



# THE CHOCOLATE FACTORY

WOOD GREEN CULTURAL QUARTER  
INITIAL CONCEPT DESIGN

# CONTEXT

The background of the slide features three textured, spherical objects. On the left is a blue sphere, in the middle is a red sphere, and on the right is a pink sphere. They are all resting on a white surface, and the background is dark and out of focus.

Doc No. 20716

Project Ref: 20716/A5/Reports

Status: Final

Issue/Rev: 02

Date: 17/12/2013

Prepared by: PM

Checked by: PJ

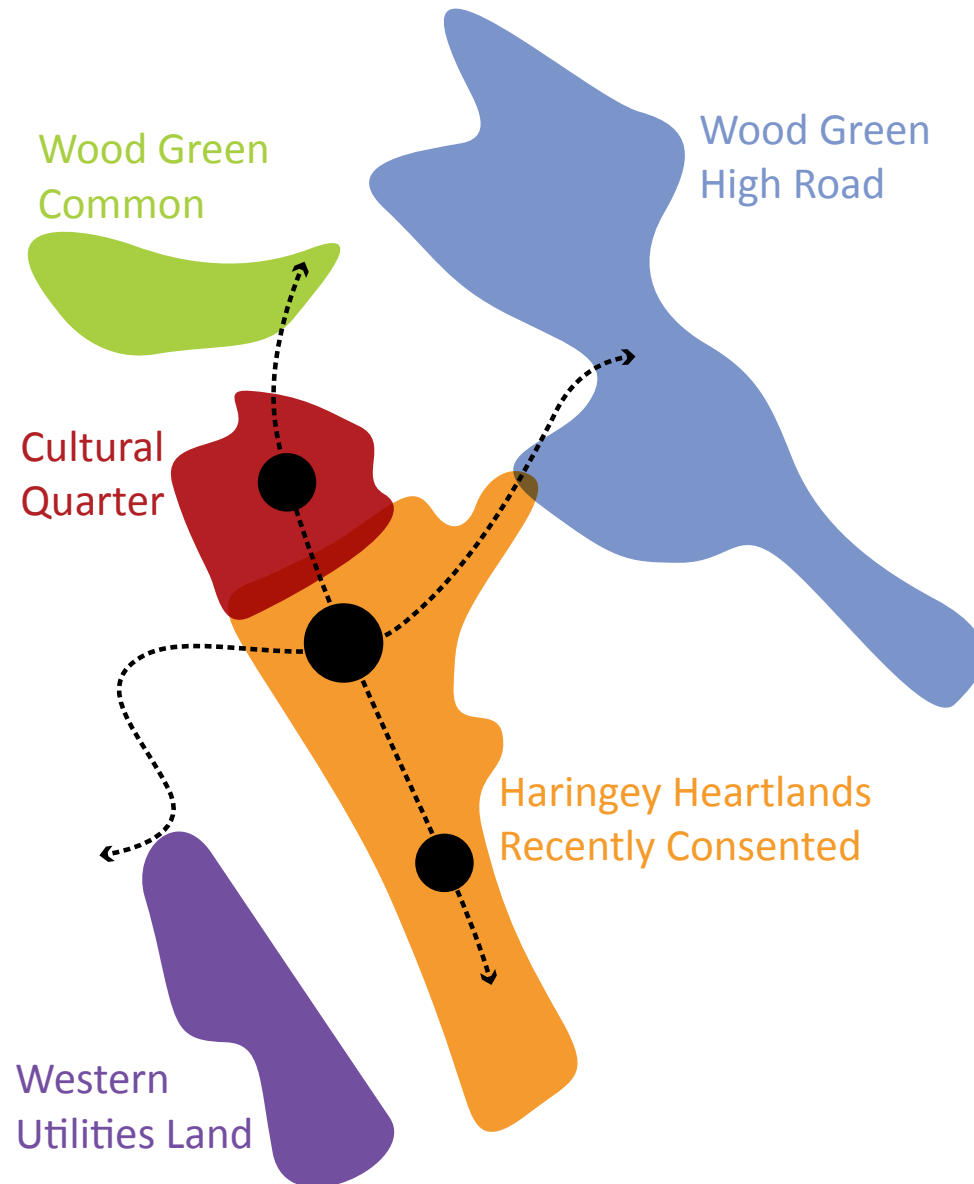


— Workspace  
— The Cultural Quarter

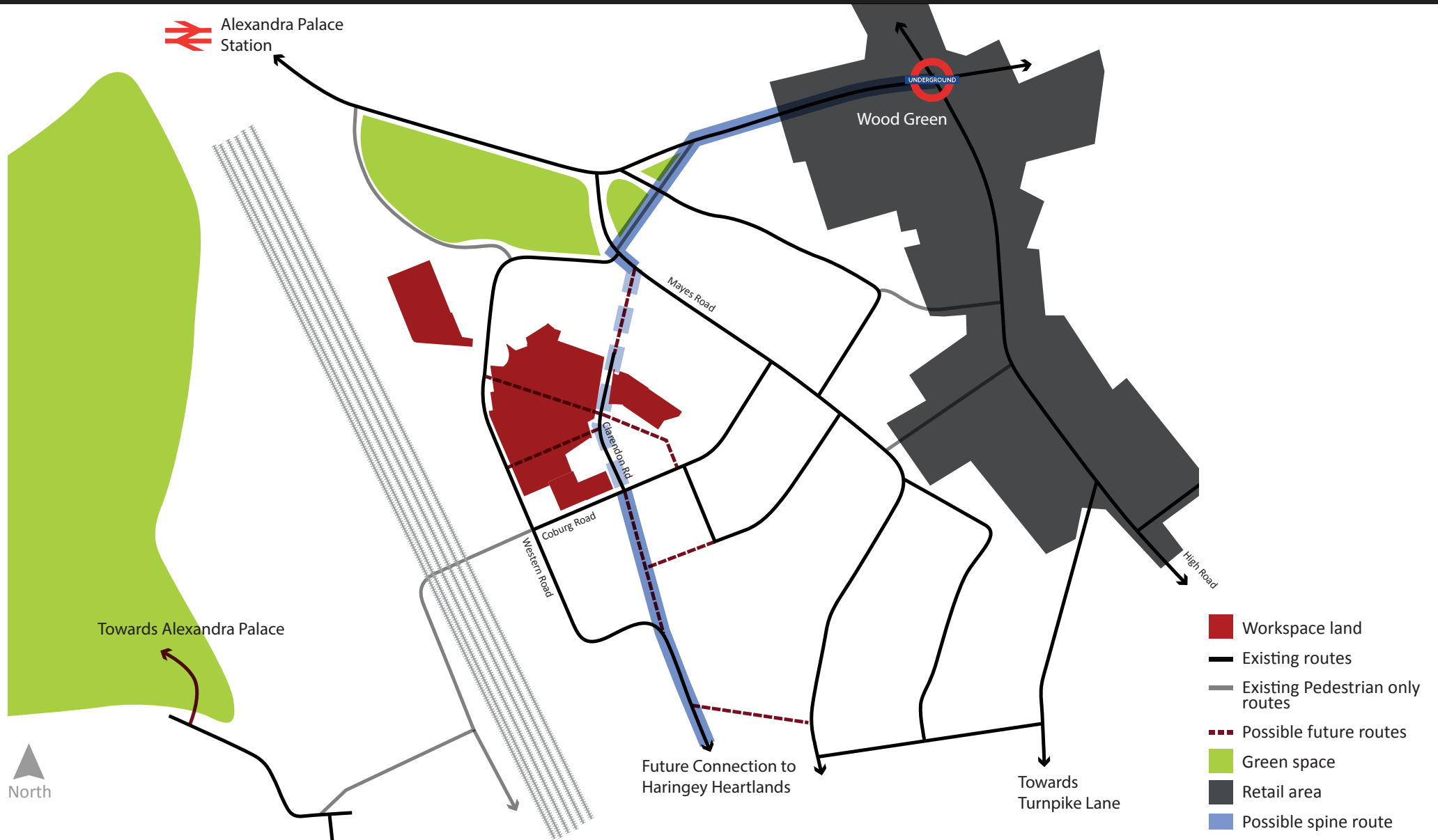


# THE WIDER PICTURE

## Context



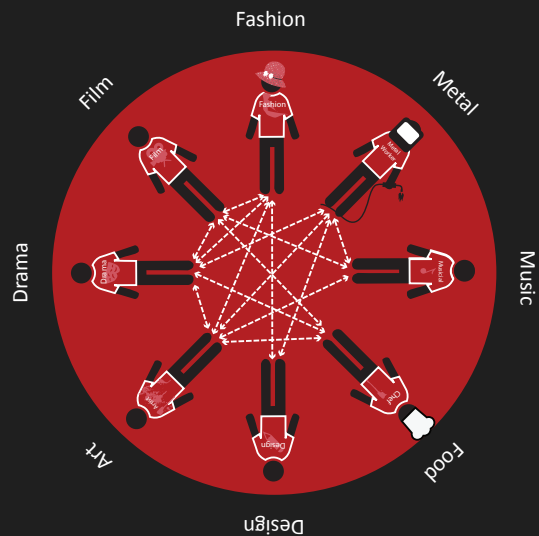
# Connections





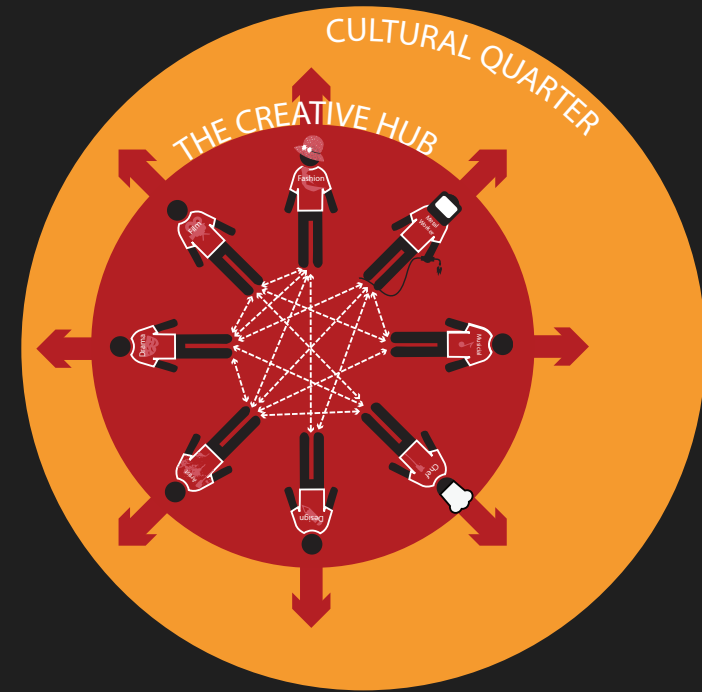
# WHAT MAKES A CULTURAL QUARTER?

# WHAT MAKES A CULTURAL QUARTER?



## The Inner creative Core

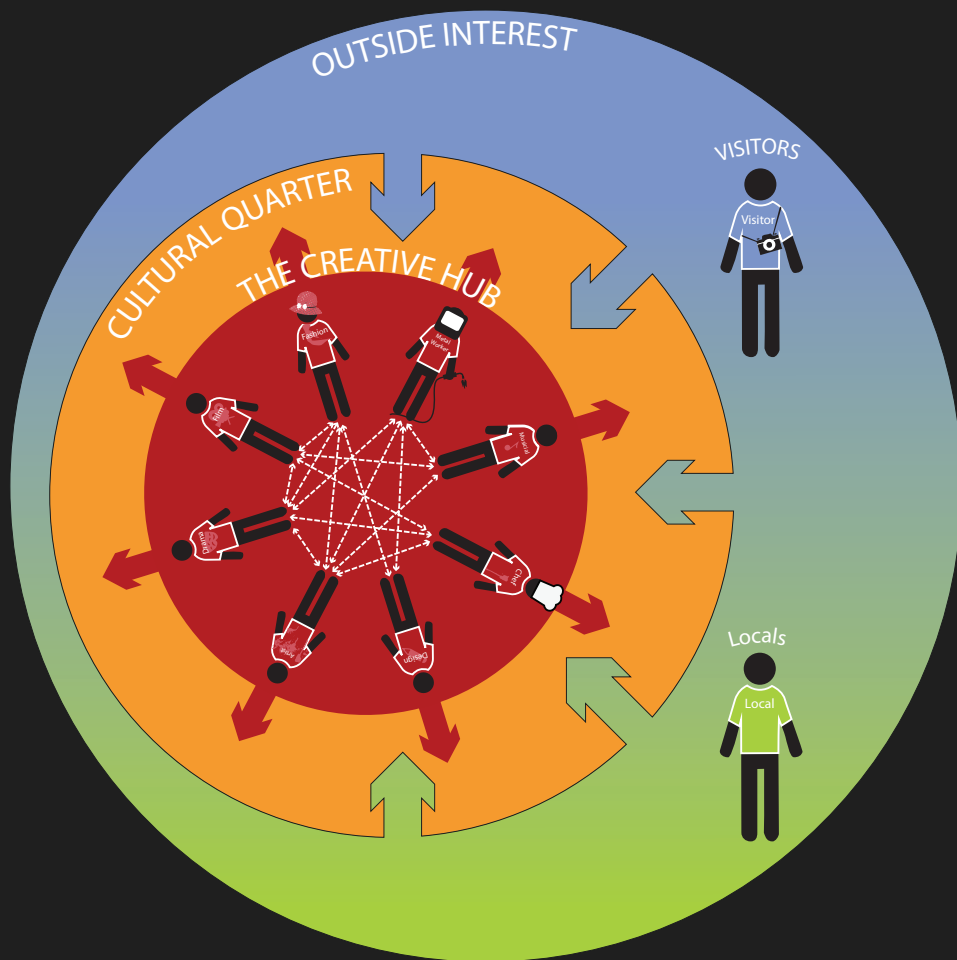
The core to a cultural quarter is its creative inhabitants expressing, sharing, innovating and fabricating ideas and designs.



## Exhibit

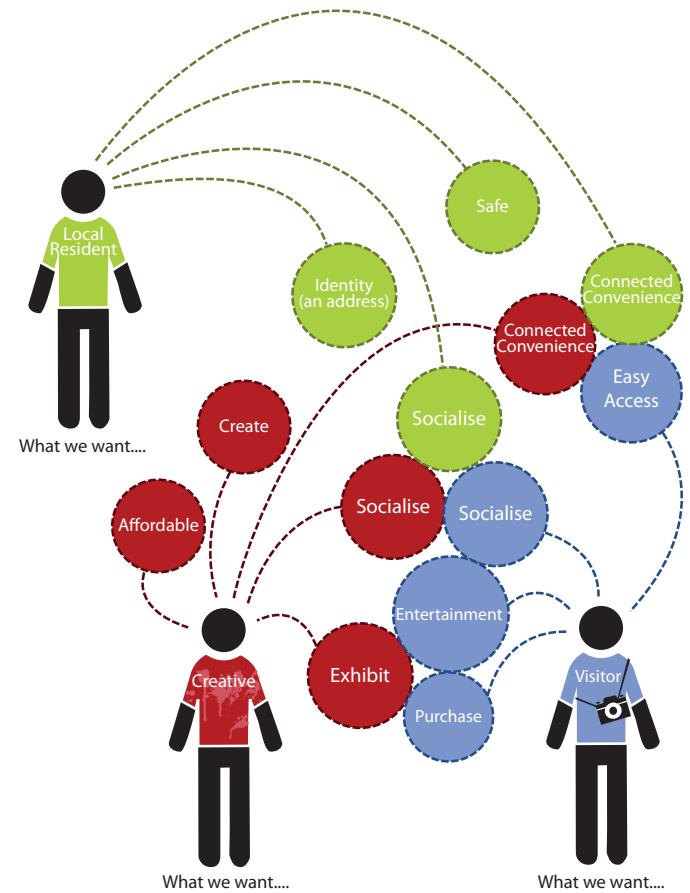
The creative tenants wish to exhibit their works through exhibitions, galleries, theatre, cinema, retail outlets, cafes, restaurants and bars.





### Invite the outside world

The wider world is attracted to the quarter to see the creative products and enjoy the cultural and social environment.



### Benefits

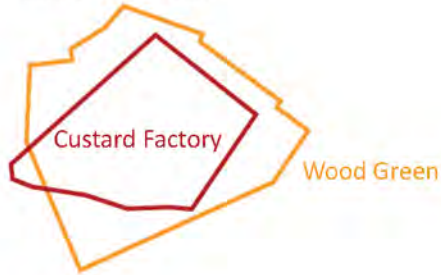
The interrelationship between the three main user groups of the Cultural Quarter benefits all parties through creating a dynamic social, economic and physical environment. A further benefit is the continuous occupation of the quarter throughout the day and night by the varying user groups, residents are likely to be present in evenings and weekends and workers during the day.

# CUSTARD FACTORY - Digbeth, Birmingham

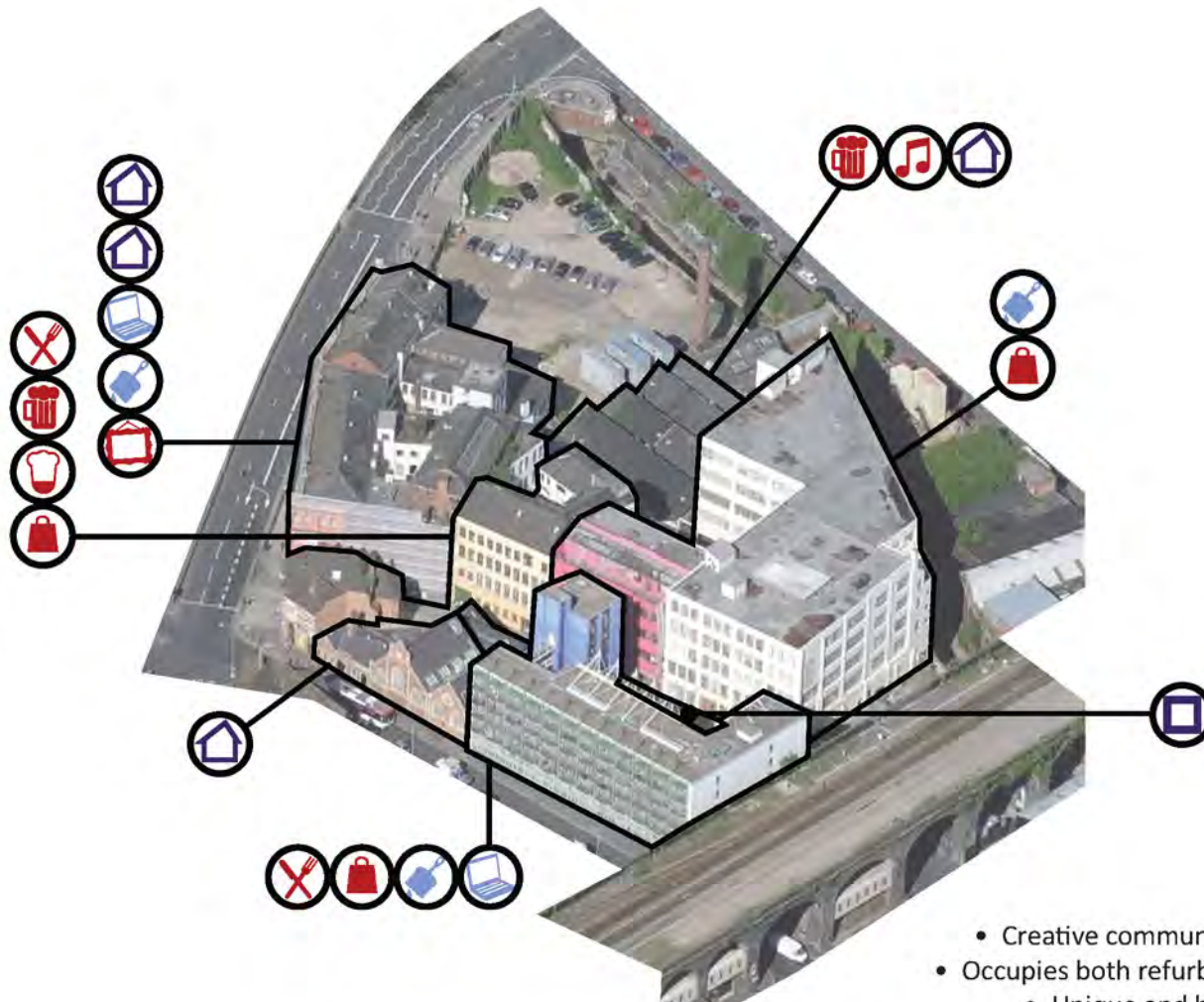
"Provides an inspiring, entertaining and commercially fertile environment for one hundred and one independent creative enterprises".

<http://www.zellig.co.uk>

## Scale Comparison



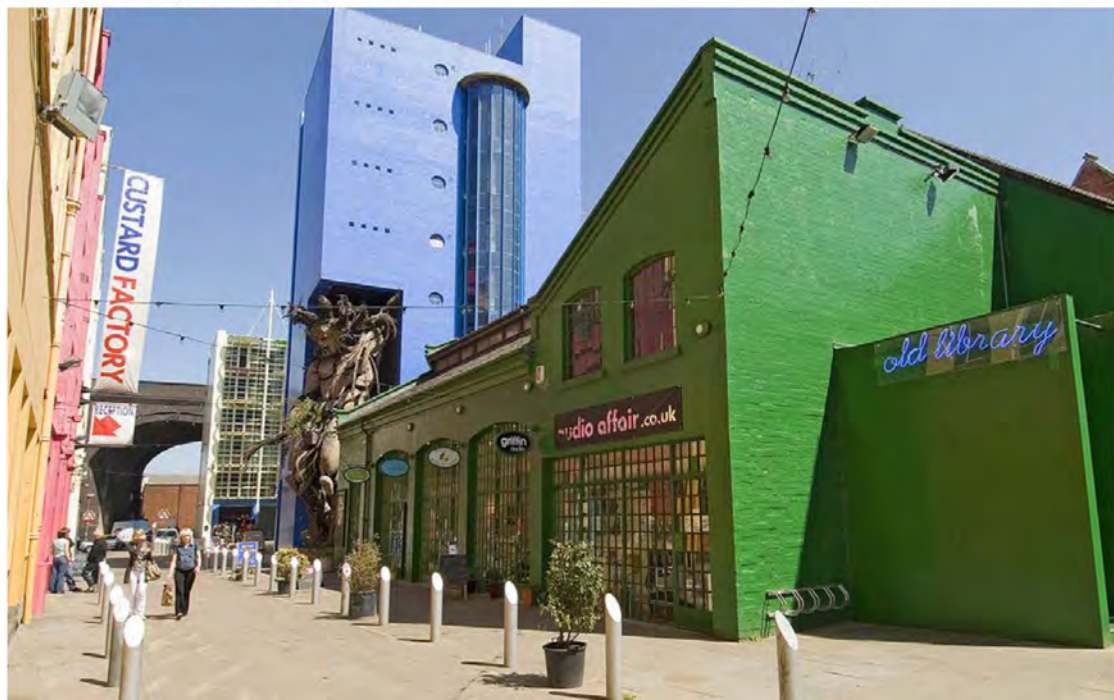
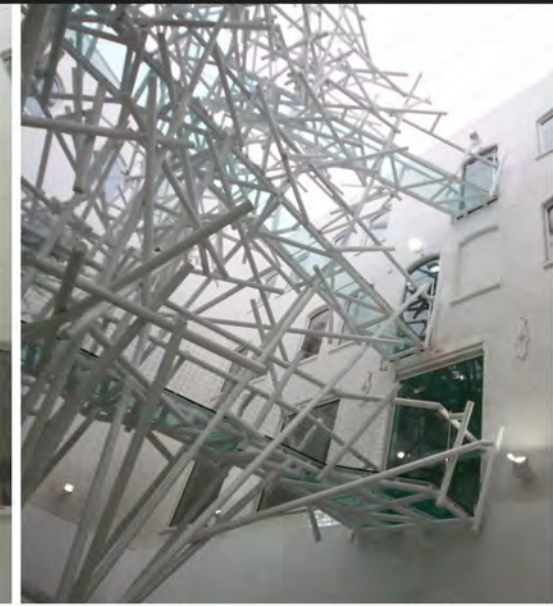
- Office
- Studio/Workshop
- Theatre
- Cinema
- Music Venue
- Bar
- Cafe
- Restaurant
- Gallery
- Retail Outlets
- Residential
- Live/Work Units
- Public Space
- Event/Exhibition Space



## KEY POINTS

- Began in 1992
- Creative community continuing to expand
- Occupies both refurbished and new buildings
  - Unique and bold street art/sculptures
- A new vibrant district in an undervalued inner urban context

# CUSTARD FACTORY - Digbeth, Birmingham

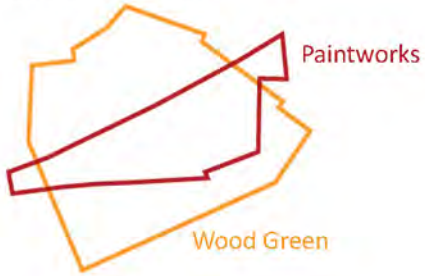



# PAINTWORKS - Bristol

"Paintworks is not for those of a formulaic, corporate mindset. Individuality, expressiveness, inventiveness and the desire to interact with others is the ambition"

<http://www.paintworksbristol.co.uk>

## Scale Comparison



-  Office
-  Studio/Workshop
-  Theatre
-  Cinema
-  Music Venue
-  Bar
-  Cafe
-  Restaurant
-  Gallery
-  Retail Outlets
-  Residential
-  Live/Work Units
-  Public Space
-  Event/Exhibition Space



## KEY POINTS

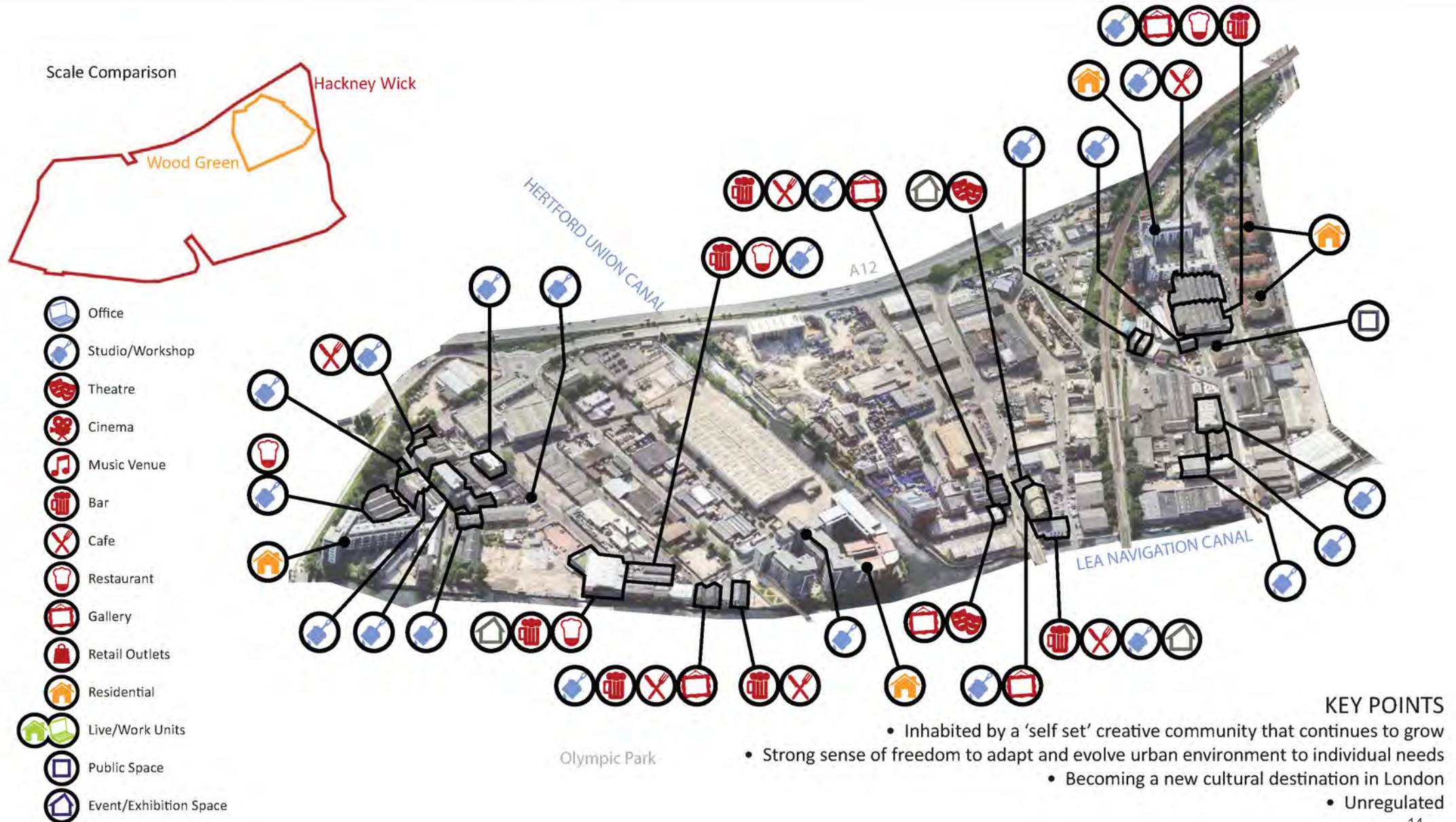
- First phase complete in 2006
- Strong mix of commercial, leisure and residential uses
  - Large range of unit sizes
- Occupies both renovated Victorian warehouses and new buildings
  - A managed creative environment

# PAINTWORKS - Bristol



# HACKNEY WICK - Hackney

Hackney Wick is a rapidly changing district of Hackney that has become a neighbourhood known for its creative inhabitants. The area is located adjacent to the London 2012 Olympics and is likely to undergo significant changes in its near future, particularly as the Olympic legacy begins to have an influence on its surroundings.



# HACKNEY WICK - Hackney



# CREATIVE QUARTERS, COMMON CRITERIA

## 1. ATTRACT CREATIVES

- Provide an environment, both physical and financial, that draws a range of creative/innovative people and industries.

## 2. CREATE SOCIAL PERMEABILITY

- Create a place that encourages visual and social interaction.

## 3. CREATE OPPORTUNITIES TO EXHIBIT

- Provide both formal and impromptu , internal and external space to share and display works.

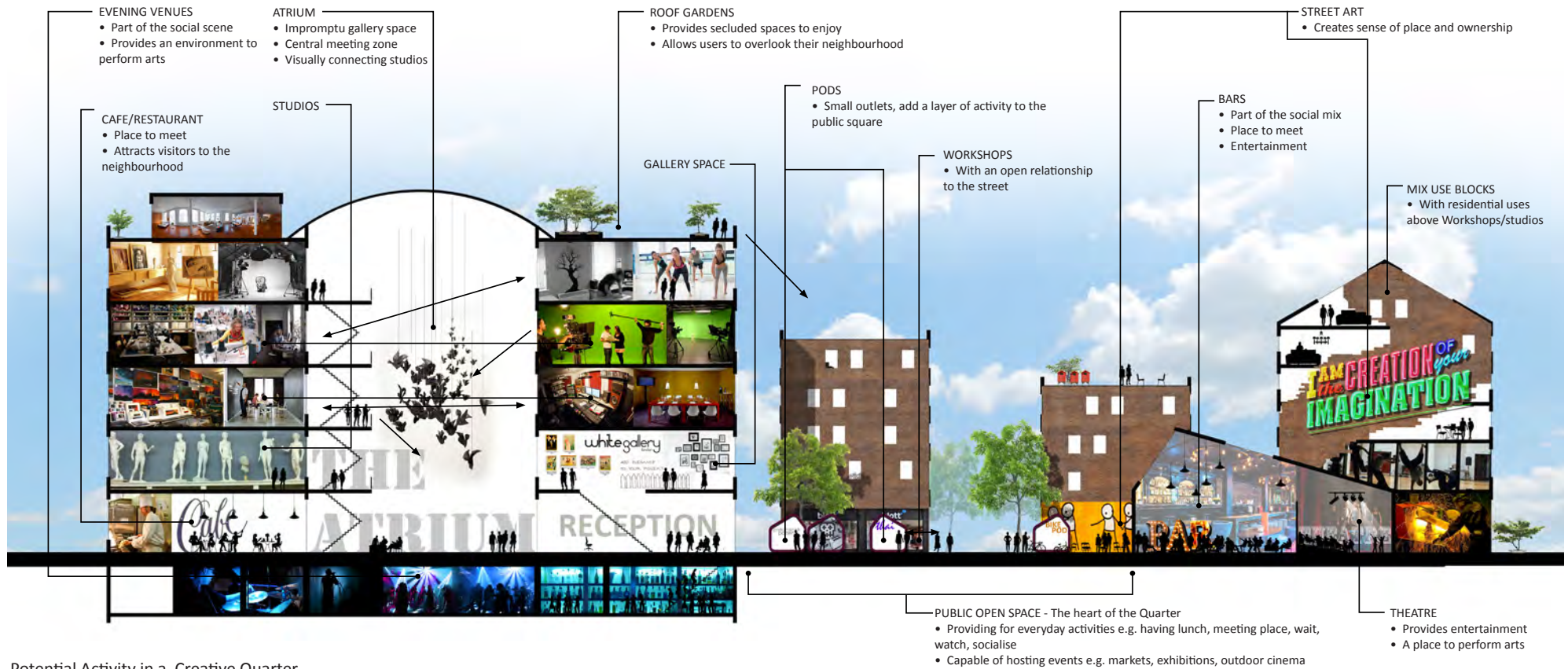
## 4. LURE THE OUTSIDE WORLD

- Through a vibrant cultural and social scene and an environment that oozes creativity.

## 5. ENCOURAGE OWNERSHIP AND A SENSE OF FREEDOM

- By nurturing an atmosphere that welcomes freedom of expression.





Potential Activity in a Creative Quarter

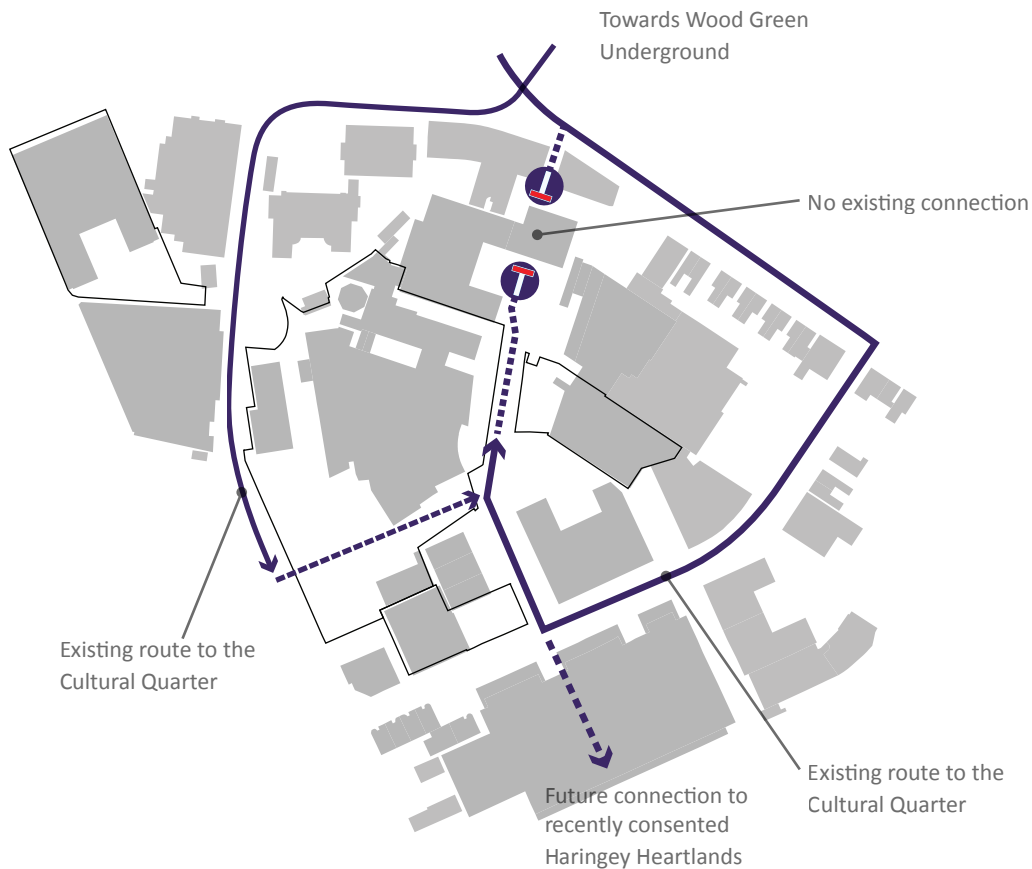


# THE NEW CULTURAL QUARTER

# ISSUES

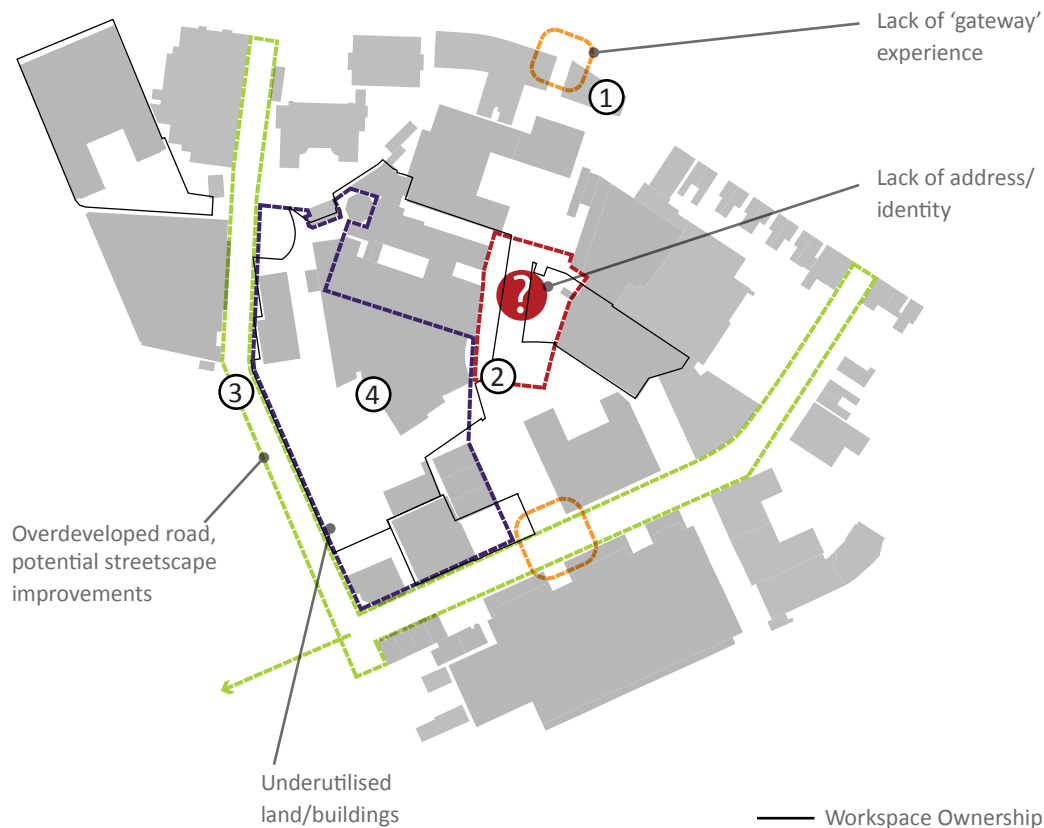
## Movement and Access

Currently, to navigate to the Cultural Quarter, pedestrians have to tolerate a long and confusing route leading ultimately to a dead end.



## Spaces

There is a distinct lack of quality public open space within the Cultural Quarter. Some architectural assets are found within the site but are lost within a muddled streetscape.



# ISSUES

## ① Mayes Rd Entrance

The old HQ of the chocolate factory could play a key role in a revised circulation pattern for the area.



## ② Clarendon Road

Poor quality existing streetscape looking along Clarendon Road (northwards towards the Chocolate Factory).



## ③ Western Road

Potential to improve streetscape along Western Road.



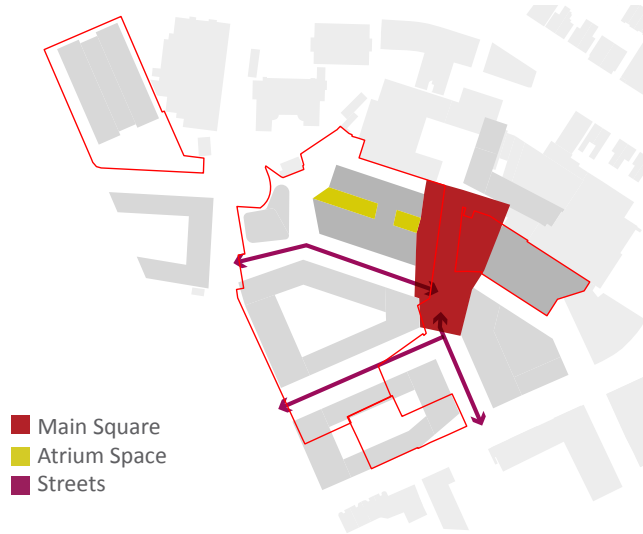
## ④ Chocolate Factory Yard

Existing condition, behind the Chocolate Factory. Currently underutilised space.

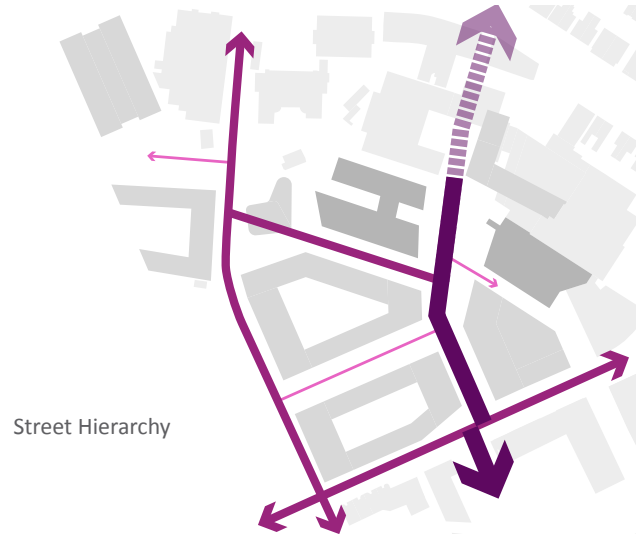
# LAYOUT COMPARATIVE TESTING.

## Option A

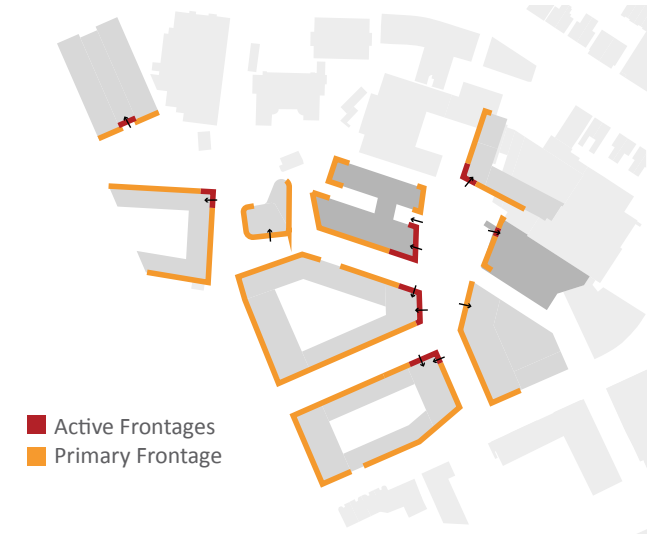
Square Location



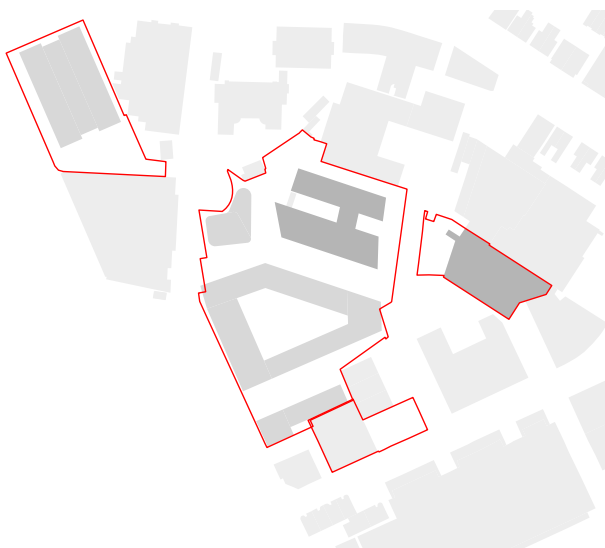
Movement Routes



Active Edges



Early Phases



Positives

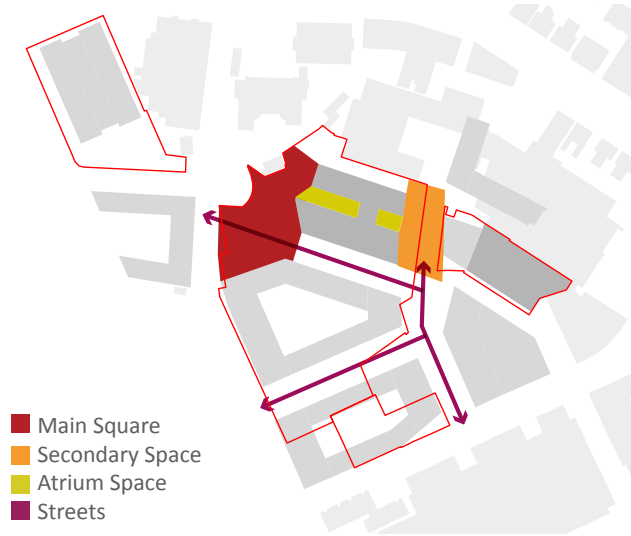
- Square is located on future main spine
- Square is located just off interim spine
- Space strongly links Parma House and Chocolate Factory
- Can start creating a square and make active from early stages

Negatives

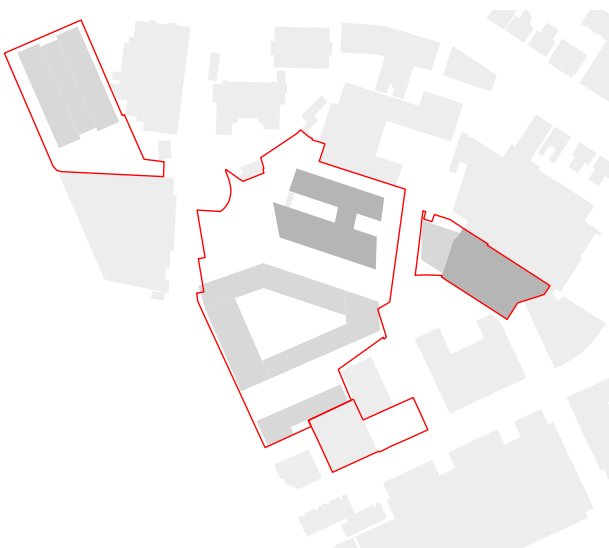
- Space leaks a little to the south
- Un-controlled northern edge, reliant on neighbouring landowner/development
- Un-controlled southeastern edge, reliant on neighbouring landowner/development
- Potential 'deadend' space until spine through to Mayes Rd is complete

# Option B

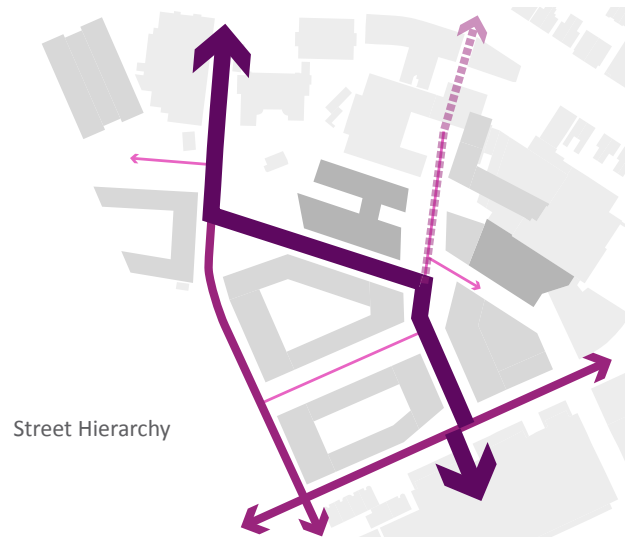
Square Location



Early Phases



Movement Routes



Positives

- Located on interim Spine
- Will engage with development to the west of Western Road

Active Edges

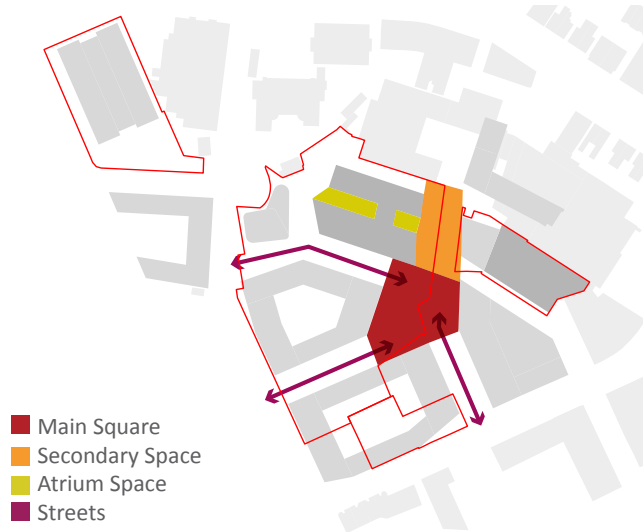


Negatives

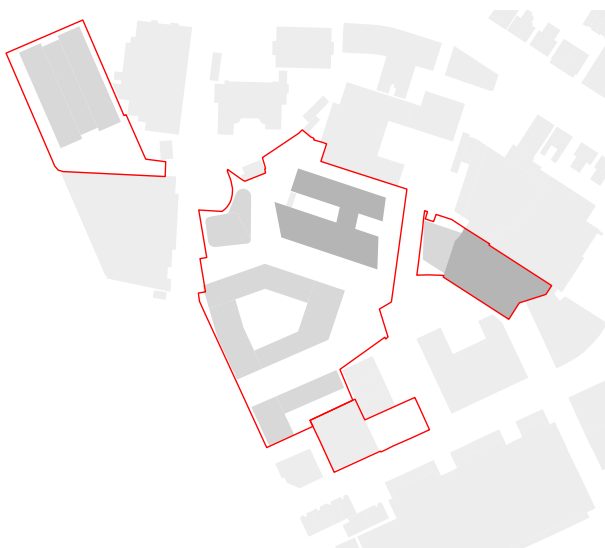
- Located away from potential future Spine route
- Non active façade along northern edge
- May confuse 'front door' location of Chocolate Factory
- Location feels disconnected/isolated

# Option C

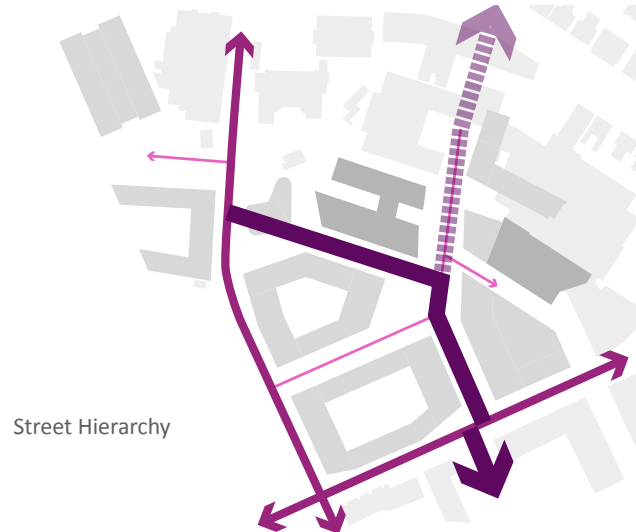
## Square Location



## Early Phases



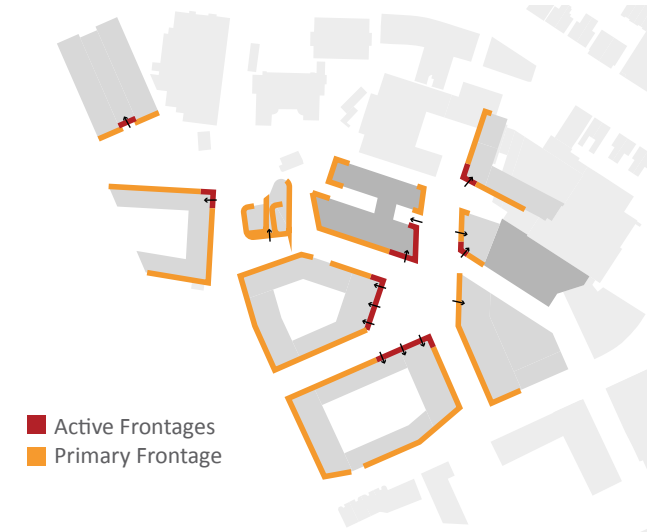
## Movement Routes



## Positives

- Square is located on future main spine
- Square is located on interim spine
- Strong mix of buildings and uses address the space
- 4/5 routes interchange at space
- Centrally located in the Cultural Quarter
- Balance shape
- No dead edges

## Active Edges



## Negatives

- Could potentially leak into space to the north
- Workspace do not control eastern edge (Drama School), reliant on neighbouring landowner/development

# Option C - Phase 2 (Comprehensive)

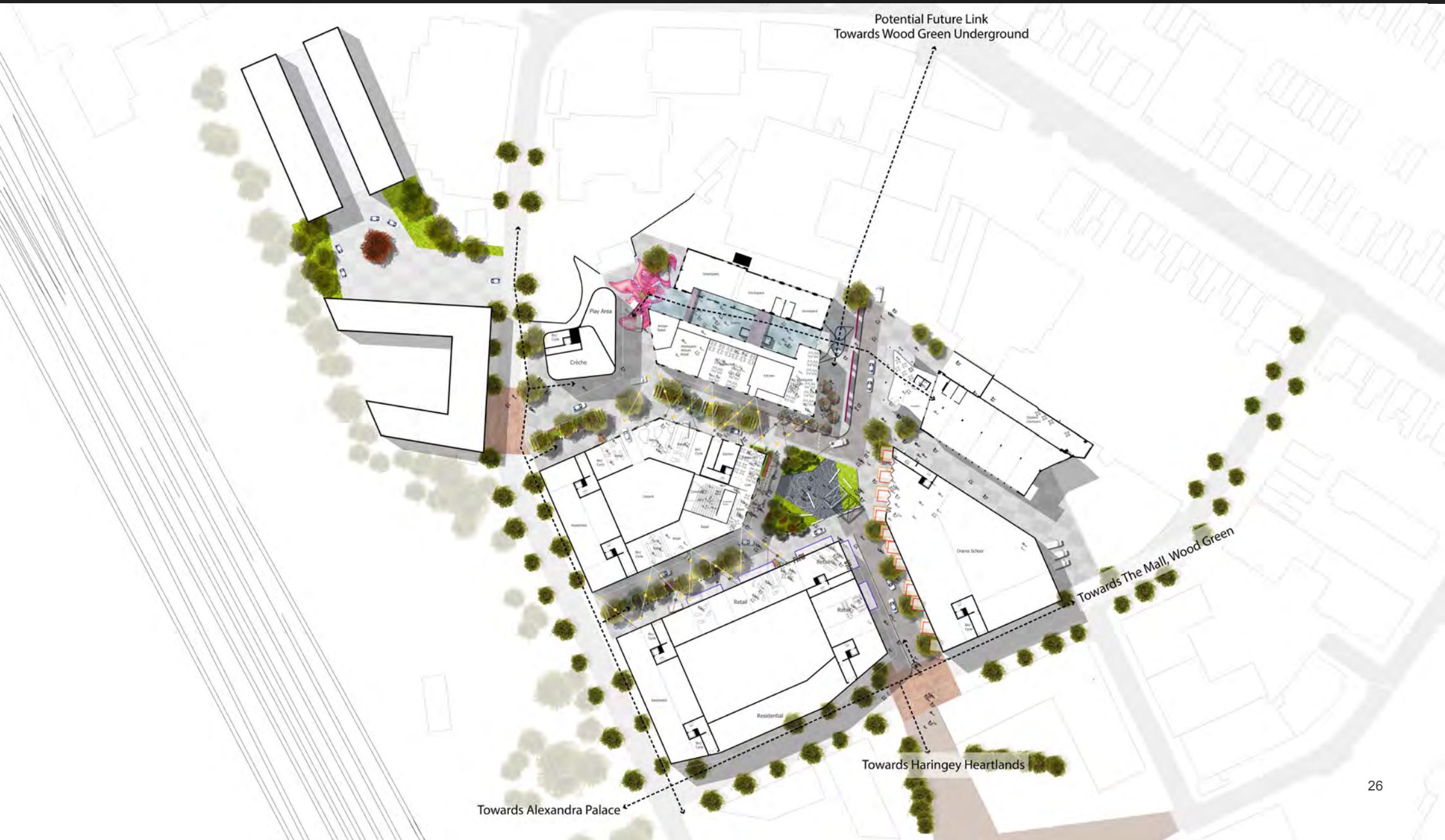




# Option C - Phase 1 (Workspace Only)



# Concept Masterplan



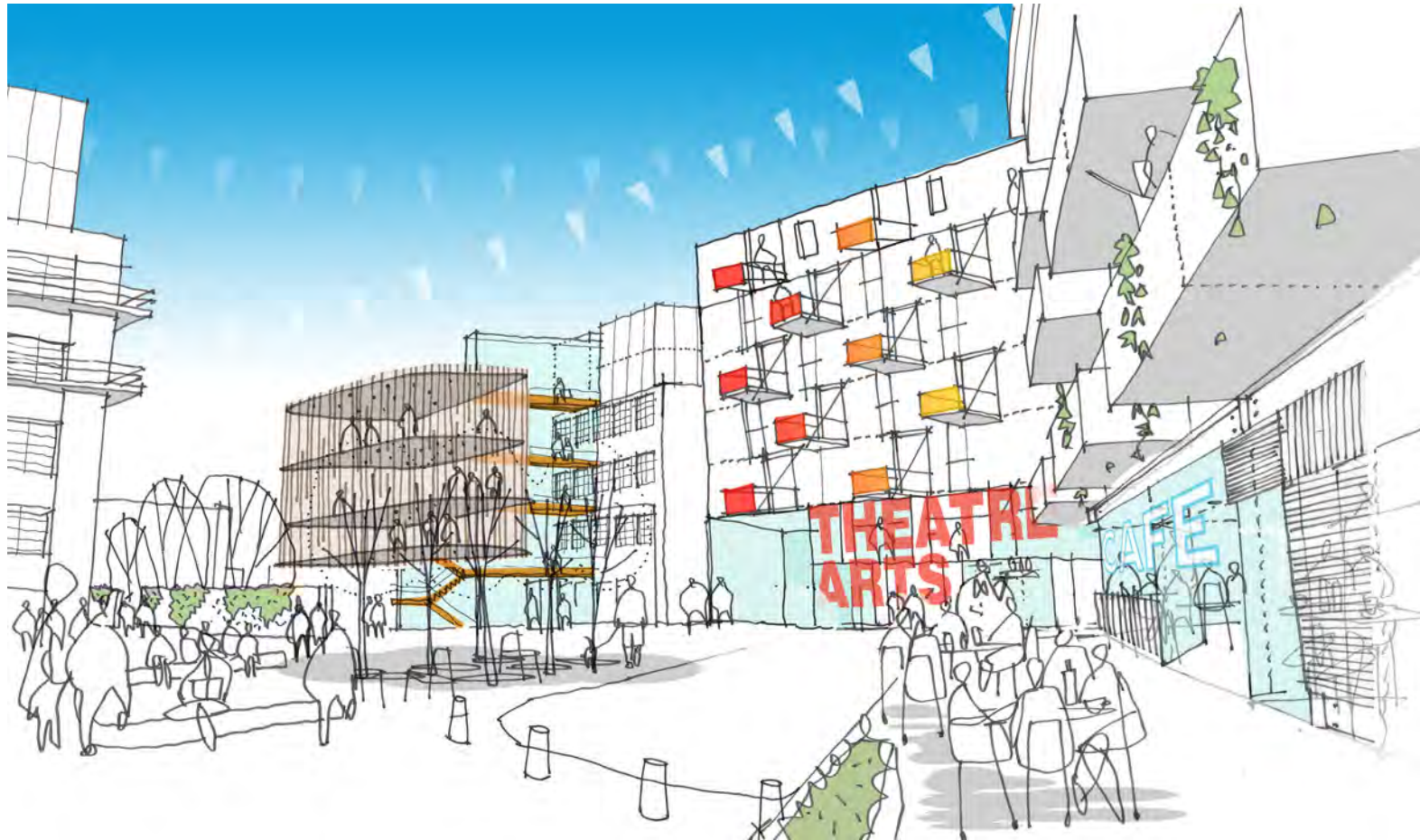
# Aerial Sketch



# View of Chocolate Factory



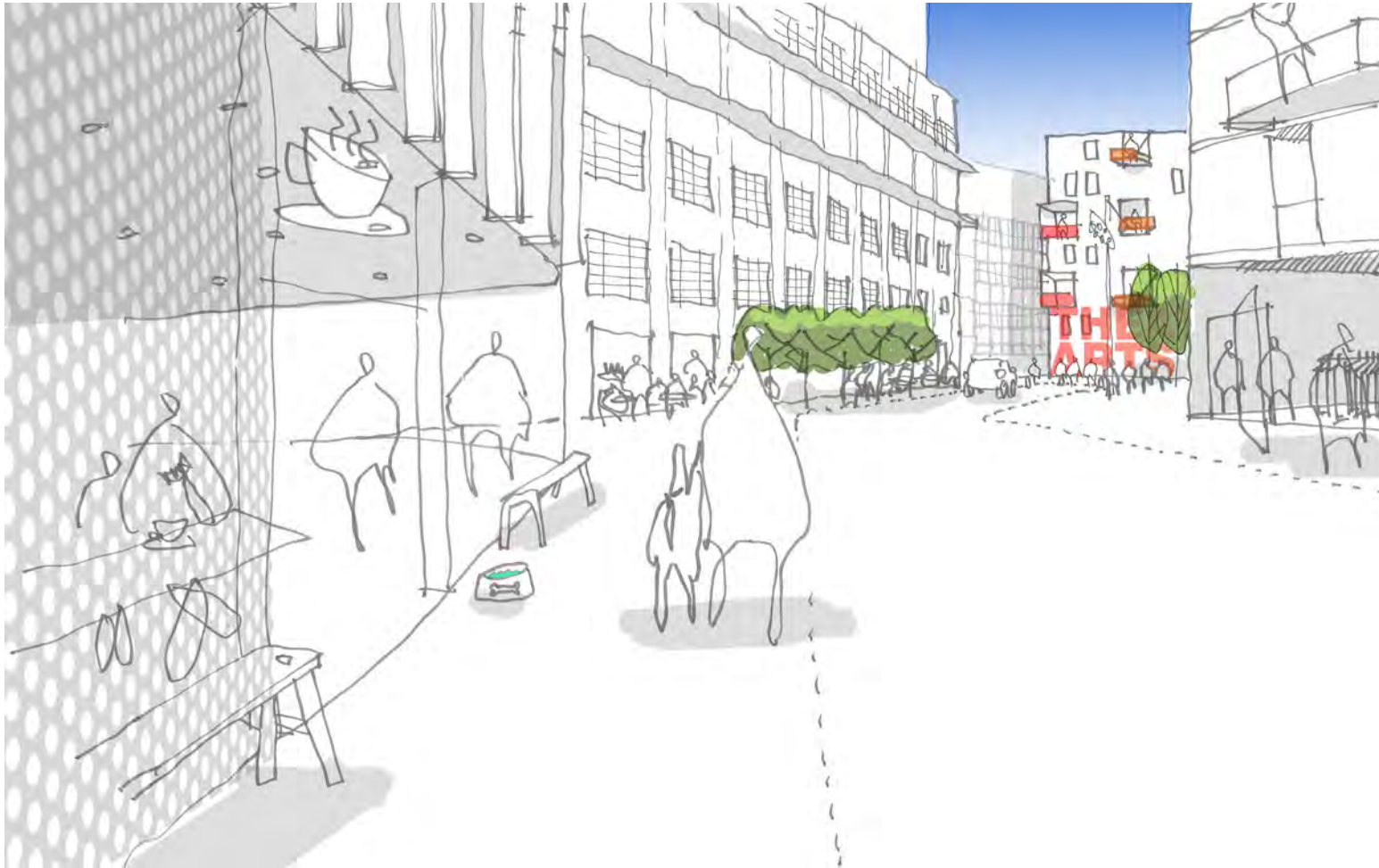
# View of Parma House



# View west from square



# View East from Western Rd



# Workspace Gallery





# Entrance to Chocolate Factory



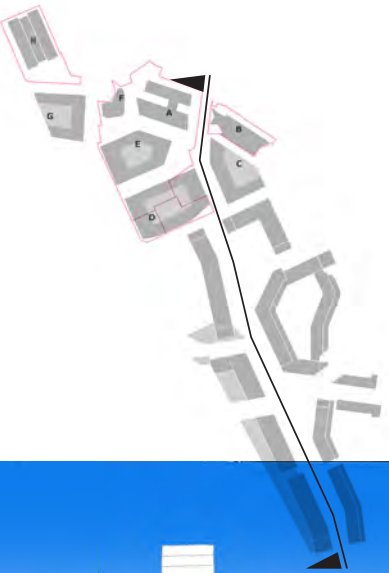
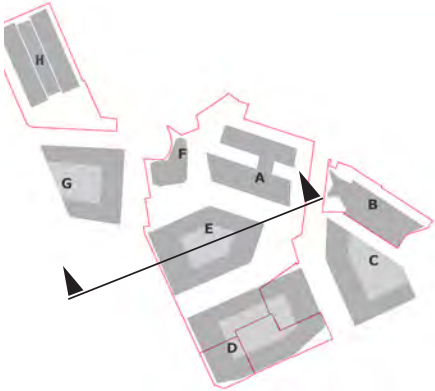
# View towards theatre school



# Site Sections

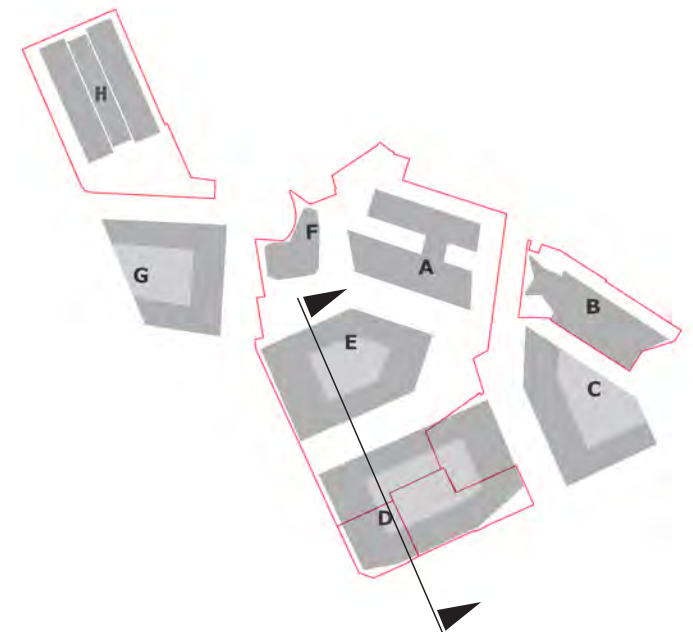
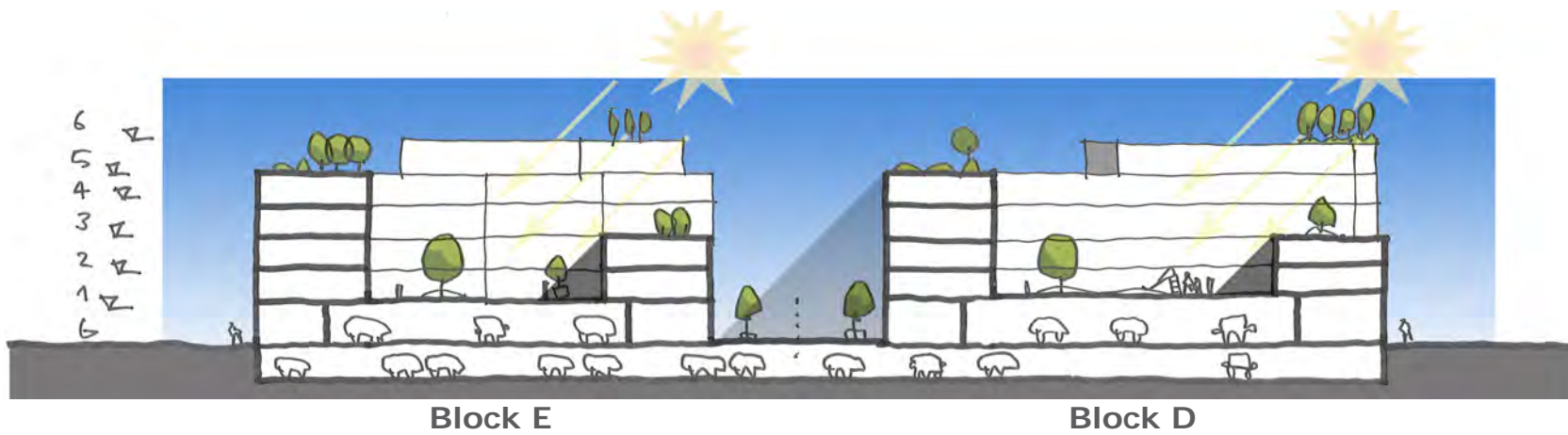


Western Rd Block E

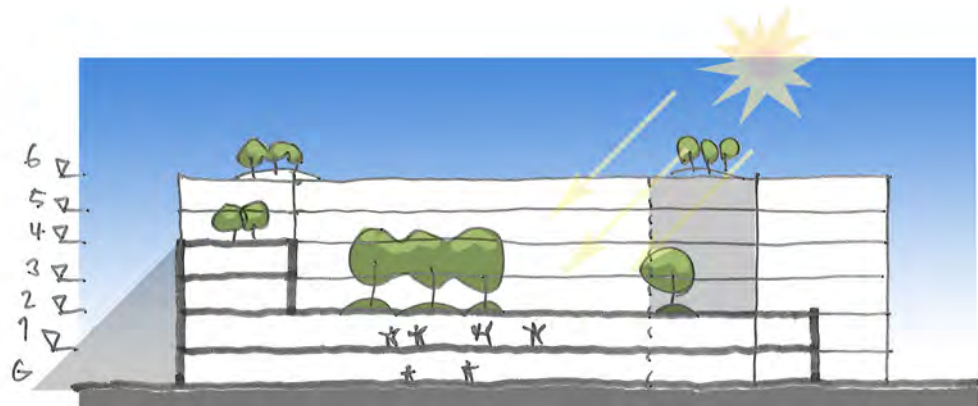


Coburg Road Chocolate Factory 35

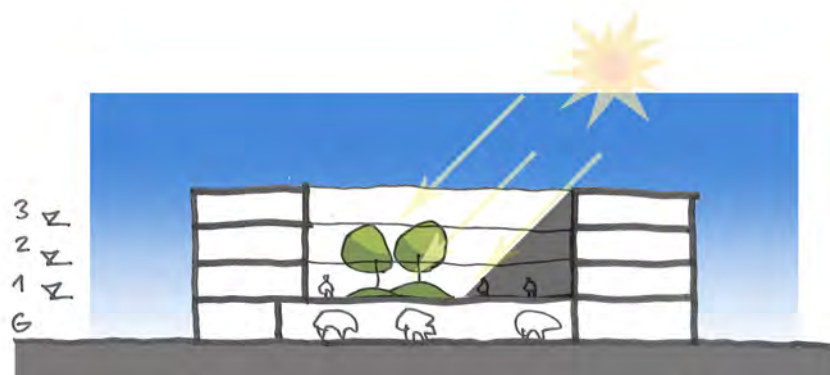
# OPTION C - Courtyard Sections



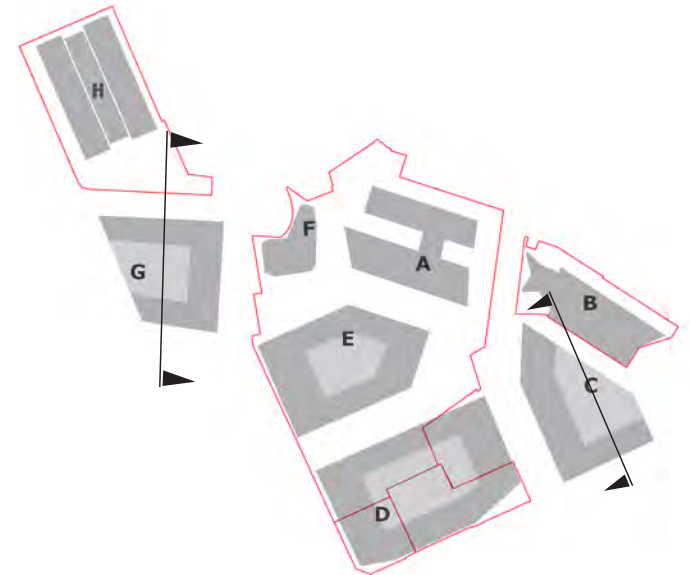
# OPTION C - Courtyard Sections



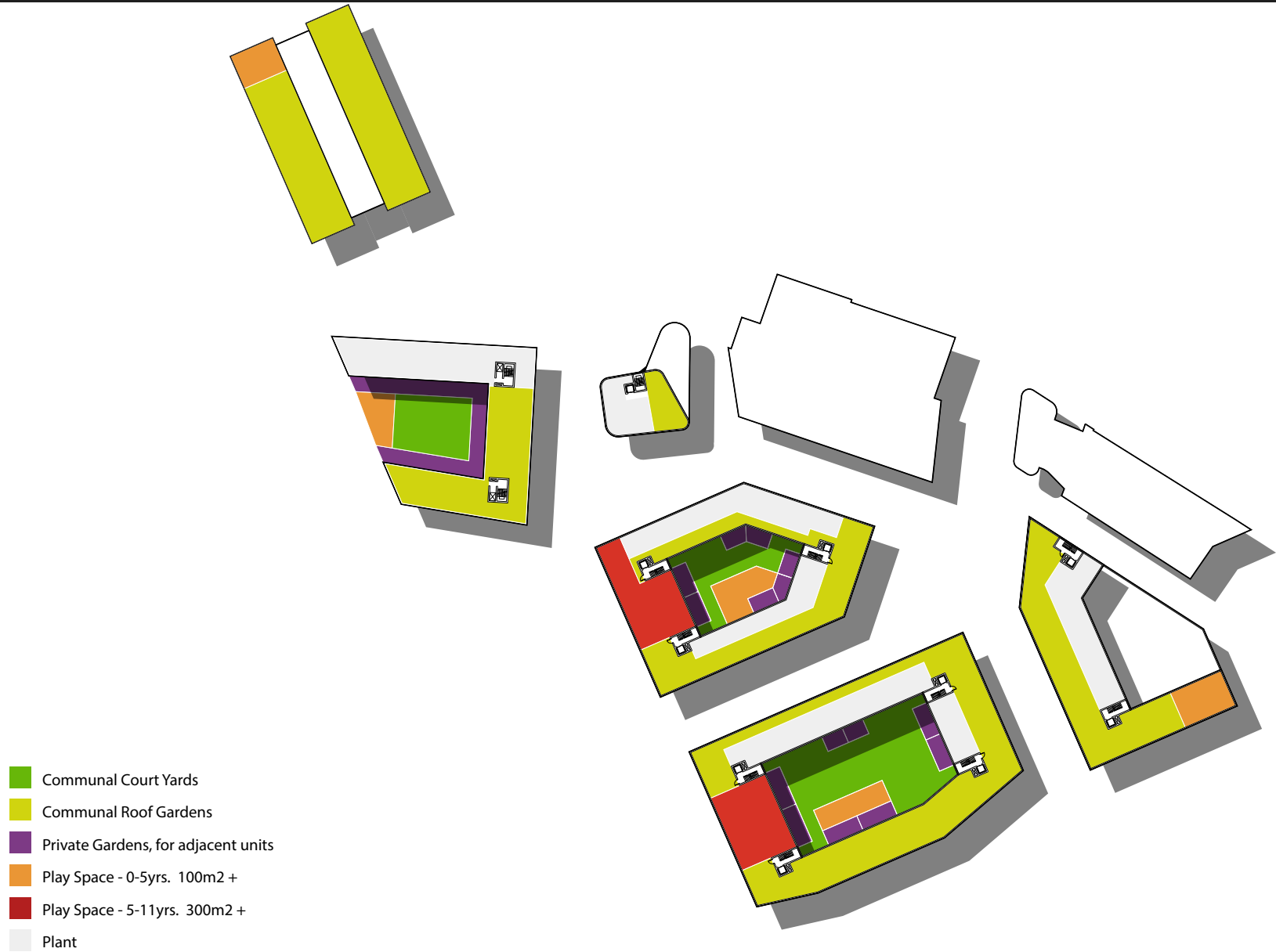
Block C



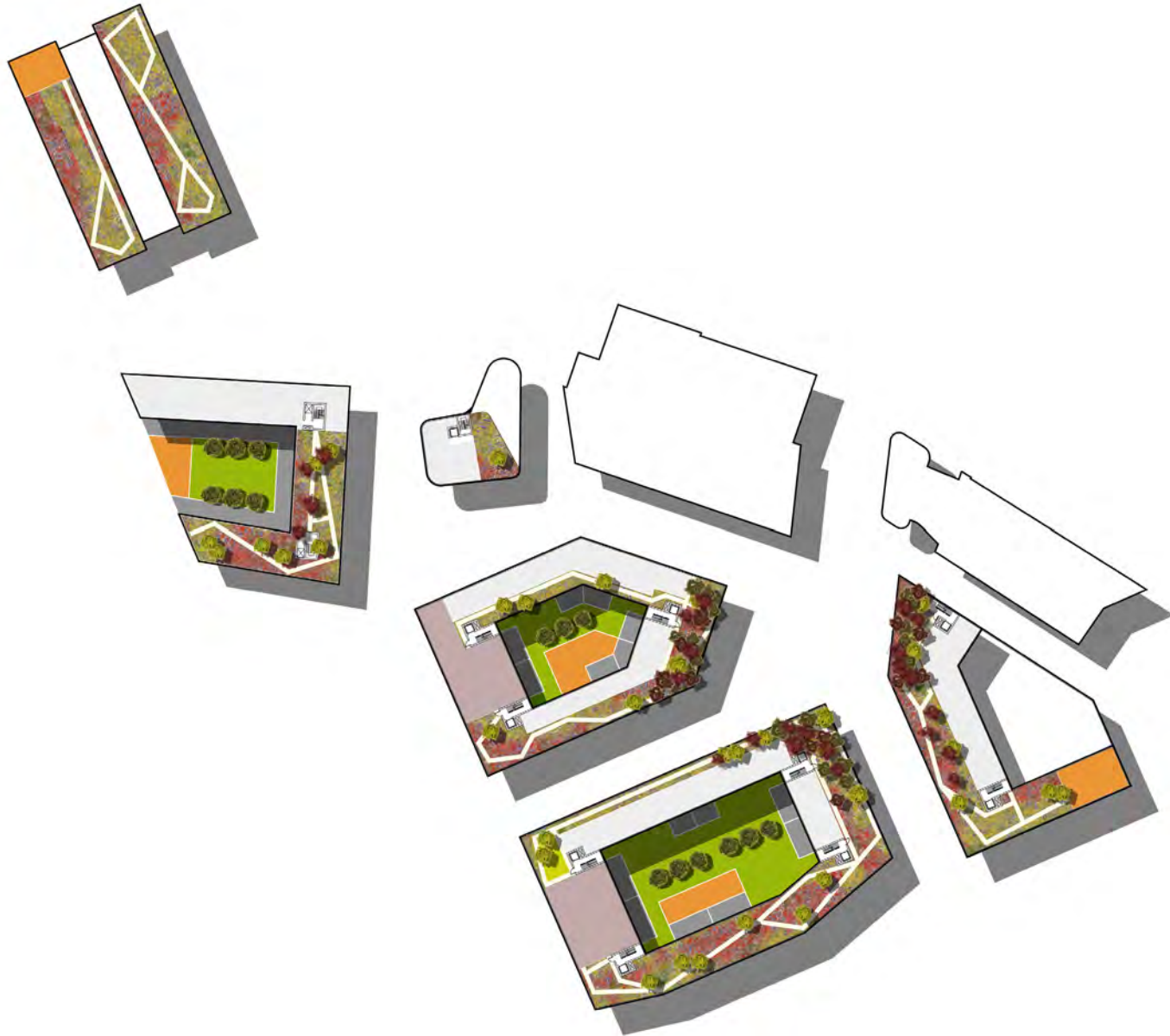
Block G



# OPTION C - Play Space Strategy



# OPTION C - Illustrative Amenity Space

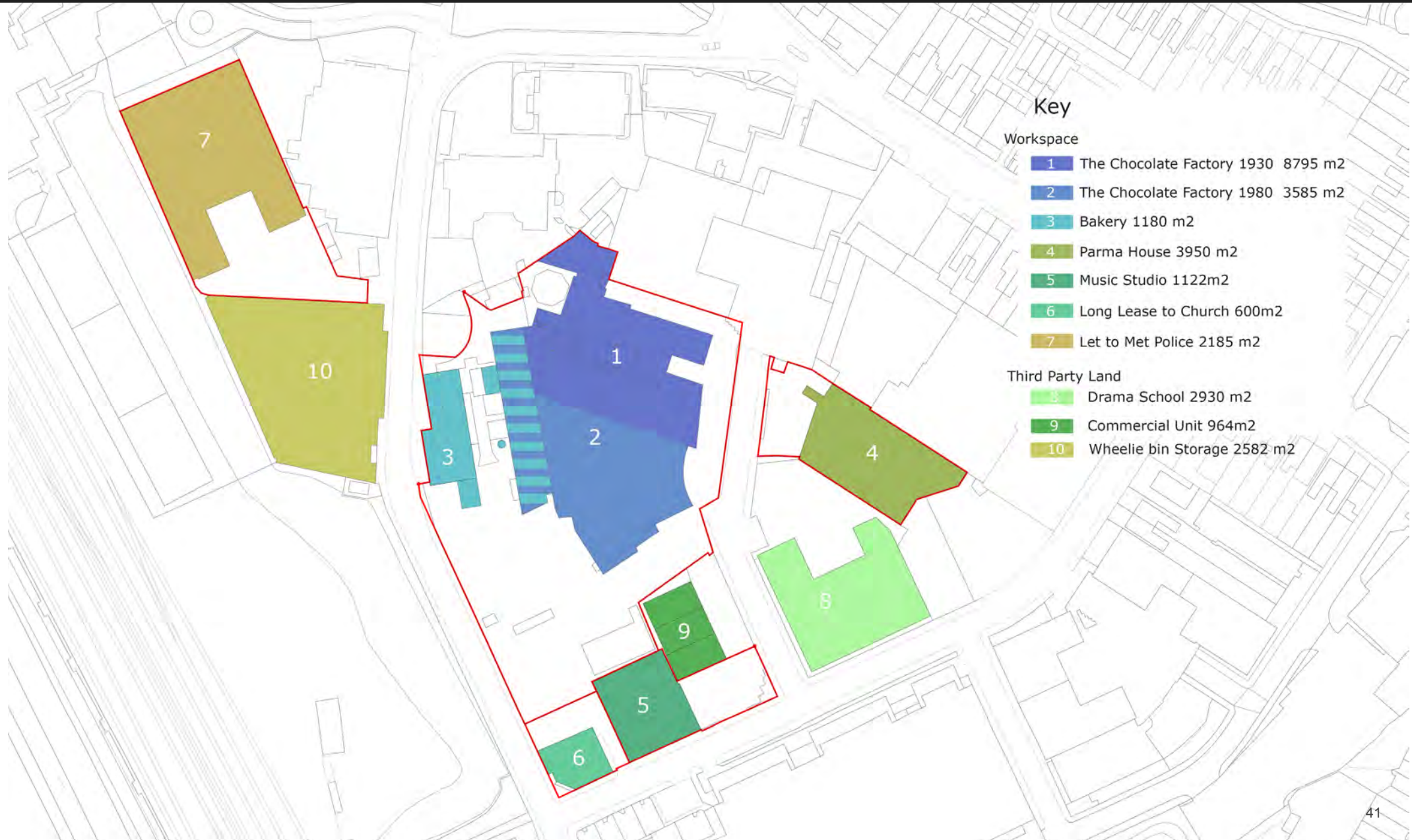




# SCHEDULES OF ACCOMMODATION



# EXISTING AREAS



# OPTION C - (COMPREHENSIVE) PROPOSED AREAS

## Workspace

<b>Block A</b>	Chocolate Factory	10340 m <sup>2</sup>
<b>Block B</b>	Parma House	4841 m <sup>2</sup>
<b>Block H</b>	New Block	6819 m <sup>2</sup>
<b>Workspace total</b>		<b>22000 m<sup>2</sup></b>

## Ground Floor Commercial

<b>Block C</b>	/ m <sup>2</sup>
<b>Block D</b>	710 m <sup>2</sup>
<b>Block E</b>	919 m <sup>2</sup>
<b>Block F</b>	203 m <sup>2</sup>
<b>1832 m<sup>2</sup></b>	

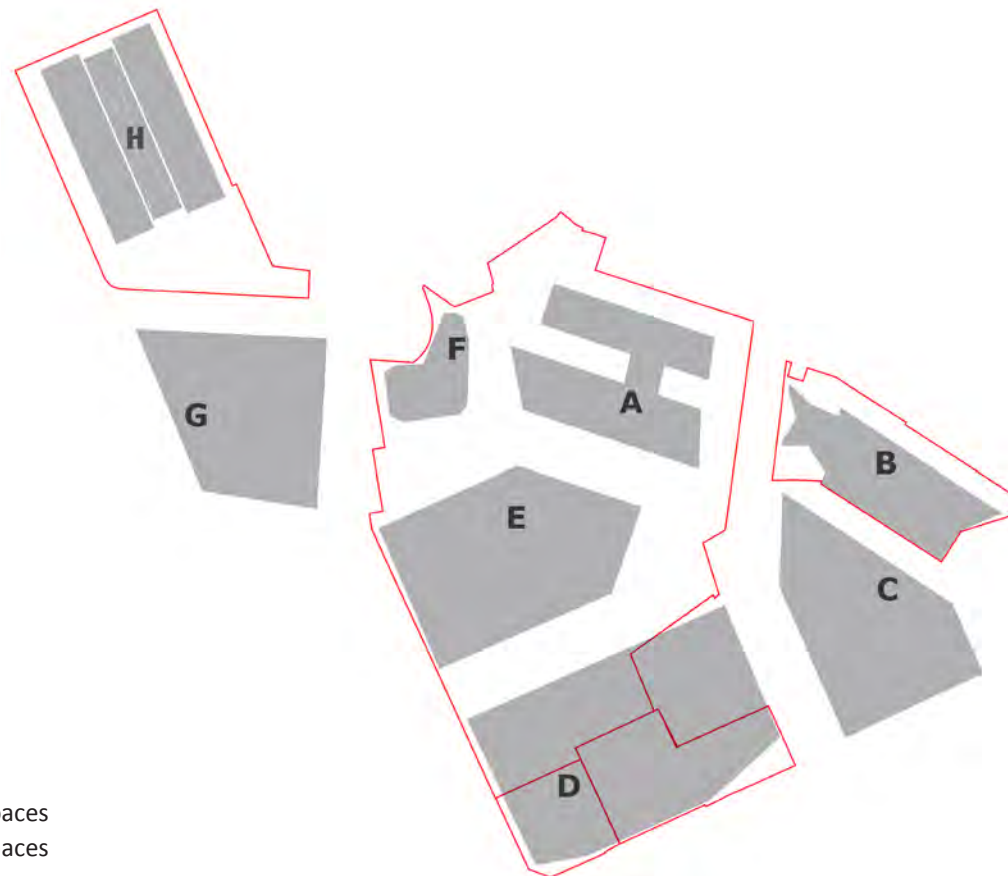
## Relocated Drama School

<b>Block C</b>	3633 m <sup>2</sup>
<b>3633 m<sup>2</sup></b>	

**Grand Total 27465 m<sup>2</sup>**

## Parking

<b>Block D</b>	Ground Floor	1333 m <sup>2</sup>	44	spaces
	Possible Basement	3287 m <sup>2</sup>	110	spaces
<b>Block E</b>	Ground Floor	674 m <sup>2</sup>	22	spaces
	Possible Basement	2888 m <sup>2</sup>	96	spaces
<b>Possible between blocks D and E</b>		1415 m <sup>2</sup>	47	spaces
<b>Block G</b>	Ground Floor	1344 m <sup>2</sup>	45	spaces
			approx. <b>365</b>	spaces <b>with basements</b>
			approx. <b>112</b>	spaces <b>on Ground Floor</b>



# EXISTING AREAS

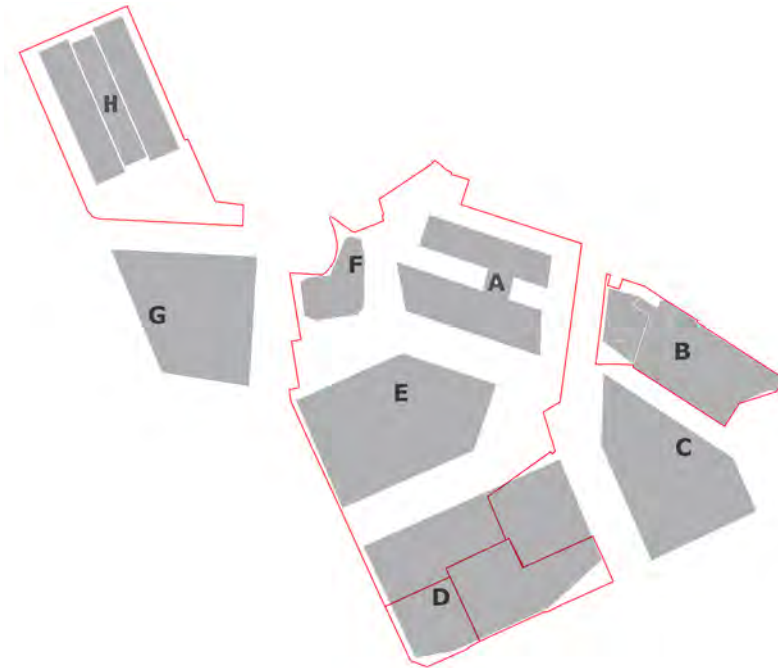
<b>Workspace</b>		
	The Chocolate Factory	
1	1930 block	8795 m <sup>2</sup>
2	1980 block	3585 m <sup>2</sup>
3	Bakery (footprint)	1180 m <sup>2</sup>
4	Parma House	3950 m <sup>2</sup>
5	Music Studio (assumed 1.5 x footprint)	1122 m <sup>2</sup>
6	Long lease to church (assumed 2 x footprint)	600 m <sup>2</sup>
7	Let to Met Police (footprint)	2185 m <sup>2</sup>
<b>Workspace total</b>		<b>21417 m<sup>2</sup></b>
<b>Third Party Land</b>		
8	Commercial Unit (assumed 2 x footprint)	964 m <sup>2</sup>
9	Drama School (assumed 2 x footprint)	2930 m <sup>2</sup>
<b>Third Party Land total</b>		<b>3894 m<sup>2</sup></b>
<b>total</b>		<b>25311 m<sup>2</sup></b>
10	Wheelie bin storage (footprint)	<b>2582 m<sup>2</sup></b>

*All Existing Areas to be confirmed*

# OPTION C - (COMPREHENSIVE) RESIDENTIAL SCHEDULE OF ACCOMMODATION

## Residential

Block C	Number of Units	GIA	HR
1B 50m <sup>2</sup>	8	400 m <sup>2</sup>	16
2B 70m <sup>2</sup>	23	1610 m <sup>2</sup>	69
3B 86m <sup>2</sup>	30	2580 m <sup>2</sup>	120
duplex 80-100m <sup>2</sup>	0	0 m <sup>2</sup>	0
	<b>61</b>	<b>4590 m<sup>2</sup></b>	<b>205</b>
<b>Block D</b>			
1B 50m <sup>2</sup>	21	1050 m <sup>2</sup>	42
2B 70m <sup>2</sup>	86	6020 m <sup>2</sup>	258
3B 86m <sup>2</sup>	22	1892 m <sup>2</sup>	88
duplex 80-100m <sup>2</sup>	0	0 m <sup>2</sup>	0
	<b>129</b>	<b>8962 m<sup>2</sup></b>	<b>388</b>
<b>Block E</b>			
1B 50m <sup>2</sup>	11	550 m <sup>2</sup>	22
2B 70m <sup>2</sup>	69	4830 m <sup>2</sup>	207
3B 86m <sup>2</sup>	26	2236 m <sup>2</sup>	104
duplex 80-100m <sup>2</sup>	2	180 m <sup>2</sup>	8
	<b>108</b>	<b>7796 m<sup>2</sup></b>	<b>341</b>
<b>Block F</b>			
1B 50m <sup>2</sup>	20	1000 m <sup>2</sup>	40
2B 70m <sup>2</sup>	20	1400 m <sup>2</sup>	60
3B 86m <sup>2</sup>	6	516 m <sup>2</sup>	24
duplex 80-100m <sup>2</sup>	0	0 m <sup>2</sup>	0
	<b>46</b>	<b>2916 m<sup>2</sup></b>	<b>124</b>
<b>Block G</b>			
1B 50m <sup>2</sup>	8	400 m <sup>2</sup>	16
2B 70m <sup>2</sup>	20	1400 m <sup>2</sup>	60
3B 86m <sup>2</sup>	2	172 m <sup>2</sup>	8
duplex 80-100m <sup>2</sup>	9	810 m <sup>2</sup>	36
	<b>39</b>	<b>2782 m<sup>2</sup></b>	<b>120</b>



Total	%	Number of Units	GIA	HR
1B 50m <sup>2</sup>	17	68	3400 m <sup>2</sup>	136
2B 70m <sup>2</sup>	59	218	15260 m <sup>2</sup>	654
3B 86m <sup>2</sup>	22	86	7396 m <sup>2</sup>	344
duplex 80-100m <sup>2</sup>	2	11	990 m <sup>2</sup>	44
		<b>383</b>	<b>27046 m<sup>2</sup></b>	<b>1178</b>

Alternative Mix	%	Number of Units	GIA	HR
1B 50m <sup>2</sup>	16.5	63	3150 m <sup>2</sup>	126
2B 70m <sup>2</sup>	49	188	13160 m <sup>2</sup>	564
3B 80m <sup>2</sup>	19	73	5840 m <sup>2</sup>	292
4B 86m <sup>2</sup>	15.5	59	5074 m <sup>2</sup>	236
		<b>383</b>	<b>27224 m<sup>2</sup></b>	<b>1218</b>

# OPTION C - (COMPREHENSIVE) PLANS



# OPTION C - (COMPREHENSIVE) PLANS



# OPTION C - (COMPREHENSIVE) PLANS

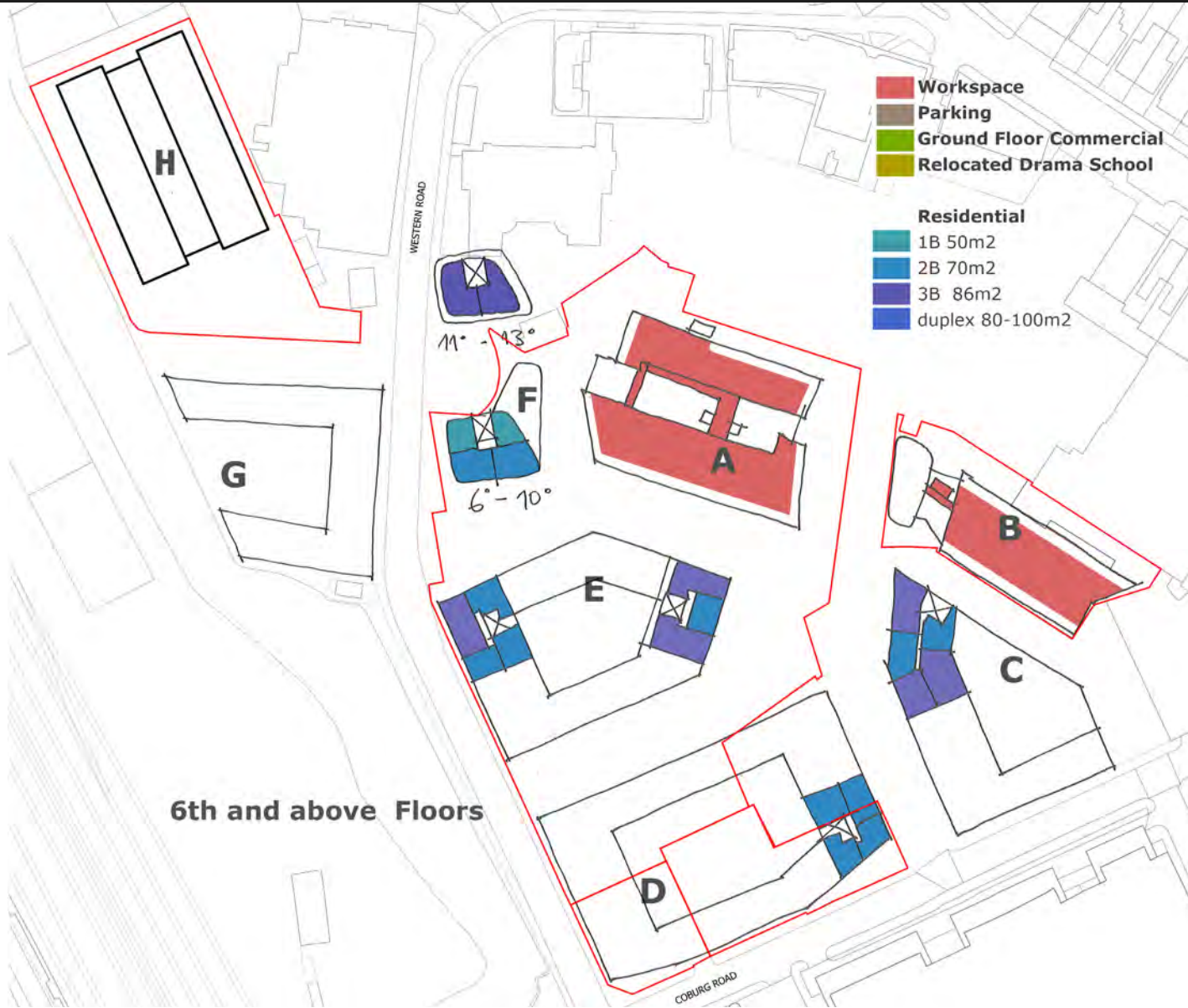


# OPTION C - (COMPREHENSIVE) PLANS

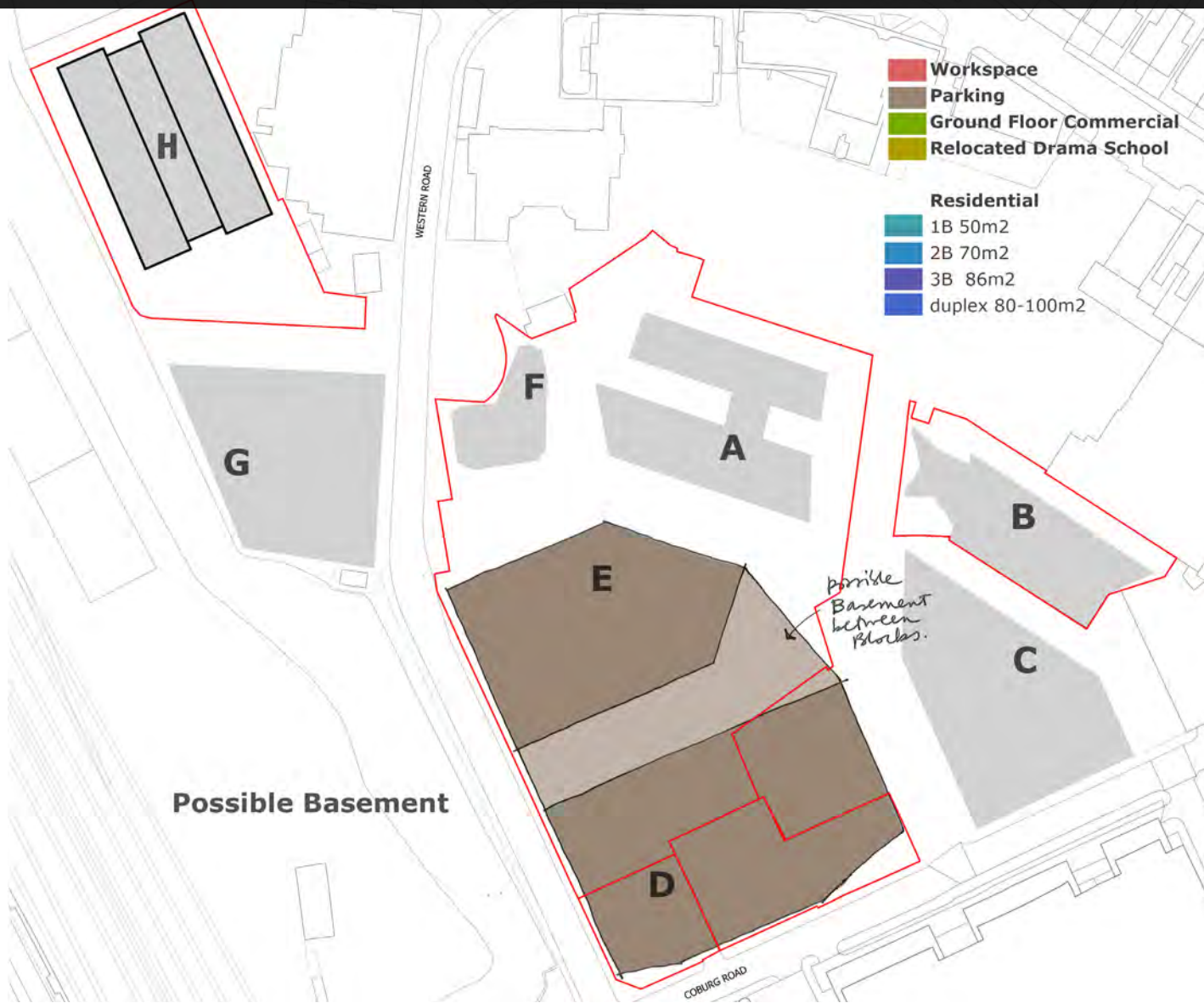




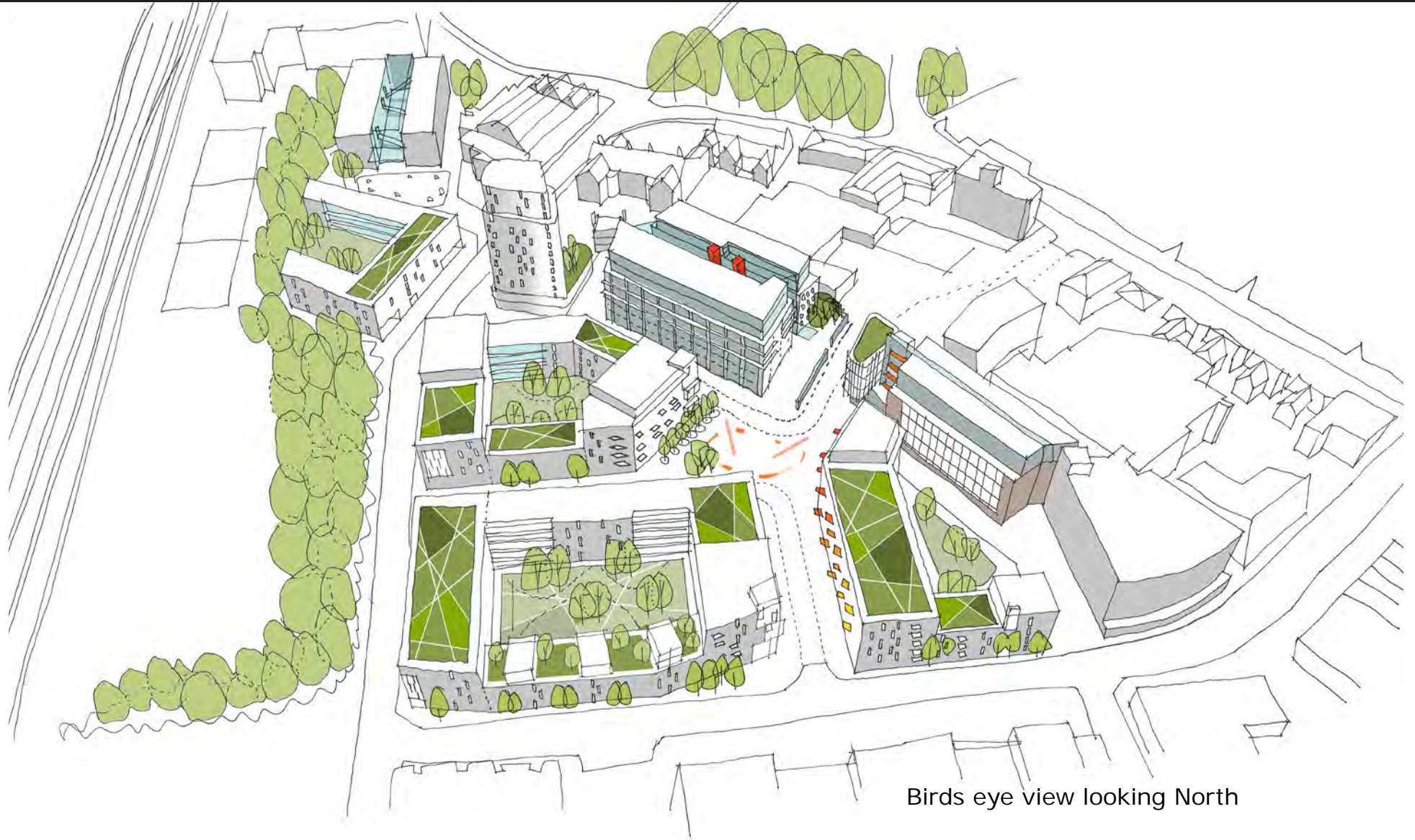
# OPTION C - (COMPREHENSIVE) PLANS



# OPTION C - (COMPREHENSIVE) PLANS



# OPTION C - (COMPREHENSIVE) SKETCH



Birds eye view looking North

# OPTION C - (WORKSPACE ONLY) PROPOSED AREAS

## Workspace

<b>Block A</b>	Chocolate Factory	10340 m <sup>2</sup>
<b>Block B</b>	Parma House	4841 m <sup>2</sup>
<b>Block H</b>	New Block	6819 m <sup>2</sup>
<b>Workspace total</b>		<b>22000 m<sup>2</sup></b>

## Ground Floor Commercial

<b>Block C</b>	/ m <sup>2</sup>
<b>Block D</b>	260 m <sup>2</sup>
<b>Block E</b>	919 m <sup>2</sup>
<b>Block F</b>	203 m <sup>2</sup>
<b>1382 m<sup>2</sup></b>	

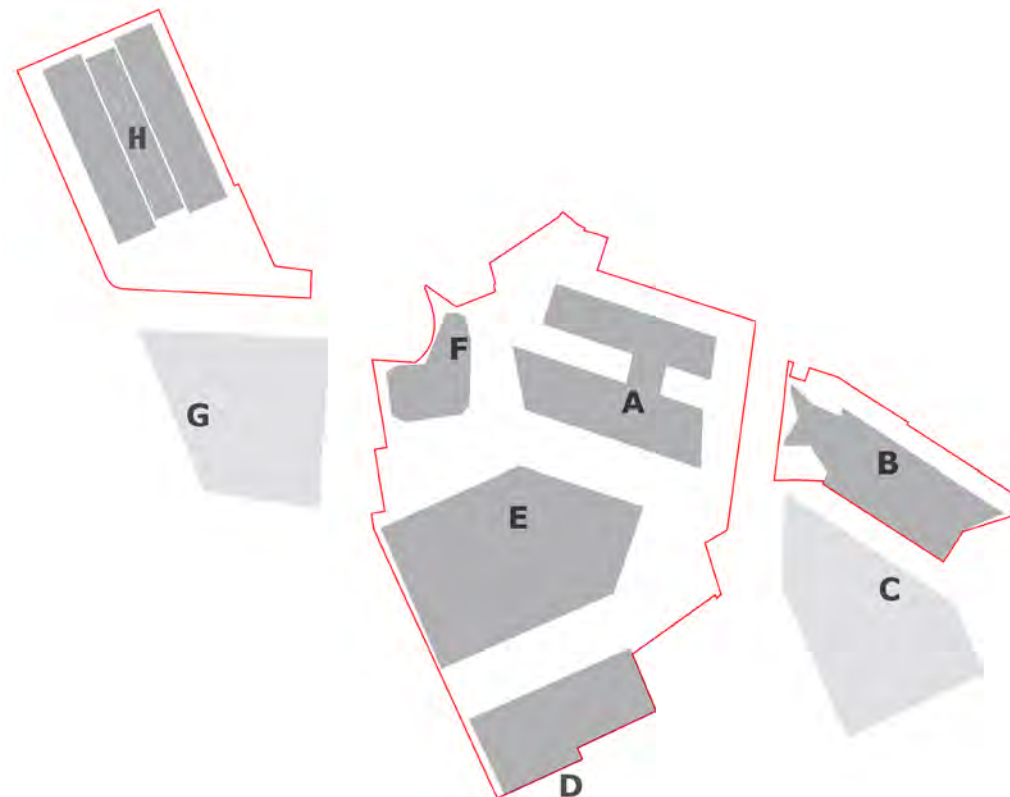
## Relocated Drama School

<b>Block C</b>	/ m <sup>2</sup>
<b>/ m<sup>2</sup></b>	

**Grand Total 23382 m<sup>2</sup>**

## Parking

<b>Block D</b>	Ground Floor	350 m <sup>2</sup>	12	spaces
	Possible Basement	900 m <sup>2</sup>	30	spaces
<b>Block E</b>	Ground Floor	674 m <sup>2</sup>	22	spaces
	Possible Basement	2888 m <sup>2</sup>	96	spaces
<b>Possible between blocks D and E</b>		1415 m <sup>2</sup>	47	spaces
<b>Block G</b>	Ground Floor	1344 m <sup>2</sup>	45	spaces
		approx.	<b>252</b>	spaces
		approx.	<b>79</b>	spaces

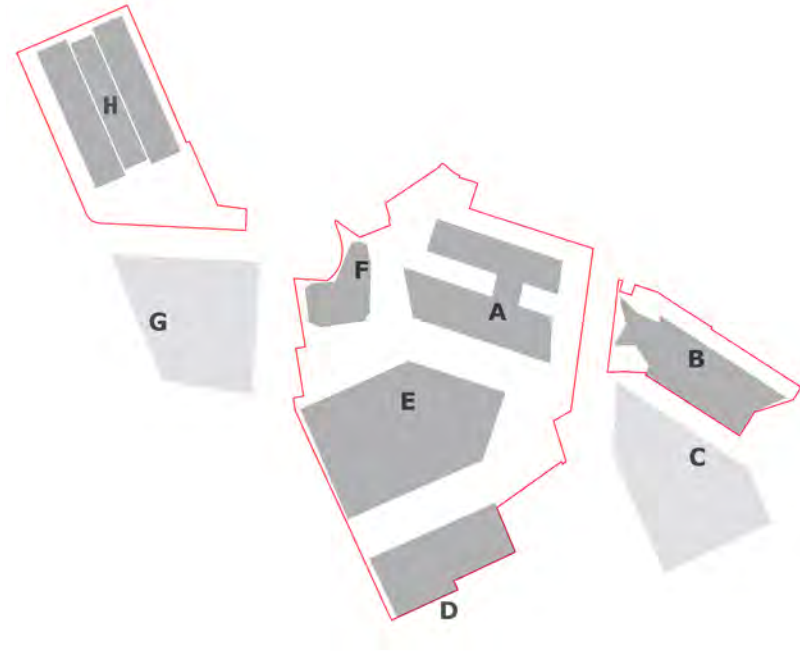


# OPTION C - (WORKSPACE ONLY)

## RESIDENTIAL SCHEDULE OF ACCOMMODATION

### Residential

Block C	Number of Units	GIA	HR
1B 50m <sup>2</sup>	/	/ m <sup>2</sup>	/
2B 70m <sup>2</sup>	/	/ m <sup>2</sup>	/
3B 86m <sup>2</sup>	/	/ m <sup>2</sup>	/
duplex 80-100m <sup>2</sup>	/	/ m <sup>2</sup>	/
	<b>0</b>	<b>0 m<sup>2</sup></b>	<b>0</b>
<b>Block D</b>			
1B 50m <sup>2</sup>	5	250 m <sup>2</sup>	10
2B 70m <sup>2</sup>	23	1610 m <sup>2</sup>	69
3B 86m <sup>2</sup>	4	344 m <sup>2</sup>	16
duplex 80-100m <sup>2</sup>	0	0 m <sup>2</sup>	0
	<b>32</b>	<b>2204 m<sup>2</sup></b>	<b>95</b>
<b>Block E</b>			
1B 50m <sup>2</sup>	11	550 m <sup>2</sup>	22
2B 70m <sup>2</sup>	69	4830 m <sup>2</sup>	207
3B 86m <sup>2</sup>	26	2236 m <sup>2</sup>	104
duplex 80-100m <sup>2</sup>	2	180 m <sup>2</sup>	8
	<b>108</b>	<b>7796 m<sup>2</sup></b>	<b>341</b>
<b>Block F</b>			
1B 50m <sup>2</sup>	20	1000 m <sup>2</sup>	40
2B 70m <sup>2</sup>	20	1400 m <sup>2</sup>	60
3B 86m <sup>2</sup>	6	516 m <sup>2</sup>	24
duplex 80-100m <sup>2</sup>	0	0 m <sup>2</sup>	0
	<b>46</b>	<b>2916 m<sup>2</sup></b>	<b>124</b>
<b>Block G</b>			
1B 50m <sup>2</sup>	/	/ m <sup>2</sup>	/
2B 70m <sup>2</sup>	/	/ m <sup>2</sup>	/
3B 86m <sup>2</sup>	/	/ m <sup>2</sup>	/
duplex 80-100m <sup>2</sup>	/	/ m <sup>2</sup>	/
	<b>0</b>	<b>0 m<sup>2</sup></b>	<b>0</b>



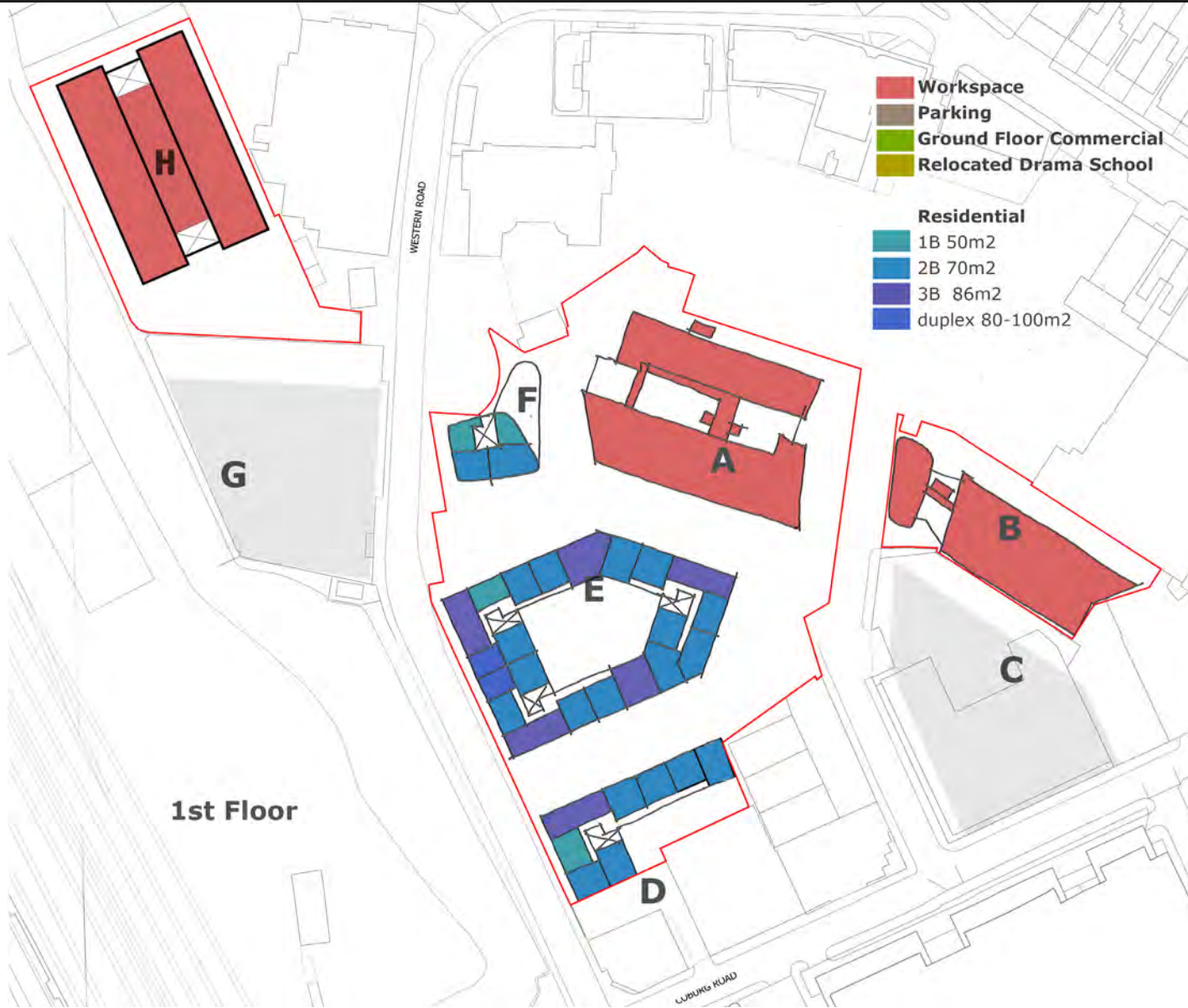
Total	%	Number of Units	GIA	HR
1B 50m <sup>2</sup>	19.5	36	1800 m <sup>2</sup>	72
2B 70m <sup>2</sup>	60	112	7840 m <sup>2</sup>	336
3B 86m <sup>2</sup>	19.5	36	3096 m <sup>2</sup>	144
duplex 80-100m <sup>2</sup>	1	2	180 m <sup>2</sup>	8
		<b>186</b>	<b>12916 m<sup>2</sup></b>	<b>560</b>

Alternative Mix	%	Number of Units	GIA	HR
1B 50m <sup>2</sup>	16.5	28	1400 m <sup>2</sup>	56
2B 70m <sup>2</sup>	49	82	5740 m <sup>2</sup>	246
3B 80m <sup>2</sup>	19	32	2752 m <sup>2</sup>	128
4B 90 m <sup>2</sup>	15.5	26	2340 m <sup>2</sup>	130
		<b>168</b>	<b>12232 m<sup>2</sup></b>	<b>560</b>

# OPTION C - (WORKSPACE ONLY) PLANS



# OPTION C - (WORKSPACE ONLY) PLANS

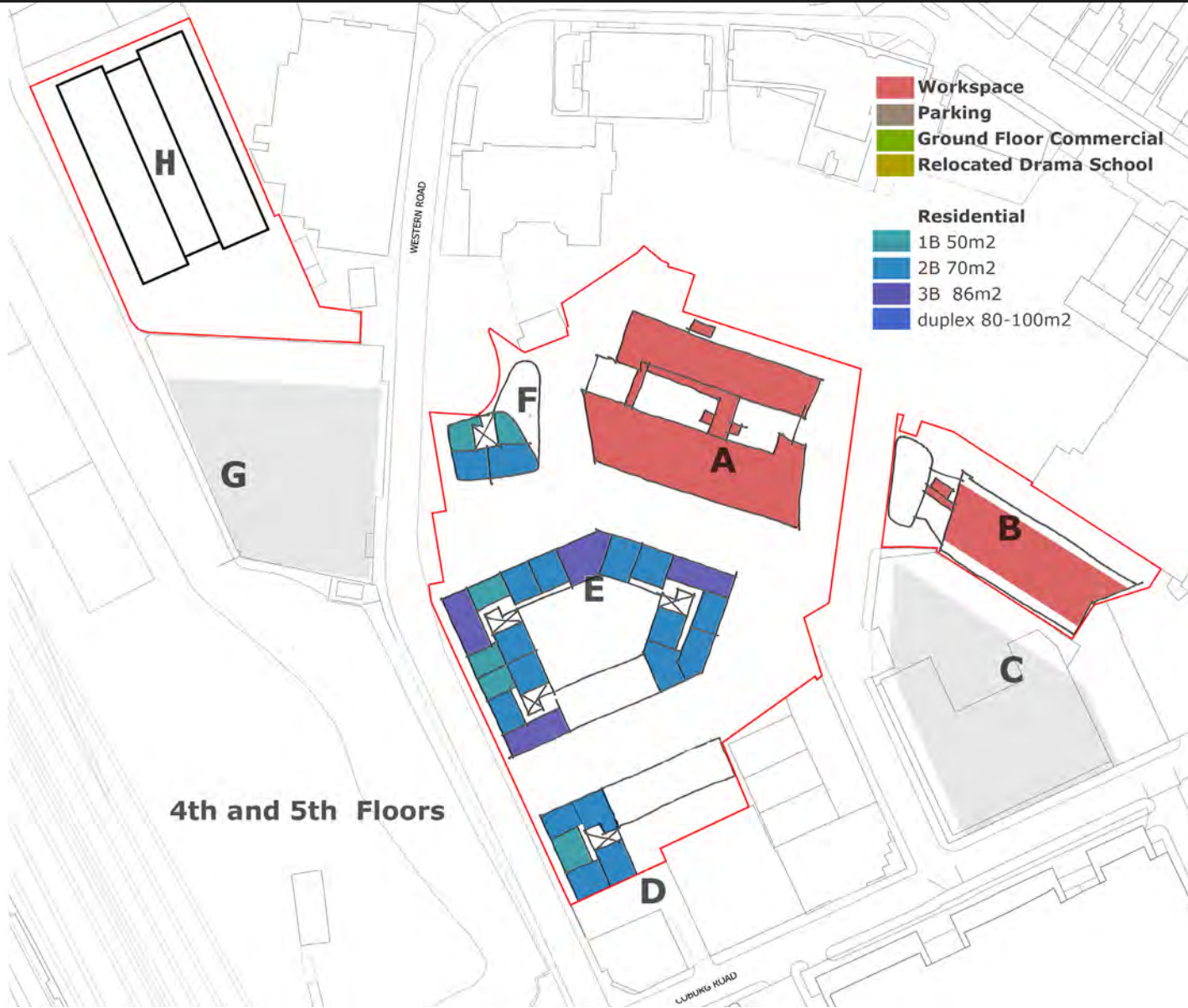


# OPTION C - (WORKSPACE ONLY) PLANS

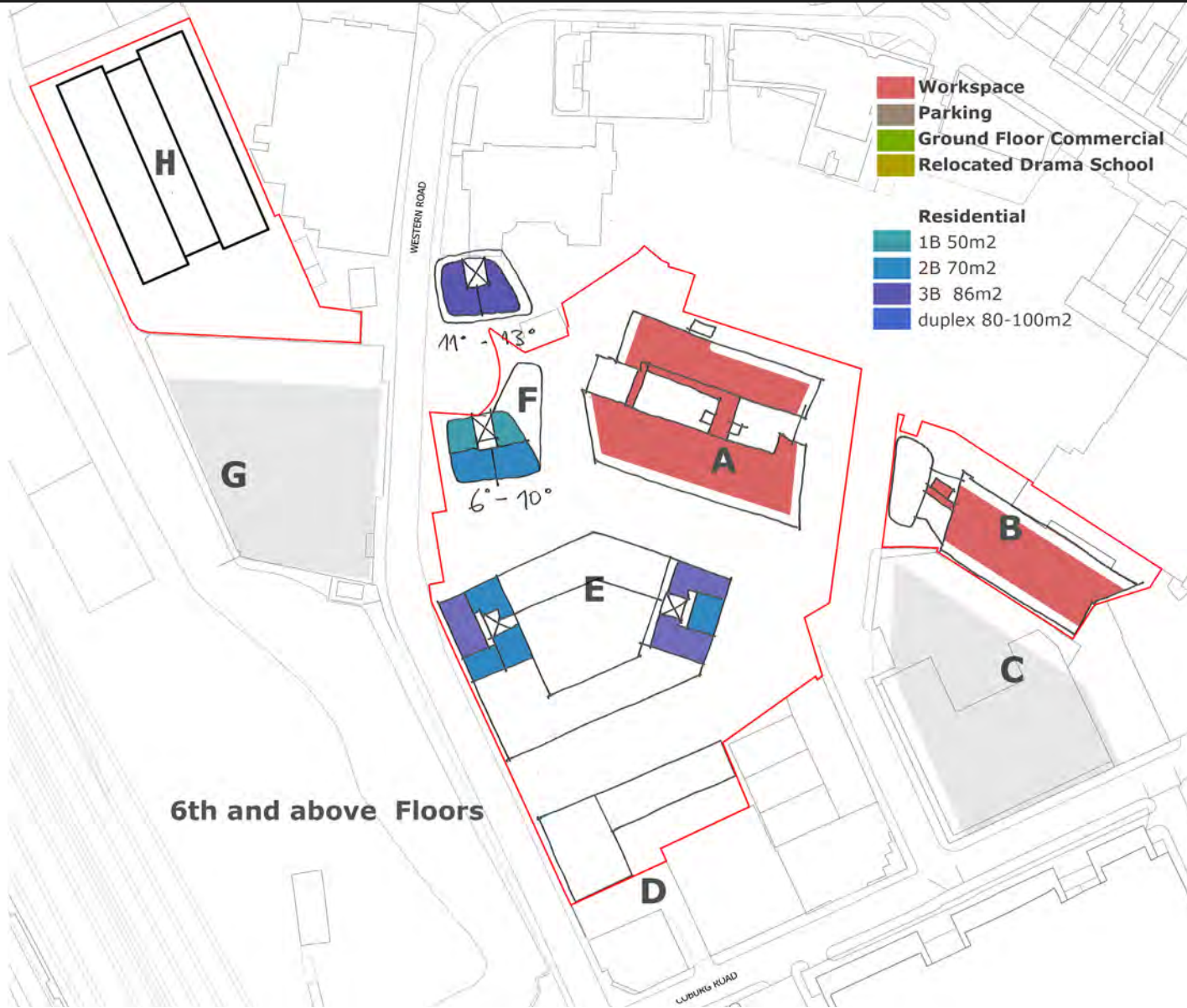




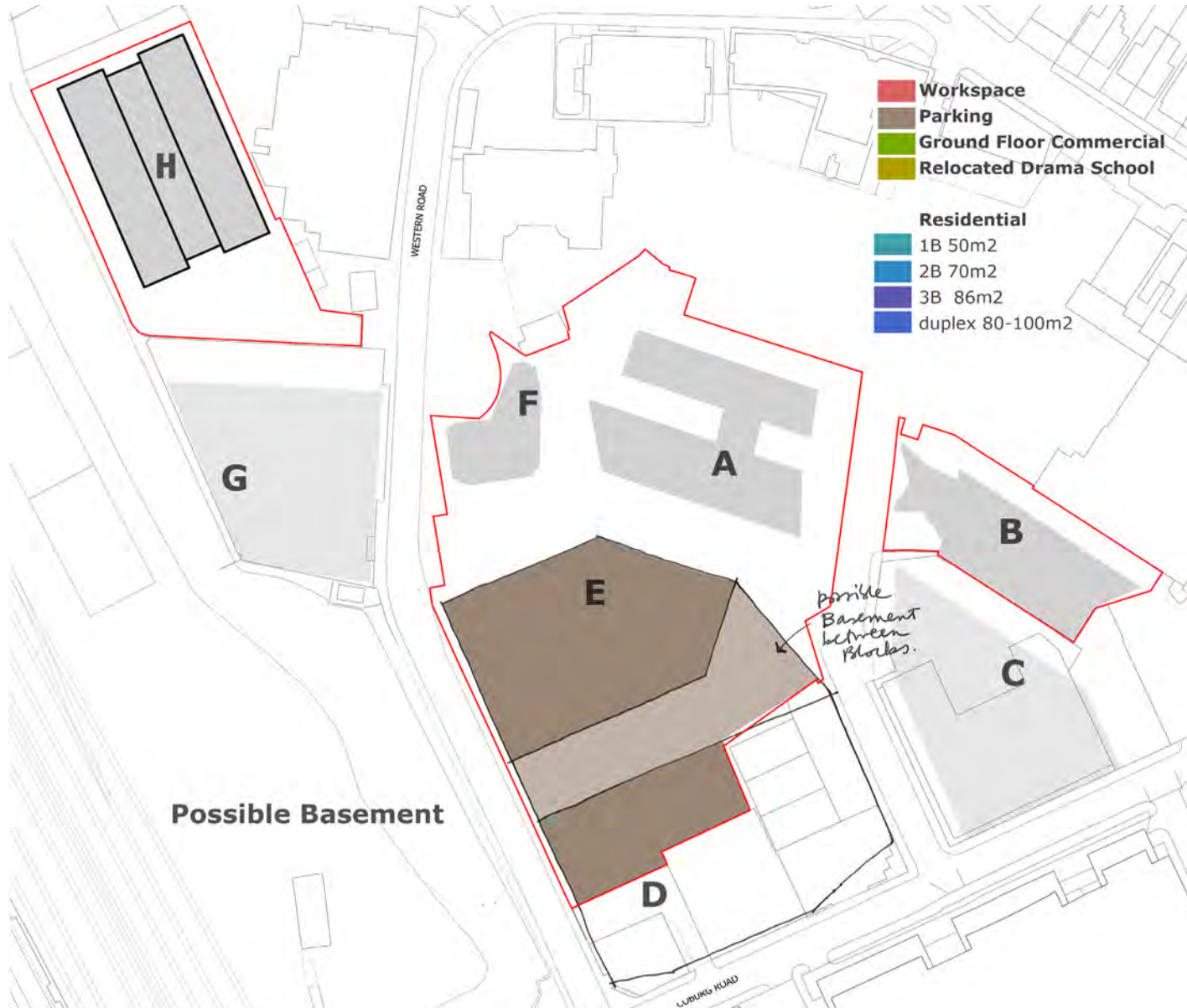
# OPTION C - (WORKSPACE ONLY) PLANS



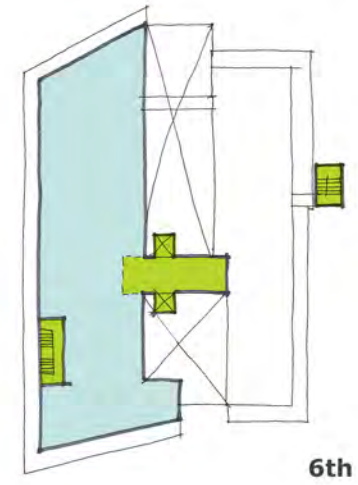
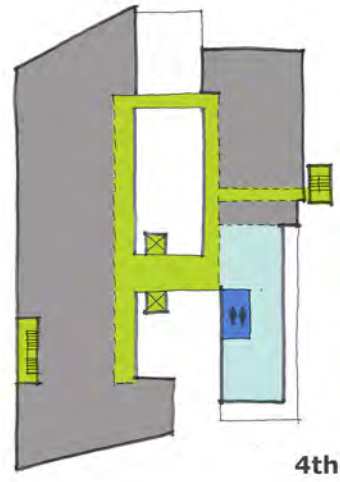
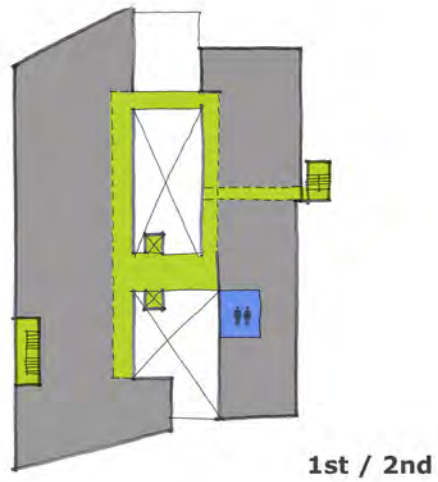
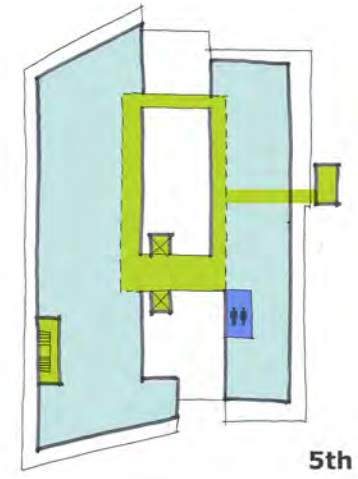
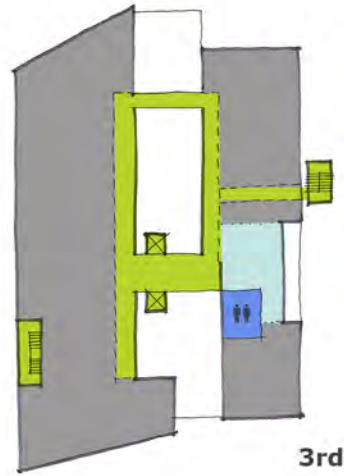
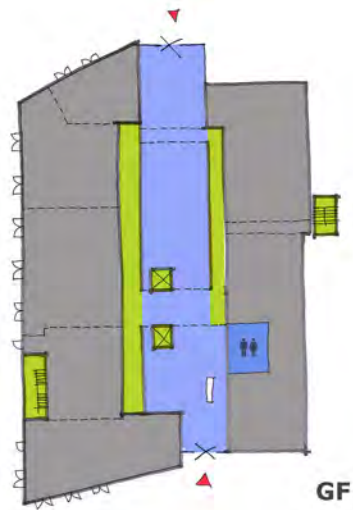
# OPTION C - (WORKSPACE ONLY) PLANS



# OPTION C - (WORKSPACE ONLY) PLANS



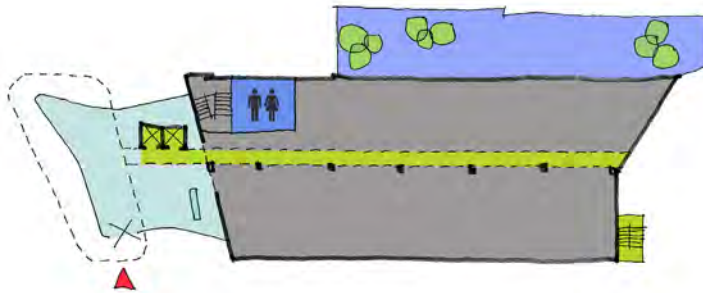
# THE CHOCOLATE FACTORY



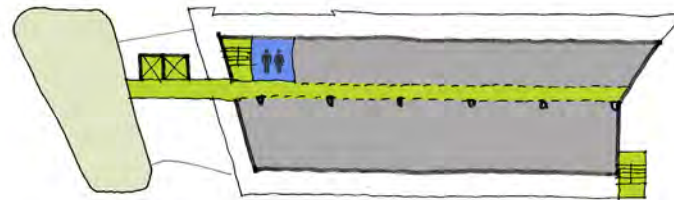
# PARMA HOUSE



1st / 2nd / 3rd



GF



4th / 5th



**BARTON  
WILLMORE**  
Planning · Design · Delivery

