

Market Street

Welcome to the online consultation
session for the redevelopment of
Market Street, Bracknell

June 2021



Who we are

Bracknell Forest Cambium Partnership is a 50:50 Joint Venture between Bracknell Forest Council and Countryside Properties. Market Street is the second site to be submitted for planning by the Bracknell Forest Cambium Partnership.

This application proposes high quality homes and commercial and retail spaces, enhancing the public realm with new trees and landscape. This investment will contribute to the regeneration of and the wider town centre.

We want this to be a great example of town centre living, with connectivity to the Lexicon and improved east-west walking routes and complementing the uses in our vibrant town centre.



**Bracknell Forest
Cambium
Partnership**



Town centre vision

Our vision is to build on the success of the regenerated Lexicon and make further improvements in the Town Centre that will help contribute to its success as a vibrant retail and leisure destination.

Market Street is a derelict brownfield site that has been left unused for a decade. It is a real opportunity to bring new homes, flexible commercial space and retail to the Town Centre periphery, as well as improve the street scene and create new east to west connections.



Lexicon

Town centre boundary

Key routes and connections

New development sites

Market Street site

Our vision for Market Street



Development at Market Street will see the creation of three distinct buildings **with a mixture of commercial space, retail and new homes**, including affordable housing.



A sustainable development including photovoltaic panels, low carbon energy supply, sustainable travel measures and ecological enhancements.



Our development will be set-back from the road, enabling **significant public realm improvements**, including new trees and planting.



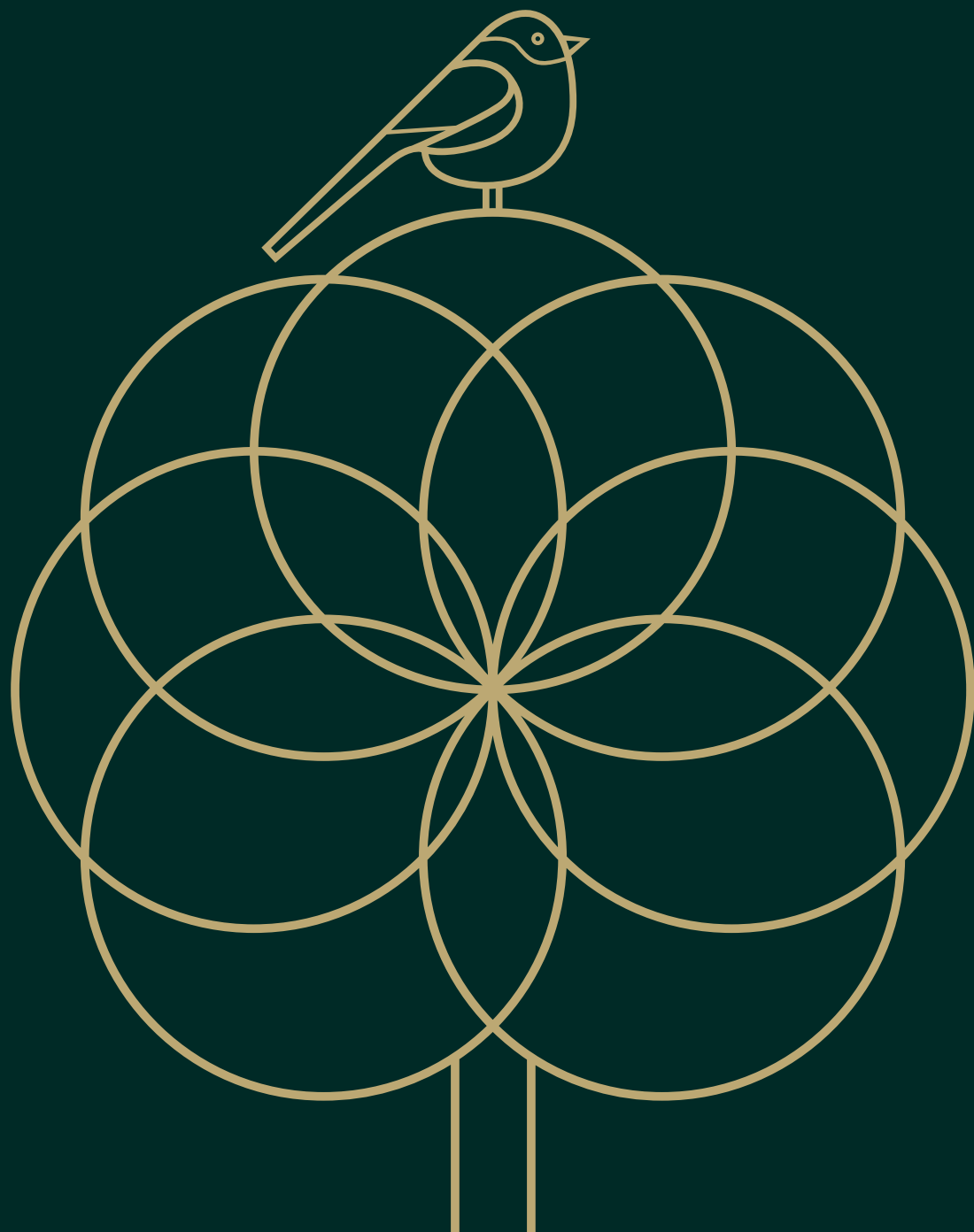
A sustainable location that is a short walk from Bracknell train and bus stations in the heart of the town centre. Including increased accessibility between leisure facilities on the West of the site to Market Street on the East.



Bringing new residents, businesses and activity that will contribute to the **economic success of our town centre**.



An early artist's impression of the Market Street proposals

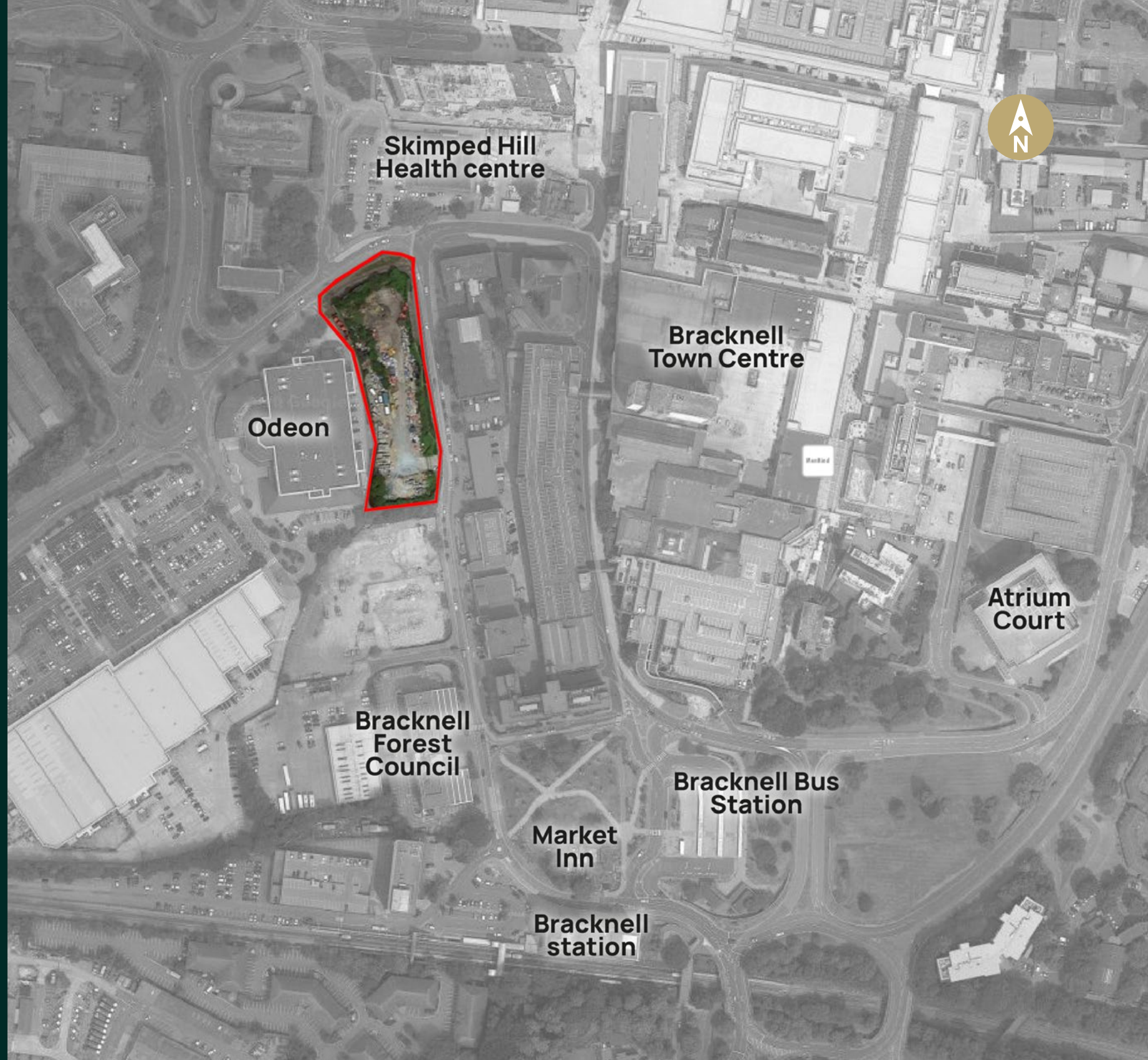


Context

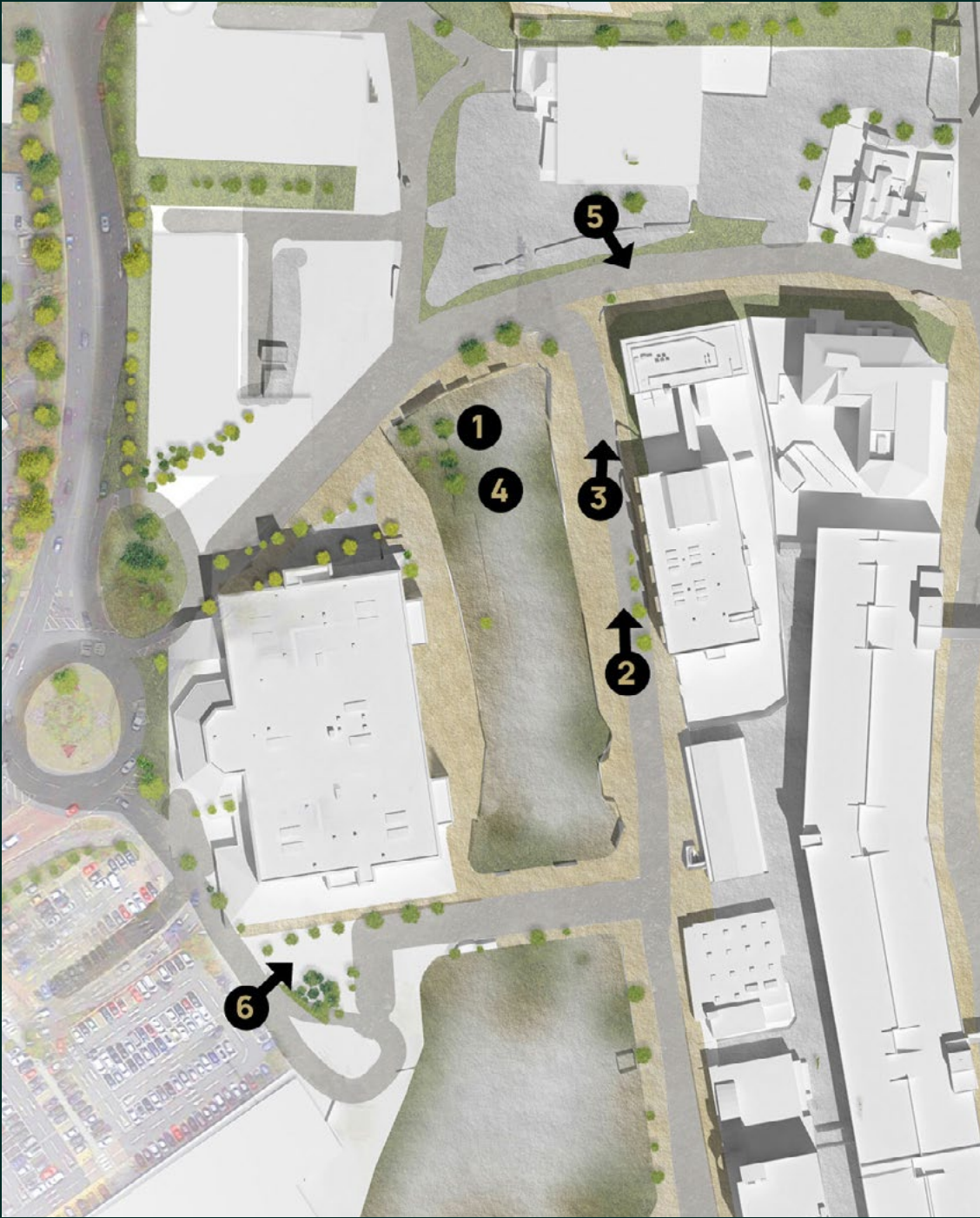
The site in context

The site is located to the west of the Lexicon shopping centre and is bounded to the west by the Peel Centre, offering retail, restaurants and leisure facilities, including a cinema. To the east lies Market Street, which runs directly to the train station.

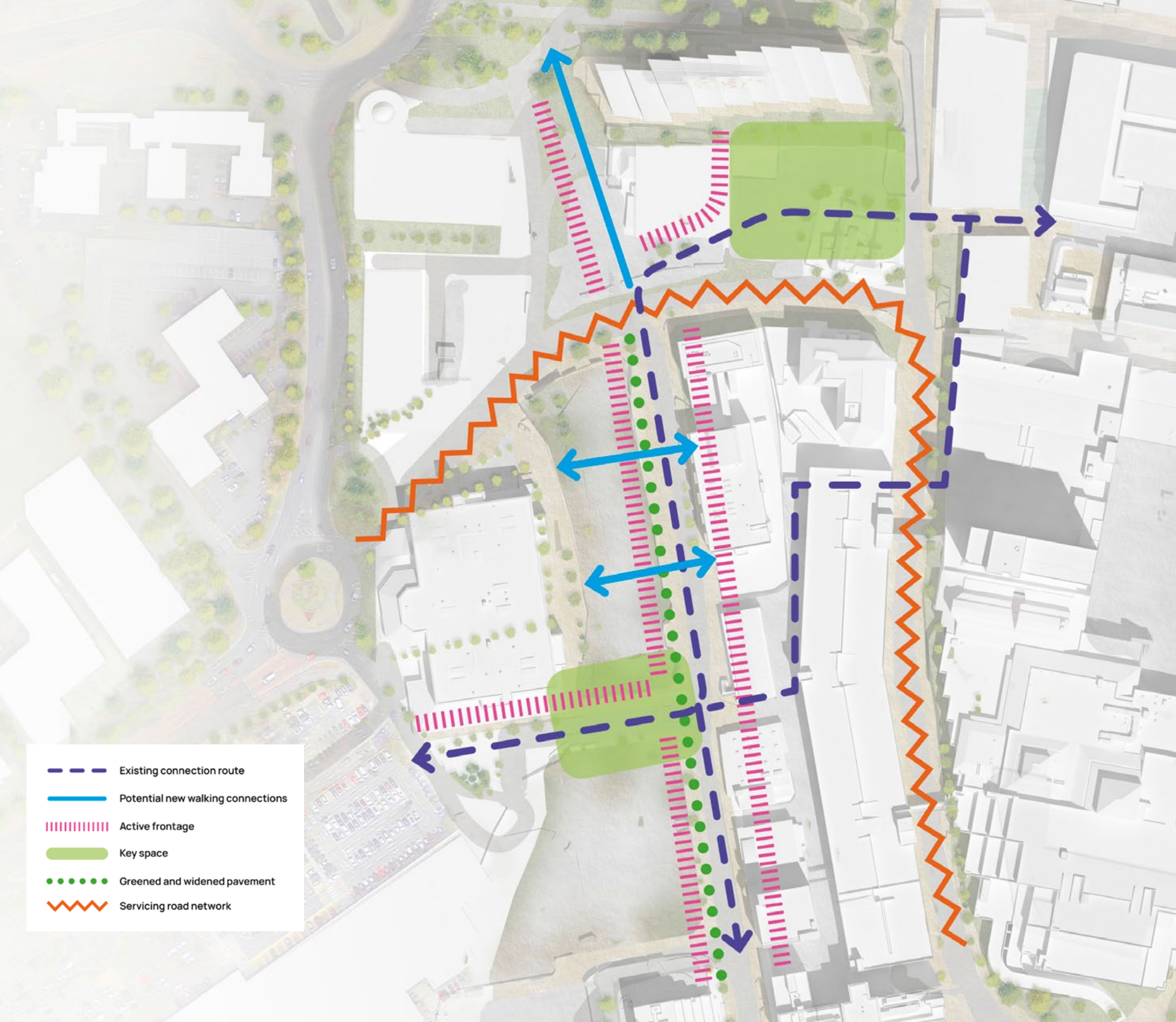
It has sat undeveloped and behind hoarding for the last decade and represents a really great opportunity due to its central location and easy access to local employment areas within Bracknell.

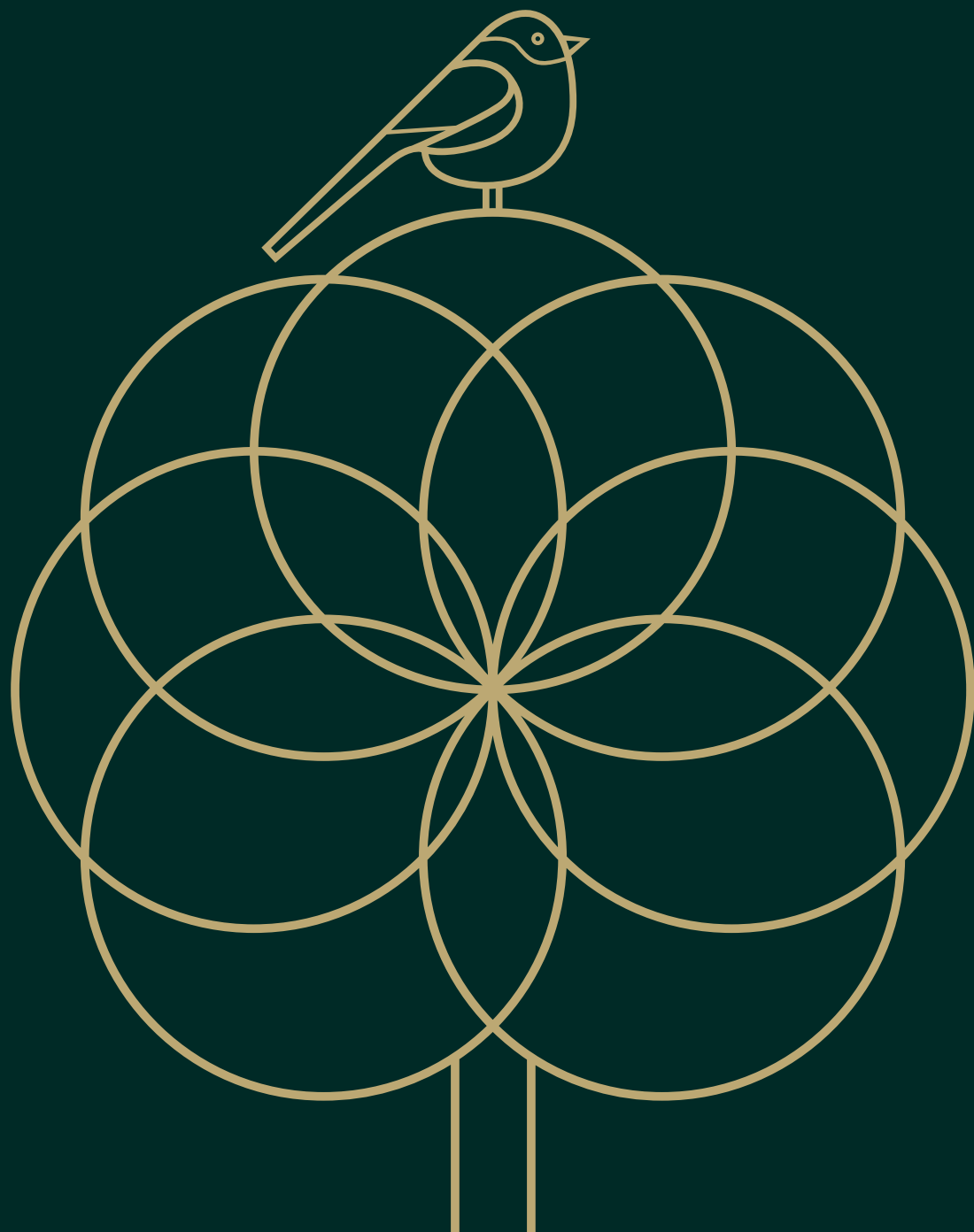


The site



Constraints and opportunities

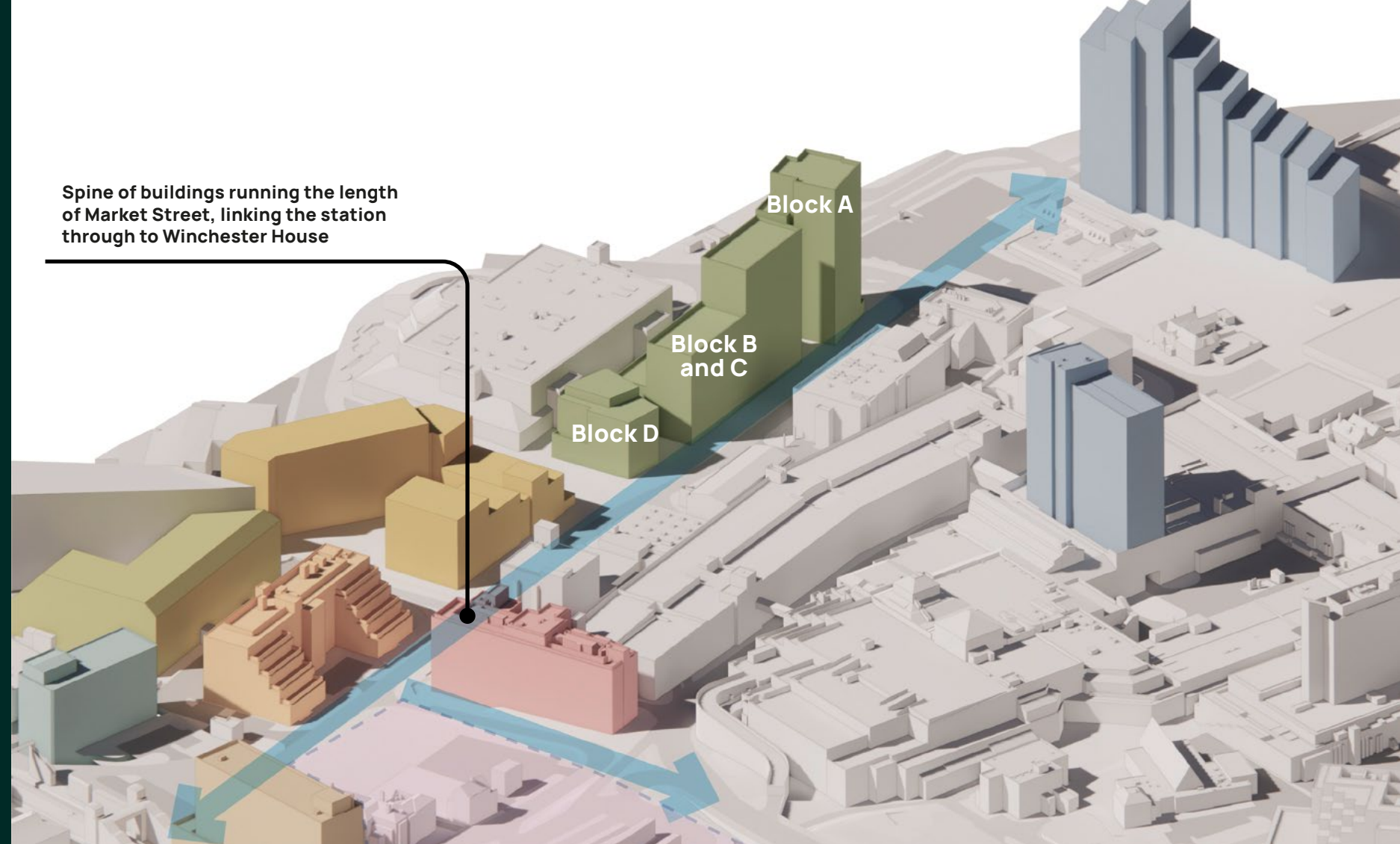




The proposals

Our proposals

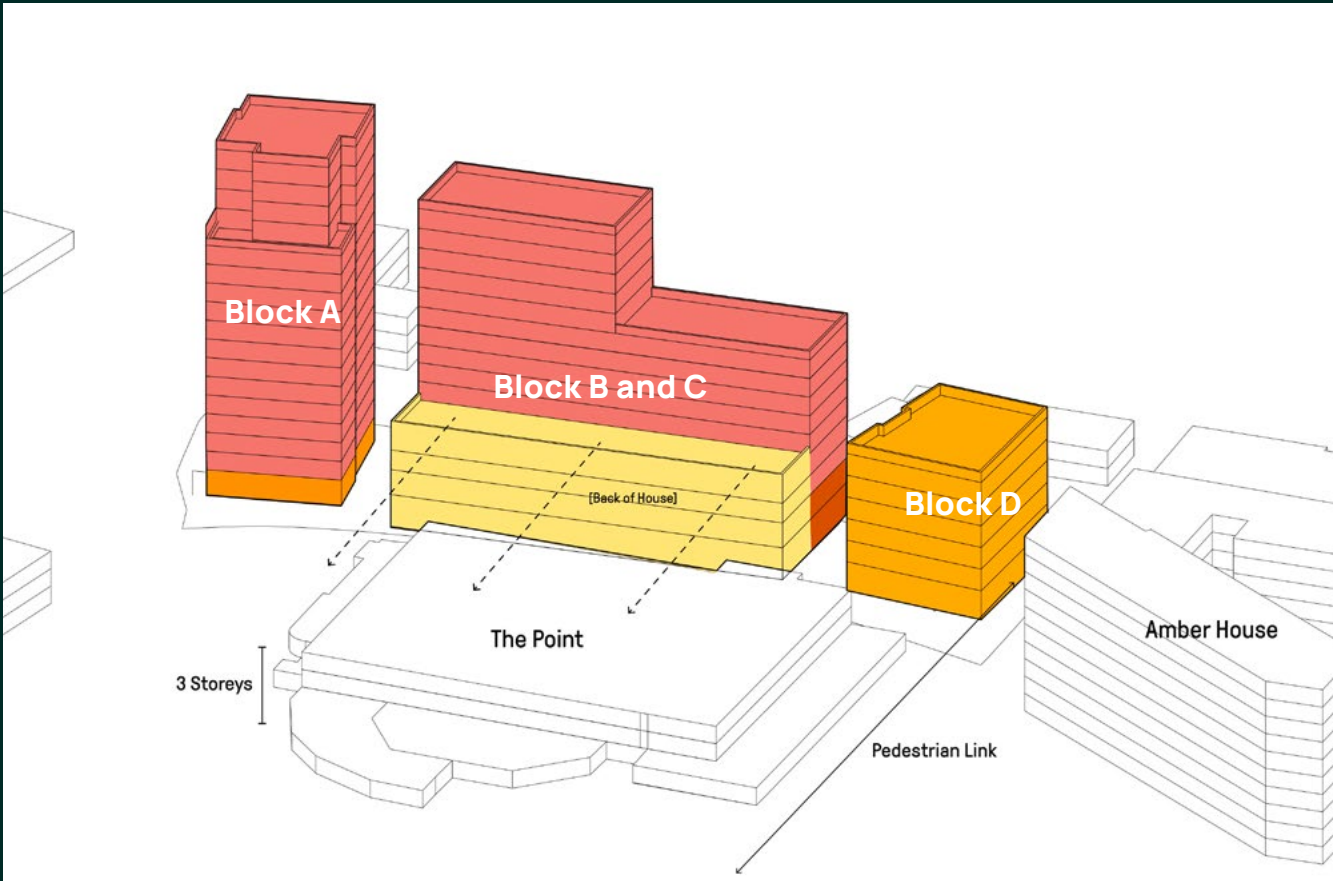
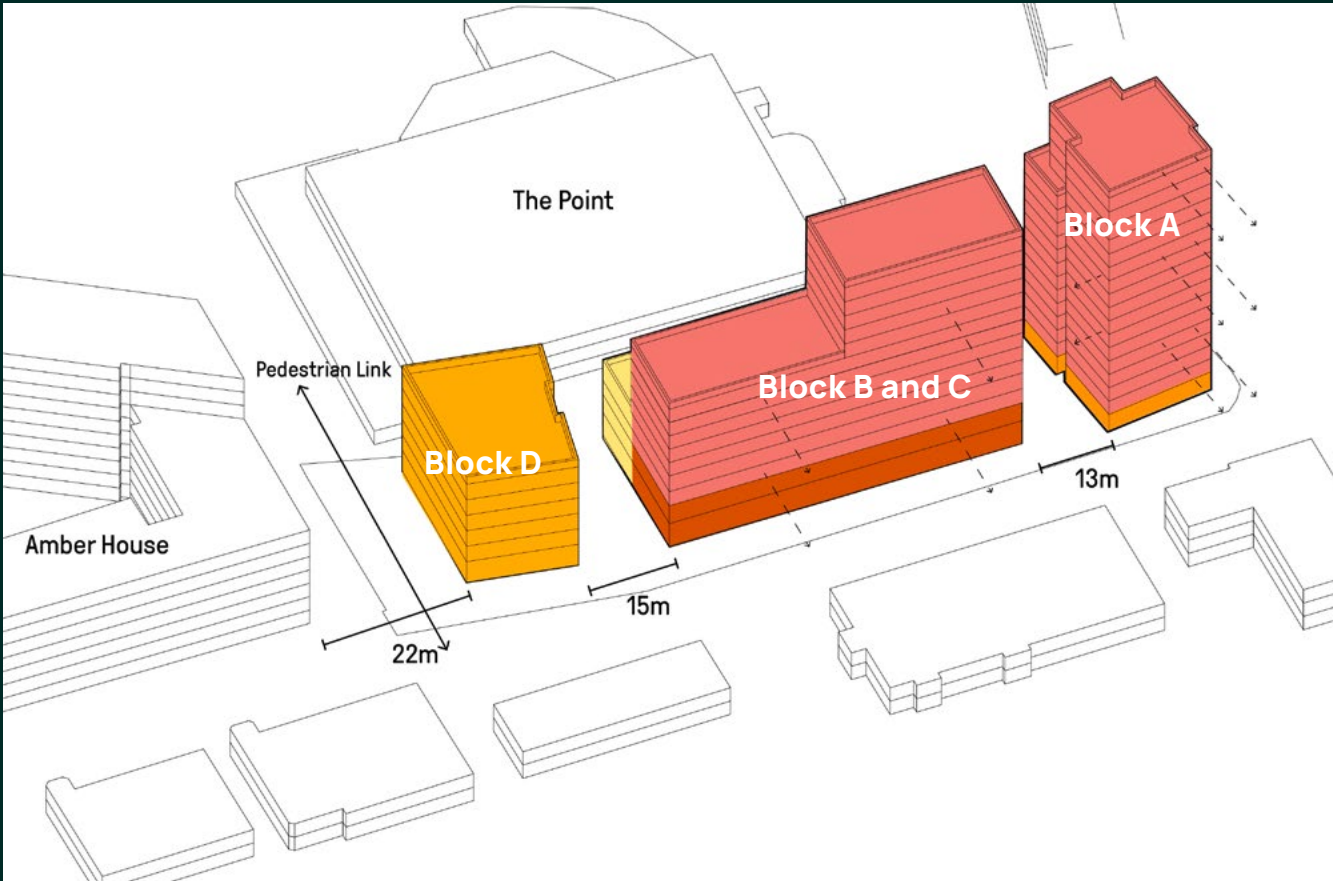
- ▶ A mixed use development with approximately 170 new quality homes, each with outdoor balcony space, and 848 sqm of flexible commercial space.
- ▶ Arranged over three separate buildings
- ▶ Blocks A, B and C comprise new homes with commercial or retail space at the ground and first floor
- ▶ Block D provides flexible commercial space with a café proposed for the ground floor
- ▶ On-site parking at the rear of Block B and C as well as some off-site provision
- ▶ New landscape and trees wrapping around the three buildings
- ▶ New and improved walking routes
- ▶ A sustainable development including photovoltaic panels, low carbon energy usage and charging points for electric vehicles









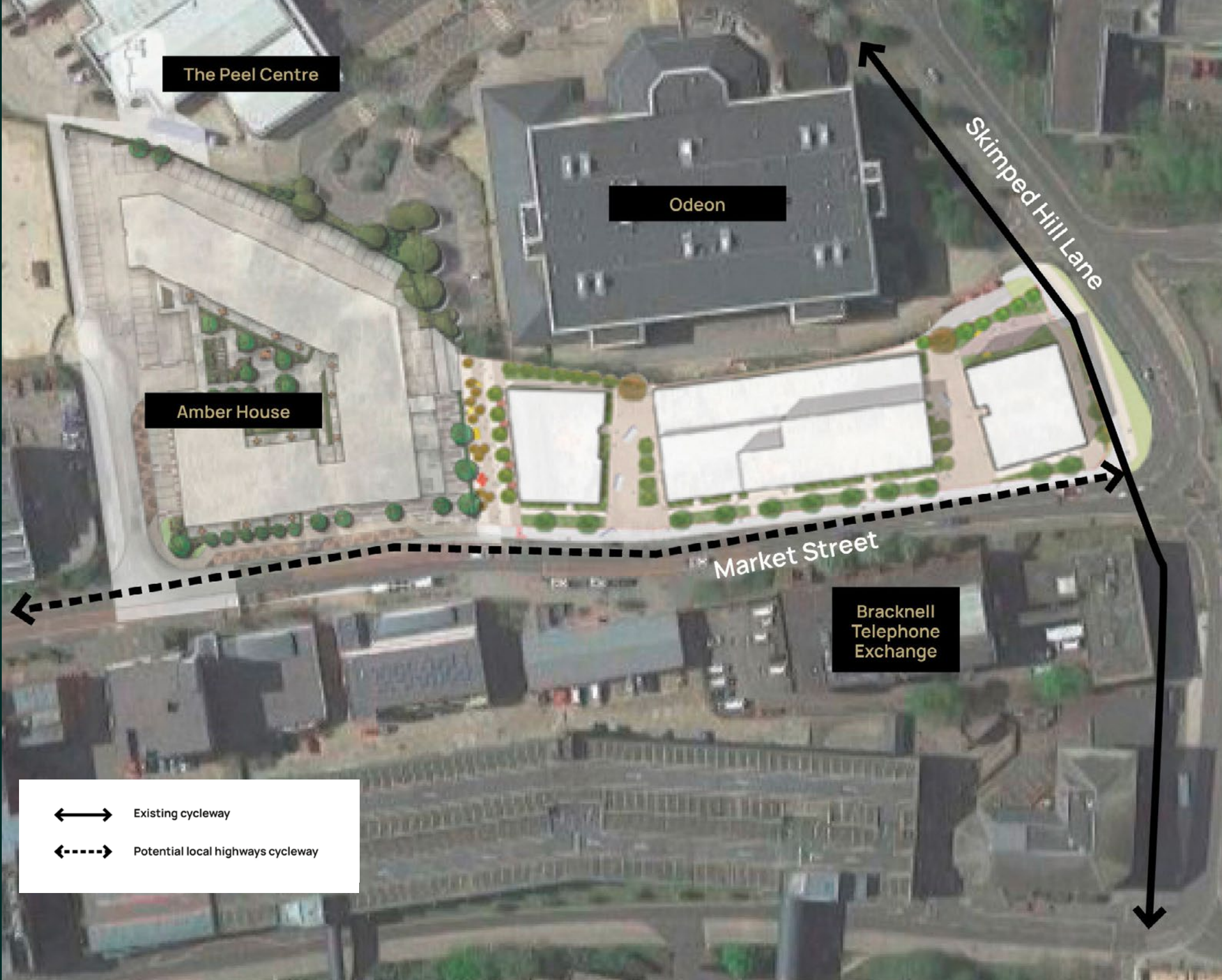
Proposed view north along Market Street

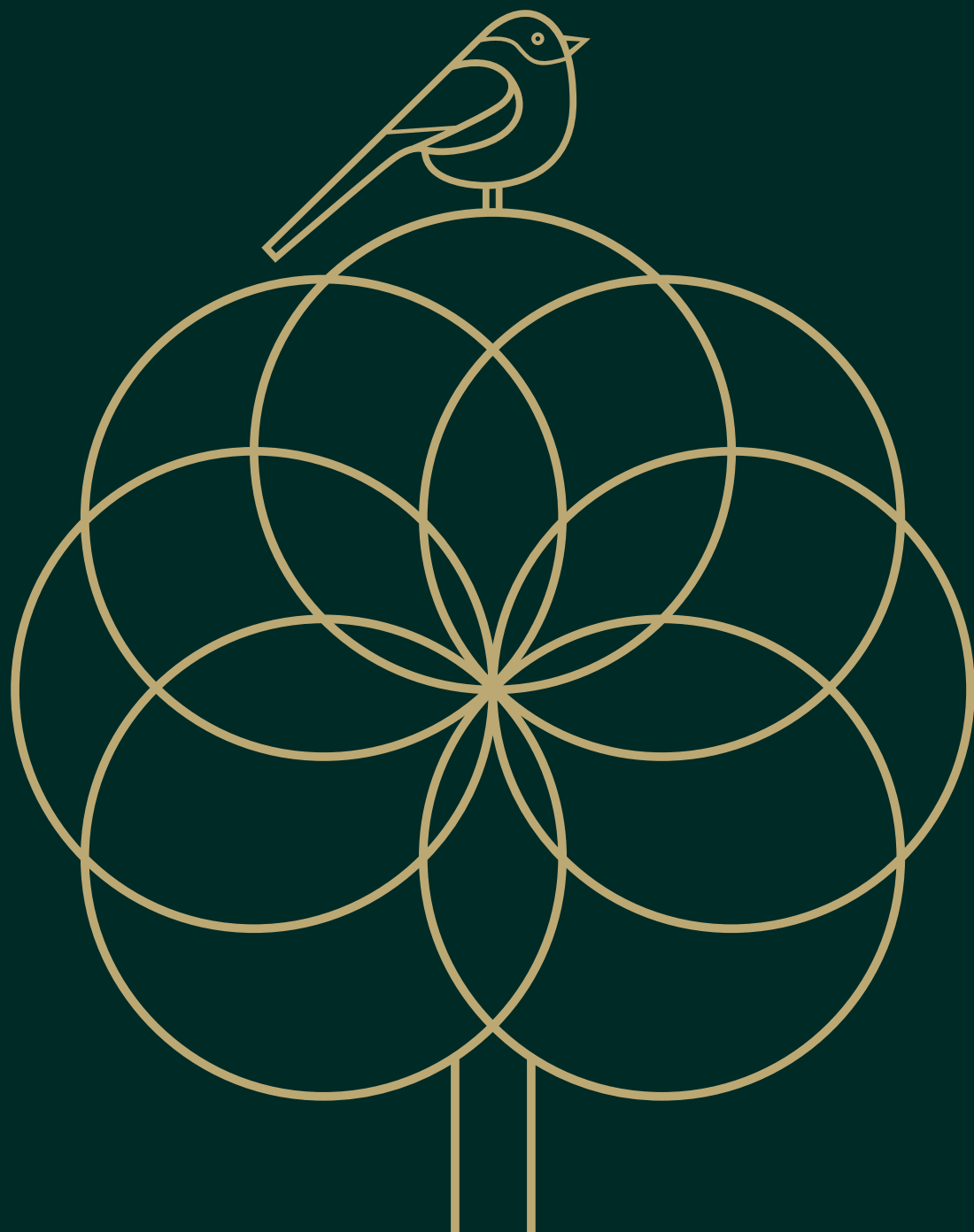
Proposed uses



- | | | | |
|---|----------------------------|---|---------------------------|
|  | New homes |  | Parking deck |
|  | Retail or commercial space |  | Flexible commercial space |
|  | Retail or commercial space | | |

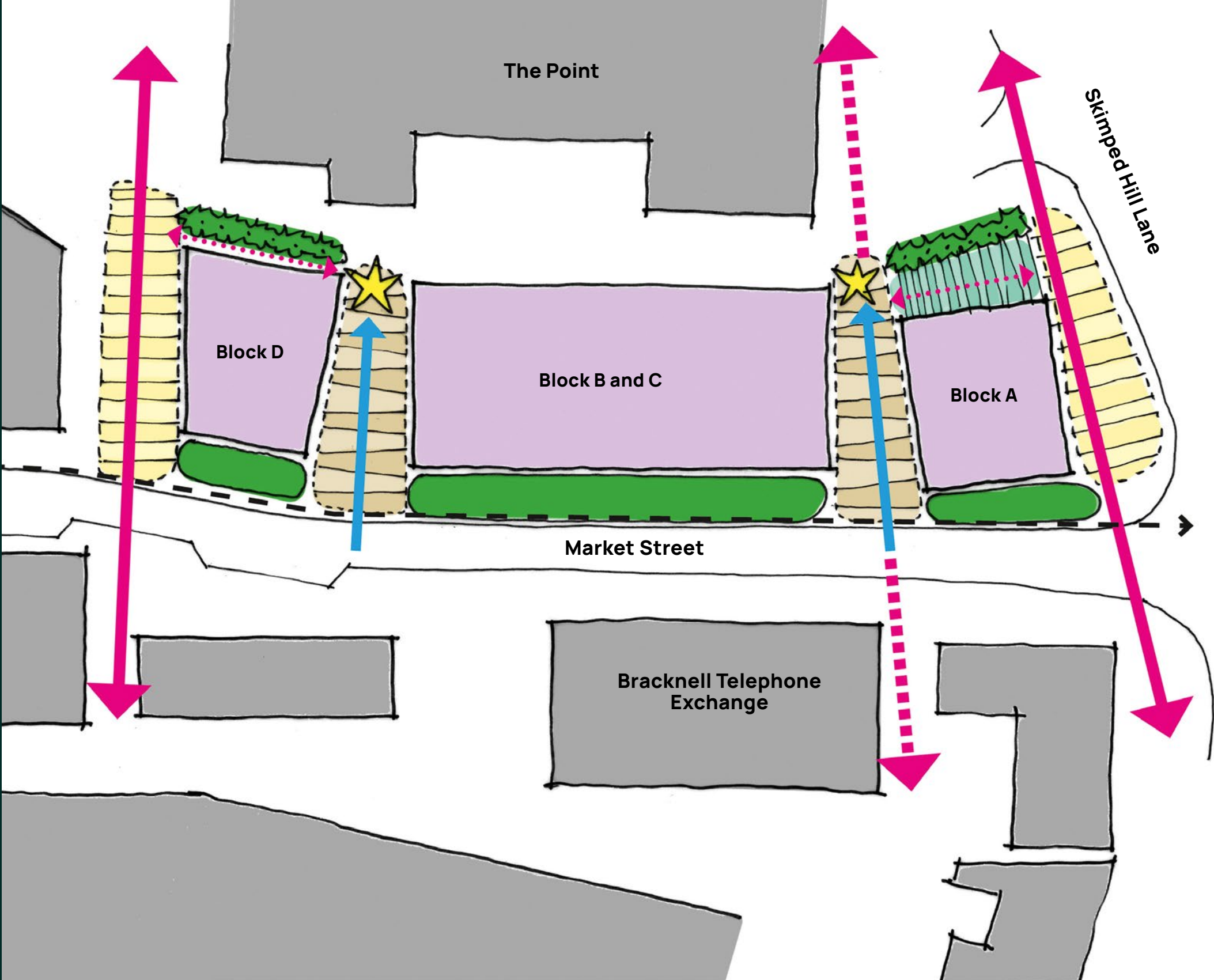
Wider
masterplan
connectivity







**Improved
public realm**

Landscape concept







Primary Route (with potential future connection to town centre)



Potential future connections



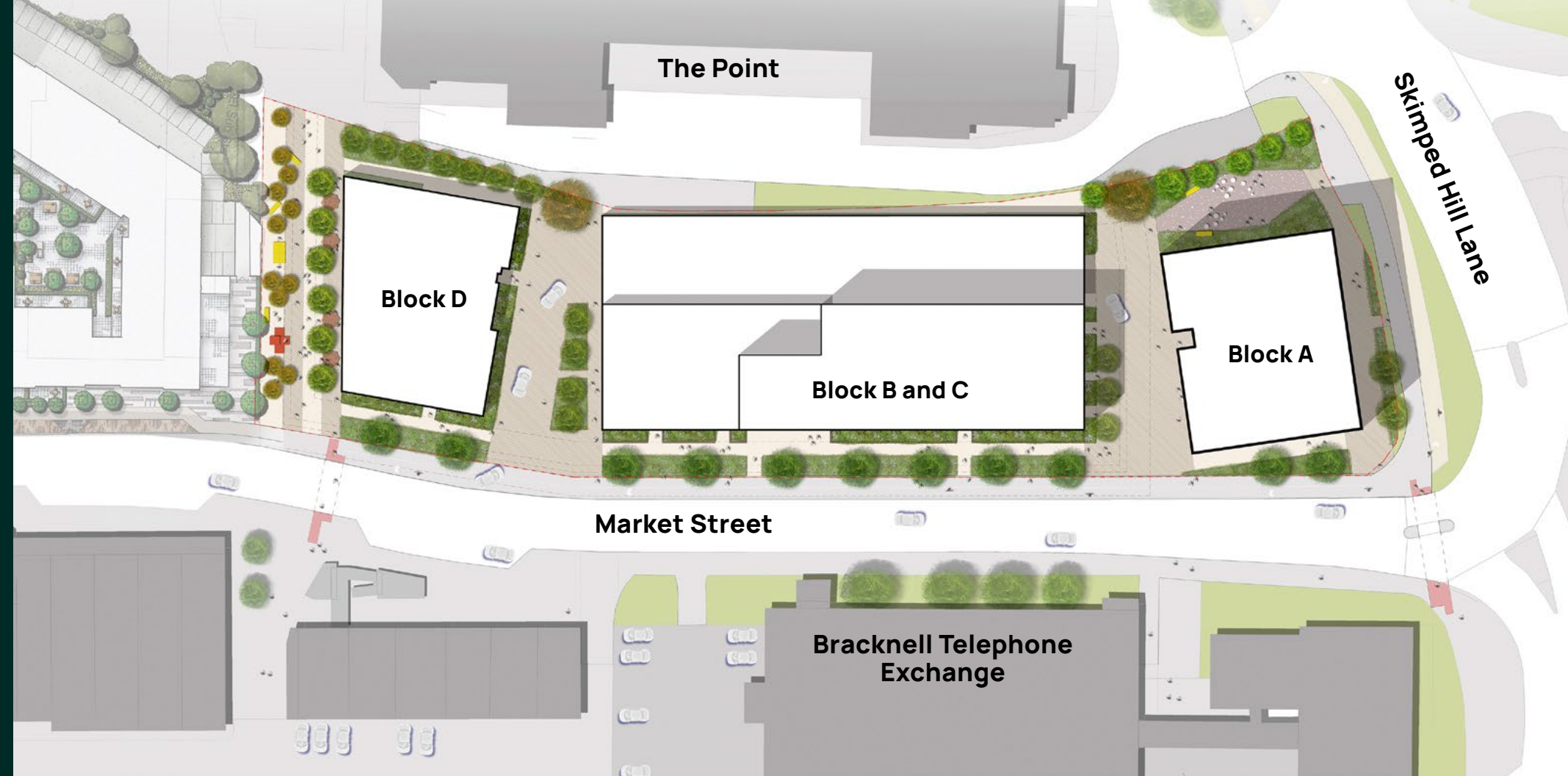
Secondary Route



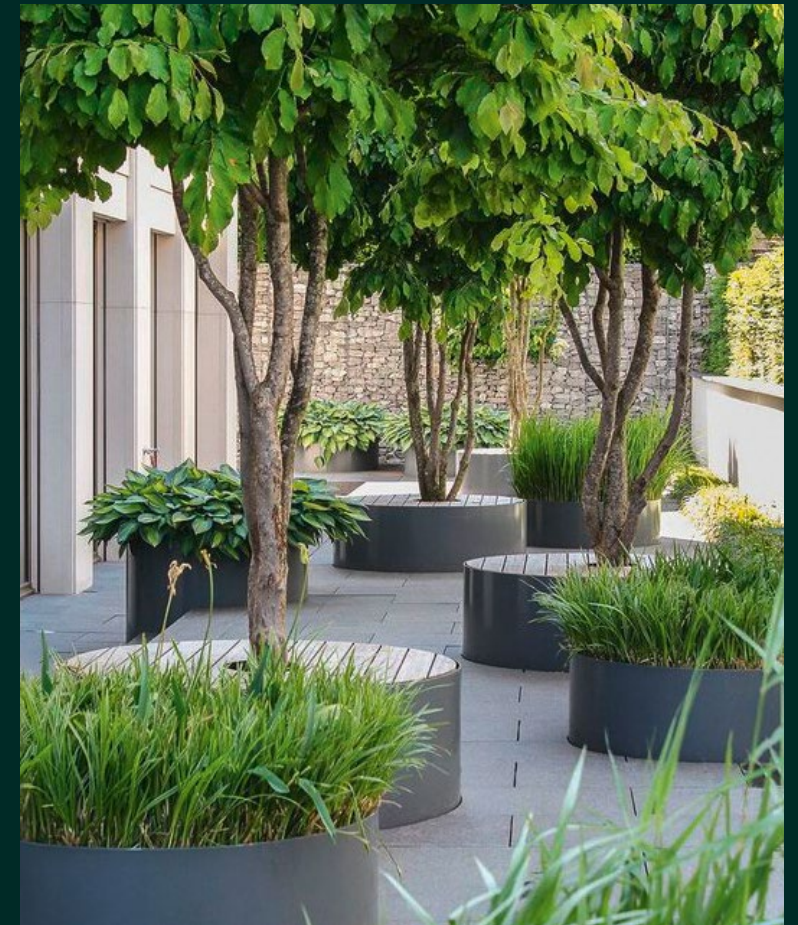
Signature Trees

Landscaping plan

The landscaping strategy for Market Street provides diverse planting, space for active features, and increased East to West access.



Landscape ideas





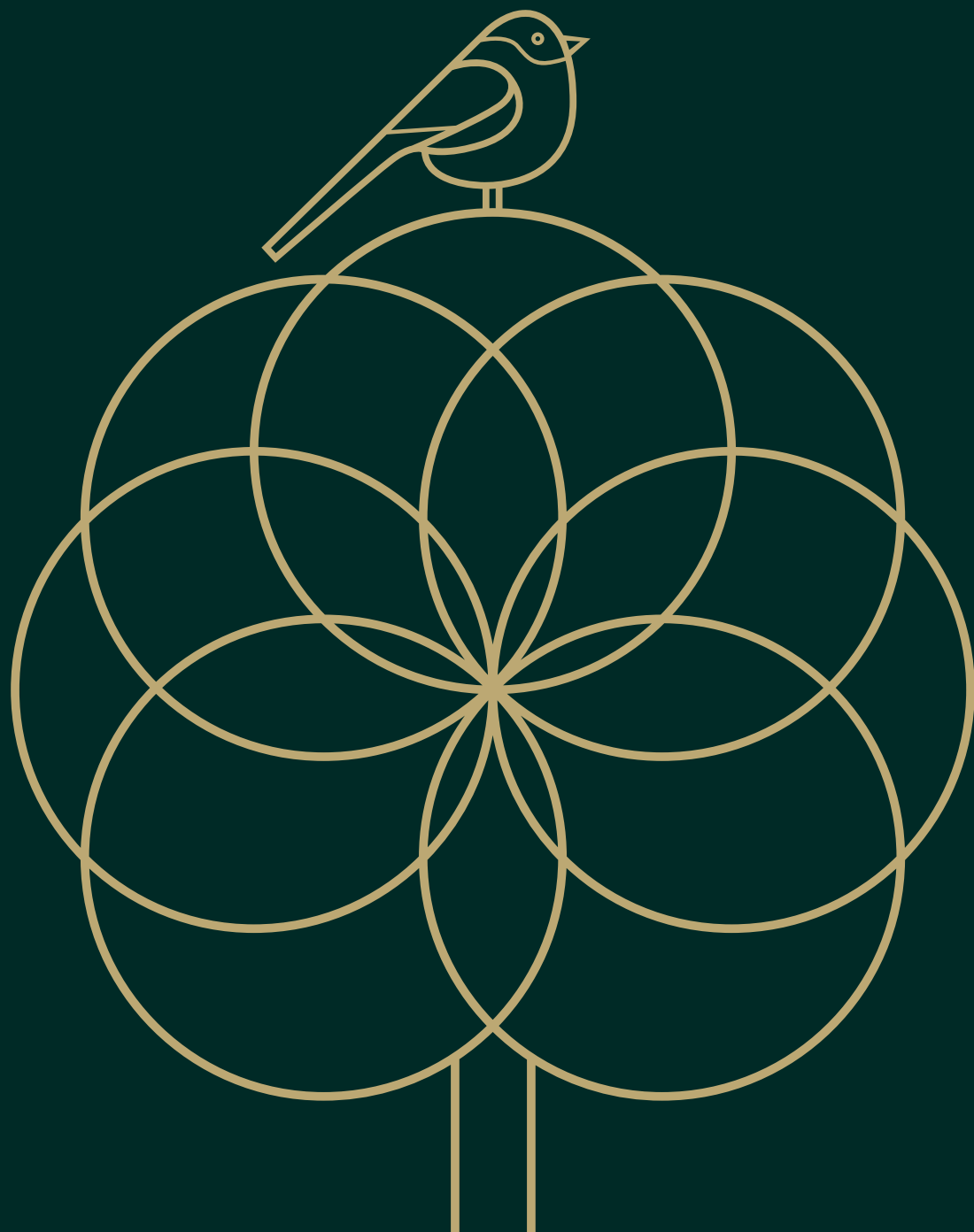
Proposed view north along Market Street



Proposed view south along Market Street

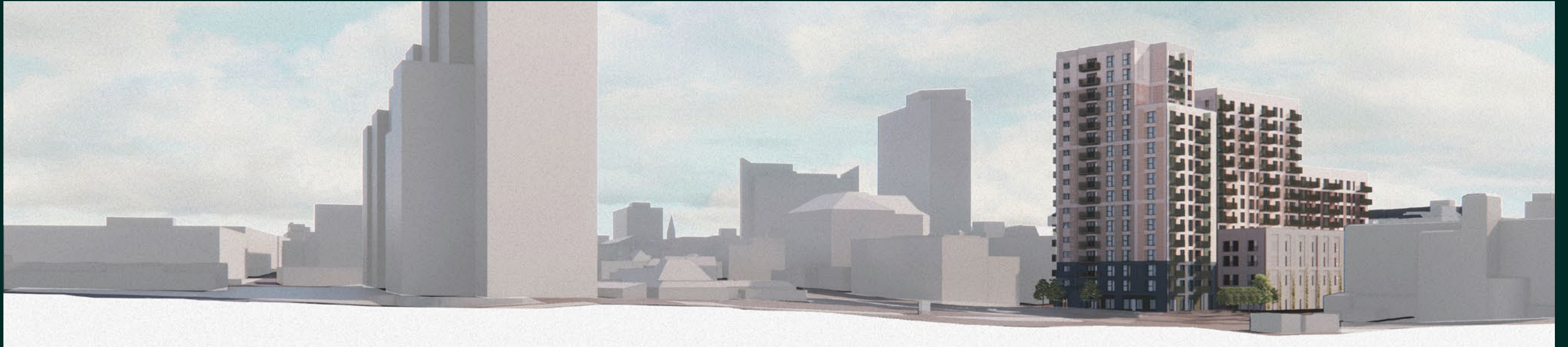


Proposed public realm between Block D and Amber House



Architecture and materials

The proposals

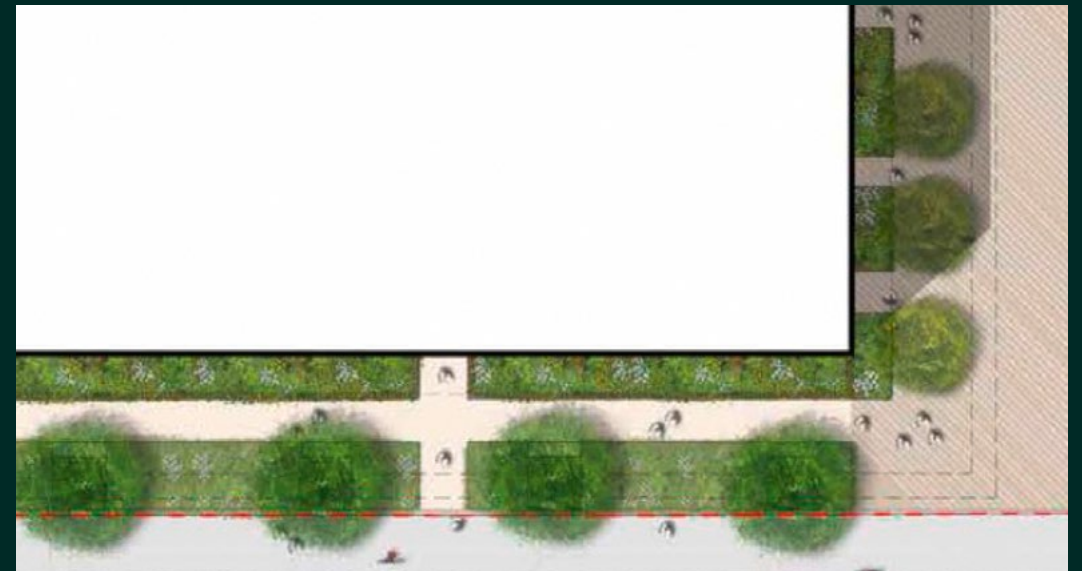


Architecture

An early artist's impression of the Market Street proposals



Active frontage

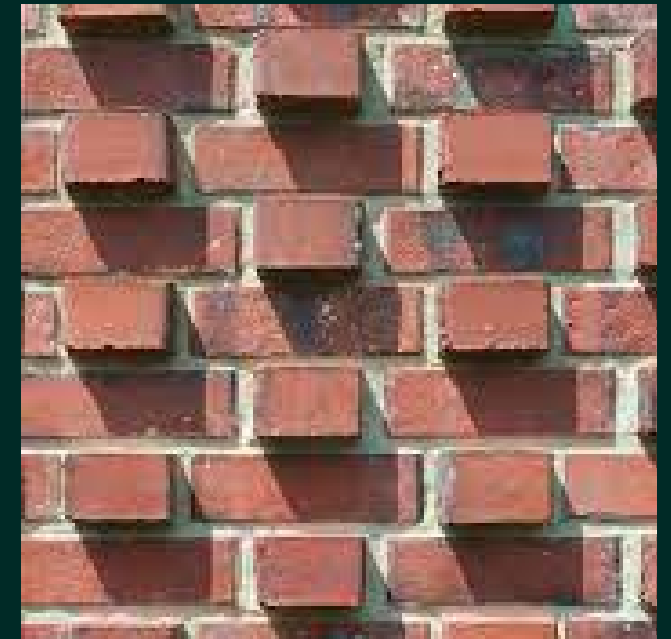


Materials

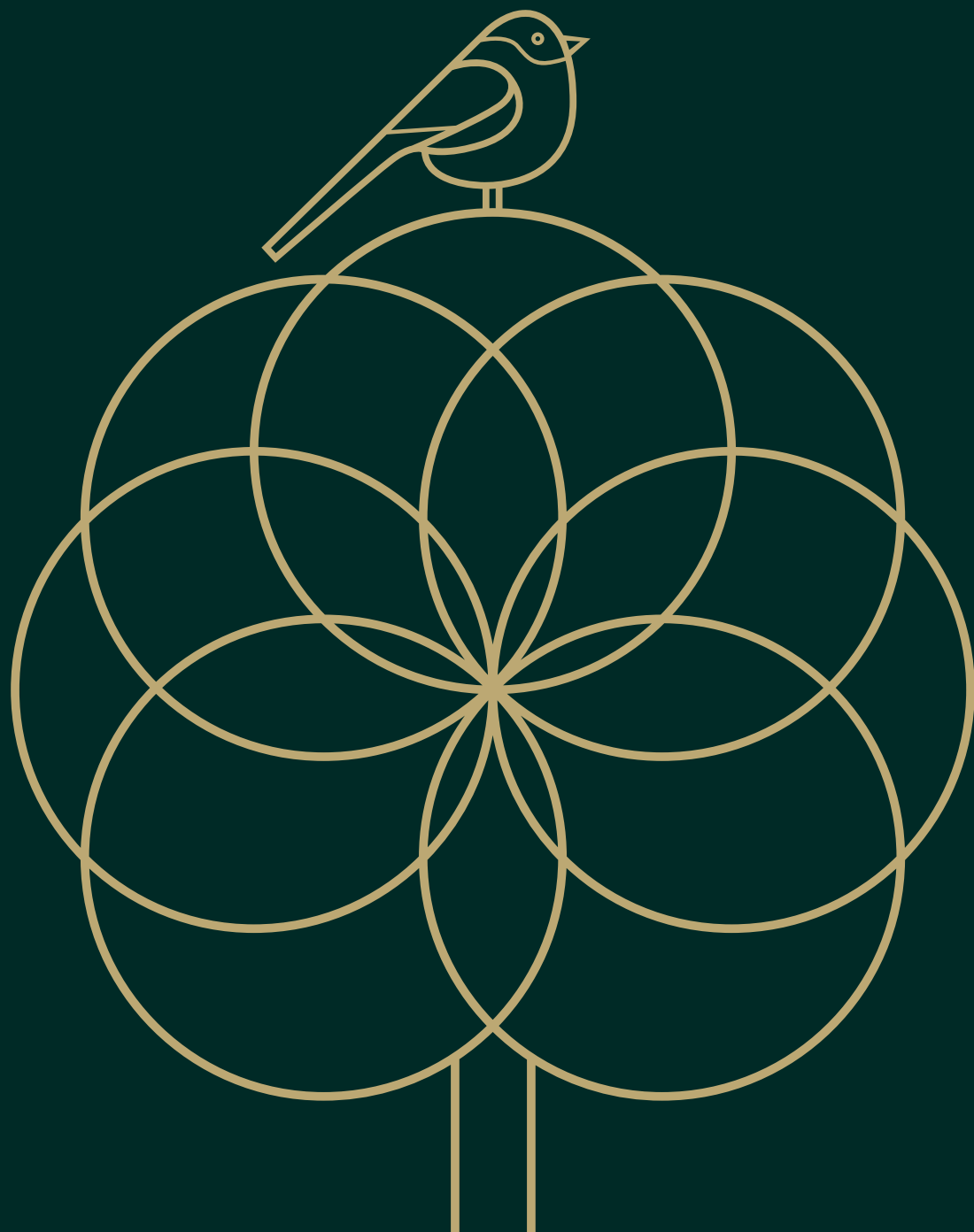
We propose a blue-grey brick is used for the commercial spaces and lower levels of Block A, B, C. This establishes a separate visual identity from the residential areas above.

Contrasting but complimentary brick tones are then used for the residential blocks, with each block having its own predominant colour and identity.

Textured brickwork and highlights using light-grey brick tones add further decorative elements and provide consistent character across all of the blocks.



Early concept materials



Sustainability

Sustainability



Photovoltaic panels



Electric vehicle
charging points



Locally sourced
materials



Energy efficient homes



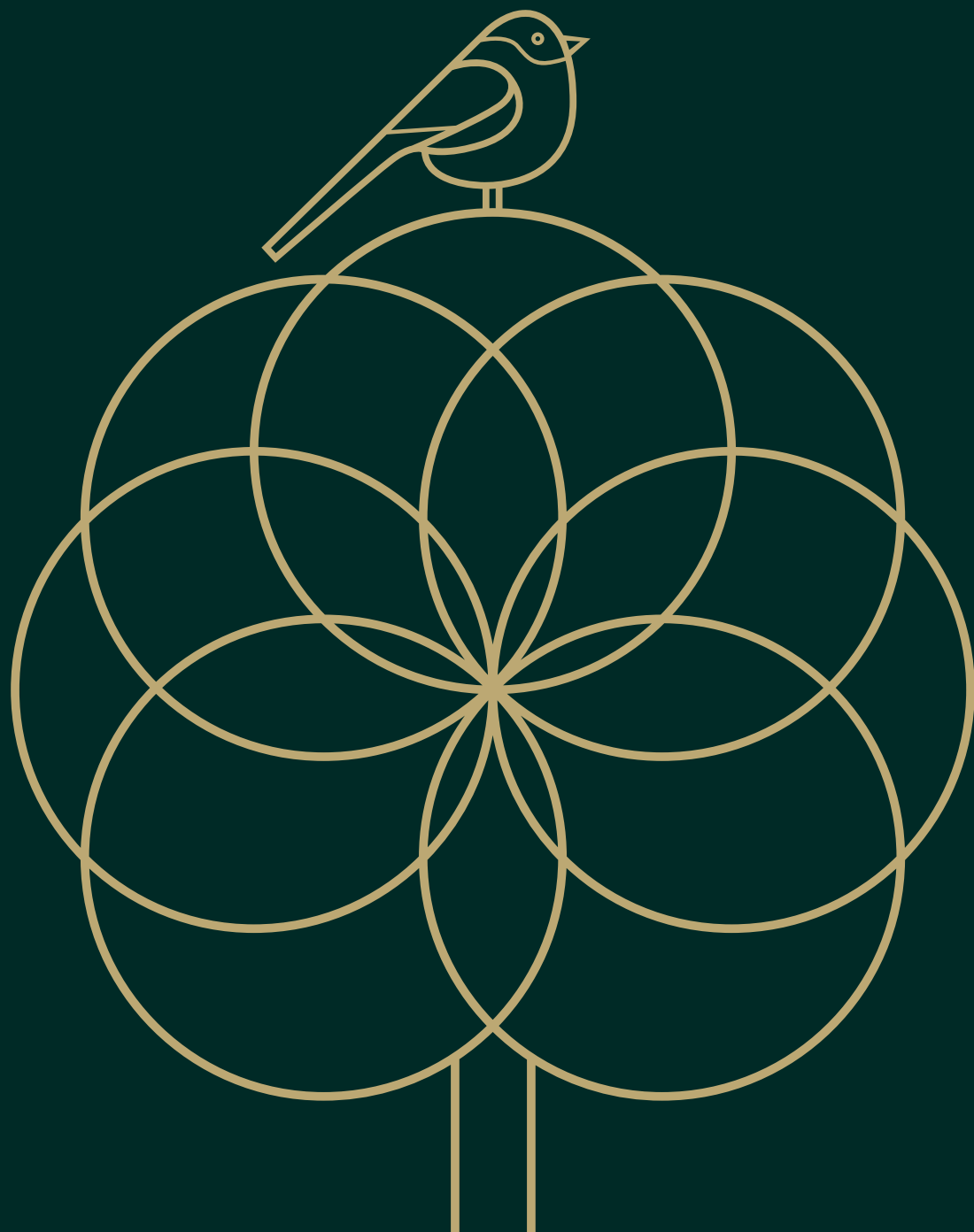
A highly sustainable location



Proposed brown roofs



Future-proofed for
renewable electricity



Parking and access

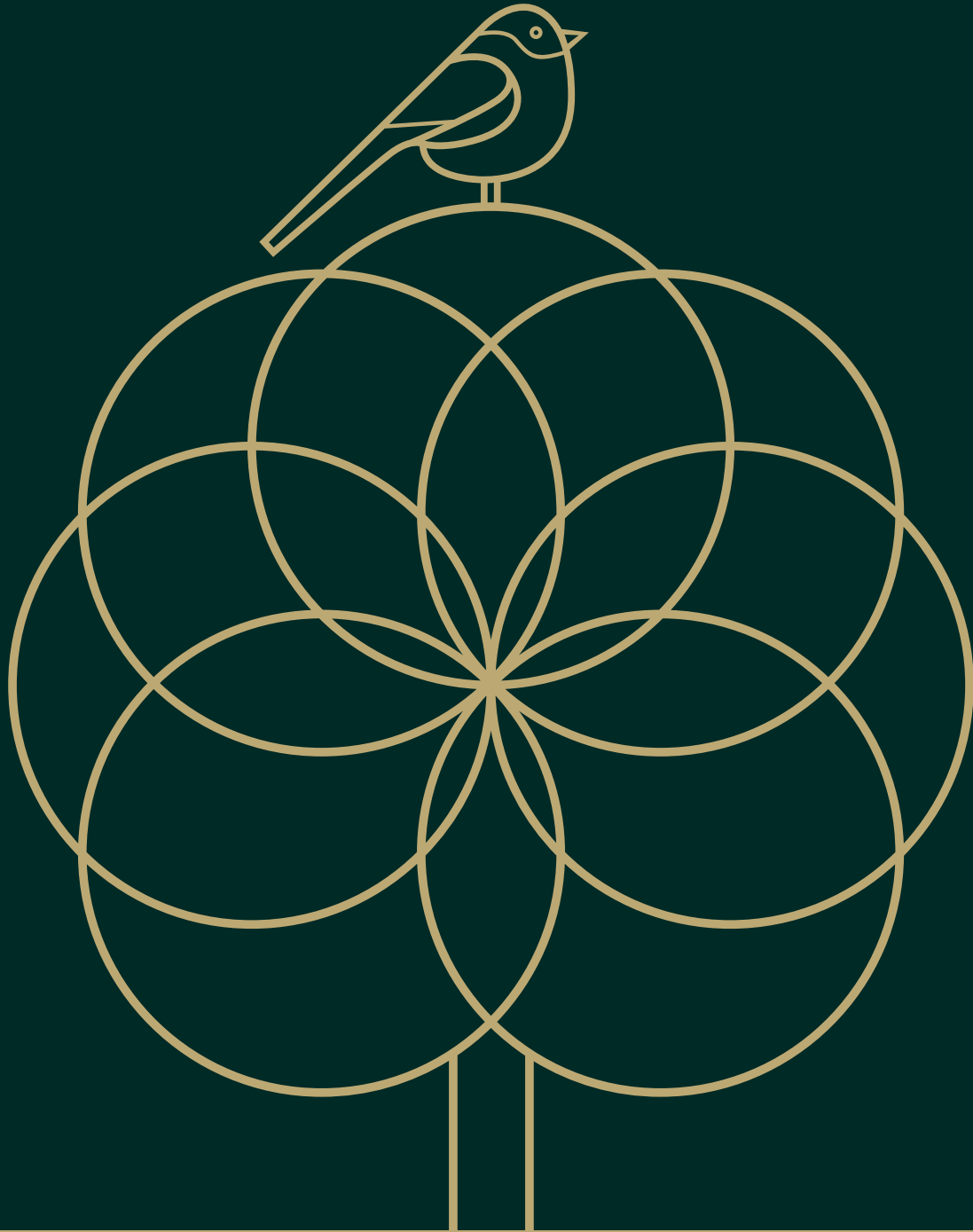
Parking and access

Parking has been organised so as to screen the rear elevation of The Point and allow residential units to benefit from views above and over the cinema complex.

A one way access route provides access from the south for delivery and refuse vehicles, allowing them to pass beneath the elevated parking deck and exit the site to the north.

Residential parking is accommodated across four levels of parking accessed via a ramp to the west of the site.





Next steps

Timeline

June 2021



Public
Consultation

Summer 2021



Submission
of planning

Autumn 2021

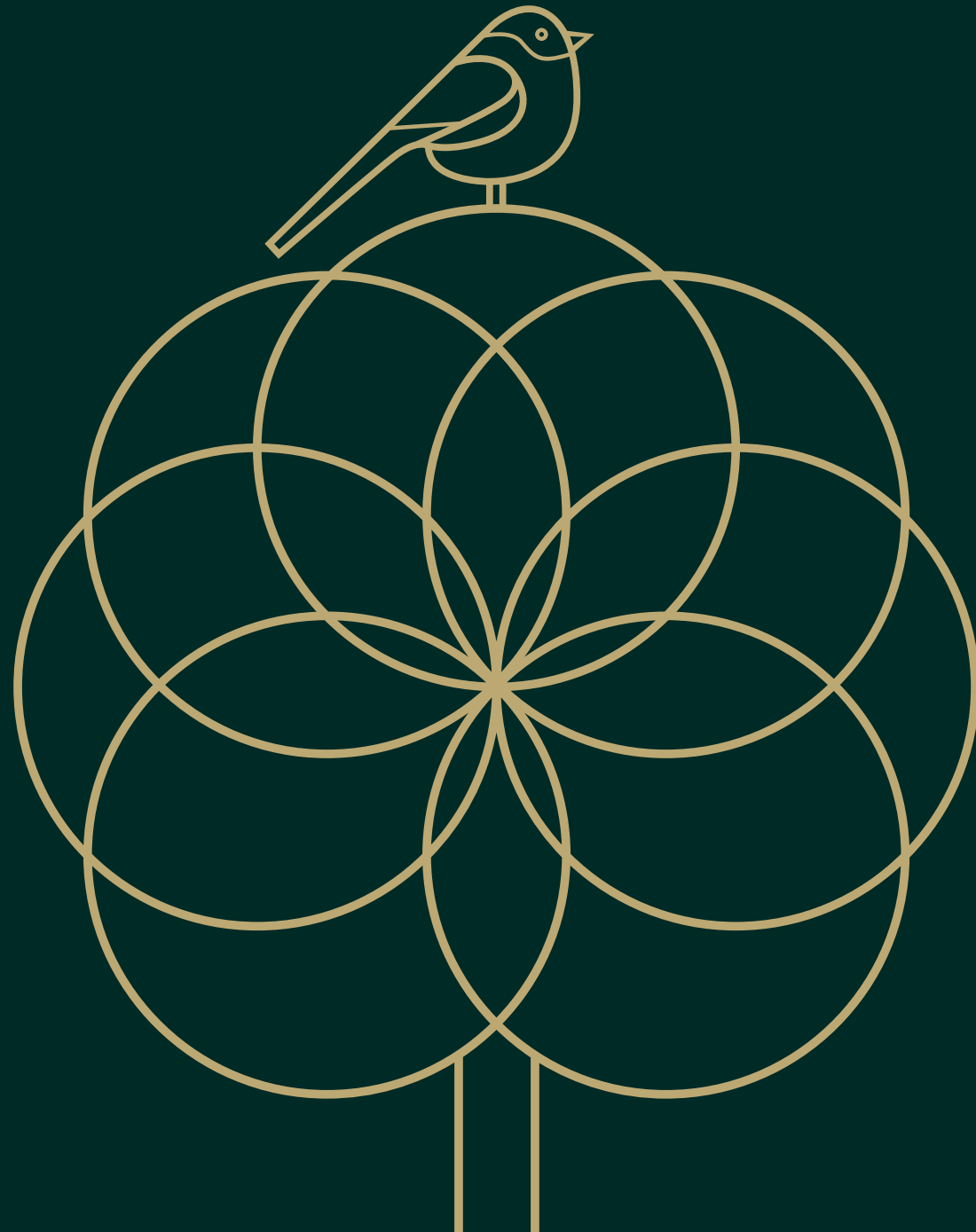


Decision
on planning

2022



Construction
begins



Thank you for listening

We will now take some time to answer any questions you may have about the proposals.

Please submit any questions using the Q&A button at the bottom of your screens.

To get in touch after the session please email:
marketstreet@fourcommunications.com

www.marketstreet-bracknell.com