

MANCHESTER SCHOOL
OF ARCHITECTURE

NEIGHBOURHOOD SWATCH

15-MINUTE NEIGHBOURHOODS

CHORLTON, ARE YOU READY?



MANCHESTER
1824



Chorlton
TRADERS

MSA
LIVE 22

Team

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Partners

Meet our external collaborator! The Chorlton Traders Association is a community association of Chorlton Traders, working together for the benefit of all.

The association has a multitude of aims including; Discussion about local decisions

Representing traders and residents as a single voice

Communicate with local government

Develop initiatives to gain opportunities for Chorlton

Promote projects that will allow prosperity in Chorlton

Planning long term goals to make Chorlton a great place to live and visit

The association is full of members who truly care and actively want to make Chorlton the best it can be to work and live.

Agenda

Neighbourhood Swatch

Chorlton is on the cusp of great change. Communities across the U.K. have been realising the need for neighbourhoods to be well-integrated with the residents for all-round sustenance. The pandemic has further reinforced and demonstrated this need. The aim of this project: turn Chorlton into a destination place and help Chorlton prosper. In this project, we are collaborating with Chorlton Traders Association to investigate the 15-minute Neighbourhood model and determining whether this is appropriate solution for the development of Chorlton. Week 1 will involve a site visit and the creation of a Masterplan, understanding the area and the changes that it is undergoing. Week 2 will see us expanding on these ideas, drawing on the ideas of prefiguration and developing a way that these plans can be implemented.

We are working with the Chorlton Traders Association to help regenerate the area through 15-minute neighbourhoods. Regeneration: The 15-minute neighbourhood model will regenerate the immediate living environment, accommodation, the street, service availability to improve life satisfaction. Community: The 15-minute neighbourhood model will encourage people to build a community that is self-sustainable by supporting local businesses and providing everyone needed within the boundaries of Chorlton. This will improve health and wellbeing, increase diversity, and provide a stronger sense of community. Municipal: The 15-minute neighbourhood model will help to bring everything back to the local area. By attempting to create an economically viable district with high footfall the employment opportunities will rise. Eventually the wealth generated will stay within the local area and reduce economic and social inequalities.

This project consists of a multitude of tasks that incorporate learning skills for the BA students balanced with creating useful and presentable outputs for the collaborator. Week 1 included a site tour, mapping exercises and designing interventions through sketching and collaging. Week 2 included tutorials on Rhino, Enscape, Twinmotion, Illustrator and Photoshop. This allowed the 3D digital modelling of interventions, rendering models and photoshopping into the context of Chorlton. For the exhibition a document with all of the project outputs was created, final images were mounted onto boards and a VR experience was created.

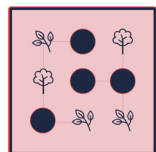
INTRODUCTION

The first week aim was to familiarise the students with Chorlton through a walking tour and speaking to our collaborator from the Chorlton Traders Association.

The next step was to learn about 15-minute neighbourhoods. This was conducted through researching the concept and looking at case studies. Four principles were extracted to create a basic framework for the project.

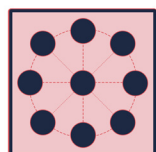
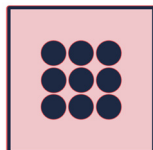
The site analysis explores the four principles of 15-minute neighbourhoods in Chorlton using the existing infrastructure. This highlights the opportunities and constraints of the area to understand how interventions could contribute to a 15-minute model for Chorlton.

An overall masterplan was produced to show the site locations chosen for the students design interventions and the relevance to key landmarks in Chorlton.



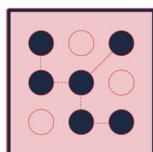
ECOLOGY

DENSITY



PARTICIPATION

PROXIMITY

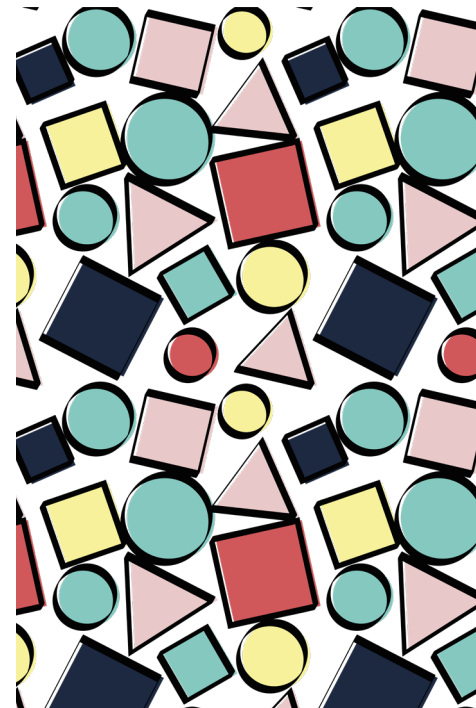


REBRANDING

Fostering a sense of civic pride and local patriotism through the development of a strong local identity with the intention of boosting the local economy of Chorlton. The formation of a 'umbrella brand' between the local traders within Chorlton will encourage a 'strength in numbers' approach to the fight against globalism, unifying the independent businesses.

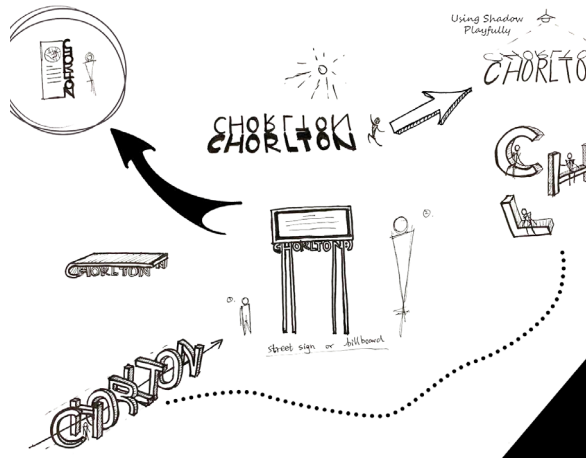


The students began understanding how a brand could help to bring together the people of Chorlton under a unified voice and give them more power over Chorlton's future development. Research and precedents was used to help the students find inspiration. Through an illustrator and photoshop tutorial the students then developed ideas for a logo, colour scheme and merchandise for the brand.



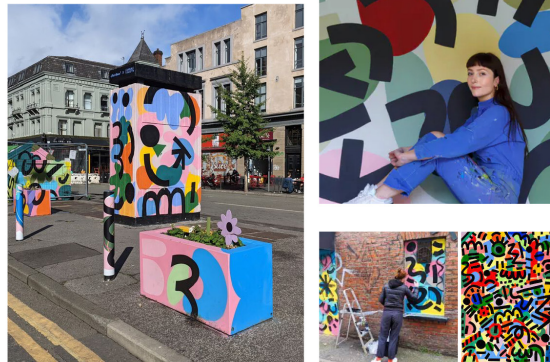
SITE 1: THE HIGH STREET

In order to form a stronger Identity and to attract more attention to the area we propose the introduction of a landmark feature. Taking the form of seating, shelter and planters, we have created an abstract, sculptural intervention using the letters of Chorlton. The 'brand identity' of Chorlton we have designed will be made apparent throughout Chorlton via the painting of; bollards, gates / fences, electricity boxes, bike storage, public bins, public planters and abandoned buildings.



The first site was considered as a the high street from the library to unicorn grocery. This included incorporating branding through painting fences, bollards and other high street elements to promote the Chorlton Brand. The intervention also consisted of the logo as an interactive pavilion. The intervention is designed to attract people to the high street and act as a place for people to sit, rest, play and take photos with.

Caroline Dowsett artworks in Manchester giving Identity

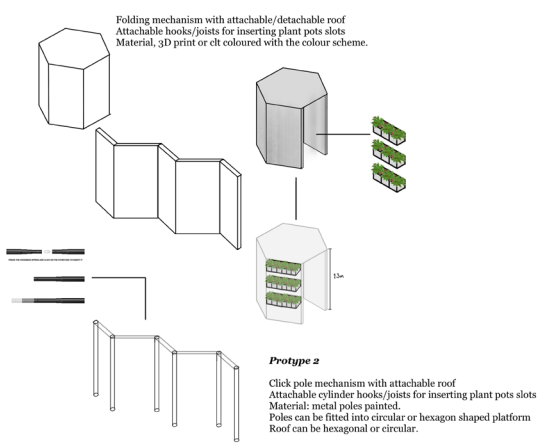


SITE 2: THE ALLOTMENTS

Building on the existing neighbourhoodfarming community in Chorlton, we provide a proposal to take this farming activity to the next level and make a public event out of it. The combination of pallet modules and kiosks allow people to grow their produce in the allotment land and organise events in and around Chorlton of selling this Chorlton-grown produce. Such an event gives more significance to the small farming community and strengthens the ties within Chorlton community.

These types of market stalls are typically organised by groups of communities and what their needs are. They are set by the sellers putting up tents and displaying their produce. These types of markets are usually upgraded by decorating with things like fairy lights, music, etc.

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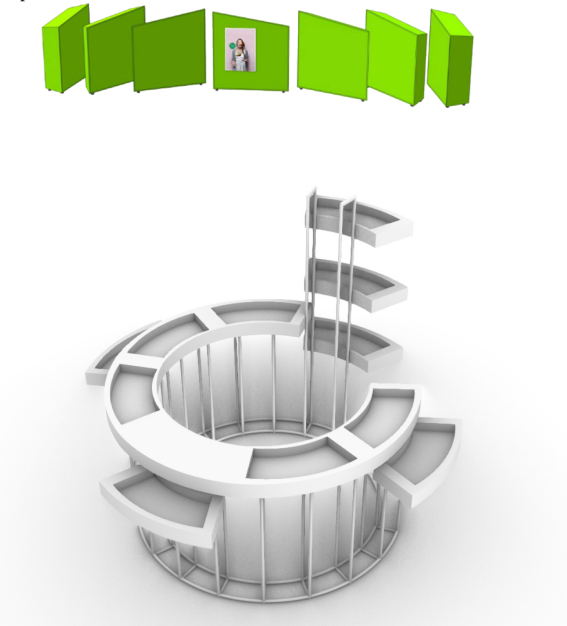


Shelter: Varies



Moveable Green Markets stalls in the Czech Republic

Project Architects: Juraj Calaj, Lenka Míková, Vítězslav Danda



SITE 3: THE BUS STOP

The site is already a well used space as a key connection to the public transport network in Chorlton. The proposal for the bus stop space is to create an attraction or landmark space that encourages communal activities as well as promote the use of public transport in Chorlton.

The students intervention included a mural that can form part of the Chorlton art festival and be used to promote local artist or messages to people.

The umbrella seating seeks to provide sheltered seating, a communal space to meet and gather in Chorlton. This idea is to attract people to the bus stop creating a hub and promoting the use of public transport and encourage more investment into the infrastructure of Chorlton.





Reflections

Danish Javed Farooqui

'Neighbourhood Swatch' has been a very amorphous project aimed at urban interventions in the locality of Chorlton that can help strengthen the neighbourhood along the lines of a 15-minute neighbourhood model. Working with the traders association who are passionate about improving their community provided us a direction of the nature of urban interventions that can be implemented. The resultant project, working with the various limits that surrounded it, suggests solutions such as the use of branding in Chorlton, working with its farming community and new public use structures, like a bus stop

Emily Butterworth

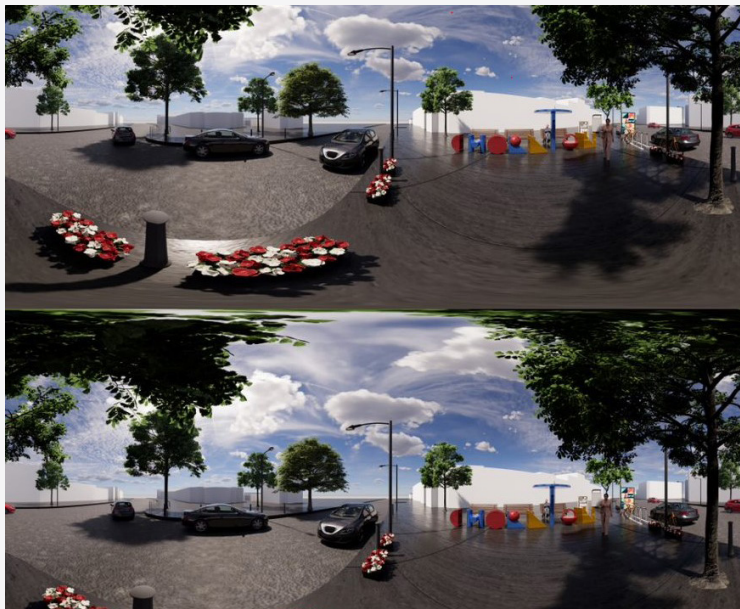
Seeing the students gain enthusiasm for the brief and project as the two weeks went on and seeing the amazing outputs they produced. Furthermore, the exhibition was rewarding to see the collaborator and interested parties reaction to our project and the effect on a real community.

Kester Miller

The experience of passing valuable skills and information I have acquired over my architectural career to the up and coming generation of students has been a fulfilling journey. At the same time producing a realistic community intervention has been valuable.

Ulrick Rudy Agbodan

It was great to work with the undergraduate students and help them learn new skills to help them in their future careers. My masters group were a good team and wish everyone luck in the future. The experience of teaching, and leading discussions with the younger students was an amazing experience and I hope I get the chance to do it again.



EXHIBITION

The exhibition was for the collaborator to invite interested parties to see the project proposals. This included a printed document with all of the work completed in the two weeks, mounted final images for a visual presentation and a VR experience to help the visualising of the interventions in the context of Chorlton. The result of the exhibition was a success. Our collaborator and other interested parties were happy with the project output, discussed our ideas for Chorlton and even took away pieces of the exhibition to keep. The group as a whole were committed to the project and this was shown in the high quality and enthusiasm of the output and exhibition.



ABOUT

Each year the MSA LIVE programme unites M Arch. year 01 with B Arch. year 01 and 02 and M Land. Arch 01 in mixed-year teams to undertake live projects with external partners to create social impact.

LIVE PROJECTS

All MSA LIVE projects are live. A live project is where an educational organisation and an external partner develop a brief, timescale, and outcome for their mutual benefit.

SOCIAL IMPACT

All MSA LIVE projects have social impact. Social impact is the effect an organization's actions have on the well-being of a community. Our agendas are set by our external collaborators.

EXTERNAL PARTNERS

MSA LIVE projects work with many organisations: charities, community groups, social enterprises, community interest companies, researchers, practitioners and educators.

STUDENT-LED

Our MSA masters students take the lead in the project conception, brief development, delivery and co-ordination of a small project. Other cohorts joined for an eventful 2 weeks of activities at the end of the academic year.

KNOWLEDGE TRANSFER

Working in teams within and across year groups and courses; MSA students participate in peer to peer learning. In addition, collaborators, participants and students engage in the transfer of tangible and intellectual property, expertise, learning and skills.

LARGE SCALE

This year approximately 550 students from 4 cohorts in MSA have worked on 35 projects with partners.

QUESTIONS

For questions about MSA LIVE please contact the MSA LIVE team:

msalive@mmu.ac.uk

BLOG

live.msa.ac.uk/2022

SOCIAL

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