

Leamington Spa Creative Quarter

Masterplan
November 2018

Draft v.4

Leamington Spa Creative Quarter

A destination for Digital and Traditional Creatives

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Executive Summary

Leamington Spa has a history of creative individuals and companies. In 2016 a report by NESTA and Creative England identified the town as the only creative cluster in the West Midlands. The town is the third largest digital gaming cluster in the UK by number employed. The games development industry is worth £1.7bn to the UK economy and the town has a range of games developers, from the internationally acclaimed to the innovative start-up earning its name of Silicon Spa.

This Master Plan sets out how the Creative Quarter could become a dynamic and distinct destination and attraction for the district. We will fuse together historic architecture with current requirements and uses. The Master Plan will create new work spaces, active and exciting public spaces, public art and a cluster of diverse creative activity. It is a catalyst for change to support development partners and stakeholders to work collectively to deliver an ambitious range of projects. There will be a collaboration between Warwick District Council (WDC), Complex Development Projects (CDP), creatives, local communities, developers and land owners. This collaboration of stakeholders will be essential in the realisation of the project.

The Master Plan is aspirational - delivering a vibrant environment that will support the creative sectors in the broadest terms. It targets specific requirements that have been identified as part of a significant

consultation process. It is not intended to determine at this stage the use of any of the key buildings within the area but does seek to inform and support investment decision making within the area in terms of regeneration and use.

Setting the Scene

Creativity is part of Leamington Spa's DNA. It has a proven track record in design innovation across a range of sectors. From automotive design to camouflage during World War II to digital revolutions, Leamington Spa's creativity has a global impact.

Leamington Spa experienced massive growth during the 19th Century as people and businesses were attracted to the spa waters. The town was granted its Royal charter in 1838 by Queen Victoria. Much of this growth was focused on the north of the town and as it grew the Old Town began to decline.

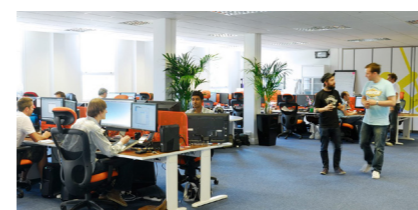
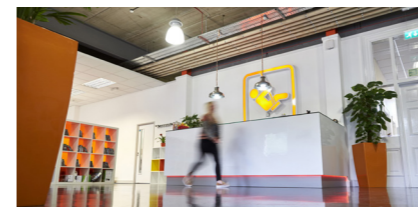
However, the town continued to create, innovate and diversify. During World War II Leamington Spa was home to the main base of the Directorate of Camouflage, which brought together 250 artists, technicians and designers. Leading abstract artist Sir Terry Frost was born and brought up in the town. It was home to Malcolm Sayer, designer of the E-Type Jaguar. And in the early 1980s a home computer games industry was born close to the town – an industry that continues to thrive to this day.

There are now over 1,500 creative businesses in Leamington employing over 7,000 people. Software and digital companies account for half of this.

The town is part of the third largest digital games cluster in the UK. The games development industry is worth £1.7bn to the UK economy and the town has a range of studios from the AAA to the indie start-up, earning its name of Silicon Spa. The games cluster employs over 2500 highly skilled people, equating to over 10% of the UK total in games development. There are over 50 studios operating from the Silicon Spa area and over 80 across the Coventry & Warwickshire area.

Increasing Tourism to Leamington Spa is a vital driver to this project. Tourism is a vital sector within the British economy accounting for 3.1 million jobs, 9.6% of all employment, £126.9bn and 9% of GDP. Utilising the 2016 data for specifically Warwick District, the value of tourism to the local economy is £271,709,000.

While Warwick and Kenilworth have a clear draw for the leisure tourism market through their respective castles, business tourism is the area of greater significance for Leamington. Accordingly, it's also the area where there is greater growth potential and, as such, enhanced creative facilities become all the more important.



Existing Workspace in Leamington Spa
(Left) Large format office space in the Town Centre for Playground Games. (Middle) Pure Office, out of town serviced office space, home to a handful of creative industries. (Right) Arch Creatives, office space for Lockwood Leamington.





Leamington Spa Creative Quarter

CDP has been appointed to work in partnership with WDC to create a ‘masterplan’ for Leamington Spa’s ‘Creative Quarter’. This masterplan aims to:

- Identify the elements and features that make the creative economy in Leamington Spa vibrant and distinctive.
- Identify the key development needs for the creative sector. What key places, spaces and infrastructure would best support the further development of Leamington Spa’s Creative Quarter?
- Identify key buildings and areas that could be regenerated and developed to support these aims and key development projects that could be brought forward to do this.
- Identify what else needs to be done in a broader sense to support our creative economy.
- To establish the viability and deliverability of regeneration projects to be brought forward in a coherent manner.

This masterplan will identify a series of areas within which regeneration activities will be focused. It will also make recommendations beyond these specific locations for measures which would support these key development opportunities. Overall the ambition of the masterplan across the Creative Quarter is to:

- Regenerate and breathe new life into the Old Town of Leamington Spa.
- Build upon and reinforce the importance of the Creative and Digital Industries in Leamington Spa.
- Create a vibrant, unique and desirable destination for residents, employers and visitors alike.

Why Old Town, Why Now?

The Creative Industries sector adds over £80bn to the UK economy and is growing at twice the national average, yet unlike other sectors it is incredibly diverse covering a spectrum of activities with one key defining element – its people and their ability to think ‘outside the box’. Creative industries are continually trying to keep the creative juices flowing in their staff, and are now introducing ideas ranging from office ‘play space’ to relocation

from the business parks of the 90’s to the inner urban fringe. Creative people spark creative thought in others, whether it is through street art or a chat in the local bar or café. The sector is often driven by the young and the talented, but is backed by local residents and businesses who buy into change and the benefits that regeneration brings to all aspects of the community. The aspirations are to be somewhere different, authentic and diverse.

Leamington Spa’s current reputation is currently one of a beautiful, predominately middle-class Spa Town. Its outstanding parks and gardens, regency parades and proximity to the Warwickshire countryside are just a few of the reasons why Leamington was voted the happiest place in England in 2017. It is within this setting that one of the UKs most significant digital clusters has developed. However, as the cluster has evolved so has its requirements. Questions are now being asked as to whether the Georgian heritage of Leamington can provide the old, urban industrial buildings that are now so desired in the creative community.

However, in Old Town the buildings are less uniform. There are the remains of former industrial uses and an old railway viaduct which create a much more urban feel. It is more ‘raw’, a ‘hidden’ Leamington and an ideal place to create a cluster with lower property prices and easy access to the station for links to Birmingham, London and beyond.

There is already of core of creatives in and around Old Town with a heavy emphasis on dance and theatre at Spencer Yard. Larger corporate gamers such as Sega Hardlight and Ubisoft Leamington are just to the north of the River Leam and smaller companies occupy premises in Old Town. Yet the change in the area is slow. There is not yet a critical mass of activity, and much of this activity is not very apparent. The place simply does not feel very creative. Furthermore, the creative sector would benefit from greater diversity. It is heavily reliant on the gaming industry. The advantage of a diverse creative cluster in a dynamic environment is that different parts of the spectrum have the ability and freedom to inspire each other and generate new ideas and approaches for the future. Greater diversity would not only bring in new types of creative industry,

but would support the existing creative industries in the town.

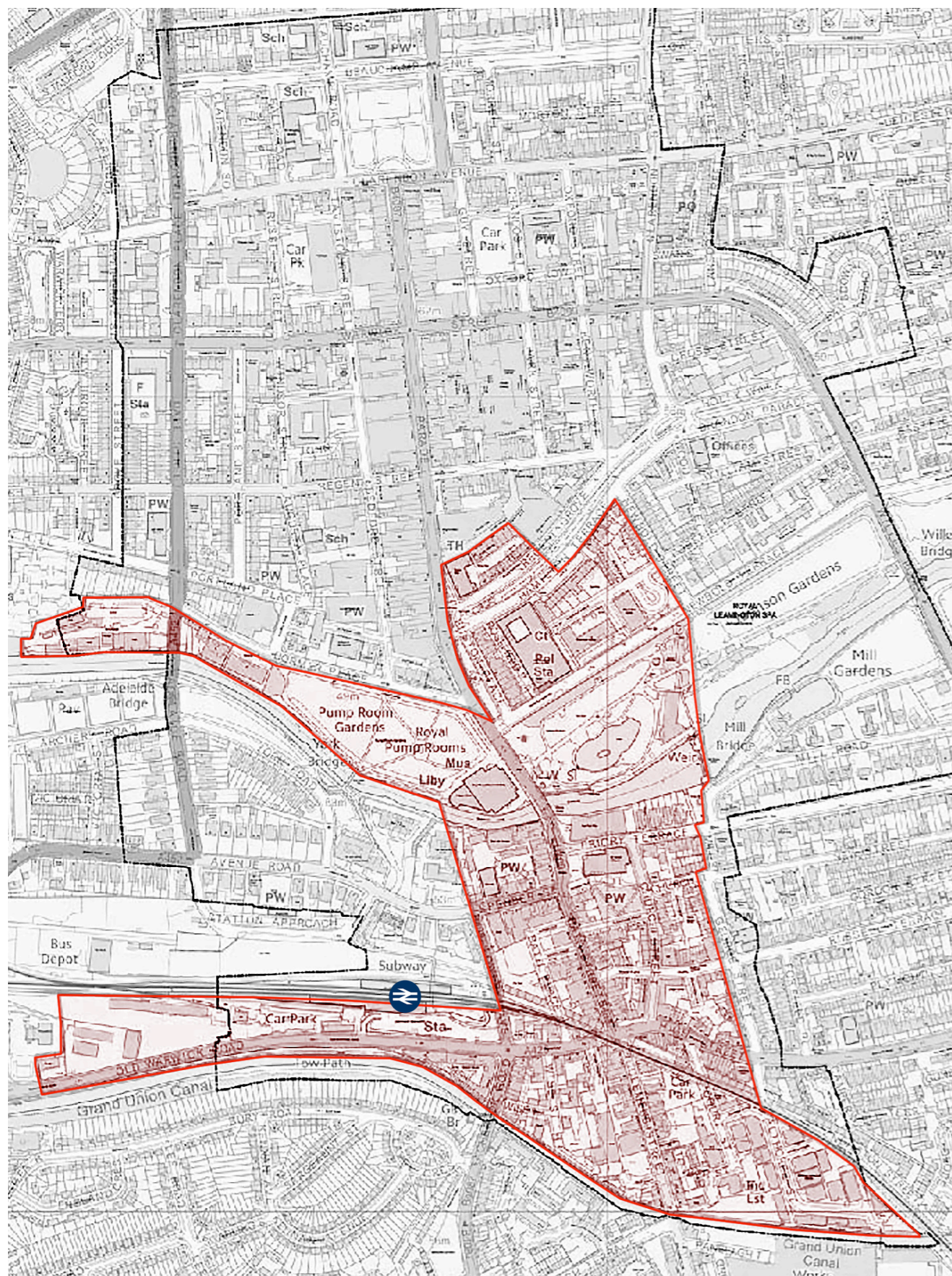
Where?

Leamington Spa is centrally located in England. It is at the heart of a motorway and railway network which can take you to:

- Central London in 1 hour and 20 minutes
- Birmingham in 30 minutes
- Manchester in 2 hours and 10 minutes
- Cardiff in 2 hours and 41 minutes.
- Glasgow in 5 hours and 3 minutes

Furthermore, it is in a region that is about to get very noisy. Coventry City of Culture will take place in 2021, providing opportunities for cross programming and showcasing local creative talent. The 2022 Commonwealth Games will take place in Birmingham with Leamington Spa as a host location – bringing the action to the edge of the Creative Quarter.

The Master Plan area has been defined by WDC and CDP as shown in the map overleaf. The ‘core’ lies to the south of river and north of the Grand Union Canal and includes Leamington Spa Station, Court Street and the Althorpe Street industrial area. The area has been extended north of the river to include the Town Hall and Royal Pump Rooms and Club lands. It includes a number of properties and areas of land that are owned by WDC, predominantly car parks and light industrial or vacant buildings, and land that may become available or be developed by other landowners.



Leamington Spa Creative Quarter

Engagement

Introduction - To start shaping and developing the masterplan, CDP have consulted with a range of local stakeholders including consultation the local digital and creative communities, District Ward Councillors, Town Councillors, WDC Planning Department, local business owners and members of the public. The initial stages of this consultation were mainly undertaken in group discussion sessions, but also 1-1 as required. Ongoing consultation on this masterplan will be via public events and display boards and presentations.

A summary of the key points that emerged from the consultation is listed below. The full document is available on request along with details of who participated in the consultation.

What is a Creative Quarter?

A Creative Quarter needs to reflect and represent the creative community as a whole, including artists, makers, digital creatives, innovators, artisan food producers and more. It should be a diverse, vibrant place and welcoming place, supporting community ownership and social activism and creativity.

Workspace

New 'grow on' space for businesses that are expanding is in short supply; this space is key for retaining existing business and attracting new ones. Start-up office, studio and co-working space for small businesses, artists and creatives is also

needed, but it is important that these spaces have the right look and feel and are reflective of the businesses they house. New workspaces must be appropriate for creative industries in size, location and aesthetic.

Public Art

Thought provoking and innovative public art should be installed to help define the unique characteristics of each area of the town. Artist trails, colourful street furniture and signage should reflect the creative, digital, gaming sector, bringing to life the existing urban fabric while respecting the local design tradition.

Wayfinding

A wayfinding strategy needs implementing to reinforce and develop new pedestrian links to the train station, canal, river, parks and other key attractions. These key destinations should be better signposted and the station should be more welcoming.

Community Space & Public Squares

A multi-purpose, flexible community space(s) and a new central square/meeting place for events, arts, and markets could form a focus for the new quarter.

New Workers and Younger People

Leamington must compete with London and Birmingham (amongst many other cities) for new workers. The Creative Quarter should provide attractive workspace but also improve the cultural, culinary, recreation and night-time offers in Leamington Spa.

Existing Assets

Leamington Spa must celebrate, advertise and build upon existing assets, including its history and heritage and its excellence in digital and creative technologies. Leamington Spa was also recently voted the 'happiest place to live in the UK'; what an asset for the Creative Quarter to utilise and enhance!

These discussions have helped identify a shared vision for the Creative Quarter, along with four priorities and some key development opportunities for Old Town which are presented in this document.



Leamington Spa Creative Quarter

The Vision

Leamington Spa Creative Quarter will be an authentic, dynamic and diverse place; a series of spaces that will inspire all who live, work or pass through them. The Creative Quarter will be a first-choice location for creative individuals to collaborate and will provide an environment that allows the creative economy to thrive.

4 Priorities for Leamington Spa’s Creative Quarter

- Celebrate the meeting of Leamington Spa’s history and heritage with its current cutting edge creative technologies; respect the area’s heritage whilst giving it a new lease of life.
- Provide the right opportunities for grown-on space for gaming and digital businesses; nurture creative talent and support new and existing pathways into creative careers.

- Create and manage new spaces for an exciting arts, cultural and community events programme.
- Improve the public realm, introducing better wayfinding around the town and injecting colour and life.

Priority	How it will be delivered	Who will deliver it
Celebrate the meeting of Leamington Spa’s history and heritage and its current cutting edge creative technologies; respect the area’s heritage whilst giving it a new lease of life	Potential Regeneration of historical buildings no longer in use to create effective work and social spaces e.g. former Stoneleigh Arms pub and URC church on Spencer Street Respecting the towns heritage and bringing aspects to life e.g. Camouflage artwork	CDP to lead on identification, design and build programme, in line with agreed master plan. WDC and partners to provide support. All projects subject to WDC approval in addition to the planning process.
Provide the right opportunities for grown-on space for gaming and digital businesses; nurture creative talent and support new and existing pathways into creative careers	Ensure that development provides space of at least 1000 sq. m (as appropriate to locality) that is flexible to support the needs of the business. Ensure that spaces reflect the creative diversity of Leamington Spa	CDP to ensure development proposals are in line with creative business’s needs. WDC to support business engagement.
Create and manage new spaces for an exciting and arts, cultural and community events programme	Create new spaces throughout the Creative Quarter area through improvements in the public realm and defined areas of development. Create a programme hub based around Spencer Yard and Court St	CDP and WDC to agree opportunities and uses of cross subsidy of projects from more commercial to less commercial. Maintenance of space to be approved for each development project.
Improve the public realm, introducing better wayfinding around the town and injecting colour and life	Improve signage throughout the area. Use of street art and colour to clearly define routes? Use of street art to improve the public realm around Bath St/Clemens St/ High St.	Masterplan to identify where improvements in public realm should be focussed. WDC and CDP (and other partners) to explore how individual development projects and wider enhancement programmes could help deliver this.

Key Development Opportunities

Taking this shared vision and these four priorities, WDC, CDP, Metropolitan Workshop and Bryant Priest Newman Architects to identify those key sites that could offer development opportunities

within the Creative Quarter and set out proposals for how these could come forward. These sites are as follows:
Spencer Yard
United Reform Church
The Royal Pump Rooms

Town Hall
Court Street
Bath Street and Bath Place Car Park
Althorpe Street Area
Old Post Office
Adelaide Bridge/Riverside (Club Lands)

Key Development Opportunities

Leamington Spa benefits greatly from its proximity to a number of universities, particularly Warwick which maintains a presence in the form of a learning centre in the Town Hall, and is a national centre for the video game development industry, with Ubisoft, Sega, Playground Games and other leading firms based locally. As such, the provision of Creative Workspace, such as that successfully developed at Far Gosford Street, Coventry by CDP, and that is emerging at Spencer Yard is seen as central to the rejuvenation of Leamington Spa Old Town.

Spencer Yard
Spencer Yard is located north of Leamington Spa Railway Station, on the south bank of the River Leam, and directly south (across the river) of the Royal Pump Rooms. It consists of a newly created external events space (the yard) bordered by a number of buildings of various ages: The Loft Theatre, a popular community based theatre company housed in an post war brick building facing the river; Hybrid Arts, housed in a brick building of a similar era; two former industrial brick buildings which have been refurbished to create workspace for various industries including Purple Monster, a business consultancy, and Motionhouse Dance Company; and to the south west corner, a derelict, consecrated church which is under council ownership but is currently unoccupied.

Access to the yard is either via a side passage to the church from Spencer Street, or through the rear service yard of a number of restaurants facing Victoria Terrace. As such, wayfinding is poor and Spencer Yard enjoys very little street presence meaning the yard itself is underutilised. The high proportion of council owned buildings in the immediate vicinity of the yard, its position close to the more gentrified Georgian New Town to the north of the river, and its existing creative tenants make it a key site in the potential development of the Old Town. However this is reliant on resolving a number of key issues with the site at present:

- Lack of street presence and navigability;

- Poorly lit and signposted entrances;
- Lack of a presence on the river frontage;
- Lack of active frontage onto the Yard itself;
- Poor condition of some of the buildings facing onto the Yard;

The Royal Pump Rooms
The Royal Pump Rooms sit directly to the north of Spencer Yard, across the river. It is a key focal point for Leamington and signifies the start of the Georgian Spa Town. The Grade II Listed building currently has various uses – the public library, art gallery, and associated administrative spaces occupy the rear of the floor plan facing the river, with function rooms and a café facing onto The Parade. The interior of the building suffers from contemporary finishes from its use as a swimming pool and leisure centre which are now dated and unsuitable for its current use. Poor circulation, including a vast underused foyer and lack of permeability which has been exacerbated by ill-conceived additions which form the current entrance.

Further consideration needs to be given to:

- The current uses accommodated in the building specifically their suitability for this space and this location;

- The building's engagement with its surroundings, notably the park, the Parade, and the river.

Court Street
To the south, the industrial area around Court Street, bordered by the Railway to the north and east, the canal to the South, and Clemens Street to the West, is characterised by light industrial shed type structures, railway arches, and council owned surface parking.

Small pockets of residential exist and more recently, new purpose built student residential buildings are beginning to

change the character of the area. The majority of the buildings are occupied by light industrial uses, however there are a small number of creative users beginning to occupy space in the area. The change is particularly noticeable on Clemens Street where new cafes and restaurants appear to be recent additions.

WDC has fitted out a number of railway arches off Court Street which are currently occupied by creative industries, these appear to be exclusively office use and it is unclear how high the occupation rates are. The large council owned car park facing these arches has been identified as key site for this study, and one with the potential to accommodate a new building whilst maintaining existing connections to Clemens Street and the Canal. There is additionally a large derelict old school building under council ownership bordering the car park which has been identified as a potential development opportunity.

In order to promote the creation of a Creative Quarter, it will be important to avoid creating a surplus of student residential, and ensuring that new buildings provide some workspace to ensure that the existing character of the area is not lost.

Bath Street is the main retail street running north to the New Town, However at its southern end many of the shops have a dilapidated feel and require new investment. The rail bridge at the junction of Bath Street and Clemens Street has been identified as a possible location for public realm and wayfinding improvements due to its position at a key junction in the pedestrian route from the station to the town centre. Further interventions could be put forward along Bath Street which is the primary route between Spencer Yard and the Court Street industrial area.

“ Royal Leamington Spa is a beautiful and successful Regency spa town in Warwickshire. It is home to a high number of acclaimed creative, cultural and artistic based businesses and over 6,000 students.”

Analysis

This Masterplan will analyse the study area outlined by CDP and its immediate context, considering the urban environment in the following terms;

- Building Use;
- Ownership;
- Key Routes.

It will then seek to establish opportunities for the development of buildings for the creative industries within the designated site boundary and put forward action areas where potential development could take place.

Analysis has been based on visual inspection and a walking tour with members of the Leamington Spa Local History Group and local councillors, consultation with members of WDC's planning and development teams, review of Leamington Spa Conservation Area Report, 2011 -2019 Local Plan, and relevant Supplementary Planning Documents.

FarGo Village, Coventry

FarGo is an artistically repurposed industrial space in Coventry City Centre, designed exclusively for creative, independent businesses.



Once identified, possible development sites have been categorised as short, medium, or long term interventions.

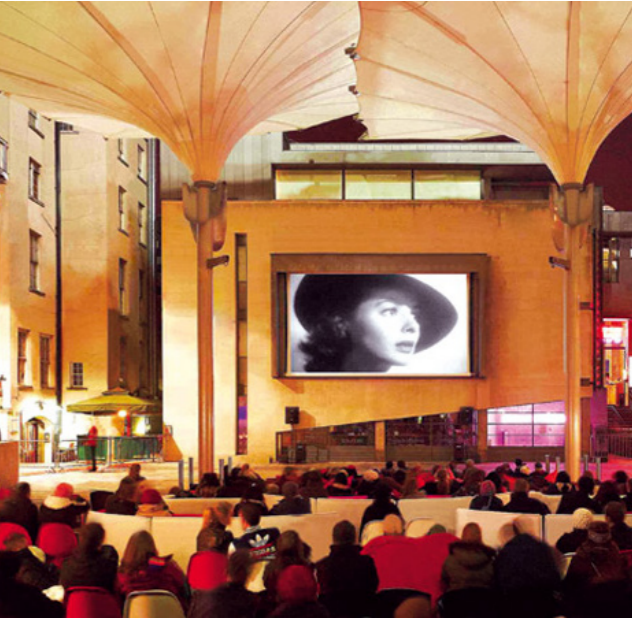
An exploratory study has been put forward for each of the sites identified which is intended to illustrate, in a very broad sense, one possible approach to developing the site. The objective is to offer a coherent approach to regenerating the Old Town, and tying together the disparate buildings and fragments of land that can be established as the first pieces of a new creative quarter with the intention to fulfil the following objectives:

- Stimulate interest and engagement with Stakeholders in the area and act as a catalyst for future development;
- Generate a business case for further exploration and investment
- Identify enterprise, place-making and other potential opportunities and actions;
- Articulate a narrative for the area in terms of its future development taking into

account the aspirations of stakeholders and local people.

Meeting House Square, Dublin

An indoor and outdoor space of endless possibility in Temple Bar, Dublin's Cultural Quarter. Used for festivals, performances, and cinema screenings, business & conference events, Markets & Tourism events.



Building Uses

The core study area contains a diverse mix of uses. A corridor of retail along Bath Street links the commercial and light industrial uses along the railway and to the southeast to Leamington Spa's tourist centre north of the River Leam.

The drawing on the facing page illustrates ground floor building uses within the core study area sub-divided loosely into planning use classes:

A1/2 : retail and professional services, including estate agents, banks, buildings societies, shops, hairdressers, dry cleaners etc.;

A3/4/5: Restaurants, cafes, pubs, take-aways, including all premises licensed for the consumption of food and drink;

B1: business, including offices, research and development of products and processes;

B2/8: industrial use and storage (for the purpose of clarity we have included 'light industrial' uses in this category);

C1/2/3/4: Residential use including dwellings, hotel, guesthouses, HMOs, (excludes student residential);

D1/2 : Non-residential institutions, assembly and leisure including schools, art galleries, museums, libraries, halls, places of worship, church halls, law court.

Sui Generis: Student Residential

The predominant use is Class A1-5

as would expected of a town centre, high street, location including a high percentage of restaurants and cafes. Dwellings are typically set back from the primary routes of Bath Street and Clemens Street, however there is some residential use on upper floor levels.

There is a collection of institutional buildings in the northern half of the study area, predominantly grouped around The Pump Room and Jephson Gardens including the Pump Rooms themselves, the town hall, justice centre, former public baths and assembly hall on Spencer Street, the United Reform Church (URC), and All Saints' Church which lends the area a municipal quality and acts as a gateway into the more formal Regency and Georgian Architecture of Leamington Spa New Town.

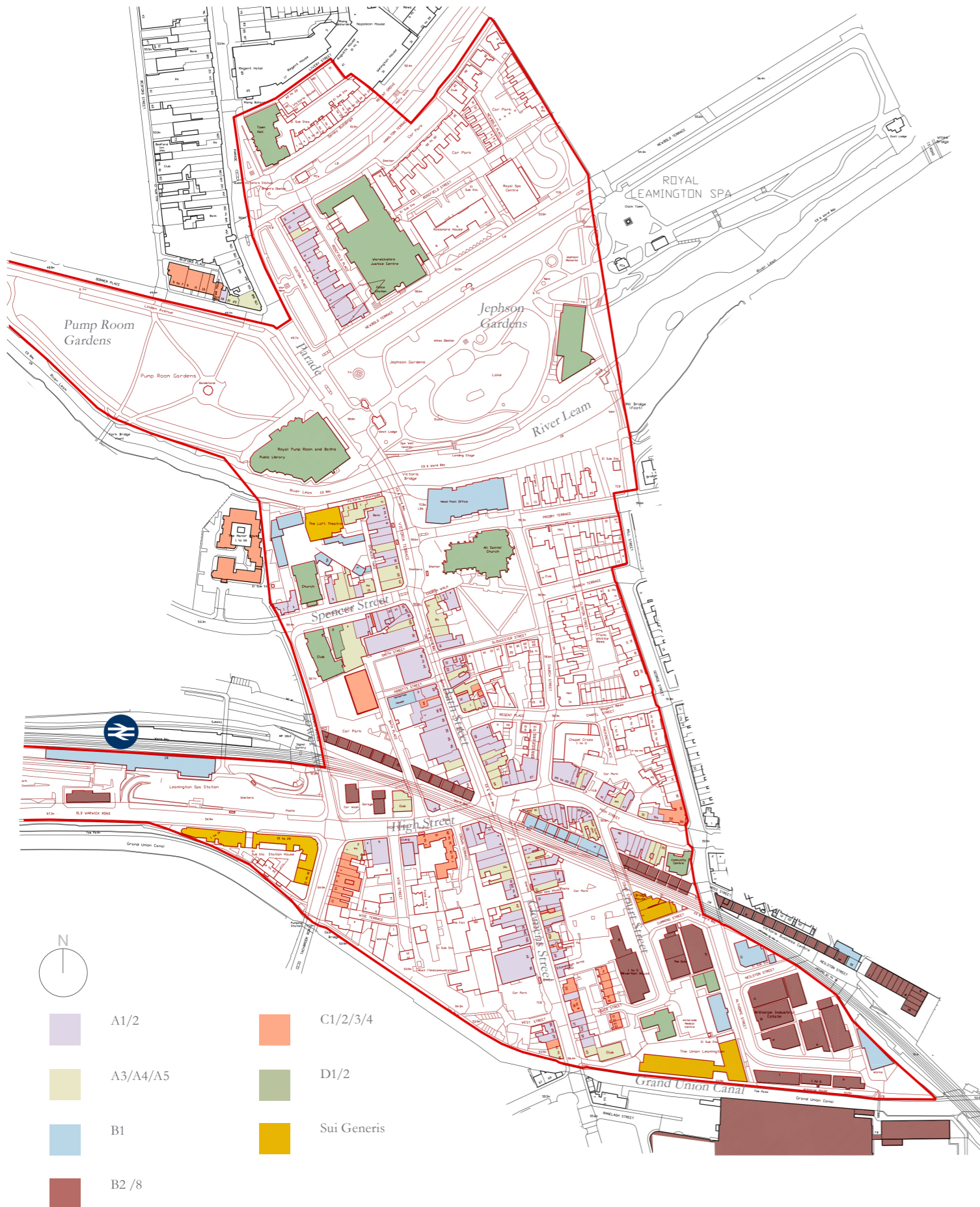
Spencer Yard sits immediately to the south of the River Leam and consists of two former industrial masonry buildings, now home to a number of creative businesses, the Post-War Loft Theatre which faces onto the river, the URC. It is bounded to the east and south by the backs of the commercial units along Bath Street.

South of the railway Clemens Street is the primary north-south route in the Old

Town. Ground floor building uses are predominantly retail or food and drink, with some residential further south. To the east is a triangle of land bordered by the railway to the north and the Grand Union Canal to the south where uses are more industrial, presumably due to the canals former function as a major goods transport route. Significant freeholders include Rangemaster who occupy a large group of buildings to the south of the canal, immediately outside the study area.

Some railway arches facing Court Street car park have been converted by WDC to business use and are occupied by start-up firms in mostly digital industries. The car park is bounded by a number of rudimentary industrial shed-type buildings of varying construction with predominantly light industrial use. One large masonry building is currently unoccupied and in a state of dilapidation.

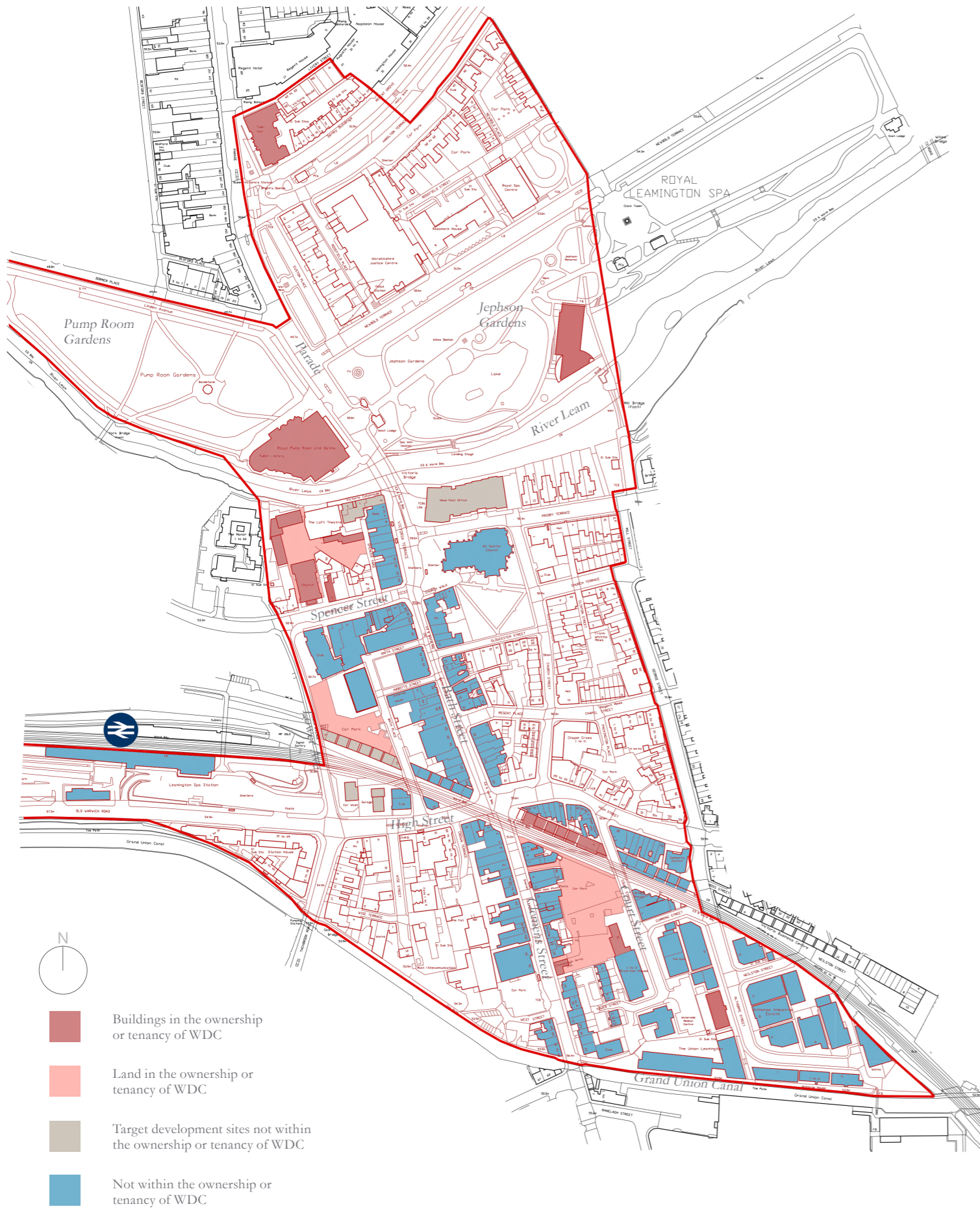
There are a number of dwellings around the industrial buildings along with Waterside Medical Centre, and more recently there has been an influx of student residential buildings, with one large hall of residence completed along the canal, another infill site under construction, and third large site on Wise Street recently granted on appeal.



A range retail, professional services and restaurants line Bath Street.



Light industrial uses to the south of the railway line



Ownerships

Most of the core study area is not within WDC ownership but key sites that are in Council ownership such as Spencer Yard and Court St car park do have the potential to become significant destinations within the new Creative Quarter.

The study area includes a number of buildings in the ownership of WDC which have been identified as potentially suitable for redevelopment or an alternative use which will facilitate the creation of a creative quarter.

The primary focus will be Spencer Yard and its relationship with the Pump Rooms across the River Leam. The yard is bounded by two buildings already in council ownership - The URC, and a two storey brick building referred to as the 'old dole office'. Additionally it is in close proximity to the former post office to the east of Bath Street and bordered to the north east by the Grade II Listed Victoria Colonnade and the former Robins' Well public house which is currently for sale. The pub occupies an important corner site which is highly visible from the north and could provide the primary entrance into Spencer Yard, increasing the pedestrian flow and enlivening the currently under occupied riverside.

Furthermore, the Loft Theatre at the centre of the Yard whilst privately owned by the Loft Theatre Trust has been engaged in a positive dialogue with WDC about their ambitions to establish a creative quarter. A planning application was approved in 2009 for the demolition and redevelopment of the Loft Theatre site as office space with

the theatre itself moving into the URC which was to be converted into a suitable performance space, however the consent was never implemented.

The Royal Pump Rooms is under the ownership of WDC and currently fulfils a variety of functions: Leamington Spa Library; Museum; a function venue; and a cafe, housed in various parts of the building around a vast entrance foyer. The building has a prime street frontage with a neoclassical colonnade facing Bath Street, and significant opportunities to rework the interior to greatly improve its relationship with the Pump Room Gardens and the river (with Spencer Yard beyond).

Across Bath Street, the former post office has great potential for redevelopment given its location on the bank of the Leam. The arrangement of the building - a period half with a more cellular post-war addition - could provide various options for reuse.

To the south of Spencer Yard, the Bath Street Car Park has been identified as a site with significant development potential, located, as it is, on what is currently a secondary route from the Railway Station to Spencer yard and the New Town beyond. The car park is flanked by the railway with a number of Network Rail arches could lend themselves to Court

Street style refurbishment for creative business use if WDC could acquire an interest in them.

Court Street car park is an open site adjacent to a row of WDC leased arches that could be developed - possibly through building on more temporary use to form a hub in the centre of the Old Town. The car park's proximity to the new student community along the canal has the potential to engage significant numbers of people and turn the area into a destination within Leamington Spa.

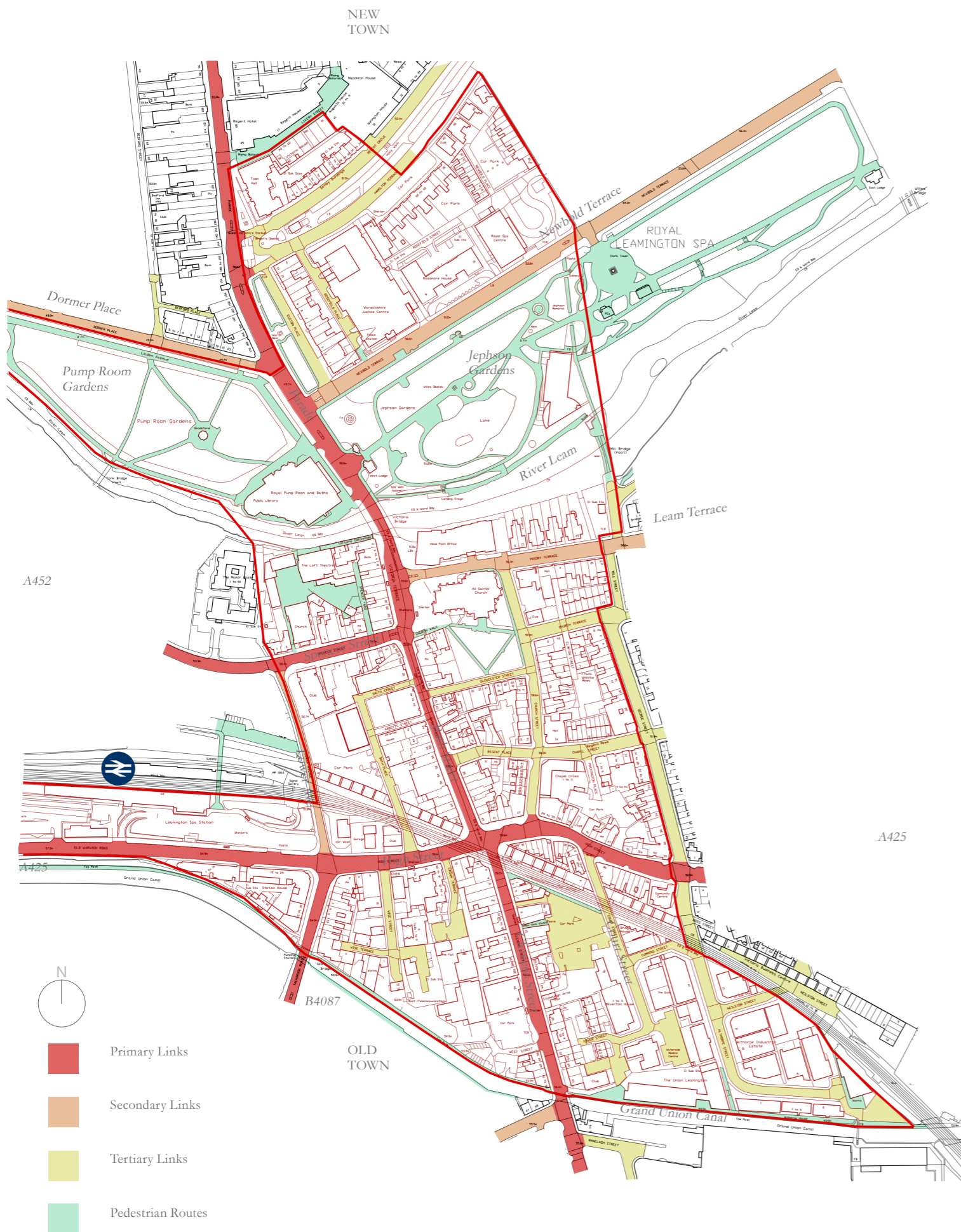
The Riverside area next Adelaide Bridge is in a prime location fronting the river and is currently occupied by a number of clubs and other organisations. Any proposals for this site will need to consider how the requirements of these organisations can be included in any development proposals and/or whether relocation elsewhere in the town can be facilitated.



Council leased arches accessed via Court Street Car park



Council owned Spencer Yard



Routes

The plan of the study area on the facing page has been annotated to highlight both pedestrian and vehicular routes with the latter illustrated as primary, secondary, or tertiary links.

Primary Links

Bath Street is the primary route running north-south and joins Clemens Street south of the railway. It links the Old Town with the New Town beyond the Pump Room Gardens and is one of the retail centres of Old Town. Both streets are within the Leamington Spa Conservation Area and are specifically referenced in the Conservation Area Statement as containing many good examples of traditional shopfronts with further restoration to be encouraged, street clutter is identified as a problem, and in both cases the railway bridge has a dominating effect on the streetscape.

The High Street runs east-west through the Old Town. It is the primary route to the Pump Room Gardens and the New Town, and as such a key piece of infrastructure. It is a busy road which varies between two and four lanes of traffic whilst the public realm has been marginalised with narrow pavements and street clutter. There is a lack of active frontage and shopfronts that do address the street appear poorly maintained.

The study area is dominated by key vehicles routes, Bath Street and Parade running north-south and A425 (High Street) running east-west. These routes can be utilised to drive footfall and increase awareness of the Creative Quarter.

Spencer Street borders Spencer Yard to the south. It forms part of a busy vehicular route from the Railway Station to the New Town, but also an important pedestrian route from the station to Spencer Yard. The high levels of traffic and lack of a safe crossing have a negative impact on the accessibility of Spencer Yard.

Secondary Links

Lower Avenue is the critical secondary route connecting the station with the New Town. Its importance is increased by its proximity to Spencer Yard meaning that any improvements that can be made to Lower Avenue will help to boost footfall around the URC and the SW entrance to the Yard.

At present the route is uninviting - with pavements narrowed by construction hoarding, no active frontage, poorly lit, and congested - meaning many pedestrians will take the longer journey to the New Town via Bath street. The plot to the south of the railway, on the prominent corner with the High Street is occupied by a car dealership and car wash with hoarding up to the edge of the pavement and no interaction with the street. This site would be ideal for regeneration to enliven the junction and create an inviting entrance to Lower Avenue.

Tertiary Links

The main tertiary routes of interest are around the Court Street Car Park. As a predominantly industrial areas enclosed by the canal and railway these are relatively quiet with little passing traffic. The roads are generous and open with larger warehouse buildings set back from the pavement and little active frontage.

Pedestrian Routes

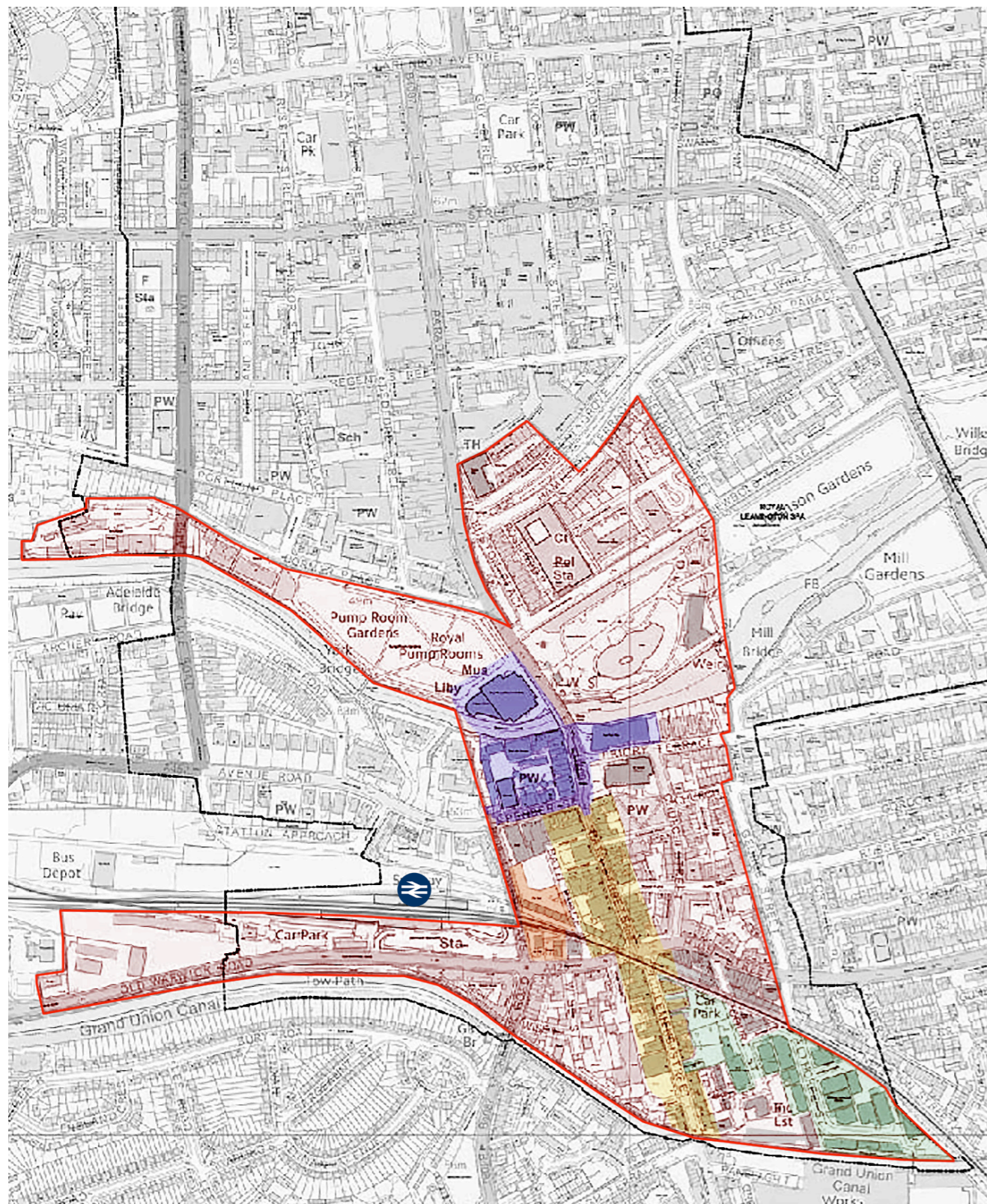
There is a pre-existing underpass from the railway station which, once construction is complete on the site directly to the north, will provide the shortest pedestrian route to Spencer Street and the New Town, this further underlines the need to improve the public realm of Lower Avenue.



Bath Street is a primary vehicle route from the north of the town.



Lower Ave links Spencer Yard to High street, forming part of the pedestrian route between the town centre and railway station.



- The Royal Pump Rooms, Spencer Yard, and the former Post Office
- Raiside, including Court Street and the Stoneleigh Arms
- Bath Place Car Park and Lower Avenue
- Bath Street and Clemens Street



Opportunities

Three key opportunity areas have been outlined, informed primarily by ownership, but also positioned on key routes where there is significant scope for improvement which would benefit Leamington Spa on a larger scale - improving pedestrian connections across the town - these are:

The Royal Pump Rooms, Spencer Yard, and the former Post Office:
The concentration of WDC owned buildings and potential sites for purchase in addition to its position on the border between the New Town and the Old, makes Spencer Yard and the Pump Rooms critical for the wider regeneration of the Old Town.

The Yard has been identified in the past as a potential centre of Leamington Spa's creative industries, and work has been done to renovate some of the former industrial buildings for tenants including Purple Monster and Motionhouse. Previous work, including a consented 2009 scheme for the redevelopment of the Loft Theatre site and the relocation of the theatre to the URC, has looked at improving the connections across the river and opening up Spencer Yard.

The Pump Rooms is one of the most important historic buildings in Leamington Spa in a key strategic position. It is a building that can be approached from three sides and yet at present has minimal active frontage and a poor relationship with the river, the street, and the

surrounding gardens. The building itself is an uncomfortable conglomeration of extensions from various periods fulfilling differing functions which over time has left the circulation confused. This study will put forward both a short term option for improving the building's relationship with the public realm, and a longer term option for making the most of the internal spaces and rationalising the convoluted entrance sequence.

Bath Place Car Park and Lower Avenue:
As has been established, the WDC owned car park is located on a stretch of Lower Avenue where street improvements and regeneration could provide a significant uplift in the pedestrian footfall between the station and Spencer Yard. Unfortunately a section of the car park was sold by the council and developed privately providing assisted living apartments in a nondescript building that does little to activate the public realm. The remaining car park could be developed in future along with the more short term potential of fitting out the vacant railway arches and the intermediate yard that flanks the car park to the south, and, subject to agreement from the freeholder, works to the corner plot on the High Street. Uses could include creative workspace, and pop up venues, particularly the opportunity to occupy the raised garden above the arches.

Althorpe Street, Court Street Car Park and the Stoneleigh Arms:
Althorpe Street is already occupied by a handful of creative industries and has the potential for frontage onto the Grand Union

Each opportunity area has distinct characteristics which, when built upon, will enable the creation of unique hubs aimed at developing specific creative industries.

Canal. The repurposing of existing building combined with new build intervention could create a new hub for the southern side of the town.

Court Street Car Park lacks the advantage of being located on a primary pedestrian route and therefore will need to be established as a destination in its own right in order to attract large numbers of users. It does benefit from being a large open site flanked by a relatively established creative community in the arches to the north, a number of retailers on Clemens Street, and a growing student population to the south along the canal.

The derelict Stoneleigh Arms provides the opportunity to refurbish an important local building and quickly establish a first piece of regeneration to act as a marker for the rest of the site with a prominent street presence on Clemens Street. A second derelict industrial building on the southern edge of the car park could also be repurposed for a complementary use creating a significant hub of buildings around an open space with considerable opportunities for development.

Bath St/Clemens St is the original high street of Leamington and the main thoroughfare. The upgrading of elevations and introduction of more creative uses would greatly benefit the area's image. There is a major opportunity for coordinated action from existing owners supported by a grant scheme such as Townscape Heritage.



The Royal Pump Rooms, Spencer Yard, and the former Post Office



Bath Place Car Park and Lower Avenue



Althorpe Street, Court Street Car Park and the Stoneleigh Arms:

Proposals

The preceding site analysis has helped to identify a number of possible development interventions of varying scales, some of which are outlined in the following pages. The proposals vary from short term options: quick wins which are designed to draw attention to potential regeneration opportunities without significant upheaval or complex construction work; to more on going redevelopment: projects that require ownership issues to be resolved, occupier relocation, or large scale building. The focus is on the three opportunity areas described on the previous page, and the area of public realm along Bath Street which links them.

Spencer Yard and United Reform Church
Medium Term
Renovation, public realm improvement works and street art to increase the permeability and wayfinding around Spencer Yard. Proposals for reuse of the URC are a high priority due to its Vacant and Listed status. Uses could include business space, other creative industry uses or an indoor food market. Robins’ Well and the colonnade to be refurbished as a digital media showroom with associated workspace, with the potential for a significant new building within the yard. Longer term possibilities of redeveloping the Loft Theatre.

Leamington Spa already has a reputation as an independent food and drink hot spot in the West Midlands, with a booming cafe culture and coffee shops which are used as work spaces for the creative community in the town.

But the indie food scene is more heavily focussed on day time activity, leaving a gap in the night-time economy for the young professionals who work and live in and around Leamington Spa.

And whilst there are a few independent coffee shops and restaurants who are leading the way in Old Town, such as Temperance, Momenti and Procaffinate, the vast majority are based north of the river, which may prove problematic when trying to drive new footfall to the southern part of town.

URC
Short term
Creation or provision of small pop-up style units for food and drink businesses to

be based in an indoor market. Featuring communal dining area, events programme and hireable spaces. Food, drink and events will create a vibe and a draw to this area, and could be a catalyst for igniting change in Old Town.

Loosely based on the redevelopment of Altrincham Market, the URC could be an indoor marketplace, housing a number of independent food and drink traders. Some with catering kitchens to provide hot meals to eat in or take away and others with stalls to sell their artisanal produce (e.g. bread, honey, cheese).

If the church were accessible from both sides, Spencer Yard would become a fantastic overflow space for complimentary events, e.g open air cinemas, or for additional seating space. Temporarily covered and heated for the winter, filled with deck chairs in the summer.

The redevelopment of Altrincham Market has had a significant impact on the area as a whole, with retail vacancy rates at their lowest for years: It has also put the place on the map for weekend guides and day-out reviews:

The Royal Pump Rooms
Short Term
Public realm improvement works and light touch refurbishment to improve permeability and create more active frontage along the river and facing Jephson and the Pump Rooms Gardens. Potential to extend the existing boardwalk and create a new temporary building within the Pump Rooms Service.

Long Term
Redefining the south west section of the building (currently library administration) and the entrance foyer to provide an improved cafe location with a direct relationship to the river and Spencer Yard. Investigate the possibility of consolidating the building uses and providing an improved museum gallery if suitable alternative accommodation for other users could be found. Demolition of the modern

building elements that form the currently convoluted entrance sequence to improve accessibility and remove architecturally unsightly recent additions.

Town Hall
Medium Term
Refurbishment and repurposing of the existing town hall once services have been consolidated in WDC’s new building. Outline proposals are being developed by BPN.

Court Street Car Park
Short Term
Light touch refurbishment of the Stoneleigh Arms and a more wholesale refurbishment the other available industrial buildings around the car park to provide larger scale craft and maker’s workspace, and fabrication (eg Fab lab) taking advantage of the complimentary types of surrounding business, good accessibility and generous proportions of the existing buildings.

Utilise the car park on a temporary or semi-permanent basis for outdoor markets, temporary buildings for exhibitions etc.

Long Term
Build multi storey car-park / workspace structure on existing car park site to increase town centre parking provision whilst also providing raw and industrial workspace for the creative sector within a portion of the car park structure.

Bath Street
Short Term
Light touch public realm improvement, decluttering of street furniture, traffic calming and wayfinding. Potential for street art and some planting at the junction with the High Street/Clemens Street.

Bath Place Car Park
Short Term
Repurposing of vacant railway arches for workspace and potential to create a new link to the upper level of the arches to for additional temporary buildings or recreational spaces. Establish a community of workspace users around the yard space between the railway arches.

Medium Term
Develop a new building flanking the Bath Place car park which provides active frontage onto Lower Avenue.

Long Term
Acquire and redevelop the corner plot of the High Street and Lower Avenue to better address the streets and make the most of this prominent site.

Bath Street / Clemens Street
Medium term
The establishment of a comprehensive scheme to upgrade building frontages and introduce new creative uses working with existing building owners to revitalise the ‘High Street’

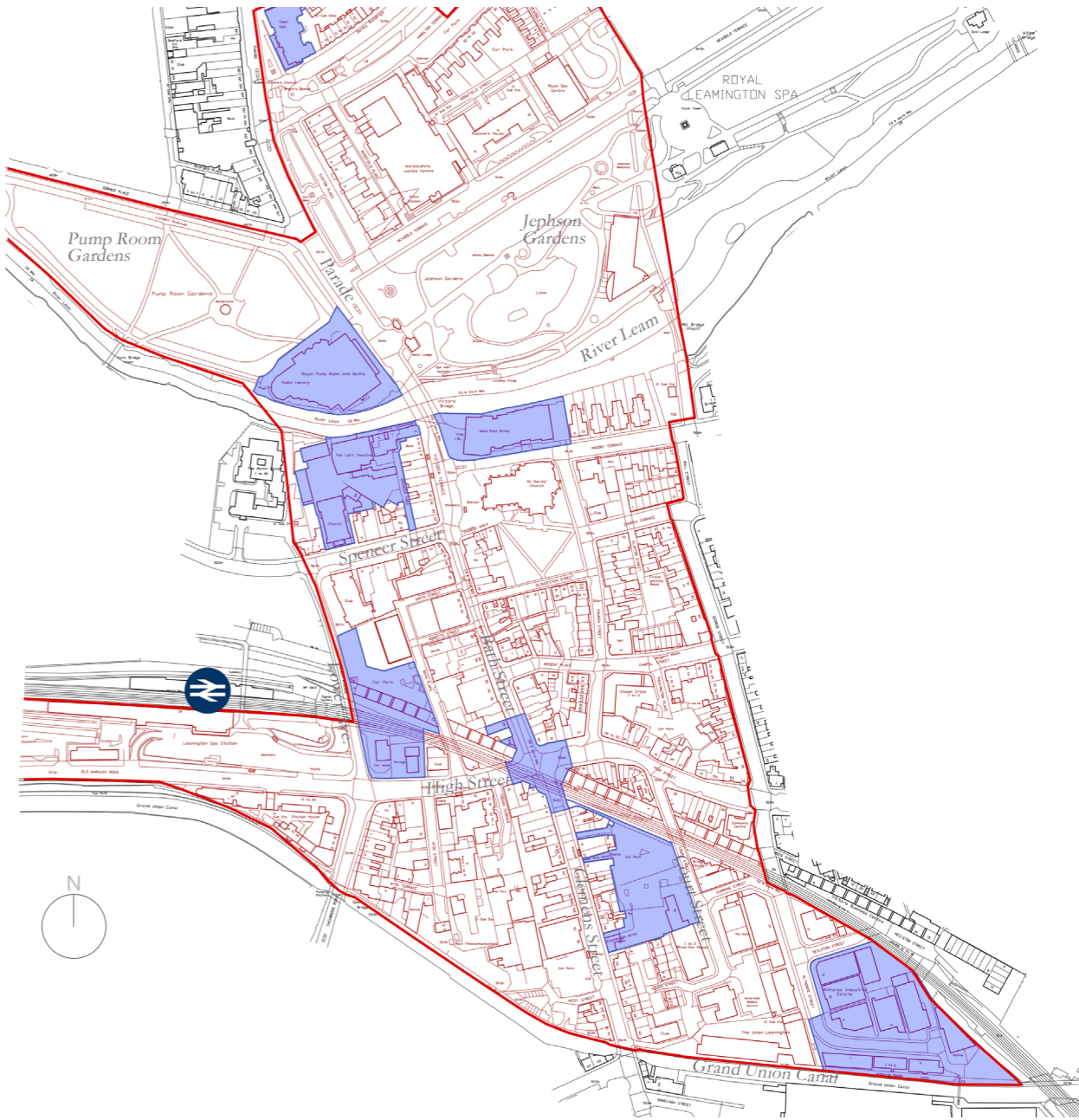
Althorpe Street
Medium Term
Re-purpose existing warehouse and establish clear public links to the canal

Long Term
Build higher density modern ‘grow-on’

space for established creative industries on infill and vacant sites
The Old Post Office
Medium Term
Refurbishment and repurposing of the post office building for hotel use retaining the historic rooms and forming accommodation in the more cellular 20th Century section.

Adelaide Bridge/Riverside
Medium Term
The Riverside Site has been identified as the most likely opportunity to generate a surplus that could be used to cross finance creative uses in the core area. Regeneration could be for residential mixed use development which could include live/work units for creatives. However, the existing facilities on the site provide a valued social resource, with

several well-established organisations and community groups based here. A creative quarter will not thrive or flourish without such community groups, and so it is vitally important that these groups are either retained on the Adelaide Bridge/ Riverside site or provided for elsewhere - probably in another location within the Creative Quarter. This masterplan is not seeking to extinguish these existing uses. It is important that proposals are developed with the existing organisations and confirmed soon so that these organisations can plan for the future and can be offered support if they are to relocate. Any new proposals for this area will therefore be developed over the next 6 - 9 months. These new proposals will either incorporate existing buildings, provide replacement facilities or facilitate relocation.



1. Victoria Colonnade, Spencer Yard & United Reform Church

A Hub for the Tech & Digital Industry

Where is it?
At a prominent junction between the Regency town centre and new Creative Quarter, Victoria Colonnade sits on the south bank of the River Leam. Spencer Yard sits to the south and is accessed off Spencer Street and bordered to the east by Victoria Terrace.

Who owns it?
WDC owns a handful of buildings around Spencer Yard. Victoria Colonnade is currently in private ownership.

How big is it?
Site area circa. 5300m2

What could it be?
Redevelop Spencer Yard and Victoria Colonnade as a creative hub and destination focused on growing and exhibiting the new and existing digital creative business within Leamington Spa.

- Key Proposals:
- a. Medium Term: Refurbish Victoria Colonnade into a digital showcase and 'grown-on' space, utilising the shop frontage along the river bank to promote the creative quarter and digital businesses. Since the building sits on a prominent corner it will act as a gateway building connecting the main road with an enlivened Spencer Yard.
 - b. Short Term: Establish more specialised events, i.e. food markets, exhibits and outdoor cinema to better utilise the existing square and increase footfall and interest in the area. Add temporary street art installations to walls and floors to create visual interest and aid wayfinding from the existing streets.
 - b. Medium Term: Extend public realm improvements into the rest of the yard include graphic more permanent signposting to link yard to existing pedestrian routes along Spencer Street and Victoria Terrace.
 - c. Medium Term: Re-purpose the United Reform Church into a contemporary film production and studio complex in the heart of Leamington Spa or an indoor food market/event space
 - d. Long Term: Space for a new building within the yard, adding significant floor area to an already established and refurbished Victoria Colonnade. The new extension creates a more generous opening into Spencer Yard, the ground floor opening up into the yard and hosting exhibitions and events. A top floor viewing gallery or bar could enliven this part of Leamington and help reimagine Spencer Yard as a destination.

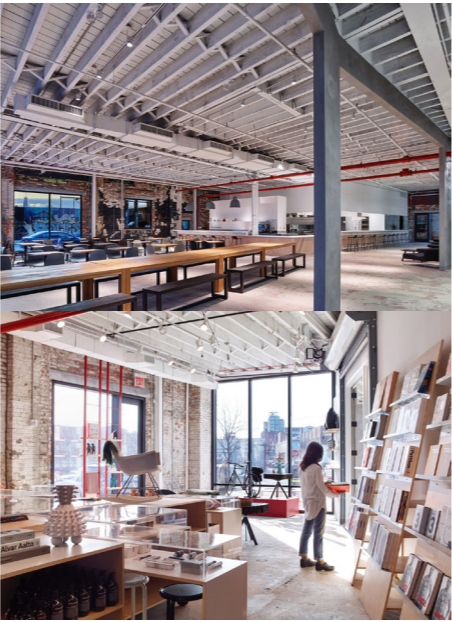
Impact Hub, Birmingham (left) Altrincham Market, Manchester (Middle)

The Impact Hub is a 6000 sq. ft collaborative work and event space. The Impact Hub provides working space along with a global community for the residents to collaborate, network and partner. The Birmingham site has links to Amsterdam, Johannesburg, Singapore and San Francisco, offering possibly one of the largest collections of start-ups and SMEs for networking.



Creative hub A/D/O, Brooklyn

Creative workspace, restaurant and design store in a converted warehouse designed by nArchitects

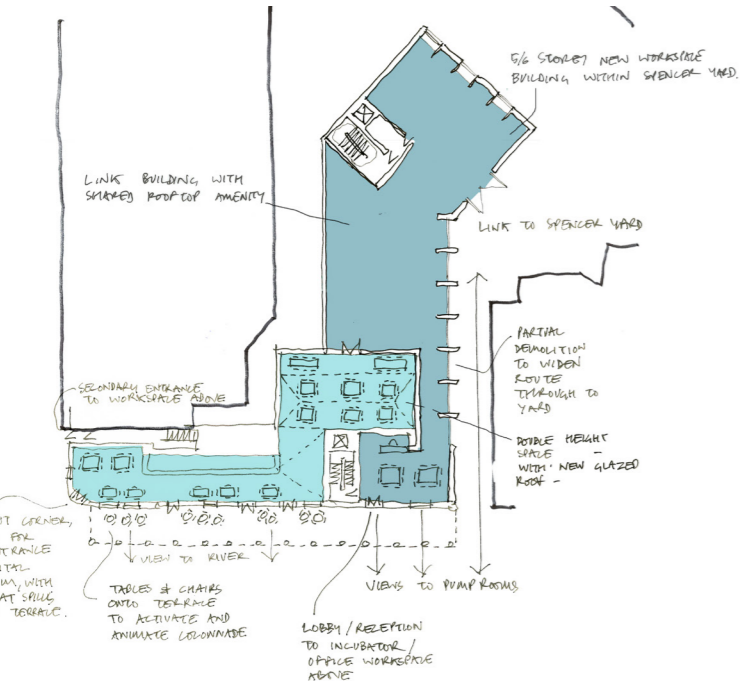


1. Victoria Colonnade, Spencer Yard & United Reform Church

A Hub for the Tech & Digital Industry

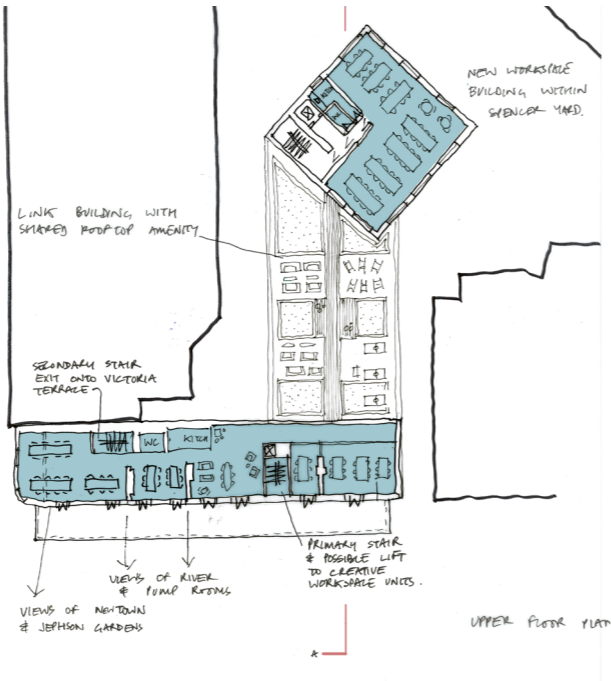
Ground Floor Sketch Plan

Rear ‘ballroom’ is retained and refurbished as double height showroom space with new links formed into the Spencer Yard extension.



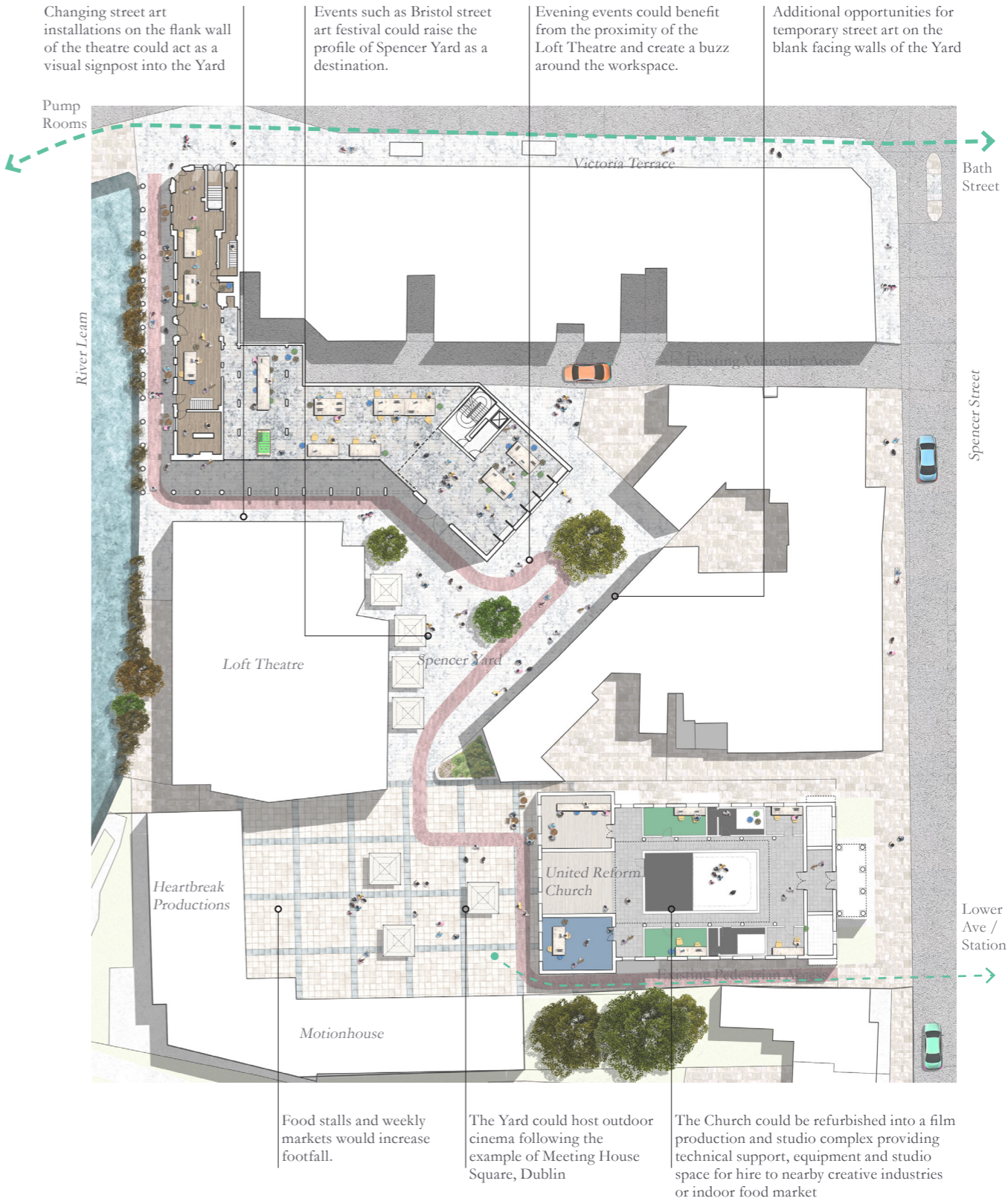
Typical Upper Floor Sketch Plan

The existing building, Victoria Colonnade, is refurbished and opened up to form more flexible workspace, with significant additional floor area created in Spencer Yard and communal amenity/break out space on the roof of the link building.



Spectrecom Studios, London

Spectrecom Studios is a combined film production company and studio complex which offers technical support, equipment and space for hire. This type of facility can be used by both the gaming, theatre and digital media industries. Currently the nearest facility like this is in Oxford. Spectrecom Studios has a similar building area to the United Reform Church. It largest studio is 5 meter tall which could be accommodated with the main church hall.



2. The Royal Pump Rooms

A Civic & Cultural Destination

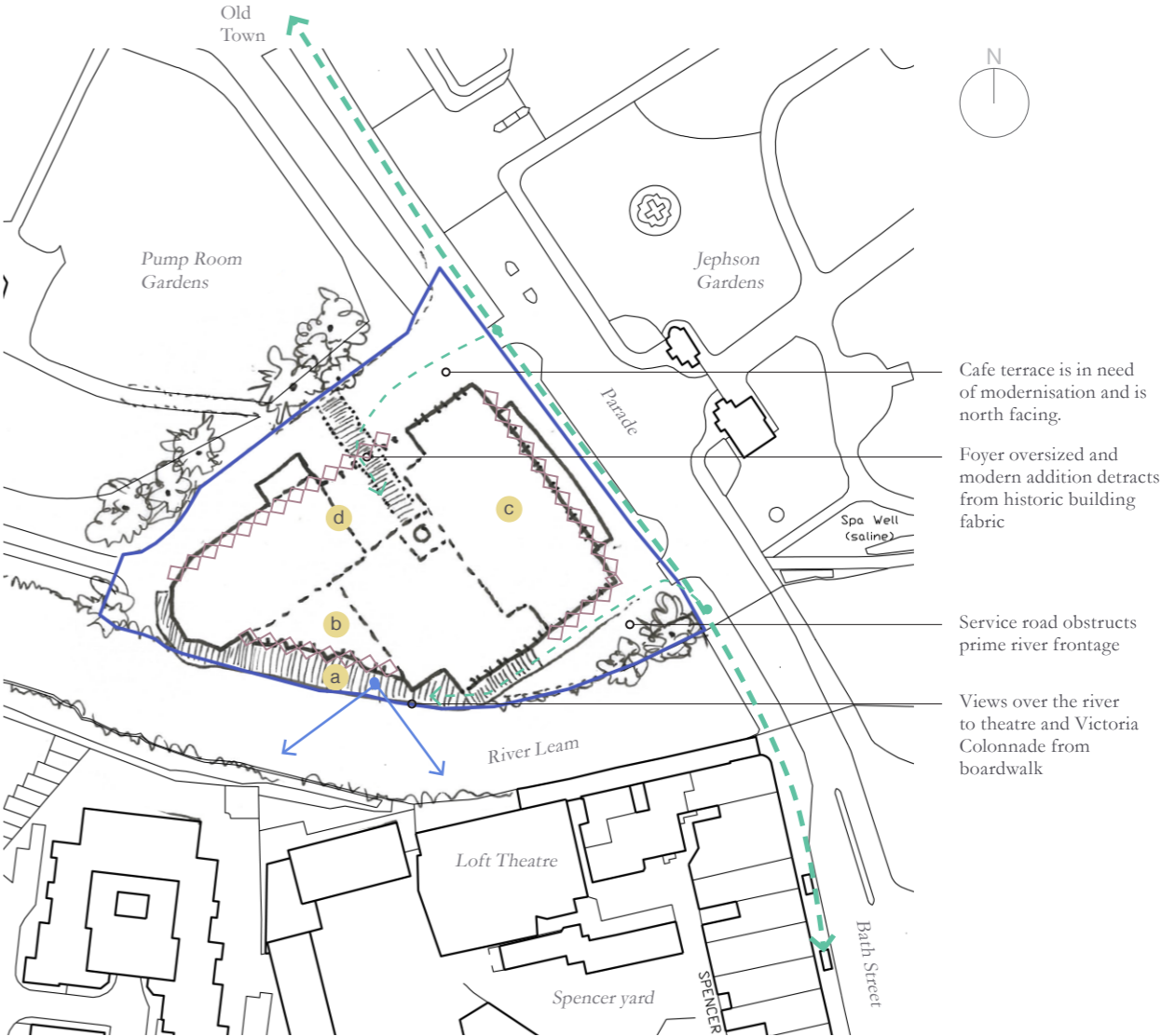
Where is it?
Within Pump Room Gardens accessed off the Parade. The Royal Pumps rooms is a predominant gateway site situated on the bank of the River Leam and will form the link between the Georgian Town Spa and new Creative Quarter development sites in the Old Town.

Who owns it?
Warwick District Council

How big is it?
Site area circa. 5100m2

What could it be?
A civic and cultural destination in Leamington Spa. A focal point for the creative community and it's interaction with tourist and locals. A multi-purpose building with a creative programme of event, workshops, networking, classes and exhibitions.

- Key Proposals:
- a. Short Term: Public realm improvements, including extension of boardwalk along southern facade and reorganisation of service strategy below the annex, to provide a more visible and enjoyable walking route along the river which opens up opportunities for active frontage from both the annex and ancillary space to the south.
 - b. Medium Term: Create new bar & restaurant along southern elevation with views to the river and theatre, utilising new improved boardwalk to provide southern facing external seating area.
 - c. Medium Term: Readdress frontage onto street, remove paint and restore stone facade. Increase visible activities i.e. creative markets with the potential to spill out into the historic colonnade, taking advantage of passing pedestrian traffic and improving the visible presence of the Pump Rooms.
 - d. Long Term: Redesign entrance, foyer and cafe omitting recent additions and improving permeability from the gardens. Move existing food offer into the function room and replace with a commercial coffee / food chain into function space. Relocate gallery entrance to primary frontage along the Parade. Relocate library, expand and modernise gallery improving its presence as a top destination within Leamington Spa. Incorporate modern food market into vacant library space with new open frontage onto the gardens.



The Bluecoat Arts Centre, Liverpool

A Creative Community comprised of three core groups: creative industries, independent creative retailers and artists all within a single complex. The historic Grade 1 listed Bluecoat Chambers was carefully restored and a new performing arts wing added housing a new performance space, galleries, retail and courtyard garden



Service Road obstructs route to boardwalk and river



3. Town Hall

Creative Enterprise and Educational Facility

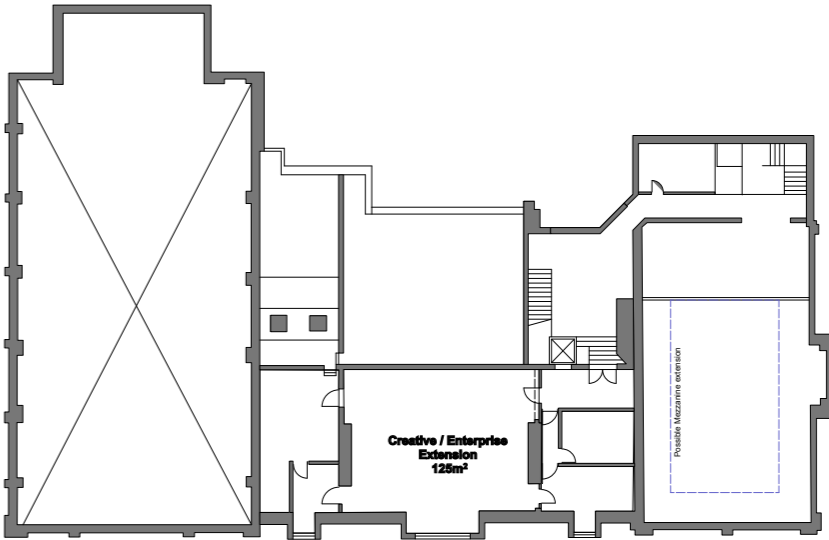
Where is it?
Grade II listed existing Warwick District Council and Leamington Spa Town Council building on the Parade.

Who owns it?
The Town Hall is currently owned by Warwick District Council and will be vacant once they move into their new offices.

What could it be?
A new restaurant, creative office space, members club, events / exhibition space / performance



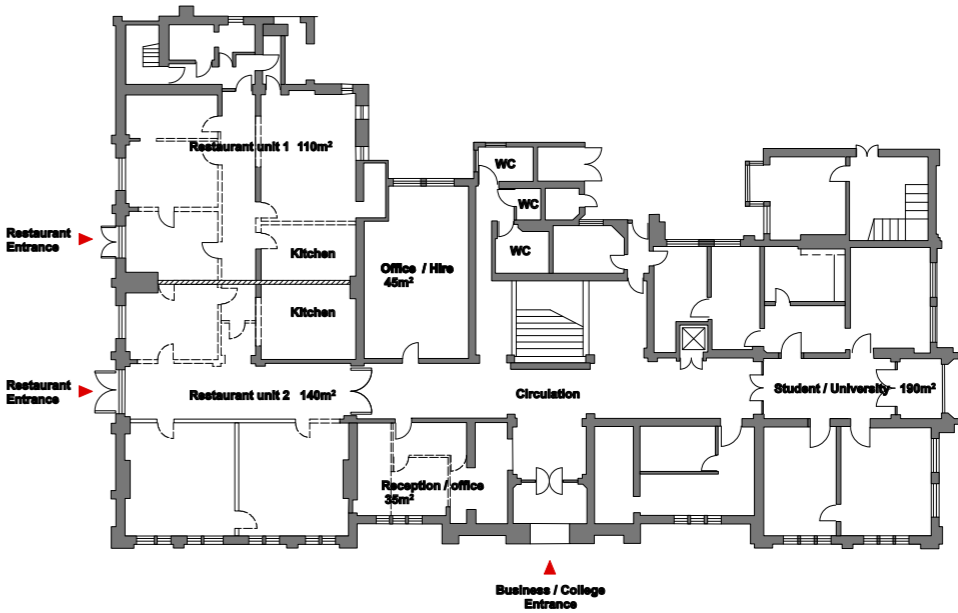
Town Hall, Leamington Spa



Proposed Second Floor Plan



Proposed First Floor Plan



Town Hall,
Proposed Ground Floor Plan by BPN Architects

BPN ARCHITECTS

4. Court Street Carpark - Option 1 Makers' Yard

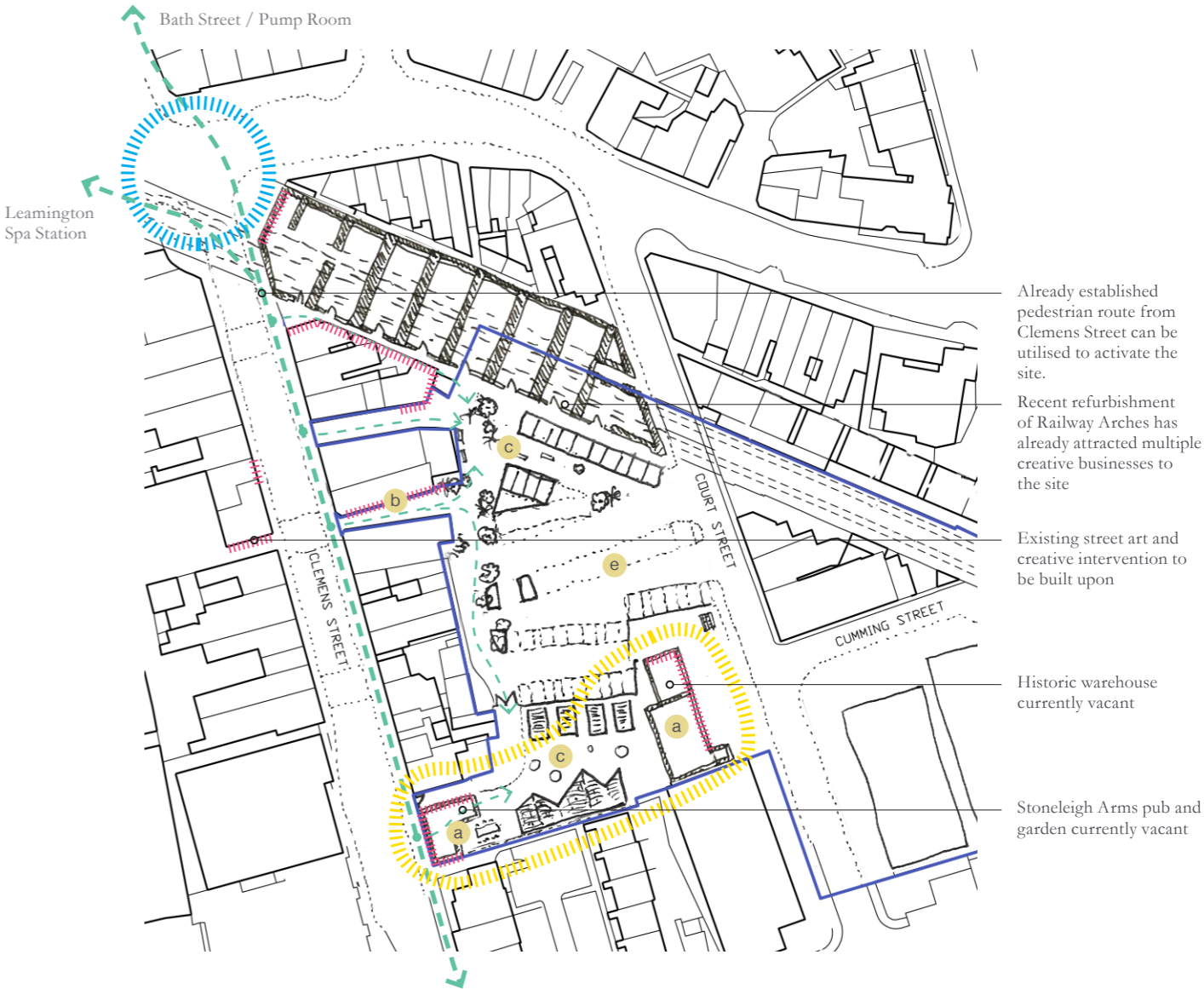
Where is it?
Between Clemens street and Court Street. South of High Street and north of the canal.

Who owns it?
The whole site is either owned or leased by Warwick District Council

How big is it?
Site area circa. 4800m2

What could it be?
Stoneleigh Arms and vacant historic warehouse refurbished into Makers Community Hub. Development could include creative workspace and 'Fab Lab' providing access to digital fabrication tools, education workshops and making events. The hub builds upon the areas existing industrial uses to develop a makers community, including metalworking, furniture, CNC and ceramic workshops as well as more tradition co-working and creative office space.

- Key Proposals:
- a. Short term: Refurbishment of existing council owned buildings into new creative workspace to generate interest and new business.
 - b. Short term: Artist trail establish along Clemens Street, up Bath Street to Spencer Yard. Additional murals and bold graphics added to vacant shop fronts and blank gables to aid wayfinding and drive foot fall to new development areas
 - c. Medium term: Temporary creative work sheds and kiosks added in pub garden and car park spaces as demand increases. Work shed to enclosure safe pedestrian yards for gathering and external events
 - d. Long term: Existing warehouse re-purposed into permanent creative workspace.
 - e. Long term: development of car park as a higher density mixed use scheme including residential and commercial work space.



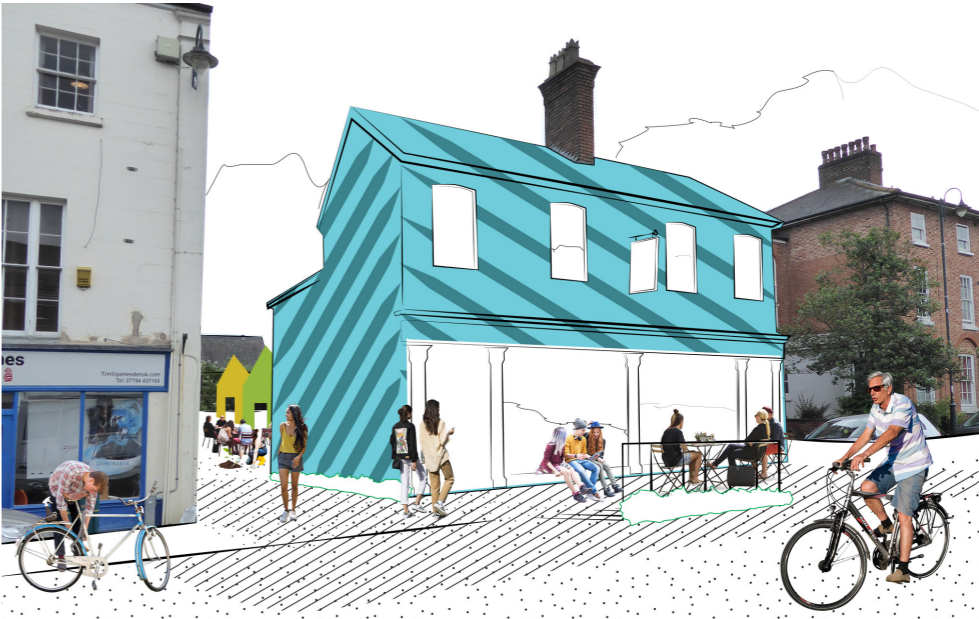
Blue House Yard: Creative Workspace

A redevelopment of an empty and underused site ear Wood Green station in London. High Street Works in partnership with London Borough of Haringey will transform the site into a place for local creatives, entrepreneurs and residents for the meanwhile use period of 5 years.



The Fab Lab Network

The Fab Lab Network is a global, creative community of fabricators, artists, scientists, engineers, etc. The initiative aims to democratize access to the tools for technical invention through digitize fabrication, inventing the next generation of manufacturing and personal fabrication.



4. Court Street Carpark - Option 2

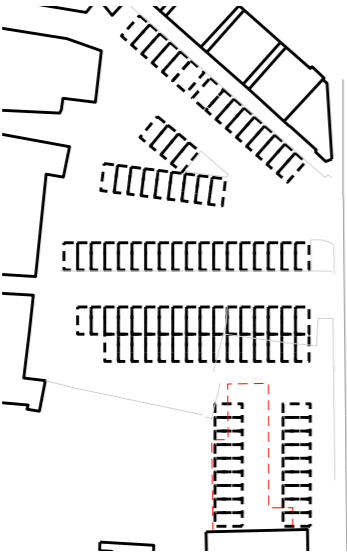
Makers' Yard & Carpark with Workspace

There is pressure on town centre car parking provision. It has been suggested that the court street car parks could be extended to increase their capacity through the demolition of existing buildings.

Carpark Study
The existing Court Street Carpark contains 71 parking spaces



Surface Carpark - Demolition Option
Demolish the existing vacant warehouse and extend the surface carpark. This option creates 96 parking spaces.



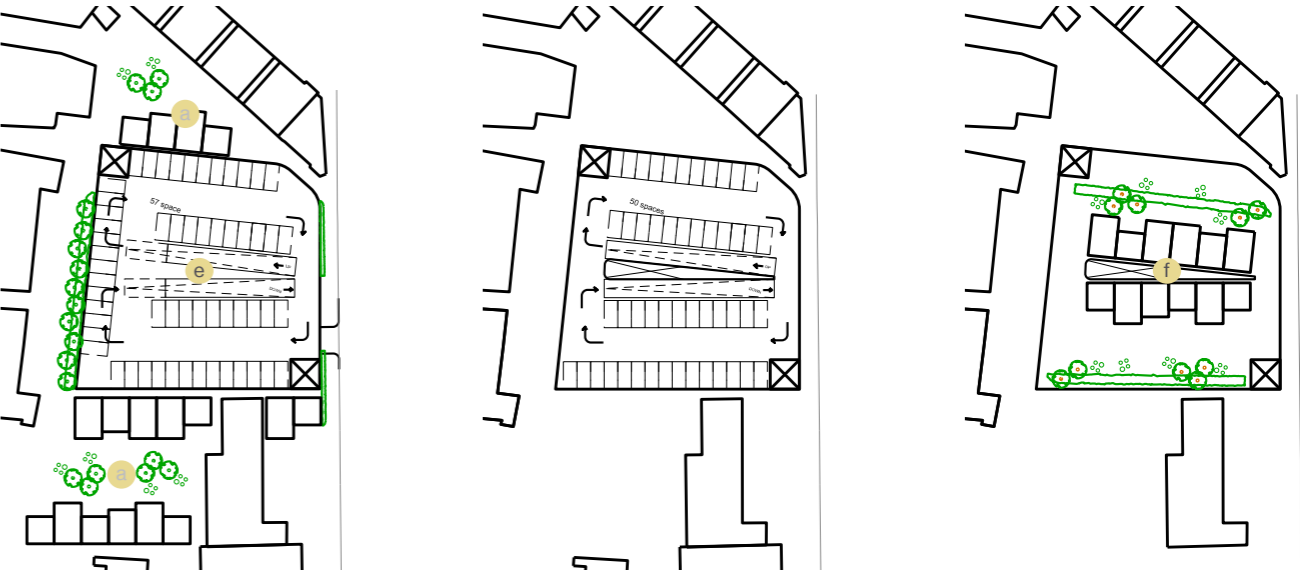
Multi-Storey Carpark, Various

(Left) Car park in Soissons, France, by Paris firm Jacques Ferrier Architectures has an undulating facade of vertical timbers. (Top Right) Wembley Stadium Red Car Park, artist commissioned steel fin cladding. (Bottom Right) National Grid's HQ in Warwick clad in a living wall, constructed from pre-fabricated steel frame units and built in 6 weeks.



To supplement the loss of car parking in the town centre an option has been developed where a new multi storey carpark is built on the Court Street Carpark site. This option retains the key design ideas of the previous option but incorporates additional parking and importantly does not require the demolition of any existing buildings.

Multi-storey Carpark - Preferred Option
Retain the existing vacant warehouse and redevelop the site as creative workspace. Build a 2 storey multi-storey carpark with roof top workspace, bar, garden and events space. This option creates circa. 105 parking spaces.



Bold Tendencies, London - Re-purposed Multi Storey Carpark

Bold Tendencies has transformed the rooftop spaces at Peckham Multi-Storey Car Park with a programme of contemporary art, music and architectural projects including Frank's Cafe (top), Simon Whybray's pink staircase and Cooke Fawcett's Peckham Observatory (bottom).



5. Bath Street Creative Quarter Wayfinding

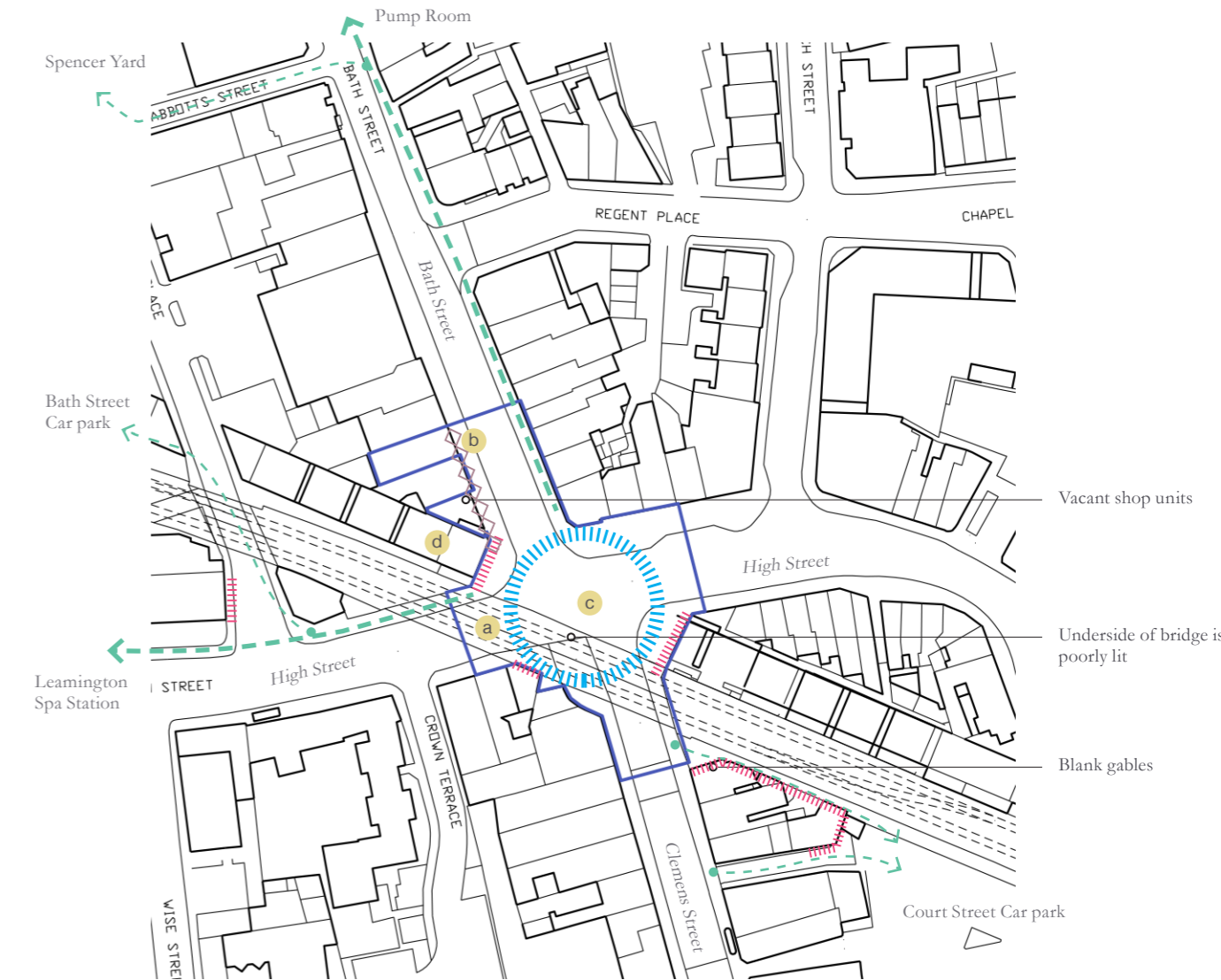
Where is it?
The junction between Bath Street and High Street, below the rail bridge.

Who owns it?
Warwick District Council and Network Rail

How big is it?
Site area circa. 2200m2

What could it be?
A sign post for the new Creative Quarter linking the key development sites together and improving wayfinding through the town.

- Key Proposals:
- a. Short Term: Install bold graphics, art installations and mural to blank gables and bridge. Establish art trail linking new creative quarter sites, generating footfall. Add planting and colourful street furniture around junction and along pedestrian route to other development sites to aid wayfinding i.e. Colour sign posts, barriers and railings with bold colours and Creative Quarter branding.
 - b. Short Term: Occupy vacant shop front with pop-up shops and rejuvenate existing shop fronts and signage.
 - c. Medium Term: Improve crossing with traffic calming measures and additional lighting.
 - d. Medium Term: Create access onto redundant railway tracks. Install temporary pavilion, creative works space and / or establish urban park.



Alley art installation in Tipton, Indiana
Top: Zapiekanka Restaurant by MFRMGR
Bottom: Street furniture 'Intersections' by Izabela Boloż
Balham Public Realm Improvement and Artist Installations by Metropolitan Workshop

6. Bath Place Carpark Artists' Yard

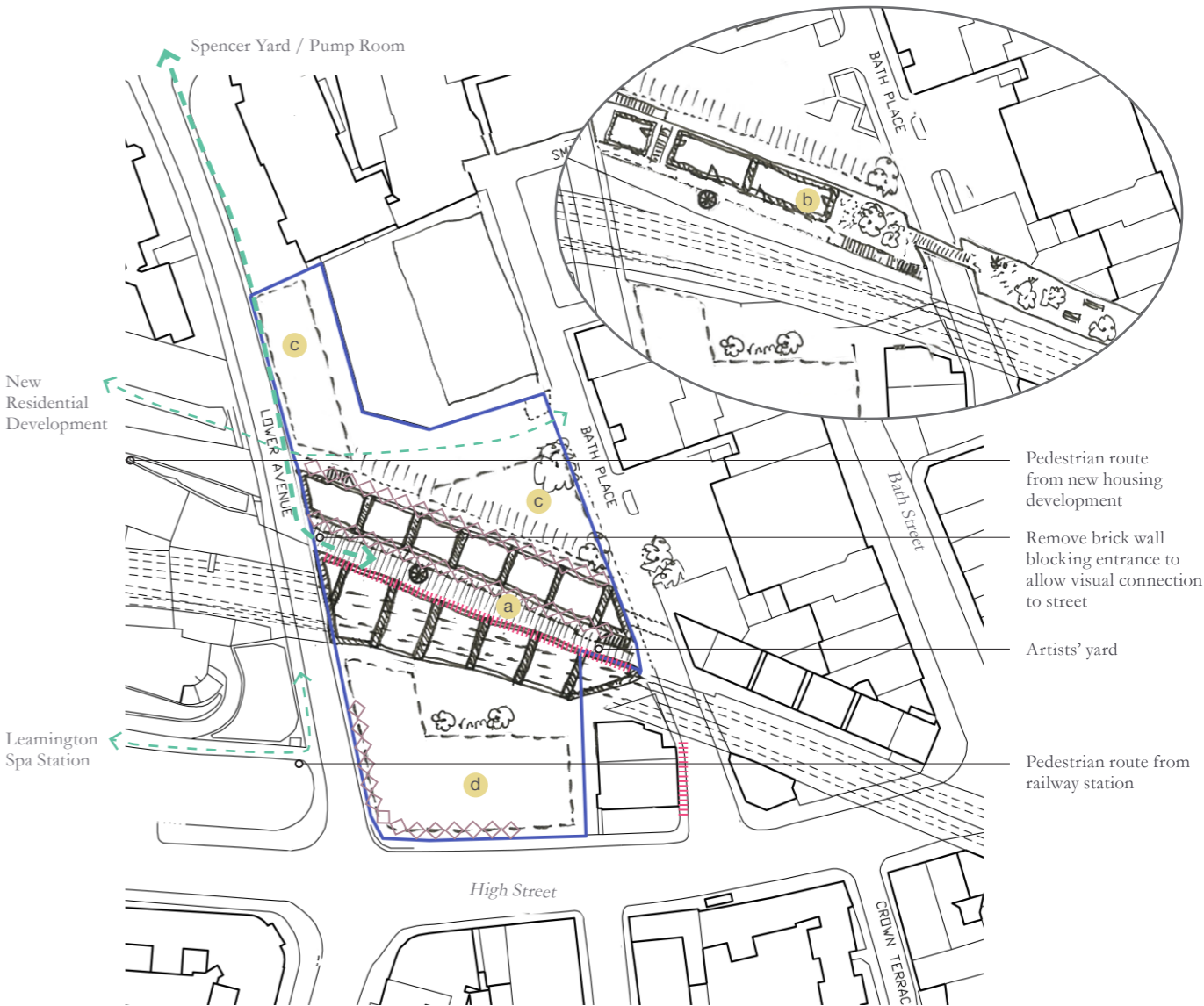
Where is it?
Adjacent to Leamington Spa Station, spanning from High Street, beneath the railway, encompassing the whole of Bath Place Car Park. Highly visible site, linking the railway station to Spencer Yard along Lower Avenue.

Who owns it?
Bath Place Car Park is owned by WDC. The railway arches and yard are owned by Network Rail. The ownership of the car wash and Motoring Centre as unknown.

How big is it?
Site area circa. 4800m2

What could it be?
An artists' haven in the centre of town.

- Key Proposals:
- a. Medium Term: Redevelopment of arches into artists' studios. Create temporary market within alley / facing onto car park behind. Studios to provide both workspace and retail opportunities for independent creative industries with occasional events or markets to be held in car park to improve footfall and interest.
 - b. Medium Term: Utilise the top of viaduct for additional temporary works space and urban park. Foot bridge over road creating alternative path to Bath Street / High Street junction
 - c. Medium Term: New residential led development on car park site. Creative studios could be extended into car park site. 2nd storey added to create permanent link to urban park on upper level of viaduct
 - d. Long Term: Site currently underutilised, unsightly and lacks active frontage. New high density, mixed-use development to complete urban block



Deptford Market Yard, London

Renovated historical railway arches next to Deptford station into 14 new independent retailers. The project includes renovating the railway track above into a linear park and access route to the residential development behind



Makespace studios

Make Space Studios utilised the previously vacant space on top of the redundant railway tracks near Waterloo Station, providing affordable studio space for creatives in a central London location.



Artists' Yard

Alleyway between railway arches to include artist work and colourful street furniture



7. Althorpe Street Area

Social Exchange

Where is it?
Althorpe Street to Grand Union Canal

Who owns it?
The site is privately owned

How big is it?
Site area circa. 10250m2

What could it be?
A unique canal side development which offers workspace and recreational amenity space for young creatives.

- Key Proposals:
- a. Medium term: Existing warehouses re-purposed into creative workspace and supplementary uses i.e. Breweries, artist studios etc. Open up existing yard space to form a central shared space for the creative community.
 - b. Medium term: Demolish low density canal side buildings to create direct access to the canal from Althorpe Street. Create linear park along the water front. Off set loss of workspace by building new 5 storey offices on corner site.
 - c. Medium term: Building new community, cafe and bar spaces along canal to activate park and create social amenity spaces for new workers.
 - d. Medium term: Demolish newer additions to existing sheds and add higher density infill to better define a new public space and offer higher quality workspace and amenity space. New public square connects existing warehouse to canal side development creating a pedestrian plaza for community events and interventions.
 - d. Long term: Continue to densify site by demolishing 1 storey warehouses and infilling site with mixed use residential / commercial development projects.



Baltic Triangle Liverpool: Creative & Digital Quarter

Baltic Creative CIC was established in the Baltic Triangle in 2009 to offer a new development model, investing in diverse spaces that catered to the Liverpool's booming creative and digital sector. Previously derelict or underutilise warehouses have been refurbished for creative and digital businesses and supporting amenities.



Here East, Stratford: Social Exchange

In the Olympic Park 1.2 million sq. of space for London's creative and digital industries has been developed including a canal side park and social hub hosting bars, restaurants and coffee shops.



Carriage Works, Swindon.

Co-working office space in refurbish industrial warehouse by Metropolitan Workshop





8. The Old Post Office

A Design Hotel in the Old Town

Where is it?

The Post Office sits on the south bank of the River Leam and has a prominent location facing onto Jephson Gardens. It is boarded by Victoria Terrace to the west and Priory Terrace to the south.

Who owns it?

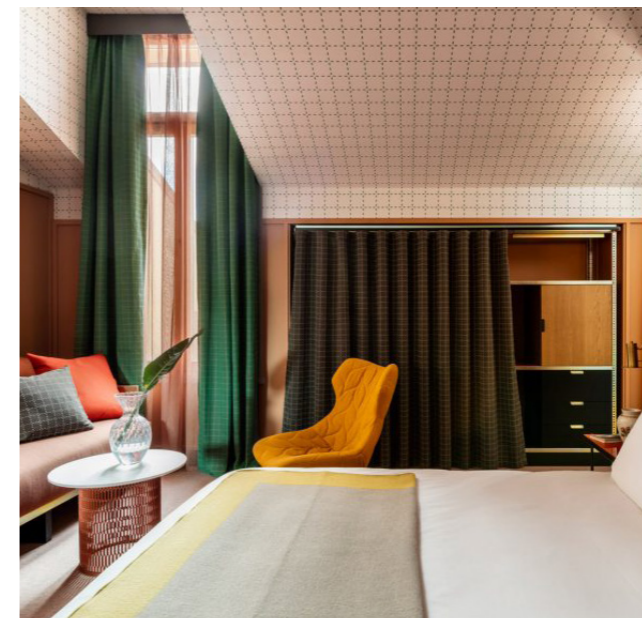
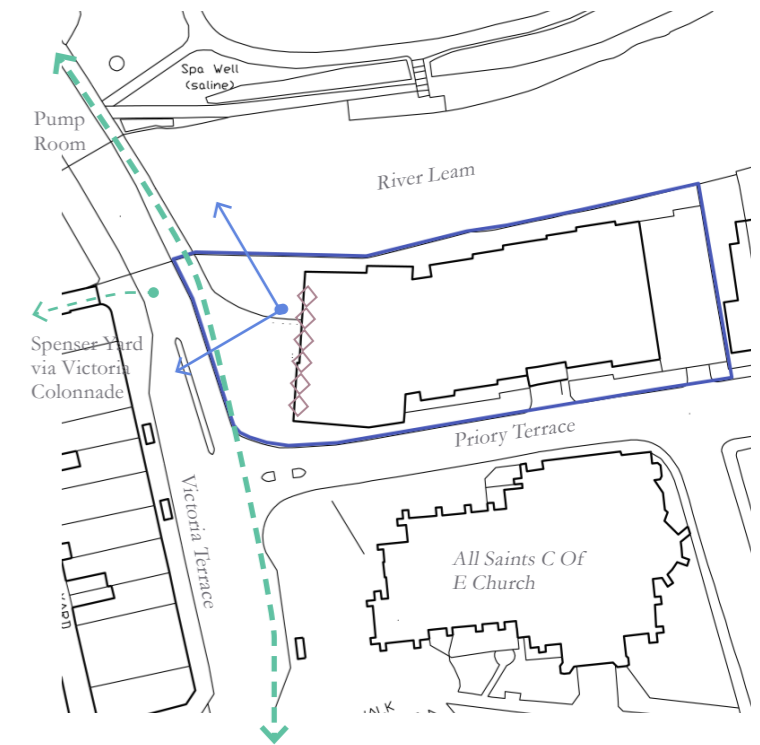
The Post Office is not currently owned by Warwick District Council but is up for sale.

How big is it?

Site area circa. 3400m²

What could it be?

A new unique Design Hotel which builds upon the historic building fabric and prominent river side location. The hotel could include a lobby bar or restaurant at ground floor, utilising the public square to the west, activating the street and taking advantage of view to the river, Victoria Colonnade and Pump Rooms.



Room Mate Giulia, Milan by Patricia Urquiola



Arlo Hudson Square Hotel, New York by AvroKO

Masterplan Proposal

Leamington Spa Creative Quarter

3. Town Hall

Creative Enterprise and Educational Facility

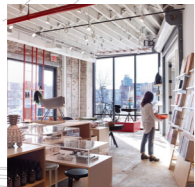
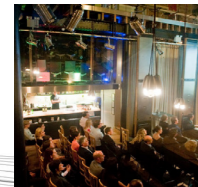


2. The Royal Pump Rooms

A Civic & Cultural Destination

1. Victoria Colonnade & Spencer Yard

A Hub for the Tech & Digital Industry



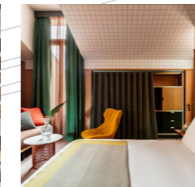
6. Bath Place Carpark

Artists' Yard



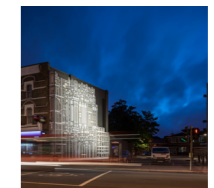
8. Post Office

A Design Hotel in the Old Town



5. Bath Street

Creative Quarter Wayfinding



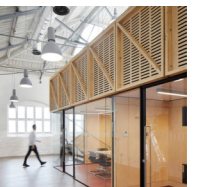
4. Court Street Carpark

Creative Grow-On Workspace



7. Althorpe Street

Social Exchange





Metropolitan Workshop LLP
14-16 Cowcross Street
Farringdon
London EC1M 6DG

www.metnetwork.co.uk

T: 020 7566 0450
E: info@metnetwork.co.uk