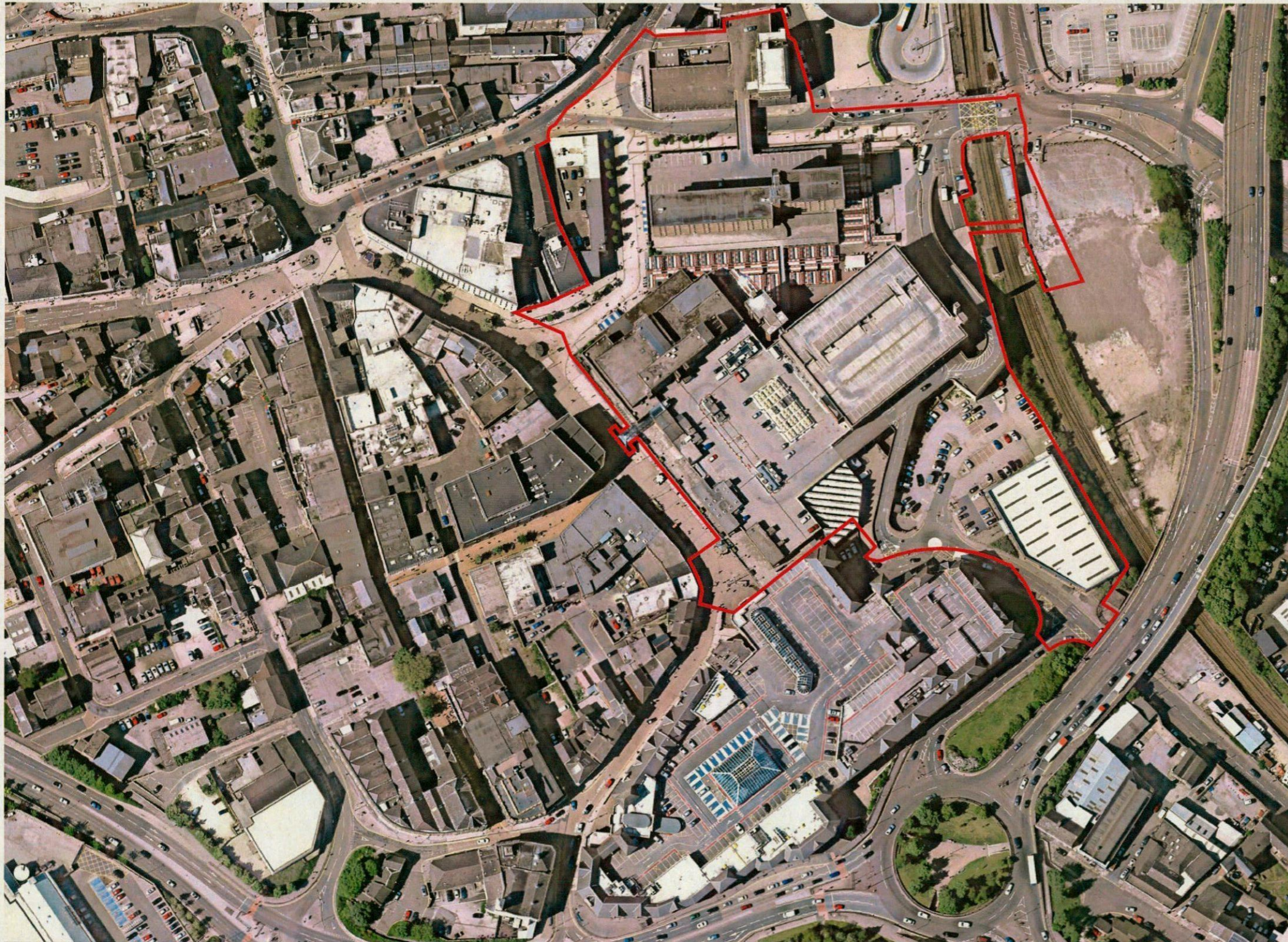




## 4. Urban design and context analysis



### Introduction

This section identifies the baseline design drivers. A rigorous analysis of the site and its context was undertaken by IBI Group during 2014 and has resulted in the following urban design objectives that are described in detail within this section;

- Form
- Movement
- Space
- Use

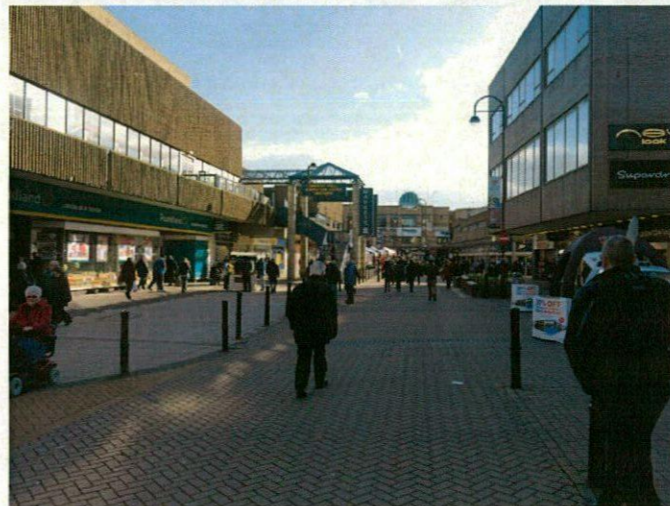
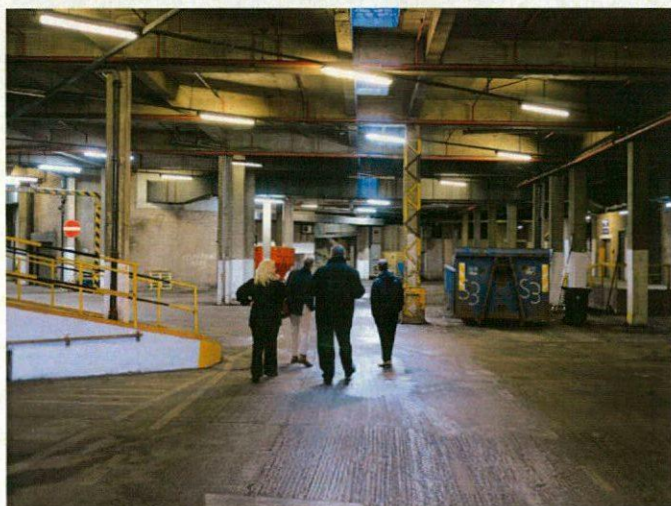
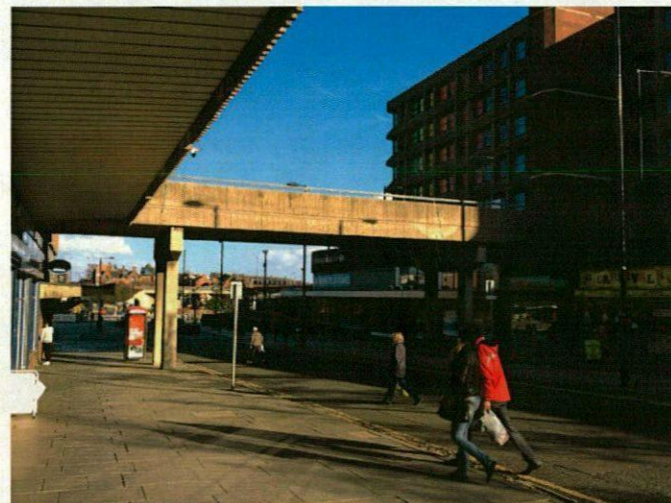
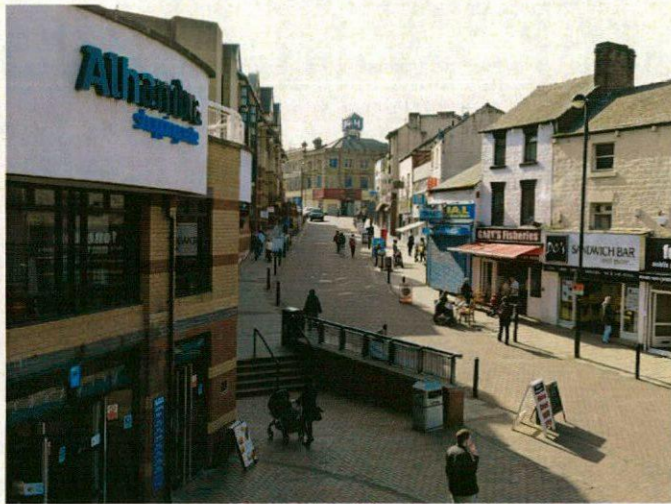
### At the heart of the town

The site, located within Barnsley's central shopping area, forms part of the 1960s redevelopment of the town centre. To the west, running north, south is the railway line, linking with contemporary bus and rail transport interchange to the north west of the site. Immediately behind the TEC building on the north side of Kendray Street, between Midland Street and Eldon Street, is a triangular mix of modest 3 storey office and retail buildings. The opposite side of Eldon Street is within the central town conservation area containing the town hall and historic St. Mary's Church. The retail character of the area continues down along Cheapside and the western boundary of the site with the traditional, domestic scale retail high street opposite the mass of Alhambra Mall shopping centre.

### Project Background

Barnsley town centre has been subject to a number of regeneration schemes. Most recently planning consent was granted for a 'Mixed-use redevelopment, comprising demolition of existing buildings on application site and replacement with retail and leisure elements, including new market, multi-storey car park and surface-level car park, new pedestrian routes, public realm, means of access and landscaping.' (Planning Ref. 2011/0714)

This project failed when the intended anchor tenant pulled out - a move that was representative of the economic conditions and retail market at that time.

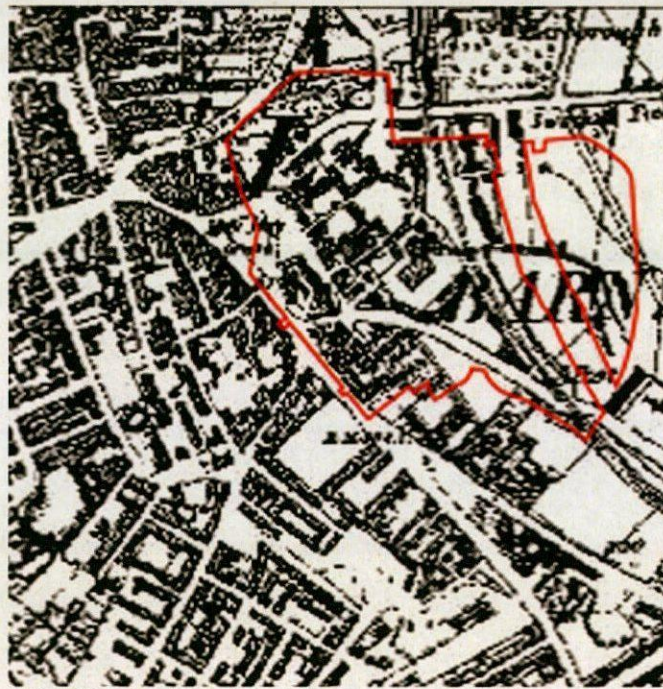


### Site photographs

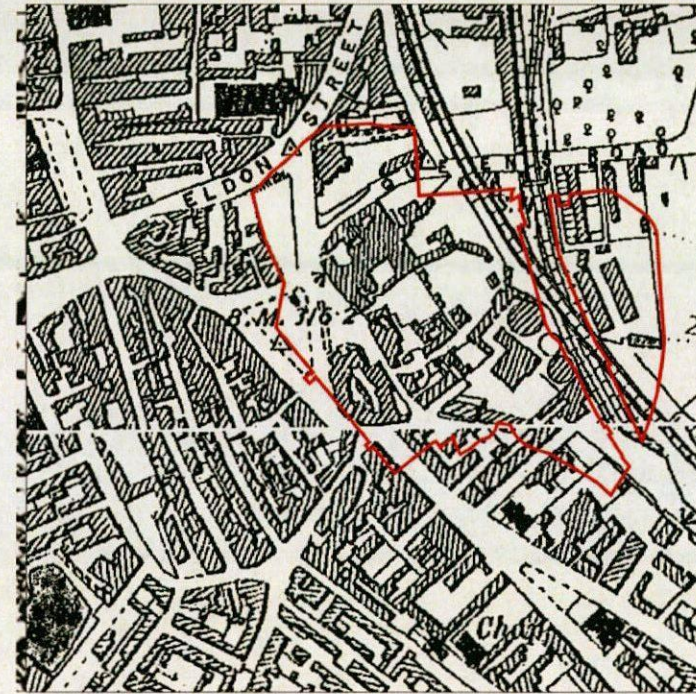
This adjacent images illustrate the general characteristics of the town centre from the sometimes thriving Cheapside to the underutilised and intimidating service zones on Kendray Street.

They describe the dominance of the 1960's developments and the ubiquity of their brown concrete cladding but also the many positive qualities of the surrounding streets and their buildings.

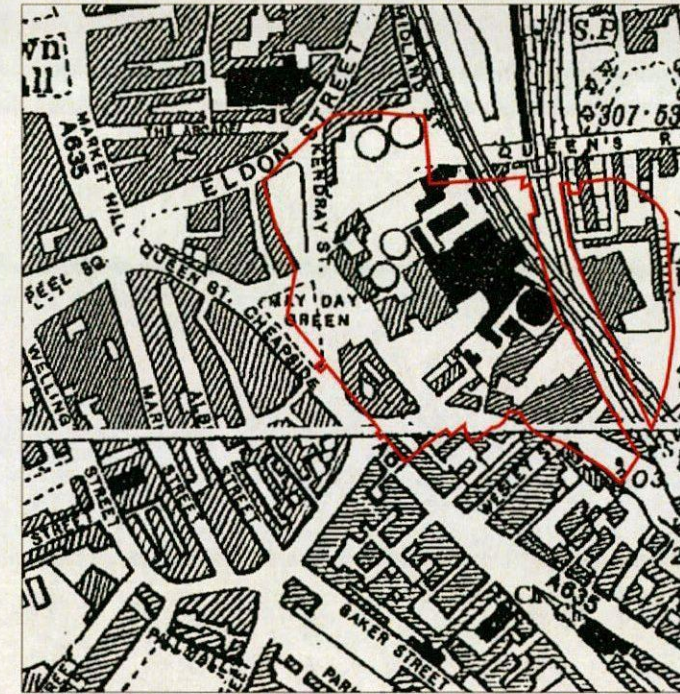
The site analysis studies began with a series of site visits to understand how the area functioned and changed at various days of the week and times of the day. These studies greatly influenced the development of the design from a more dynamic perspective with a focus on people and their movement rather than the static qualities of the town's built environment.



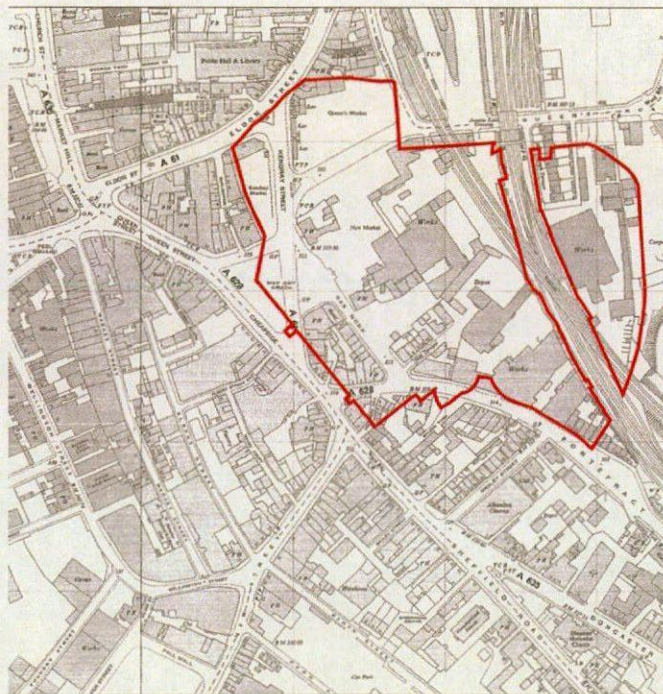
Barnsley 1855



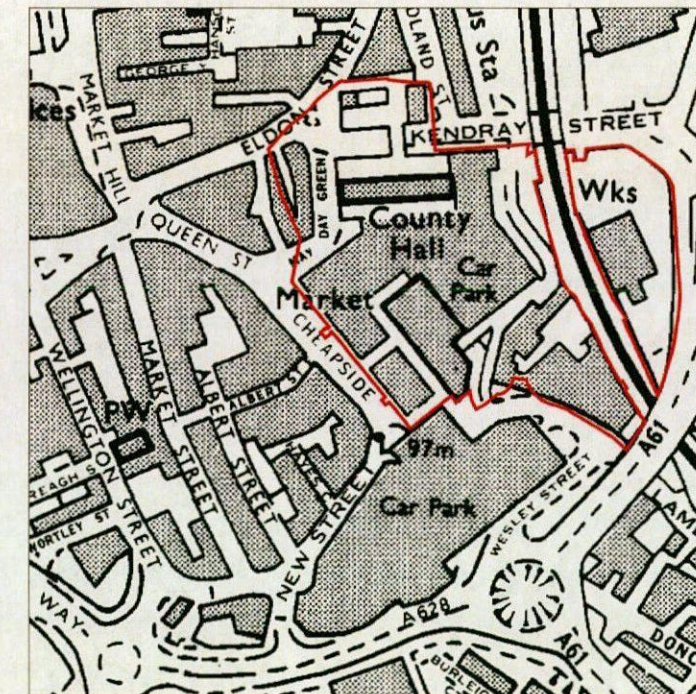
Barnsley 1895



Barnsley 1948



Barnsley 1960



Barnsley 1990



Barnsley Current Aerial View

## Form - Site History

### Early History

Barnsley, probably formed by a ley or clearing alongside the River Dearne, is recorded in the Domesday book as a settlement with a population of approximately 200. It was granted a Royal Charter by Henry III in 1249 to hold an annual four day fair and weekly Wednesday markets. By the 1290's as trade routes developed, the town began to hold three annual fairs and had become the administrative and commercial centre for the region.

### 18th Century

Coal mining developed in Barnsley from the 14th century. The industry was supplemented by the arrival of a glass blowing works in the town in the 17th century, coinciding with the development of the town as a staging post for coaches as trade routes improved.

### 19th century

The population grew at a staggering rate from 3,606 in 1801 to 41,540 in 1901. The opening of the canal in 1799 and the arrival of the railways in 1850 enabled further growth. This created a significant expansion of the town with the original market place redesigned in 1823 creating Eldon, Pitt and Peel Streets cutting through the original road pattern to create new industrial sites.

### 20th Century

Coal mining continued until reserves began to deplete in the 1940's and the last coalfield at Goldthorpe closed in 1994. This coincided with a period of decline.

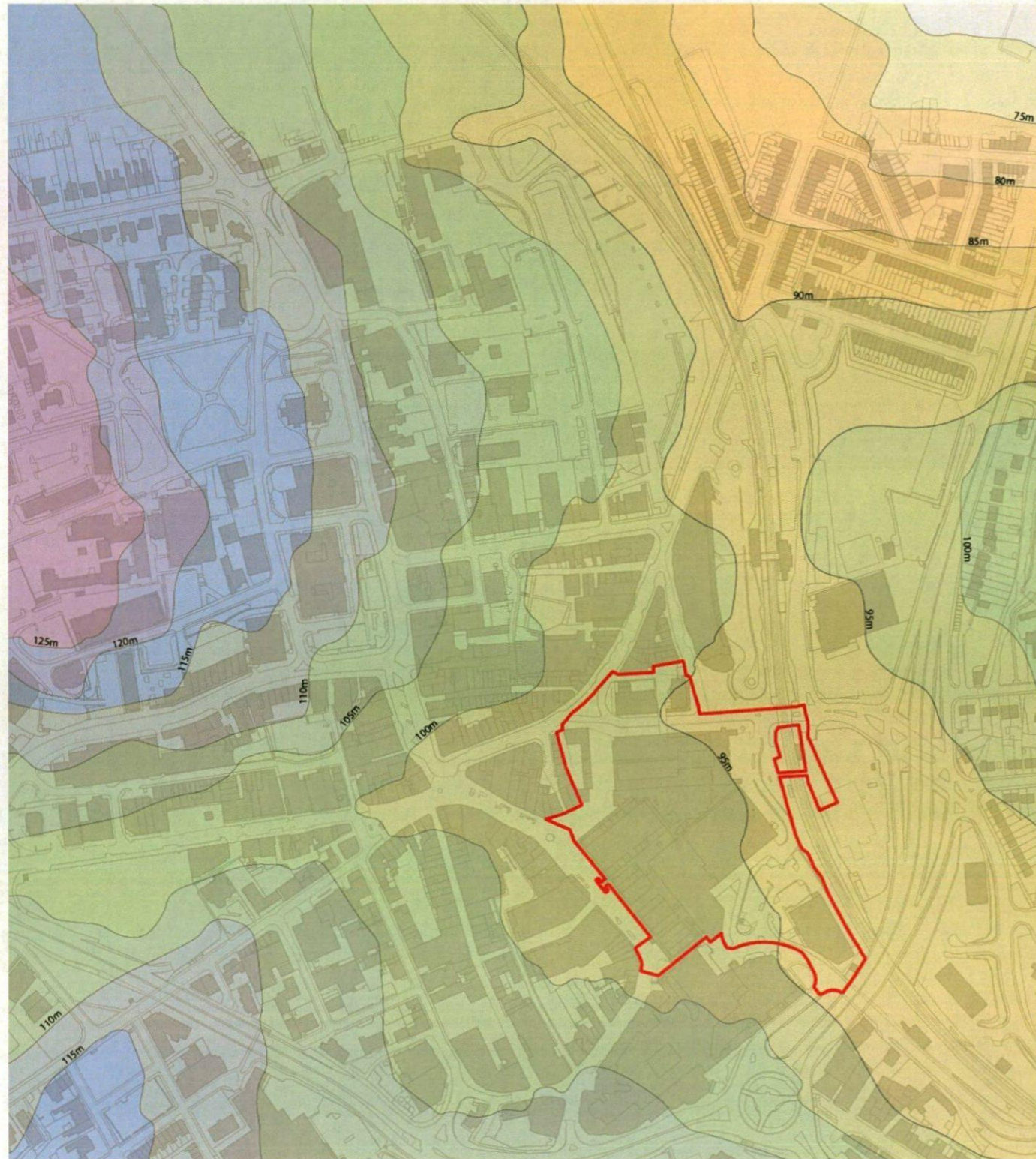
### Post war development

In the 1960's much of the centre of Barnsley was redeveloped including the area around Cheapside including the parade of shops on May Day Green, the Metropolitan Centre and Central offices.

These developments affected significant change on the town's historic built environment with traditional streets lost to the detriment of the pedestrian experience and reducing connectivity within the town centre.

### 21st Century

The 1960's planning theory which favoured the segregation of different uses led to monolithic containers of a single function. Many of the buildings developed during this period and are now unloved, vacant or earmarked for demolition or redevelopment - including the Metropolitan Centre.



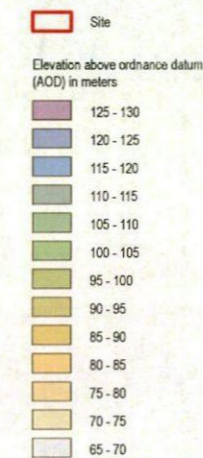
### Form - Topography

The dramatic topography of Barnsley is one of its defining features and has been a major influence in how the town has grown.

As illustrated on the adjacent plan the highest point within the town is on Churchfield to the west of the Town Hall which itself commands a fine elevated aspect on Church Street.

The topography falls away from this area to the south east towards the retail centre. Church Street and Queen Street fall into Cheapside before the landscape rises again up New Street.

At a local scale, however, the town centre is largely flat with only localised changes in level that were predominantly man made during the 1960's development.





### Form - Scale

The Metropolitan Centre dominates the town centre despite being predominantly only 2 storeys tall. It's mass is tempered on the first floor with a series of recessed elements that form an external terrace. This modelling is largely lost at street level due to the prominent concrete rail that forms an open arcade to Cheapside and May Day Green. This element also lends the building a particularly strong horizontal emphasis.

Despite some of these less positive observations the singular mass of the building was recognised as a positive feature during the consultation process as it holds the potential to present a strong image for the refurbished markets.

The demolition of the Central Office building will give the Metropolitan Centre greater legibility and importance within the urban grain of the town. The treatment of the external envelope as part of the refurbishment is therefore of great importance.

Key

Red outline	Site
Light Blue	1 Storey
Light Grey	2 Storey
Blue	3 Storey
Green	4 Storey
Purple	5 Storey
Orange	6 Storey
Dark Blue	8 Storey