

BRADFORD CENTRE REGENERATION MASTERPLAN







FOREWORD

In February 2003 Alsop Architects were appointed by Bradford Centre Regeneration to prepare a Masterplan for Bradford City Centre, an area of 2x2 kilometres.

One compelling theme throughout our initial conversations was that Bradford is 'hidden'. This bred a desire to uncover the Bradford 'experience', starting with its position in the region, at the centrefold of a 'Coast to Coast' map stretching from Liverpool to Hull. We then looked at its' wonderful topography and buried water courses; At the network of centres – high streets, village greens, parades and corner shops. We examined its special features - listed buildings, historic landmarks and panoramic views. Above all we discovered the diversity and strengths of its people.

We turned our attention to the City's dreams and aspirations, as outlined in the District's 2020 Vision consultation.

**The objective was clear: To create a city centre
"where people are justifiably proud of where they live,
learn, work and play".**

To make this a serious proposition would require a step change, one that changes a property market that is under performing across all sectors.

We sought to create the setting for economic growth and generate a wider sense of ownership; a setting designed to change the landscape – both socially and environmentally – forever.

We believe that this Masterplan lays the foundations. It is a strategic platform on which to move Bradford forward. We offer a creative but deliverable solution that differentiates Bradford from 'the rest' and reveals it as a unique and inviting northern City.

Our confidence in the Masterplan comes from listening and talking to people, partnerships and institutions across the Bradford District.

We would like to say a very special thank you to everyone who worked with us over the past 9 months. We have listened carefully and hope the vision reflects the wealth of ideas and views expressed.

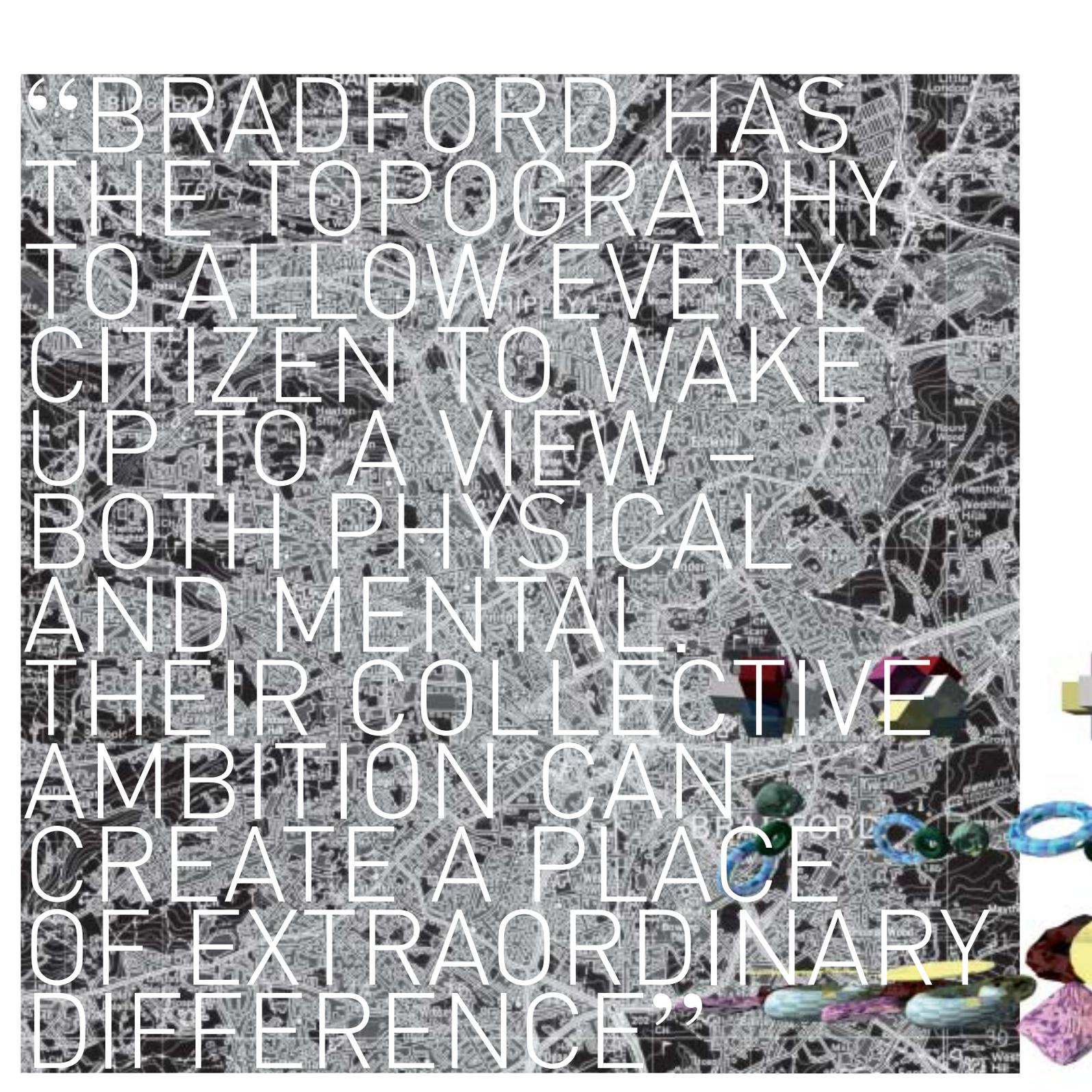
**We offer this Masterplan to Bradford Centre
Regeneration and the people of Bradford, and wish you
every success in achieving your goals.**

ALSOP

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“BRADFORD HAS
THE TOPOGRAPHY
TO ALLOW EVERY
CITIZEN TO WAKE
UP TO A VIEW –
BOTH PHYSICAL
AND MENTAL.
THEIR COLLECTIVE
AMBITION CAN
CREATE A PLACE
OF EXTRAORDINARY
DIFFERENCE”

OPENING STATEMENTS

The dispersed City Centre has, by careful thought, common practice and rhetoric, been largely ignored as a credible possibility.

In Bradford the imperative is to differentiate itself from Leeds. Leeds has been subjected to a series of conventional urban manoeuvres as it veers towards a mixed and denser heart, making use of brownfield sites. Bradford has many points of interest from its heritage; the City Hall, Manningham Mills and others, all of which are dispersed over a wide area. Bradford is not condensed. In fact Bradford covers a larger area than Leeds.

Our shared plan for the city is to give its totality a sense of inclusion by seeing it as a 64 sq km grid which I call eight by eight. Each square could have something of significance in it, which might range from a building to an artwork to a public open space, or a combination of all three.

This is a genuine response to the place and opposed to the common view on good practice. Bradford's plan is more radical. It accepts that it is a part of the Northern Supercity stretching from Coast to Coast (Liverpool to Hull). Every existing town and new settlement must be unique. People belong to their own hotspot as well as Coast to Coast. Bradford as a dispersed centre will give it individuality as well as becoming synonymous with the whole new city. Bradford is a mini version of the whole. It is composed of a series of mini hotspots which will each act as a focus for each square kilometre.

Bradford has the topography to allow every citizen to wake up to a view – both physical and mental. Their collective ambition can create a place of extraordinary difference.

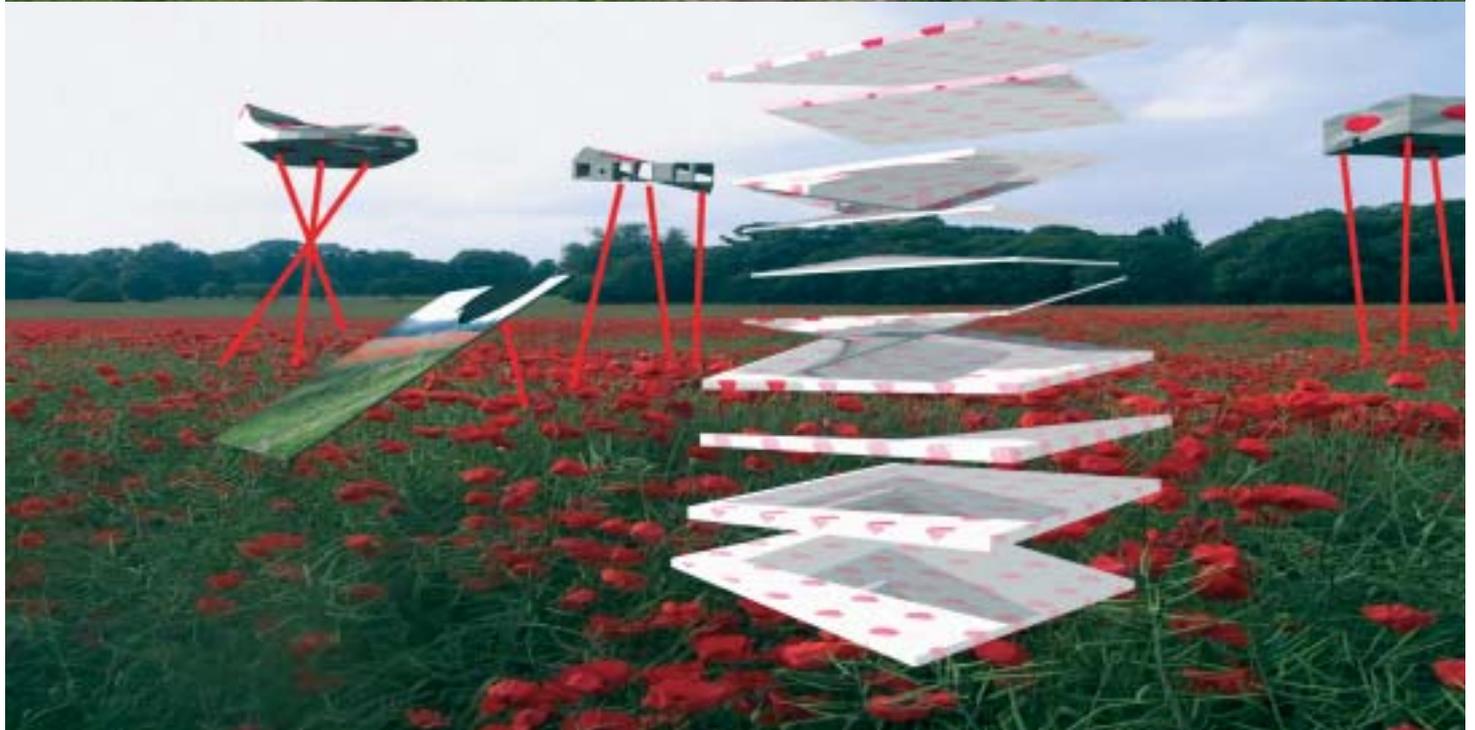
I wish Bradford well. Will Alsop



01.0 – REPOSITIONING BRADFORD

- 01.1 – INTRODUCTION
- 01.2 – COAST TO COAST
- 01.3 – 16x16 DISTRICT
- 01.4 – 8x8 CITY
- 01.5 – 2x2 CENTRE

FIELD OF EXTRAORDINARY OBJECTS.



01.1 – INTRODUCTION

The Urban Regeneration Company (URC), **Bradford Centre Regeneration**, was established in February 2003 to tackle the significant challenges faced by Bradford City Centre.

Uniting public and private sector partners, URCs are independent companies established by the relevant Local Authority and Regional Development Agency, working alongside English Partnerships and other local organisations including business, employers, investors, amenity groups and other representative bodies.

Their principal aim is to engage the public and private sectors in a sustainable regeneration strategy. As a key first step, a clear Strategic Vision and Masterplan Framework is required, providing a pivotal focus for the future development of the City. This is what Alsop Architects were appointed to do.

The key objectives were:

Defining the current and future role of Bradford.
Identifying what potential the City Centre has in terms of attracting and developing economic activity in all sectors including retail, leisure, commerce and housing.
Clarifying what the City should deliver in order to retain, capture and maximise activity;
and articulate how the masterplan can be used in partnership with the various agencies and local communities for mutual benefit.

This book represents the aspirational start of an on-going dialogue with Bradford's many communities, organisations, institutions and all those looking to be involved in the future of the City.

Set out in 4 parts:

- 01.0 – **Repositioning Bradford** - seeking to differentiate the City within the bigger picture.
- 02.0 – **Revealing Bradford** - discovering the City's hidden assets and making the most of them.
- 03.0 – **Reshaping Bradford** - detailing possible interventions and inspirations.
- 04.0 – **Rebuilding Bradford** - delivering the future City landscape over time.

This book captures the essence of the process so far..

COAST TO COAST



01.2 – COAST TO COAST, THE GREAT NORTHERN CITY

**Before trying to shape a vision for Bradford City Centre.
We took a step back... we sought to understand Bradford at four levels:
Coast to Coast, the 16x16 District, the 8x8 City, and the 2x2 Centre.**

Bradford is part of a network of regenerating Cities across 'the north'.
In the future this strip might be read as one BIG conurbation.
The Great Northern City - Coast to Coast (Liverpool to Hull).
A 20-mile deep strip of 15 million inhabitants.
A balanced network of built space and unbuilt space.
A balance of rural landscape and urban park.
With one connected programme of major events,
with one integrated tourism strategy.

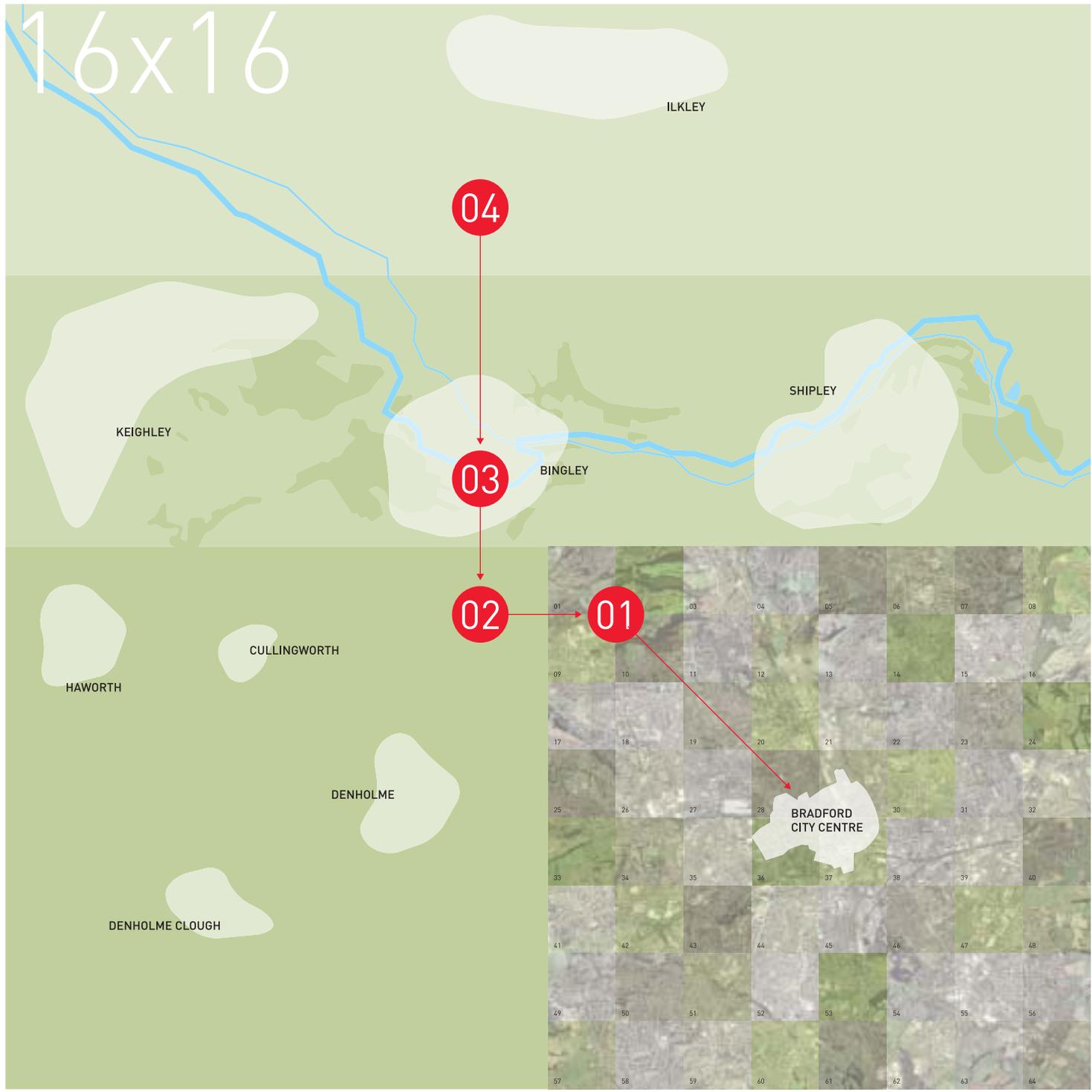
A bold proposition maybe. But one can imagine 'The North'
as one BIG landscape of different characters, events and activity.
With each city offering a different experience.
A Friday night out in Liverpool.
A Sunday afternoon in Bradford.
A Wednesday in Hull.

Some of the cities' strengths are their ability to fit into
traditional urban regeneration models.
With compact cores and European style 'mixed use'
(e.g. Leeds or Manchester).
Some of the cities enjoy their changing relationship with the sea
and take shape accordingly (Liverpool or Hull).
Some are simply historic (York).
Some are focused on fun (Blackpool).
Some need to differentiate themselves.
To discover a different way.
Bradford falls into this category.
Its future role needs to be considered in this bigger picture.

**Bradford is on the Centrefold of the Coast to Coast map.
Equidistant from either coastline.
How does Bradford differentiate itself from the others?
This is what we sought to address...**



16x16



01.3 – 16x16 DISTRICT

16x16 (km) of varying activity and intensity.

Broadly defined as:

04. Wharfedale.

A collection of lovely towns and villages.

The spa town of Ilkley.

The famous Ilkley Moor.

A major tourism destination.

03. Airedale.

A major employment corridor.

The towns of Keighley, Bingley and Shipley.

Home to world leading high tech companies and digital communications.

A range of quality residential areas.

A world heritage site - Saltaire.

Amongst attractive landscapes along the River Aire.

02. Brontë Country.

8 kilometres by 8 kilometres of beautiful countryside.

Haworth.

Home of the Brontës.

One of the top tourist sites in the region.

01. Bradford City.

8 kilometres by 8 kilometres of city.

The focus of this initiative.



← THE 16X16 DISTRICT WITHIN COAST TO COAST.

8x8

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01.4 – 8x8 CITY

Bradford City (8x8km).

Bradford is not a monocentric City, it is a polycentric City. A collection of communities which have grown into a City. Perhaps we should not be fighting the culture of this place. Trying to squeeze it into current 'preferred' models of urban regeneration. Let's build on what makes Bradford special. Let's take the essence of this City and multiply it.

What would make Bradford a great weekend break for a European Tourist? What would sow the seeds of a future economy?

Imagine a theoretical grid superimposed onto the City. An 8x8 grid of experience, events and activities.

64 1km squares.

49 Destinations within the City.

15 Quiet Ones.

3 Extra Ones to go the extra mile for...

– Salts Mill at Saltaire.

– The Bronte Museum at Haworth.

– The Hewenden Viaduct.

This 8x8 grid offers a new mental map of Bradford.

The 64 squares define an alternative tourist map of Bradford; Just waiting to be discovered.

In each 1km square there could be:

Somewhere to Meet – A new public space.

Something to See – An extraordinary structure.

Something to Do – An interesting event or view.

Something to Sell – A sustainable business.

Something that people outside the neighbourhood might want to visit. And people inside the neighbourhood can be proud of.

A programme for the residents of each square to develop:

Thinking spaces.

Meeting spaces.

Quiet spaces.

Picnic spaces.

Viewing spaces.

Spare Room spaces.

Prayer spaces.

Some squares of void.

Some with a single object and others completely full.

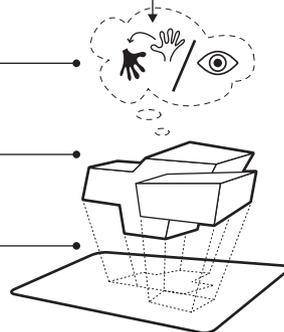
The views between landmarks and sight lines are of equal importance. Many of these spaces already exist. They are just hidden.

This is the extraordinary context in which the City Centre sits.

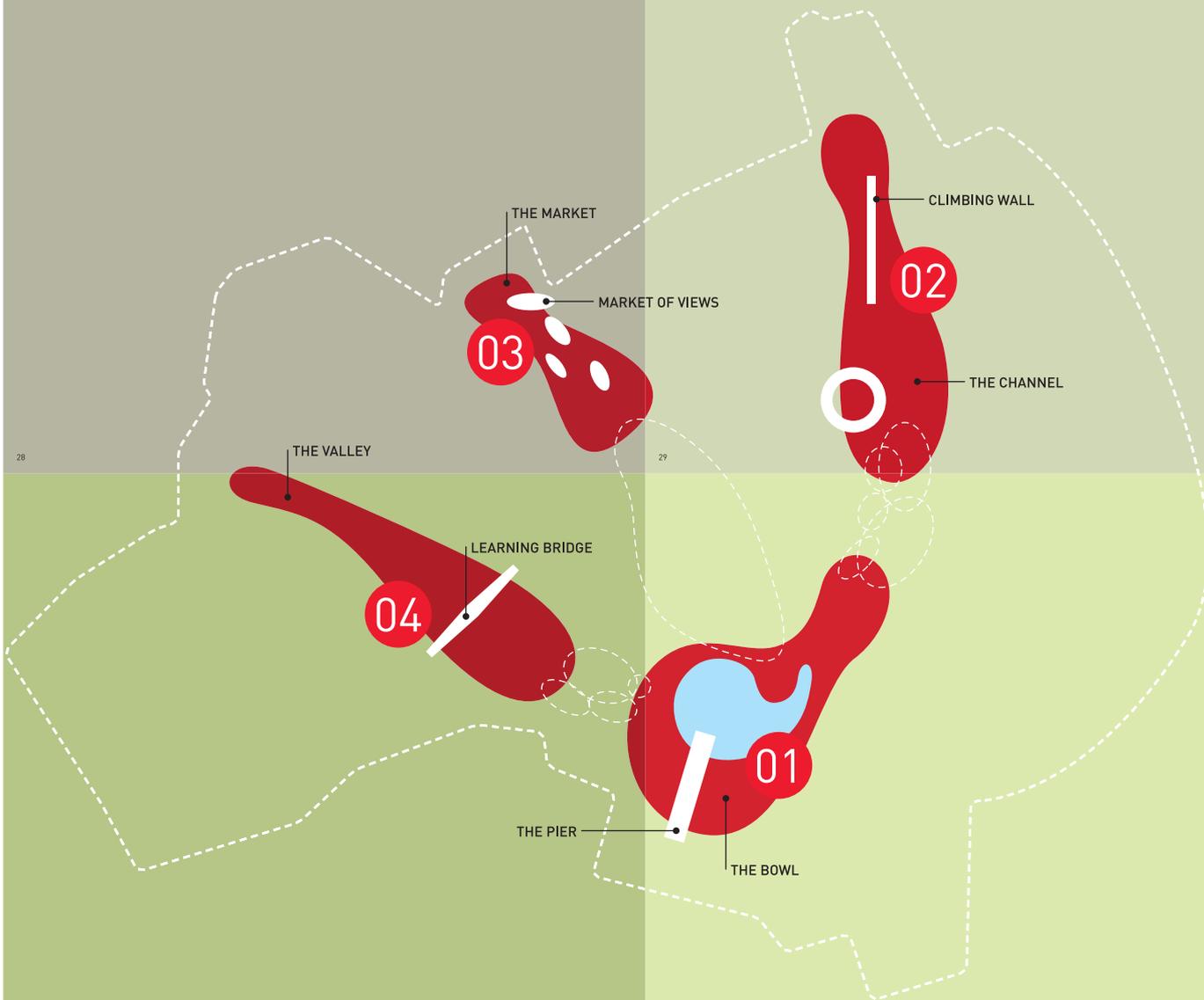
SOMETHING INTERESTING TO DO OR VIEW

AN EXTRAORDINARY STRUCTURE

A NEW PUBLIC SPACE



2x2



01.5 – 2x2 CENTRE

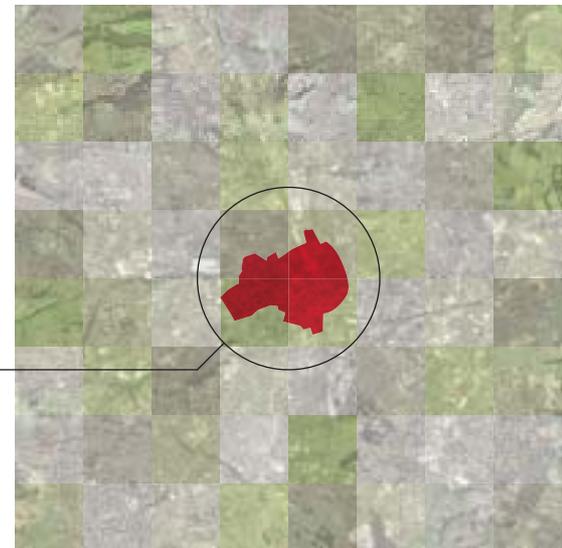
Bradford City centre (2x2 km).

The City Centre is not the only Centre, but is the foyer, or entrance way, to the whole City.
It has to work in its own right.
But also has to work in supporting and inspiring its neighbourhoods.

The City Centre occupies 4 squares of Bradford's Alternative Tourist Map.
The masterplan operates as a catalyst.
Within the 2x2 and the 8x8.
Kick starting development.
Encouraging existing proposals.
Breathing life into the historic fabric.
Raising land values and attracting inward investment.

There will be 4 new public spaces within the 2x2:

01. The Bowl.
02. The Channel.
03. The Market.
04. The Valley.



THE 2X2 CENTRE WITHIN THE 8X8 DISTRICT.

02.0 – REVEALING BRADFORD

- 02.1 – WHAT IS HOLDING BRADFORD BACK?
- 02.2 – WHAT MAKES BRADFORD SPECIAL?
- 02.3 – WHAT DOES BRADFORD NEED?
- 02.4 – WHAT IS THE MASTERPLAN FOR?
- 02.5 – THE BIG IDEA
- 02.6 – INTERVENTIONS AND INSPIRATIONS
- 02.7 – COMPLEMENTED INITIATIVES

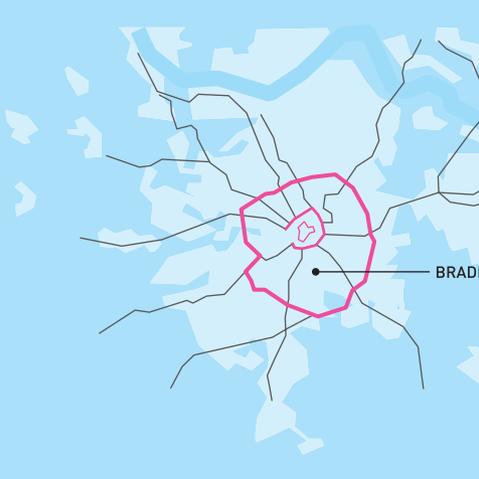
BIG TREES + SMALL TREES.



BIG TREES FADING.



FRAGILE ECONOMY.



BRADFORD

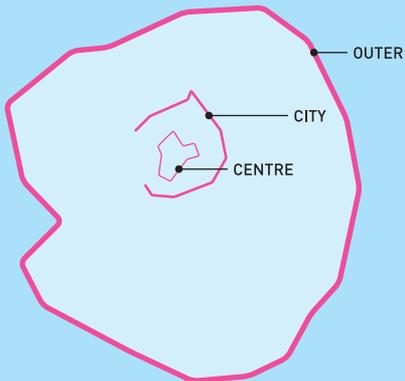


LEEDS

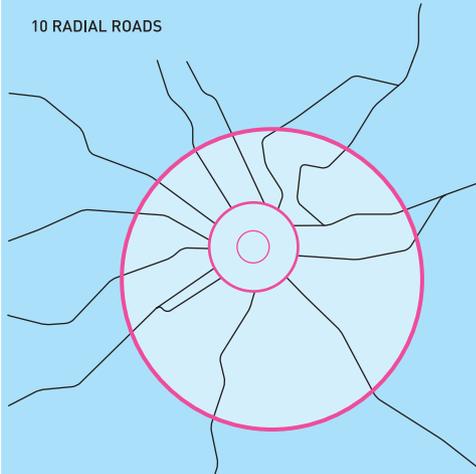
ORIGINAL TRAFFIC STRATEGY (ONE RING ROAD)



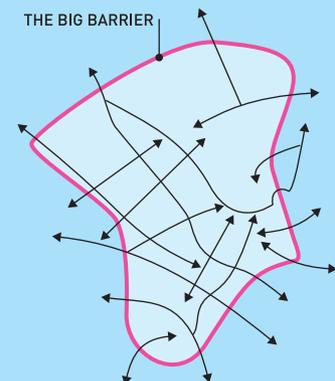
TODAY - 3 RING ROADS



10 RADIAL ROADS



PEDESTRIAN ROUTES



02.1 – WHAT IS HOLDING BRADFORD BACK?

Ownership.

Very few people feel they 'own' the City Centre. It is perceived as an exclusion zone. It sorely lacks any differentiated and/or experiential retail and leisure. Despite impressive historic fabric, few people enjoy spending time in the city centre.

Image + Self-promotion.

Much of Bradford is "hidden", whether in terms of attractions, businesses, or communities. People are tired of "big talk, no action." Visitors to Bradford don't stay long enough, or spend to their potential. Racial tensions are often more perceived than real.

Economy.

Big firms dominate; start-ups need support. Businesses have difficulty sourcing appropriate staff. Fast growth firms are dispersed around Bradford, and fail to attain the profile that their dynamism deserves.

Property Market.

Bradford struggles to attract businesses and residents to its City Centre, and this has created a self-perpetuating cycle of decline. As residents shop elsewhere, Bradford's retail offer declines, and money flows out of the local economy. Bradford has an over supply of property and little money to invest in improving its stock. These conditions all lead to very low values in the City Centre.

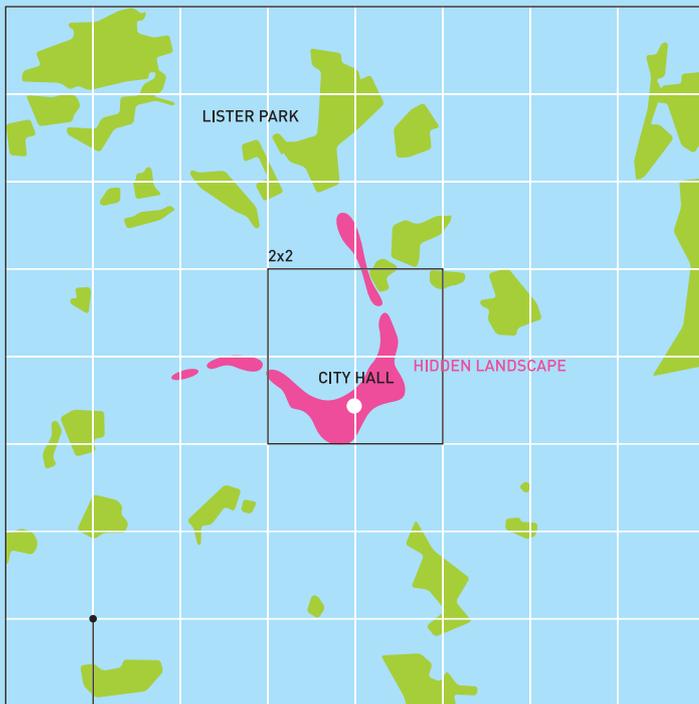
Movement System.

Bradford is one of the few major UK Cities which can boast a door to door car travel culture. From the majority of the outlying settlements to the very heart of the City, everyone loves driving their car. Bradford appears to be on route to everywhere else. Very few people driving through the City seem to stop in the City. The Bradford movement system has always been about the 'arm that feeds'. Effectively a north – south major route feeding destinations either side of the valley. This makes sense. Over the last 20 years, however, all conversations about movement have focused on the three ring roads. And the fact that they are not 'complete'. Rather than how to improve people's experience of the City. It is clear that the central 'ring road' severs pedestrian flow and constricts the heart of the City. People should be able to walk from one side of the City to the other with greater ease and safety.

EXISTING INFRASTRUCTURE (ON TOPOGRAPHICAL PLAN)

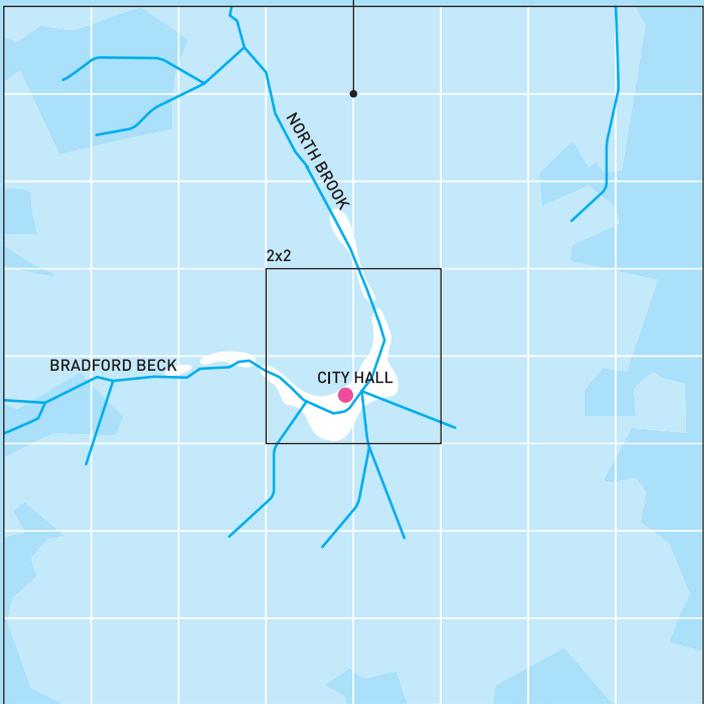


LISTER PARK



EXISTING PARK SYSTEM (+ HIDDEN LANDSCAPE).

ORIGINAL WATERWAYS



8x8



EXISTING TOPOGRAPHY WITH BOWL HIGHLIGHTED.

02.2 – WHAT MAKES BRADFORD SPECIAL?

The people.

Bradford is harnessing its cultural diversity and developing its social cohesion. The cultural mix is an asset to be utilised. The people of Bradford are optimistic and supportive of change. There have been successful regeneration initiatives, policies and projects. But enthusiasm needs to be engaged harnessed and developed.

The landscape.

Bradford District has some wonderful parks. 37 to be exact. 10 of which are English Heritage Sites and 4 are 'Premier Parks' i.e. Lister Park. It has 120 Recreation Grounds and 23 Woodlands. But no significant public space in the City Centre. This should be remedied.

The landmarks.

Bradford has a wealth of historic fabric – industrial and architectural, listed and spectacular. Landmarks include Bradford City Hall, Little Germany, the Cathedral and Manningham Mills. In addition to many underutilised quality buildings waiting to be revitalised, reanimated, re-used. The skyline, views and settings are stunning. The countryside is visible from anywhere in the City. These views need opening up, framing and enhancing.

The water.

Looking back at how the City has developed it is hard to imagine Bradford as Broad Ford. To imagine what this city was like when the North Brook connected to Bradford Beck. When the Leeds / Liverpool Canal had a Bradford Arm and when Goitside actually had Goits. Why not utilise what is existing. Why not rediscover the lifeblood of Bradford.

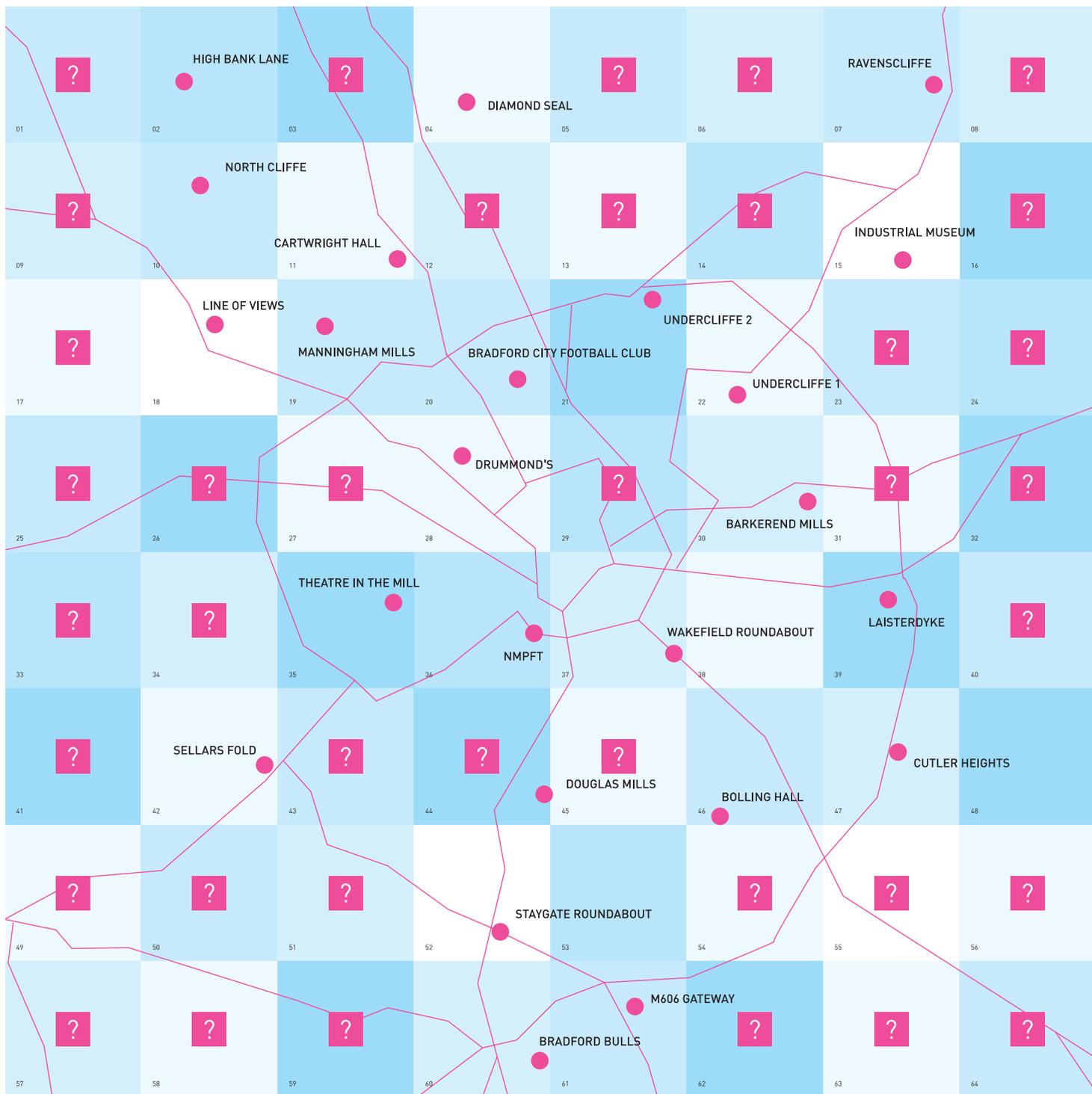
The topography

It gets easier to imagine this City's waterways when you overlay the topographical situation. The heart of Bradford City sits in a bowl at the end of a Valley. All roads lead to it. All roads drop down into it. It is a very natural point to meet. If only we could see it and experience it. Bradford needs to rediscover its topography!

Timing

Bradford may appear to have missed out on filling up the City Centre. Why cram in just for the sake of it. But with the low land values Bradford has a unique opportunity. When by taking a strategic view one can decide to release an asset right in the middle of the City.

This is the opportune moment,
This is the way forward...



02.3 – WHAT DOES BRADFORD NEED?

A step change!

The solution to the challenges and problems facing Bradford must drive economic opportunity for any new initiatives to be successful and sustainable.

Without improvements in the economic opportunities available there is little hope of addressing unemployment, wealth disparities and fear of crime.

Economics and business must lie at the heart of creating a new, successful Bradford.

We need to build on the 2020 Vision:

This set out the challenges to which Bradford Centre Regeneration Masterplan needs to respond...

'The City Centre will be the natural focus of Bradford's cultural life and its vibrant cultural scene...

An attractive environment will have seen it develop as a desirable place to live...

The influx of spending power will have given a boost to City Centre businesses, whose profitability will have attracted a new wave of City Centre investment...

The City Centre will offer a unique shopping and leisure experience, differentiated from that of Leeds and other Cities by reflecting the City's cultural mix...

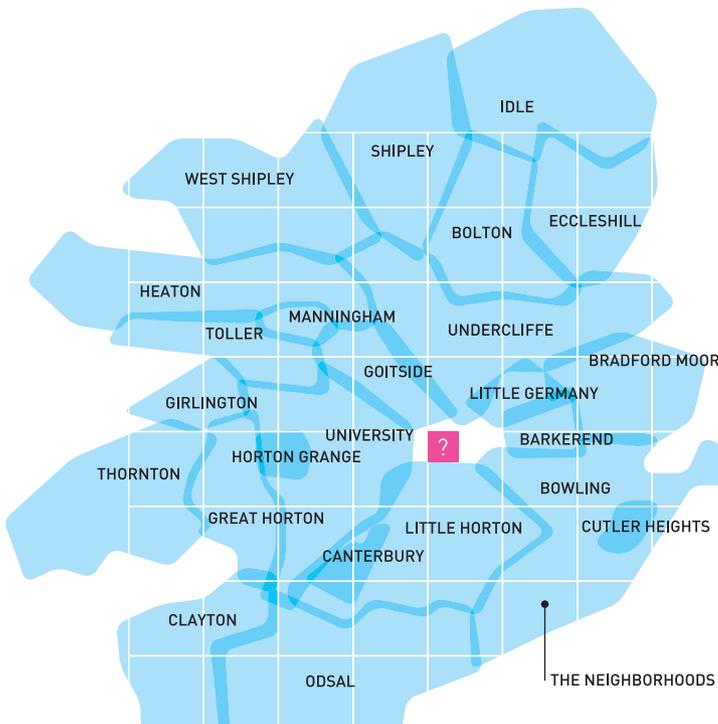
Through its successful culturally diverse businesses, the City Centre will have a national reputation for providing high quality specialist goods and services.

The imaginative re-use of architectural heritage will give the City a character that few others can match...

The City Centre will not have any through traffic problems. This will boost the Centres retail and leisure industries and encourage City Centre living...

The City Centre's shops, cultural life and attractive environment will also make it a place to visit, drawing in more tourists and adding further spending power.'

This has been the platform from which Bradford Centre Regeneration's Masterplan has sprung...

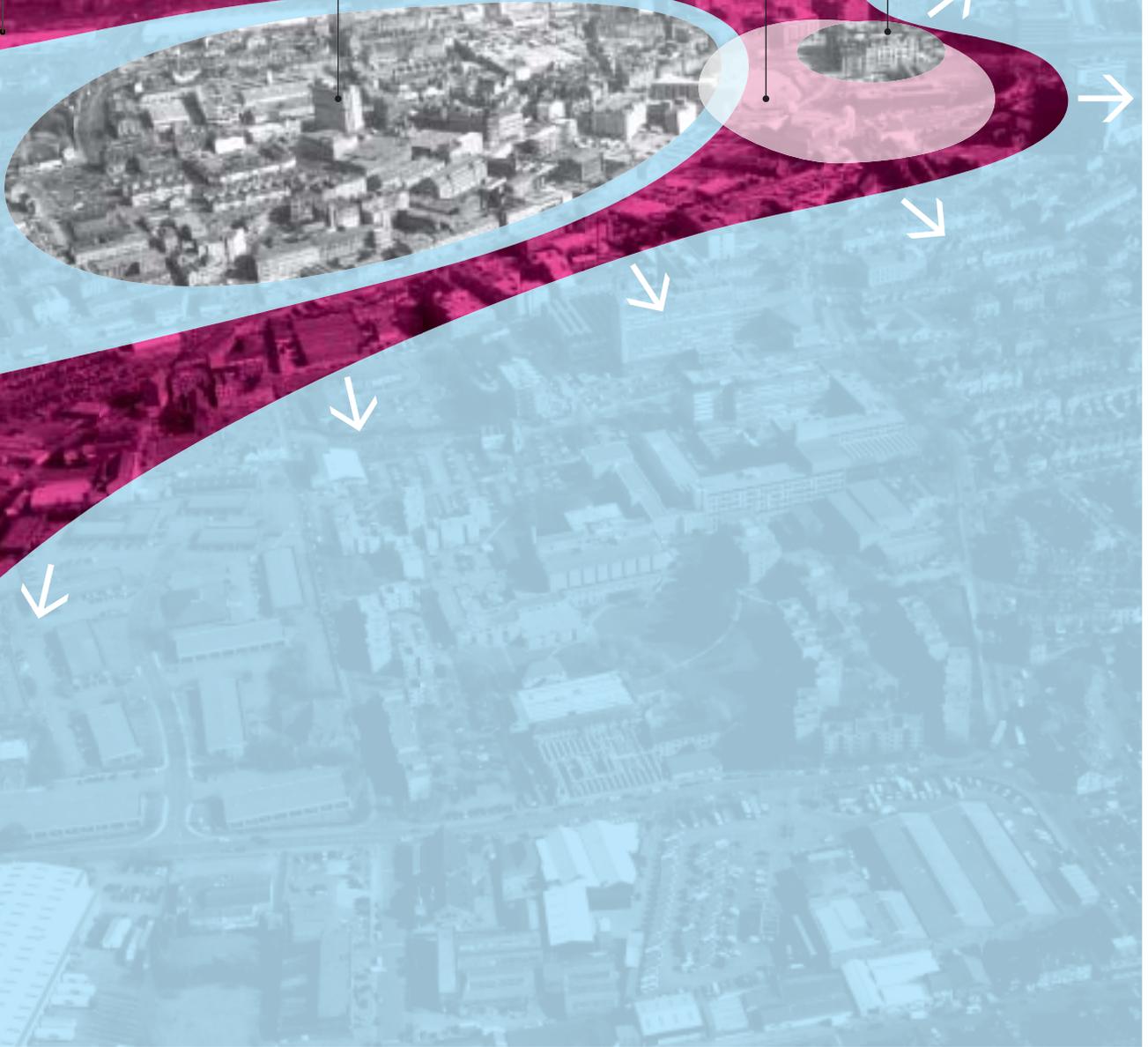


THE GLUE, ONE LANDSCAPE MANY VIEWS

HIGHPOINT

THE BOWL

CITY HALL



02.4 – WHAT IS THE MASTERPLAN FOR?

The Masterplan represents Bradford Centre Regeneration's contribution to the success of Bradford 2020 Vision within the City Centre.

We have set the following objectives:

Step (change):

- To raise the underlying values of real estate.
- To introduce national and international developers.
- To move from grant dependency to speculative development.

Destined:

- To sow the seeds of a future economy.
- To give certainty to all stakeholders.
- To deliver.

Relate:

- To create a setting - one landscape many views.
- To breathe life into the existing urban grain.
- To create a unique shopping experience that is truly differentiated from the rest.

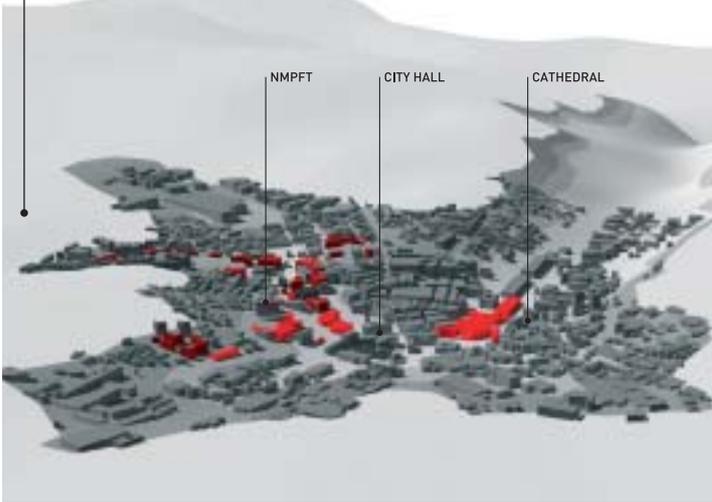
Glue:

- To help interaction between different cultures with the City as a cross cultural meeting place.
- To build in harmony with the city's topography.
- To remove through traffic from the City Centre.

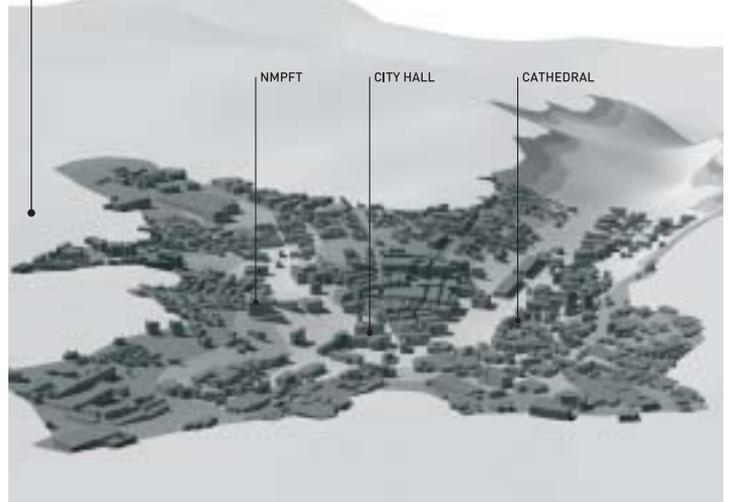
Unite:

- To support greater social cohesion across the whole City not just the Centre.
- To create a 'bigger picture' view of Bradford and rebuild the City's identity.
- To encourage ownership of the City Centre - something for everyone.

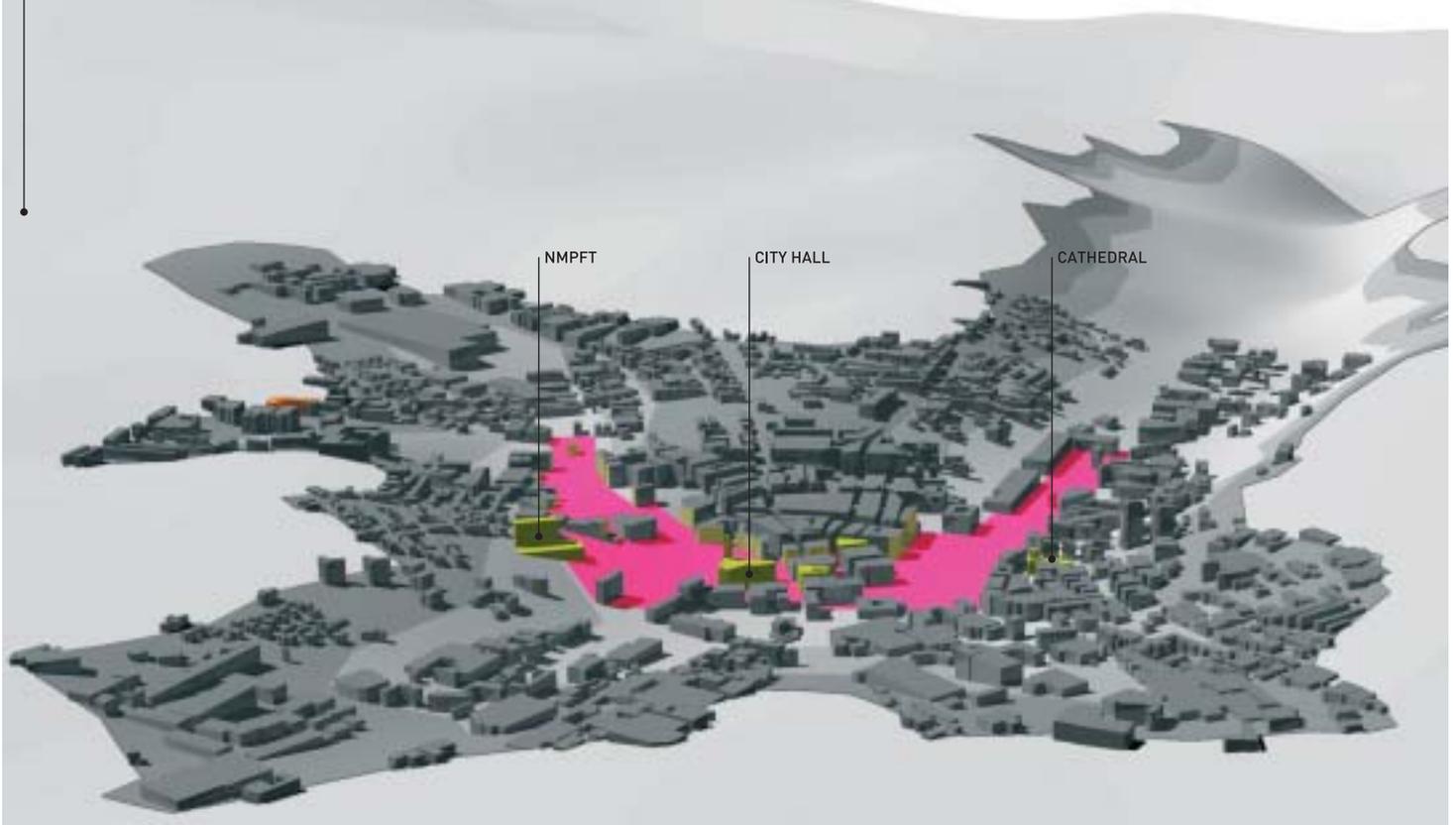
BUILDINGS TO DEMOLISH.



BOWL RELEASED.



EXPOSING THE BOWL - THE PINK CARPET - A NEW CITY PARK?



02.5 – THE BIG IDEA

How do we achieve these objectives?

How can we inspire better quality development?

How do we raise land values when there is overcapacity?

How can we breathe life into the existing historic fabric?

How can we generate a city centre that the widest cross section of people use and care for?

What is the role of a 'City Centre' –

When we have many centres, do we need one?

What should its character be?

If one accepts the notion of a matrix city,

It needs less, but higher quality development than an average City Centre.

It needs to complement and contribute to all the other centres in Bradford's network.

That said, it represents four of the sixty-four kilometre squares that make up the city.

And it is the traditional central meeting place.

Hence, the challenge is to generate a place where people actually want to be.

Clearly we need a step change in development value, across the board. Perhaps we should take a fresh look at what is going where in the centre and why.

What if we were to take all the development proposals currently tabled and make one strategic land pool.

Then agree a quantum of floorspace that felt right for the City.

That would be our target.

What if (as in diagrams 1 and 2 opposite) we were to take all the sites currently under consideration for acquisition or demolition and flatten them?

What if our starting point was to create a

New City Centre Park.

That rediscovers the **Bradford Bowl.**

That defines the important views and frames them.

That designs a variety of spaces and links them.

That amplifies the existing topography to create

One Park 100 Horizons.

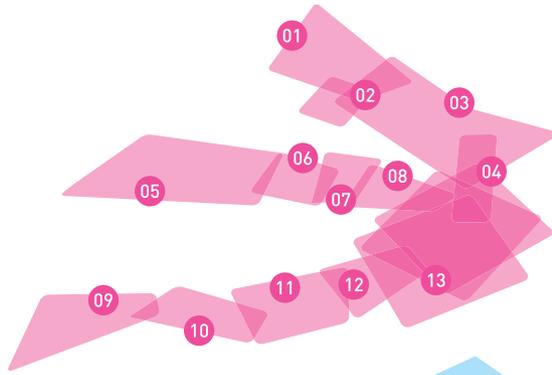
That opens up the edges.

That exposes the City Centre's landmarks and places of reference (as in diagram 3 opposite).

All future City Centre developments would have a relationship with it. Whether in or on the edge of the bowl. Only then once we have control over the surface of the bowl, and once we have established the principle of 'one landscape many views', would we grow an experience that would differentiate Bradford....

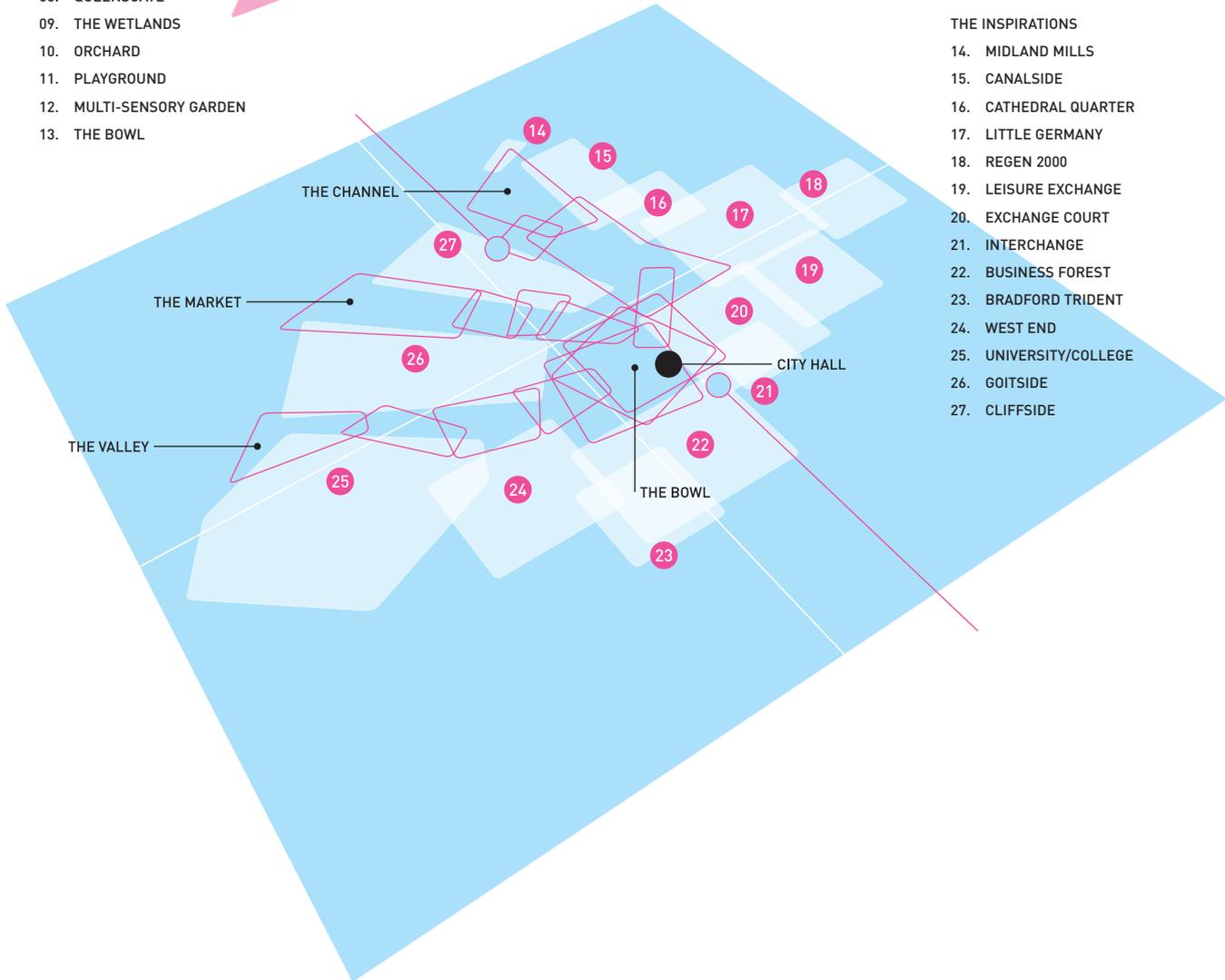
THE INTERVENTIONS

01. THE CANAL
02. FORSTER SQUARE
03. THE BROADWAY
04. HALL INGS
05. WESTGATE
06. RAWSON QUARTER
07. KIRKGATE
08. QUEENSGATE
09. THE WETLANDS
10. ORCHARD
11. PLAYGROUND
12. MULTI-SENSORY GARDEN
13. THE BOWL



THE INSPIRATIONS

14. MIDLAND MILLS
15. CANALSIDE
16. CATHEDRAL QUARTER
17. LITTLE GERMANY
18. REGEN 2000
19. LEISURE EXCHANGE
20. EXCHANGE COURT
21. INTERCHANGE
22. BUSINESS FOREST
23. BRADFORD TRIDENT
24. WEST END
25. UNIVERSITY/COLLEGE
26. GOITSIDE
27. CLIFFSIDE



02.6 – INTERVENTIONS AND INSPIRATIONS

**The BCR Masterplan will create a setting (the 2x2),
And bind together Bradford City Centre (the interventions),
complement current initiatives and stimulate the growth
of Four New Neighbourhoods (the inspirations)...**

At its core the Masterplan is about investing in the public realm to change the City's fortune.
To change people's perception of living, working and playing in the City Centre.
To change investors' attitudes to the quality of future development that the City Centre can sustain.

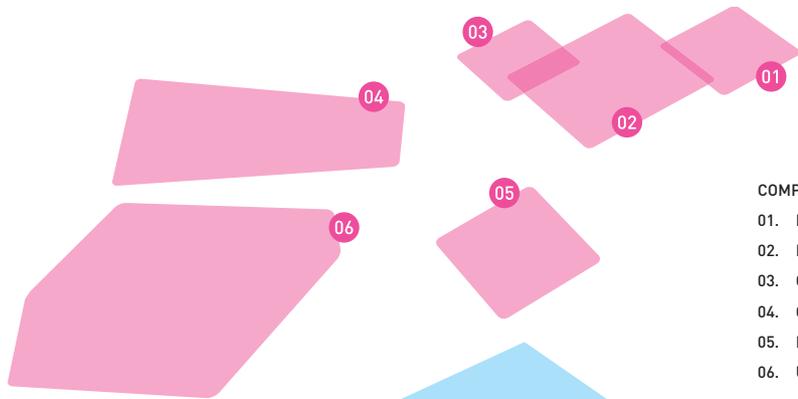
The public realm interventions (denoted opposite) are only a starting point.
The laying of the foundations.
It will act as a catalyst, initiating a process of change.
The Masterplan will impact positively upon the immediate neighbourhoods and their current initiatives,
with a ripple effect on the rest of the City and, in due course, the District and Region.

The Masterplan needs to support and complement, not compete with, adjacent areas.
It will be an incremental, process, not something which happens overnight.
The Masterplan initiates a unique setting – making the 2x2 City Centre the foyer to the rest of the 8x8 City.

Containing and inspiring four new neighbourhoods.
Neighbourhoods that will grow and develop over the next 15 years.
A City Centre that will become a source of inspiration for others.....

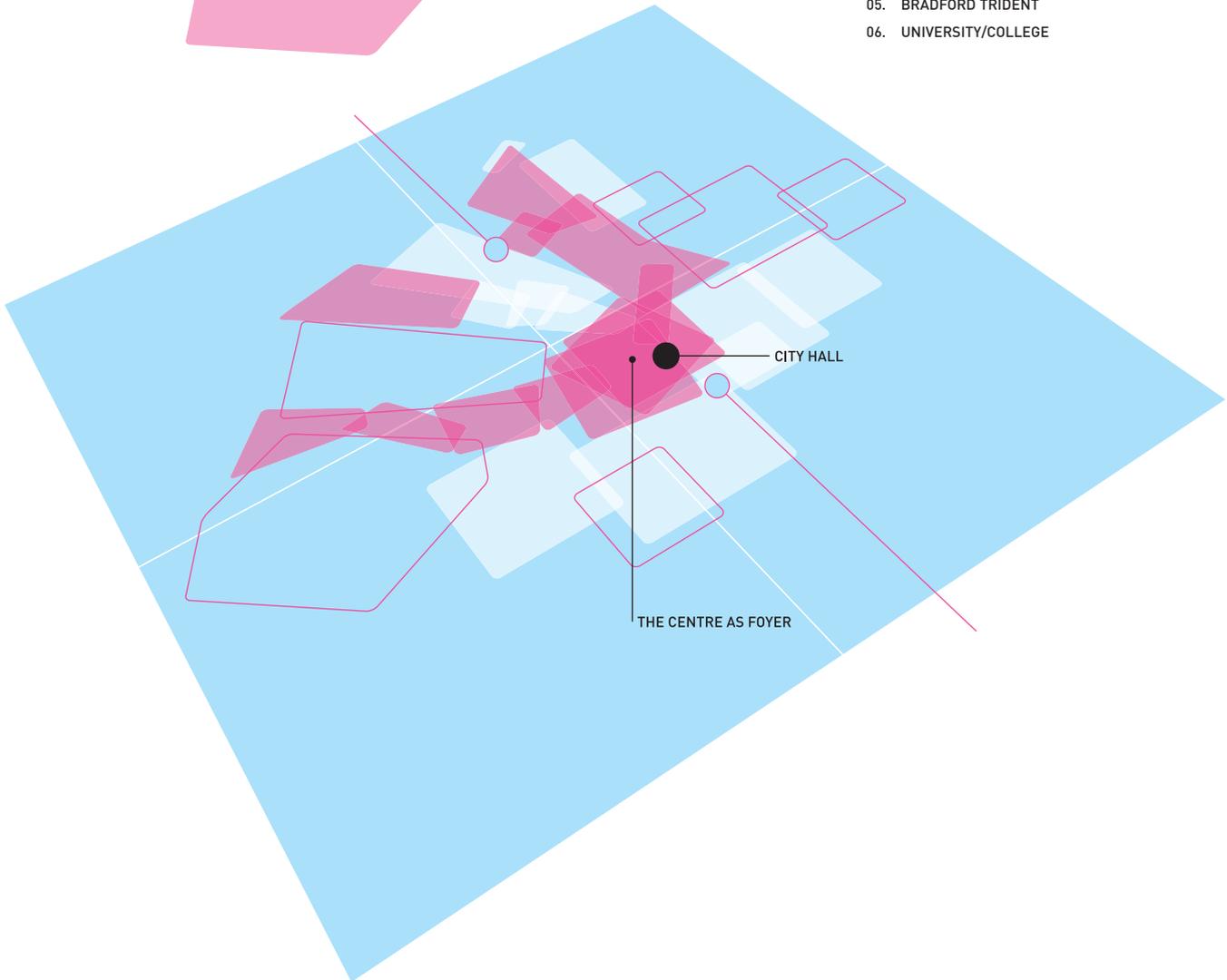
The Four Neighbourhoods:

The Bowl
The Channel
The Market
The Valley



COMPLEMENTED INITIATIVES

- 01. REGEN 2000
- 02. LITTLE GERMANY
- 03. CATHEDRAL QUARTER
- 04. GOITSIDE
- 05. BRADFORD TRIDENT
- 06. UNIVERSITY/COLLEGE



02.7 – COMPLEMENTED INITIATIVES

Regen 2000:

Enhancing the gateway to Leeds Road, by improving the public realm and providing new facilities. Provision of complementary recreation and leisure facilities for all ages. Provision of a new innovative landscape learning environment.

Little Germany Urban Village:

Revealing, enhancing the setting and integrating Little Germany with the centre of the City. Incrementally adding to the growing City Centre residential population, and related community facilities. Improving the connection with the Leisure Exchange and enhancing the offer with hotel, conference facilities and small business units supporting the conference and events activities.

Cathedral Quarter:

Reducing the traffic flow through Church Bank to improve pedestrian movement. Creating new routes and a new pedestrian experience to the Cathedral from Forster Square. Providing a new enhanced and accessible setting for St. Peter's House.

Goitside:

Revealing the edge of Goitside and enhancing its setting with the Valley and Wetlands areas. Reinforcing the education quarter through Learning (through play/landscape), Leisure (through sport), Showcasing (event space, business incubators) and Ecology (greening/recycling) areas. Incremental development of further residential, live/work and mixed use areas.

Bradford Trident:

Provision of complementary recreation and leisure facilities for all ages. Provision of a new innovative landscape and learning environment. Creation of a business forest, developing new SMEs, training and employment opportunities. Linking the improved public realm and 'green street' through to the City Centre.

Bradford University & College:

Supplemented by the Learning Bridge, linking the University/College to the North End. Provision of skills development and learning facilities supported by incubator units. Extending public realm enhancements into the City Centre, sharing of spaces between campus and City. Creation of a 'School of the Future' and associated interactive playground, adding to the "educational village".

03.0 – RESHAPING BRADFORD

- 03.1 – THE MASTERPLAN
- 03.2 – THE BOWL
- 03.3 – THE CHANNEL
- 03.4 – THE MARKET
- 03.5 – THE VALLEY



03.1 – THE MASTERPLAN

The URC Masterplan is focused on creating Four Neighbourhoods or fingers of intervention:

01. The Bowl.

Creates a significant pool of water - celebrating the natural drainage point of the City.
Reveals an area of exhibition, learning, skills and business development.
Becomes Bradford's showcase - the foyer to the City.
Generates participation and spectating, meeting and relaxing.
The gathering place for Bradfordians to celebrate their new landscape.

02. The Channel.

Re-introduces water back into Bradford City Centre.
Inspires residential development on Cliffside and a new mixed tenure community at one end of a green swathe.
Draws Forster Square Retail Park inwards, and extends the Broadway outwards.
Creates new routes to and from Forster Square Station and Interchange.
Seamlessly links into, round and through the new Broadway development.
Creates a permeable, legible, fully accessible setting for the new and existing retail and leisure activities.

03. The Market.

Rebrands and unifies the existing retail core as a total Market experience.
Draws the Manningham Lane and the north end of the City inwards.
Creates new community health and meeting facilities in Westgate.
Reinforces the alternative multi-cultural retail circuit through the markets;
From Queensgate to Kirkgate through Rawson Quarter to the Oastler Centre.

04. The Valley.

Brings the Beck and Brook to the surface to cleanse and green.
Rejuvenates the Thornton Road corridor and acts as a catalyst for the refurbishment of adjacent heritage warehouses.
Introduces a new habitat into the city.
Develops new spaces for discovery, experimentation and learning - a wetlands centre, a prototype playground and a multi sensory garden.

The character and likely programme of the four neighbourhoods are described on the following pages...



ROSSROADS

OASTLER CENTRE

RAWSON QUARTER

& MUSEUM

KIRKGATE CENTRE

BROADWAY [LATER PHASE]

CATHEDRAL

ST PETER'S HOUSE

BROADWAY [ILLUSTRATIVE]

LITTLE GERMANY

THE WOOL EXCHANGE

HOTEL

CENTENARY SQUARE

CROWN COURT

LEEDS ROAD GATEWAY

CITY HALL

EXCHANGE COURT

LEISURE EXCHANGE

ODEON 'TEST BED'

01

02

ALHAMBRA

THE PIER

BUS STATION

04

NMPFT

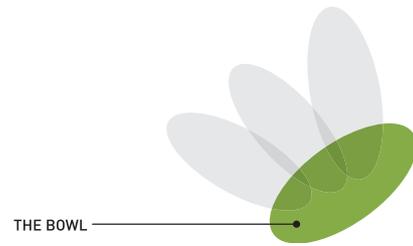
BUSINESS FOREST

03

INTERCHANGE

SENIOR WAY

03.2 – THE BOWL



**The pivotal point of the masterplan,
The Bowl is where all fingers of intervention meet and interact.
This is a space for everyone.
This is a place for celebration.
This is the foyer to the City Centre!**

01. The Pool.

Part fountain, part splash pool, a boardwalk for the summer and an ice rink in the winter, with feature lighting and sound system. The Pool will be set within a robust boardwalk, with places to sit, think, meet and reflect. Creating a setting for the new restaurant development and kiosks to promote upcoming events and activities. A pontoon could provide access to a Spiritual Centre, a non-denominational space, located in the centre of the Pool.

02. The Pier.

A new structure, The Pier, projects over the water accommodating a series of screens for creative 'digital works' and performances. The Pier will be a library for the 21st Century and could be a natural extension of the National Museum of Photography, Film and Television; a showpiece for Bradford and a focal point for the Bowl.

03. The Business Forest.

Beside the Pier is the Business Forest; with small business incubator units, workspaces and larger office buildings in a densely wooded and soft landscaped area. The Forest will initially comprise more saplings and smaller buildings, which would be replaced at a later date by the mature trees and the HQ buildings. Good access to public transport, improved car parking and a unique setting with views across the water to the City Hall, create a flexible business park setting in the heart of the City.

04. The Interchange.

As the centrefold to the coast-to-coast city, Bradford's mobility hub – the Interchange – could be an extraordinary arrival experience. The Interchange could be expanded with a new canopy, with a direct visual link from the station to the Bowl and City Hall. Kiosks on the boardwalk could sell a range of products; from Asian lunch boxes to fresh smoothies. The Interchange Station is upgraded, new retail space created and topped by a 15,000 sq. m 'floating office' building, creating a new rooftop canopy for the Hilton Hotel.

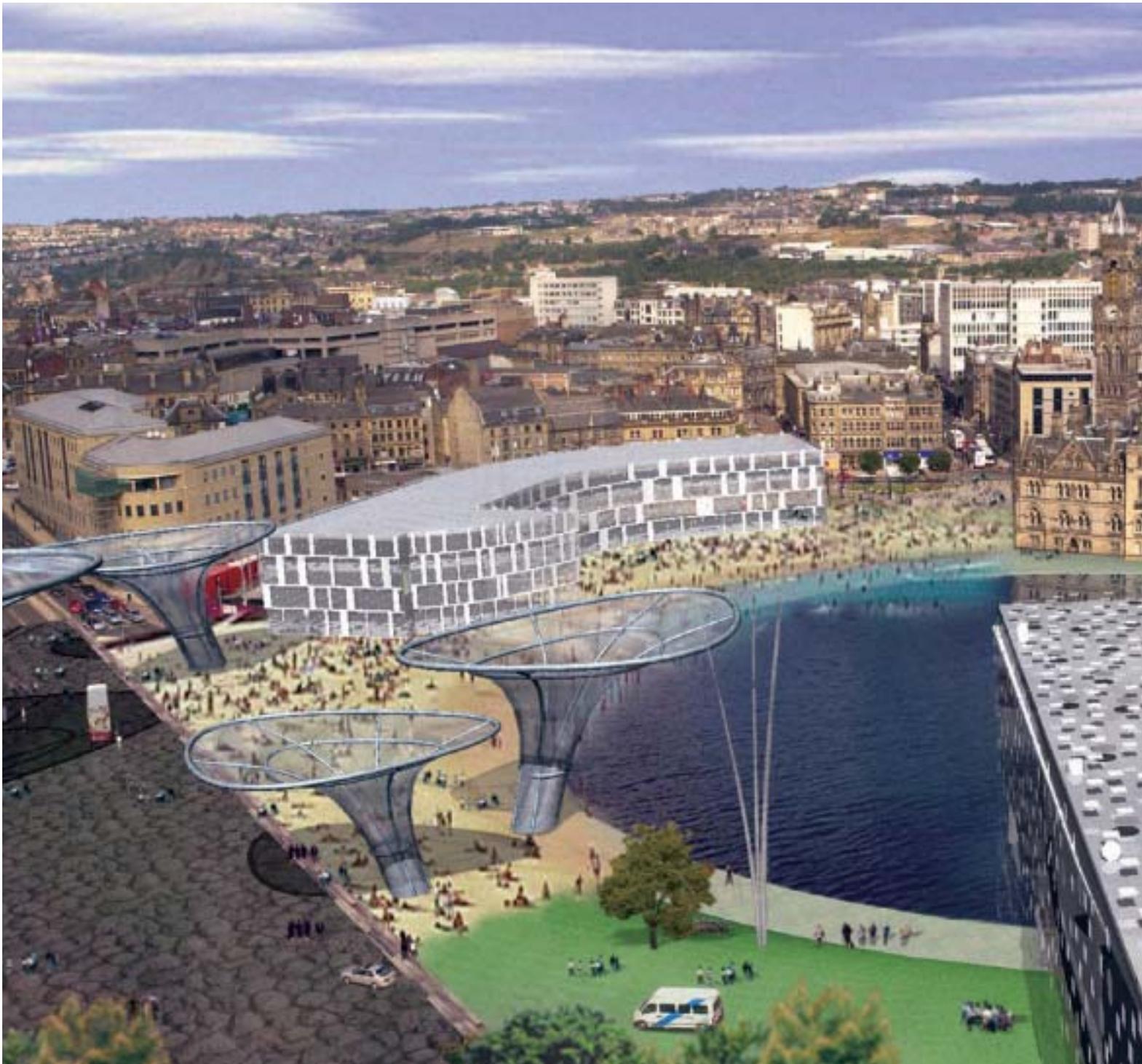
THE BOWL AS IT IS NOW.

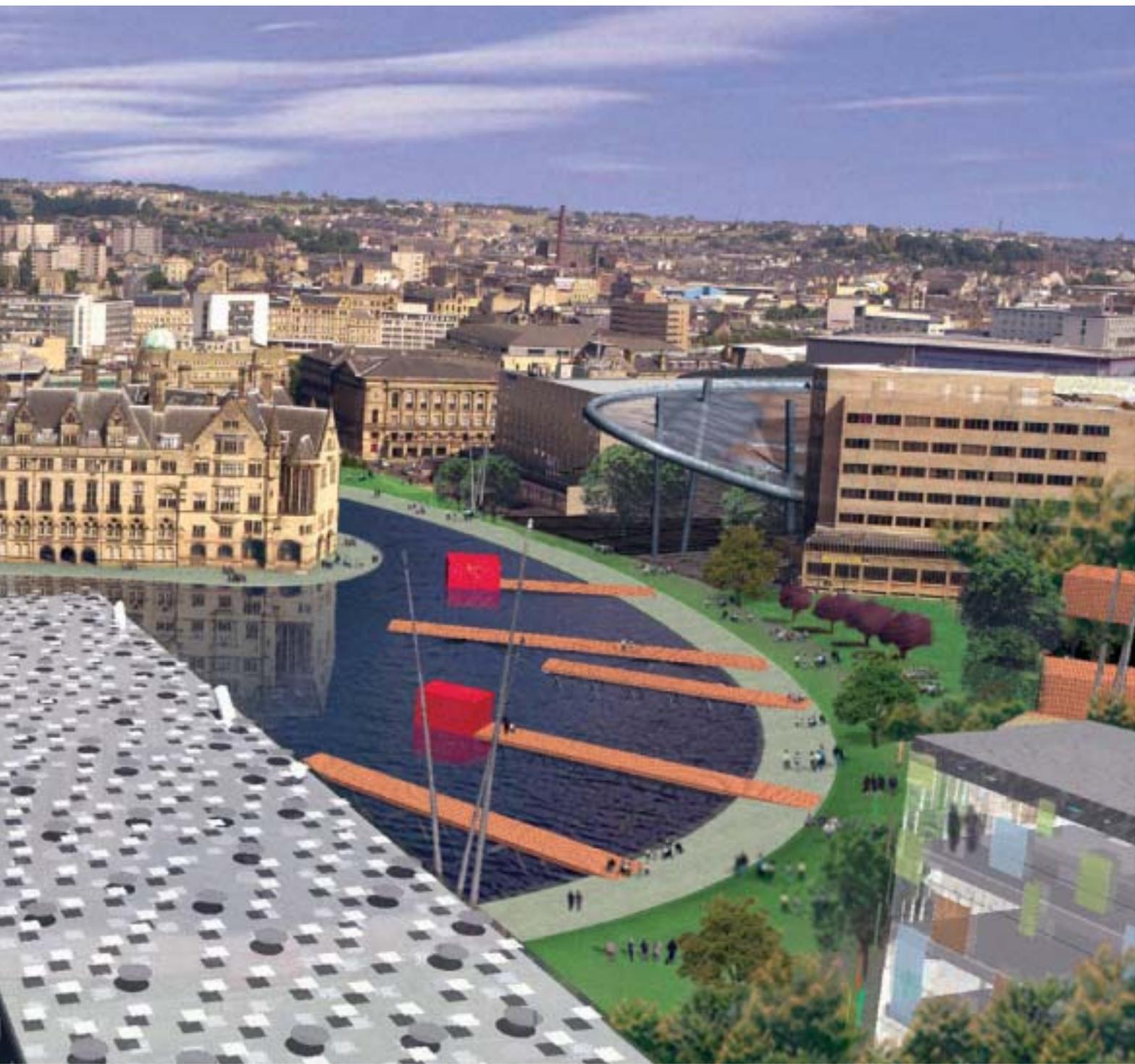


THE BOWL AS IT COULD BE.



A NEW SETTING FOR CITY HALL.







01

CANALSIDE

RETAIL PARK

DRIVE IN CINEMA

CLIFFSIDE

FORSTER SQUARE STATION

BROADWAY [LATER PHASE]

02

ST PETER'S HOUSE

CATHEDRAL

BROADWAY [ILLUSTRATIVE]

LITTLE GERMANY

HOTEL

THE WOOL EXCHANGE

03

CROWN COURT

CENTENARY SQUARE

LEEDS ROAD GATEWAY

HAMM STRASSE

MAJOR ROW

BYRON STREET

ROSSROADS

WASTLER CENTRE

RAWSON QUARTER

MUSEUM

KIRKGATE CENTRE

KIRKGATE

SUNBRIDGE ROAD

THORNTON ROAD

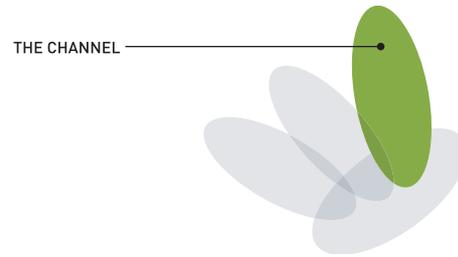
MARKET STREET

HALL INNS

CANAL ROAD

CHURCH BARR

03.3 – THE CHANNEL



Drawing people into the City Centre, with improved connections and new destinations.

A night out at the drive-in cinema, a day shopping at the Broadway,

A Saturday playing football at the park.

The Channel will be the place for socialising, shopping, and living.

01. Canalside.

The possibility of reintroducing the Bradford branch of the Leeds to Liverpool Canal creates the impetus for a new canalside community set in a pastoral landscape. This community would comprise of 360 family homes, live/work studios and apartments with mixed tenure and a range of local retail facilities, café/bars and restaurants and community facilities (local health centre, nursery school/crèche and local recycling centre). The Canalside Park could host a wide range of sports and activities, while the extraordinary climbing wall will serve as a playground for all ages. Forster Square retail park's usage could be developed with two new multi storey car parks, encased in an envelope of planting on one elevation and a projection screen on the other, creating a drive-in cinema for night time use.

02. Broadway.

Bradford needs to reposition itself in the region's retail hierarchy as part of the broader process of revitalising the city for residents and for visitors. The new Broadway will provide substantial new and high quality shopping space in the City Centre. The scheme illustrated builds upon the Masterplan's overall concept, creating a new experiential retail offer where shopping meets park. We are now working closely with the developer of the Broadway retail scheme which recently received planning consent. With our encouragement, the aim will be to create a truly mixed use development incorporating hotel, residential and office space, as well as a genuinely innovative shopping and leisure destination. An important objective will be to integrate with, and open up to, the city, allowing Bradford's new city park to flow from Channel to Bowl.

03. Exchange Court/Hall Ings.

A new area is developed adjacent to the Crown Courts; enabling the creation of new democratic spaces for the family and juvenile courts. Transparent canopies will link the public realm from the Interchange to Exchange Court and to the Broadway, offering shelter and direction. In the longer term, a 20,000 sq. m conference centre with exhibition spaces, support spaces and a cultural industries business development centre is developed on the corner of Shipley Airedale Road and Leeds Road, complementing and supporting the Leisure Exchange.

THE CHANNEL AS IT IS NOW.



THE CHANNEL AS IT COULD BE.



VIEW OF CANALSIDE TOWARDS UNDERCLIFFE.







MOSQUE

01

COMMUNITY CROSSROADS

03

OASTLER CENTRE

02

RAWSON QUARTER

TEXTILE ARCHIVE & MUSEUM

KIRKGATE CENTRE

04

CLIFFSIDE

RETAIL PARK

DRIVE IN CINEMA

FORSTER SQUARE STATION

BROADWAY [LATER PHASE]

CANALSIDE

ORCHARD

GOITSIDE

THE WOOL EXCHANGE

BROADWAY [ILLUS]

HOTEL

LEARNING BRIDGE

PLAYGROUND

CENTENARY SQUARE

CROW

ODEON 'TEST BED'

CITY HALL

EXCHANGE CO

ALHAMBRA

THE PIER

BUS STATION

OFORD COLLEGE

HAMM STRASSE

DREWTON STREET

MAJOR ROW

WESTGATE

DAVEY STREET

SUNBRIDGE ROAD

KIRKGATE

SUNBRIDGE ROAD

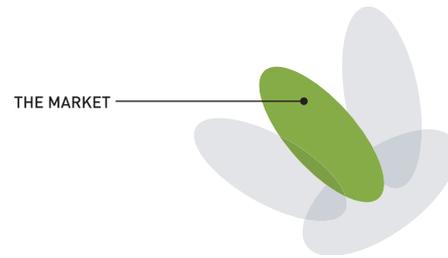
MARRET STREET

THORNTON ROAD

HALL WAYS

BRIDGE STREET

03.4 – THE MARKET



Unifying and re-branding the existing retail core;
The Market unites Bradford's multi-cultural retail experience.
New community facilities.
A diversity of living opportunities.
And a Garden of Tranquillity will add a new dimension to the North End of the City.
Improving the overall health and wellbeing of the existing community.
The Market will be an important part of the new cultural landscape for the city centre.

01. Garden of Tranquility.

Creating the setting for the Mosque and the new living opportunities, the Gardens of Tranquillity will be a series of peaceful gardens for contemplation and relaxation. The concept is to support the north end of the City through the development of up to 200 new mixed tenure homes for families, with sheltered housing provision and care homes, all with views over a new garden setting. Drewton Street is reduced in width, calming the traffic and knitting together the shopping parade on Manningham Lane with the North End.

02. The Market of Views.

The Market of Views will be Bradford's version of Speakers Corner. A network of inside/outside 'spare rooms' could be scattered through the Market as a relaxed place to meet, discuss, and express whatever is on your mind.

03. Westgate.

A Cultural Crossroads to address the established needs in the community. Here, the Oastler Centre car parking is reduced to create a hub of new community facilities. Public realm improvements would link Rawson Quarter, Kirkgate and Queensgate, creating a unique and cohesive route through the 'alternative' retail offer. Finally, and in the longer term, Highpoint could be replaced with a new landmark building. Possibly the home for a National Textiles Museum working with a number of collections to create a unique 'wrapped' experience.

04. Cliffside.

With fantastic views over the Channel Park, Canalside and the hills behind, Cliffside is a magnificent site for new living opportunities. Cliffside could grow over time to include up to 220 homes, creating a second phase to the current refurbishments of mill buildings into apartments on the escarpment. A new 500 space 'strategic' car park could be created on Hamm Strasse with a 2,000 sq. m corner building on Manor Row accommodating new bars and restaurants to complement the existing provision and meet the needs of the growing city centre residential population.

THE MARKET AS IT IS NOW.

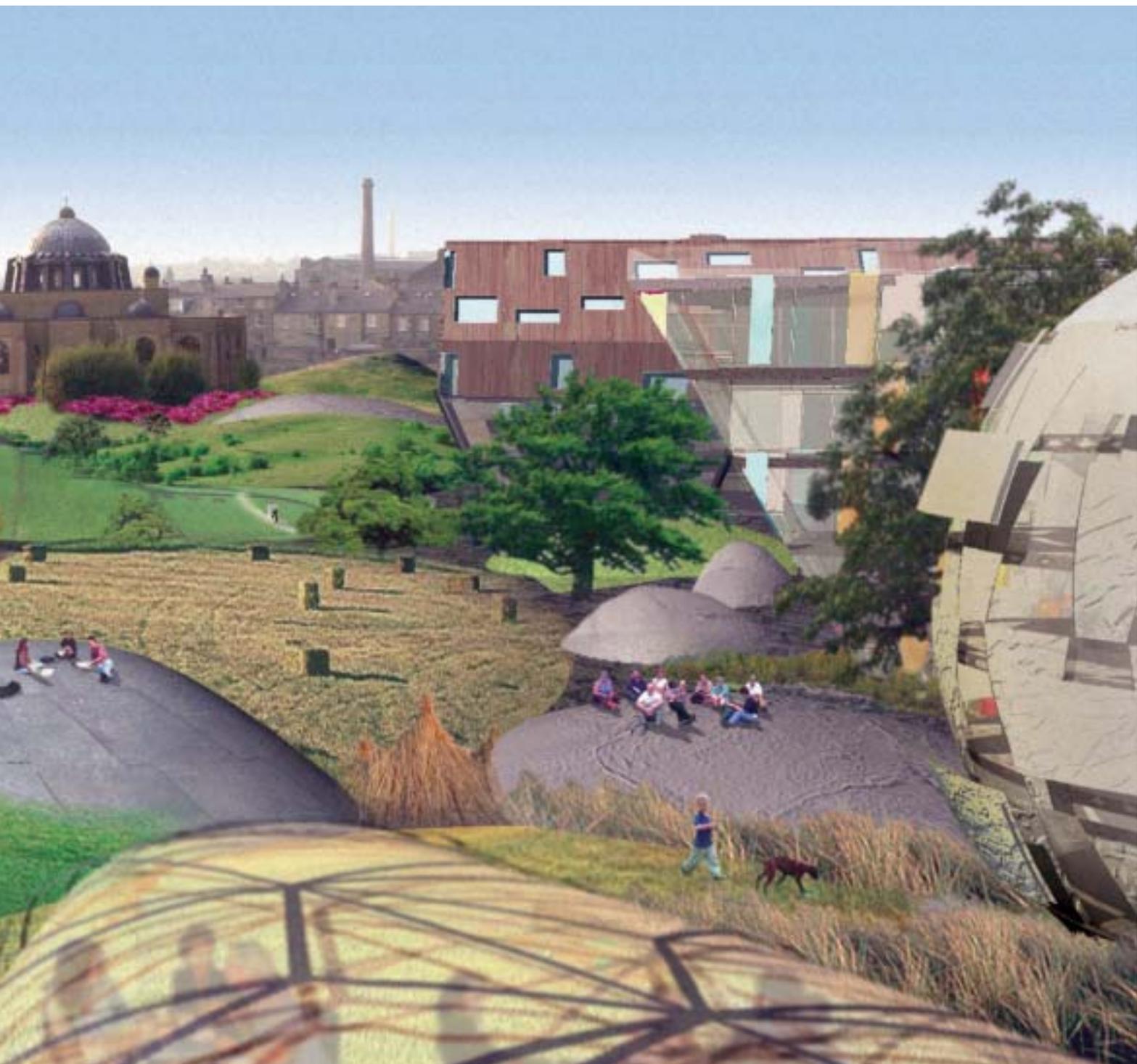


THE MARKET AS IT COULD BE.



A NEW SETTING FOR THE MOSQUE.







01

WETLAND

02

ORCHARD

03

LEARNING BRIDGE

04

PLAYGROUND

05

ODEON 'TEST BED'

COMMUNITY CROSSROADS

OASTLER CENTRE

RAWSON QUARTER

TEXTILE ARCHIVE & MUSEUM

KIRKGATE CENTRE

GOITSIDE

BRADFORD COLLEGE

UNIVERSITY OF BRADFORD

ALHAMBRA

NMPFT

BUSINESS FOREST

THE PIER

CITY H

MUSQUE

LISTERHILLS ROAD

SUNBRIDGE ROAD

THORNTON ROAD

GREAT HORTON ROAD

WESTGATE

DREWY

MANOR ROW

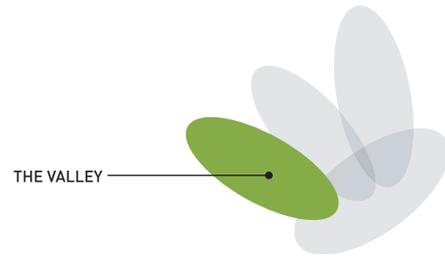
DINGLEY STREET

HARBATE

SUNBRIDGE ROAD

03.5 – THE VALLEY

57



Is about learning and ecology.

Growing and interacting.

Strolling through the Valley will inspire.

With a series of engaging landscapes: the wetlands, the orchards, the prototype playground, and the multi-sensory gardens.

The Valley will be a resource for everyone, that will grow and develop with the City Centre.

01. The Wetlands.

Re-discovering the Bradford Beck opens up an opportunity for an inspiring educational environment. With a collection of pools improving the water quality and creating a new environment for a range of flora and fauna, the wetlands will engage and educate the community. The Eco Centre near the wetlands is an environmentally-friendly building that could house exhibitions on sustainable living, workshops on perma-culture, and a study centre for the local community and schools.

02. The Orchard.

The creation of the community orchards provides an opportunity for a new community. Intended for family living, we envisage up to 200 (2-4 bed) homes and 12 live/work units. Ground floor uses include offices, local retail, the live/work units and community facilities such as a health centre. Centrally located in the Valley is a café and crèche. The 'Boulder in the Park' is a reworking of a student accommodation building. Currently under construction, this could be enveloped by the park in a literal sense, wrapped with a mesh and climbing plants.

03. The Bridge of Learning.

This elegant and inspirational bridge will link the further education campuses to the City Centre. Accommodating galleries, classrooms and meeting space, this active bridge will be an iconic element in the landscape and will foster learning whilst walking.

04. The Prototype Playground.

Based on an 8*8 grid the Prototype Playground will be an organically developing project – working in partnership with others. It will contain challenging and inviting areas; for instance, a toddler's play area, a hang-out space, a butterfly garden, could all be part of the prototype playground. Sited within and adjacent to the Playground could be the 'School of the Future', a first of its kind – a learning environment that utilises the park and Bradford's designation as an Education Pathfinder. An opportunity to provide artist's workspaces and showcases.

05. The Multi-sensory Garden.

This is a space for many uses; from demonstration gardens, visitor attractions, educational herb & spice gardens, water and discovery pools. It will be Bradford's 'Test Bed'. The transparent canopies cover kiosks, retail areas and picnic tables – spilling out into the Bowl. Some canopies could even create microclimates that could house sub-tropical plants. The retained towers of the Odeon Cinema provide the support for a temporary giant screen for projections from the Pier, Pool or Park.

THE VALLEY AS IT IS NOW.



THE VALLEY AS IT COULD BE



VIEW ACROSS THE VALLEY TO GOITSIDE AND MANNINGHAM MILLS BEYOND.





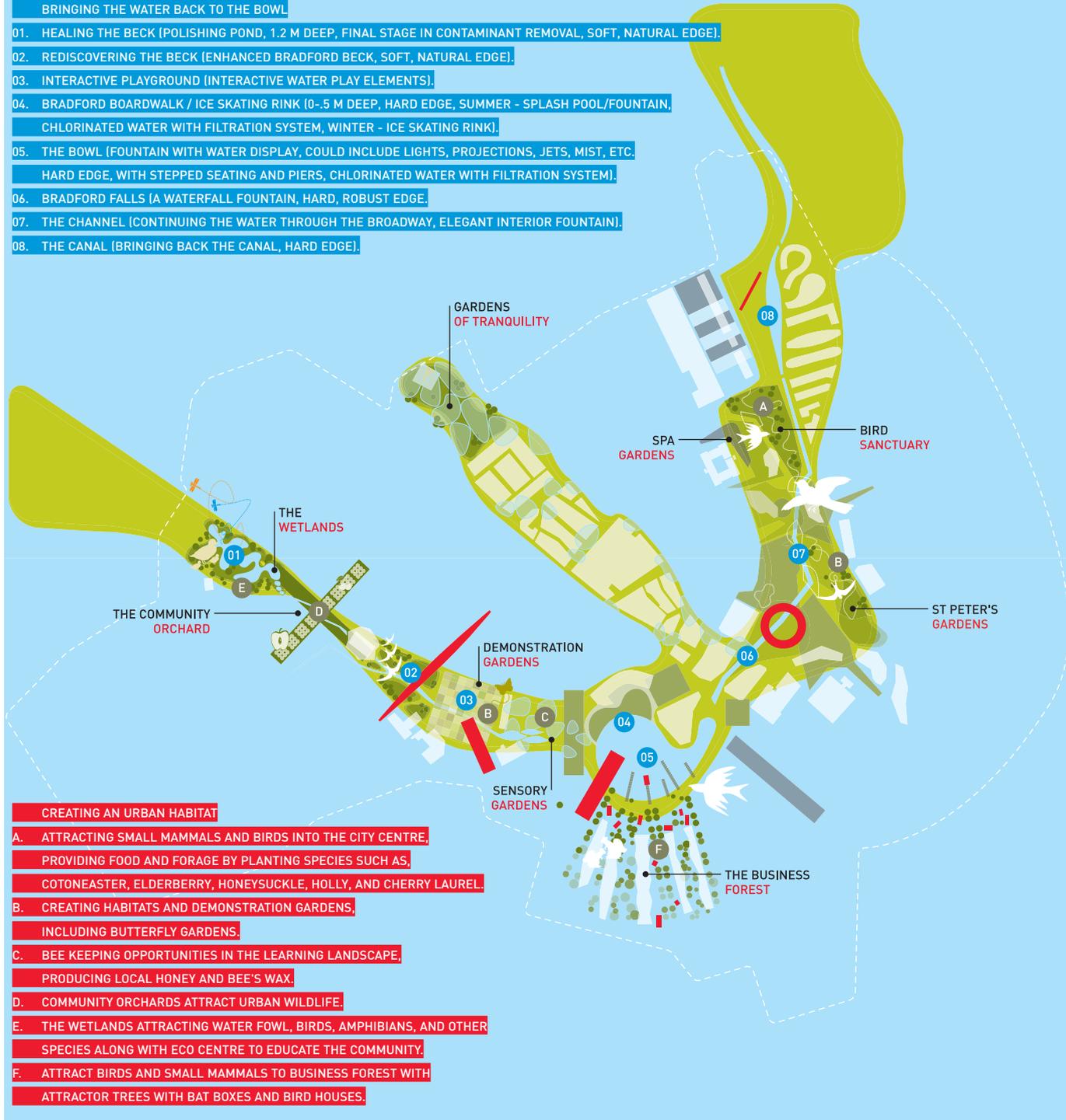
04.0 – REBUILDING BRADFORD

- 04.1 – CREATING THE LANDSCAPE
- 04.2 – SUSTAINING THE LANDSCAPE
- 04.3 – MAINTAINING THE LANDSCAPE
- 04.4 – TO & THROUGH THE LANDSCAPE
- 04.5 – BUILDING THE LANDSCAPE
- 04.6 – YEARS 2-7
- 04.7 – YEARS 7-15
- 04.8 – THE WAY FORWARD
- 04.9 – BRADFORD'S FUTURE

CREATING THE LANDSCAPE.

BRINGING THE WATER BACK TO THE BOWL

01. HEALING THE BECK (POLISHING POND, 1.2 M DEEP, FINAL STAGE IN CONTAMINANT REMOVAL, SOFT, NATURAL EDGE).
02. REDISCOVERING THE BECK (ENHANCED BRADFORD BECK, SOFT, NATURAL EDGE).
03. INTERACTIVE PLAYGROUND (INTERACTIVE WATER PLAY ELEMENTS).
04. BRADFORD BOARDWALK / ICE SKATING RINK [0-.5 M DEEP, HARD EDGE, SUMMER - SPLASH POOL/FOUNTAIN, CHLORINATED WATER WITH FILTRATION SYSTEM, WINTER - ICE SKATING RINK].
05. THE BOWL (FOUNTAIN WITH WATER DISPLAY, COULD INCLUDE LIGHTS, PROJECTIONS, JETS, MIST, ETC. HARD EDGE, WITH STEPPED SEATING AND PIERS, CHLORINATED WATER WITH FILTRATION SYSTEM).
06. BRADFORD FALLS (A WATERFALL FOUNTAIN, HARD, ROBUST EDGE).
07. THE CHANNEL (CONTINUING THE WATER THROUGH THE BROADWAY, ELEGANT INTERIOR FOUNTAIN).
08. THE CANAL (BRINGING BACK THE CANAL, HARD EDGE).



CREATING AN URBAN HABITAT

- A. ATTRACTING SMALL MAMMALS AND BIRDS INTO THE CITY CENTRE, PROVIDING FOOD AND FORAGE BY PLANTING SPECIES SUCH AS, COTONEASTER, ELDERBERRY, HONEYSUCKLE, HOLLY, AND CHERRY LAUREL.
- B. CREATING HABITATS AND DEMONSTRATION GARDENS, INCLUDING BUTTERFLY GARDENS.
- C. BEE KEEPING OPPORTUNITIES IN THE LEARNING LANDSCAPE, PRODUCING LOCAL HONEY AND BEE'S WAX.
- D. COMMUNITY ORCHARDS ATTRACT URBAN WILDLIFE.
- E. THE WETLANDS ATTRACTING WATER FOWL, BIRDS, AMPHIBIANS, AND OTHER SPECIES ALONG WITH ECO CENTRE TO EDUCATE THE COMMUNITY.
- F. ATTRACT BIRDS AND SMALL MAMMALS TO BUSINESS FOREST WITH ATTRACTOR TREES WITH BAT BOXES AND BIRD HOUSES.

04.1 – CREATING THE LANDSCAPE

In creating Bradford's 'One Landscape Many Views';

We are looking to give Bradford the opportunity to breathe.
To re-discover its unique landscape.
To stop 'filling up' with an indifferent product.
And to allow the City to differentiate itself.
This is all about 'opening up'.
This is all about a new habitat,
diversifying the city ecology for both people and wildlife.

Creating buildings costs more and they instantly start to decay. Creating a park is relatively less expensive and it starts to grow, develop and mature, continually and positively contributing to the environment.

Planting 1,000 trees will reduce the greenhouse gases and improve the air quality. Creating the park will encourage the wildlife, plant life and pondlife. From frogs, toads and newts, to fish, dragonflies, butterflies and bees. A variety of habitats will accommodate wading birds and song birds.

A healthy environment for all.

The park would provide both a green lung in the city centre and a free amenity for healthy living. With spaces for cycling, walking, climbing, running, ball games and urban sports. Play spaces for young children, hang out spaces for teenagers, Places to stroll and promenade. And quiet spaces for just sitting in the sun.

Reintroducing water.

By reintroducing the water into the City Centre, we recognise the historic importance of water to the development of Bradford (Broad Ford).

We add an element of delight, interest, colour, reflection, sound and universal representation of life to link the areas of the City.

We create identity and attractive areas where people want to walk by, live by, eat by and engage with.

Finally we raise property values by a third which is vital to Bradford's regeneration.

Water will be an environmental cultural and learning tool. A stream; A wetlands; A collection of interlinked discovery pools; A reflection pool ; A splash pool; A boardwalk; An ice skating rink; An events space.

The Bradford Beck and West Brook will be revealed from their underground culverts. Water quality would immediately improve by opening these water courses. In addition, the Beck and the Brook, subject to flow and levels, could be diverted to create the wetlands where the water quality could be improved.

The Pool and the Fountain will be supplied with mains water, chlorinated and filtrated to ensure a sparkling reflection pool. The potential of re-instating a length of the Bradford Canal, as a spur of the Leeds and Liverpool Canal, will create a navigable waterway.

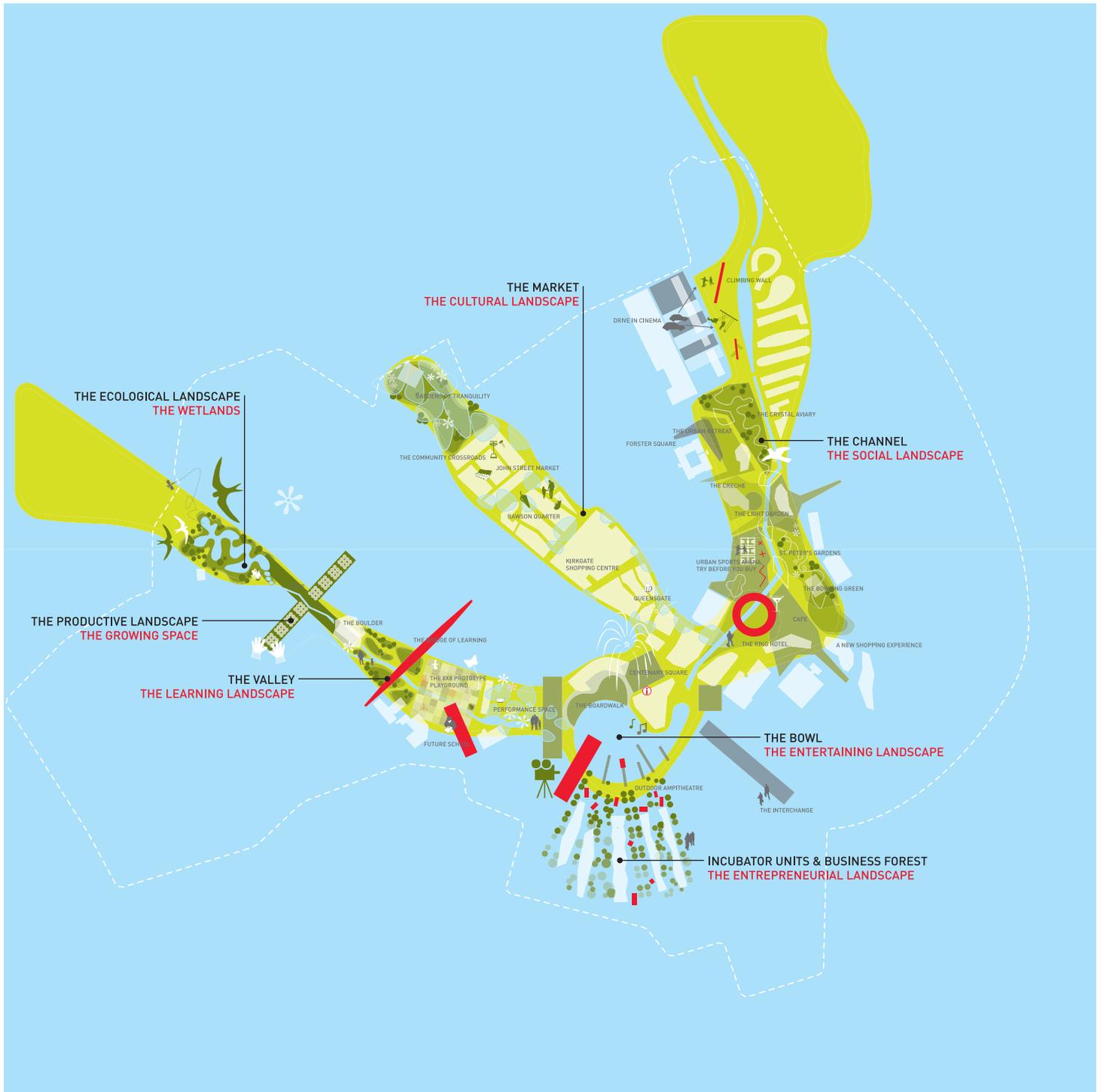
The Channel is effectively a linear fountain, also chlorinated and filtrated mains water.

The Canal, subject to further hydrological and environmental impact assessment downstream, would be fed by Bradford Beck and topped up with mains water to ensure an adequate flow to prevent stagnation in the summer months. In due course the potential of re-instating the Bradford Canal, a spur of the Leeds and Liverpool Canal, might create a stretch of navigable waterway.

VIEW ACROSS THE WETLANDS TO CITY HALL.







04.2 – SUSTAINING THE LANDSCAPE

Activating the Landscape.

The New City Park is conceived to inspire a resurgence of interest and investment in the City.

The design, management and functions of built and open space will be considered together.

Not just a bit of empty green space. Instead:

A programmed space.

A three dimensional space.

That explores the possibilities of Bradford's topography.

An ideal setting for the development and siting of retail, education, social and cultural facilities.

So what is in the park?

The future programme for the park will evolve over time. The Masterplan is flexible enough to accommodate a variety of different landscapes. Whether they be productive, ecological, adventurous or entertaining.

We know what some of the ingredients could be:

A Wetlands.

An Orchard.

A Healthy Living Centre.

A City School/life-long learning centre.

An Interactive Playground.

A Splash Pool.

A City Info Bank/Visioning Centre.

A creative industries One Stop Shop.

A Drive in Cinema.

A new Hotel, perhaps more 'boutique' than the others.

A creative performance area/City Stage/Music Venue.

A 21st Century Library/responsive multi media space.

A Business Forest inspiring new entrepreneurship.

Horticulture/Food/Textiles/Aromas/Sounds.

South Asian Creative Arts.

A Conference Centre.

A City Centre Place of Worship.

And, of course, a new shopping experience – the new Broadway

MODEL ILLUSTRATING THE VARIETY OF FORM, COLOUR AND TEXTURE ENVISAGED WITHIN THE PARK.



04.3 – MAINTAINING THE LANDSCAPE

Will it be safe?

A civilised environment makes most people feel safe and behave in a more caring and responsible way. So civility implies less crime, less vandalism, more humanity. This is not just intuition. All the empirical evidence backs this up.

It is possible to create new public places that will engender tremendous civic pride. Where education, arts, science and technology are brought together in dynamic and fertile spaces for ideas to be exchange.

In response to the Bradford Safer Communities Strategy 2002-05, positive features that will make Bradford's new City park safe include:

Legible design – providing a clear understanding of the layout of the park reduces apprehension.

Activity and recreational programming – can encourage positive use, increase surveillance and limit domination by one group.

Mixed use – encourage the development of the sites adjacent to the park to actively encourage overlooking.

Lighting – improved lighting and increased legitimate activity will allow for greater night-time surveillance.

Clear sightlines – increased visibility between places and spaces.

Physical access – should be maximised by providing users with a choice of legible routes

Diversity – variety of form, colour, and texture of landscape elements and a range of activities contribute to an interesting environment that attracts users.

Signage – clear signage promotes a greater sense of safety because people feel greater control over their environment.

Access to assistance – in the form of telephones and park staff, possible residential park keepers.

Who will look after the park?

The concept of a new City Centre Park will falter at the concept stage unless implementation issues are addressed upfront: crime, operations, event programming, on-going capital expenditures.

We recommend expanding discussions with the City Centre Management/Tourism Partnership to explore a new model of Business Improvement District (BID) structure. BIDs are still embryonic in the UK, but very achievable here.

This would become the revenue funding body responsible for the maintenance, security and management of the new city centre. Through BIDs, businesses recognise that they have a crucial role to play in improving and managing a clean and safe environment. This will benefit them through higher footfall and sales, lower stock loss and greater returns on their property assets. It is important that the private sector plays a strong part in the improvement and management of the public realm, as public sector funds are limited.

The Bradford BID would build upon Bradford's existing initiatives which include City Centre Street Wardens, a dedicated City Centre police team and the Council's anti-social behaviour teams.

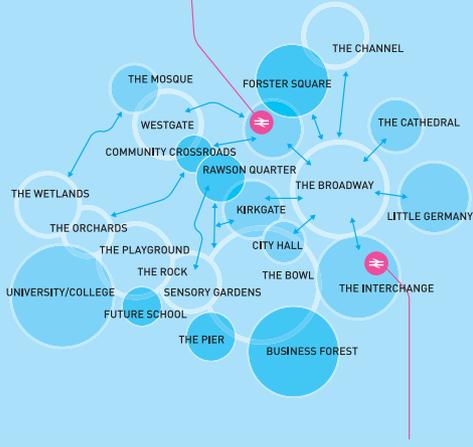
Timing is opportune for Bradford to establish a BID, not just for the generic benefits but to capitalise on changes brought by Bradford Centre Regeneration and the significant new retail development. Specifically, a BID could link North End, Kirkgate and Broadway under a common self-management structure.

MODEL ILLUSTRATING THE MULTI-LAYERED PROGRAMMING OF THE PARK.

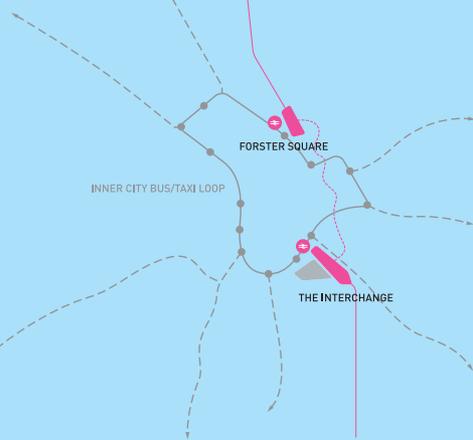




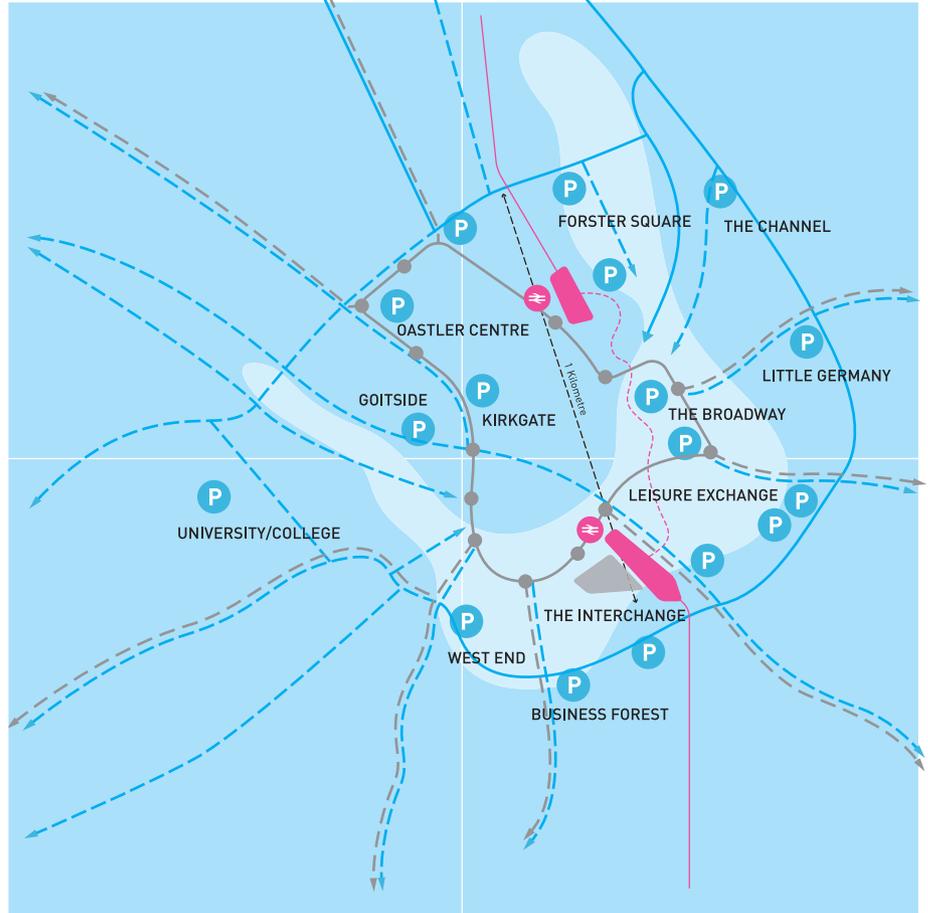
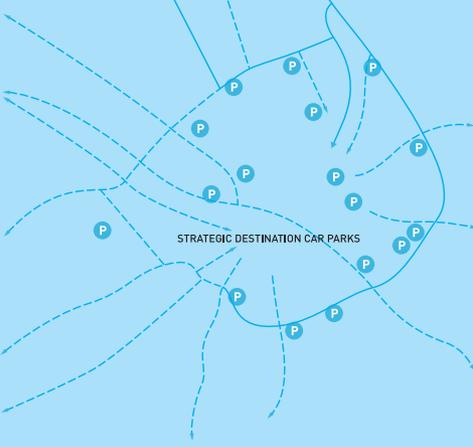
PEDESTRIAN



PUBLIC TRANSPORT



CAR PARKS



- BUS
- INNER CITY BUS/TAXI LOOP
- DISTRICT BUS LOOP
- CITY LOOP BUS STOP
- CAR
- - - MAJOR VEHICULAR DISTRIBUTOR - 'THE ARM THAT FEEDS'
- P SECONDARY VEHICULAR ACCESS
- P MULTI-LEVEL CAR PARK
- TRAIN
- - - RAILWAY
- ⇄ PEDESTRIAN CONNECTION BETWEEN STATIONS
- RAIL STATION

04.4 – GETTING TO & THROUGH THE LANDSCAPE

The movement strategy for the Masterplan focuses on creating a more equitable hierarchy of access.

Car users must be able to reach the City Centre with ease, but the City Centre must become more pedestrian friendly. Without forgetting bikes, buses and trains.

First (and foremost) to expand upon the pedestrian priority street network (to make the centre enjoyable and easy to navigate for all, whilst ensuring car access but not a drive through).

Second, to connect City Centre activities and spaces to a demand responsive City Bus Loop (which seamlessly connects the four neighbourhoods - Bowl, Channel, Market and Valley).

Third, to enhance pedestrian movement between Forster Square Station and the Interchange.

Fourthly, to make obvious a ring of strategically placed destination car parks easily accessible from the City Ring Road allowing visitors to park no more than 500 metres away from their chosen attraction.

Fifthly, to connect the five main arterial public transport corridors - Manchester Road, Leeds Road, Manningham Lane, Wakefield Road and Thornton Road - with the City Centre which over time could be upgraded to rapid transit systems.

Finally, to plan for a ring of Park and Ride sites on the outside of the City.

Inner ring road strategy.

A specific recommendation of the Masterplan is to downgrade (if not remove) the Central Ring Road to release the City Centre and the bowl.

The key principles for this are:

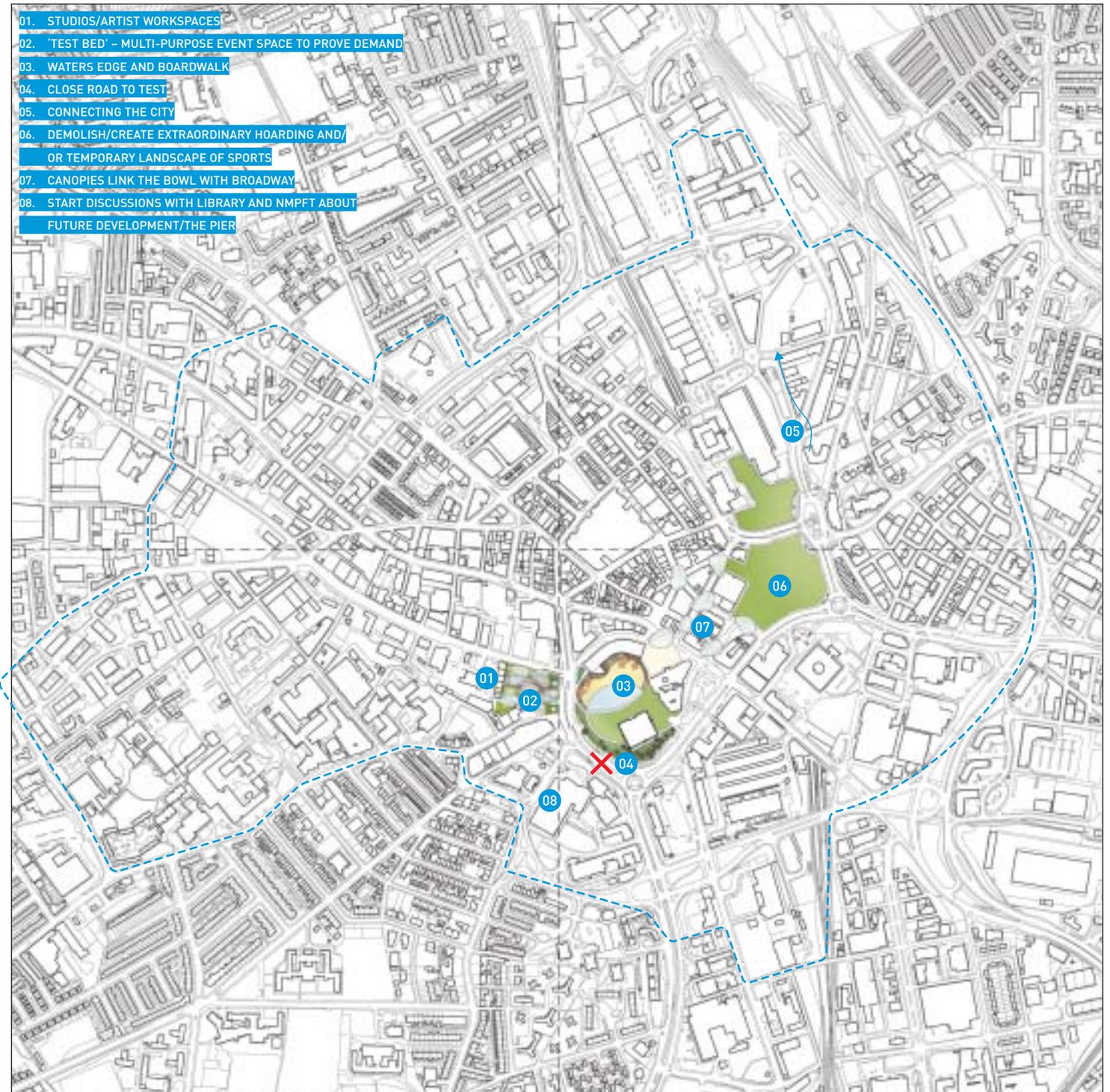
In the majority of cases, strategically important road closures deliver real change. Traffic chaos rarely materialises as drivers either change their travel patterns or take advantage of new travel choices. Limited highway closures are a small price to pay for the regeneration of cities.

Bringing back the 'arms that feed'.

It is not the intention of the Masterplan to alienate the car driver. People like to drive and successful cities accommodate this. Drivers should be able to comfortably gain access to the centre and to the substantial parking opportunities. However, in removing road space for general traffic on the central ring road the aim will be to discourage through traffic.

It will also be a positive tool to encourage drivers to use public transport or seek to alter the time or route of their journey. Through traffic should not be travelling through the City Centre. Bradford's radial routes should be feeding the City Centre. Local access to properties for servicing or delivery will be maintained, using sections of the ring road, or by local access loops.

01. STUDIOS/ARTIST WORKSPACES
02. 'TEST BED' - MULTI-PURPOSE EVENT SPACE TO PROVE DEMAND
03. WATERS EDGE AND BOARDWALK
04. CLOSE ROAD TO TEST
05. CONNECTING THE CITY
06. DEMOLISH/CREATE EXTRAORDINARY HOARDING AND/OR TEMPORARY LANDSCAPE OF SPORTS
07. CANOPIES LINK THE BOWL WITH BROADWAY
08. START DISCUSSIONS WITH LIBRARY AND NMPFT ABOUT FUTURE DEVELOPMENT/THE PIER



04.5 – BUILDING THE LANDSCAPE YEARS 0-2

Our aim in the first 2 years is to create some visible activity and action.

To set the step change in motion.

Undertake some piloting and test viability.

Counter the possibility of further city centre empty sites, and showcase future city centre activities.

First:

The Odeon site could accommodate a temporary tented structure hung between the two towers.

A place to register the popularity of numerous 'good ideas' currently being considered in Bradford.

A place for events, performances, new businesses, a taste of things to come.

A screen to showcase films from Bradford and of Bradford.

Second:

We would suggest closing the section of Central Ring Road in front of the National Museum of Photography, Film and Television. For a weekend, for a week, for a month. Perhaps even permanently.

This would give us a chance to check our assumptions and measure the 'real' impact of masterplan movement strategy, and release a bit of public space at the same time.

Third:

Aquisition/relocation of Police Headquarters to release and create the first piece of the City Centre park.

The public space surrounding the new Centenary Square development could be transformed into a boardwalk.

With a wooden promenade. An oasis in summer and an ice rink in winter.

Fourth:

And after a high profile demolition, the Broadway site could be temporarily given back to the city residents.

Enclosed for safety with extraordinary hoardings offering glimpsed views of activity and historic edges.

A temporary floodlit landscape of sports could be created; from basketball and street hockey to bowls and netball.

With masterclasses, training and taster sessions for all ages and abilities.

Promoting new weekend and evening activity to the city centre.

Finally:

Canopies of colourful, translucent material could be installed to float above the Broadway and Market Street,

Drawing people though the City Centre between objects of delight.

Making a connection between Bowl and Broadway. Providing a new spectacle.

01. WETLANDS.

02. THE VALLEY - COMMUNITY ORCHARDS, THE BOULDER, 8X8.

03. PROTOTYPE PLAYGROUND [PHASE 1].

04. THE PIER.

05. BUSINESS FOREST [PHASE 1] INCUBATOR UNITS + PIERS.

06. INTERCHANGE [STATION].

07. POSSIBLE SITE FOR NEW MAGISTRATES COURT.

08. IMPROVED PERMEABILITY.

09. DEMOLISH/CREATE EXTRAORDINARY HOARDING AND/
OR TEMPORARY LANDSCAPE OF SPORTS.

10. BROADWAY [PHASE 1].

11. FORSTER SQUARE + A NEW CONNECTION.

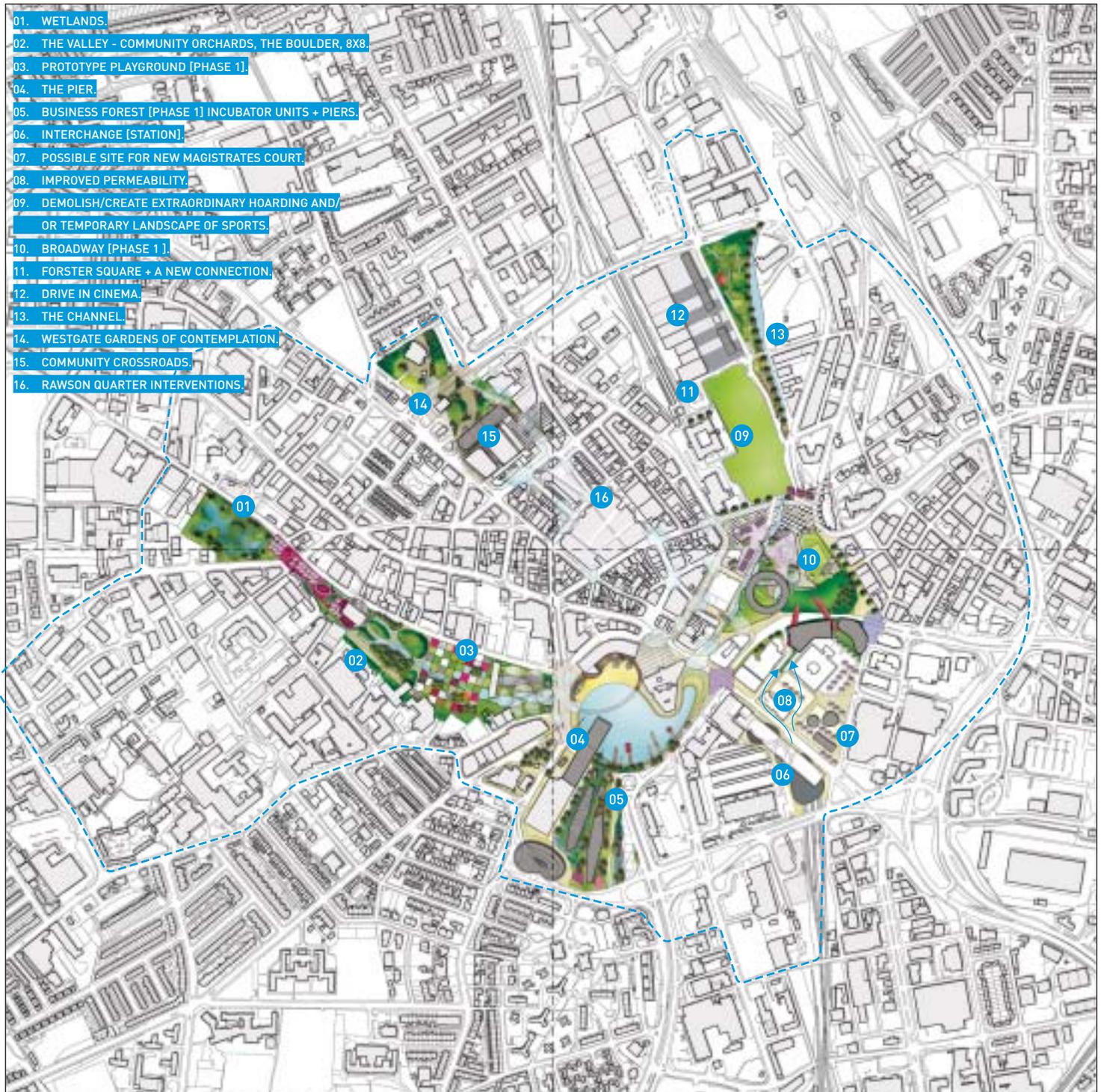
12. DRIVE IN CINEMA.

13. THE CHANNEL.

14. WESTGATE GARDENS OF CONTEMPLATION.

15. COMMUNITY CROSSROADS.

16. RAWSON QUARTER INTERVENTIONS.



04.6 – YEARS 2-7

Our aim in the following 5 years is to create the New City Park.

- To provide a unique setting for new and old.
- To raise Bradford's underlying value.
- To refurbish the existing urban fabric.
- To redevelop the first phase of Broadway, and to give something back to the city.

Providing the setting.

Creating and revealing new edges to be reactivated, redefined and redeveloped. The wetlands, orchard and interactive playground will transform Thornton Road, Goitside and The University. The pool will reveal and reflect City Hall and the National Museum of Photography, Film and Television. The business forest will create an evolving area for business development, of a range of sizes and stabilities. Westgate Gardens will provide a new setting to the Mosque, Oastler Centre and the Rawson Quarter, weaving the north end of the City together.

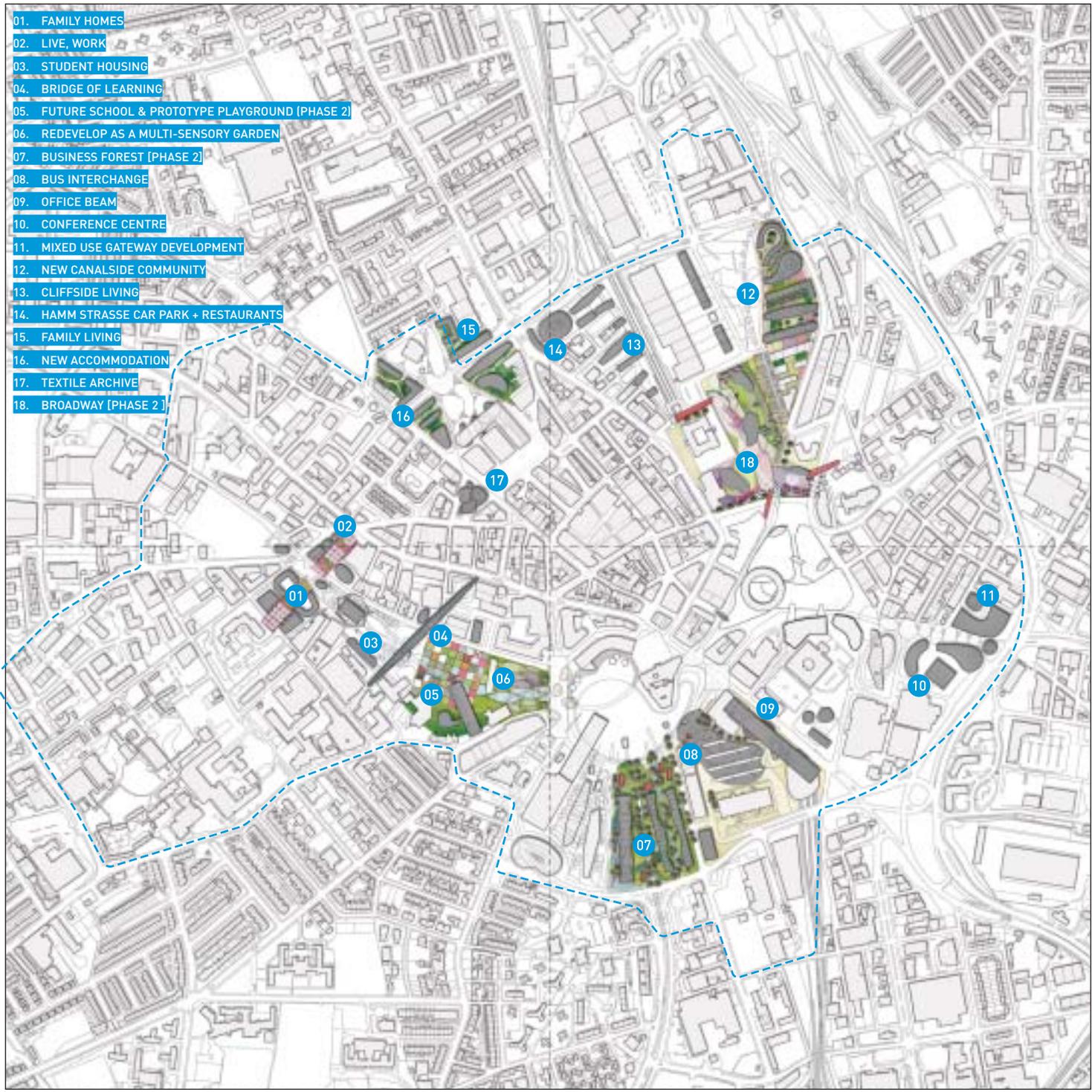
The sequence of public spaces, hard and soft, wet and dry, covered and open, will flow through the new Broadway development, creating a setting for Little Germany and the Cathedral Quarter. Channelling activity from the Forster Square Retail park into first phase of the Broadway redevelopment. New waterside spaces, performance areas, experimental sports zones and experiential shopping are glued together.

Respecting the current usage and circulation patterns and adding value where possible. New permeability within a dynamic landscape .

Planting some seeds.

- In the context of the park the City can begin to establish and nurture new businesses.
- To address the proven initial demand.
- To support and sustain existing initiatives and businesses.
- To raise the stakes and design quality.
- To change people's perceptions of Bradford.

- 01. FAMILY HOMES
- 02. LIVE, WORK
- 03. STUDENT HOUSING
- 04. BRIDGE OF LEARNING
- 05. FUTURE SCHOOL & PROTOTYPE PLAYGROUND (PHASE 2)
- 06. REDEVELOP AS A MULTI-SENSORY GARDEN
- 07. BUSINESS FOREST (PHASE 2)
- 08. BUS INTERCHANGE
- 09. OFFICE BEAM
- 10. CONFERENCE CENTRE
- 11. MIXED USE GATEWAY DEVELOPMENT
- 12. NEW CANALSIDE COMMUNITY
- 13. CLIFFSIDE LIVING
- 14. HAMM STRASSE CAR PARK + RESTAURANTS
- 15. FAMILY LIVING
- 16. NEW ACCOMMODATION
- 17. TEXTILE ARCHIVE
- 18. BROADWAY (PHASE 2)



04.7 – YEARS 7-15

Our aim in the following years is to raise the value further and wider.

The Masterplan fills out and develops incrementally and sustainably.
Opportunities are realised for other City Centre/district wide sites.
Larger companies relocate to the City Centre, supporting the emerging office area.
Small incubator/workshops replaced with larger offices.
Considerable City Centre residential community.

The diversity and choice of new residential accommodation is expanded and community facilities increased.
Addressing the needs of the existing and future City Centre residents.
Developers will be encouraged to bring forward proposals in targeted areas (highlighted opposite).

A new landmark structure - The Learning Bridge - links the College/University with the City.
It will provide a unique learning and circulation space and a new view of the City Centre.

The second phase of the Broadway redevelopment meshes together the retail circuit.
Business development is augmented by new offices and employment opportunities.
Mainly concentrated on the now flourishing Business Forest and Interchange.
From a Conference Centre to tourist attractions.
Each supporting the other or existing activities – such as the Bradford International Festival or Mela.

Other unexpected and unpredicted opportunities and developments are bound to occur over time.
Both within the 2x2, the 8x8 and beyond.
The Masterplan is flexible enough to respond to these possibilities.
The City Centre Park will shape the surrounding development, giving quality and value.

THE BRADFORD BOARDWALK.





THE MULTI-SENSORY GARDEN.



04.8 – THE WAY FORWARD

Can it really happen?

Clearly the Masterplan has a significant cost attached.

We have done the sums.

We have calculated how much the land is worth.

[And, in relative terms, land in Bradford is affordable].

We have calculated the cost of purchasing the land,

demolishing the poor quality buildings and removing the barriers.

Laying the public space with a variety of characters and materials.

Programming and maintaining the new urban park.

And bringing forward a range of retail, cultural and learning attractions over time.

In terms of the comparable urban regeneration projects this is all relatively affordable.

We can do this, and the impact will be substantial:

01. Creating a setting.

[one landscape many views - a foil for revealing the City, its landmarks and the opportunity for new 'beacon' schemes]

02. Creating a distinctive edge.

[allowing the City Centre to be a foyer - an area for innovation, appreciation and creativity that inspires].

03. Breathing life into the existing urban grain.

[e.g. in Little Germany alone we could bring back over 25,000 sq m of accommodation into active use].

04. Raising the underlying value of the city property portfolio.

[as interventions in the park are completed, an estimated £500 million capital appreciation in the Centre should take place].

05. Changing perceptions of Bradford.

06. Moving from grant dependency to speculative development.

[as underlying values increase, development becomes more viable, thus creating a sustainable financial environment].

07. Physically demonstrating the logic behind the 8x8 City.

08. Discovering an 'alternative' or 'unusual' shopping experience.

09. Building in harmony with the City's topography and ecosystem.

10. Differentiating Bradford from all the rest.

THE MASTERPLAN.



04.9 – BRADFORD'S FUTURE

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On a Saturday we get on the little shuttle bus that runs round the Bradford Bowl and goes right into town, it's only 50p and you can go anywhere.

Funny that we call it city cos it feels like going into the country.
My brother and his mates jump off at the Wetlands on Thornton Road to go fishing ,
they say there's loads of fish in there.
Loads of people love going to the Learning Centre next door.
Me and Kirsty decide we're going to go there when we're teenagers,
you can just go on Saturday mornings and learn all sorts of stuff you can't do at school.
We pass the adventure playground –
there's loads of kids on it already – whirling round and climbing all over it.
It's cool because you can make up your own games there and the park is always changing.
And when it's lit up at night and there's nobody on it, it just looks like this amazing kind of sculpture.

Some of the tourists that have got on at the park-and-ride stop get off at the Multi Sensory Garden -
lots of people here today who don't speak English but we point the tropical pods out to them and they all get very excited.
We go there a lot with school –
Christine's cousin went on a special cookery course there and got a job at one of the food kiosks in the park –
it's brilliant, she makes these amazing samosa things –
you can choose any 4 for £1.

The tourists that stayed on all gasp when they see the Bowl –
Christine and I know exactly when they're going to do it,
just as we round the corner by the Odeon towers.
It does look brilliant this morning –
the lake's so still, like a perfect mirror reflecting City Hall and the Pier.

That's where we're going first.
We might make a film this morning and then we'll go and spend the afternoon on Broadway,
'shop till we drop' and watch whatever's going on in the amphitheatre today,
then go and chill out in the roof garden or meet our mates at the basketball court.
Maybe even have a go at the climbing wall next to the canal.

Here we are, off we get and say bye bye to the two old ladies who
stay on to go the opera.

(with thanks to the kids from Canterbury estate)

Our thanks go to all the individuals and each and every organisation who offered comment and support in the production to date of the Masterplan. **Special thanks** go to the Bradford Centre Regeneration Board and the Bradford Centre Regeneration Team without whom we could not have made this happen. We hope that this document and the accompanying exhibition will encourage further comment and feedback.

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