

MANCHESTER SCHOOL OF ARCHITECTURE

THIS IS CASTLEFIELD

SIT. STOP. THINK.

Castlefield, the oldest part of Manchester, boasts the city's Roman origins as well as being historically renowned as the first passenger railway in the world. The area holds host to breath-taking views along the canal and within the basin, as well as offering an abundance of activities for all ages. Castlefield is full of green space, which is often difficult to come across in central Manchester.

Visit msa.ac.uk for more information



MSA LIVE 23

Team

Dylon Kay (MArch1)

Hannah Fa (MArch1)

Katie Grabowski (MArch1)

Nour Ouf (MArch1)

Zherui Liu (MArch1)

Raj Pardeshi (MArch1)

Arya Vahidi (BA2)

Melany Ferraiuolo (BA2)

Ryan John Molloy (BA1)

Diona Iseini (BA1)

Mariam Zorba (BA1)

Pal Rishikesh

Mandviwala (BA1)

Cameron Ovenden (BA1)

Partners

The Forum was set up to contribute to and influence Castlefield as a locality, whilst conserving and enhancing its heritage assets, for the benefit of all members of the community and visitors to the area. It became a Charitable Incorporated Organisation in 2019.

Our objectives are:

- To protect and promote the Castlefield Conservation Area
- To secure the preservation, protection, development and improvement of features or areas of historic or public interest.
- To promote the conservation of the environment
- To educate the public in the geography, history, natural history, culture and architecture of the area
- To promote high standards of planning and architecture
- To promote urban regeneration

The Forum consists of a board of Volunteer Trustees and several action groups who work to meet these objectives.

It's a great way to meet others in the community, to have a say in what happens and to give something back to this amazing place.

Agenda

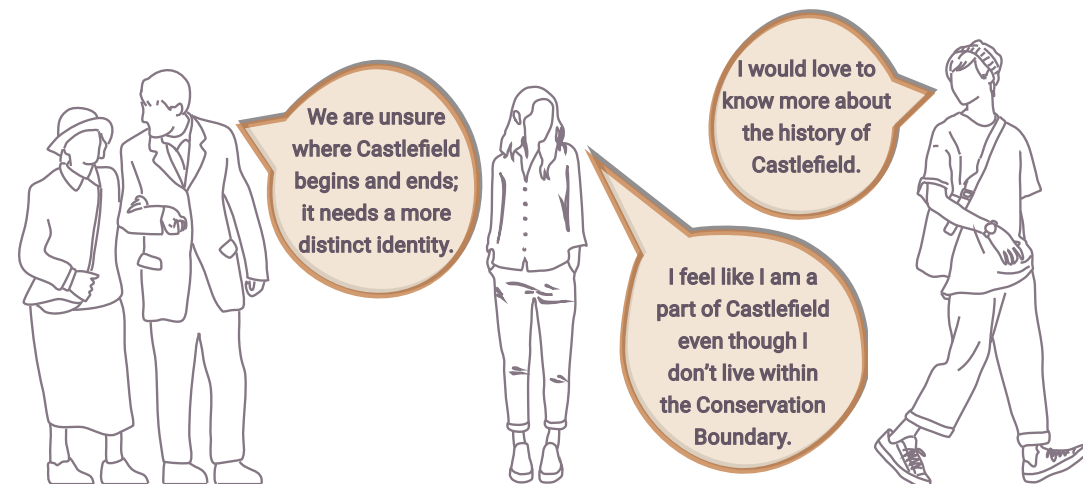
THIS IS CASTLEFIELD

The project is in collaboration with Castlefield Forum to help achieve their vision of the area. Our objective was to make a positive contribution to the area by using different branding methods in order to enhance the identity of the area.

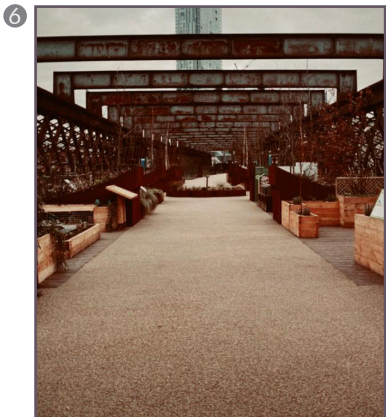
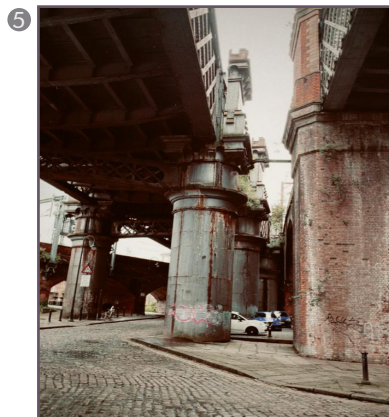
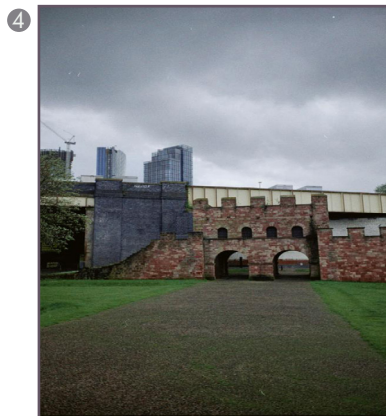
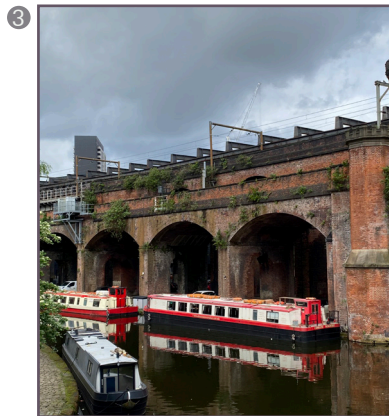
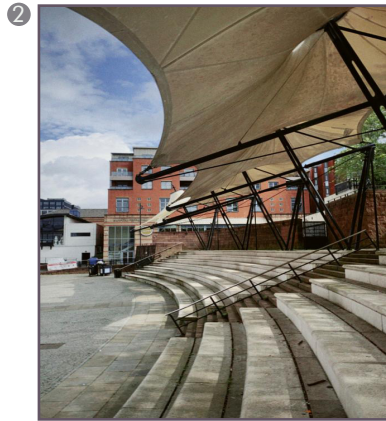
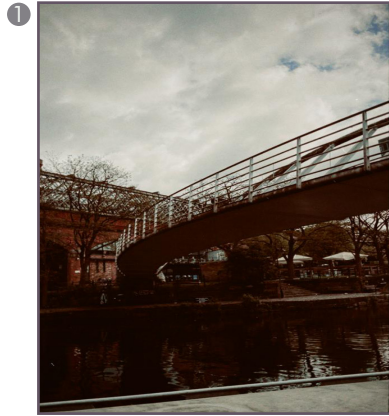
The MSA Live event encouraged students to engage in the project by carrying out site visits and analysis, mapping existing urban conditions, and proposing place-making interventions to bring the community together. In order to do this the project used the concept of identity and branding to provide a theme for the area.

We started the design with the title 'What is Castlefield?' as a question for us as designers. The blurred boundaries into Deansgate and Hulme together with the lack of true architectural style has left Castlefield in a 'no mans land' regarding its identity. Further to this we hope that our proposals can give the ability to provide an identity and continuity to the area moving the design to 'This is Castlefield' to demonstrate the new branding and theme.

Moreover, together with the BA1 & BA2 students we hope to collaborate to create a full new branding package including a new logo for the client as well as; QR Code information zones, street lighting, planters, bus stops and benches.



THE SITE



THE AREA

On the first day, we did a tour with the BAs through Castlefield, to select points of interest, and introduced them to the blurred lines of the site. This was done so the BA students could assist with sketching initial furniture designs.

These are images taken throughout our initial journey through Castlefield. We walked throughout the canals, capturing the spirit of the neighbourhood and its industrial yet historical nature. The Roman Ruins were a big part of the heritage of the site, as this formed the base of our concept for giving a new identity to Castlefield. We noticed whilst walking along the newly refurbished viaduct that there was repetition of corten steel and timber materials which we intend to apply to our design.

- ① Castlefield Basin
- ② Castlefield Bowl
- ③ Castlefield Canal
- ④ Roman Fort
- ⑤ Under Viaduct
- ⑥ On Viaduct



HISTORY



Map of Castlefield in 1900

Between 1758 and 1761, the Duke of Bridgewater employed James Brundley to build the first canal of Britain and its purpose was to transport coal. In 1804, as consequence of this success, it was opened as the Rochdale Canal. Large warehouses were then built alongside the growth in trade and population. Unfortunately, most of these were demolished in 1900's but some remained. An example of this is the Merchants' Warehouse, located at the head of the basin.

In 1879, Liverpool Road opened a railway station. During the 20th century both of the canal and rail transport declined and they were then used as leisure areas.



Map of Castlefield in 1950

The conservation area boundaries were designed later in 1979. This area started to be used mainly for leisure purposes which led to Liverpool Road station being sold for £1. This was later turned into the Museum of Science and Industry (MOS) making it the centrepiece of Britain's first Urban Heritage Park. During the 2002 Commonwealth Games the Castlefield arena became a popular event space and is still used to this date by the public. It was during the period of the 1950's that the Viaduct was threatened to be dismantled. Luckily this plan was annexed and it was later redeveloped into a sky park open for visitors.



Map of Castlefield in 2023

The proposal to restore the Roman gardens was executed in 2015 in which a replica of the wall and fort ruins were built. These ruins are placed within the Roman heritage site with the objective to provide a destination and define Castlefield's identity. The Church of St. George on Chester Road built in between 1826 and 1828, is undergoing a negotiation to plan a re-use of the building. Castlefield is now home to galleries and museums and often hosts gigs and events while many of the old warehouses have been turned into upmarket apartments.

THE ATMOSPHERE



LANDUSE

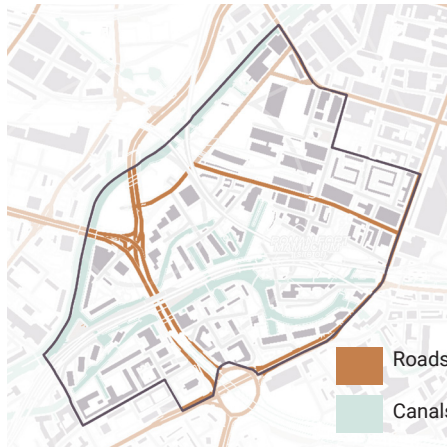
Overview Map

Castlefield is a combination of green spaces, roads, canals, pathways, buildings etc. The conservation area's boundaries are defined along the River Irwell, New Quay Street, Quay Street, Lower Byrom Street, Culvercliff Walk, Camp Street, Deansgate, Bridgewater Viaduct, Chester Road, Arundel Street, Ellesmere Street, Egerton Street, Dawson Street and Regent Road, although, they are not well defined. Castlefield can be split into: the northern area, populated by the Science & Industry museums and the Old Granada Studios, the canals act as a centrepiece connecting these heritage areas to the upscale housing and office buildings.



Roads & Canals

The canal was initially developed for the transport of coal from the warehouses throughout Manchester. The roads were later developed to support this transport system. Today, the canals are a centre for tourism and the heritage Manchester. Liverpool road gently slopes down towards the river Irwell hence connecting the area occupied by the Roman roads and the fort with the north. This site is now occupied by Deansgate. On the east side of Liverpool Road, there are lots of small scale buildings that are the residue of housing which are now re-purposed for commercial uses.



Green Space

Throughout its development, Castlefield has been dominated by its industrial warehouses and its transport systems, meaning trees & green spaces have little significance to the area. However today, since Castlefield is seen as an area of tourism and leisure, green spaces have been developed focusing on new trees and the conservation of the Roman gardens. The development of Castlefield Viaduct into a sky garden is a key example of re-purposing existing, unused spaces and transforming them into an accessible green space for the local community.



Listed Buildings

Over the years, Castlefield has had significant changes with the refurbishment and re-purposing of old buildings and warehouses into flats, offices, galleries and studios. After numerous repairs and modifications, the Liverpool Road station complex has been re-purposed into a house of exhibits for the museum of Science and Industry. The buildings around it are considered as exhibits themselves, providing an ideal setting for smaller items inside. The viaducts were the first of their type and are now vital artefacts in the history of Manchester, and its railways.



Street Lights

The area of Castlefield features canals which we noticed as poorly lit. Walking along the paths, we thought that if more attention was paid to the lighting of Castlefield, this would create more attention to the area, making it a spectacle for people to visit at all hours. We also noticed the lack of consistency for the lighting in the surroundings. If this proposal was to be expanded, we would request the client to hire or find a lighting consultant to assist with placing the lighting in more dramatic ambient settings, and highlight the heritage features such as the steelworks under the viaduct and the Roman fort.



Designated Areas

Three areas which we believe are significant to Castlefield are the Castlefield Bowl, Castlefield Basin and the Mancunium Roman fort. We believe they are significant as they are the main spaces that invite people into the area, and give a public recognition to Castlefield and its heritage. What makes these areas important is that they invite the public to stop, sit and think within the busy city life of Manchester. In order to transform Castlefield, by emphasizing its identity through key spaces like these, it will make the people sit and enjoy what Castlefield has to offer.



QR CODES

For visitors to fully integrate themselves in the rich history of Castlefield, we will be proposing QR Codes which will be placed throughout Castlefield's key locations. Three examples have been done to illustrate how we plan for it to appear, these examples include; Castlefield Basin, Castlefield Bowl and the Roman Fort. These QR codes will be linked directly to Castlefield Forum's website and can have interactive elements and videos attached for an immersive experience. We find this method to be the most suitable as the website can be updated and if any new history is wished to be recorded, the only installation would be a QR Code plaque.



QR code linking to the Castlefield Forum website

It's so easy to scan the QR code and find out the history of Castlefield

FUN FACT:
Did you know
Castlefield is the first
recorded settlement
of Manchester



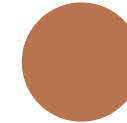
STYLE PROPOSAL

To further assist Castlefield with defining its identity we propose that the colours, fonts and signage remain consistent throughout. Discussions between the master students, the BA students, and the client, led to the creation of a color palette, signage, and a logo to be used throughout the proposal.

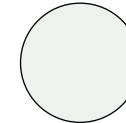
COLOURS



Grey Mauve



Burnt Sienna



Off White



Black

SIGNS

Classic sign design stencil



Futura Bold



Optional : QR code on sign for important streets



Futura Bold (capital)

Reinterpretation sign design stencil



Futura Bold



Futura Bold (capital)

LOGO

Regarding the logo, we proposed a revamp of the existing logo to symbolise Castlefield's modernisation becoming defined and coherent. This logo has elements that represent parts that are important such as:

- Silhouette is a nod towards Castlefield's ancient Roman heritage
- The font is influenced by the Viaduct and its industry inspired by an Artist hired by Castlefield Forum.
- The colour purple was requested by Castlefield Forum when developing a style scheme



BENCHES

Based on the initial sketches as shown below, the BA students were given a Software Workshop to assist with the rendering.

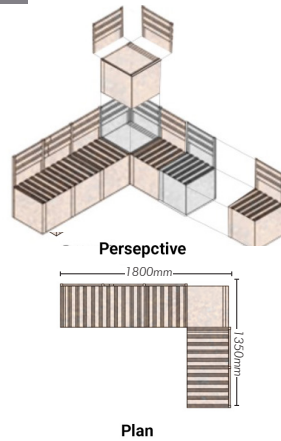
The design was created in 3D by the BA students in SketchUp and Rhino. They were then transferred into Photoshop and materials were rendered onto the furniture.



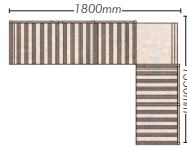
Corten steel



Timber



Perspective



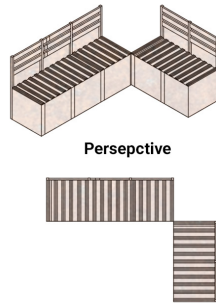
Plan



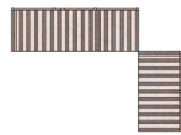
Side Elevation



Front Elevation



Perspective



Plan

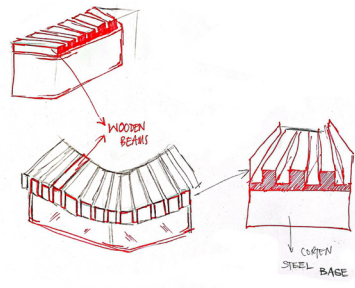


Side Elevation



Front Elevation

Not to scale



Initial sketches



PLANTERS

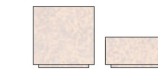
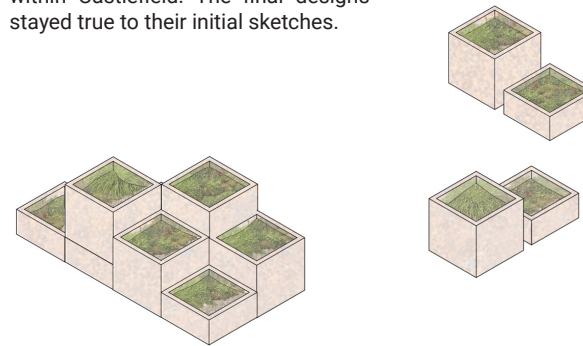
The BA student were the main drivers in developing a modular scheme, which allowed flexibility of placement, within Castlefield. The final designs stayed true to their initial sketches.



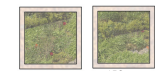
Corten steel



Timber



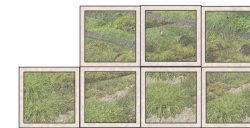
Front Elevation



Plan



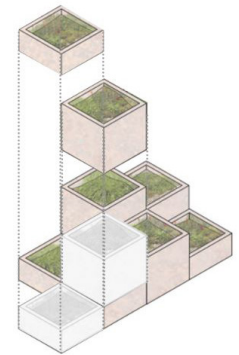
Side Elevation



Plan



Side Elevation



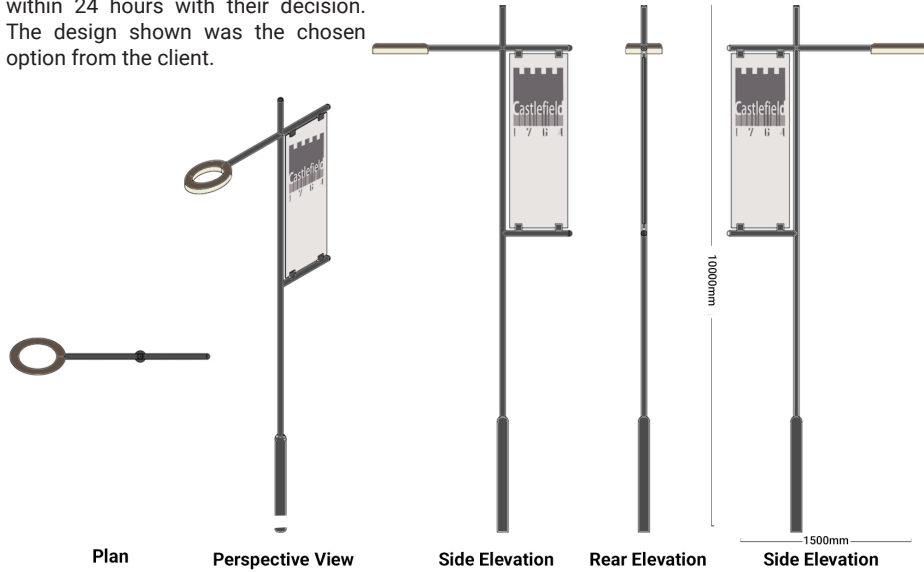
Exploded modular planter

Not to scale



STREET LIGHT

We initially designed two options for the lights, to show the client. During the client meeting, we made sure to ask those present to choose between the two options, and to get back to us within 24 hours with their decision. The design shown was the chosen option from the client.

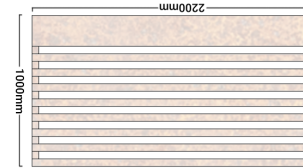


Not to scale

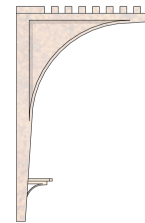


BUS STOP

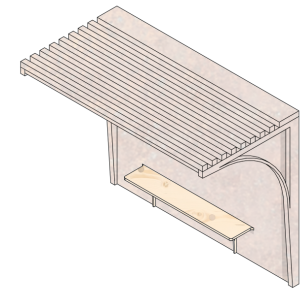
As with the street light, the client chose their favourite option based on them wanting to maintain the industrial appearance and that the alternative option would not provide decent shelter. Upon reflection, if we were to do this again we would focus on more detailed precedents.



Roofplan



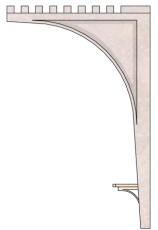
Side Elevation



Perspective View



Front Elevation



Side Elevation

Not to scale



ABOUT

Each year the MSA LIVE programme unites Masters Architecture year 1 students with those in BA year 1 and year 2 and Masters Landscape Architecture 1 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 650 students from 4 cohorts in MSA have worked on 42 projects with partners.

QUESTIONS

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

msalive@mmu.ac.uk

BLOG

live.msa.ac.uk/2023

SOCIAL

#MSALive23

@msa.live.23

@TheMSArch

@MLA_TheMSArch

WEBSITE

www.msa.ac.uk