

## ABSTRACT

Title of Document: TOWARDS A NEW DEAL: Understanding Place  
Through an Exploration of Time.

Andrew Murray, Master of Architecture, 2007

Directed By: Thomas L. Schumacher, FIAA, Professor  
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*Premise:* The thesis will investigate ideas from the past in combination with those of the present to ask whether being retrospective can contribute to being progressive in designing within the city. It proposes the importance of time as part of place.

The study will be sited in Deal, in Kent on the south coast of England, a small seaside town with a long history, a strong identity and a distinctive presence that is also currently questioning its future direction.

*Scope:* The design investigation will address a variety of physical scales:

On the *scale of the building*, the thesis will explore the outmoded typology of the market hall and the reviving trend of local food sourcing.

On the *scale of the urban streets* and public spaces, it will examine recreating old urban patterns in the town center and the renewed public interest in unique context.

On the *scale of the town* it will take a broader look - with an eye to the past as well as to the present – in order to speculate on the future of the town and how it might look.

*Objectives:* The overall design aim is to uncover innovative ideas and new design expressions that have specificity to culture and context. The thesis proposes that retrospection together with reflection on living traditions and trends might contribute to a better understanding of place and ultimately enrich the design expression.

*If I had any satire left to write  
Could I with suited spleen indite,  
My verse should blast that fatal town,  
And drown'd sailors' widows pull it down;  
No footsteps of it should appear,  
And ships no more cast anchor there.  
The barbarous hated name of Deal shou'd die,  
Or be a term of infamy;  
And till that's done, the town will stand  
A just reproach to all the land*

**- Daniel Defoe, 1704**

TOWARDS A NEW DEAL:  
Understanding Place Through an Exploration of Time.

By

Andrew Murray

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of the requirements for the degree of  
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— *Dedication & Acknowledgements*

To my late father Ian & my newborn son Oscar.

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# \_ Introduction

“Every city is constructed, made by us, somewhat in the image of the ship Argo, every piece of which was replaced over time but which always remained Argo, that is, a set of quite legible and identifiable meanings.”

**- Roland Barthes (in Nesbitt, 1996)**

This thesis started with a particular site in mind: wedged between the southern English town of Deal’s busy high street and the wide pebble seafront overlooking France, is an empty lot that was torn out by German shells, then cleared by 1960s planners. The place is busy enough. During the day people park there, head to and fro with shopping or just hurry on their way to somewhere else. The evenings bring seagulls and youths, lingering amongst the trash and scattered cars. Where streets used to run, the bare backs of buildings have now been thrown open to offer generous views of kitchen vents, stock rooms, loading bays and flattened cardboard boxes. I have always wondered what could happen there instead – perhaps something more connected with its surroundings? Unlike the seascape that is suddenly revealed from the surrounding alleys with an exaggerated expanse, this relatively open space seems temporary and forgettable. Car parks are as car parks are. They serve their role and do little else besides. But as you wind along the Deal streets, enjoying their idiosyncrasies and all the stories they might hold, you feel somewhat cheated when you arrive there.

Starting with this site, and speculating about what else could be there, raises broader questions about the nature of the city in general and more specific ones about Deal and its context. More importantly, in the context of a historic old town, it raises these in relation to today’s Deal and to today’s idea of the city. It heightens the relevance of the past in relation

to the future and how architecturally the two might be brought to work together. This thesis therefore takes as a starting point the importance of designing for a specific context: both as a cultural dimension as well as a physical one. The design objective is to try to find a new and innovative expression with specificity to place – proposing the importance of time in informing this.

### **Approaches to the past and future in city design**

Architecture and city design were seen to reach a crisis point in their approach to the past with the Modern Movement, which rejected an association to history as ‘dangerous’ to progress. Paradoxically, the manifestations of this era were criticized as being alienating and lacking relevance to culture precisely because they ignored what came before (Venturi, 1977). The irony was complete as time began to catch up, acquiring for these Modern expressions of the future what they had sought to escape: meaning and associations with the past.

Attitudes since have reacted and counter reacted, wavering between what is seen as nostalgically historicist and suppressive of living traditions on the one hand and iconoclastically brutal and grotesquely abstract on the other (Cuthbert, 2003). The dichotomy is still present.

This thesis argues that the city is vitally involved with memory, existing traditions and expectation for the future. It sets out to explore these inter-twined notions in the town of Deal, on the south coast of England, to see if its past and present can help inform an appropriate expression for the future that has relevance to both. Understanding the city to be both its individual pieces and the complete artifact (Rossi, 1982), it will explore these

themes on a variety of scales, from that of the individual building to the town's global presence.

Important to the approach taken in the thesis is the work of Aldo Rossi, who, in his *Architecture of the City* (1982), stressed the importance of studying the construction of a city over time to fully understand it and appreciate its nuances. For Rossi, these traces of the past - its "collective memory" (ibid: p46) - are embodied in the overall form of the city, as well as in the individual artifacts and monuments within it that stand the test of time. The city grows through a process of accretion of layers of built activity over time, the traces of which serve to structure subsequent development. Important also to the morphological thinking about the city is the idea of the reciprocal connection between physical form and social form: that the city form itself is reflective of the values and traditions of its inhabitants and that, in turn, the fabric of the city informs these morays (Rapaport, 2005). Understanding and analyzing the logic of these patterns in the city, then, can be seen as an important tool in working in the city.

In this respect, the thesis is presented with an interesting tension that is common to many conditions of urban infill and reconnecting the urban fabric between, on the one hand, building on what has become a *tabula rasa* with the past already erased, and, on the other, the surrounding worn fabric of the city. How are the two mediated?

Importantly, however, the city is understood to be first and foremost a living organism – with existing traditions and future prospects. Important to the definition of living traditions are the ideas of Janet Abu-Lughod's notion of 'traditioning' (Abu-Lughod, 1995), which places an importance on the involvement of the community in the process of making in the city. David Adjaye, speaking of about the architecture of Lagos, describes a similar idea when he writes, "a Shantytown developed by a city planner becomes a linear prison. Yet a

shantytown developed by people, is an agglomeration of networks and connections that interweave into each other and form bigger or smaller kinds of localities.... Unscripted public space.” (2006: p.211 )

Some of these traditions are protected and encoded in the various zoning and planning regulations that regulate building within the city. In the context of Deal and the chosen site, these are further enforced by historic conservation orders that limit the possibilities of built form. There is a danger that these regulations serve to cryogenically preserve old ideas and limit the expression of a living and evolving city, which is central to Rossi’s ideas. They do, however, represent an important part of the collective priorities of the community as they currently exist – and grew to protect. While it would not be possible to have the rigor of the planning procedure, the thesis design tries to work within the spirit of these regulations: for example, it adheres to the requirement of pitched roofs as a given.

In the living city, however, there remains the tension between the desires of the community on the one hand, and the planner/urban designer/architect, armed with their technical knowledge base and associated ‘power’, on the other. Enterprise GIS and other digital tools will increasingly bring the community into the process of controlling their built environment. Nevertheless, this thesis is written within the limitations of this at the present time, as well as the author’s own constraints on doing a comprehensive study of local needs and popular perspectives. It is recognized therefore that he is taking on the role of Adjaye’s planner and architect in the design exploration, with resulting limitations on the ideal notion of a living city. Instead, the author, with critical awareness, has made decisions based on his knowledge as a former resident of the town, his review of Council community consultation documents and his understanding of the current times through family, friends and contacts still residing in the area.

## **Global city**

In thinking about the city of today, generalized global notions of the city also become important – of how cities operate in today’s era of globalization that fosters increased individual mobility, and that of money, food and labor markets that transcend national borders<sup>1</sup>. Foremost amongst the challenges of the city of tomorrow are issues of sustainable growth – environmentally as well as socially – given the increasing products and patterns of consumption.

In framing a discussion of such global trends and how they might affect the towns of tomorrow, it is useful to look at ideas that were generated by the highly influential Global Scenario Group (GSG), an international forum of experts and scientists who met from 1995 to discuss global trends and to speculate on requirements for a transition to a sustainable society (both environmentally and demographically)<sup>2</sup>.

The GSG set out three scenarios of the future:

**‘Conventional Worlds’**, predicts systems playing out along existing lines, and perhaps rather fortuitously, traveling this path without any hiccups predictably: environmental issues are dealt with by market forces and their ‘inevitable’ effect on the development of appropriate technologies. Importantly policy changes are geared towards ensuring ‘efficiency’ to ensure sustainability and equitable social outcomes. Here Adam Smith’s

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<sup>1</sup> As captured in Arjun Appadurai’s (1991) notion of five dimensions of global cultural flow: 1) ethnoscaples; 2) mediascaples; 3) technoscaples; 4) finanscaples; 5) ideoscaples that describe the new global economy and capture the movement of people, goods, ideas, and services. (Appadurai, A. “Global Ethnoscaples: Notes and Queries for a Transnational Anthropology.” in *Recapturing Anthropology*. Santa Fe: School of American Research P, 1991. 191-210.)

<sup>2</sup> <http://www.gsg.org/>



‘invisible hand’ of the free market continues to assuredly guide affairs safely and predictably along its inevitable successful outcome. What seem important in this scenario, I feel, is that policy changes that bind and play out on a global scale are still necessary to ensure success – the policy changes are obviously debatable but the idea that these are effective to regulate across national boundaries is a given.

**‘Barbarization’** is a more apocalyptic vision in which War and conflict cause the collapse of communication that is the backbone of the global system. The elite would ‘bunker down’, in nations or urban centers to protect their enclaves and manage their own resources and interests. The realm of these zones is characterized by poverty and a decline of civilization and security.

**‘The Great Transition’** optimistically heralds a shift in approach where global processes continue but are accompanied with a change in values – where ideas of materialism and self-interest are replaced with ideas of ‘the good life’, human solidarity and environmental sustainability. This is clearly an enormously idealistic, vision and therefore both difficult to envisage as ‘realistic’ and leaving it open to enormous debate about how it can be manifested. Like the conventional worlds model, it embraces the existing global phenomena (new technologies, economic and communication environments,) but importantly the vehicles of policy are geared towards different aims.

### **City today**

Given these scenarios for the future, the city is today seen increasingly as a singular ‘artifact’ operating within this wider global context – and there is an increasing concern for how towns can clarify themselves both as viable financial entities (reason for being) and in terms of their image to better compete globally. The former mayor of Honolulu, Hawaii,

Mayor Jeremy Harris Ret, describes how the image of the city has now become an economic concern:

“Urban design is also extremely important for sustainable urban planning and economic development. In the past, cities competed to attract business and industry to their communities. Once established, these businesses attracted talented workers in the city and its prosperity grew. Now this model is being reversed. In the more mobile new world, the competition between cities is for talented workers. This means that making your city a great place to live is no longer simply “nice to do”, it is essential for economic survival. Much of what makes a city an attractive place to live centers on good urban design.” (speaking to *Coordinates* magazine, (Vol 3, issue 4, 2007). In the case of Deal, as well as in many cities, the importance of refining the city’s image<sup>3</sup> in built form for reasons of heritage and tourism may also be added. Overall, the importance of building in and improving the existing city becomes a primary concern.

The three scenarios, listed above, arguably begin to understand the city again along the lines of older ideas: a city limited in size to what it can sustain more locally; a walk-able environment; self-contained culturally and physically; a place of work as well as to live; a place with a clear reason for being. To this, I would add clear connections to the wider global world. In many ways these are notions of a symbiotic city, with the center of town becoming a nexus for these inter-related activities.

The thesis, then, seeks to understand the site, at the center of the town, to have this inherent value and, as a result, to find a physical expression that fits with the old and existing fabric of the city, while looking forward to a regenerated reason for being. It aims to recognize the contemporary need, to place Deal in the future, yet to do so by enhancing the existing pattern and character of the place.

## **Typology and Program.**

In investigating what could go on the site, the typology of the market was chosen to be explored and analyzed in more depth. In a broad sense, the idea of typology is taken to be similar in essence to that of the morphological idea of the city – that is, in placing emphasis on searching for logic or vital characteristics, as they are understood today, of the organism or type. In looking at the market hall, especially as it is in Britain, the thesis looks for and identifies characteristics, and seeks to understand these as a process of time.

The market hall seems appropriate for a number of reasons. First, the market was often, in and of itself, a vital component in the evolution of cities of the past, and often times shaped their reason for being: the pattern of many cities, and layers of subsequent development, have frequently been defined by the social and physical forces of trading that took place there, from the market square to the widened market street to the figural market hall. In many instances, the market hall itself, as an urban artifact, has served to create and reinforce the “collective memory” of place.

Secondly, the physical form of the market was itself organic in nature – starting with the street and the small scale, and growing with increasing need and popularity to the more tectonic expression. In this sense, the market is a microcosm of the city around it. The example of Covent Garden, in London, illustrates this condition very well, where Inigo Jones’ open square of 1630 became a street market, and was then in filled by C. Fowler with loose market buildings and later covered in a glass roof in 1870s<sup>3</sup>. Now no longer a fruit and vegetable market, it becomes a place of boutiques and fine dining. At each stage

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<sup>3</sup> <http://www.coventgardenlife.com/info/history.htm>

of development, the intention is born of its times: Inigo Jones was creating a residential district, modeled on recent French experience. The buildings of the market were functionally derived from the needs of a working market, but now define the experience of going out in the West End of London as a place of recreation. Each new stage of development carries with it the traces of what came before – the name Covent Garden is a derivation of ‘convent garden’ as it stood on the grounds of the Convent of St Peter. Clearly, then, the market is charged as a type with morphological processes of the city.

Finally, the market hall is today a vital and reemerging type in the modern city, with potential to have a renewed emphasis as a local artifact. The trend is evident in both Europe and North America, with a consumer-led demand for locally sourced as well as organic foods. In Britain, this is being promoted by government. Major supermarket chains are now advertising and selling locally-sourced basics, such as milk, meat and eggs. On top of this, the trend for all-things ‘gastronomic’ is important, from the popularity of TV chefs, to the growth of epicurean quarters in towns and cities. In Deal itself, the movement is seen with an increasing number of restaurants, predicated on the closeness to the sea, fresh fish and local produce. This thesis argues that Deal now has the opportunity to move with this trend.

## History of Deal \_ *A Parasite of the Sea*

In 55BC, when Julius Caesar gathered his ships at Dover harbor, he realized that the encircling cliffs would not let him pass. The ragged white mountain edge was darkened with the massed ranks of Britons whose chariots and cavalry could effortlessly float lances down onto the cramped shoreline below.

Undeterred, Caesar ordered his ships onward up the coast to the first place where the landscape flattened, some seven miles to the north, at the site of current day Deal (Cawthorne, 2005). Here drifting sands and uneven shingle still hampered the endeavor, and unable to land, the soldiers paused and gazed at the cold waters that they would have to wade through to face the gathered foe. They waited there, either too stubborn to go back or too fearful of their willful general, until a single standard bearer led them into battle:

“Leap, fellow soldiers, unless you wish to betray your eagle to the enemy. I, for my part, will perform my duty to the Republic and to my general.” (ibid.:28)

The town of Deal eventually grew, almost in spite of itself, at this curious point along the Channel that by its nature, made it a bad place to engage with the sea. Loose sands and shingle encircled marshland making it a difficult place to land vessels and poor access by land combined with a lack of natural drinking water made it a bad place to settle. However, access to the sea became, over time, its primary asset, helped by a proximity to France over the Dover Straits and to a strange bank of unseen shifting sands 3 miles to the east known as the Goodwin Sands. These enclosed a stretch of waters known as “the Downs”.

The sea off the coast of Deal is surrounded at a distance of around 3 ½ miles by the Goodwin Sands – named after the Saxon Earl who is said to have had lands there before the sea level rose. The tides that ebb and flow through the narrow neck of the Dover

Straits have built up massive sandbanks, whose outlines are constantly altering and whose existence has always been a hazard to vessels navigating these waters. At high tide, the sands are completely covered, but as the tide falls they break the surface and expose around a tenth of their surface area. Some parts are as much as 13 feet above the sea. Shipwrecks litter the unseen dangers, but paradoxically, they also offered sailing vessels shelter from the strong currents and storms of the Dover Straits (Larn and Larn, 1995). The significance of this haven, known as the downs, became amplified by its proximity to France.

The coastline at Deal remained untouched until the Christian era. In 600AD, monks began to make flood defenses and recapture some land to rent out as farmland. In 1085, the Domesday Book reports a small settlement of 38 men and a church at what is now 'upper' Deal, located on high ground some distance from the marshy coastline that was prone to flooding. Over the next five hundred years, the settlement continued to develop as a small fishing community (Nunns, 2006).

### ***Cinque Port***

*The Confederation of Cinque Ports is a historic group of coastal towns in Kent and Sussex located at the eastern end of the English Channel closest to continental Europe. Originally formed for military and trade purpose by Edward the Confessor (1042-66) to protect against invasion from France, it was ironically, William the Conqueror (1066) who firmed up the Confederation as a political structure (Ibid.). The towns were charged with maintaining ships ready to defend the Crown. In return, they received exemption from various taxes and duties, and effectively a blind eye was also turned to the activities of ships and sailors in these ports. As a result, contraband and smuggling became an integral part of the local income (Holyoake, 2001). Today the institution is ceremonial, but the appointment of Lord Warden of the Cinque Port who resides in Walmer, Deal, is still made.*

As it was not a natural harbor, Deal was not initially a Cinque port. In the 15th century, however, it was made a 'corporate limb' of the original Cinque port town of Sandwich further East at the mouth of the navigable river Stour. With changes to the coastline and the silting up of Dover and Sandwich, Deal's prominence gradually grew to eclipse those of the surrounding ports and it became one of the largest in the country between the 16th and

18th Centuries (Nunns, 2006). The importance of the Downs grew in parallel with interaction with France through trade and war. The haven provided by the shifting sands of the Downs began to draw ships there to anchor and escape from unfavorable winds, waiting for them to change. More flooding defences grew and a community of wooden fishermen's houses began to appear nearer the shore. Upper Deal remained the heart of this small community.

The defensive frailty of the land as a flat 'landing' point between the cliffs became increasingly important. Edward II called for the support of Deal in his wars with France, while Henry V, with his renewed claim to the French crown after Agincourt in 1415, charged a growing community, still at Upper deal, to provide food and beer to Calais (Holyoake, 2001).

Henry VII, after ostracizing himself from papal Europe, built three castles along the coast at Deal, symbolically in the form of the Tudor rose. His investment brought more military and civic presence to the town, and as a result, more vessels seeking shelter in the Downs. Increasingly these ships and vessels at anchor were dependant on the local people, for supplies and to guide them through the hazards of the Goodwin Sands. It is in this period that the town began to grow along the coast at 'lower' deal. Three streets perpendicular to the shore, (Beach Street, Middle Street, and High Street) formed the core of the town and wooden houses blossomed and jostled with each other for position near the shingle beach, where they could compete to service the sea life.

*The Deal "Boatmen" were the infamous locals who made their living from their understanding of the downs. They were the life blood of the town. They piloted vessels forced to seek refuge here, through the treacherous Goodwin Sands, but were the first to salvage and loot the unfortunate ones. They supplied the boats at anchor with food, water and supplies. They brought in legal trade, but on the side fostered smuggling networks that made the town infamous. It was a cutthroat and ruthless*

*living. Boatman was pitted against boatman as they raced from the beach to the customers that sat waiting out at sea. Their flat keeled boats, like narrow- keeled 'deal luggers' were made specially to land on the shingle.*

*In the next few hundred years the town continued to grow mostly on hovelling by the Deal Boatmen. The town took on the character of a dark transient place, with contraband, gangs and an unsettled military. Tightly knit streets filled with pubs and brothels linked by smuggling tunnels all jostled with boat builders, anchor makers, and fishing folk.*

Numerous accounts speak of the unfavorable conditions and dark atmosphere of the town (Ibid.). Samuel Pepys, the noted diarist, described it as 'a very pitiful town' in 1660. In 1704, Daniel Defoe wrote:

*If I had any satire left to write  
Could I with suited spleen indite,  
My verse should blast that fatal town,  
And drown'd sailors' widows pull it down;  
No footsteps of it should appear,  
And ships no more cast anchor there.  
The barbarous hated name of Deal shou'd die,  
Or be a term of infamy;  
And till that's done, the town will stand  
A just reproach to all the land*

During the Napoleonic era, Deal continued to grow. At one time 35,000 sailors were on 800 ships at anchor in the Downs. Nelson was a frequent visitor staying at what is now the Royal Hotel next to the pier. The Duke of Wellington was Lord Warden of the Cinque Ports and resided at Walmer castle.

Until the era of the steam engine, when the Downs were no longer needed by the new generation of sea-going vessels, it developed along the line of the three streets: Beach Street, Middle Street, and High Street. However, with the advent of steam, the town immediately suffered. The Victorian era saw it join the fashion for the holiday resort as it tried to find a reason for itself. This was aided by the train line that began to bring visitors.



The military dockyards and barracks became large houses and hotels and a pier was built. It became a tourist destination, somewhat off the beaten track, but aspiring to the Victorian idea of the holiday resort, with greenway and bandstand on the seafront.

The early 20th century brought a new wave of growth and an influx of working class people on the back of the expansion of the Kent coal mines located just inland from Deal. A large area of working housing around a park emerged between the lower and upper Deal, filling it in with the garden city / industrial new town housing.

Bombing during the Second World War left some damage to the central part of Lower Deal. Houses remained damaged and dilapidated in the post-war period as Britain, in depression, fought to climb out. By the 1960s, a new idea of urbanism saw the narrow streets of tumble-down brick and wooden houses clustered together as slums, resulting in a large area being pulled down and plans made to replace the entire waterfront area with a new 'modern' housing development. In response, a strong conservation movement was mobilized and successfully organized stop this. A conservation area was formed (one of the first in Britain and the first in Kent) to protect the historic downtown area. However, the 'hole' remained and became the town car park – the subject of this study.

## V \_ Precedents

*Covent Garden*

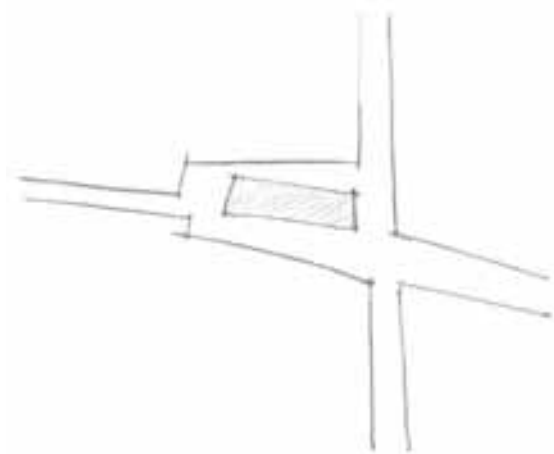
*Faversham*

*Greenwich*

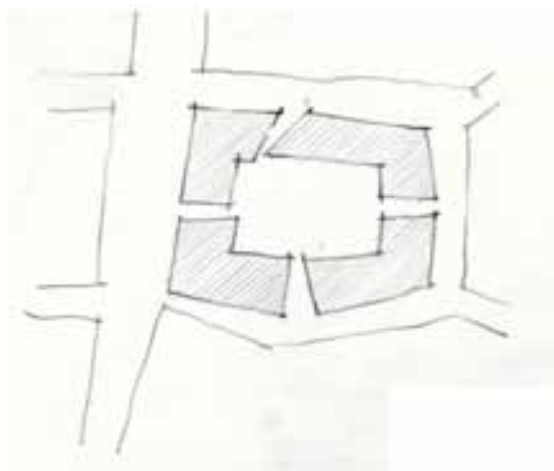
*Borough Market*

In order to identify strategies used to incorporate markets activities into urban contexts, four market areas in the southeast of England have been studied. These can be categorized into two broad types:

*Fig.1.* **Market as Focal Building:** in the first, a market space is defined by the surrounding streetscape in which a market building is situated. This building creates a strong in the space but is also porous and allows for the market activities to continue on the street level.



*Fig.2.* **Market as City Block:** in the second, the market area is contained inside a city block or hidden in small streets behind the main thoroughfare. The emphasis is to make use of residual space away from the main streets while continuing to allow porous access into the area.



# Covent Garden

## 'Market as Focal Building'



*Fig.3.* The area was developed in 1one of London’s first urban schemes in 1630, by the Earl of Bedfordshire, working with the most prominent architect of the day, Inigo Jones. The plan was, modeled on Italian and French spaces, such as the Place des Voges, and featured arcaded houses lining a grand square, known as the Piazza, dominated by Jones’ church of st Paul. The square became an outdoor market, especially following the fire of London in 1666. By 1830 the market building was placed in the center. It remained as London’s principal fruit, vegetable and flower market until 1974. Located in London’s West End, the area was redeveloped with shops and restaurants and a crafts market still thrives there.

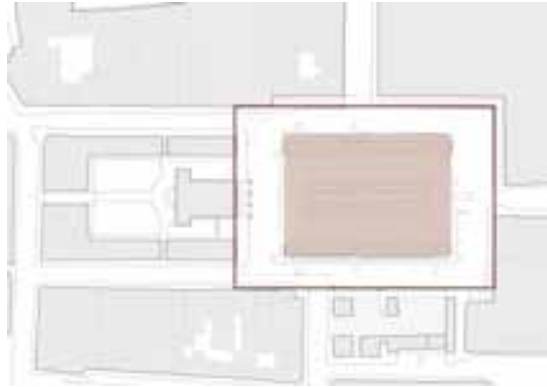
*Pic.1.* View inside the covered market



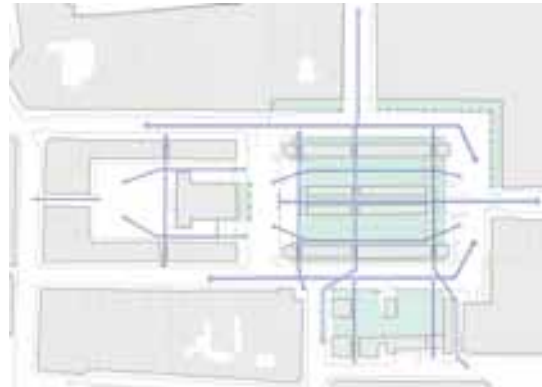
*Pic.2.* View towards Punch & Judy pub on western end.



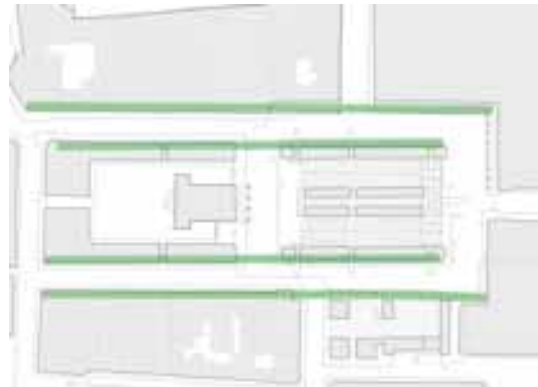
*Fig.4.* An initial reading shows the Piazza as a large space into which the market building has been inserted. The taller surrounding buildings clearly define the setting for the market.



*Fig.5.* However, there is enormous porosity in the market and locale, with deep arcades and open lower levels for market activities. The principal desire lines of the surrounding streets are maintained into the market.



*Fig.6.* The arcade around the market building mirrors that of the buildings opposite, maintaining continuity of the street.



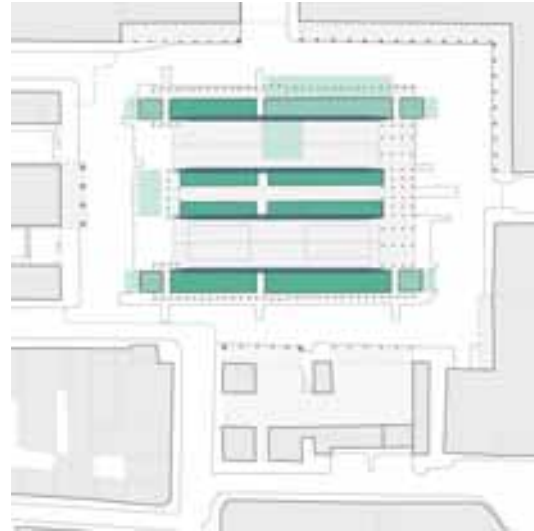
*Pic.3. View in covered market street*



*Pic.4. View along King Street.*



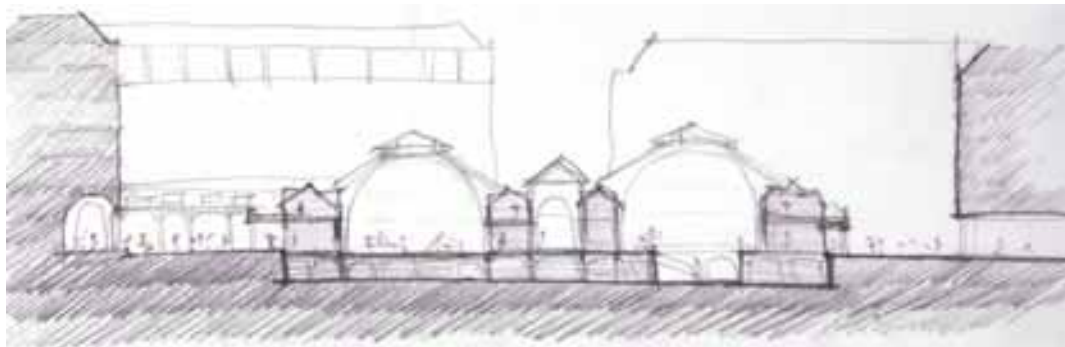
*Fig.7.* The interior of the market is arranged with smaller enclosed bars of retail space converted into shops (blue), bars and restaurants (pale blue).



*Fig.8.* Defined by these bars, larger covered market areas are arranged along the secondary circulation paths. The overall sense is of a sequence of streets enabling access, reflecting the original need to maximize flow of goods and visitors



*Fig.9.* The section of the building enhances the atmosphere of the area, encouraging circulation on various levels. The tight spaces of the shops and cellars contrast with those of the tall open air mark.





Pic.5. View of Inigo Jones' Church of St Paul's



Pic.6. Front portico of the Church of St Paul's.

Fig.10. The church of St. Paul's was designed to dominate the square before the market was built. The market recognizes the earlier building and the church appears as a in the remaining space. The façade creates a backdrop to the overlooking market terraces.

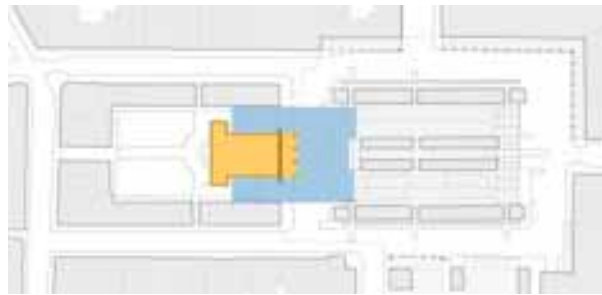
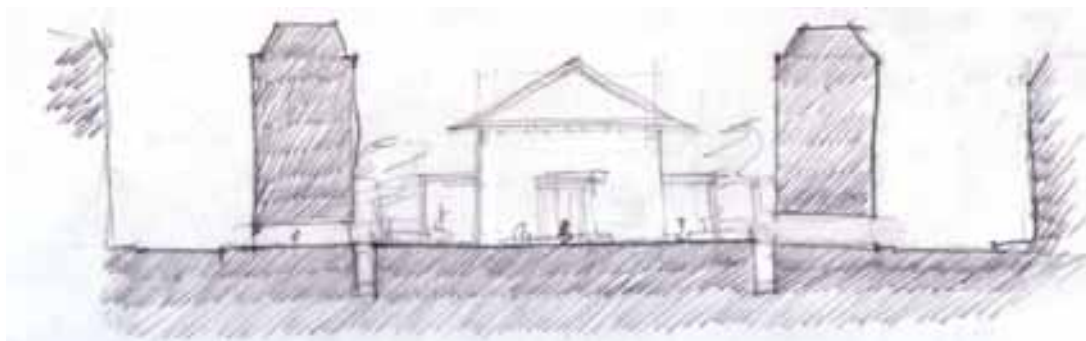


Fig.11. To the rear and side, the church forms more of a wall to define a small courtyard and gardens space.



Fig.12. The section shows how low English basements provide a separation in the space between the gardens and surrounding buildings.



## 'Market as Focal Building'

### Faversham

*Fig.13.* Faversham is an old market town and harbor community in North Kent. It was already settled well before the Roman conquest and thrived through the Middle Ages. Its Guildhall stands in the market and is a good example of the medieval market typology common to Britain, though more typical of the Midlands than the South East. It was built in 1574 by the community as a market hall and in 1603 became the town's Guildhall – or assembly hall for the governing town council. The market is still held in the surrounding streets and has a mixture of goods including fresh fruit and vegetables.



*Pic.7. Guildhall on Market Day.*



*Pic.8. Under the cover of the Guildhall.*





*Fig.14.* The market is situated at a point where the road is wider to support the increased activity. The buildings that define this space are occupied by shops and pubs and this becomes a typical high street when stalls are absent on non market days.



*Fig.15.* The market stalls are distributed along the length of the street, following the main pedestrian routes.



*Fig.16.* Access to the market from parking areas is often through the street wall, via small arcades. Service areas for the shops are to the rear of the blocks.





Pic.9. View along Market Place.



Pic.10. Guildhall dominating the Market Place.

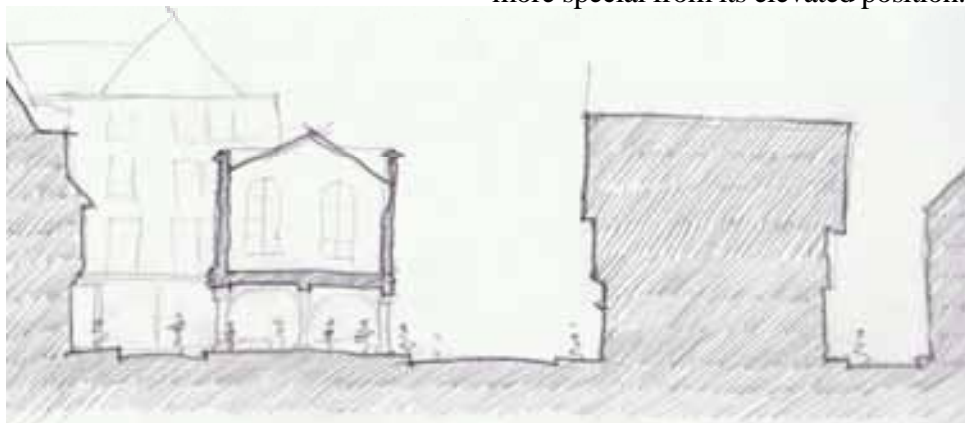
Fig.17. The market hall is placed at the center of the widest point in the road and dominates the market place. Its tower creates a strong identifying marker.



Fig.18. At the same time the hall also continues the line of the main street leading up to it.



Fig.19. The section through the site demonstrates how the open lower level maintains a continuous space across the whole market place. The raised room above the market is made more special from its elevated position.



## 'Market as City Block'

# Greenwich Market



Fig.20. Greenwich market is located in southeast London, next to the old Royal Naval College that frames the famous view from the Thames up to the Queen's House and to the Royal Observatory beyond. A charter for the market was granted in 1700 being originally location at the West Gate of the College. Market activities spread into the surrounding streets and by the 1800's, in an effort to clean up the area, the market was moved to its current location and covered. Buildings accrued around the market and by 1849 a new Charter was sought. The current roof and surrounding shops date to the 1950s from when it declined as a wholesale fruit, veg, meat and fish market. Its fortunes revived in the 1980s and today the market is popular for its arts, crafts, antiques and independent boutiques.

Pic.11. Inside the covered market.



Pic.12. Entrance from College Approach.



Fig.21. The market area is accessed either via narrow alleys or through openings in the buildings that line the surrounding streets. This creates a continuous streetscape on the exterior while providing gateways at various points that announce the market.



Fig.22. The market is covered by a steel structure and lined by small retail outlets (dark blue). This gives the sense of a strongly enclosed market area even though it is still open air. Food vendors and public houses (pale blue) are also organized to the sides of the market.



Pic.13. Narrow lane leading to market.



Pic.14. View along College Approach



*Fig.23.* There is a strong north south spine to the market along which the market stalls are organized.



w

*Fig.24.* A service area is located within the block although the majority of premises are only accessed via the street or market area.



*Pic.15. Inside covered market.*



*Pic.16. Pub tables in covered market*



# Borough Market

## 'Market as City Quarter'



*Fig.25.* Borough Market is located in Southwark, close to London Bridge. The street market predates the Roman period. In 1279, it was recorded as causing congestion on Borough High Street, the main road into London. It remained there until 1756 when it was moved to its current location. It thrived during the Victorian era as food arrived at the nearby London Bridge train station and the wharves known as 'London's larder'. Its use declined during the 20<sup>th</sup> century, but it remained in stubborn opposition to the city that grew around and above it - the market is surmounted by rail viaducts that it spreads into and inhabits. Today there is a huge revival in the food market, which sells fresh local and artisanal produce.

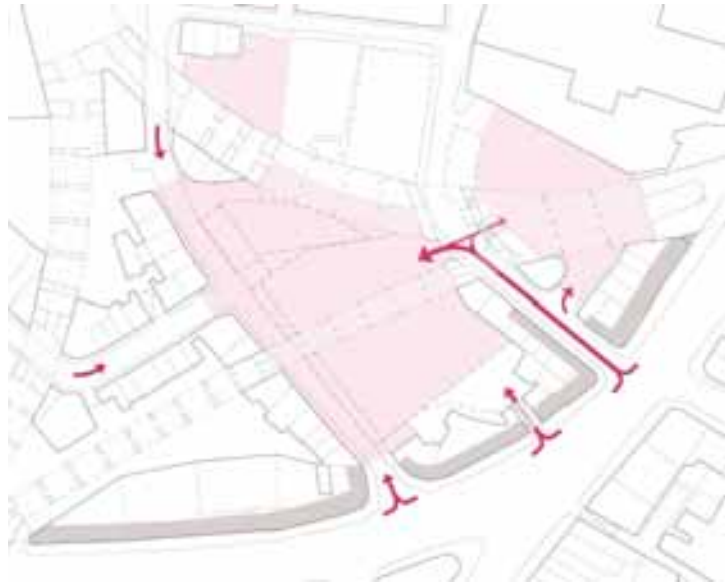
*Pic.17.. View along Stoney Street.*



*Pic.18.. Inside the covered market.*



*Fig.26.* Access to the market is primarily from the busy Borough High Street where the buildings form a typical street wall. The approach is along narrow streets or through a portal in the façade that is somehow modest in its context. The market is somewhat unannounced and left to discovery.



*Fig.27.* Stalls are laid out in what seems a haphazard arrangement given the residual nature of the spaces they inhabit. The paths do, however, broadly follow the principal 'desire' lines of the surrounding context making a logical experience on the site.



*Pic.19. Gateway from High St.*



*Pic.20. Entrance in Bedale St.*



*Fig.28.* The market space is as a whole enclosed by the railway arches and the backs of buildings although to the west the street contains shops and pubs. A market hall with an elevated restaurant (shown in orange) is tucked into the rear of the site.



*Fig.29.* Service areas are to the rear of the blocks while a storage building for the whole site is located on the far side of the railway lines.



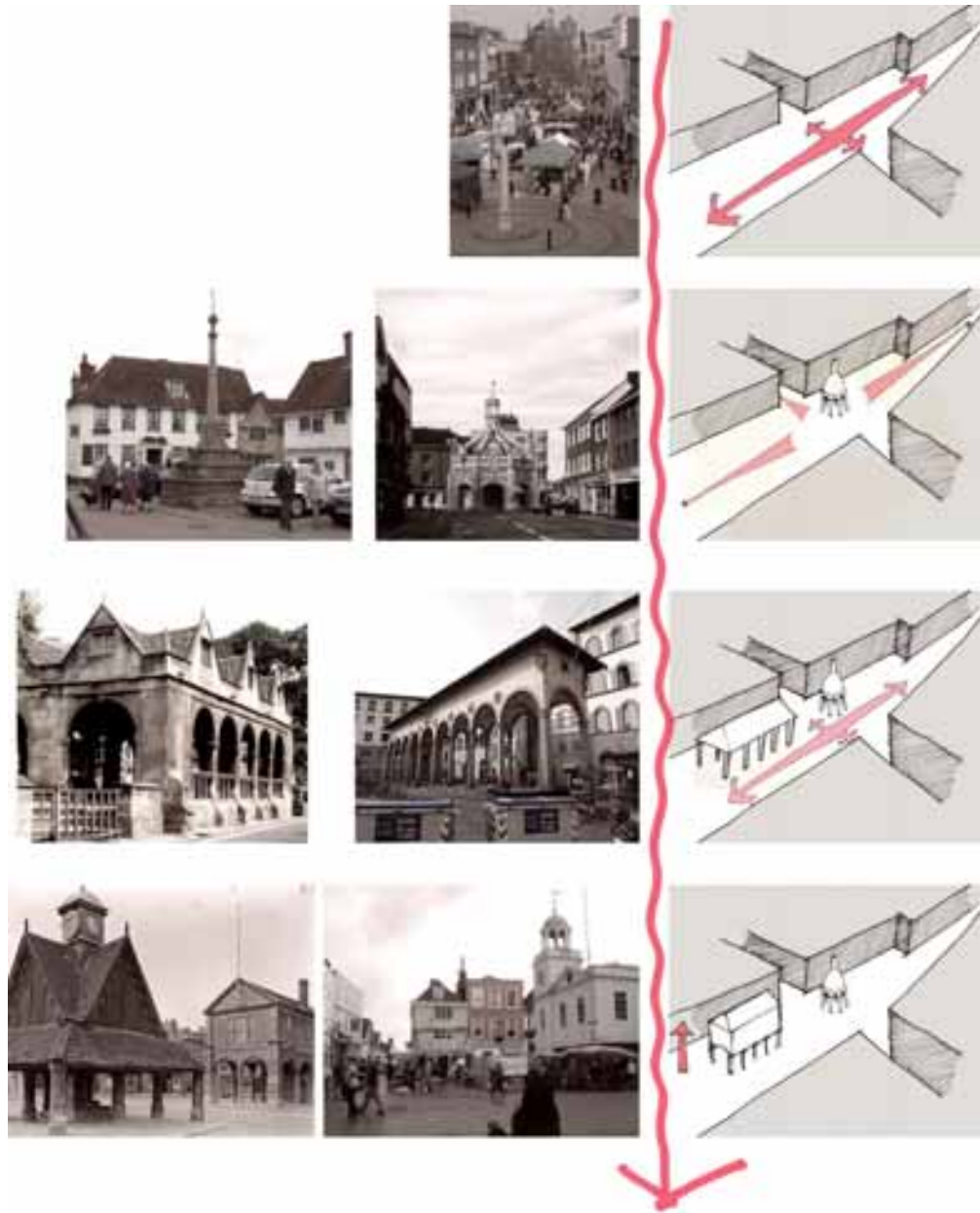
Overall there is little differentiation between the working parts and the stall fronts as you circulate around the market.

*Pic.21. Market Hall from Bank End. Pic.22. View along Bank End.*

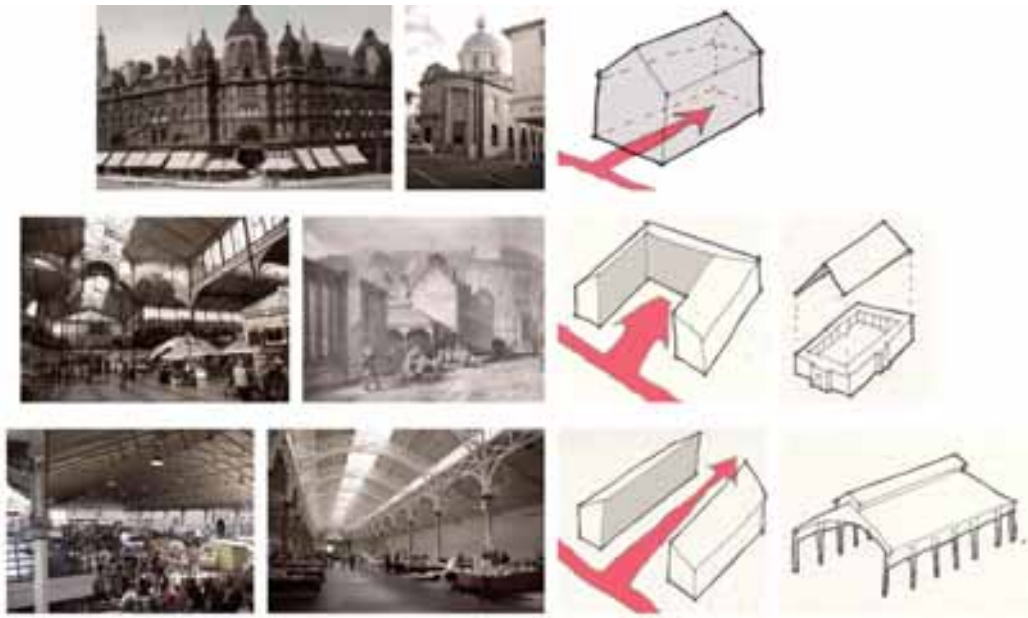




## Evolution of Market Hall in Britain

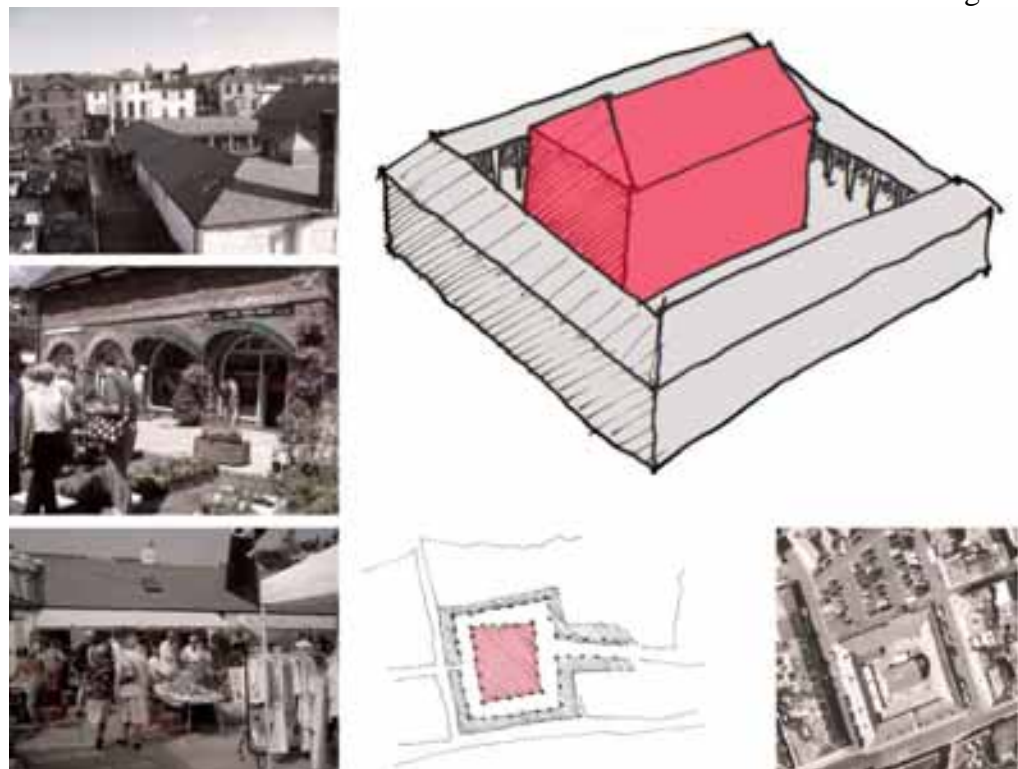


*Fig.30* Diagram describing the evolution of built form in and around the market areas in Britain. From the market cross, with its symbolic, administrative as well as functional purpose, to market sheds, and eventually the elevated market hall, defining a space for trade on the ground floor and an elevated public room.



*Fig.31.* Diagram showing evolution of the Market Hall from the Enlightenment onward with the emphasis being on cleaning up the street. The model of the Agora was important as well as, later in the 18<sup>th</sup> century, glass and steel construction as illustrated by The Crystal Palace.

*Fig.32.* Dartmouth Market: Market House set in its Agora



## VI \_ Site Analysis

*Region*

*Town*

*Center*

*Site*

# Region

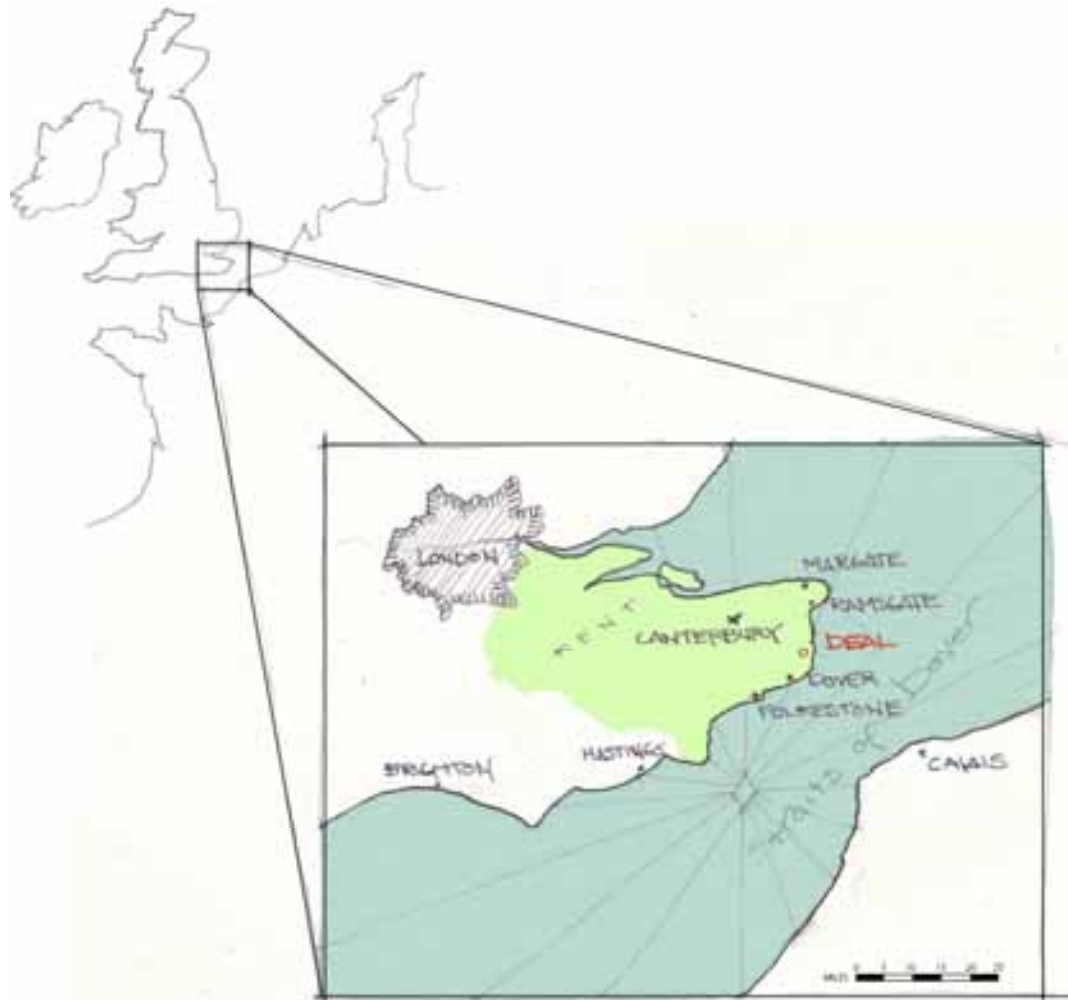


Fig.33. Deal is located in the south east of England in the county of Kent, around 80 miles from London.

Fig.34. The history and fortunes of the region have been closely associated with its proximity to France and Europe. At this point France and Britain are at their closest, only 22 miles apart. France can be seen on a clear day from Deal beach.

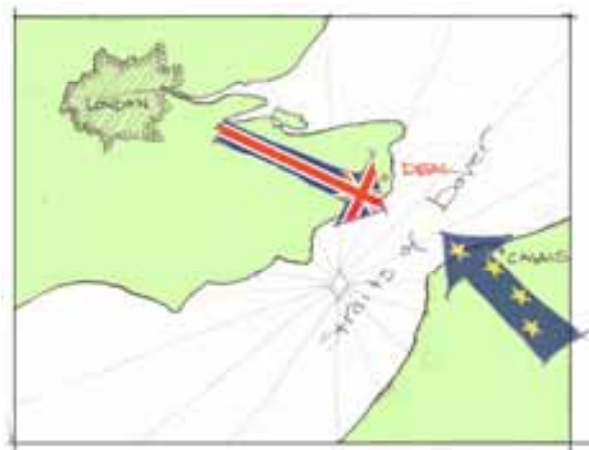




Fig.35. Setting: Deal lies on a low, level stretch of coastline between chalk cliffs to the north and south. Its beach is of shingles. The spit of land between Deal and Sandwich accrued over the course of the last millennium with deposits of sand and shingle. These also slowly contributed to the silting up of the River Stour that was once navigable to the port of Sandwich. Several golf links are now sited on this dried marshland, including Royal St George's that hosts 'The Open'. Some three miles to east in the Channel, shallow drifts known as the Goodwin Sands lie close to the surface and exposed at low tide. These hazards to navigation caused a long history of shipwrecks but conversely provide important anchorage in The Downs for ships seeking refuge from bad weather in the Channel.

Pic.23. White Cliffs of Dover



Pic.24. Front at Deal



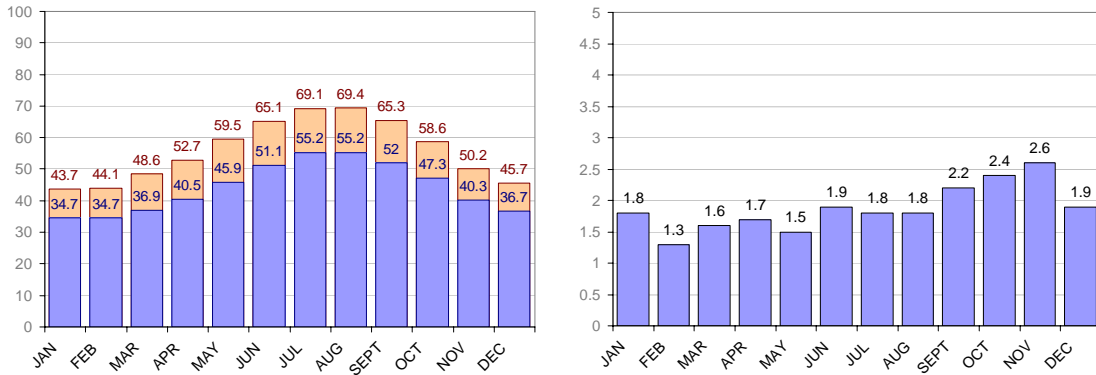


Fig.36. **Weather:** Deal has similar conditions to national averages. Temperatures are moderate; average no higher than 70 in the summer and around 35 in the winter. As can be expected, rainfall is fairly constant throughout the year, peaking a little in the autumn.

Fig.37. **Degree Days:** demonstrate that strategies for heating are more important, with little or no need for air conditioning.

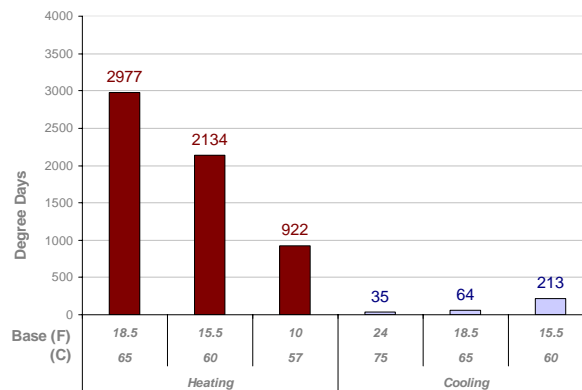
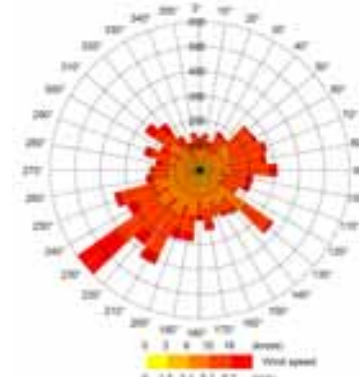
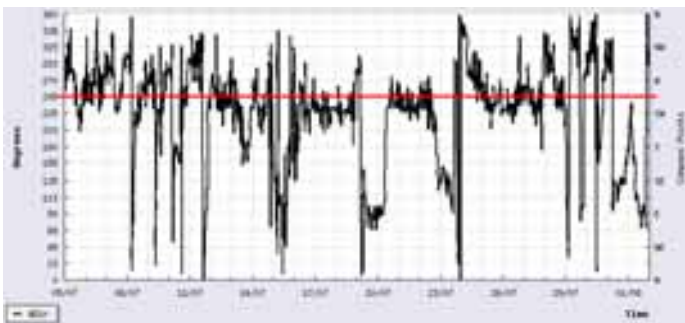


Fig.38. **Winds:** are characteristically gusty and strong along the coastline. The graphic of readings taken on Deal Pier below shows the erratic nature of the winds, although at the same time hints at a pattern. The Wind Rose at local Manston airport in Thanet, also shows strong winds that prevail from the south west, with occasional south easterlies at times.



*Fig.39.* **Local Knowledge**: about the weather in Deal holds that it has its own micro-climate, different from the surrounding mainland, and even from nearby coastal towns such as Dover. Some say that the weather patterns are borrowed from those on the continent. Although difficult to verify, maps of weather averages for different conditions provided by the Met Office do suggest this trend. The two dots on each map represent the locations of Deal and Dover and illustrate different conditions in the two towns. From top to bottom, the diagrams show yearly averages as follows:

annual maximum temperature;  
days of rain above 2mm;  
annual mean temperature;  
average days of snow;  
days of rain above .2mm.

The other local characteristic of the weather is that it can change dramatically and very quickly. Many days see contrasting temperature conditions in the morning and afternoon.





Fig.40. **Regional Map:** showing the principal coastal towns and roads of East Kent. The M20 runs between London and Folkestone, while the A2 / M2 between London and Canterbury becomes a single carriageway for large parts between Canterbury and Dover. The 'Isle of Thanet', the area in the most easterly corner, is serviced by dual carriageways. Deal is only accessible along very busy single carriageways.

Fig.41. **Passenger trains:** run through Deal although travel times are long, taking over 2 hours to reach London. However, new high-speed Channel Tunnel links will be extended to Dover where travel time will be reduced to 70 minutes (40 minutes faster). Shuttle trains to Deal will vastly improve the town's connectivity and there is the expectation of attracting commuters.





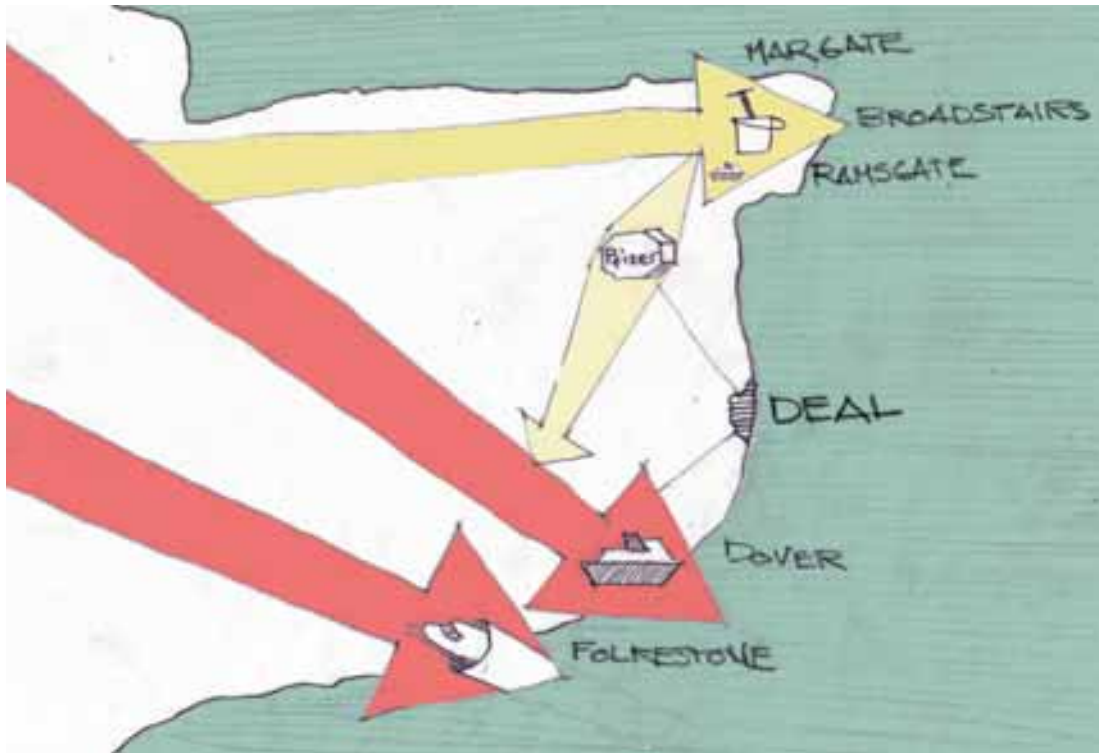
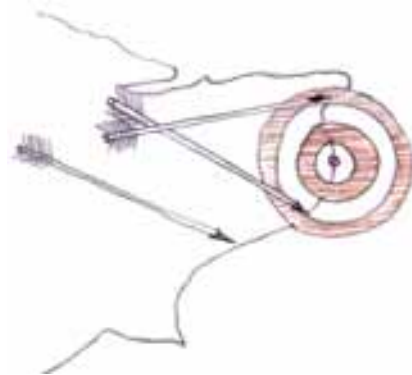


Fig.42. The principal flow of people and goods to the area is transient, accessing the cross Channel infrastructure at Folkestone, for the Channel Tunnel terminal, and Dover with ferries to France and Belgium. Ferries also run from Ramsgate to Belgium, although the Thanet towns are principally known as being seaside resorts. The opening of the Channel tunnel resulted in many job closures at the Dover docks, and in the area as a whole. The Thanet towns also declined as holiday destinations in the era of jet flight. As a result, the area suffered great unemployment. More recently, the Pfizer pharmaceutical company has established new headquarters near Sandwich bringing some new jobs and road infrastructure to the area to support the industry.

Fig.43. On the whole, old and new transport infrastructure alike bypasses Deal. This can be seen as both a positive and a negative. For a town with a population that is now similar to that of Dover, this is harmful to the potential for revenue and job creation. However, it also contributes to keeping the town off the beaten track and thus offers a resulting calmer pace of life.



*Fig.44* **History:** This map of 1596 shows that historically Dover and Sandwich were older and more significant port towns. Sandwich flourished between the 11th and 13<sup>th</sup> centuries, benefiting from a navigable safe haven provided by the spit of land that extended around the estuary of the Stour River. By the 15th century, however, Sandwich began to struggle as the unstable shingle and sands began to silt the port. The map illustrates the significance of two ports and paths between them relative to Deal. The three Tudor castles at Deal, Walmer and Sandown, have been built but the town of Deal is small in comparison. Thanet is, at this point, still an island.



*Fig.45* This map of 1724 shows how Deal had by this time outgrown Sandwich as a port, catering to the ships at anchor in The Downs. Deal remains a larger town today.



# Town

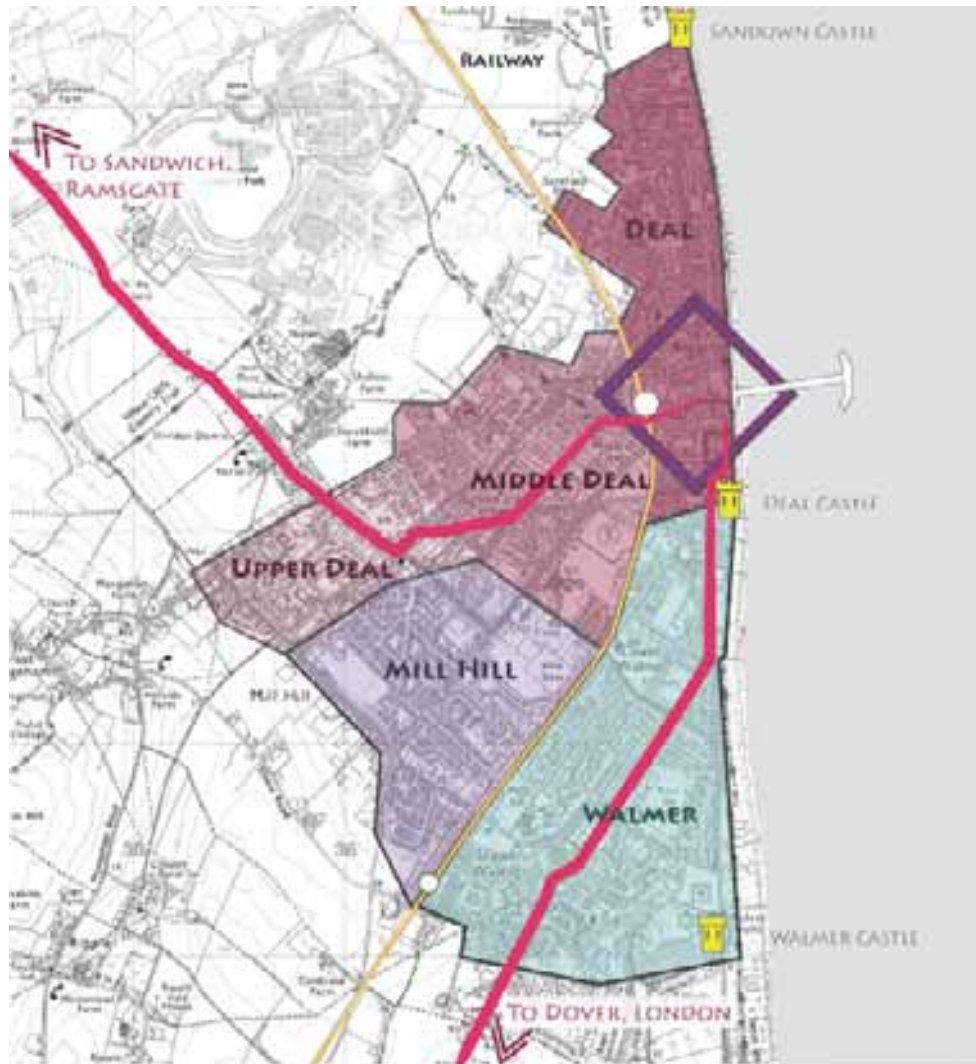


Fig.46. **Regions:** The town is made up of five distinct regions:

The oldest settled area was at Upper Deal, mentioned in the Domesday book of 1086. The heart of Deal then flourished along the beach during the 16<sup>th</sup> and 17<sup>th</sup> centuries between Deal and Sandown castles, two of the three Tudor castles built to protect this flat portion of shoreline from coastal invasion. Walmer has an 11<sup>th</sup> century settlement at upper Walmer, and developed alongside Deal, albeit as a smaller community and more around its barracks and military facilities that grew from the Napoleonic era. Middle Deal and Mill Hill were more substantially developed with worker housing during the 20th century to support the local Kent collieries. These areas remain distinct in character but are associated as a single urban area. The main roads lead south to Dover and north-east to Thanet.



Fig.47. **Town Centers:** The principal commercial zone is contained in Deal between the train station to the west and the pier and waterfront to the east. A smaller commercial area is located at Walmer, with others at Upper Walmer, Mill Hill and Upper Deal. The town is known for its historic fabric between the three Tudor castles. Around Deal the town is characterized by tight organic housing from the 17<sup>th</sup> century onward, while at Walmer, it is defined by its seaside green lined with Victorian and Edwardian villas.

Pic.25. Middle Street, Deal



Pic.26. Mist over Walmer Green





Fig.48. **History:** 1769 map showing the densest portion of the town between Deal and Sandown castles. Upper Deal and Walmer are shown further inland. Walmer has not at this stage developed along beach between Deal and Walmer castles.

Fig.49. The diagram illustrates the linear layout of Deal along the coast with three parallel streets that remain the defining element of the town today. (The High Street was formerly Lower Street)



## Centre



Fig.50. **Commercial Area:** has the High Street as its backbone, and falls between the train station to the west and the pier to the east. The area is mixed residential (shown in grey). The principal stores (shown in orange) are mostly clustered around the High Street, while the Sainsbury's supermarket, with its own parking, has newly been located next to the train station.

*Pic.27. High Street looking North*



*Pic.28. Pedestrian Portion of High Street*





*Fig.51.* **Land Use:** commercial and retail premises are concentrated along the High Street while more recreational and dining premises are located towards the sea front.





Fig.52. **Circulation:** the two main roads into town meet at a roundabout on the sea front. Other roads cater mostly to residential districts of the town. The dotted lines represent the main pedestrian paths including the promenade along the seafront. The central portion of the High Street is a pedestrian zone (shown in pink). While parking is well distributed in the center of town, this is seen locally as lacking resource.

Pic.29. Promenade near Pier



Pic.30. Roundabout on Beach Street.







Fig.53. **Character:** the Deal Conservation Area encompasses the oldest portion of town (shaded) This area can be broadly categorized into two parts of distinct character: the Middle Street area, around the central of the original three parallel streets, and 'Victoria Town', built during the 19th century on the old naval yards near the castle. Middle Street formerly continued where the car park is now situated. The streets in Victoria town are perpendicular to the sea demonstrating new attitudes to city layout.

Landmarks are shown in purple (see following pages)

*Pic.31.*  
*Middle Street Area.*



*Pic.32.*  
*'Victoria Town'*  
*Area.*



*Pic.33.*  
*St George's Church.*



*Pic.34.*  
*Town Hall.*



Pic.35.  
*Deal Castle.*



Pic.36.  
*Promenade.*



Pic.37.  
*Pier.*



Pic.38.  
*Timeball Tower & the  
Regent Hall (left),  
Royal Hotel (right).*





Fig.54. **Seafront:** the town has a strongly defined street wall facing the sea from Beach Street.

It is said that this, along with the parallel nature of the street layout, came about to shelter the town from the strong winds that come off the Dover Straits. However, this also likely stems from when buildings lined the beach itself, making this a typical street edge. Only the Royal Hotel remains on this side, and the Timeball Tower also punctuates the sea view.

Beyond the low profile of Deal castle, the town is recessed behind Walmer Green.

Pic.39. Seafront looking south from the pier.



Pic.40. Seafront looking north from the pier.





Fig.55. **History:** 1801 map shows the parallel streets of the High Street, Middle Street, and Beach Street. The density was greatest to the east of the High Street, around Middle Street which was the liveliest part of town with residences, pubs, brothels, smugglers dens and stores. Beach Street is lined with buildings on the seaward side, with only few access points to the sea. West of the High street, on the streets leading to Upper Deal, the town quickly becomes less dense with gardens around the residences. The area between the castle and the start of the town at South Street is made up of Naval Yards and military facilities including the Timeball Tower that communicated the time to ships at anchor in the downs.

## Site



*Fig.56.* **Context Map:** showing the site in orange and identifying significant buildings or areas near or around the site.

*Pic.41.*  
*View of the Library from the top of Broad Street. The front portion is two stories, while it quickly becomes single storey towards the car park.*



Pic.42.

1. Royal Leisure Center (video games) & Snooker Hall houses computer games arcade, pool and snooker tables. (was converted from a cinema in the 1980s).



Pic.43.

2. Stretch of the sea front comprising hotels, bars and restaurants, including the popular ice cream stall at the Deal Beach Parlor



Pic.44.

3. Quarterdeck, built in 1974, was used as a space for hire and currently hosts a nightclub on weekends. Was intended to have two levels but remained single level due to lack of funds



Pic.45.

4. The busiest part of the High Street including Marks and Spencer, Boots the chemist and the old Black Horse Inn now The Strand (the taller building on the right).



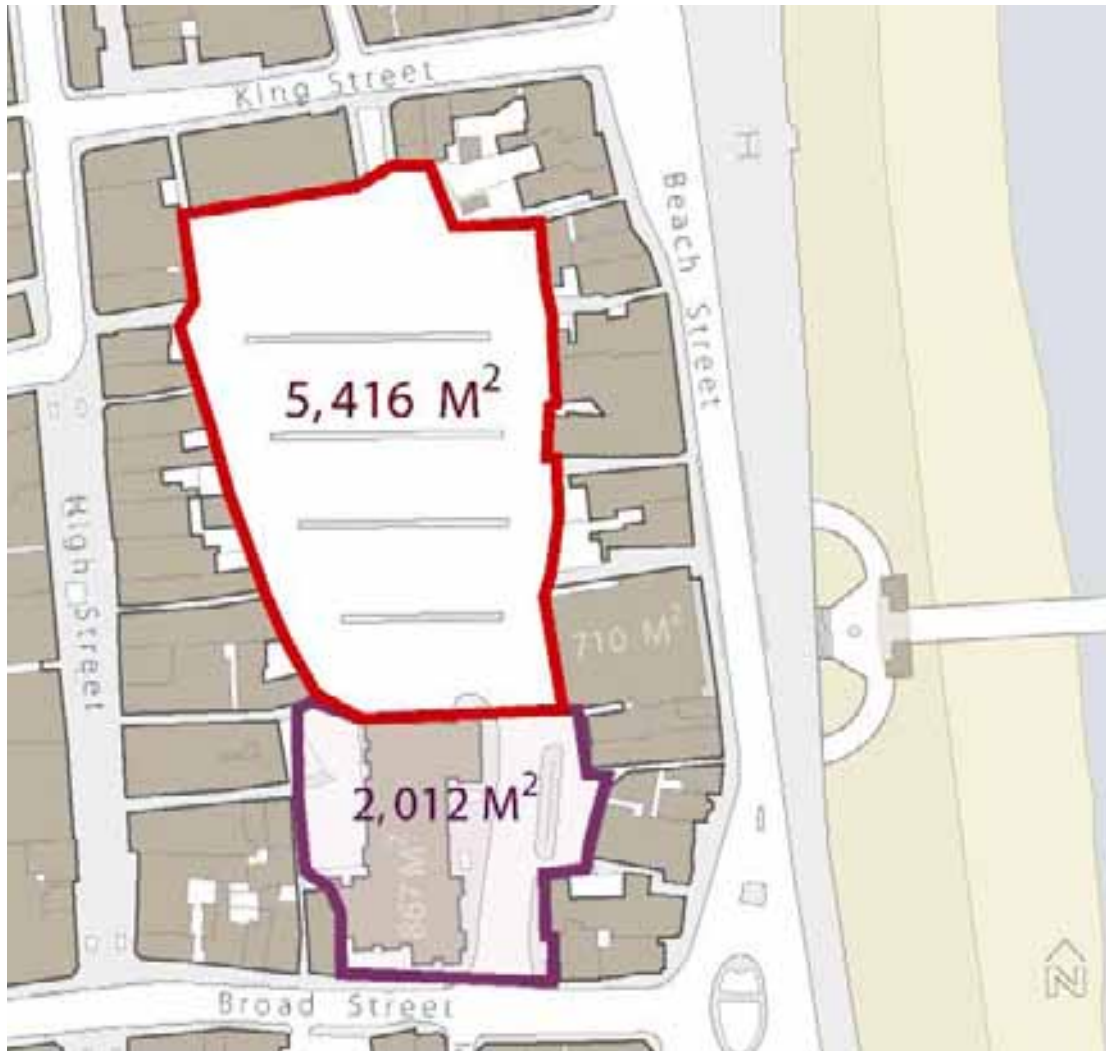


Fig.57. **Dimensions:** Area market in Red comprises the car park, and in purple the area including and around the library. Size of the Quarterdeck and the library themselves are also illustrated.

Pic.46. Site looking south-west



Pic.47. Site looking north-west





*Fig.58.* **Town Section** (east-west): between the pier and the train station demonstrate how the town is built on small bank that rises up from the shingle beach, and then drops quickly down to the High Street that runs along a low ridge. The ground then rises up again towards the train station. As a result, when seawater encroaches into the town, it is know to cause flooding in the High Street area. (not shown to scale)

*Pic.48.* View up King Street towards sea.



*Pic.49.* Beach looking south.





Fig.59. **Topography:** The promenade is on a ridge 6.5 meters above sea level, The High street is lower at around 3.2 meters. There is little change in elevation north- south

Fig.60. **Section (East-West):** height difference of between 2.2 to 2.5 meters across the site.

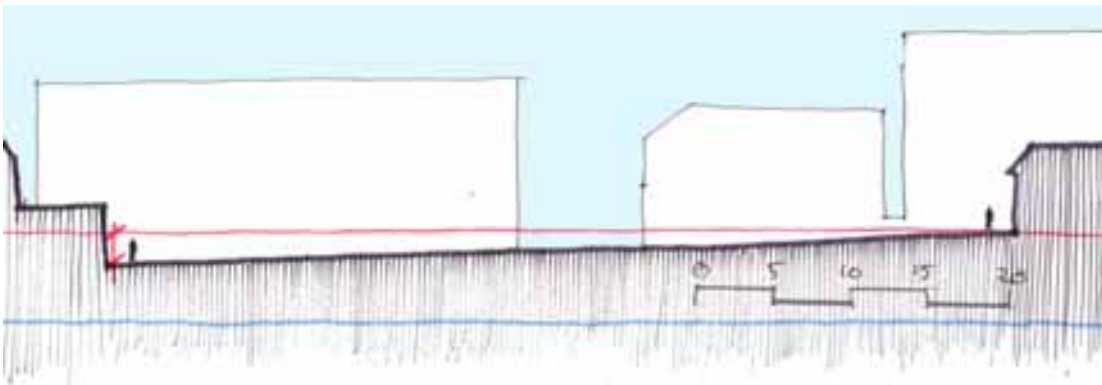




Fig.61. **Vehicular Circulation:** the principal roads meet at a nearby roundabout on the sea front. The only vehicular access into the site is from Broad Street. The High Street is pedestrian at this point (shown in pink).

Pic.50. Site from Middle Street



Pic.51. Vehicle access road from Broad Street





*Fig.62.* **Service Access:** The area to the west behind the high street is only used for service access while the site itself mixes customer parking with service. The edges of the car park act as service access for the surrounding commercial uses. Other surrounding commercial premises only serviced from the street. The buildings in blue are accessed by the public directly from the site.

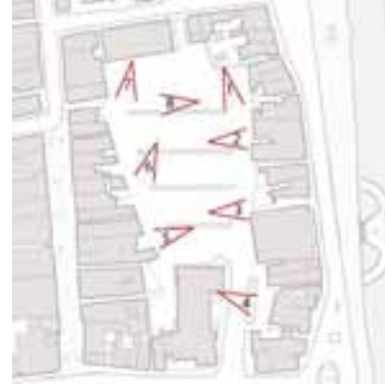
*Pic.52. View 1.*



*Pic.53. View 2.*



*Key to views of car park.*



*Pic.54. View 3.*



*Pic.55. View 4.*



*Pic.56. View 5.*



*Pic.57. View 6.*



*Pic.58. View 7.*



*Pic.59. View 8.*





Fig.63. **Pedestrian Circulation:** access points to and from the site are numerous and are vestiges of the lanes that used to used to run across the site. The dotted lines show the density of pedestrian traffic around the site and illustrate the principal desire lines across the site. This main stores, marked in orange, that are the principal draws to the high street. The blued dotted line shows the promenade along the seafront and that there is little interaction between the foot traffic.

Pic.60. South Court.  
Primrose Hill



Pic.61. Crown Court.



Pic.62. View of Pier from.



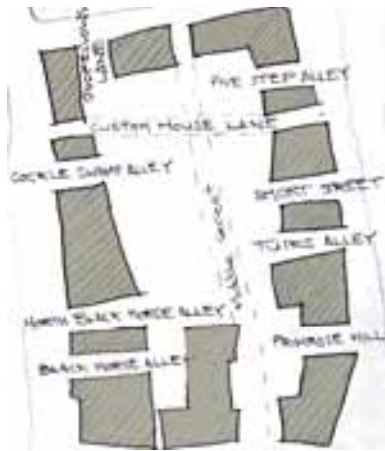


Fig.64. The following photos illustrate the Lanes on the seaward side. They are narrow, but have interesting character. In the photographs that follow, the central view is from Beach Street, while the outside shows the approach from the car park. The Key on the left shows the street names.

**Primrose Hill**



**Custom House Lane**



**Five Step Alley**



**Tucks Alley**



**Short Street**



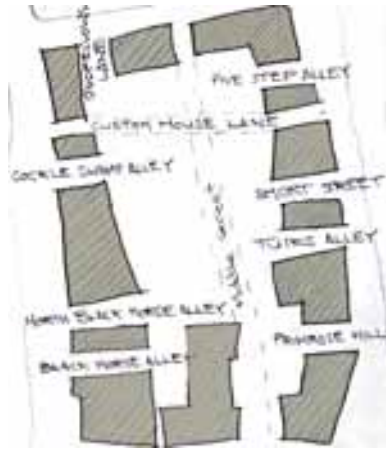


Fig.65. The following photos illustrate the lanes that lead to the High Street. These are less elegant than those that lead towards the seafront and very narrow at times, such as Cockle Swamp Alley. In the photographs that follow, the central view is from the High Street side, while those on the outside show the approach from the car park. The Key to the left gives the street names.

**Oddfellows Lane**



**Black Horse Alley**



**North Black Horse Alley**



**Cockle Swamp Alley**



**Custom House Lane**





## VII \_\_ Program

## Market & Related

	SQM	SQF
<b>Market Square</b>	<b>800</b>	<b>8,611</b>
<i>Including flexible space for market stalls but also a 'public space'</i>		
<b>Market Hall</b>	<b>920</b>	<b>9,902</b>
<i>Principal market building that would include flexible stalls or sales areas:</i>		
<i>Open plan sales area</i>	800	8,611
<i>Administration</i>	20	215
<i>Bathrooms</i>	50	538
<i>Ancillary</i>	100	1,076
<b>Food hall</b>	<b>315</b>	<b>3,390</b>
<i>This would offer more prepared food to take away or eat on site. Potentially located in the market hall but possibly a separate building:</i>		
<i>Open stalls</i>	250	2,690
<i>Bathrooms</i>	50	538
<i>Casual Seating</i>	45	484
<b>Storage Building</b>	<b>700</b>	<b>7,534</b>
<i>For stall holders to access. Serve as the primary delivery and arrival point.</i>		
<b>Retail</b>	<b>600</b>	<b>6,485</b>
<b>Workshops / studios</b>	<b>400</b>	<b>4,305</b>
<i>Flexible spaces that could be used for arts, crafts or small scale manufacture and could have associated retail presence</i>		
<b>Café</b>	<b>30</b>	<b>322</b>
<b>Gastro Pub / night club</b>	<b>250</b>	<b>2,690</b>
<b>Total</b>		<b>4,015</b>

## *Parking*

SQM SQF

**Multi-storey car park**

**800 8,611**

---

*Including flexible space for market stalls but also a 'public space'*

## *Additional*

SQM SQF

**Institutional / office**

**1000 10,763**

---

*The site will seek to incorporate space that could have a number of functions identified in the design process*

*IT office / server room  
Principal Office  
Meeting Rooms  
Public Conference Rooms*

**Library**

**1000 10,763**

---

*If the library is redesigned as part of the scheme*

*Reading Room  
Stacks  
IT Facilities  
Computer Resources  
Gallery  
Offices*

**Total 2,000**

# VIII — Design

*Town*

*Streets*

*Building*

The Design will address three different scales - that of the town, streets and building:

***Town***

*Projecting the town* – Conceptual investigation at the larger scale of the town, with an eye to the past as well as to current trends, to speculate about the future of the town and how it might look.

***Streets***

*Urban Connections* – Design investigation of the urban context around the site to explore possible changes suggested by the site's transformation.

*Reconnected Place* – Design investigation at the level of the site, to study the reconnection of old streets, the creation of new urban spaces and their relationship to program and the surrounding context.

***Building***

*Market Place* – Design investigation at the level of the building and surrounds to suggest an architectural expression that fits the purpose and is expressive of the town and its context.

## Town \_ *Projecting the Town*

The investigation will speculate about the future of the town and seek to uncover opportunities that draw on its unique qualities. It will look at the past, its enduring traditions and current circumstances and will project the ideas into the future. The analysis will consider resulting changes to the built environment and suggest what it might look like.

Each of the following scenarios will explore a theme, the associated opportunities, what changes might ensue, and the resulting image.

## *Scenario 1 – Energy Town*

### *Context / Need*

- The discovery of the local Kent collieries from the late 1800s swelled the population of the Town, which grew considerable as a result. The coal was difficult and expensive to extract but the industry continued until the 1980s when it was closed - contributed to considerable unemployment to the town and area.

### *Opportunity*

- Renewable sources of energy are becoming increasingly exploited Globally. The Government is currently planning to build a number of wind farms around Britain including off the coast of Thanet.
- Further research is being made into tide and wave energy that could also be exploited in the area.

### *Change*

- The Goodwin Sands could be used as a base for wind turbines that would stretch across the horizon of the sea, reminiscent of the masts that used to cross to fill the seascape in the downs during the era of sailboats.
- The town could attract research facilities into renewable energy, offices and educational facilities in the town center for the new local energy industry.

### Possibilities for the site:

- Offices and public front for new local energy industry. Educational facilities etc.

## Scenario 2 – Culinary Town

### *Context / Need*

- Deal was long a fishing town although this became viable on the large scale in the modern era.
- There is currently a growing culinary culture in the town with an increase in the number of restaurants, food shops selling fresh and local produce.
- Relatively new weekly food market in the town and occasional ‘market days’ with traders from France and Europe

### *Opportunities*

- Fisheries in the downs – possible aquaculture or hatching resource to replenish seas
- Local food sourcing.
- Local food market association.
- Virtual Experience initiative in the downs with the iconic building for it.
- Culinary center known for fresh food, restaurants etc.

### *Change*

- Iconic pier
- Fishing Machines reminiscent of the swimming machines used in Victorian times.
- Warf Pier as larger market.

### Possibilities for the site:

- Offices and public front for new local energy industry. Educational facilities etc.
- Market Hall
- Restaurants etc.



## *Scenario 3 - Sporting Town.*

### *Context / Need*

- The town has an understated sporting tradition. Deal's Royal Cinque Ports golf course hosted The Open Championship in 1909 and 1920 while the neighboring the Sandwich course, Royal St. Georges, hosts the competition every decade bringing the worlds top golfers to the area.
- The town has an excellent sea angling, which according to the current world champion who runs shop on the pier, ranks amongst the best in the world. The town hosts the British Open of sea fishing, with one thousand pound prize money. The largest prize money of 20,000 GBP is in Yorkshire, where the fishing is supposed to be inferior.
- In addition the town has a thriving rowing club that rows on the downs as well as sailing facilities in Walmer. Applying for beach status. Tradition of dipping in the Chanel at Christmas time could be played up.
- History of unsulubrious setting refered to by, for instance, Pepes and Defoe. Tight fabric dates to this time.

### *Opportunities*

- Challenge to host The Open Championship again.
- Promotion of Sea Angling, especially The British Open of fishing with increased prize money to rival competitors of 30,000 to 50,000 – would be deemed enough to bring valuable visitors to the town.
- Promotion of rowing, sailing and improve other facilities for the town.
- Casino...

### *Changes*

- Improved facilities for sport fishing on the pier and seafront giving it a presence.
- Consultation and development of the golf course and facilities to make change.
- New facilities for sailing, rowing and promotion of them.

### Possibilities for the Site

- Hall where prizes are given, fish weighed etc. (could be function of market hall)  
Offices for organizing etc
- Casino taking advantage of setting of tight streets.

## Scenario 4 – Governance Town

### *Context / Need*

- History of customs officers to counter the smuggling across the channel
- Local town council moved to Dover in the 1970s removal of powers.
- Lord Warden of the Cinque ports located nearby

### *Opportunities*

- Policy of increased devolution of powers from London, to bring jobs to smaller towns.
- Reassignment of town council with more powers locally in the town.
- New policies for managing the UK seas like zoned – need for managing.
- Global need to manage the seas with global initiatives for fisheries and ocean management.

### *Change*

- All could be sited in Deal and require Offices and Conference facilities. Would benefit from the setting of the town, its character to attract residence, ‘nice place to live’, off the beaten track appropriate for certain things.
- Possibilities for the site Offices for DEFRA with responsibility to manage sea

### Possibilities for the Site

- Hall where prizes are given, fish weighed etc. (could be function of market hall)  
Offices for organizing etc
- Casino taking advantage of setting of tight streets.

## *Scenario 5 – Arts / culture / Heritage / Tourism*

### *Context / Need*

- Half heartedly joining the seaside tourist destination.

### *Opportunity*

- Rekindle visiting Deal with boats to London arriving at the Pier.

### *Change*

### Possibilities for the Site

## *Scenario 6 – Educational Center.*

### *Context / Need*

- Former Royal Marines Barracks.
- Nearest tertiary education in Canterbury.
- Need for training.
- Former skilled shipbuilding center.

### *Opportunity*

### *Change*

- Barracks Redeveloped as technical college.
- Possibility on site: larger library, further classrooms and teaching facilities.
- Specialist building school of some kind.

### Possibilities for the Site

## Streets \_ *Urban Connections*

Proposed changes to the site raise design issues on the level of the town center as a whole, especially as the site is currently an important car park for the commercial area. The investigation will look at the flow of people and vehicles accessing the site to find possible approaches to urban connections. They will all include a reconnected road running north-south through the site.

The following strategies have been proposed:

Fig.66. Strategy 1 – Union Street Distribution



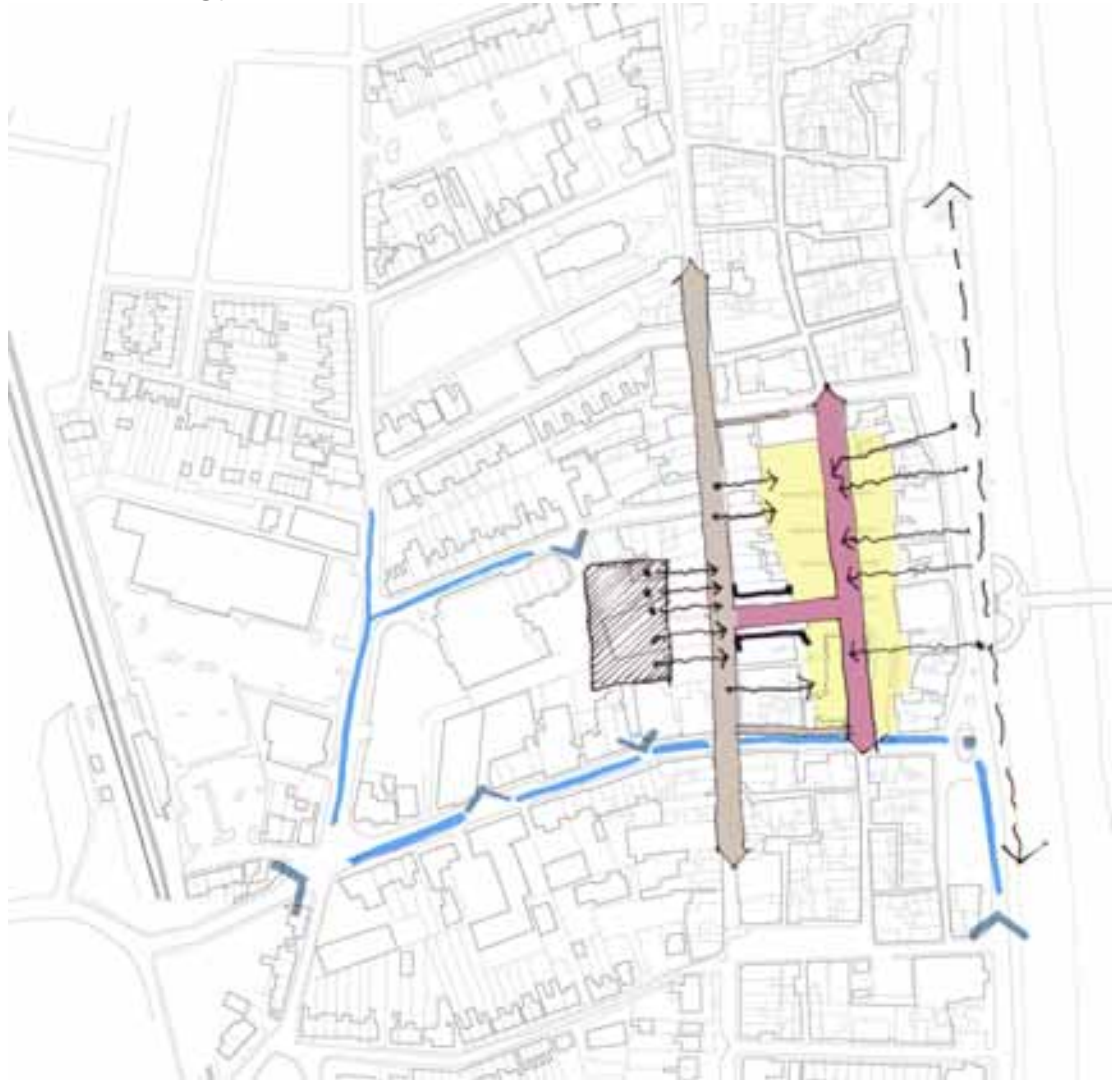
- **Parking:** relocated to multi-story car park at Union Street, on the site of an existing open-air car park. The car park could be designed to add retail to the High Street at this point and contribute to the activity on the street, while the scale could
- **Vehicle Access:** from the two main access roads would need to be routed creating raised traffic levels along Sest Street.
- **Pedestrian Access:** to the commercial areas would be less convenient although be reduced and , it does, however, remove convenient access to the central part of the high street and beach front and 5 minute walk – 500 meters
- **Areas of change:** would have little impact urban fabric, leaving the buildings around the site unchanged, including the library.

Fig.67. Strategy 2 – East-West Axis



- **Parking:** located at the back of the block between Queen Street and Park Street. The car park would need to handle service access to the surrounding stores as well as visitor access.
- **Vehicle Access:** would be routed similarly along Queen street and Broad Street as it is now with a possibility of two entry / exit points. Additional Access would be provided on Park Street, relieving. An entrance and exit could be provided.
- **Pedestrian Access:** a new pedestrian path could be set up in the east-west direction bringing visitors to the high street and the site beyond. The path could be extended to the pier and out into the sea, as well as to the trains station creating a pedestrian spine for the town to complement that of the High Street. Parking kept centrally located to the High Street Area, and still close to the sea front.
- **Urban changes:** Would require strategies to create transition between the car park and High Street, between the High Street and the site, and between the site and the sea front. This could involve adaptive reuse of the existing buildings along the High Street, and could include improved retail facilities with direct access to parking.

Fig.68. *Strategy 3 – Filtered Access*



- **Parking:** located at the back of the block, between Queen Street and Park Street, in multi-storey parking that would be integrated with the retail premises. The building would need manage pedestrian access as well as service access to retail.
- **Vehicular Access:** would be routed similarly along Queen street and Broad Street as it is now with a possibility of two entry / exit points. Additional Access would be provided on Park Street, relieving. An entrance and exit could be provided.
- **Pedestrian Access:** Visitors would filter through retail premises to access the High Street, the site and seafront beyond. This would mirror the filtered access through lanes facing Beach Street. Parking access would be kept central to both the commercial area and seafront. In addition, a new connection between the High street could be created to better integrate the market area into the commercial area as a whole.
- **Urban Changes:** The new parking would require strategies to be integrated into the retail. The new transition between the High Street and the site would require adaptively reuse or or new construction to.



Fig.69. **Strategy 4 – Central Distribution**



- **Parking:** located under ground, in the area shaded in grey.
- **Vehicle Access:** access to the area would remain as it is, although access from Broad Street would require strategies to ensure quick transition into underground facilities, as is currently the case.
- **Pedestrian Access:** Creation of a centralized point of arrival and distribution for the site and the wider down town area, creating new links to the seafront and High street. Parking kept conveniently located.
- **Urban Changes:** would require considerable development to the site itself. Likely need for several underground levels to replace existing parking, raising questions about the feasibility given the flooding potential in the area. This could also limit development space on the site itself to accommodate access to lower levels. The important junction on Broad Street would create a conflict between vehicles and pedestrian access. New pedestrian link into the High Street and Beach Street would require modification to site, new construction or strategies for adaptive reuse.

Fig.70. **Strategy 5 – Looped Connection**



- **Parking:** located under ground, in the area shaded in grey.
- **Vehicle Access:** access to the area would remain as it is, but access from Broad Street would require strategies to ensure quick transition into underground facilities, as is currently the case.
- **Pedestrian Access:** Creation two points of distribution on the site, with new link to the High street, and making use of Custom House alley to the north. Parking kept conveniently located.
- **Urban Changes:** as with scheme 4, this would require considerable development to the site itself, with questions remaining about feasibility. This could also limit development space on the site itself to accommodate access to lower levels. There would still be a conflict between vehicles and pedestrian access on Broad Street where there would be a significant junction required onto the site. This could be lessened with additional access could potentially be created from of King Street. New link into the High Street would require modification to site, new construction or strategies for adaptive reuse.

## Streets - *Reconnected Place*

This design exploration will look at the layout of streets through the site, the scale and nature of the streets, the creation of urban spaces and the siting of program on the site.

The previous section identified a number of strategies for additional or newly emphasized connections between the site and the surrounding urban context.

These can be summarized in the following diagrams:

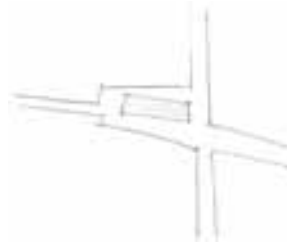


*Pattern A* requires no change, allowing access through the existing lanes.

*Pattern B*, in addition to the lanes, creates a new connection to the High Street.

*Pattern C*, in addition to the lanes, creates new links on both the side of the sea and the town.

The precedent study identified two broad approaches to markets in an urban context:



*Market as Focal Building.*



*Market as City Block.*

The history of the site uncovered the original pattern of streets and buildings, vestiges of which still exist in the lanes that lead to the car park:



*Figure Ground today*



*Figure Ground c. 1871*

With these ideas in mind, the following pre schematic alternatives are proposed:

Fig.71. **Pre-Schematic Alternative 1**

This scheme is based on *Pattern C*, and the principals discovered at *Faversham*. In addition, it is informed by the original layout of roads through the site.

It seeks to create a figural Market Hall located in a market area to the north, defined by retail. The area to the north could act as storage for the market. The open space to the south doubles as a market square and could be the forecourt to the new library and new office areas.



**Scale Comparison:**

Existing **Library** to scale. Note that half of this footprint is single storey



Scale comparison with **Faversham Guildhall** in the Market Place.

The Guildhall has an open ground floor and a tower with one storey above.

The covered area is 120 SQM on the ground floor, 290 SQM Total.

The example above has approximately 250 SQM on the ground and 600 SQM on the upper level.

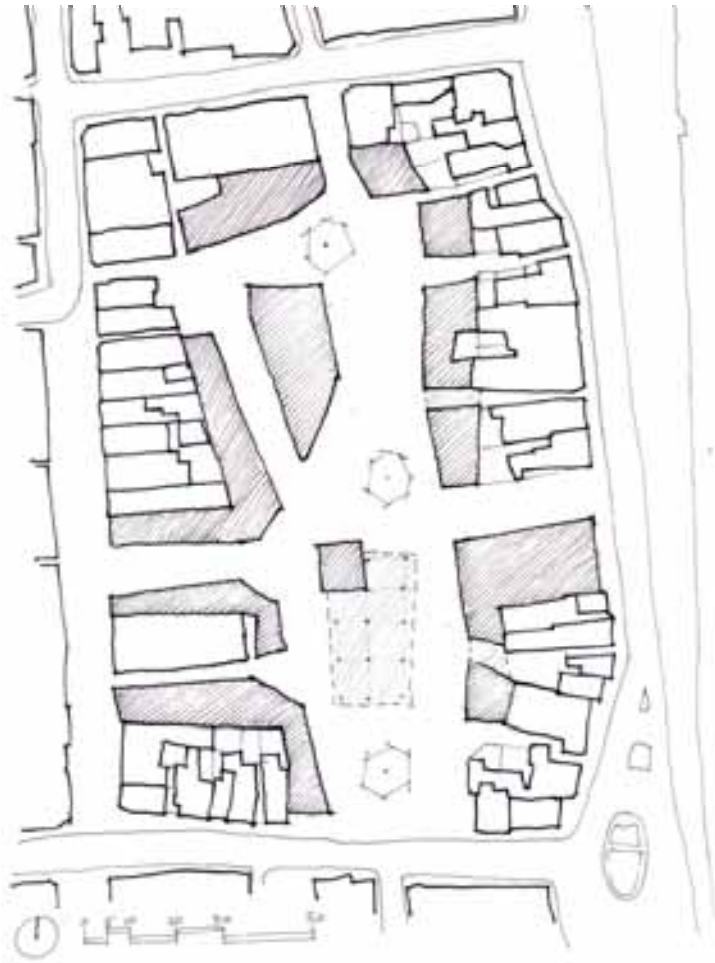


*Fig.72. Pre-Schematic Alternative 2*

This scheme is based on *Pattern C*, and the principals discovered at *Faversham*. In addition, it is informed by the original layout of roads through the site.

It seeks to create a figural Market Hall with a presence towards Broad Street, surrounded by retail to support the market activities.

The library could be relocated to the north and surrounded by retail and office related uses.



**Scale Comparison:**

Existing **Library** to scale.  
Note that half of this footprint is only single storey

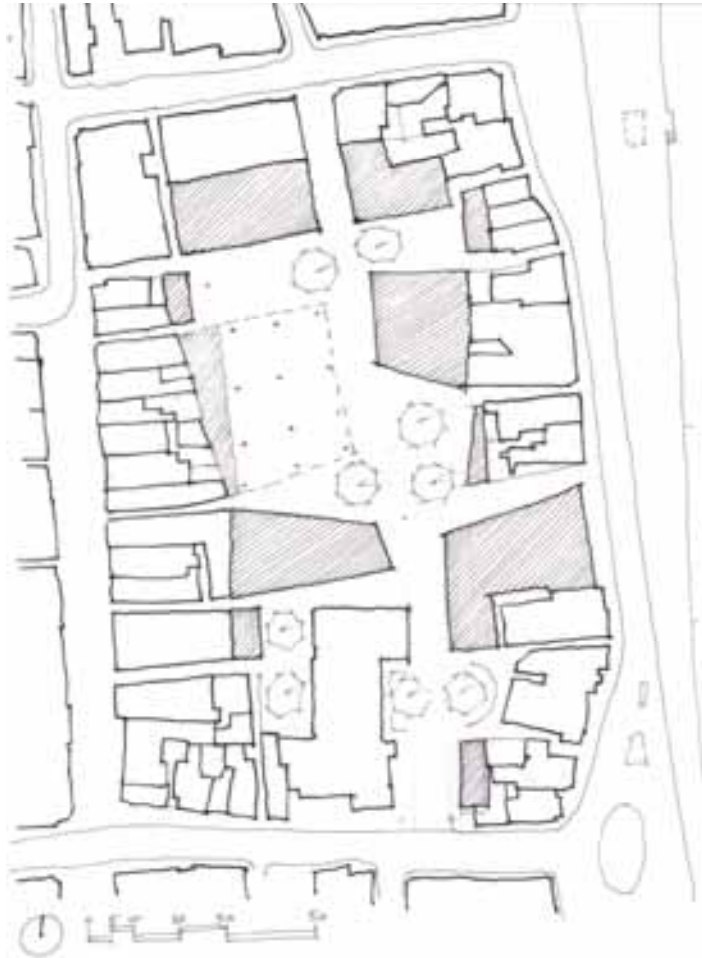
Scale comparison with **Faversham Guildhall** in the Market Place.  
The Guildhall has an open ground floor and a tower with one storey above.  
The covered area is 120 SQM on the ground floor, 290 SQM Total.  
The example above has approximately 250 SQM on the ground and 600 SQM on the upper level.



Fig.73 **Pre-Schematic Alternative 3**

This scheme is based on *Pattern A*, and the principals discovered at *Borough Market*. In addition it seeks to maintain the original library and Quarterdeck, disrupting the existing fabric as little as possible.

The library would stay as it is but be improved with a formalized entrance area. The Quarterdeck could be left or redeveloped where it is. The market would be deeper into the site and could be surrounded by retail and office uses.

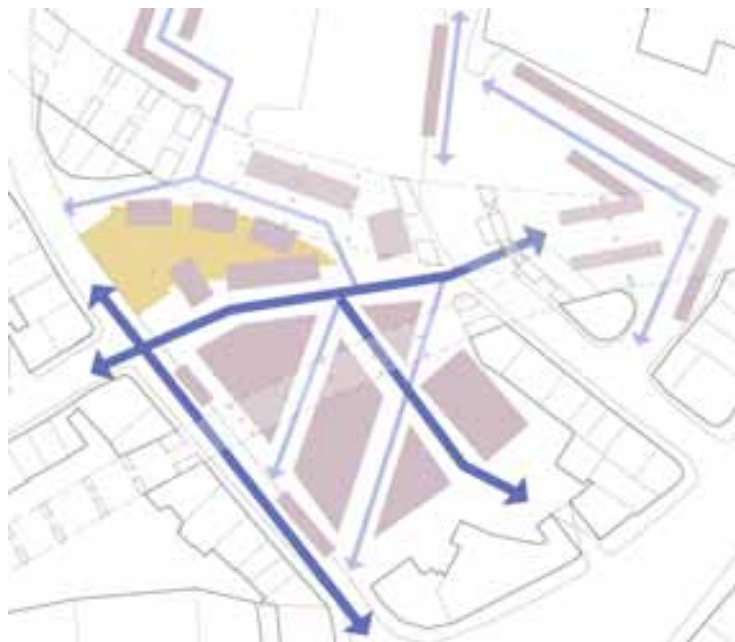


**Scale Comparison:**

*Scale Diagram of Borough market showing how the market is organized according to desire lines and paths that access the site. Even though the space is residual, it still achieves a successful market area:*

*The market hall is shown in orange, while to the south a large covered portion.*

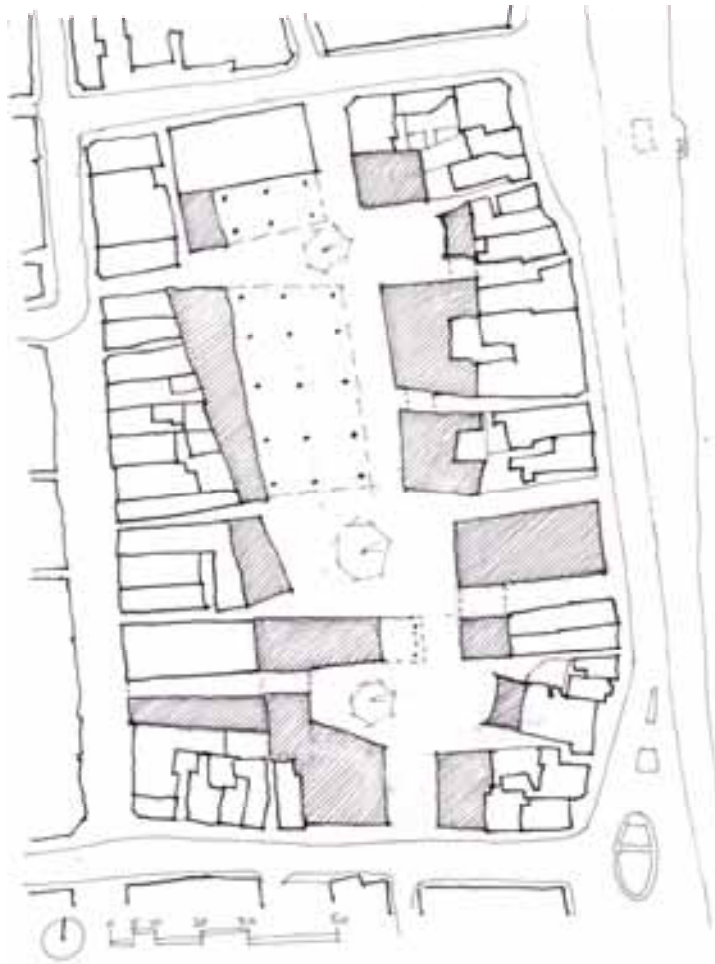
*Existing **Library**. Note that half of this footprint is single storey*



*Fig.74. Pre-Schematic Alternative 4*

This scheme is based on *Pattern B*, and the principals discovered from *Borough Market*.

Similar to scheme 3, it investigates the potential of redeveloping the Quarterdeck and library. In addition, the Royal Amusement Arcade, could be adaptively reused to act as a gateway to the market and / or facilitate storage and service access.



**Scale Comparison:**

*Scale Diagram of Borough market showing how the market is organized according to desire lines and paths that access the site.*

*Even though the space is residual, it still achieves a successful market area:*

*The market hall shown in orange, while to the south a large covered portion*

*Existing Library. Note that half of this footprint is single storey*

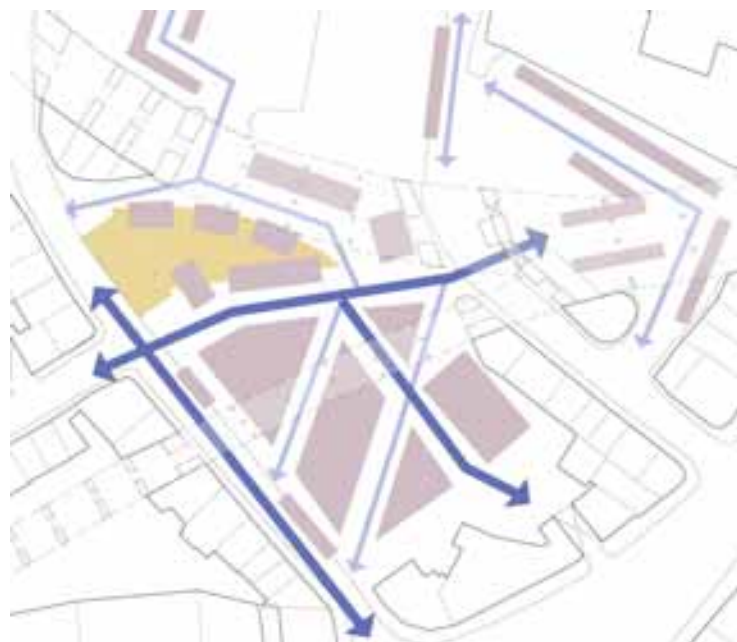
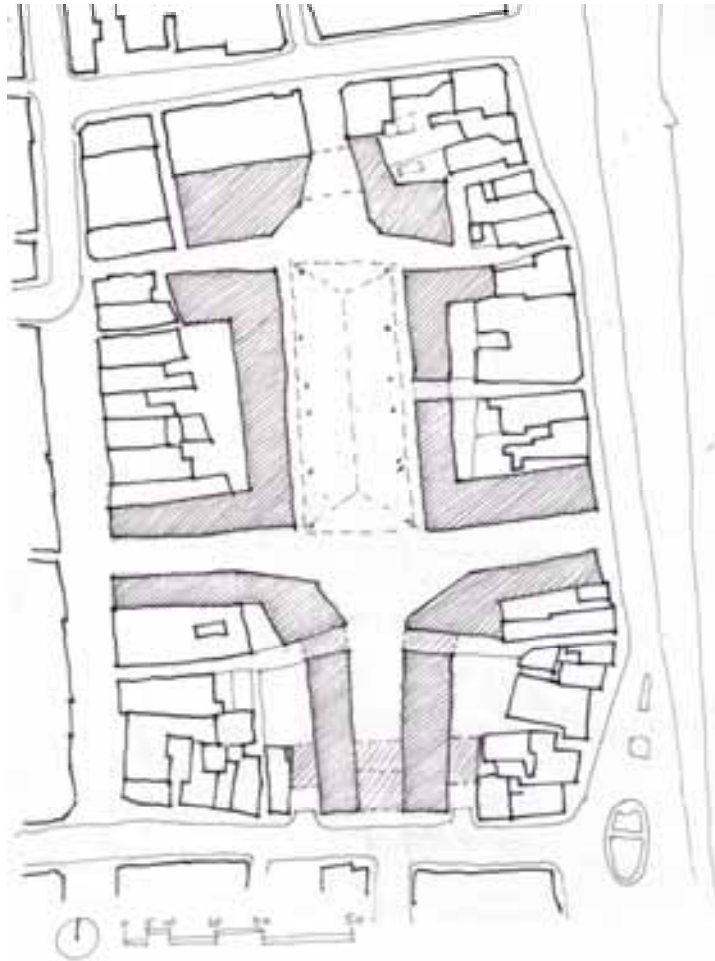


Fig.75. **Pre-Schematic Alternative 5**

This scheme is based on *Pattern A*, and the principals discovered at *Greenwich Market*.

The arrangement is more formal than the other schemes. It creates a covered market area in the center of block, surrounding it with retail. The library could be relocated to the south in a building that creates a gateway into the site. Middle Street would continue but through and under the architecture of the market and Library.



**Scale Comparisons:**

The covered *Market at Greenwich* is 20 x 70 m

The above example is 25 x 60m.

Existing *Library*.  
Note that half of this footprint is single storey



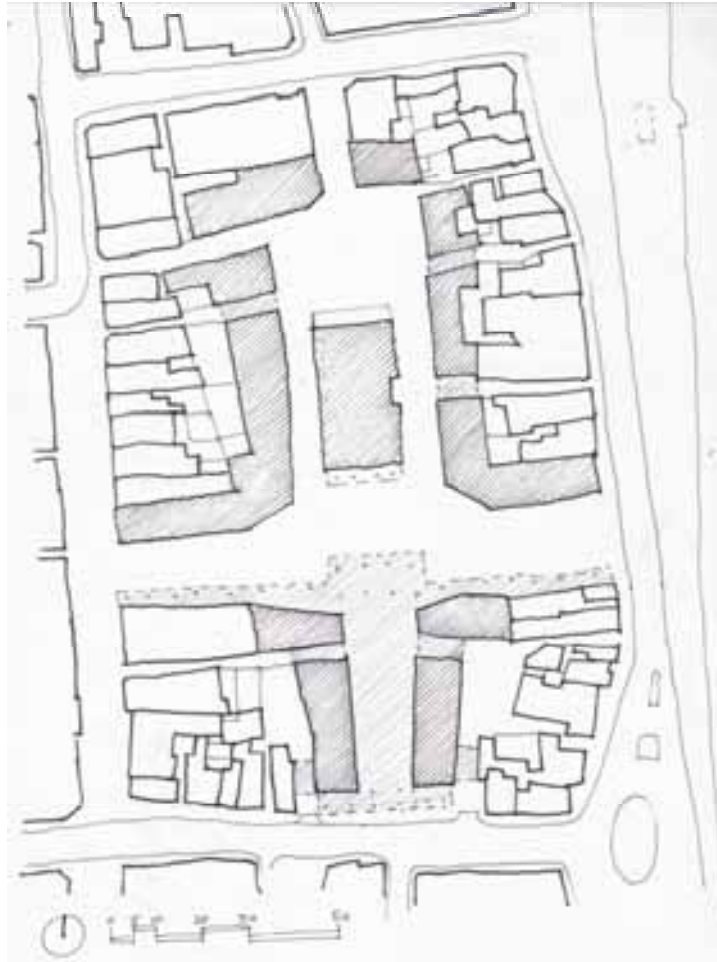


Fig.76. **Pre-Schematic Alternative 6**

This scheme is based on *Pattern C*, and the principals discovered at *Covent Garden Market Area*.

It creates a covered market area to the south creating an arcade that leads from Broad Street. To the north, the library building could be relocated in a figural position in the center of the space.

Retail and offices would create the surrounding fabric. Middle Street would continue through the market and around the library while the lanes would lead through passageways in the building.



**Scale Comparison:**

While the market is considerably large, the diagrams show how the bars of retail in the market are similar in dimension to those suggested here and in previous schemes

The relationship between the Church and the Market and that of the above arcade and Library are similar in scale.

Existing **Library**.  
Note that half of this footprint is single storey



## Building \_ *Market House*

The final design exploration will be at the level of the building and will consider the Market Hall.

The following approaches to the market building have been identified:

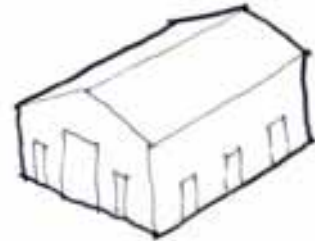
### **“Medieval Market“**

Room raised above to create a cover over the market area.



### **“Market Hall“**

Porous hall containing market activity.



### **“Canopy“**

Open air cover over market activities.



### **“Hybrid“**

Canopy latched onto enclosed retail and market buildings.



# TYPOLOGICAL CHARACTERISTICS .

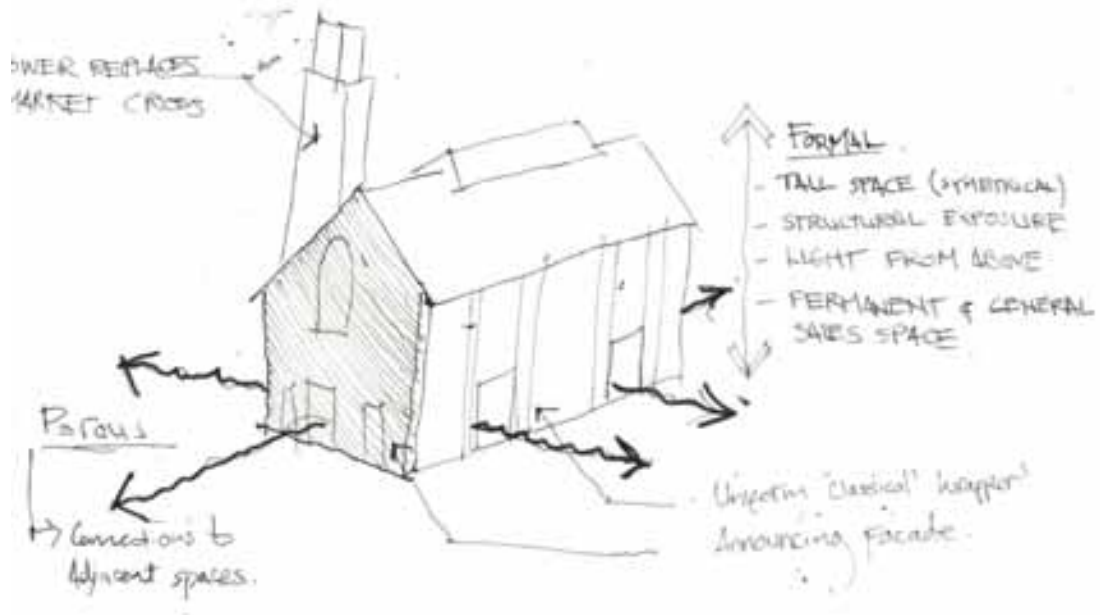


Fig.77. Analysis of the typological characteristics that are commonplace in the market hall in Britain

## IX \_\_ Design Conclusions



*Fig.78.* Analysis of how the town had evolved revealed the importance of the three streets that run parallel to the seafront: Beach Street, Middle Street, High Street. These form the backbone of the town as it evolved. Connections from east to west are along narrow streets, lanes, or through buildings and have a more residual nature.

*Fig.79. Urban Concept:* sought to strengthen the hierarchy of the north south streets that run through the town and the site, while also creating a new path, linking relocated parking to the site, pier and train station beyond. It proposes creating a market square on the site using the dimension of the spaces at albert square and south street that mark the start and end of the old 16<sup>th</sup> century layout of the town, rotated to follow the grain of Middle Street.



The resulting street widening would also be suited to market activities, with this spatial organisation typical of old market towns.

*Fig.80.* Site Plan showing interventions in purple.



*Fig.81.* Existing conditions of the block between high street and High Street and Park Street and Queen Street.



*Fig.82.* Proposed changes with multi-storey parking accessed from Park Street. Marks and Spencer, be adapted to make a passage creating access to the High Street. Its retail space would expand to the North. New retail space, with street frontage would replace Sumerfields, while the older buildings remain along park street.



*Fig.83.* Axonometric view of parking in context viewd looking south from Park Street.



*Fig.84.* Section through car park, showing the staggered floor plates which help to maximise parking, as well as create a taller profile to the passage linking high street with the train station. Small retail units have been incorporated to line the 'passage'.





*Fig.85.* Site Plan: The relocated library lines the east edge of a market square, while a new institutional/office building, defines the north side of the new link between the pier and the site. The market house occupies space to the north of the site while the street edge of middle street is maintained by new residential/commercial properties.





*Fig.86.* Figure ground of the site as it was in the first half of the 19<sup>th</sup> century to the left while on the right, the proposed intervention (in red) superimposed on the old street layout. This demonstrates the attempt to retain traces of the old streets.

*Fig.87.* Diagram showing how the circulation of the existing and old lanes was integrated into the market scheme.





*Fig.88.* Aerial view of proposed plan.

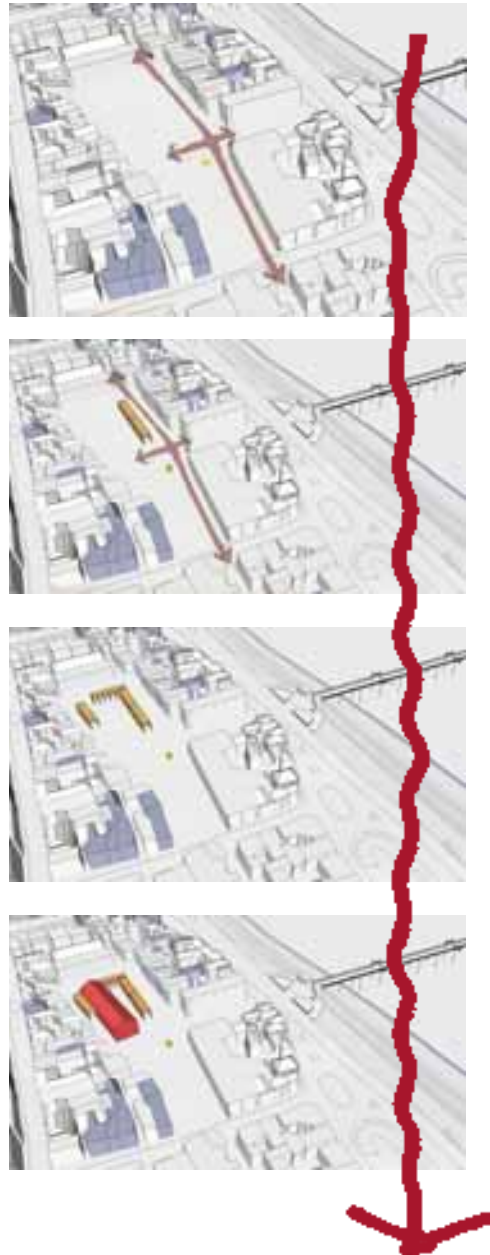
*Fig.89.* Land Use diagram showing an attempt to create, within the site, a city within a city. Yellow: Residential/commercial on the ground floor; Light Blue: commercial; Purple: office/institutional; Dark Blue: market; Red: cultural / entertainment.



Fig.90. Aerial view of market complex.



Fig.91. Diagrams, describing the conceptual approach to the market layout: the idea of thinking of the building as a series of pieces accrued over time.



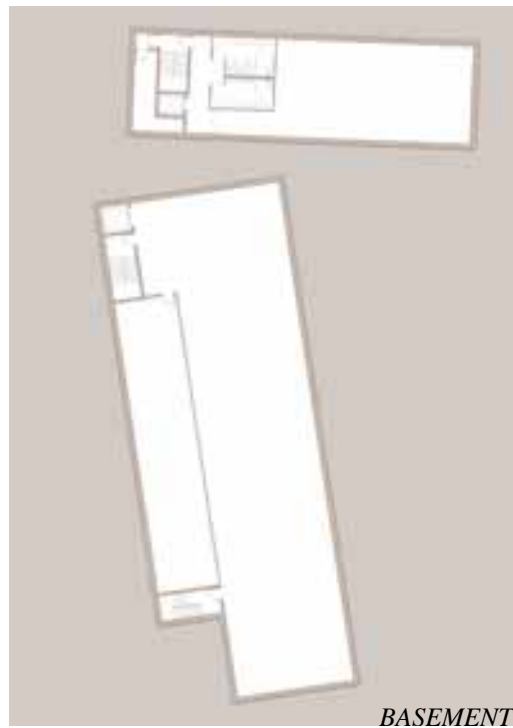


*SECOND FLOOR*



*FIRST FLOOR*

*Fig.92. Floor Plans.*



*BASEMENT*

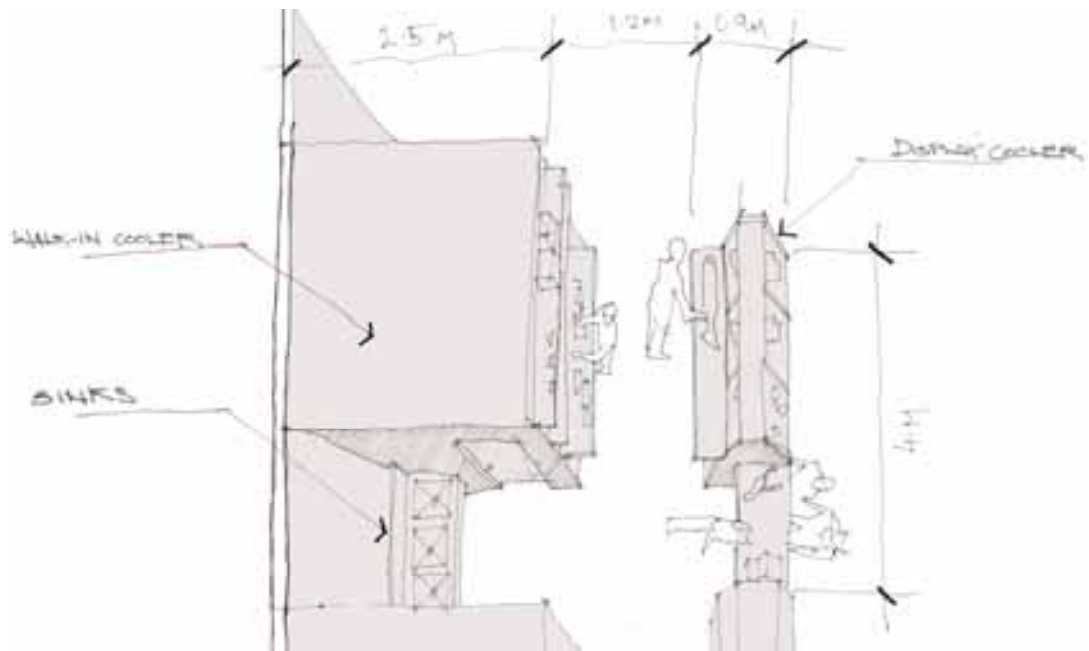
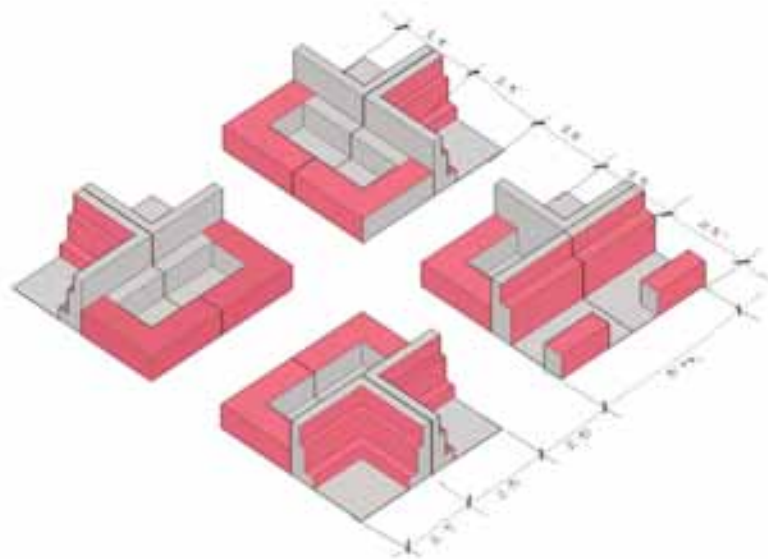
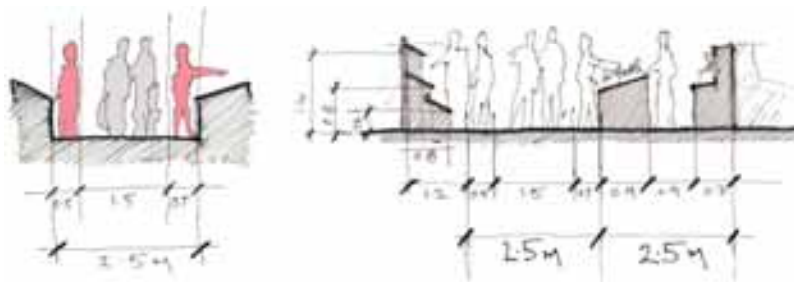


Fig.93. Organisation of market spaces with walk-in coolers.

Fig.94.  
 8 foot module  
 commonplace in the  
 layout  
 of market stalls both in  
 inside market halls as  
 well as in market  
 squares.





*Fig.95.* South Elevation.



*Fig.96.* North Elevation.



*Fig.97.* East Elevation.



*Fig.98.* Section Perspective

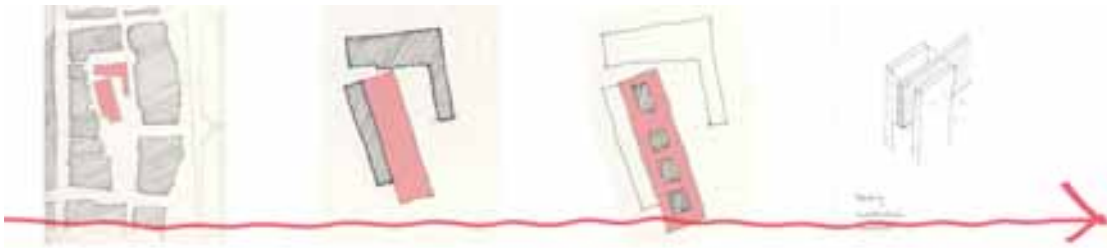


Fig.99. Diagrams showing the concept of nesting applied from site to tectonic detail.



Fig.100 Wall Section



Fig.101. Exploded wall section showing glass enclosed by steel, enclosed by wood.



*Fig.102..* Various perspective views of the proposed market site.





*Fig.103.* View of the Market House, its tower, and the connection to the High Street.

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