

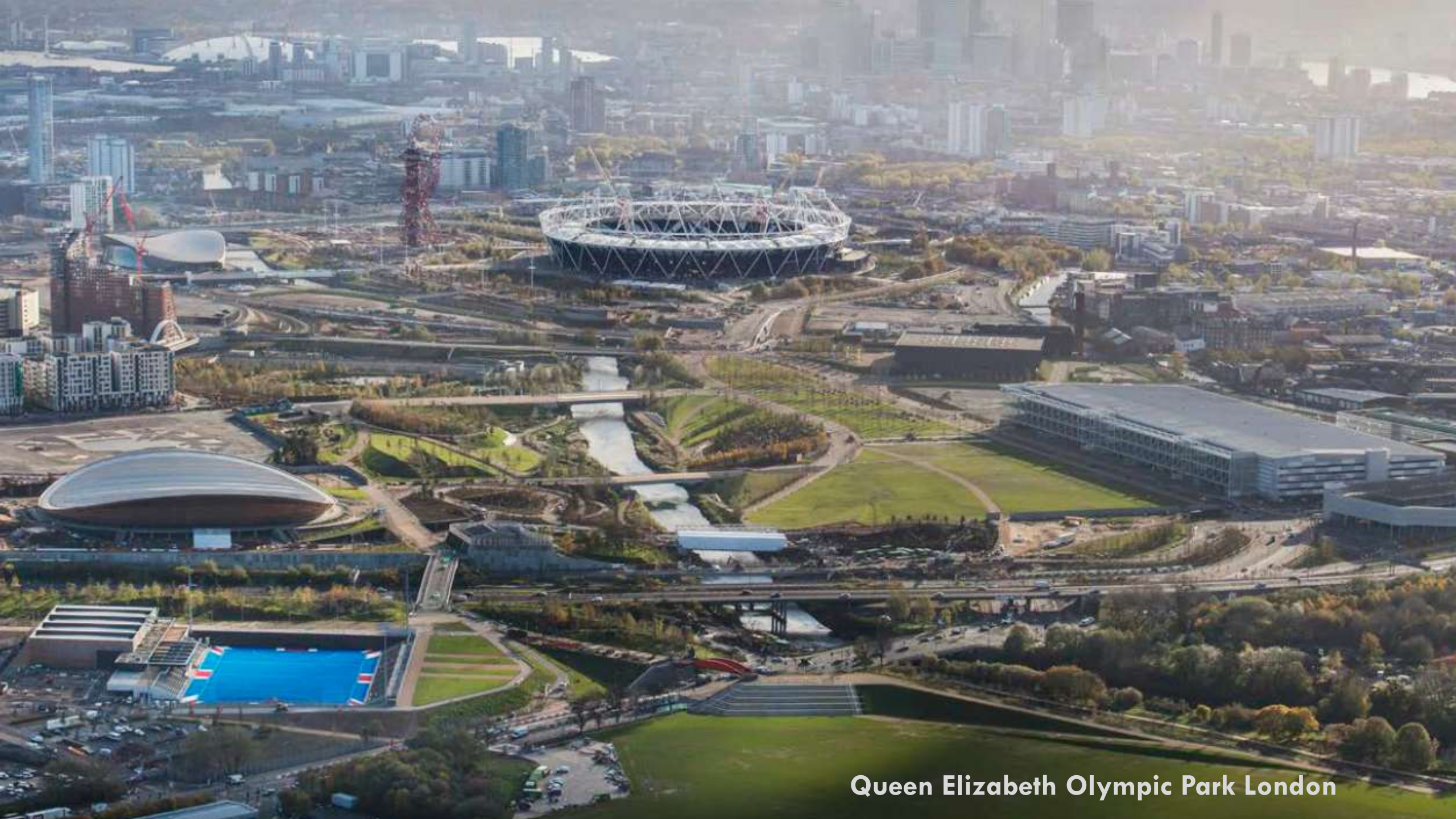


Royal Leamington Spa Annual Town Assembly Meeting 2024

Town centre vision refresh and Parade masterplan

- 
- **Urban designers, masterplanners planners and landscape architects;**
 - **200 people in 8 studios across the UK;**
 - **Independent and employee-owned;**
 - **Founded in 1979.**

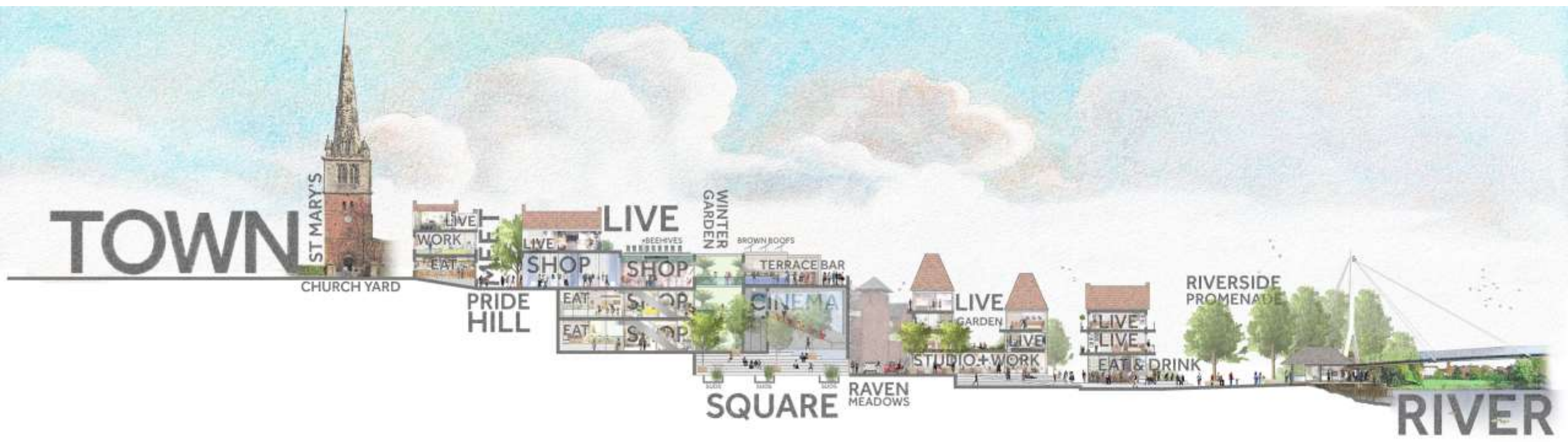
LDĀ DESIGN



Queen Elizabeth Olympic Park London



Shrewsbury Big Town Plan



Shrewsbury Big Town Plan – Smithfield Riverside masterplan



Shrewsbury Big Town Plan – Smithfield Riverside masterplan



TAXI
LP66 UZE

TAXI
LR11 DMF

Waterloo

That Square
PIZZAEXI
J77 UNK

Strand (2018)



Collaborative Vision



Strand (April 2023)



Strand (Oct 2023)



Alfred Place (2022)



**Princes Circus
Shaftesbury Avenue (Nov 2023)**



George Street, Edinburgh - now



George Street, Edinburgh - vision



George Street, Edinburgh - now



George Street, Edinburgh - vision



Grey Street, Newcastle today



Grey Street, Newcastle - vision



Broad Street, Oxford (2020)



Broad Meadow, Oxford (2021)

Parade, Royal Leamington Spa





MARCH 2018
A VISION

FOR LEAMINGTON TOWN CENTRE



LEAMINGTON
TOWN CENTRE FORUM

The Big Ideas

1. A thriving town centre;
2. A connected town centre;
3. Places to meet in our town centre;
4. Revealing Leamington's waterways;
5. A hub for creativity;
6. Enhancing Old Town.

MARCH 2018

A VISION

FOR LEAMINGTON TOWN CENTRE



LEAMINGTON
TOWN CENTRE FORUM

Trends and changes in Town Centres 2018 to the present

Leamington Town Centre

Leamington Town Centre



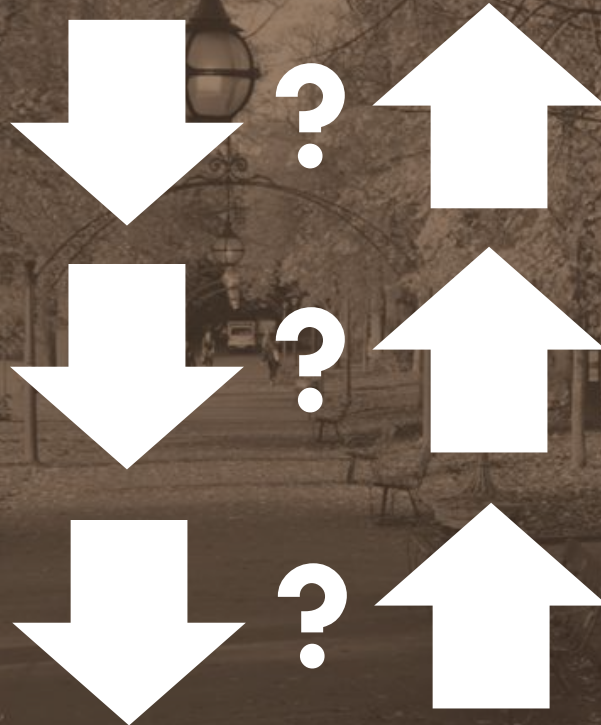
Town Centre Traffic



Town Centre Living



Town Centre Working



Trends and changes in Town Centres 2018 to the present

Leamington Town Centre

Leamington Town Centre



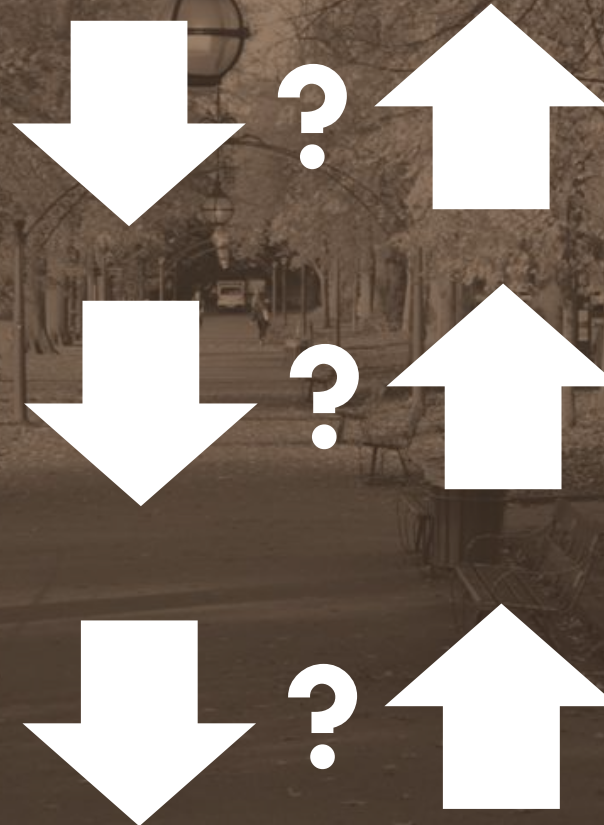
Visitors



Health Index



Town Centre Footfall



The Big Ideas

1. A thriving town centre;
2. A connected town centre;
3. Places to meet in our town centre;
4. Revealing Leamington's waterways;
5. A hub for creativity;
6. Enhancing Old Town.

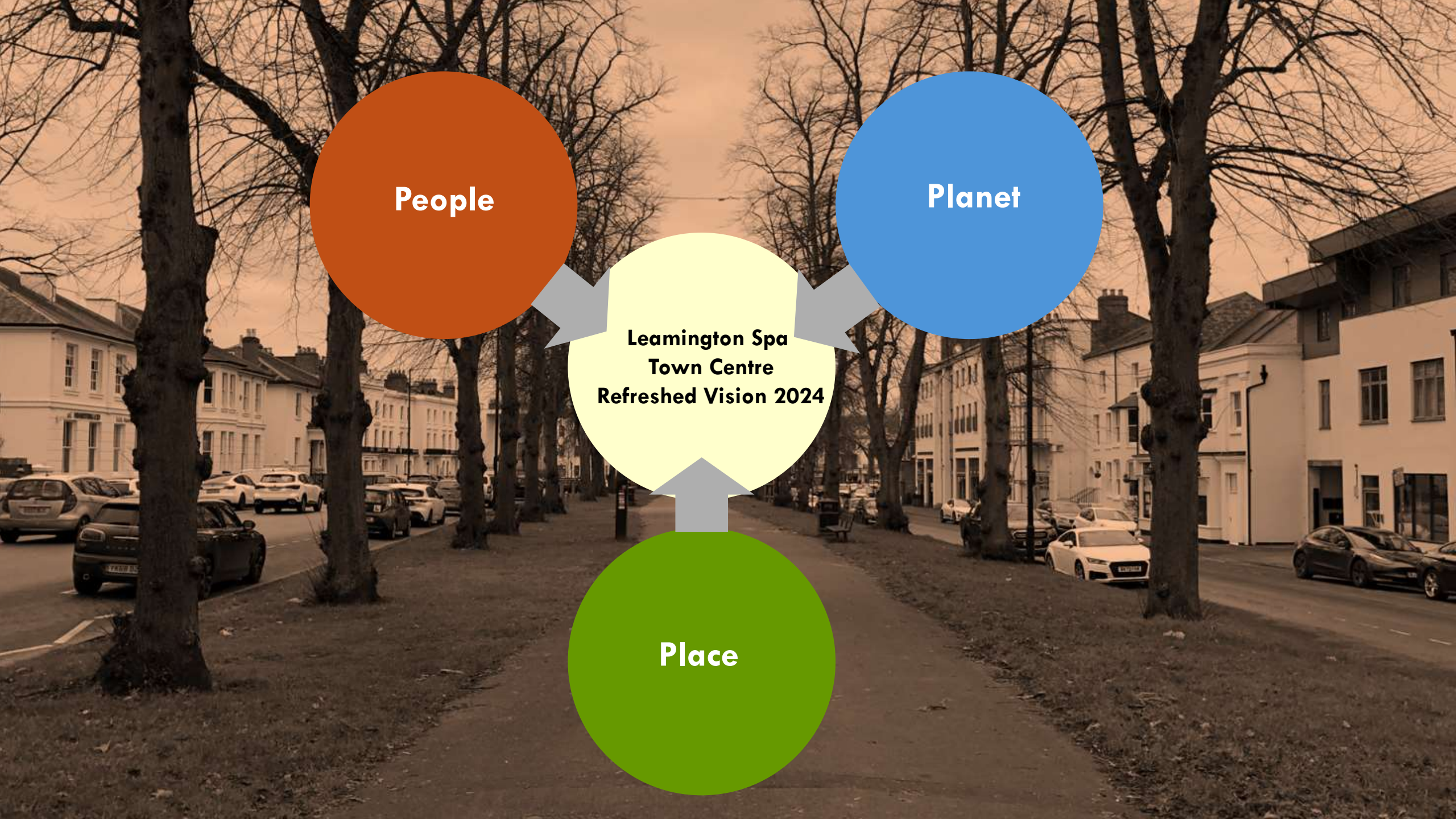
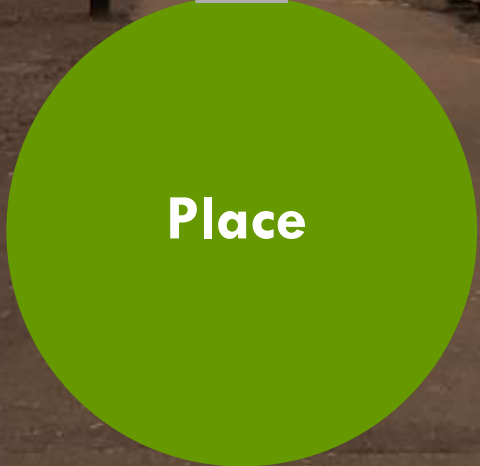
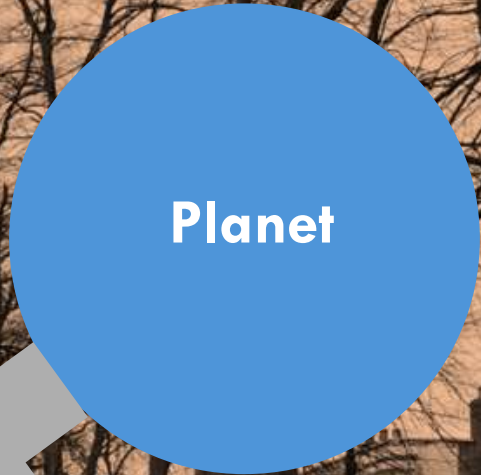
MARCH 2018

A VISION

FOR LEAMINGTON TOWN CENTRE



LEAMINGTON
TOWN CENTRE FORUM





1 A THRIVING TOWN CENTRE

Success is critical to an economically viable town centre. Leamington Spa is open to investment and our aspiration is to create an iconic town centre which is adaptable to 21st century change. Now, more than ever, we need a flexible approach to how we manage the evolution of our town centre. We will sponsor and support quality investments that ensure Leamington remains a destination of choice for residents and visitors alike. By carefully evolving the mix of retail, residential and working spaces, alongside food, drink, night-time and leisure activities; we will maintain a modern forward-looking Leamington that also values and protects its rich Regency Heritage.

Furthermore, we must recognise that this growth this will not happen everywhere and as some areas become more intensively used, others will become less so. Whilst we need to protect our town centre, we need to be able to assess and respond to new opportunities as they come forward. We need a flexible approach to how we manage change in the town centre.

OBJECTIVE

To develop and maintain a town centre that anyone working, living or visiting Leamington can enjoy; encouraging quality investments which look to the future and reflect our historical spa town heritage.



ACTIONS

1. CREATE and PROMOTE suitable ideas and opportunities for new shops, cafes, restaurants and leisure uses and to improve our public spaces.
2. IDENTIFY and SUPPORT investment which delivers appropriate and sustainable development sites within the town centre.
3. ACTIVELY SEEK OUT opportunities to capitalise on the town's heritage as a Spa.
4. DELIVER high quality developments on specifically identified sites:
 - Covent Garden Car Park site - currently proposed by Warwick District Council for mixed office, residential and car parking use
 - Chandos Street Car Park site - prime location and opportunity for retail/office/ residential/ car parking
 - Town Hall - new uses for this building will be required after it is vacated by the District Council
 - Creative Quarter - Changing uses of key buildings or development of opportunity sites identified within the Creative Quarter masterplan (see E below)
5. EXPLORE opportunities to improve digital connectivity within the town centre including the potential for adopting a "Smart Cities" approach (where the traditional networks and services are made more efficient with the use of digital and telecommunication technologies for the benefit of residents and businesses).
6. ENSURE that we have planning policies to:-
 - Support the continued mix of key town centre uses (shops, cafes and restaurants, offices, leisure uses, etc) whilst also being sufficiently flexible to respond to changing needs.
 - allow us to respond positively to those peripheral areas of the town centre, making it easier to attract investment.
7. ENSURE that our town centre is welcoming to visitors, that our facilities are well managed and that our services and events are promoted and coordinated.
8. SUPPORT and MANAGE the needs of the growing student population.

2

A CONNECTED TOWN CENTRE



The town centre is relatively compact and potentially easily walkable, however Leamington's history and development has created some challenges if we wish to create a truly accessible and well-connected town centre.

- The River Leam makes it harder to integrate the northern and southern parts of the town centre. More needs to be done to enhance existing river crossings and explore where new ones could be provided.
- Areas such as the railway station are not well connected to the rest of the town centre.
- More needs to be done to enable people to find their way around the town by car, on foot and by bicycle.

For those arriving by car, we need to make sure that there is enough parking in accessible locations and available at a reasonable cost to users. We must also ensure that the needs of car users are balanced with others (pedestrians, cyclists and those who use public transport) and that these needs are taken into account. Ultimately, it is important that car parking works for everyone who lives and works in the town centre, as well as for visitors.

Leamington has excellent rail connections to Birmingham and London, and benefits from its railway station being a "hub" station along this route with frequent services. It is important that the station continues to be able to perform this role to support all those who live and work in the town, as well as visitors.

OBJECTIVE

To ensure that the town centre is both accessible and navigable for everyone, and to ensure that the needs of pedestrians, cyclists, those using public transport and car users are met.



ACTIONS

1. CREATE a strong attractive pedestrian and cycle corridor between key locations, including between the station and the rest of the town centre, and between the north and south parts of the town centre crossing the river.
2. IMPROVE pedestrian and cycle signage and way marking throughout the town centre.
3. INCREASE provision of secure cycle storage within the town centre to promote increased cycle usage.
4. IMPROVE linkages between the Pump Room Gardens and Spencer Yard including, potentially, through provision of a new footbridge over the river.
5. IMPROVE connectivity and permeability when new development proposals come forward.
6. INVEST in town centre car parking including replacing the Covent Garden car park with one fit for future use.
7. ENSURE that on-street parking management is fair and works for the wider benefit of the town centre including the needs of visitors, businesses and residents.
8. IMPROVE signage to and from car parks including VMS (Variable Message Signage).
9. ENSURE that the operational needs of the station are met, including for car parking.
10. MANAGE the road network to control traffic speeds, reduce congestion and improve safe pedestrian crossings
11. ENCOURAGE modal shift to sustainable/public transport to reduce congestion, improve air quality and encourage active travel

Place ●

Place ●

Place ●

Place ●

Place ●

Place ●

Place ●

Place ●

Place ●

People ●

Planet ●





Stakeholder Engagement

Land Use:

- Better and more vibrant mix of uses
- Town centre focal point to learn, enjoy, upskill, share, network etc
- Attention to underused property -empty spaces
- Integrate retail, office and residential
- More housing in town centre –better use of upper floors, more quality
- New anchors to replace high street stores
- Respond to changing occupier demand

Stakeholder Engagement

Events and Activity:

- More space for events, festivals markets
- Spaces to enjoy culture
- More to attract visitors
- Making town centre more fun and child-friendly
- Creating a greater sense of community



Stakeholder Engagement

Climate:

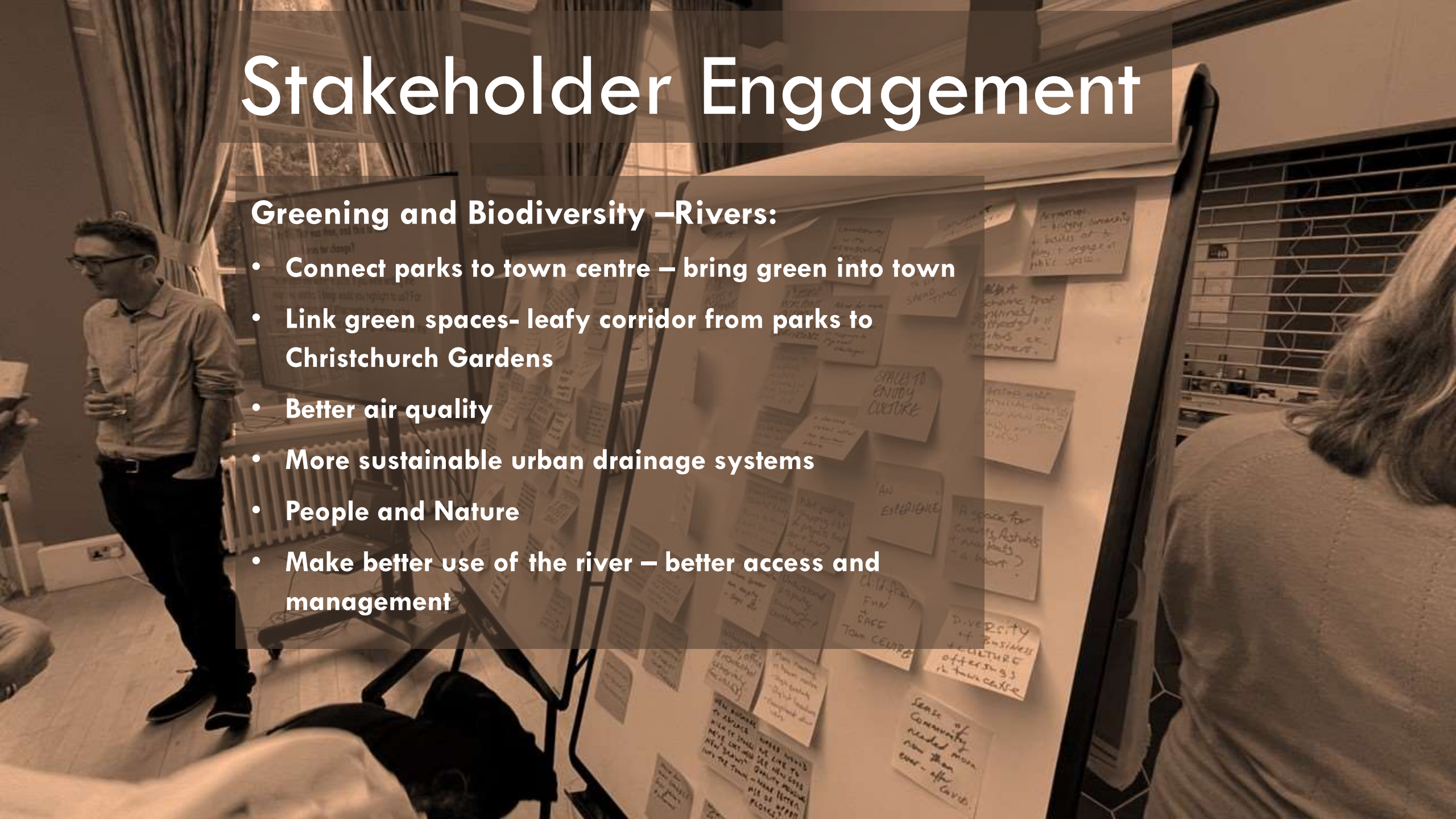
- More emphasis on climate resilience- how does town centre contribute?
- Stronger alignment with Net Zero and Climate Action Plan
- Flooding – work with it rather than resist it



Stakeholder Engagement

Greening and Biodiversity – Rivers:

- Connect parks to town centre – bring green into town
- Link green spaces- leafy corridor from parks to Christchurch Gardens
- Better air quality
- More sustainable urban drainage systems
- People and Nature
- Make better use of the river – better access and management



Stakeholder Engagement

Movement and Access:

- **Healthy Streets- stop through traffic**
- **Safe travel choices**
- **Greater emphasis on walking and cycling**
- **Places to stop and rest**
- **Reduce the influence/impact of motor vehicles**
- **To create a more inclusive and accessible space for people with disabilities**
- **Optimizing deliveries and service access in the town centre**

People

Get more people living and working in the town centre

Activities and events – more reasons to Parade

A healthier town centre – welcoming and nurturing for everyone – People's Spa

Planet

Meeting Net Zero Carbon Targets 2030

A Town resilient to extremes - flooding, urban heating

A greener, more biodiverse town

Walking and cycling first

Leamington Spa Town Centre Refreshed Vision 2024

Celebrating the town's remarkable historic structure and fabric-great streets

Make more "people places"

"Leamington Test" where the new must match the quality of the old

Place

People

Place

Planet



JOINING UP AREAS DIVIDED BY ROADS

Critical need to address deprivation of the Area - the spine of the town centre

OPPORTUNITIES FOR ACTIVE TRAVEL



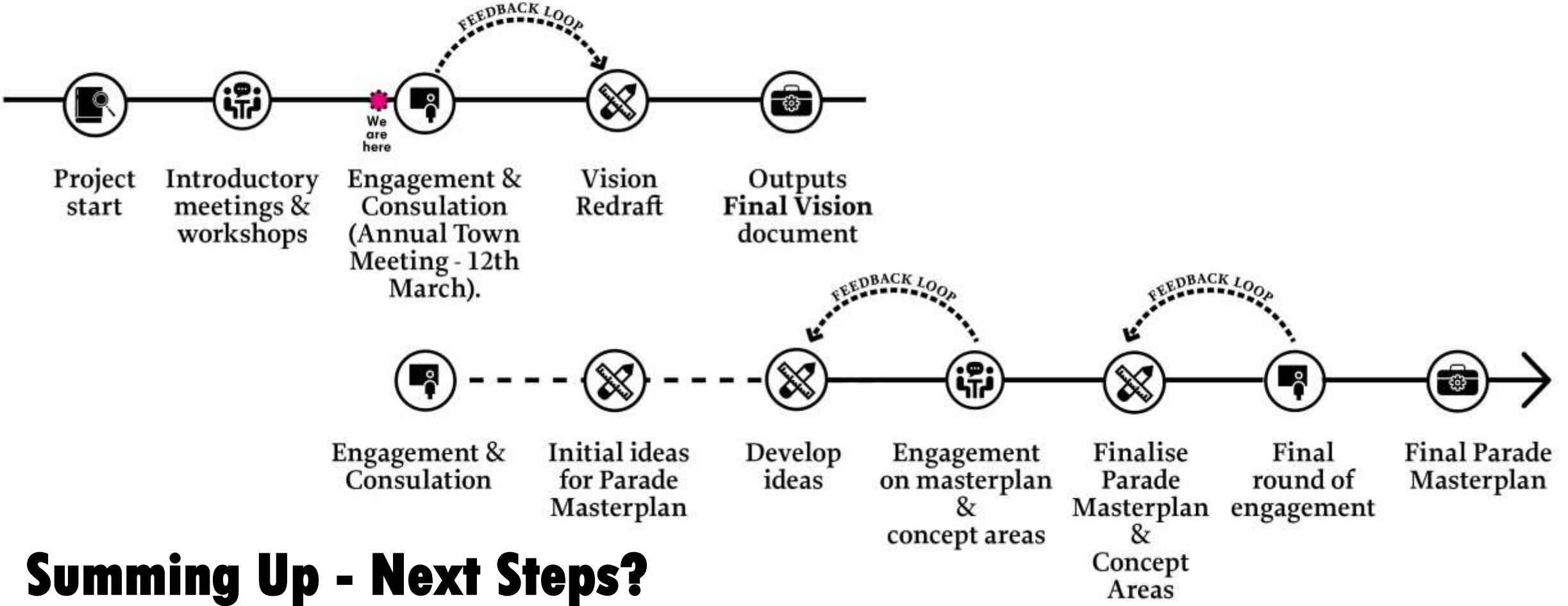
GET THE CAR ARMY FROM TOWN CENTRES
PLACES FOR PEOPLE AND NATURE

FOCUS ON PEOPLE AND NATURE (NOT VEHICLES)

BRINGING THE CREATIVITY OF OLD TOWN INTO NEW TOWN - COULD ADD VIBRANCY



Under People Place and Planet - please put a post-it note or notes with a specific idea, a priority or initiative you would like to see in the Vision



Summing Up - Next Steps?



GET IN TOUCH

Please drop us a message and get involved in Transforming Leamington

transformingleamington.co.uk

NAME

EMAIL

PHONE NUMBER

YOUR MESSAGE

I have read and agree to the terms presented in Terms and Privacy. Read our Terms and Privacy conditions by clicking on the link at the end of this page.

SEND



Royal Leamington Spa Annual Town Assembly Meeting 2024
Town centre vision refresh and Parade masterplan
Thank You