DESIGN PRINCIPLES FOR NUNEATON TOWN CENTRE BASED ON VICARAGE STREET SITE DEVELOPMENT

VICARAGE STREET OPPORTUNITY

This opportunity covers the area between Bridge Street, the River Anker, St Nicolas Parish Church and the Warwickshire Justice Centre building. The design principles for this quarter are applicable to many other areas of the town centre:

1. Introducing a new high quality mixed use development in the heart of the town centre
2. Opening up new and existing open spaces to create a more attractive and safe environment, and added market value
3. Developing mixed uses along Bridge Street to reinforce its retail and commercial offer
4. Creating new, and reinforcing existing, pedestrian and cycle-friendly routes through the town centre
5. Opening up River Anker as a focus for leisure, food and drink and residential uses
6. Designing high quality streets and public realm with extensive tree planting
7. Introducing boulevards around the Ring Road with shared surface crossings to integrate the town centre with its hinterland

OUR PARTNERSHIP OFFER

What we will do to transform Nuneaton:

- Work proactively with partners to develop our town centre assets
- Use our land to leverage in further investment
- Work to ensure emerging policy supports delivery
- Retain a long term interest to sustain the value in the site
- Manage development directly where appropriate

What we're looking for in potential partners:

- Your ideas on generating value in the town centre
- Creative approaches to land use mix, delivery, finance and management
JOIN US IN TRANSFORMING NUNEATON

The Councils are working together to transform Nuneaton town centre;

- Creating opportunities by releasing publicly owned land for development
- Investment in infrastructure and the environment
- Supporting a broader mix of uses through planning policy
- Inward investment and local incentive schemes to support new jobs and business growth

Why don’t you join us in this transformation? Exciting development opportunities exist within the town centre for investors, developers and operators.

WHY INVEST IN NUNEATON TOWN CENTRE?

1. We’re all working together to achieve change - from representatives in central government to borough council level a joined up approach has been adopted making it easier to engage and invest.
2. The councils are major landowners; up to a quarter of the town centre is in public ownership and there are several other opportunities in and around the centre.
3. Nuneaton is accessible and has a catchment of 3 million people within 20 miles of the town; all potential employees, visitors and residents.
4. Planned investment in infrastructure - we’re investing in the town; improvements to the roads and rail network, public realm schemes, and upgrading and developing public sector assets

OPPORTUNITY SITES IN NUNEATON TOWN CENTRE

<table>
<thead>
<tr>
<th>Vicarage Street Site</th>
<th>HA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area in Council Ownership</td>
<td>1.8</td>
</tr>
<tr>
<td>Potential Land Assembly</td>
<td>1.0</td>
</tr>
<tr>
<td>Total Site Area</td>
<td>2.7</td>
</tr>
<tr>
<td>Potential character: Residential-led mixed use development and public sector hub Key uses: Office, Public sector hub, Hotel, Apartments, Education facility</td>
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<table>
<thead>
<tr>
<th>Abbey Street Site</th>
<th>HA</th>
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<tbody>
<tr>
<td>Area in Council Ownership</td>
<td>1.41</td>
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<tr>
<td>Potential Land Assembly</td>
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<tr>
<td>Total Site Area</td>
<td>2.32</td>
</tr>
<tr>
<td>Potential character: Leisure led mixed use development Key uses: Leisure (Cinema), Retail, Restaurants, Apartments</td>
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AT THE HEART OF GROWTH

Strong and Growing Catchment:
- Nuneaton has a primary catchment population of around 170,000
- Over 3 million people live within 20 miles of the town

Highly Accessible:
- The centre is highly accessible by road, rail, air and other modes
- It is just 60 minutes to London by train and 45 mins drive from these major cities and their international airports; and
- It is within the “golden logistics triangle” (M6/M69/M42)

A Great Place to Live:
- With an average house price of £135,000 Nuneaton is highly affordable compared with Warwickshire and national averages
- Some 10,000 new high quality homes will be built in the Borough over the next 15 years

Strong and Growing Local Economy:
- Nuneaton’s GVA was £1,905 million in 2015.
- GVA growth was double the national growth during 2009-14 and exceeded the Warwickshire average
- Some 52 hectares of employment land is being developed which will make a significant contribution to the local economy.
- The town is closely linked to HORIBA MIRA Technology Park, Europe’s most exciting automotive R&D campus.
- There is a 15% business birth rate in Nuneaton – higher than the Warwickshire average
- Some 52 hectares of employment land is being developed which will make a significant contribution to the local economy.

LOCAL DEMAND

Leisure
A national cinema operator is actively considering establishing a presence in Nuneaton town centre
Office & Education
There is ongoing demand from modern specification office space in the range of 5,000-10,000sqft annually, and interest in third level education facilities with the potential for a start-up/innovation hub
Community & Culture
The council is keen to rationalise and co-locate selected public services and amenities in a new public sector hub in the town centre
Residential
A variety of tenure and type can complement and enhance the core town centre uses, improve security and build the existing economy