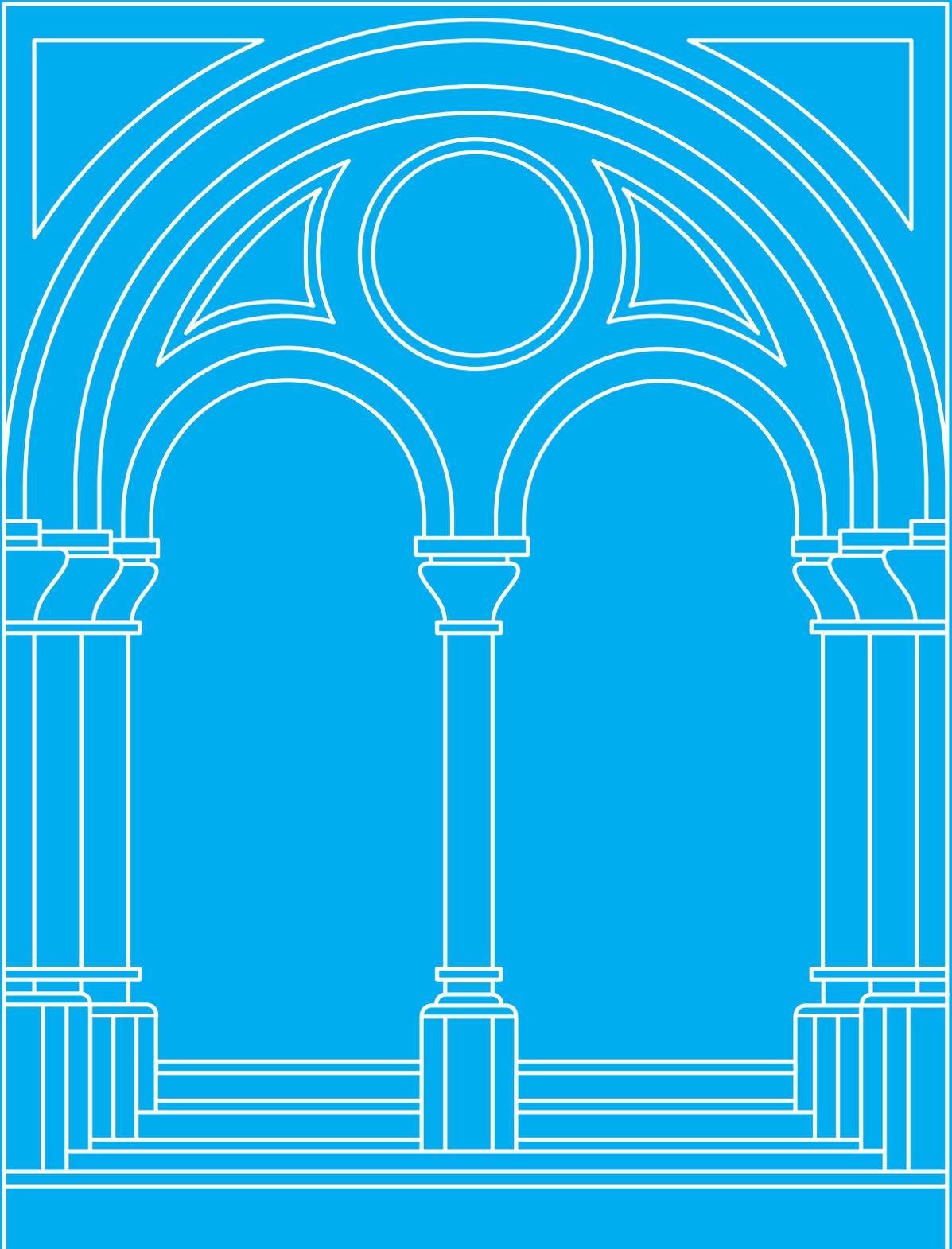


# New Briggate Vision

We are seeking your views on plans to regenerate one of Leeds' most popular cultural destinations

June 2016





Grand Arcade Frontage, New Briggate



St John's Church from New Briggate



Belgrave Street

New Briggate is a popular cultural destination in Leeds city centre, being home to the Grand Theatre and Opera North. It is also the location of a number of buildings that are part of the city's history and heritage, including the Grand Arcade and St John's Church.

Given its location within the centre and relationship to Trinity Leeds, the Victoria Quarter and Leeds Arena, there is a need to significantly improve New Briggate by restoring and enhancing some of its traditional and historical character and improving its links to other areas of the city centre.

This will, in turn, generate more visitors to the area and boost the local and wider city centre economy.

Initial discussions between the council, Leeds Business Improvement District and local property and business owners have produced a number of ideas to build on recent improvements.

These proposals will contribute to the development of a 'New Briggate Vision' document, which will form part of a grant bid to the Heritage Lottery Fund, Townscape Heritage, to fund the improvement work.

We want to hear your views on improving New Briggate. This consultation is to provide you with the opportunity to view the draft proposals and comment on them.

From Monday the 13 June 2016, you can provide responses online by visiting - <http://www.leeds.gov.uk/Business/Pages/Town-and-district-centre-regeneration-2.aspx> and follow the link to the online survey.

Alternatively, from Tuesday the 21 June we are also holding a number of drop-in sessions in the local area where you can view the proposals and speak to the Council's Regeneration Team directly.

### Consultation events

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Date	Time	Location
21/06/2016	11:00 - 14:00	On the street - New Briggate
23/06/2016	13:00 - 16:00	In the Grand Arcade
25/06/2016	10:00 - 12:00	On the street - New Briggate

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## What is the New Briggate Vision?

The New Briggate Vision will set out the regeneration proposals for the area. It will guide local property owners, businesses, potential investors, developers, and the public, by establishing aspirations for the area and how they might be achieved. The key elements of the New Briggate Vision will be as follows:

### Connectivity

New Briggate is located on the northern boundary of Leeds city centre and is a key gateway to both north and north east Leeds. It is surrounded by important city centre destinations such as Briggate, Trinity Leeds, the Victoria Quarter, the First Direct Arena and the emerging Victoria Gate development which will include one of the largest John Lewis stores outside of London when it is completed in Autumn 2016.

To benefit from the exciting progress being made around New Briggate, it is proposed that improvements be made to footpaths and the highway to enhance the pedestrian movement through the area, and that links are enhanced between the Grand Arcade and Victoria Gate, as well as New Briggate and the Arena.

### Greenspace

New Briggate benefits from being located next to St John's churchyard and Merrion Gardens. Merrion Gardens is a popular greenspace destination in the city centre and there are opportunities to improve its relationship with St John's Church to attract more people to use them.

### Streetscape

In order to improve the overall experience for visitors to New Briggate, it is recognised that improvements are needed to the footpaths and roads to make it easier for people to move around the area.

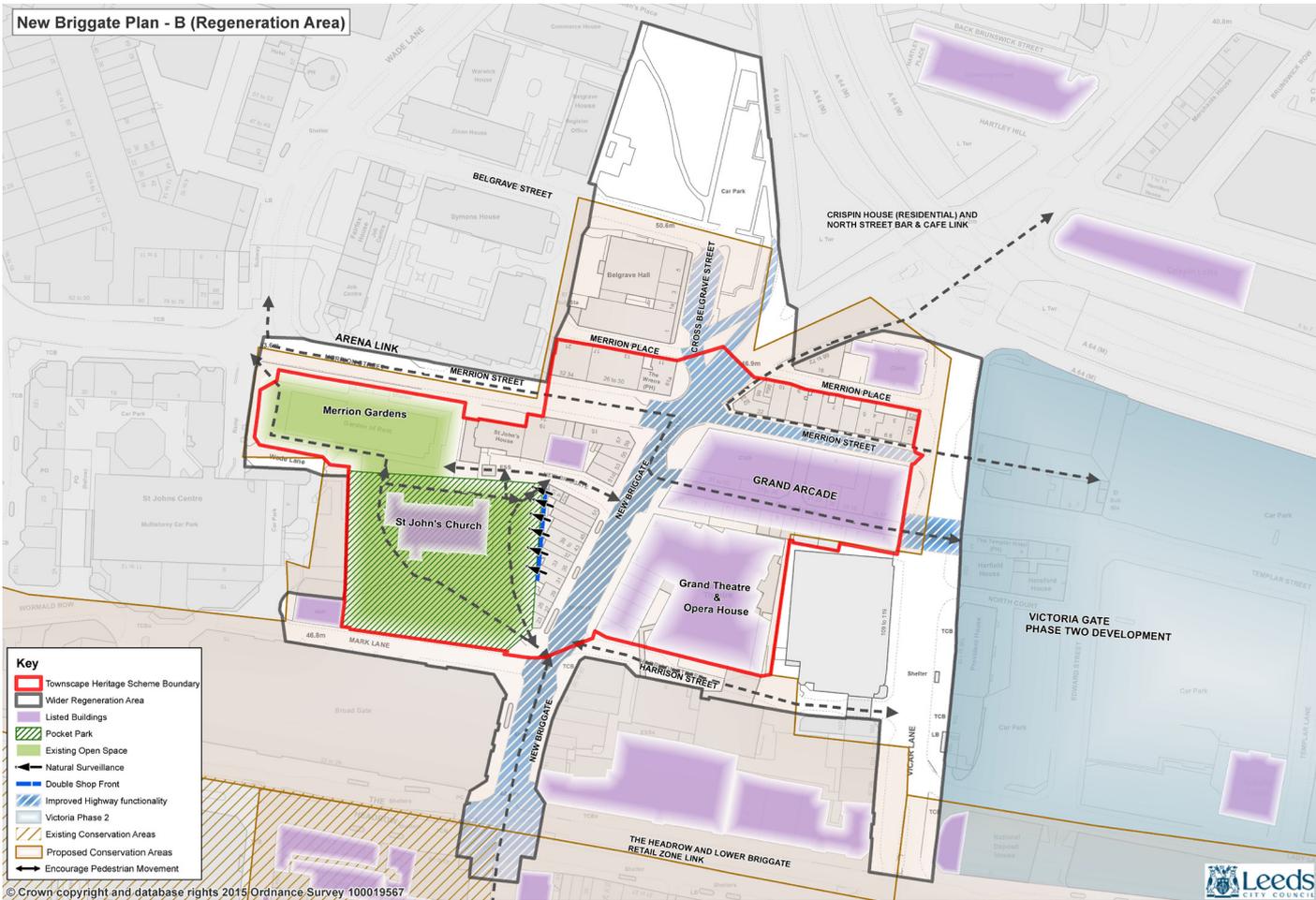
Where street furniture, such as bus stops, cash machines and litter bins are located is important, to help minimise pedestrian congestion, particularly at busy times such as rush hour or before and after performances at the Grand Theatre and Opera North.

### Economy

The economic drivers within New Briggate and the surrounding area include the Grand Theatre and Opera North, as well as the Grand Arcade which is home to a number of independent retail units and bars.

The area also has a healthy night time economy which has increased in size over the past few years, making it an important city centre leisure destination.

However, there are currently vacant shops and upper floor space and this provides an opportunity to improve the independent retail offer in the area and develop the daytime economy. Bringing this vacant space back into use will help create new job opportunities in the city centre.



## Townscape Heritage Project

The Townscape Heritage is a Heritage Lottery Fund (HLF) grant scheme, which would be jointly funded by Leeds City Council and a financial contribution from property owners. If the bid to the HLF is successful, the aim of the scheme is to rediscover the traditional details of the historic properties to improve the overall image of the area. For New Briggate, the following schemes are proposed if the funding is obtained:

## The Grand Arcade

The Grand Arcade has recently been revived with a range of new tenants offering retail, food and drink. Despite the improved vibrancy, some further improvements are possible, including to the structure of the arcade and repairs to the glazed tiles on the entrance arches. The tiles originate from the former Burmantofts Pottery which was located near Leeds City Centre. Traditional shop fronts will also be reinstated. The Wm. Potts & Sons mechanical clock which is located at the Vicar Lane end of the arcade will be restored to its original working condition.

## Leeds Grand Theatre & Opera North

The appearance of the New Briggate streetscape will be significantly improved by establishing a suitable use for the vacant shop fronts as well as potentially providing a convenient facility for theatre & opera users. Other improvements include restoring the existing shop fronts or reinstating the original missing arches over each doorway.

## New Briggate properties (23 – 57 & 62 – 66)

Although these properties are commercially successful the grant scheme can enhance the visual aspect of the streetscape through installation of traditional shop fronts and rationalisation of signage. Another aim for these properties is to bring the vacant floor space within the upper stories back into use.

## Streetscape

New Briggate is a busy street at peak times with conflict between people, cars and buses. Making a more attractive street with improved pedestrian crossing points will contribute to a more attractive environment for pedestrians. The heritage of the streetscape will be complemented by reinstating the original natural Yorkstone footpaths.

## Education and Training

Education and training is a key element of all Townscape Heritage schemes. If the Townscape Heritage grant bid is successful, the adjoining residential communities will be engaged in conservation issues through the production of a booklet about the historic links with the former Burmantofts Pottery and Potts clock. In addition, apprenticeship training opportunities will be provided which will develop heritage craft skills. Education will also be provided for the local community to develop an understanding of maintaining historic buildings.



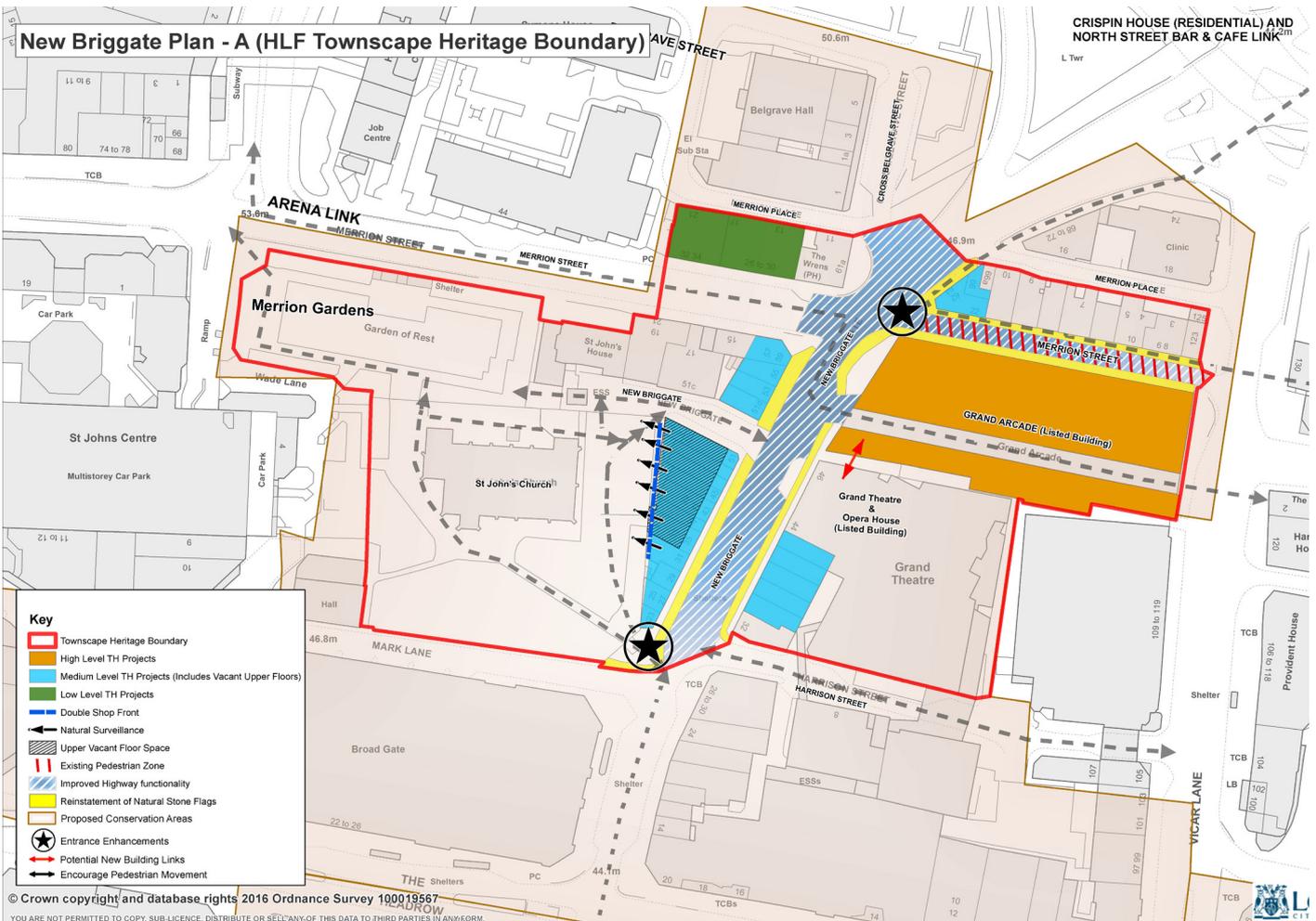
Original Potts Clock, Grand Arcade



Involving the Community



Vacant Commercial Space, Grand Theatre



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