

<b>Meeting:</b>	<b>Cabinet</b>	<b>Date:</b>	<b>25 June 2014</b>
<b>Subject:</b>	<b>Treatment of unattractive facades (City Centre Investment Fund)</b>		
<b>Report Of:</b>	<b>Cabinet Member for Regeneration &amp; Culture</b>		
<b>Wards Affected:</b>	<b>Westgate</b>		
<b>Key Decision:</b>	<b>No</b>	<b>Budget/Policy Framework:</b>	<b>No</b>
<b>Contact Officer:</b>	<b>Charlotte Lewis</b>		
	<b>Email:</b>	<b>Charlotte.Lewis@gloucester.gov.uk</b>	<b>Tel:</b> 396855
<b>Appendices:</b>	<b>Appendix 1 – CGI images for Kings Walk Car Park</b>		
	<b>Appendix 2 – Timetable for projects</b>		
	<b>Appendix 3 – Project Costs</b>		

## 1.0 Purpose of Report

- 1.1 To inform Cabinet of progress regarding the “Cladding of Ugly Buildings” scheme, part of the City Centre Investment Fund allocation. The funding and target buildings have been previously agreed and Officers are proposing to improve the attractiveness of a number of City Centre 1960s and 1970s facades using a variety of innovative techniques.

## 2.0 Recommendations

- 2.1 Cabinet is asked to **RESOLVE** as follows:

1. That the cladding proposals for Kings Walk car park and the Bridge over Eastgate Street be approved.
2. That treatment of Longsmith Street car park as a green wall as detailed in the report be approved
3. That the treatment of the upper floors of B&M and Paddy Power with a trompe l’oeil canvas or a cladding system be approved
4. That more deliverable public art options at Wilkinsons, Northgate Street be investigated subject to co-operation of the owner;
5. That the estimated costs of each of the proposals be noted; and
6. That authority be delegated to Officers in consultation with the Cabinet Member for Regeneration and Culture to determine:
  - a) the final design of the cladding for Kings Walk Car Park and the Bridge over Eastgate Street, following targeted consultation on the detailed proposal;
  - b) the final design of the trompe l’oeil canvas or cladding system to the upper floors of B & M and Paddy Power, following targeted consultation on the detailed proposal;
  - c) the level of funding and, in consultation with other stakeholders, the final design of any façade treatment for Wilkinsons, Northgate Street.

### 3.0 Background and Key Issues

- 3.1 In March 2013, Cabinet approved a report setting up a City Centre Investment Fund identifying a suite of measures to increase the attractiveness and viability of the City Centre. As part of this fund £100,000 was allocated to clad "ugly structures". To deliver on this, an informal officer group was set up comprising Urban Design, Historic Building and Environmental disciplines. From this, a number of buildings were identified that were considered unattractive by current standards. There were no strict criteria for this, but the buildings chosen were unanimously regarded as being in need of some sort of treatment and generally date from the 1960s and 1970s.
- 3.2 In September 2013 a further sum of £50,000 was allocated to the budget for this project, allowing additional buildings to be reviewed for alternative treatments of various forms including render, cladding and images on building wraps, as well as, possible forms of public art. The total budget for the scheme is now £150,000.
- 3.3 The target buildings were agreed in the "Treatment of unattractive facades (City Centre Investment Fund) ", 11<sup>th</sup> September 2013 by Cabinet and are as follows: Kings Walk car park, Longsmith Street car park, Eastgate Shopping Centre, Southgate façade (B&M and Paddy power), and finally Wilkinsons in Northgate Street. Work on Kings Walk identified the bridge over Eastgate Street as a related component and this is also now put forward as a potential scheme. Officers have gained initial costings for various options and these are set out in Appendix 3. The schemes and the preferred proposals are discussed in more detail in Section 4 of this report.
- 3.4 Officers are currently in discussions with building owners over what is proposed and what contribution should come from them. At the time of writing they are generally supportive and officers are hopeful that they will contribute financially, potentially allowing the Council to use its fund to treat additional buildings.

### 4.0 Priority schemes

- 4.1 **Kings Walk car park as it fronts Eastgate Street:** Meetings have been held with Asset Management and the building's leaseholder, Aviva. As a result, the principles of a contemporary cladding scheme have been agreed together with the removal of the present canopy and a redesigned corporate sign to be incorporated into the new cladding system. Aviva are currently investigating costs for replacement of the dated windows at first floor level which will assist in improving the façade. Cladding is a relatively simple technique whereby a new facing material is attached to the building by a metal support frame. The systems are relatively maintenance free once installed and have a life span of 40-60 years.



- 4.2 As part of the design stage, Computer Generated Images (CGI) were produced by architects and these will be used as a basis for the design concept to be developed prior to a planning application being submitted. These three GCI images have been subject to press attention with both ITV South West and BBC Gloucestershire surveying members of the public regarding which image they preferred. The images are attached within Appendix 1. More specific designs will be commissioned which will be subject to a targeted consultation process. Subject to Aviva's support, it is proposed that the choice of final design sits with Officers in consultation with the Cabinet Member for Regeneration and Culture.
- 4.3 Costs for various cladding systems have been received and this approach is considered the most appropriate to increase its attractiveness. The costs below are based on a standard cladding for their basic coloured system (though this can include many different colours). It should be pointed out that a more enhanced system will cost more.

Project	Description	Costs
<b>Kings Walk</b>	Architect: Preparation of cladding design, detailed drawings etc (10% approx.)	£6,000.00
	Preliminaries, including drawings prep, site survey (10% of project value)	£4,745.00
	Design, supply and fix 8mm thick cladding sheets @ £130/m <sup>2</sup>	£47,450.00
	<b>Subtotal</b>	<b>£58,195.00</b>

- 4.4 **The Eastgate Link Bridge:** As work progressed on Kings Walk car park it became apparent that the condition of the bridge over Eastgate Street would detract from the proposal. Work has been done therefore to investigate the feasibility of including the bridge in a wider scheme. In this case permission will be required from the Eastgate Shopping Centre and again a joint scheme may be appropriate. Officers have been in discussions with the Shopping Centre and there is interest in the scheme subject to further detailed proposals being developed.



4.5 As at Kings Walk, cladding is considered the most appropriate proposal to increase its attractiveness. The costs below are based on a standard cladding:

Project	Description	Costs
<b>Eastgate Link Bridge</b>	Cladding of two main elevations (approx.)	£18,600.00
	Architect: Prep of cladding design, detailed drawings etc (10% approx)	£1,860.00
	<b>Subtotal</b>	<b>£20,460.00</b>

The final decision will be similar to the Kings Walk Car Park i.e. subject to planning permission, as well as, consultation and the Eastgate Centre approval delegated to Officers in consultation with the Cabinet Member for Regeneration and Culture.

4.6 **Eastgate Shopping Mall:** This is on a long lease from the City Council, however, permission will be needed from the Eastgate Centre and, as per Kings Walk, a jointly financed scheme may be appropriate. There are a number of facades that may benefit including the Eastgate frontage (M&S - Co-op travel) and the one facing Southgate (B&M Paddy Power etc). Of all these facades it is the area above Paddy Power and B&M that is the most visually uninteresting, and considered the one to target. However, the setting of the Grade 1 listed building next door will be an issue and any change will depend upon discussions with the operator.

4.7 The most appropriate treatment for this building is considered to be a trompe l'oeil (a form of building wrap) though cladding has not been ruled out (see below). Wraps are a canvas sheet set on a frame and have a life span of approximately 5 years, after which they may have to be renewed or removed. Initial thoughts have focussed on a recreation of the 19<sup>th</sup> century hotel which used to occupy the site with an artistic twist. Again any decision to be subject to targeted consultation with the final design resting with Officers in consultation with the Cabinet Member for Regeneration and Culture.



4.8 The costs below are based on a standard building wrap:  
**Option A**

Project	Description	Costs
<b>Paddy Power elevation</b>	Building wrap (8m x 6.3m = 50.4m <sup>2</sup> )	£5,185
	Site Survey, planning fees and fees	£750
	<b>Subtotal</b>	<b>£5,935</b>

Project	Description	Costs
<b>B and M Elevation</b>	Building wrap (18.1m x 5m = 90.5m <sup>2</sup> )	£6,100
	Site Survey, planning application and fees	£750
	<b>Subtotal</b>	<b>£6,850</b>

If the project is carried out at the same time there would be significant saving quoted at a total of £9,975. Examples of this method:



4.9 As mentioned cladding is still a possibility and it is suggested that work on this method is continued and is part and parcel of any consultation process. The costs associated with this treatment are more than a wrap, but the end result is more permanent. Art work could still be incorporated but would be limited by the technique and could be designed as part of the commission for a public artist (see 4.13). Costs are as follows and will be subject to planning application and architect fees:

**Option B**

Project	Description	Costs
<b>B and M Elevation</b>	Cladding of elevation with panels @ £130/m <sup>2</sup> (90.5m <sup>2</sup> x £130/m <sup>2</sup> )	
	<b>Subtotal</b>	<b>£11,765.00</b>

Project	Description	Costs
<b>Paddy Power</b>	Cladding of elevation with panels @ £130/m2 (90.5m2 x £130/m2)	£6,552.00
	<b>Subtotal</b>	

4.10 **Longsmith Street Car Park:** This is City Council owned and discussions have focused on either a green wall (creepers trained to grow up wires which have been planted into oversize planters) or a solar array. Being south facing with little shading a solar system is a practical option and would cost in the region of £45,000 though it would generate an income of £6400 pa. However, after discussions with Asset Management the longevity of the building has been questioned and it is therefore not recommended that this particular scheme is pursued. It is proposed therefore that we focus on the green wall. Initial costs of around £10k have been proposed which includes a management component. This is considered an appropriate amount to invest for a relatively short term scheme should redevelopment of the site come forward as part of the wider Blackfriars Master plan or be demolished for another reason. Planning permission will be required for this to be implemented and subject to Cabinet approval it is anticipated that this will be submitted in the next few months.



4.11 This following figures are based on a scheme costed by a local contractor:

Project	Description	Costs
Longsmith Street Car park	Green wall. Plus management fee Architect: Detailed drawings etc (10% approx) and submission of planning application and fees	£10,000 £1,000
	<b>Subtotal</b>	<b>£11,000</b>

4.12 **Wilkinson, Northgate Street:** This property has been identified as having potential for a public art scheme and could take numerous forms from a simple painted mural, to complex sculptural installations. However, while officers have made contact with Wilkinson's no formal meeting has taken place, and there are concerns that a scheme may not come forward. At this juncture therefore, it is suggested that attempts are made to bring them on board but any detailed further work should look at more deliverable solutions and subject to strong support from the owner. The costs below are for cladding and are therefore unlikely to be pursued.

Project	Description	Costs
<b>Wilkinson Northgate Street</b>	Cladding/treatment of elevation (to include a variety of possible approaches, 330m2 @ £130/m2)	£42,900.00
	Architect: Prep of cladding design, detailed drawings etc (10% approx.)	£4,500.00
	Preliminary work (surveys, drawings etc)	£5,000.00
	<b>Sub-total</b>	<b>£52,400.00</b>



- 4.13 **Public Art Coordinator:** Officers have made contact with and met with a specialist in regard to approaching and understanding the public art element of the project. A brief will be needed to guide the appointment of an artist to design and provide the public art element. This is important given the conservation area designation of much of the target area and the setting of the buildings to be treated. The costs are outlined below and are an approximation and will depend on experience of the public artist and costs of materials to produce the scheme.

Project	Description	Costs
<b>Public art coordinator</b>	To oversee all projects: input art-based theme linking projects (20 x £400 day rate or 10% of total)	£8,000
<b>Public artist</b>	Artist to design theme to link at least the Kingswalk, Wilkinson's and Paddy Power projects (approx.)	£10,000
	<b>Sub-total</b>	<b>£18,000</b>

- 4.14 The proposed costings for each scheme are outlined within Appendix 3 and includes a 10% contingency. The costs for re-cladding are based on a standard cladding for their basic colour system. However, should a more enhanced system be recommended this will have additional cost implications. Presently discussions are on-going with building owners in regards to possible match funding and/or a contribution to enhance the property as part of an overall enhancement scheme. Depending on contributions some schemes may not be achievable or feasible and if this is the case monies will be diverted into the other projects to raise the quality of the final schemes. Again the final decision on the projects will be delegated to Officers in consultation with the Cabinet Member for Regeneration and Culture.

## **5.0 Alternative Options Considered**

5.1 The principle has already been established in the March 2013 report based on earlier work. The September 2013 report established and agreed the priority projects to be developed. Also due to the limited funding available it is not considered productive to investigate further schemes.

## **6.0 Reasons for Recommendations**

6.1 The recommendation builds on earlier reports that identified the allocation of target buildings.

## **7.0 Future Work and Conclusions**

7.1 To develop the prioritised schemes by developing tender documents to allow the appointment of architects and other consultants. Once designs are developed further discussions with the Directors and the Cabinet Member for Regeneration and Culture will be taken forward prior targeted consultation and planning applications being submitted. The final decision will be delegated to Officers in consultation with the Cabinet Member for Regeneration and Culture.

7.2 The timetable for implementation will be over the next 18 months but it is the intention that all schemes can be in place in time for the Rugby World Cup. Appendix 2 sets out the timeline for each of the projects.

## **8.0 Financial Implications**

8.1 The £150,000 has been identified in earlier reports and is part of the overall City Centre Investment Fund

(Financial Services have been consulted in the preparation this report.)

## **9.0 Legal Implications**

9.1 When dealing with third party assets there may be a requirement for a legal agreement between the various parties.

9.2 All works will follow the appropriate procurement and tendering process as required by the City Council.

(Legal Services have been consulted in the preparation this report.)

## **10.0 Risk & Opportunity Management Implications**

10.1 The risks associated with this report concern the cost of the proposals, plus the unfamiliar nature of some of the technology. Consideration was also given to ensure that the buildings targeted have limited and low risk of demolition.

10.2 The scheme contributes to a number of corporate priorities within the Council's plan including Strengthening Gloucester's economy by contributing to further progress in the City's regeneration. The Schemes also create pride in our City by improving



such properties to encourage further tourists and visitors to this historic destination and creating a clear and positive identity for Gloucester.

#### **11.0 People Impact Assessment (PIA):**

11.1 The PIA Screening Stage was completed and did not identify any potential or actual negative impacts, therefore a full PIA was not required.

#### **12.0 Other Corporate Implications**

##### Community Safety

12.1 None identified.

##### Sustainability

12.2 Some of the proposals may result in a positive impact.

##### Staffing & Trade Union

12.3 No changes.