

PARK STREET PUBLIC ART STRATEGY



CAMBRIDGE PARK STREET
(APARTHOTEL AND PUBLIC CAR AND
CYCLE PARK)

CLIENT: MARICK MANAGEMENT LTD

DECEMBER 2020

MARICK

Introduction

Marick Management Limited (MML) is the Developer of the site known as Park Street. Cambridge City Council (CCC) is the freeholder of the site and the operator of the public car park. Staycity is the operator and tenant of the Aparthotel which is moving forward as a 4* Premium Wilde brand.

MML secured full planning consent for the proposed development in December 2019 ref: 19 /1159 /FUL for the demolition of the existing 1960s car park and the redevelopment of a triple basement public car park (225 spaces plus cycling and motorcycle provision) and five storey Aparthotel with publicly accessible central courtyard. Subsequently a Section 73 has been approved ref: 20/03373/S73.

Planning Condition 32 requires a Public Art Delivery Plan to be provided:

“No development above ground level, other than demolition, shall commence (or in accordance with a timetable agreed in writing by the Local Planning Authority), until a Public Art Delivery Plan (PADP) has been submitted to and approved in writing by the Local Planning Authority. The PADP shall include the following:

- a) Details of the public art and artist commission;*
- b) Details of how the public art will be delivered, including a timetable for delivery;*
- c) Details of the location of the proposed public art on the application site;*
- d) The proposed consultation to be undertaken;*
- e) Details of how the public art will be maintained;*
- f) How the public art would be decommissioned if not permanent;*
- g) How repairs would be carried out;*
- h) How the public art would be replaced in the event that it is destroyed;*

The approved PADP shall be fully implemented in accordance with the approved details and timetabling. Once in place, the public art shall not be moved or removed otherwise than in accordance with the approved maintenance arrangements.”

Reason: ‘To accord with the provisions of Cambridge City Council Public Art SPD (2010) and policies 55 and 56 of the Cambridge Local Plan 2018.’

Public Art Delivery Plan and Purpose

This Public Art Delivery Plan is solely for this development and not linked with any of the neighbouring sites, apart from discussions and consultation with adjoining properties and public as appropriate. The Plan identifies options and proposals, where applicable, for public art within the proposed development and sets out the themes, concept, design intent, specialists or intended engagement and the process which will be followed to enable the public art components to be delivered as part of the development.

It is noted that in the consented planning '19 /1159 /FUL' and '20/03373/S73' that locations and concepts of the public art were included in documentation setting out the proposals. There were no objections raised to these proposals and the design and budget has therefore been developed on the basis of these proposals.

The Public Art Delivery Plan establishes the background of this development, the brief, and potential approach for the artwork being commissioned and provides examples of integrated artworks within the courtyard and building perimeter, facade and fabric. The Brief has been designed to encourage a level of creative freedom with the respective artists and designers, within the key delivery parameters, budget and design intent which were identified at planning stage. Location and size placeholders have been identified and coordinated as much as possible with the architecture and design as it has developed and as part of the consented planning documents.

The artwork is being commissioned to augment the new development, enhancing the publicly accessible space provided throughout the scheme; around the perimeter, in the courtyard and views for the Aparthotel guests and visitors. The focus for the artwork is to animate the areas, provide an appreciation and context of the history of the site, and to create a sense of interest and intrigue around the building perimeter and inside the courtyard. There are proposed to be static art 'installations', as well as displays but also seamless integration of art into the architecture of the building and landscaping.

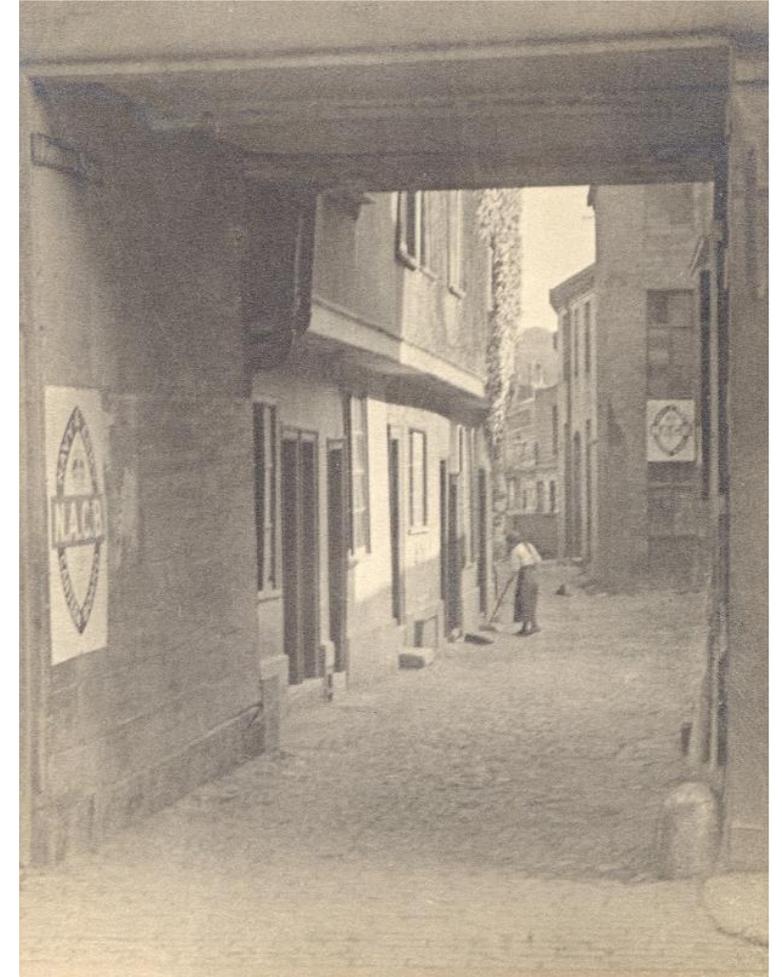
Site History and Context

- **17th Century** - David Loggan's map of Cambridge (top right) shows the linear plot layout to the north-east of the Round Church, the site is encircled. Frontage buildings faced onto Bridge Street and ancillary functions were carried out to the rear as well as providing cottage accommodation for the poor. Gardens/orchards are laid out to the rear of the burgage plots with an extensive orchard at the corner with South Park Street. Further east are a number of fish ponds aligned east to west.
- The Kings Ditch is thought to run close to the proposed site, possibly following the line of the existing Park Street and New Park Street. The ditch is thought to have had a defensive capacity before the Norman conquest, possibly being dug during the Danish era.
- **1900s** – The later 1903 Ordnance Survey plan (bottom right) shows how the linear plots shown have been partially retained but significantly extended to run all the way to what became Park Street. The existing car park site is outlined in red. The cottages on the west side of Park Street were demolished to widen the road for the motor vehicles.



Discovering Jordan Yard

- **Jordan's Yard** was a narrow lane lined on both sides by two and three storey buildings, used as dwellings and workshops. Photographs from the Cambridge Collection show a cobbled lane with tightly compacted buildings, some of which are jettied at first storey. Whilst creating a quaint character and appearance it is likely in the 19th century that these lanes were dark, dirty and uninviting.



Staycity 'Wilde' Aparthotel



STUDIO (TYPICAL)



1 BED (TYPICAL)



Marick has partnered with the operator, Staycity Group ("Staycity") is the leading independent Aparthotel operator in Ireland, the UK and Europe:

- Staycity currently operates 2,500 rooms across 20 locations;
- The company launched the Wilde Aparthotel brand in March 2018 in central London; with other locations currently in development;
- Staycity has identified Cambridge as one of their key UK locations;
- This Aparthotel is a Premium brand which is looking to attract leisure and business guests who will enjoy the City's many cultural and historic attractions as well as its restaurants, pubs, cafes, shops, and businesses.
- Staycity will be the operator of the Aparthotel at Park Street and will be responsible for the maintenance of the artwork.



- Upscale Brand
- 4+ Star Category
- Short and Extended Stays
- Design led to a higher standard of products and material with curation
- International Locations:
Capital and Significant Cities.
Prime Locations.
- Enhanced F&B Offering.

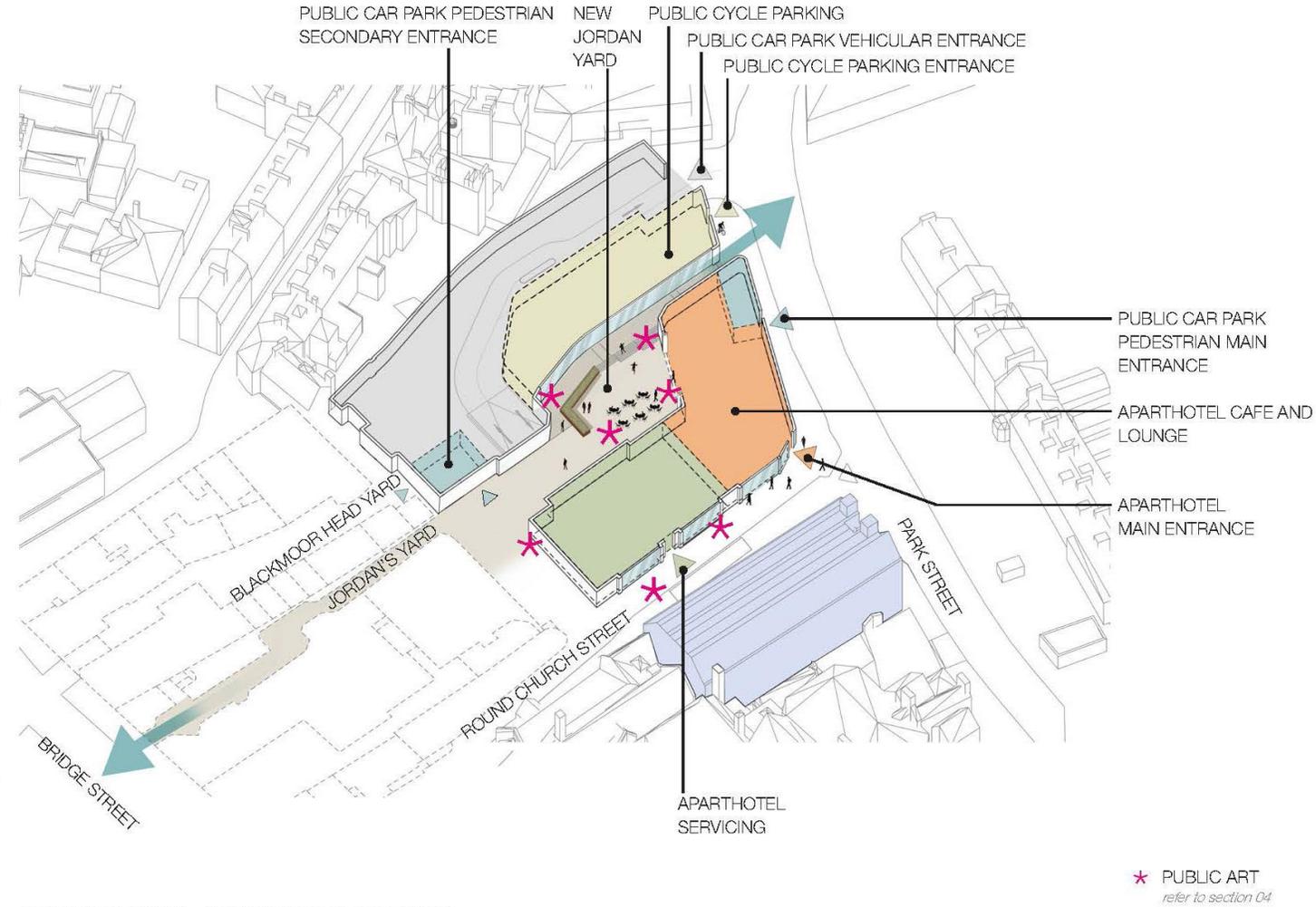


Public Art strategy objectives

The below are the primary objectives for the Public Art to support the original brief and aspirations of this scheme:

- Provide a connection between Jesus Green, Park Street and Bridge Street with attractive publicly accessible space for pedestrians and cyclists, public art to enhance this experience;
- Create a sense of intrigue around the perimeter and encourage people to want to investigate and explore further, leading into the courtyard;
- Encourage people to re-visit the site and bring friends, colleagues, family to enjoy the space;
- Enhance the concept of welcoming public through the open courtyard space and helping to enhance the new landscaping, architecture and the new biodiversity measures being created;
- Additional enhancements to the high quality nature of design of the built environment at Park Street;
- To be relevant in relation to the Conservation Area but also to provide contemporary interpretation;
- Artwork to be design for longevity or a replacement strategy for any areas which have more temporary installations;
- Another means of positive collaboration with local stakeholders in discussing the artwork;
- Provide artwork to be of benefit to Cambridge City, public, locals and visitors.

Public Art locations – Overview



This image provides an illustration of all of the key ground floor, publicly accessible areas, and ground level public artwork locations which are being included in the scheme.

GROUND FLOOR - ARRANGEMENT OF USES

Public Art Location Description Area 1

The below provides a narrative of each individual area of public art and the overall strategy. All of the art is permanent:

Area 1 - Round Church Street – Building Façade

Art type – Graphic manifestation to façade. Permanent installation.

Purpose – Historical and graphical representation of the site history and link to the courtyard and all of the other elements of the artwork on this site. Consider an ‘art trail’.

Access and maintenance requirements – Cleaning of windows, there should be no further requirements

Repair and replacement – To be designed for long life and mitigate solar degradation. Specification to be coordinated with the glazing manufacturer to ensure compatibility

Consultant/ Artist – Historical narrative to be developed by a Heritage specialist and Archaeologist in collaboration. Artwork to be generated with a artist and graphical specialist. Collaborate with Cambridge School Of Visual & Performing Arts.

Concept images:

Soffit only lighting

to be provided

HISTORIC IMAGES OR
SIMILAR AS PUBLIC ART



PUBLIC ART LIGHTING TO PROVIDE VISUAL
INTEREST AFTER DARK



Public Art Location Description Area 2

Area 2 – Art on façade facing Bridge House/ Jordan Yard

Art type – Graphical or wall mounted art which can be replaced with new commissions. Permanent location but can be changed.

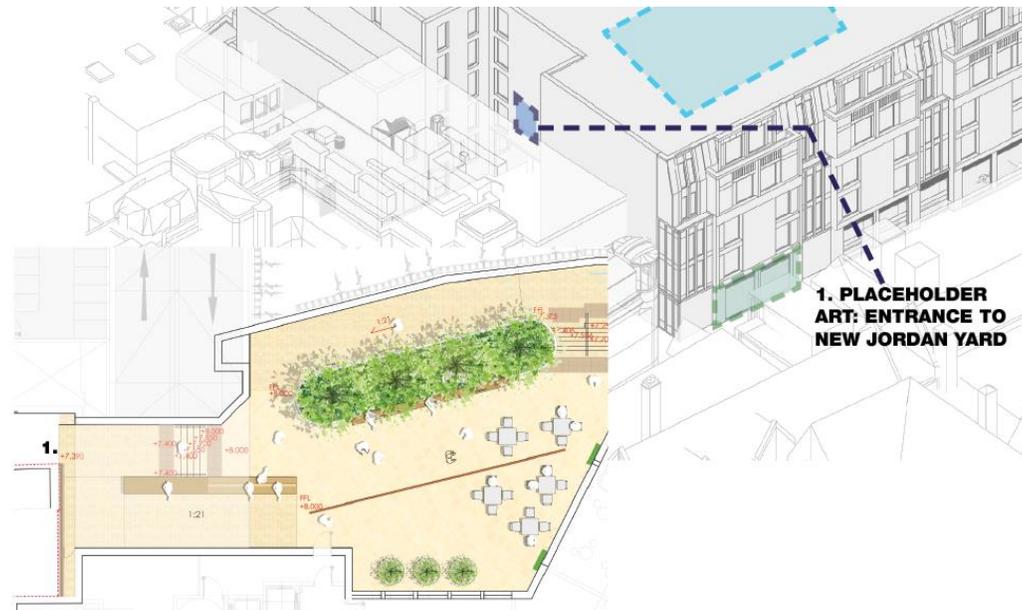
Purpose – A collaboration with the Cambridge School Of Visual & Performing Arts. Links to sustainability and ecology preferred. Visually apparent from Bridge House, Curry King customers, public using Jordan Yard and courtyard.

Access and maintenance requirements – Scissor Lift, Mobile elevating work platforms (MEWPs) or scaffold access for replacement. Artwork to be sufficiently lightweight to avoid requirements for a crane.

Repair and replacement – To be designed for long life and mitigate solar degradation and/ or sufficiently lightweight for replacement.

Consultant/ Artist – Cambridge School Of Visual & Performing Arts student or graduate

Concept images:



Public Art Location Description Area 3

Area 3 – Corten feature panels to courtyard

Art type – Cut corten feature panels. Permanent installation.

Purpose – Enhance the architectural experience of the courtyard/ link to ecology theme, consider the pollinating insect theme of the landscaping.

Access and maintenance requirements – Low level access, no specialist equipment should be required. To be bolted on a frame for removal and replacement. Cut elements to be safe to avoid people cutting themselves or mitigating climbing.

Repair and replacement – Cut sections and panels to be sized so that they can be locally replaced by means of screw fixed/ mechanical connections .

Consultant/ Artist – Landscape Architect to design concept. Graphical Art specialist to develop design.

Concept images:



Public Art Location Description Area 5

Area 5 – Green wall and bee ‘hotel’ to courtyard

Art type – Green wall and ‘bee hotel’. Permanent installation.

Purpose – To expand on the theme of ecology, nature and biodiversity

Access and maintenance requirements – Hydroponic type irrigation and feeding system for planting.

Repair and replacement – MEWP access required to replace damaged planting cassettes.

These are provided as individual cassette units with planting plugs which can be easily replaced.

Consultant/ Artist – Landscape Architect to design, specialist designer to develop design

Concept image



Public Art Location Description Area 6

Area 6 – Courtyard lighting

Art type – Inset lighting in courtyard floor from Park Street into the courtyard. Permanent installation. Not colour changing lighting.

Purpose – To provide a sense of wonder and intrigue encouraging people to walk through and under the glazed bridge walkway

Access and maintenance requirements – Clean the glazed panels

Repair and replacement – Electrician to replace light fittings if there are failures. Repair and replace any cracked glazed panels.

Consultant/ Artist – Landscape Architect to specify, colour change lighting options to be provided, specialist to install.

Concept images:



Art Location Description Area 7

Area 7 – Maypole Art Mural (privately procured with Developer and Maypole Pub, but available for public viewing)

Art type – Wall mural to Maypole Pub. Private Maypole Pub property but publicly accessible courtyard during opening times. Permanent installation.

Purpose – Provide an art feature along the new car park external wall

Access and maintenance requirements – None anticipated.

Repair and replacement – None anticipated.

Consultant/ Artist – Artist to be commissioned and agreed directly with Maypole Pub

Note that this will not be a publicly consulted art installation and

will therefore not fall within the delivery strategy/

Engagement set out below. Direct engagement with

Maypole and artists will be undertaken.

Concept images: Existing courtyard artwork on wall



Public Art Delivery Strategy

Briefing

- Initial project team meeting and agreement of potential locations of Artwork
- Development of Artists'/ Consultant Brief selection criteria

Selection of Artists and Appointment

- Work with Cambridge School of Visual and Performing Arts and Staycity on disseminating the brief
- Shortlist applications, inviting artists to interview.

Research and Development

- The Artists will be directly managed by MML with input from Cambridge School of Visual and Performing Arts
- For Public Art Areas 1 and 2 only, Consultation to be held with Cambridge's Public Art Advisory Group.
- For all Public Art Areas Consultation to be held with CCC and Staycity by means of face to face meetings or remote video meetings if required by the COVID-19 situation.
- Fabrication and installation programme developed.
- Community Engagement ongoing in process by means of meeting with relevant stakeholders and asking for feedback or input into the proposals.
- The consultation process is to be collated into a summary document summarising what consultation has been undertaken, by whom, dates of consultation and the feedback. A conclusion is to provide a commentary of whether the feedback was included and reasons why it was or was not included in the final proposals.

Promotion and launch

- Coordinate with building opening, Staycity launch and Cambridge City Council and any community or local businesses promotions and events.

Consultation and Community Engagement

Marick has demonstrated a commitment to local community and stakeholder engagement throughout the project from inception. This commitment to consultation and community engagement will continue throughout the public art programme.

Included in the Artist(s) and Consultant briefs will be a requirement for them to engage with the community and local businesses/ stakeholders as part of their research and development.

The below are the local stakeholders that have been identified for primary engagement:

- Cambridge School of Visual and Performing Arts
 - Trinity College
 - Jesus College
 - Portugal Place Residents Association
 - Maypole Pub
 - C of E Primary School
 - Curry King
 - Other local businesses and stakeholders to be developed
 - Local faith groups and organisations
 - Elected representatives at Cambridge City Council, CCC Public Art Officer
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- The artist will be required to engage with the local community in encouraging graphical representations on the site hoarding. In particular engagement with Cambridge School of Visual and Performing Arts and C of E Primary School.
 - The artist will be required to develop a more detailed Consultation and Outcome Plan.
 - Training and experience of the artists will be encouraged in this overall process.

Target Timescales

- Appointment of Artist – Q3 2022
- Briefing and consultation – Q4 2022
- Design Development – Q1-Q2 2023
- Design proposals and presentations – Q3 2023
- Planning Consultation (if required)/ Present to Public Art Advisory Group – Q4 2023
- Production and Fabrication – 2023 – 2024
- Aparthotel Completion, installation and launch

Budget

The below table provides a breakdown of the budget. It is noted that for some of the art installations there is a separate budget allocation for this in the Developer's cost plan which will be tendered to Main Contractors, the cost allowances for these items are therefore **in addition** to the **£70,000** budget allowance for the referenced Public Art installations.

Area Ref	Location	Art Type	Responsibility		Developer Additional Allowances (included in Main Contractor tender/ Cost Plan)	Art budget/ Art Commission (budget includes design fees, allowances to supply and fix and Contractor attendances)
			Developer (Marick Management Limited)	Contractor (TBC)		
1	Round Church Street Building Façade	Graphic manifestation to façade. Permanent installation	Commission design	Supply and Fix graphic manifestation to glazing		£15,500
2	Façade facing Bridge House/ Jordan Yard	Graphical or wall mounted art	Commission design & procure	Take receipt of and fix Art Work to defined location including all access and builders work		£31,000
3	Corten feature panels to courtyard	Cut Corten feature panels. Permanent installation.	Comment and approval of proposals.	Specialist design, fabricator, supply and fix to defined location including any secondary structure and foundations, all associated builders work as set out in the Landscape Architect's Design intent.	-	£20,000
4	Jordan Yard feature identifier	Paving / cobbling strip in a different texture or colour, consider a brass plaque identifier.	Comment and approval of proposals.	Supply and fix all as defined within the Landscape Architect's Design intent.	Included in separate budget	N/A
5	Green wall and bee 'hotel' to courtyard	Green wall and 'bee hotel'. Permanent installation.	Comment and approval of proposals.	Supply and fix all as defined within the Landscape Architect's Design intent.	Included in separate budget	N/A
6	Courtyard lighting	Inset lighting in courtyard floor from Park Street into the courtyard.	Comment and approval of proposals.	Supply and fix all as defined within the Landscape Architect's Design intent and MEP design.	-	£3,500
7	Maypole Art Mural	Wall mural to Maypole Pub.	Employer and Maypole directed works	N/A	Included in separate budget	N/A
TOTAL BUDGET						£70,000