOLYWELL

Design Study

May 2018



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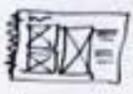
Part 02 - The story and origins

Part 03 - Town and site analysis

Part 04 - Sketch design concept

Part 05 - Design options

Part 06 - Preferred design

1. Approach + Brief: - bullet points
- a) - key drivers (small) 
 - b) - Tourism Hub
 - c) - Community Hub
 - a) - Event space
-  x 3

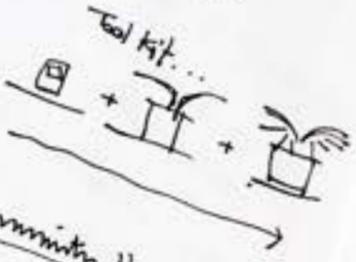
2. Holwell + Tower Gardens:
- 1) Coast to town historic plan
 - 2) [St Winefreds to Town - series of 1870 - Tower Gardens + High Street
 - 3) Tower Gardens - historic evolve (analysis diagrams) Swan Way Tower Garden Ring Road / Flex

Tower Gardens:
 Briefing meeting
 Origins & the idea - examples & where it is used.
 Events calendar
 Potential events calendar - are there specific plans.
 Relationships to the wider area...

Martin Fran
 Jan
 RUDF - Funding 1...
 vision.

3. Canopy walks - What can
- Colourful + Dramatic
 - Planted
 - Lighting
 - Identifiable
 - Expandable / Flexible

Events space + Tourism Hub + Community Hub??
 Destination Holwell + Gateway Signage
 Interpretation boards, maps, screens, kiosks, wifi...
 Local artist involvement?



- Event Planning
 - Technical Engineering
 - Conservation Planning
 - Business Case
- Understanding Key issues...

BUDGET?
 Existing Masterplan information - Heritage Trail
 - Branding
 - Fun Centre.

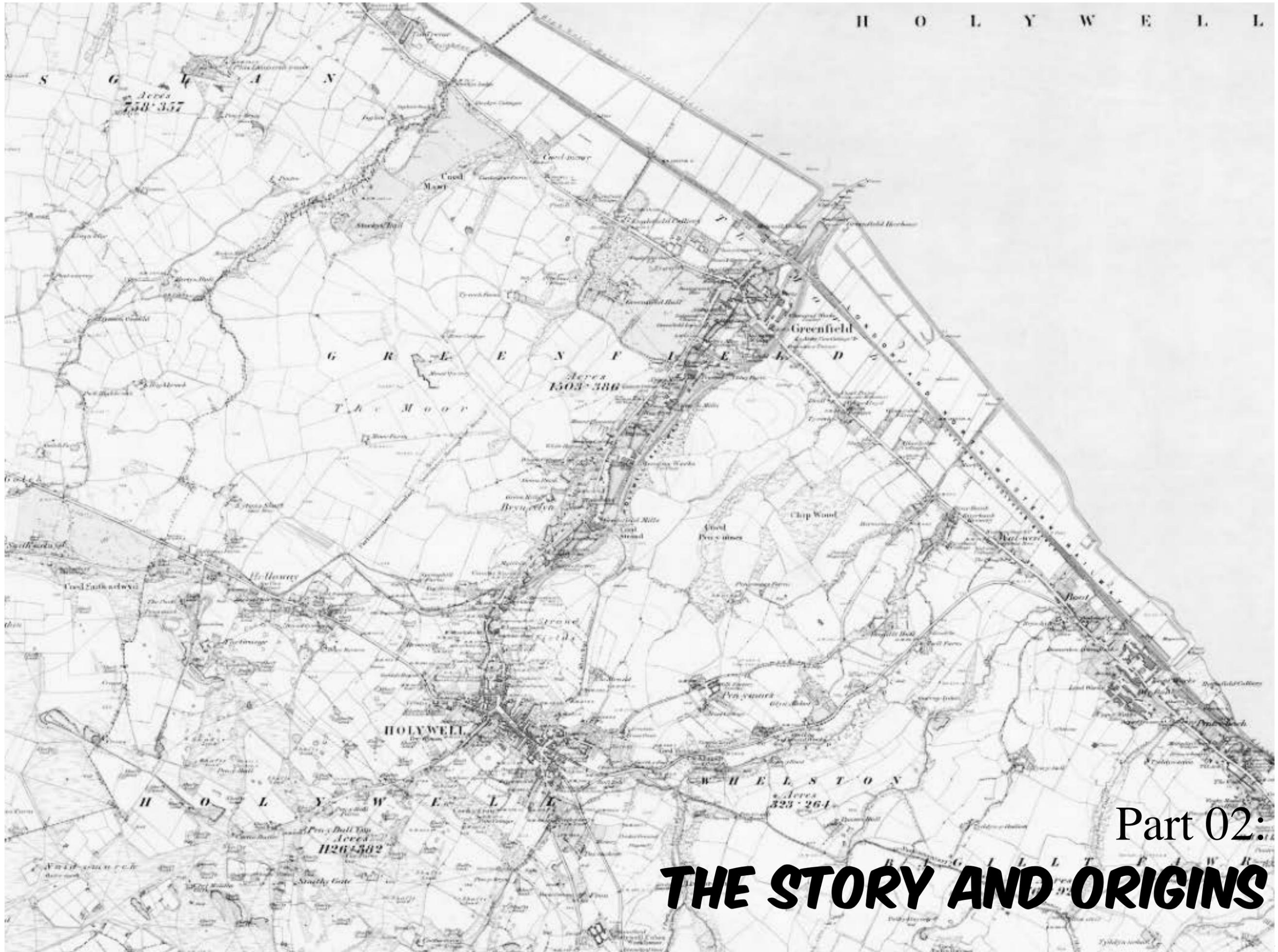


Part 01:
PROJECT BRIEF

Brief - Project Objectives

Following a successful tender submission in November 2017, Land Studio were appointed to develop proposals for Tower Gardens in Holywell. Our proposals responded to the brief set out by Cadwyn Clwyd in partnership with Holywell Town Council, which included the following objectives:

- Linking the town with Greenfield Valley, Greenfield Dock, Wales Coast Path and Heritage Park and the Holy Well.
- Establishing Holywell as a premier town centre events venue and tourism destination
- Generate a design and specification for a covered events area extending across full coverage of the Tower Gardens area approx. 30-50m x 15m.
- Establish community tourist information points and arrangements for leaflet distribution to them.
- Regenerate the Holywell Community with particular emphasis on the town centre.
- Work with the new “Destination Holywell” town branding to create a coordinated approach for the proposed canopy



H O L Y W E L L

S G I A N
Area
758 357

G R E E N F I E L D
Area
1503 386
T A C M O O R

H O L Y W E L L

W H E E L S T O N
Area
323 264

Part 02:

THE STORY AND ORIGINS

The story and origins - Introduction

The history of Holywell is a rich and varied one, but it is not currently being promoted or exploited as thoroughly as it could be. The town's unique position, at the top of the historic Greenfield Valley gives it a fantastic opportunity to act as a gateway for local communities and visitors arriving on foot, bike, car or bus.

The key assets of the town, which represent the spiritual and industrial heritage of the area, include:

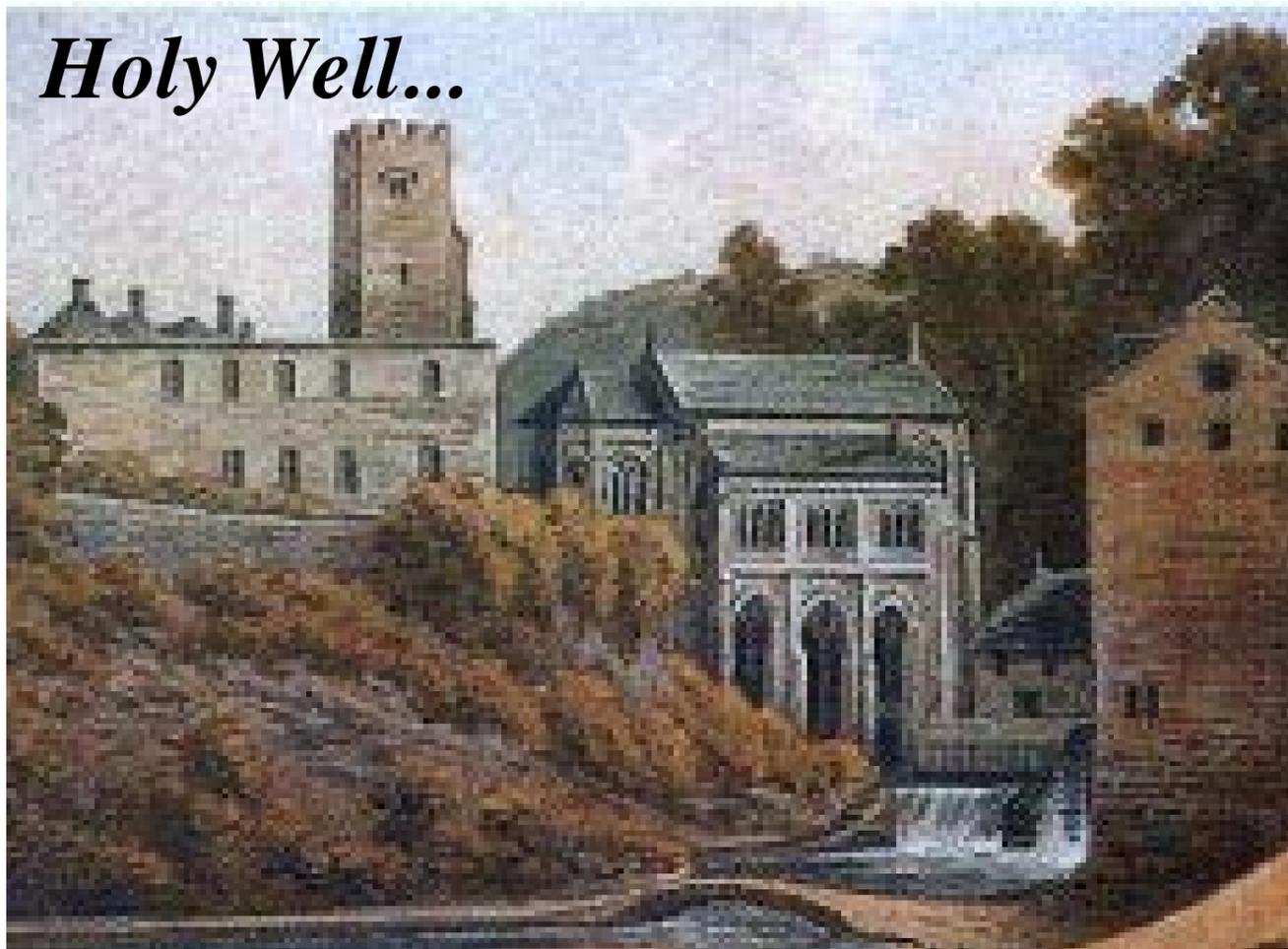
- St. Winefride's Church
- The Holy Well
- The former railway line from Greenfield Dock to Holywell Town
- Greenfield Valley and Dock

The following pages show historic drawings and maps that illustrate the rich history of the area, for example the historic map on page 7 highlights the significance of St. Winifride's Well in the county. On page 8 there are a series of images showing the Church and Well, the ancient Basingwerk Abbey, the prosperous High Street and the former railway connections.

Finally, on page 9, a diagram illustrates how the link between Holywell and the Greenfield Dock via the Greenfield Valley is an important feature and the connection from the town centre to the coast is an important tourism asset, that could be enhanced further.



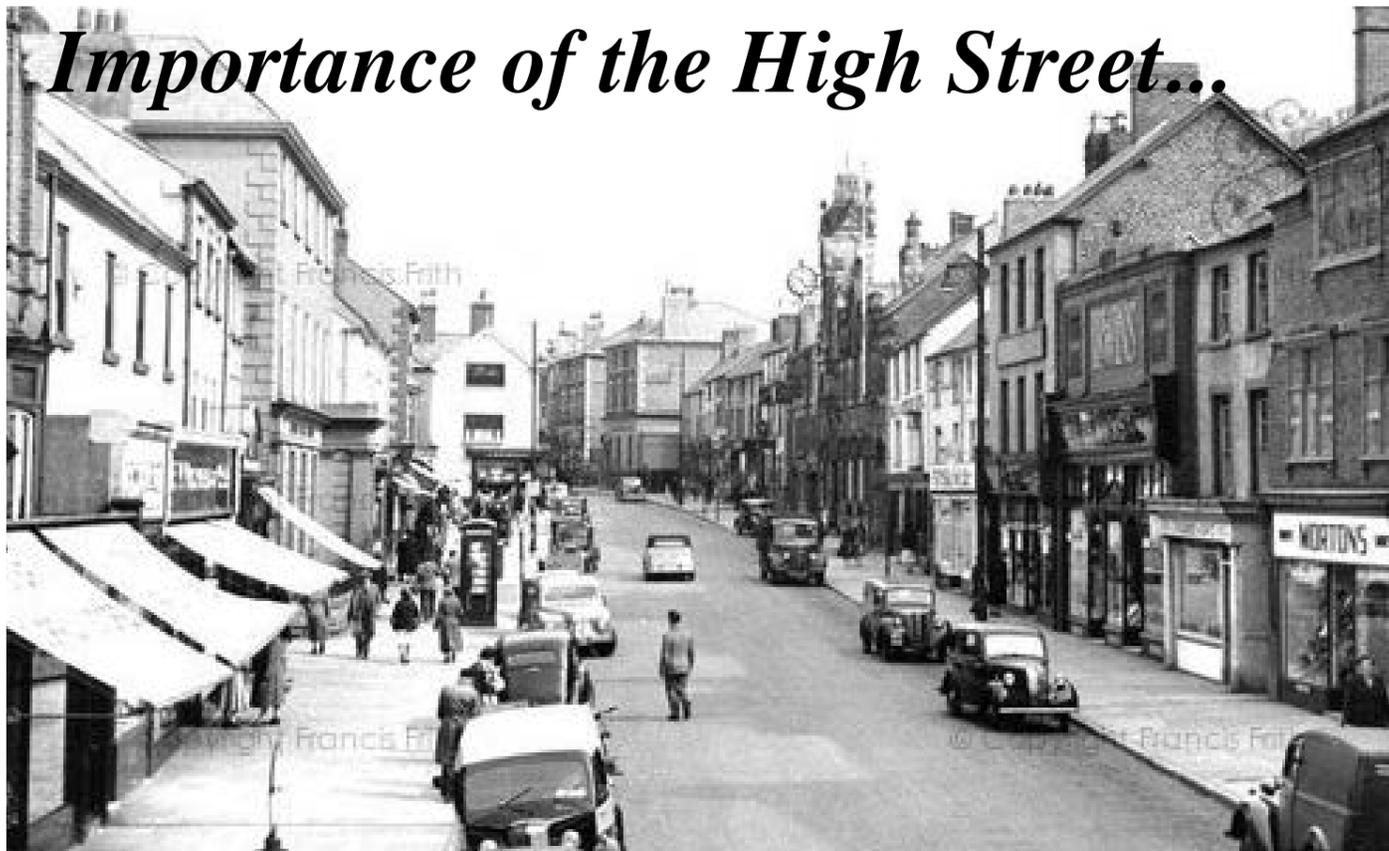
Holy Well...



...historic connections



Importance of the High Street...



...forgotten places



sea to town
industrial connections



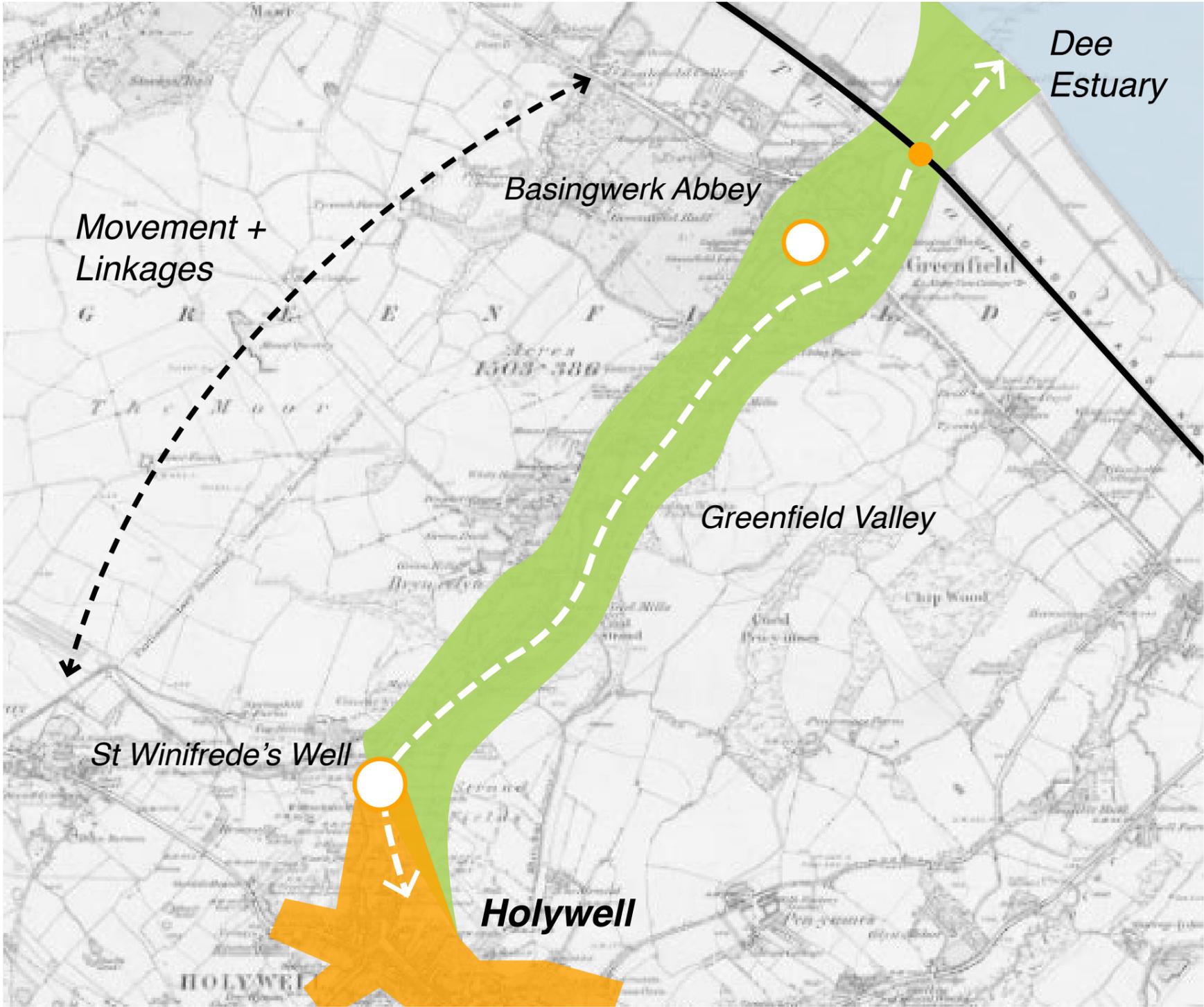


HIGH STREET. HOLYWELL.

Part 03:

TOWN AND SITE ANALYSIS

Analysis - Coast to Town

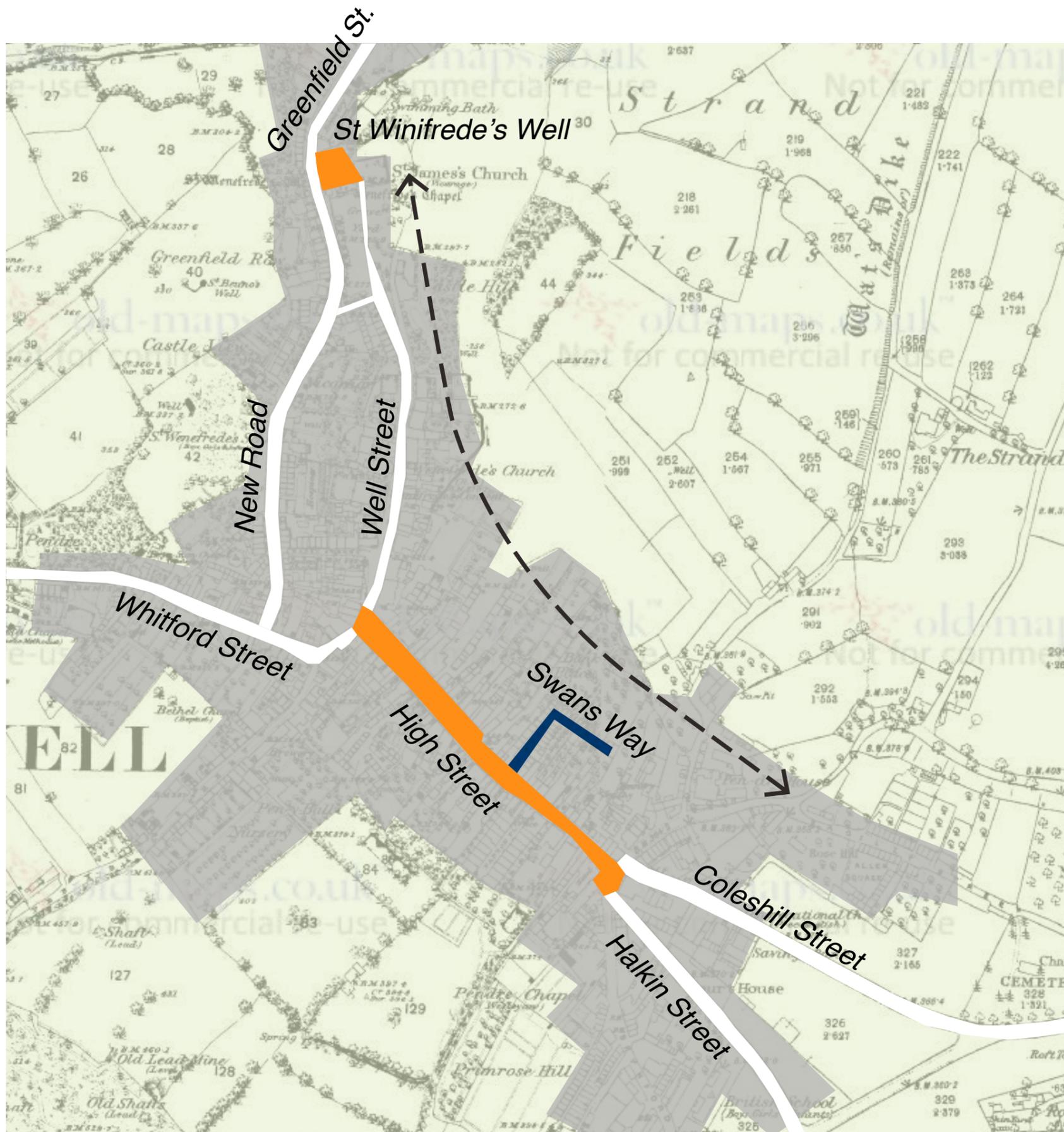


As previously mentioned, the position of Holywell as a gateway to the Greenfield Valley and the North Wales coast beyond is an important opportunity for heritage, culture and tourism development of the town.

The wider context map to the left shows key historic connections from the coast up to Holywell:

- Connections between Holywell, the Greenfield Valley and the Dee Estuary
- Road, rail and foot links
- Key historic locations between the town and coast

Analysis - St Winefride's to Town

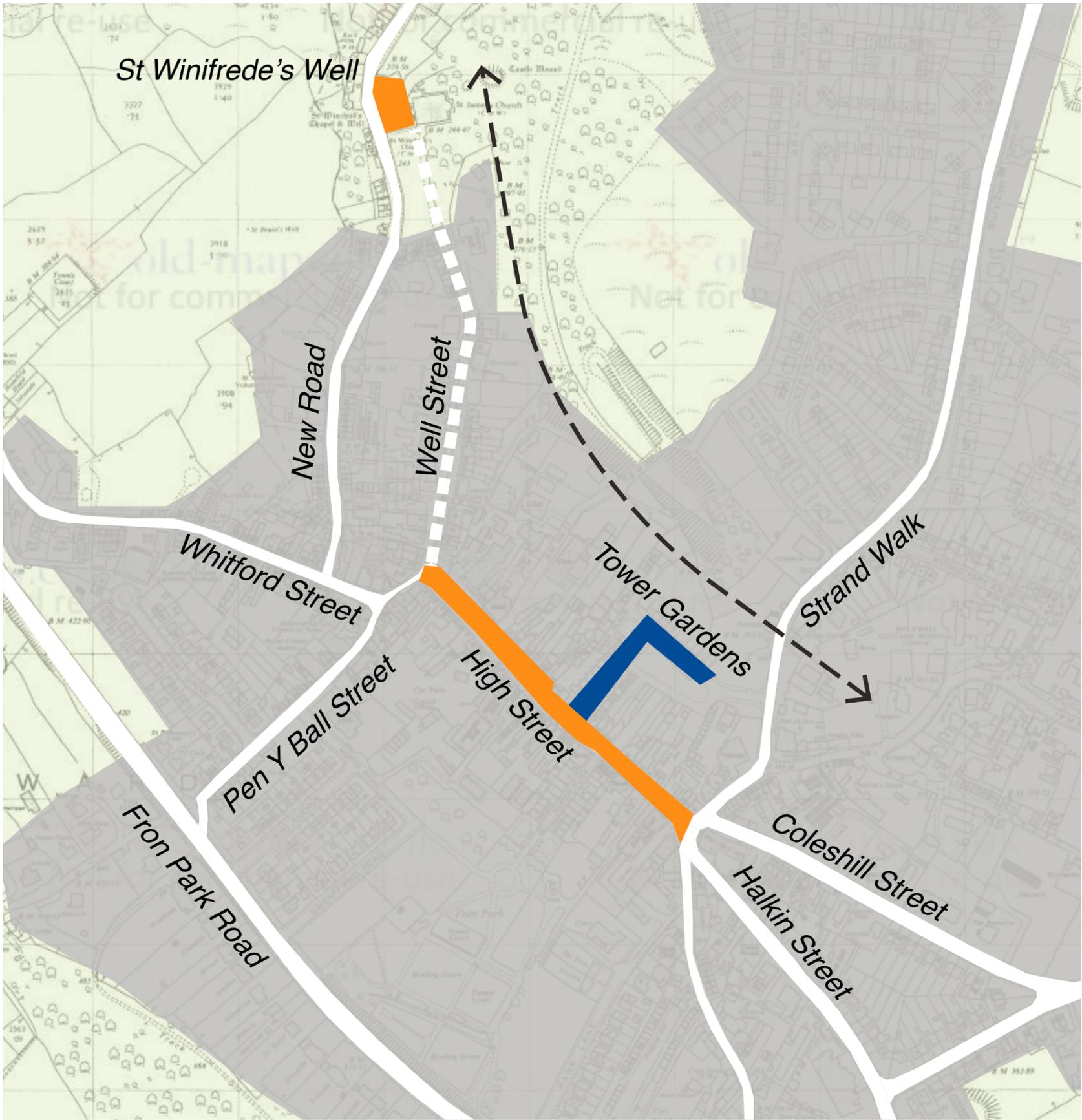


C19th Townscape:

The 19th century map to the left shows how the connection between the town centre and the Well were given important significance:

- High Street is the focus of the town
- Swans Way (later Tower Gardens) forms a key street off the High Street
- Direct connections to the Greenfield Valley and St Winefride's Well via the High Street and Well Street

Analysis - St Winefride's to Town

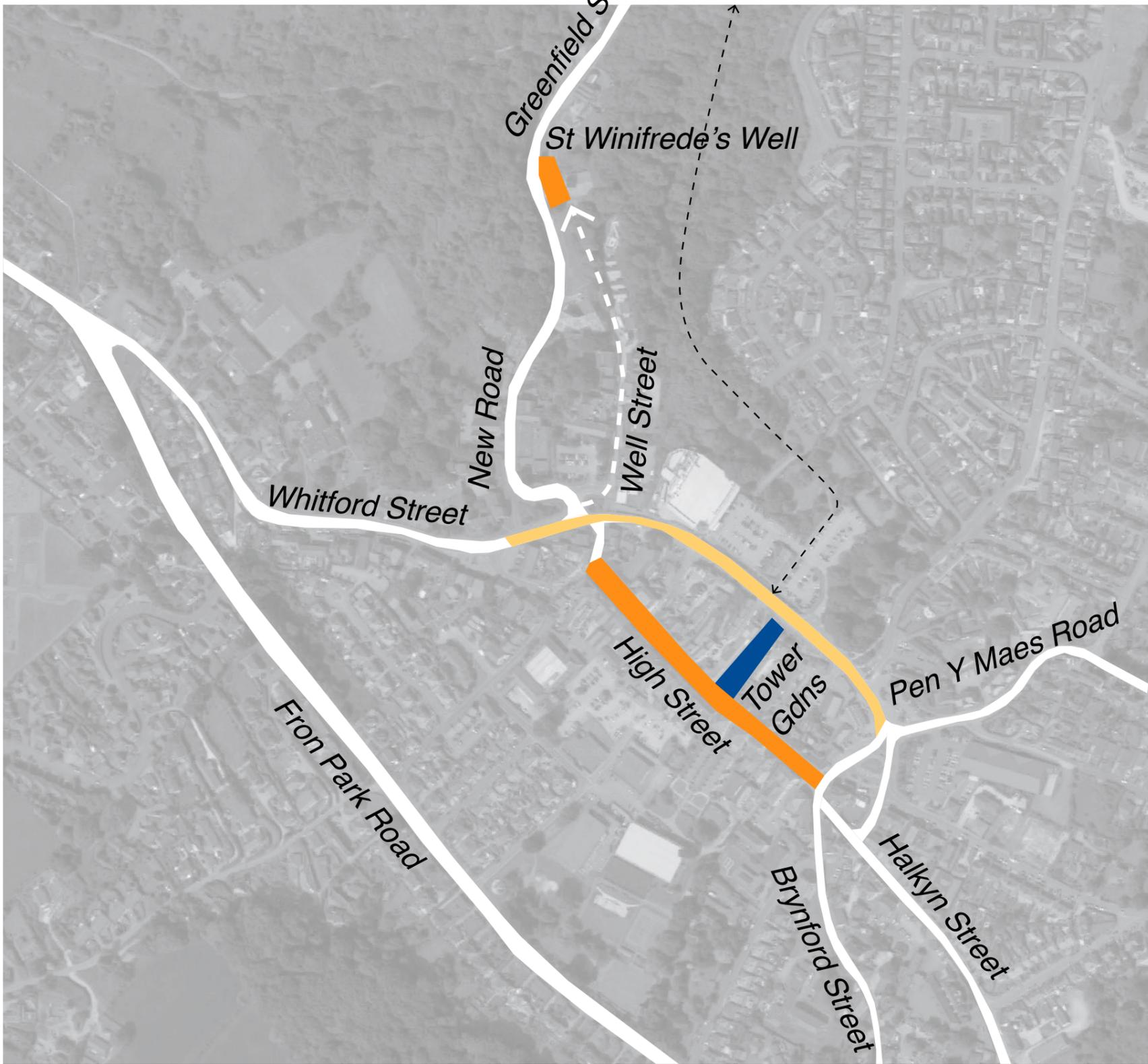


Early C20th Townscape:

As the town develops, this early 20th Century map shows how the connection to the Well became less significant:

- High Street remains as a focus for the town
- Growth of residential areas around the town
- Swans Way becomes Tower Gardens
- Construction of Fron Park road in the 1930's
- The Well Street connection to St Winefride's becomes more fragmented

Analysis - St Winefride's to Town



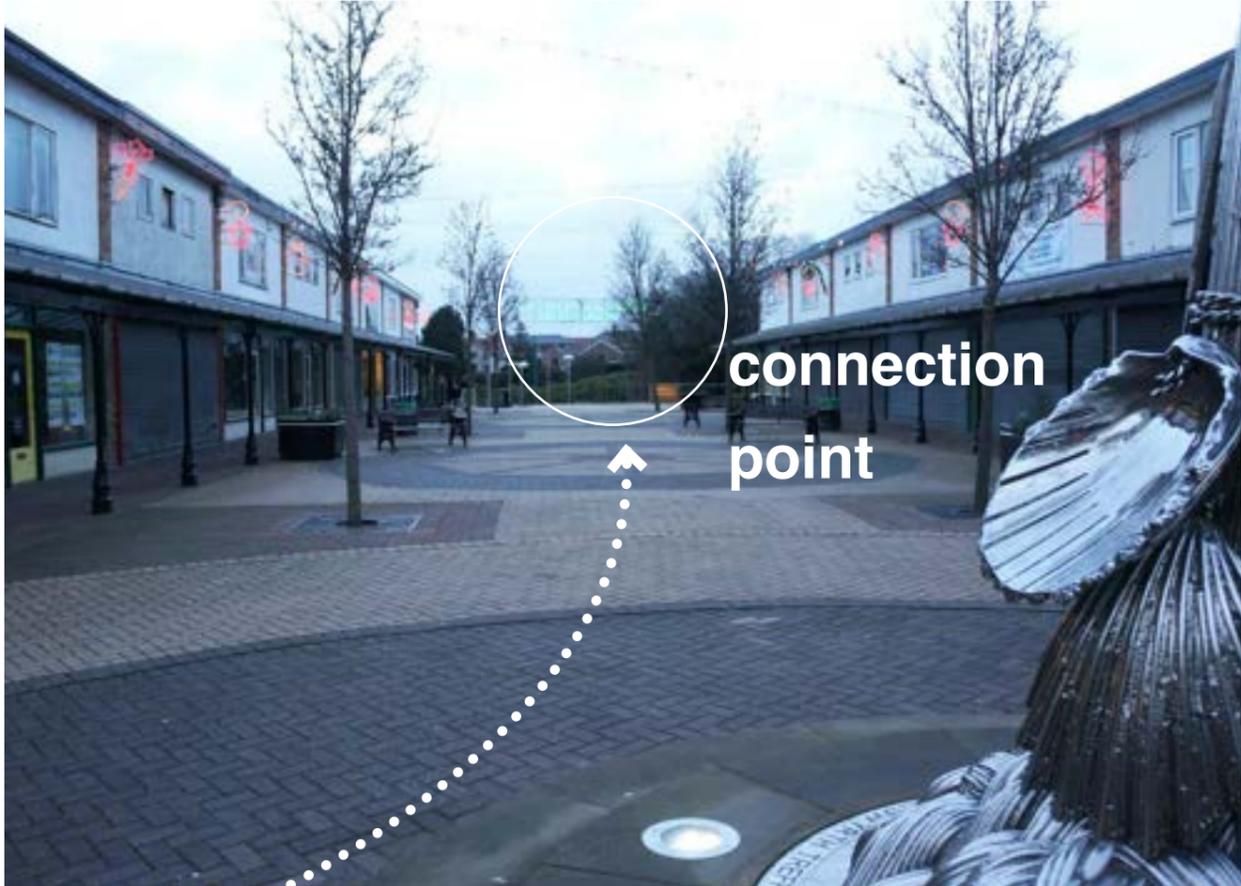
Late C20th Townscape:

Later in the 20th Century there were further developments to the town, which resulted in a breakdown of connections between the centre and its surroundings:

- Town inner ring road constructed in the 1980's
- Historic connection to Well Street and the Greenfield Valley is lost
- Loss of pedestrian connections across the town
- A new access point to the Greenfield Valley and Tesco is created at the end of Tower Gardens
- Tower Gardens becomes a straight street losing the corner.
- The High Street is pedestrianised

The following photographs illustrate some of the issues within Tower Gardens all of which start to inform the potential design options for the street.

Analysis - Tower Gardens



Existing Links

Tower Gardens provides a route from the High Street through to the ring road, supermarket and a footpath that connects to the Greenfield Valley beyond.

However, the links are not clearly visible from the top of Tower Gardens, and the space itself is not very enticing or attractive.

At the end of Tower Gardens, the ring road creates a barrier to the places mentioned previously.

The underpass is accessed via a set of steep steps which do not encourage pedestrians to explore the areas beyond the town.



Analysis - Tower Gardens



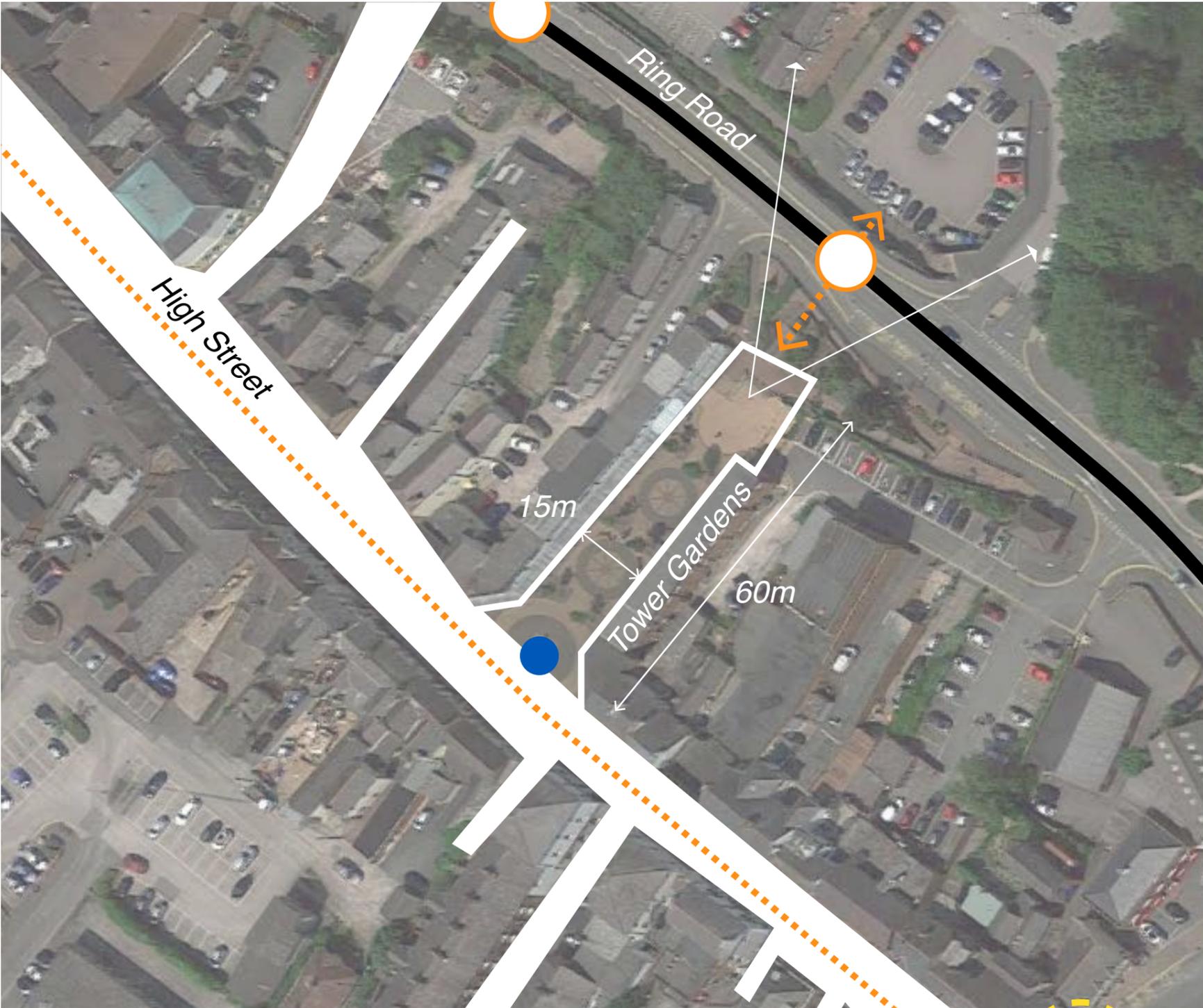
Existing Spaces

Tower Gardens has an existing arcade structure on either side of the space, creating a sense of enclosure and offering shelter immediately in front of the businesses.

The existing sculpture is a focal point at the top of Tower Gardens and acts as an important waymarker along the High Street.



Analysis - Tower Gardens



Existing Streetscape

The analysis above highlights a number of strengths and weaknesses present around the site. The weaknesses have been caused by the gradual development of the town around the High Street, resulting in poor connectivity to the historic centre of Holywell.

Strengths

- Wide street with fixed shop front canopies
- Focal point at High Street and links to high quality High Street buildings

Weaknesses

- Poor connection via underpass to Tesco and the Greenfield Valley
- Poor views and visual connectivity to the north
- Lack of activity within the street and the High Street



*A new vision for
Tower Gardens*

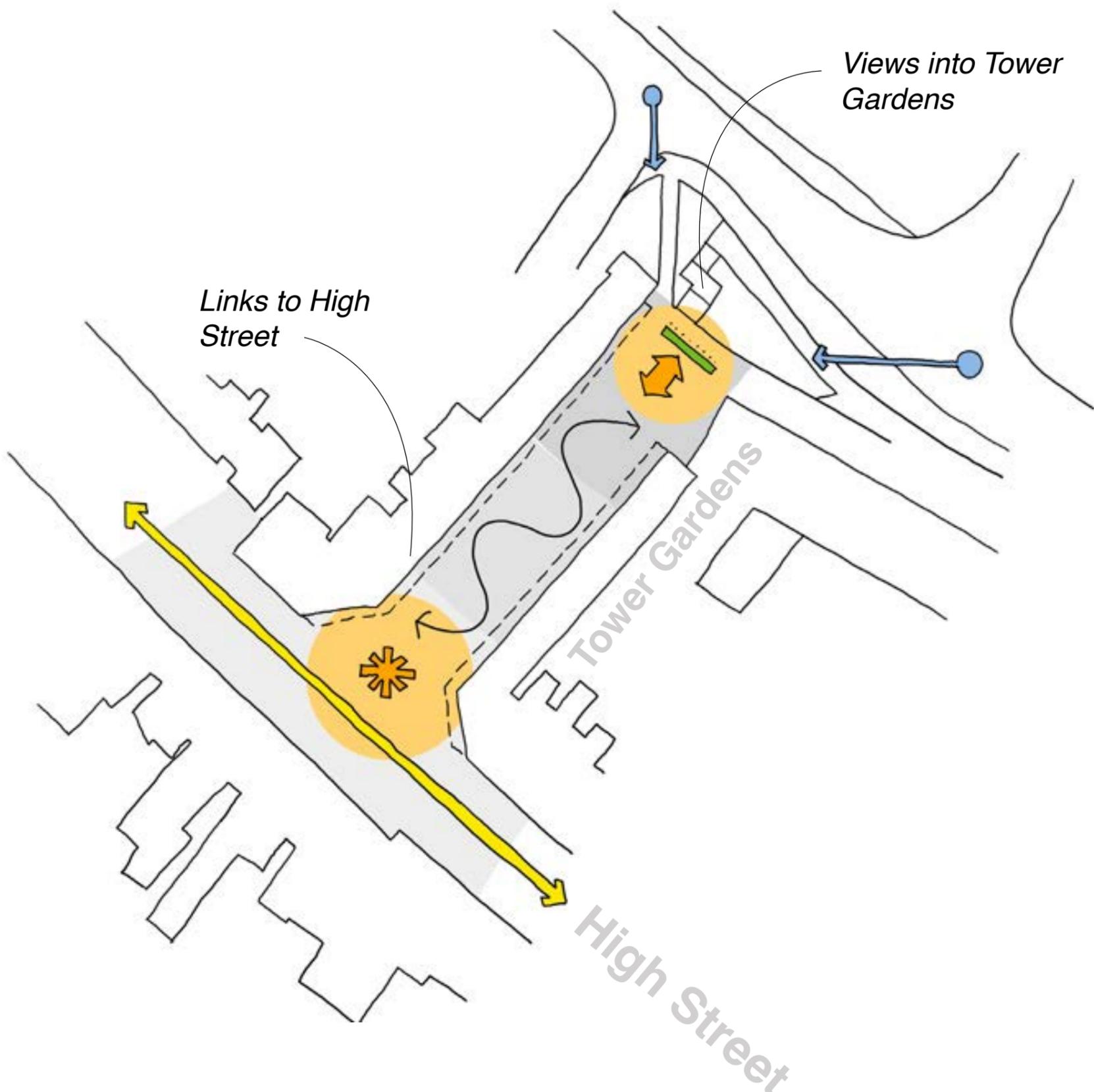
Part 04:
SKETCH DESIGN CONCEPT

Concept Design

town centre
food markets
Lighting
flexible
Greenfield Valley
technology
covered space
destination
community hub
holywell
information point
colourful
public space
Events venue
High Street
meeting point
music festivals



Concept Design



Tower Gardens

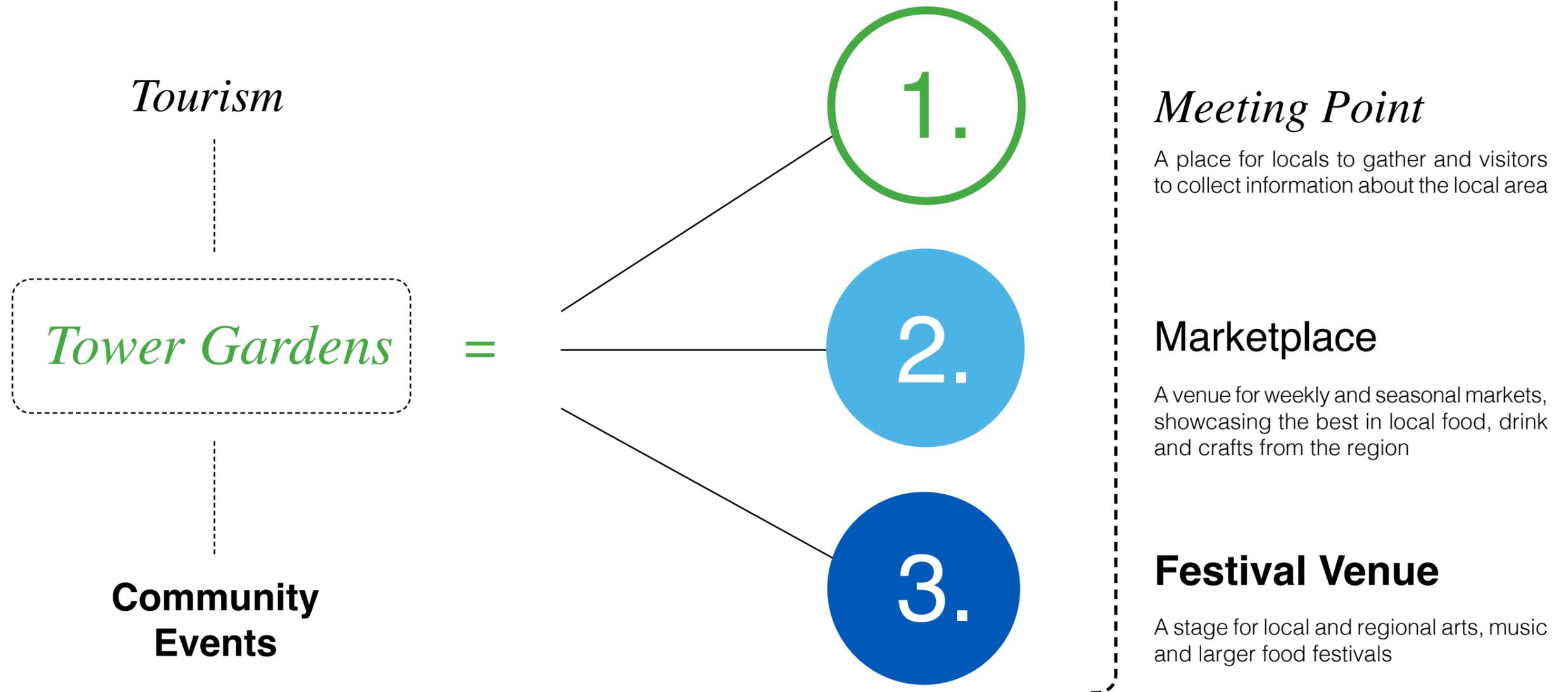
Our concept is based on Tower Gardens becoming a community hub for the town centre, an information point for tourists visiting the various heritage attractions and a platform for events held throughout the year.

- Opportunity to create a focal / meeting point at the High Street
- Create an opportunity to look in and look out from Tower Gardens
- Create a link between the end of Tower Gardens and the High Street
- Opportunity for an expandable covered area between the High Street and end of Tower Gardens.

Concept Design

Tower Gardens

Therefore the concept for Tower Gardens will combine three different functions, in order to serve both the local community and visitors from further afield.





Part 05:
DESIGN OPTIONS

Concept Design - Canopy

Following the site analysis and concept work carried out for Tower Gardens, we have created a series of proposals that reflect the unique requirements of the site. The analysis highlighted the need for clear, legible covered space that helps to improve connectivity, and follows a language that can be extended along the High Street in the future and even beyond into the Greenfield Valley.

Our proposals respond to this work, and address the following objectives:

- flexible uses for different user groups
- adaptable to different times of day and week
- adaptable to different seasons
- the ability to scale up or down
- allow for lighting, seating and signage to be added if appropriate
- colour and branding links to the recent “Destination Holywell” initiative

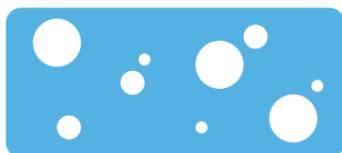
Concept Design - Canopy

The images below illustrate 3 approaches to the canopy. The following pages present these 3 options ranging from a number of smaller adaptable canopies to a large permanent canopy. The icons below represent the following options.

ADAPTABLE



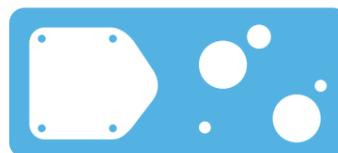
01 Small



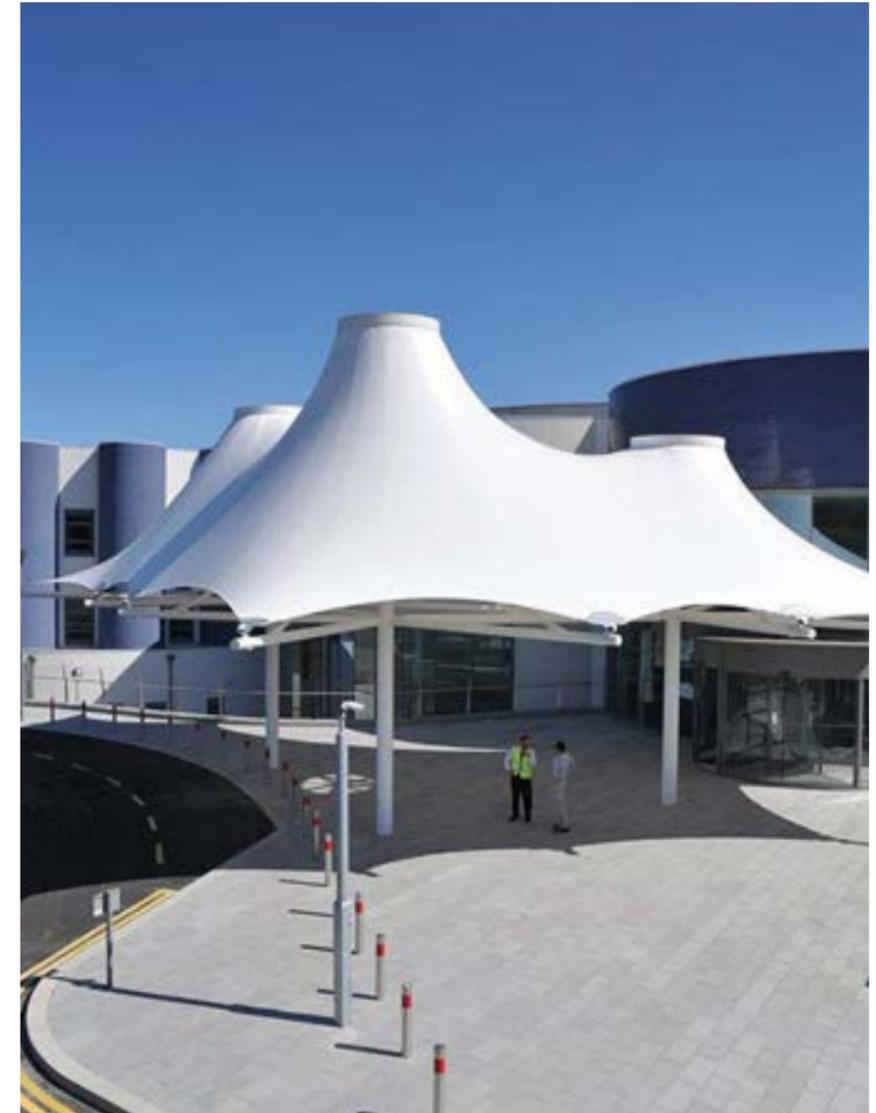
SEMI PERMANENT



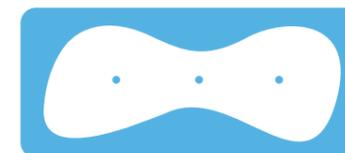
02 Medium



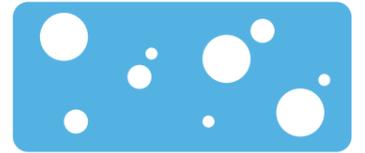
PERMANENT



03 Large



01 ADAPTABLE



Description:

A colourful, adaptable option to suit a range of events during the year.

The first option implements several small, individual canopy structures. The canopies can be erected by the public using the hand crank, providing an adaptable and low-maintenance space. Temporary seating, lighting, and heating could also be available.

The canopies can be used to form a fully covered area or a range of individual covered areas

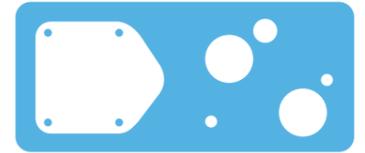


Outline Specification:

Albatros, Morton Parasols

- Size range from 4m to 10m manufactured to TUV standards
- Colours to match Destination Holywell branding
- Optional integrated electrics / Infra-red heater system, allows closure of umbrella without removing the heaters
- Cost: £2-3,000 per canopy

02 SEMI-PERMANENT



Description:

The second option combines several small, individual canopies with one large centrepiece canopy located at the end of Tower Gardens. The design concept allows a degree of flexibility via the adaptable small parasols, while also providing a permanent canopy to stage larger events.

Like the first option, the colours of the parasols can be interchanged to suit any event taking place. The steel structure of the larger Twin Conic canopy can also be powder coated in any RAL or BS colour.

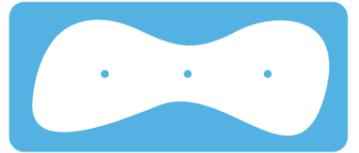


Outline Specification:

Twin Conic, Broxap

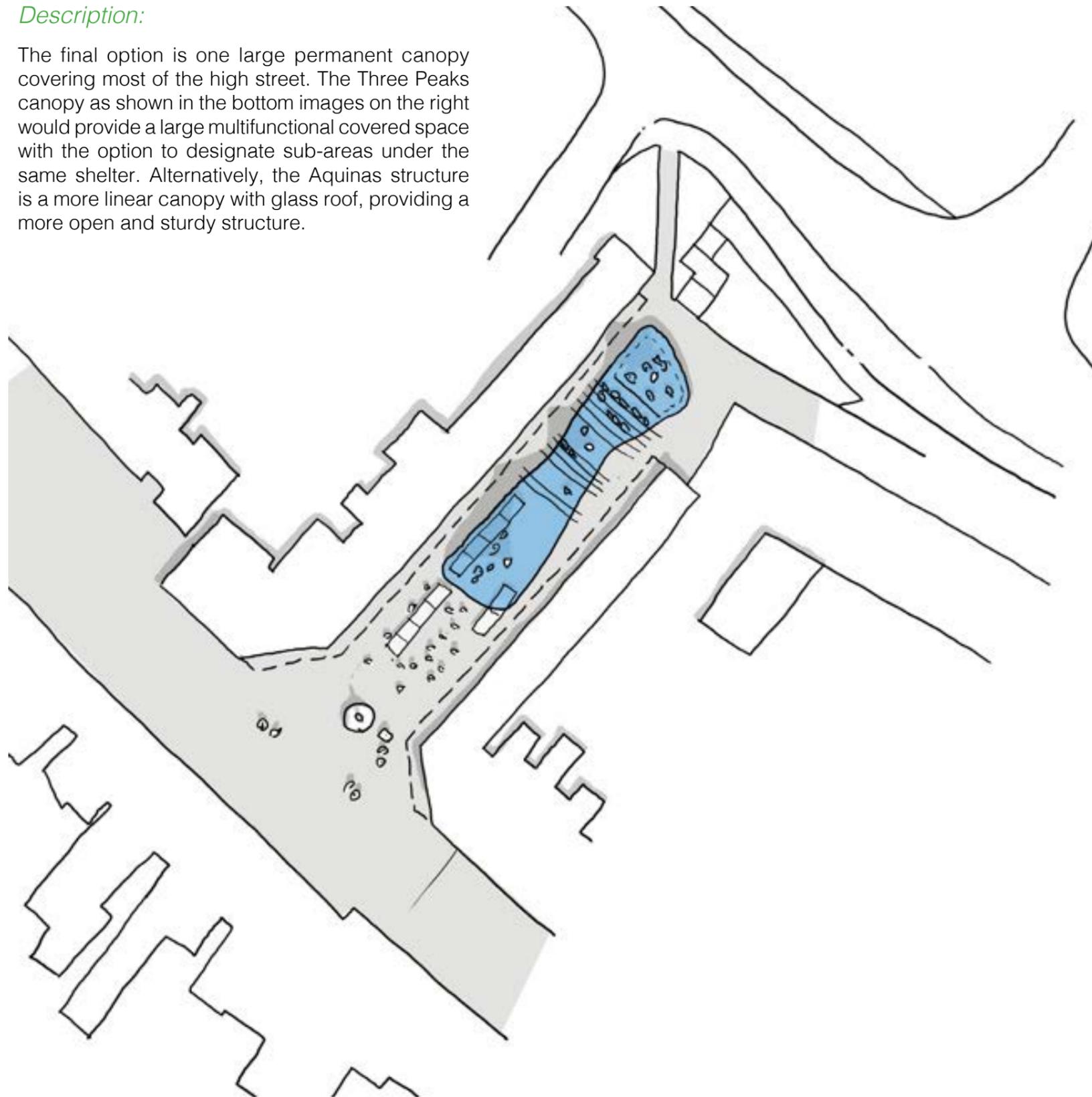
- Typical sizes 10m x 10m. Can be individually manufactured to specific sizes to fit the site
- Hot-dip galvanized components increase life expectancy up to 85 years plus
- Designed to be used all year round / 100% waterproof Fabric
- Can be powder coated to any RAL or BS colour
- 25 year guarantee against structural failure for wind and snow loadings
- Cost: £30,000 plus installation.

03 PERMANENT



Description:

The final option is one large permanent canopy covering most of the high street. The Three Peaks canopy as shown in the bottom images on the right would provide a large multifunctional covered space with the option to designate sub-areas under the same shelter. Alternatively, the Aquinas structure is a more linear canopy with glass roof, providing a more open and sturdy structure.



Outline Specification:

Three Peaks, Broxap (bottom images)

- Three integrated conic style canopies
- Can be powder coated to any RAL or BS colour
- 100% waterproof and offers UV protection
- Cost: £400,000 plus installation

Aquinas, Broxap (top images)

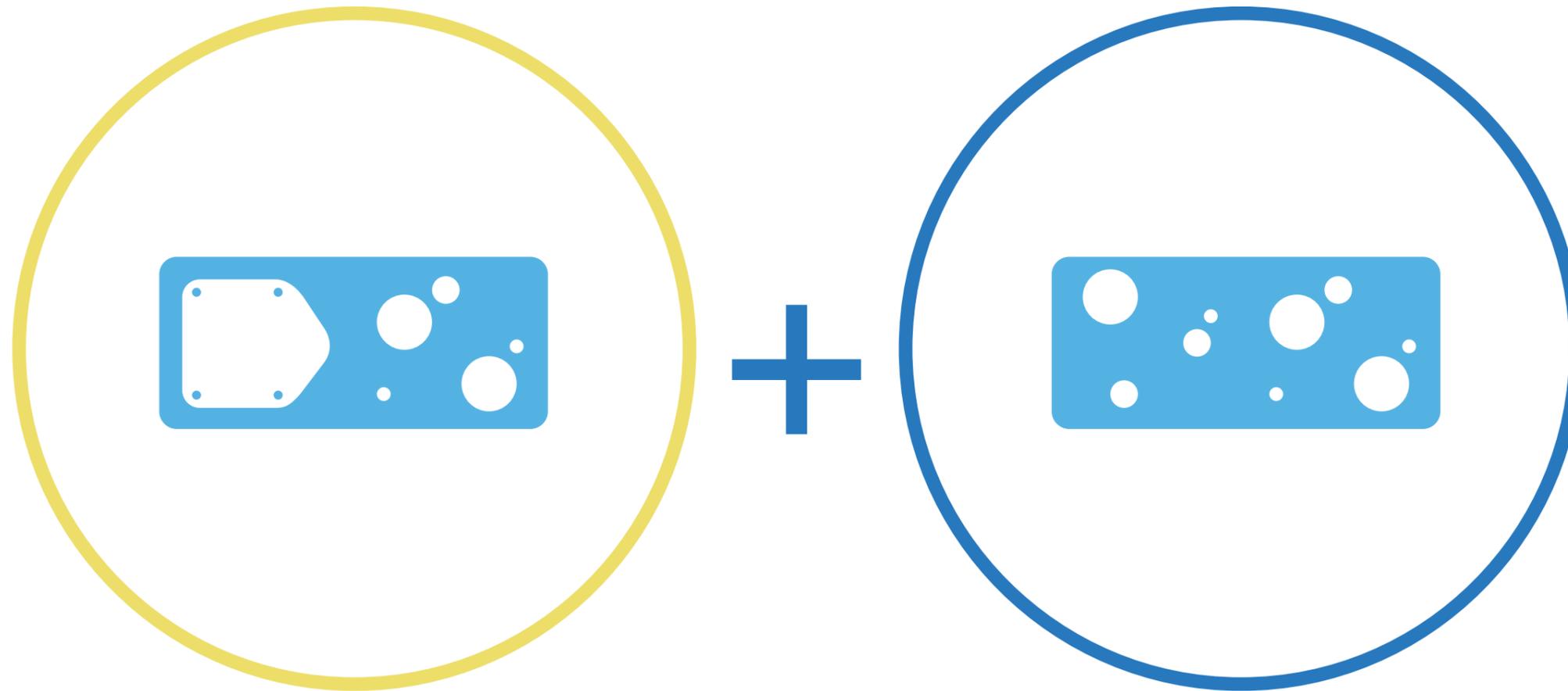
- Glazed canopy and multiwall roof
- Used for covered walkways, canopies and oversailing
- Individually manufactured to specific sizes to fit the site
- Hot-dip galvanized components
- Cost: £400,000 plus installation



Part 06:
PREFERRED OPTION

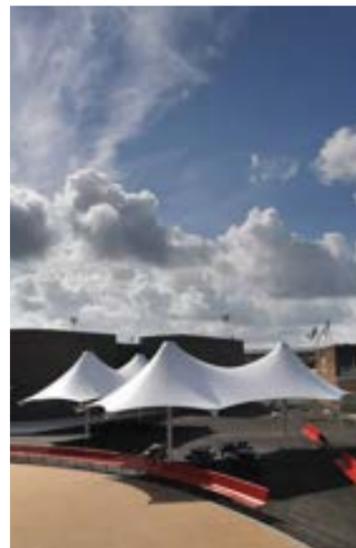
Canopy Options:

PREFERRED OPTION



Semi permanent

Adaptable



Description:

The preferred option combines options one and two, offering a series of small, individual canopy structures, with one large canopy located at the end of Tower Gardens. This design concept allows a degree of flexibility via the adaptable small parasols, while also providing a permanent canopy to stage larger events. By changing the number of parasols in place, the use and feeling of the space alters drastically

The colourful parasols can be arranged in such a way that the street can become adaptable, ranging from a welcoming, open space to an enclosed bustling market.

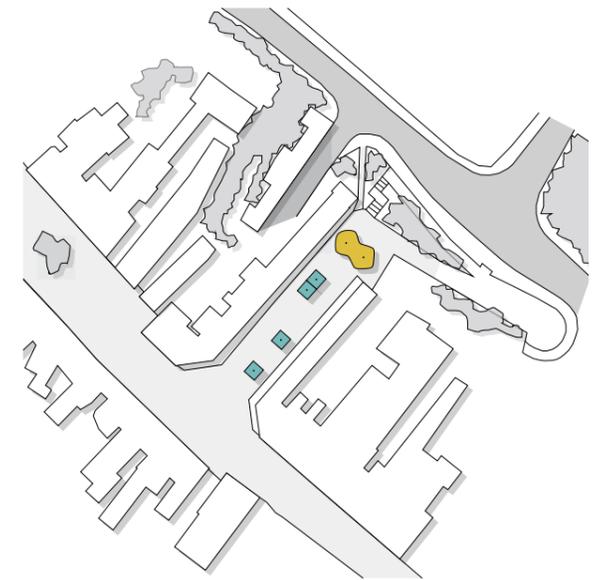
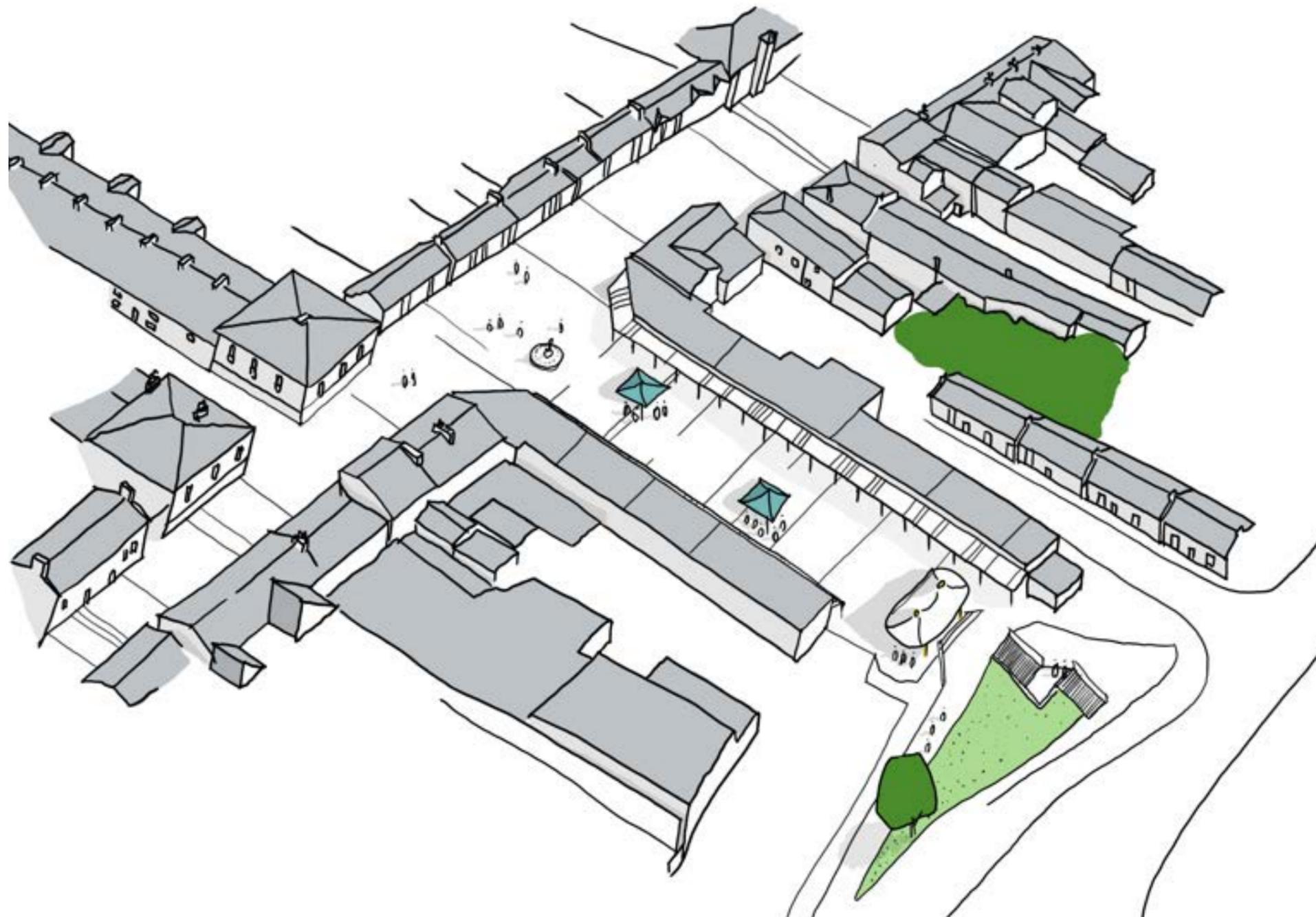
Like the previous options, the colours of the parasols can be interchanged to suit any event taking place. The steel structure of the larger Twin Conic canopy can also be powder coated in any RAL or BS colour.

Canopy Details:

ADAPTABLE USES: EVERYDAY

Description:

This scenario illustrates an informal canopy layout, which could facilitate meetings, small gatherings and midweek pop-up events held by local community groups.

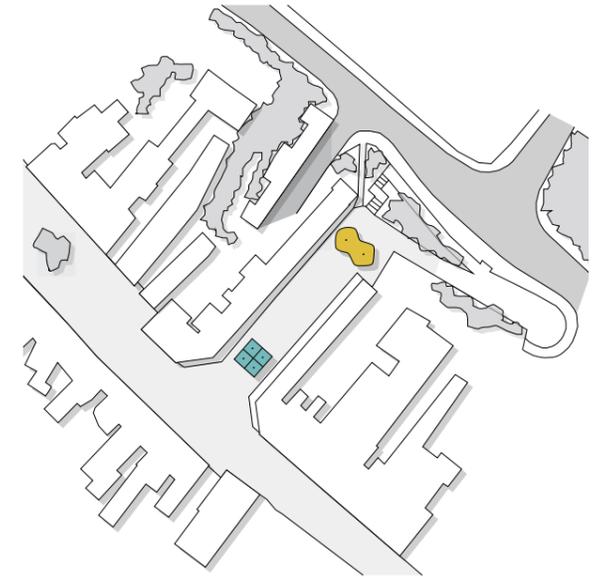
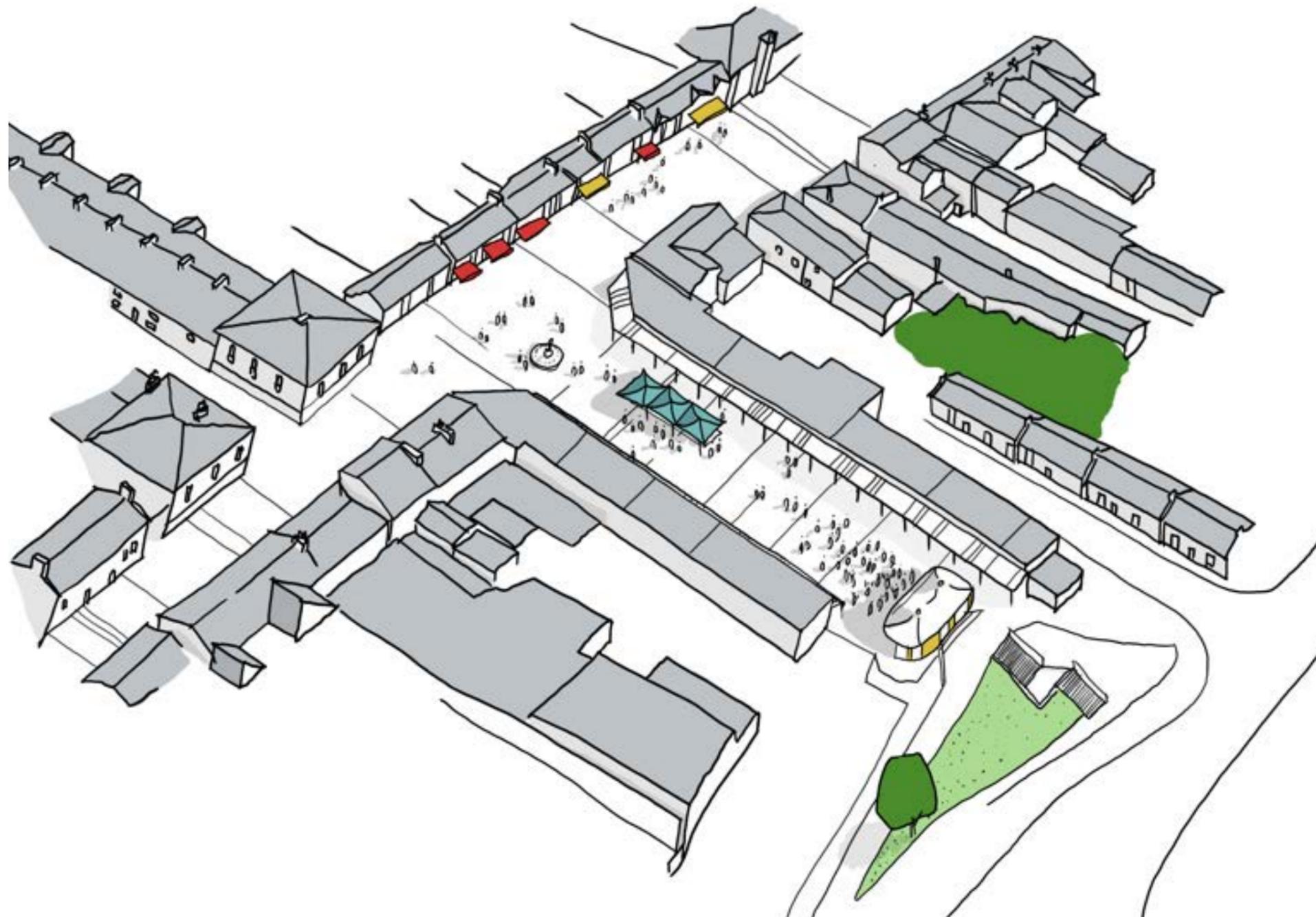


Canopy Details:

ADAPTABLE USES 2: CONCERT/EVENT

Description:

This scenario illustrates a combination of small canopies with a temporary stage set-up, which could host larger events with live music and food stalls, for example.

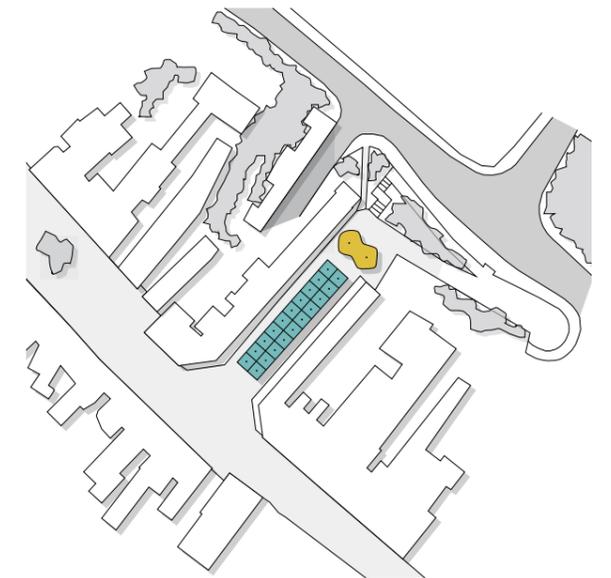
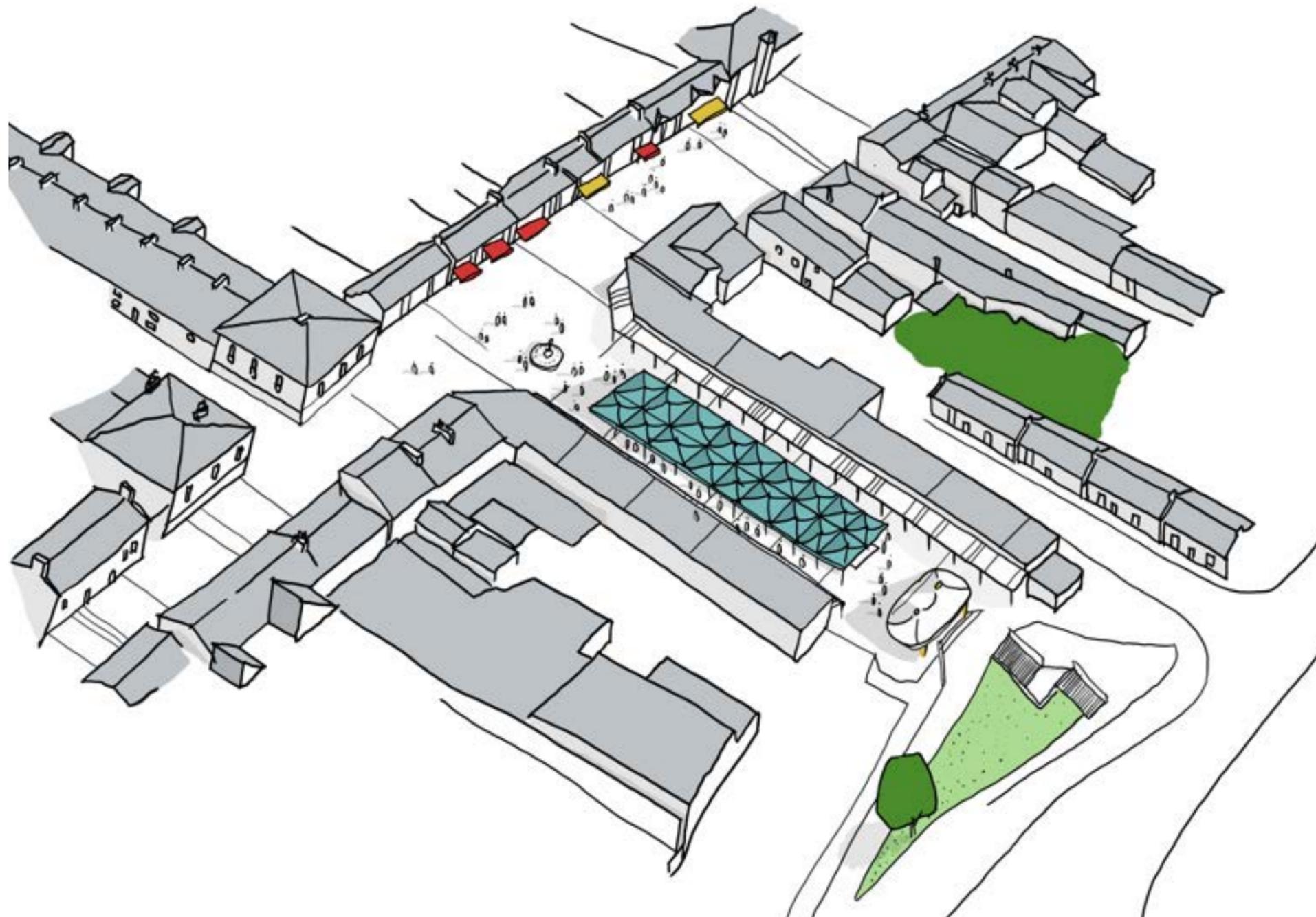


Canopy Details:

ADAPTABLE USES 3: MARKET

Description:

This scenario illustrates a more formal canopy layout, which could facilitate the town market or larger food and/or craft markets that extend the full length of Tower Gardens.





Part 07:

OUTLINE SPECIFICATION AND BUDGET COSTS

Outline Specification - Canopy

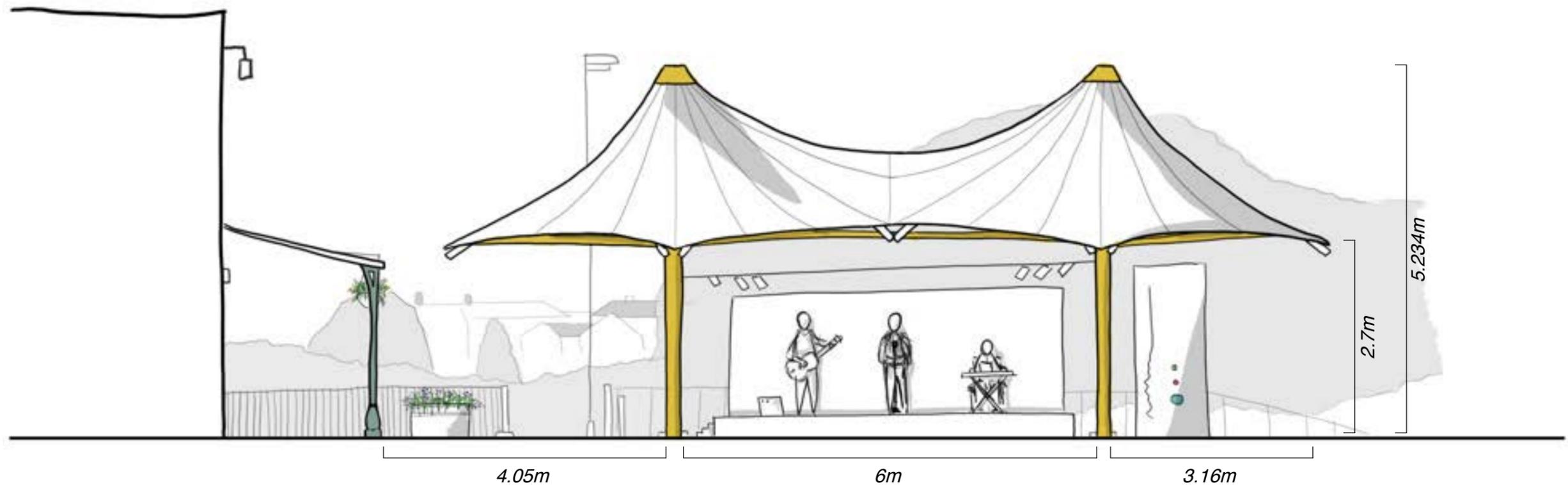
The works required to install each of the canopy types below are as follows:

- setting out positions of posts (including underground service investigations)
- excavation of footings
- pouring of concrete foundations and setting posts
- construction of canopy frame
- installation of canopy fabric and tensioning (if required)
- making good to surfacing around the canopy posts

The costs stated on the following pages have been determined by prices quoted by a supplier, but will be subject to factors such as existing ground conditions and services and site access restrictions that may affect costs.

Canopy Details:

PERMANENT CANOPY



The permanent canopy at the end of Tower Gardens provides space to accommodate staging for a range of events as well as a permanent covered area within the street. The scale and position of the structure also provides the opportunity to advertise upcoming events to vehicles passing on the ring road.

The canopy is a high tensile structure with a steel sub-structure which can be coloured to any RAL colour. Additional elements of lighting and outdoor heating can be added.

The specification for the canopy is as follows:

Twin Conic Specification:

- Height- 5234mm
- Headroom- 2700mm
- Length- 12414mm
- Breadth- 7413mm
- Poles and frames galvanised steel
- Canopy 100% waterproof PVC fabric (available in 7 standard colours or premium colours at a surcharge)
- Hot dipped galvanised steel fixings
- Poles and frames powder coated to any standard RAL colour

Twin Conic Pricing (ex. VAT)

- | | |
|-----------------------|--------------------------------------|
| • Basic structure | £12,500 |
| • Add coloured finish | £500 |
| • Installation | Installation by manufacturer £12,500 |

Canopy Details:

PARASOL - 7 X 7



The parasol canopies that are proposed within Tower Gardens will provide flexible covered space within the street ranging from single points of cover to an entire covered area capable of accommodating the market or a larger music festival.

Each parasol can be permanently installed in the street with a hand crank to allow the canopy to open and close and each can be coloured to a range of 36 colours

There would be 5no. parasols in total within the street and the specification for each would be as follows:

7m x 7m Albatros Parasol Specification:

- Installation Base dimensions- 600mm/600mm/600mm
- Tensioned spokes reinforced with galvanised steel cores
- Frame made of durable aluminium F22
- Membrane made of dyed European acrylic fabric. Optional PVC covers at a surcharge
- 36 colours to choose from
- Area- 56m²
- Height open- 3750mm
- Height closed- 5700mm
- Pole diameter- 100mm
- Headroom- 2450mm
- Crank Height- 920mm
- Weight- 160kg

Albatros Pricing (excl VAT)

£5,654

5no. required £28,270

Plus installation costs for 5no. parasols

£2,450