

**To: EXECUTIVE MEMBER FOR ECONOMIC DEVELOPMENT & REGENERATION
24th DECEMBER 2018**

**BRACKNELL TOWN CENTRE VISION 2032
Director of Place, Planning and Regeneration**

1 Purpose of Report

- 1.1 This report introduces the Bracknell Town Centre 2032 Vision looking forward through the next fifteen years. This document is intended to help stimulate future discussion and broaden public awareness in advance of any formal consideration of place shaping policy, strategy and development proposals.

2 Recommendation

- 2.1 The Executive Member for Economic Development and Regeneration approve the publication of the Bracknell Town Centre Vision 2032.**

3 Reasons for Recommendation(S)

- 3.1 To facilitate the future regeneration of underutilised land and places within Bracknell Town Centre. Setting out conceptually the way in which sites could be developed over time, building on the first phases of regeneration.

4 Alternative Options Considered

- 4.1 Not to undertake an assessment of the town's future opportunities and publish the document could significantly diminish the delivery of an effective medium and longer term strategy for the town centre. As such no other alternative course of action is considered appropriate.

5 Supporting Information

- 5.1 The rationale underpinning the preparation of a draft vision for the continued regeneration of Bracknell Town Centre is acknowledged by both the Council and the Bracknell Town Centre developer as critically important. Building on the success of The Lexicon regeneration scheme, a highly experienced urban design and architectural practice was commissioned to prepare the vision document. In so doing, account has been taken of the town's historical context, recent and anticipated investment, and the potential demands for space and land use in the next 5 to 15 years.
- 5.2 With the recent opening of The Lexicon, Bracknell is in its most exciting period of transformation since the construction of the original New Town in 1949. The Vision identifies the impact of investment to date, the consequence of which has brought about a positive reinvention and change in public perception. Creating a multi-faceted place for people to live work and visit sits at the core of the Council's ambition for the Town and the vision set out in this document. In essence the vision seeks to unlock growth building on the success and ambition demonstrated by the Council and its partners.

Short Term

- 5.3 The Vision seeks to identify and unlock key sites with immediate development potential, including Easthampstead House. For example, introducing a meanwhile use, adding to the span of uses in the town centre whilst formulating longer term plans. To this end, a new tenant has been secured for the Council's former office building bringing a host of exciting and vibrant small and start-up enterprises to the town. Securing the delivery of the Deck remains an important element of the regeneration and will continue to be a focus for the developer and the Council.
- 5.4 The redevelopment of key sites including the Royal British Legion building and the adjacent Jubilee Gardens also represent a significant opportunity to create new street frontages establishing the east-west street which link to the Mount Lane.
- 5.5 The Vision recognises the potential for the Civic and Station Quarters, capable of delivering substantial mixed use land uses along with the reconfiguration of highways and junction arrangements.

Medium Term

- 5.6 There is significant potential in the town for both office and residential development, given the relatively low values of each compared to other regional competitors. Based upon prevailing market conditions, the vision identifies a number of major medium term developments and interventions. For example, redevelopment of the sites in and around Easthampstead House which include the Library and former magistrates court.
- 5.7 Within the Southern Quarter, there is scope to remodel the road network and develop the released land to complete the street pattern. Any development of this scale will require phasing and could be built over a period of 5-7 years. A phased approach will also ensure a pipeline of accommodation which the market can absorb over a number of years.

Longer Term

- 5.8 Assuming a successful short and medium term delivery, Bracknell may have undergone significant change. Combined with the expectation of other factors about the nature of our town centres from driverless cars to the continuing impact of the internet on amenities and services, it will be important to future proof Bracknell throughout the next stage of development.
- 5.9 Continual identification of new opportunities and flexibility will be critically important to the town, including the long-term potential to re-plan car based areas on the edge of the current town centre.
- 5.10 Examples of longer term regeneration could include the opportunity to extend the developing street network to the west, integrating with the Peel centre and connecting the western business area more closely to the town centre.

Delivery

- 5.11 The Bracknell Vision shows its depth of ambition for the future, building on the success of The Lexicon. Realising the potential of Bracknell will require collaboration

and the Council will continue to take an active role in this process, working with landowners, stakeholders and above all local residents.

- 5.12 Delivery will be through partnerships, joint ventures, land sales and commitment by public and private sectors. Bracknell 2032 will be culturally self-confident; a resilient place, a welcoming and a sociable place, providing amenity, entertainment and excitement for all.

Status

- 5.13 The document aims to identify opportunities and possible ways in which the next stages of redevelopment could take place, this will inform strategies such as the Council's Local Plan and future development proposals for the various sites. Currently the document does not have any formal planning status.

6 Consultation and Other Considerations

Borough Solicitor

- 6.1 None sought

Director of Finance

- 6.2 Funding for this initial phase will be covered from existing budgets.

Consultation Responses

- 6.3 None

Equalities Impact Assessment

- 6.4 The proposal and recommendations will support the Council Strategic Objectives and enhance the opportunities for residents and the wider community in the Borough.

Strategic Risk Management Issues

- 6.5 None

Background Papers

Bracknell 2032 Vision

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