



Welcome to our consultation on our plans for Leazes Park Road: a new Vita Student scheme, providing purpose built student accommodation in Newcastle city centre.

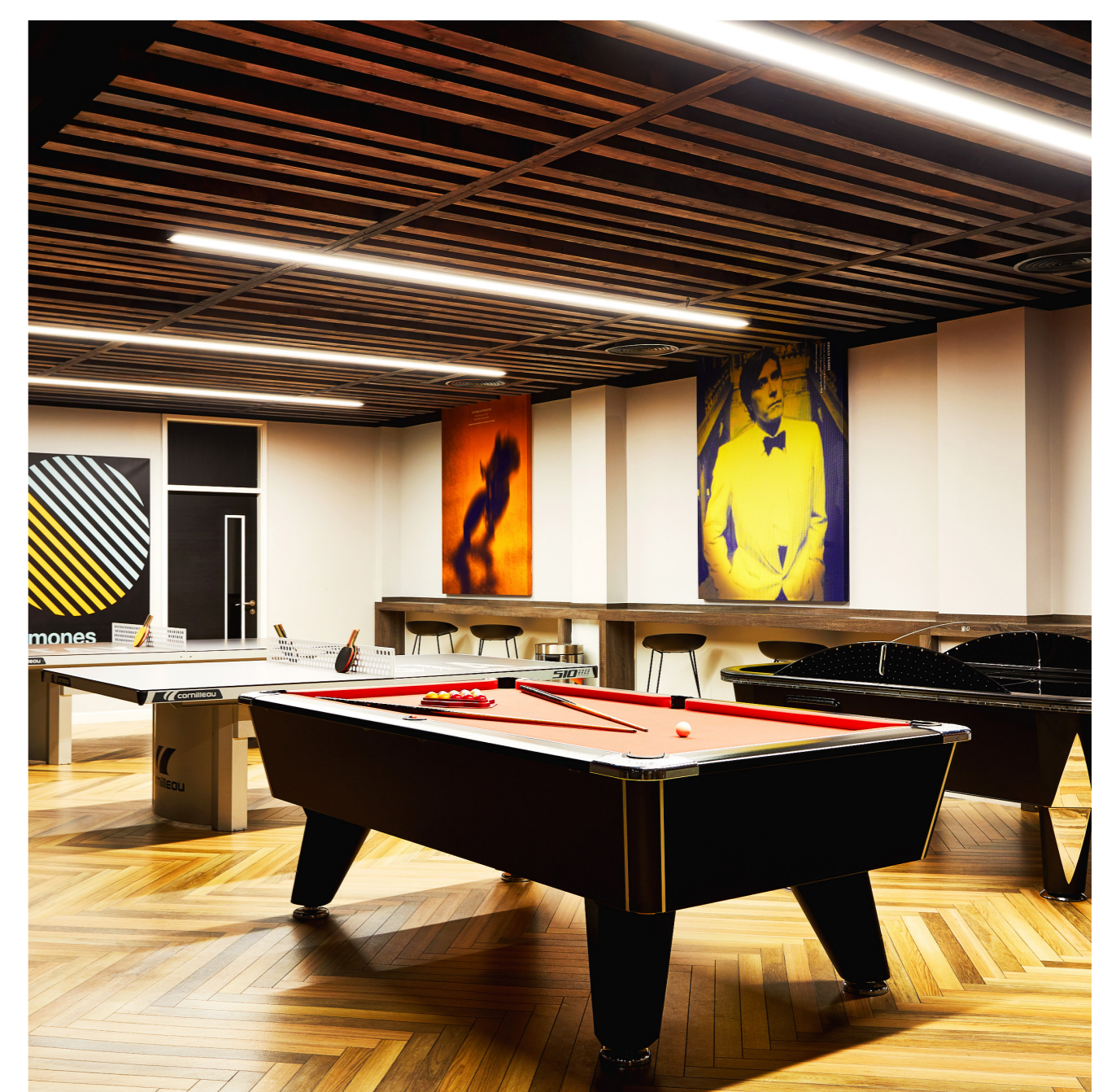
## Introducing VITA Group

At Vita Group, we're on a mission to create environments in which people can thrive.

Vita Student, the group's most established offering, is widely recognised as an industry-leading student living brand which currently operates across 16 cities in the UK. Newcastle is one of these cities, already home to two Vita Student residences.

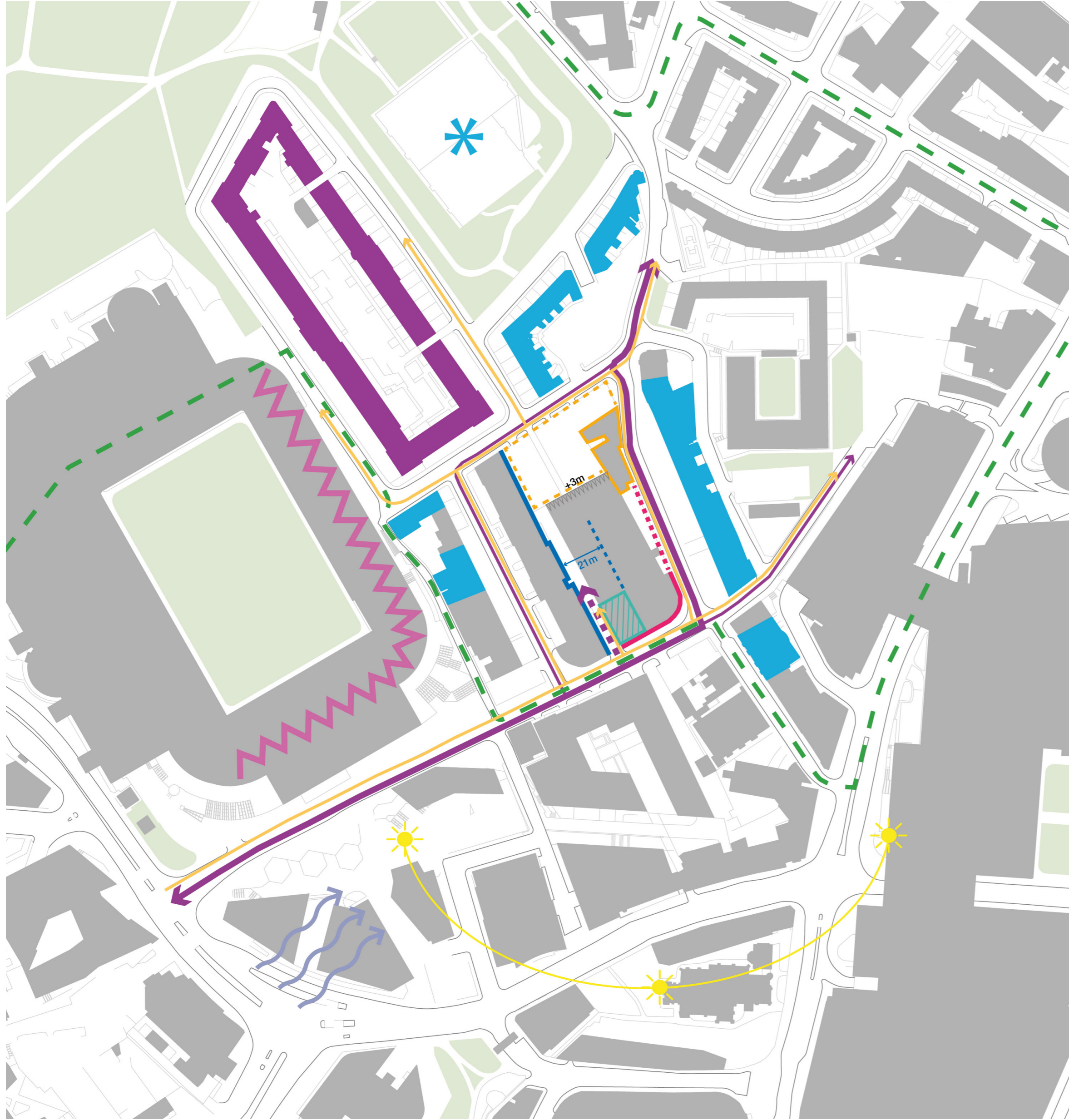
The team at Vita Group are passionate about creating a real sense of 'place' within each one of their communities and responding effectively to the ever-changing ways in which residents live, work, and socialise. This unrelenting focus, along with their commitment to well-planned development, exemplar design and high-quality public/private realm, allows them to consistently deliver thriving, connected communities, which have the well-being of residents at their heart.

The proposition is for the comprehensive, high-quality and expedient redevelopment of the land available at Leazes Park Road. Vita Group's primary intention is to develop a Vita Student scheme comprising of studio apartments of varying sizes with associated private internal and external residents' amenity and improved public realm. The proposal will include a mix of studio rooms of varying sizes. A generous quantum of internal and external hub / amenity space will be provided. The aim is to also retain and develop the original Strawberry House building.



If you have any questions, please feel free to ask a member of the team.





## Site

The site is located in the northwest of the urban core and within The Leazes Conservation Area. The site is surrounded by a mix of commercial, retail, hospitality, student accommodation, residential terraces, and St. James' Park football stadium.

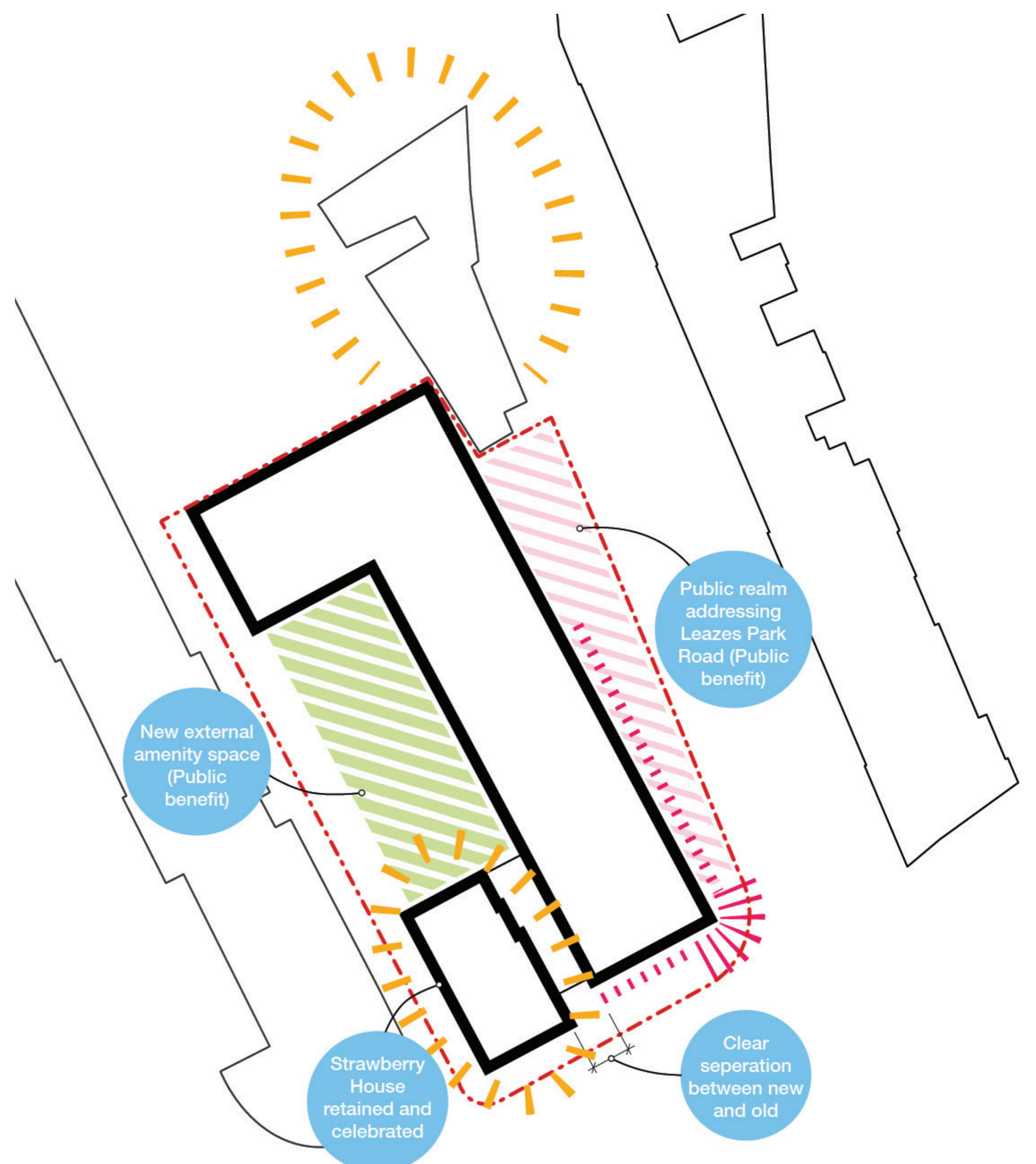
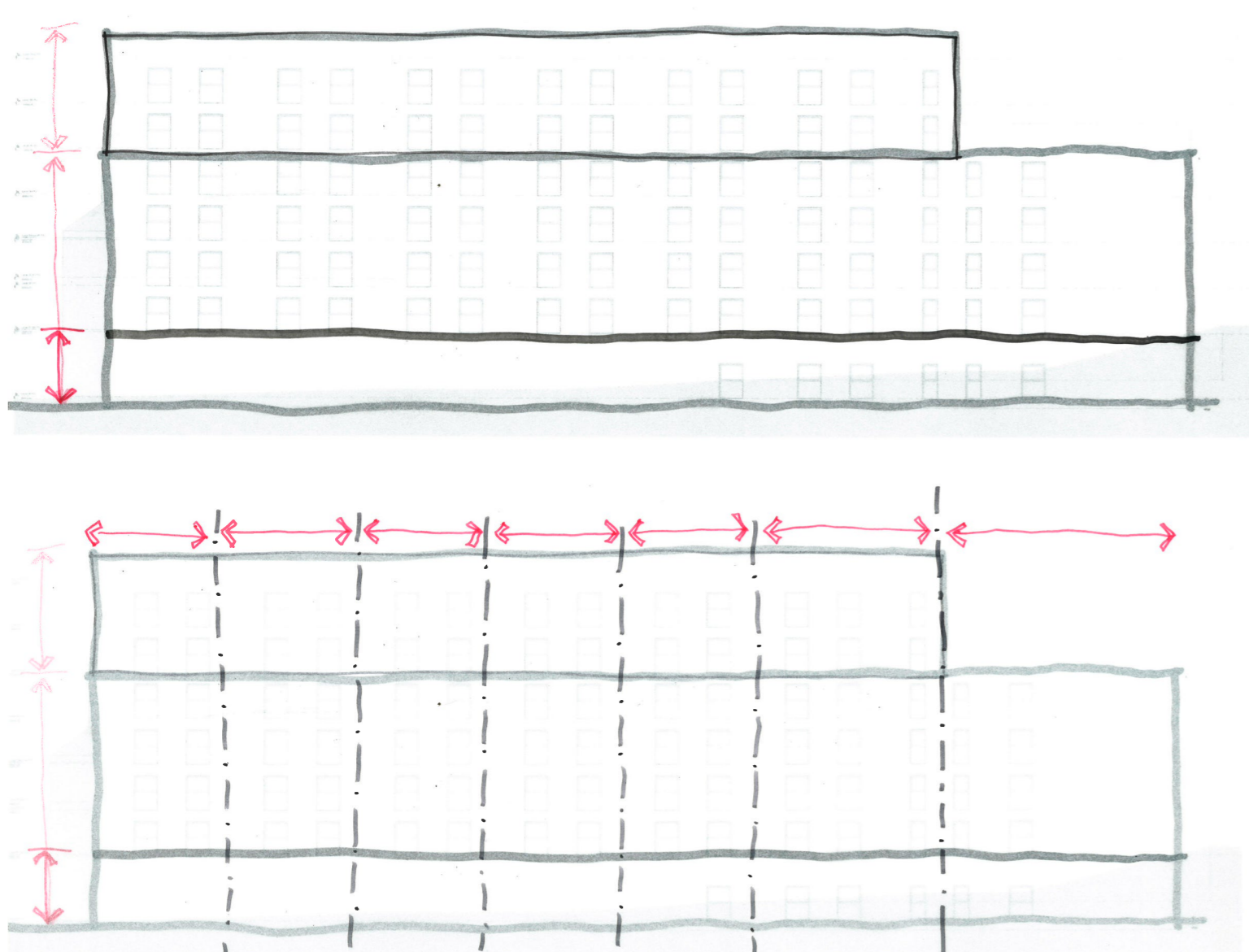
The site occupies an area of 0.3 hectares. The existing buildings on site are currently vacant, having most recently been used as a furniture showroom until spring 2023. These buildings include Strawberry House, a Georgian villa, and later warehouses from the early 20th century which were refurbished in the early 2000's and housed the Barker and Stonehouse store, now vacant. Strawberry House is the last remaining Georgian villa on Strawberry Place, and as such is of historical interest. The proposals include the retention and refurbishment of Strawberry House and while not listed, is of historical interest.

The site is bounded on two sides by a busy pedestrian route, providing opportunities for active frontage and improved public realm addressing Leazes Park Road and Strawberry Place.

The proposals have been subject to ongoing pre-application discussions with Newcastle City Council and comments received have been incorporated into the proposals.

## Heritage

We have undertaken a thorough assessment of the historical context of the site, working alongside Simpson Brown as Heritage Consultants, and this helped shape the form and materiality of these proposals. We have also consulted with Historic England and with Newcastle Conservation Advisory Panel, who are generally supportive and we have taken on board their comments on the proposals.





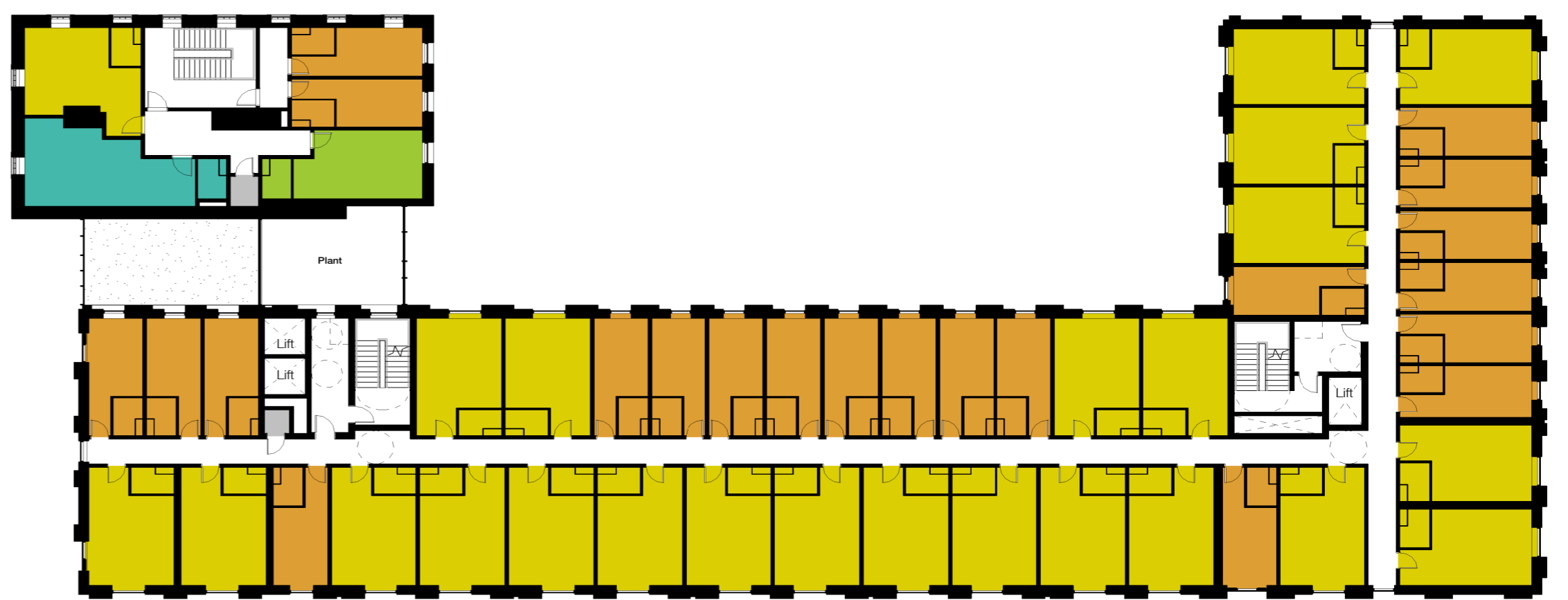
- 16 sqm
- 20 sqm
- 26 sqm
- 30sqm
- 34 sqm
- Back of House
- Hub
- Plant



PROPOSED PLAN - LEVEL 00

## Key aspects of the proposal

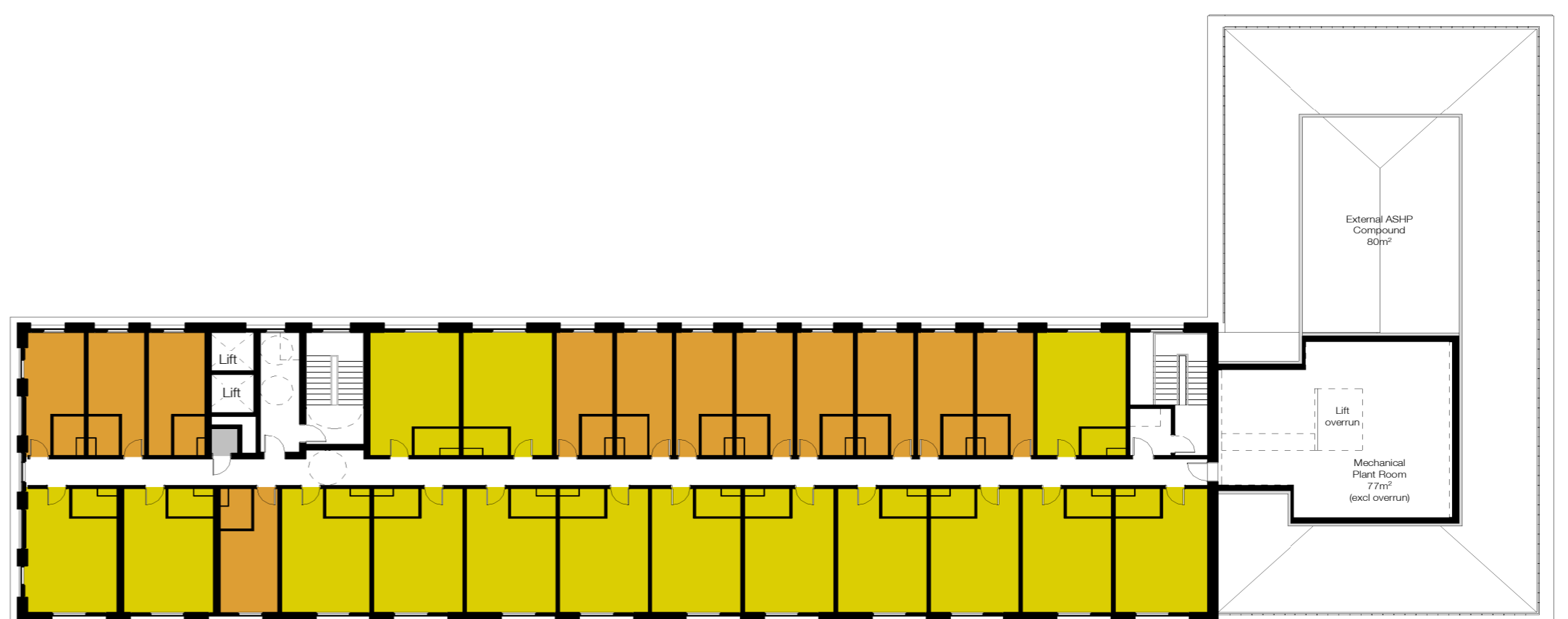
- A mix of 16sqm and 26sqm studio bedrooms, providing circa 250 bedrooms.
- High quality student amenity space both internally and externally, located at ground floor with active frontage to the surrounding streets.
- An attractive building, which responds sensitively to the surrounding conservation area.
- Targeting BREEAM Very Good and an EPC A rating. Strategies include air source heat pumps, rooftop photovoltaics and improved building fabric to maximise sustainable credentials.



PROPOSED PLAN - LEVEL 02

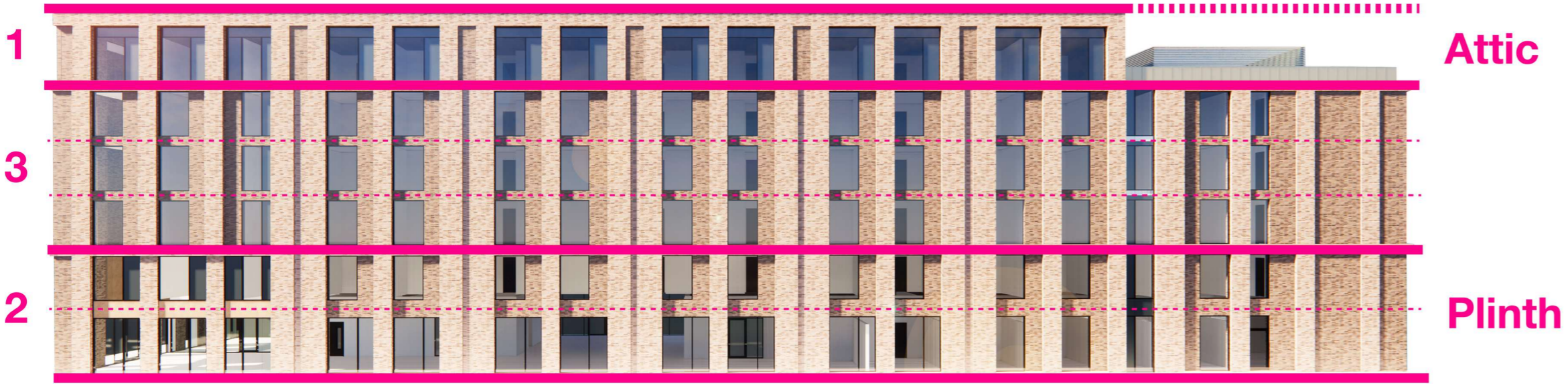
It is proposed that the scheme will comprise of six storeys, reflecting scale and massing of surrounding buildings and having regard to views to the site. The ground floor accommodation includes the hub and amenity space, including reception, lounge area, games area, study areas, gym, movie room and private dining rooms. Plant and back of house support spaces are also located at ground floor.

The main entrance will be located on Strawberry Place, with plenty of active frontage onto Strawberry Place and Leazes Park Road. Enhanced public realm will be created along Strawberry Place and Leazes Park Road. External amenity space is proposed in a central courtyard, creating an outdoor lounge and quiet garden space.



PROPOSED PLAN - LEVEL 05





DEVELOPMENT ELEVATION



DEVELOPMENT ELEVATION



PROPOSED EAST ELEVATION



PROPOSED BAY ELEVATION



PROPOSED VIEW FROM STRAWBERRY PLACE





PROPOSED VIEW FROM LEAZES PARK ROAD

It is anticipated that a planning application will be submitted in November 2023 for the proposed development. The planning application will be supported by various technical information and reports which will be submitted to the local planning authority.

We encourage attendees to complete the online feedback form, in order to share their comments on the proposed development. Following the period for submitting comments, we will review all feedback received and consider whether any changes to the proposals should be made in advance of submitting the planning application.

Please note that comments submitted as part of this pre-application consultation are not representations to the planning authority. There will be an opportunity to make formal representations to Newcastle City Council when the formal planning application is submitted.



The completed forms can be sent via email to [consultation@dppukltd.com](mailto:consultation@dppukltd.com) or online at <https://vitagroup.com/consultations/leazesparkroad>