



# THE NEW FRONT

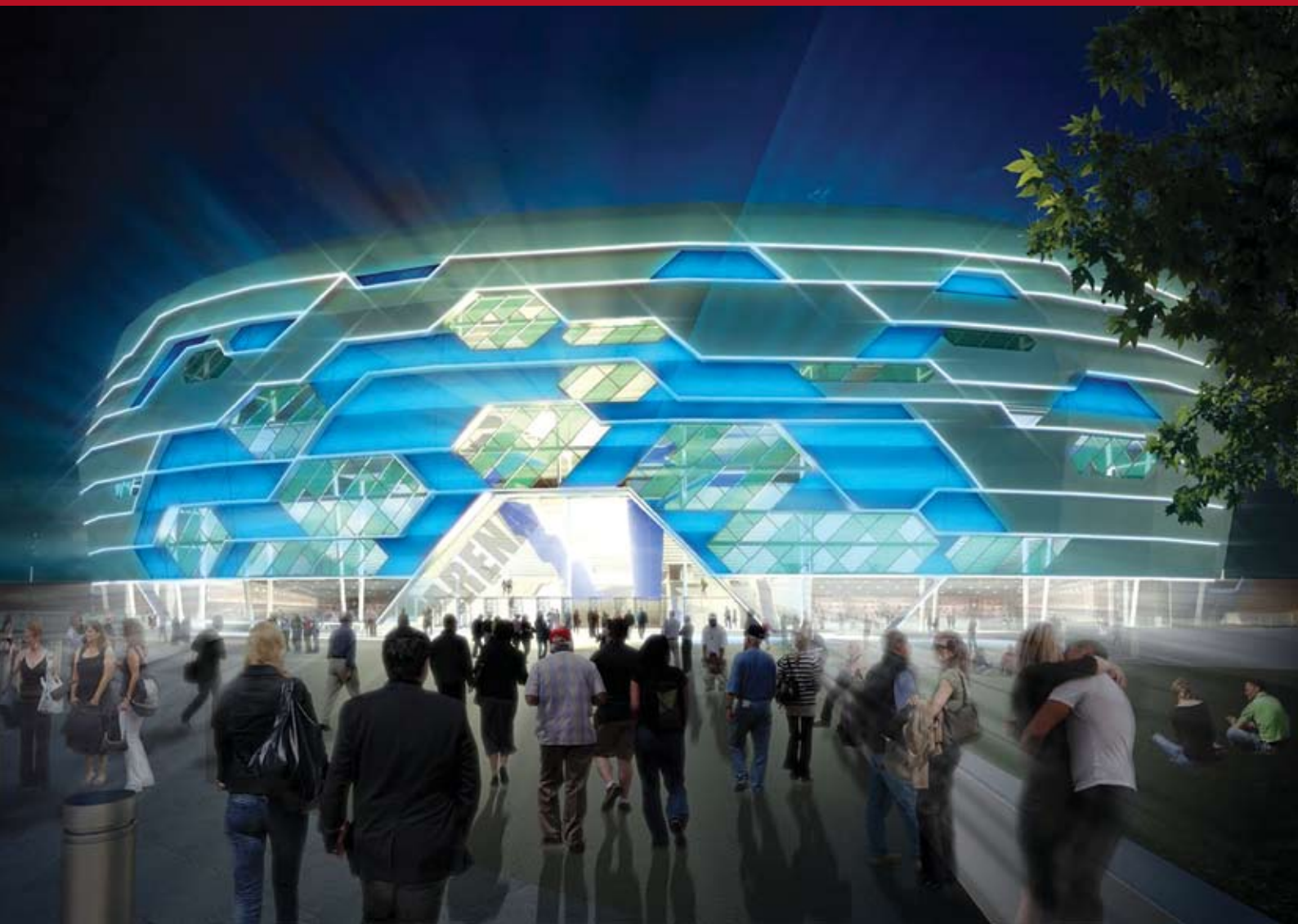
@ The Arena Quarter - Leeds' newest leisure destination



*Entertain the Opportunity!*

Transformation • Established Location • Existing Customers • 24/7 Destination • Quality Accommodation

# Entertain the Opportunity at Leeds' newest leisure destination



## A 13,500 seat arena with 150 events and a 1 Mi

The New Front is part of Leeds' newest leisure destination, The Arena Quarter. It is ideally located adjacent to the proposed 13,500 capacity Leeds Arena, which is being built to host concerts, shows, entertainment and sporting events opening Spring 2013 (now on site).

- The Leeds Arena is being built on a 5 acre site off Merrion Way in the centre of Leeds, adjacent to The Merrion Centre.
- The Arena will provide up to 150 major events per year and will provide an estimated additional footfall in year 1 of c.1,000,000.
- International venue managers, SMG Europe are the selected operators and will be responsible for organising world class entertainers to perform at the venue. This will be in addition to high profile sports and family events and conferences.
- SMG are one of the leading arena operators in the world, with over 200 sports and entertainment venues and over 1.4 million seats under management in the UK and Europe including Manchester, Newcastle and Belfast.
- The Leeds Arena is one of the most exciting redevelopment projects in Leeds for generations and one of the most important regeneration projects in the UK.



## THE NEW FRONT @ The Arena Quarter



- The New Front offers top quality leisure accommodation on Merrion Way, opposite the new Leeds Arena Development. It is an extension of an established leisure destination which is set for a dramatic transformation as part of the Arena Masterplan.
- Existing established leisure retailers in the Arena Quarter include: Oceana nightclub, 1st Bowl, Mitchells and Butler, Players, Grosvenor Casino, Wetherspoons and Jongleurs.
- The transformed Merrion multi storey car park is the closest car park to the Arena. The car park will be open 24/7 and is set to undergo a comprehensive redevelopment.
- The nearby business district includes a multitude of offices including national and regional head offices for Lloyds Banking Group, Yorkshire Bank, Leeds City Council and CCCS.
- Over 70,000 office employees are within a few minutes of the New Front and 12,000 residents are within a ten minute walk.
- Merrion Centre footfall is already in excess of 10 million per annum.
- Other developments within the Arena Quarter include: the recently developed Rose Bowl Conference and Business Centre (Leeds Business School), a 131 bedroom Premier Inn scheduled to open in Spring 2012, a new 4\* Hotel, The Front Row (hospitality accommodation) and The Light.

10 million per year footfall



# The New Front

## Specification

- Shellunits to be provided with fabulous, top quality planar and capped glazed double height shop fronts to ensure prominence and visibility
- 3.5m floor to ceiling height with potential for mezzanine floors
- Screeded floors and capped services
- Defined user entrances
- Specialist feature LED lighting incorporated into the car park elevations delivering vibrancy and vitality

Only 4 units remain available to let  
from 420 - 6,394 sq ft (39 - 594 sq m)



## Significant pre-lets achieved to Cosmo, 1st Bowl an

The New Front is a multi-million pound redevelopment by Town Centre Securities, located on Merrion Way. The redevelopment comprises a total of 77,000 sq ft of new retail and leisure facilities, outdoor seating opportunities, public realm works and a superb car parking provision.

- Last 4 units remaining: 420 sq ft - 6394 sq ft (39 - 594 sq m).
- 30,000 sq ft (2,787 sq m) already let to 1st Bowl.
- Units currently under offer to Cosmo - 12,992 sq ft (1,207 sq m) and a leading gym operator - 20,882 sq ft (1,940 sq m).
- Fantastic opportunities for bar, café bar and restaurant operators.
- Planning being secured for A1 / A3 / A4 / A5.
- Quality, new public realm with the potential for external seating areas, to create a continental café bar atmosphere.



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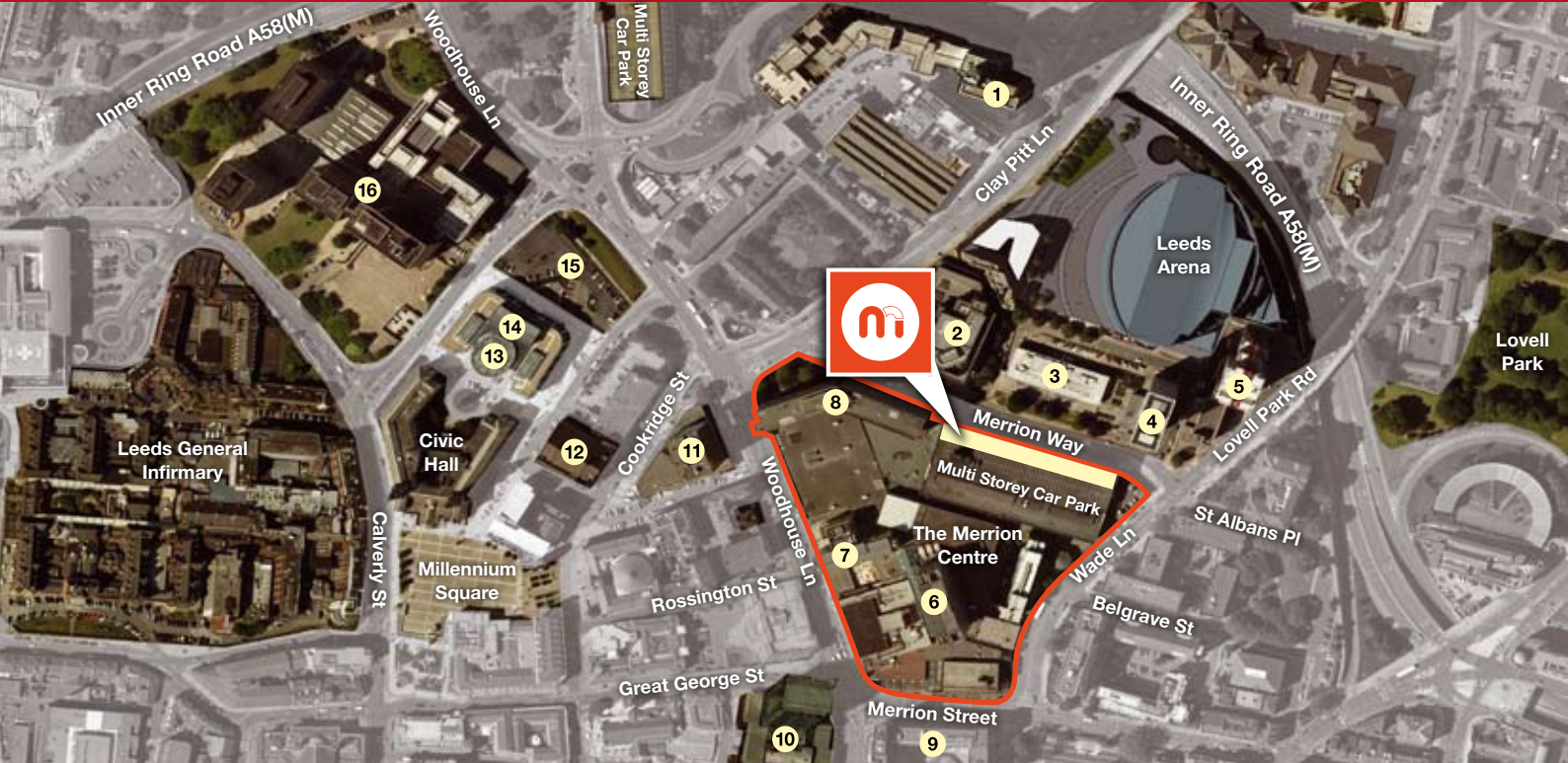
- TownCentre Securities PLC will be developing a flagship multi-storey car park at The New Front which will be operated by Town Centre Car Parks. It will incorporate internal and external feature LED lighting and will secure EPA and Park Mark Awards.
- The car park will be a 'state of the art' car park, incorporating the best and latest Pedestrian and Vehicle Management systems available. These will include:
  - Electronic bay identification facilitating rapid space finding
  - Rapid access and egress through Automatic Number Plate Recognition cameras
  - Rapid and flexible payment and pre payment systems
  - 4 newly redeveloped lift and staircase cores
  - Electric bay car charging
  - Rapid speedgates for added 'out of hours' security
  - A new customer care centre opposite the car park entrance



## d a leading gym operator



# The Scheme and Location



- |                              |                        |                      |                                  |
|------------------------------|------------------------|----------------------|----------------------------------|
| 1 Proposed Premier Inn Hotel | 5 Opal Student Housing | 9 St Johns Centre    | 13 Leeds Business School         |
| 2 Yorkshire Bank             | 6 Wade House           | 10 The Light         | 14 The Rose Bowl                 |
| 3 Public House / Casino      | 7 Town Centre House    | 11 Technology Campus | 15 Proposed Copthorne Hotel      |
| 4 Serviced Apartments        | 8 Merrion House        | 12 The O2 Academy    | 16 Leeds Metropolitan University |



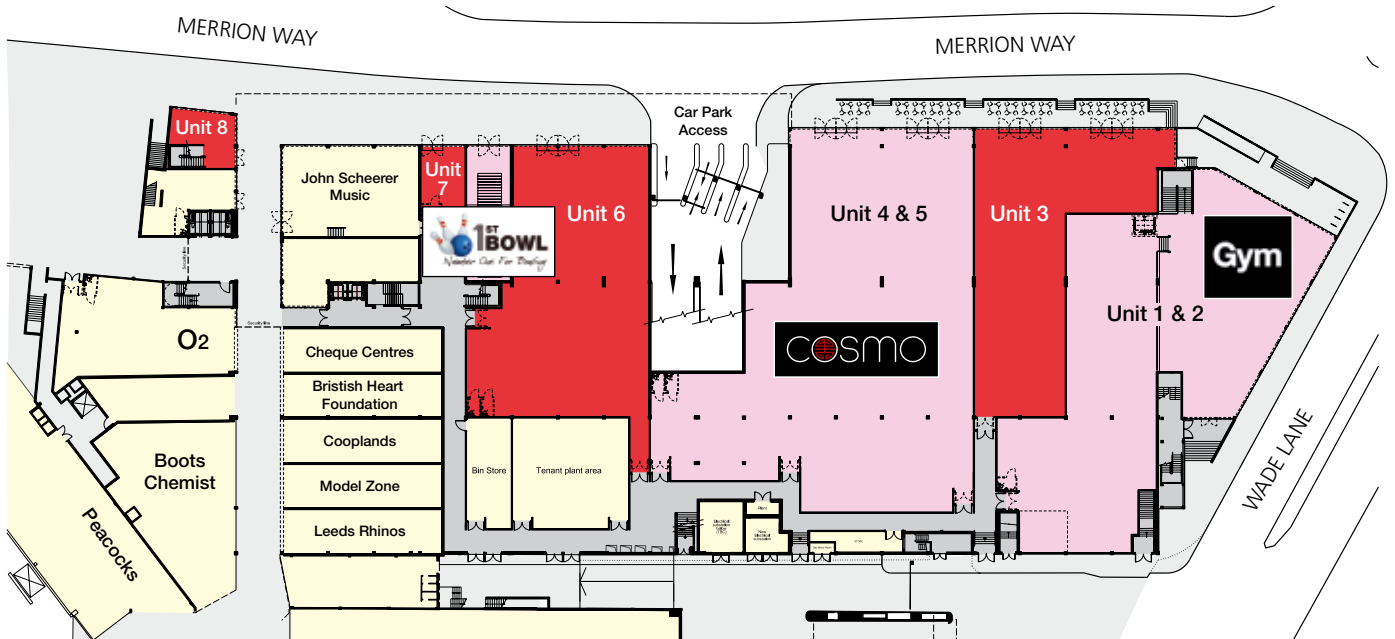
- Located in the Northern Quarter of The City.
- In close proximity to the Inner Ring Road and the City Centre Loop, which link the City Centre with the Universities, the main routes to the North and the motorway network to the South.
- The City's Railway and Bus Stations are both within a short walking distance with numerous bus routes that pass by the scheme.
- Office occupiers providing daytime footfall in the immediate vicinity include CCCS, Ventura, Town Centre Securities plc, Leeds City Council, Lloyds Bank and Yorkshire Bank.
- Leeds' Universities and Colleges generate a constant source of students, academics and support staff.





# THE NEW FRONT @ The Arena Quarter

## New Front - Ground Floor Plan



## New Front - Basement Plan



UNIT	LEVEL	SQ FT	SQ M
Unit 1&2	UNDER OFFER TO	LEADING GYM OPERATOR	
Unit 3	TO LET	GF	4,801 sq ft (446 sq m)
Unit 4&5	UNDER OFFER TO	COSMO	
Unit 6	TO LET	GF	6,394 sq ft (594 sq m)

UNIT	LEVEL	SQ FT	SQ M
BASEMENT	LET TO	1ST BOWL	
Unit 7	TO LET	GF	420 sq ft (39 sq m)
Unit 8	TO LET	GF	570 sq ft (53 sq m)

\* Sizes are flexible to fit tenant requirement scaled from architects plans.



Town Centre Securities PLC



TOWN CENTRE CAR PARKS



merrion  
centre

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