

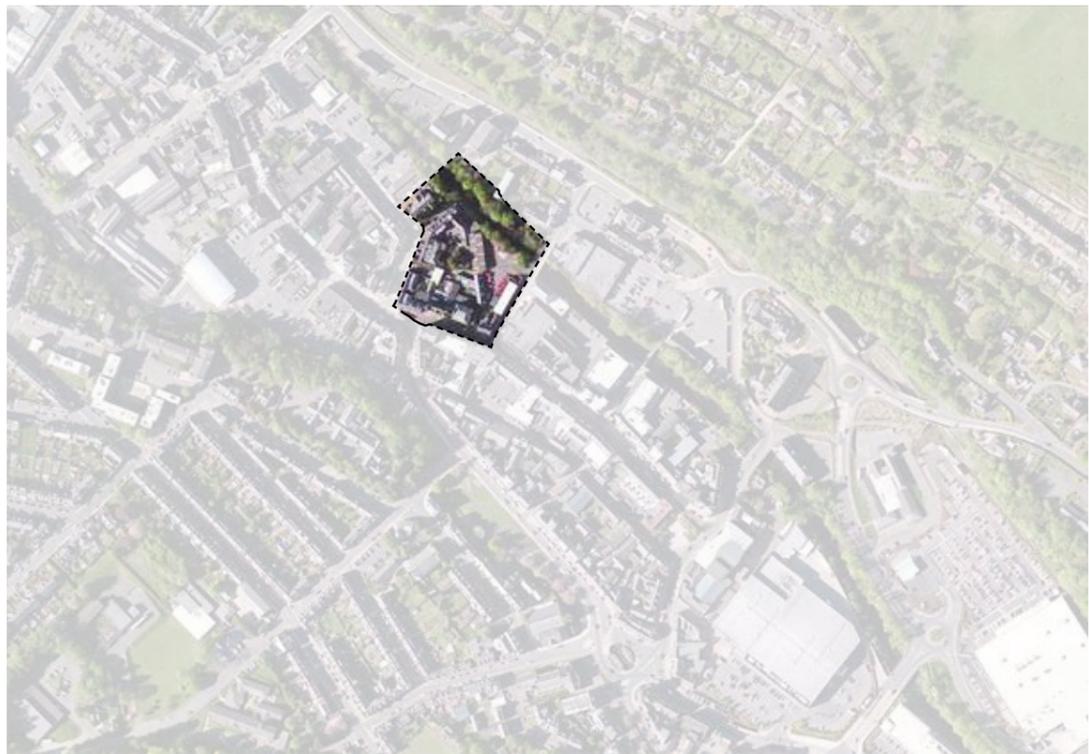
# Town Centre Core Activity - Sime Place & Park Street



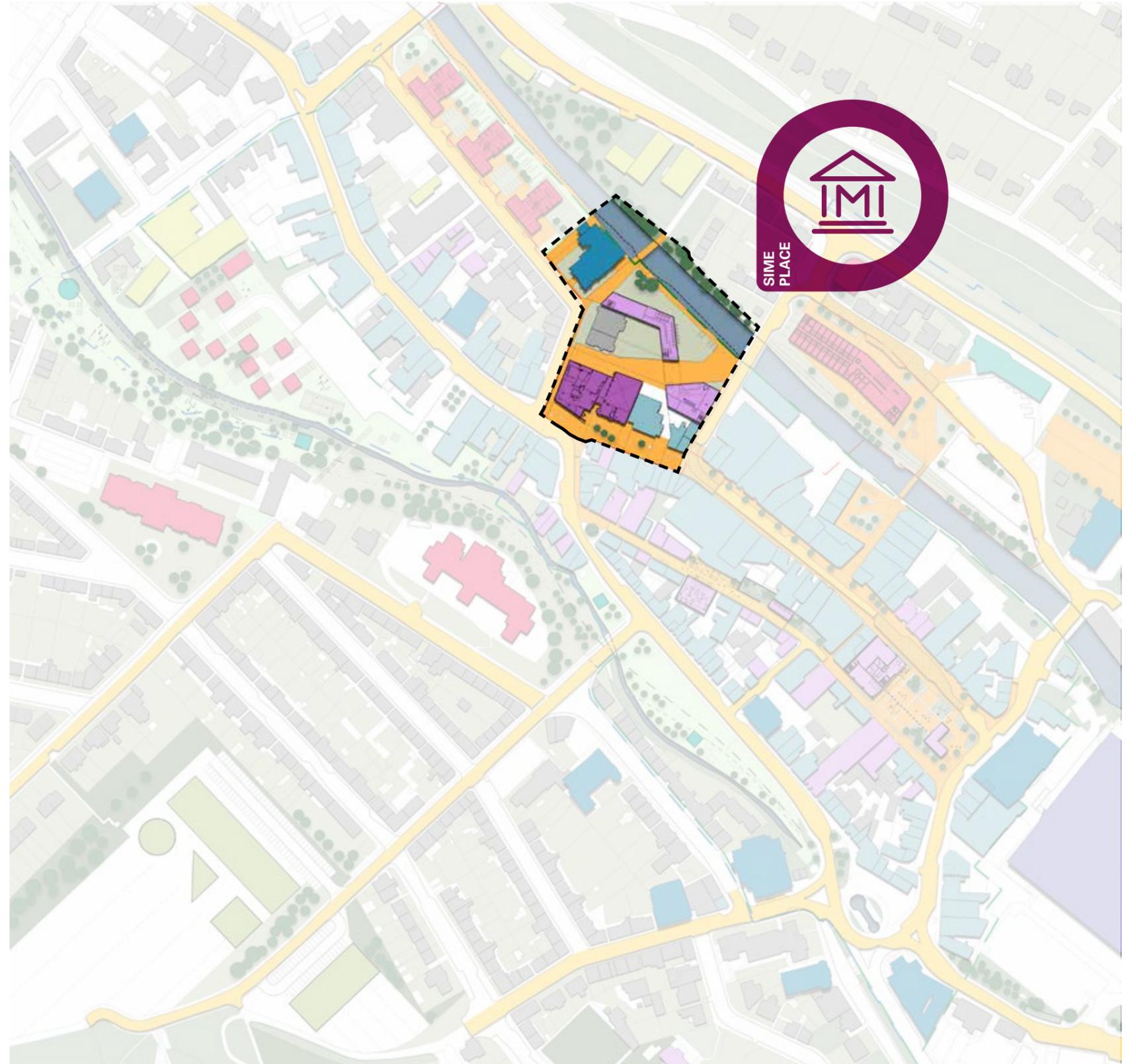
SIME PLACE & PARK STREET



Historic Street Pattern - 1847

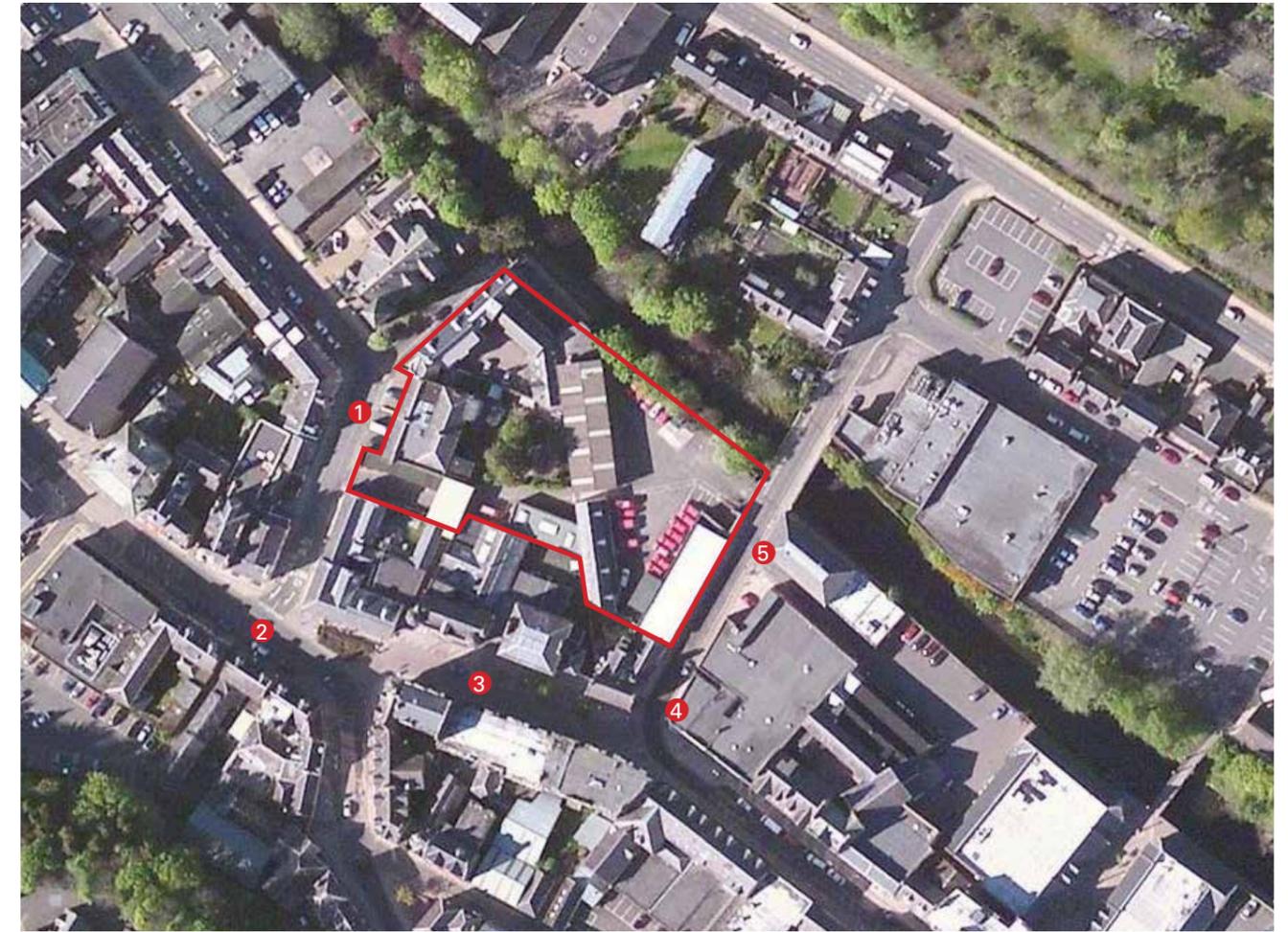


Existing Site Plan



Proposed

## SITE AS EXISTING



The Sime Place site is located in the centre of Galashiels on the banks of Gala Water between Sime Place and Park Street and behind the pedestrian portion of Channel Street where the proposed Tapestry Gallery will be located.

The Site offers the exciting opportunity to create an Arts Quarter building on the success of the existing MacArts Theatre.

1.

2.

3.

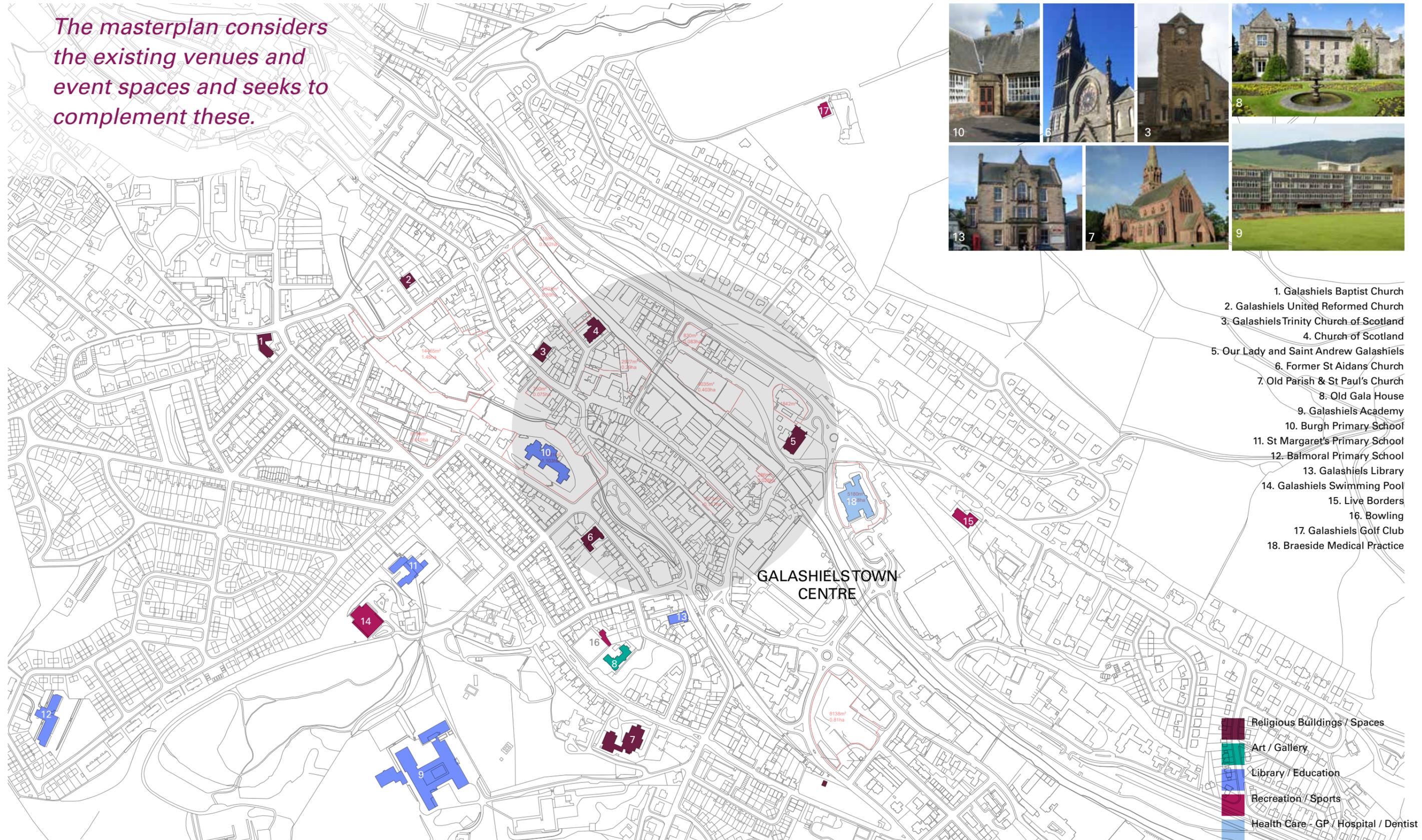
4.

5.



EXISTING CULTURE, HERITAGE & EVENTS SPACES

*The masterplan considers the existing venues and event spaces and seeks to complement these.*



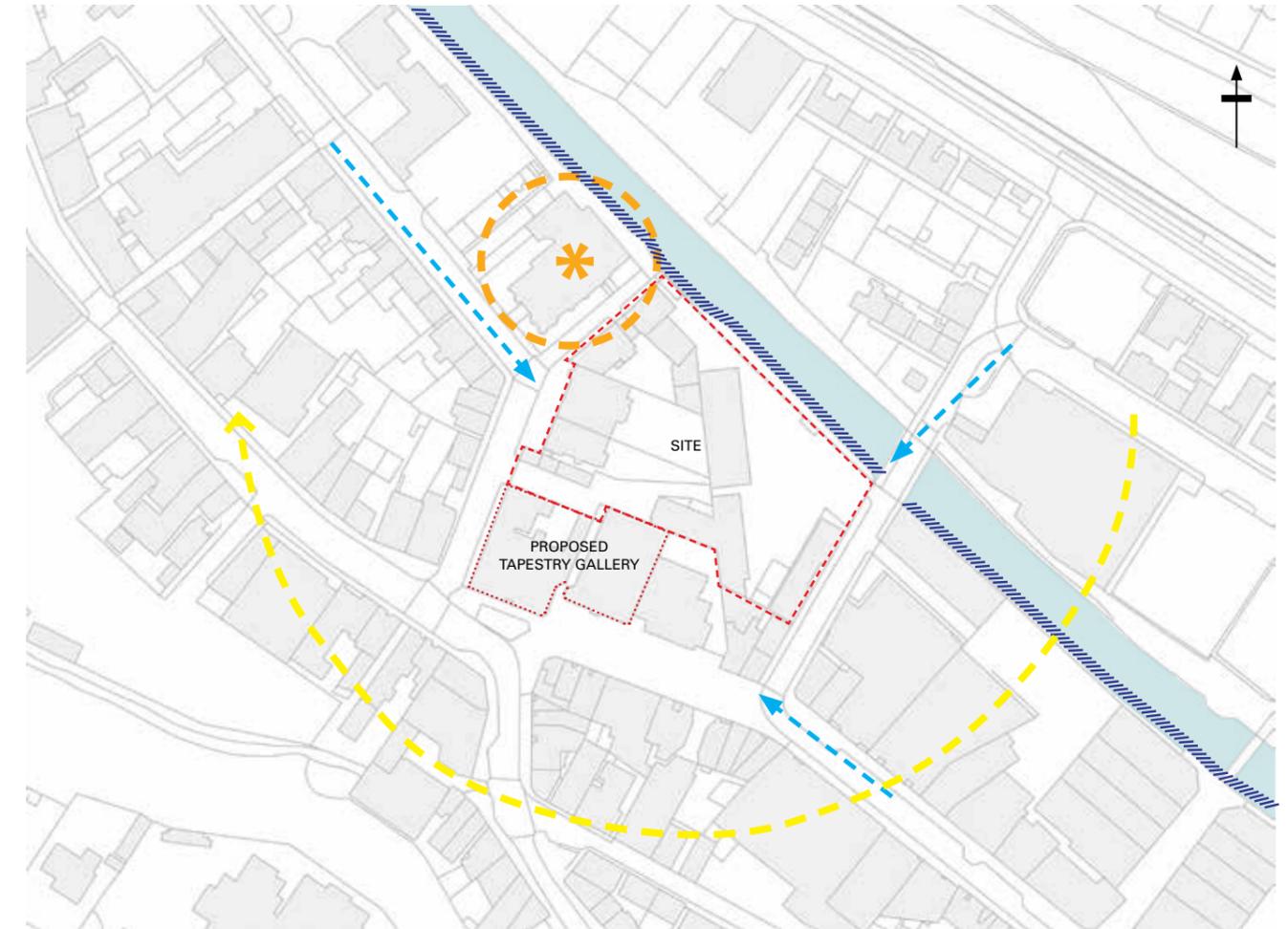
1. Galashiels Baptist Church
2. Galashiels United Reformed Church
3. Galashiels Trinity Church of Scotland
4. Church of Scotland
5. Our Lady and Saint Andrew Galashiels
6. Former St Aidans Church
7. Old Parish & St Paul's Church
8. Old Gala House
9. Galashiels Academy
10. Burgh Primary School
11. St Margaret's Primary School
12. Balmoral Primary School
13. Galashiels Library
14. Galashiels Swimming Pool
15. Live Borders
16. Bowling
17. Galashiels Golf Club
18. Braeside Medical Practice

## SITE CONSIDERATIONS



The Site occupies a central location in the historic development of Galashiels, sitting to the South of the Gala Water line at the junction of Channel Street and High Street. The Ordnance Survey Map above dates from 1858 and the built form is very similar to that of today.

The proposal for the site will take into consideration the desire to open up the riverfront within the town centre and create improved civic spaces and landmarks. An opportunity exists to create a new pedestrian bridge beside the MacArts Theatre which would improve and encourage pedestrian movement through and around the site, a bridge that existed when the OS Map above was drawn in 1858.



The site on the corner of Sime Place and Channel Street/High Street is the proposed location for the new Tapestry Gallery. This new Gallery together with the proximity of the MacArts Theatre presents the opportunity to create a centralised civic node dedicated to the Arts which maximises the sites riverside location to create a unique and vibrant new cultural quarter for Galashiels.

Any new building on the site would seek to complement the Theatre and the Museums functions.

The development of the site will ensure that sufficient space is given over to riverside routes and landscaping. The objective is to improve the access along the riverfront and create an active riverside place for families, residents and visitors to enjoy.

- Key Views towards Site
- Redevelopment Potential
- Landmark Visual
- Gala Water Edge
- Riverside Opportunity
- Gala Water
- Commercial & Retail
- Cultural, Arts & Social
- Civic Route
- Vehicle Routes

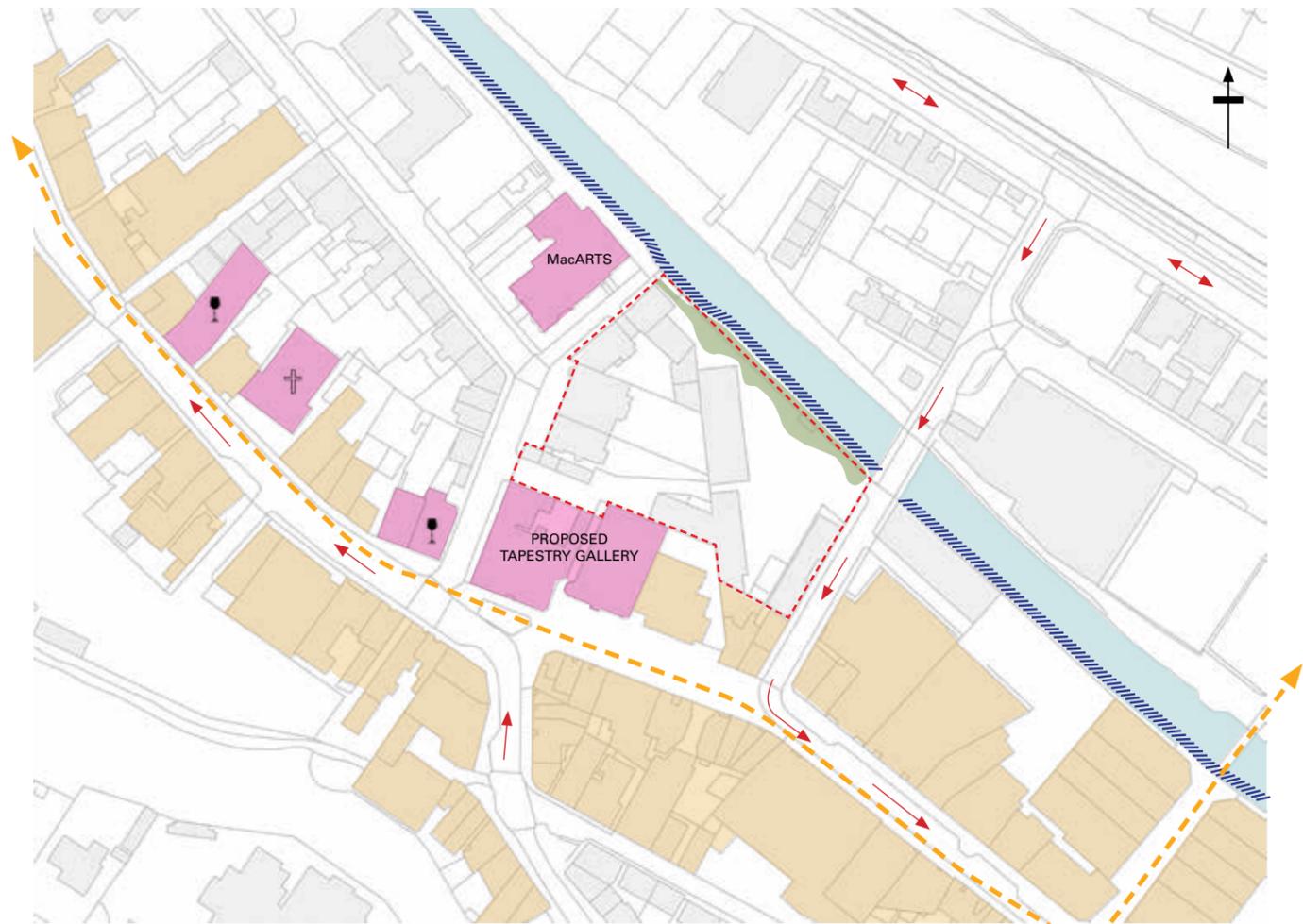
SITE CONSIDERATIONS



The Site lies in the centre of a Conservation Area. The frontage to Channel Street is very important to the character of Galashiels with 2 prominent listed buildings, the Post Office and the former bank. The building on the corner of Park Street and Channel Street (1), currently occupied by a Jewellers and Fish & Chip shop, is not listed but has many architectural features which are unique to the Borders region.

At Sime Place there exists 2 traditional houses in the centre of the street (2). The houses date back to the 1800's and present many of the architectural features which contribute to the character of the Town, these houses are not listed and their removal could emphasis the link between the Tapestry Gallery and MacArts Theatre and improve circulation and visual links across the site.

The Northern corner of the site is occupied by a 3 storey flatted block (3) and a single storey I-shaped block which forms a courtyard (4). The architectural merit of these buildings should be weighed against the benefits to the site as a whole if they were to be demolished.



The site is currently home to a mix of uses comprising residential to the North West corner, commercial to Channel Street with the Post Office and its related services occupying most of the site and using the courtyard space for deliveries, parking and circulation. The retail unit to Park Street is currently vacant and the shop unit to the corner of Channel Street and High Street is to be demolished and replaced by the New Tapestry Gallery.

As with many sites located along the Gala Water the site is within the flood risk area and future proposals and buildings should be designed to minimise the risk of flood damage.

- Key Views towards Site
- Redevelopment Potential
- Landmark Visual
- Gala Water Edge
- Riverside Opportunity
- Gala Water
- Commercial & Retail
- Cultural, Arts & Social
- Civic Route
- Vehicle Routes
- Conservation Area Limit

## INTERPRETATION CENTRE

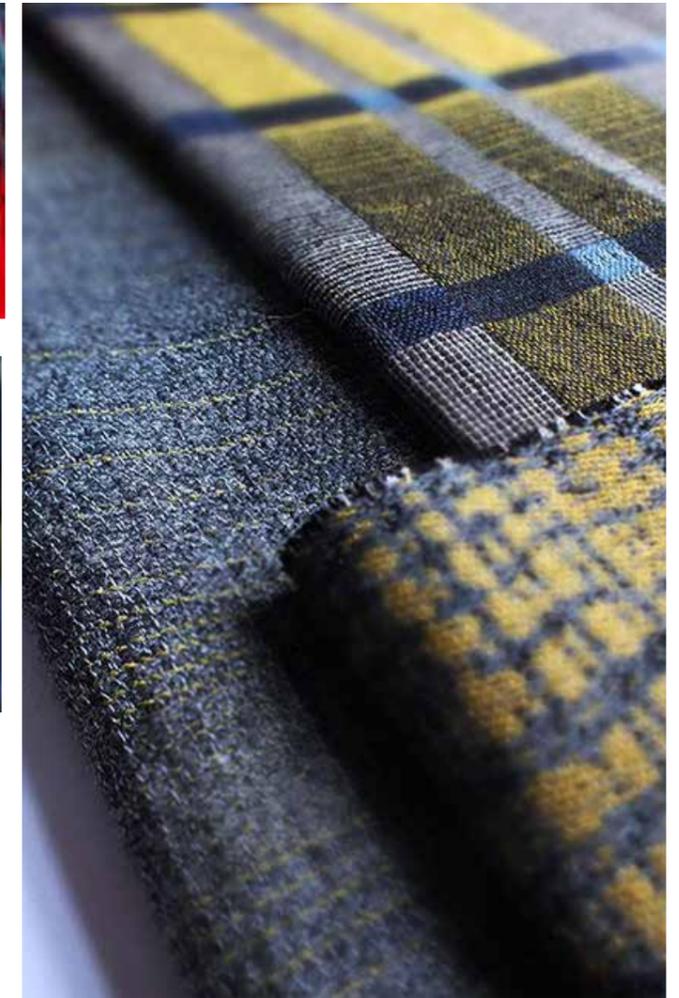
### SCOTTISH NATIONAL TEXTILES COLLECTION

The aim in this location would be to establish a Printmaking Workshop & Creative Hub within the Scottish Borders, which will support creative micro-businesses, but also have a range of wider cultural, social and economic impacts."

It has been indicated that the Scottish National Textiles Collection is currently seeking a new home away from the University. The site at Sime Place opens up the opportunity to locate this building next to the New Tapestry Museum which could establish Simes Places as an Arts Quarter focused on traditional textiles and fabric design unique to Galashiels and the Borders.

Stallan-Brand has developed an outline brief for the Scottish National Textiles Collection building. This outline brief looks at 3 building options containing a small, medium and large programme. The programme and the m2 given at this time is purely indicative and will be developed with the National Textiles Trust and the University as the project progresses.

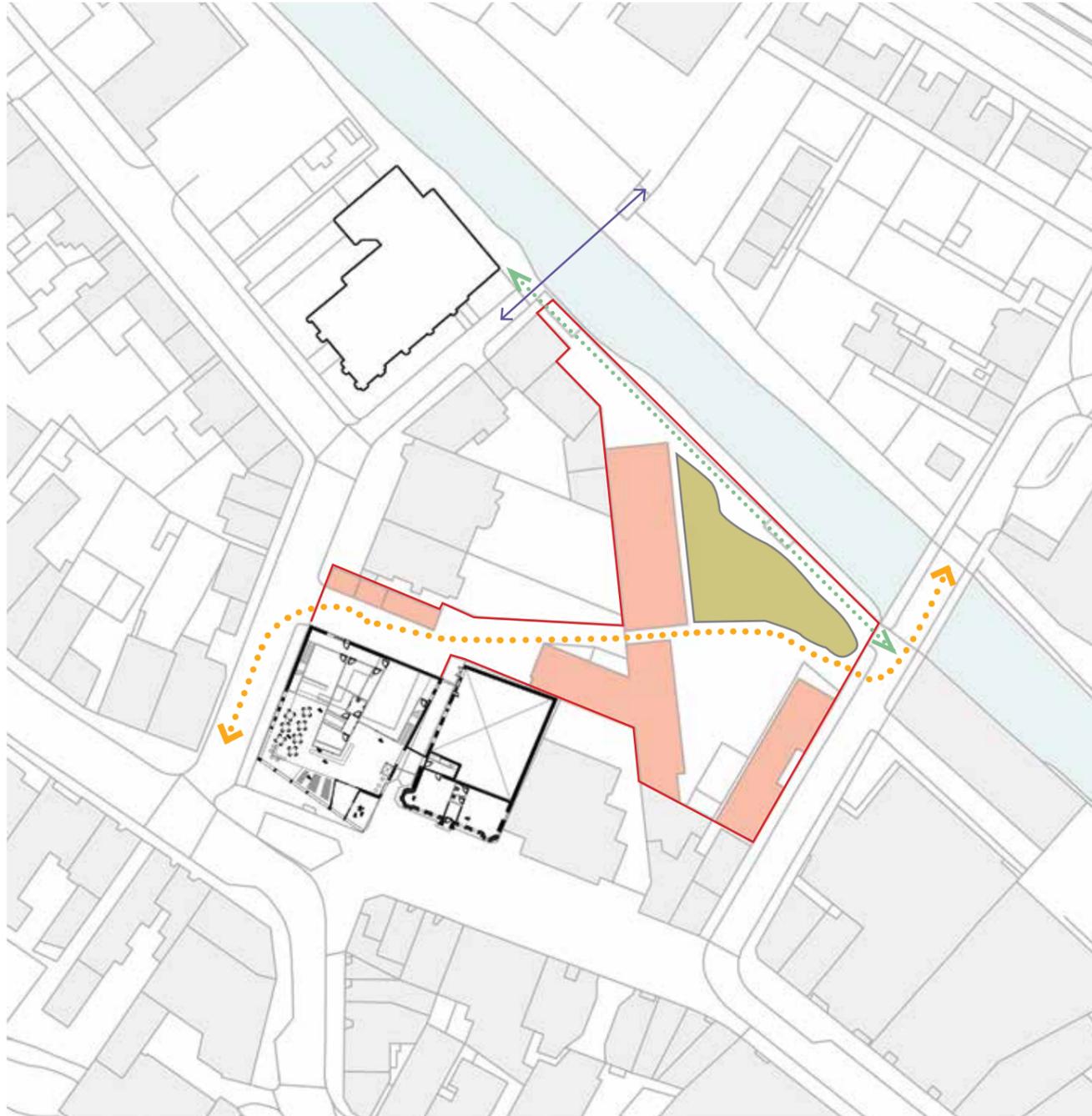
The studies on the following pages analyse the different ways in which a building to house the Scottish National Textiles Collection could be accommodated on the site and how an Arts Quarter could be established.



OUTLINE BRIEF	SMALL	MEDIUM	LARGE
Reception and Foyer	50	75	100
Permanent Collection	350	500	700
Special Exhibition Area	100	150	200
Exhibition Storage	50	75	100
Education Space	80	100	120
Education Storage	50	75	100
Workshop / Studios	100	150	200
Shop / Retail	75	100	125
Toilets	40	60	80
Staff Offices	40	40	40
Café	100	150	200
Kitchen / Severey	50	75	100
Circulation	100	100	100
<b>TOTAL m2</b>	<b>1185</b>	<b>1650</b>	<b>2165</b>

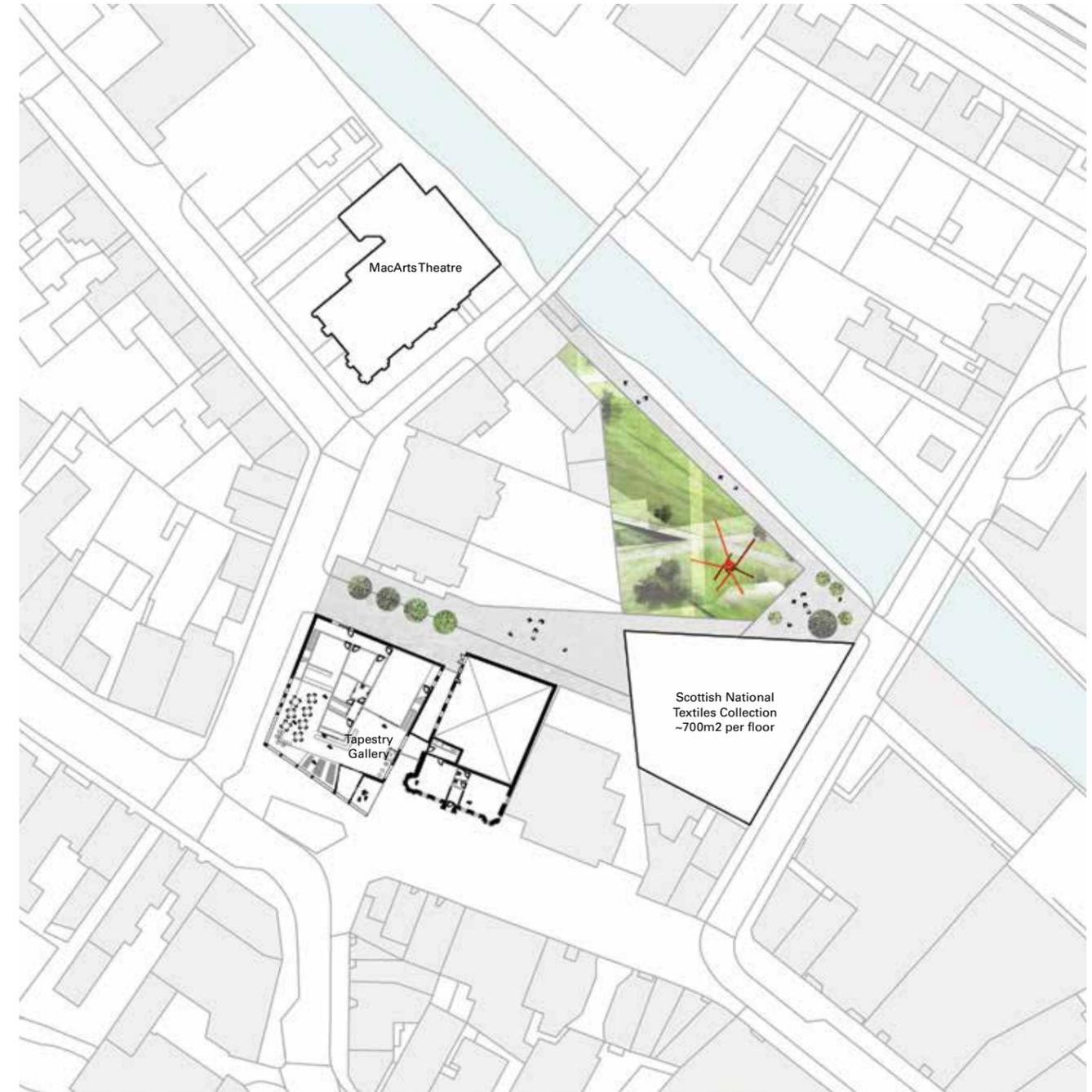


## SITE DEVELOPMENT OPTIONS



## OPTION 1 - minimal demolition

This option looks at the potential of the site with minimal demolition of existing buildings. Only the low rise sheds linked to the Post Office and the vacant retail unit are taken away. This would allow for and encourage movement across the site. The potential to create a riverside walk and public park is also created.

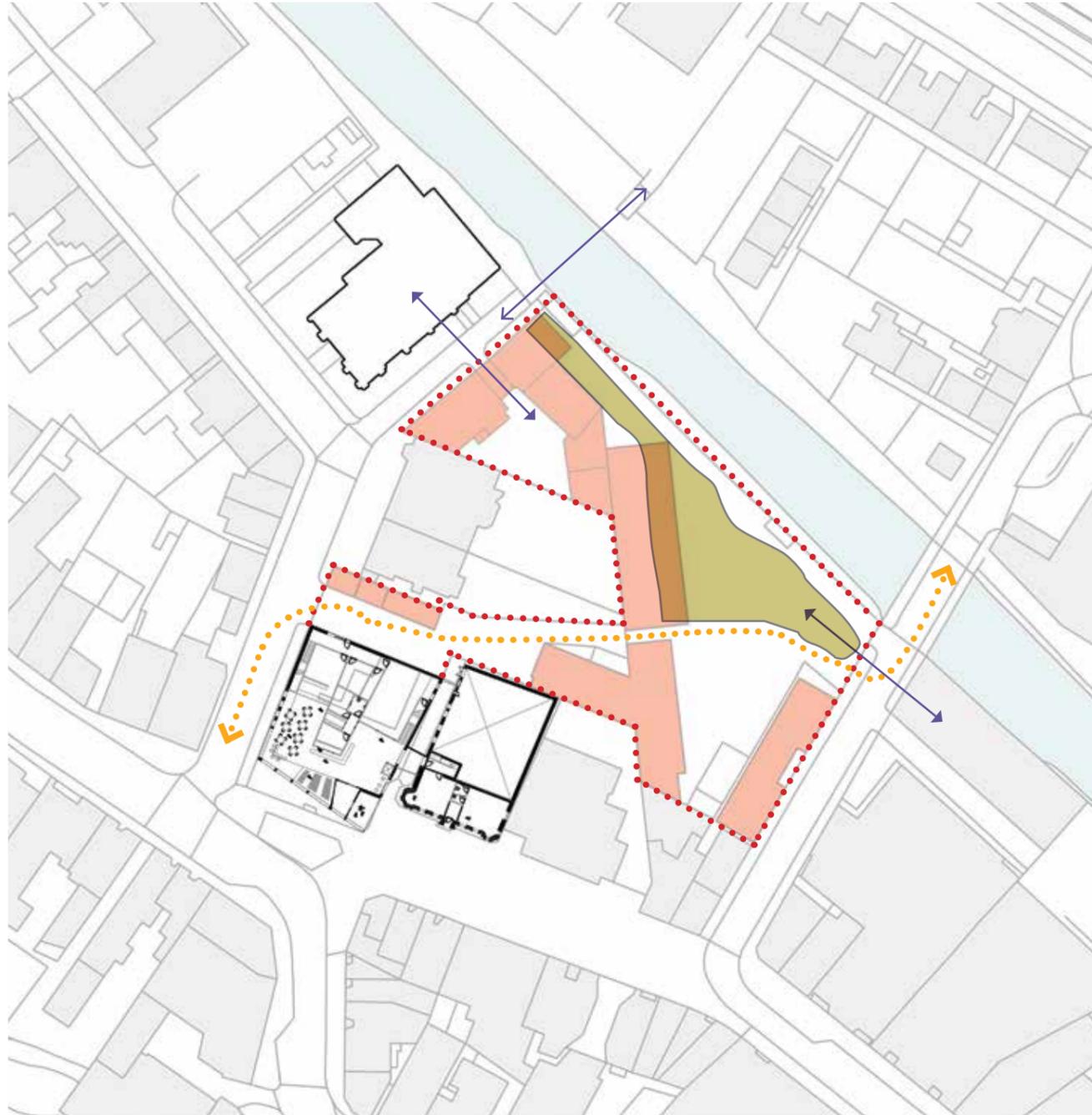


## OPTION 1 - building potential

This option sees the building positioned on the Eastern side of the site to Park Street. The form is compact and has a frontage onto a new public riverside square and creates a route through the site to the Tapestry Gallery.

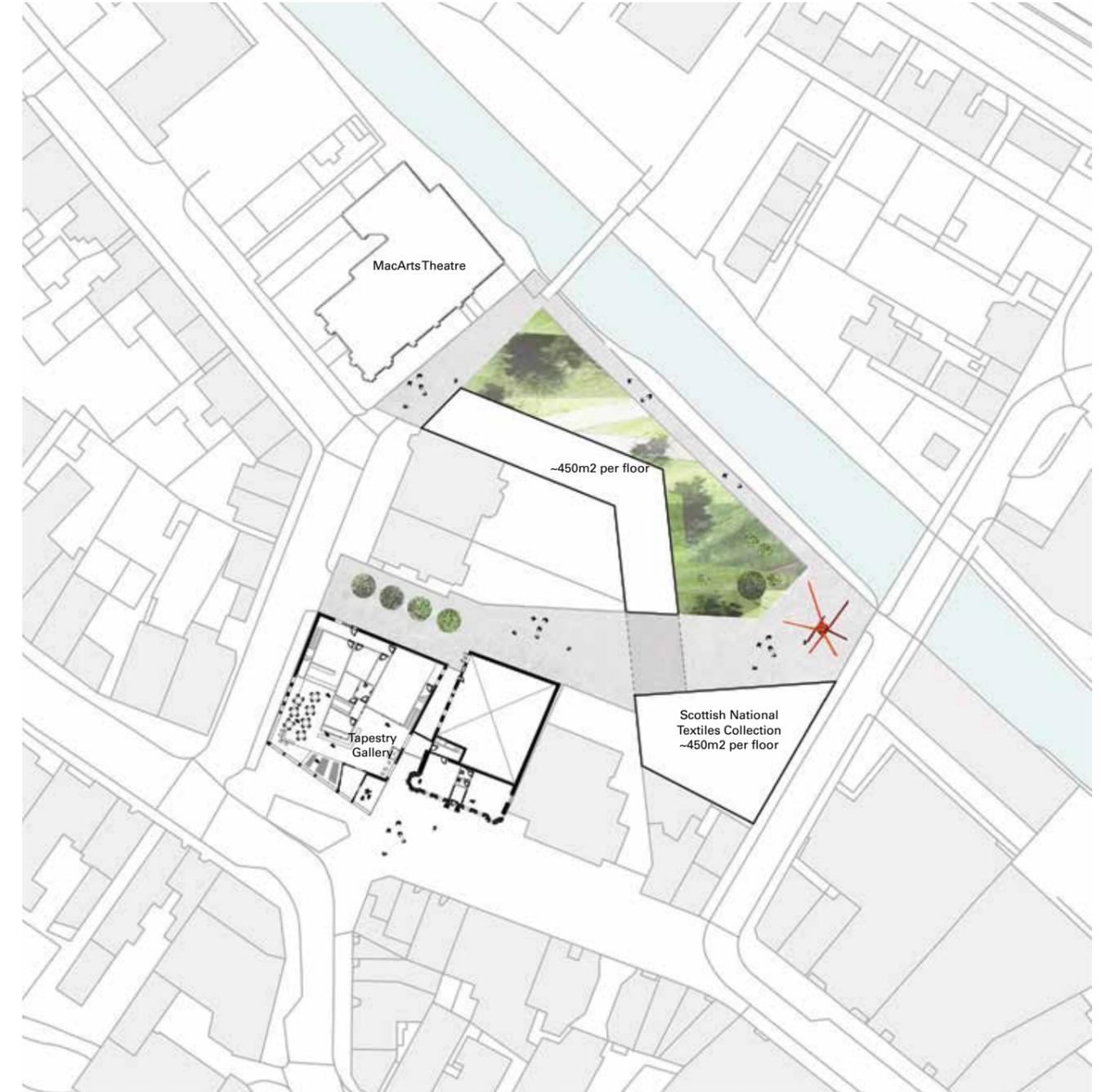
In this form a footprint of approximately 700m<sup>2</sup> is achievable which could give a building of 1400m<sup>2</sup> over 2 floors.

## SITE DEVELOPMENT OPTIONS



## OPTION 2 - retention of original houses only

This Option looks at the potential of the site retaining only the 2 traditional houses to Sime Street. This would open up the area in front of the MacArts Theatre and allow for the creation on a public space which running the entire length of the site.

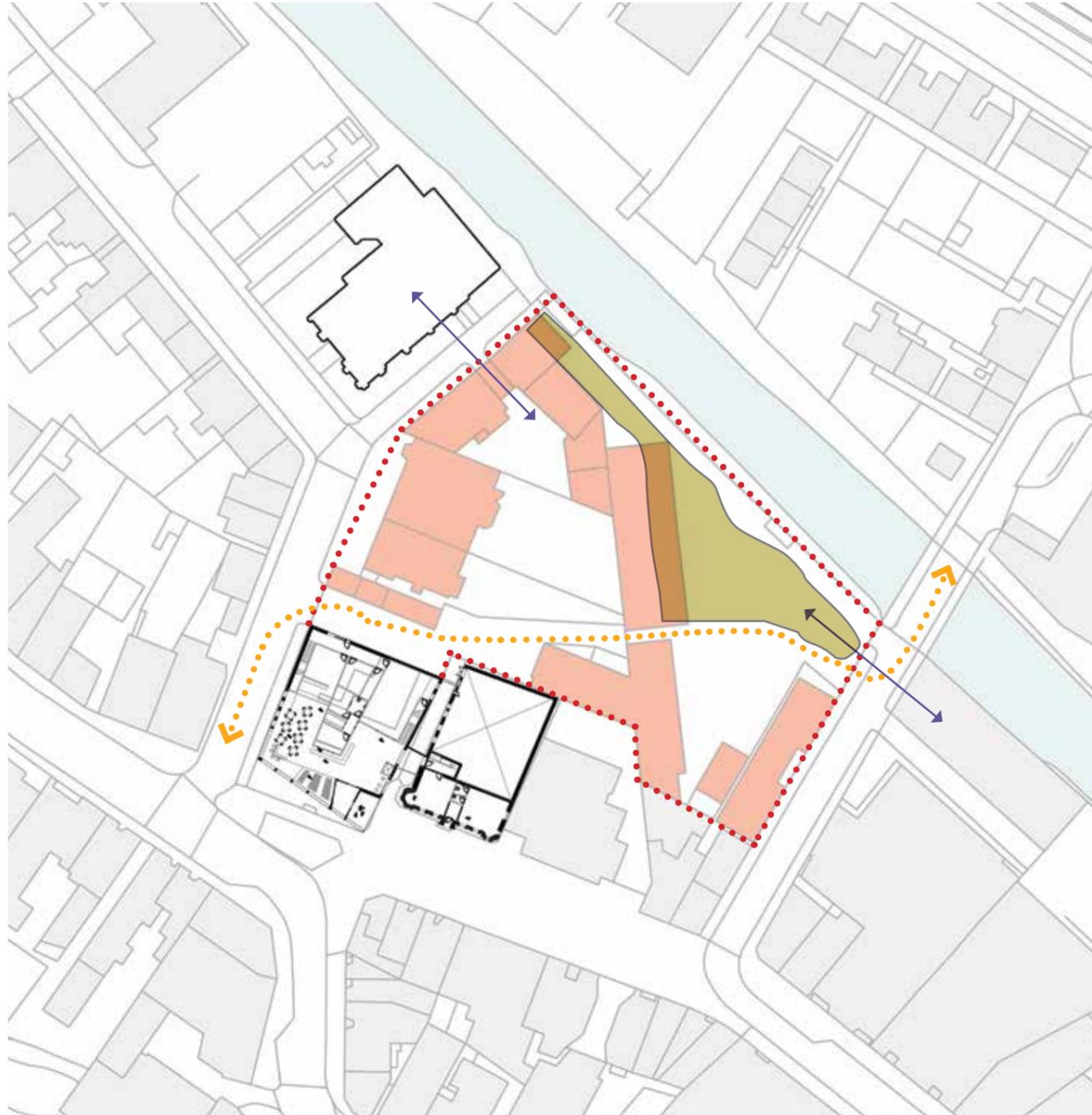


## OPTION 2 - building potential

This option allows for the programme to be distributed over the site creating a linear volume which bridges over a central thoroughfare to join a compact 2nd volume to Park Street.

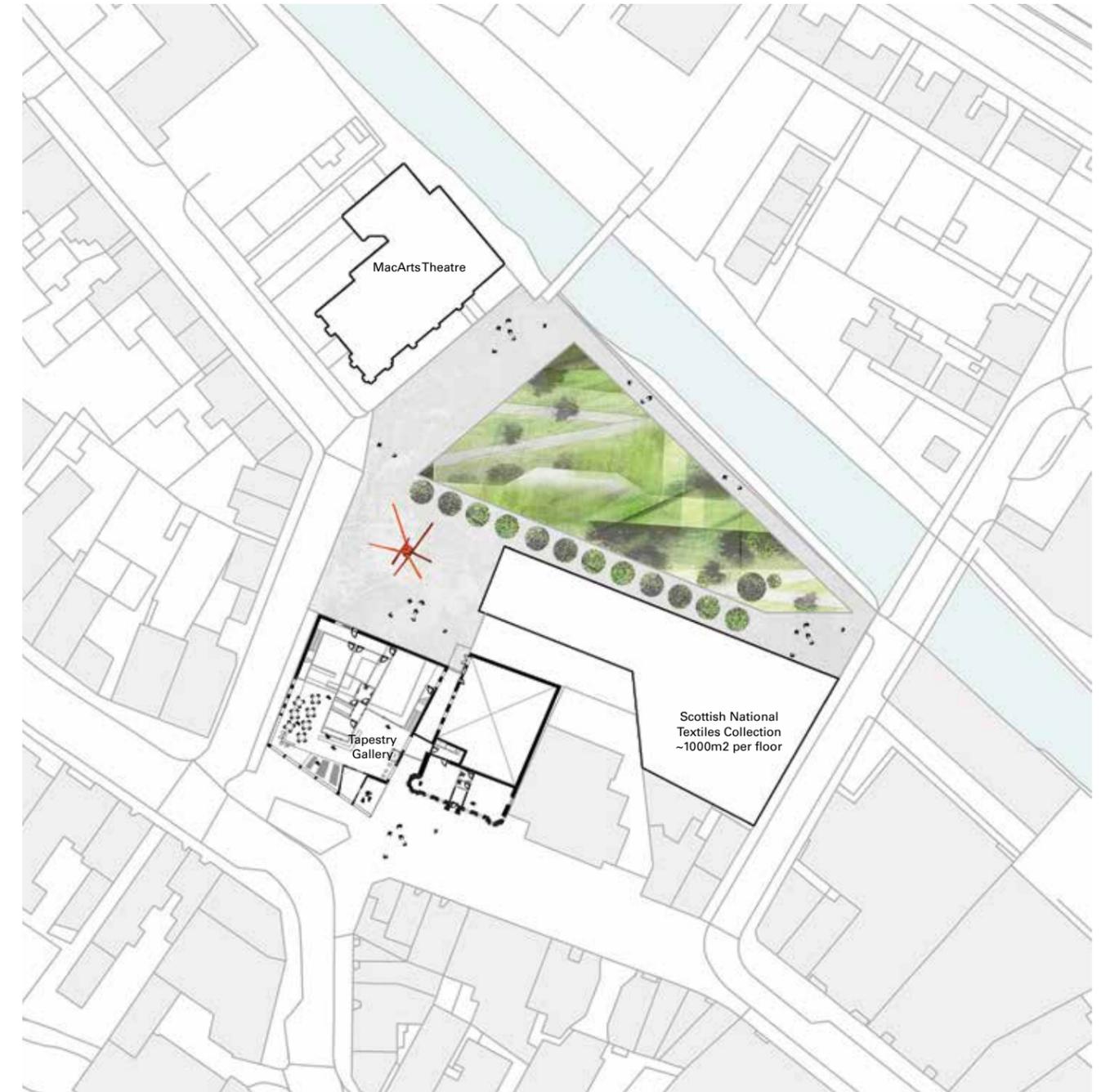
In this form a footprint of approximately 900m<sup>2</sup> is achievable which could give a building of 1800m<sup>2</sup> over 2 floors.

## SITE DEVELOPMENT OPTIONS



## OPTION 3 - site completely cleared

This option looks at the demolition of all the buildings on the site. This opens up the opportunity to create a central square with visual links between the MacArts Theatre and the Tapestry Gallery. The new building can be pulled back from the riverfront to create a generous public park.

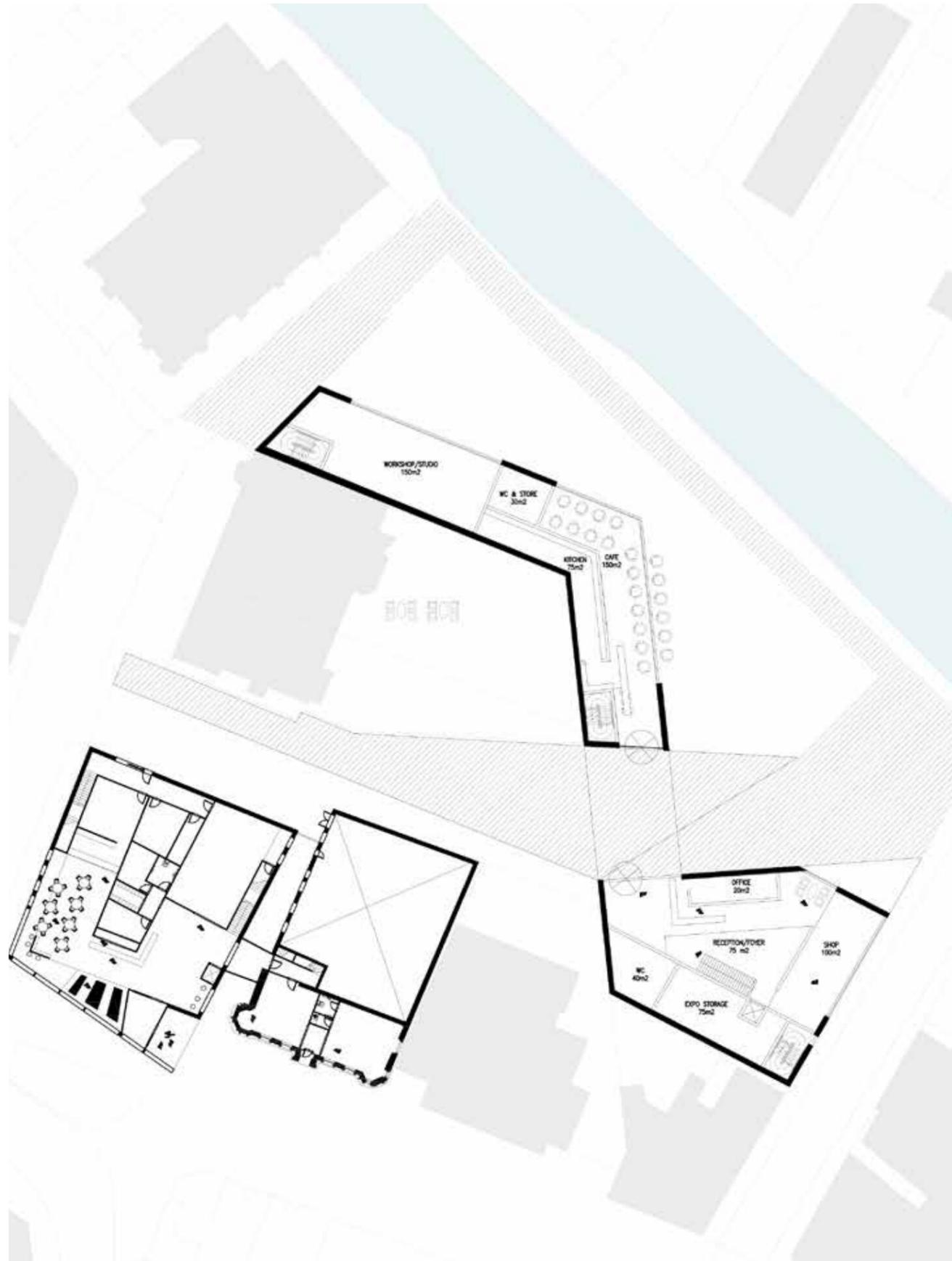


## OPTION 3 - building potential

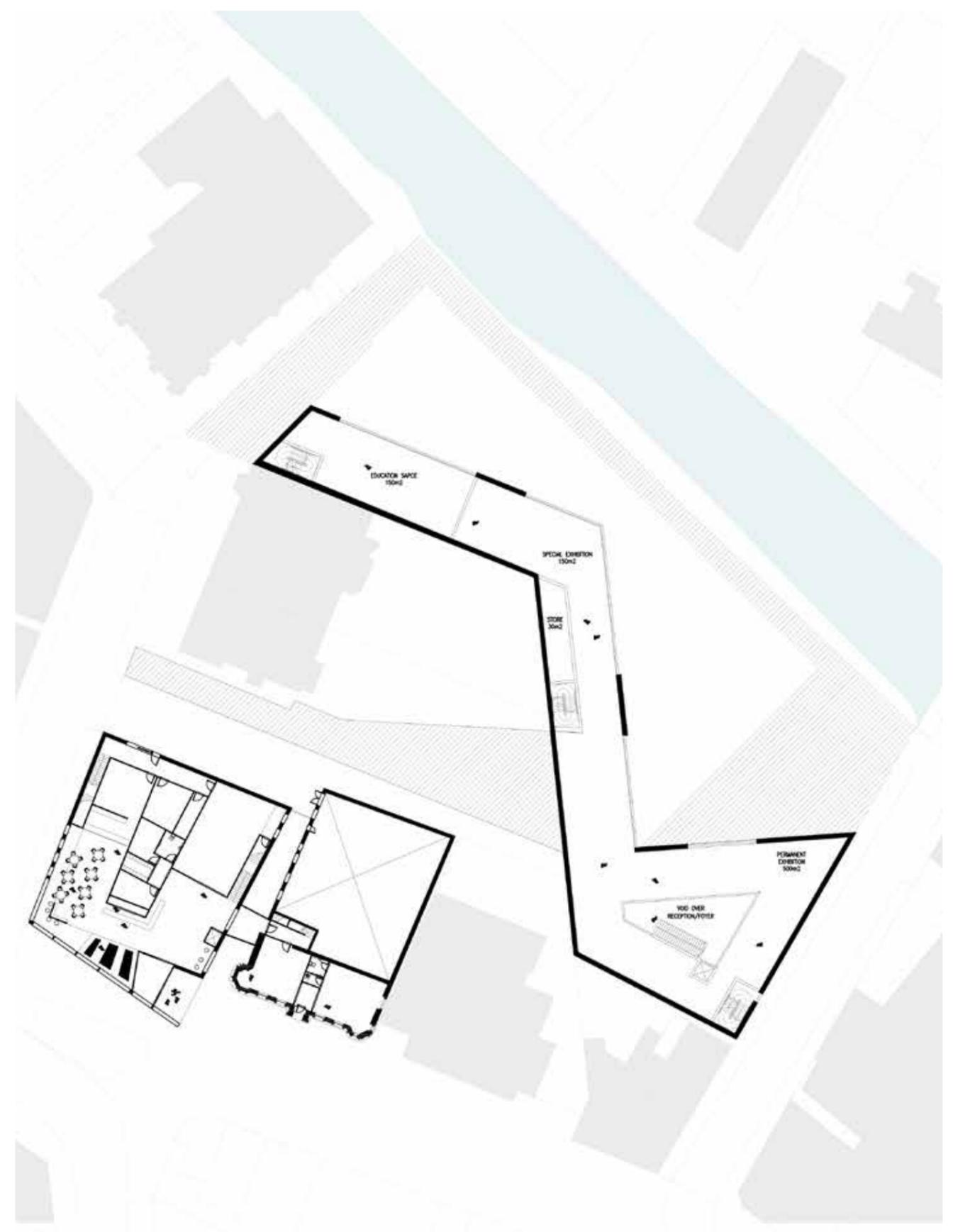
This option allows for the building to have a generous north facing frontage overlooking a new riverside park. A central square is created between the 3 buildings which creates a central focus for this new Art Quarter.

In this form a footprint of approximately 1000m2 is achievable which could give a building of 2000m2 over 2 floors.

OPTION 2 \_ FEASIBILITY STUDY



POSSIBLE Ground Floor Plan Arrangement



POSSIBLE First Floor Plan Arrangement

## OPTION 2 \_ INTERPRETATION CENTRE FEASIBILITY STUDY

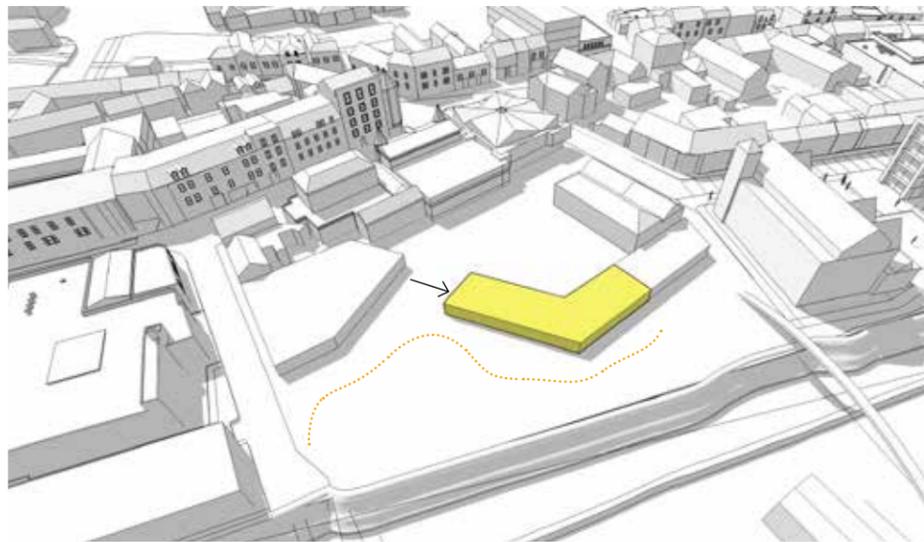
## 1. Foyer &amp; Retail

Retail frontage to Park Street  
Main entrance to courtyard



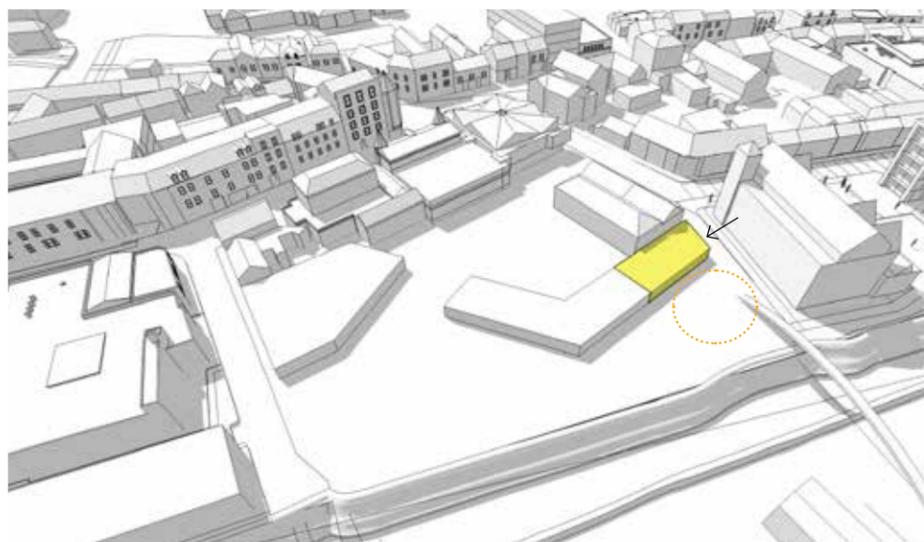
## 2. Cafe / Restaurant

Frontage to Gala Water & park  
Independent entrance



## 3. Workshop &amp; Studios

Independent entrance  
Activity at bridge & MacArts



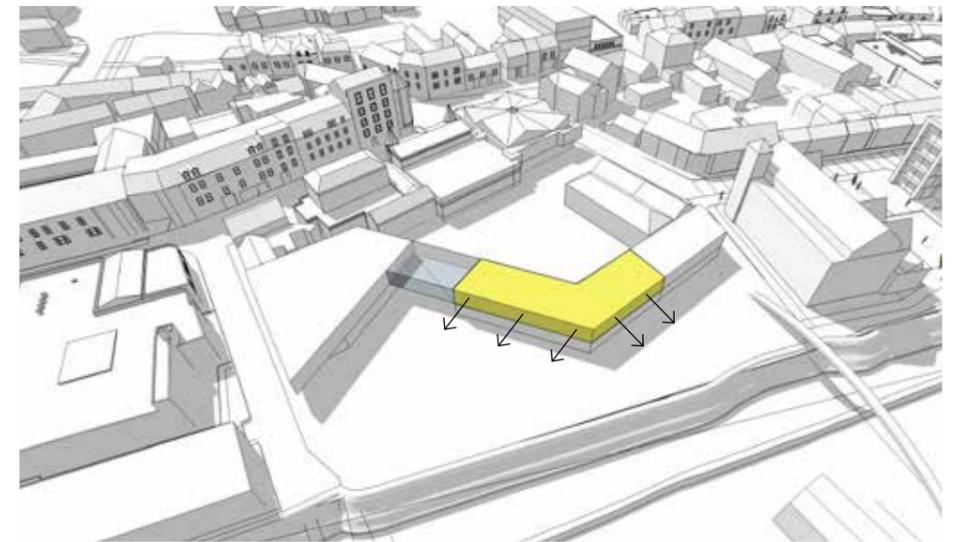
## 4. Permanent Exhibition

Upper floor location  
Possible linking of 2 buildings



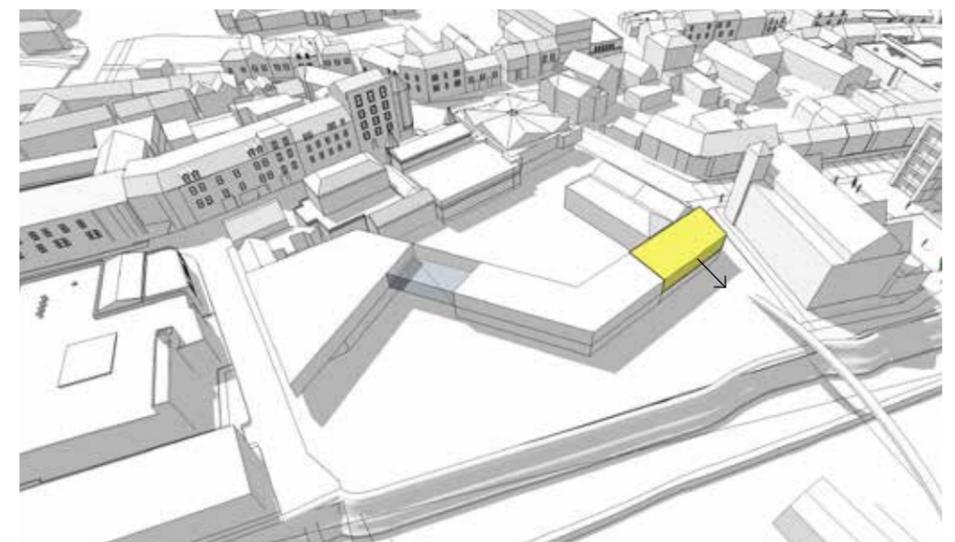
## 5. Temporary Exhibition

North facing  
Views over park



## 6. Education Hub

Proximity to MacArts  
Views over park



LANDSCAPE DESIGN STRATEGY



Landscape Vision



Landscape Vision : Edinburgh Old Town: Community



Landscape Vision : Community workshops and arts event



Sandstone, granite, resin bound gravel and concrete



Natural stone: Sandstone paving for key Public Realm areas



Granite aggregate paving for secondary areas



Art features within surfacing



Resin bound / asphalt riverside path



Outdoor exhibition space



Timber and granite: Seating



Hedge planting: Natural structures



Native wetland edge incl. birch and willows



Street trees such as Pyrus chanticleer or Tilia cordata for use in the plaza space

Landscape Materials

Key Objectives

- Create an attractive open space with clear links to the proposed new cultural and arts zone
- Celebrate existing listed architecture as part of a Conservation Area
- Create attractive waterfront and improve access along the Gala Water
- Design with a flexible approach to accommodate flood zone conditions
- Create legible access and movement routes
- Cultural Arts Hub closely linked to the Gala Water

Key Landscape / Public Realm Projects

- Water front environmental improvements
- Frontage to the new cultural and arts zone
- Public Art strategy

OPTION 2 \_ FEASIBILITY STUDY



## MacArts Centre

*“To create a vibrant, accessible, affordable state-of-the-art theatre, music, arts and multi-purpose facility that will provide cultural, educational, recreational, economic and social benefits to the local communities of the Scottish Borders and visitors alike.”*

### MacArts Centre

The Trust's ambition is to create a state-of-the-art theatre, music and arts venue in the former 21,000 sq ft St Andrew's Arts Centre, a disused, listed church building of historic and architectural significance in the centre of Galashiels - this space is now known as MacArts. Currently owned by Scottish Borders Council (SBC), the Trust took up residence in 2012 and in 2014 signed a 26 year lease on a £1 peppercorn rent with an option to buy/asset transfer dependent on DMMAT being able to raise capital funds to refurbish the centre. Since 2012, the Trust has made significant progress to get the property up to a habitable and workable standard. It now has two functioning performing spaces with a maximum main auditorium capacity of 200 people and a programme of year-round events now in place.

### The Vision – A Cultural Quarter & Economic Generator for the Borders

DMMAT believes that the arts can be a vehicle for positive change, both within individuals and communities. The development of the MacArts Centre is an opportunity to establish a unique hub for the Arts and Culture sector in Galashiels, the Borders and Scotland. This, alongside the new permanent £6.7 million home for the Great Tapestry of Scotland located less than 100 yards apart, will create a unique cultural quarter for Galashiels and be a driver for tourism and economic regeneration.

Its size and location offer considerable flexibility to attract and accommodate the widest possible range of activities. This will provide a considerable impetus to stimulating greater participation in arts and culture in the local community. It will be able to attract inspirational activities from outside the community which in turn can support local interest as the venue offers the type of facilities not traditionally found outside the largest urban areas. Our Vision;

### Capital Refurbishment

The MacArts centre has a large footprint with complex requirements to renovate and maintain it. As a grade C listed building it retains a number of unique features that must be maintained, requiring a number of specialist building services which increase costs of renovation and conversion. Responsibility for delivering the capital refurbishment will be devolved to the design team. This will be made up of an architect, quantity surveyor, structural, civil and building services engineers and a principal designer. In appointing and managing the design team, the Board will follow the Royal Institute of British Architects (RIBA)/Royal Incorporation of Architects in Scotland (RIAS) 'plan of work', comprising eight work stages.

### Events Programme, 2017-22

Our aim is to harness the power of all art forms to work with our communities, volunteers and artists to be one of the leaders in arts development in Scotland. We will serve our communities and audiences by delivering an outstanding programme of arts events and workshops. We will extend our reach into schools and communities across the Borders. We will place creative learning at the heart of our work and provide a cultural heart for the Scottish Borders. Over the course of this five year business plan we will look to grow the number of artistic performances to reach 81 per annum by 2022. This will attract 7,405 paying visitors by 2022, with 30%/2,222 visitors living outside the Scottish Borders. Further to this, our Cultural Learning programme will aim to engage 3,000 participants per annum in cultural activities and workshops by 2022.

### The Market

MacArts will look to engage with people from all walks of life in the Borders, be they old and young; people from disadvantaged backgrounds; people with a disability; people of different sexual orientation; and others. With its location and proximity to the best transport links in the Borders, MacArts will look to target the immediate Borders population (114,030); the wider population of Edinburgh and the Lothians (580,070); and the 4.4 Million visitors to Edinburgh, the Lothians (including Midlothian) and the Borders with a £1.3 billion spend.

### Market Need

There are no other facilities either in Galashiels or wider Borders Region that would compete with MacArts. According to Scottish Borders Council<sup>1</sup>, there are only two art centres operated by the Public Sector in the Borders, in Teviot & Liddesdale and in Tweeddale, which are both to the West of Galashiels and do not offer the same transport links to the local and extended community which MacArts does. The size, flexibility of space, site and situation and collective experience and networks of the DMMAT board make the centre unique in the community.

### Marketing & Promotion

MacArts has already built a wide customer base from across the Scottish Borders and wider Scotland by using a combination of traditional and digital media techniques. We already have a well-established and active integrated digital marketing strategy already in place, focusing on Facebook (1,181 followers), Twitter (379 followers), eNewsletters (560 subscribers), and online listing directories. These will be built upon and further developed over time as the refurbishment enables MacArts to develop its service offering and nearly double audience capacity.

### Board, Management & Staffing

The Trustees of DMMAT are a mix of professionals with extensive experience in the industry, including sound engineering, venue installations, festival management, lighting, sound and film production, recording, project management, and legal. They have extensive industry contacts and networks having worked with major studios, including EMI and the BBC. A number are actively involved in delivering the highly successful Borders Book Festival. Further to this, by 2018 MacArts aim to have in place 3.5 FTE staff, including a Venue Manager, Community Outreach & Development Officer, Marketing & Audience Development Officer, Programme Development Officer, and Bar/Café Manager. By 2022, MacArts aims to have 30 active Volunteers assisting the Trustees and staff.

### Outcomes

In delivering this business plan, DMMAT will look to deliver a range of social, cultural learning, regeneration, economic, tourism, recreational, and health & wellbeing benefits to the communities of the Scottish Borders. These are outlined in detail in Section 10 in the main body of the business plan. In summary, these will include:

- 3,000 individual participants per annum in the cultural learning programme by 2022, including young people (500), people from disadvantaged backgrounds (250), people with a disability (250), older people (500);
- £766,000 of inward capital investment and £194,000 of revenue funding secured from out with the Scottish Borders;
- 7,405 paying visitors per annum, including 2,222 from out with the Scottish Borders;
- 3.5 FTE jobs created with 30 active Volunteers representing 1,500 volunteer days;
- Creation of a Social Enterprise with an annual turnover of >£150,000 per annum;
- Transfer of a £1 Million capital asset to community control.

