

SKINNERGATE

CREATIVE STRATEGY

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The role model for **Skinnergate** is **Notting Hill**, one of the most **charming** and **photogenic** areas of London, with its iconic **pastel-coloured** buildings and **thriving boutique high street**. Its main thoroughfare, Portobello Road is lined with **casual** cafes and bars and the vibe is **vibrant and relaxed**. The aesthetic is a fusion of **classic and modern**, and historic building features are restored sympathetically to preserve its **19th century heritage**.



SKINNERGATE Current Status



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- Consider ways to create a less retail-heavy, multi-use community focus by introducing residential, green areas, office and studio space etc.
- Improve shopfronts and create attractive unifying themes
- Aesthetic led by Conservation criteria and DBC Shopfront Design Guide
- Sympathetic materials, heritage character, appropriate dimensions, traditional signage
- Colourful first floor palette for buildings to give a distinct character to the thoroughfare. Striped theme makes Post House Wynd and the Yards distinct – Skinnergate needs its own signature style with pops of solid colour
- Increase visitor dwell time with attractive and plentiful street furniture
- Bring the inside outside, and create comfortable café culture with seating in front of businesses, tables and chairs for eateries, and awnings to add interest and visitor cover
- Continuation of Clark’s and Buckton’s style abundant planting in stone pots throughout street
- Unifying flooring – add consistent paving
- New lighting scheme to highlight architectural building features – capitalise on natural beauty of original structures
- Animate area with pedestrians not parked cars



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Creative Strategy - Areas of Focus

Bondgate end - Improvement to smaller retail units/planting

Duke Street junction - Consider the area around the junction to provide more usable seating and gathering space, encouraging general, multi-age community use.

What could the space provide?

- Greening entire area/creating urban park to diversify street and appeal to new housing residents
- Playpark for young families
- Socialising area for residents, lunch break workers, students and dog walkers
- Minimise urban isolation and encourage outdoor activity

Central area (Argos)/Residential area - continue to improve retail units/bring the inside life of the shops and bars outside with planting & seating. Engender community engagement and social life.

This is an ideal location for programme of animation;

- Pop-up artisan market could be very popular with residential community
- Community feasts/street parties
- Outdoor cinema and socials to create evening offer
- Project Darling Cinema Club and for children; Little Darlings Cinema Club featuring street food and beverage vendors
- Create socialising opportunities for new residential communities
- Activities can spill out into the yards opposite, incorporating businesses

Blackwellgate end - large, terraced block (83-88) opposite Friends Meeting House, currently predominantly empty. Perfect to transform into multi-use space with food and beverage offer on ground floor and variety of business in upper floors, for example:

- Gym/Yoga/Pilates studio
- Library/community hub in corner building (5 Blackwellgate)
- Office space
- Artist studios
- Nursery/creche
- Health and wellbeing services
- Community darkroom facilities etc.
- Art gallery
- Airbnb style urban penthouse residences

