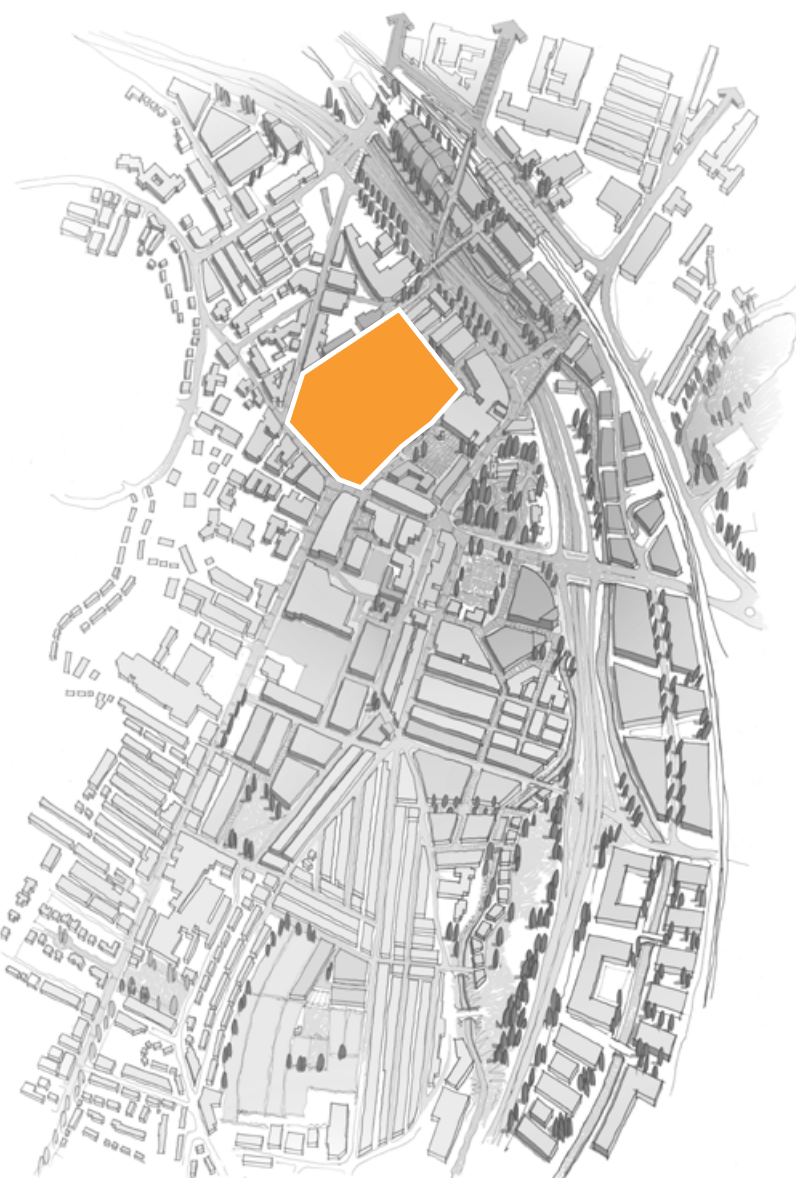


# What If...

The Spode Works site will kick start the regeneration of Stoke Town; by opening up the site and breathing life and activity into the empty units we aim to energise the transformation of Stoke Town centre.



Existing



Spode Works came back to life?

Spode Works Site

Spode Works and Stoke Town would benefit strongly from a much more direct connection to the station, university and the City Centre beyond. This could ideally take the form of a pedestrian/cycle bridge that would help to safely cross the canal and A500 Queensway. However in the short term this might be about improving the existing routes.



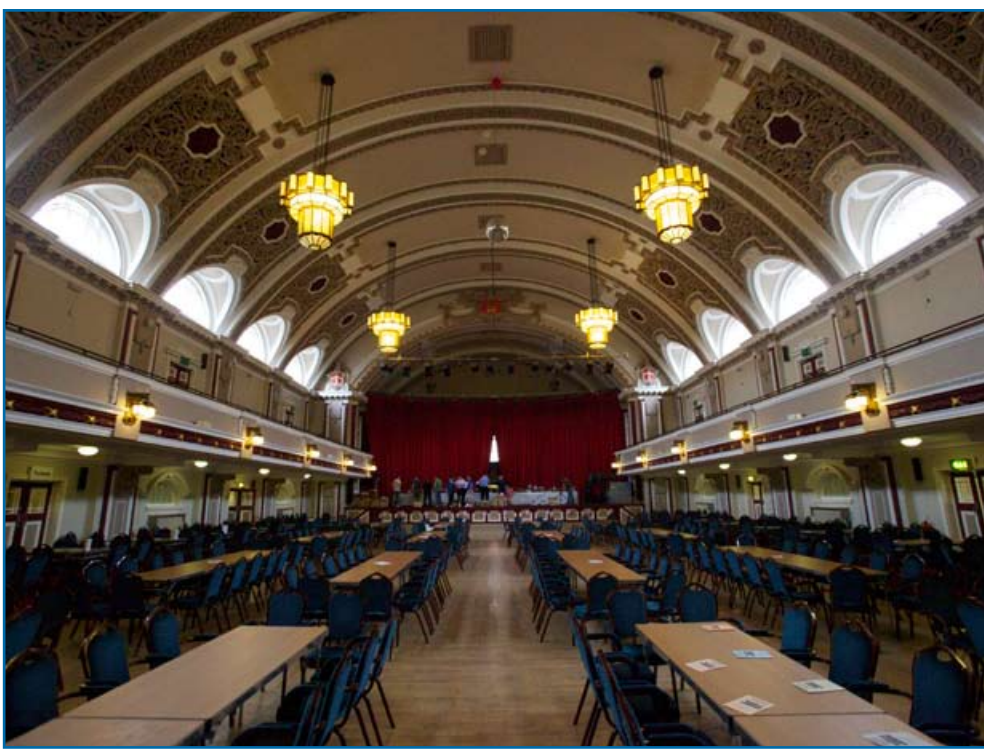
Existing



Stoke Town was brought closer to the station?

Station Links Site

The Kings Hall is a spectacular venue and space - a hidden gem. We are aware it was and still is used for popular Northern Soul dance nights. The recent revival of this culture is influencing hotels in the area to change checking in/out policies to help revellers finishing early in the morning get a good 'days' sleep. Therefore we think the Kings Hall could be used even more to help promote a developing evening economy by supporting local bars, restaurants and hotels, to attract further people and activity into the area.



Existing



the Kings Hall continued to be used more in the evening?

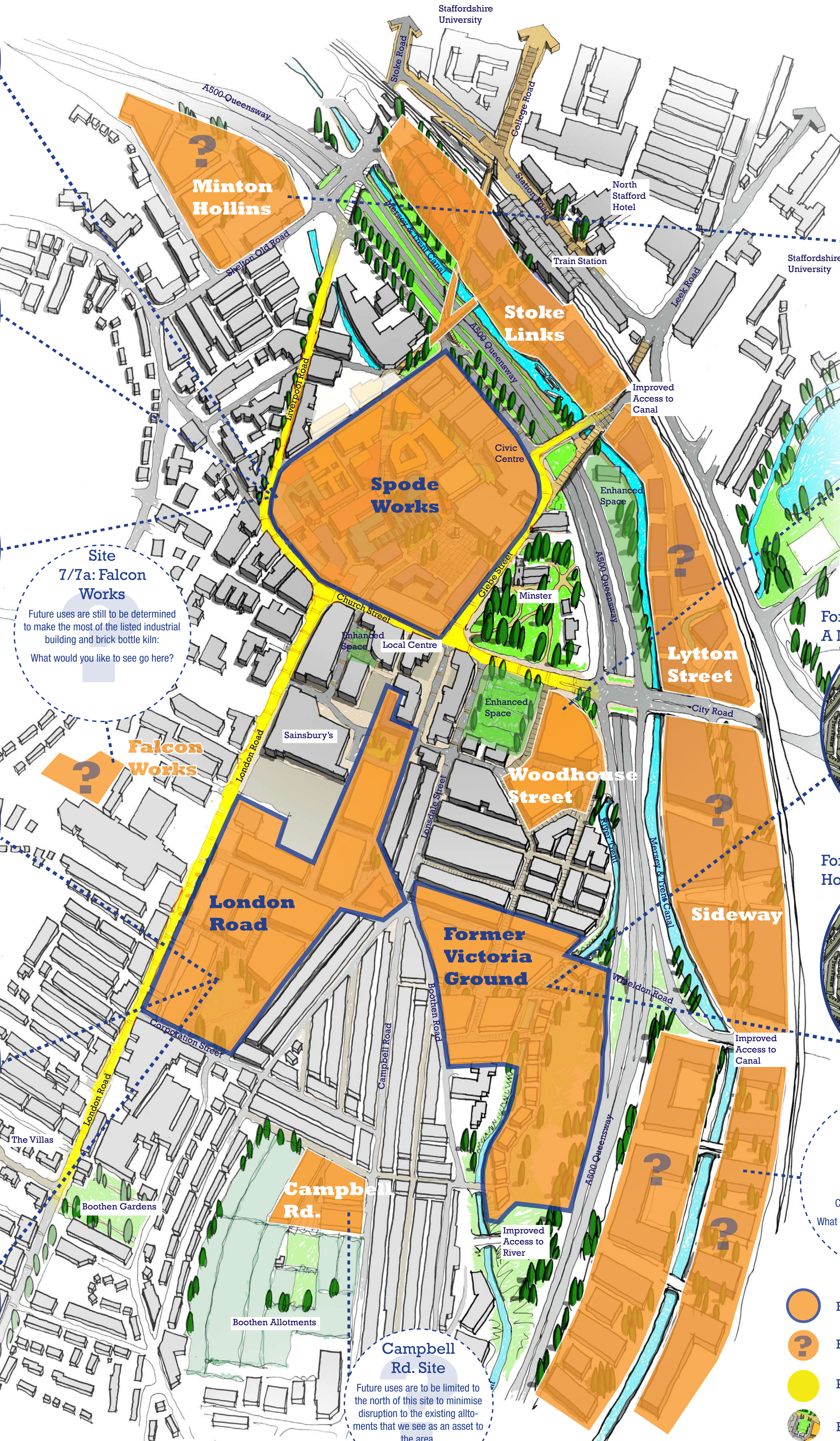
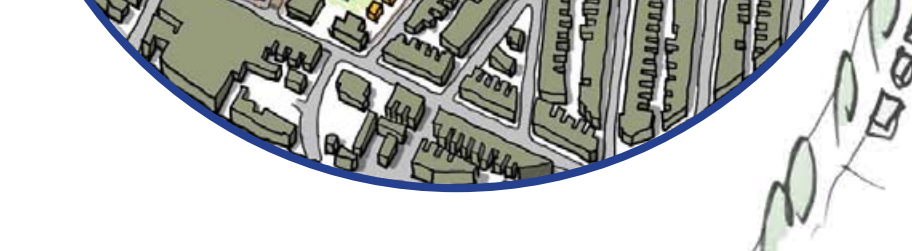
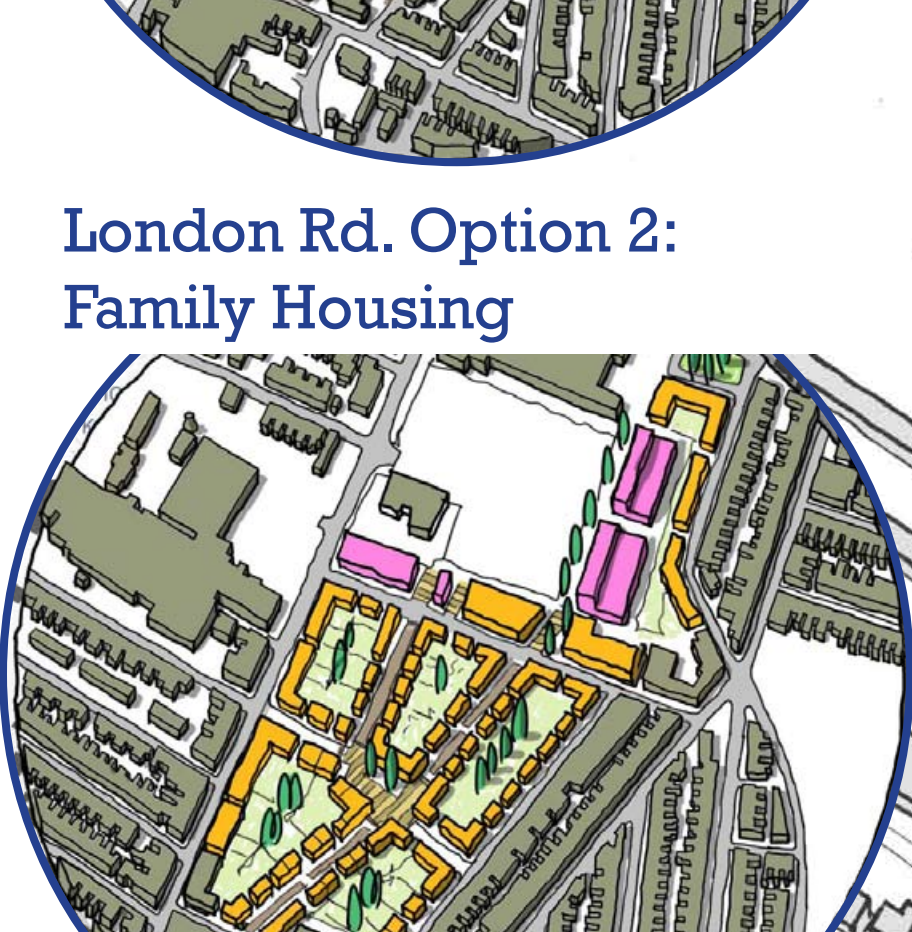
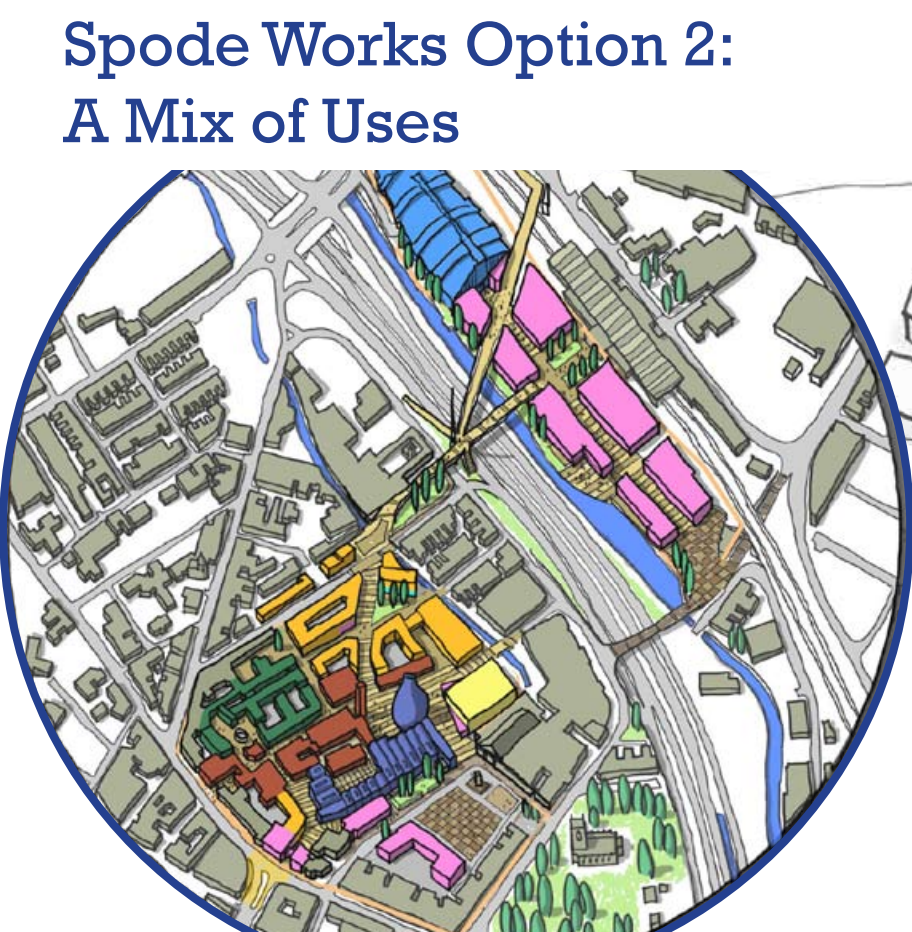
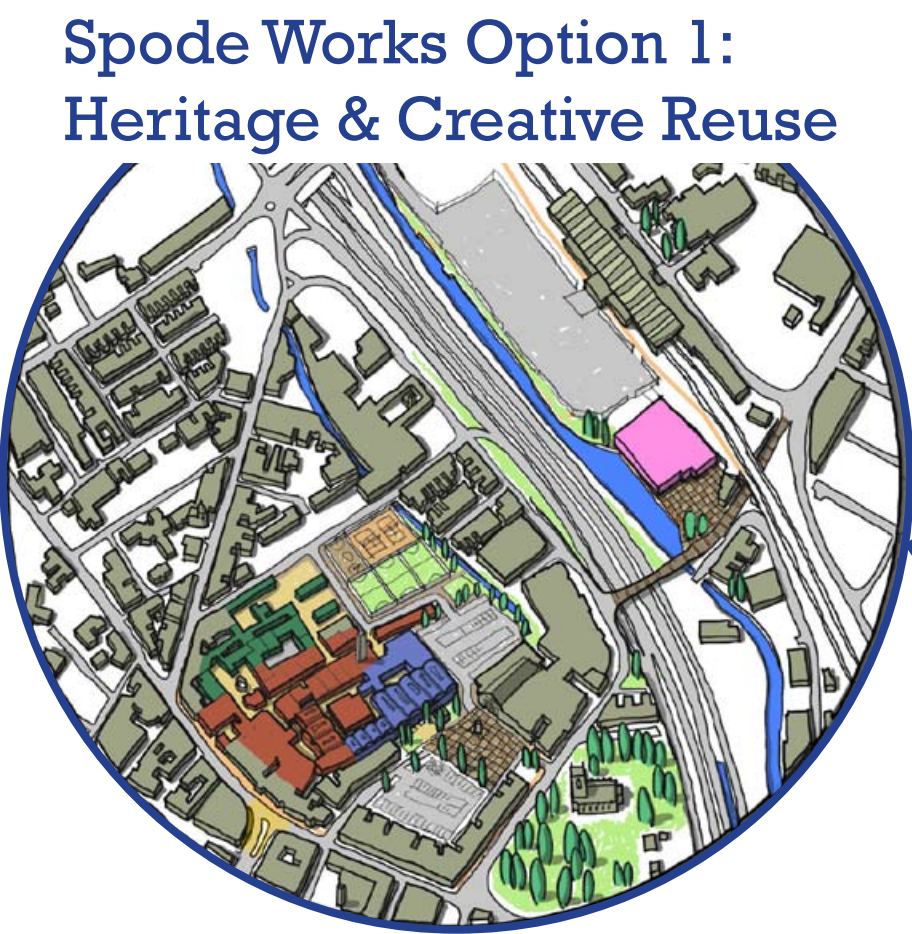
King's Hall



# Options for Stoke Town

(For further details on options please see other boards)

We have identified three key sites that will kick start the regeneration of Stoke Town; these are Spode Works, London Road and the Former Victoria Ground. The map below provides a number of options for each of the three key sites for you to consider.



**Minton Hollins Site**

Future uses could be:

- Residential
- Commercial/Business Units
- New Police HQ
- Carparking

What would you like to see go here?

**Woodhouse Street Site**

Future uses are still to be determined - these could be for:

- Budget Hotel
- Ancillary Retail
- Carparking/Green Open Space
- Further Residential

What would you like to see go here?

**Former Victoria Grd. Option 1:  
A Mix of Uses**

**Former Victoria Grd. Option 2:  
Housing Led**

**Sideway Site**

Future uses could be :

- Industrial/Business Units
- Canal Moorings
- Canal side neighbourhood?

What would you like to see go here?

- Key development site
- Future development site
- Proposed key route improvement
- Enhanced network of open space
- Proposed canal & river corridor improvements



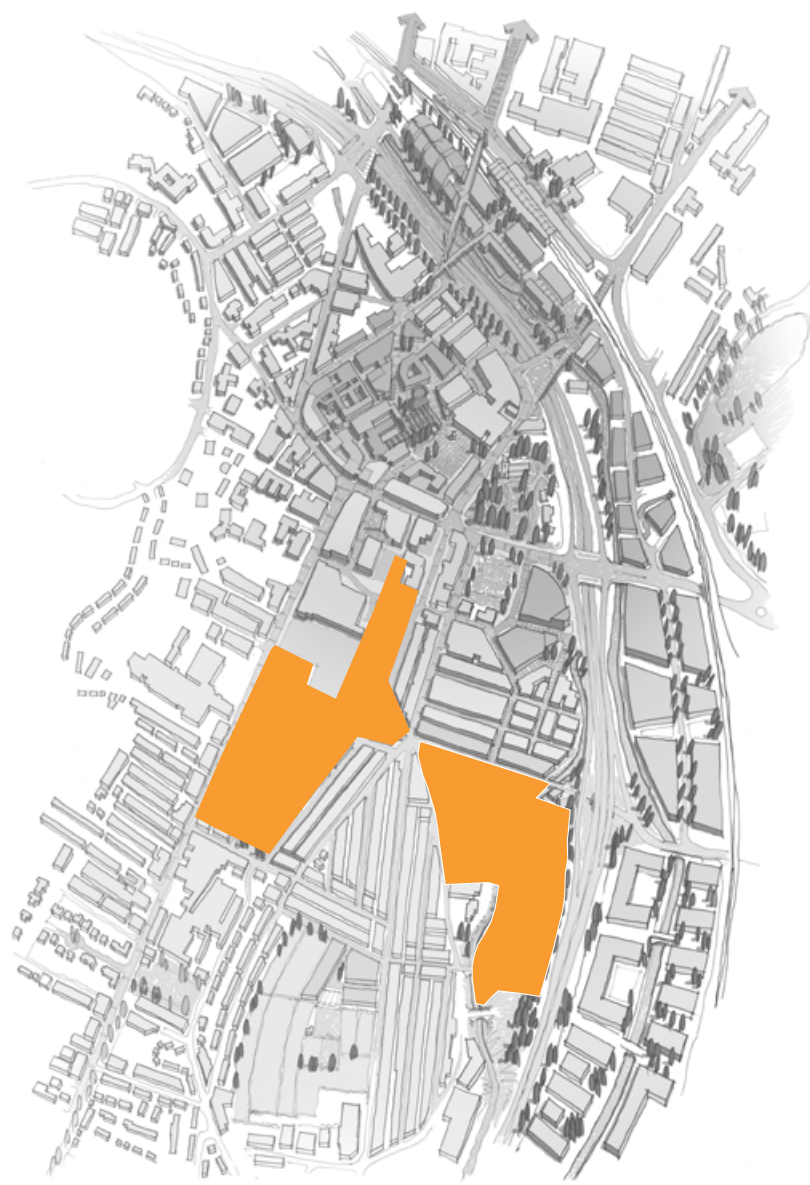


you too could settle down in Stoke Town?

Lonsdale Street



Existing



# What If...

A wider variety of housing will attract people from various stages in life and help to sustain a mixed community. Family housing will offer further opportunities for existing residents to settle as well as bring in new residents to help support local services and shops. Recent extra care housing in the area is providing suitable and comfortable accomodation for older Stoke Town residents.



Stoke Town was not dominated by cars?

London Road



Existing



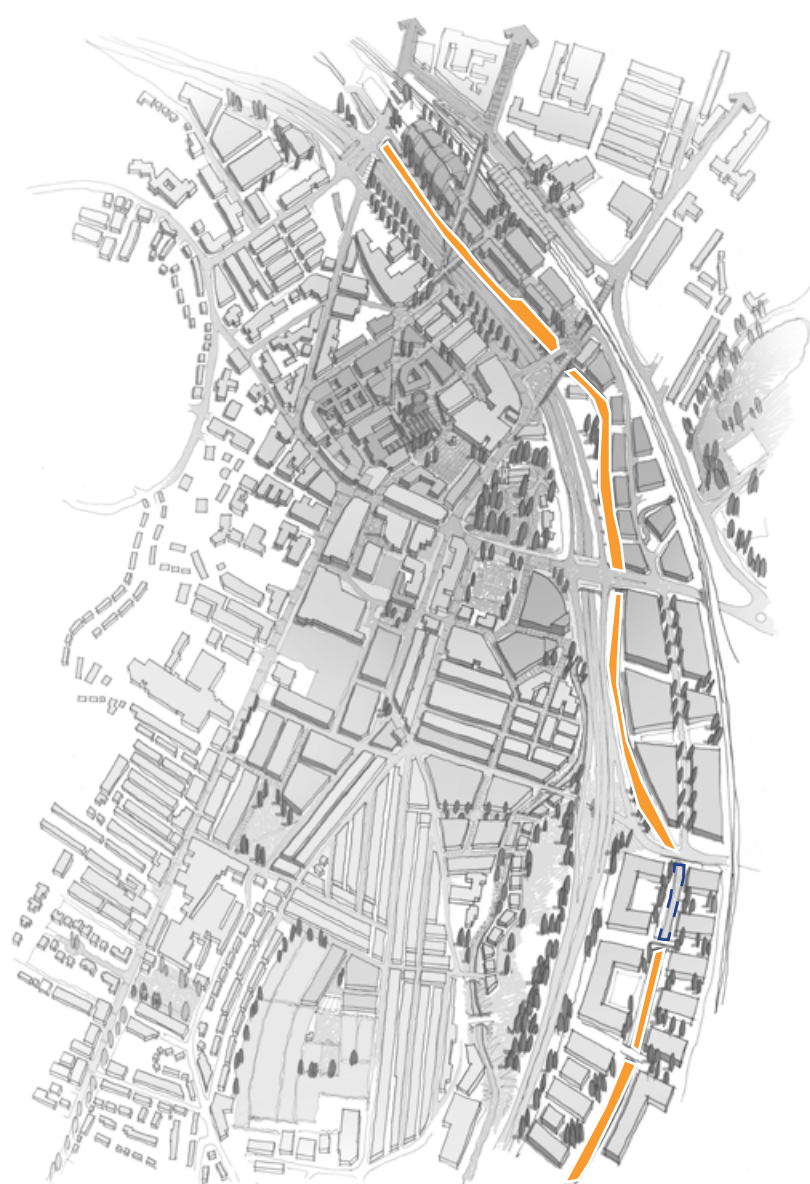
More local trips could be made by bicycle if some of the main roads were not so dominated by fast moving vehicles. Better traffic management, dedicated cycle lanes, tree planting and creative surface alterations would all help to promote healthier and greener modes of transport.



Trent & Mersey Canal



Existing



The canal could be used on match days to help ferry football supporters from the train station to the Britannia stadium. Other attractions such as floating restaurants or bars could also take this opportunity to capture passing trade. Leisure facilities such as canoeing could also be an option to bring life to the canal side and make the canal a destination.