

The Rise of the 'City of Culture'









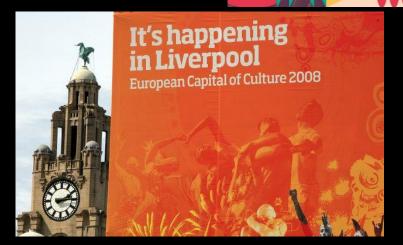




Our Time Our Place #Bradford2025



Sunday 3 July 12 - 7pm







Europeo

HULL 2017 UK City of Culture

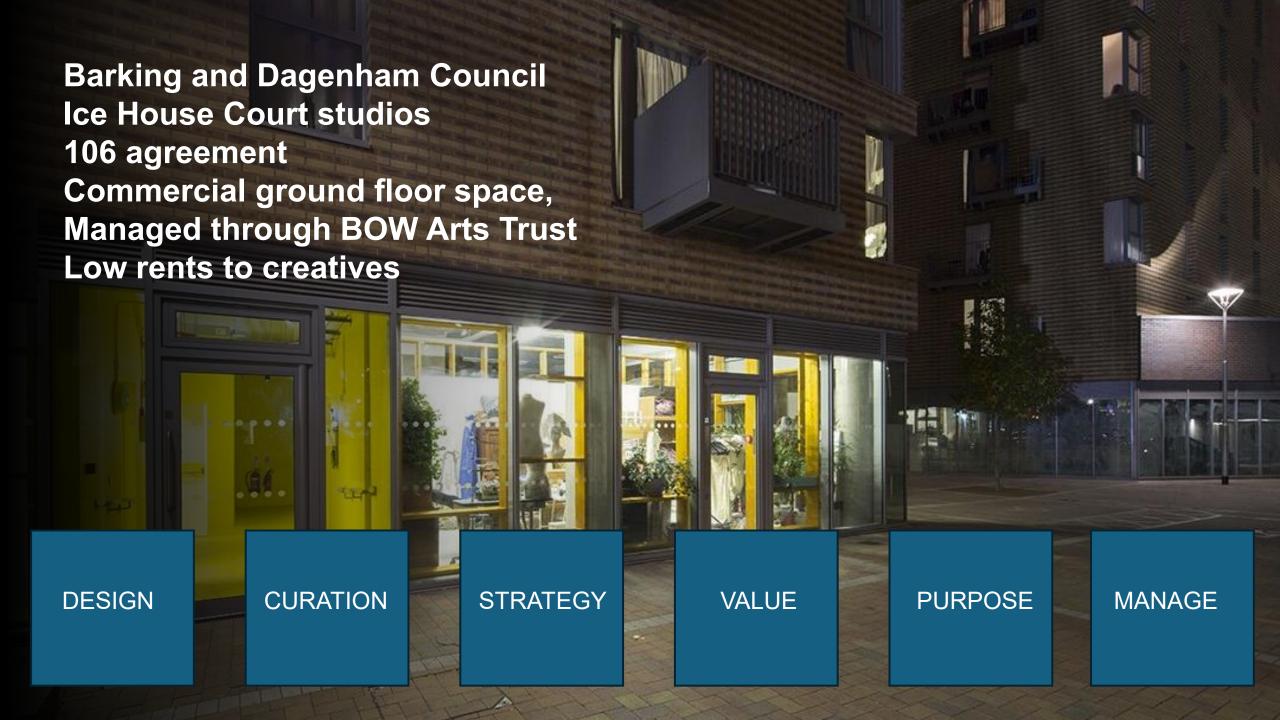
GEN Z RENTERS / AGE RANGE: 18-28 / MIFE STAGE: STUD EARLY CAREER PROFESSIONALS, YOUNG COUPLES. NOMADS / INCOME LEVEL: ENTRY-LEVEL SALARIES, PART-T WORK, OR GIG ECONOMY INCOME / URBAN PREFERENCE FINANCIAL FLEXIBILITY OVER OWNERSHIP SOCIAL CONNECTION / SUSTAINABILITY / TECH-FIRST MINDSET FEATURES THEY VALUE MOST: HIGH SPECED TO THE WIFE UNIT LAUNDRY MODERN APPLIANCES / PET-FRIENDLY POLICIES / FITNESS & WELLNESS AMENITIES / COMMUNITY + EXPERIENCES DIGITAL CONVENIENCE / LIFESTYLE-ORIENTED STORY TELLING REVIEWS & WORD OF MOUTH AFFORDABILITY + TRANSPARENCY / MEDIA & MARKETING CHANNELS TIKTOK & INSTRUCTION REELS YOUTUBE & VLOGS INFLUENCER MARKETING / DECISION DRIVERS: PRICE, LOCATION / SEARCH HABITS: ZILLOW. APARTMENTS.COM, REDDIT

Empty Commercial Units in London Housing Developments

GLA "Vacant ground floors in new mixed-use development" (2016) No single London-wide figure exists just for commercial space in residential schemes

Studies + Borough data show long-term vacancy is common Outer boroughs hardest hit: location, design, high rents slow takeup

Vacancy in new housing-led commercial units a systemic issue (Richmond, Barnet) 6–10% vacancy as local norm Croydon – Exchange Square "entire scheme ground floor units have never been occupied"





- 1. Creative Workspaces -studio, workspace, lab, artisan, maker
- 2. Creative Presentation gallery, event, talks, shop, salon
- 3. Partnership & Collaboration —clusters linked to representative bodies
- 4. Education & Learning -Life-long, learning-opportunities, school, FE, university
- Visual Art fashion, gallery, design, digital
- 6. Walk, Run, Cycle -health and wellness
- 7. Digital Boulevard Creative-Tech Cluster
- 8. Green Spine Bringing Green into the development, ideas for Play, Health, Food, Education, Art, Green-Retail, new Energy and Urban Planting

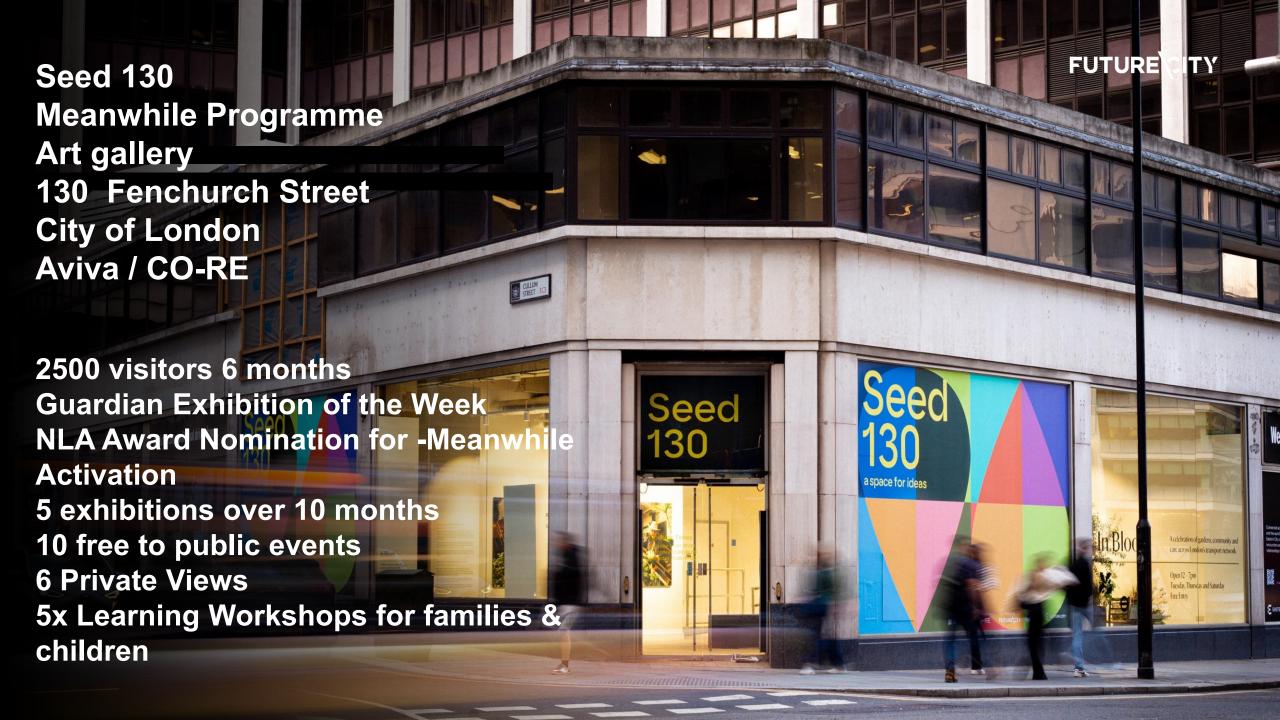


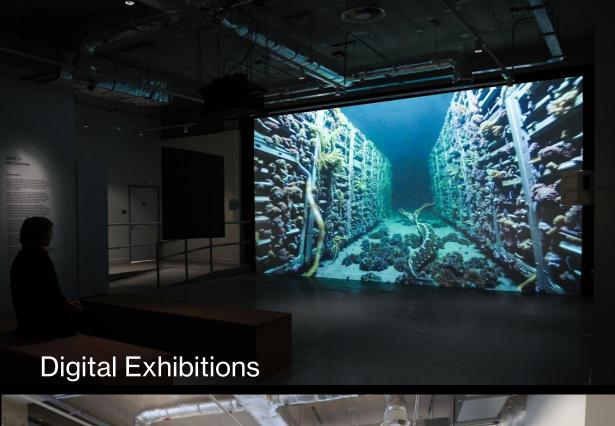














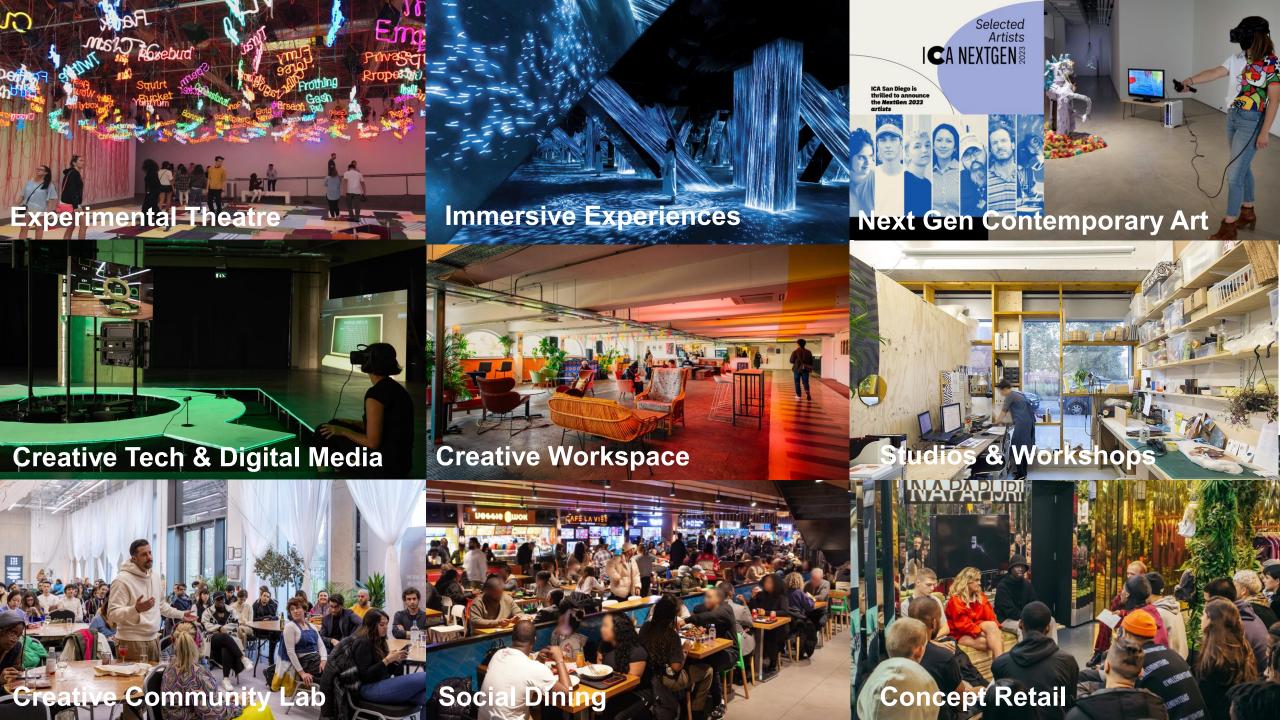












Our exploration

FUTURE\CITY

Place

Locality & Destination

Assael

Design

Flexibility & Efficiencies

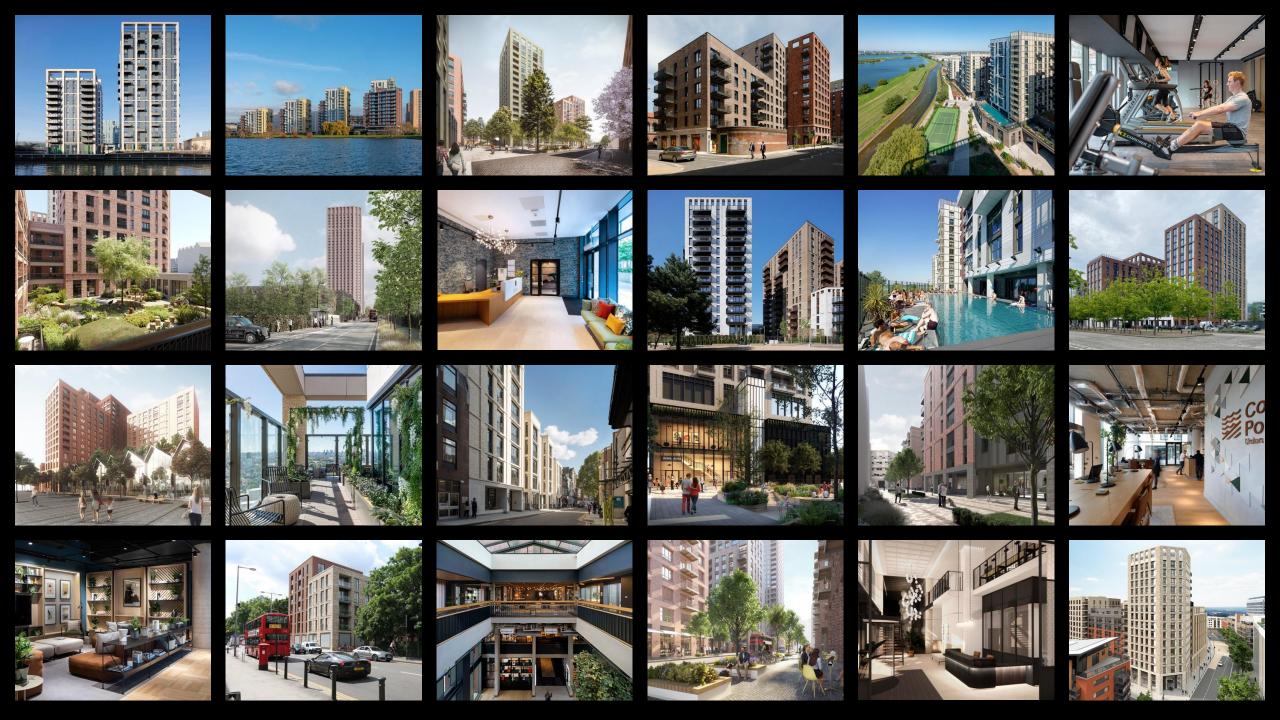


Value

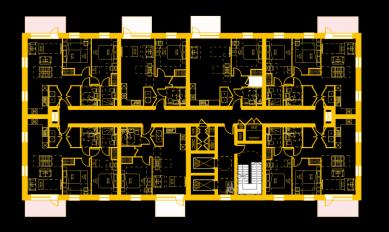
Ownership & Tenancy

Living concepts

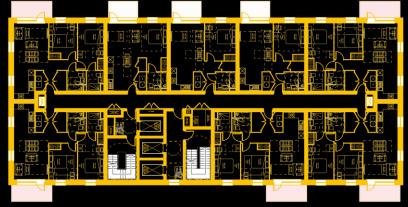
Build to Rent Co-living Later living

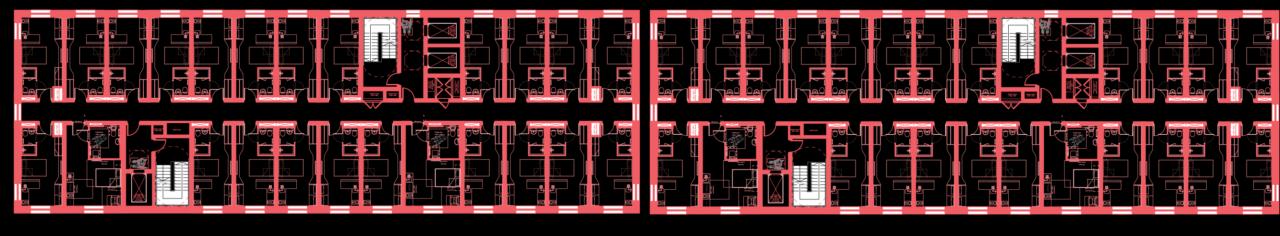


Living concepts

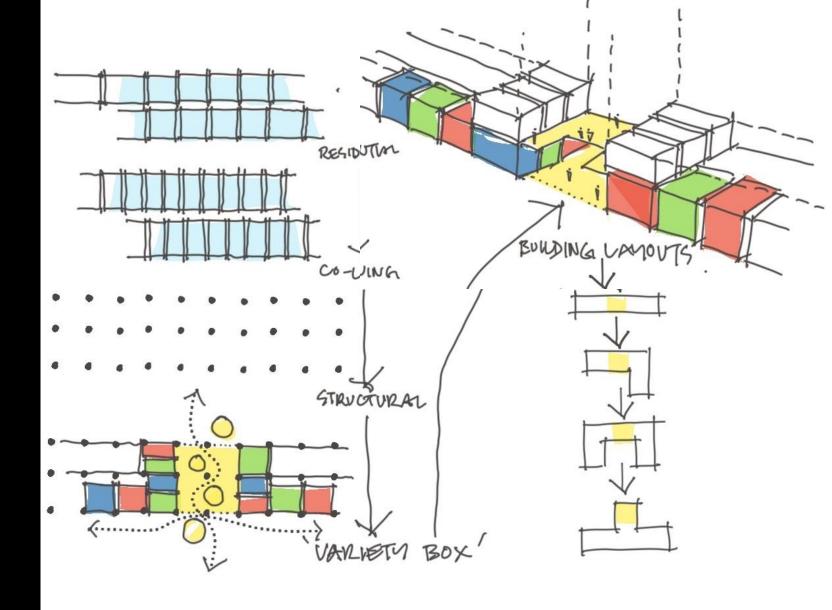




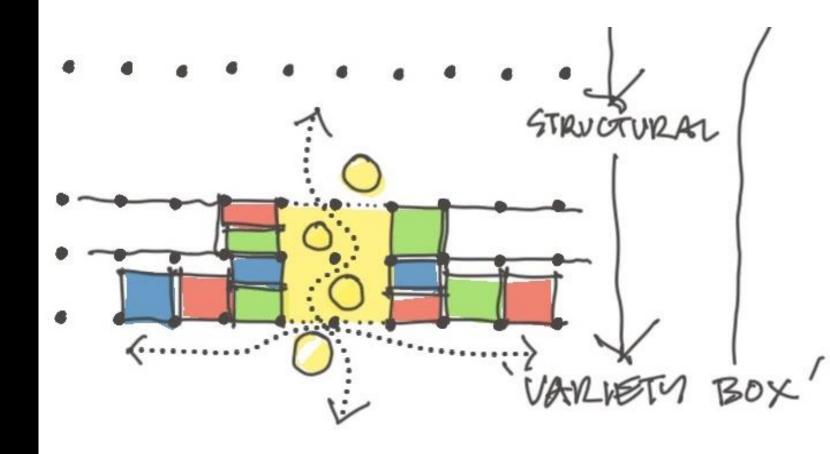




Optimum Residential layout to Variety Box



Optimum Residential layout to Variety Box



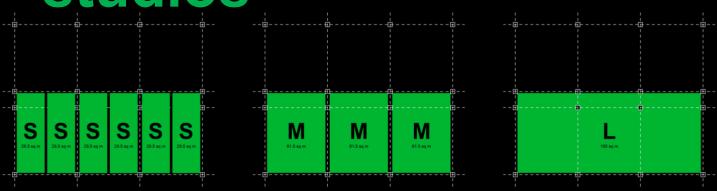
MAYOR OF LONDON

DESIGNING SPACE

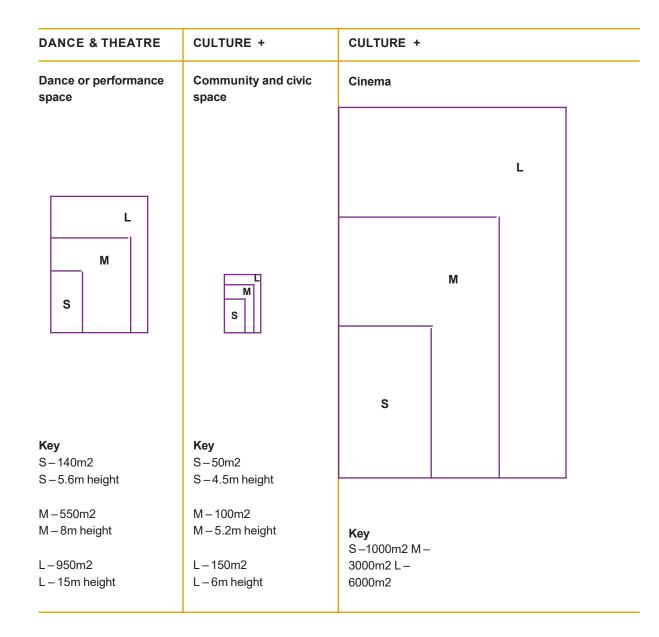
FOR CULTURE

GOOD GROWTH BY DESIGN

Variety Box working with residential grids generates S M L & XL studios



ART AND DESIGN	MUSIC	MUSIC	FILM	
Gallery/Archive/ Museum L S	Live Music venue	Nightclub L M S	Cinema L M S	
Key S – 100m2 S – 3.5m height M – 150m2 M – 4.5m height L – 250m2 L – 6.3m height	Key S – 20m2 S – 3.5m height M – 500m2 M – 4.5m height L – 1000m2 L – 6.3m height	Key S – 300m2 S – 3.5m height M – 500m2 M – 4.5m height L – 700m2 L – 6.3m height	Key S – 95m2 S – Variable height M – 400m2 M – Variable height L – 550m2 L – Variable height	





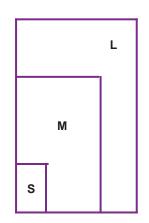
SMALL CREATIVE STUDIO

- Overview
- Case studies
- Flexible small creative studio
- Recording studio



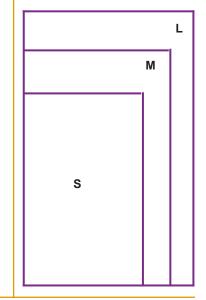
LARGE CREATIVE STUDIO

- Overview
- Case studies
- Flexible large creative studio
- Fashion studio
- Rehearsal studio e.g. dance, theatre
- Photography studio



SMALL INDUSTRIAL SPACE

- Overview
- Case studies
- Flexible small industrial space
- Textile production space
- Digital production & photography space
- Specialist making space e.g. props, sets etc.



The table below offers size guidance on the facility types covered in this toolkit.

Key

S – 11m2; 2.9m height M – 20m2; 3.5m height

L – 32m2; 4.4m height

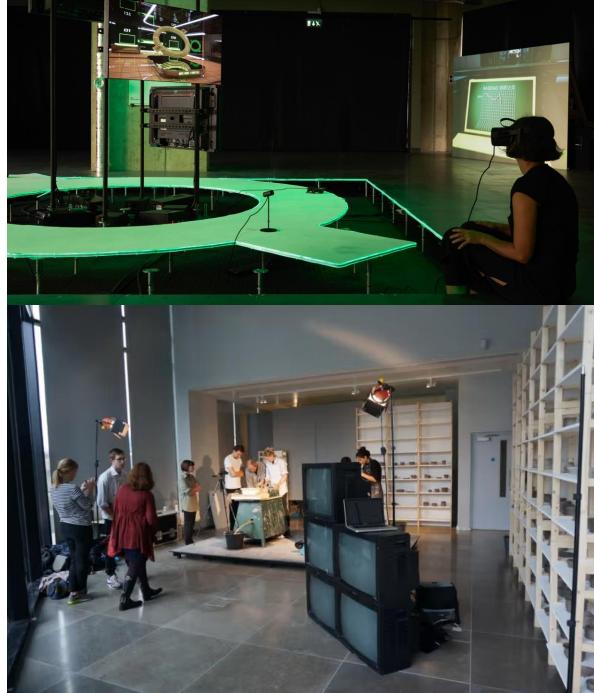
Key

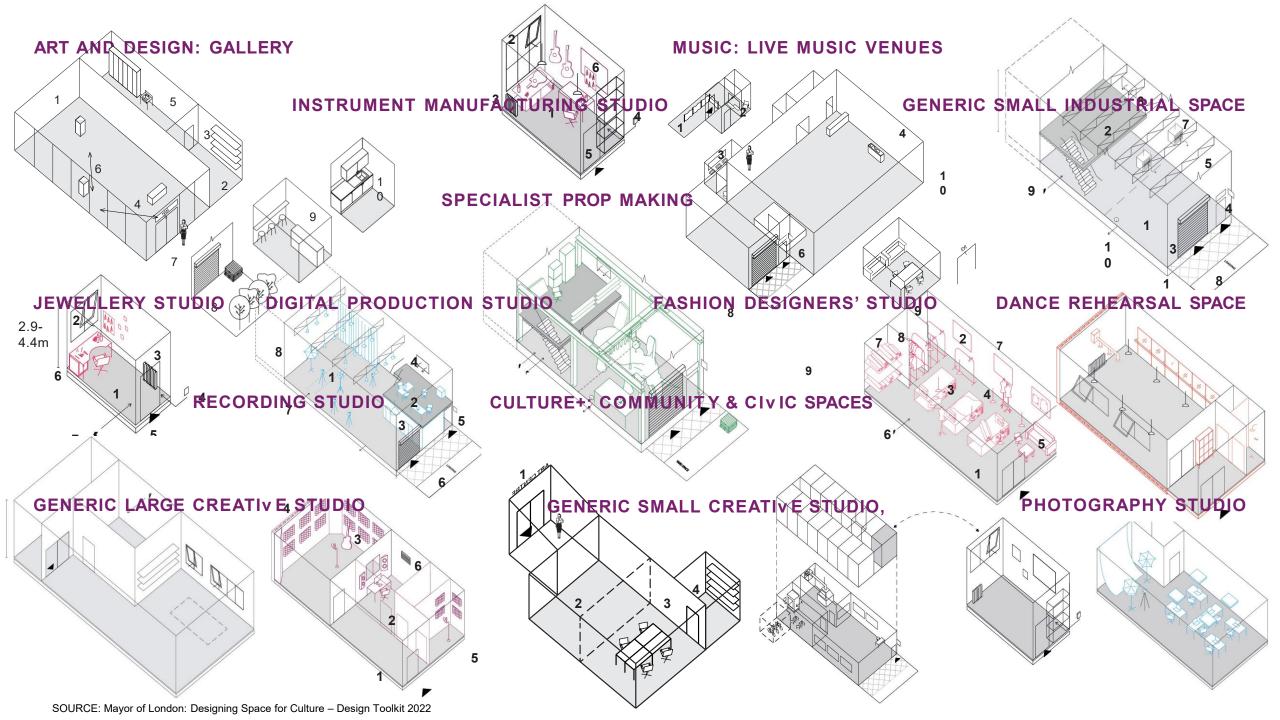
S - 32m2; 2.9m height M - 250m2; 3.5m height

L-500m2; 4.4m height

Key

S – 500m2; 4.5m height M – 750m2; 6m height L – 1000m2; 8m height

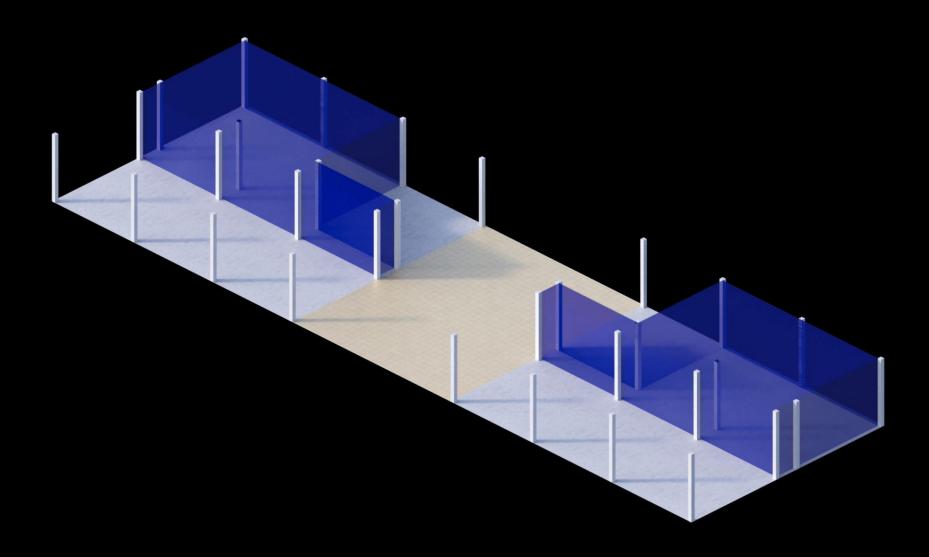


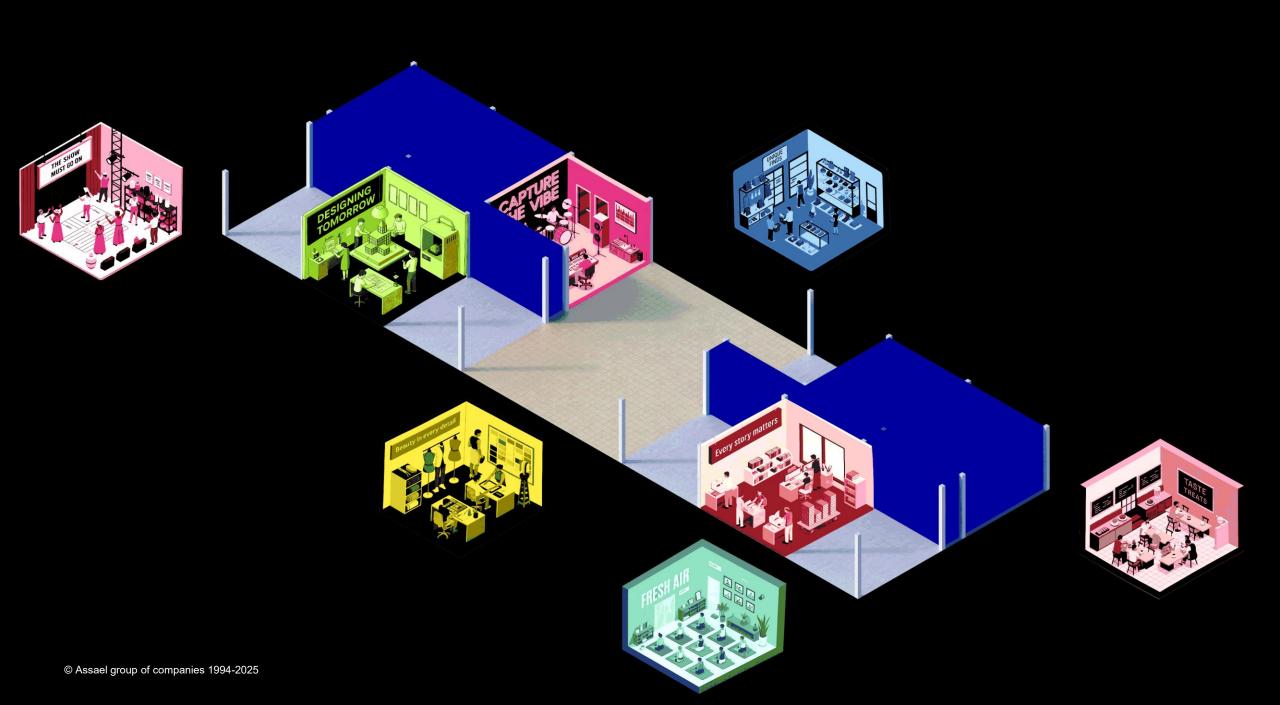




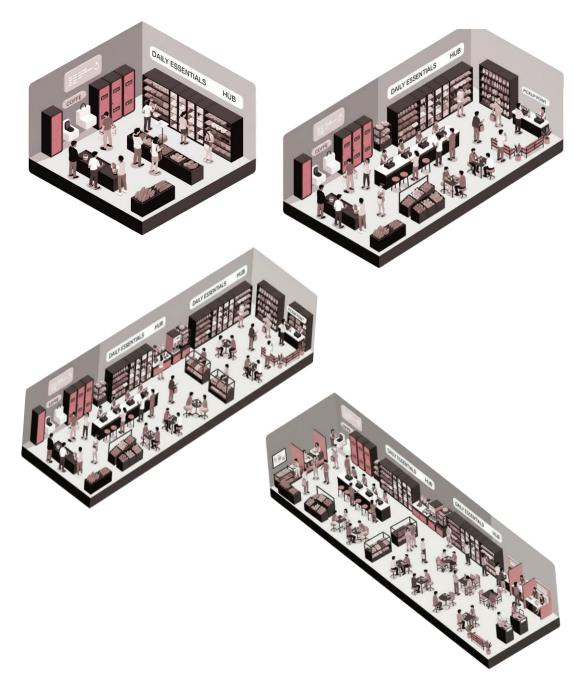
The Variety Box concept









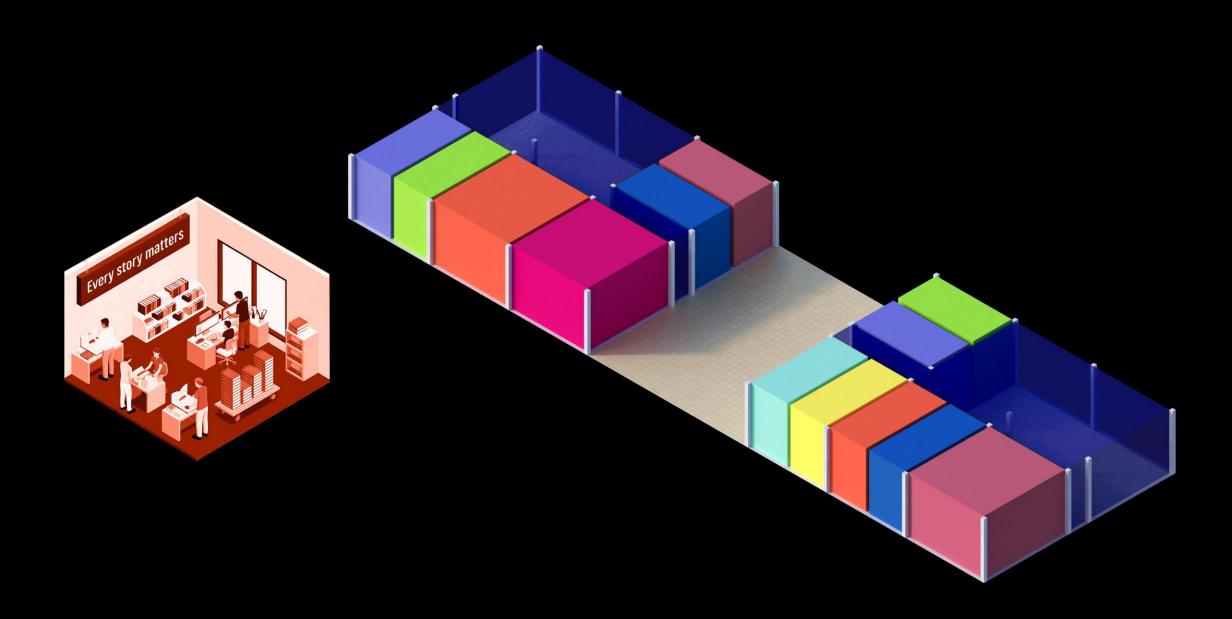


'White box' fit out...

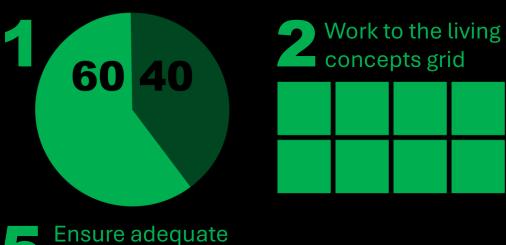


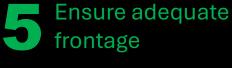


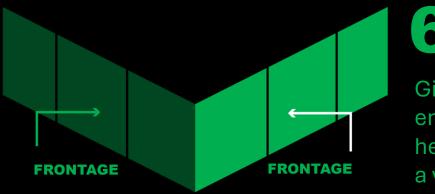




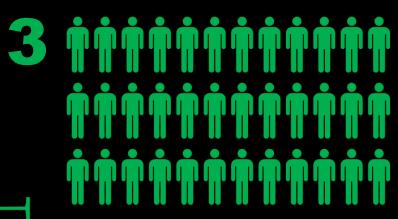
The rules of Variety Box design:



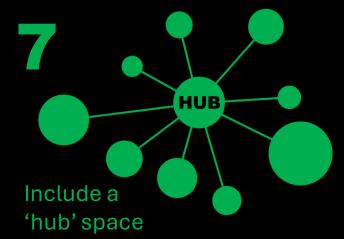


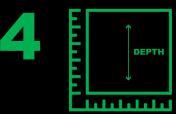


Give enough height for a variety of uses



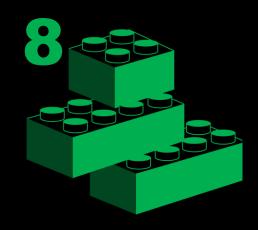
Think of the maximum size of potential tenant and work back

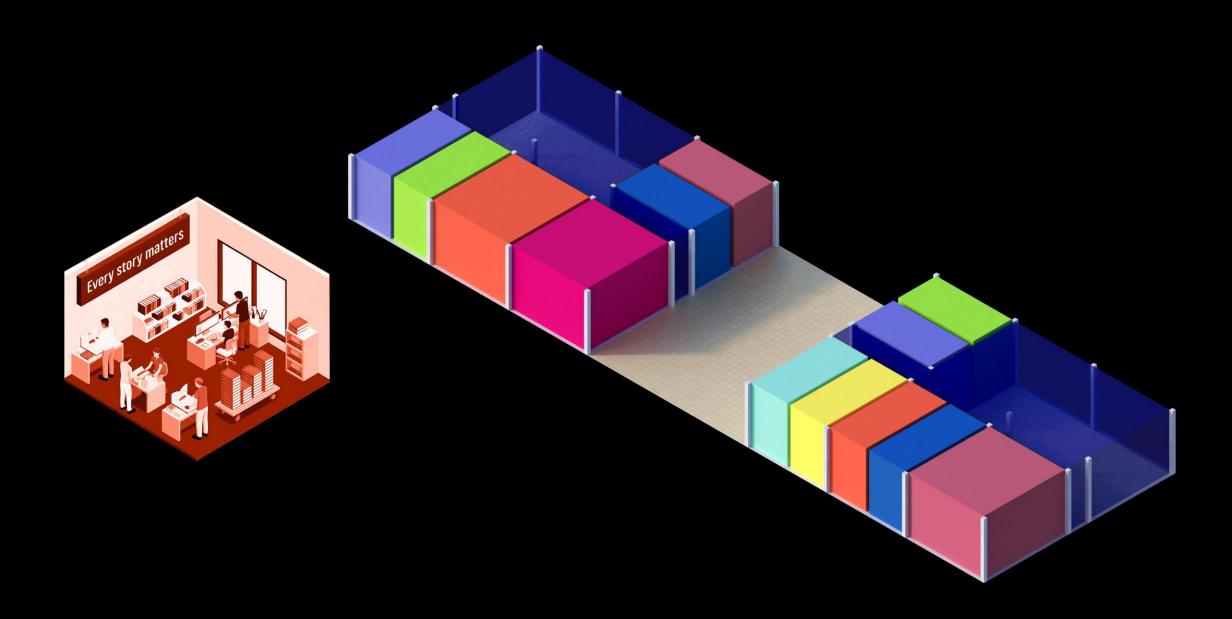




Make sure the space isn't too deep

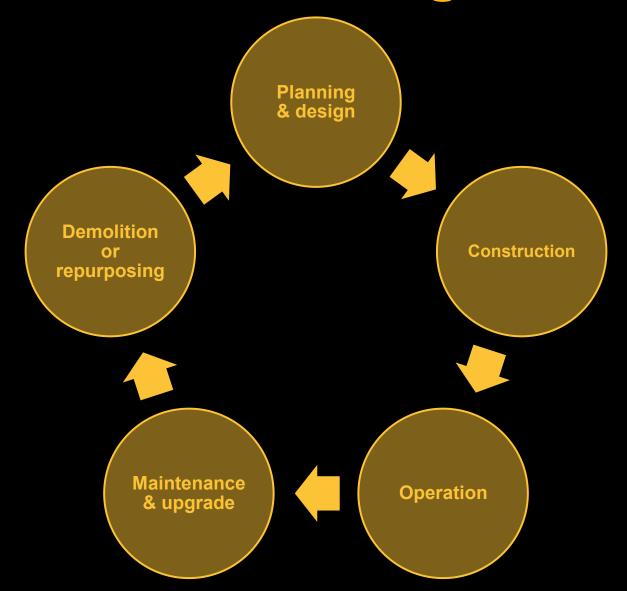
Design for de-manufacture - adaptability and resilience







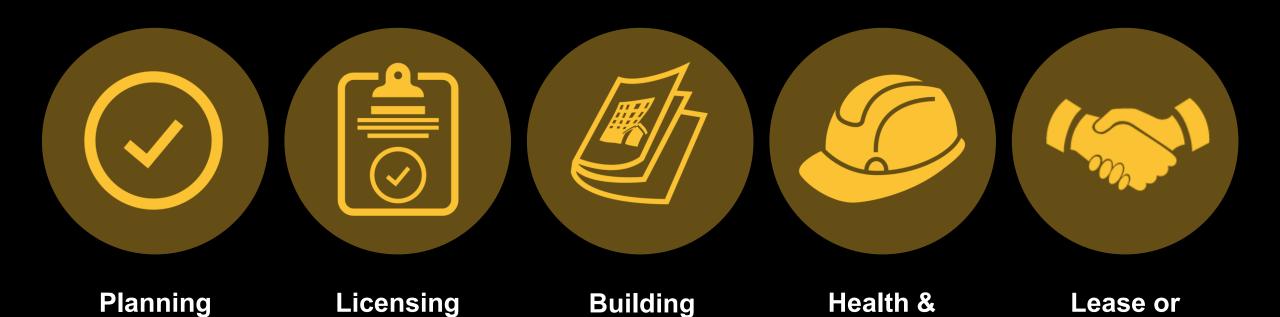
The lifecycle of a building





Key regulatory & legal considerations

permission



regulations

Safety



licence

Landlord

Success Factors



Robust occupational structure



Minimising voids & vacancy



Driving value of entire ownership



Pragmatism **Flexibility** Partnership





Tenant

Ease of set up



Success Factors

Low running costs & maintenance



Physical & legal Security



Achieving planning consent



Creating long term vibrancy



Location & access to customers



Landlord buy-in to your business



The viability conundrum...

Considerations...

- Long term value horizon
- "External amenity"
- Rental uplift
- Extended length of stay
- Tenant satisfaction
- Economies of scale

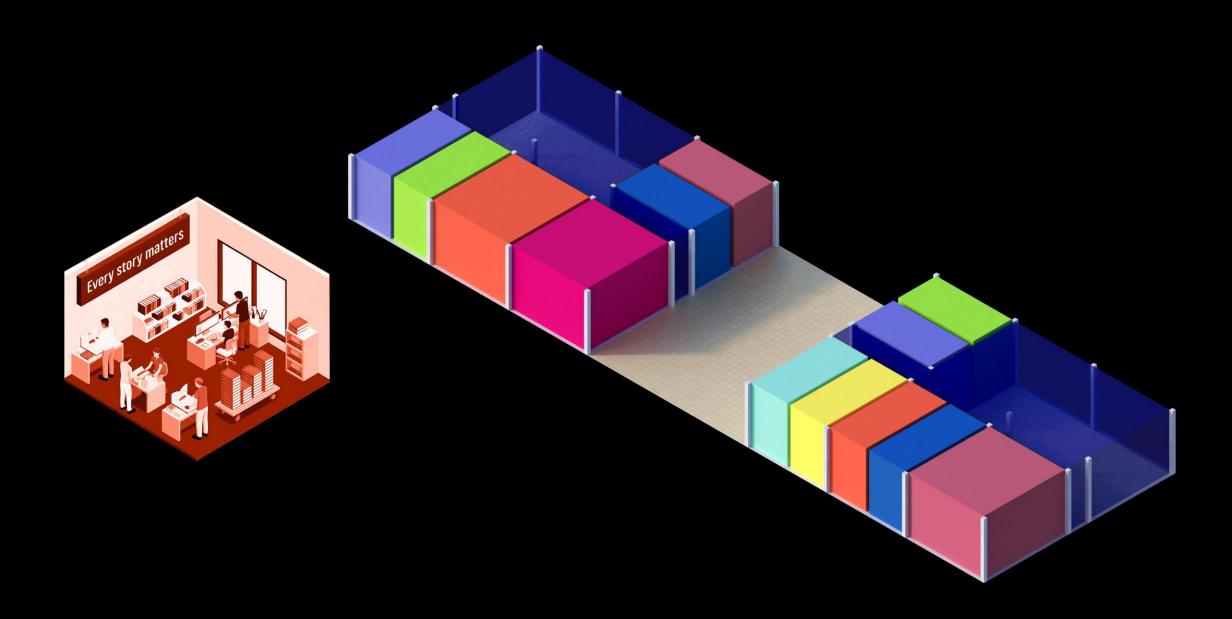
Alternative delivery models – the next generation...

- Flexible, dynamic rental pricing
- Community investment funds
- Community ownership
- Neighbourhood REITs
- Crowdfunding



Source: RCLCO, 2024







Assael



FUTURE\CITY