

## Northern Quarter Plans Revealed

A planning application for the redevelopment of the old ASDA store at Telford Shopping Centre has been submitted to Telford & Wrekin Council.

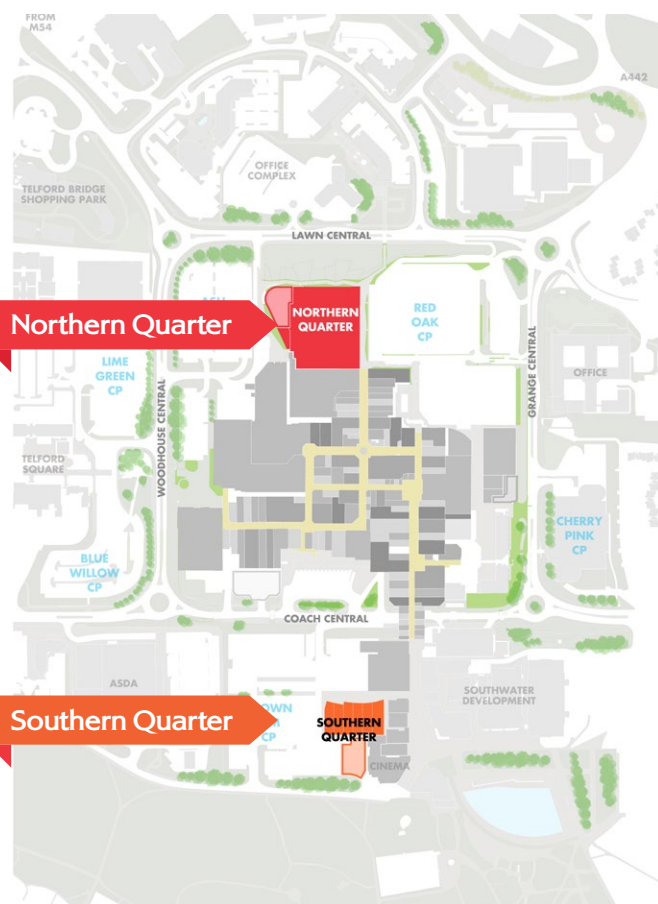
Subject to planning consent, the new Northern Quarter will transform the northern part of the town centre, creating around 70,000 sq ft in up to seven large, new stores.

Based around the shell of the former ASDA store, the Northern Quarter's striking contemporary design will include a gateway tower similar to that planned in the Southern Quarter and a whole new look for the high profile Lawn Central frontage.

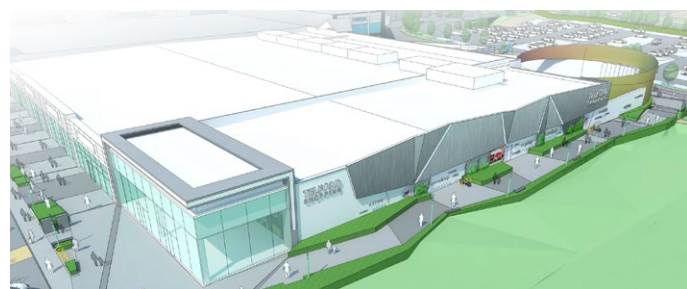
In addition, a dramatic 27ft high metallic 'drum' will both hide a service yard and create a sense of arrival when approaching the town centre from the north west.

The plans are the latest phase in the five-year masterplan that is revolutionising Telford's shopping offer.

The first phase - the Southern Quarter - was granted planning consent at the end of last year (2014). Discussions with tenants are progressing well and construction is due to start this Summer 2015.



Telford Shopping Centre redevelopment plan



CGI: A cutting-edge modern design for the Lawn Central frontage



CGI: View across Red Oak car park from Lawn Central bridge

See inside for more  
about the exciting  
plans for Telford's  
new Northern Quarter.

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# Building a Better Shopping Experience

Rather than demolishing the old ASDA store, the plans for the Northern Quarter will instead see the transformation of the existing building to create seven new store units. With modern retailers wanting larger stores, this will help us to attract new brands and the latest concepts to Telford town centre.

## New Stores

Five new stores will face Red Oak car park, creating a more dynamic approach to the main shopping entrance, which will be completely rebuilt to include a gateway tower visible from across the north of the town centre. Two new units will also be created on the opposite side of the building, next to the entrance from Ash Grey car park.

## Striking, Modern Design

Use of extensive glazing and metallic materials is intended to reflect the Southern Quarter design to create a more contemporary and consistent style for the centre.

A striking new metallic 'drum' will hide the service yard while creating an highly visible, iconic arrival point at the north west of the building.

In addition the north facade, facing Lawn Central, will be given an exciting 3D look using innovative Trespa panels.

## Sustainable & Accessible Shopping

Re-using the existing structure means faster redevelopment without the need for unnecessary demolition. The new build will meet higher standards of sustainability with a BREEAM 'very good' rating for design.

The buildings and walkways will be fully accessible for all customers, while covered parking for 20 cycles will be created to encourage sustainable shopping trips to the centre.



## Delivering The Telford Masterplan

The Northern Quarter is the latest phase of the five-year masterplan to increase the size of the 1m sq ft shopping centre by as much as 80% , with new shops, restaurants, cafés and bars.

The masterplan aims to create a more cohesive, attractive and welcoming town centre. It includes a set of key urban design principles for each phase of the development, which are reflected in the Northern Quarter plans:

- A more integrated town centre
- A greater choice of pedestrian routes across the town
- New public squares and spaces lined with active uses such as restaurants and cafés, open during the day and into the evening
- New landmark buildings at key gateways
- Active frontages onto the Box Road

## DEVELOPMENT TIMELINE

October 2013	Telford & Wrekin Council approves masterplan to transform Telford Shopping Centre
November 2014	Planning consent granted for the Southern Quarter and 'Green Shed' demolition completed
June 2015	Planning application submitted for the Northern Quarter
Summer 2015	Construction to start on Southern Quarter



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# GREAT SHOPPING, GETTING BETTER

*CGI: The plans include a new entrance to The Border mall with a gateway tower to provide a greater sense of arrival at the shopping centre*



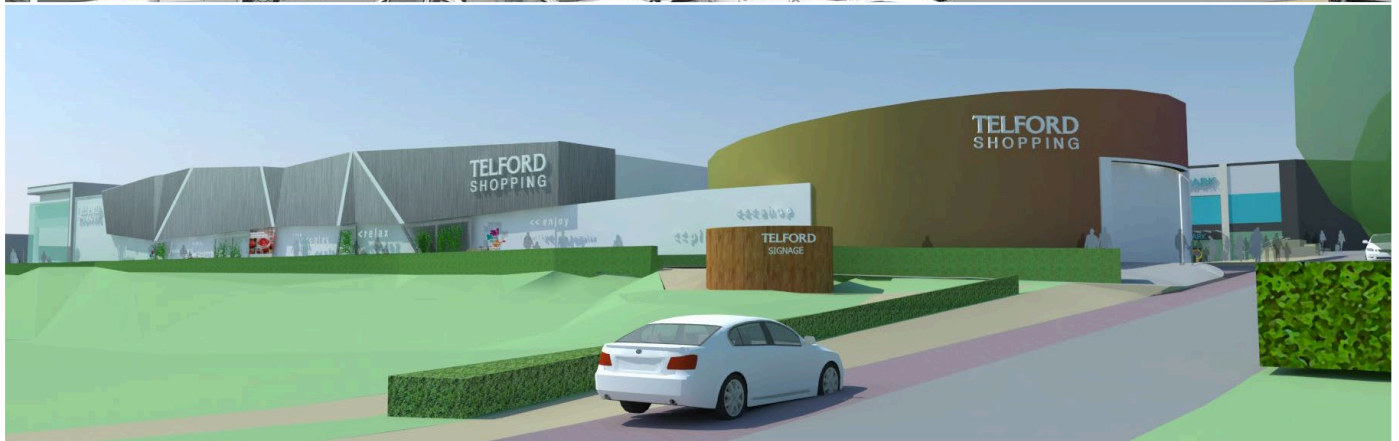
*CGI: Northern Quarter*



*The old ASDA store*



*CGI: New retail units will face Red Oak car park*



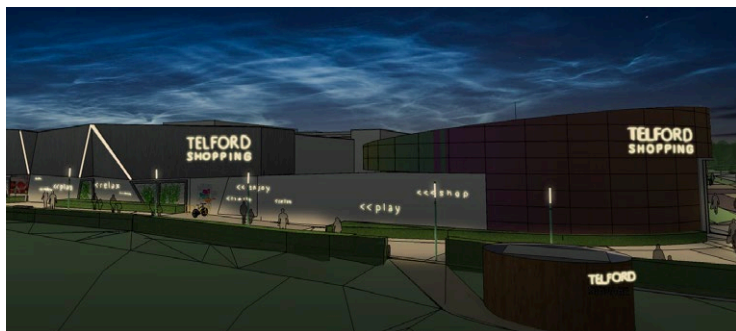
*CGI: The Lawn Central facade will be dramatically transformed with a striking architectural 'drum' and modern materials*

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# An Engaging Shopper Environment

At ground level, a six metre wide walkway will provide a lively east-west link punctuated by areas of public art, wayfinding, signage, seating and planting.

New trees, seating and landscaping will also be introduced in front of the shops facing Red Oak car park to enhance the built environment and provide an attractive route around the building for shoppers.



CGI: The Northern Quarter plans include an exciting lighting scheme to enliven the town centre at night

CGI: A lively pedestrian route

## The Southern Quarter

Construction of the Southern Quarter development on the site of the unloved 'Green Shed' is due to begin in the Summer of 2015 after receiving planning consent in November 2014.

The scheme will see a cluster of restaurants and cafés set around a crescent-shaped public space, allowing for outside seating as well as creating an attractive route between Telford Shopping Centre, Southwater and the new ASDA store.



CGI: Southern Quarter



## More info

The Northern Quarter planning application is available to view at [www.telford.gov.uk/planningapplications](http://www.telford.gov.uk/planningapplications) where you will also be able to submit your feedback directly to the council.

More information about Telford Shopping Centre, the masterplan and all the new developments at the centre can be found at [www.telfordshopping.co.uk/future](http://www.telfordshopping.co.uk/future) or email [telfordischanging@telfordshopping.co.uk](mailto:telfordischanging@telfordshopping.co.uk)