

**Final Issue**



## BERKSHIRE PROPERTY PARTNERSHIP 'OPE PROGRAMME'

A PRESENTATION TO  
BRACKNELL FOREST COUNCIL

MASTERPLAN & PLACE REVIEW - January 2019



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# Executive Summary

This report looks at ten sites, all within public-sector ownership within the town centre, with a view to engaging with the One Public Estate (OPE) programme. The purpose is to 'unlock' and illustrate the development potential across the sites in line with a town-wide masterplan and OPE objectives that contribute to the continuing regenerative success of Bracknell. This process is also to be seen as a 'template' for further sites with OPE potential within the Berkshire Property Partnership.

This study attempts to build on the auspicious urban history at Bracknell and provides a 'pathway' to augment recent successful planning initiatives that have, in the last ten years, re-started the transformation of the town centre. The ten council-owned central sites, and a further five 'out-of-town' sites, have the potential to leverage further spatial, architectural and environmental improvement across the town and in alignment with OPE criteria. Ultimately the objective is to enrich the town centre experience for the community, visitors and investors by adopting OPE objectives. The out-of-town sites do not form part of this report.

The agreed scope of this study includes a reminder of the contextual background to the New Town, previous masterplan initiatives, the current retail-led renaissance within the town centre, a comment on the regional commercial markets (offices, retail and housing) and provides outline proposals for each site in order to establish potential uses, floorspace quantum and the consequent emerging values for each site that can then be used to leverage efficiencies across council services in the town.

The overarching intention is also, clearly, to initiate a redevelopment attitude to each of the town-centre sites that also contribute to a future phase of redevelopment and regeneration within the town in a consistent, collective and collaborative manner.

It might be regarded that one of the challenges for a New Town is the continuing commercial and cultural effectiveness of the town centre and its retained relevance as a focus and a dynamic destination for Citizens, Commerce and Culture ("The Three C's"). In order for Bracknell to both fulfil the demographic criteria established in the New Town years and to contribute thereafter to the regional economy the town has to continue to remain an attractive location industry, commerce and the deployment of efficient council services. These issues are being addressed by Bracknell Forest Council with recently completed and future phases of planned regenerative development in the town centre. This report will demonstrate that a general 'intensification' of such initiatives is both possible and desirable for the town and the community.

**"This report looks at ten sites in public ownership within the town centre with a view to engaging with the 'One Public Estate' programme"**

We summarize the key recommendations at the rear of the document.

**"The overarching purpose is to initiate an OPE development approach to each of the town-centre sites that can also contribute to a future phase of regeneration within the town in a consistent and collective manner."**



# One Public Estate

The One Public Estate programme is an established national programme delivered in partnership by the LGA and the Office of Government Property (OGP) within the Cabinet Office and the Local Government Association (LGA). The OPE website states that 'partnerships across the country have shown the value of working together across the public sector and taking a strategic approach to asset management. At its heart, the programme is about getting more from collective assets - whether that's catalysing major service transformation such as health and social care integration and benefits reform; unlocking land for new homes and commercial space; or creating new opportunities to save on running costs or generate income. This is encompassed in three core objectives:

1. Creating economic growth (new homes and jobs);
2. Delivering more integrated, customer-focused services;
3. Generating efficiencies, through capital receipts and reduced running costs.

The website goes on to identify the following points as 'essentials':

- Asset mapping
- Generating ideas; a shared vision shaping for public sector assets
- Bringing public sector partners together
- Establishing an appropriate partnership with senior buy-in
- Seed funding and ongoing professional support
- Establishing a vision and programme of work for your partnership.'

This document takes this background as the starting-point for moving forward Bracknell's public assets and extracts the following objectives in making meaningful advances towards OPE funding potential within the town. Based on these core OPE objectives, this report seeks to;

- Establish a masterplan 'vision' for OPE investment within Bracknell;
- Map Bracknell's ten Town-Centre assets (Sites 1-7c in this report);
- Generate design / masterplanning ideas that show potential added value that may emerge from the redevelopment of these public sites;
- Show the quantum of space and uses (housing or commercial space potential) for each site in floor area terms across the 10 sites;
- Outline the costs associated with each 'redevelopment';
- Outline the potential benefits across each site in terms of new jobs, raised asset values, quantum of additional residential potential across the town centre.
- Identifying opportunities to work with our Partners in developing more efficient and focussed service delivery.

"This exercise is about getting the most out of local public assets, improving services, driving in efficiencies / running costs and freeing up land for housing and other public services..... Growth > Improvements > Savings."

"This document takes the One Public Estate mission as the starting-point for moving forward with Bracknell's public owned assets & sets out a framework for OPE funding potential for each site within the town."



**ONE PUBLIC ESTATE:  
UNLOCKING THE VALUE  
IN PUBLIC SECTOR ASSETS**

Local  
Government  
Association

Cabinet Office



Bracknell New Town Centre  
around 1960



## BRACKNELL'S MASTERPLAN HISTORY

In common with other UK settlements designated as 'New Towns' under 1946 government legislation, Bracknell is a place with two histories; its traditional 'organic' history dating back to ancient medieval references and its 'modern' history and post-war redevelopment that altered both the perception of the town and the spatial landscape of the 'place'.....

# Masterplan History

In common with other UK settlements designated as 'new towns' under 1946 government legislation Bracknell is a place with two histories; its traditional 'organic' history dating back to ancient medieval references and its 'modern' history and post-war redevelopment that altered both the perception of the town and the spatial landscape of the 'place'.

As the New Towns Act strategized, post-war initiatives to disperse the socio-economic focus of London identified a ring of carefully selected south-east locations where, it was envisioned, balanced urban growth could assist in the redistribution of the capital's population but also trigger significant local socio-economic expansion. In parallel with Abercrombie's re-imagining of London and the emergence of much-anticipated Green Belt policy, the New Towns where part of a coordinated strategy to rehabilitate both citizens and the economy at a national scale through the second half of the twentieth century and beyond. Such concerted activity formed part of a laudable and 'planned' social renewal programme and, in the case of Bracknell, saw the development of the town's first 'masterplan'.

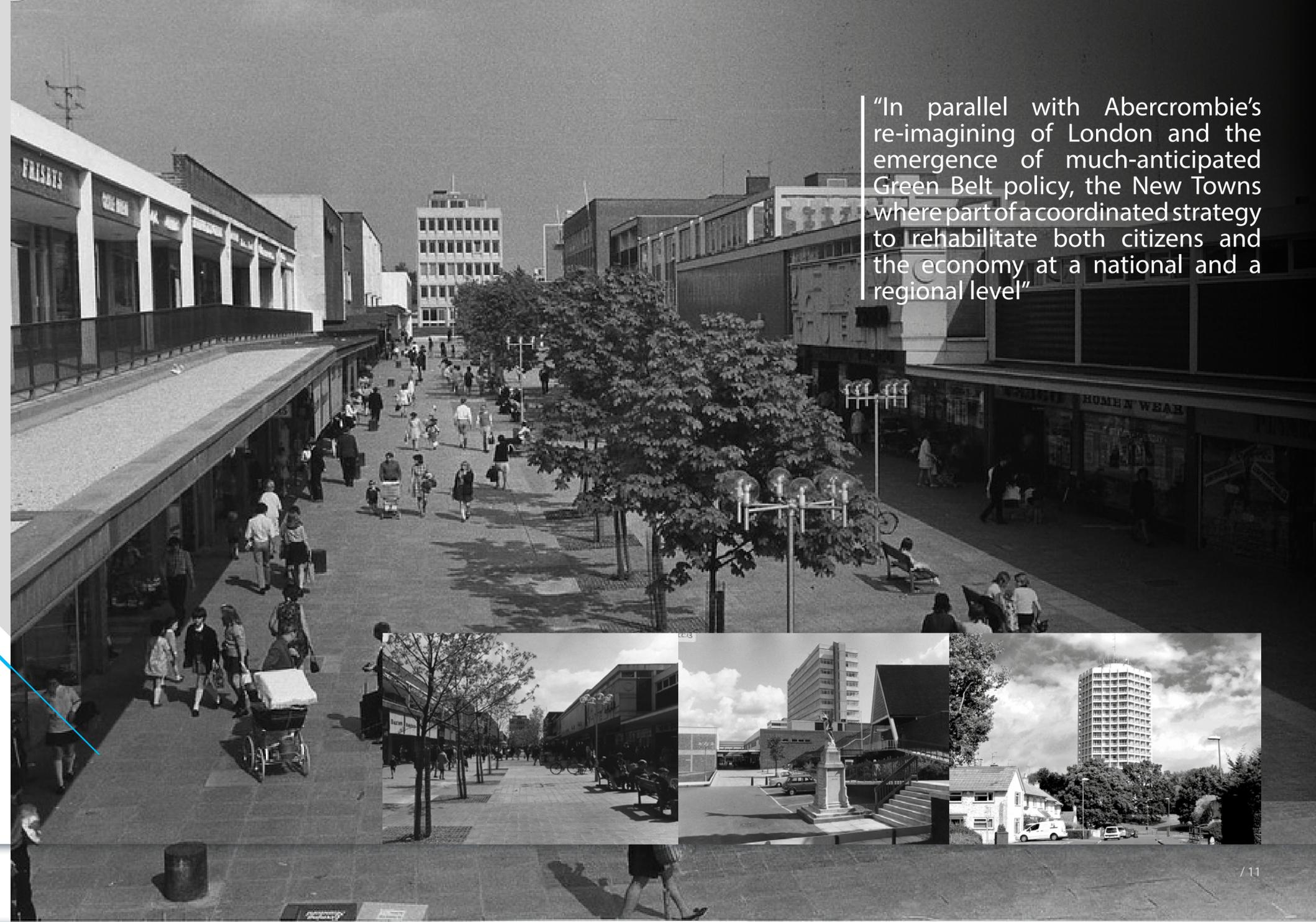
The New Town masterplan was tasked to address the requirements of industry, commerce, residential neighbourhoods, leisure and town-centre civic activities, clustered around an expanding road and rail infrastructure. In this regard the old market towns of, amongst others, Crawley, Stevenage and Bracknell were identified as well-positioned 'donors' and underwent very similar post-war transformations with projected populations each upwards of 50,000 residents. Before we focus on Bracknell's experience it might be worth reflecting briefly

on another of the post-war New Towns, at Stevenage, in order to identify commonalities in the dynamics of the new masterplans as they were rolled-out through the 1960s and 1970s. We might ask, what became of the New Town idea and does it remain relevant today?

Like Bracknell, Stevenage is "30 miles from London". Like Bracknell this town, to the north east of the capital, sat on a main rail artery and was identified as possessing all the socio-economic as well as spatial potential to accept considerable physical growth. Prevailing post-war discourse in the fields of architecture and town planning looked to Europe and North America for new models for new communities and those also tended to be dominated by a modernist discourse that conceived of the new settlement as a petal-like collection of neighbourhoods interspersed with green wedges with a planned civic district at its heart; all conveniently separated from industrial and commercial areas. A new place to live, work and play where, often, pedestrians were shielded from vehicles and families gained direct access to adjacent open parkland.

Like Bracknell, Stevenage was planned as neighbourhoods clustered around the new civic centre, each neighbourhood supporting schools and local services for around 10-12,000 people. Stevenage was planned with 10 neighbourhood 'petals', Bracknell with 6 (including the town centre). A network of roads (including a 'ring road') and pathways stitched the petals back to the civic centres where shops and businesses were to be located.

"In parallel with Abercrombie's re-imagining of London and the emergence of much-anticipated Green Belt policy, the New Towns where part of a coordinated strategy to rehabilitate both citizens and the economy at a national and a regional level"



# Masterplan History contd...

At the beginning of the 21st Century both of the new towns in this example were now planning for up to 120,000 people. For Bracknell these population levels were higher than envisaged fifty years ago. As discussed one of the emerging challenges was the continuing effectiveness of the town centre and its retained relevance as a focus for the "Three C's".

In order for the designated new towns to both fulfil the demographic strategies of the post-war years and to contribute thereafter to the national and regional economy they had to continue to remain attractive locations for industry and commerce. These issues are being addressed by Bracknell Forest with recently completed and future phases of planned regenerative development in the town centre. This report will demonstrate that a general 'intensification' of such initiatives is both possible and desirable within an OPE context.

Since the 1950s Bracknell has been the location for several well-known international businesses and continues to out-perform other southeast towns in retaining its core corporates. As a place to live and bring up families, Bracknell continues to remain popular and, in common with national housebuilding shortfalls, the consequent expectations for house-building in and around what are now enlarged neighbourhood 'petals' remains intense. Local schools tend to perform reasonably well with a healthy spectrum of 'good' to 'outstanding' Ofsted institutions as well as several independent schools within the town area. The town's infrastructure remains robust with a busy mainline railway station and easy access, via the A329M, to the M4. Along with Bracknell's location in the prosperous M4/M3 corridor all the above indicators tend to position the

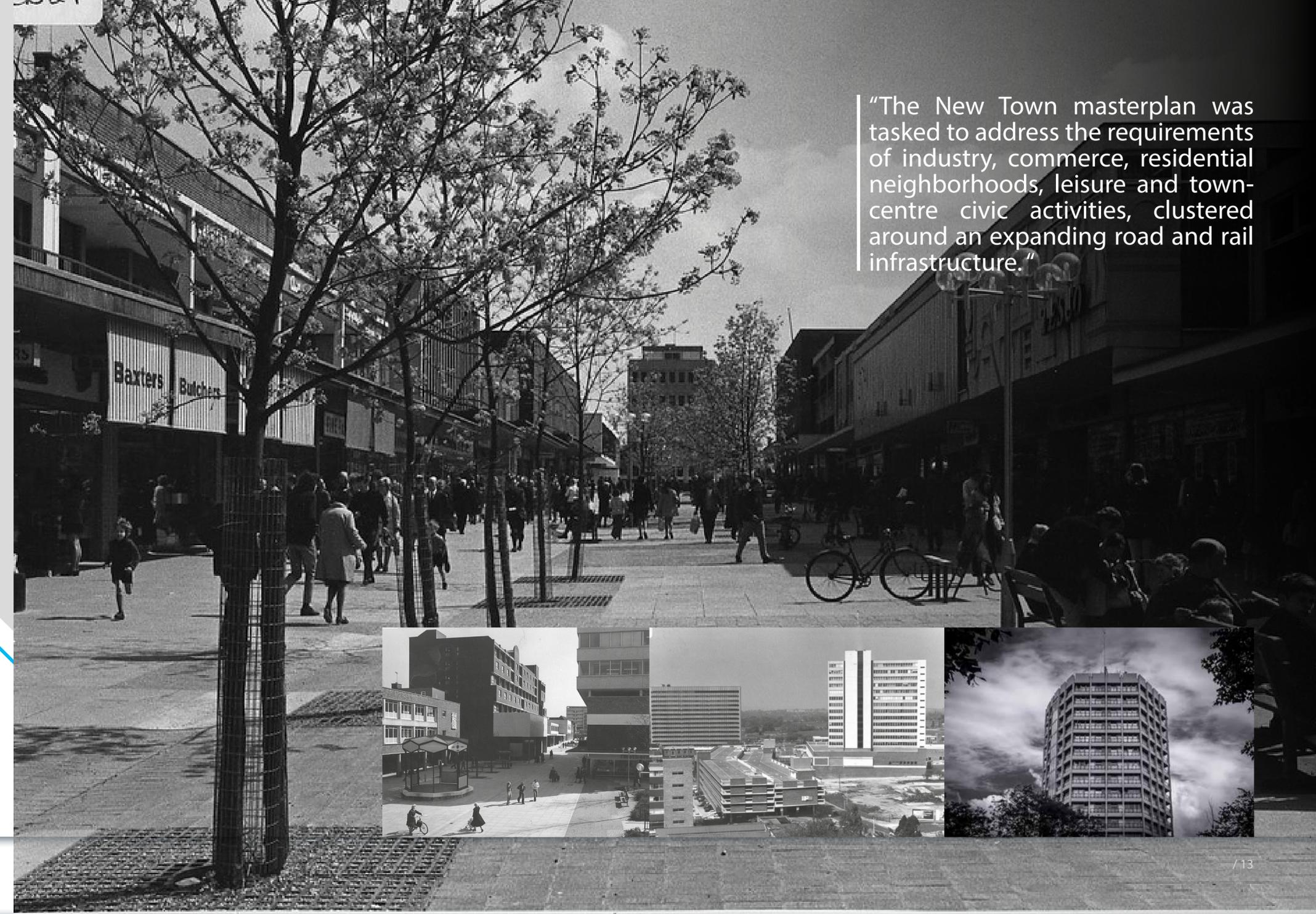
town as a healthy and viable hub. If we are searching for renewed potential in the town where might we look?

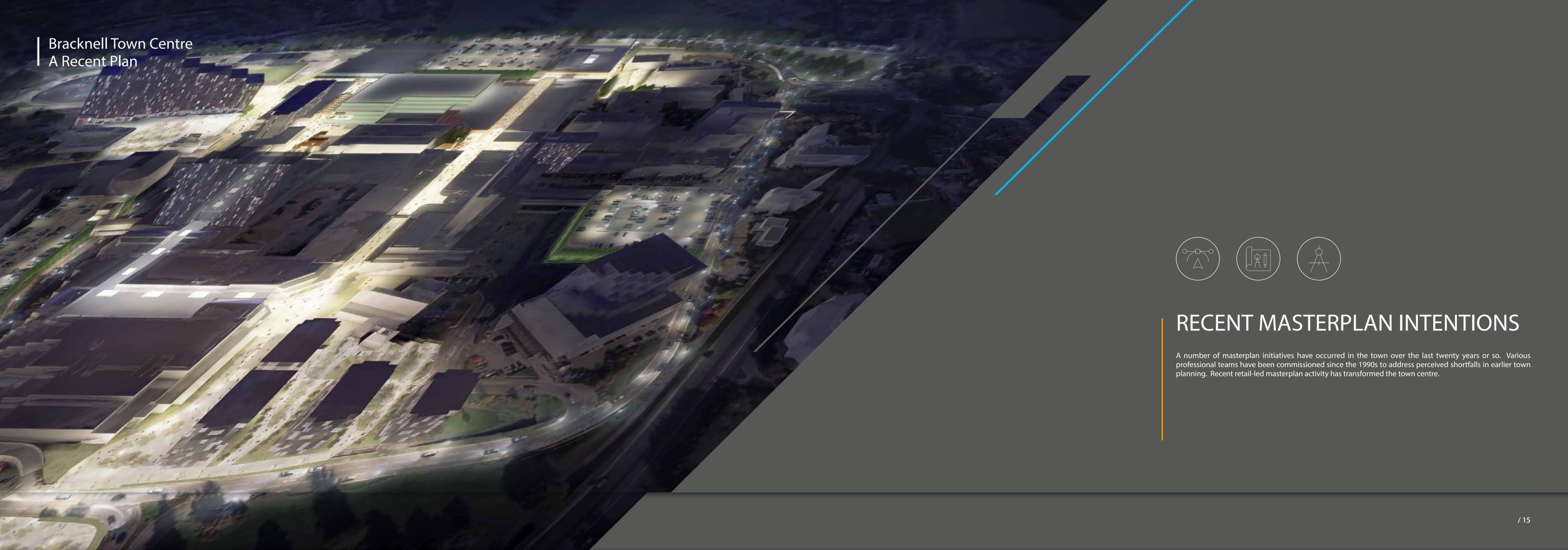
We might return to the 'masterplan' and, specifically, examine how the town's civic heart is performing – how it is accessed, used, perceived and serviced. What role can the town's administration and OPE initiatives play in reviving the town centre in a balanced way?

As indicated, activity has already begun.

"This report will demonstrate that a further 'intensification' of Bracknell's town-centre masterplan initiatives is both possible and desirable."

"The New Town masterplan was tasked to address the requirements of industry, commerce, residential neighborhoods, leisure and town-centre civic activities, clustered around an expanding road and rail infrastructure."





## RECENT MASTERPLAN INTENTIONS

A number of masterplan initiatives have occurred in the town over the last twenty years or so. Various professional teams have been commissioned since the 1990s to address perceived shortfalls in earlier town planning. Recent retail-led masterplan activity has transformed the town centre.

# Recent Masterplan Intentions

“Clear masterplanning progress has been made in recent years. Potential still exists for a balanced ‘intensification’ of development. In other words; Bracknell’s masterplan remains, arguably, unfinished”

A number of masterplan initiatives have occurred in the town over the last twenty years or so. Various professional teams have been commissioned since the 1990s to address perceived shortfalls in the town centre. Typically, such shortfalls could, until recently, have been described as;

- Under-developed potential for additional commercial and retail floor space in the centre of the town;
- Under-provided pedestrian movement and, in general, safe and straightforward accessibility across the town centre;
- A lack of ‘urban’ critical mass in the very centre of the town;
- Underplayed provision of housing, including affordable housing, again in the town centre;
- The lack of a perceived ‘heart’ or central civic spaces in the town centre.

## ADDITIONAL COMMERCIAL / RETAIL SPACE

Many of these issues, of course, have been addressed over the past ten years by coordinated development between BFC and the BRP around The Lexicon retail and leisure area in the town centre and now trading for the last 12 months (since opening in September 2017).

Bracknell Forest Council’s website discusses the town centre plans as a new phased regeneration... “Bracknell town centre is being transformed into an exciting, vibrant destination for the people of Bracknell Forest and the wider Thames Valley area”.

The retail-led masterplan is being developed in three phases:

Phase 1- As completed by 2011 with a Waitrose store anchoring the northern portion of the town centre on Bond Way.

Phase 2 - Completed in September 2017 with the opening of the 600,000 sqft Lexicon Centre.

Future Phase 3 - The council is currently reviewing plans for the ‘civic quarter’, Market Square and the southern gateway (around the railway station). Plus, work is continuing to develop Princess Square and the area around the old Bentalls store.

“The Lexicon has created a new social and cultural heart for the area - bringing a high-quality mix of shops, restaurants and entertainment within vibrant public spaces to the town centre.” The Lexicon’s “Deck” development is due to commence site work in 2020.

Bracknell has been part of a resurgence in the commercial market with a high uptake of commercial / office accommodation, including a healthy rise in rental values (up by 5.5% in 2018) that puts it on par with other authorities in the Thames Valley region (TV 2.0 – Transformation of the Thames Valley Market Report by Lambert Smith Hampton 2018). The predicted growth, sparked by the recent development of the Lexicon town centre, has given perspective developers a different view to the potential opportunities for investment into

the town centre especially around Grade A and Superior Grade A floorspace which is in high demand. This seems to be the right time to commercially invest in the future of Bracknell Town and its community, the OPE will look at the opportunities the public estate in Bracknell can provide in not only meeting this need but how it can work with its partners and other services to ensure the maximum.

Housing demand of all differing tenures continues to be a challenge within the borough of Bracknell with under 74.6% of the yearly requirement of 612 units being delivered (2015 – 2018). Bracknell Forest Councils Emerging Local Plan (2018) has identified a number of sites for meeting the housing need / shortfall however the continual challenge is to turn these sites into ‘hard commitments’ and deliver to meet the shortfall and rising demand. The OPE strategy for Bracknell looks to open up these opportunities within the public estate to not only deliver but to identify potential partners and partnerships to assist in the delivery, providing ‘the right development opportunity in the right place and the right time’.

“The success of recent masterplan initiatives has to be assessed and transformational progress has clearly been made in recent years. Potential still exists for a balanced ‘intensification’ of development.”

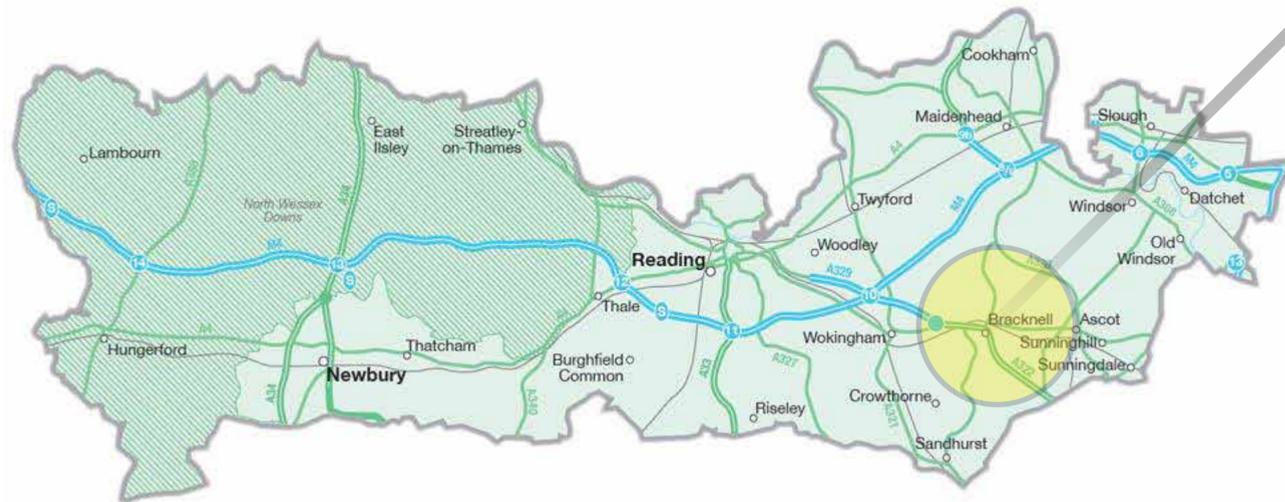




## NEW MASTERPLAN OPPORTUNITIES

The Lexicon centre has initiated a positive shift in the attraction of Bracknell as the first outward 'concentric ring' of regeneration in the town centre. The ripples of redevelopment need to expand further to encapsulate sites on The Ring, Market Street, the station area and also complete the intensification of urban activity along Millennium Way to the north.

# The Context ...

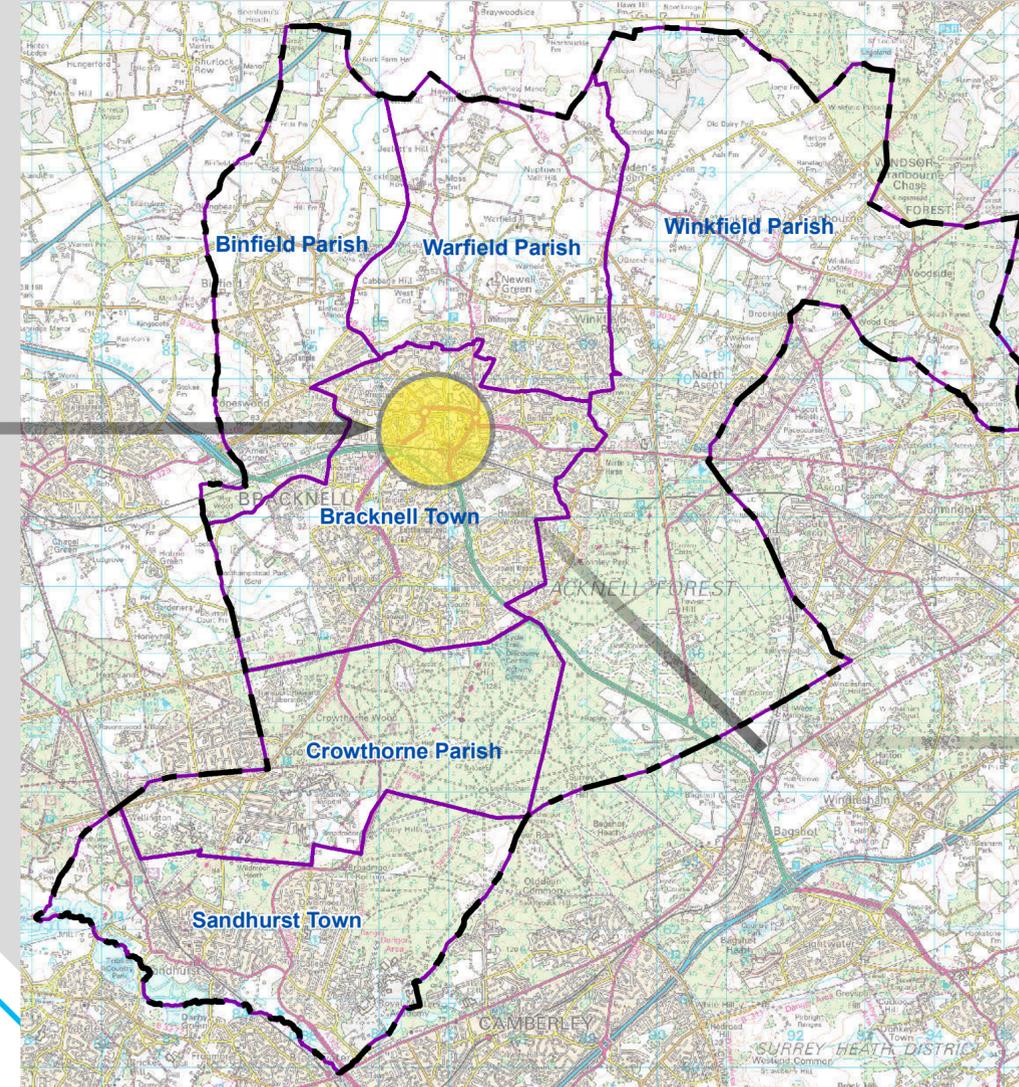


Thirty miles from London  
 Between M4 and M3  
 Post-war New Town  
 Sizable business community  
 Popular place to live and work  
 Recent regeneration activity

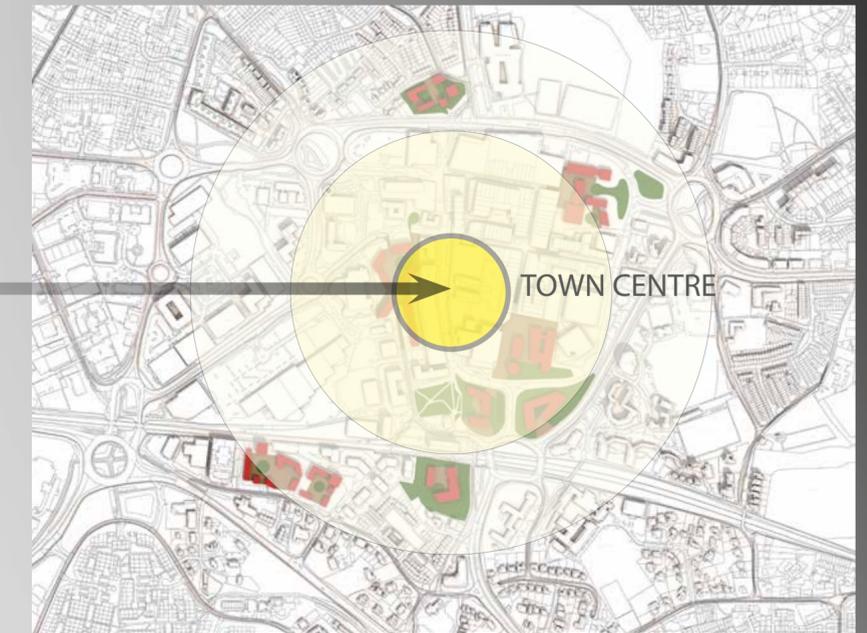
Five 'neighbourhoods';

- Binfield
- Warfield
- Winkfield
- Crowthorne
- Sandhurst

Around Bracknell Town centre

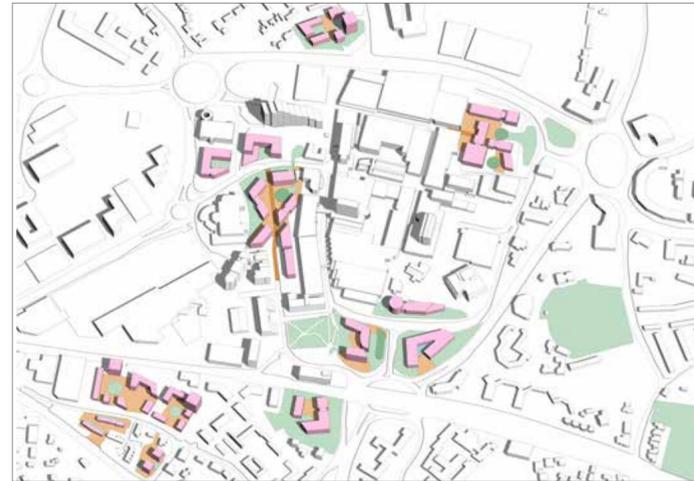


“What role can these ten sites play in continuing the revival of the town centre as a balanced mixed-use environment? Regeneration activity has already begun and this process could be enhanced by the One Public Estate programme.”



# New Opportunities

A 3-D Overview of the Town Centre...



## BRACKNELL'S TOWN CENTRE

The town centre is in the process of significant transformation - radiating out from The Lexicon and a largely retail-led regeneration. A network of public routes and civic spaces in and around the town centre should not be overlooked as they form a vital part of revitalising the centre. Parallel development activity in the residential, commercial and leisure (hotel) sectors is also evident within the town centre and pedestrian wellbeing needs to be matched with safety and security with the design of the public spaces addressing this. The places and spaces in central Bracknell form an important part of the physical transformation and the sites possess the opportunity to help trigger a 'joined-up' inter-connected sequence of developments. We might argue that, welcome though it clearly is, The Lexicon does not, yet, provide the complete sequence of public spaces possible in Bracknell town centre. The next phase of town-centre masterplan activity, within OPE parameters, must look to address this and improve safe interconnectivity across the town centre.

"The following section of this report generates 3-D massing development models for each of the ten town-centre sites. This will indicate a quantum of floorspace and functions across the sites, and assist with potential values & emerging OPE benefits."



BRACKNELL TOWN CENTRE

3D extract from town-centre sites viewed from south

Bracknell Town Centre

Ten Council-owned sites

Over 17 Acres of potentially developable land

Mixed-use proposals identified here ...

# New Masterplan Opportunities

'Growth > Improvements > Savings'

The scope of this exercise focusses on the identified ten town-centre sites and the common attributes for these are;

- They are all substatively in public ownership;
- They all sit within the jurisdiction of Bracknell Forest Council;
- They are all considered appropriate for redevelopment;
- They all, therefore, have policy guidelines associated with them.

## AN URBAN 'CRITICAL MASS'

The Lexicon retail centre cannot redefine the town centre alone. Clearly it has provided a positive shift in the attraction of Bracknell as the first outward 'concentric ring' of regeneration. The ripples of redevelopment need to expand further to encapsulate sites on The Ring, Market Street, the station area and complete the intensification of urban activity along Millennium Way to the north. Currently the town centre still requires a positive and sizeable public space at its heart. The original New Town plan provided for a retail 'precinct' at the centre of the 1950s masterplan. This is currently being considered for redevelopment as 'The Deck' and within The Lexicon.

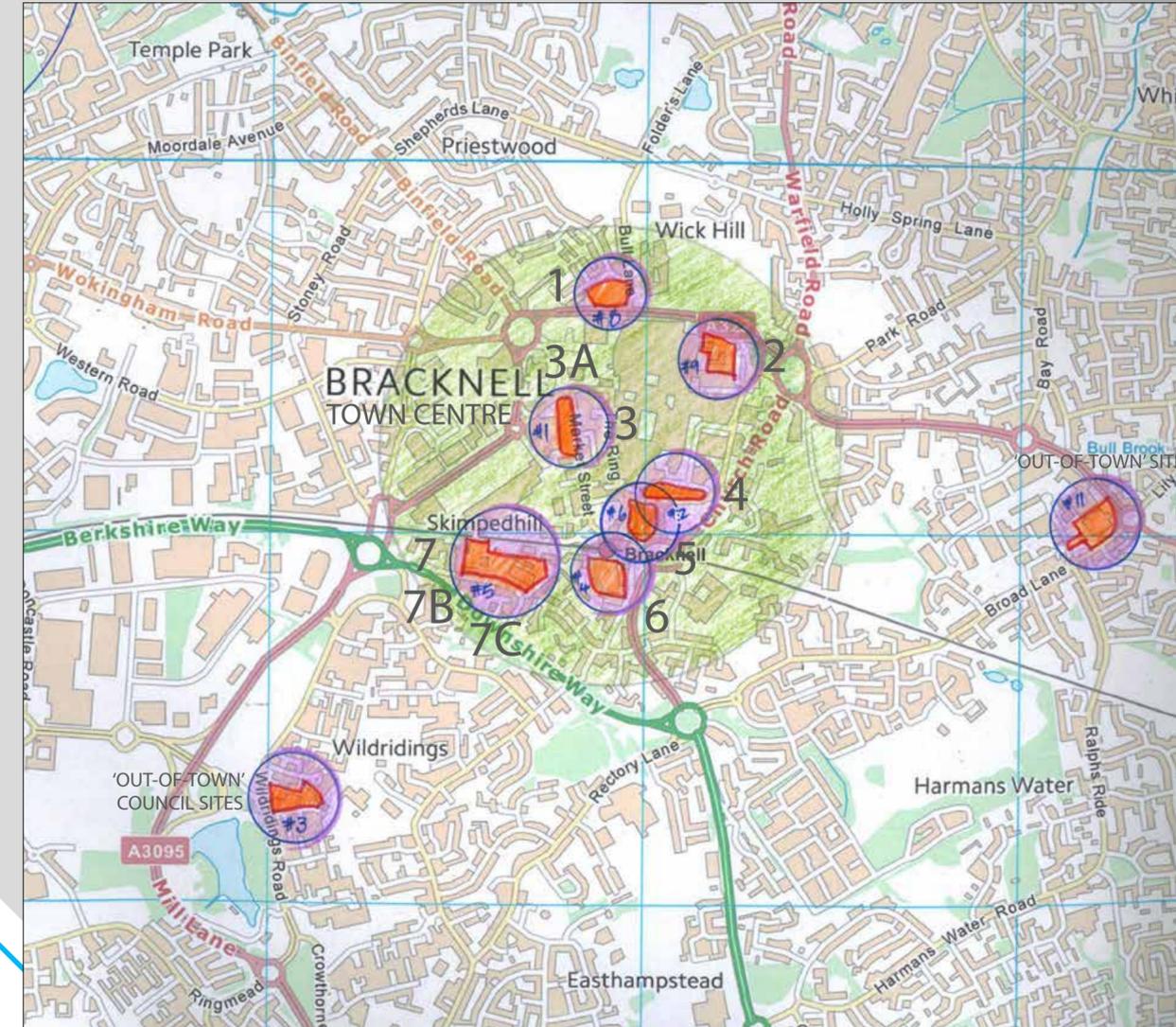
## PEDESTRIAN MOVEMENT AND GENERAL ACCESSIBILITY

The manipulation of the original 'new town' plan over the years has, arguably, interrupted the fluid movement of pedestrians across the town centre. The post-war plan separated vehicles from pedestrians and cyclists. The car, however, was prioritised and the town centre plan still illustrates the legacy of this principle. Movement by car remains quite pleasant as you circulate around the inner ring road, however, movement on foot requires access to the underpass system.

BFC recognises the work to be done to improve the pedestrian experience in the town centre and work has, indeed, been undertaken in recent years to address this and The Lexicon has clearly improved the attraction of the town centre for shopping and leisure. Pedestrian flow through the town, particularly up from the station, remains under-played and this current study could start to address this.

## HOUSING PROVISION

New housing opportunities in the town centre should be explored. A vibrant town centre requires a mix of functions and activities and these include places to live. Old national policy tended to reserve the town centres for commercial functions and we know what impact this had on many of our urban centres. Residential in the town centre might take the form of flats – to rent and to purchase – and could be quite 'urban' in feel with access to public spaces, the station and the vibrancy of the emerging town centre. A number of such developments could explore taller 'landmark' buildings; perhaps such sites as The Commercial Centre, Albert Road and parts of the Bus Station & Coopers Hill sites. Housing provision that assists younger people access the market as well as care-home provision in central locations should be explored. There is the opportunity within Bracknell to adjust the relationships between functions, to augment facilities (both civic and private space) and to inject OPE initiatives into town-centre housing provision; all needed for achieving a successful, vibrant sense of place. An example of a current major private housing development is Royal Winchester House, due for completion in 2019. The council are currently reviewing housing provision in the town centre.



“There are ten town-centre sites considered here & all sit within the bounds of the inner ring road or adjacent to it. All ten sites are within 700 metres of Bracknell’s mainline railway station”

- 1 - Albert Road: 1.65 Acres
- 2 - Easthampstead House Library: 1.6 Acres
- 3 - Market Street: 1.23 Acres
- 3A- NHS Centre, Skimpedhill Lane; 2 Acres
- 4 - Jubilee Gardens: 1.2 Acres
- 5 - Bus Station: 1.8 Acres
- 6 - Coopers Hill: 2.48 Acres
- 7 - Commercial Centre: 4 Acres
- 7B- Fire Station Site; 0.74 Acres
- 7C- Ambulance Station site; 0.59 Acres

# New Opportunities

Current state of the Property Markets...

## A COMMENT ON THE PROPERTY / DEVELOPMENT MARKETS

Recent business growth in Bracknell is lower than the national average (between 2013-2017). Local businesses are mainly in finance and insurance, business administration, support and construction. Recent growth is in smaller 'micro-businesses' however there remain 35 large companies that employ over 250 people in the town area. 12 EU headquarters and 10 EMEA companies are based locally and EU-exit outcomes remain a concern with regards the impact economic policy shifts may have on the local economy/employment.

These remain interesting times for the property markets in the UK, even within London. EU-exit, and the commercial form this may take, is continuing to impact on the funding markets, the risk levels that entrepreneurs are willing to take and the quantum of new-build space that is being constructed. Essentially 'new-build' space is being defined here as three related entities;

- Commercial office space;
- Retail space;
- Housebuilding.

## Commercial Offices

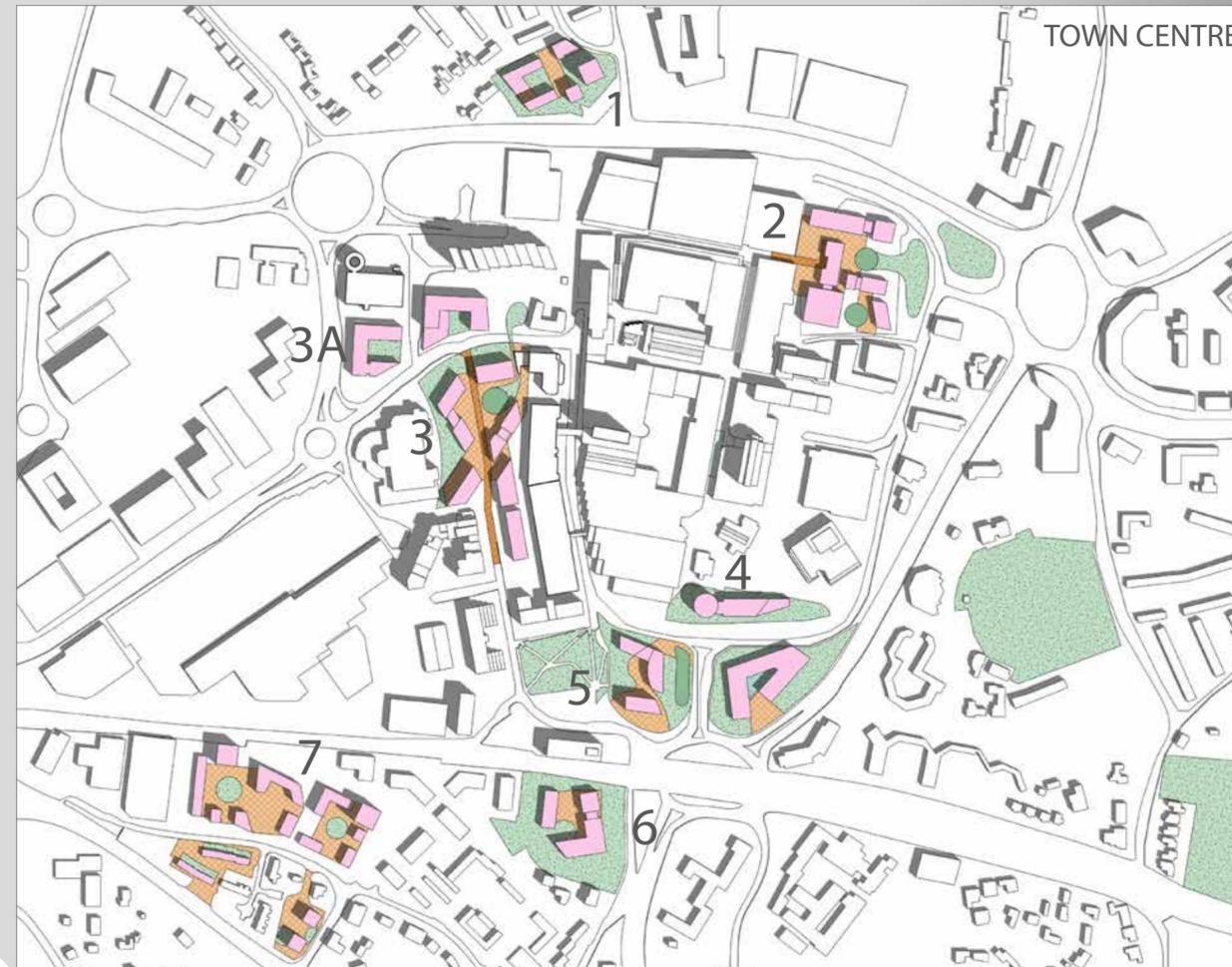
A reading of the current indicators for the Thames Valley office market are thus; 'Take-up' by potential tenants (businesses) is down; the supply, relative to demand, of 'Grade-A' offices in the region is high (more empty buildings); lot-sizes (the general size of each development) are smaller; the completion rate of new-build offices coming to market on a speculative (not owner/

occupier) basis is lower. According to some commentators the Bracknell office market, within the Thames Valley, has been 'saved' by permitted development (PD) where former offices are 'converted' to residential under revised planning policy.

Another agency source suggests, through its assembled data, that although take-up for larger offices (over 20,000 sqft) in the area is down by over 50%, the take-up for small office users (5,000 sqft parcels) is up by 15%. In other words; the demand from smaller, more agile (SME) businesses is reasonable and growing at present. Short-lease but good quality refurbished office space may assist this sector.

The continuing lack of housing and extended commuting times remain key challenges in many parts of the UK including Bracknell.

"These remain interesting times for the property markets in the UK. EU exit and the commercial form this may take is continuing to impact on the funding markets, the risk levels that entrepreneurs are willing to take and the quantum of new-build space that is currently being constructed across the South East."



Council-owned town-centre sites showing initial layout proposals

"A detailed survey of current office space demands in Bracknell town-centre would assist in determining the amount, the physical condition, the tenure (ownership & leasing profiles) and vacancy levels to help create a strategy for future commercial space provision."



3D extract from town-centre sites viewed from south

# New Opportunities

Retail, Residential & Office Markets...

A COMMENT ON THE PROPERTY / DEVELOPMENT MARKETS (contd...)

**Retail Space**  
Of course, as discussed, this has been Bracknell's recent 'success story' focusing on The Lexicon at the centre of the town. In general, retail space comes in various shapes and sizes;

- Large 'anchor' retail tenants that underpin a shopping centre;
- Smaller traders either independent or 'multiples' that 'fill-in' between anchors;
- Restaurant and food outlets that help 'extend' the activity and vibrancy of an urban place into the evenings;
- Local 'corner shop' convenience traders that provide for resident's of the town centre on a 24-hour basis;
- Large leisure providers such as cinemas and bowling alleys that augment the shopping experience.

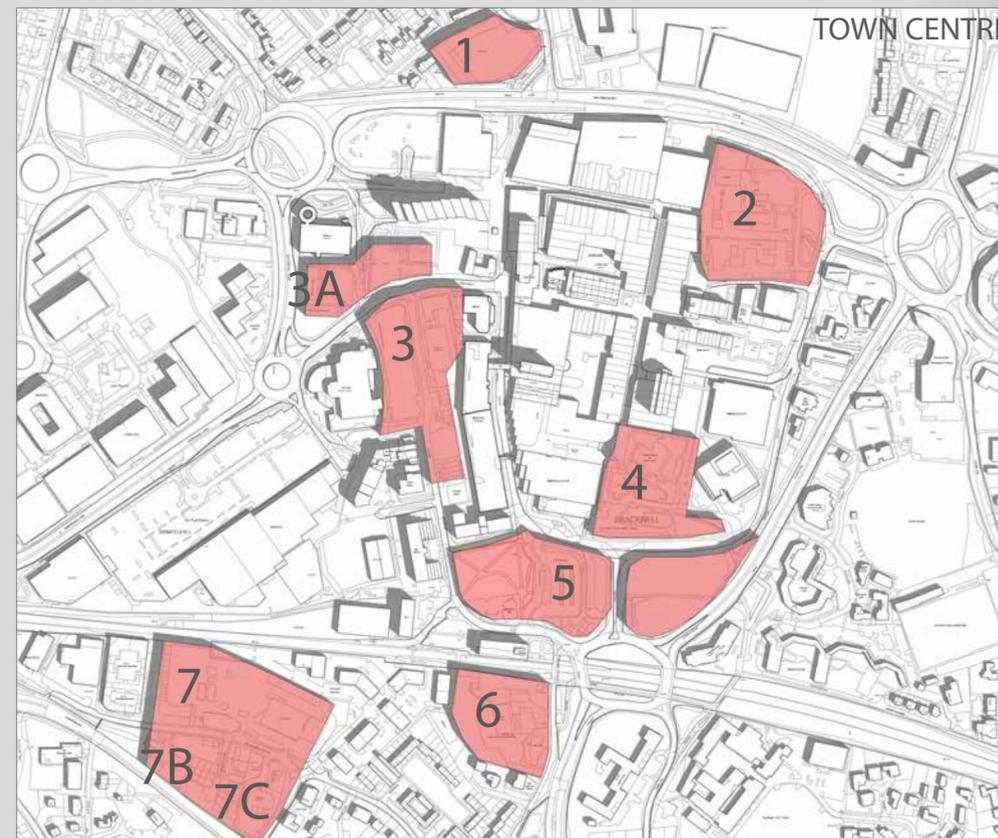
The retail provision in any town centre is part of a 'virtuous circle'. The more retail and the breadth of such provision creates a livelier and more popular town centre : A lively centre attracts more retail and leisure functions keen to 'capitalise' on the centre's success.

The question in Bracknell is; how much more retail and leisure demand still exists in the town? And does the infrastructure exist that might support such growth?

Services that may be regarded as 'missing' from the town centre?

- Another retail 'non-food anchor'? – requiring, typically, a 20-30,000 sqft 'box' to trade from. Viability needs to be tested with agency input;
- More smaller independent 'family business' local traders offering 'non-mainstream' products (bakery, pottery, kitchenware, clothing etc) and keen to become part of Bracknell's rejuvenated retail centre on an, initially, subsidised rent basis?;
- As part of the point above; is there demand, for instance, for a 'Jewelry Quarter', a farmer's market, an 'alternative' food court offering locally-grown produce etc?;
- A new interactive digital art-space experience formed as part of South Hill Park 'in-town'?

“There is the opportunity within Bracknell to adjust the relationships between functions, to augment facilities (both civic & private space) and to consider the underplayed elements; all ingredients needed for achieving a successful, vibrant sense of place.”



Nearly 17 acres of potentially developable land within the town-centre

“Recent masterplan initiatives have made clear progress in recent years. Potential still exists for a balanced ‘intensification’ of development. In other words; Bracknell’s masterplan remains, arguably, unfinished. Town-centre sites (left) through OPE input can further recent progress.”



# New Opportunities contd...

A COMMENT ON THE PROPERTY / DEVELOPMENT MARKETS (contd...)

## Housebuilding

This remains a national challenge. We are continuing to build, as a nation, roughly half the amount of housing annually as demand suggests. The provision of affordable housing through private development programmes continues to frustrate the numbers as viability studies associated with planning applications from the private sector often conclude that target percentages of affordable per development cannot be realistically met. This continues to exert pressure on council policies to deliver affordable units across the authority. Berkshire's Strategic Housing Market Assessment (February 2016) suggests Bracknell's projected population growth is in line with current trends, rising by around 10,000 persons in the next ten years from around 120,000 to 130,000. It has to be logical that the more sites that can be identified, consented and built-out for residential in all forms (private sale / rented; affordable; dual ownership; key-worker and, indeed, care home provision) has to be a 'positive'. Building a portion of these in town centre locations is a key ingredient for a balanced and viable community at the heart of the town. Some of the OPE sites identified as part of this study would appear very appropriate for a mix of residential tenures.

House prices in Bracknell's neighbourhoods are high as compared to the national average with detached 4-bed properties easily fetching £500,000+. The young-couple market (both working but planning a family) suggests a spend of around £300,000 for a small house in the Bracknell neighbourhoods.

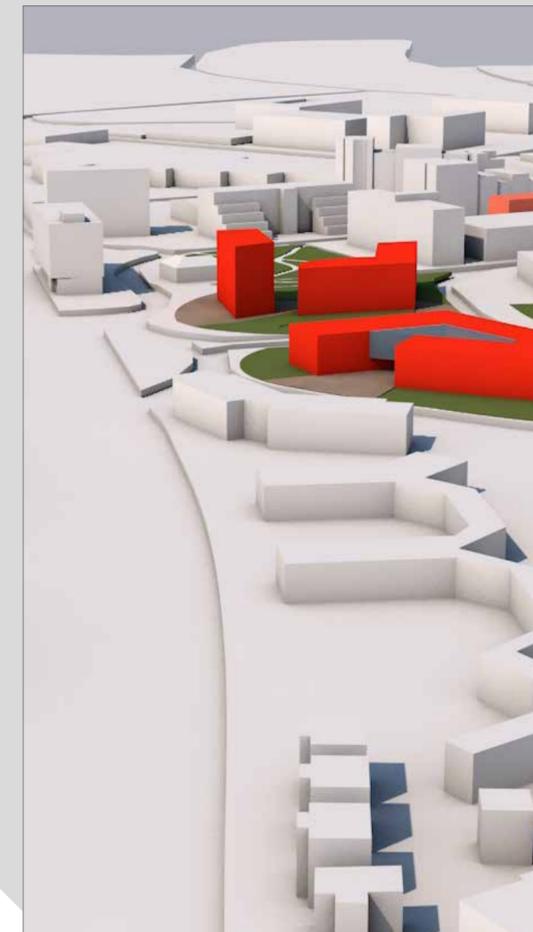
This is a high expectation for a couple starting out. The author's anecdotal property search on Right Move (accessed 11/10/2018) revealed disappointing results in so far as there were no 'results' for the following search in Bracknell town centre;

- Private flat for sale;
- 2 bedrooms;
- £290-475,000 price band;
- Centre of town.

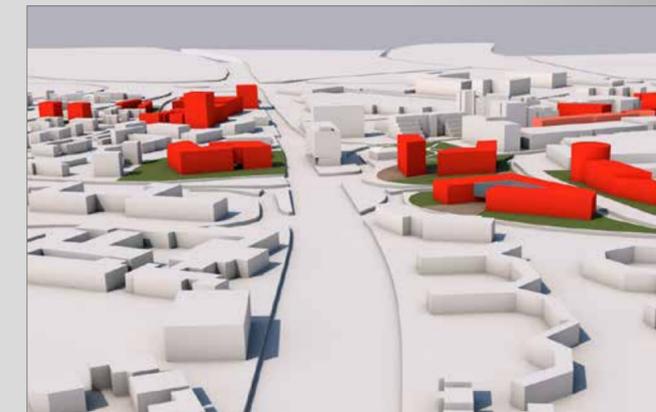
The closest property to the town centre (as identified through internet research for this study) was in Binfield (off London Road – over 3km from The Lexicon) and on the market for £345,000. For a 743 sqft flat this is a market value in the region of £465/psf (on 11.10.2018). There are a number of out-of-town housing estates dating from c. 2010 such as Jennetts Park and The Parks but, until recently, very little residential activity in the town centre itself.

Developers such as, MI Flats, Campmoss Property and Comer Homes are currently active in the town centre, the latter whom are looking to deliver private rented apartments at Royal Winchester House (to the immediate west of The Lexicon and within the 'ring road') available from next year. Maintaining a supply of town centre homes that young couples can afford (to rent or buy) is an important 'first-step' provision for Bracknell.

“Presently there is positive evidence of new-build & refurb residential activity in the town centre”.



Note the urban 'intensification' in the town-centre



A COMMENT ON THE PROPERTY / DEVELOPMENT MARKETS (contd...)

Other recent examples of build-to-rent include 'Platform' – the conversion of the office building above the mainline station into apartments – 'Eagle House' (private-for-sale apartments) and 'Ringside' (65 private-for-sale apartments at the top end of The Ring). This would appear to represent a major 'step-change' in the provision of new-build volume residential in the town centre with over 600 flats now planned within the inner ring road. The 'down-town' RWH development is targeting a specific but growing market with one and two bed private rented apartments as well as helping to regenerate portions of the public realm at the top end of Market Street and into The Lexicon. Robust public realm is an important aspect of new development in this central area of the town; the contribution it can make to the immediate surroundings in the quality and 'joined-up' nature of a rejuvenated public domain. The authorities must manage this both at a micro-level (down to the pavement interfaces etc) and holistically (the overall consistency in new public realm provision, its design, material continuity and its management across the town centre).

Finally here, the RWH development also marks a town centre step-change in terms of height (the number of storeys being built is up to 20) and also the design quality as it 'matches' the contemporary architecture present at the adjacent Lexicon.

“Further housing opportunities in the town centre should be explored and exploited. A vibrant town centre requires a mix of functions and activities and these include affordable places to live and a mix of smaller (1-2 bed) units.”



# The Sites

Of the fifteen public-ownership sites, ten can be regarded as 'town centre' as they sit within (or immediately adjacent to) the town's inner ring road. These town-centre parcels amount to around 17 acres of developable land with the average parcel being around 2-3 acres (the smallest at 1.2 acres – Jubilee Gardens and the largest of the town centre sites at 4 acres – Commercial Centre site).

The total land-take for all fifteen sites (including the five outlying sites) is approximately 33 acres, yet this currently excludes the Blue Mountain site to the north west of the town until this particular site boundary is clarified.

## THE TEN TOWN CENTRE SITES

The ten town-centre sites all sit within the bounds of the inner ring road with the exception of the Albert Road Car Park site (1.65 Acres) which is adjacent to Millenium Way (and the recently completed Garth Hill College school) to the immediate north of the town centre. All ten town-centre sites (including Albert Road) are within 700 metres of Bracknell mainline railway station with four of these sites within a 200 metre 'straight-line' distance of the station. The Coopers Hill (2.48 acres) and the Bus Station site (1.8 acres) are to the immediate south and north of the rail station respectively and could, conceivably, be connected back to the station (pedestrian circulation, landscaping, 'town-trails' etc). A further two town-centre sites (Jubilee Gardens and the Commercial Centre site) could extend this "interconnection" to encapsulate four sites totaling around 10 acres of interconnected, council-owned developable land right in the heart

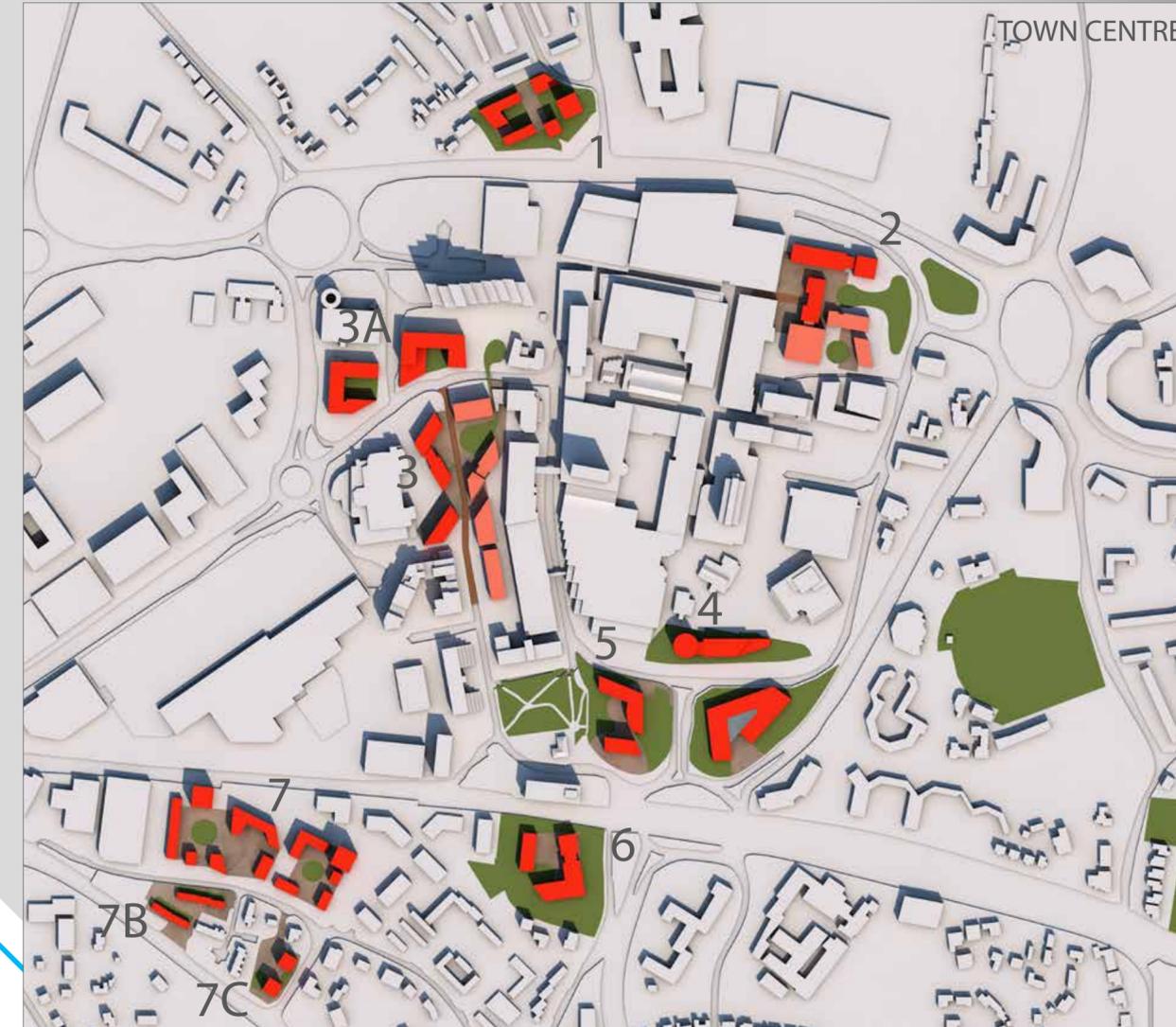
of the town. The quantum of 'land-bank' potentially available here provides enormous opportunity to augment the town centre built environment and advance a balanced and vibrant community of new residential, commercial and public facility that could complement the achievements of The Lexicon.

## HOW SHOULD WE CONSIDER ALL FIFTEEN SITES?

Of course, sites could be considered as separate and 'self-referential' developable entities, with each site responding to its immediate context and being designed and 'built-out' as individual buildings with a specific site use/function. This is how the outer five sites might be considered. Some sites could, alternatively, be considered for their 'joined-up' value and start to respond to, and be related to, the town-centre 'masterplan'. For instance, this could be the case for sites #3, 4, 5 and 6 as discussed above. These sites could also take on a 'civic' responsibility and help improve and strengthen pedestrian movement within the immediate vicinity of the railway station including a more robust and safer connection north to south across the inner ring-road.

It might, therefore, be a reasonable assumption to consider the ten town-centre sites in a slightly different spatial manner than the other five outer sites (in terms of uses, densities, 'civic-ness' and building heights). We will explore this in further detail within this report. All sites should, of course, look to exploit the commercial (OPE added-value) opportunities in a balanced manner.

Ten sites in Bracknell Town centre  
 A further five 'out-of-town' sites  
 Fifteen sites in total  
 Totalling around 33+ acres of land  
 Mixed-use possibilities  
 Potentially providing new homes, offices,  
 shops, social services and leisure



Site plans in context

“What role can these sites play in continuing the revival of the town centre as a balanced mixed-use environment? As indicated, activity has already begun and this process could be enhanced by the One Public Estate programme.”

- 1 - Albert Road: 1.65 Acres
- 2 - Easthampstead House Library: 1.6 Acres
- 3 - Market Street: 1.23 Acres
- 3A - NHS Skimpedhill Lane: 2 Acres
- 4 - Jubilee Gardens: 1.2 Acres
- 5 - Bus Station: 1.8 Acres
- 6 - Coopers Hill: 2.48 Acres
- 7 - Commercial Centre: 4 Acres
- 7B - Fire Station Site: 0.74 Acres
- 7C - Ambulance Site: 0.59 Acres

A total of 17 Acres (6.8 Ha) approximately

# Site 1

ALBERT ROAD SITE...

ALBERT ROAD SITE (0.68Ha / 1.65 Acres) – Suggested potential for; RESIDENTIAL

This is the only 'town centre' site that sits outside (but immediately adjacent to) the inner ring road – Millennium Way – to the north of the town. The site is currently a surface carpark and has presumably acted as 'overspill parking' for the town centre, accessed via the subways and into The Lexicon to the south.

Garth Hill College site, to the east, has recently undergone redevelopment and the tracts to the north are largely established residential areas yet remain part of the 'Bracknell Town' central neighbourhood.

This site would appear appropriate for a residential redevelopment (and some retained carparking) with potential for up to 100 homes, some of which could be configured in a taller building of up to, say, 8-10 storeys (subject to planning).

“There is the potential for a taller building on this site rising to around 8-10 storeys”.



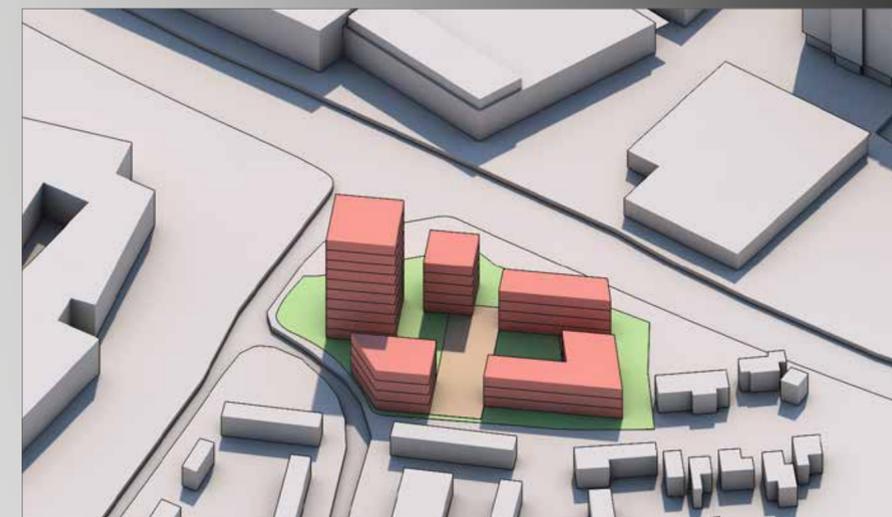
initial site sketch



Site Block Plan



3D massing from south west



3D massing from north-west - note potential for tall residential building

“This site would appear appropriate for a residential redevelopment (and some retained carparking) with potential for up to 100 homes, some of which could be configured in a taller building of up to, say, 8-10 storeys (stp).”

All 3D massing models prepared for 'illustration purposes only' at this initial stage

# Site 1



## ALBERT ROAD - ONE PUBLIC ESTATE POTENTIAL

ALBERT ROAD SITE (0.68Ha / 1.65 Acres) – Suggested potential for; 100 RESIDENTIAL APARTMENTS & POTENTIAL SURGERY

The freeing up of land for housing that also maximises the site asset could not possess clearer potential than on the Albert Street carpark site. Although there may be a requirement / sensible request to retain some parking across the site, there is clearly the potential for a sizeable new-build residential scheme. The site is very close to the town centre, is accessible and can contribute to the continuation of the recently rejuvenated spaces and public realm that is already forming to the south of Bond Way around Royal Winchester House, Waitrose and The Lexicon Centre. The existing 'new-town' subway that connects pedestrians to the town centre is immediately adjacent to the site. As an existing grade-level carpark the demolition costs for redevelopment could confine themselves to remediation / ground preparation work.

Approximately 100 residential units are possible on this site (stp) with a tenure mix to be agreed. Potential re-development budget cost - See section towards rear of report.

“Freeing up of land for housing that also maximises asset potential could not possess clearer potential than on the Albert Street carpark site”.

Bracknell has an overprovision of carparking sites within the town. The Albert Road Carpark has been identified as part of that overprovision and allocated through the Site Allocation Local Plan (SALP – Policy SA 1) as a site for potential housing development – 40 units in total is suggested in policy. We suggest there is scope for more units here.

The site is located in a mainly residential / retail area on the outskirts of the main central shopping area. There is a potential to increase the density of development on this site beyond the 40 units identified in the SALP however it would need to be tested against emerging planning policy as well as overall allocation of units within the development area. The split in residential tenure will be in accordance with the Housing Background Paper (HBA) and Strategic Housing and Economic Land Availability Assessment (SHELAA) which will have a requirement for affordable housing.



1

Albert Road car park	Strategy	Outcomes	Timeline	Deliverables	Comment
<b>Option 1</b>	Do nothing	Underutilised carpark will remain, lost opportunity to provide mix tenure residential accommodation for the town.	Short	No positive new outcomes	Not a long term option
<b>Option 2</b>	Do minimal	Not an option.		None.	
<b>Option 3</b>	Disposal of the site to the market	Obtain one off capital receipt from sale to invest in other development opportunities.	Short	Capital receipt but no other positives for the OPE or LA objectives loss or car park income	Not the preferred option
<b>Option 4</b>	Develop out site as an Authority.	High risk option – Development would meet some of the towns needs with regards to services, housing and economic development however there is a reasonable level of risk and investment/ borrowing required up front by the Local Authority.	Medium	This could deliver new commercial uses retain the car park and meet a number of key objectives but would be capital and resource intensive	Not the preferred option
<b>Option 5</b>	Joint venture opportunity with Homes England, (or any of the approved housing partners).	Maximise the potential development of the site, meeting some of the housing targets. Opportunity to increase density in local plan and maximise development use – further discussions with the Planning team required.	Long	This could deliver new jobs homes and retain long term revenue streams as well as some capital receipt	This would be the preferred long term delivery route.

# Site 2

## EASTHAMPSTEAD HOUSE LIBRARY SITE...

EASTHAMPSTEAD HOUSE LIBRARY SITE (0.64Ha / 1.6 Acres) – Suggested potential for; RETAIL / CIVIC FUNCTIONS, POLICE, HOTEL

Of all the central sites identified as part of this study the site of the current town library has potentially impacted the most from the recent Lexicon redevelopment, existing as it now does as a marginal 'backland' to the north east of the town centre and 'hidden from view' by the shopping centre. A solution to this tract may involve the re-thinking of small aspects of the public realm back into The Lexicon centre in order to improve connectivity.

Being 'overshadowed' by Lexicon may provide a clue as a redevelopment option for retail. It may also suggest a widening of the site parameters to include the 'police station' site to the immediate south. Thus, the current site area of 1.6 acres could be doubled. We have proceeded on this basis.

'Civic' Option – The primary option may be to retain some civic functions across the site by redeveloping a library, a police station and associated offices (and even an hotel). Vehicle access and movements could work directly off the ring road (as well as linking to existing open space here) with a 'courtyard' being formed with new buildings set around a 'college green' on the site. Pedestrian access from the Lexicon side could be strengthened giving visitors safe access to the carparks and town centre.

Retail Option – The formation of a large 'retail box' that supplements Lexicon (and associates itself directly with Lexicon) could provide a further 180,000

sqft of retail floorspace over two levels. This might be considered a large retail addition and not immediately viable (subject to demonstrating retail demand and viability).

Of course, this might be scaled back to align with demand yet a retail option here would seem to be well-placed for Lexicon and the town and could make a good alternative use of site 2. The 'displaced' civic function in this option may be relocated into Site 6.

“ The primary option here may be to retain a civic function across the site by redeveloping a library, a police station and associated offices”.



initial site sketch



Site Block Plan



3D massing from south east - note potential library & associated buildings focussed on 'College Green'



3D massing from south west

“Form a 'courtyard' with new buildings set around a 'college green' on the site. Pedestrian access from the Lexicon side could be strengthened giving visitors safe access to the carparks and town centre”.

All 3D massing models prepared for 'illustration purposes only' at this initial stage

# Site 2



## EASTHAMPSTEAD HOUSE - ONE PUBLIC ESTATE POTENTIAL

EASTHAMPSTEAD HOUSE LIBRARY SITE (0.64Ha / 1.6 Acres) – Suggested potential for; RETAIL / CIVIC FUNCTIONS / POLICE Potential for up to 125,000 sqft GEA of new floor area that may include private sector investment around an hotel.

The buildings that currently form this small 'precinct', to the immediate north east of the town centre and slightly hidden now by the Lexicon redevelopment, are from the late 1960s and are probably at the end of their commercial life (building heating & servicing, 'U' values / heatloss and ongoing maintenance). A detailed conditions survey should be undertaken to verify this.

A comprehensive redevelopment of this site could easily double the amount of floorspace possible for public and commercial function, including a new Library. The provision of 'Grade A' commercial office space also on this site for small business users may be possible, again subject to agency comment and viability assessments.

This site has been identified and promoted for mix use development through the 2018 SHEELAA plan and emerging Local Plan 2018. Under LP3 an allocation of upto 200 dwellings (35% affordable) has been identified and under LP8 up to 11,600sqm of employment space. Independent studies have been undertaken that broaden the site boundaries to include surrounding development sites but these will need to be tested against planning and highways policies albeit they do remain in essence as a mix use development opportunity.

The existing site has a number of uses currently being provided but in poor, inadequate aging state, such as a library, police support offices and a charitable organisation in the Old Magistrates Court. Facilities such as the library, if re-provided on site could form part of the development but would need to be to be self-funded through S106 provisions. Other sites closer to the town centre such as Jubilee Gardens or the Bus Station could also house this provision but would also need to be self-funded. Further discussions around what future provision is required will need to be undertaken in the next phase of the process. The Council are currently in discussions with Thames Valley Police regarding the re-location of the existing facility to a new purpose designed building but again the re-provision would need to be cost neutral and funded under S106. Other sites considered for re-locating the facility have been the existing Council Depot development site on Old Bracknell Lane West (Site 7) to provide a combined 'Blue Light' Provision (Fire, Ambulance and Police) but again this new provision would have to be capital cost neutral and funding through S106. If the Thames Valley Police Offices remain on site due to financial considerations it will require a level of modernisation and re-organisation, again via a S106 agreement. Further discussions are to take place around the options. The tenant currently using the existing Magistrates Court would be re-located to another property in ownership of the Council.

Further discussion with Homes England regarding the housing allocation and potential investors /developers for the site will be undertaken in the next phase of development. Ideal potential to realise a capital receipt for the disposal of the site if the existing library and police provision is re-located.



“These existing buildings are from the late 1960s and are probably at the end of their operational life”.

2

EHH	Strategy	Outcomes	Timeline	Deliverables	Comment
Option 1	Do nothing	Existing site is underutilised and has a number of existing facilities on it that have reached their economic lifespan. Though minimal income is being achieved the liabilities of aging not fit for purpose buildings provide a financial burden to the Authority in the long term.	short	Site savings delivered but no income. Some jobs created. Business rates income. Maintenance backlog significant.	Short term option only as building obsolete and need of major works
Option 2	Do minimal - Masterplan the site, obtain the appropriate planning permissions and site constraints/ conditions and dispose of the site for a capital receipt. Retain the Police Office provision and Library.	Low to medium risk option to the Local Authority. Minimal investment required and opportunity to meet housing and economic indicators. Release of a capital receipt to invest in other capital projects, however retaining the existing police and library facilities on site would restrict development opportunities and values. Any capital receipt would be used to invest in the upgrade of the library and police facilities. Further testing of the market required to ensure maximum value is achieved, discussions with the Police and other partners to be investigated further. Level of capital receipt to come to The LA to be agreed between BFC and BRP.	medium	Potential for a major scheme but requires other sites to join in. Could attract over £20m capital plus 200 jobs plus 200 apartments would fail to provide a new police station and library. Future proof facilities. Better energy performance and maintenance backlog.	This will take time to assemble the full site and set a development brief but could be achievable after the meanwhile use of EHH vacates.
Option 3	Do minimal - Masterplan the site, obtain the appropriate planning permissions and site constraints/ conditions and dispose of the site for a capital receipt. Relocate the Police Office provision and Library to other potential sites.	Low to medium risk option to the Local Authority. Minimal investment required and opportunity to meet housing and economic indicators. Moving the library and Police provision off site would provide more flexibility and development. Release of a higher capital receipt to invest in other capital projects, however relocating the existing police and library facilities off-site would need to be discussed with our partners, opportunity to consolidate Blue light facilities onto the Depot site and Library into the Southern Gateway or Market Street site. Any capital receipt would be used to invest in the relocation library and police facilities. Further testing of the market required to ensure maximum value is achieved, discussions with the Police and other partners to be investigated further. Level of capital receipt to come to The LA to be agreed between BFC and BRP.	long	This has the greatest potential for the site and will involve £20m plus of investment create 200 plus jobs and 200 plus new residential units. Better energy performance and maintenance backlog.	This will take time and internal resources not currently available.
Option 4	Develop as an Authority and lease out.	Would meet the towns needs with regards to services, housing and economic development however there is a high level of risk and investment/ borrowing required up front by the Local Authority. The development, though mixed use, would be reliant on full letting and commercial rents to meet investment, the existing facilities and the potential of replacing them.	medium	The same deliverables as above but all the risk and reward would be at the council.	Limited resources to deliver at present.
Option 5	Joint venture with Homes England, (or any of the approved housing partners) Thames Valley Police and a private sector developer.	Medium / high risk strategy relying on finding a private sector developer and ensuring that all the stakeholders are aligned with the development. High investment required but potential for a revenue stream to pay for investment and potential new projects. Consolidating the Police provision on the Depot site requires further investigation but has to be cost neutral.	long	The deliverables would be the same as above but shared financial outcomes if JV route and delayed capital receipts	This is a preferred route bit will take time to set up a JV vehicle but it would bring in extra resources skill sets and shared risks

# Site 3

## MARKET STREET SITE...

MARKET STREET (0.49Ha / 1.23 Acres) – Suggested potential for; OFFICES, RESIDENTIAL AND POSSIBLE HEALTHCARE

The Market Street site is immediately to the west of the The Lexicon, separated only by the very large multi-storey carpark and the buildings facing Market Street along its eastern frontage. 'The Point' leisure centre is to the west. Market Street seems an oddity in so far as it's a very slender tract of seemingly 'forgotten' land and sites. The existing multi-storey carpark, along The Ring to the immediate east, might be seen as a substantial barrier between The Lexicon and these sites to the west (including our Market Street Site) as it serves only the shopping centre at present and 'turns its back' on Market Street. This should be addressed.

As it currently exists (to the west of Market Street) this site could support commercial office space in a collection of, say, 4-5 storey new buildings. If we stay within the designated site we believe around 65,000 sqft of GEA floorspace is possible. However, our thinking is to 'traffic-calm' Market Street and expand across eastward onto the current 'telephone exchange' site in order to provide more of a critical mass of new development here. This could boost the overall commercial floorspace here to around 130,000 sqft GEA in total and all within 300 metres of the station.

This would also allow the existing multi-storey carpark to 'work both-ways' and serve not just the Lexicon but also this new commercial quarter renamed "The Market" with a new urban space at its heart. Shops and cafes could line the square at ground floor and link pedestrians back to The Lexicon and northwards towards Royal Winchester House and the public realm around Waitrose. A concurrent study by others looks at a mixed-use development with an office designed for a potential local occupier. See page 46.

"As it currently exists this site could support commercial offices, residential / public facilities in a collection of 4-6 storey new buildings".



initial site sketch



Site Block Plan



3D massing from south - note 'traffic-calmed' Market Street down centre



3D massing from south west

"Staying within the designated site could generate around 65,000 sqft of GEA floorspace. However, our thinking is to 'traffic-calm' Market Street and expand across towards The Lexicon thus doubling the mixed-use floor area potential".

All 3D massing models prepared for 'illustration purposes only' at this initial stage



# Site 3

## MARKET STREET - ONE PUBLIC ESTATE POTENTIAL

MARKET STREET (0.49Ha / 1.23 Acres) – Suggested potential for; OFFICE QUARTER WITH RETAIL AT GROUND / HEALTHCARE / RESIDENTIAL / PUBLIC ‘SQUARE’. Potentially as much as 107,000 sqft of GEA office space plus 16,000 sqft of retail.

This site (in its simple form to the east of Market Street) is already the subject of concurrent redevelopment study - see following page. As with the Albert Street site (#1 previously) Site 3 here is a vacant plot and not subject to demolition costs. Ground appraisal work is, however, advisable.

This site has the potential to be a pure office commercial redevelopment or a ‘mixed-use’ proposal of office / retail / residential. Concurrent study considers the latter (over). The site’s central location (within 300 metres of the railway station and adjacent to the large multistorey carpark on the Ring to the immediate east of the site) mark it out as having commercial potential as flexible ‘open-plan’ office accommodation that would suit a range of tenant requirements and sizes - 5,000 / 20,000sqft space demands.

This site has been identified and promoted through the 2018 SHELAA, the West Berkshire Spatial Planning Framework (delivering sustainable new communities to 2036) and the emerging Bracknell Forest Local Plan (2018) as part of a site suitable for a mixed-use scheme.

The site has been identified to deliver 2,350sqm of employment, 96 dwellings (of which 35% are identified as affordable) and community / health care facilities on the ground floor (see page 46 following). Although healthcare facilities have been identified as a use for the site, no other potential community facilities or requirements have been identified. There is the potential to potentially re-locate the library provision from Site 2. Again this would have to be self-funding via S106 agreements and will require further discussions with the council on what future library provision delivers.

A mixed-use site provides a number of opportunities with our partners, Berkshire NHS, Homes England as well as independent developers / investors or with single point organisations. Moving the Skimpedhill Surgery from nearby sites and including it in this development on Market Street provides not just a new modern NHS provision at point of need but potentially vacates a site better suited for the delivery of dwellings than on this Site 3. Selling off the site could fund the re-location and delivery of a new NHS provision along with any S106 contributions from the main development. Further discussion with the NHS Surgery and Homes England around this proposal is to be facilitated in the next phase of the site development.

Potential for a denser development on the site, linking into other potential adjacent development sites, to be explored in the next phase of development. Potential site for a joint-venture.

“Commercial potential as flexible ‘open-plan’ office, residential and healthcare”.

3

Market Street	Strategy	Outcome	Timeline	Deliverables	Comment
<b>Option 1</b>	Do nothing	Site is currently cleared and hoarded off. Site is close to the centre of town and close to the railway station. To do nothing would not realise a potential capital receipt for other investment in the One Place Strategy, not provide a new base for the delivery of NHS outpatient facilities and not meet the Local Authorities housing and economic targets. Risk that the value of the land could decrease as well as increase.	Short	None	Underutilisation of an asset contrary to policy
<b>Option 2</b>	Do minimal - Obtain appropriate planning permissions and planning conditions (NHS provision and housing requirements) sell the site off to a Private Developer.	Low to medium risk option to the Local Authority. Minimal investment required. Release of a capital receipt to invest in other projects. Further testing of the market required to ensure maximum value is achieved. Level of capital receipt to come to The LA to be agreed between BFC and BRP.	Short	Significant capital investment and modest receipt. No income stream but 100+ jobs and 100+ housing. Quick to deliver but limited control. No maintenance issues – no buildings on site.	Relatively easy to deliver but does not meet wider aspirations or place planning or significant collaborative working
<b>Option 3</b>	Develop out as an Authority and lease out.	Would meet the towns needs with regards to services, housing and economic development however there is a high level of risk and investment/ borrowing required up front by the Local Authority. The development, though mixed use, would be reliant on full letting and commercial rents to meet investment.	Short	£20m+ investment required. Procurement issues. High risk if not re-let and lack of resources to deliver. Potential for 150 homes and offices and medical centre. Significant job creation and rates/council tax income.	Does not meet the objectives of collaborative working, Master planning for the town or revenue generation.
<b>Option 4</b>	Joint venture with NHS, Homes England (or any of the approved housing partners) and private sector developer.	Medium risk strategy relying on finding a private sector developer and ensuring that all the stakeholders are aligned with. High investment required but potential for a revenue stream to pay for investment and potential new projects.	Medium	£20m+ investment. 100+ job creation. 100+ housing units.	Preferred option to seek a JV partner and work with other public bodies to maximise outcomes for this site.
<b>Option 5</b>	Expand the development area to include Fitzwilliam House and the existing Heath Centre on the High Street. Joint venture with NHS, Homes England (or any of the approved housing partners) and private sector developer.	As option 4 but the further opportunity to use the vacated sites to the top of the High Street, facilitating the potential of more clarity around the uses (housing, commercial NHS etc) as well as releasing additional land for development or capital receipts to invest in the new NHS provision, potential community facilities such as the library as well as housing.	Long	£50m+ of capital investment. 200+ residential units. 200+ new jobs. Significant capital receipts.	Long term aspirations would require extensive work with other landowners to deliver a joint land vehicle

# Site 3

## MARKET STREET SITE - CONCURRENT WORK BY OTHERS

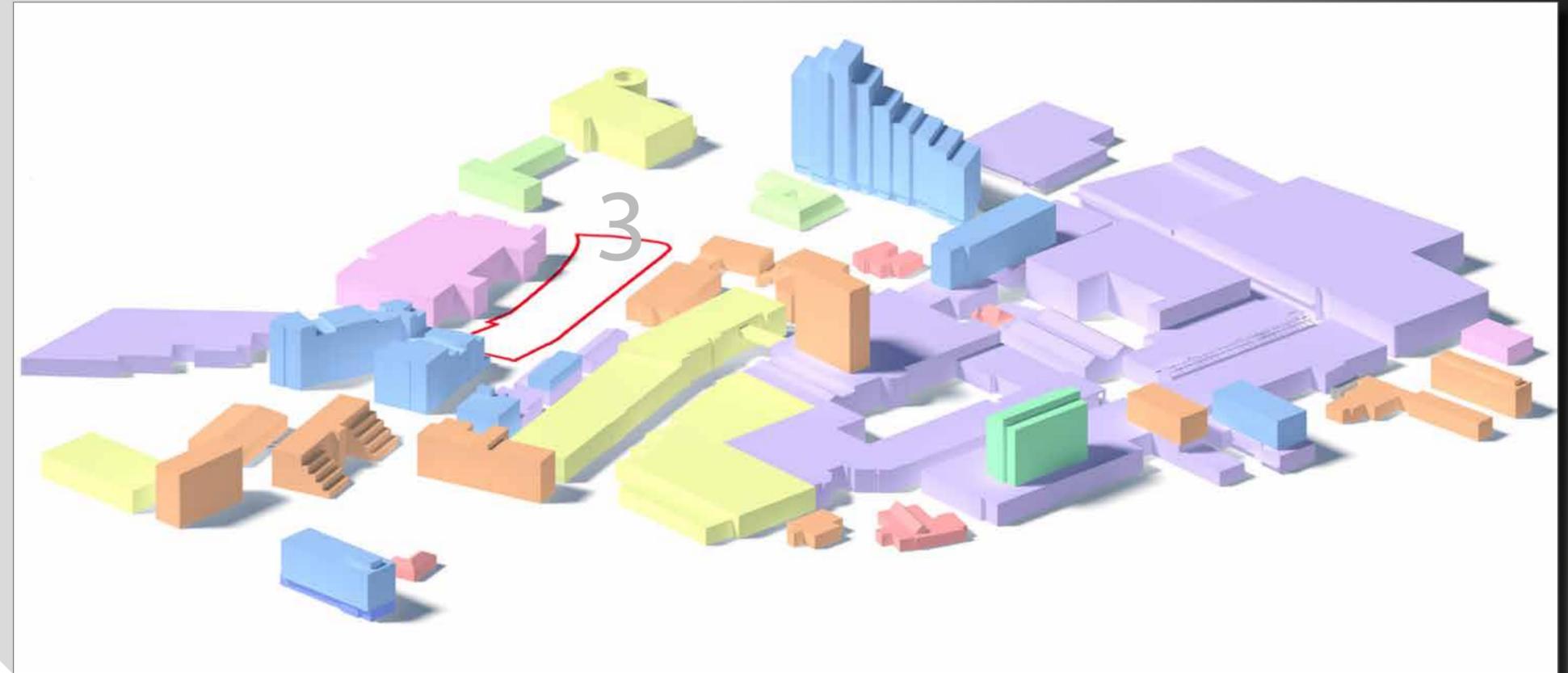
Other work is currently being undertaken by a different consultant on the Market Street site. This work responds to a specific brief for an identified office end-user on the lower floors with a requirement for 66,000 sqft of GIA floorspace.

Above this office requirement is proposed residential, providing 144,000 sqft GIA of floor area. The tenure of these potential units is unknown. The overall building height is proposed to rise to 10-storeys and could be seen as responding to the potential for increased heights on some town-centre sites.

“This proposal pushes the heights up to as much as 10 storeys in the town centre”.



Early CGI Image by WaM architecture



Massing diagram of Town Centre by Others

# Site 3A



HEALTH CENTRE / FITZWILLIAM HOUSE SITE...



## 3A

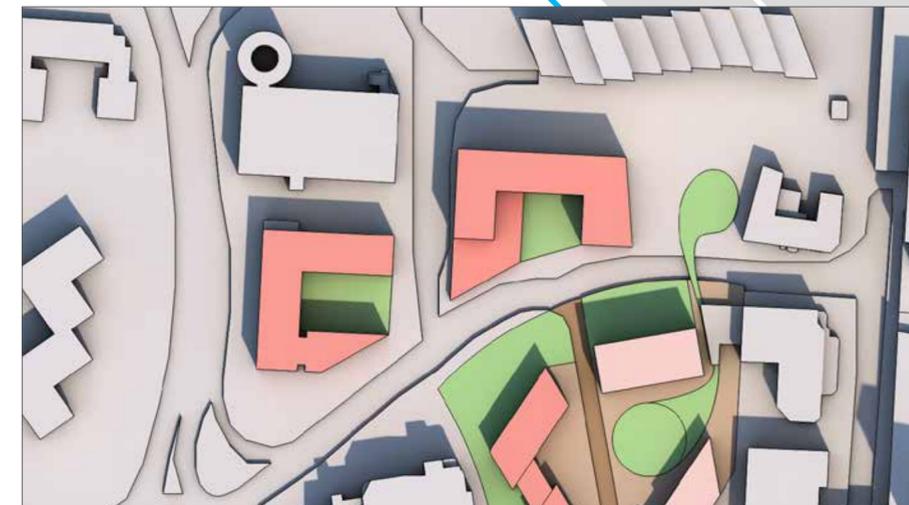
As in Option 5 for Site 3 - Expand the development area to include Fitzwilliam House and the exiting Heath Centre on Skimpedhill. Joint venture with NHS, Homes England (or any of the approved housing partners) and private sector developer. As with Option 4 on Site 3 but the further opportunity to use these vacated sites facilitating the potential of more clarity around the uses (housing, commercial NHS etc) as well as releasing additional land for development or capital receipts to invest in the new NHS provision, potential community facilities such as the library as well as housing.

“The proposal is to rationalise the accommodation within the healthcentre by providing a new ground-floor facility with new apartments on the floors above. The western portion of the site (Fitzwilliam) could provide a new residential development of 50 apartments”.

HEALTH CENTRE / FITZWILLIAM (0.83Ha / 2 Acres) – Suggested potential for; NHS Services, Offices and Residential

This site currently provides around 43,000SqFt of NHS services / outpatient facilities. The proposal here is to rationalise the facilities within the healthcentre (the eastern portion of the site) by providing a new ground-floor facility with new apartments on the floors above (around 100 homes). The proposal for the western portion of the site (Fitzwilliam) is to provide a new residential development of approximately 50 apartments. Alternatively, Fitzwilliam (currently owned by the BRP) could be a new NHS facility in its entirety; providing around 60,000SqFt of new space, an uplift of around 30,000SqFt on the Fitzwilliam site portion. The relocation of the NHS facility to the nearby Market Street site (3) previously may also be an option here.

“This NHS site could be redeveloped to enhance the health provision but also add value through as many as 140 new apartments on the upper floors”.



Site Block Plan



3D massing from south east and north west - note new adjacent Royal Winchester House



All 3D massing models prepared for 'illustration purposes only' at this initial stage

# Site 4

JUBILEE GARDENS SITE...

JUBILEE GARDENS (0.46Ha / 1.2 Acres) – Suggested potential for; LANDMARK / OFFICES

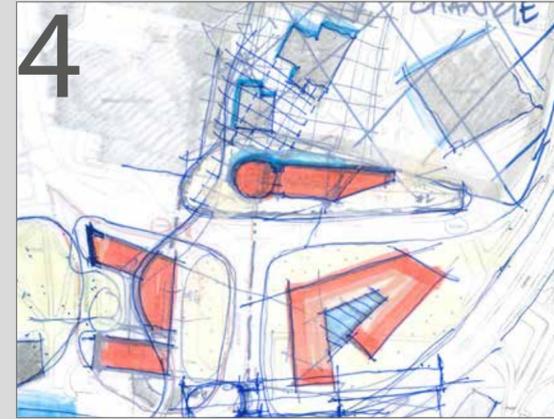
This section of the town centre retains some of the 'open spaces' aspects of the 1950s New Town design with substantial soft landscaped areas forming a 'southern entrance' to the town centre; from the station roundabout, along Station Way towards Jubilee Gardens itself.

This sequence of predominantly open spaces illustrates some of the original characteristics of the New Town plan with its separation of vehicles, pedestrians and cycle ways known as the 'Radburn Principle' after the North American new town where such planning ideas first emerged in the 1930s as a response to motor car.

Our early proposal is to 'formalise' this portion of the plan and retain part of Jubilee Gardens as soft-landscaped open space thus supporting the New Town legacy. This portion of the town centre – from Jubilee Gardens down to the station, and indeed, further south to Site #6 (at Coopers Hill) – has so much potential both for new development but also to strengthen the public realm, pedestrian routes and 'reconstruct' a positive 'civic' introduction to Bracknell.

A single civic-use building might be placed on Jubilee Gardens. This may be an information and cultural centre run by BFC with exhibition space, café, and regular council offices on upper floors. The neighbouring church and British Legion headquarters may be retained but these sites could be incorporated into a later revised masterplan.

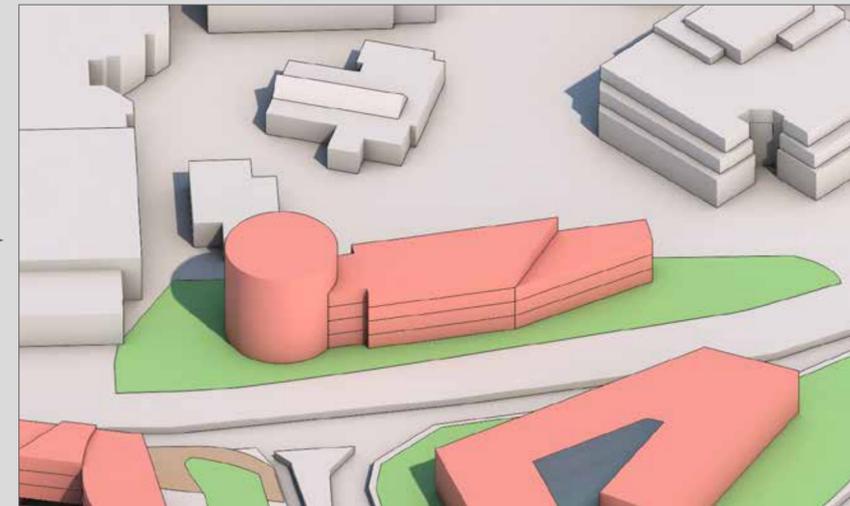
"This portion of the town centre - Jubilee Gardens down to the station and further south to Coopers Hill - has potential both for new development but also to strengthen the public realm, pedestrian routes and 'reconstruct' a positive civic introduction to Bracknell".



initial site sketch



Site Block Plan



3D massing from south - note potential concentration of built form in the town-centre



3D massing from south east - note existing RBL and church buildings to immediate right

"Our early proposal is to 'formalise' this portion of the town plan and retain part of Jubilee Gardens as soft-landscaped open space thus supporting the New Town legacy".

All 3D massing models prepared for 'illustration purposes only' at this initial stage



# Site 4

## JUBILEE GARDENS - ONE PUBLIC ESTATE POTENTIAL

JUBILEE GARDENS (0.46Ha / 1.2 Acres) – Suggested potential for; LANDMARK / OFFICES

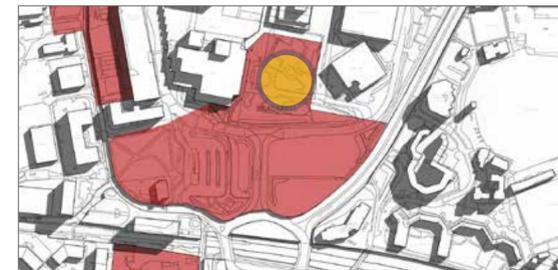
The existing site is classified as open green space but not protected under planning. The site forms part of a potential 'gateway' into the Town from the main transport interchanges to and from the town and is seen as a fantastic opportunity to provide a high quality mixed use development which acts as the gateway and link to the recent redevelopment of the town centre.

The development area is split over two adjoining sites and is a key component in the SHELAA, emerging Local Plan and new Planning Policy and strategic housing policy. Under current Planning Policy LP3 two sites are identified to deliver 411 residential units (of which a percentage will require to be affordable housing / units) and under Planning Policy LP8 15,100sqm of economic space.

The site has potential for a mixed use development including retail outlets, offices, potential community facilities as well as a range of residential tenure types. There is also a potential for other adjoining sites to become part of the overall development site however these maybe realised over time, so any master planning needs to take into consideration the potential connectivity and adjacencies in their development.

These sites are also under different ownerships so further discussion would need to be undertaken at the next stage. The proximity to the train station, carparks and pedestrian links into the town centre make this site an important part of the future development of Bracknell town centre.

“The site is perfect for a mixed use development including retail outlets, offices, potential community facilities as well as a range of residential tenure types.”



# 4

Jubilee Gardens	Strategy	Outcomes	Timeline	Deliverables	Comment
<b>Option 1</b>	Do nothing	Prime mix use development site and gateway to the town is not realised.	Short	No outcomes this is open space at present and costs to maintain as is.	Does not achieve any positive outcomes
<b>Option 2</b>	Do minimal	Not an option.	Short	No new outcome.	
<b>Option 3</b>	Masterplan the site to realise full potential and value, potential to relocate library / community facilities from Market Square site, dispose of site to the market.	Obtain one off capital receipt from sale to invest in other development opportunities. Private developer may challenge the percentage of mixed tenure and levels of affordable housing / accommodation may not be met. Provision of library / community facilities will affect capital receipt value but free up other sites and deliver high quality facilities at point of need.	Medium	Could be a mixed use site and a gateway into the town centre working with HE and other land owners for inward investment housing and jobs Possible loss of open space.	Work under way for masterplanning and joining in other sites for a key gateway site opportunity
<b>Option 4</b>	Develop out site as an Authority and lease out.	High risk option – Development would meet the towns needs with regards to services, housing and economic development however there is a high level of risk and investment/ borrowing required up front by the Local Authority. The development, though mixed use, would be reliant on full letting and commercial rents to meet investment.	Medium	As option 3 deliverables but would require significant internal resources and capital so all the risk too. Job creation significant and rates or Council tax income.	Unlikely to be progress on LA own due to risk and resources.
<b>Option 5</b>	Joint venture opportunity with Homes England, (or any of the approved housing partners) and a private development partner.	Maximise the potential development of the site, shared risk and responsibility. Mixed use opportunity will meet the needs for additional residential as well as commercial space. Opportunity to realise a capital as well as revenue streams	Long	A JV is the preferred routes as it would be in partners and possible OPE parties too as well as delivering new homes jobs and capital investment and revenue opportunities too. Job creation significant and rates or Council tax income.	Currently planned for a phase one Jv if that is secured

# Site 4

## JUBILEE GARDENS SITE - CONCURRENT WORK BY OTHERS

Other work is currently being undertaken by a different consultant on the Jubilee Gardens site. This work responds to a brief for, we understand, an office building.

We are unclear as to the amount of floorspace proposed or the number of storeys.

“This proposal again advocates a tall building in this town centre location”.



Jubilee Gardens model Image by Urban Atelier



Massing Studies by Others

# Site 5

## BUS STATION SITE... THE 'SOUTHERN GATEWAY'

BUS STATION SITE (0.765Ha / 1.8 Acres) – Suggested potential for; LIBRARY, SHOPS & RESIDENTIAL

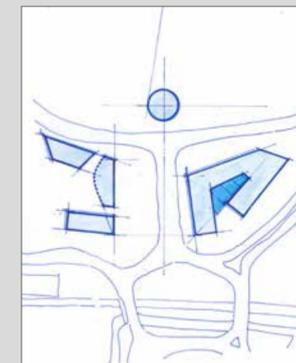
The prominent and central position of this site marks it out as strategically and functionally important and suggests a truly mixed-use content as well as forming a lynch-pin in a rejuvenated public realm and pedestrian circulation system. We believe there may be potential in relocating one or more of the 'civic' functions to this site as well as new housing on upper levels and a strengthened relationship with the existing open space to the west including Time Square – the current BFC offices.

One idea might be to relocate the town's central library from Easthampstead House (site #2, currently to the north-east of the town centre) to the Bus Station site, thus re-identifying the provision of social facilities at the heart of the town.

“The prominent and central position of this site marks it out as strategically and functionally important within the town centre”.



Site Block Plan



initial site sketches



3D massing from south east - note potential concentration of built form in the town-centre



3D massing from south

“Potential to relocate 'civic' functions to this site as well as new housing on the upper floor levels and a strengthened relationship with the existing open space and the setting for the existing 'Time Square' BFC offices”.

All 3D massing models prepared for 'illustration purposes only' at this initial stage



# Site 5

## BUS STATION - ONE PUBLIC ESTATE POTENTIAL

BUS STATION SITE (0.765Ha / 1.8 Acres) – Suggested potential for; LIBRARY, SHOPS & RESIDENTIAL totalling around 96,000 sqft of GEA floorspace (incl the eastern site).

This site has the potential for a re-located, more accessible town centre public library as well as upper floors of residential and some retail at ground level. We have also illustrated a possible new office and Magistrates Court on the site immediately to the east on what is currently open grassed space / underpass. This could allow the current library etc on the EASTHAMPSTEAD site to be freed up for new office or even residential with the town's civic functions relocated to this Bus Station site.

Potential re-development budget cost - See section to the rear of the report.

“This site has the potential for a re-located, more accessible town centre public library as well as upper floors of residential and some retail at ground level.”

This site is currently used as a bus transportation hub / terminal adjacent to the main railway station in Bracknell Town. The provision has been recently upgraded to improve its appearance.

The site also houses a number of small retail units that serve passing trade from the railway and bus stations. The site falls under Planning Policy C3 and forms part of the town centre development area. As it is classed as in settlement then most types of development are acceptable. The requirement for a dedicated bus terminal in Bracknell town is being reviewed with a potential option of using strategic “pull in and wait” areas throughout the town road infrastructure.

This site is situated close to the main train station and transport links as well as high-value development sites such as Jubilee Gardens, Southern Gateway and Coopers Hill.



# 5

Bus Station	Strategy	Outcomes	Timeline	Deliverables	Comment
Option 1	Do nothing	Prime mix use development site and gateway to the town is not realised, remains as a functioning bus station.	short	No new deliverables	Not a long terms solution
Option 2	Do minimal	Not an option.	short		
Option 3	Disposal of the site to the market - Masterplan the site to realise full potential and value	Obtain one off capital receipt from sale to invest in other development opportunities. Private developer may challenge the percentage of mixed tenure and levels of affordable housing / accommodation may not be met. Provision of library / community facilities will affect capital receipt value but free up other sites and deliver high quality facilities at point of need.	long	Limited deliverables for the LA and would require a new option for the bust station would create new homes and a jobs.	Masterplan underway but unlikely to be delivered in isolation
Option 4	Develop out site as an Authority and lease out.	High risk option – Development would meet the towns needs with regards to services, housing and economic development however there is a high level of risk and investment/ borrowing required up front by the Local Authority. The development, though mixed use, would be reliant on full letting and commercial rents to meet investment. The agreement of the bus providers and highways in changing the bus station would need to be sought.	long	Limited deliverables for the LA and would require a new option for the bust station would create new homes and a jobs. Inward investment over £10m but bus station would need relocation.	Masterplan underway but unlikely to be delivered in isolation this would require significant capital and resources not available internally at present
Option 5	Joint venture opportunity with Homes England, (or any of the approved housing partners) and a private development partner.	Maximise the potential development of the site, shared risk and responsibility. Mixed use opportunity will meet the needs for additional residential as well as commercial space. Opportunity to realise a capital as well as revenue streams	long	This would bring in additional skill sets create jobs and deliver a large number of homes on a gateway site to the town and could work with joining land ownerships to deliver other outcomes too potentially a new library or health hub.	This would be a preferred option in the long term and share risk and reward

# Site 6

COOPERS HILL SITE...

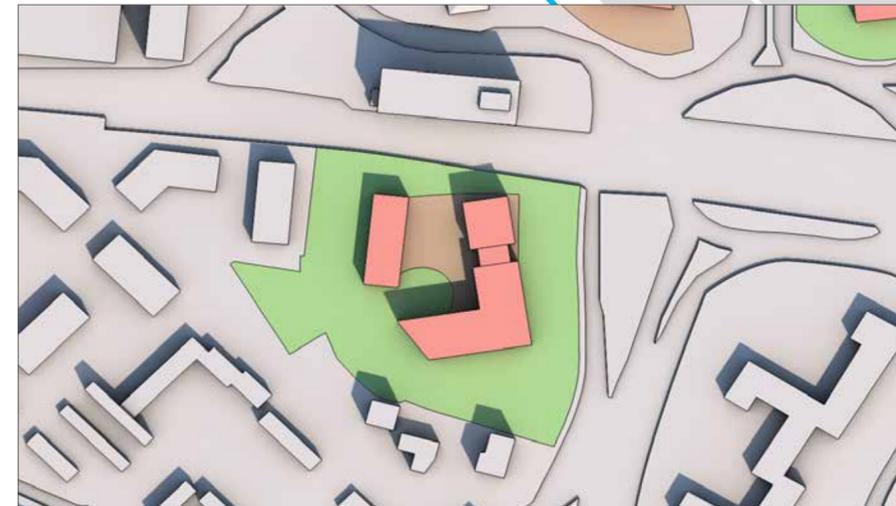
COOPERS HILL (1.0Ha / 2.48 Acres) –  
Suggested potential for; SOCIAL FACILITIES, OFFICES / RESIDENTIAL

Coopers Hill Youth and Community Centre is currently home to NRG Youth Centre and The Youth Council together with several local charities. Recent NHS surveys score highly with users as a centre providing an excellent quality of service. Clearly any redevelopment plan should retain and even extend such services on the site as well as considering ways to increase commercial development opportunities here. The location of this service and this site reinforces the need to improve physical accessibility and underlines the impetus to draw Coopers Hill into a regenerated pedestrian movement strategy reaching across the town centre.

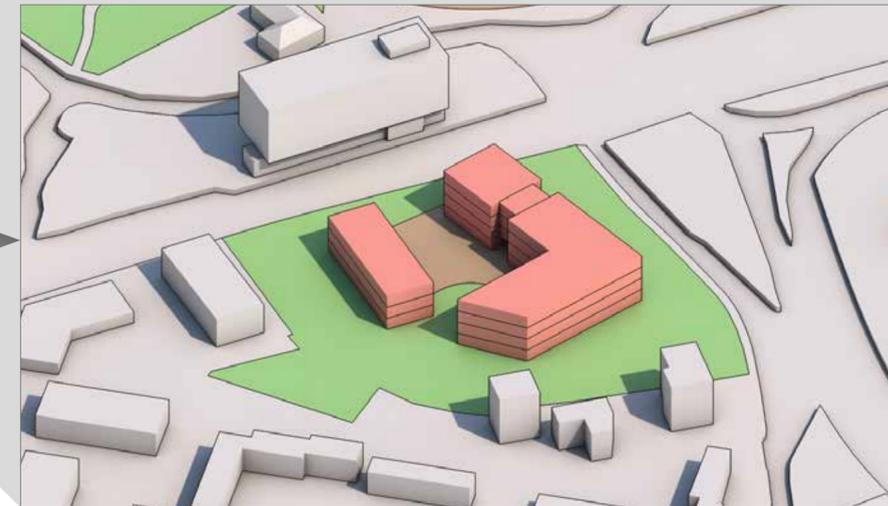
“Clearly any redevelopment plan for this site should retain and even extend the youth services that currently exist on the site”.



initial site sketch



Site Block Plan



3D massing from south west - note proximity of station building ('Platform') to north



3D massing from west

“The location of youth services and the centrality of this site reinforces the need to improve physical accessibility and underlines the impetus to draw Coopers Hill into a regenerated masterplan strategy reaching across the town centre.”

All 3D massing models prepared for 'illustration purposes only' at this initial stage



# Site 6

## COOPERS HILL - ONE PUBLIC ESTATE POTENTIAL

COOPERS HILL (1.0Ha / 2.48 Acres) – Suggested potential for; SOCIAL FACILITIES (17,000 sqft) & OFFICES / RESIDENTIAL (65,000 sqft)

Raising the amount of potential NHS facilities to 17,000 sqft of GEA floorspace (from the current 12,000sqft of floorspace) as well as new office space (for related office users) to around 65,000 sqft GEA represents a sizeable increase across this site.

Re-development budget cost? - See section to the rear of the report (pg28/29).

“Potential here for a significant uplift in floor area across this site both for NHS youth facilities and associated office space for related service provision”.

The existing site currently houses a youth facility within a large under-utilised site parcel. Under the current Local Plan policies and core strategies, 69 residential units of which a percentage are affordable units (LP3) and 2,000sqm of economic development (LP8) has been allocated.

With the re-provision of youth facilities within an existing property the town centre, thus making it more accessible to its users, there is the opportunity of a full redevelopment of this site.

The site is adjacent to the main railway station and can be linked directly via the existing footbridges. The site offers the best opportunity for a joint venture development with our Homes England partners and any potential private developers. The balance of potential economic space and residential allocation on this site, the Bus Station site and the Southern Gateway/ Jubilee Gardens site will need to be considered as a whole to ensure the right economic / social / living balance is delivered. Any change in the mixed-use allocation would need to be tested.



# 6

Coopers Hill	Strategy	Outcomes	Timeline	Deliverables	Comment
<b>Option 1</b>	Do nothing	Site remains as a youth centre though provision is to be provided within better proximity to the town, potential for the site to become redundant and require to be leased out to another tenant or become a liability	Short	No positive outcomes but increased running costs form obsolete buildings.	Not an option to be progressed
<b>Option 2</b>	Do minimal	Not an option.	short	None.	
<b>Option 3</b>	Disposal of the site onto the open market.	This site is not identified in the SHELAA so there are a number of other development options that can be considered beyond those identified in the Local Plan. It is a Low risk site, full potential of the site to be realised via master planning exercise. Disposal will release a capital receipt for investment into other projects.	short	Capital receipt only outcome until private sector delivers new homes but no control of when. Reduced backlog of maintenance. Job creation in the private sector.	Restricted site and covenant makes this a less realistic option to deliver any OPE outcomes.
<b>Option 4</b>	Develop out the site as an Authority	Development would meet some of the towns needs with regards to housing and economic development however there is a level of risk and investment/ borrowing required up front by the Local Authority. The development, though mixed use, would be reliant on full letting and commercial rents to meet investment.	medium	This is not collaborative working and high risk strategy but could deliver new homes and revenue streams. Inward investment over £10m potential for 150+ homes and a new Youth facility.	This will require resource and capital investment and is not a preferred option
<b>Option 5</b>	Joint venture opportunity with Homes England, (or any of the approved housing partners) and a private development partner.	Maximise the potential development of the site, shared risk and responsibility. Mixed use opportunity will meet the needs for additional residential as well as commercial space. Opportunity to realise a capital as well as revenue streams.	long	This could deliver a youth facility work with other parties and bring in new investment jobs and homes as well as shared skill sets and reward /risks. Inward investment over £10m potential for 150+ homes and a new Youth facility.	This is the preferred option and is being scoped in a phase one of a potential JV option

# Site 7

## COMMERCIAL CENTRE SITE...

COMMERCIAL CENTRE SITE (1.6Ha / 4.0 Acres) – Suggested potential for; RESIDENTIAL COMMUNITY

This site is the largest of the town centre tracts in this study, extending to around 4 acres. Its current use is a depot with multiple-access points off Old Bracknell Lane West. Part of the site may need to remain as depot within a new plan (see 7A over page).

Despite the 'mixed' nature of the context for this site it has the potential for redevelopment as a residential quarter for up to 200 homes (stp and adopting an 'urban' approach to site density) in a number of formats including family units and affordable. The site is adjacent to the main railway line and Bracknell Station and is surrounded by a mix of commercial, residential and 'bluelight' services (ambulance and fire brigade).

The existing site is currently being used for the storage, repair and management of commercial as well as council transport facilities (mini buses and lorries) along with a number of low level / density offices and workshops. The council's environmental team are housed on site but there are plans to move them from the site and house them into the Time Square council offices completing in the main the provision of all council offices within the one building.

A feasibility study had been undertaken to move the depot outside the town centre to a site in Crowthorpe but has been discarded due to logistical / cost reasons.

An element of the rationalised depot is to remain if this site is developed. Feasibility studies have been undertaken into what the new depot provision should deliver (see option 7A following) however these are currently in abeyance subject to future funding. A reorganisation of the existing site has identified a potential area for future development. Planning policy SA1 has identified the opportunity to provide 115 residential units with no requirement for employment use. The site identified is adjacent to an existing high-rise, high-end residential development and there remains the potential to deliver additional accommodation of the same standard in this area (more attractive for private developers rather than Home England). The disposal of this development site could release a capital receipt that would facilitate the development of the adjacent depot provision for the council.

The existing site is also adjacent to Blue light services (Fire and Ambulance) off Old Bracknell Lane West. There is potential to re-locate the Thames Valley Police office provision from the Easthampstead House (Site 2) onto this site. This would provide a combined Blue Light provision, close to the main transport links and networks in the area however would occupy a potentially valuable capital receipt as well as requiring full funding for its re-location which is currently highly unlikely. Change in planning policy SA1 would also be required.

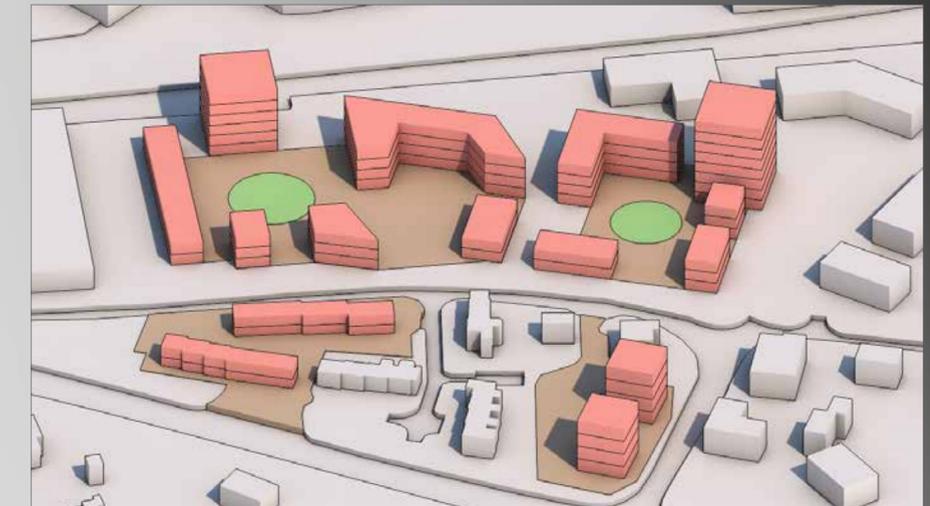
**“This site option has the potential for redevelopment as a residential quarter for up to 200 homes”.**



initial site sketch and block model



3D massing from south west - note potential for taller buildings



3D massing from south

“There are options for this site in terms of its use and the provision of new floorspace. Its location suggests new residential as well as a new commercial depot on part of the site, as already designed by Atkins previously”.

All 3D massing models prepared for 'illustration purposes only' at this initial stage

# Site 7<sup>A</sup> COMMERCIAL SITE... ALTERNATIVE

COMMERCIAL CENTRE SITE (1.6Ha / 4.0 Acres) – Suggested potential for; DEPOT &/OR RESIDENTIAL COMMUNITY

Part of the site may need to remain as a depot within a new plan. This has been the subject of previous studies undertaken by Atkins for BFC. Images to the right here.....

There are multiple existing access points into this site which could form separate and dedicated access for a residential community on, say, half of the site with the balance of the site given over to the council depot. The design of the depot will require modifications from that previously designed in order to reduce its size to 'fit' the smaller portion of the site. Our concern with this option is that the resultant depot on the smaller site will not meet BFC's spatial requirements. It will be too small and not accommodate all the council's agencies. We believe the whole site should be either given over to residential (see #7 previously) or remain entirely as a depot as the previous Atkin study.

“Potential for part redevelopment as a residential quarter for up to 110 homes plus an adjacent BFC depot with separate & dedicated access”.



initial site sketch



Earlier Atkins scheme for BFC commercial depot (July 2018)



3D massing from south east - note potential for taller buildings



3D massing from south west

“There are multiple existing access points into this site which could form separate and dedicated access for residential community on half of the site with the balance of the site given over to the council depot.”

All 3D massing models prepared for 'illustration purposes only' at this initial stage

# Site 7<sup>B/C</sup>



## 'BLUELIGHT' SITES - ONE PUBLIC ESTATE POTENTIAL

EXISTING 'BLUELIGHT' SITES (0.54Ha / 1.33 Acres) – Suggested potential for; RESIDENTIAL

There is no current plan to bring the three blue-light services together onto one site in Bracknell. However, there may be advantages in considering some scenarios on the three sites here that make up the Commercial Site and the current Fire (7B) and Ambulance (7C) sites to the immediate south.

If the current 'bluelight' facilities (Fire and Ambulance) were to be relocated to a portion of the adjacent Commercial Site (to form a bluelight / depot 'hub') then new residential development could provide enhanced value and much-needed housing on the freed-up existing sites. We illustrate 45 new homes across the existing 'bluelight' sites in the form of individual family townhouses and apartments.

A replacement Police Station on part of the Commercial Site might be an option (to relocate the PS from the current Easthampstead House site) although this may not satisfy the 'public access/front counter' criteria offered by a town-centre PS. The current Commercial Centre site may be termed an out-of-town 'base' facility and, therefore, not be an adequate location for the police.

“There is the potential for around 45 new homes on the existing 'bluelight' sites”.



Site in context



# 7<sup>B/C</sup>

Commercial centre	Strategy	Outcomes	Timeline	Deliverables	Comment
<b>Option 1</b>	Do nothing	Site is currently underutilised in a part of the town where land values are at their highest, no value realised apart from existing use.	Short	Increased running costs unacceptable working conditions leaks and damage. Poor energy performance. Significant maintenance backlog.	Not an option
<b>Option 2</b>	Do minimal	Re-organise and consolidate the site, move office provision into Times Square and use surplus land for additional workshops for Blue Light Services or rent out for storage to private providers – minimal increase in revenue to the authority. Some objectives regarding employment opportunities could be met.	short	Free up non depot space users but leaves site part void with no alternative uses costs but no returns. Better use of site layout. Still significant maintenance backlog. Poor energy consumption.	Non collaborative work and does not address the long term issues or deliver any of the key objectives of OPE
<b>Option 3</b>	Masterplan the site, either sell or obtain the appropriate planning permissions and site constraints/ conditions and dispose of to the market the site for a capital receipt.	The site has been identified in the local plan for housing, higher densities could be achieved but require further consultation with the planning authority. An element of Depot will need to be retained on site to meet the council's needs. Disposal to the private market would yield higher capital receipt.	medium	Provides a bigger picture vision for the area and OPE working potentially for depot users. Addresses maintenance backlog and poor energy consumption. Creates jobs and investment.	In progress
<b>Option 4</b>	Masterplan the site and provide a consolidated Blue light provision, using a section of the depot site for the re-location of the Thames Valley Police offices from Towns Square.	Consolidation of the Blue light services is a positive outcome but the funding of a new Police Office facility would have to be funded in full from the re-development of the Towns Square site. No capital receipt would be realised from the site, change in planning policy required.	medium	Works with other OPE parties and could deliver revenue savings create jobs locally and release other sites for development.	Under consideration following a joint OPE depot workshop
<b>Option 5</b>	Joint venture opportunity with Homes England, (or any of the approved housing partners) to provide housing on site.	Potential opportunity however the site is adjacent to a high end private accommodation development and would receive a better capital receipt if sold on the open market, housing requirements could be better met on other sites identified in the OPS.	long	As well as the deliverables above this also brings in private sector expertise and could save construction costs plus release land and create revenue streams	Potentially the best outcome but will take a long time to deliver and procure for multi-agency work but has the highest reward for all parties

# Schedule of Areas

Approximate Gross Floor Areas per Site ....

- 1-** Albert Road (1.65 Acres)  
New Residential - 10,000Msq GEA  
Number of potential dwellings - 100  
Carparking at grade - 50 spaces  
Storeys range from 3-10 floors
- 2-** Easthampstead House (1.6 Acres)  
New Magistrates Crt - 4,000Msq  
New Library - 2,200Msq (incl basement)  
New Police - 3,000Msq  
New Offices (police) - 2,250Msq  
Storeys range from 3-5 floors
- 3-** Market Street (1.23 Acres)  
New Offices - 10,000Msq GEA (107,000 FTsq)  
New Shops (small units) - 1,600Msq  
Storeys range from 3-6 floors
- 4-** Jubilee Gardens (1.2 Acres)  
New Information Centre - 1,000Msq  
New Offices (upper floors and new buildings opposite) - 19,000Msq  
Storeys range from 3-5 floors
- 5-** Bus Station (1.8 Acres + Park = 3.5 Acr)  
New Residential - 8,000Msq  
Number of potential dwellings - 90  
New Shops - 810Msq  
New (relocated) Library -1,860Msq  
Storeys range from 4-6
- 6-** Coopers Hill (2.48 Acres)  
New Social Services - 1,590Msq  
New Offices - 6,400Msq  
or.. 120 new apartments  
Storeys range from 3-4
- 7-** Commercial Centre (4 Acres)  
(Full Residential Option)  
New Residential - 18,000Msq  
Number of potential dwellings - 200  
Community Centre - 285Msq  
Storeys range from 3-6
- 7A-** (Residential / Depot Option)  
New Residential - 110  
Number of potential dwellings - 110  
Depot Building - 1,000Msq  
Storeys range from 2-6
- 7B-** Fire Station Site (0.74 Acres)  
New Residential - 1,300Msq  
Number of potential dwellings - 13  
2-storey townhouses
- 7C-** Ambulance Site (0.59 Acres)  
New Residential - 2,400Msq  
Number of potential dwellings - 32  
2x4-storey flat blocks
- 3A-** Skimpedhill Lane Health Centre (2 Acres, incl Fitzwilliam)  
New Health Centre - 2,110Msq  
New Residential - 10,500Msq  
Number of potential dwellings -140 apartments  
Storeys range from 1-5 (incl Fitzwilliam House site)

All figures quoted are approximate gross floor area figures and are subject to site surveys, legal boundaries, and planning consents....



“There is the potential to create over 1 millionFTsq (196,000Msq) of new floorspace across these sites within the town centre. This is in a mix of uses including, apartments, offices, civic facilities, shops all within 700 metres of the station”

- 1 - Albert Road: 10,000Msq (100,000SqFt)
- 2 - Easthampstead House Library / Police: 11,450SqM (123,000 SqFt)
- 3 - Market Street: 11,600SqM (124,000SqFt)
- 3A - Skimpedhill Health Centre (135,000SqFt)
- 4 - Jubilee Gardens: 20,000SqM (226,000 SqFt)
- 5 - Bus Station: 9,000SqM (96,000SqFt)
- 6 - Coopers Hill: 8,000SqM (86,000SqFt)
- 7 - Commercial Centre: 18,285SqM (196,838SqFt)
- 7B - Fire Station: 1,300SqM (14,000SqFt)
- 7C - Ambulance Site: 2,400SqM (25,000SqFt)

# Out-of-Town Sites 8-12

WITHIN THE NEIGHBOURHOODS...

THE INFORMATION FOR SITES 8-12 ILLUSTRATED HERE IS TO BE REGARDED AS PRELIMINARY AS THESE SITES WILL FORM PART OF A FURTHER FUTURE STUDY

Regeneration Projects - Borough Wide.

According to the BFC website a total of £768 million is being invested in the regeneration of Bracknell Forest. This includes the town centre and improvements across the wider area – according to the website this makes investment in the town centre one of the largest urban regeneration schemes currently being built in the UK.

As discussed here, £240 million has been invested by the Bracknell Regeneration Partnership (BRP - a 50:50 Joint Venture with Legal & General Property and Schroder UK Property Fund) to create new retail, restaurants and leisure space in Bracknell town centre, at The Lexicon. In addition to this, the council, BRP and other partners have invested or are investing:

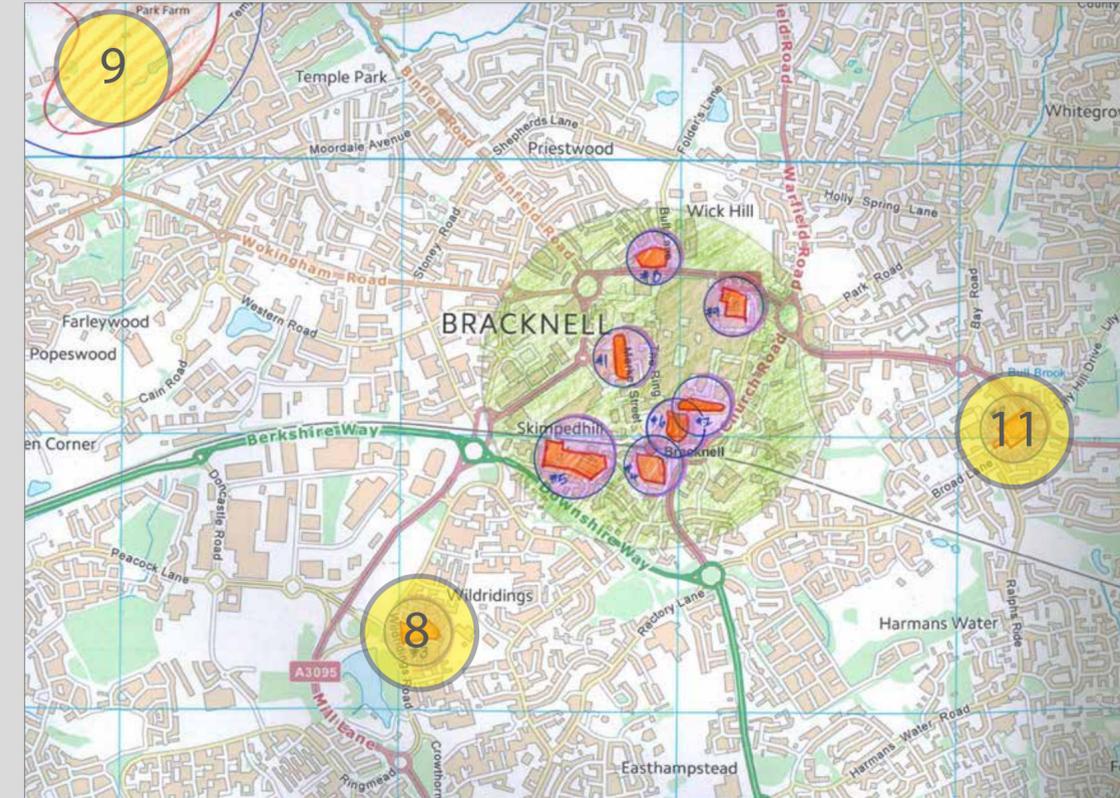
- £112m on education projects
- £250m on healthcare
- £30m on leisure (in addition to The Lexicon)
- £28m on highways, transport, public realm and public art
- £108m on new homes, including affordable homes

This is in addition to more than £100m work completed over recent years, including:

- Renovation of the former Enid Wood House in Bracknell High Street to 97 new 'build-to-rent' apartments developed by MI Flats;
- £1.3m redevelopment of Bracknell Bus Station to provide a more user friendly and attractive gateway to the town centre;

- Campmoss Property's conversion of the old Gowring House in Market Street to new flats, retail units and a gym;
- Comer Homes' demolition of Winchester House (the former 3M office block) - for 311 flats, leisure facilities and parking and work due to complete 2019;
- Improving the forecourt of Bracknell railway station as part of a £600,000 project, which also creates improved taxi, cycle, bus and car parking facilities, a new pedestrian crossing, improved lighting, new seating and landscaping;
- A new state school at Garth Hill College and a dedicated £6.75m sixth form block at the school;
- A new primary school and community centre in Jennett's Park;
- The opening of The Royal Berkshire Bracknell Clinic to provide much needed cancer and renal treatment with day-care facilities;
- The opening of the new Bracknell and Wokingham College building.

"The out-of-town council sites identified here do not form part of this study. These sites will be examined at a later date when further briefing information is available".



Five out-of-town sites (8-12)

"There are a further 15 acres of publicly-owned land in the out-of-town centre neighbourhoods distributed across 5 sites as indicated below. These will be examined as part of 'Part Two' of this study."

8 - Heathlands: 1.55 Acres

9 - Blue Mountain: TBC Acres

10 - Warfield Hub: 8 Acres

11 - Brants Bridge: 2.4 Acres

12 - London Rd Former Landfill: 3.4 Acres

A total of 15 Acres (6.2 Ha) approximately

A brief assessment for these 3 sites appear on the following pages. The remaining out-of-town sites are pending further site information



# Site 8

## HEATHLANDS

### New Care Home Development Potential

The provision of new adult respite and day care facilities on the site meets the key outcomes of the Frimley Health and Care Integrated Care System Operating Plan(ICS) (2018-19). The new development, programmed to be completed in 2021 will provide integrated, shared modern and high-quality facilities, for the five partnering authorities within the consortium (Frimley Health NHS Foundation Trust) as well as meeting the four key drivers for Bracknell Forest Council's Health and Wellbeing strategy for all ages. The new provision will also deliver new, high quality working practices and deliver much needed care within the community at point of need, built on a robust and financially stable delivery plan.

The following options for this site as Care Home have been considered and assessed on facing page...

Developed narrative for this out-of-town site to follow, once more detailed site information is provided. These sites 8-12 are the subject of the second tranche of deliverables. A preliminary narrative appears on the right hand page here.



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“The out-of-town public-ownership sites identified here do not form part of this study. These sites will be examined at a later date when further briefing information is available”.

Heathlands	Strategy	Outcome	Timeline	Deliverables	Comment
<b>Option 1</b>	Do nothing – open market sale	Objectives of the ICS and Bracknell Forest Council will not be met. Cost of running the existing estate are likely to increase due to age of the buildings. Non-compliance with current legislation a concern.	Short	Capital receipt circa £1.5m No income No bed control No new jobs No housing	Site has a restricted covenant. Open market sale will have a depressed value. Fail to deliver any objectives and is not joint partner working
<b>Option 2</b>	Do minimal - Refurbishment of the existing Care home including minimal alterations to meet minimal standards.	Some of the objectives of the ICS will be met however investment into an existing building that is reaching its end of life is not seen as providing value for money.	Short	Will not meet modern requirements. No capital receipt. No revenue savings. Minimum capital required - £7-10m	Will not meet long term objectives deliver savings or any capital receipts.
<b>Option 3</b>	Joint venture with the NHS Trust Partners to deliver a new Care Home facility on the site of the existing one.	This option will meet all the objectives of the ICS and Bracknell Forest Council. Robust business case to be developed.	Long	Capital investment £10m+. 100+ job creation. Shared risk. Land value protected. Future mitigation again cost rises NHS and other local authority joint working. Maintenance savings.	Timeline to deliver could be slow and procurement complex but the outcomes potentially very positive.
<b>Option 4</b>	Potential to bring a private provider in to build and deliver the services.	Would meet the ICS and Bracknell Forest Councils objectives but is not a financial model that would gain favour for the Trust and business case.	Medium	Capital investment £10m. 100+ job creation. Future proving cost savings.	No shared risk or cost control. Relatively quick to deliver but needs third party involvement to ensure delivery.

# Site 11

BRANTS BRIDGE



Developed narrative for this out-of-town site to follow, once more detailed site information is provided. These sites 8-12 are the subject of the second tranche of deliverables. A preliminary narrative appears on the right hand page here.



“The out-of-town public-ownership sites identified here do not form part of this study. These sites will be examined at a later date when further briefing information is available”.

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Brants Bridge	Strategy	Outcomes	Timeline	Deliverables	Comment
<b>Option 1</b>	Do nothing	Surplus space is retained in the building. Leave for potential expansion – discussion with the Trust would be required to see if there are any future requirements for the service to expand.	short	No positive deliverables.	Not sustainable option although this has been the case for 12 years already
<b>Option 2</b>	Move the TVP Office provision from Market Square into the redundant space within the Urgent Care Centre.	Though there is sufficient floor space available the existing building the site is restricted for car parking and storage for an office development. There is also issues of noise, privacy and infrastructure that would need consideration. Cost of relocation would have to be cost neutral, capital receipt from moving them from the Market Streets site would have to be utilised.	Long	Police site freed up for capital receipt re use of vacant space more efficient space utilisation and regeneration options for town centre site.	This will require extensive collaboration and planning but could be an option to explore if TVP have the resource to consider as a credible option.
<b>Option 3</b>	Joint Venture - Convert the spare space into key worker accommodation for the NHS Staff.	There is a requirement for key worker housing in the area, further discussions to be undertaken with the Trust on this issue, could be more cost effective than acquiring additional land or development sites. Potential for collaboration with NHS and Housing Partners.	Medium	Shared costs and capital with good revenue savings and shared use of space.	This could be delivered but would be require extensive planning given the use of the rest of the building whilst construction is carried out
<b>Option 4</b>	Sell the site for re-development and move to a purpose designed facility on another identified site.	This option is a high value option, discussions with the Trust regarding this will be one of the options to review, though likely to meet the need for modern high quality facilities within the community would not be an economic solution in the current market.	long	Capital receipt only	This would be up to the NHS but all existing services would need to be re-provided

# Site 12



## LONDON ROAD - FORMER LANDFILL SITE

The identified site is approximately 13 hectares in size and was formally used as a landfill site for five of the six Unitary authorities in Berkshire, thus all retain levels of liability as well as value opportunities. The site was capped once landfill on the site was complete and an element of methane extraction has been undertaken however due to the type of capping system and topography of the site the higher ground is more suitable for any potential development (subject to the appropriate bunding of the site).

The site has been identified in the Strategic Housing and Economic Land Availability Assessment (SHELLA), the emerging Bracknell Forest Local Plan (L3 – residential use) as a site for the provision of housing at a level of 278 units.

The following options for this site as have been considered and assessed on facing page....

Developed narrative for this out-of-town site to follow, once more detailed site information is provided. These sites 8-12 are the subject of the second tranche of deliverables. A preliminary narrative appears on the right hand page here.



“The out-of-town public-ownership sites identified here do not form part of this study. These sites will be examined at a later date when further briefing information is available”.

# 12

London Road	Strategy	Outcome	Timeline	Deliverables	Comment
<b>Option 1</b>	Do nothing	Continual shared risk with other unitary authorities of a contaminated site and its future maintenance.	Short	No receipts only increased costs.	Not a long term option
<b>Option 2</b>	Do minimal and dispose of the asset	Site has permission for housing development and could be offered to the market for sale. To make it more viable additional capping and bunding of the site would be required. Any capital receipt realised would more than likely cover the remedial works required. Agreement between all Unitary Authorities would need to be sought. Likelihood of achieving a land sell is limited due to site contamination but site will be tested.	Short	Unlikely to receive any capital receipt. Remove the ongoing monitoring liability.	Any sale is subject to EA approval due to the control licences on the land at present.
<b>Option 3</b>	Joint venture development with other Unitary Authorities and a Housing Partner.	Option to be discussed further with all stakeholders but is considered a high-risk strategy due to contamination and multiple stakeholders interests.	long	Remove the cost liability (£250kpa) and contamination liability control capital receipt and new housing and jobs.	A Competitive dialogue process in being followed to deliver the outcomes

# Recommendations

'Growth > Improvements > Savings'

There are TEN public-ownership sites considered here within Bracknell Town centre. Between them these sites currently accommodate the following services and functions on approximately 17 acres (6.9 Ha) of land;

- NHS services, 'bluelight' and social service facilities (Sites 3A, 6 and 7B/7C);
- Municipal services and public library (Sites 2 and 7);
- Vacant or undeveloped sites (Sites 3 and 4);
- Bus Station (Site 5) incl the existing Times Square;
- Existing surface car park (Site 1)

Boosting NHS services and facilities, including 'bluelight', by upgrading/improving the existing premises and adding value by developing housing on upper levels is a clear OPE gain.

Redesigning / improving existing municipal facilities, including the public library, former Magistrates Courts and police centre on Site 2 as well as augmenting the site with additional commercial floorspace may also bring greater benefit to those facilities and the public too and trigger new revenue streams through commercial letting.

New-build redevelopment on 'fallow' sites (1, 3 & 4) can bring additional

commercial, residential and retail floorspace to the town centre in a relatively 'clean' manner - without the need for re-location (of existing occupiers), demolition or refurbishment.

The addition of new homes and the creation of new jobs (both during construction and by the provision of new employment generating floorspace across the BFC sites) also aligns with OPE objectives. Recommendations here are;

- Augment the recent town centre regeneration around The Lexicon by intensifying town-centre development across the ten BFC sites;
- Upgrade and expand the NHS services on sites 3A, 6 and 7B/C;
- Provide new homes, new offices and new jobs in the town centre by redeveloping the BFC sites, particularly 1, 3, 5 & 7;
- Transform public facilities on site 2 including a new library;
- Improve connectivity, public services and the provision of new housing and commercial space across the town centre, through the redevelopment of the ten BFC sites

"The TEN sites considered here within the town centre currently accommodate NHS services (incl 'bluelight'), Municipal facilities, the bus station, a surface carpark and two vacant plots. A case can be made for redevelopment that will align with the Government's One Public Estate objectives."

"The addition of new homes and the creation of new jobs (both during construction and by the provision of new employment generating floorspace across these sites) aligns with One Public Estate objectives."



3D massing from south - note potential for site intensification within the town centre



# Costings Sites 1-7c

As the table on the right here indicates, the following figures represent high-level construction costs for the sites 1-7c as studied in this report. The figures are based on simple rates per SqM of new-build construction across the mix of uses proposed within the BFC town centre sites.

The basis of the estimates and the exclusions are indicated to the left of the table. Across the sites the total floor areas to be demolished (in total) are around 325,000 SqFt. The amount of new floor space in total is just over 1,000,000 SqFt, illustrating an uplift in the region of 675,000 SqFt.

All floor areas are subject to verification of site boundaries, dimensional surveys and planning consents where applicable.

“Across the sites the total floor areas to be demolished (in total) are around 325,000 SqFt. The amount of new floor space in total is just over 1,000,000 SqFt, illustrating an uplift in the region of 675,000 SqFt of mixed-use floorspace within the town centre sites considered here.”

## One Public Estate Bracknell Forest Council Masterplan Site Costings

### Introduction

This document presents high-level construction costs associated with the development of several sites identified within Atkins' report 'Masterplan and Place Review' dated November 2018 for Bracknell Forest Council

### Basis of Estimates

- We have derived all areas from Atkins' report supplemented by further clarifications and correspondence with Atkins
- We have applied general rates for New Build Works including Preliminaries and OH&P – these have been derived from BCIS studies for each building function and will be subject to review once confirmation on storey heights is known
- We have assumed that New Build Works for Offices and Shops will be shell only with fit-out carried out by others
- We have included allowances for external works based on the site areas for assumed levels of hard/soft landscaping and other requirements
- We have included allowances for external services based on the New Build areas to include for incoming services, diversions and upgrades requirements
- We have included an additional allowance of 10% to cover any other unknown abnormal costs associated with the sites
- Base date of estimates is 4Q 2018

### Exclusions

- Works outside the site area
- Professional fees
- Surveys and investigations
- Specialist consultants e.g. party wall
- Planning fees
- Client-direct costs
- Decanting/relocation costs
- Temporary facilities
- Land acquisition costs
- Funding costs
- Effects of exchange rates
- Risks
- Inflation
- VAT

We recommend that BFC allow for any costs not included in this cost estimate where necessary

Sites:		1	2	3	3A	4	5	6	7	7A	7B	7C
		Albert Road	East'stead House	Market Street	Health Centre / Fitzwilliam	Jubilee Gardens	Bus Station	Coopers Hill	Commercial Centre (Full Resi)	Commercial Centre (Resi/Depot)	Fire Station Site	Ambulance Site
Areas	Existing Buildings (approx)		14,000m2	5,000m2	4,000m2			1,160m2	4,200m2	4,200m2	1,200m2	800m2
	New Builds:											
	- Residential	10,000m2			10,500m2		8,000m2		18,000m2	17,000m2	1,300m2	2,400m2
	- Magistrates Court		4,000m2									
	- Library		2,200m2				1,860m2					
	- Police		3,000m2									
	- Police (admin)		2,250m2									
	- Offices (Shell only)			10,000m2		19,000m2		6,400m2				
	- Shops (Shell only)			1,600m2			810m2					
	- Information Centre					1,000m2						
	- Health Centre				2,110m2							
	- Social Services							1,590m2				
	- Community Centre								285m2			
	- Depot									1,000m2		
Site Area	6,677m2	6,475m2	4,978m2	8,094m2	4,856m2	7,284m2	10,036m2	16,187m2	16,187m2	2,995m2	2,388m2	
Construction Costs	Demolition Works:		£1.4m	£0.5m	£0.4m			£0.1m	£0.4m	£0.4m	£0.1m	£0.1m
	New Build Works:											
	- Residential	£17.0m			£17.9m		£13.6m		£30.6m	£28.9m	£2.2m	£4.1m
	- Magistrates Court		£14.0m									
	- Library		£6.2m				£5.2m					
	- Police		£10.2m									
	- Police (admin)		£5.9m									
	- Offices (Shell only)			£12.0m		£22.8m		£7.7m				
	- Shops (Shell only)			£1.6m			£0.8m					
	- Information Centre					£2.5m						
	- Health Centre				£5.9m							
	- Social Services							£4.8m				
	- Community Centre								£0.8m			
	- Depot									£1.2m		
External Works	£1.3m	£1.3m	£1.0m	£1.6m	£1.0m	£1.5m	£2.0m	£3.2m	£3.2m	£0.6m	£0.5m	
External Services	£0.5m	£0.6m	£0.6m	£0.6m	£1.0m	£0.5m	£0.4m	£0.9m	£0.9m	£0.1m	£0.1m	
Other Abnormals - say 10%	£1.9m	£4.0m	£1.6m	£2.6m	£2.7m	£2.2m	£1.5m	£3.6m	£3.5m	£0.3m	£0.5m	
<b>TOTAL COSTS @ 4Q 2018</b>	<b>£20.7m</b>	<b>£43.6m</b>	<b>£17.3m</b>	<b>£29.0m</b>	<b>£30.0m</b>	<b>£23.8m</b>	<b>£16.5m</b>	<b>£39.5m</b>	<b>£38.1m</b>	<b>£3.3m</b>	<b>£5.3m</b>	
Construction £/m2	£2,070/m2	£3,808/m2	£1,491/m2	£2,300/m2	£1,500/m2	£2,231/m2	£2,065/m2	£2,160/m2	£2,117/m2	£2,538/m2	£2,208/m2	

Initial preliminary costing provided by Gleeds

# Conclusion

Drawing the Strands Towards One Public Estate...

This report has looked to establish a masterplan 'design direction' for the ten town-centre publicly-owned development sites in Bracknell with a view to exploiting OPE potentials. The sites in question are all within the town centre and could play a meaningful part in augmenting the strident advances made in the last decade around the regeneration of the town.

Every town centre requires a healthy mix of commercial, civic and cultural functions, that we have termed "The Three C's". Working in partnership with the private sector can help deliver much-needed facilities as evidenced by the remarkable success of The Lexicon. We have suggested that, despite recent advances in the town, there is still scope to 'add to' the masterplan by releasing sites for balanced redevelopment that might form the next 'concentric ring' of regeneration outwards from The Lexicon.

Balanced redevelopment means an appropriate mix of commercial, civic and residential uses that are both viable and deliverable and will augment recent built activity. The ten sites studied here could provide a mix of new offices, shops (more local and 'niche' than the MSU's in The Lexicon), residential (both affordable' and private sale and rented) as well as civic functions such as a new (possibly relocated) library, police station and cultural facilities.

One of Bracknell's 'New Town' legacies is the landscaped open-spaces that still exist within the town centre, particularly to the south (around the station). The public realm remains a very important part of any urban masterplan and this report identifies areas where pedestrian circulation around the town may be

improved but, also, where the council-owned sites may start to interact in a way that provides a 'joined-up' planning strategy designed to improve urban connectivity and also address aspects of safety and security across the town centre outside The Lexicon. These initiatives align with OPE objectives.

These remain interesting and challenging economic times and seemingly dependent (to a degree) on the EU exit outcome. Commercial tenants / occupiers / owners as well as developers across the sectors (offices, retail and residential) remain cautious and conservative. The next 'phase' of the Bracknell masterplan will depend upon the confidence in the markets as well as the proactive ideology of the Council. Apartment building in the town centre has been reasonably active in the last few years yet confidence in the office market remains suppressed (certainly for major space requirements). A masterplan strategy must be flexible in order to respond to future development demands.

**"These identified sites could play a meaningful part in augmenting the strident advances made in the last decade around the regeneration of the town and also address OPE operational efficiencies"**



Proposed OPE inspired masterplan - note potential for urban intensification within the town centre

**"This report has looked to initiate a design attitude to each of the publicly-owned town-centre sites in order to understand the quantum of development possible that may frame an OPE inspired urban regeneration plan within Bracknell"**

Designing a plan from 'building blocks' that can remain multi-use at this stage (in terms of their width-dimensions, heights and spatial relationships) and embrace public realm in a similar manner would appear to be a strategy that can respond to future market directions (from commercial to residential). Recent apartment building in the town centre has been noticeable with the new Royal Winchester House apartments set for completion next year. RWH is a 'game-changer' with regards to the height (up to 20-storeys) and the design quality that compliments The Lexicon and could be regarded as a 'model' for future new-build activity in the town centre. The council are currently reviewing town centre residential provision yet there would appear to be further potential for apartments as well as commercial floorspace but, again, all dependent on the market in the coming years.

Bracknell remains a town of note, supported by its New Town legacy, its strong focus for large corporate occupiers and its renewed town centre around the retail success of The Lexicon. Like many towns of the size and demography of Bracknell, the development market can fluctuate and some sites can and do remain 'fallow' and undeveloped for years. Establishing a renewed masterplan that will explore OPE potential and build on recent commercial successes requires built-in flexibility, public/private support, political lobbying, profile-raising and, importantly, a detailed drawing (a masterplan) that illustrates the town planning objectives in clear terms.

# Model Images ...



3D massing from south west showing all ten BFC town-centre sites totalling around 17 acres with potential for over 2 million sqft of development across the sectors

# Notes & References ....

## Websites and on-line research activity....

- Bracknell Forest Council website accessed 10-12 October 2018;
- One Public Estate website accessed 10-25 October 2018;
- Various South & South East property market agency websites;
- Right Move website accessed 11.10.2018;
- Various commercial architecture / design practice websites accessed 10-25 October 2018;
- Various commercial developer websites (eg Comer Homes) accessed 12.10.2018;
- BCO (British Council of Offices) website accessed 12 October 2018;
- Coopers Hill Youth & Community website accessed 12 October 2018.

## Publications.....

- 2011 Bracknell Census statistics from Qpzm 'local stats' website;
- Previous Atkins report on Site 7 - 'Commercial Centre', dated 13/07/2018;
- 'Bracknell Forest for Business' document (undated);
- BFC 'Council Plan 2015-2019';
- Cabinet Office 'Government Estate Strategy' - July 2018;
- PwC report 'Good Growth for Cities' - 2015;
- Lambert Smith Hampton 'Thames Valley Office Report - 2018'

## Photographs used within this report...

- Photographs used here were either downloaded from various websites (including The Lexicon Bracknell) or taken by Atkins on a number of recent site visits to the town centre.

## General Note...

The contents of this report are all subject to design development, site surveys, further briefing from BFC, agency advise (for retail, offices and residential markets in the area and continuing demands in Bracknell). All 3D modelling is produced as 'illustration purposes only' at this stage.



"This report sets out early ideas designed to understand the development potential on publicly-owned sites in Bracknell's town centre. All site-specific proposals need to be developed and tested against the general direction of an adopted masterplan, viability and demand."