

BUILDING FRONTAGE IMPROVEMENTS

STATION ROAD - ASHINGTON

STATION ROAD

The Ashington Building Frontage Improvement (BFI) Scheme is being funded by the County Council and is developing with the support and input of Ashington Town Council and Ashington Town Team. It is intended to provide a boost to the street scene, public realm and shopfronts on the High Street.

The scheme is part of the wider Ashington Investment Plan aimed at revitalising the town including the development of Portland Park, the recently opened new Leisure Centre and the £1.5m investment through the Station Road Improvement Scheme which has improved the look of the street and re-opened Station Road to traffic.



THE PROJECT SO FAR...

Mosedale Gillatt Architects have completed the first stage of their commission including an appraisal of Station Road currently. This involved assessing the general condition of the buildings and shopfronts as well as the contribution they make to the shopping street. At the same time they have started to look at the potential opportunities for improving Station Road, and would welcome the views of those that know and use Station Road at this early stage in the process before the scheme is delivered during 2017 and 2018.

“Many of the buildings are highly distinctive and offer a unique character to the town, and the Building Frontage Improvement Scheme can help rejuvenate the town centre.”



YOUR VIEWS MATTER

We would love to hear your thoughts on our plans so far.

POSITIVE CONTRIBUTION

- IMPRESSIVE SCALE AND INTEREST TO THE STREET UNIQUE TO ASHINGTON
- DISTINCTIVE LENGTHS OF UNINTERRUPTED RED BRICK TERRACES
- TERRACES PUNCTUATED BY IMPRESSIVE LARGE SCALE BUILDINGS OF DIFFERENT MATERIALS
- EXCELLENT STREETScape AND LANDSCAPING
- CORNER BUILDING DENOTES ENTRANCE TO STREET (EAST)
- IDENTIFIABLE AND CONTINUOUS HIGH STREET

NEGATIVE CONTRIBUTION

- OVERSIZED, OR DIFFERENT SIZED SIGNAGE/ FASCIAS DOMINATE STREET
- OVERALL QUALITY AND CONDITION OF SHOP FRONTS IS POOR IN CONTRAST TO NEWLY INSTALLED HARD LANDSCAPING
- SOME BUILDINGS IN POOR CONDITION (VEGETATION GROWTH, LACK OF MAINTENANCE, WINDOWS ETC) AT UPPER LEVELS
- WEST ENTRANCE TO STATION ROAD IS NOT INVITING OR INTEGRATED INTO THE STREET
- BLANK FACADES (WINDOWS INFILLED)

NORTH SIDE



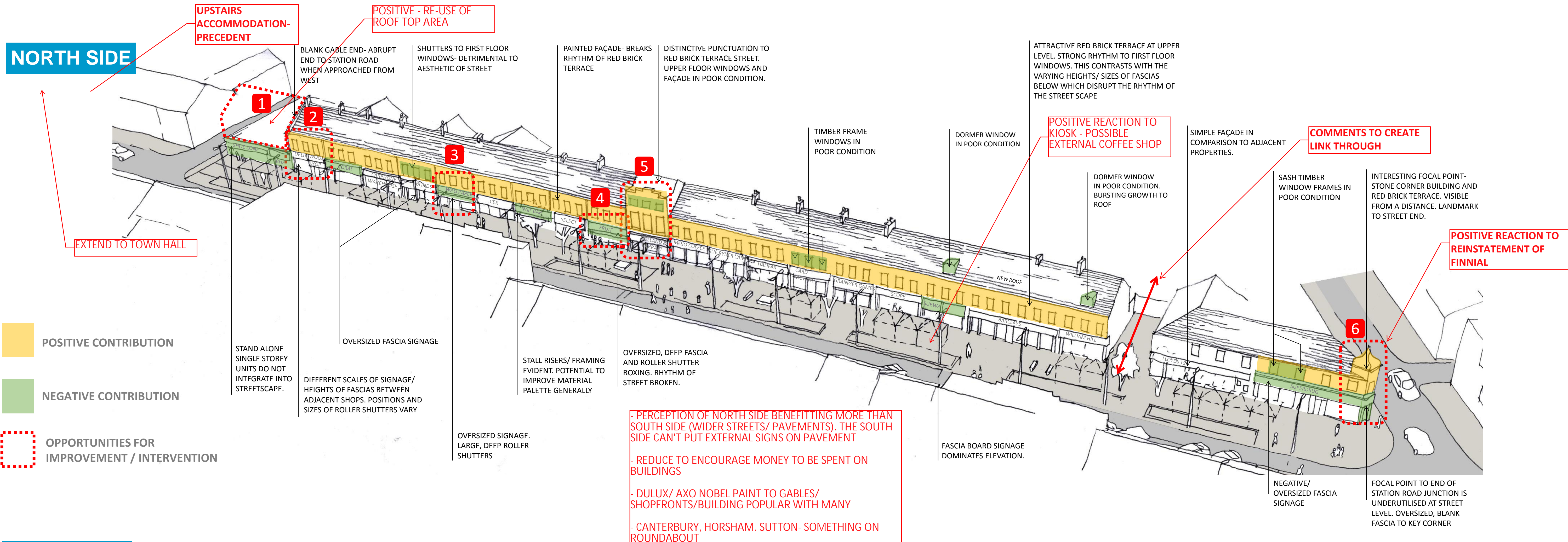
SOUTH SIDE



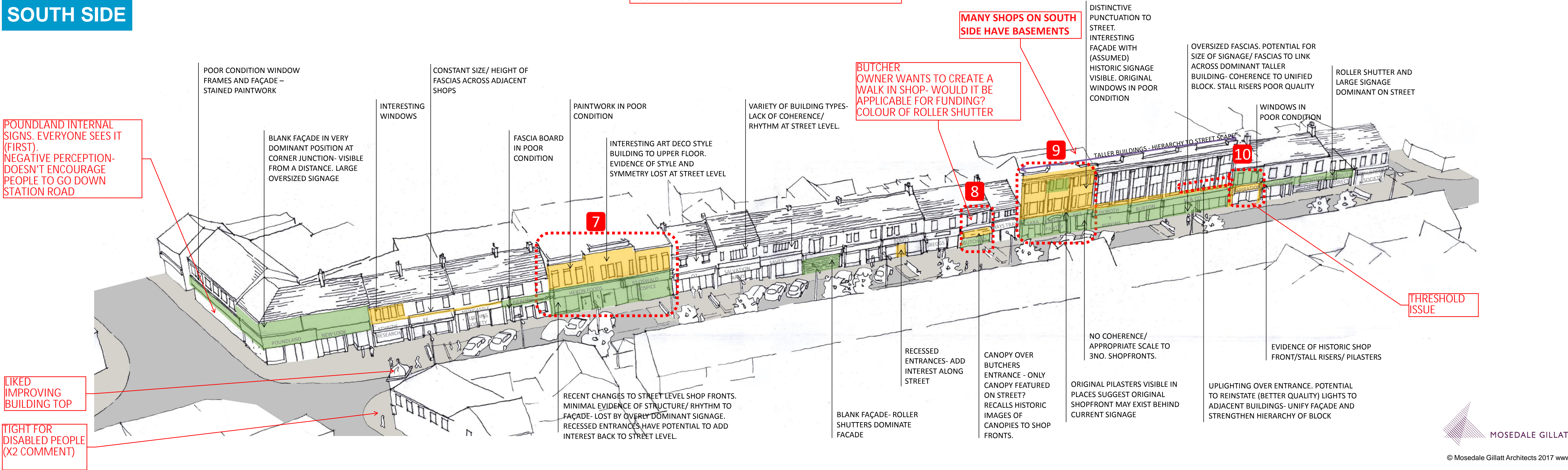
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NORTH SIDE



SOUTH SIDE



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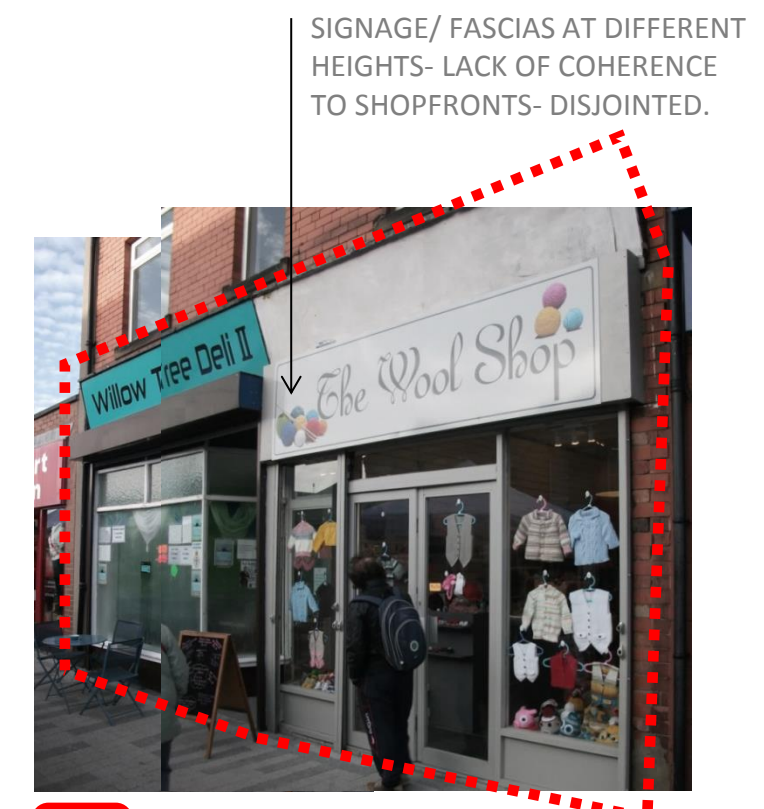
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NORTH SIDE

COMMENTS NOTED VARYING HEIGHTS OF SIGNAGE AS A NEGATIVE



- 1**
- POTENTIAL FUTURE DEVELOPMENT SITE - 2 STOREY ADDITION
 - ARTIST INPUT TO IMPROVE GABLE END
 - SIGNAGE AND LIGHTING TO PROVIDE A FOCAL POINT TO THIS KEY POSITION ALONG STATION ROAD



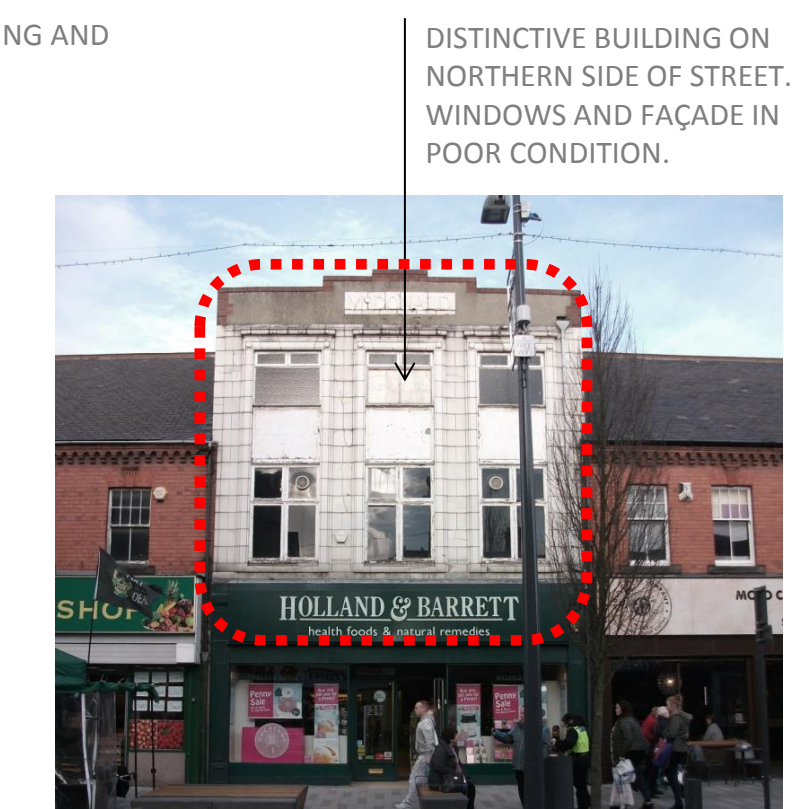
- 2**
- POTENTIAL FOR NEW SHOP FRONTS TO UNITE THE TWO SHOPS WHILST MAINTAINING THEIR OWN SEPARATE IDENTITIES



- 3**
- NEW SHOP FRONT FEATURES TO IMPROVE STREETSCAPE



- 4**
- POTENTIAL FOR A NEW SHOP FRONT WITH INTEGRATED ROLLER SHUTTERS AND CORRECTLY PROPORTIONED SIGNAGE. POTENTIAL TO INTRODUCE RAMPED ACCESS INTO THE SHOP



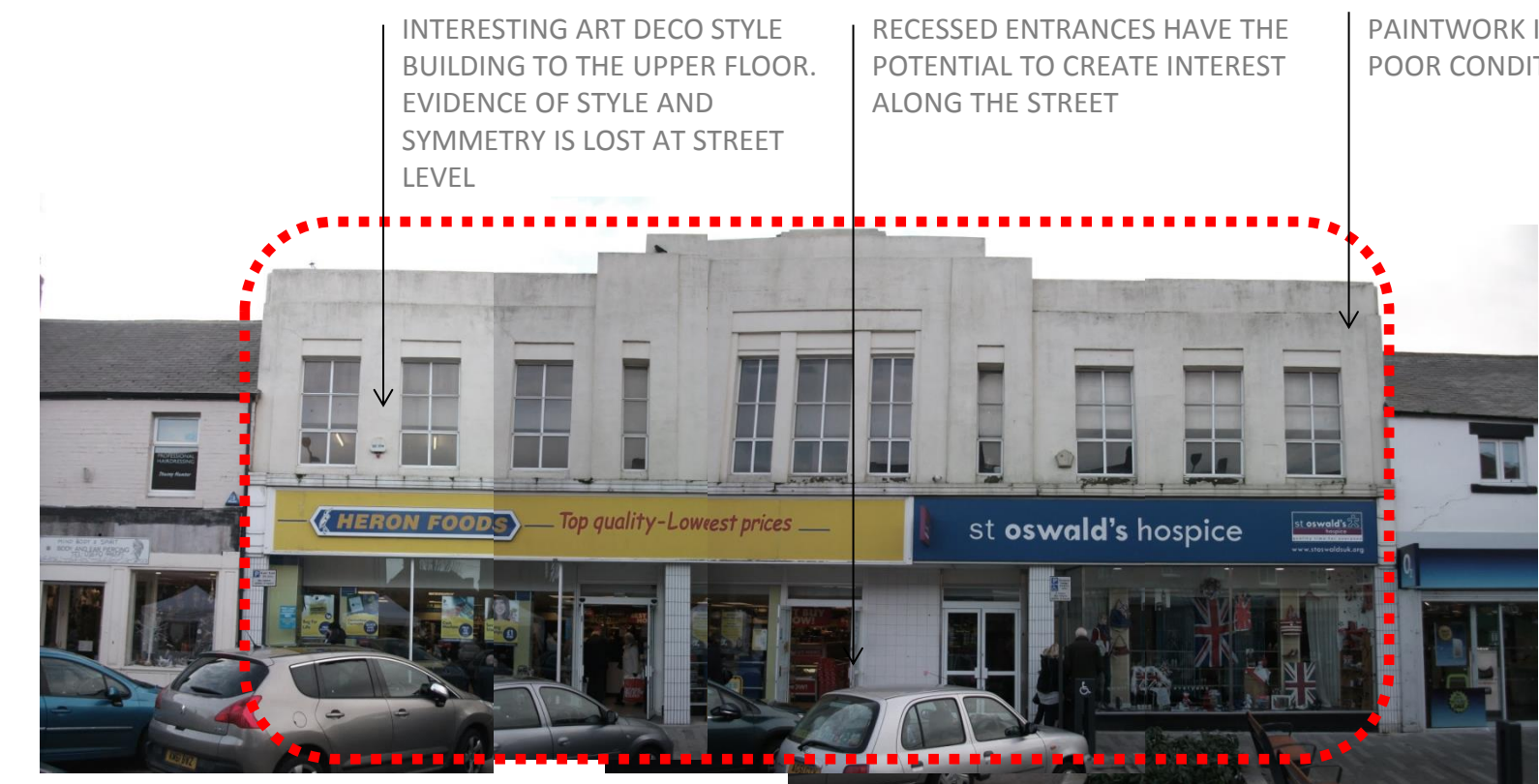
- 5**
- REMEDIAL WORKS TO THE WINDOWS AND FAÇADE TO IMPROVE THE CONDITION OF THE BUILDING



- 6**
- REMEDIAL WORKS TO UPPER FLOOR WINDOWS. CLEAN UP STONEMWORK, REINSTATE A NEW SHOP FRONT TO THE CORNER UNIT. CREATE A FOCAL POINT TO THE PROMINENT LOCATION. POTENTIAL TO INTEGRATE EXTERNAL LIGHTING

POSITIVE REACTION TO ARTWORK SUGGESTION

SOUTH SIDE



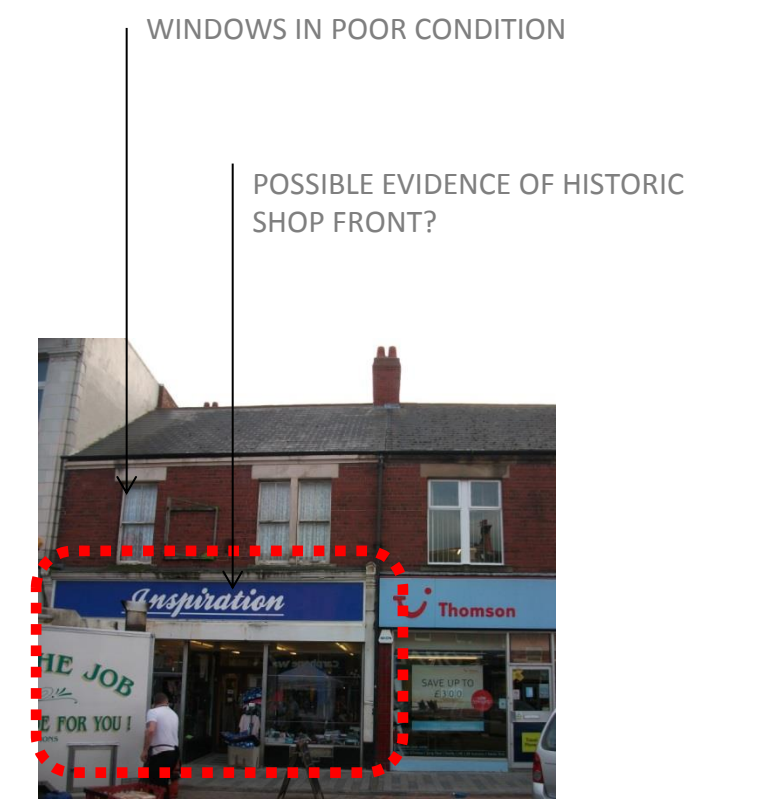
- 7**
- REFURBISH UPPER LEVEL FAÇADE AND WINDOWS. REINSTATE SHOP FRONT PROPORTIONS AT GROUND FLOOR LEVEL TO REFLECT THE SYMMETRY OF THE BUILDING ABOVE



- 8**
- REINSTATE SHOP FRONT TO IMPROVE PROPORTIONS AT STREET LEVEL. ITS POSITION ON STATION ROAD HAS THE POTENTIAL TO LIFT THE AESTHETIC OF STREET



- 9**
- REFURBISH UPPER LEVEL FAÇADE AND WINDOWS. REINSTATE THE SHOP FRONT PROPORTIONS AT GROUND FLOOR LEVEL TO REFLECT THE SYMMETRY OF BUILDING. EXTEND FASCIA TREATMENT ACROSS THE BUILDING BLOCK TO GIVE A HIERARCHY TO STREET LEVEL. POTENTIAL TO INSTALL EXTERNAL LIGHTING TO PROVIDE VISUAL INTEREST AT NIGHT, UNIFY THE FAÇADE AND STRENGTHEN THE HIERARCHY OF THE BUILDING BLOCK ON THE STREET. ORIGINAL PILASTERS ARE VISIBLE IN PLACES WHICH SUGGEST THAT AN ORIGINAL SHOPFRONT MAY EXIST BEHIND THE CURRENT SIGNAGE. THERE IS A POTENTIAL TO REINSTALL THE EXISTING SHOPFRONTS

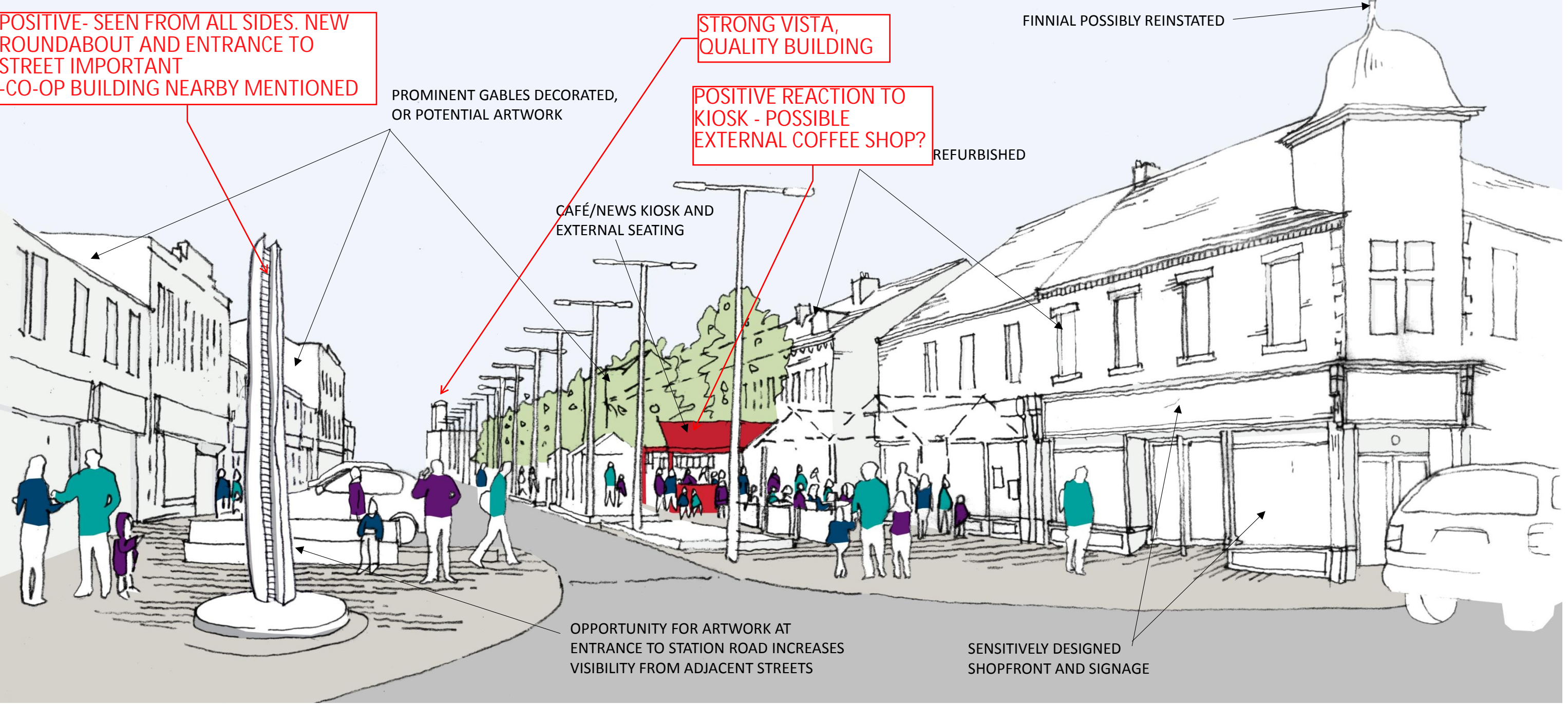


- 10**
- POTENTIAL TO CARRY OUT REMEDIAL WORKS TO UPPER FLOOR WINDOWS AND TO REINSTATE THE ORIGINAL SHOP FRONT

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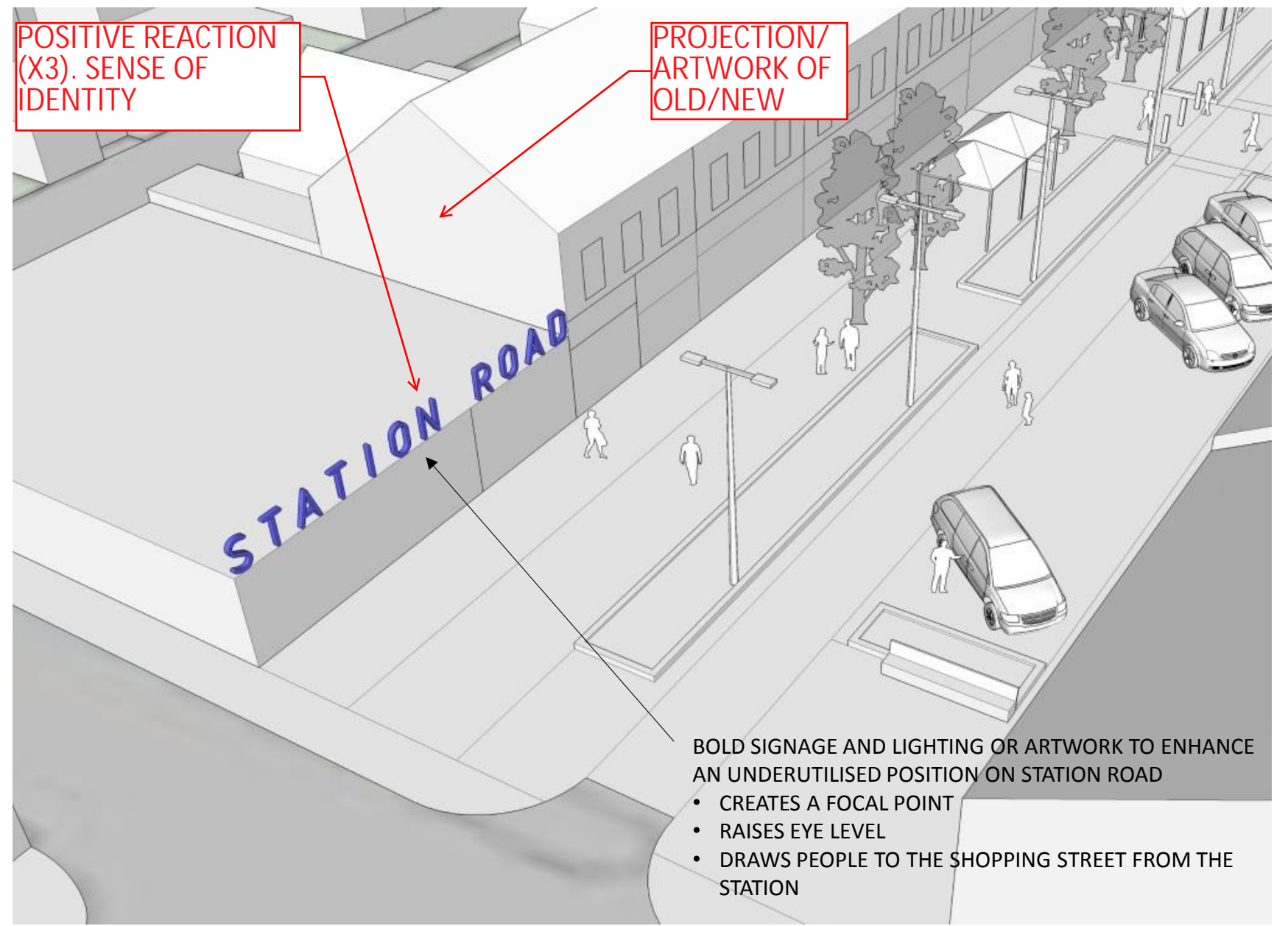
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VISUALISATION – EASTERN APPROACH TO STATION ROAD



POSSIBLE CHANGES THAT COULD BE IMPLEMENTED TO STATION ROAD

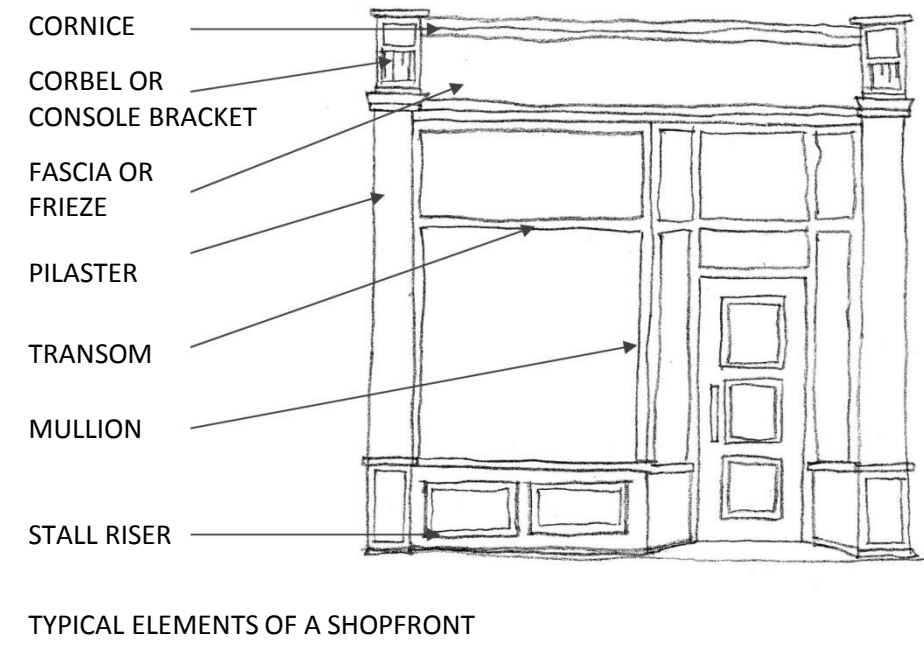
VISUALISATION – WESTERN APPROACH TO STATION ROAD



ARTWORK / SIGNAGE – TEMPORARY / PERMANENT CHANGES TO IMPROVE WESTERN APPROACH



HISTORIC IMAGES OF STATION ROAD



POSITIVE REACTION TO INSTALLING HISTORIC SHOPFRONTS

YOUR VIEWS MATTER

WE WOULD LOVE TO HEAR YOUR THOUGHTS ON THE PLANS SO FAR.

PRECEDENTS – CANOPIES, LIGHTING, CORNERS



INTEREST ADDED TO STREET THROUGH CANOPIES TO SHOP FRONTS



POSITIVE REACTION (X3) TO CANOPIES. PROVIDES SHELTER FROM THE RAIN, ADDS COLOUR



ACTIVITY OF CAFÉ EXTENDS IN FRONT OF SHOP FRONTS (BLYTH)



BEFORE



AFTER