



EHTF Conference Bristol
8 June 2007
Broadmead Redevelopment

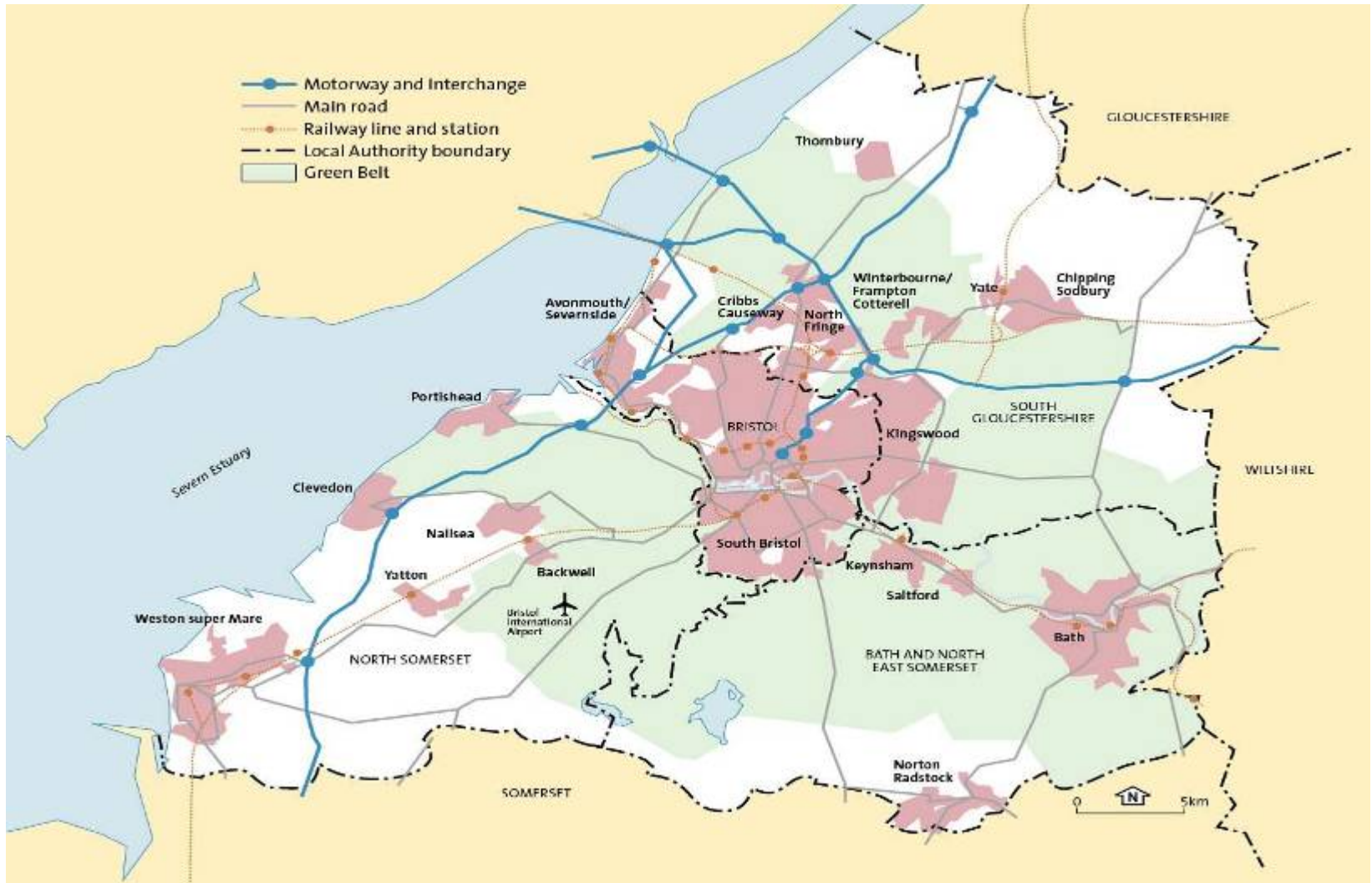
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BROADMEAD PRE-DEVELOPMENT



- Sub regional context
- Bristol City Centre: 3 major regeneration areas
- Broadmead Regeneration: Planning strategy to construction
- Broadmead Development: The scheme

SUB REGIONAL CONTEXT

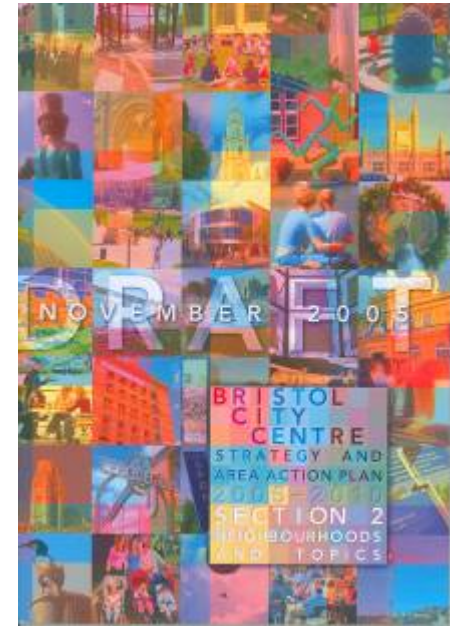


SUB REGIONAL CONTEXT

- 1 million people
- 500,000 jobs
- Bristol City Council (BCC) area: 400,000 people
- Urban area extends significantly beyond BCC area
- North Fringe & Cribbs Causeway in 1998

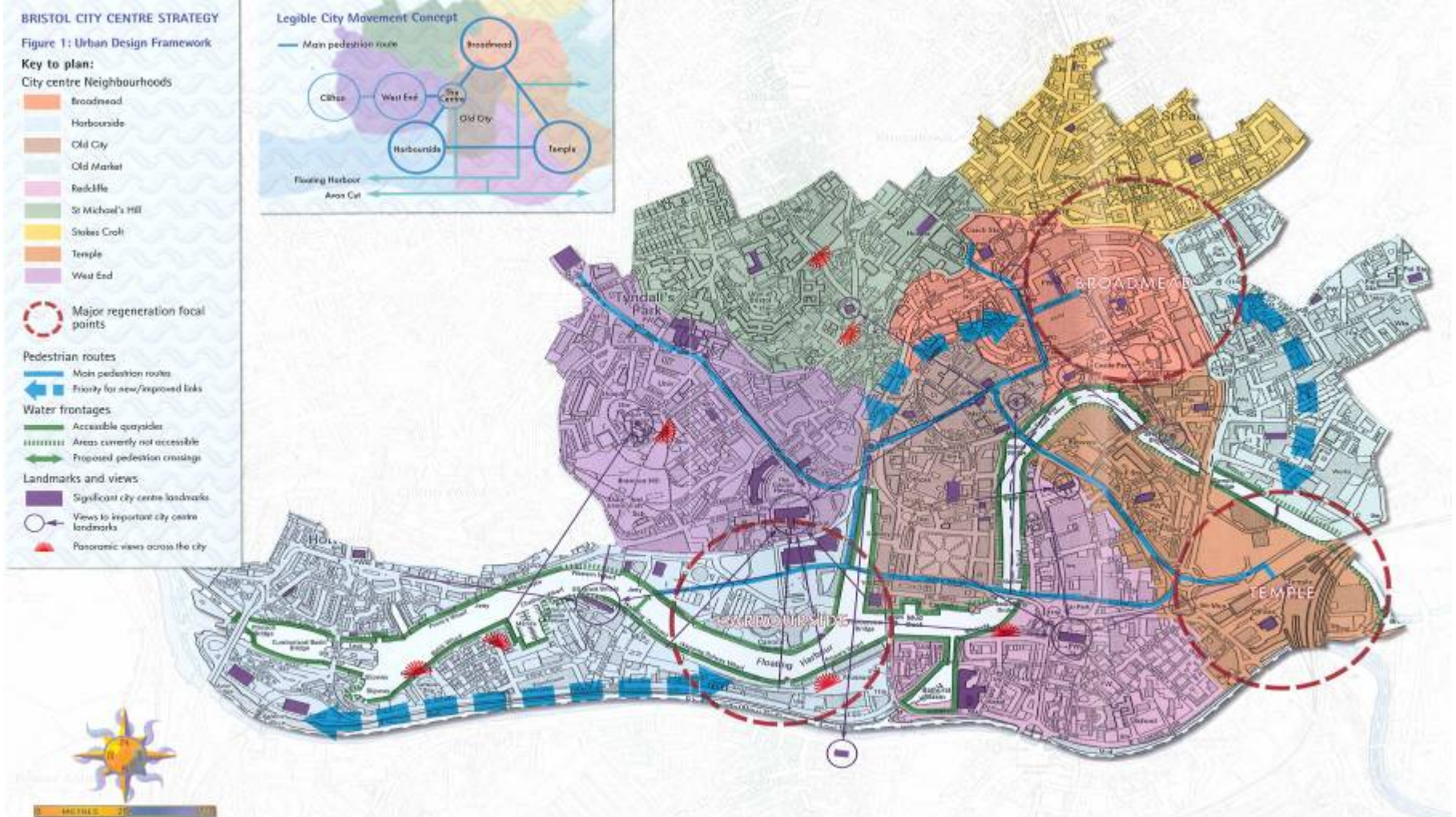
REGENERATION OF BRISTOL CITY CENTRE

- 10 years of 'city revival':
including city centre living & entertainment.
- Bristol Local Plan:
statutory planning framework; city centre chapter
- Bristol City Centre Strategy:
complements Local Plan with broader based strategy; identifies the role of partner organisations (eg. Broadmead Board).



REGENERATION OF BRISTOL CITY CENTRE

3 Major Regeneration Areas



REGENERATION OF BRISTOL CITY CENTRE

3 Major Regeneration Areas

Different development emphasis to achieve complementary change and catalysts for other city centre regeneration.

Temple: commercial office space, residential, smaller scale service/leisure activities and a multi-purpose arena, enhanced transport interchange. Role of Regional Development Agency (RDA).

Harbourside: a focus for major visitor attractions and leisure uses but including housing, offices and commercial leisure activities. Role of Harbourside Sponsors Group, Lottery funded Millennium Commission and RDA.

REGENERATION OF BRISTOL CITY CENTRE

Temple



Valentine Bridge



Temple Square

REGENERATION OF BRISTOL CITY CENTRE

Harbourside



Millennium Square

Pero's Bridge



REGENERATION OF BRISTOL CITY CENTRE

3 Major Regeneration Areas

Broadmead: focus for growth & improvement of city centre shopping & leisure.

- Need for action that would give Broadmead new focus and encourage major investment from retailers and developers.
- Strategic level of investment has only just started at Broadmead.
- Broadmead Board: Partnership since 1995 of BCC, other land owners, Business West, retailers, police etc.
- Initiatives to protect the trading position of the shopping area; competition from out of town retailing at Cribbs Causeway. (Broadmead Manager, environment, policing, marketing etc).

The Problem

- Comprehensive 1950s shopping centre
- Pedestrianisation afterthought
- Smaller unit sizes, few larger units
- Poor connections to adjoining area
- Tired and jaded buildings and spaces
- 1998 Cribbs Causeway, loss of John Lewis department store
- UK comparison: 1995: 9th, 1998: 19th, 2003: 23rd

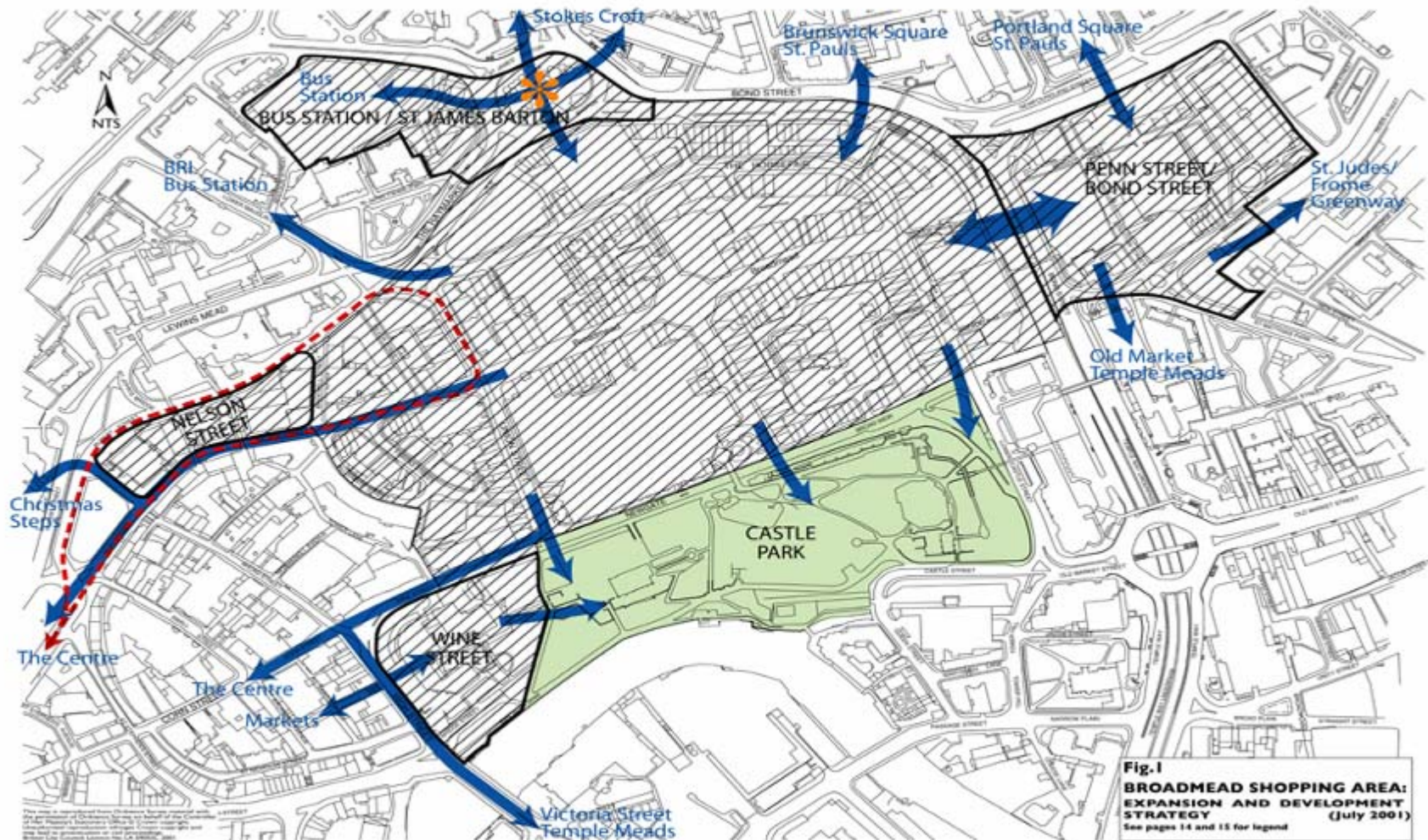
Planning Strategy

The Broadmead Shopping Area: Expansion and Development Strategy 2001

- Identify the **general location** of major expansion
- Identify other complementary **development initiatives**
- Emphasise need to improve **pedestrian connections** to adjoining areas
- Role of **market testing**: working with developers to influence strategy

BROADMEAD REGENERATION

Planning strategy



BROADMEAD REGENERATION

Converting strategy to construction

The role of partnerships

- **BCC Corporate objectives** - cross party political support - Broadmead Members Advisory Group
- Planning policy in place but key role of **BCC as major landowner**.
- **BCC Planning & Property** working together to identify development partner, the Bristol Alliance
- Joint working with developer on **consultation** ; site master planning & land assembly, including Compulsory Purchase.
- **BCC land & planning powers** in combination with developer's expertise & financial resources.

BROADMEAD REGENERATION

Converting strategy to construction

Planning approval process and land development agreement

- **Masterplanning** for a 15ha site is approved by BCC; evolves with parameters set by Masterplan principles & conditions on 2 planning permissions.
- **Outline planning permission** site east of Penn St.
- **Full planning permission** historically sensitive site west of Penn St, around Quakers Friars.
- **A Planning Agreement** to cover obligations on air quality, affordable housing etc.
- **BCC development agreement & lease** with Bristol Alliance controls & influences the development process.

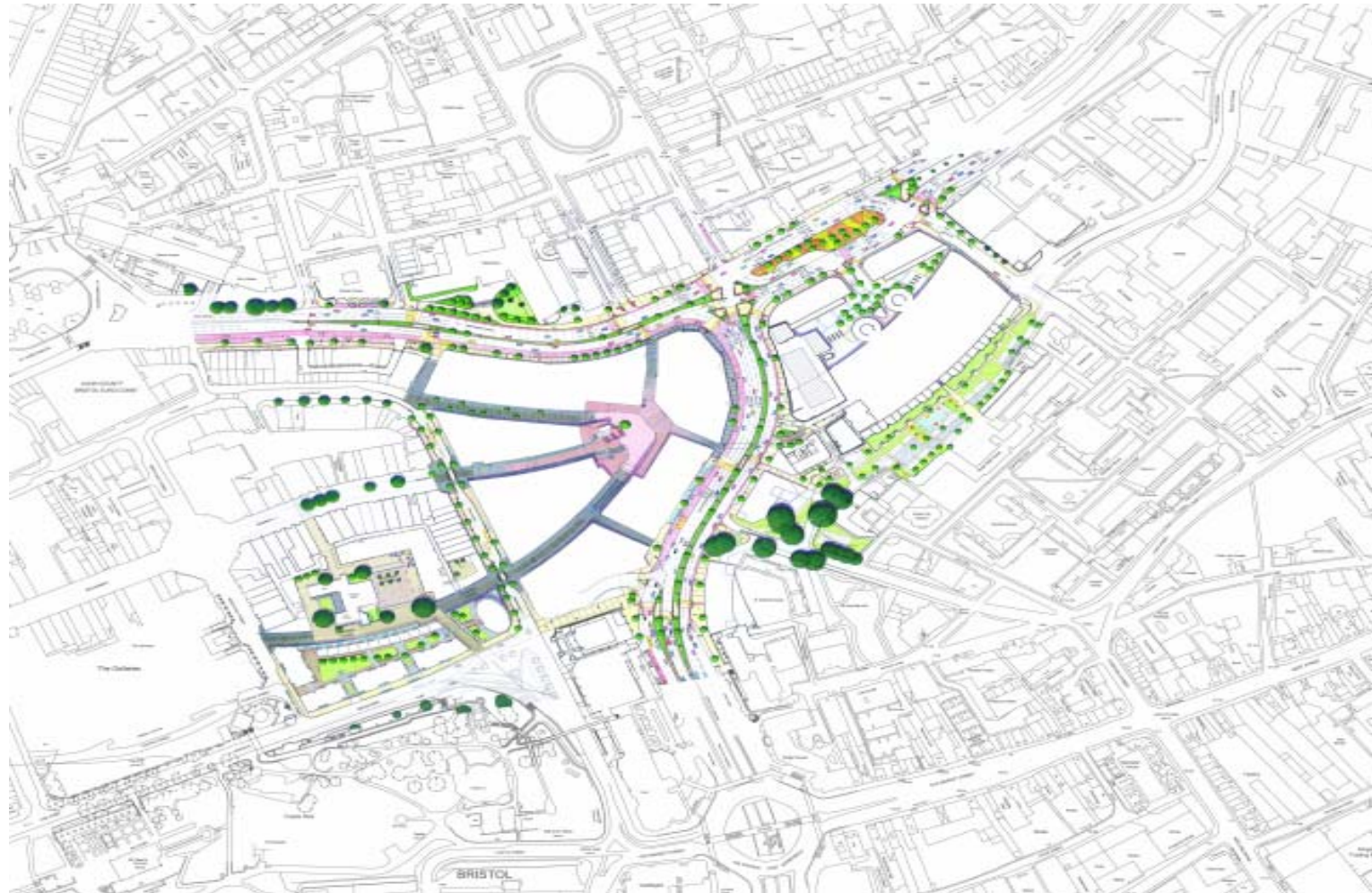
BROADMEAD REGENERATION

Converting strategy to construction



BROADMEAD REGENERATION

Converting strategy to construction



CENTRAL SQUARE



QUAKER'S FRIARS



BROADMEAD DEVELOPMENT

The scheme: retail-led mixed use development,

- 100,000 sq m of retail & leisure floorspace including:
 - 15,000 sq m department store
 - 15 major stores & 100 other shops
 - 13 screen cinema, bars & restaurants
 - New cycle routes, street level crossings, bus & coach stops
 - 2,600 car park spaces, new shopmobility facility
- 240 new apartments, 24 affordable family houses, student accommodation.
- 30,000 sq m new office/hotel space.
- New public spaces: central covered space; new square around Quakers Friars; community open space adjoining St. Judes community.

Conclusion

- Another **significant component** of the regeneration of Bristol City Centre and economic strength of the region.
- Major mixed use **complex scheme**, could not have been brought forward without partnerships.
- **Consultation** has been a feature of the project from early stages.
- **BCC land & planning powers & Bristol Alliance's expertise & financial resources** key to delivery.

