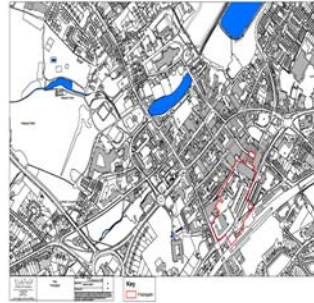


Lichfield District Venture



- Established in September 2002
- Proactive use of District Council's land to facilitate regeneration of Lichfield
- Partnership Working
- New and Improved Shopping and Leisure
- Lichfield as a sub-regional centre

Friarsgate Development



- Site Identified in 1998 – largest available within city centre
- Urban Design Framework 2001
- City Centre Strategy 2003 *"retail led, mixed use development opportunity"*
- Development Brief 2004
- Marketing/Competitive Developer selection process
- Development Agreement
- Planning Application/CPO

Friarsgate Site



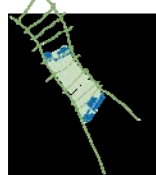
- Fringe location
- Unattractive edge/gateway
- Outworn and outdated buildings
- Poor linkages
- Within Conservation Area
- Opportunity/ Potential

Friarsgate – Historical Context

- Medieval Cathedral City
- Dominance of Cathedral/Market Square
- Distinct Urban Grain
- Narrow Building Plots
- Typical three storey height
- Adjacent listed buildings
- Protected skyline

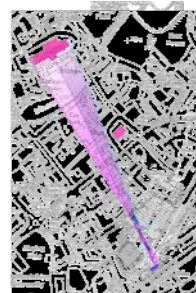


Friarsgate – Urban Grain



- Two Principal north-south axes
- Cathedral and Friarsgate as 'bookends'
- "Snakes and Ladders"
- "Seamless" integration/improved permeability

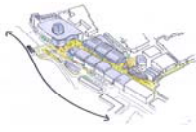
Friarsgate – A Protected Skyline



- Spires of the Cathedral – Focal point
- Other churches – St. Michaels and St. Mary's
- Importance of short and long distance views
- Legibility of city
- New development to complement not block



Friarsgate – Concept/Design Proposals



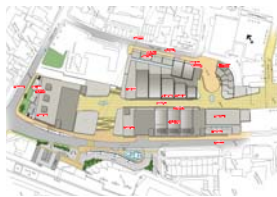
- Contemporary Design/Sensitive to context
- Open street/existing urban grain
- Improved permeability – station to Market Square
- New urban edge and gateway
- Department store as anchor/end stop
- Basement parking
- Separate buildings/individual plots
- Varied massing/‘step down’ to city streets

Friarsgate – The Approved Scheme



- 22,000 m2 – 30 retail units and department store
- Six screen cinema
- 83 Bedroom hotel
- 56 apartments (15 affordable)
- Restaurants, cafes and leisure facilities
- 725 space basement car park
- Improved pedestrian routes and 2 public spaces
- Integrated public transport interchange
- Relocation of existing police station

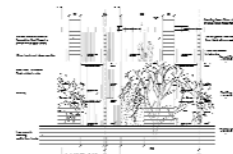
Friarsgate – the Approved Scheme



- Contemporary design
- Scale and massing sensitive to context
- ‘Step-down’ to city streets
- Structural bays expressed to appear as separate buildings

- Varied roofline, well articulated elevations
- Materials/details to reflect local character
- Safeguarded views

Friarsgate – The Approved Scheme



- Modern Design, reference to Hospital opposite
- Vitality to corner/return elevation

- Step down in scale and massing to adjoining streets
- Sensitivity of relationship to Grade I Listed St. Johns Hospital
- Dialogue with CABE/English Heritage

- Terrace to address street with set-back
- Similar reduction in scale/sympathetic residential design in Frog Lane

Friarsgate – Current Position

- CPO Confirmed early 2008/police re-location agreed
- Debenhams as anchor
- 50%+ of space under offer
- Extensive archaeological investigations carried out
- Contractor appointed
- Legals on forward funding awaiting completion
- 2009 start on site/2012 completion



Friarsgate – Some Lessons



- Local authority organisation and leadership
- Long term effort and commitment
- Select right developer – ability to deliver commitment to quality, strong and creative design team
- Clear brief/early confirmation of key design principles
- Partnership working/Development Team approach
- Early consultation with public support/ownership
- Involvement of CABE/English Heritage
- Early archaeological investigations
- Be proactive in inevitable VE exercise