



HOW

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# CASE STUDY

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## Georgia Pacific, Newcastle-under-Lyme

**Client:** Urban Waterside

**Location:** Newcastle-under-Lyme

Acting on behalf of Urban Waterside, and following an extensive public consultation process HOW Planning secured planning permission for the first phase of a major regeneration project at the former Georgia Pacific paper mill site in Newcastle-Under-Lyme.



### Details

The brownfield site, which has been vacant since December 2006, occupies a highly sustainable location immediately adjacent to Newcastle town centre. The plans for an 82 bed Travelodge hotel and Lidl food store will create a prominent gateway feature and landmark development. The proposals will also help to upgrade pedestrian connections to the town centre.

