



FROM:

 PRINCE'S FOUNDATION

THINK BEFORE YOU INK.

ACTIVITY 3A

Defining the 5 Essential Qualities of Place

It is important to identify aspects of your local area which you cherish and which should be embraced and referenced with any new development. They may refer to local materials, building character, landscape, history and custom. This is important in order to enhance and strengthen a sense of local identity and what is special about your particular place to influence unique place-making.

Activity 3a Instructions

- 1.** Before the workshop takes place, ask attendees to bring their own 5 Essential Qualities of your local area as a list. You might want to send or show them the example we've included of Five Qualities of Newquay, which you can download on the Workshop 3 webpage to help them think of ideas.
- 2.** Ask them to also bring supporting photographs or images.
- 3.** At the workshop summarise them on Post-it notes, which you stick on the wall.
- 4.** Look for patterns and similarities among the lists and suggestions and start to group them.
- 5.** You're aiming to come up with a list of 5 of the most commonly occurring and therefore important Qualities of Place.
- 6.** Write them up on a flip chart with a short description explaining each one and associated photograph/s.
- 7.** Take a photo once they are agreed, as a record of your decision.



REQUIRES PREPARATION

5 ESSENTIAL QUALITIES

1 A Unique Location

Residing to the exposed Penwith Peninsula, the rugged North Cornwall coast forms the dramatic backdrop to Newquay. The sea has always been the raison d'être of the town. First through fishing, then through the transportation of Cornwall's natural resources and, latterly, as a seaside resort.



A PATTERN BOOK FOR NEWQUAY

2 A Dynamic Place

The distinctive character of Newquay has emerged from centuries of interaction with the environment: using available resources as well as civic and religious aspirations. Economic and cultural patterns have also found physical expression. The pattern book aims to elucidate some of the many different qualities that contribute to the uniqueness of the town.



3 Diverse Scale

The size of individual buildings in relation to each other gives hierarchy and meaning to the townscape. Greater scale can be important where a building is conveying civic meaning, whilst the general stock of houses are likely to be of a relatively smaller, domestic scale. Over-sized buildings of little distinction can have a disastrous impact on the established architectural coherence of a town. Mixture of fragmented buildings can have a similar detrimental effect.



4 Vibrant Colour

Colour can be a simple way of adding liveliness and variety to a building, street or terrace. The vibrant effects that can be achieved through the use of colour are appropriate to the character and seaside location of Newquay, although some caution is required in its application to avoid pastiche.



5 Local Materials

The characteristic palette of materials used in the construction of the town, mostly originates from the locality and contribute to the other qualities here described. The area is mineral rich. Materials of local origin help define a sense of place and situate the built environment to harmonise with the natural landscape. The choice of materials determines the range of colours to be found and suggests certain combinations. A building with larger stones may, for example, give a greater impression of size than one built using smaller stones or rubble.



AN EXAMPLE OF 5 ESSENTIAL QUALITIES