

Agenda Item 12

Community Initiatives
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Report

Subject : Salisbury Arts Centre - Lighting and Signage

Report to : City Area Committee (Community)

Date : Tuesday 16 December 2008

Author : Reg Williams, Parks Manager

Cabinet Member for Community Initiatives: Cllr Brian Dalton

1. Introduction:

- 1.1. The Committee will be aware that the management structure for the Arts Centre changed in late 2007.
- 1.2. The new Director of the Centre, Mr Deryck Newland, commenced a review of various aspects of the facility once he had settled into his role.
- 1.3. One of the areas which he has identified for upgrading and improvement, with the support of the Arts Centre board, is that of lighting and signage around the Centre.

2. Background:

- 2.1. The issue of lighting in particular did form part of the Arts Centre's original masterplan drawn up in 2001. This formed the basis for their lottery bid and led directly to the major refurbishment undertaken in 2005.
- 2.2. Unfortunately, for financial reasons, the external lighting scheme was greatly scaled down but always remained as an aspiration to achieve one day.
- 2.3. Whilst not forming part of the original lottery bid, the Director's view is that the existing signage is also far too understated and does not sell or advertise the facility in any way.

3. The Current Position:

- 3.1. The manager has been working on a re-branding and lighting project for some months now. A new logo and strapline has been approved and implemented, the next step is to seek approvals for the larger lighting and signage issues.
- 3.2. The lighting scheme in particular has been designed not only to enhance and promote the Centre itself, but to also enhance the Arts Centre grounds as well and bring a stronger link between the building and grounds.
- 3.3. The Arts Centre building is owned by SDC (though will transfer to the new Wiltshire Council on 1st April '09) and is leased to the Salisbury Arts Centre on a long lease at a nominal rent.
- 3.4. The Arts Centre grounds are owned by SDC but will transfer to the new Salisbury City Council on 1st April '09. The grounds are in effect classed as a closed churchyard and are available for use as a public area. Inevitably however, events staged in the building or in the grounds impact on the other and the Arts Centre management and the Parks section (who manage the grounds) have a close working relationship for such events.

4. Lighting Scheme:

- 4.1. The proposed lighting scheme is shown at appendix A attached, with the rationale behind it attached at appendix B.
- 4.2. The scheme has three distinct aspects to its design



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- 4.2.1 To enhance the lighting of the building aesthetically to give it a vibrancy in the evenings and bring it more to life as an open, working facility. This lighting will highlight the prominent features of the building and is principally a scheme to make the facility more attractive for users, visitors etc.
 - 4.2.2 To enhance and upgrade the lighting to the pathways and driveways leading around and through the grounds not only to compliment the building lighting at 4.2.1 above but also create a far safer environment for users, visitors etc.
 - 4.2.3 To uplight a number of the prominent trees in the grounds in order to add to the atmosphere and general attractiveness of the facility as a whole in the evenings.
 - 4.3. The scheme as shown has been costed at £46,000 nett. As part of this overall scheme is to improve the aesthetics and safety of the grounds themselves the Arts Centre board are requesting whether or not the Council would consider contributing toward this aspect of the project. A "split" of 60/40 has been suggested which would require a contribution from the Council of £27,600.
 - 4.4. There is little doubt that the lighting scheme as proposed would greatly enhance the grounds and their usability, as well as have a further benefit of lowering anti-social behaviour etc. The pathway lights do form the majority of the costs due to their number and the amount of cabling required so on cost grounds the split is probably about right.
 - 4.5. The project has been designed in order to minimise light pollution and utilising low cost usage. Whilst there are significantly more lights forming the scheme, the energy consumption will be lower than that of the existing lights.
 - 4.6. Realistically, if the Committee wishes to support this project financially, it can only do it by utilising its reserves or by requesting that Cabinet allocate the funds. In considering using its reserves the Committee must clearly bear in mind what is on the horizon related to the new City Council.
 - 4.7. For information, whilst the Arts Centre grounds are transferring to the new City Council, they have always been funded for maintenance via the general fund, not the City special expenses.
- 5. Signage Scheme:**
- 5.1. The signage scheme revolves primarily around boosting the presence of the Arts Centre in the locality and making it far more obvious where it is.
 - 5.2. The Arts Centre's rationale for the scheme is attached at appendix C. This highlights the various elements making up the project.
 - 5.3. The Arts Centre board are not requesting any financial support for this project, only an in principle approval to the use of the grounds for such a purpose.
- 6. General Comments:**
- Both the lighting and signage schemes will require planning and conservation consents in due course
- 7. Conclusions:**
- 7.1 There is little doubt that both the lighting and signage schemes will greatly enhance the setting, safety, aesthetics and prominence of the Arts Centre and grounds and would lead to a far more vibrant, professional image.
 - 7.2 On that basis, the principles as to what the Arts Centre board are aspiring to should be supported.
- 8. Recommendations:**
- The Committee is requested to:
- 8.1. Support the principle of using the Arts Centre grounds for a signage project as outlined in appendix C
 - 8.2. Support the principle of the lighting scheme project as outlined in the report and in appendices A and B attached
 - 8.3. Determine whether or not to support the lighting scheme financially in principle at a cost of £27,600, or some other sum to be agreed, and if so;
 - 8.4. To determine whether this sum should be financed from the City reserve account or a request to Cabinet to fund
- 9. Implications:**
- 9.1. Financial: As outlined in the report
 - 9.2. Legal: None at this stage
 - 9.3. Personnel: As outlined in the report
 - 9.4. Community Safety: None at this stage
 - 9.5. Human Rights: None at this stage
 - 9.6. Ward(s) Affected: St Edmunds

Salisbury Arts Centre.

Lighting proposals designed by
Spiers Electronics.

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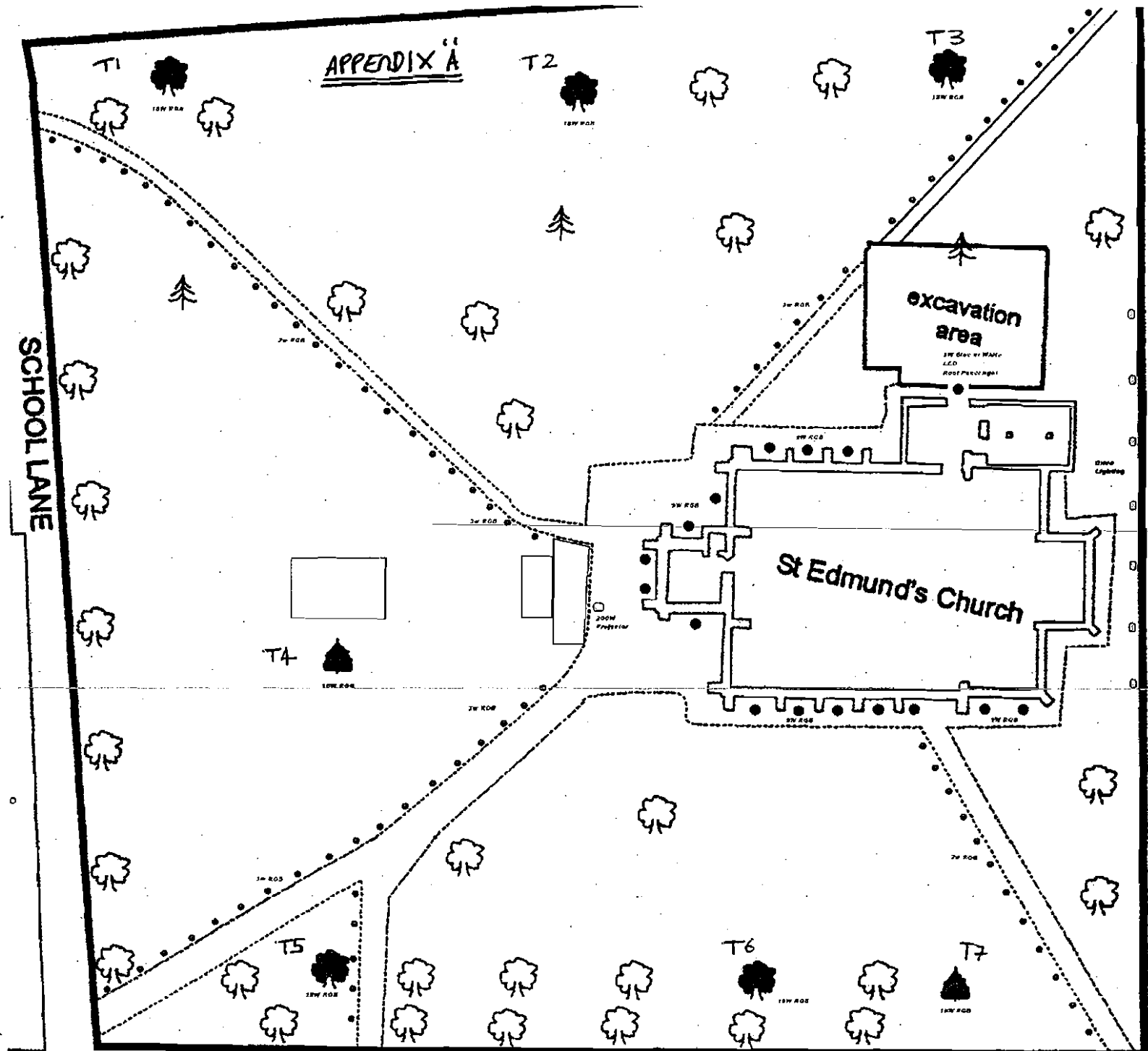
Paths have 78, 3w RGB LED
fittings, set in concrete, spaced
at approx 3M.

The church has 15, 9w RGB
LED fittings.

7 trees will be lit with 18W RGB
LED fittings.

■ Roof light, illuminating the glass
panel can be blue or white
LEDs.

The drive lights will be 70w
metal halide, sensor controlled
wall mounted fittings.





Salisbury Arts Centre external lighting proposal October 2008

For the Salisbury District Council City Area Community Committee – 21 October 2008

The proposal

- ❖ To enhance the external lighting in the grounds of Salisbury Arts Centre in order to:
 - Transform the environment, minimising the anti social behaviour issues currently experienced and enhancing community safety for everyone passing through the grounds (including to and from the new Bourne Hill facility) or attending the Arts Centre
 - Create an aesthetic environment that is artistic and appealing, using colour and lighting sensitively to enhance and animate the building, grounds and trees thus reflecting the work that goes on inside the building
- ❖ It is proposed that this will be achieved by a financial partnership between the Arts Centre and the District Council to deliver the following lighting scheme:
 - Improved up lighting around the building to enhance and celebrate the architecture and enable the building to be washed in different shades for different occasions helping to bring it to life as a feature in its own right
 - Ground level lighting along each of the four paths to illuminate the paths, improve access and safety and help to create a sense of focal point and destination for the building
 - Lighting of the back of the building along the drive way to improve safety and ensure night time loading and unloading complies with Health and Safety requirements
 - Animating 7 of the trees within the grounds by use of subtle up lighting to create creative features of the living environment at night and discourage dark corners and anti social behaviour
 - The Arts Centre logo projected onto the face of the tower of the building

The context

- ❖ The grounds are dark and forbidding, especially on winter evenings when many of the Arts Centre's activities take place
- ❖ The grounds have a reputation for anti social behaviour by groups of young people attracted partly by the darkness and the sense that they are 'out of sight'
- ❖ The Arts Centre building is often regarded as easy to miss, especially in the evening and not very welcoming
- ❖ Perception surveys talk of the Arts Centre's environs as a dark and unwelcoming place which feels unsafe at night
- ❖ People regularly cannot find the Arts Centre at night and there is no clue to its creative purpose reflected in the grounds. This lighting proposal offers a relatively vandal proof alternative to commissioning artwork which has proved problematic due to vandalism in the past

The purpose

- ❖ To create an environment that feels safe for local residents, people walking through the city to College Street car park and beyond, and audiences and visitors to the Arts Centre.
- ❖ To discourage vandalism and anti social behaviour. The current lighting situation in the grounds of Salisbury Arts Centre encourages groups of people to congregate displaying anti social behaviour and causing vandalism. By creating further lighting in the area Salisbury Arts Centre hope to discourage these groups and make the Arts Centre grounds a safer place to be.
- ❖ To draw attention to and celebrate the creative nature of the Arts Centre.
- ❖ To create a sense of excitement and occasion for visitors and potential visitors to Salisbury Arts Centre. First time audiences often have difficulty in finding and recognising the Arts Centre. By developing creative lighting in the Arts Centre grounds, which draws people up the paths towards the venue, the organisation hope to draw people's attention to the venue and its offer as well as creating a sense of place and occasion for visitors.

The benefits

- ❖ Improved community safety
- ❖ Reduced anti social behaviour and vandalism
- ❖ Better access between the city centre and car parks, Bourne Hill and the Arts Centre
- ❖ Improved sense of place and occasion, enhancing the vitality of the local community
- ❖ Creative installation celebrating the artistic nature of the building and its offer
- ❖ The ability to change the environment and the mood by changing colour of the washes
- ❖ Significantly reduced power usage for more lighting due to upgrade in technology being used - LED – therefore environmentally friendly compared to the current lighting
- ❖ The ability to change the level of the lighting from a central controller to ensure a lower level when the Arts centre is closed if appropriate
- ❖ Vandal proof light fittings throughout

Conclusion

This would be an exciting legacy for Salisbury District Council to leave the Arts Centre and would help to ensure the Arts Centre's profile locally and regionally as well as helping secure the safety and well being of the Arts Centre's users and the broader community who use the Arts Centre's grounds.

The local residents' consultation evening on 1st October was very positive with everyone in attendance unanimously supportive.

Submitted by Deryck Newland on behalf of Salisbury Arts Centre



Salisbury Arts Centre external signage proposal October 2008

For the Salisbury District Council City Area Community Committee – 21 October 2008

The proposal

- ❖ To replace and develop the signage for Salisbury Arts Centre in order to:
 - ensure maximum visibility and awareness for a key cultural building in the City
 - reflect the energy, dynamism and contemporary creative work which happens inside.
- ❖ This will include the following elements all working together as a single suite:
 - Three signs, one at each of the entrances to the grounds as before, creatively designed to reflect the aspirational reach of the building and its identity as an iconic part of Salisbury's cultural offer
 - Three banners spaced down the Bedwin Street frontage working together as a triptych to invite the community to take advantage of the creative offer inside the building
 - Two banners either side of the main entrance to the Arts Centre building clarifying where you access the building and reflecting the colour in the stained glass
 - One poster board on the wall of the Arts Centre, as previously, to ensure the public are clear what is happening in the building at any particular time

The context

- ❖ Most people new to the Arts Centre or visitors from beyond the city remark on how difficult it is to find the Arts Centre or realise it is in fact inside the 'old church'. Recent perception surveys of existing audiences confirm that people regard it as 'invisible'
- ❖ The investment and energy which goes into developing and presenting the cultural programme inside is potentially wasted if not celebrated and advocated outside the building
- ❖ The signage needs to reflect the colour, life, passion and contemporary flavour of the organisation and its work
- ❖ Previous signage proved vulnerable to vandalism and lacked impact
- ❖ Previous attempts at siting commissioned artwork in the grounds were thwarted by vandalism
- ❖ The building is brought alive by its use as an Arts Centre and this forms a valid part of its identity now and in the future. Without the Arts Centre the building may become only about the past, a shell of previous celebration and worship but with no future currency. Its animation by the Arts Centre ensures it can continue to be used as a community focus for celebration, reflection and discourse and we need to recognise that in how we 'waymark' the building

The purpose

- ❖ To raise the profile of the Arts Centre and its work and ethos within the community which it serves and beyond to the wider visiting public

- ❖ To develop the attendance figures and usage of the Arts Centre thus maximising the value for public funding and ensuring the strength and durability of the organisation in challenging and uncertain financial times
- ❖ To encourage residents and visitors to the grounds of the Arts Centre as a place of interest to enjoy in its own right rather than just a disused graveyard and to begin to change local perceptions of the space, reducing issues around anti social behaviour
- ❖ To celebrate the energy of the cultural life of Salisbury and shout about the revitalising of a historic building through its use as a contemporary and colourful arts organisation
- ❖ To demonstrate a distinctive and recognisable identity for Salisbury Arts Centre to ensure it is enabled to flourish under a new local authority and is not regarded as being invisible or poor at communicating its mission and ethos to its community
- ❖ To create an integrated suited solution which feels creative and individual while also being vandal resistant and replaceable in the event of damage

The benefits

- ❖ Promote the vitality and creativity of local communities
- ❖ Secure the future of Salisbury Arts Centre in these uncertain times politically and financially
- ❖ Maximise the value for public funding by widening audience reach
- ❖ Fulfil shared Arts Centre and local authority priorities to promote community safety in public spaces and open these out to a broader cross section of the community
- ❖ Celebrate the use of a historic building for a community purpose
- ❖ Ensure that everybody is aware of the Arts Centre as a key part of the City's cultural offer
- ❖ Express the pride that we share in the work of Salisbury Arts Centre as a publicly funded not for profit community focussed organisation

Conclusion

- ❖ The signage proposals here deliberately set out to make an impact and are being developed by designers working creatively with colour, words and shape as artists. The combination of three along the road and two framing the main doors are part of the creative use of repetition for emphasis, artistic effect, framing and to help tell a simple 'story'
- ❖ The colours are chosen to express vitality and passion – key elements of what goes on in the building both now and in its past as a church, when its key role, as now, was to celebrate
- ❖ This celebration is reflected in the design decisions and, as such, entirely in keeping with and respectful of the building and its heritage, helping to enhance and reflect the energy of the site and its history
- ❖ The signage will help to animate and bring to life the Arts Centre grounds ensuring their use by a broader range of people and helping people to feel positive about the grounds. As such it will enhance the visual amenity of the area
- ❖ The quality of the materials selected will be high and include anti-vandalism coatings
- ❖ The local residents' consultation evening on 1st October was very positive with everyone in attendance unanimously supportive. The meeting recognised and endorsed the need for the Arts Centre to raise its profile and celebrate its vitality and saw the proposals as "not invasive", "subtle and beautiful" and "reflective of the building and its heritage".

Submitted by Deryck Newland on behalf of Salisbury Arts Centre