

PINK LANE



Who will be delivering these improvements?

Following the success of 2024's Forth Lane Urban Art Gallery which transformed the small lane from an area to avoid to an area of interest, Pink Lane Improvements Phase 1 projects will be delivered in partnership by Newcastle NE1 Ltd and Creative Central Ncl. Both partners have a wealth of experience in similar areas throughout the city.

NE1 are a Business Improvement District driving the city forward with strategic initiatives to unlock opportunities for the city's businesses. NE1's operations team deliver projects end-to-end, not only providing bright, bold and beautiful places for people to enjoy the city centre, but also carrying out regular maintenance to ensure that placemaking projects have a longevity. The operations team also includes Street Rangers, the City Safe programme and the Business Crime Reduction Partnership, all which work closely with businesses, Newcastle City Council and Northumbria Police to carry out interventions to reduce antisocial behaviour, making the city safer for everyone.

The Pink Lane project will transform the area putting it on the map as a destination in its own right, increasing visitors and strengthening the business economy.

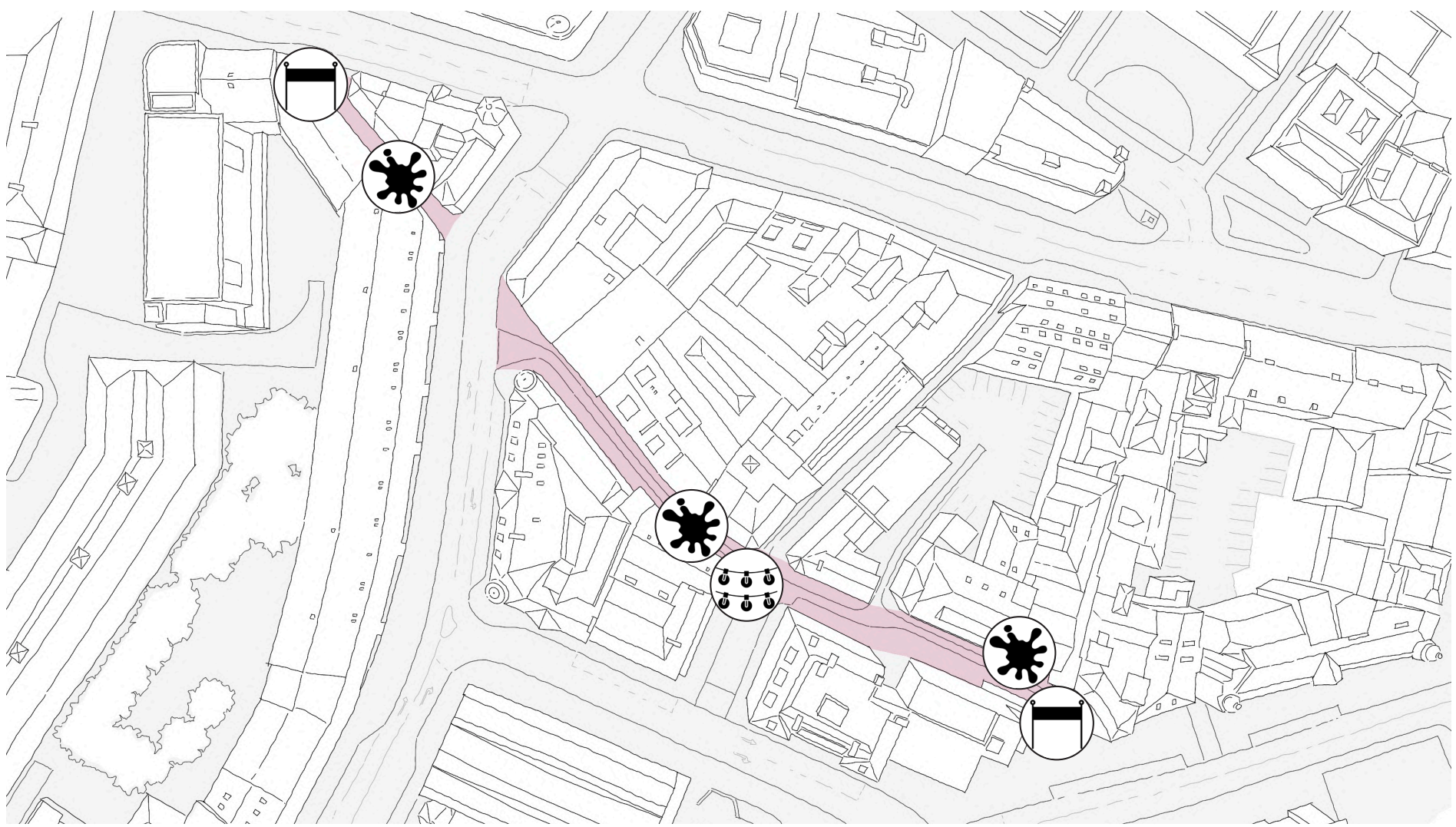


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Overview and Timeline

All elements of Pink Lane improvements will be delivered with minimum disruption and clear communication throughout providing relevant updates at key stages. The project is split into two categories with four key elements which will both combat issues from an operational level as well as transform the area through creative artistic interventions.



Gateway

Artwork

Lighting

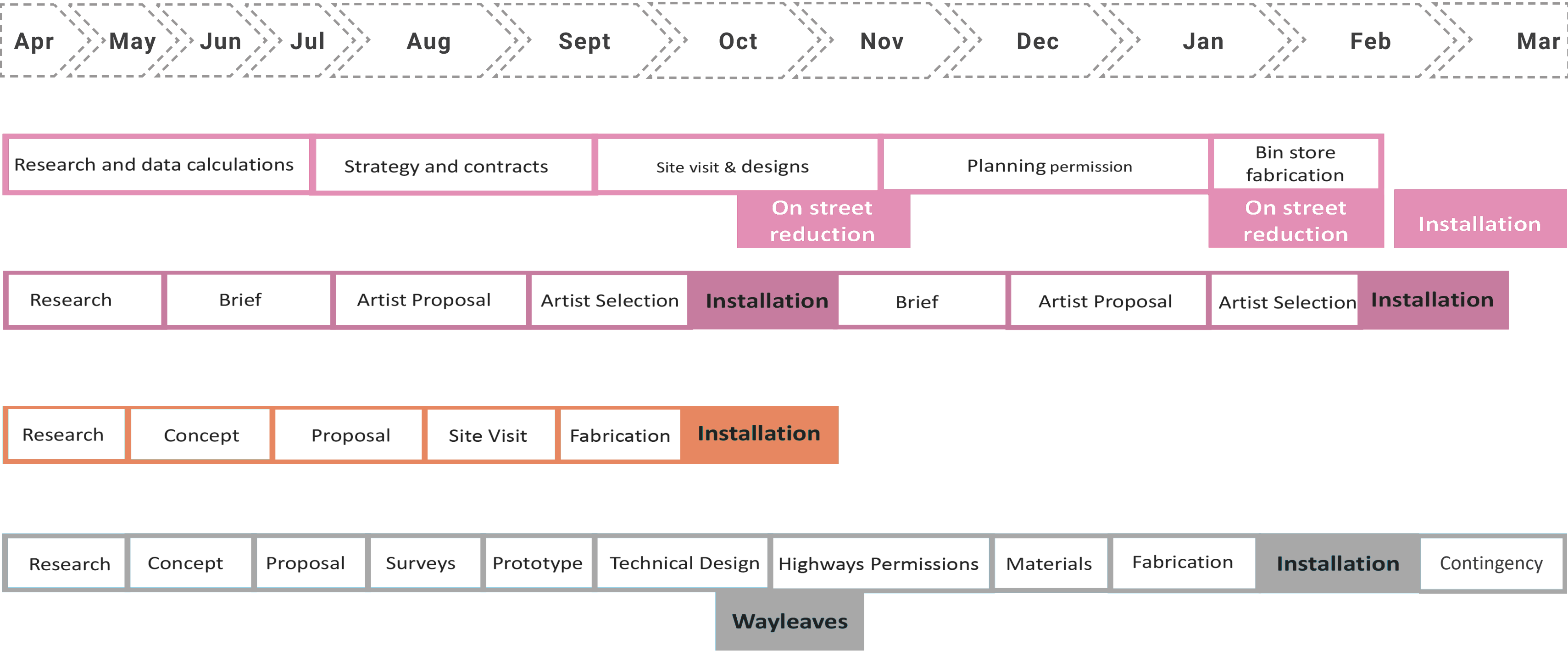
CCTV

Waste

Artists impression of key activations at main gateways



Overview timeline



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Why is Waste Consolidation needed?

On-street waste is a big problem for Pink Lane, with over 50 bins scattered along the narrow lane, and blocking entry points. The current environment is unpleasant and doesn't reflect the conservation area. Alternative space for waste is limited, and with both business and commercial properties using several different contractors, waste is a complex problem.

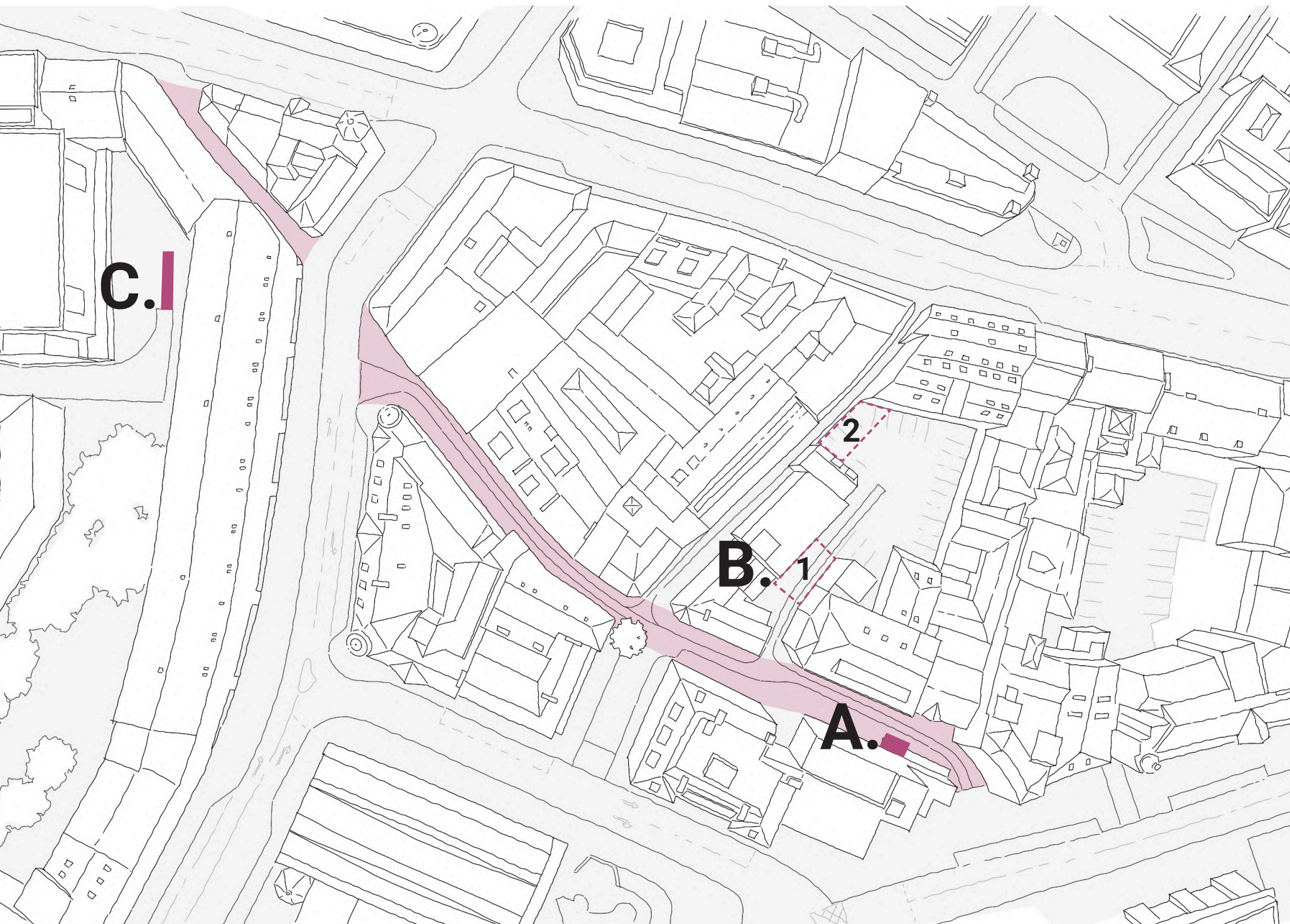
Following the success of other waste consolidation programmes throughout the city, NE1 will be working alongside Newcastle City Council, businesses and residents to provide a solution that makes the area cleaner for everyone.



NE1 results from 10 locations



Pink Lane Waste Proposal For Up to 70% Reduction

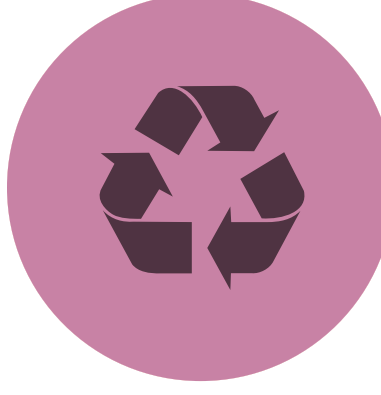




54 bins reduced to 17



Collections up to six per week



Additional recycling opportunities



Reduced carbon footprint



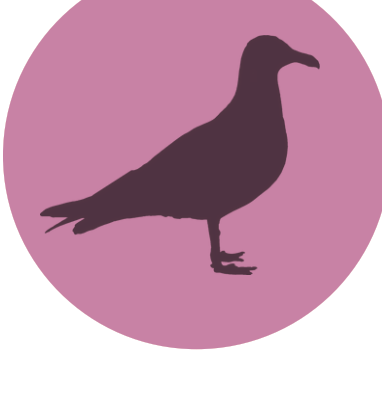
Collective working and accountability



Reduction in issues with ASB



Improved environment and cleaner streets



Fewer issues with seagulls and other pests

Estimated Reduction

Zone A _ Subway

4 X general + 2 x glass

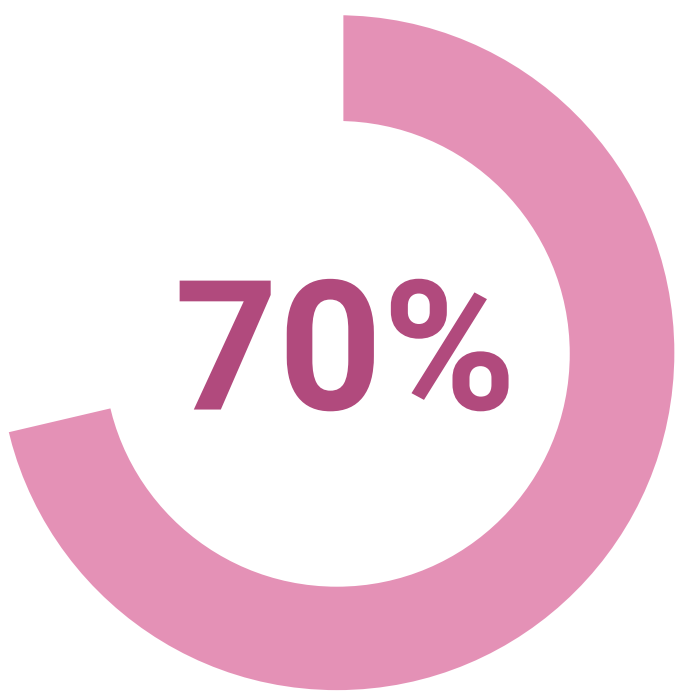
Zone B _ PNE carpark

6 X general + 2 x glass

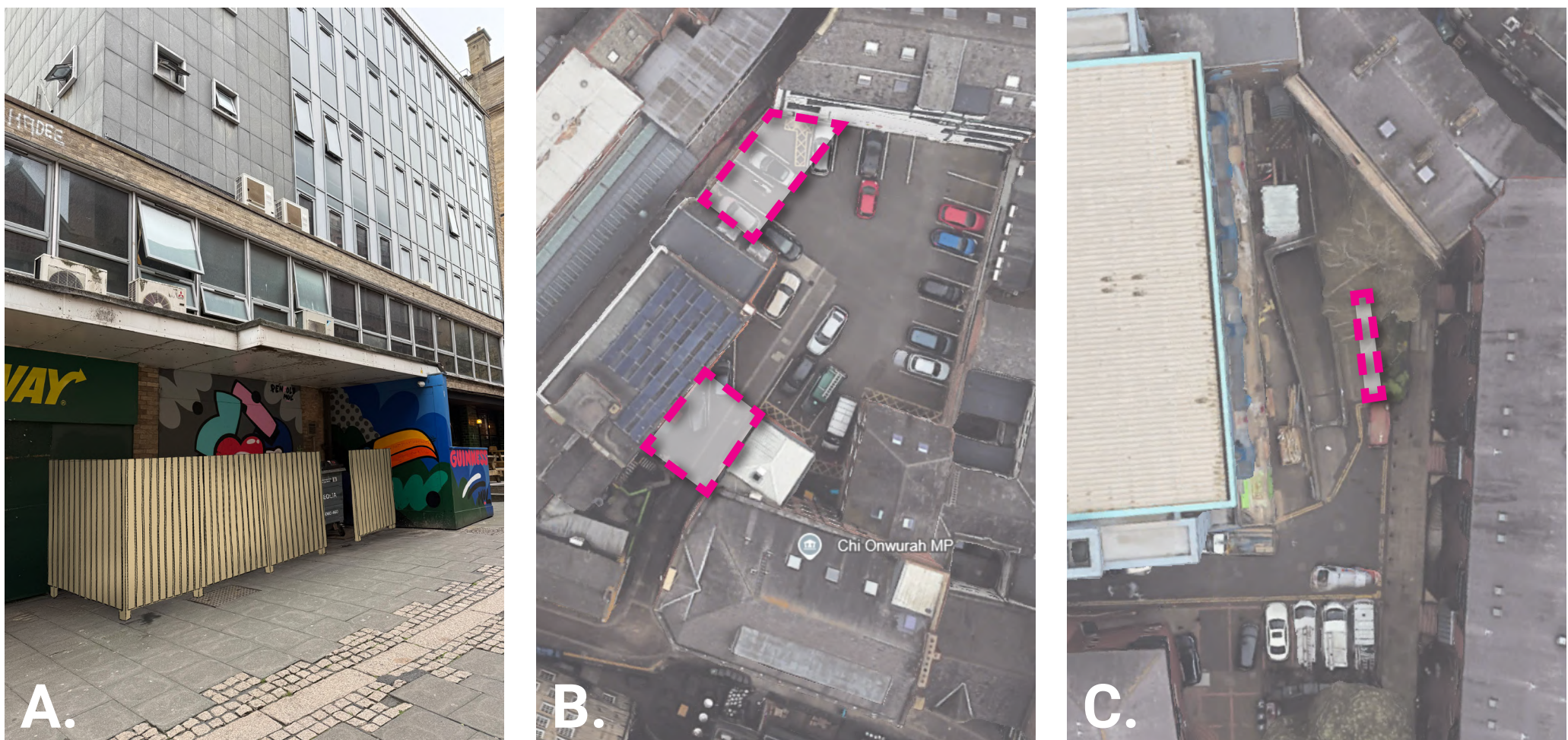
Zone C _ Thornton Court

3 X general

TOTAL ESTIMATE = 17 bins

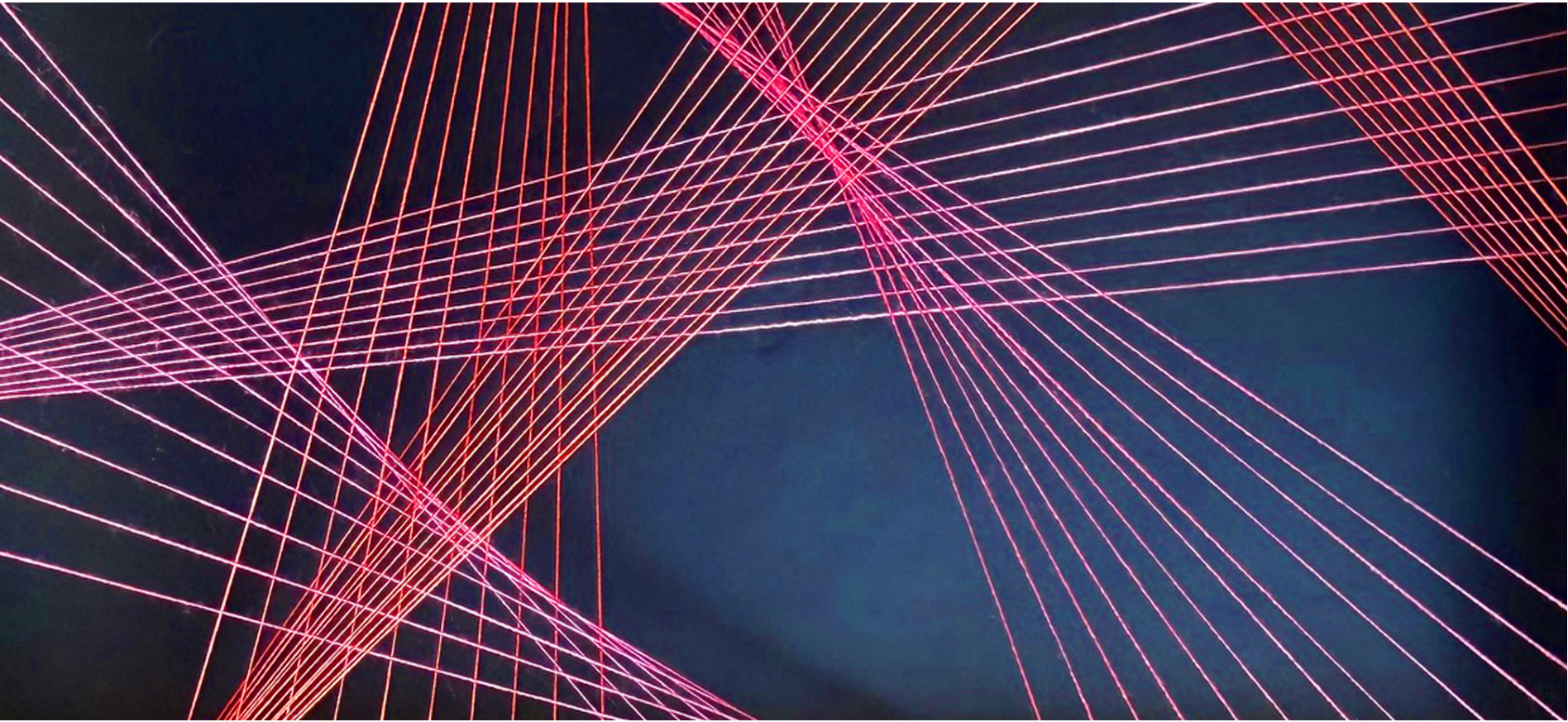


Up to 70% reduction



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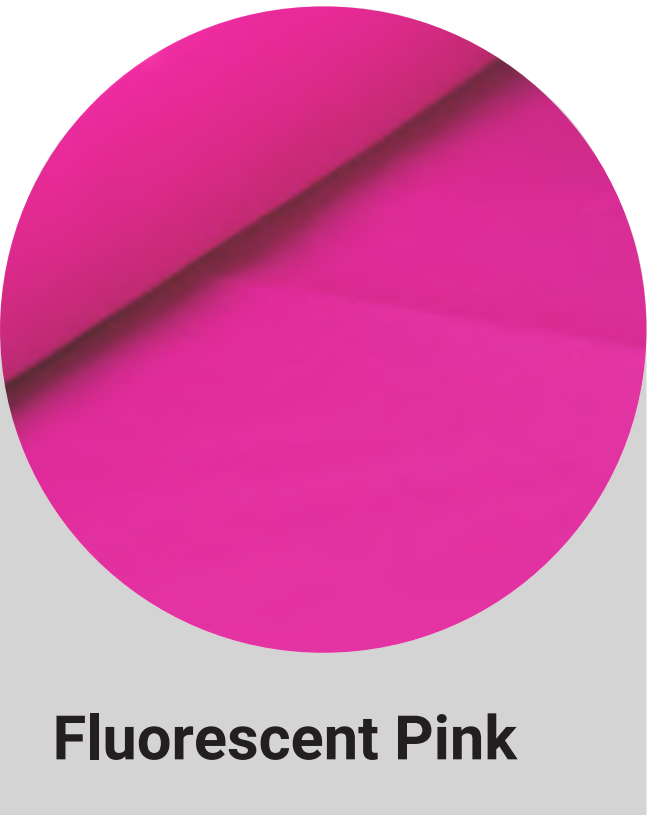


Pink Lane has rich heritage and a mixture of non-listed, locally and nationally listed buildings. The street lines the original 13th Century Town Walls, with each building differing from the next, with ranging heights and widths. Pink Lane takes its name from the Pink Tower which was demolished in 1852 to make way for the redevelopment of the city by Richard Grainger.

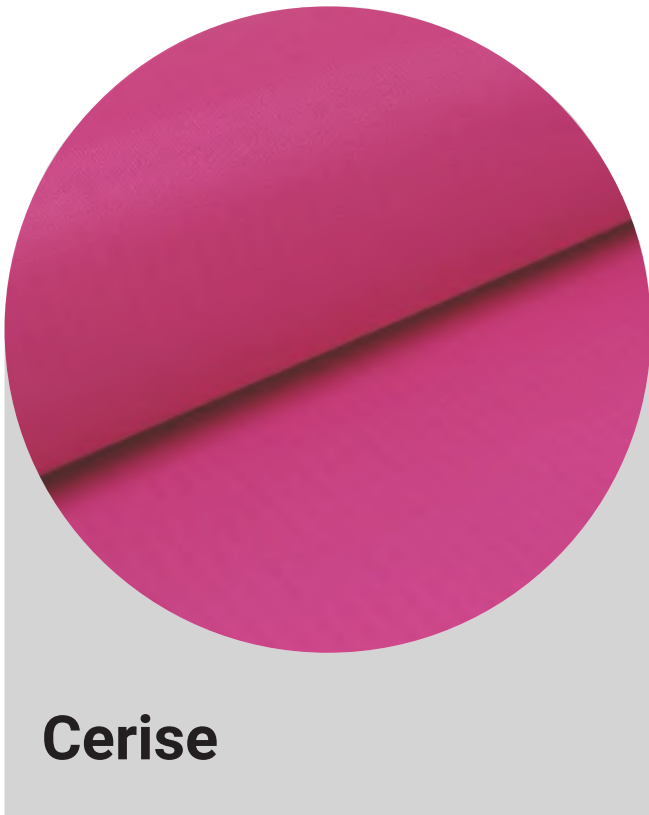
The design precedents which were shortlisted to form part of the design brief were selected to echo the rich pink heritage and using strong lines to emulate the Town Walls.

The design concept is currently being refined to ensure that the gateway installation is not only impactful aesthetically but is also robust, weatherproof, and maintainable to ensure longevity.

What will it look like?



Fluorescent Pink



Cerise

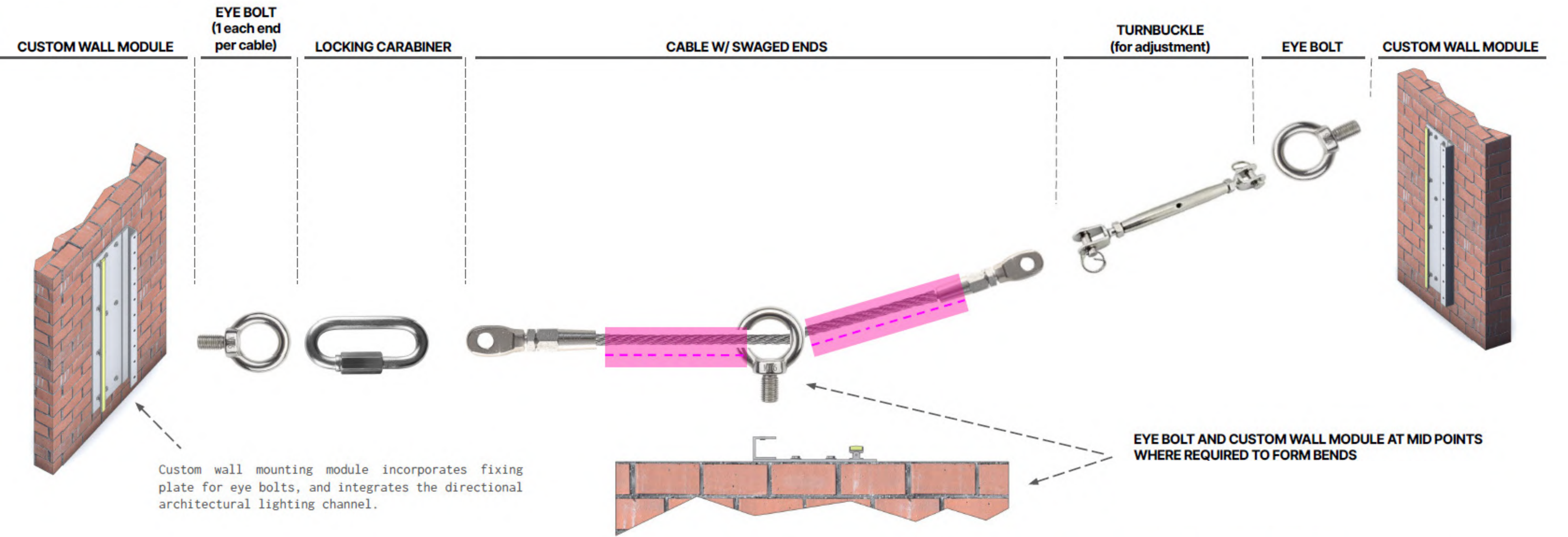


Fluorescent Orange

Gateway and Lighting

Pink Lane is one of the first impressions visitors will have of Newcastle and marking the entrance will build the area's own identity, showcasing the city as bold, creative and forward thinking. The gateways will not only add visual interest and additional lighting but will also act as a wayfinding tool to draw people from Central Station through to the west of the city centre to Westgate Road.

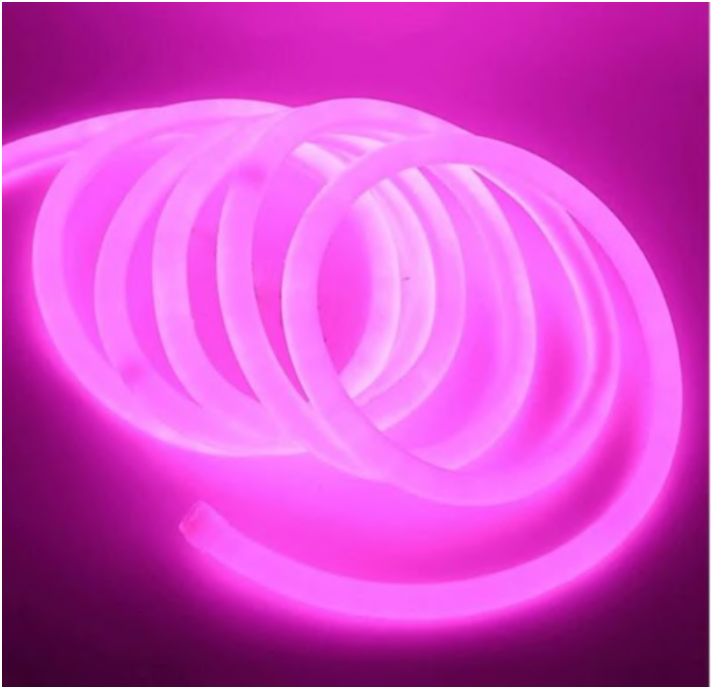
The striking gateway installation will consist of a series of overhead connecting 'threads' and integrated lighting, designed to draw attention to the lane's entrance and create a sense of movement, connection, and place. The installation is intended to entice people toward the street, sparking curiosity and encouraging exploration as well as bringing additional footfall along all three zones of Pink Lane.



Tree Lighting

Marking a key intersection between Pink Lane, Forth Lane and Bewick St, Thomas Bewick Sq. is located where the historic Pleasure Gardens once were. Today there is one solitary tree which should be spotlighted and celebrated.

Creative lighting, which will reflect the linear design concept with the main gateways, will be installed to make a feature of the tree and will also provide additional lighting in the area.



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Public Artwork

Vandalism and graffiti tagging is a persistent challenge throughout Pink Lane which can make the area feel unloved and unsafe which is at odds with the vibrant businesses that are based here.

We know after creating the Forth Lane Urban Gallery that commissioning high quality outdoor artwork not only discourages antisocial behaviour but genuinely shifts perceptions of a place creating a destination in its own right and encouraging people to visit and spend more time here.

A year on Forth Lane Urban Gallery remains transformed with minimal tagging and vandalism so we can't wait to see the way that Pink Lane will similarly benefit from a diverse range of murals and artworks creating a destination that reflects its own unique identity.



The first step before artwork can be installed requires an army of volunteers. NE1 work with local businesses who donate their time to transform areas throughout the city through litter picking, gardening and painting. Forth Lane had over twenty volunteers working throughout the week to tackle the significant graffiti in the area.



Creative Central Ncl commissioned six artists who created five individual frames and one large mural which were based on the theme of 'Pleasure Garden' which was historically located at the end of the lane in Thomas Bewick Sq. A further four artworks will be added to Forth Lane this October.



Pink Lane will be home to over 10 new artworks which will cover all three zones. Some of the artwork will also be part of Creative Central Ncl's wider wayfinding artwork project which will direct people to key creative and cultural venues throughout Grainger Town.

Zone 1

Neville St - Thomas Bewick Sq

- Utility cabinet Subway
- PNE post box
- PNE frames
- PNE garage microgallery

Zone 2

Thomas Bewick Sq - Clayton St. West

- Chinese Church arch and frame
- Prohibition frames
- Prohibition garage
- Chinese Church gable end

Zone 3

Clayton St. West - Westgate Road

- Teayampo
- St. Sushi
- Angel Nails

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