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ION°

DEVELOPMENT

Rhyl, Denbighshire

Design & Access Statement

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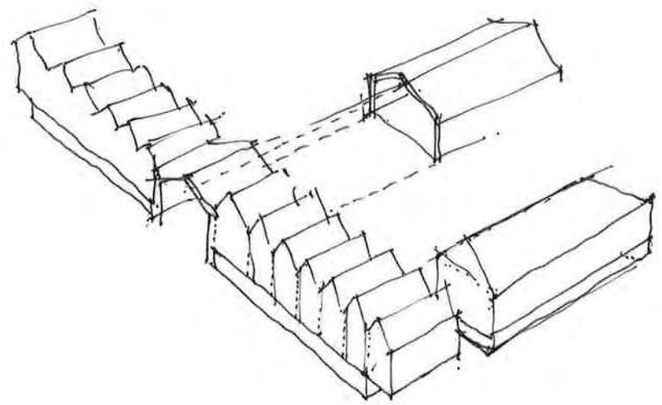

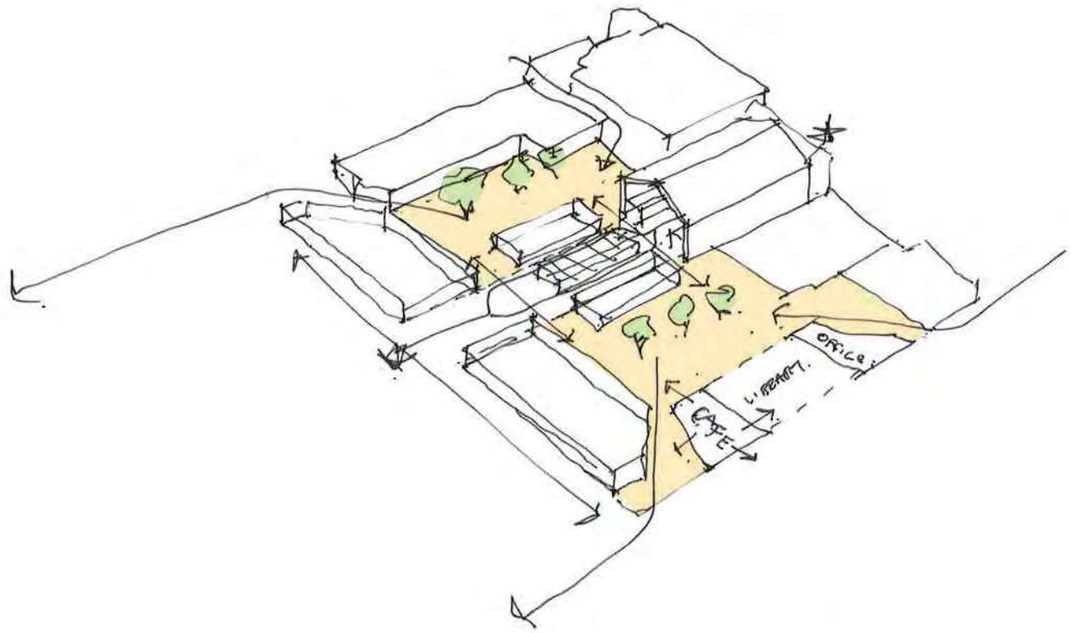
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01 Contextual Overview

01.01 Purpose of Report

This report has been prepared by shedkm architects on behalf of the applicant, ION developments. The report constitutes the Design and Access statement in support of the detailed planning application for the Queen's Market and outline planning application for the surrounding buildings. The document should be read in conjunction with all other supporting documents that make-up the application.

A list of these documents can be seen below:

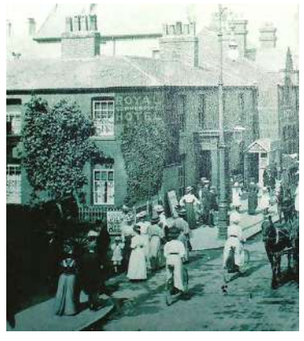
- Planning Application form & associated certificates
- Planning Statement
- EIA Screening Opinion
- Pre-Application Consultation (PAC) Report
- Full plans and drawing information
- Phase 1 & Phase 2 site investigations
- Flood Consequences Assessment
- Demolition Justification Statement
- Foul and Surface Water drainage strategy
- Sustainability Statement
- Lighting Assessment
- Noise Assessment
- Transport Assessment (& Parking Assessment)
- Ecology Report
- Air quality assessment
- Community & Linguistic Statement
- Schedule of Planning Obligations

Early conceptual sketch

01.02 Location

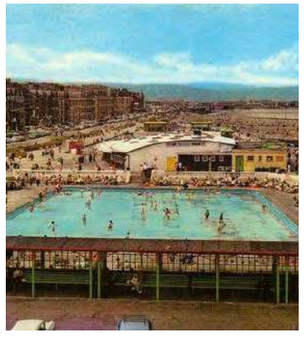
Design & Access Statement

Rhyl.

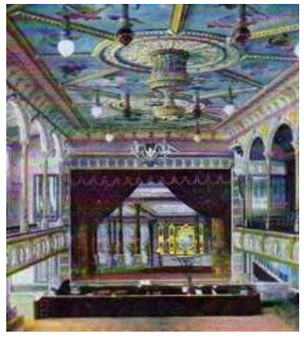


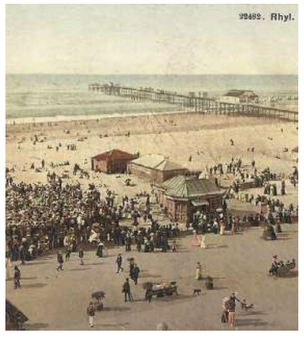
PALAC

QUEEN STREET, RHYL

Rhyl.


Rhyl's famous QUEENS SHOWBAR
FISH & CHIPS



GARAGE
WEST PROMENADE, RHYL

Rhyl.

and Queen's Palace, Rhyl.

01.03 Introduction

Using the existing fabric to inform the design

The Queen's Market has been the centrepiece to the town of Rhyl since 1902. Providing a variety of uses, from indoor skating rink, theatre performances and retail opportunities, the building has a sentimental status which is to be enhanced through the redevelopment of the site.

Liverpool based architects, shedkm, were invited to develop proposals to breathe new life into the Queen's Market, designing a scheme which could bring new opportunities of jobs, entertainment and tourism to the seaside town. With an initial aim to incorporate the existing buildings, a full building survey awoke the realisation that much of the current architecture is in a state of disrepair and would likely require demolition.

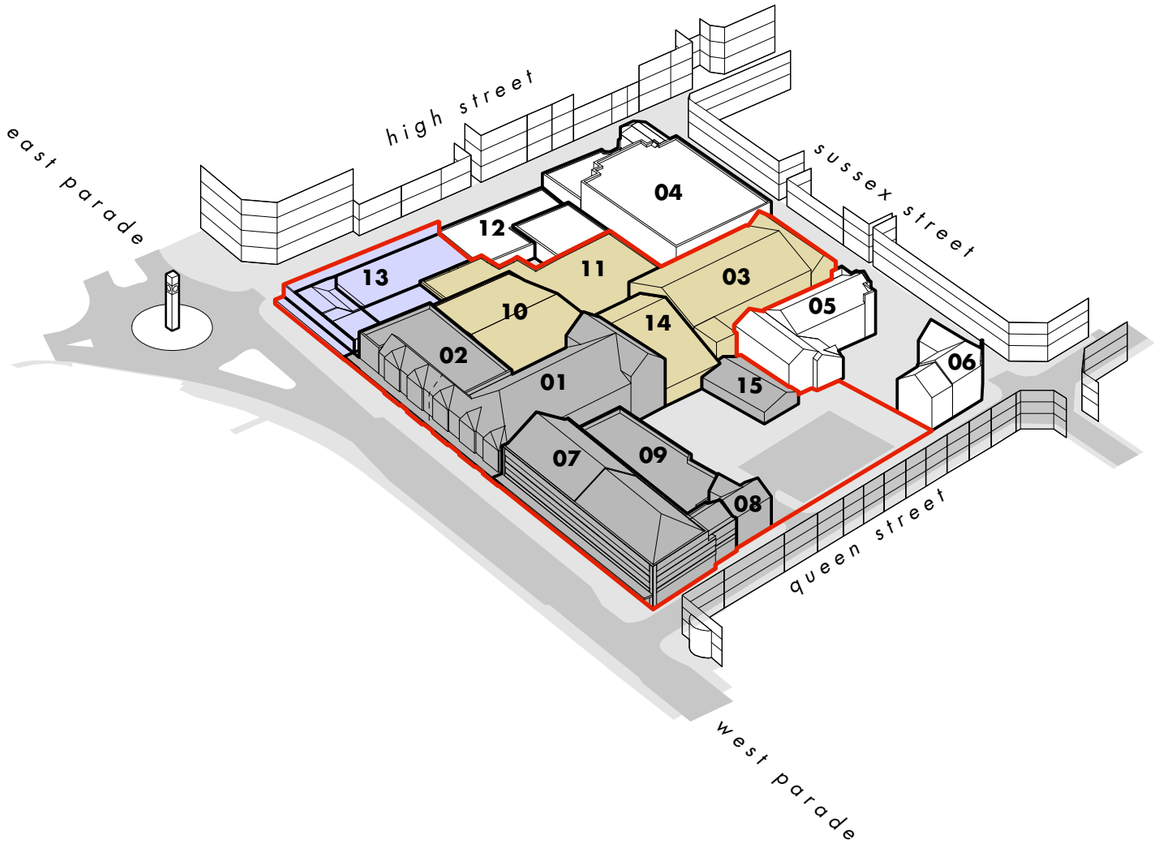
Despite this, the new designs aim to encapsulate the atmospheric qualities of the old market hall, whilst providing a contemporary and sustainable structure to house the new market. A variety of spaces and programmes are created with the new design, providing a mixture of internal and external environments to be used by the community and tourists alike.

The site offers an exciting opportunity to reconnect the shopping district of Rhyl with the seaside visitors, providing a new destination within the town centre. Through the proposed mix of uses, including residential, commercial, community and public realm, it is intended that the development will act as a catalyst for wider regeneration within the town centre, along with creating employment and new services and facilities for the local community.

The proposed development comprises of:
- 80 residential units (including 32 one and 48 two bed units)
- 16 permanent market stalls with flexible space for additional stalls
- Multi use event space
- 1358 m^2 of Food & Beverage / Retail Space
- 5480 m^2 of Public Library / Offices
- 4850 m^2 of External Public Space

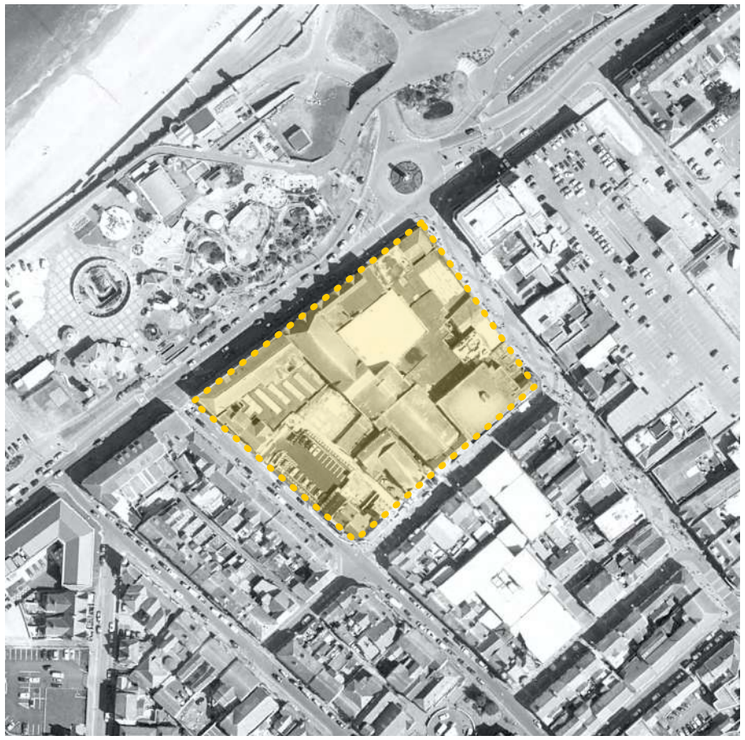
The proposed hybrid planning application is for a phased development which allows for the gradual integration of the new uses to the area. Temporary landscaping and uses have been documented within this report to highlight how the scheme has been considered and will be carried out. Overall, the proposals aim to demonstrate a positive social and environmental impact to Rhyl Town Centre which could enhance further regeneration within the area.

01 queens theatre
02 queens hotel
03 queens arcade
04 old plaza cinema
05 christian centre
06 george hotel
07 savoy hotel
08 61 queen street
09 savoy arcade
10 queens shopping centre
11 queens market hall (new)
12 fast food outlets
13 the bright spot
14 queens market hall (old)
15 garages



01.04 Application Site

The prominent site location has great potential which we aim to exploit



Positioned by the promenade, the Queen's Market site has the potential to be the catalyst for regeneration within Rhyl Town Centre.

Located between the High Street and Queen Street, this prominent location allows a steady flow of foot and car traffic near the site boundary. The master-plan for the town centre, designed by landscape architects Plan-IT, aims to encourage new connections between the town and the seafront, with increased pedestrian access and walkways.

Designed as the new centrepiece to the town centre, the Queen's Market aims to provide both a bustling environment of activity, but also a safe and exciting thoroughfare for the passers-by.

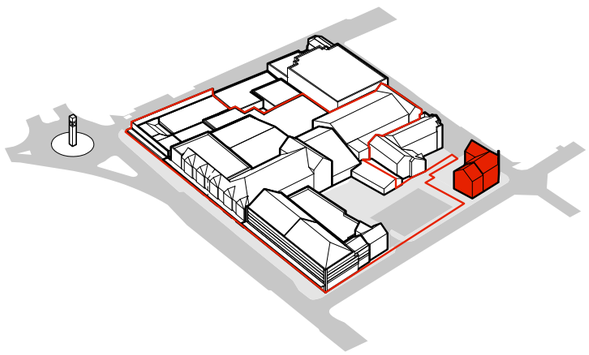
Careful consideration of architectural design has been required to allow the seamless integration with the Conservation area. Both the historical significance of the market and the iconic frontage of the Queen's Chambers have been captured within the design and will hopefully be celebrated through the redevelopment of the site.

An existing disconnection with the seafront provides a difficult challenge, but by enhancing residential views of the water and encouraging the perpetual use of the site as pedestrian highways, the proposed design aims to reconnect the community to the seafront which has made it so famous over the years.

The Queen's Market faces onto the West Parade, but the connection with the seafront is limited due to the raised promenade.

01.05 Site Analysis

Analysis of the existing buildings on and adjascent to the site
Please read in conjunction with Curtins structural assessment



BUILT: MID-NINETEENTH CENTURY

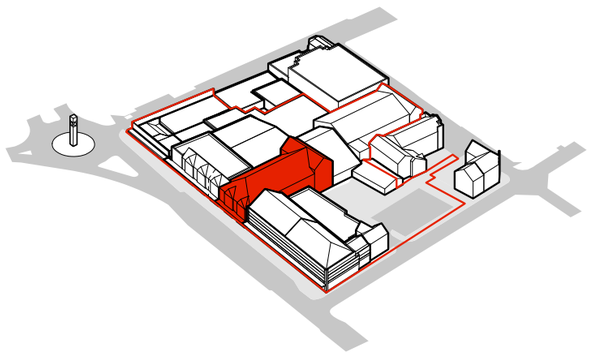
PREVIOUS USE: HOTEL

CURRENT USE: PUBLIC HOUSE

The George Hotel is still in reasonable condition and is running as a local pub. The structure dates back to the mid-nineteenth century but has changed dramatically in appearance.

The building forms the boundary of the site and lies within the designated conservation area.

Outside of boundary: retained.



BUILT: 1902

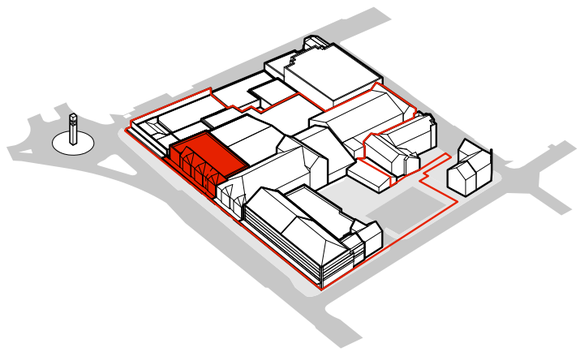
PREVIOUS USE: THEATRE, ROLLER SKATING RING

MOST RECENT USE: BOWLING ALLEY

The elaborately designed Queen's theatre was introduced to the Rhyl waterfront at the beginning of the twentieth century, however a major fire saw much of the building rebuilt in a more modest style to blend with the hotel next door.

Located across three floors, the upper two feature a theatre hall, although the state of this is unknown. The lower floor was used as a popular roller skating area until this moved out to the promenade, and a bowling alley currently occupies the space.

Within site boundary: identified for demolition.



BUILT: ORIGINAL STRUCTURE 1860s

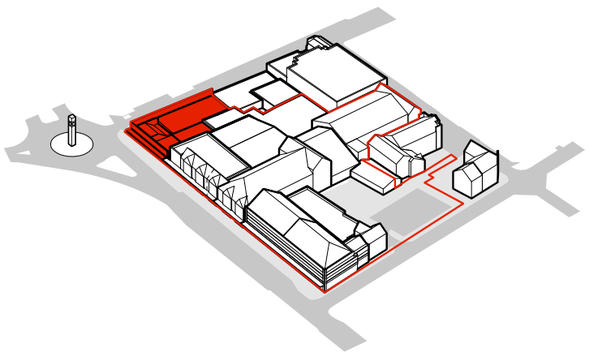
PREVIOUS USE: HOTEL, RETAIL, BARS

MOST RECENT USE: NIGHTCLUB AND FAST FOOD OUTLET

The Queen's hotel has featured on the Rhyl seafront for over 150 years. The footprint of the building has developed over the years and the rear gardens have been swallowed up by the Queen's market.

Sadly, the building condition is not suitable for reuse and can be made more efficient with a new structure.

Within site boundary: identified for demolition.

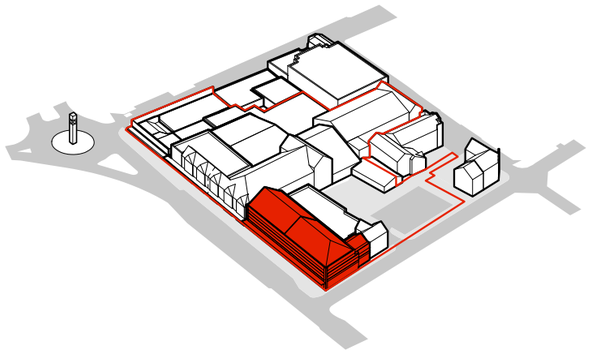


BUILT: APPROX 1960

CURRENT USE: AMUSEMENT ARCADE AND RETAIL OUTLETS

The arcade was opened in the 1960s. The facade has changed dramatically since opening and many of the characteristics have been hidden by the corrugated cladding. The eastern part of the building appears to have been reconstructed more recently and holds relatively little significance.

Within site boundary: identified for demolition.



BUILT: APPROX 1970

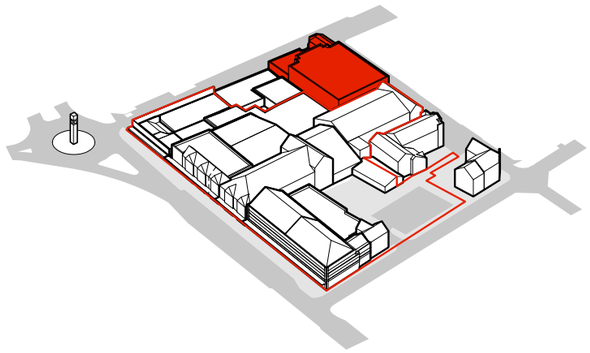
PREVIOUS USE: HOTEL AND NIGHT CLUB

MOST RECENT USE: AMUSEMENT PREMISES

The site of the popular former Savoy Cafe is now home to a variety of run down amusement arcades and empty casino units. The current building was instated around 1970 and replaced a series of typical beach front properties for a more contemporary yet unappealing style.

A popular 1980s rock nightclub, Bistro, was located inside the building but little sign of this remains. There is potentially a formal structure to the building which could be reused and developed into a more attractive and empathetic facade.

Within site boundary: identified for demolition.



BUILT: 1935-37

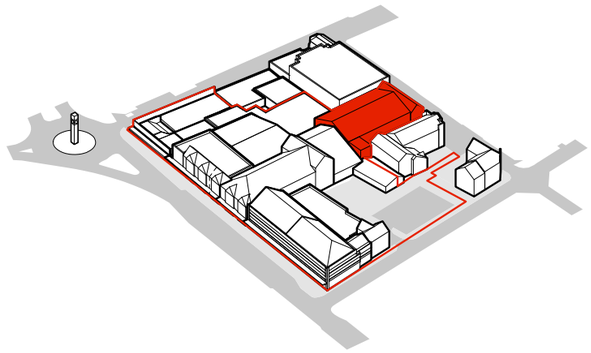
PREVIOUS USE: CINEMA/CASINO

CURRENT USE: RESTAURANT/RETAIL

The current Piazza restaurant is housed in the former Plaza cinema and bingo hall, designed by S. Colwyn Foulkes. It was converted in 1987 to become another part of the Queen's indoor market, with retail outlets and a popular restaurant.

Originally, this was the site of the Royal hotel which dates back to the early nineteenth century.

Outside of boundary: retained.



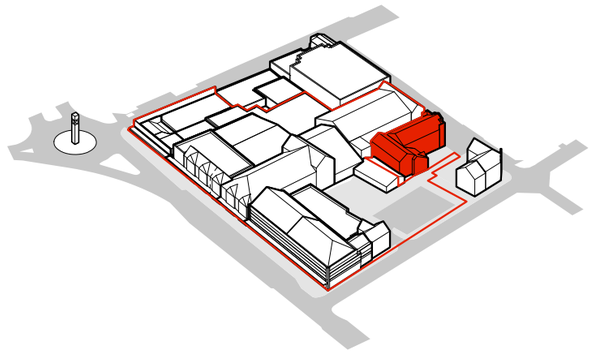
BUILT: 1902

PREVIOUS USE: SKATING RINK, BALLROOM

MOST RECENT USE: MARKET

The Queen's arcade is full of hints of it's former self, however much of it's character is hidden by the crumbling suspended ceiling. There is a second tier which is no longer accessible to the public. The chambers building which borders Sussex St falls within the conservation area and the intention would be to restore and reuse this space for retail outlets.

Within site boundary: partly identified for demolition.



BUILT: 1863

PREVIOUS USE: RHYL BAPTIST CHURCH

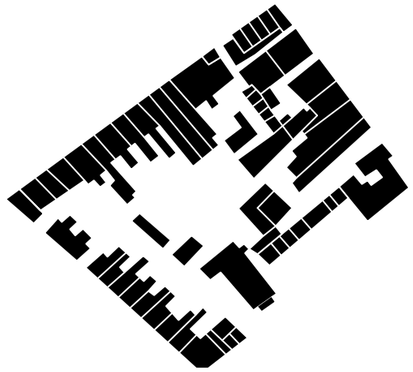
CURRENT USE: CHRISTIAN CENTRE

The grade II listed church dates back to the mid-nineteenth century. Built as a church for the incoming tourist population, the building functioned solely during the summer months initially, and grew in popularity. The facade shows sign of wear and could appreciate some attention, however the iconic structure will remain.

Outside of boundary: retained.

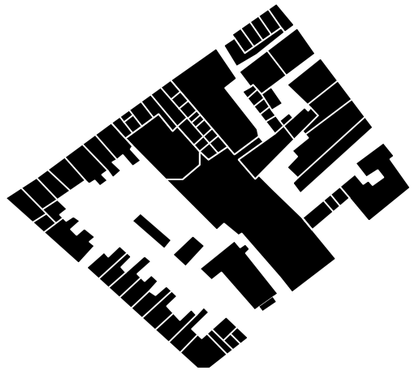
01.06 Historical Context

Analysis of the site over time



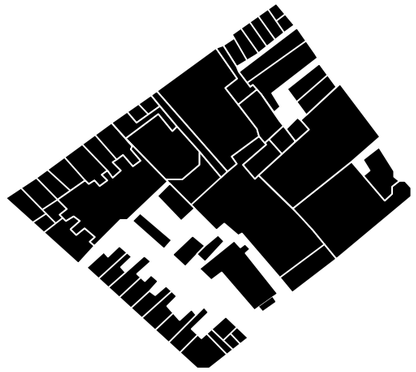
1890

figure 01 Predominantly residential/retail units to the seafront with rear gardens. The church, Queen's Hotel and George Pub already prominent on site



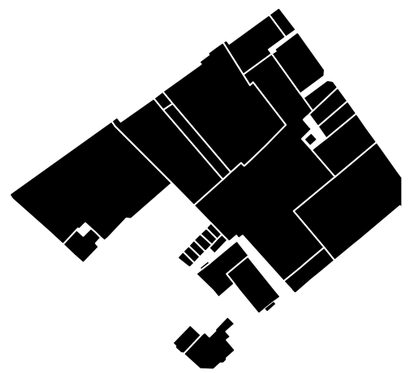
1910

figure 02 Queen's Arcade and Theatre are new additions, taking the central spine of the site. Hotel stables and rear passageways are present for access.



1960

figure 03 New cinema and infill buildings as the hotel becomes part of the Queen's indoor markets. Smaller retail plots begin to combine.



2019

figure 04 Major demolition to the south of the site, whilst the markets are now dominant. Predominant plots such as savoy hotel and cinema are poorly utilised.

Investigations carried out by the consultant team concluded that the existing structures were no longer fit for purpose and would be economically unfeasible to be repaired and remodelled for use.

Despite our designs to retain the character of the market hall buildings, the state of disrepair in which they lie means that a new structure is required. The characterful and historic facade, bordering Sussex St, is to remain, as this falls within the conservation area and is in reasonable condition.

01 The former Bistro night club and amusement arcades on the Parade Road. The building is mostly derelict and contains multiple artefacts of a past era. The actual structure is of little to no significance.

02 The barrel vaulted ceiling of the Queen's Market main hall. Architecturally significant and contains fine detailing, however the condition is extremely poor and would provide a dangerous environment.

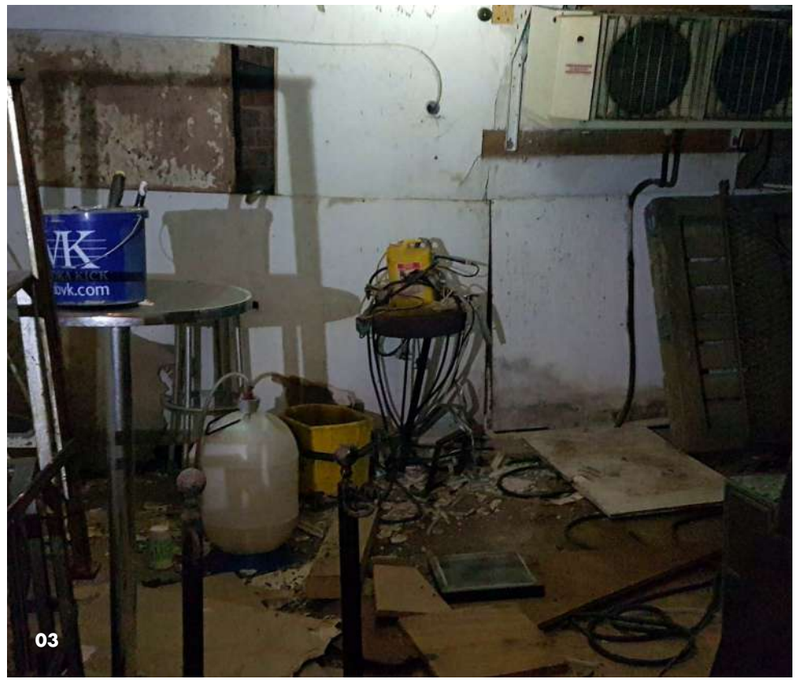
03 Back of house areas have been left in a dangerous condition, with multiple hazards. Significantly unusable spaces are provided which would prove economically unviable.

04 Further evidence of dangerous spaces within the current building condition.

Despite the conditions of the existing buildings, there is has been a desire within the design team to recreate the historic conditions of the market hall and try to redevelop this particular area of Rhyl. With this in mind, the design has aimed to echo many traits of the former Queen's Palace, with roofscapes, areas and cafés based on the original building.

01

02



03

04

01.07 Existing Site Challenges

The design strategy deals with a number of site constraints whilst utilising a variety of design drivers

figure 05 Proximity to a listed building

The design of Queen's market will take into consideration and respect the close proximity to the listed buildings

figure 06 Engagement with the promenade

Queen's market faces the coast and so will explore different levels to regain a visual connection with the coast

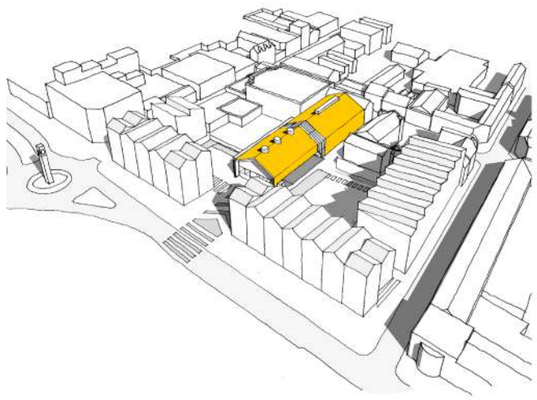


figure 07 Heights of surrounding buildings

The hight of buildings along the coast in the town centre of rhyl has over time lost its regularity

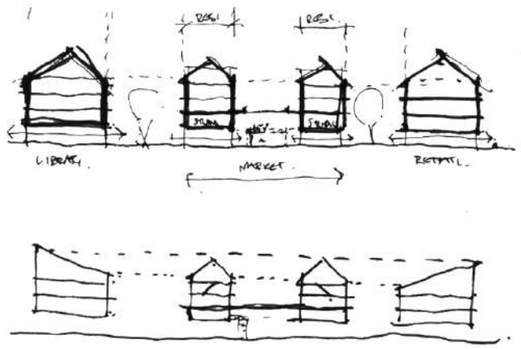


figure 08 Creating a distinctive form

The form of coastal buildings along the sea front of rhyl has a distinctive form that should be considered during the design process

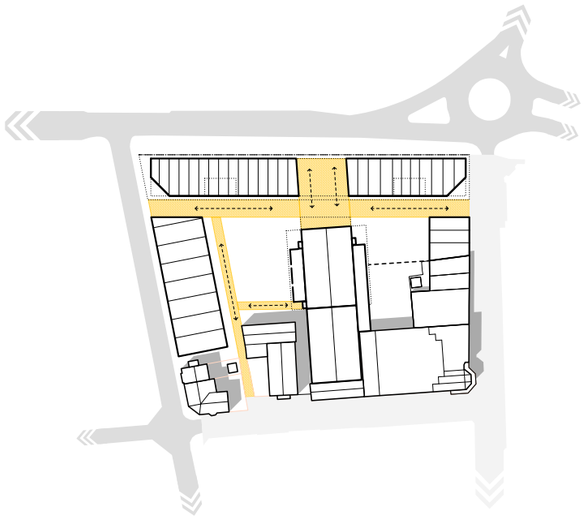


figure 10 Access across the site

Queen's market is to include public spaces and squares that link through site

figure 11 Existing building conditions

Although the existing buildings included on the Queen's market may be in a poor condition, it is important to retain their character

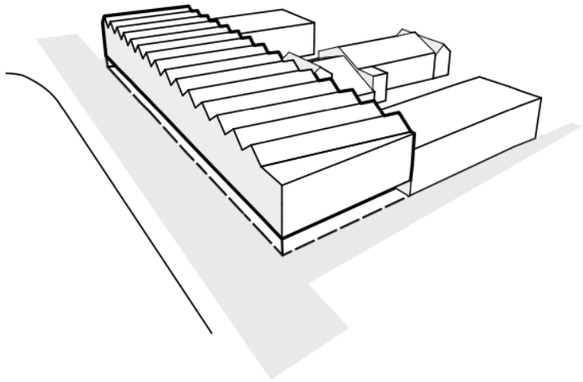


figure 12 Connection to already established high street business

The connection to high street should be echoed through site - with commercial units making up the majority of the ground floor space

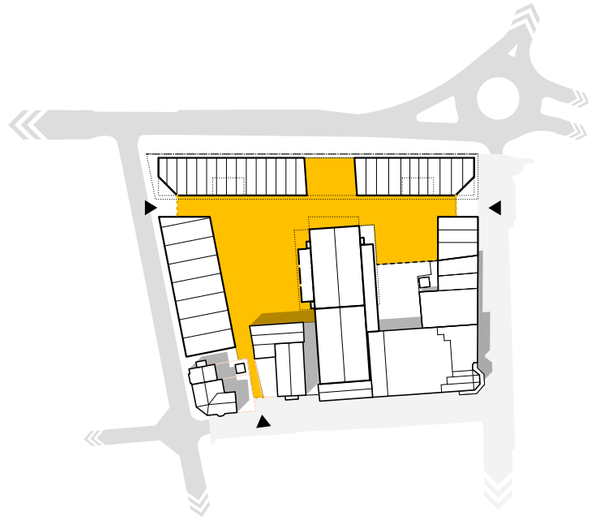


figure 09 Security

To prevent vehicle access to the pedestrianised streets and squares, the site entrances will be controlled

02 Proposals

Hybrid planning application

02.01 Proposals introduction

A new courtyard neighbourhood providing amenities for all

The proposed design intends to create a thriving destination within the town centre of Rhyl.

The idea from the outset was to recapture the qualities and successes of the original Queen's Market which thrived in the early twentieth century. The combination of the central position and community focus has lead to the inclusion of an events space which offers the opportunity for a versatile and adaptive space to be used by all.

By providing a variety of programmatic uses to the West Parade, the new proposals will create a lively neighbourhood of restaurants, bars and cafés, combined with a public library, outdoor courtyards and residential units which overlook the waterfront. Taking precedents from the existing seafront housing, the proposed apartments will provide an exciting elevation which continues the typical seaside architecture of Rhyl.

At the centrepiece of the development, the Queen's Market will be reinvented for the 21st century with a food and market hall, combined with a multi-use function room. The proposals allow direct connections between the High Street and Queen Street, linking the transport routes with the pedestrian highways.

The landscaped courtyards provide an ecological environment within the town centre, whilst ensuring a sheltered spot for the community and tourism to share simultaneously.

To complete the scheme, the relocated central library will complement public meeting spaces and council offices, tying in neatly with the nearby town hall and civic buildings.

02.02 Site Wide Design Code: Datum levels

A strong visual connection to provide continuity across the site

To encourage a continuous narrative across the scheme, a bold datum line will be created which takes reference from the existing.

Although the existing architecture is a variety of levels, there is a strong form of identity to the ground floor units, running at a consistent datum level.

A new canopy will be created to the parade road, demarcating the food & beverage units to the ground floor. The canopy will help to create a pleasant atmosphere for dwelling and outside dining. This datum line will continue across the various buildings through the expression of materiality and colour, allowing a language to evolve and celebrate the ground floor uses.

Using the current architecture as a precedent for the new, the height of the gabled form will enable the scheme to provide atmospheric and grand spaces for the town of Rhyl.

figure 14 Ground floor datum and expressed portal frame form

figure 15 Brickwork to connect with Queen's Chambers

figure 16 Datum expressed internally and externally

figure 17 Contrasting colours to emphasize material palette

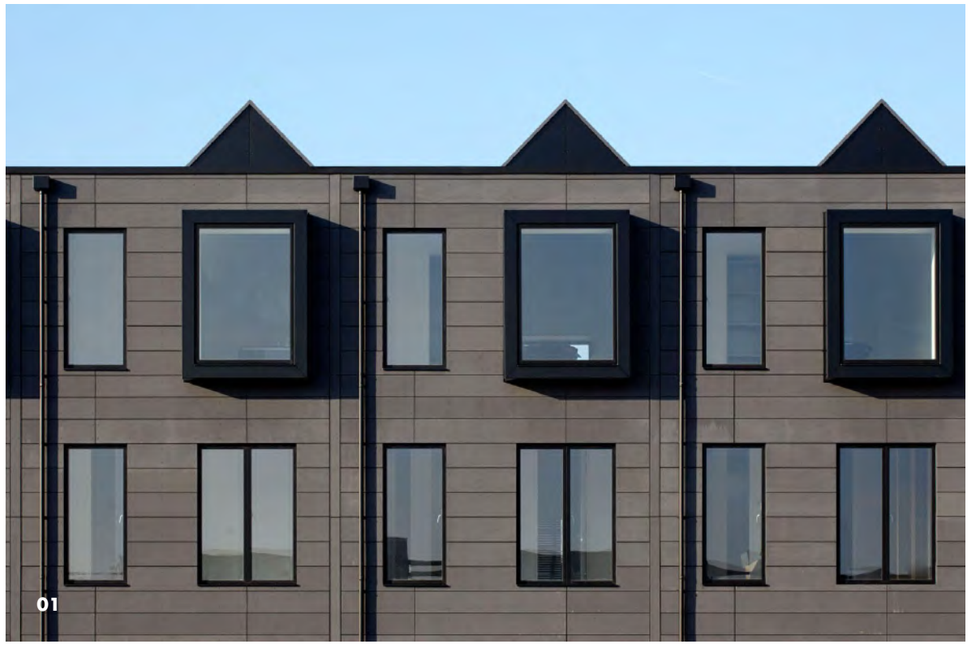
02.03 Site Wide Design Code: Visual References

Connections with the surrounding context and historical forms

The forms and massing proposed for the outline planning elements have been developed to enhance the current architectural stock of Rhyl Town Centre, using elements such as surrounding building heights, sun direction and roof scapes to inform them.

The architectural design focuses on recreating the typical seafront vernacular of tall town-house shaped buildings with pitched roofs. The design for the market hall focuses in re-establishing the vast pitched volume of the original market hall, with an architecturally significant roof design.

The materiality intentions are to work with the existing brickwork around the site, aiming to provide continuity between the scheme and surrounding buildings. Formal differentiation between areas will be conducted via the use of strong coloured elements and contrasting materials. Overall, the designs intend to create an altogether contemporary and positive architectural installation to the Parade Road which creates excitement and intrigue.

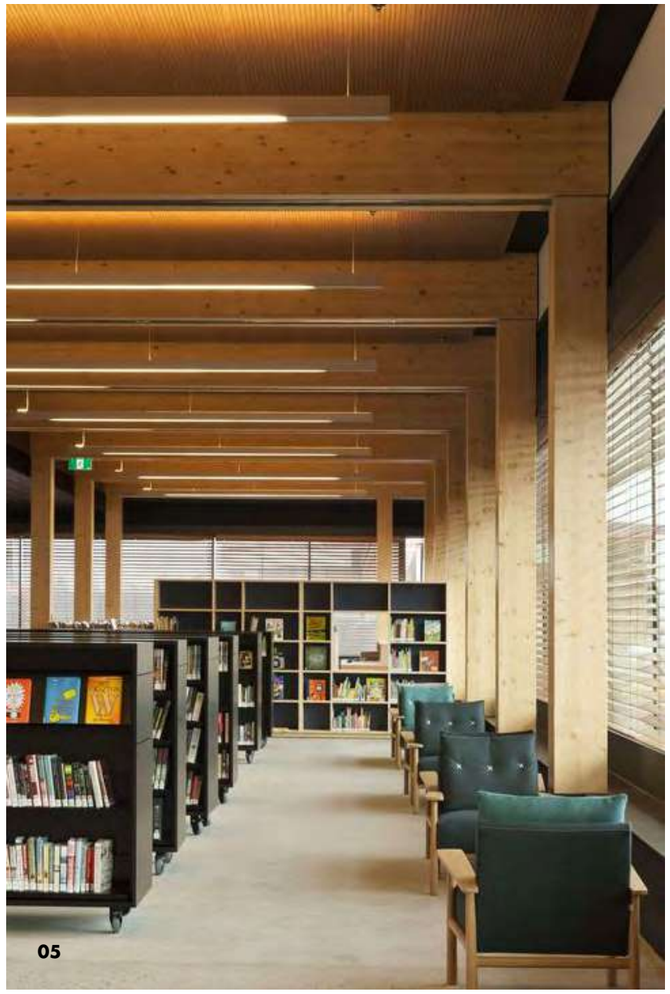

01

03

04

02

01 town house roofscape
02 saw tooth roof
03 rhyl water front architecture
04 circus street massing
05 expressed gluelam structure
06 residential units
07 link with existing brickwork
08 paved hardlandscape
09 integrated greenery in the landscape
10 expressed steel structure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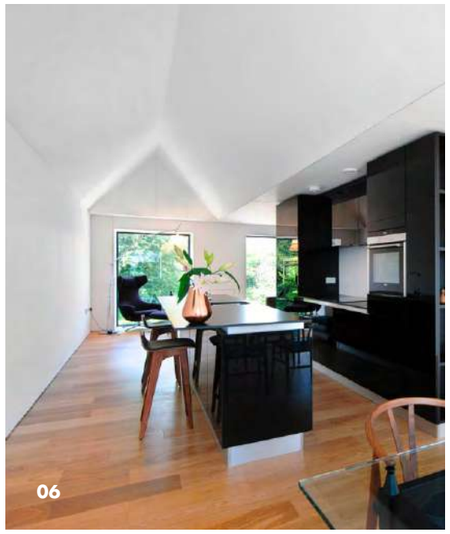
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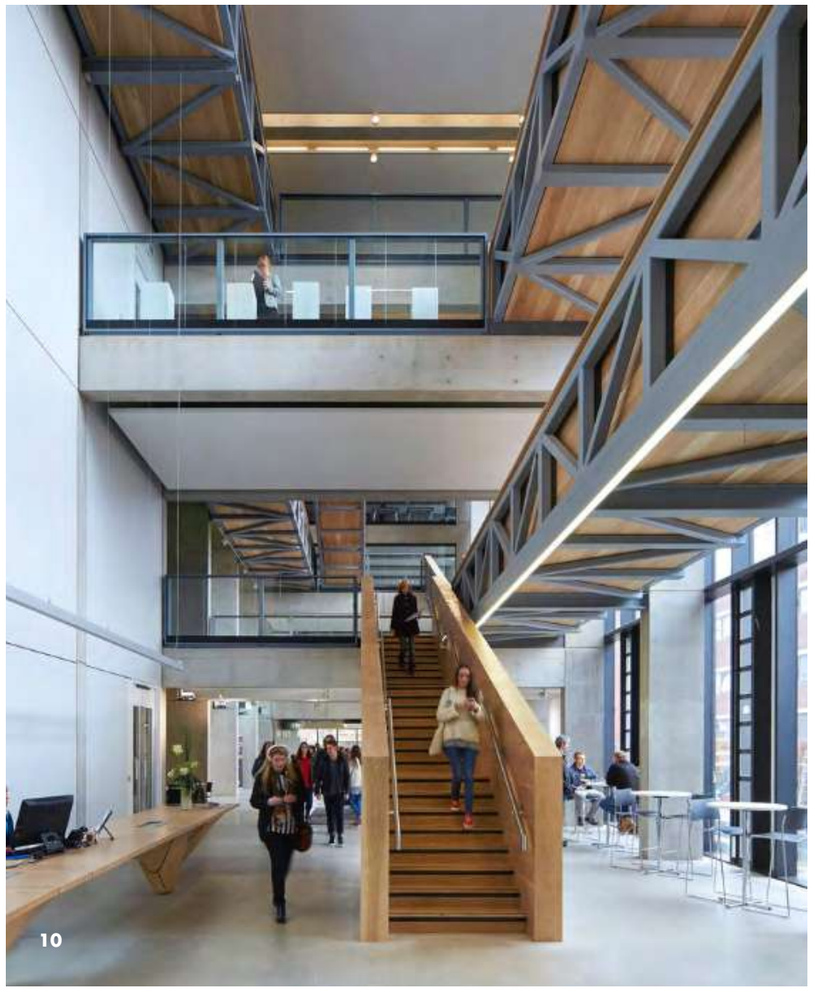

10

02.04 Scheme Elements • Queen's Market

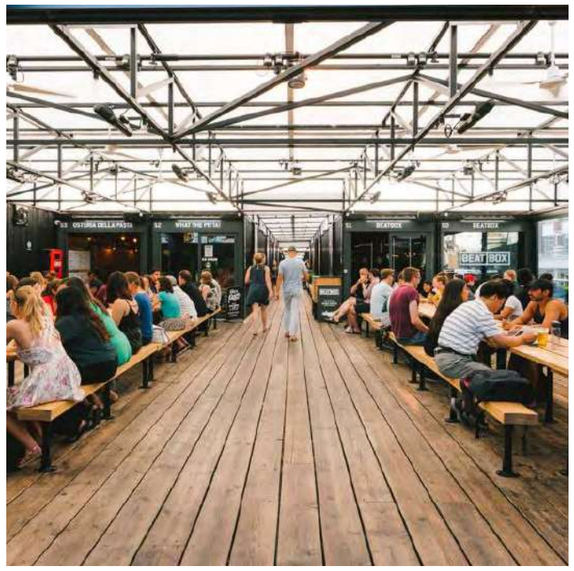
Central food and market hall with external breakout spaces

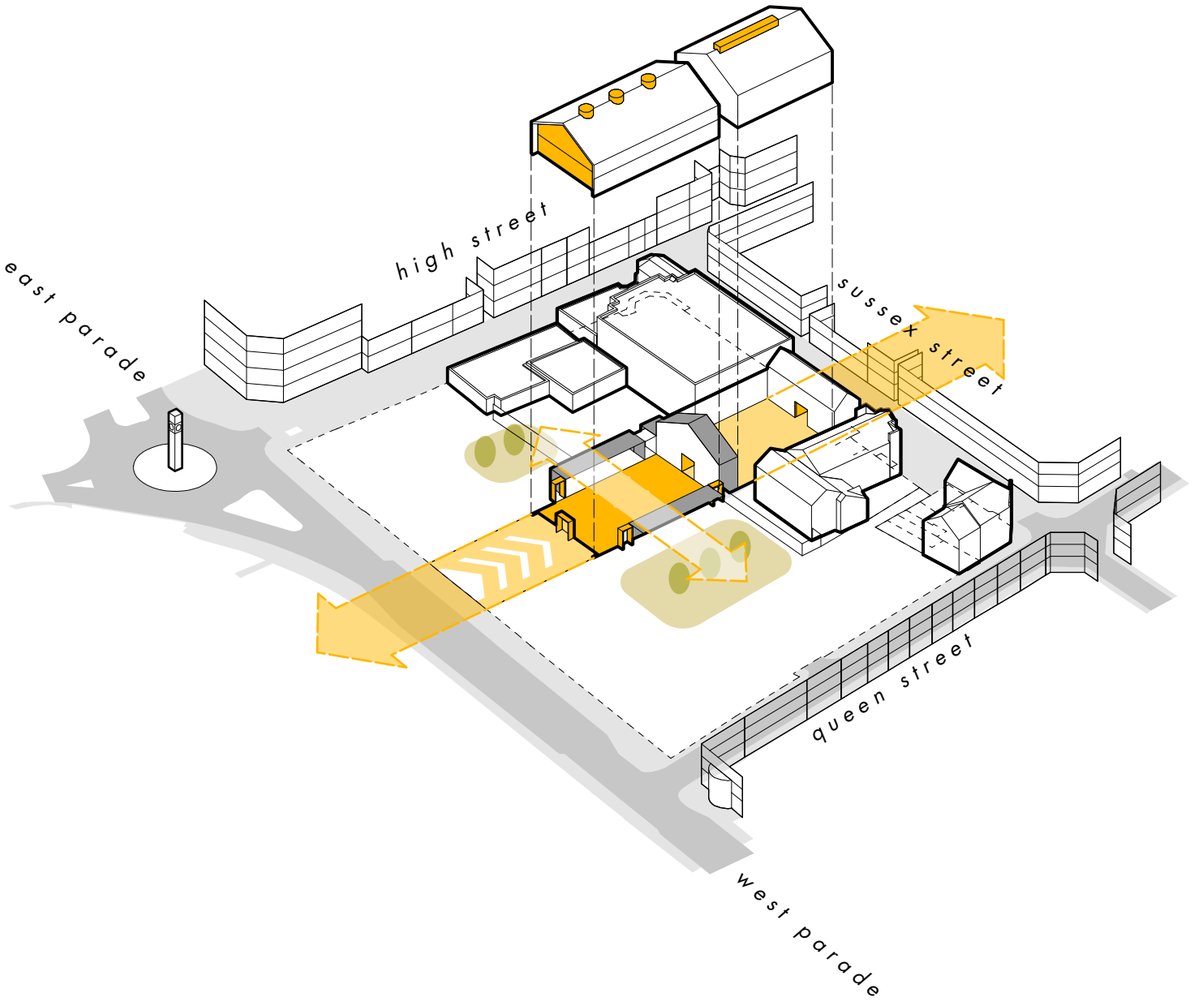
To the centre of the development lies the new food and market hall, providing a communal space with a lively atmosphere.

With a mezzanine for additional seating, the market hall will host 16 permanent market stalls with the added potential of a further 6 units to the central space. A dual fronted bar is also provided to the ground floor, with a further bar space and facilities provided to the upper level. The industrially expressed structure will enhance the atmospheric conditions of the hall, with mixtures of raw textures and smooth surfaces.

Echoing the current market hall, the market hall spine will allow a connection between the West Parade and the central shopping streets. It will be the beating heart of the development and provide a number of jobs and opportunities for local businesses. The ideas behind the master-plan see the Queen's Market redevelopment as the catalyst of the regeneration of this wonderful seaside town.

The area in front of the market hall, to the West Parade, has the potential to be open as an outdoor market space or simply as a public square, with greenery and seating to dwell. These newly formed spaces will help to create a safe and friendly atmosphere and a central location where the community can use regularly.





Market spine connecting Sussex St to West Parade

Heart of the development

Catalyst for regeneration

Waterfront presence

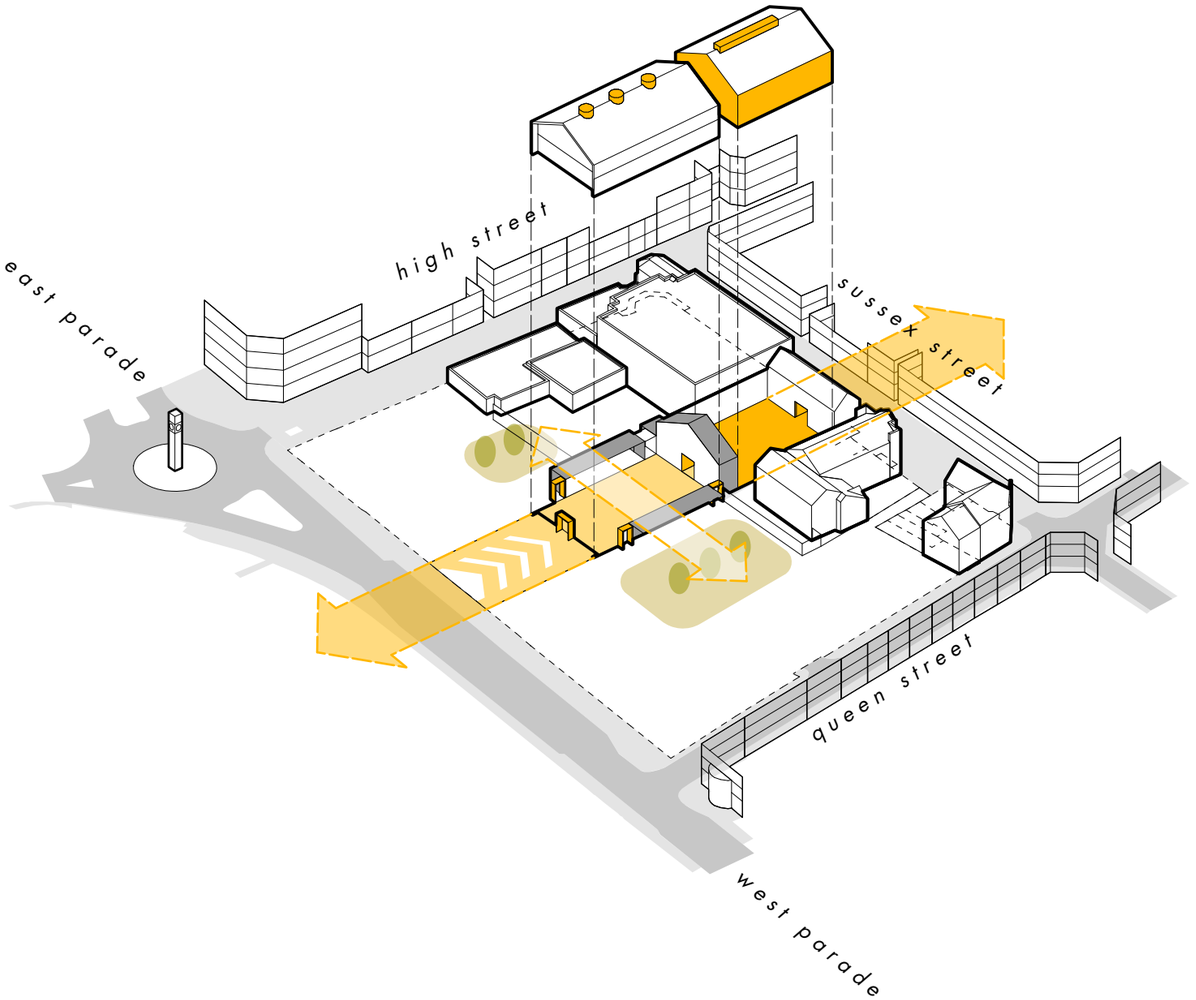
02.05 Scheme Elements • Event Hall

Versatile space for a variety of community activities

Combined with the market hall is a multi-use event hall, providing Rhyl Town Centre with a flexible space for the community to embrace.

Day-to-day use of the space is to be breakout space for the market hall, providing an indoor public square with seating and protection from the environment. However, through the design of an enhanced mechanical system, this space has the potential to be used for a variety of programmes, including musical events, gatherings and Christmas markets.

The Queen's chambers building will be redeveloped, providing two remodelled retail units to Sussex Street, followed by a management suite/office to the first floor. The existing facade will be sensitively repaired and decorated to tie in with the rest of the scheme. Repairing the existing masonry will breathe new life into the space, reconnecting the market hall with the Conservation area.



Flexible + seasonal spaces

Potential for event hosting

Public Thoroughfare and dwell space

Retail units and office space

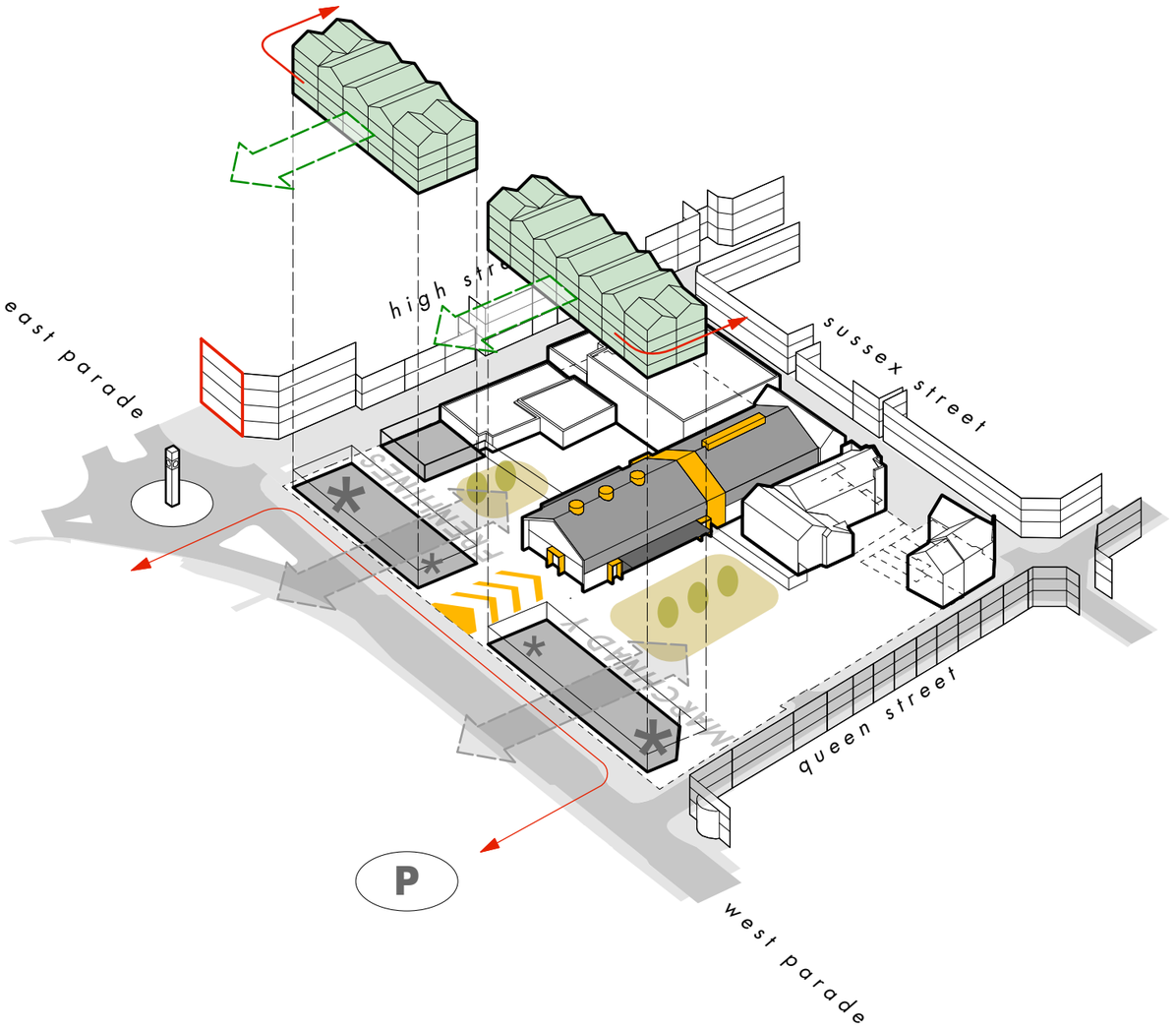
02.06 Scheme Elements • Food & Beverage Outlets

Residential properties sat on top of a variety of food and beverage outlets

The West Parade will host restaurants and café's, providing an exciting seafront environment and connecting with other local activities.

At ground level, café's can spill out onto the widened pavement, enhancing the atmosphere of the Parade Road and encouraging passers-by into the development. With double-fronted access, the proposed food and beverage units will also be able to spill into the rear courtyard, with access for deliveries. The design encourages simple and elegant spaces with a smart identity to the frontage, embracing the design ethos of the entire scheme.

The open plan nature of the ground floor space, with high floor to ceiling space, will allow for flexible sub-division to accommodate a variety of units and operators.



F&B + retail opportunities to Parade Road

Active frontages

Interface with open spaces to centre of developmen

Connections to local amenities

02.07 Scheme Elements • Residential Apartments

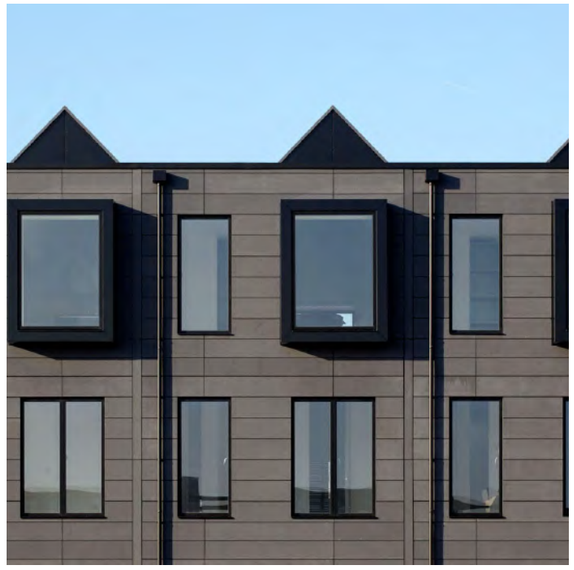
Residential properties sat on top of a variety of food and beverage outlets

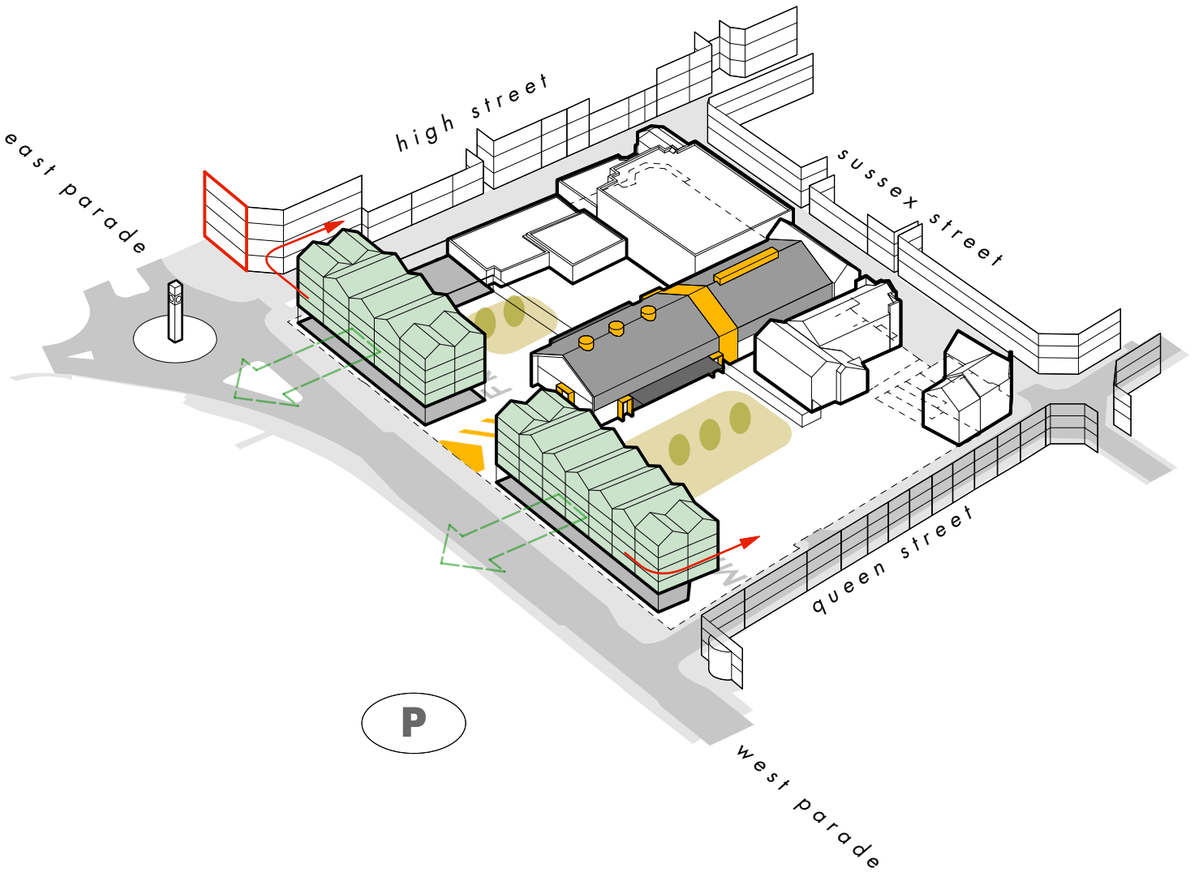
Above the food and beverage units, residential accommodation captures the strong views across the beach and promenade.

By taking advantage of the raised position, large vistas will enhance the connection between the apartments and the sea, creating a picture perfect view from the living spaces, whilst providing much needed passive surveillance.

Modern architecture will be combined with classic seafront language, allowing the tall pitched town house shapes with large openings. Balconies will provide a private space for residents, combined with the public courtyards below, allowing for lots of outdoor space.

The proposed massing reinstates the previous five storey building heights with a continuity and rhythm that reflects the more successful sea front massing, creating presence and a contextual reference point to the town centre.





Residential massing

Engagement with sea

Seafront Presence

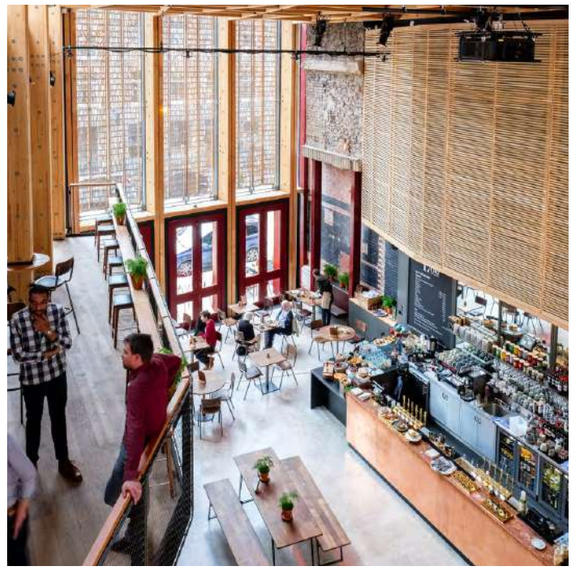
Surveillance to prevent antisocial behaviour

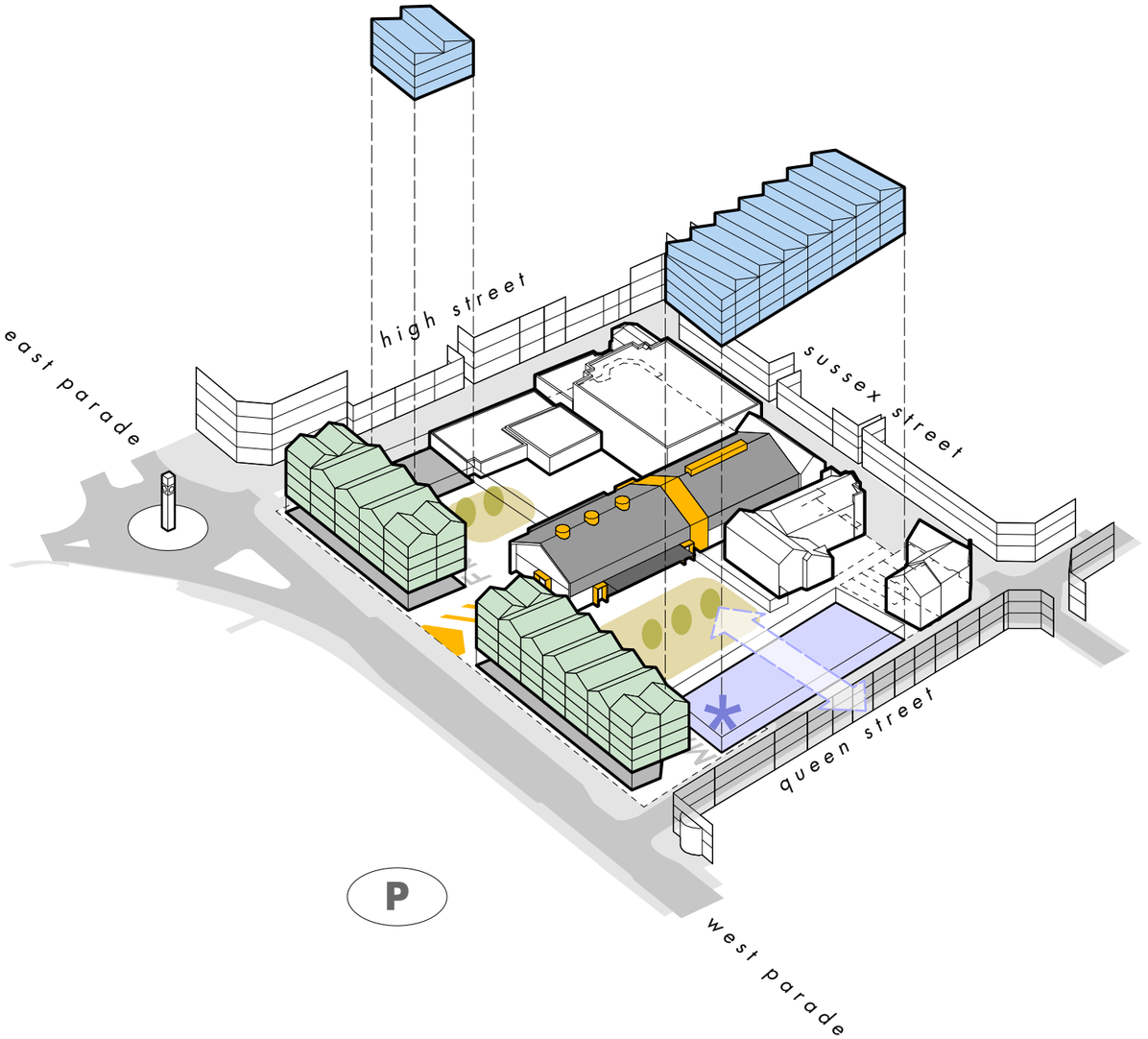
Along Queen Street, the active frontage continues with a new library building and associated café space.

A library café will provide part of the breakout area to the ground floor, allowing a free flow of people from the road through to the landscaped courtyard behind. Updated to meet the needs of the 21st century library visitor, the outline building design is to have a flexible space which could adapt as technologies change.

Breakout areas and quiet reading spaces will be provided as part of the public offering. The permeability through to the main square creates an inviting gesture from Queen Street.

As well as the public library, the ground floor will also accommodate amenity space and 'one-stop-shop' facilities for the office space above.





Public Amenities

Active frontage to Queen Street

Interface with open spaces

Relationship to local civic buildings

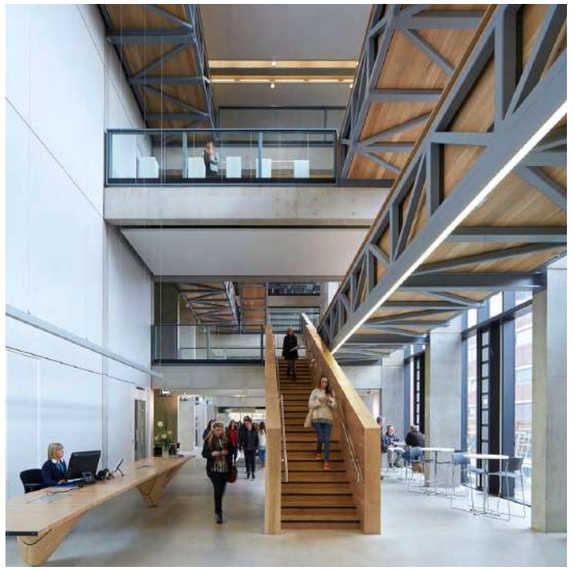
02.09 Scheme Elements • Offices

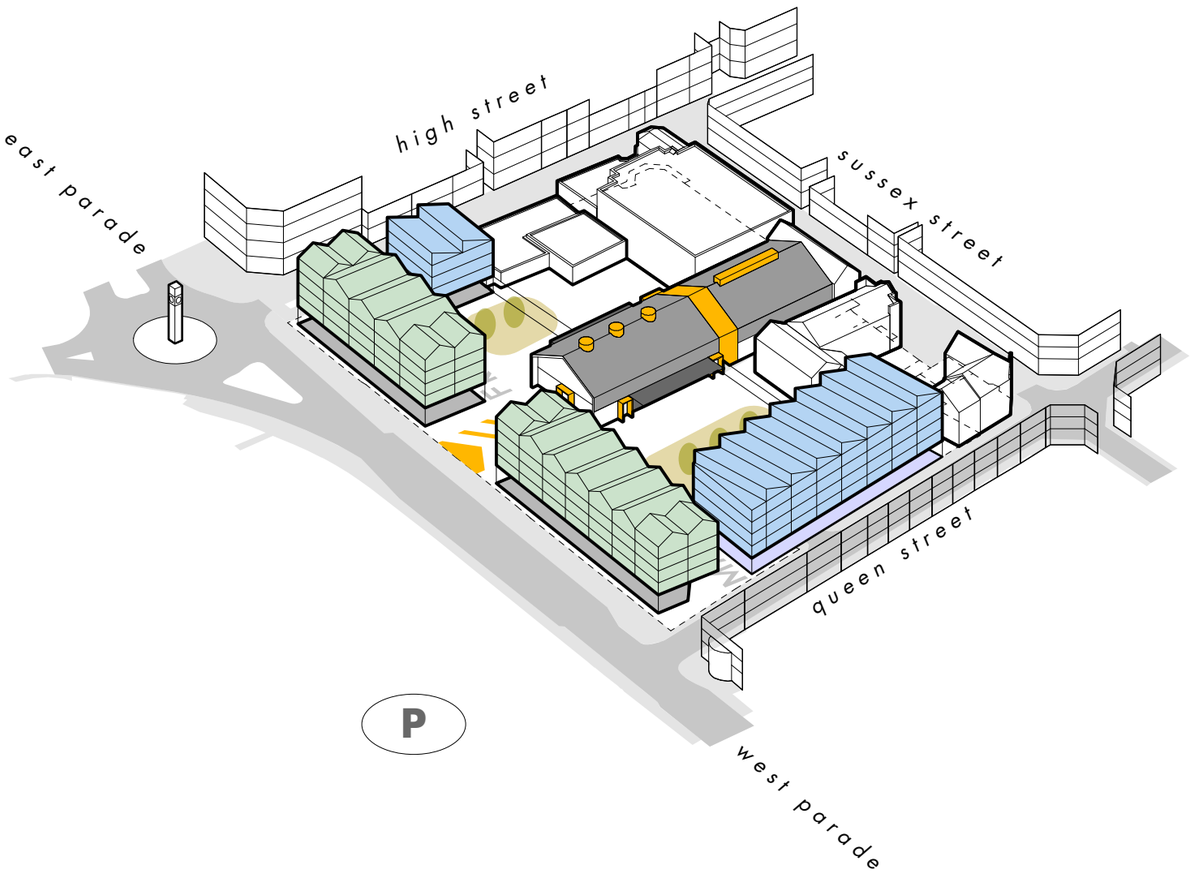
Civic engagement and council facilities

Above the ground floor elements, the development proposes office workspace, community meeting rooms and council offices.

A large core serves the building, providing access for all. Architecturally, a modern office building will be provided with a ground floor datum, tying in with the rest of the scheme.

A further office space will be provided alongside the existing retail units on the High Street. This is will have a smaller footprint, connecting in height with the residential units, allowing the site to be closed off from the elements. Internally, the space will be a category A office fit out, with a contemporary feel and a tasteful material palette. The modern design will continue externally, with a strong identity and visual presence to the High Street.





Introduction of workspaces and jobs

Council Offices

Interface with whole scheme

Relationship to local civic buildings

02.10 Scheme Elements • Landscape

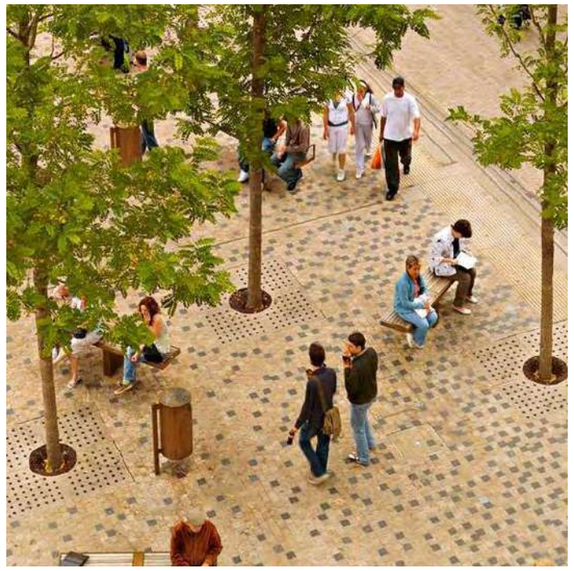
Continuation of external aesthetic

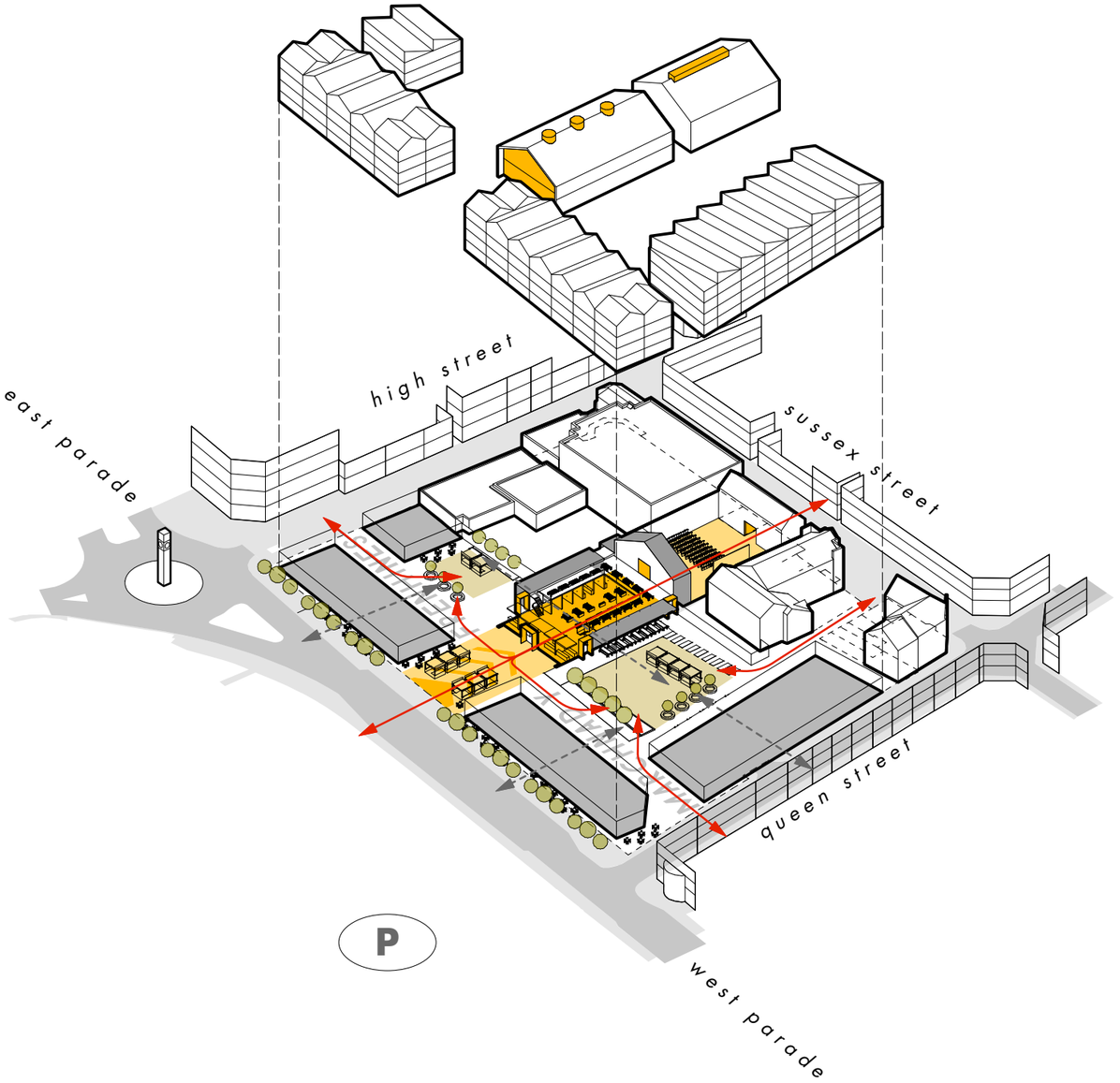
The final element of the jigsaw will be the beautifully landscaped public squares, allowing flexibility for the associated buildings and dwelling space for the community.

The public realm element of the scheme aims to encourage the public to use the spaces, through playful imagery and signage, and inviting outdoor furniture. The different areas will be demarcated via the use of contrasting paving, allowing a seamless transition through spaces. Ultimately, the public areas are intended to be used by the differing programmes around the scheme, with café's spilling into the square and the resident's using the gardens. The West Parade Square will provide a temporary outdoor market zone and the neighboroughing properties will ensure adequate protection from the elements.

Security and noise have been considered when designing these public spaces, with bollards to prevent unwanted vehicle access. Through the passive security that the surrounding buildings provide, these areas will be safe for the public to use. Further CCTV will be provided to ensure a safe environment.

Following the ecological and flood consequence reports, it was determined that a number of trees should be planted which could house swift boxes for the local wildlife, as well as large pits to help with the attenuation of excess surface water.





Public accessibility

Active edges within sheltered space

Planted trees + festoon lighting

Permeable block, network of pedestrian routes

02.11 Existing Site

Illustrative masterplan drawings

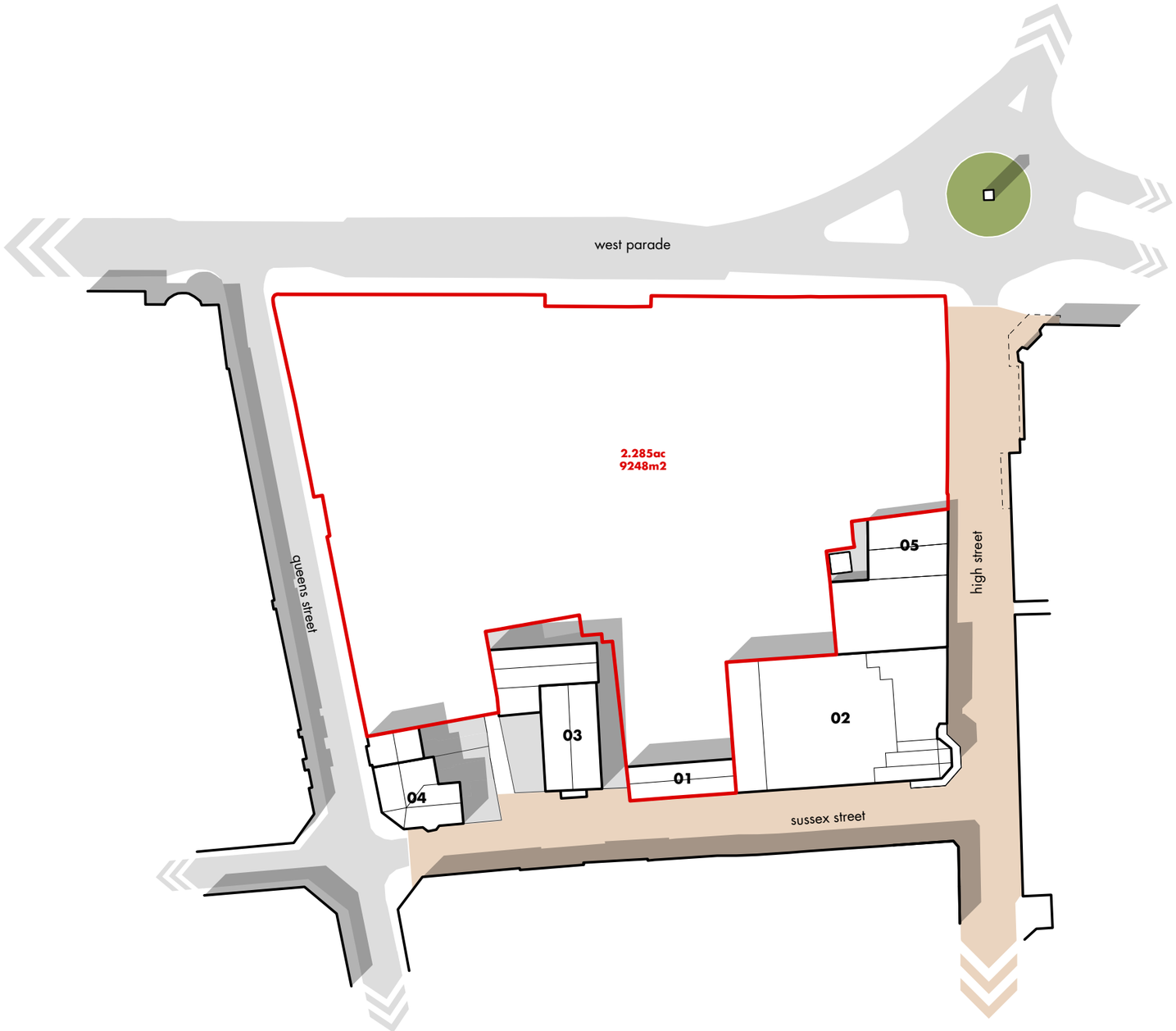
01 queens theatre
02 queens hotel
03 queens arcade
04 old plaza cinema
05 christian centre
06 george hotel
07 savoy hotel
08 61 queen street
09 savoy arcade
10 queens shopping centre
11 queens market hall (new)
12 fast food outlets
13 the bright spot
14 queens market hall (old)
15 garages

N

scale 1:1000

02.12 Site boundary

Illustrative masterplan drawings



01 queens chambers
02 old plaza cinema
03 christian centre
04 george hotel
05 fast food outlets

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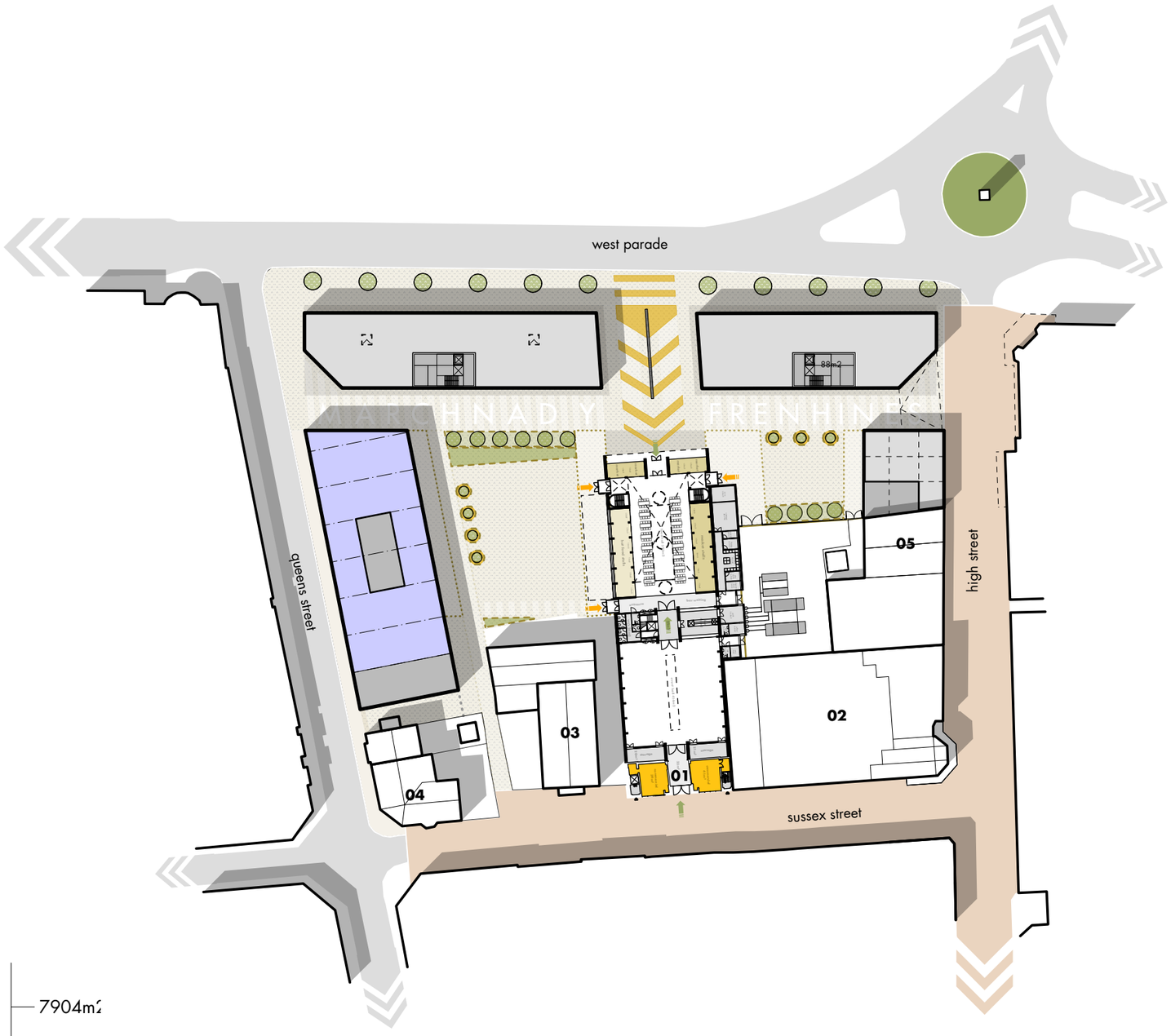
02.13 Ground Floor

Illustrative masterplan drawings



existing

01 queens chambers
02 old plaza cinema
03 christian centre
04 george hotel
05 fast food outlets

proposed

external space	4850m2		
2bed 48no	@ 65m2 GIA		
1bed 32no	@ 50m2 GIA	—	7904m2
f&B/retail/cores	1358m2 GEA		
event hall	517m2 GIA + 356m2 GIA		
market/food hall	735m2 GIA + 240m2 GIA		
office + library	5480m2 GEA		
f&b + office	190m2 f&B + 854m2 GEA		

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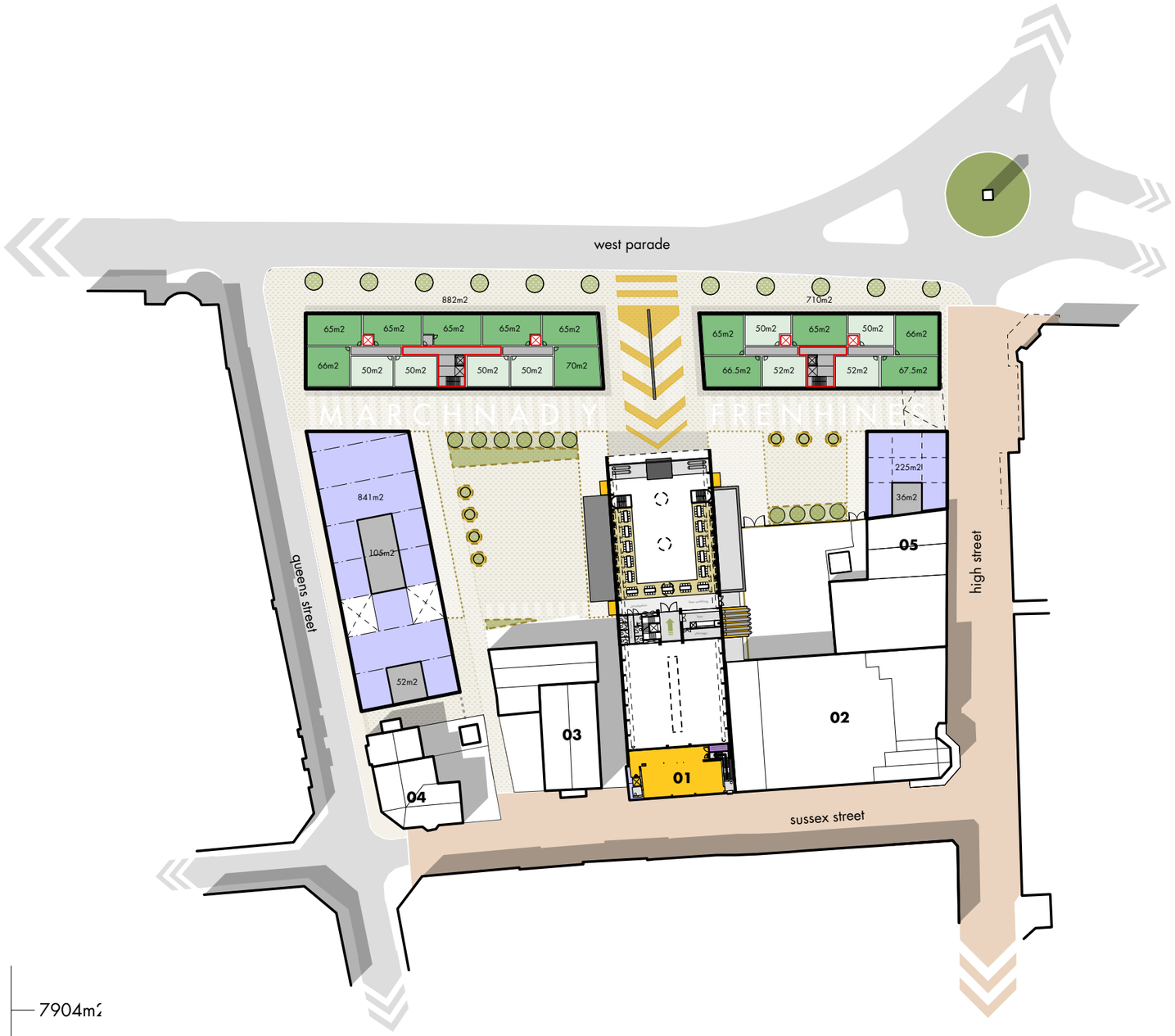
02.14 First Floor

Illustrative masterplan drawings



existing

01 queens chambers
02 old plaza cinema
03 christian centre
04 george hotel
05 fast food outlets

proposed

	external space	4850m2	
	2bed 48no	@ 65m2 GIA	7904m2
	1bed 32no	@ 50m2 GIA	
	f&B/retail/cores	1358m2 GEA	
	event hall	517m2 GIA + 356m2 GIA	
	market/food hall	735m2 GIA + 240m2 GIA	
	office + library	5480m2 GEA	
	f&b + office	190m2 f&B + 854m2 GEA	

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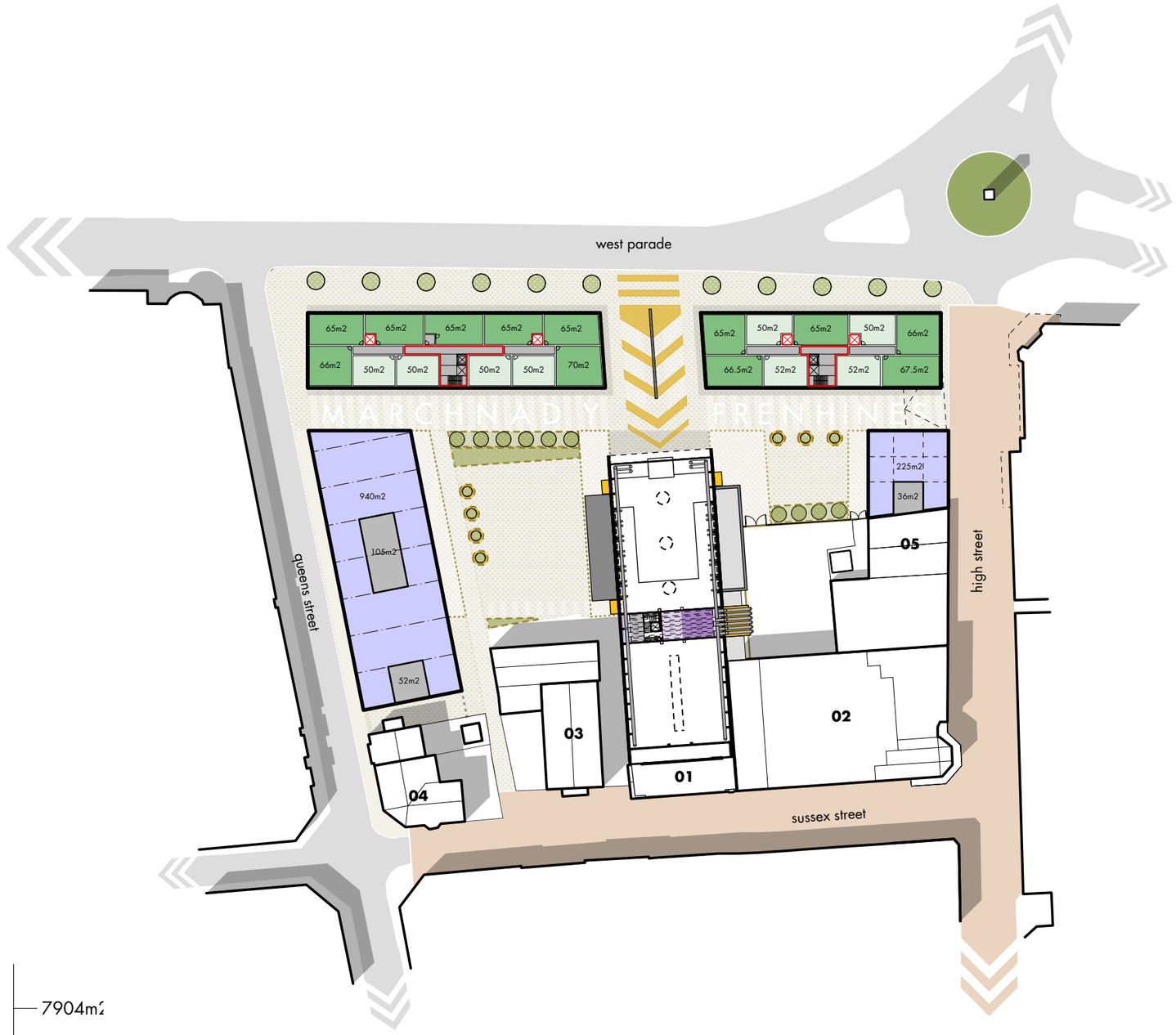
02.15 Second Floor

Illustrative masterplan drawings



existing

01 queens chambers
02 old plaza cinema
03 christian centre
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05 fast food outlets

proposed

	external space	4850m2	
	2bed 48no	@ 65m2 GIA	7904m2
	1bed 32no	@ 50m2 GIA	
	f&B/retail/cores	1358m2 GEA	
	event hall	517m2 GIA + 356m2 GIA	
	market/food hall	735m2 GIA + 240m2 GIA	
	office + library	5480m2 GEA	
	f&b + office	190m2 f&B + 854m2 GEA	

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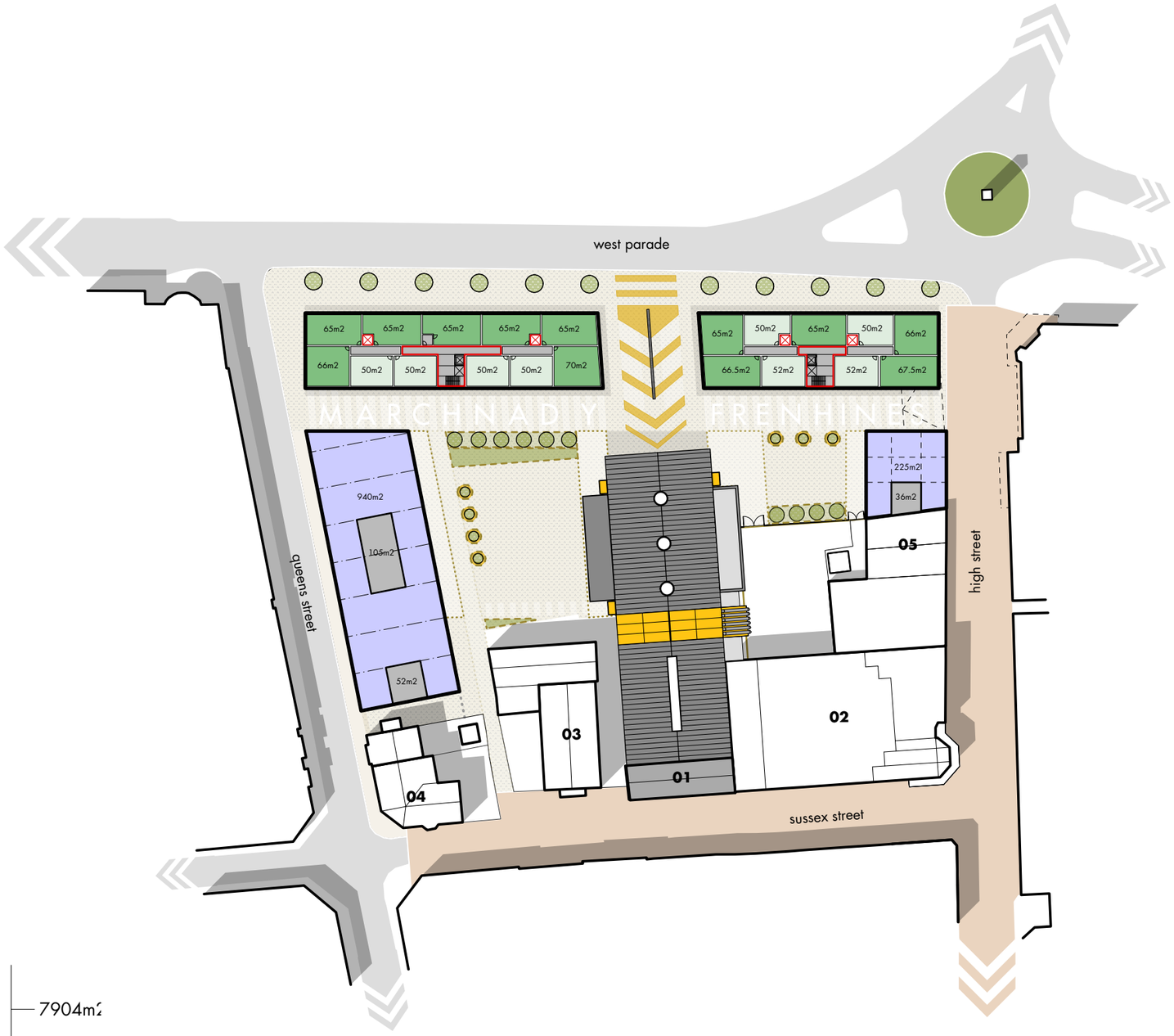
scale 1:1000

02.16 Third Floor

Illustrative masterplan drawings



existing

01 queens chambers
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03 christian centre
04 george hotel
05 fast food outlets

proposed

external space	4850m2	
2bed 48no	@ 65m2 GIA	7904m2
1bed 32no	@ 50m2 GIA	
f&B/retail/cores	1358m2 GEA	
event hall	517m2 GIA + 356m2 GIA	
market/food hall	735m2 GIA + 240m2 GIA	
office + library	5480m2 GEA	
f&b + office	190m2 f&B + 854m2 GEA	

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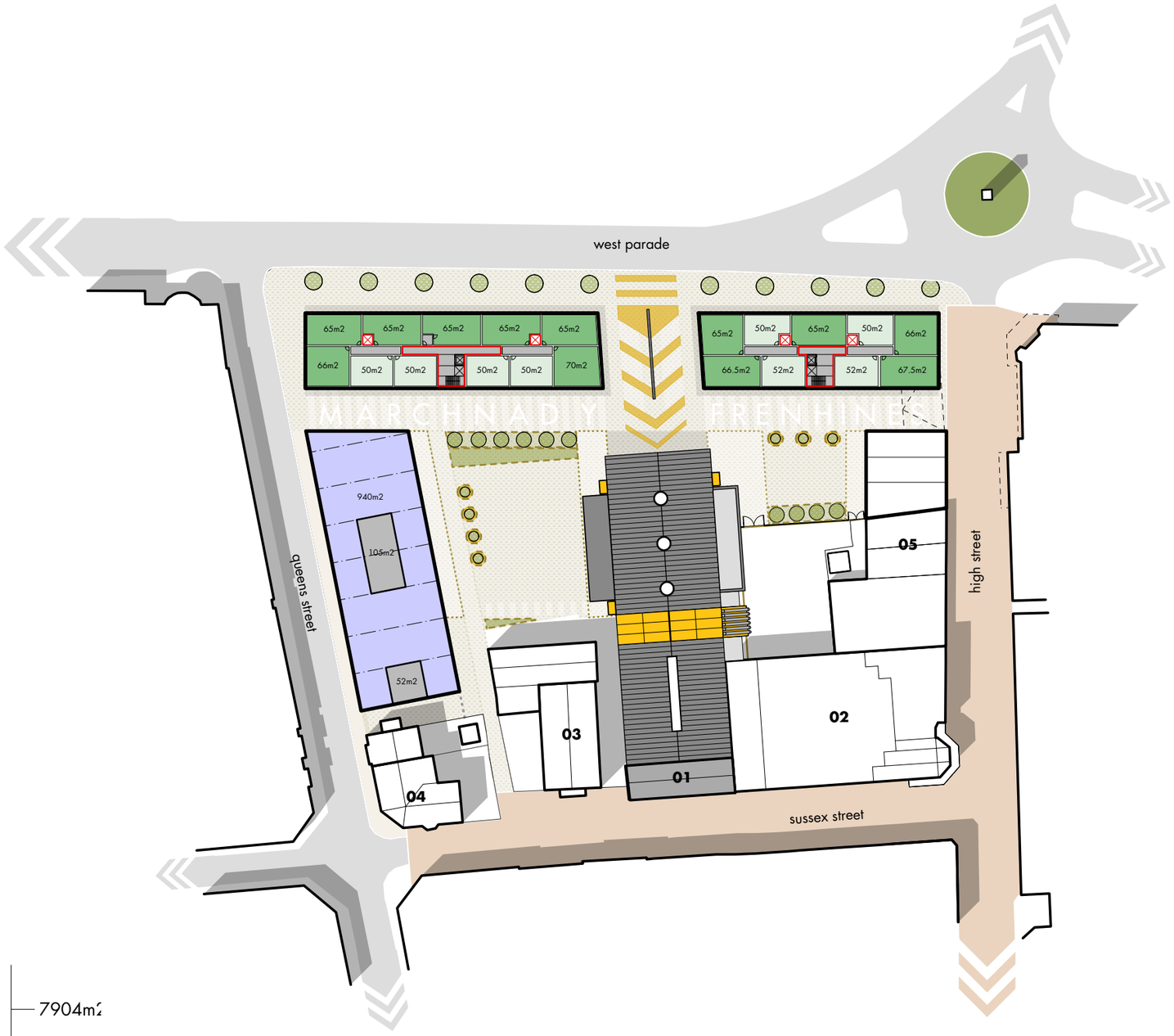
scale 1:1000

02.17 Fourth Floor

Illustrative masterplan drawings



existing

01 queens chambers
02 old plaza cinema
03 christian centre
04 george hotel
05 fast food outlets

proposed

external space	4850m2		
2bed 48no	@ 65m2 GIA		
1bed 32no	@ 50m2 GIA	—	7904m2
f&B/retail/cores	1358m2 GEA		
event hall	517m2 GIA + 356m2 GIA		
market/food hall	735m2 GIA + 240m2 GIA		
office + library	5480m2 GEA		
f&b + office	190m2 f&B + 854m2 GEA		

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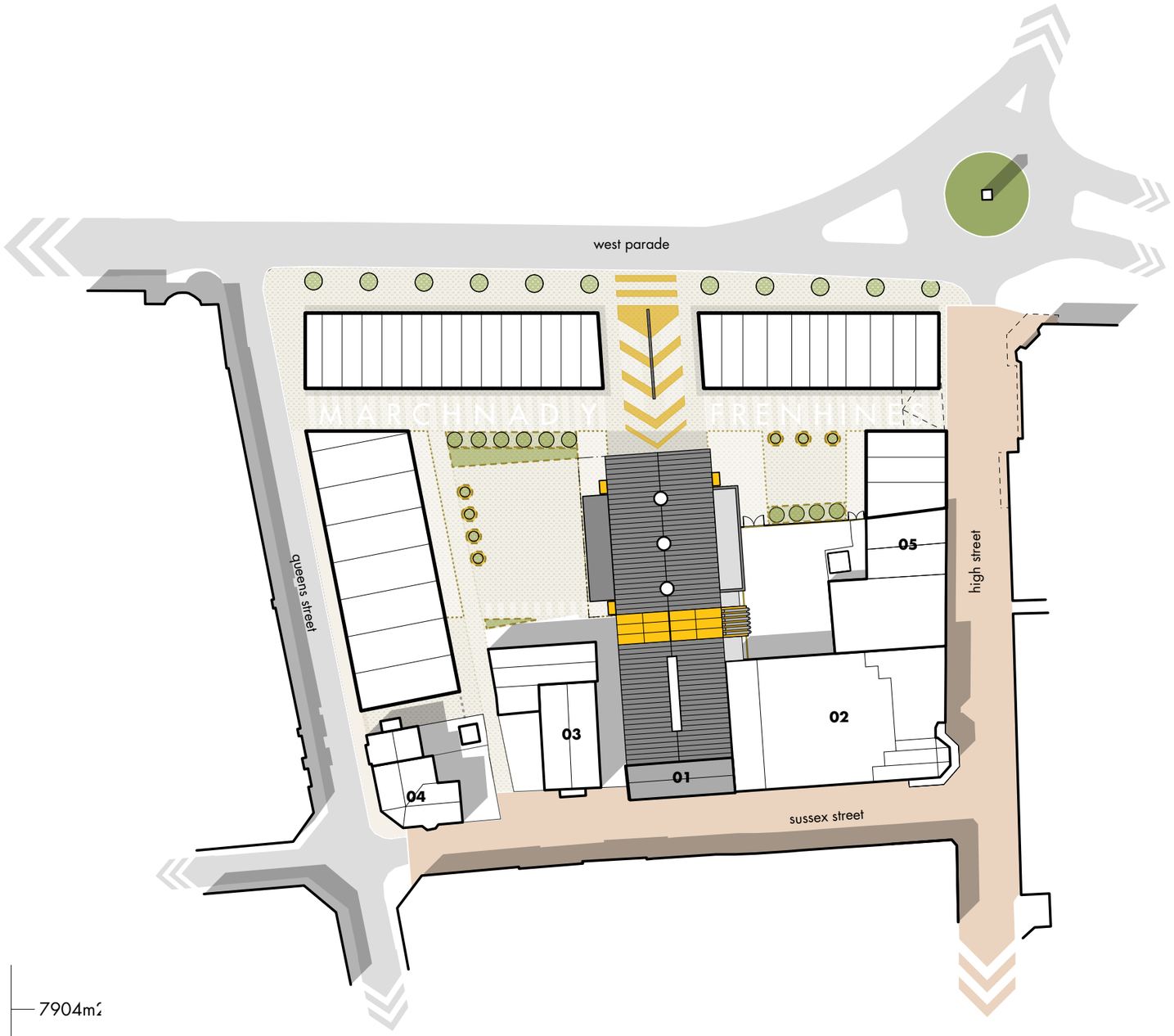
scale 1:1000

02.18 Roof Plan

Illustrative masterplan drawings



existing

01 queens chambers
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proposed

	external space	4850m2	
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	1bed 32no	@ 50m2 GIA	
	f&B/retail/cores	1358m2 GEA	
	event hall	517m2 GIA + 356m2 GIA	
	market/food hall	735m2 GIA + 240m2 GIA	
	office + library	5480m2 GEA	
	f&b + office	190m2 f&B + 854m2 GEA	

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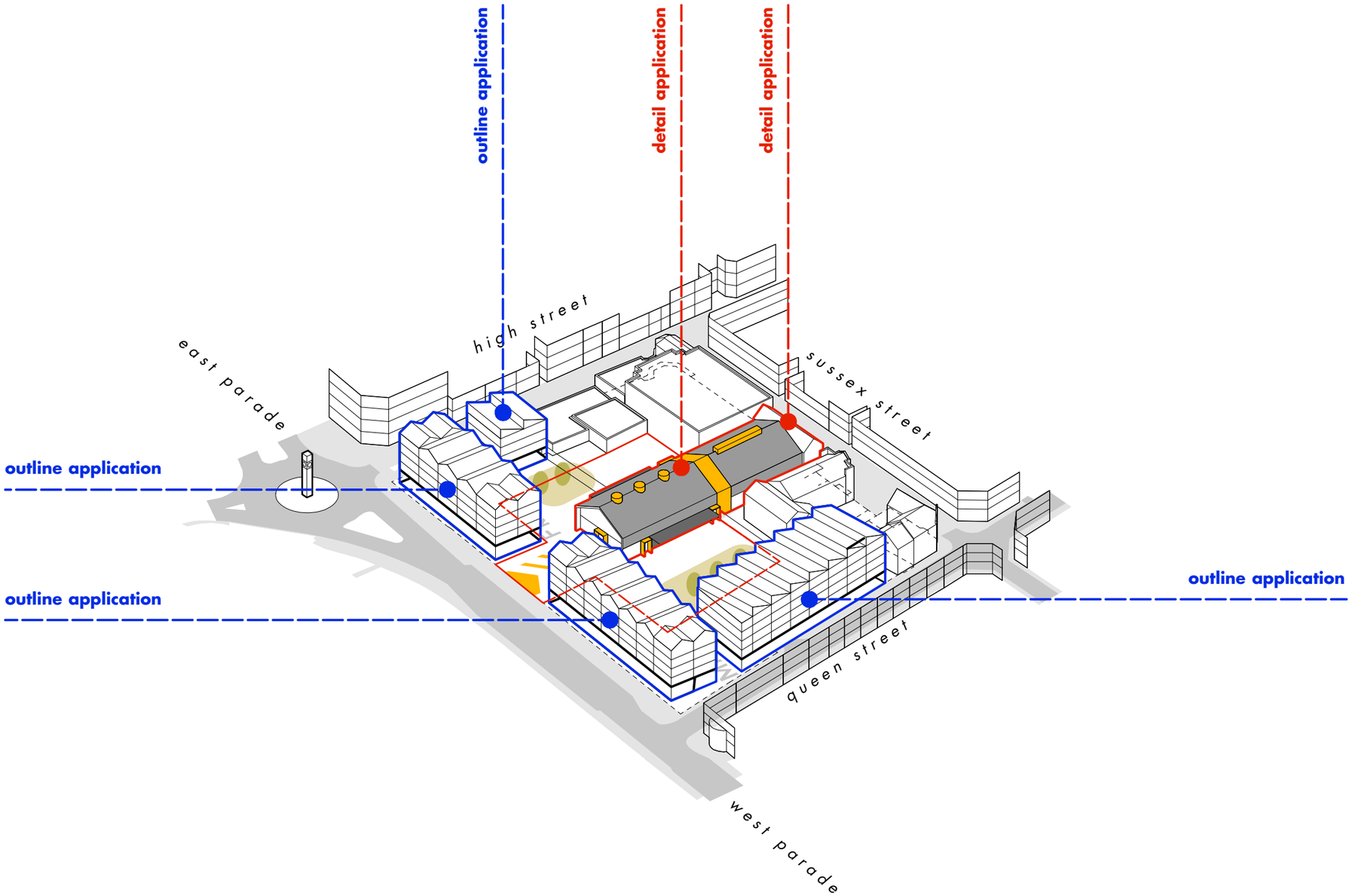
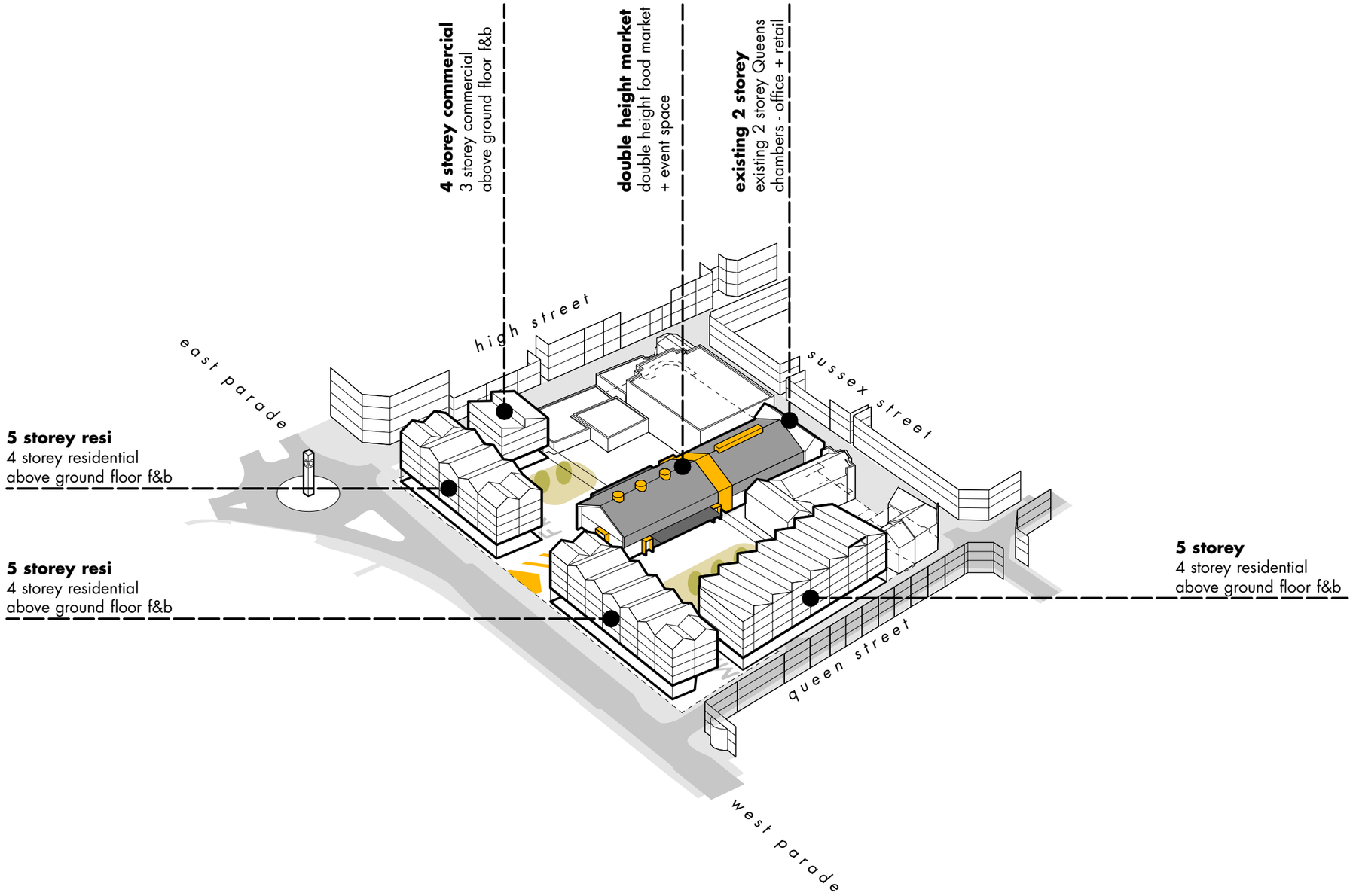
02.19 Application Extents

The Hybrid application is accompanied by a comprehensive suite of supporting documents and drawings



02.20 Storey Heights

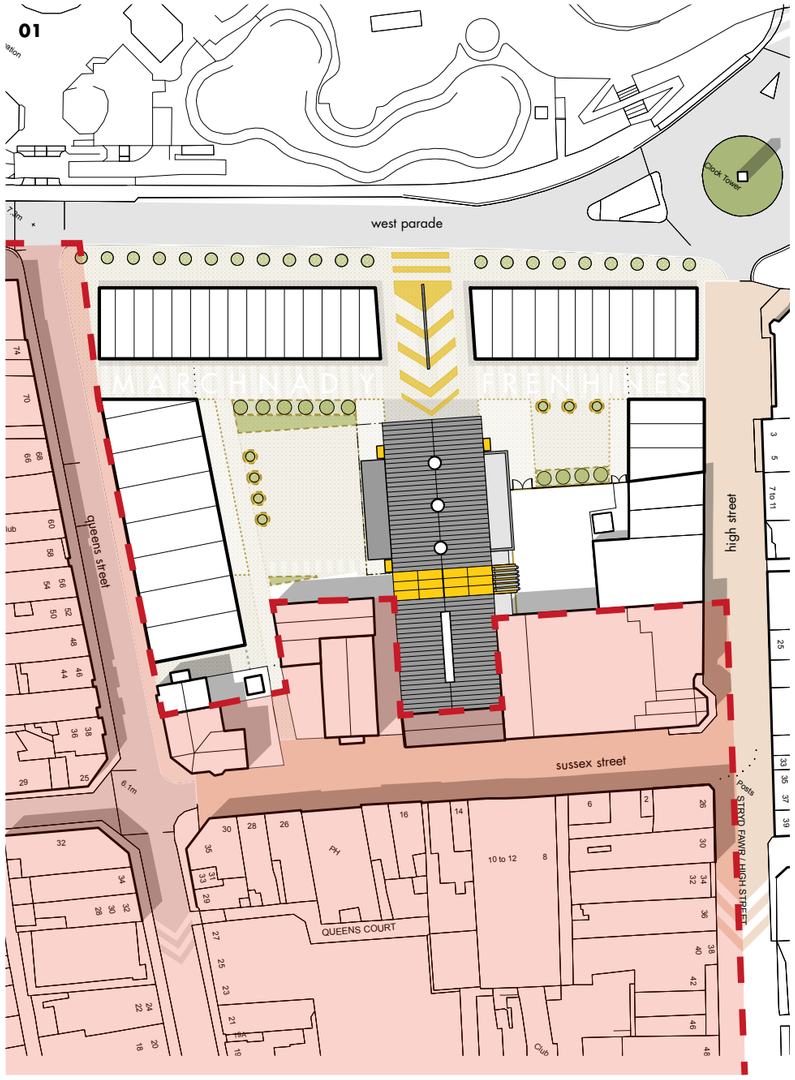
The scheme aims to complement the surrounding architecture and building heights



02.21 Conservation Status

Redevelopment required to breathe life back into the historic facade

Conservation area highlighted in red



The Queen's Chambers, the early-Edwardian element bordering Sussex St, is the portion of the existing architecture which falls within the Rhyl Conservation Area.

Located next door to the Grade II listed Sussex St Baptist Church, this charming brick frontage requires careful attention to its facade and new shop windows. Careful consideration has been taken to ensure the sensitive characteristics of the building will remain displayed, whilst a modern shop-front allows the frontage to tie into the holistic scheme.

Internally, remodelling of the upper floor will allow new disabled access to the modern office unit, whilst the ground floor will boast two redeveloped shop units. By providing a series of commercial units, the scheme allows a connection with the existing high street and economic activity of Rhyl town centre. The heritage frontage will be celebrated as a main thoroughfare for the building, reminding visitors of the significance of the marketplace within

Rhyl.

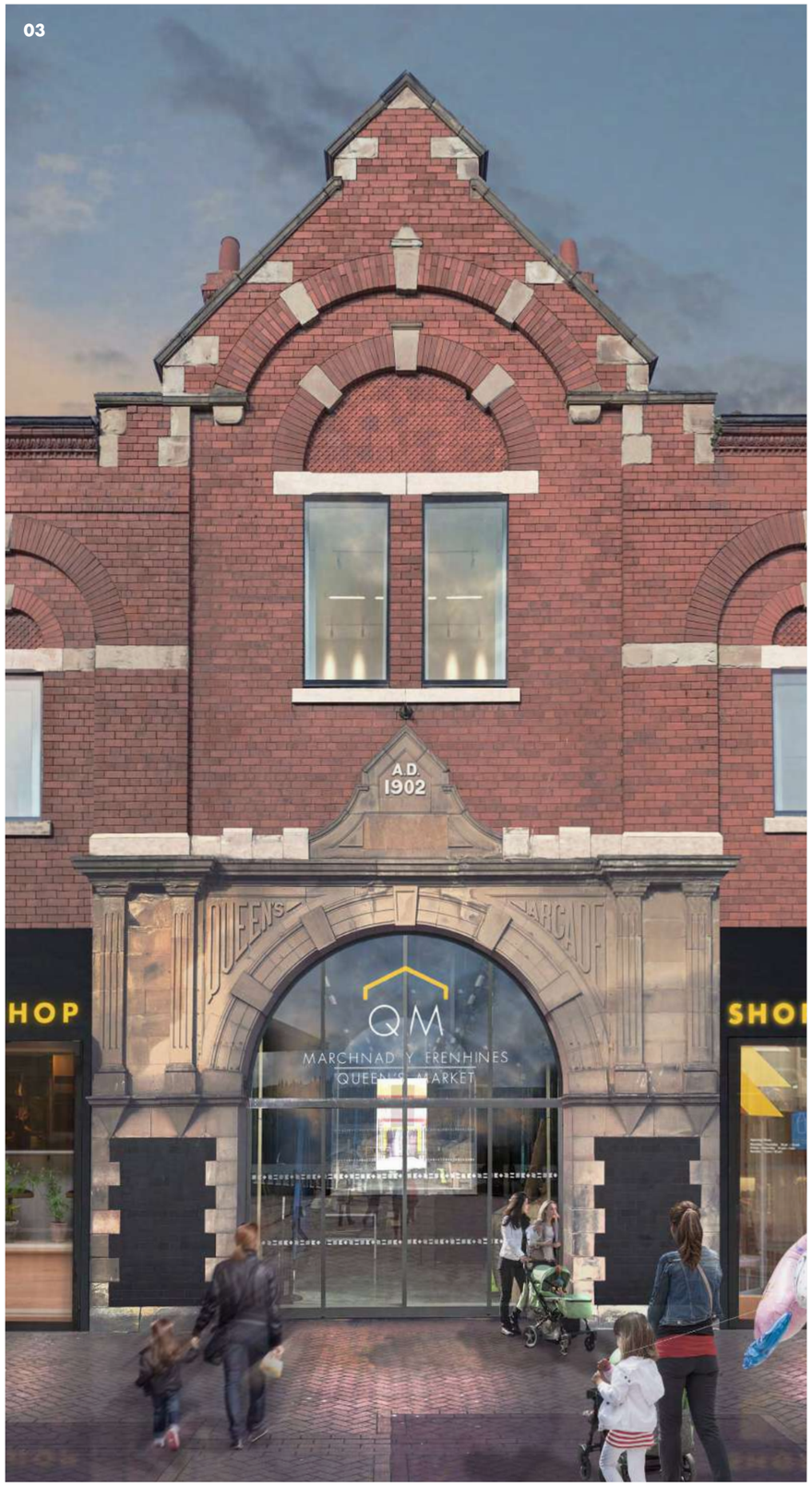
01 Demarcated in red, the Conservation area can be seen to border the site. Particular attention should be paid to the façades and party walls which touch the Conservation area boundary.

02 The only part of the building that falls within the Conservation area is located on the Sussex Street boundary. It features delicate stonework and brick detailing which will be repaired and restored. The external fixings such as the satellite dish, will be removed and repaired.

03 The Grade II listed church neighbours the building and is still in use. The arched windows replicate the arched elements of the Queen's Chambers frontage and help to marry the architecture together.

04 An artistic representation of the Queen's chambers building following redevelopment. The painted brickwork to the lower datum is visible, alongside new windows.

Architecturally, the proposals aim to be sensitive to the existing condition of the facade, whilst making it fit for a 21st century use. By repairing the existing building the aim is to provide both a sustainable approach and to celebrate the historic qualities of the Queen's Market. Although new shop fronts will be provided, a simple and stylish approach has been taken to ensure this is tastefully achieved. Conversations have been held with the council to understand the sensitivities of the area and the feedback has been resoundingly positive to the idea of restoration.



02.22 Phasing Strategy

The redevelopment of the Queen's Market area will be staggered over phases.

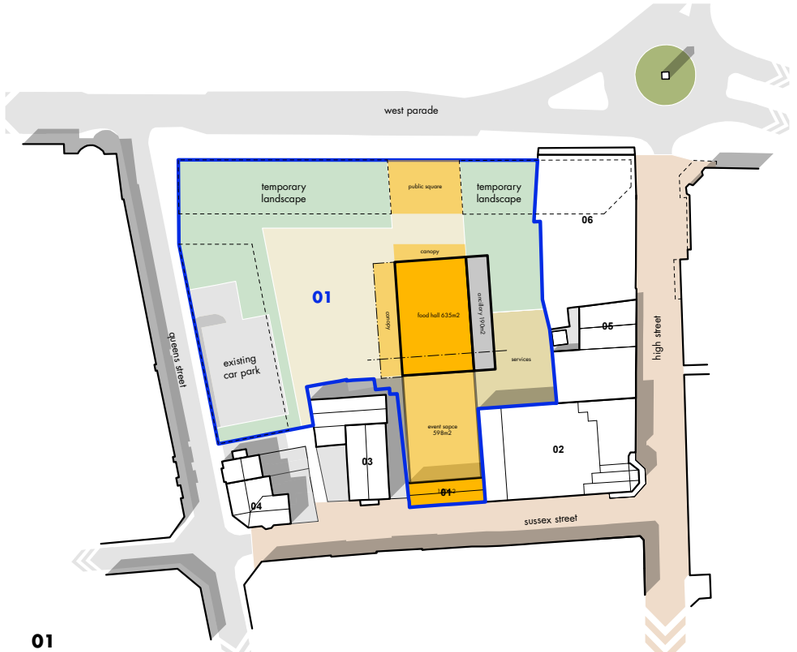
The proposals for the Queen's Market neighbourhood are intended to be carried out in phased construction. These phases make up the hybrid planning application, as explained below:

01 Full Planning Application: The first phase of the application intends to build the new market hall to the centre of the site plan, providing a temporary landscape to the north west of the site. The drainage strategies and site wide proposals will be prepared prior to the construction of the next phases.

02 Outline Planning Application: The second phase will feature the introduction of the first block of residential apartments and F&B units to the West Parade, whilst also constructing the office and library building to Queen Street, completing the landscaping of the main courtyard.

03 Intended demolition will later be carried out of the Bright Spot building, allowing the opening up of the High Street area of the site.

04 Outline Planning Application: The final phase of the scheme includes the second residential block, completing the public square and allowing for the introduction of the office unit to the High Street. This area will complete the scheme and provide the connections and additional public spaces which are key to the whole development.



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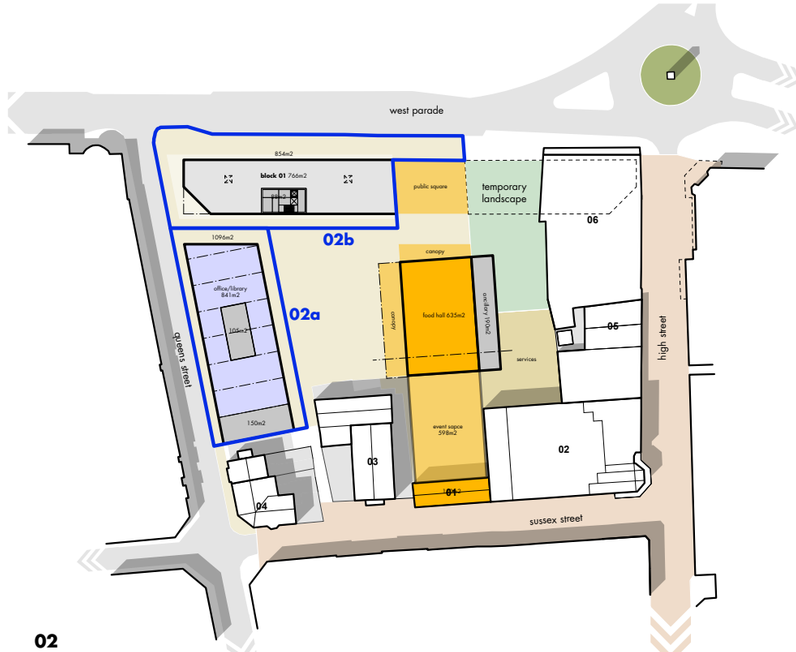


02

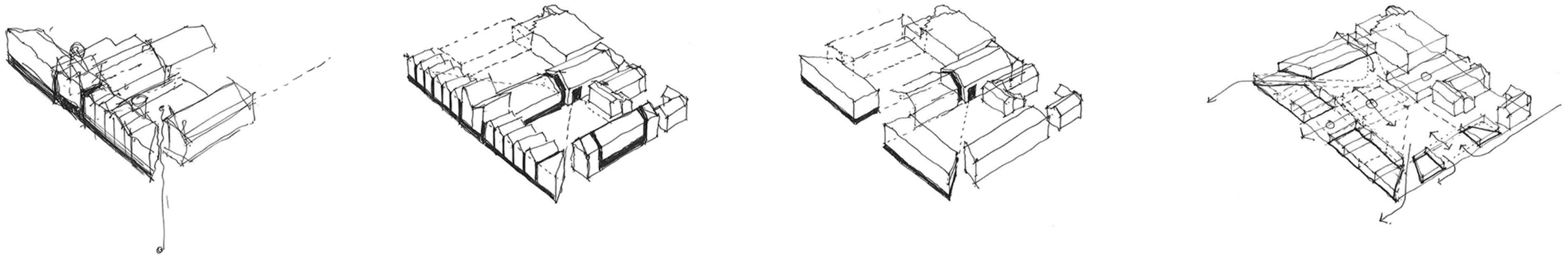
03

04

MARKET AVENUE
MARKET AVENUE

03 Queen's Market: Detailed Application

Phase 01 of the Planning Application includes the Queen's Market building and associated landscape areas



Early development sketches to test the form of the market

03.01 Proposed Design Concept

Design decision diagrams explaining the architectural thought processes

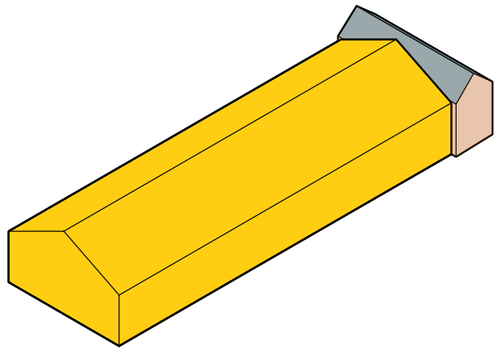


figure 18 Gable form to echo historical volume

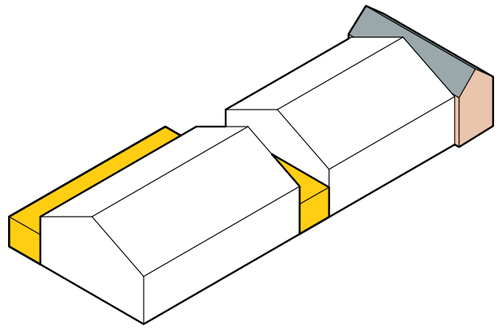


figure 19 Demarcated spaces and zones

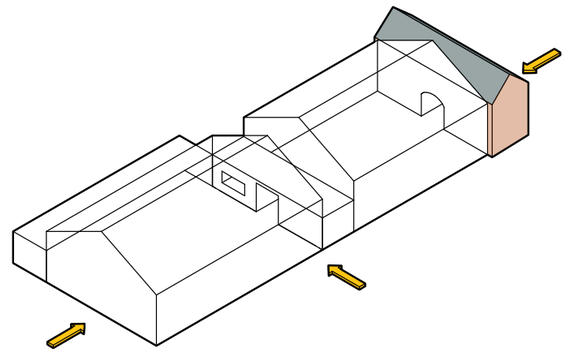


figure 20 Multiple access points

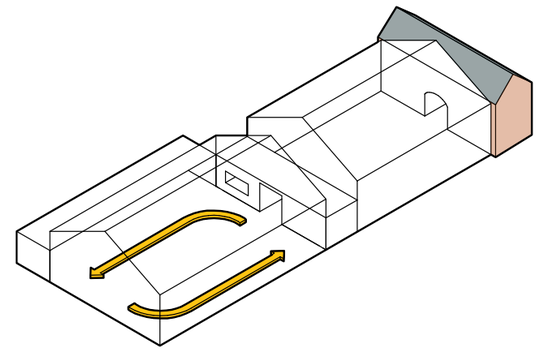


figure 21 Circulation to encourage atmosphere

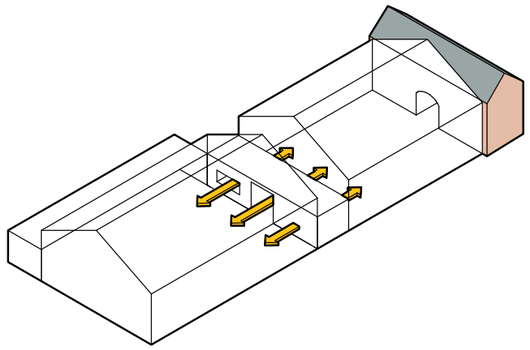


figure 22 Service core for both spaces

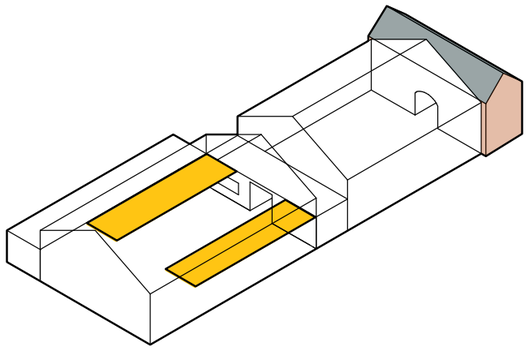


figure 23 Mezzanine animates volume

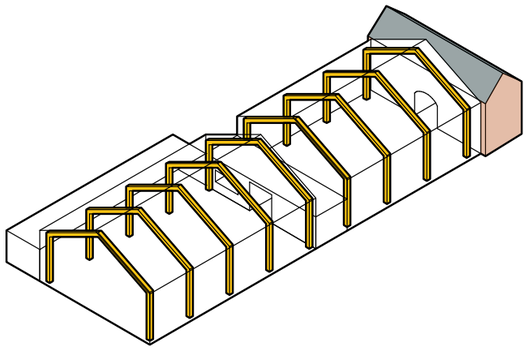


figure 24 Expressed industrial structure

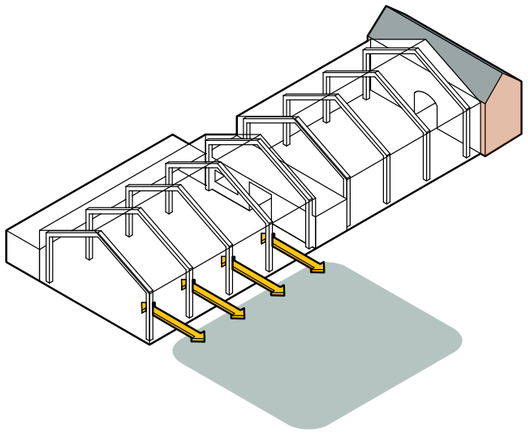


figure 25 Connection to external spaces

03.02 Architectural Forms

The proposed form aim to echo the roof scapes of the existing

The proposed architectural forms have taken inspiration from a variety of sources. To narrate the intended atmospheric conditions, a series of precedents has been gathered below.

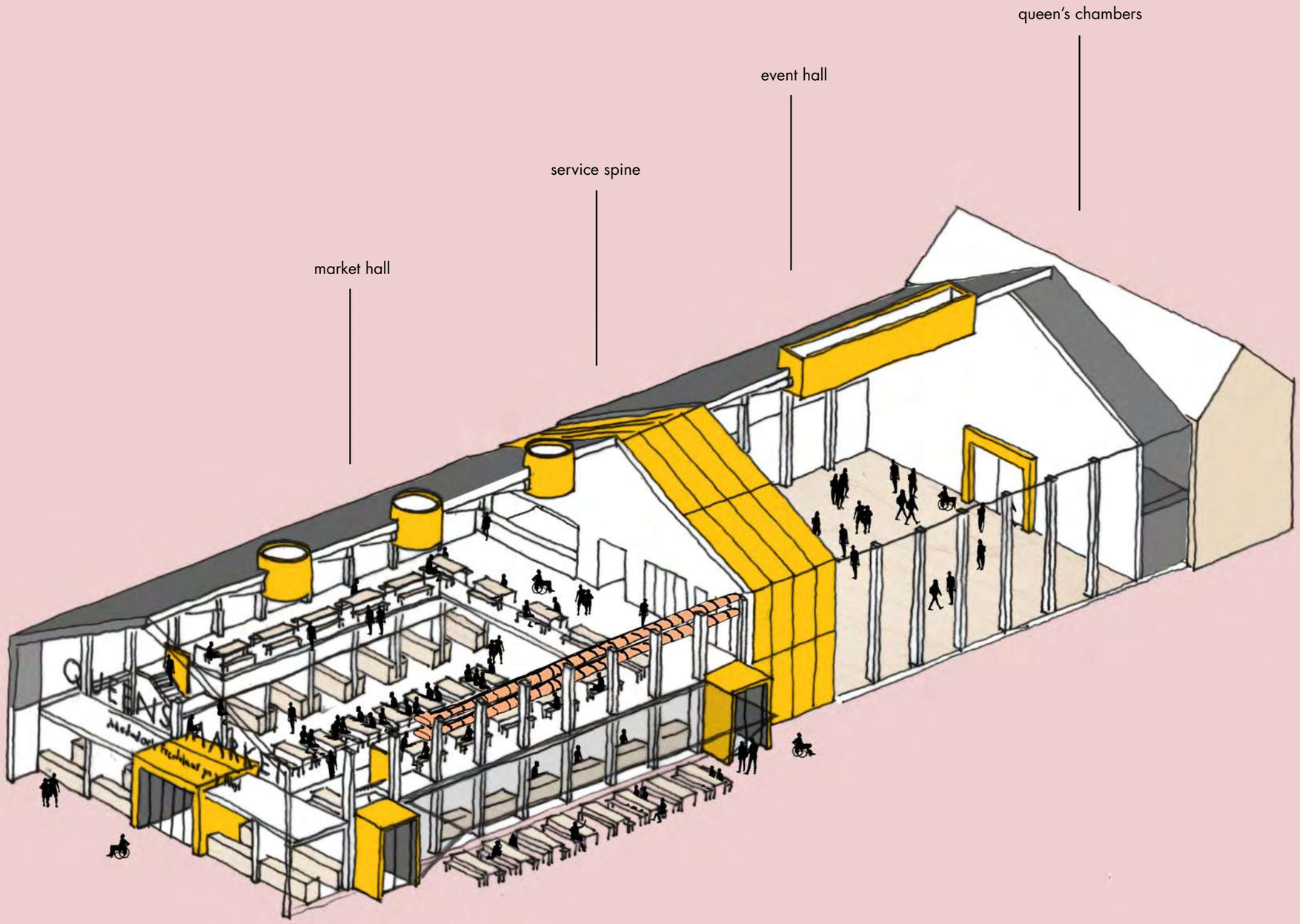
The Queen's Market has been designed to create a dynamic and intimate market environment despite the large and impressive volumetric spaces. The aim is to provide an active and lively environment which combines the industrial aesthetic within a sharp and contemporary market hall.

01 industrial aesthetic expressing structure and services
02 limited use of strong colour and geometric forms
03 large apertures to enhance connection between inside and out
04 natural light and ventilation provided by skylights
05 animation provided by variety of spaces and levels
06 large volumetric space with versatile furniture arrangements

Hal I
Udendørsstader
Linnésgade

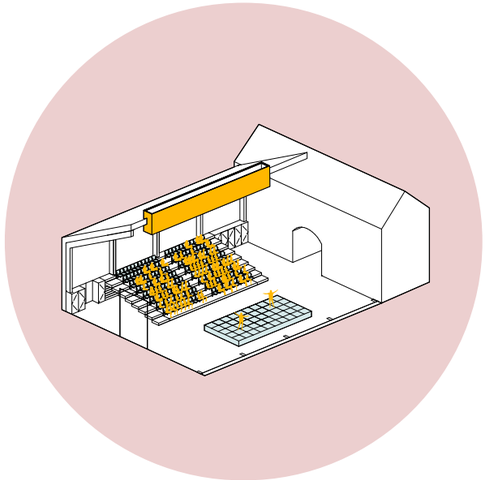
03.03 Queen's Market • Design Concept Sketch

Well defined spaces with lots of potential



03.04 Event Hall Occupancy Studies

Versatile uses and public amenities

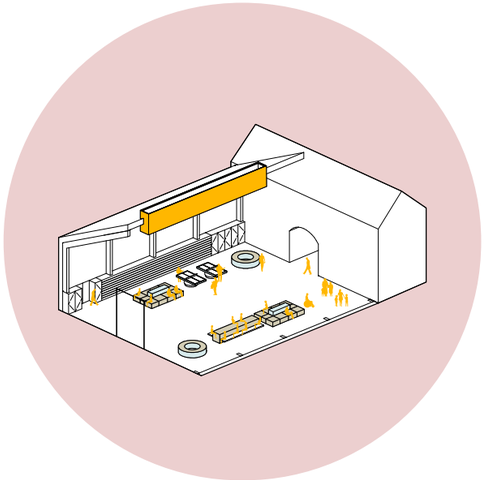


THEATRE

performances, concerts, school events

approx. capacity 220

total area 415m²

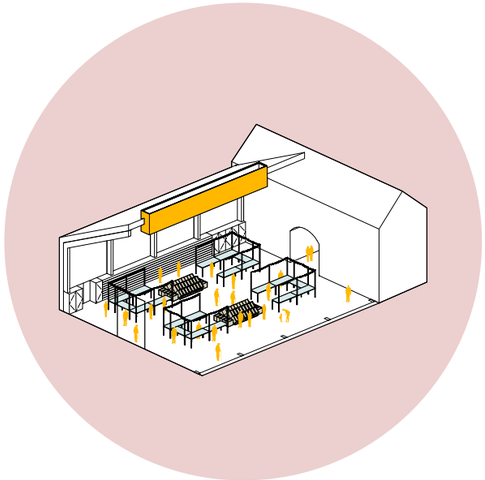


PUBLIC SQUARE

seating, dwell spaces, public games

approx. capacity 360

total area 415m²

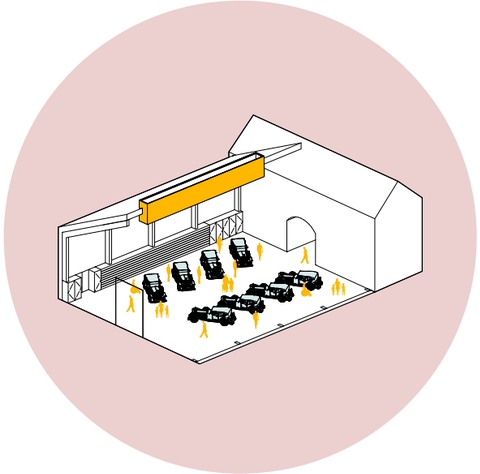


MARKET

farmers market, christmas market, easter market

approx. capacity 425

total area 415m²

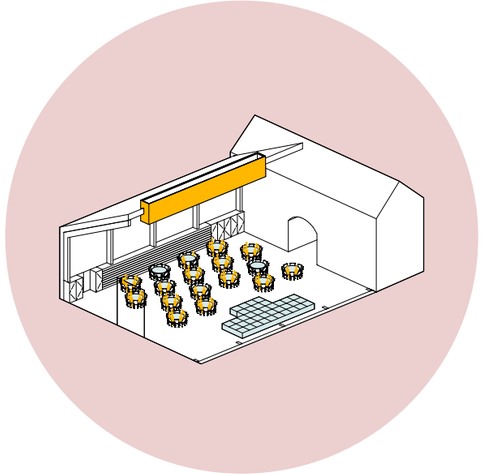


EXHIBITION

art displays, classic car rallies, public exhibitions

approx. capacity 230

total area 415m²

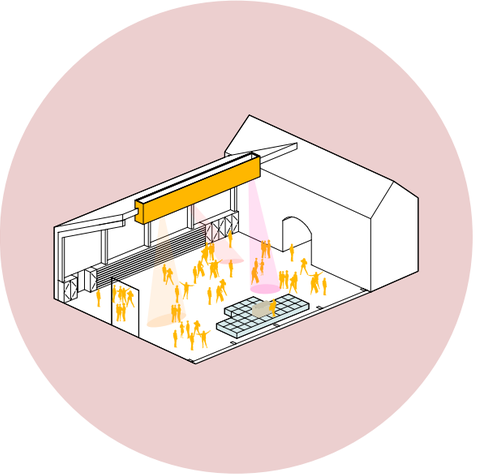


CABARET

awards dinners, weddings, comedy evenings

approx. capacity 200

total area 415m²



EVENING EVENTS

musical performances, gatherings, charity evenings

approx. capacity 450

total area 415m²

03.05 Queen's Market • Materiality

A contemporary selection of materials in a traditionally pitched form

Our proposals use a limited palette of robust, low maintenance materials, designed to look good both when installed and for many years to come. The limited palette gives the building a unified appearance and a strong identity, whilst allowing the existing architecture to seamlessly blend into the new. The large glazed elements invite passers-by inside and allow the animation and perpetual nature of the market to provide the required atmosphere.

The metal standing seam roof provides a stark contrast to the existing brickwork of the Queen's chamber building and is well-suited to the large-span volumes required by the brief. A pre-weathered zinc has been chosen for its consistent appearance, good weathering characteristics and long-lasting natural finish. The zinc gives the building a contemporary feel, intentionally different to the surrounding buildings, but understated and without jarring when viewed in context with the various local architectural merits. The material palette celebrates the industrial heritage of Rhyl town centre with a considered modern twist.

In contrast, the single storey flank element is highlighted in a bold colour, visually separating the main geometric volume and enhancing its prominence as a key building on the street.

The glazed facade facing the Parade Road is formed for dark-framed aluminium curtain walling with clear double glazing and super-graphic signage. Key elements of the building are highlighted with the use of a bold colour which helps give the building its strong visual identity.

Internally, we have adopted a similar strategy of employing a simple palette of robust, low maintenance materials. Acoustic felt, timber slatting, bronze detailing and coloured highlights add texture, warmth, craftsmanship and colour to a backdrop of polished concrete flooring and viroc wall panelling - creating a suitably atmospheric space appropriate to an ecclesiastical building, but with a contemporary edge.

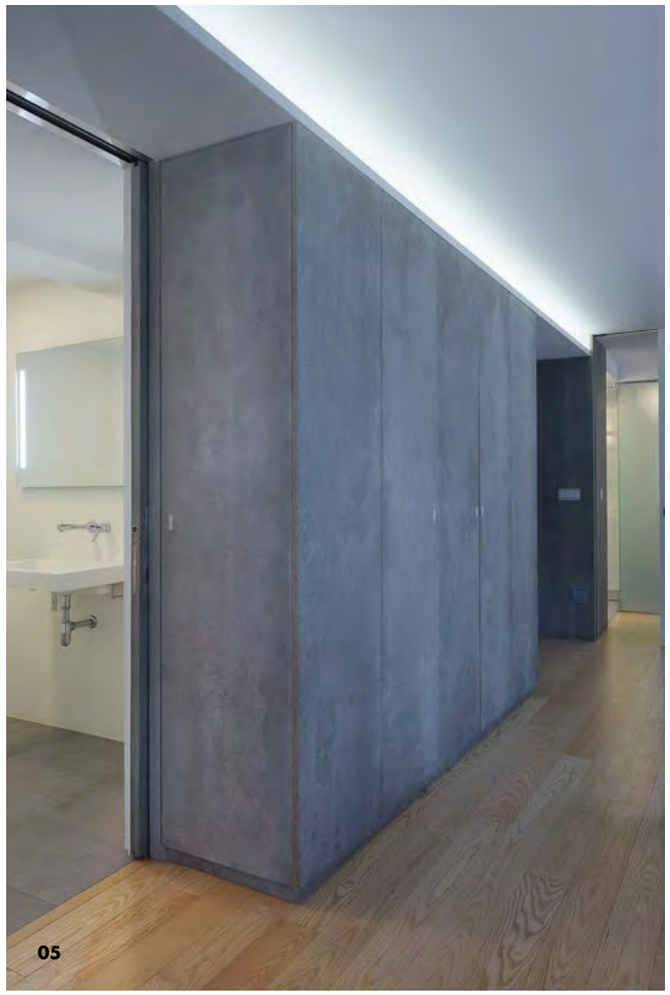
01

02

03

04

01 standing seam zinc cladding + roofing
02 full height glazed elevation
03 red brick to match existing chambers
04 bold coloured elements
05 viroc wall panels
06 expressed services and ductwork
07 OSB/plywood market stalls
08 polished concrete flooring
09 expressed material datums
10 coloured vertical circulation



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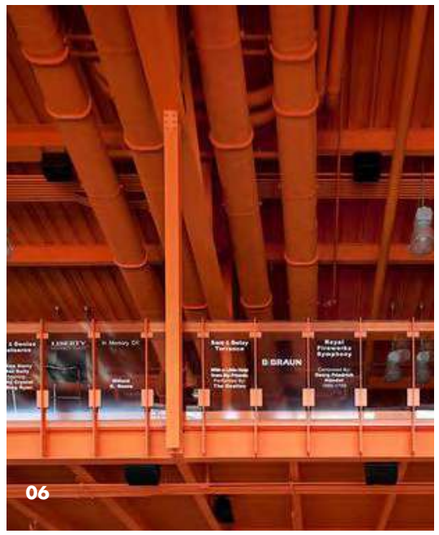

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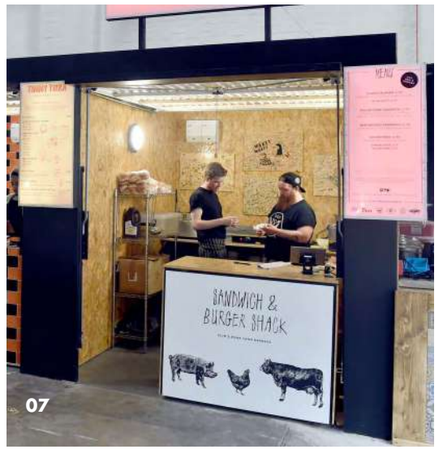

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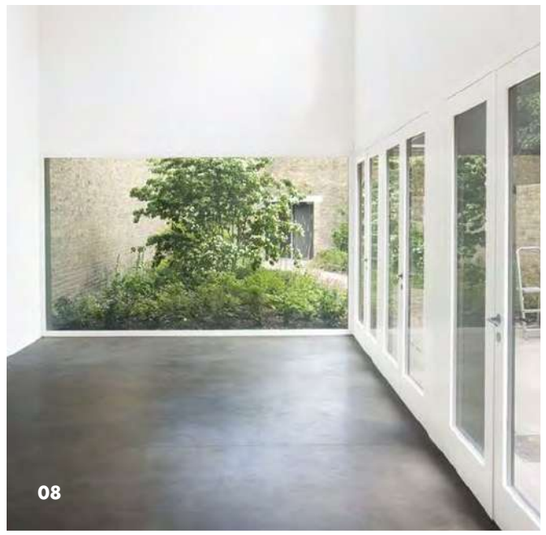


08

09

10

04 Landscape Strategy

04.01 Key Principles

Public Spaces and Routes

The proposed landscape spaces of the Queen's Market will expand the existing public realm and extend the town centre - it being adjacent and linked to the main shopping street in Rhyl; High street.

The queens market development will include planted spaces, places to gather, and spill out spaces for the commercial units and market. There are 5 proposed external public spaces;

The proposed routes through the site are:

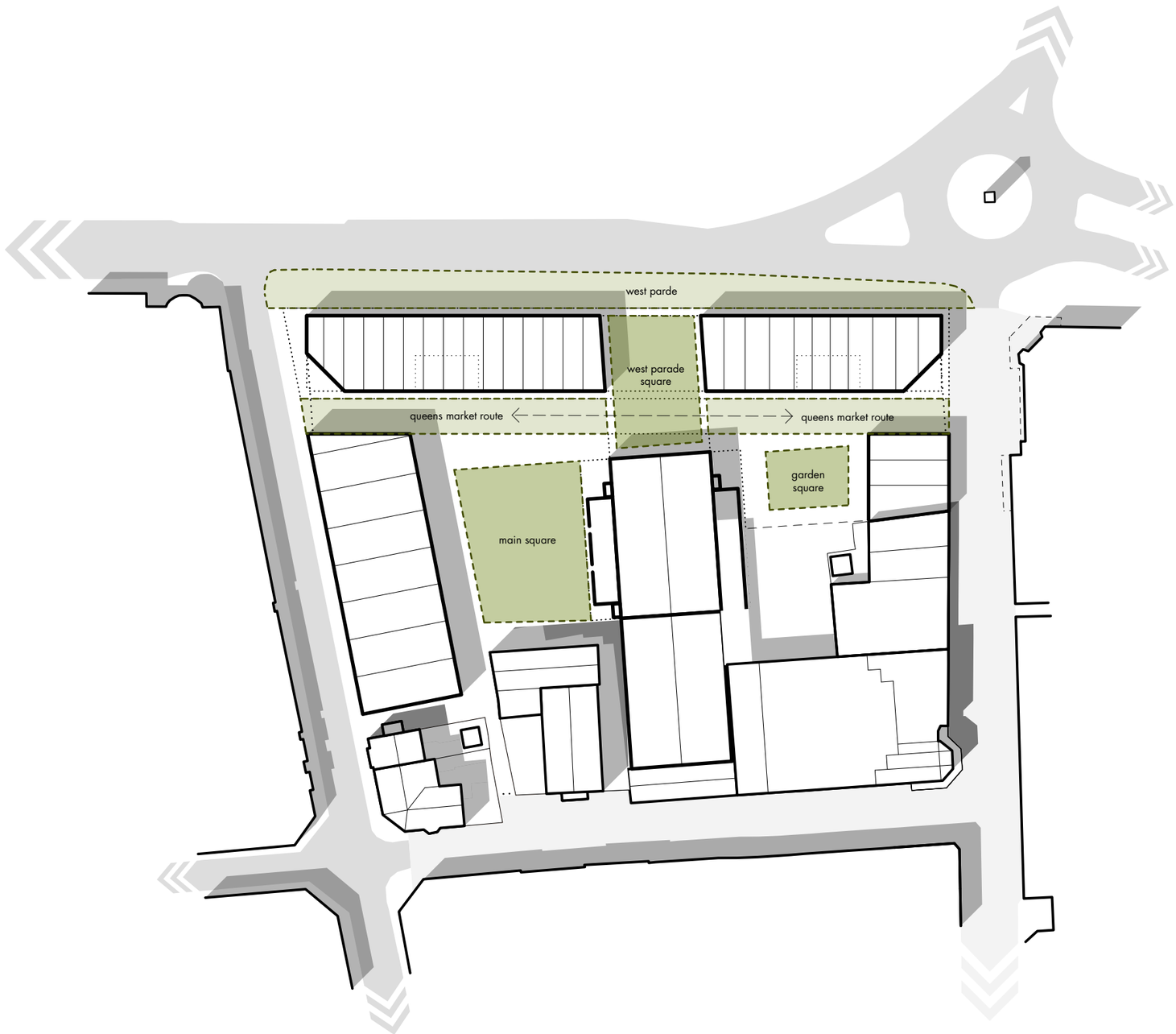
- Queen's Market street (between Queens St and High St)
- West Parade

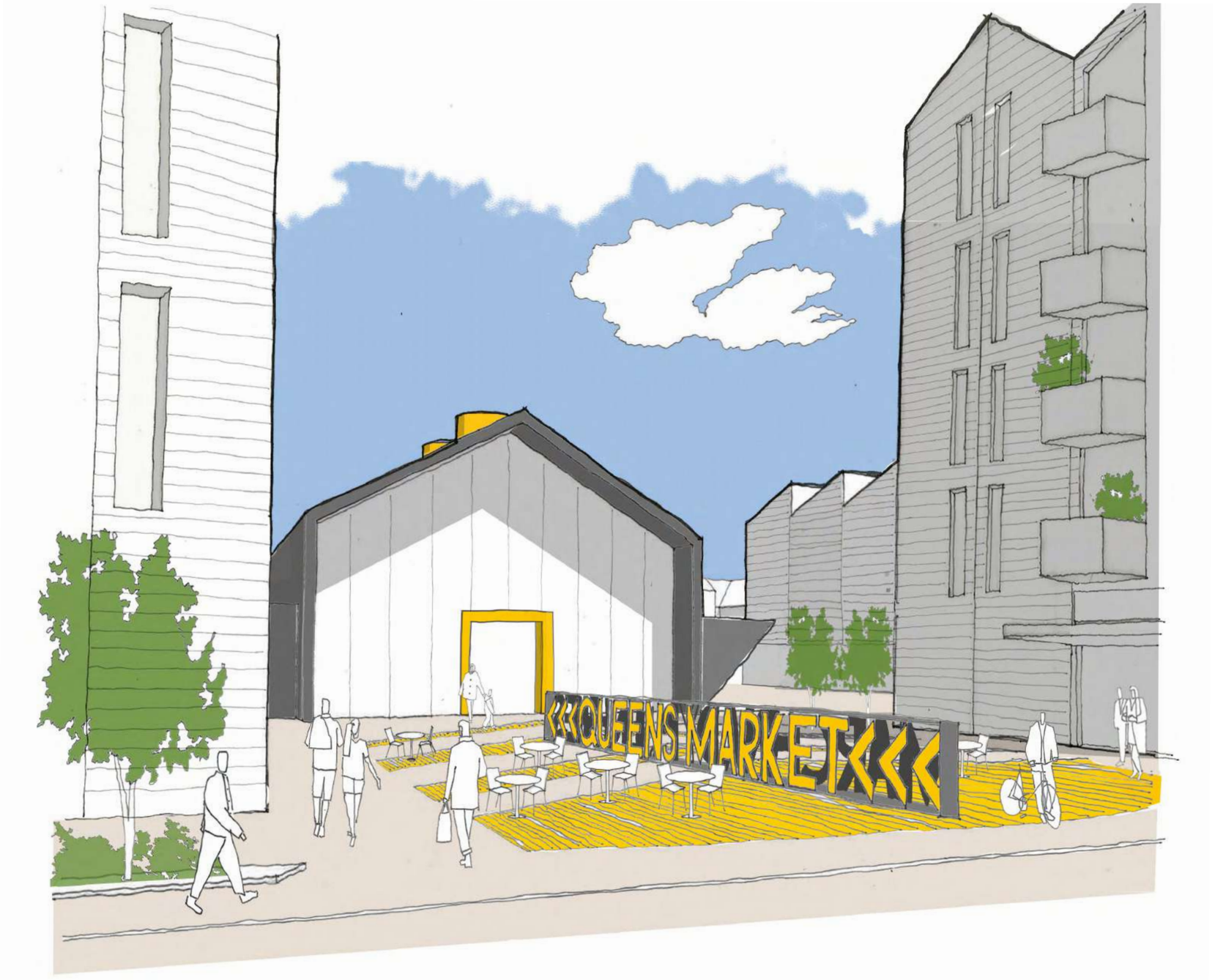
The proposed public squares:

- Main square (to the west)
- Garden square (to the east)
- West parade square

The entrances to Queens Market from High Street, Queen Street and Sussex Street have dropped bollards to restrict vehicluar access.

For the phasing of the construction of the landscape please refer to the phasing diagrams.





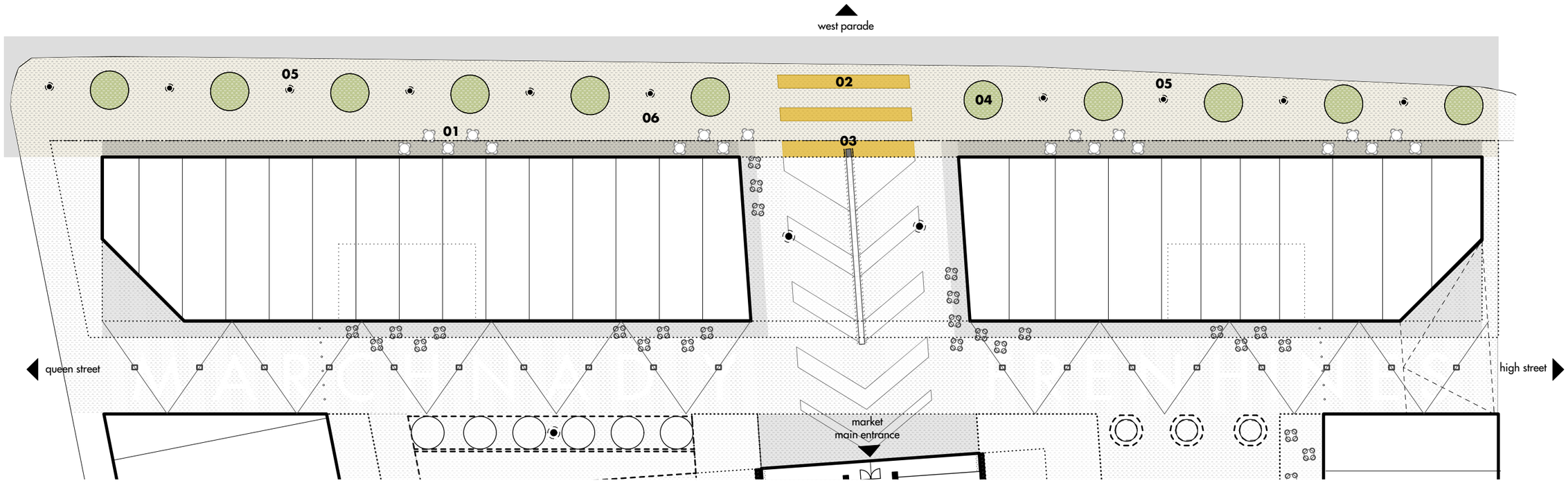
Concept Sketch 01

West parade square showing the entrance to the Queen's market and the commercial spill out space

04.02 West Parade

Interface with waterfront amusements

The pedestrian pathway along West Parade marks the important interface between the Queen's Market site and the coastline.



The space will be sheltered from traffic by trees and provide spill out space for the commercial units.

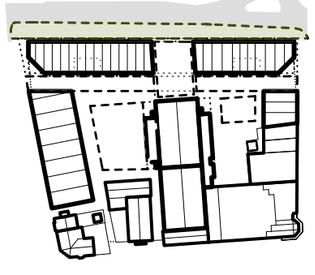
The pavement along west parade will be made wider than it is currently to allow a more comfortable circulation of people + spill out space for the ground floor units.

The trees act as a buffer between west parade and the ground floor commercial units.

The west half of the West Parade landscape is included in phase 2 of construction (including the area in front of the west parade courtyard). The east part is included in phase 3.

West parade • 1050 sqm

01 external cafe space for the food + beverage units
02 yellow super graphics on paved surface
03 sculptural Queen's market signage
04 trees
05 4m lighting columns
06 widened pavement



Row of trees that allow pedestrian permeability

Wide pavements

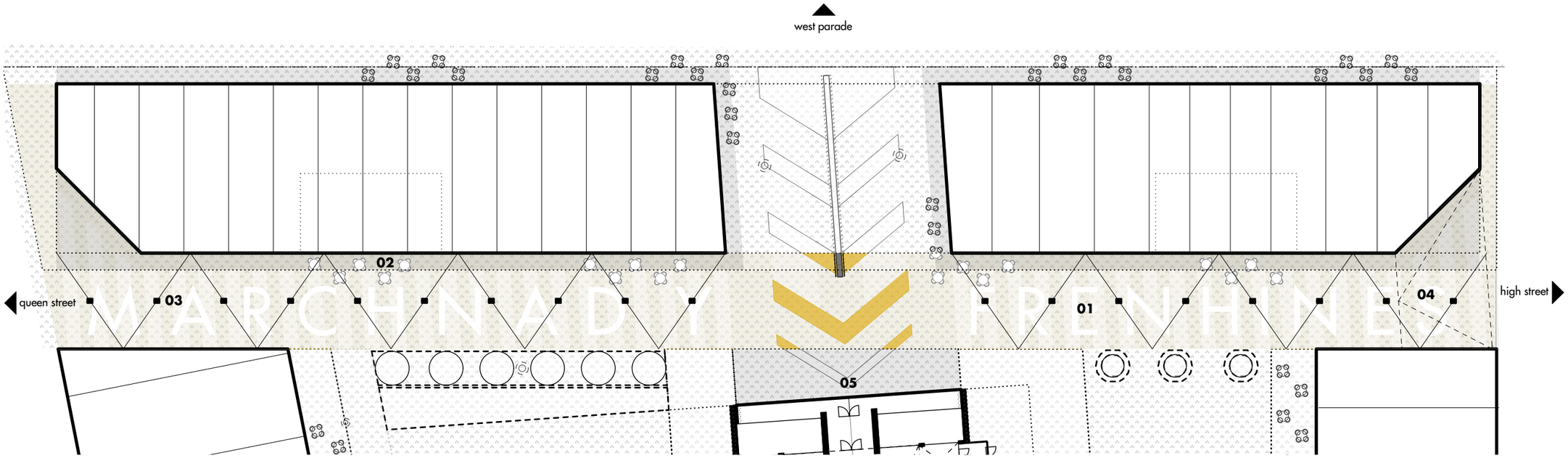
Proposed crossings across West Parade

Spill out space for ground floor businesses

04.03 Queen's Market Street

Internal frontage onto protected courtyards

The Queen's Market Street is the main pedestrian pathway through the Queen's Market.



It links High Street with Queen Street and connects all public spaces of the site to each other.

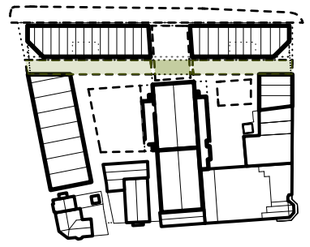
Queen's Market Street provides spill out space for the commercial units but in a controlled manner, avoiding the obstruction of service and emergency vehicles accessing the site.

Trees + planted beds flank the street whilst retaining excess width for the access of said service/emergency vehicles.

The part of queens market street in front of Queen's Market is included in phase 1 of construction, the west half of the is included in phase 2 and the east part is included in phase 3.

Queen's Market street • 1130 sqm

01 super graphics on paved surface; Machnad y Frenhines
02 outside cafe space for the food + beverage units
03 catenary lighting above the pedestrian street
04 ramp sloping up from High Street
05 main entrance to Queen's market hall



Wide pedestrian route through site

Trees + planting along periphery

Bold graphics

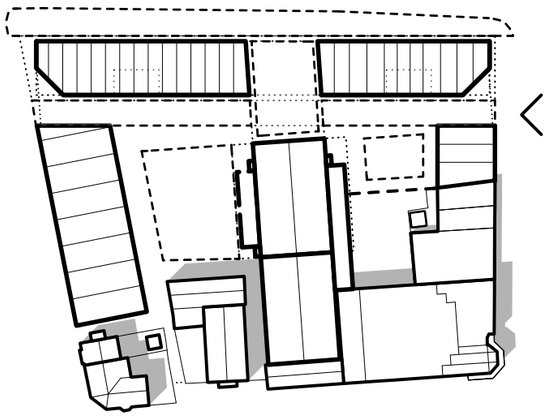
Controlled spill out space - space for service vehicles to past through

04.04 Queen's Market Street Views

Internal frontage onto protected courtyards

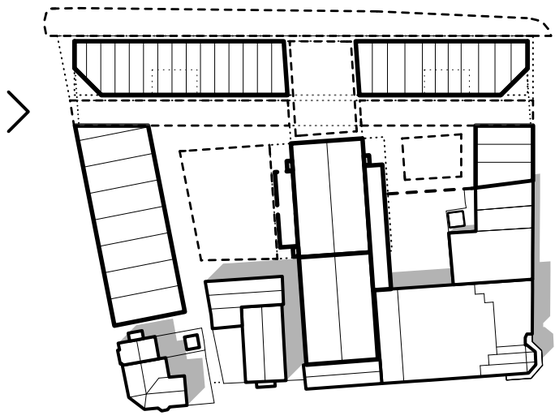
Concept Sketch 02

The entrance to Queen's market from high street - this entrance to site will be used by pedestrians coming from high street, it also being a pedestrian street



Concept Sketch 03

The entrance to Queen's market from Queen street - the other end of Queen's market street



04.05 Main Square

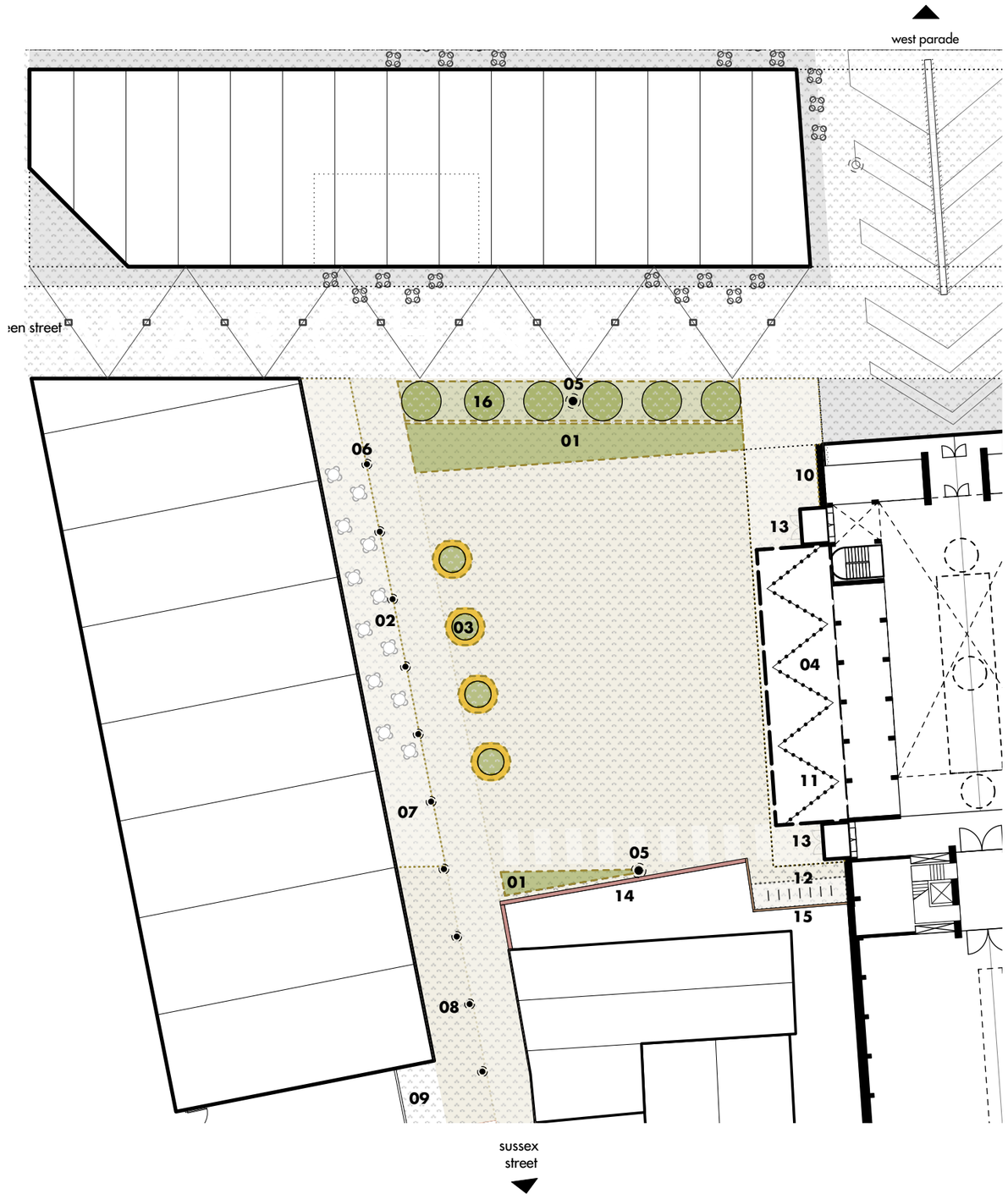
High quality public realm for breakout space

The main square to the Queen's Market provides an open space for external events, seasonal markets and pop - up performances. It also acts as a open space for people to dwell and gather.

The main square is kept largely clear to provide spill out space for the ground floor businesses and pop up space for events.

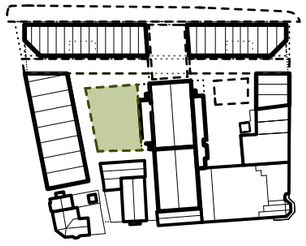
Greenery + seating are positioned along the periphery, but any objects in the centre of the square are removable to allow flexibility of programme.

The main square is included in phase 1 of construction.



Main square • 715 sqm

01 raised planter bed with low level greenery
02 external cafe space for the library cafe
03 tree box with built seating
04 market canopy with seating + access hatches to market stalls
05 10-16 lighting column
06 4-6m lighting column
07 main entrance to the library + office building
08 access the service space of the library + office building
09 fencing
10 uplighting for Queen's Market logo
11 canopy lighting
12 cycle stands
13 side entrance to Queen's market hall
14 existing brick wall
15 proposed 4m timber fence
16 trees along Queen's market street



Space for temporary events/pop up markets

Trees + planting along periphery of square

Clear routes along the periphery to link buildings

Spill out space for ground floor businesses

04.06 Garden Square

External garden providing rear aspect to apartments

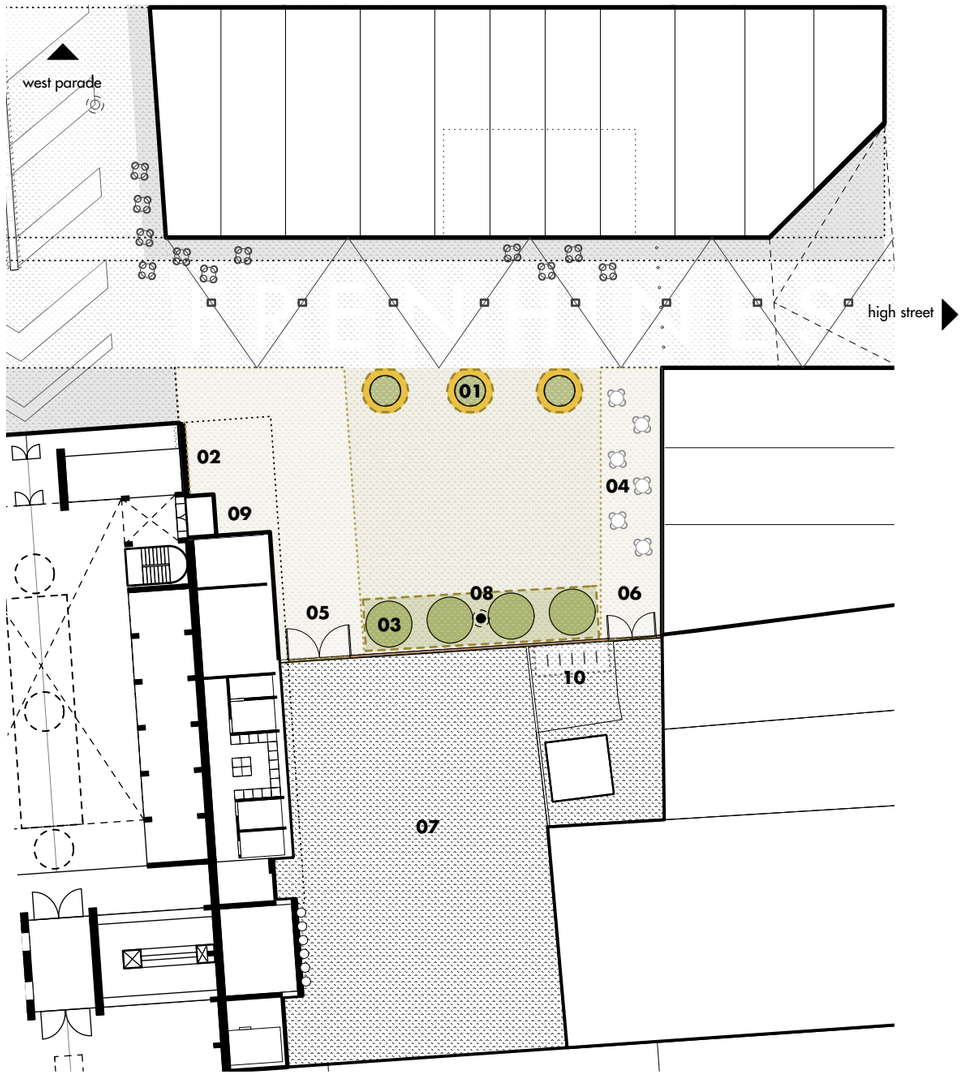
The garden square acts as additional spill out space from the commercial units, screening off the external service area.

The garden square will act as an external gathering space whilst also providing a quieter garden space. It acts as an important link between the existing main pedestrian High Street in Rhyl and the Queen's Market development.

The residential block benefits from views of the courtyard and the trees which will screen the service area

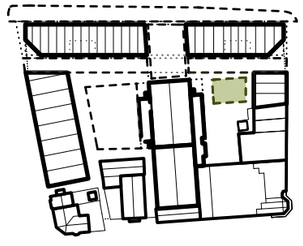
Space to be kept clear along the side of the market for service/refuse vehicles to access the back-of-house areas.

The garden square is included in phase 3 of construction.



Garden square • 240 sqm

01 tree box with built seating
02 uplighting for Queen's market logo
03 row of trees
04 outside cafe space for the food + beverage units
05 service entrance
06 emergency exit from Queen's Market event space
07 service area
08 lighting column
09 side entrance to market hall
10 cycle stands



Smaller external space close to high street for seasonal events

Trees + planting

Permanent seating

Spill out space for ground floor businesses

04.07 West Parade Square

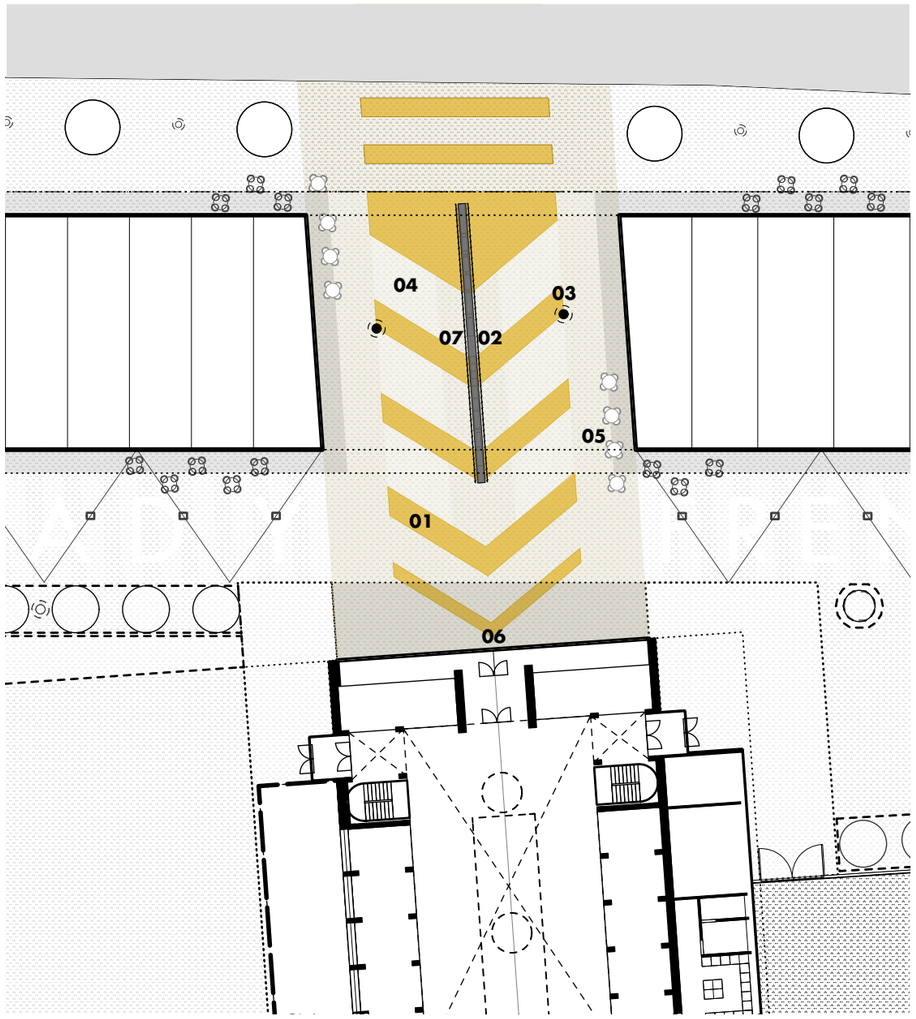
The portal to the market spine

West Parade square forms the main entrance to the site and looks onto West Parade - with the coast beyond it. This will act as the natural gathering space for people entering the site and the Queen's Market hall.

To mark the entrance of the site, bold super-graphics will mark out the direction to the Queen's market. Double-sided signage spanning the width of the residential blocks will be visible from the site entrances from West Parade, High Street and Queen Street.

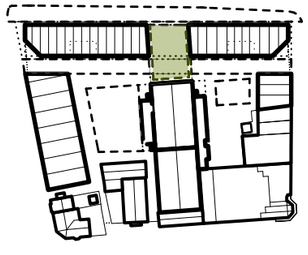
This square provides additional space onto which the commercial units can spill out into and the area can also accommodate temporary outdoor market stalls.

West Parade square is included in phase 1 of construction.



West Parade square • 585 sqm

01 yellow super graphics on paved surface
02 sculptural Queen's Market signage
03 6-8m lighting columns
04 allocated space for pop up market stalls
05 spill out seating for the food + beverage units
06 main entrance to Queen's market
07 in-ground luminaire illuminating the sculpture



Hard landscape gathering space

Bold graphics

Clear entrance to Queen's market

Spill out space for ground floor businesses

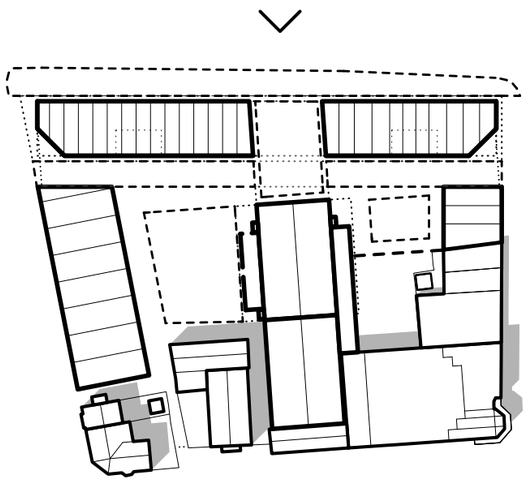
04.08 West Parade Square View

The portal to the market spine

Concept Sketch 04

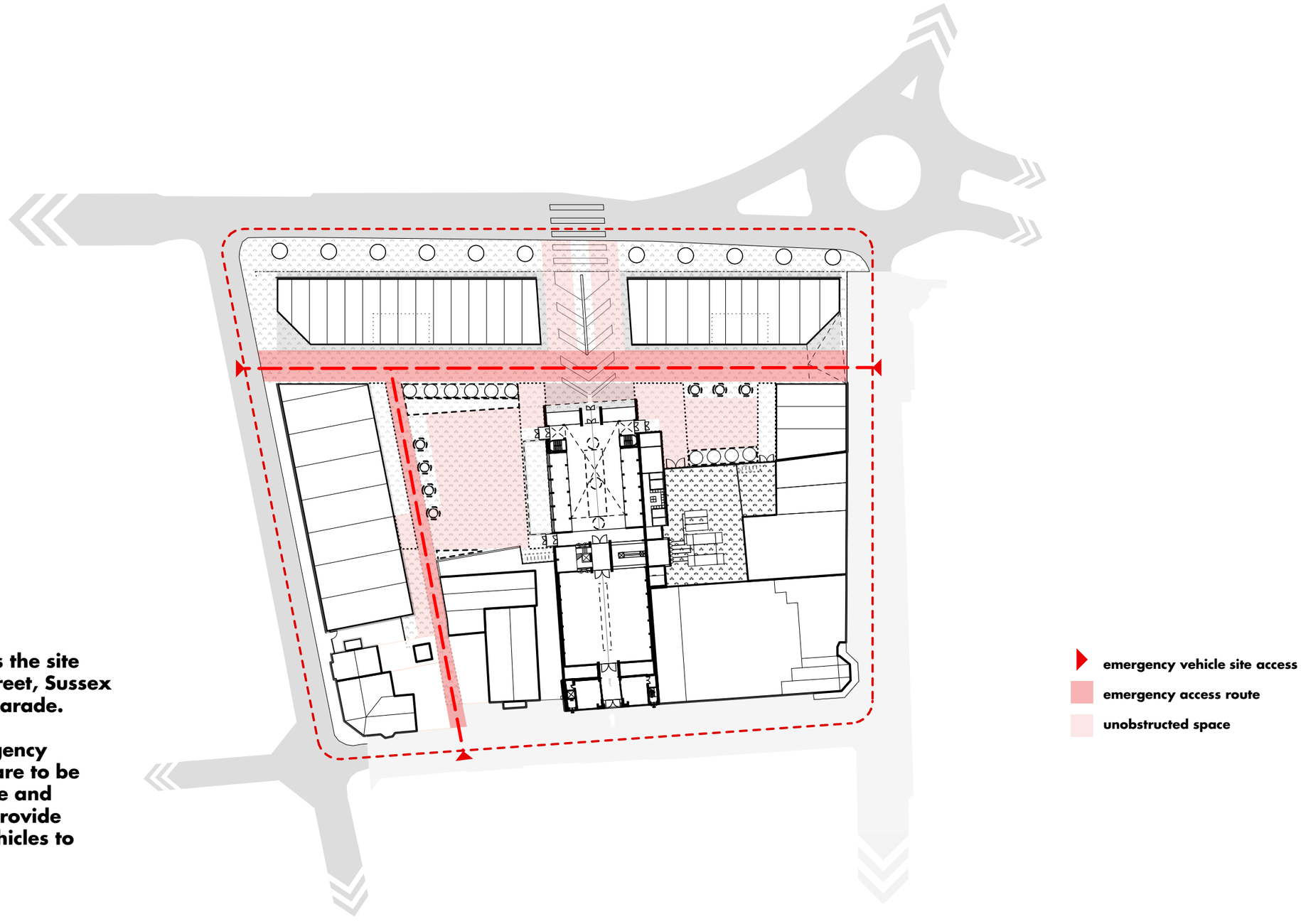
West parade square marks the main entrance of the site - leading to the market hall and event space beyond

It is the main pedestrian link between Queen's market and sea front



05 Site Strategies

05.01 Site access strategy • emergency access



Emergency vehicles can access the site from all perimeters; Queen Street, Sussex Street, High Street and West Parade.

The main routes for the emergency vehicles (highlighted darker) are to be kept clear from street furniture and planting. The public squares provide unobstructed space for the vehicles to access all buildings.

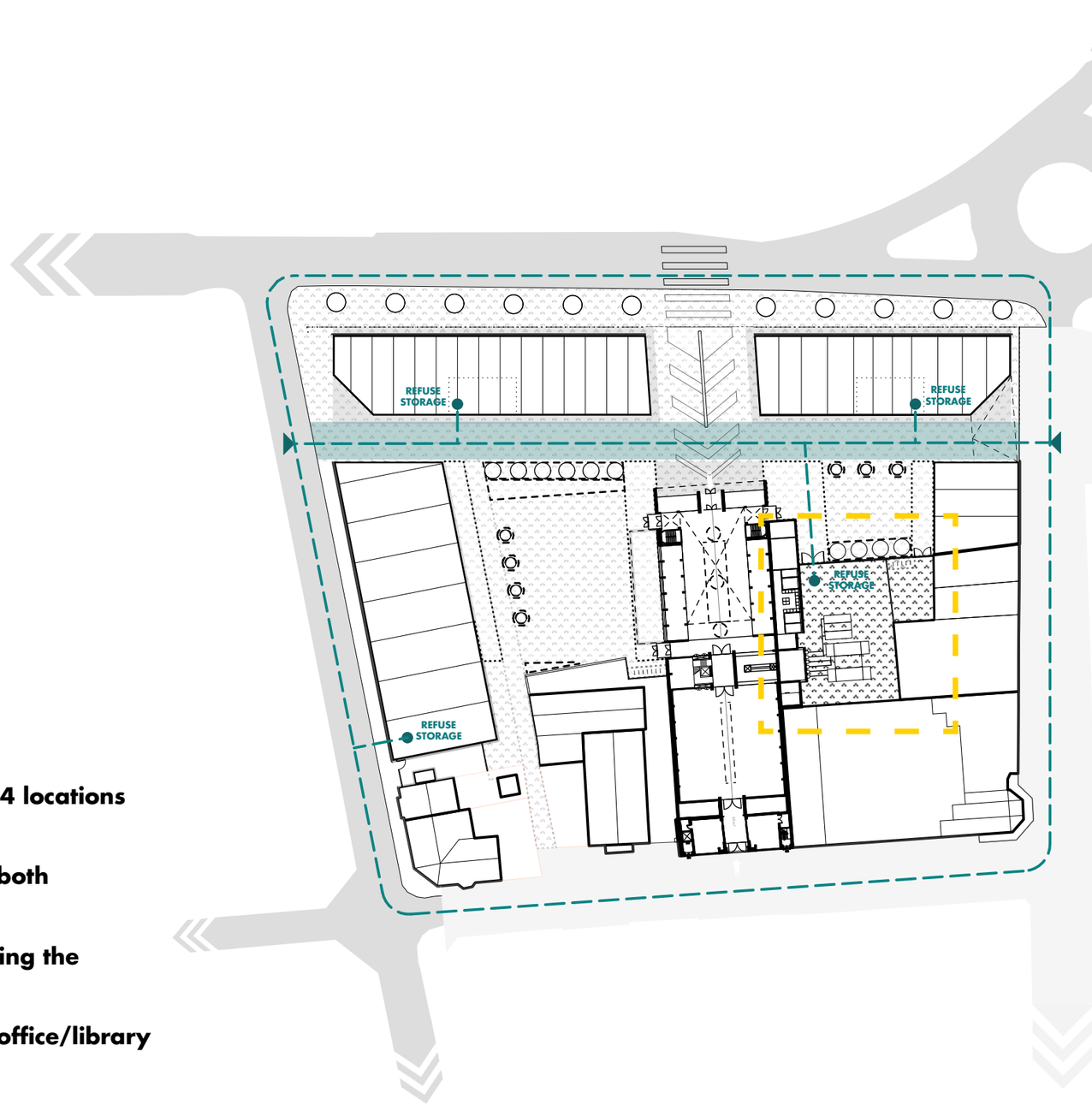
emergency vehicle site access

emergency access route

unobstructed space

05.02 Site access strategy • Refuse Vehicle Access

Ample storage space for the wide variety of uses



Refuse is to be collected from 4 locations across the site:

• from the service units from both residential blocks

• from the service area servicing the market hall and event space

• from the service unit of the office/library building from queen street

The site is accessed from Queen Street and exits onto high street to then join west parade

refuse vehicle site access + exit

refuse vehicle route through site

refuse collection point

05.03 Waste + Recycling Strategy

Discreetly positioned refuse storage with consideration of neighbouring properties

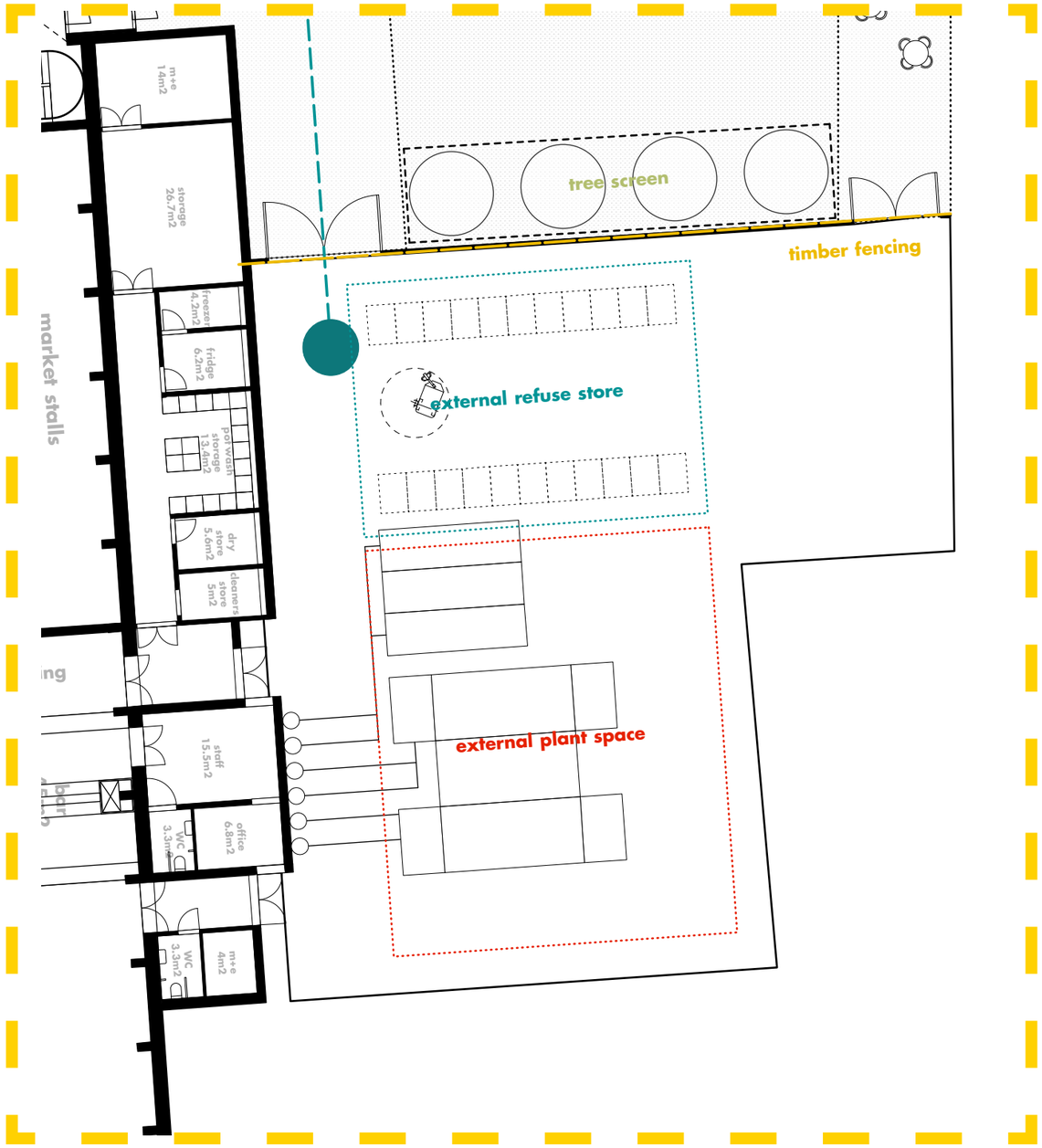
Estimated volumes and type of waste have been calculated using capacity figures, building programme and building area.

Waste storage areas are highlighted on the site plan. A designated storage area of containers for commercial waste is provided and sensitively located as to limit visual appearance, but retain road access. The operator of the Queen's Market is required by law to enter into a commercial waste agreement with a registered waste carrier for the disposal of waste. The indicated bin and recycling capacity greatly exceeds the requirement and allows for growth and future development if necessary.

Separate storage areas are required for the Queen's Market, offices and residential developments.

The access road through the site has been designed to accommodate the movement of vehicles and refuse containers to aid waste collection.

The Waste (England and Wales) Regulations 2011
ADEPT 2010 Designing Waste Management in New Developments. Refuse layouts based upon a typical 1100L Eurobin.

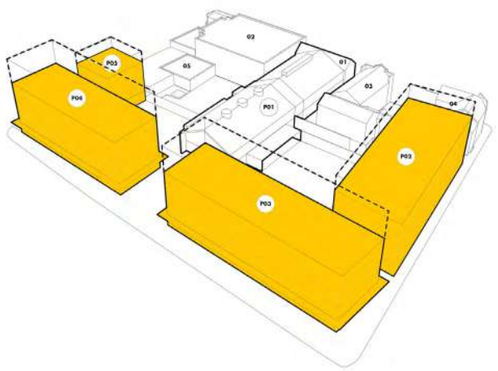


05.04 Massing

The massing on the Queen's Market site will bring taller storey heights to the town centre whilst maintaining human-scaled public spaces between the blocks.

The idea behind the increased massing to the seafront is to exagerate the townhouse vernacular of a seaside promenade, allowing for a larger number of residential units and creating a striking focal point to the West Parade Road. The height of the eaves reflect the surrounding building heights, allowing the pitches to elevate and exemplify the defining roof structure.

01 strong facade facing west parade + the coast • fort taraszkiewicz
02 additional public space • tower works jestico + whiles

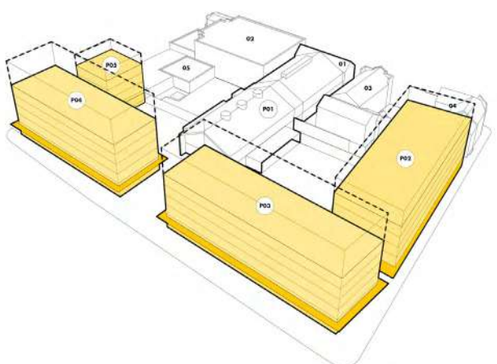


05.05 Materiality

The materials used on site combine both existing textures within Rhyl as well as materials which complement the coastal location. These include brick, standing seam zinc, expressed steelwork and timber.

The glazed portals and retail units will allow vistas through to the central courtyards, penetrating the active spaces and enhancing the lively atmospheres. The Queen's Market's materiality is to be bold and striking within a tasteful palette of surrounding textures.

01 local brick vernacular • blossom st duggan morris
02 coloured brick and glazing • corner house DSDHA



01

02

05.06 Lower elevation code

Ground floor height is to follow a datum line across the site - with a larger floor to ceiling height than other floors. The ground floor is made up of commercial units and is predominantly glazed.

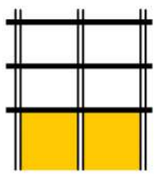
A higher floor to ceiling height will allow a more comfortable space for the commercial units while allowing more buffer spaces between the commercial and the residential floors for acoustic comfort.

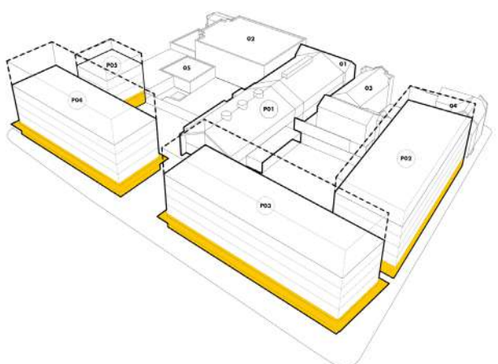
01

02

03

01 commercial units looking out onto public square • circus street shedkm
02 glazed commercial unit • hubert perrudo design engine architects
03 commercial units to ground floor • cotton field wharf callison rtkl



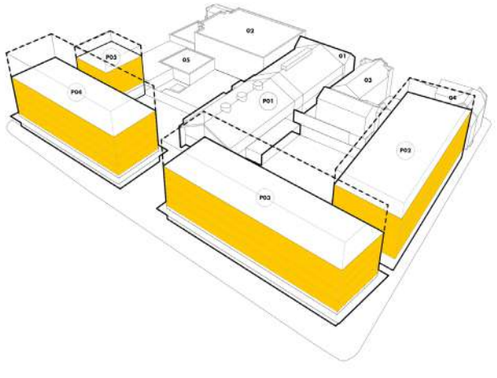


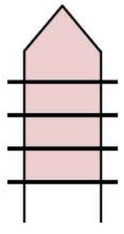
05.07 Upper elevation code

The upper floors of the blocks are visually broken up with vertical lines to reflect the beach-front houses further along the coast. The units on the upper floors have balconies and full height windows direceted both towards the coast and into the public space.

Balconies not to be glazed

01 rhyl seafront
02 residential units looking onto public space • circus street shedkm



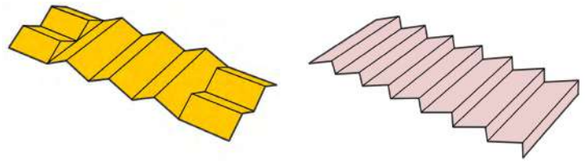


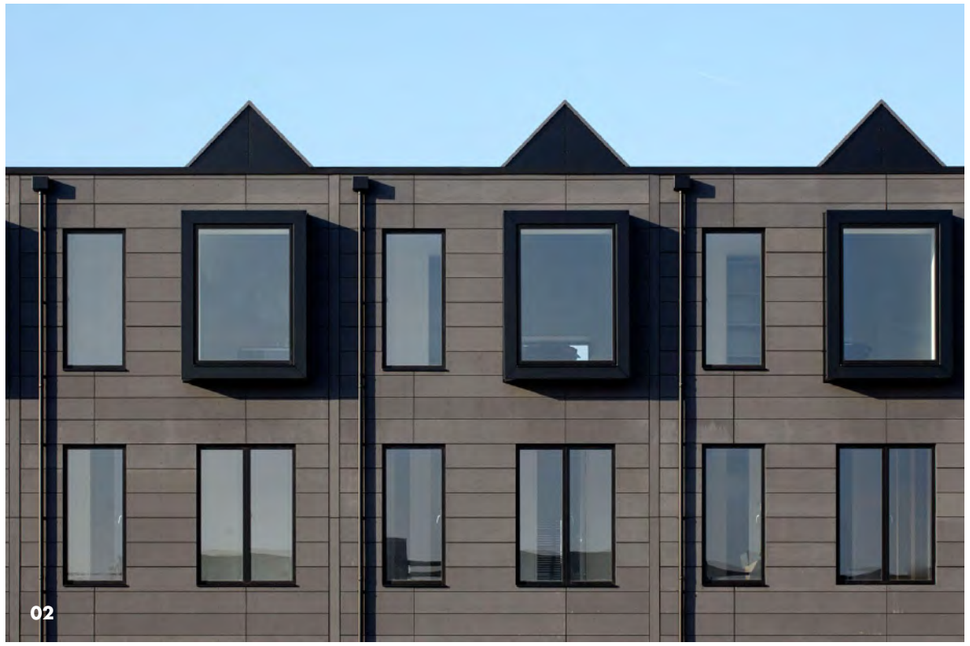
05.08 Roofscape

Roofs on site to be pitched - with duo pitches or saw-tooth roofs to reflect the architectural characteristics of Rhyl.

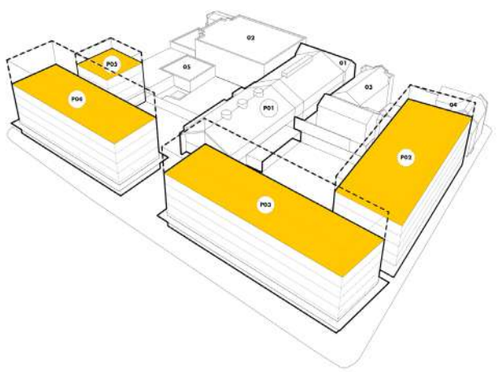
The roof pitch gables will not only face one way - but face into the public spaces and the coast

The saw tooth-roof pitches face the south and can be utilised as north facing rooflights





01 tall pitched roof units • circus street shedkm
02 pitched roofscape • townhouse shedkm
03 saw-tooth roof • newport street gallery, caruso st john



05.09 Entrances Windows + Apertures

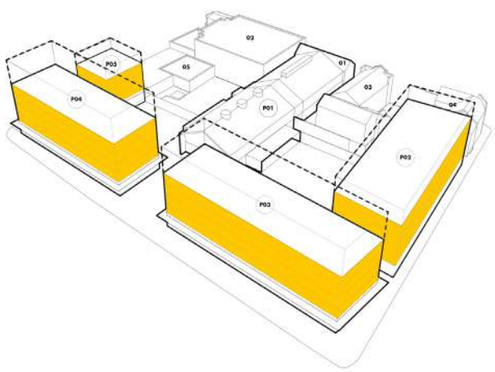
Entrances and windows reflect the vertical formation of the buildings

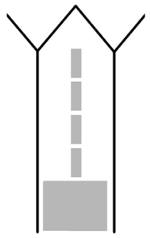
Entrances are to be clearly visible from all main approaches to the buildings.

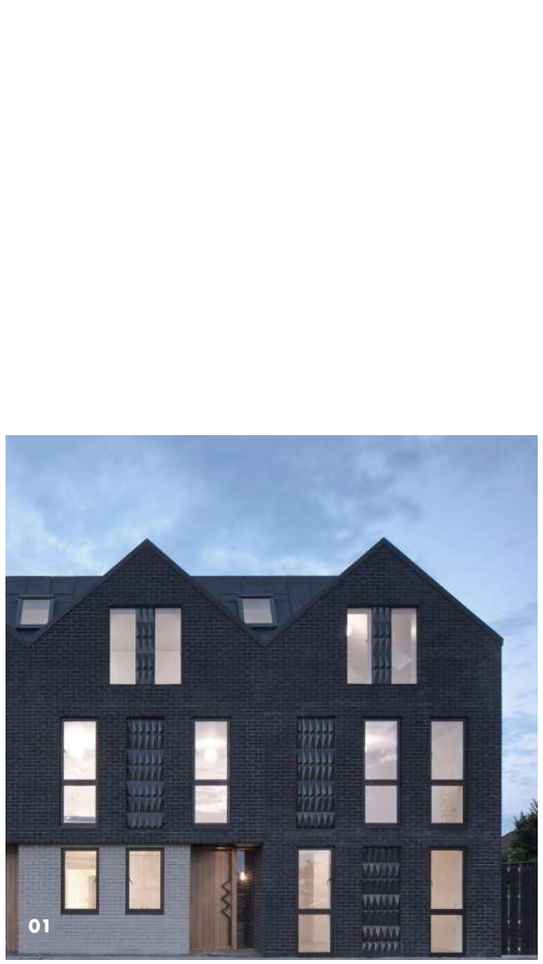
The form of the windows reflect the virtical shape of the pitched seafront houses characteristic to rhyl. Public spaces of the buildings - the majority of the ground floor and the library office building to have more substantial apertures.

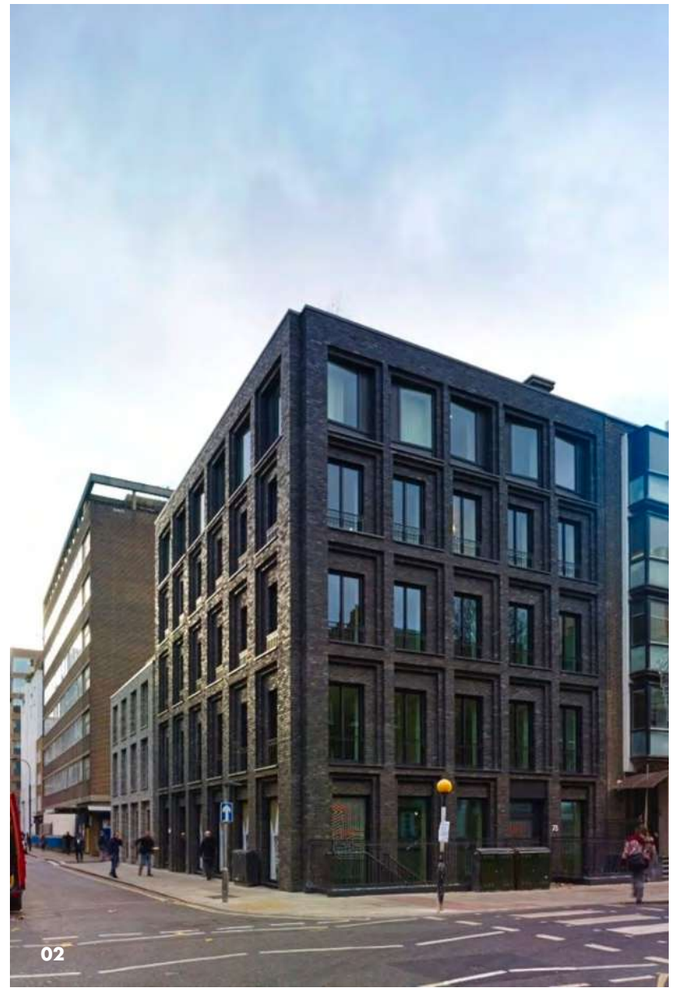
Windows are to be grouped in vertically

01 floor to ceiling windows • haddo yard, Denizen works
02 large format apertures • corner house DSDHA



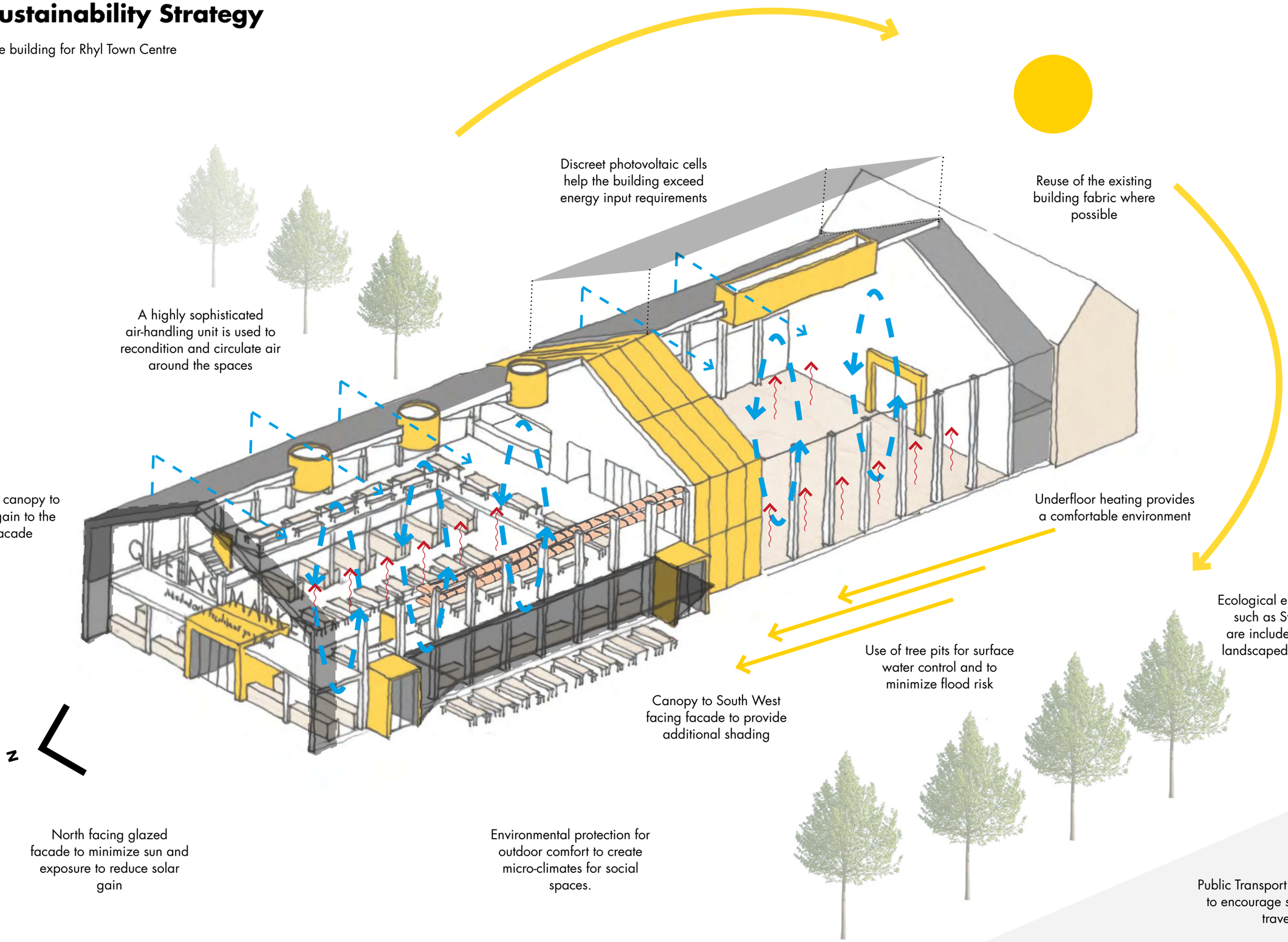






05.10 Sustainability Strategy

A highly sustainable building for Rhyl Town Centre



06 Architectural Drawings

Full shedkm architectural drawing information

06.01 Drawing List

Please find attached drawings as listed below

- (00)001 site location plan
- (00)002 proposed demolition plan
- (00)003 site boundary
- (00)020 existing west parade elevation
- (00)021 existing queen street elevation
- (00)022 existing sussex street elevation
- (00)023 existing high street elevation
- (00)030 existing site section aa
- (00)031 existing site section bb
- (00)032 existing site section cc
- (00)050 proposed west parade elevation
- (00)051 proposed queen street elevation
- (00)053 proposed high street elevation
- (00)060 proposed site section aa
- (00)061 proposed site section bb
- (00)062 proposed site section cc
- (00)101 ga ground floor plan
- (00)102 ga first floor plan
- (00)103 ga second floor plan
- (00)104 ga roof plan
- (00)105 ga proposed site plan
- (20)100 ground floor plan
- (20)101 first floor plan
- (20)102 second floor plan
- (20)103 roof plan
- (20)200 elevation 01
- (20)201 elevation 02
- (20)202 elevation 03
- (20)203 elevation 04
- (20)300 section aa
- (20)301 section bb
- (20)302 section cc
- (20)303 section dd
- (PH)001 phasing strategy - phase 01
- (PH)002 phasing strategy - phase 02
- (PH)003 phasing strategy - phase 03
- (PP)100 parameter plan ground max building extend
- (PP)101 parameter plan upper max building extents
- (PP)102 parameter plan max building heights
- (PP)103 parameter plan public realm
- (PP)104 parameter plan ground floor use classes
- (PP)105 parameter plan upper floor use classes
- (PP)106 parameter plan 3D massing extents

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