

Case study 1

Vision for Scarborough

Commissioned by:
Yorkshire Forward

Consultant:
John Thompson & Partners

Challenge:
Finding and using the graphic techniques most appropriate for engaging local communities in the vision process.



New mixed use and mixed tenure building set back from existing building line to create new market square.



View along James Street towards new residential development on St Marys Hospital.



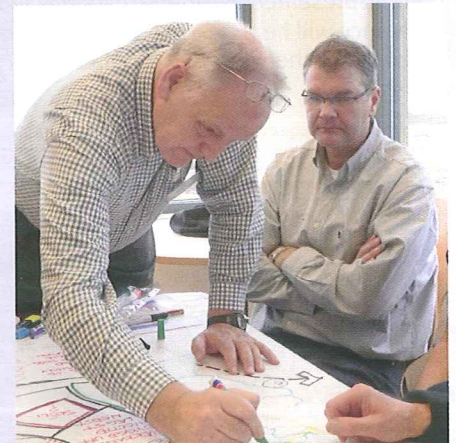
View along Columbus Road towards new mixed use landmark building.

The visioning process carried out in Scarborough is a large-scale example of community involvement, important in the development of credible regeneration strategies. Graphics play an important role in such exercises by helping facilitate discussion and communicate future possibilities.

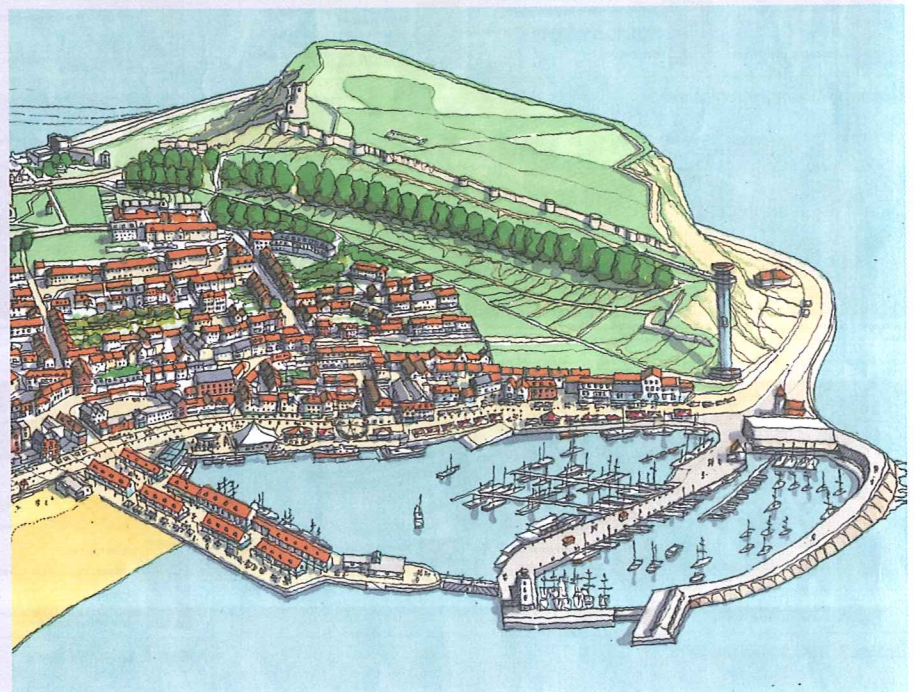
In public workshops, participants are often reluctant to draw in front of others, and a design professional with hand-drawing skills facilitated discussions, recording information and/or design proposals suggested by members of the public. The drawings in this instance were made using coloured marker pens over scaled base material including site plans and aerial photographs. The facilitators were instructed to make their graphics large, bold and simple, with the aim of capturing not only what was discussed, but also the vitality of the brainstorming session.

Presenting the final vision back to a community required careful thought. With only a week between start and finish, the design proposals could not be fully resolved.

The hand-drawn aerial perspective was based on a specially-commissioned aerial photograph. It presents a general picture at an appropriate level of detail. The drawing required specialist skills and was executed sufficiently accurately for individual areas to be extracted and enlarged for more detailed discussion. These were paired with before and after perspectives at street level to illustrate more precisely how places well known to the audience could be transformed.



Well planned and facilitated community consultation led to a vast array of ideas from the local people that were reflected in the proposals.



Aerial perspective created at appropriate detail