



Leamington Spa Creative Quarter: The Big Picture

February 2019

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Leamington Spa Creative Quarter: The Big Picture

A vision for regeneration, a motivation for change and a catalyst for new opportunities

The Ambition

- Regenerate and breathe new life into the Old Town of Leamington Spa whilst enhancing the economic development of the new town and joining up the two distinct areas.
- 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.
- Position the stakeholders to take advantage of the opportunities as they present themselves in delivering the vision
- Create a framework that fosters inward investment in the cultural and creative sector and the built environment

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. Four key priorities for Leamington'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 grow-on space for gaming and digital businesses; nurture creative talent and support new and existing pathways into creative careers within the broadest definition.
- 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.

What is the 'Leamington Creative Quarter Big Picture'?

This document sets out how the Creative Quarter could become a dynamic and distinct destination and attraction for the district. As an illustrative plan, it:

- Is aspirational. It aims to show how a vibrant environment can be created to support the creative sector, in its broadest terms, to thrive.
- Targets specific requirements that have been identified as part of a significant, ongoing consultation process. Whilst targeting specific requirements, this document is designed to be high-level, leaving scope and flexibility for projects to develop and evolve as opportunities arise.
- Is a catalyst for change to support development partners and stakeholders to work collectively to deliver an ambitious range of projects.
- Seeks to inform and support investment and decision making within the area, leading to a unified approach to economic and physical regeneration.
- Does not determine at this stage the agreed, determined or defined use of any of the key buildings within the area. However, it does offer some potential ideas for consideration, showing what the collaborative direction of travel should be (see Appendix 6). Each individual project will be the subject of further analysis, planning applications, feasibility studies and consultation as appropriate
- 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.
- Concentrates on the uses of buildings and spaces and how these could work together for the creative community. It purposely does not focus on the infrastructure required to support these ideas; these would be determined by the

relevant statutory authorities as detailed plans emerge.

- Warwick District Council and its partners are supporting the delivery of a range of infrastructure measures which will support the Creative Quarter, including through the Community Infrastructure Levy and County Council-funded transportation improvements. It will be important that as proposals are developed these are designed to reflect and respect this vision for the Creative Quarter.

Collaboratively, we have begun, and will continue 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.
- Explore how the publicly owned assets can best support the regeneration of the Creative Quarter, and, where possible, act as a catalyst for future regeneration; (examples of such projects are detailed in Appendix 6). A business case and risk analysis for all developments will be brought forward for future approval, detailing funding arrangements and any changes to ownership (e.g. leasehold arrangements, peppercorn rent agreements, freehold disposal, market rent, sale at market value, joint venture, etc.).
- Identify what else needs to be done in a broader sense to support our creative economy.
- Establish the viability and deliverability of regeneration projects to be brought forward in a coherent manner.



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.



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So, what is a Creative Quarter?

A Creative Quarter offers an environment that allows creative industries the opportunity to start up, grow and thrive. A Creative Quarter should be supported by a mix of sustainable, independent businesses, artisan food and drink producers, unique shopping and an exciting and varied cultural programme, making it a great place to work, to live and to enjoy! Starting to change this area of Leamington to create a successful Creative Quarter should lead to increased businesses investment, to commercial growth, and to new opportunities for physical and economic regeneration.

We have taken much inspiration from looking at other creative places in the UK; a few examples are listed below.

- Nottingham Creative Quarter:
<https://creativequarter.com/>
- Deptford Market Yard (a collection of independent shops, artist studios and event space):
<http://www.deptfordmarketyard.com/>
- Altrincham Market (food market that some say has independently saved Altrincham's failing high street!):
<http://www.altrinchammarket.co.uk/>

Why do we need a Creative Quarter, and who is it for?

First and foremost, the Creative Quarter is for the creative industries.

As of 2015 the Department of Digital, Culture, Media and Sport (DCMS) definition recognises nine creative sectors, namely:

- Advertising and marketing
- Architecture
- Crafts
- Design (product, graphic and fashion design)
- Film, TV, video, radio and photography
- IT (gaming, software and computer services)
- Publishing
- Music, performing and visual arts
- Museums, galleries and libraries

Leamington itself is home to over 1,500 creative businesses, employing over 7,000 people. Software and digital companies account for half of this, with artists, makers, theatre practitioners, musicians and others making up the other half.

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. This 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.

However, this is not currently well-known.

Leamington Spa's current reputation is currently one of a beautiful, predominantly 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.

Its cultural calendar boasts some fantastic events, such as Leamington's Art in the Park which attracted 40,000 visitors and has an economic impact of £600k, generating around £1.78m of economic activity in the area, a successful music scene ranging from gigs at The Assembly to classical concerts in The Town Hall, a full programme of independent theatre productions at The Loft and, more recently, 'Interactive Futures', a national expo attended by 1720 people, showcasing the latest developments and opportunities in the gaming industry. It is within this setting that the creative cluster 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.

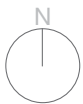
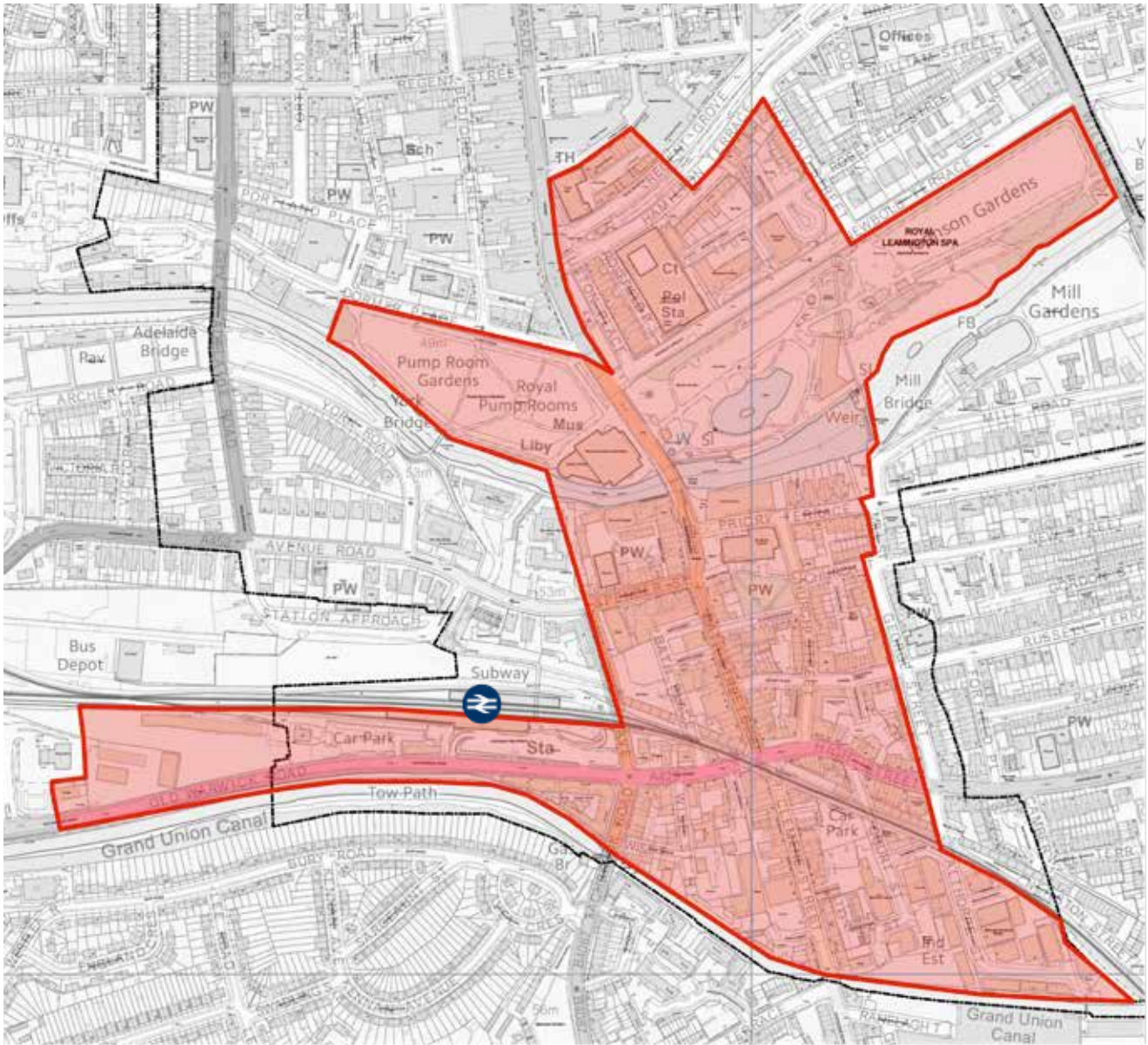
Creative industries need to keep the creative juices flowing in their staff, and are introducing ideas ranging from office 'play space' to relocation from the business parks of the 90's to the inner urban fringe. Creative people spark creative thought in others, whether it is through street art or a chat in the local bar or café. Buildings in Old Town are less uniform and offer more opportunity to create the raw and urban feel they are looking for. 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

triple A studios such as Sega HARDlight, Playground Games and Ubisoft Leamington are just to the north of the River Leam and smaller companies occupy premises in Old Town. 100's of artists are based here supported by such organisations as Leamington Studio Artists and Art in the Park, and the music scene is thriving with a higher than average number of choirs and orchestras all feeding in to create a really mixed and eclectic creative community.

Much of this activity is not very apparent in the town. 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 ones already thriving in the town.

But you don't have to be a "creative" to benefit from this; plans will enhance the town's cultural offer for everyone, with potential for more events and exhibition space, live performance venues and wider cultural activity for all ages. New and exciting public spaces could host a mix of festival, markets and casual meet-up spaces. There will be opportunities for Voluntary and Community organisations to benefit from these plans. In fact, including these groups within the proposals will be an integral element of the ongoing success of the Creative Quarter.



Leamington Spa Creative Quarter: The Big Picture

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Increasing visitors and 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 even more important.

And finally, Coventry City of Culture will take place in 2021, providing opportunities for cross programming and showcasing local creative talent, and 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.

Where is the Creative Quarter?

The Creative Quarter 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. These two buildings are a useful and valuable opportunity to link the Creative Quarter with the north side of the town, bridging the area across the river.

The area defined includes several 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 in the future or be developed by other landowners.

Consultation

To start shaping and developing this illustrative plan, CDP have consulted with a range of local stakeholders including the local creative communities, District Councillors, Town Councillors, WDC Planning Department, local business owners, local land and property 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.

A first draft of this document was taken to public consultation from 1st December 2018 – 21st January 2019. This consultation was completed via an online questionnaire and various public forums and presentations. Statutory bodies were also invited to comment. A total of 267 responses were received online and a further 200 attended one of the different public events, submitted comments via email or via post-it notes on the public boards or in person.

This consultation, along with desk research and study trips, informed some of the essential and desirable projects that the Creative Quarter needs to deliver, and led to the production of an initial draft of this illustrative plan. The key projects for the Creative Quarter are detailed below. A commentary on the differences between this, and the initial, documents are detailed in Appendix 1.

Key Projects

Workspace

- New 'grow on' space for businesses that are expanding
- Medium sized office space for potential new businesses
- Start-up office, studio and co-working space for small businesses, artists and makers is also needed, but it is important that these spaces have the aesthetics and are reflective of the businesses they accommodate. Considering rental prices for these units is vitally important.

Public Art

- Thought provoking and innovative public art that defines the unique characteristics of each area of the town.
- Artist and sculpture trails, colourful street furniture and signage reflective of the creative industries, bringing to life the existing urban fabric while respecting the local design tradition.

Wayfinding and Signage

- A wayfinding strategy needs implementing to reinforce and develop new pedestrian links to the train station, canal, river, parks and other key attractions.
- Linking the canal, cycle paths, bus and walking routes, encouraging more sustainable travel options.
- These key destinations should be better signposted and the station should be more welcoming.

Community Space & Public Squares

- Multi-purpose, flexible community space(s)
- A venue suitable for live performance, particularly music as Leamington has many choirs and orchestras
- 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.
- Opening the canal side corridor with vibrant active use.



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Timeline

The collaboration agreement between Warwick District Council and Complex Development Projects lasts for 10 years, up to 2028, with the option to extend for a further 5 years if mutually agreeable and beneficial.

Many of the opportunities that may arise as part of the Creative Quarter regeneration are likely to be long-term projects, taking many years to see through to fruition.

This document will enable partners to advance individual elements as opportunities present themselves,

It is important that there is no fixed timeline in place detailing when specific projects may be delivered.

It is incredibly difficult to predict what opportunities may arise during a large-scale regeneration scheme such as this. New opportunities for funding, land or property acquisition or business investment may arise at any time, and priorities may shift with the changing landscape of the economy. This document must allow for as much flexibility as possible, so that any opportunities may be taken as and when they present themselves.

As stated in the collaboration agreement, the need to maximise flexibility has been recognised by including the option to change the 'red line' / agreed geographical area for the Creative Quarter, should new opportunities arise or priorities shift in the future.

This document will be approved as Supplementary Planning Guidance and as such will need to be read alongside the Local Plan for Warwick District and, in due course, the Leamington Neighbourhood Plan. It is designed to provide a high-level, overarching ambition and vision for this area of Leamington and is to be used to create a unified and collaborative approach to regeneration.

It should be noted that whilst this document should seek to deliver on all the key projects detailed above, whether they are delivered by CDP or anyone else, each project will need to:

- Be assessed on an individual, case-by-case basis
- Find a suitable and appropriate location
- Undergo additional consultation with relevant stakeholders

- Be fundable and financially viable
- Pass through all relevant planning procedures
- Be in keeping with the overall ambition and vision of the Creative Quarter
- Be mindful of the other priorities, properties and opportunities that may arise within the Creative Quarter

Key Development Opportunities

WDC, CDP and our Architect partners Metropolitan Workshop and Bryant Priest Newman, have identified initial key sites that could offer development opportunities within the Creative Quarter.

These sites are as follows:

- Spencer Yard
- United Reform Church
- The Royal Pump Rooms
- Town Hall
- Court Street (including Stoneleigh Arms)
- Bath Street and Bath Place Car Park
- Althorpe Street Area
- Old Post Office

Following visual inspections, 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, a review of Leamington Spa Conservation Area Report, the 2011-2029 Local Plan, and relevant Supplementary Planning Documents, these key sites have been analysed according to building use, ownership, and routes around the town that could link them together. This analysis is shown in Appendices 1, 2 and 3.

Visualisation of Leamington's Creative Quarter

Taking the consultation, key projects and key sites into account, all detailed above, the map below shows one potential visualisation of the Creative Quarter as a whole.

The objective of this map 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. This is just one potential approach and should not be taken as a definite.

Whilst hypothetical at this stage, this aspirational illustration should help to:

- Stimulate interest and engagement with the local community
- 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
- Unify the Creative Quarter regeneration area
- Articulate a narrative for the area as a whole in terms of its future development, taking into account stakeholder aspirations

Further potential ideas for each of the key sites can be found in Appendix 6.

Town Hall

Civic Building



The Royal Pump Rooms

A Civic & Cultural Destination

Victoria Colonnade & Spencer Yard

A Hub for the Tech & Digital Industry



Bath Place Carpark

Artists' Yard



Illustrative Map

Leamington Spa Creative Quarter

Post Office

A Design Hotel in the Old Town



Bath Street

Creative Quarter Wayfinding



Court Street Carpark

Creative Grow-On Workspace



Althorpe Street

Social Exchange





Appendix 1

Commentary on the evolution of Leamington Creative Quarter: The Big Picture

- The name of this document has changed to reflect the high-level, aspirational flexible nature of the plan that has been presented. It is important to have a collaborative vision for regeneration in this area, and to indicate an overall direction of travel, but it is also important that the plan at this stage is not limiting the ability for partners to respond to any opportunities as and when they arise. The term “Masterplan” was not reflective of this document, and as such it has been renamed to “Leamington Creative Quarter: The Big Picture”.

- The format of this document has changed to reflect some comments that it was a lengthy document which needed some simplification on the aims and objectives. This has led to a redrafting but not changes to the sentiment or ethos.

- The public consultation showed that the area of greatest concern for local communities was the Riverside / Adelaide Road development. There was significant concern about the future of existing community organisations in Clublands (The Ahmadiyya Mosque and LAMP); the proposed Council HQ relocation (now on short-term hold) is also a cause for concern for residents, making any additional proposed developments here even more challenging. Based on the feedback received, The Riverside/ Clublands area has now been removed from the Creative Quarter area. However, it may be that the Creative Quarter area is extended again in the future, as we will

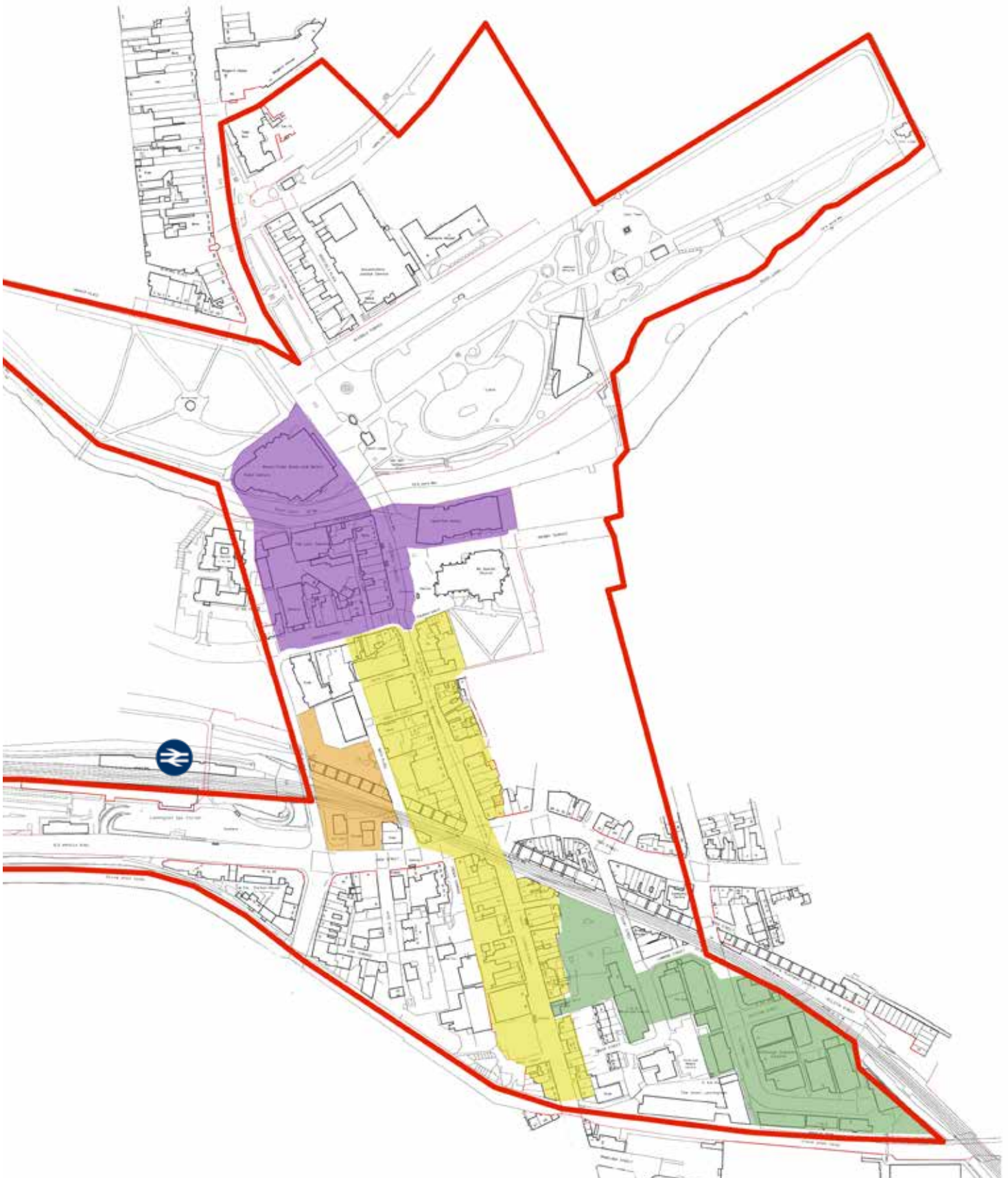
continue to work with the organisations based here to explore how the Creative Quarter might assist their long-term progression and development plans. It should be noted that in removing Riverside / Adelaide Road from the Creative Quarter area, we have lost the potential cross-subsidy opportunities that this area may have provided.





- The public consultation highlighted a desire to include the whole of Jephson Gardens, home of Art in the Park and East Lodge, which is used by Leamington Studio Artists, within the Creative Quarter area.

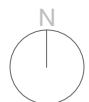
- After careful consideration by WDC and CDP, the Town Hall has been retained within the Creative Quarter area, given its key strategic location and its ability to act as a link between the north and south sides of the town. However, in reflection of the feedback received, no specific proposals will be developed for the building until the two, local Councils currently occupying it have determined their future priorities for continued civic use at this location. Any alternative or additional uses would need to be complimentary to any continued civic use.

- All other key sites will remain within the Creative Quarter area and will undergo further investigation regarding potential future use. In addition, we will be investigating new sites with a focus on the canal side/river side corridor, which was identified as an area of interest in

the public consultation. New sites in this area will be investigated as and when opportunities arise, and may give an opportunity to replace the cross-subsidy opportunities that have been lost in removing Riverside / Adelaide Road from the Creative Quarter area.



- | | | | |
|---|--|---|---|
|  | 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 |



“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.”

Appendix 2 Key Sites

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

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.

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; 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, deconsecrated church which is under council ownership but is currently unoccupied. Spencer 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 Spencer Yard.

Access to the yard is either via a side passage to the church from Spencer Street, or through the rear service yard of several 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 few 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;
- Suitability of some of the existing building uses.

The Royal Pump Rooms

The Pump Rooms is one of the most important historic and buildings in Leamington Spa in a key strategic position. It sits 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, Court Street Car Park, Althorpe Street and the Stoneleigh Arms

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. Most the buildings are occupied by light industrial uses, however there are a small number of



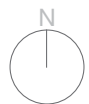
Robbins Well/Victoria Colonnade



Bath Place Car Park



Court Street and Stoneleigh Arms



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 several 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.

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 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, many retailers on Clemens Street, and a growing student population to the south along the canal.

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.

Althorpe Street is already occupied by a handful of creative industries and has the potential for frontage onto the Grand Union Canal. The repurposing of existing building combined with new build intervention could create a new hub for the southern side of the town.

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 Street

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.

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. The car park wraps around a supported living scheme – All Saints House. The car park could be developed in the future along with the short-term potential of fitting out the 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.

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.

FarGo Village, Coventry

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



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.





Appendix 3 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 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 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 be 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 several 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 several 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.

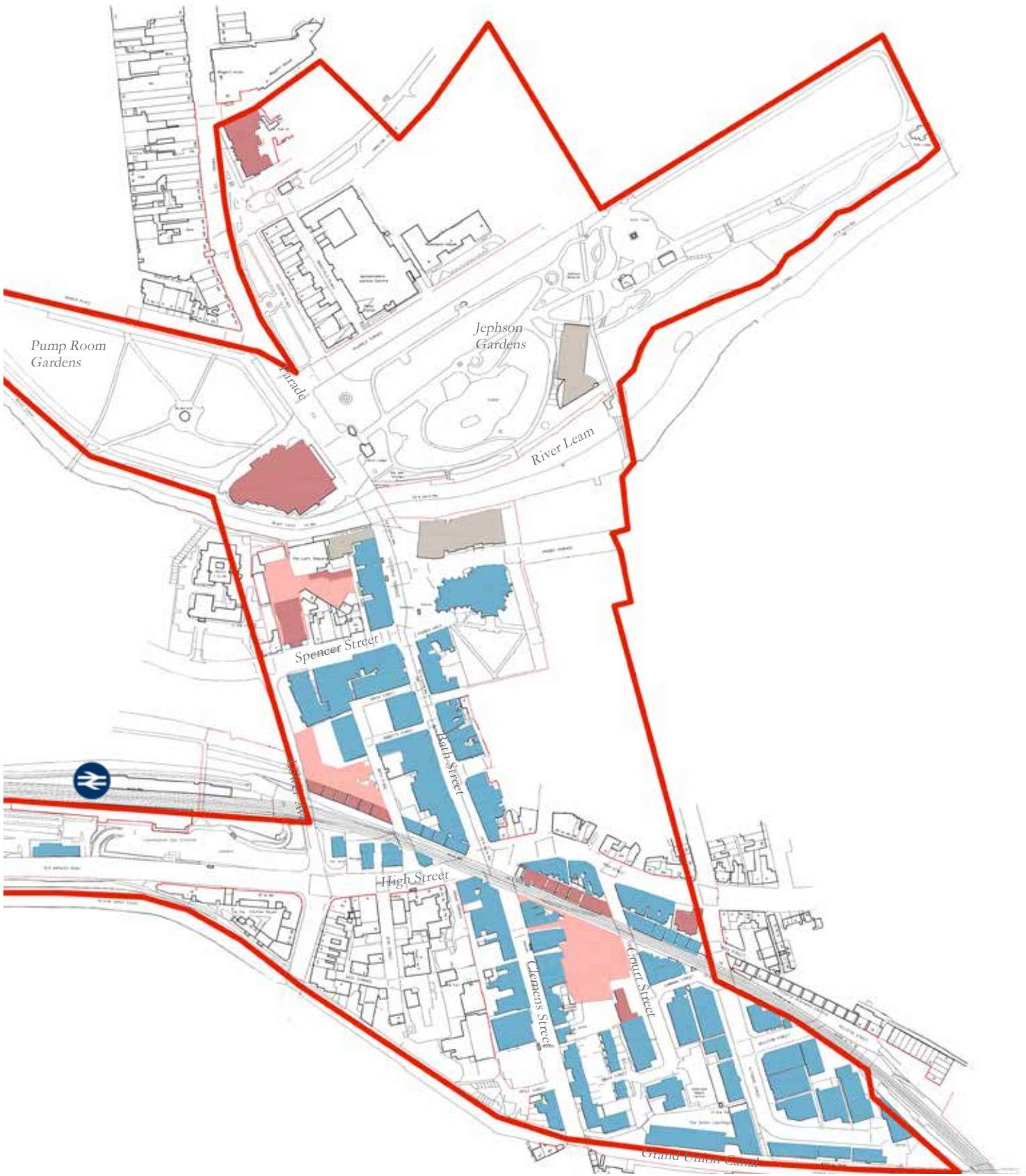
There are several dwellings around the industrial buildings along with Waterside Medical Centre, and more recently there has been an influx of student residential buildings, with one large hall of residence completed along the canal, another infill site under construction, and third large site on Wise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



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



Light industrial uses to the south of the railway line



- Buildings in the ownership or tenancy of WDC
- Land in the ownership or tenancy of WDC

- Target development sites not within the ownership or tenancy of WDC
- Not within the ownership or tenancy of WDC



Appendix 4 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.

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The study area includes many 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 in private ownership. The building 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 Place 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 several 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.

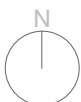
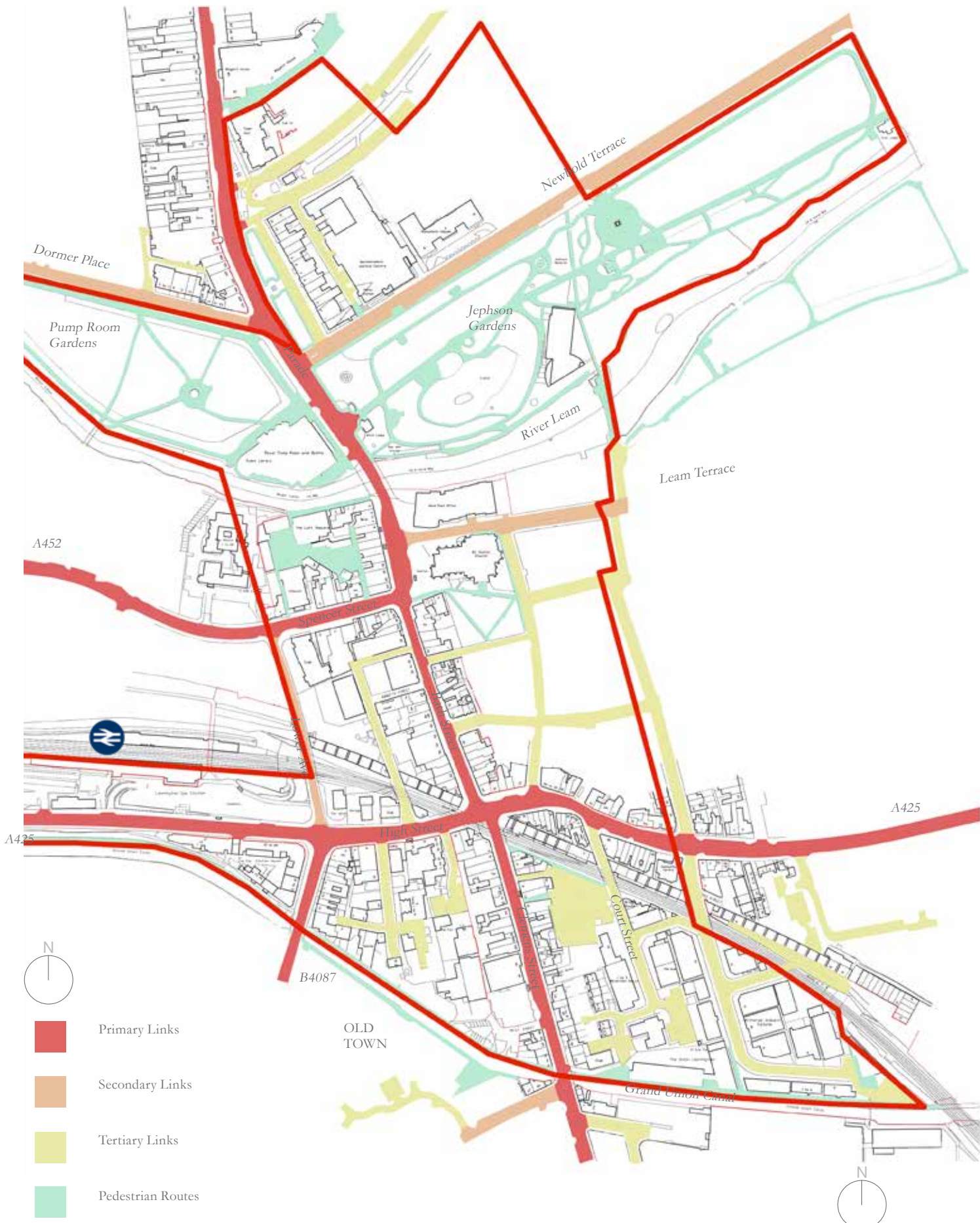


Council leased arches accessed or Court Street Car park



Council owned Spencer Yard

NEW TOWN



- Primary Links
- Secondary Links
- Tertiary Links
- Pedestrian Routes



Appendix 5 Routes

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.

The study area is dominated by key vehicles routes, Bath Street and the 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. 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 shop fronts 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. However, the area around Bath Street, High Street and Spencer Street also has the highest levels of air pollution in the town chiefly due to vehicle engines which must be recognised.

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 three lanes of traffic whilst the public realm has been marginalised with narrow pavements and street clutter. There is a lack of active frontage and shop fronts that do address the street appear poorly maintained. 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.

Clemens Street is an important secondary route connecting the Grand Union Canal to the old town. Currently some 3000 people per annum arrive by canal boat with no active signage that advises they are even in Leamington Spa. This route is ideal for regeneration with active shopfronts and creative businesses such as LOTT Bazaar and Procafeinate already established.

Tertiary Links: The main tertiary routes of interest are around the Court Street Car Park. As a predominantly industrial area 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.



Post Office

All Saints C of E Church

Victoria Terrace

a

Victoria Colonnade

River Laccan

d

b

Loft Theatre

Spencer Yard

United Reform Church

c

b

Appendix 6

Example proposals for key sites

The consultation and research process and the analysis of key sites have helped to identify many possible development interventions of varying scales. The following proposals are simply ideas for how buildings could be utilised to deliver some of the key elements of a Creative Quarter, identified earlier.

These examples 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 ongoing redevelopment (projects that require ownership issues to be resolved, occupier relocation, or large scale building).

6a. Victoria Colonnade, Spencer Yard & United Reform Church

A Hub for the Tech & Digital Industry

Where is it?

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 a post war brick building facing the river; 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, deconsecrated church which is under council ownership but is currently unoccupied.

Who owns it?

Warwick District Council / Victoria Colonnade 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.

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 majority are based north of the river, which may prove problematic when trying to drive new footfall to the southern part of town.

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

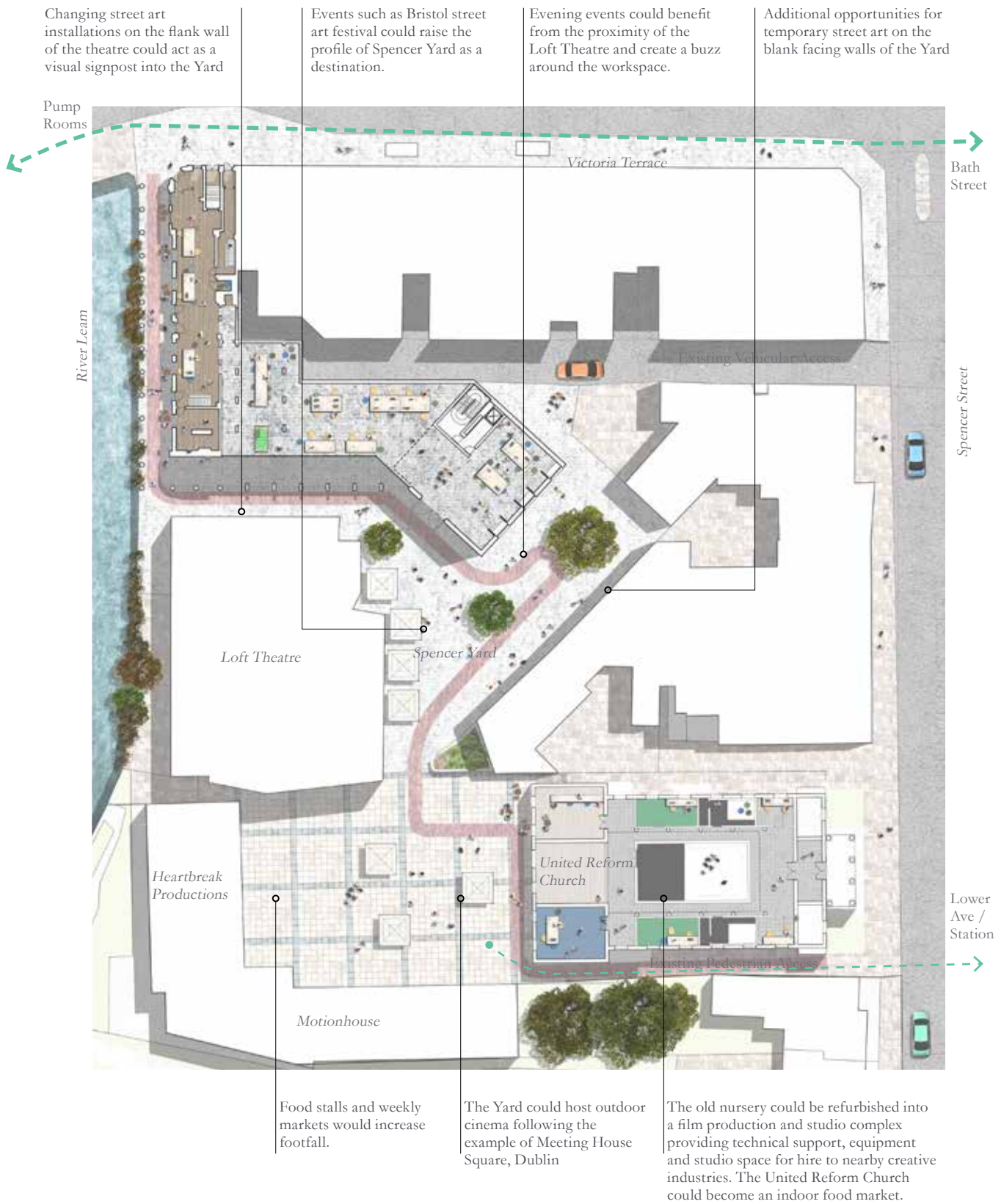
The Impact Hub is a 6000 sq. ft collaborative work and event space. The Impact Hub provides working space along with a global community for the residents to collaborate, network and partner. The Birmingham site has links to Amsterdam, Johannesburg, Singapore and San Francisco, offering possibly one of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





6a. Victoria Colonnade, Spencer Yard & United Reform Church

A Hub for the Tech & Digital Industry

United Reform Church

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 many 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).

The space would feature communal seating, perhaps even retaining the original tiered structures on the first floor / balcony area, and would be fully licensed for events such as themed indoor markets and private hires such as weddings.

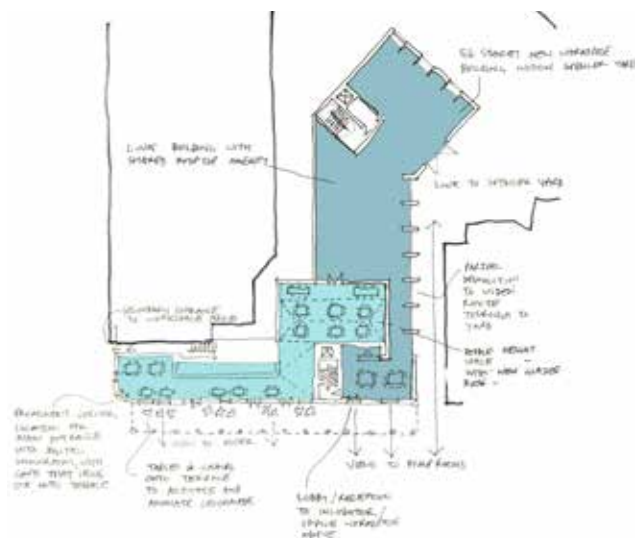
If the church were accessible from both sides, Spencer Yard would become a fantastic overflow space for complementary events, e.g. open air cinemas, or for additional seating space. Temporarily covered and heated for the winter, filled with deck chairs in the summer.

The redevelopment of Altrincham Market has had a significant impact on the area 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.

Alternatively, refurbishment of the space to turn it into a state of the art digital office space, as detailed above, for either an existing business in Leamington looking for additional or higher tech space, or a business new to Leamington looking to invest.

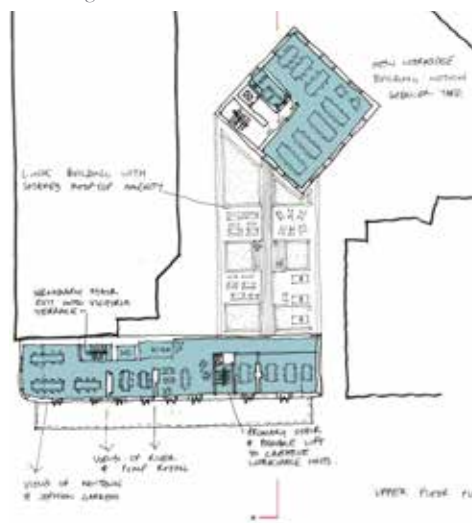
Ground Floor Sketch Plan

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



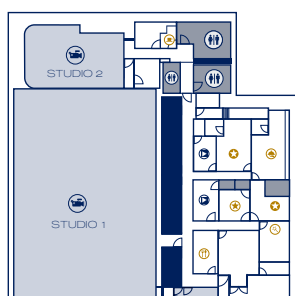
Typical Upper Floor Sketch Plan

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. Its largest studio is 5 metres high, which could be accommodated within the main church hall.





6b. The Royal Pump Rooms A Civic & Cultural Destination

Where is it?

Within Pump Room Gardens accessed off the Parade. The Royal Pump 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:

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.

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.

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.

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.

Long term: Investigate potential to 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. Please note If the Library were to move out of this building, it would have to be relocated somewhere else near the town centre. Making any changes to the use of this building will require significant partnership working with WDC and WCC and the viability of doing so would be considered before any decision is made.

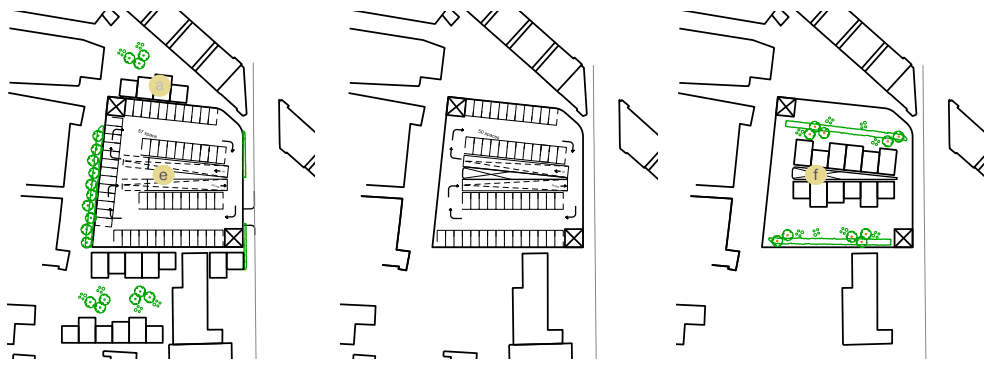
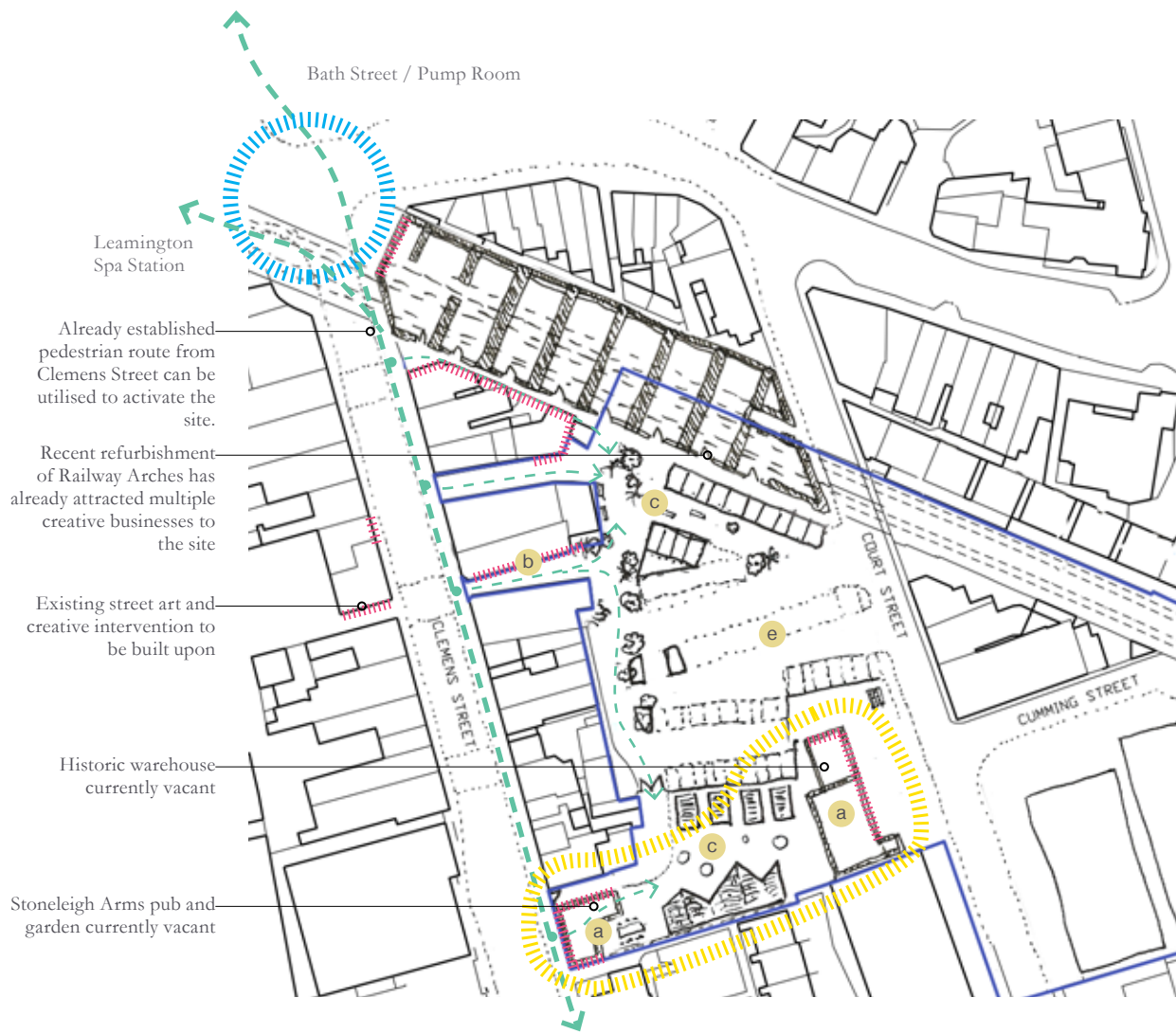
The Bluecoat Arts Centre, Liverpool

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





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.



6c. Court Street Carpark

Makers' Yard & Car Park with Workspace

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.

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.

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

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.

Blue House Yard: Creative Workspace

A redevelopment of an empty and underused site near 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.



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Alley art installation in Tipton, Indiana



Top: Zapiekanca Restaurant by MFRMGR
Bottom: Street furniture 'Intersections' by Izabela Boloz



Balham Public Realm Improvement and Artist Installations by Metropolitan Workshop

6d. Bath Street / High Street

Creative Quarter Wayfinding

Where is it?

The junction between Bath Street and High Street, below the rail bridge.

Who owns it?

Telereal Trillium and Blackstone Property Partners

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:

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.

Short term: Occupy vacant shop front with pop-up shops and rejuvenate existing shop fronts and signage.

Medium term: Improve crossing with traffic calming measures and additional lighting.

Medium term: Create access onto redundant railway tracks. Install temporary pavilion, creative works space and / or establish urban park.

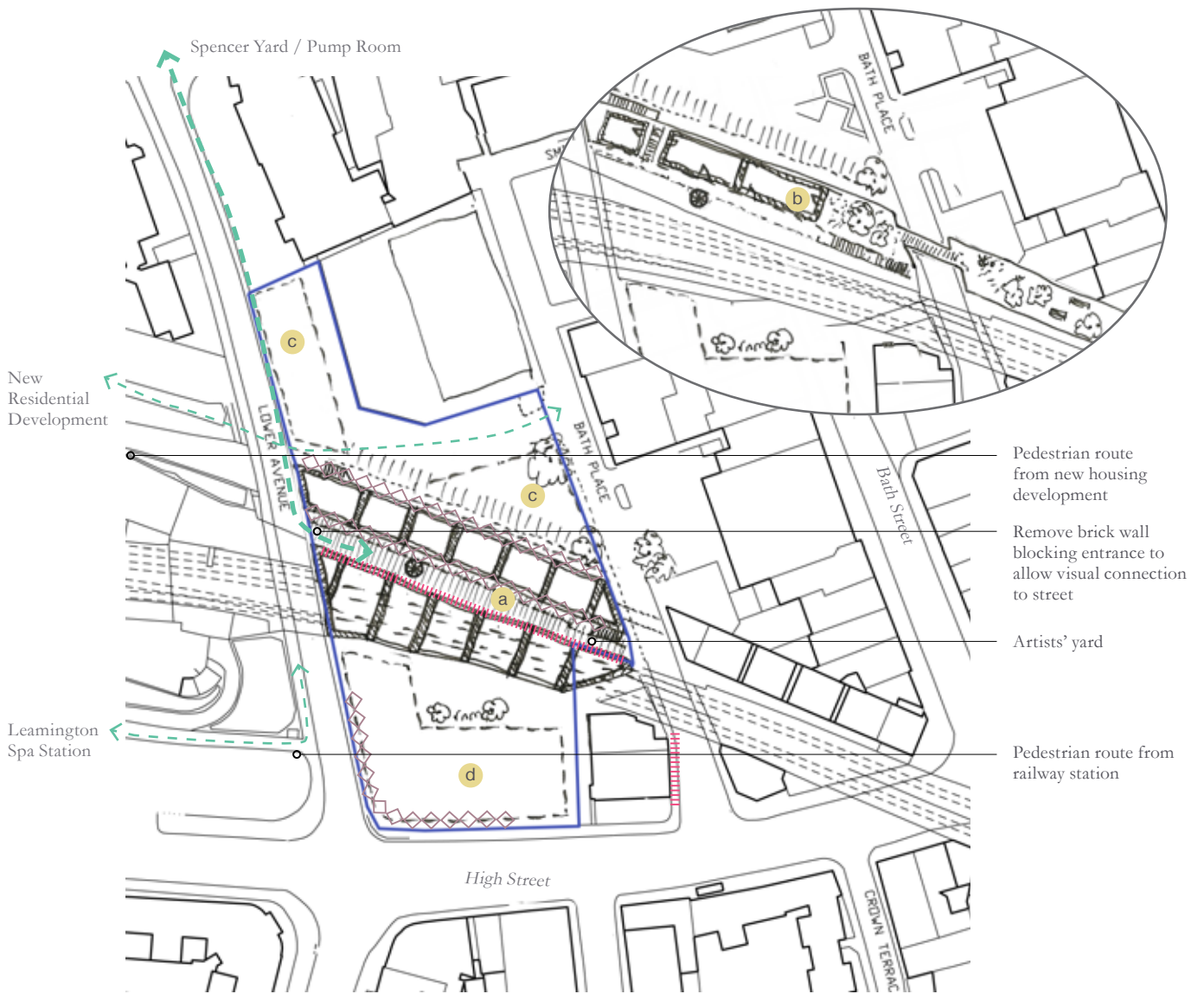
Bath Street / Clemens Street

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'

Bath Street and High Street

Artist's impression of creative wayfinding, with renovated shop frontages and improved public realm





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



6e. 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 Telereal Trillium and Blackstone Property Partners. The ownership of the car wash and Motoring Centre is unknown.

How big is it?

Site area circa. 4800m²

What could it be?

An artists' haven in the centre of town.

Key Proposals:

Medium term: Repurposing of 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. 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.

Medium term: Utilise the top of viaduct for additional temporary works space and urban park. Footbridge over road creating alternative path to Bath Street / High Street junction

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

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

Long term: Site currently underutilised, unsightly and lacks active frontage. New high density, mixed-use development to complete urban block

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.

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





Carriage Works, Swindon.
Co-working office space in refurbish industrial warehouse by Metropolitan Workshop



6f. 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 mixed use workspace, residential and recreational amenity space for young creatives.

Key Proposals:
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.

Medium term: Demolish low density canal side buildings to create direct access to the canal from Althorpe Street. Create linear park along the waterfront. Off set loss of workspace by building new 5 storey offices on corner site.

Medium term: Building new community, cafe and bar spaces along canal to activate park and create social amenity spaces for new workers.

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.

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.





6g. 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?

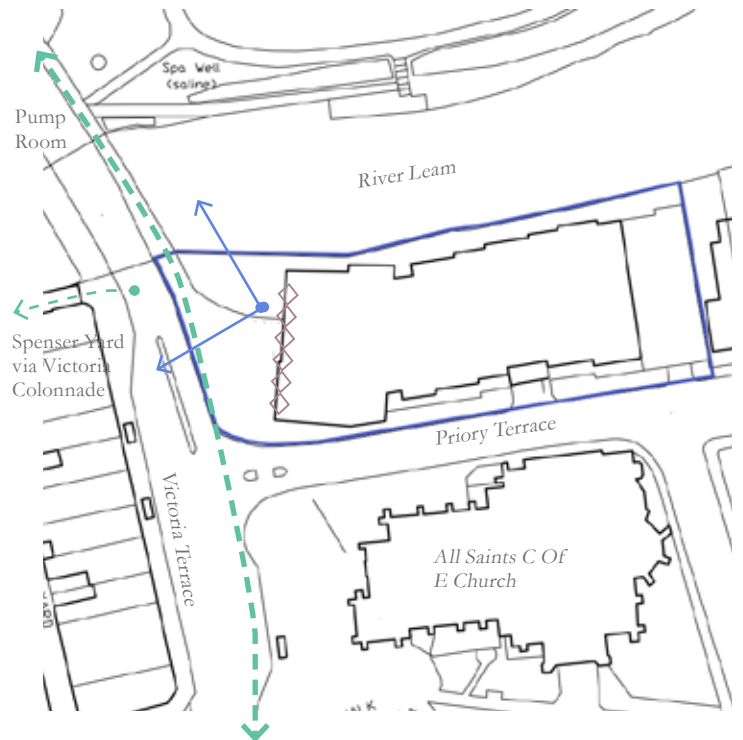
The Old Post Office is owned by Royal Mail and is currently used as the town's delivery office. The empty ground floor retail space is currently available to let

How big is it?

Site area circa. 3400m²

What could it be?

Long term: A new unique Design Hotel which builds upon the historic building fabric and prominent riverside 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



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