

MANCHESTER SCHOOL
OF ARCHITECTURE

CHERISH THE TERRACE

Designing and developing **construction hoardings**
for Homebaked Community Land Trust



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MANCHESTER
1824
The University of Manchester

Manchester
Metropolitan
University

HOMEBAKED
Community Land Trust

MSA
LIVE 22

Team

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Partners

Our external partners for the 'Cherish the Terrace' project are Homebaked Community Land Trust, based in Anfield, Liverpool.

Homebaked are a co-operative bakery and Community Land Trust that were formed in response to the Housing Market Renewal Initiative which aimed to tackle areas of 'market failure' throughout the UK.

After the 2008 recession the HMRI was put on hold, which left houses derelict and 'tinned up', falling into disrepair. In response, the community got together to oppose the failing regeneration strategy and the trust was formed as a result of discussions in the community regarding how to regain control of the area through grassroots regeneration practices.

Over the past decade, Homebaked CLT have saved Oakfield Terrace from demolition, renovated the adjacent bakery premises and flat above. They are now in the process of transforming the terrace into a community owned scheme of sustainable homes, small businesses and community spaces.

The redevelopment of Oakfield Terrace forms the basis of our 'Cherish the Terrace' MSA LIVE project.

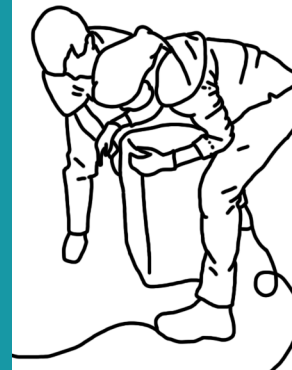
Agenda

Cherish The Terrace

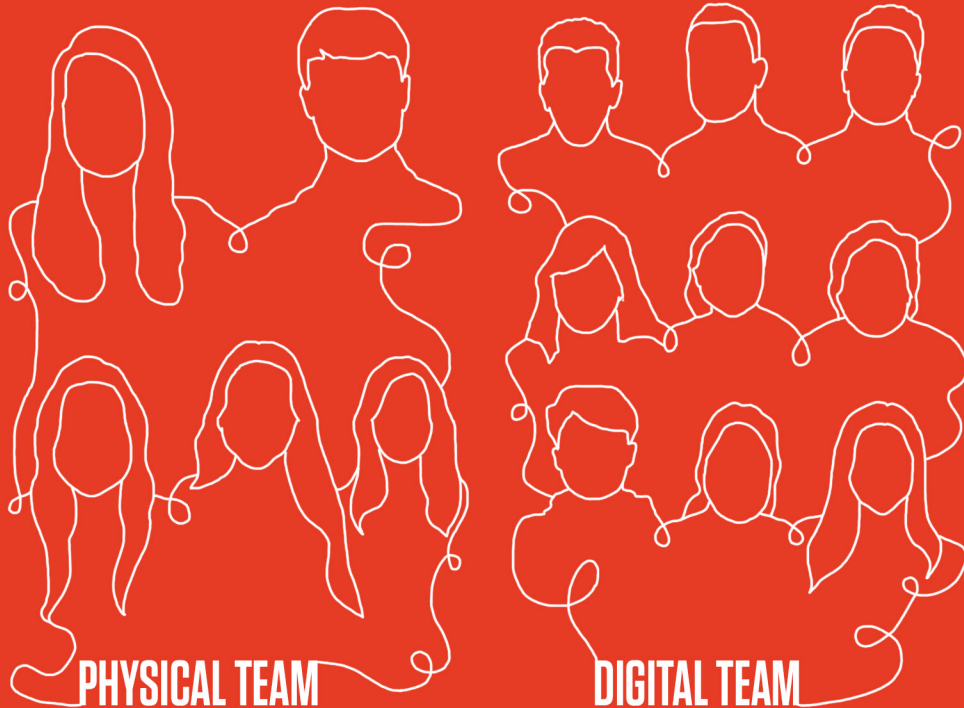
Oakfield terrace is located in Anfield, north west of Liverpool City Centre and just a short walk from Anfield Stadium. Homebaked are preparing to start the redevelopment of Oakfield Terrace in the summer of 2022. The project involves the retrofit of 9 of the terraced properties adjoining the bakery, to create 8 affordable residential properties, with and the end terrace for commercial use as a micro-brewery. The properties are currently owned by Liverpool City Council but an agreement is in place for the transfer of the terrace for £1.8m upon Homebaked, on the premise that the properties are 'asset locked' by the trust and therefore cannot be sold on for a profit. The trust is therefore looking to promote the benefits of the development to the community with a view to expanding their approach to community led regeneration throughout the city via a community shares offer.

During the MSA LIVE project, the Cherish the Terrace team have been tasked with developing graphic and branding material in order to communicate the story so far and benefits to the community provided by the CLT through the redevelopment of Oakfield Terrace. This graphic material is to be displayed on the hoarding surrounding the construction site. The aims of the project are to visually communicate core values of the Oakfield Terrace development such as permanently affordable housing and low bills, sustainability and 'by the community for the community'. We looked to do this by creating a series of illustrations and images that represent the scheme in a fun and engaging way, before considering how this information could be displayed physically in an affordable but engaging way with a 'DIY' style that separates it from more corporate developments.

As this MSA LIVE project incorporates a mix of MArch and BA students, the MArch students thought it was necessary to split the team up into smaller groups, each led by MArch students to improve co-ordination and assist with any queries or skills gaps the BA students may face. The first week involved gathering ideas and formulating initial concepts for presentation at a consultation event with the Homebaked team at the midway point. Week two built upon feedback received at the consultation in order to develop detailed proposals. This following document highlights the process and outcomes of the two-week period.



CONSTRUCTING THE CONCEPT



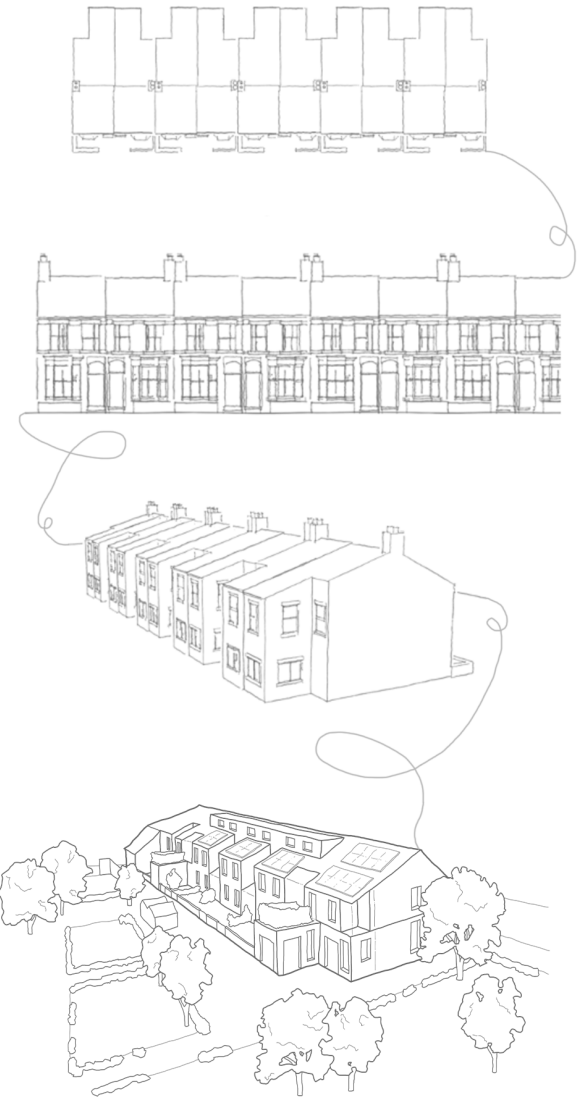
PHYSICAL TEAM

DIGITAL TEAM

Content Production

The focal point of the digital team within the first week was to emphasise the timeline of the local site through the original construction of the terrace to the near future through a series of photo and sketch collages. Displayed on the right side is a series of sketches that present the viewer with an image of existing and proposed snapshots of the terrace. A combination of hand and digital sketches were made to provide a differing medium which would give the team more options for the development of the hoarding design at the latter stages.

Below is a photographic collage which shows us the historic timeline of the site through a contemporary time frame. Illustrations span from the closing down of the original bakery to the monthly Granby street market that seeks to promote local produce which is all shown in a different medium to the sketch style as seen on the right side.



Top Right
Existing Top View

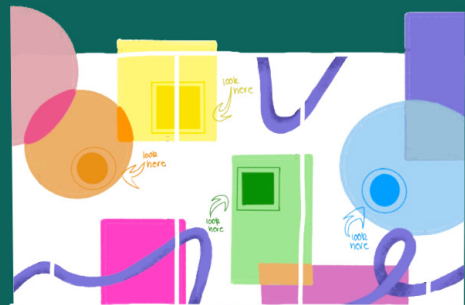
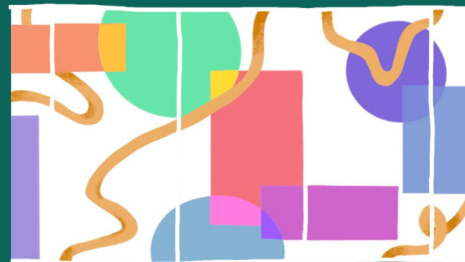
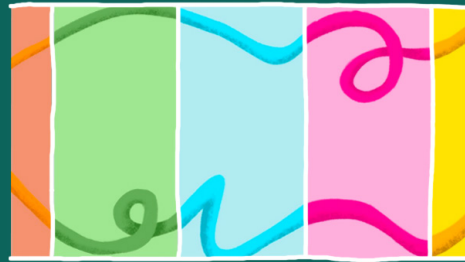
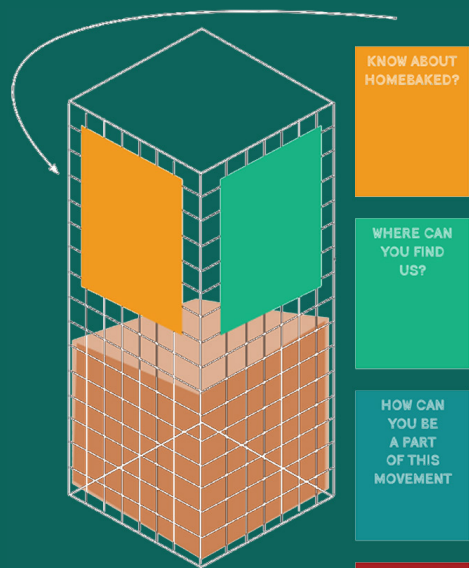
Right First Down
Existing Elevation

Right Second Down
Existing Perspective

Right Third Down
Proposed Perspective

Bottom
Timeline Collage



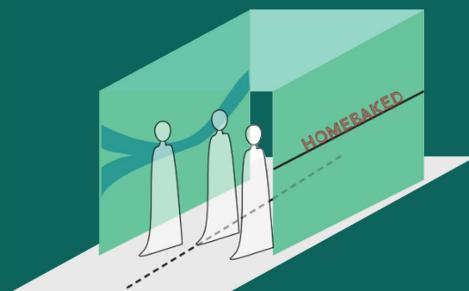
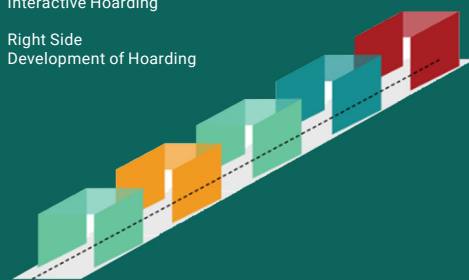


Top Left
Interactive Hoarding

Middle Left
Hoarding Path

Bottom Left
Interactive Hoarding

Right Side
Development of Hoarding



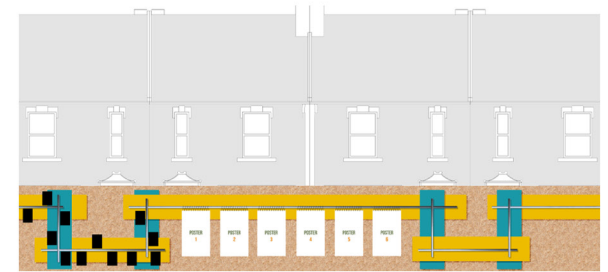
Hoarding Development

During the first week, the physical team looked to gather precedents and develop hoarding ideas which would be presented to the Homebaked design team. The evolution of the hoarding design is heavily influenced by the interactive aspect that was discussed by the physical team as this element could lead to a more engaging experience for the public to encounter.

The output of the team was three hoarding designs that were classified as low, medium or high sustainability based on utilised materials and labour input to construct the hoarding proposals. Below is the hoarding design that aims to employ a highly sustainable approach with an interactive feature through a deep double panel system that would include illustrations and objects which pedestrians could interact with to put forward their own design input for future schemes within the local area.



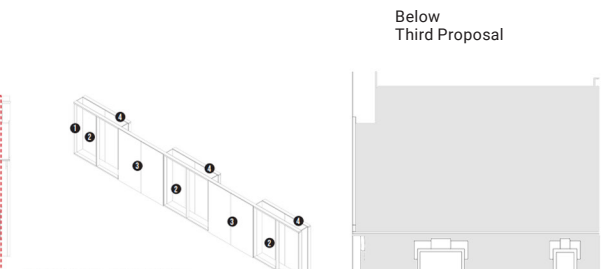
Above
Scheme Elevation



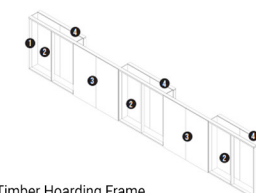
Above
First Proposal



Above
Second Proposal



Below
Third Proposal



- ① Timber Hoarding Frame
- ② Transparent Polycarbonate Sheeting
- ③ Painted Plywood / OSB Panels (2440x1220mm)
- ④ 500mm Exhibition Space Formed by Studwork Frame & Painted Plywood / OSB Panels



CONSULTATION



LIVE, WORK, SHARE, CARE

THIS IS HAPPENING NOW

BRING HOMES BACK TO LIFE

WARM HOMES, LOW BILLS, LOW CARBON

THIS IS WHAT WE ARE ALREADY DOING

WE ARE THE DREAM THAT BECOMES REALITY

OWNED BY THE PEOPLE FOR THE PEOPLE

AFFORDABLE HOMES

WHAT WOULD YOU WANT TO POP UP HERE

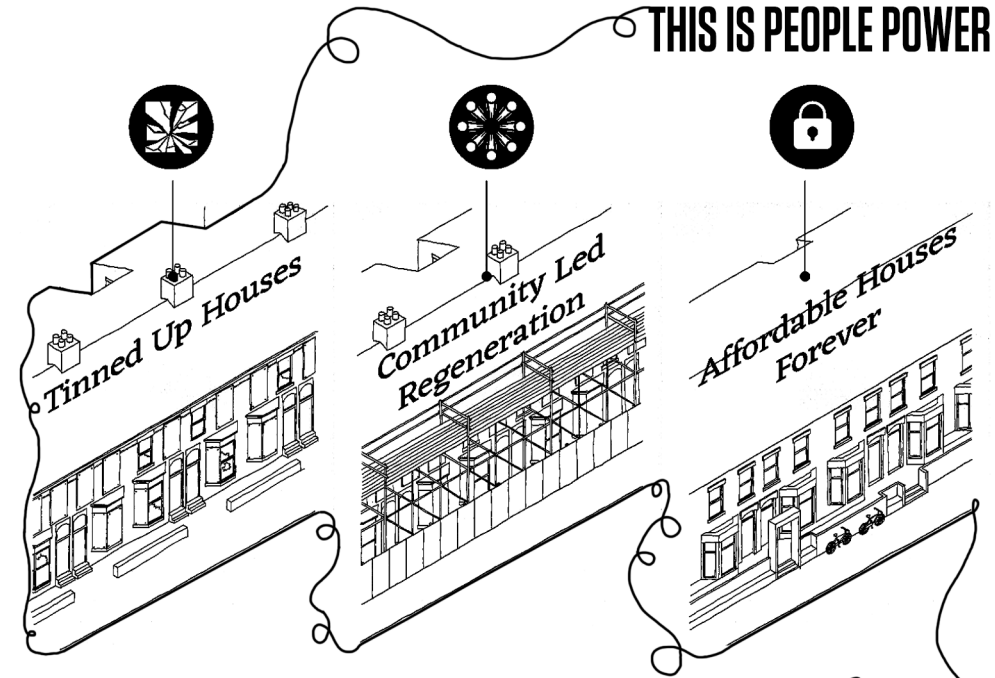
THIS IS PEOPLE POWER

THIS IS HOW YOU CAN INVEST

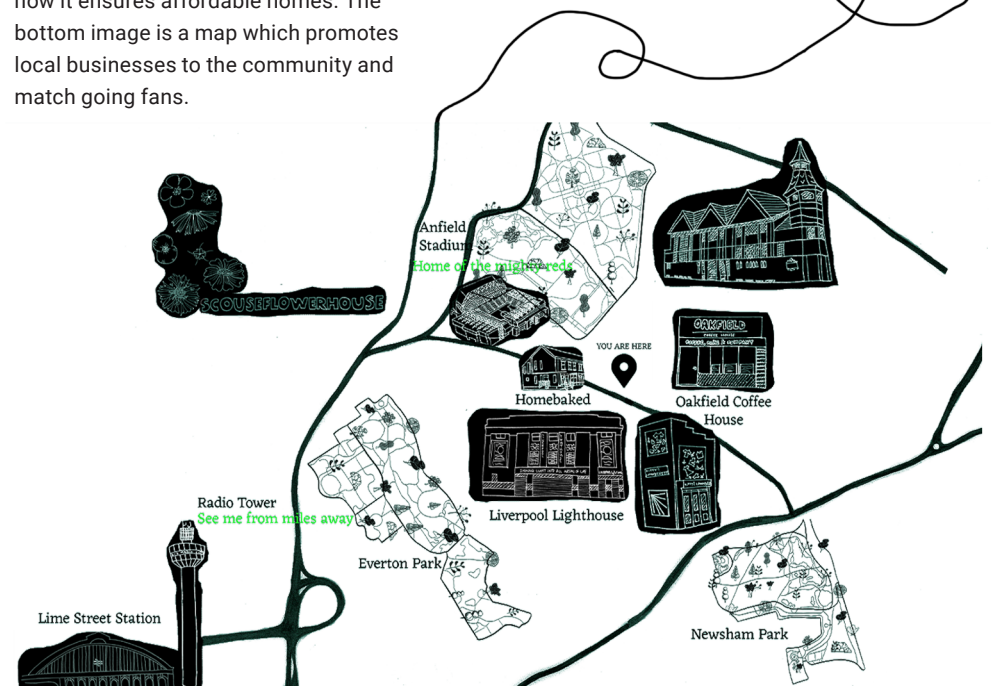
GIVE IT A DATE

WE LIVE HERE

THIS IS PEOPLE POWER



The above image illustrates the process of community led regeneration and how it ensures affordable homes. The bottom image is a map which promotes local businesses to the community and match going fans.



THROUGH THE AGES



PLAN OF ACTION



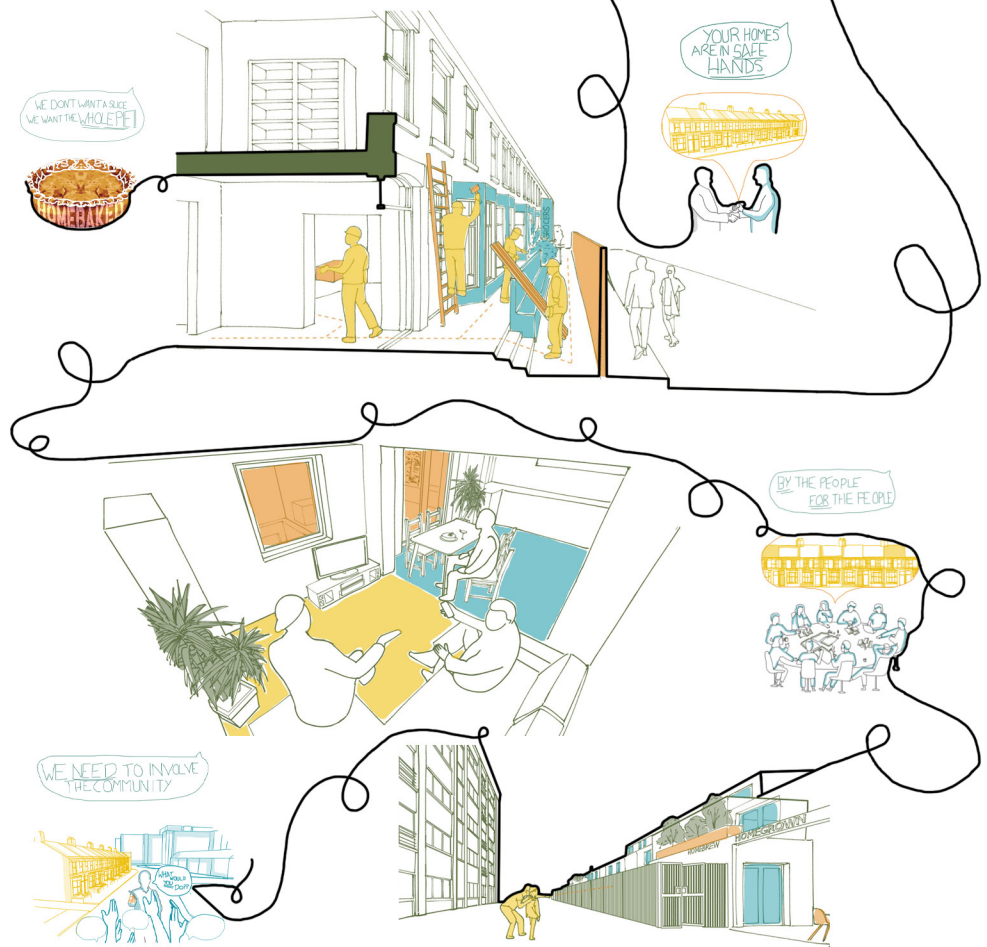
This is a pop-up unit in front of a couple of 2 bed room homes

This is a pleasant 3 bedroom house

This is an intimate 3 bedroom house

This is a cheerful 2 bedroom accessible flat

This is a generous 1 bedroom flat



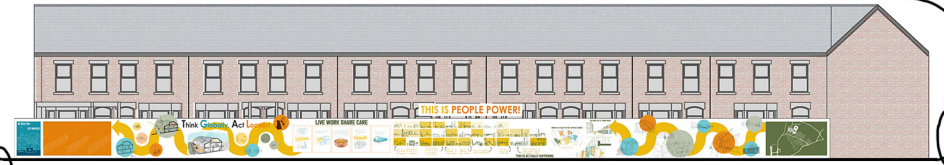
SUSTAINABILITY STRATEGIES

THINK GLOBALLY, ACT LOCALLY



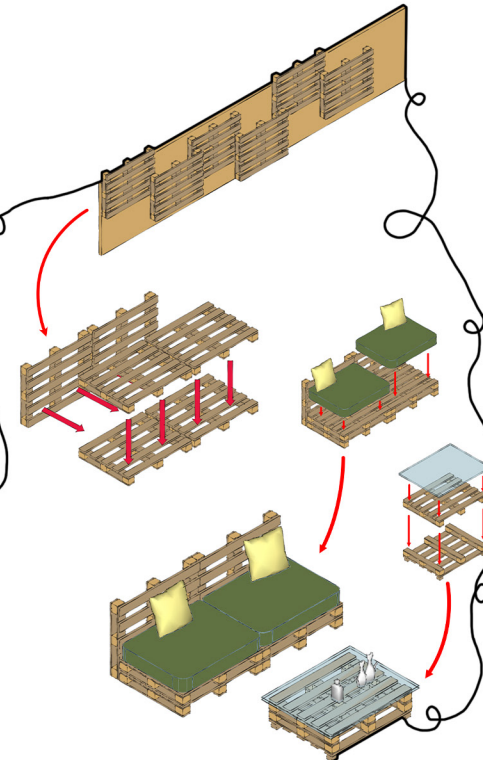
SUSTAINABLE OPTIONS

LOW COST PROPOSALS



REDUCED MANUAL LABOUR

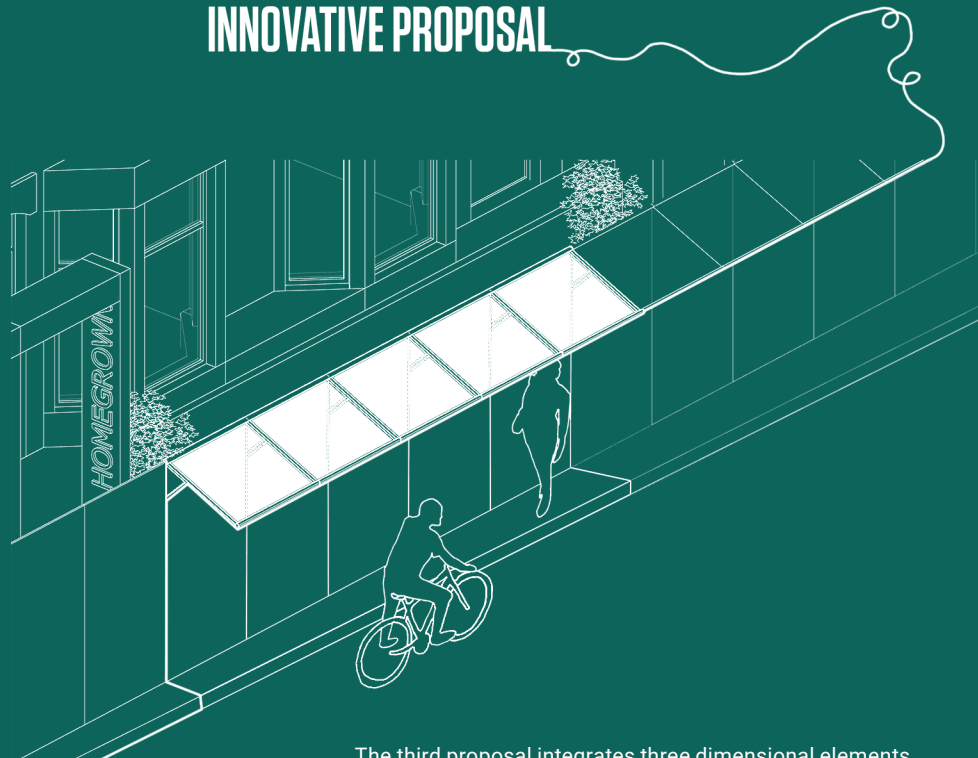
These illustrate two of the three proposals for the hoardings. The first proposal "low cost" option and second proposal "sustainable" option. The low cost option includes graphical print-ups of different segments of the hoarding pasted on painted chipboard panels. The sustainable option is using wooden pallets as the structural element which can be later reused as furniture.



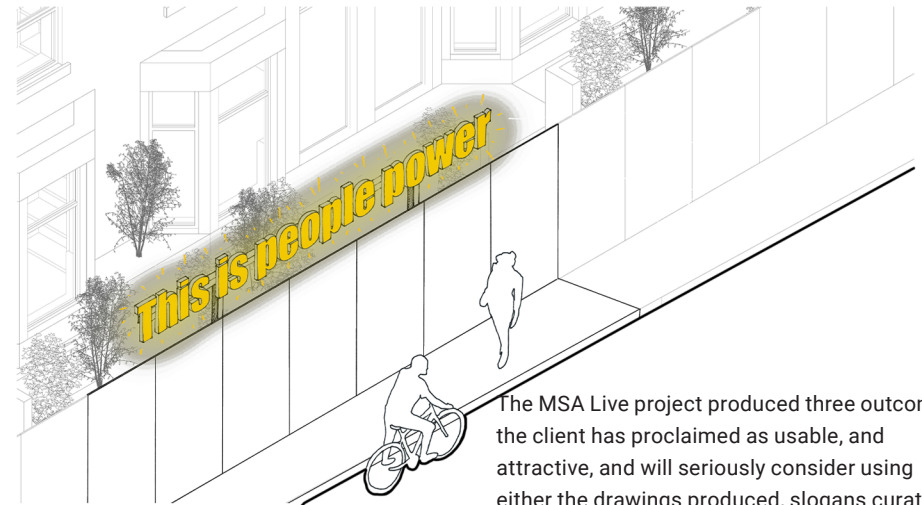
DISMANTLE AND REUSE



INNOVATIVE PROPOSAL



The third proposal integrates three dimensional elements such as market style covers to welcome pedestrians in, glowing writing of the powerful slogan, 'This is People Power', and high glossy vinyl stickers for the application of sketches, diagrams and posters. This proposal is the more sophisticated option that is presented to Homebaked within the final presentation alongside the low cost and sustainable options.



The MSA Live project produced three outcomes the client has proclaimed as usable, and attractive, and will seriously consider using either the drawings produced, slogans curated and hoarding options for the real-life scheme. The undergraduate students worked cohesively throughout the two weeks under Master students' supervision, guidance and organisation. The outputs produced are an accurate reflection of the groups interest, desire and ambitions surrounding the Homebaked project.



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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