



Indicative image of the proposals from Ladywell Road

INTRODUCTION

Welcome to our public exhibition for the restoration of Ladywell Playtower. We are hosting this exhibition prior to submitting a planning application to display our proposals to bring this important historic building back into public use.

Please take time to read the information presented on the boards and fill in our feedback form.

If you have any questions, please ask one of the consultant team, who will be happy to help. All the information displayed today will be available on our website:

www.ladywellplaytower.co.uk

LOCATION

Ladywell Playtower is located approximately 1km to the South West of Lewisham centre, and is situated roughly halfway between Lewisham High Street and Ladywell's bustling village centre.

The site is in close proximity to strong transport links.



Red outline of the Playtower and surrounding site



Ladywell Playtower

LADYWELL PLAYTOWER EXHIBITION

THE BACKGROUND



Guildmore and Curzon Cinemas were appointed by the London Borough of Lewisham in 2017 to bring forward proposals for the restoration of the Ladywell Playtower, which is one of Historic England's top 10 at-risk listed buildings.

Ladywell Playtower is a site of both community and historical significance. The Playtower was built in the 19th century and was used variously as a swimming pool and public hall for activities such as dances, plays and boxing. Sadly it fell out of use in 2004 and is now in a state of disrepair, with the cost of restoring the Playtower estimated to be in excess of £7 million.

Lewisham Council owns the building and ran a competitive bid process, leading to the selection of Guildmore as a development partner in November 2017. This was with the core aim of restoring the Playtower and bringing it back into public use.

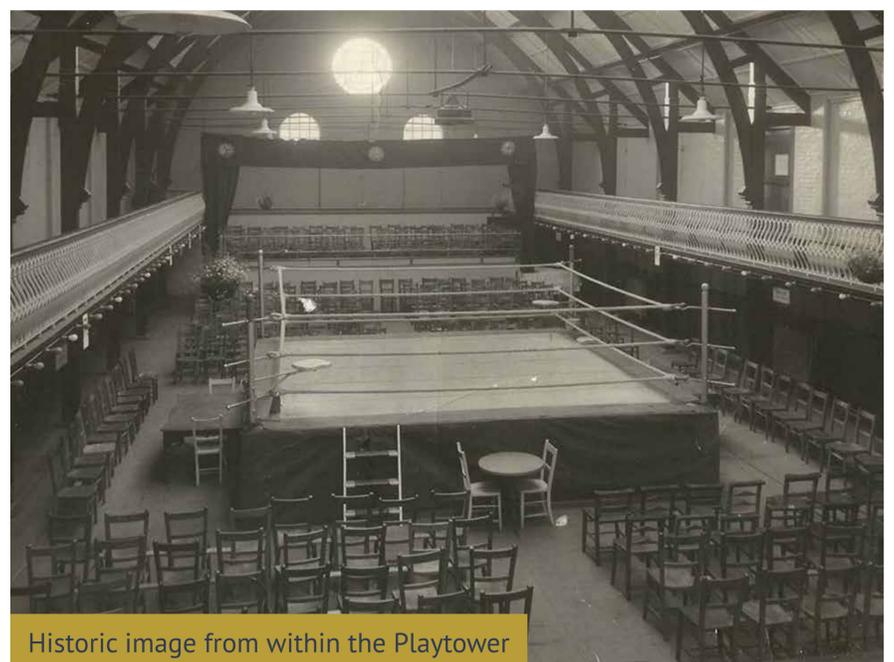
Our proposals represent a fantastic opportunity to revive the character and significance of the Playtower, bringing an important building back into public use, that could otherwise be lost forever.



Historic image of the Playtower



Historic image from within the Playtower



Historic image from within the Playtower

ABOUT GUILDMORE

Guildmore has the team, experience, and resources to transform neglected heritage buildings into award-winning destinations at the heart of community life.

An example of our successful past projects includes the restoration of Poplar Baths in Tower Hamlets, which also saw Guildmore working with PRS architects to save the building from 30 years of dereliction and reinstate it as a thriving leisure centre for the local community.

ABOUT CURZON

Curzon Cinemas is acclaimed for its dedication to heritage led, community asset projects, building upon their experience in establishing successful partnerships with communities in London and throughout the UK.

They are also committed to paying at least London Living Wage to all staff.

LADYWELL PLAYTOWER EXHIBITION

THE CONDITION OF THE PLAYTOWER & SCHEME VIABILITY



The construction of Ladywell Playtower was completed in 1884. It was closed in 2004 and sustained damage from an extensive fire in 2006.

The building's dilapidation has resulted in Historic England (the statutory body responsible for maintaining England's historic environment) identifying the Playtower as one of their top 10 at-risk listed buildings.

Since the successful bid in 2017, Guildmore has undertaken extensive and ongoing surveys to ensure a detailed understanding of the poor state of the Playtower, and has invested a significant amount of money in initial restorative works within the Playtower.

The Playtower's state is worsening every day, with severe and less immediately-visible issues such as rot to the timber that comprises much of the Playtower's structure putting the building at severe threat of being unsalvageable.

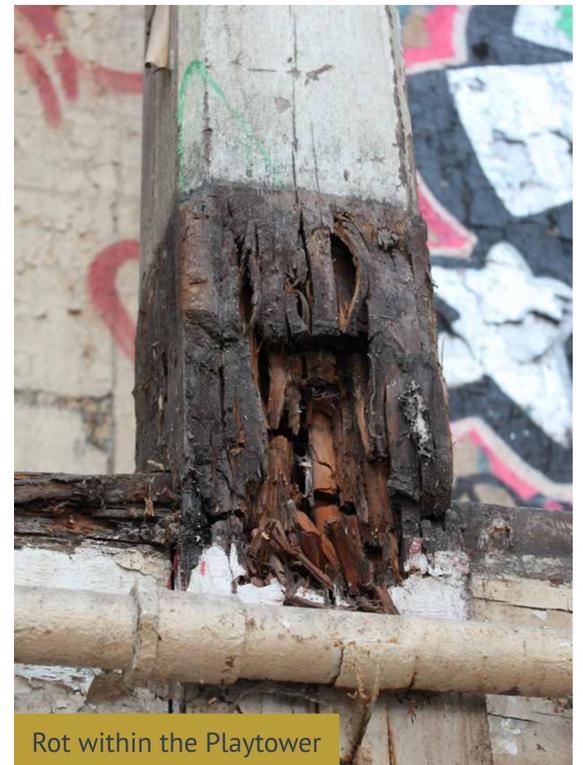
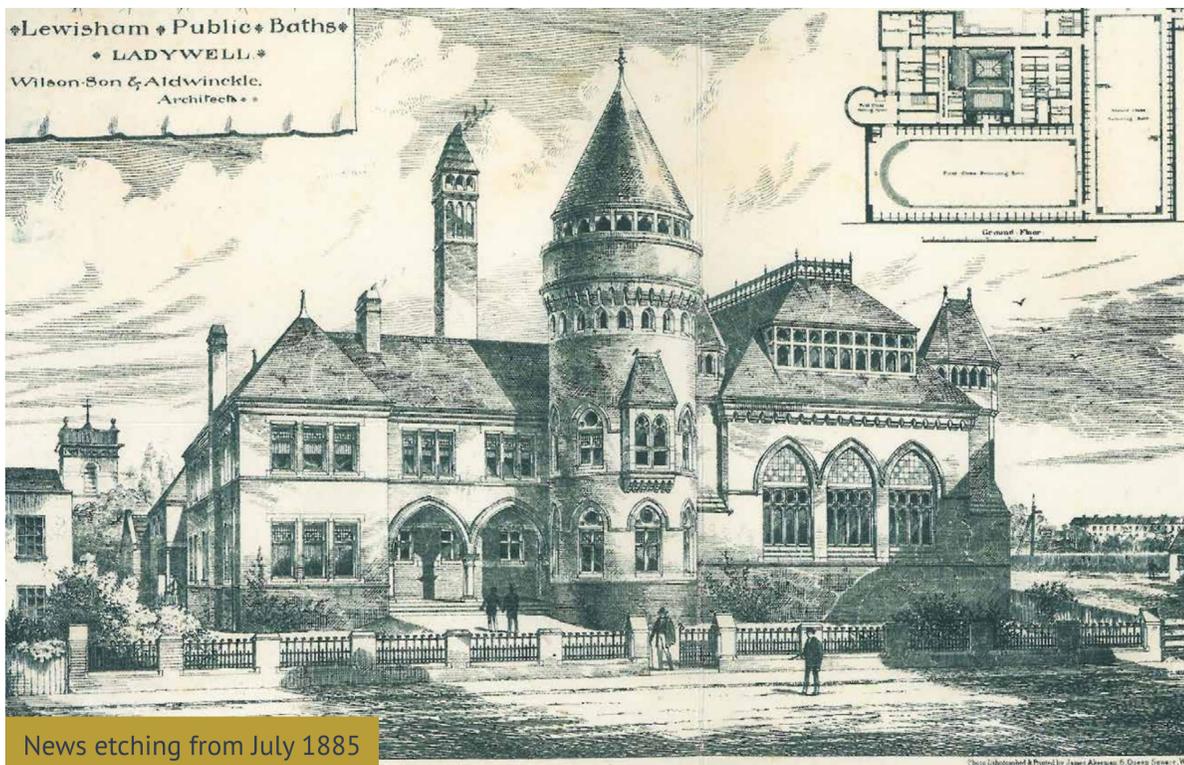
Guildmore has already invested in excess of £400,000 in these building surveys and initial works. The total cost of restoring the Playtower is estimated to be in excess of £7 million.

SCHEME VIABILITY

The restoration of the Playtower is the fundamental driver behind the forthcoming planning application.

The very poor state of the Playtower means that restoration costs to save it and bring it back into public use are estimated to be in excess of £7 million.

Therefore, Guildmore proposes to build residential accommodation to the south and the east of the Playtower to fund its restoration. This will ensure the building comes back into community use, primarily via the proposed cinema.



LADYWELL PLAYTOWER EXHIBITION

THE PROPOSALS

Guildmore has been in ongoing and lengthy discussions with the Council and local stakeholders for over two years, with the proposals going through multiple iterations in this time.

We are delighted to now be able to proceed with our proposals.

THE PROPOSALS WILL DELIVER:



A four screen (300 seats) Curzon cinema within the Playtower



A bar and restaurant associated with the cinema



Affordable office space, which will be provided at less than 50% market rates to residents and workers of Lewisham



33 homes in two new, carefully-designed buildings to the east and south of the Playtower



Indicative image of the proposals viewed from the south

A CAR-FREE DEVELOPMENT

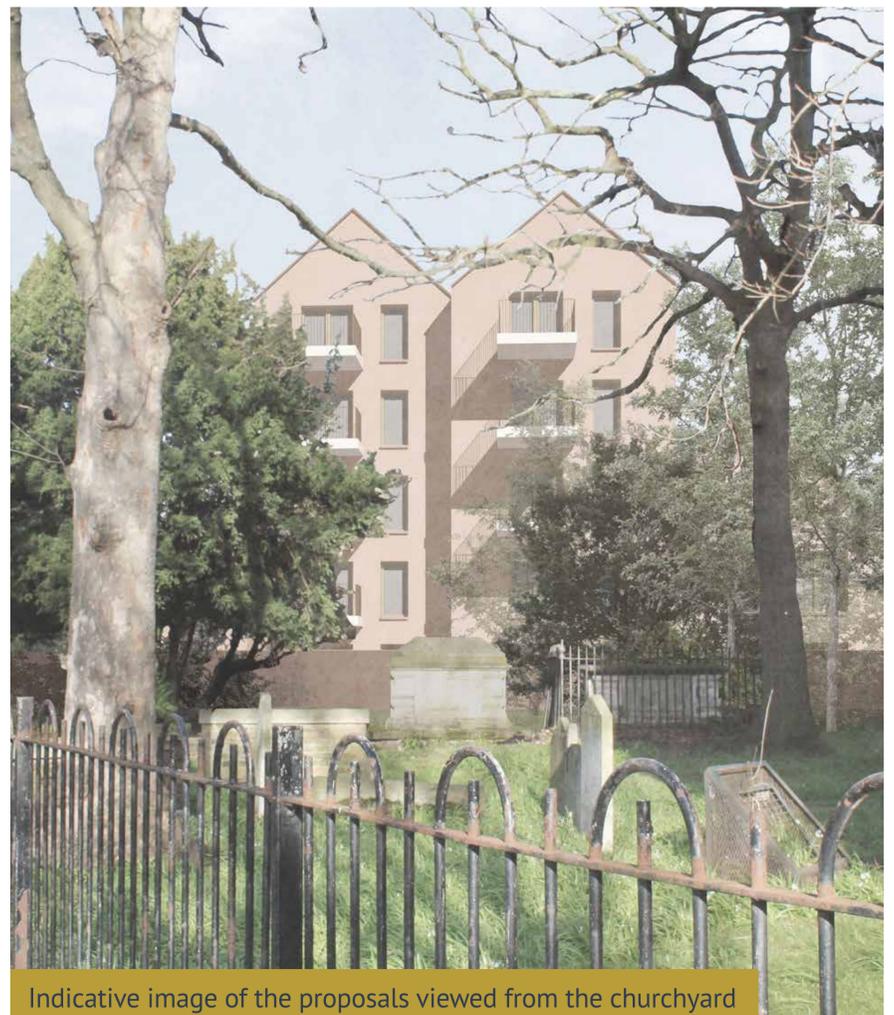
The area is well-placed for future users and residents to make use of the nearby Ladywell station and the strong bus links available locally.

Minimising the additional traffic on local roads both avoids adding to congestion and presents an environmental benefit. This is particularly important with Lewisham Council having declared “a climate emergency” in February 2019, with the target of making the borough carbon neutral by 2030.

Vehicular access will be from Ladywell Road to allow for servicing such as bin collections and deliveries. There will also be two disabled parking spaces onsite to serve the new homes.

Aside from these two disabled parking spaces, the new residents will not be able to apply for on-street parking permits to use in the Controlled Parking Zone.

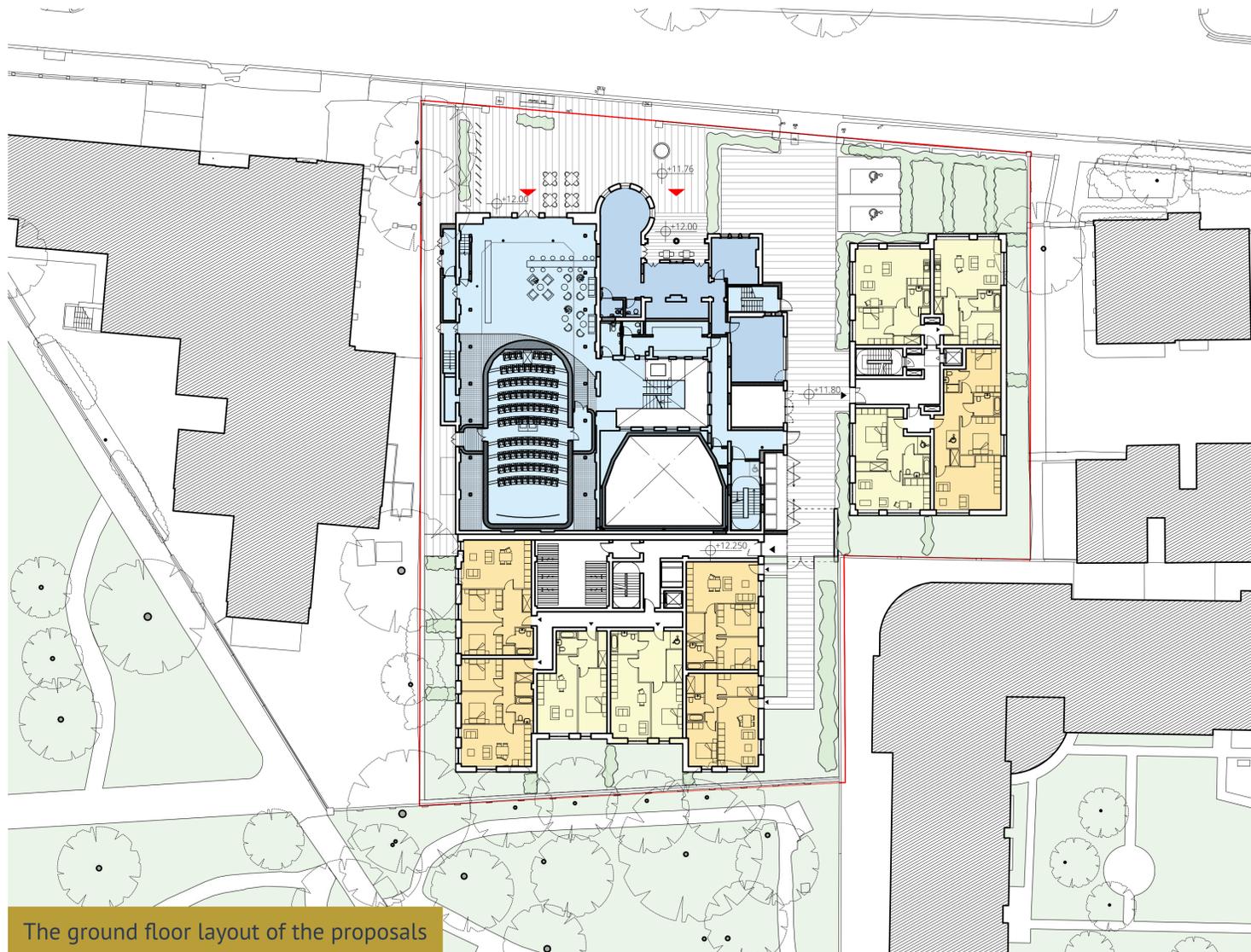
To further encourage sustainable modes of transport there will also be 66 cycle spaces.



Indicative image of the proposals viewed from the churchyard

LADYWELL PLAYTOWER EXHIBITION

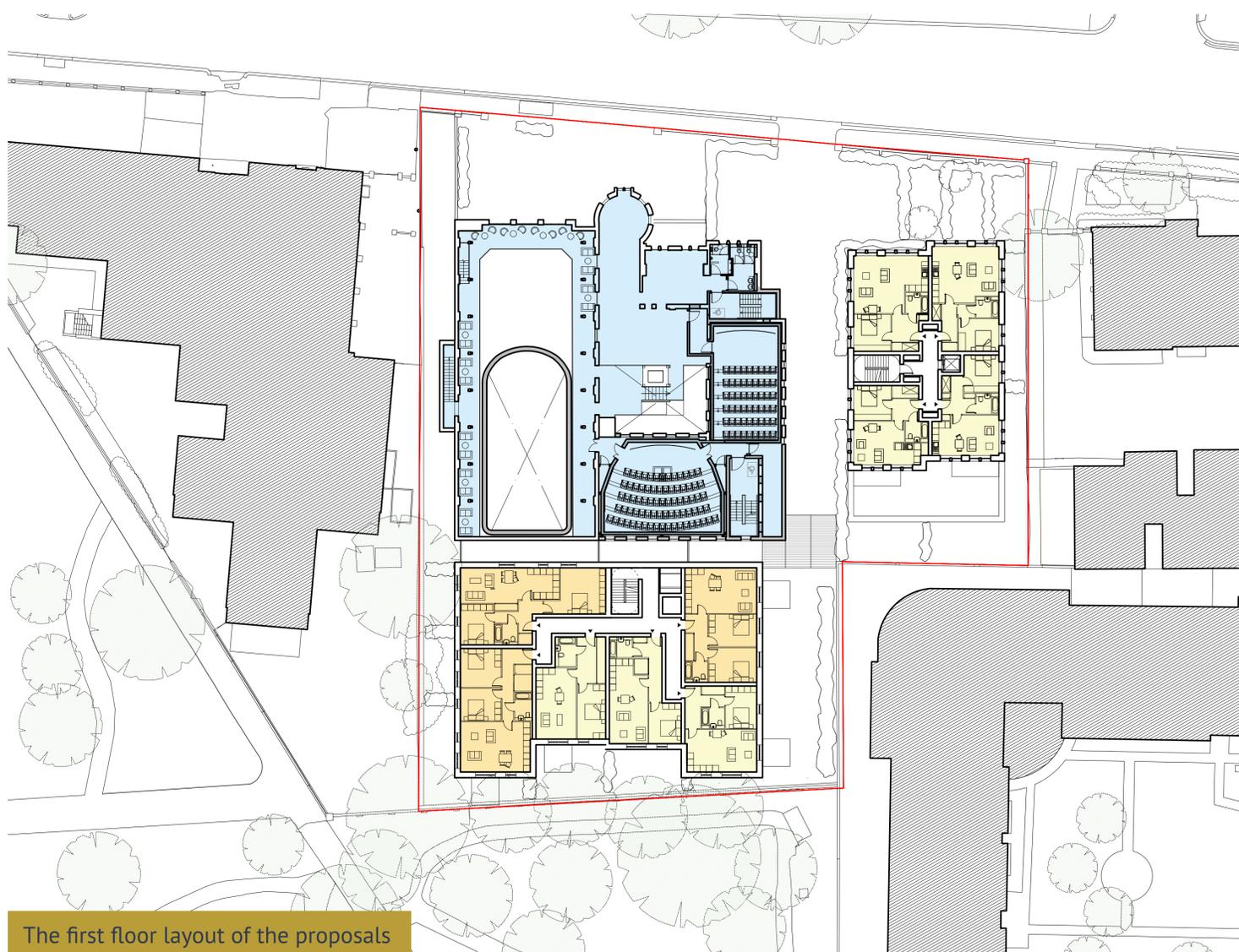
THE PROPOSALS



KEY

- 4 Screen Cinema
- Affordable Office Space
- One bedroom flat
- Two bedroom flat
- Grass
- Trees/ Low level planting
- Granite Paving Sets
- Brick Paving Sets

The ground floor layout of the proposals



The first floor layout of the proposals

LADYWELL PLAYTOWER EXHIBITION

BENEFITS OF THE RESTORATION



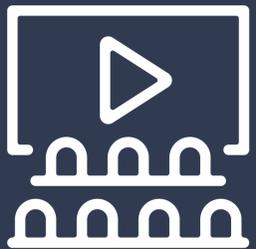
We plan to submit a planning application after this public exhibition. If given planning permission, the proposals would deliver multiple local benefits, including:



Restoration of Ladywell Playtower at an estimated cost in excess of £7 million



Re-introducing public access onto the site



A new four-screen cinema



A restaurant and bar



Affordable office use for Lewisham residents and workers



New homes for the borough. The additional residents in the area will help to support local shops and services



New permanent jobs (with guaranteed London Living Wage). Further employment to be provided during construction



Curzon generally hosts regular special screenings and events

LADYWELL PLAYTOWER EXHIBITION

THANK YOU, FEEDBACK & CONTACT DETAILS



PROJECT TIMELINE



January 2020
Public Consultation



February 2020
Scheduled submission of application



Summer 2020
Planning decision made by
Lewisham Council



Autumn/Winter 2020
If planning consent is granted,
commencement of works to save the
Playtower



Two years following
If planning consent is granted, likely
completion of works

CONTACT US

If you have any questions or feedback please contact us via the details below:

Phone: 0800 298 7040

Email: feedback@consultation-online.co.uk

Website: www.ladywellplaytower.co.uk

FEEDBACK

Please take the time to fill in our feedback form. You can leave this in the ballot box at the exhibition, complete it at home and post it to us using the prepaid envelopes provided, or complete the online version at ladywellplaytower.co.uk.

We will analyse all of the feedback received prior to finalising and submitting a planning application to Lewisham Council.



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