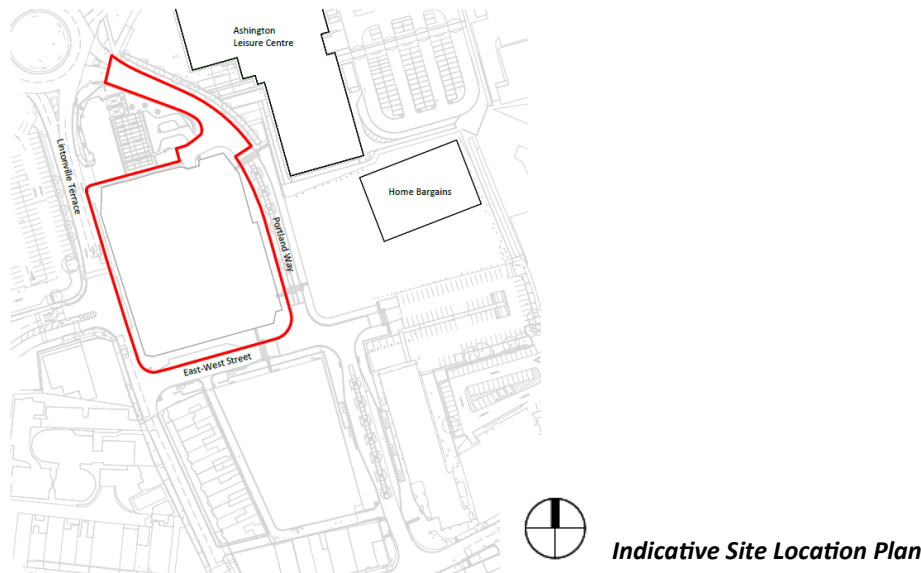


# PUBLIC CONSULTATION

## Introduction

DPP Planning, on behalf of Advance Northumberland, is preparing to submit a Full Planning Application to Northumberland County Council for the proposed development of Portland Park Cinema. Ahead of submission of the application, we invite you to view the proposal and provide your feedback on the scheme.

This period of public consultation follows a recent consultation exercise on the wider Ashington Regeneration Programme in May 2024. This new period of public consultation relates only to the proposal for the Portland Park Cinema development before a planning application is submitted and provides a second opportunity for residents and stakeholders to consider the detailed proposal with more information available to view and comment on. The consultation will also include an additional in-person event on **Wednesday 17th July 2024**. Further details on the event are provided within this leaflet.



*Indicative Site Location Plan*

## The Site

The Site is a parcel of land approximately 0.8 ha in size. It lies within the northeast quarter of Ashington Town Centre in an area of redevelopment known as Portland Park. There is no existing development or buildings on the Site.

The Site is bound by Rotary Way and ASDA petrol station to the north, Ashington Leisure Centre to the northeast and ASDA Supermarket to the west. To the south and southwest are houses.

## Have your say

We welcome any feedback you may have on the Proposed Development.

An in-person consultation event is being held at **YMCA Northumberland** in Ashington (**North View, Ashington, NE63 9XQ**) on **Wednesday 17th July 2024** from **4pm to 7pm**. Advance Northumberland along with members of the design team including their architect, landscape architect, and planning consultant will be available to discuss the proposals with you and answer any questions you may have. Feedback forms will be available at the event for you to provide written comments.

Alternatively, please visit the dedicated consultation website: <https://dpp1.co.uk/portland-park-cinema/> to view the proposals (further information will be added to the website on Wednesday 17th July) and provide feedback using the comment box provided.

You can also email your comments to [consultation@dppukltd.com](mailto:consultation@dppukltd.com) or post your comments to: **DPP, Studio 015 Haylofts, St Thomas Street, Newcastle Upon Tyne, NE1 4LE**.

Your comments will then be logged, and queries will be answered within the Statement of Community Involvement which will be submitted as part of the planning application to Northumberland County Council.

Please submit your comments on or before **Wednesday 24th July 2024**.

# PUBLIC CONSULTATION

## The Proposed Development

The Proposed Development is for a new six screen cinema, two restaurant units, and associated landscaping, car and cycle parking. The cinema is to be operated by Reel Cinema.

Please note, a previous planning application for this site was approved in 2020. This permission has since expired, and the development now proposed includes significant improvements both physically and operationally. These improvements ensure that the scheme is deliverable and include:

- Surface level car parking, with no undercroft car park;
- Enhanced public realm improvements and landscaping;
- Updated design of cinema auditoriums in line with modern design standards with additional wider seating and more leg room.

The building will be two storeys in height, and be located in the southwestern part of the Site, with the car parking to the north.

New footpaths will be provided around the site, with space for meeting and external seating outside the main entrance to the cinema and restaurants. Materials will match those recently used at the leisure centre and within the town centre.

Level changes will be addressed with a lift providing access from the car park to the cinema at a higher level and large seating steps to the eastern boundary.

Street trees, hedges and shrub planting will soften the building and views into the car park creating an attractive environment and setting for the new building.

The proposed access and exit point is at the northeast of the Site's boundary, south of the ASDA petrol station and is to be accessed via Portland Way.

Approximately 75 car parking spaces are proposed, and this includes provision for disabled spaces and some electric vehicle charging bays. Provision for cycle parking is also proposed, including covered and secured cycle spaces.

The indicative Site Location Plan and Landscape Masterplan are available to view on the website link below. Additional details, along with the consultation boards (these will also be available to view at the consultation event), will be uploaded to this website on Wednesday 17th July 2024.



*Indicative Landscape Masterplan*