

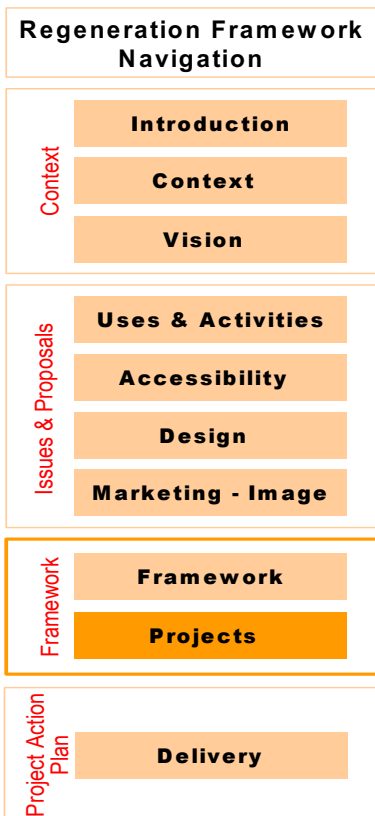
9. projects

CONTEXT

The foregoing section provides an overview of the Regeneration Framework and draws together all of the priorities identified in Part Two.

Within this section of the Framework report, the priorities are brought together into twenty one project areas. These project areas will:

- Identify the **actions and responsibilities** required to bring forward key components of the Regeneration Framework;
- Enable the preparation of **Design and Development briefs** for individual areas (but in the context of the wider Regeneration Framework);
- Enable detailed **design or engineering works** to come forward;
- Provide **clarity to owners and occupiers** about the proposals for their sites or buildings;
- Give the Regeneration Partners a context to seek **public funding** for clearly defined priorities; and
- Enable implementation **programming and budgeting** to focus on delivery of the Regeneration Framework.



STRUCTURE OF PROJECT DESCRIPTIONS

Each project is described and key information provided:

- Project Illustration and Context Plan
- Description of Proposals
- Regeneration Rationale
- Timescale
- Implementation Partners

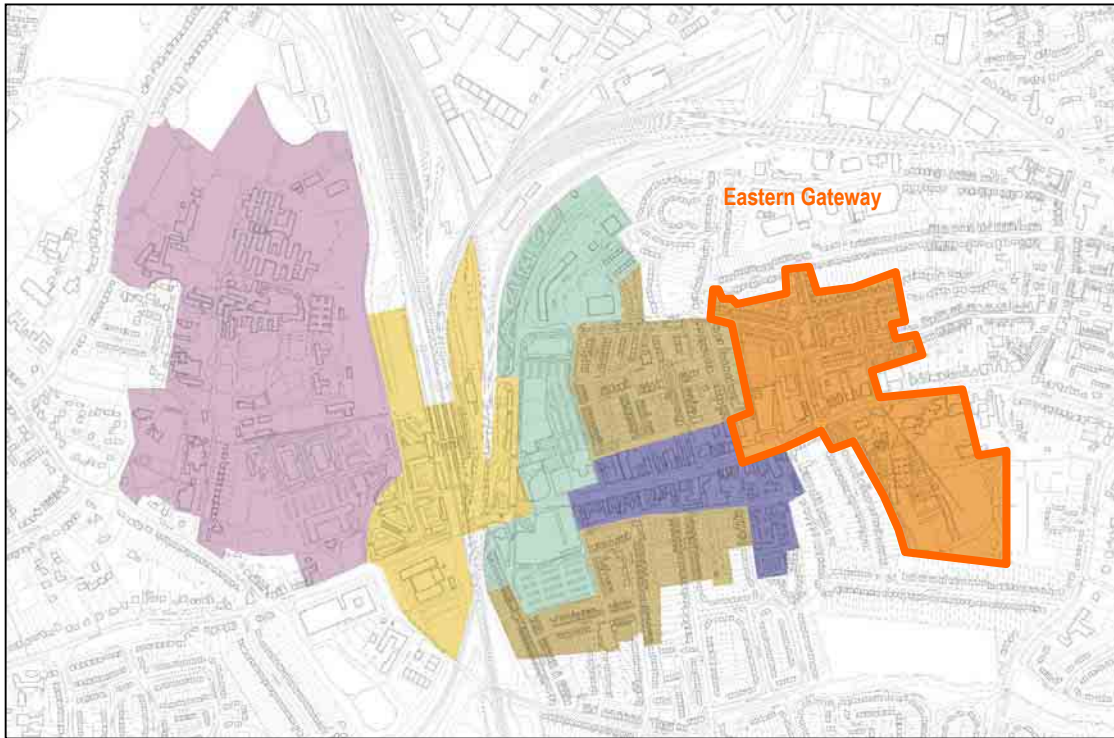
Furthermore, within each outline the level of **Priority** of the project is identified.

Fundamental projects to the success of regeneration of Central Bletchley are noted as **Regeneration Catalyst Projects**.

Eastern Gateway

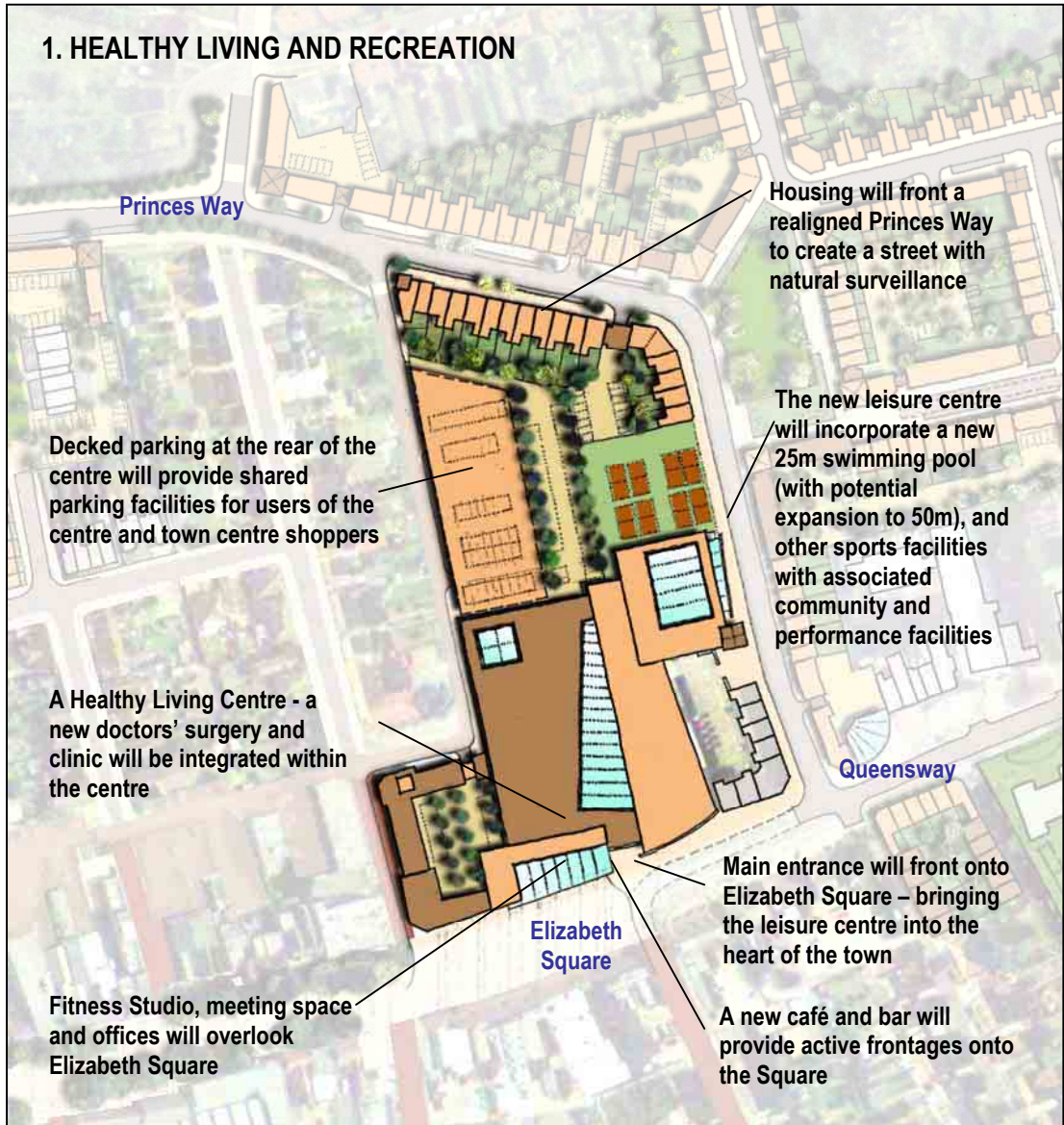
The **Eastern Gateway** of Central Bletchley comprises:

- 1 Healthy Living and Recreation Focus
- 2 Elizabeth Square
- 3 Town Centre Living
- 4 Leon Park
- 5 Milton Keynes Council Office Facilities



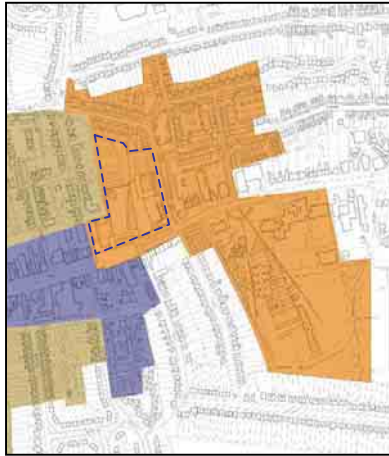
1. HEALTHY LIVING AND RECREATION FOCUS

REDEVELOPMENT AND RELOCATION OF EXISTING LEISURE CENTRE TO PROVIDE NEW HEALTHY LIVING FACILITY INCORPORATING LEISURE, RECREATION, COMMUNITY AND COMMERCIAL (RETAIL, CAFÉ/BAR) USES.



Project Description

The existing Bletchley Leisure Centre, whilst providing a valued service to the Bletchley community, is out-dated and requires substantial investment in the coming years to remain operational. Existing centre services and infrastructure are inefficient and elements of the building are too small to meet current sporting standards, such as the indoor bowling facility. In particular the distinctive swimming pool is functionally obsolete and in need of substantial investment within the next five years.



Eastern Gateway

As well as its operating weaknesses, the centre is also failing in urban design terms - being isolated from the town centre by the expansive car parking and the overly wide Princes Way. The centre itself is visually unappealing and sits within a poor quality, sunken landscape setting

This project aims to redevelop and relocate the existing leisure centre, creating a new community focus that fronts onto Elizabeth Square to create an eastern 'anchor' on the high street of Queensway. The new development will provide a leisure and recreation facility in the heart of the town centre, with community, health and associated commercial (retail, café/bar) facilities to be integrated within the development, creating a healthy living focus within Central Bletchley. It will build on best practice principles in recreation provision and health promotion to offer a high quality community facility that will set a precedent for the future regeneration of the town centre.



Bletchley Leisure Centre 2003

The **leisure** focus in the new facility will be centred around a new 25m pool with associated facilities. The swimming pool element will be designed so that extension to a 50m pool can be undertaken as and when required to meet the full aims of the Milton Keynes Council Leisure Facilities Strategy. Other sporting and leisure facilities will include a Multi-Use Game Area (MUGA), sports hall, fitness centre and flexible spaces created to meet a number of formal and informal sporting needs

Community facilities would seek to replace the nature of current provision but in a more modern setting and offering more flexibility. Performance space would be included.



The **healthy living** component of the centre can be delivered through the provision of primary health care facilities, with the potential to house a relocated Westfield Road surgery. The centre could also support associated health, treatment and fitness facilities together with a café promoting healthy eating and lifestyle, improving access to health and fitness facilities and enhancing the understanding of health issues within Bletchley.

The leisure centre will offer a primary entrance that fronts onto Queensway. Adjacent to this entrance will be retail, bar and café uses.



When further design investigation and work takes place on this project, opportunities to develop car-parking underground will be explored. The height of the car park will not negatively impact on the surrounding residential areas.

Regeneration Rationale

The development will offer the potential to refocus sport, leisure and recreation provision for the wider Milton Keynes area within Bletchley, enhancing the town's strategic role in leisure provision and drawing in additional visitors to the town.



It is also a very tangible commitment to investment and change in Bletchley – with positive messages to local people and to the wider business and investor community.

The existing leisure centre draws its custom from widely across the town and from Milton Keynes, yet few users also make use of the other town centre functions in Bletchley. A new quality multi-purpose centre in the heart of the

town, as part of other comprehensive change in the centre, would seek to draw additional spend to Central Bletchley particularly supporting evening economy.

The associated community facilities and health provision will substantially improve access to and quality of services for local people in Bletchley – providing a single destination where users can undertake several tasks.

Fronting the development onto Elizabeth Square will help to create an ‘eastern anchor’ along Queensway, drawing people down the high street from the main arrival point. Inclusion of shared leisure centre and town centre car parking in the scheme will also enhance its role as an anchor development. The associated commercial uses fronting the Square, particularly the bars and cafes will help to create a cluster of activity throughout the day, building on the large numbers of people who will be attracted to the area.

Importantly, redevelopment of the leisure centre will enable continuity of leisure provision while the new facilities are being constructed – preventing any disruption to existing service provision. The redevelopment programme will ensure that no parts of the existing centre will be closed down until replacement facilities in the new centre are available.

The location and layout of the centre also provides for effective use of the former leisure centre site and the potential of cross-subsidy funding from sale of surplus land.

Further studies and discussions will need to commence prior to the relocation of the Leisure Centre to clarify with Milton Keynes Council Leisure Services, regeneration partners, the community and users of the bowling facilities, a suitable location for the existing bowling facilities.

Timescale

This is a priority project Regeneration Catalyst

Initial scheme scoping and testing has already been undertaken to ensure the site, scale, and location meets the existing operator’s requirements. The next detailed stage of the process will involve engaging with potential key occupiers and users of the new leisure facility to scope the nature of future space needs that the centre will incorporate.

The project will need to be completed by 2008 – the date that the existing swimming pool will become obsolete. Achieving this timescale will ensure the continuity of service provision.

Regeneration Partners

Milton Keynes Council – project lead as landowner and leisure services provider

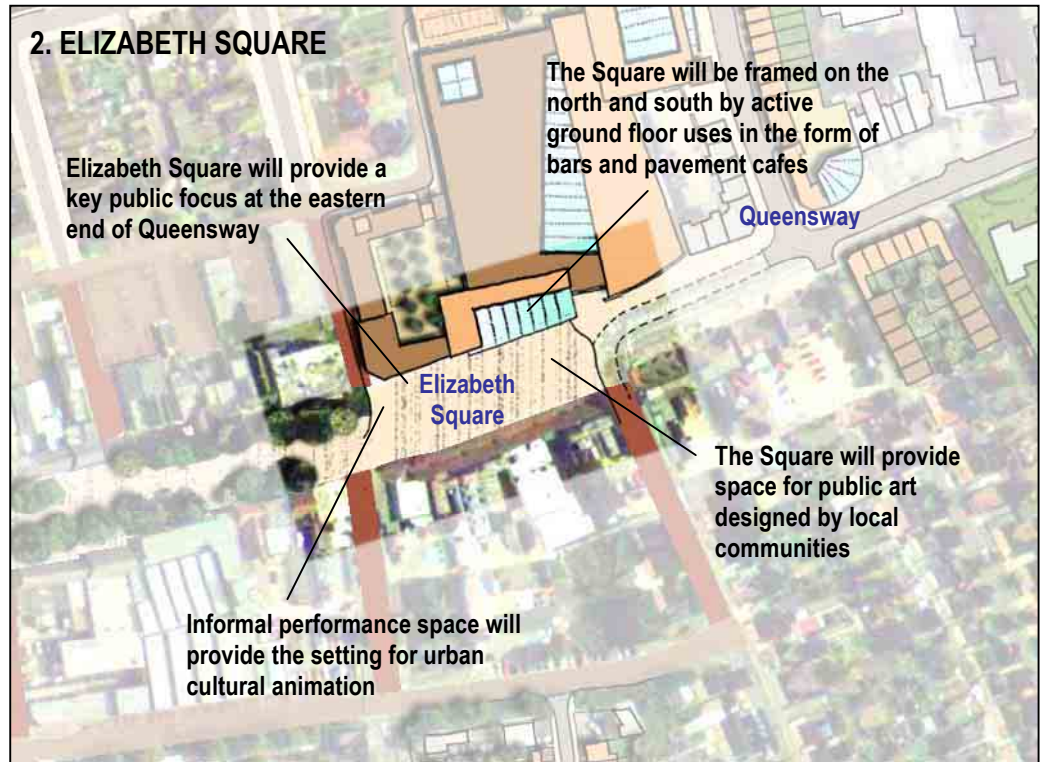
Leisure Connection – operator and potential private sector partner in delivering and managing new facility

English Partnerships – land assembly support

Bletchley Development Board – ensure new facility meets the needs and aspirations of local communities

2. ELIZABETH SQUARE

TRANSFORMATION OF OLD MARKET SITE INTO QUALITY PUBLIC SPACE



Eastern Gateway

Project Description

The former old market site will be transformed into a high quality public square, offering a key focus in the eastern end of Queensway. The square will offer seating space for people to sit out in and enjoy the environment, as well as performance space - providing the setting for urban cultural animation. As the new leisure centre and associated uses comes forward, the square will be framed on the north and south sides by active street frontages, principally bar / café and restaurant uses.

This is an early project already being promoted by the Bletchley and Fenny Stratford Town Council and the SRB5 programme Spotlight on Bletchley who have already secured funding to enhance the public realm. These much needed public realm treatments will provide short term measures to improve the existing environment whilst a comprehensive public realm strategy is completed for the whole of Central Bletchley.

Rationale

The development of Elizabeth Square will offer a key public space in helping to link Leon Park and Bletchley Park, providing a public focus at the eastern end of Queensway. The performance space combined with the promotion of active frontage uses will help to create a high level of street activity and animation in this eastern area, key components in changing the image and perceptions of the town.

Importantly, the early delivery of this project through the proactive workings of the Town Council and the SRB5 programme will help to show the people of Bletchley that there is already commitment amongst key stakeholders to deliver change in the town – people will see that the town is changing for the better.

Timescale

The public realm works will commence during the summer of 2003.

Further changes to the square will take place as part of the wider townscape improvements to Queensway following the completion of the town wide public realm strategy.

Regeneration Partners

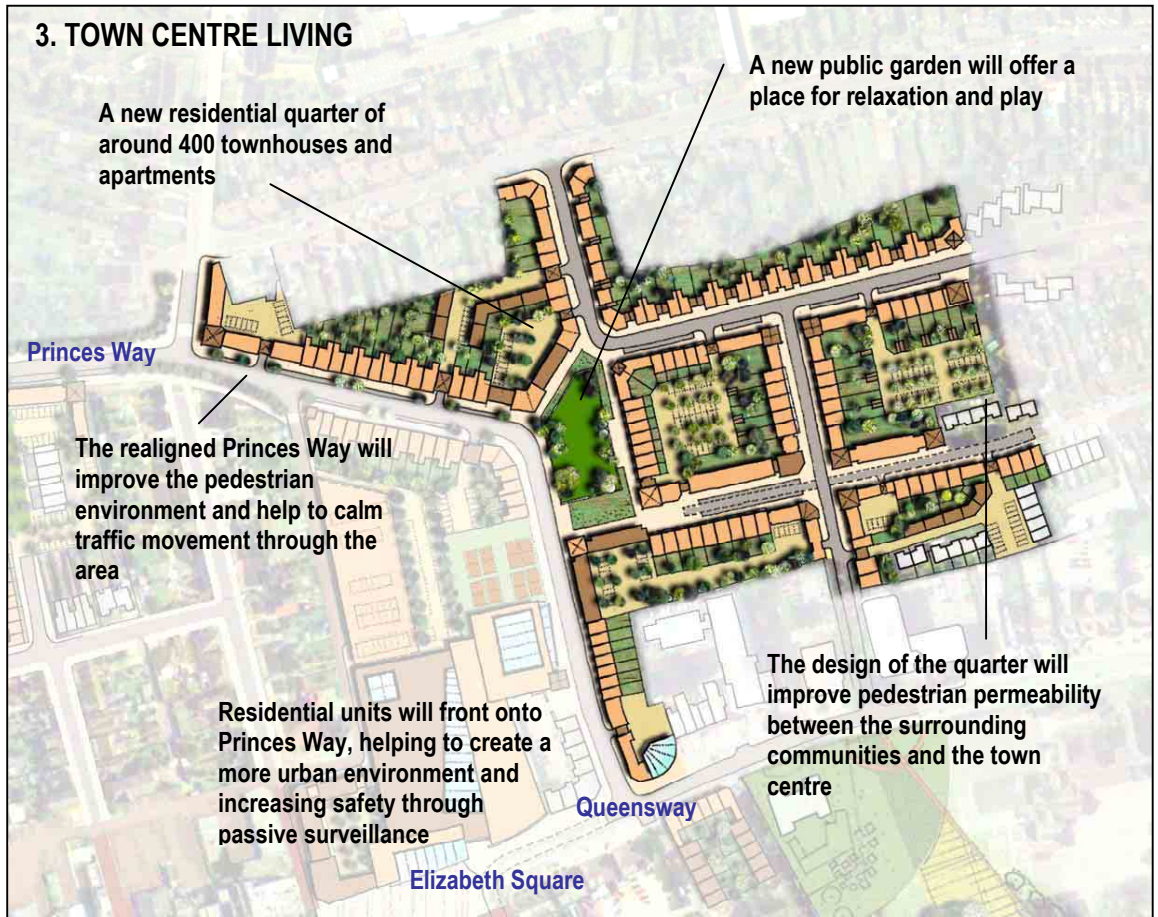
Bletchley and Fenny Stratford Town Council – as community partner, the Board will assist in organising programmed events to be staged in the Square

Milton Keynes Council – as landowner and landscape maintenance management together with managing the co-ordinated public realm improvements in Bletchley

Spotlight on Bletchley – additional financial support

3. TOWN CENTRE LIVING

HIGH DENSITY RESIDENTIAL DEVELOPMENT ON EXISTING LEISURE CENTRE SITE



Project Description

The relocated leisure centre site will be redeveloped as a high quality mixed residential quarter. The development will provide terraced houses and apartment living opportunities, with the site offering the capacity for up to 400 dwellings to be developed. The scheme will offer a mix of sized units, providing town centre living opportunities for a broad section of the new and existing population, particularly those who benefit most from close proximity to town centre services and employment.

The developments will be set within a quality streetscape environment and will be focussed upon a new urban square that will be used by the residents and the wider Bletchley community. It will offer attractive housing for those people coming to the town to find modern homes and apartments that offer value for money, are set within a high quality environment and offer excellent town centre amenities within close proximity.

Rationale

Ultimately, the development will broaden the residential offer within Bletchley, providing high quality town centre living opportunities that will complement the existing residential communities. The development of town centre living will



Eastern Gateway



Bletchley Leisure Centre environs 2003



help to add vibrancy to the eastern end of the town centre, ensuring that it can remain active throughout the day, evening and weekends. This added vibrancy and increased spending power will help to drive the evening economy that is so important to a rejuvenated Central Bletchley, with the new community using the shops, restaurants and bars in the centre during the evening.

The development will be designed to increase the overall permeability across the town centre, with a pedestrian footpath network providing key direct routes from the town centre into the surrounding residential communities. These pedestrian links will offer safe and attractive routes for users, with the residential units providing passive surveillance and lighting the routes.

The development of the residential units on the existing leisure centre site will help to realise the value of the land, which is owned by Milton Keynes Council, and support development of the new leisure centre.

Timescale

This is a priority project Regeneration Catalyst

The need to replace the swimming pool as a matter of priority ensures that progress needs to be made in bringing forward the project. It will take a number of years to work up the proposals, secure financial terms with an operator and finalise land assembly. This needs to be initiated as soon as possible.

The development of the existing leisure centre site can come forward in a phased approach, with parcels of land coming forward for development before the centre has closed. The leisure centre is currently surrounded by a large expanse of underutilised space, such as to the rear of the centre, which could be developed as an early phase of development without reducing the operational capacity of the centre. This early release of land could help to fund the first stages of the new leisure centre development.

The comprehensive development of the whole residential scheme will only be completed post 2008, after the closure of the leisure centre.

Regeneration Partners

Milton Keynes Council – landowner and leisure project leader, the Council will also instigate the preparation of a development brief for the residential developments

English Partnerships – will assist in forward funding key infrastructure works and also provide land assembly support

4. LEON PARK

ENVIRONMENTAL IMPROVEMENTS TO LEON 'PARK'



Project Description

Currently, Leon Recreation Ground, whilst perceived as one of the key assets of Bletchley, is a very under-utilised resource. The park is isolated from the town centre by surrounding development and there is little to notify potential users of its presence, with an insignificant entrance from Queensway.

Preventing the park from having a strong presence in Central Bletchley is the Knowles School development, which prevents any visual or physical penetration into the park from Queensway. The potential rationalisation of the Knowles School site and development of a potential Milton Keynes Council facility to house around 1,200 employees, presents an opportunity to counter this problem, by 'opening-up' the park onto Queensway, and breaking the collar of development that isolates from its surrounding area.

The aim is to make the park far more accessible and used by the people of Bletchley through undertaking a series of landscape management and signage initiatives that increase the presence of the park within the town centre. An enhanced entrance into the park will need to be designed in a way that encourages people to leave the town centre setting and utilise the valued recreational space. This can also be achieved by ensuring that there are



Eastern Gateway



strong permeable pedestrian links through any new Council facility to increase accessibility to the park, and increase its visual presence.

The use of public art, community events and activities for families will add extra incentives for people to use the park, making the park a destination in its own right. The park will become a key node in the future pedestrian and cycle network that will serve Bletchley.

Rationale

Improving the visual and physical links between the park and town centre will help to 'green' Queensway by integrating the park into the built form, creating a more attractive setting for the eastern end of Queensway. The creation of a 'front door' for the Park opening onto Queensway, building on the leisure and recreational value of the park, will help to create an oasis for shoppers, residents and visitors of Central Bletchley. It will help to provide a recreational facility that offers one of the few areas in the centre where the public life can find expression outside the retail and business environment.



Timescale

Environmental improvements to the park can commence immediately. However, any significant improvement works to the entrance will require the future of the Knowles School site to be confirmed.

Regeneration Partners

Milton Keynes Council – project lead and developer as organisation responsible for leisure and recreation management

Leon Trust – landowner of park, will assist in the design proposals for the Park's enhancement

Knowles School – as key landowner, will be involved in any potential land swap deals

5. MILTON KEYNES COUNCIL OFFICE FACILITIES

POTENTIAL DEVELOPMENT OF COUNCIL OFFICE FACILITIES WITHIN CENTRAL BLETCHLEY



Project Description



Milton Keynes Council is currently re-examining how it operates and where council offices are located. Expensive premises in Central Milton Keynes are not all needed and it is the intention of the Council to relocate up to 1,200 office based staff to Bletchley town centre in a partial relocation from CMK. As identified within the Leon Park project (PROJECT 4), the rationalisation of the Knowles School site provides a potential town centre site for the Council's relocation, with the Council already owning this site. The Knowles School is not proposed to be demolished, however it is proposed to make better use of under utilised buildings and associated grounds. Further detailed designs and studies will develop as the project evolves. However, there are other town centre locations that will provide suitable sites for the relocated council facilities. Land around the railway station will offer sites highly accessible to workers and visitors from across Milton Keynes, as would potential sites fronting Saxon Street and Bletchley Park Avenue. Milton Keynes Council is currently discussing potential accommodation options for the future. A concluding report will be brought to Cabinet towards the end of the year, which will clarify the Council's accommodation strategy.

Rationale

The development of a Council facility on a reconfigured Knowles School site or any other suitable town centre locations will provide an important new office occupier within Bletchley, although it is not expected that the facility will offer 'front of house' services. Importantly for Bletchley, this commitment from Milton Keynes Council – in the form of around 1,200 employees – will bring with it a huge level of employee spend, creating a large increase in the patronage of the commercial services and facilities in and around Queensway.

Timescale

The Council facility if developed will provide replacement accommodation for some of the civic offices and other facilities in Central Milton Keynes. The lease for Saxon Court will expire in 2008 and the Council will require immediate alternative accommodation. This means that for a new Council facility to be operational by 2008, feasibility and costing work will need to be undertaken immediately, with construction starting in 2006.

Regeneration Partners

Milton Keynes Council – as landowner and facility operator, the Council will be heavily involved with scoping and testing any new suitable sites. Importantly, the Council will need to demonstrate its commitment to the project

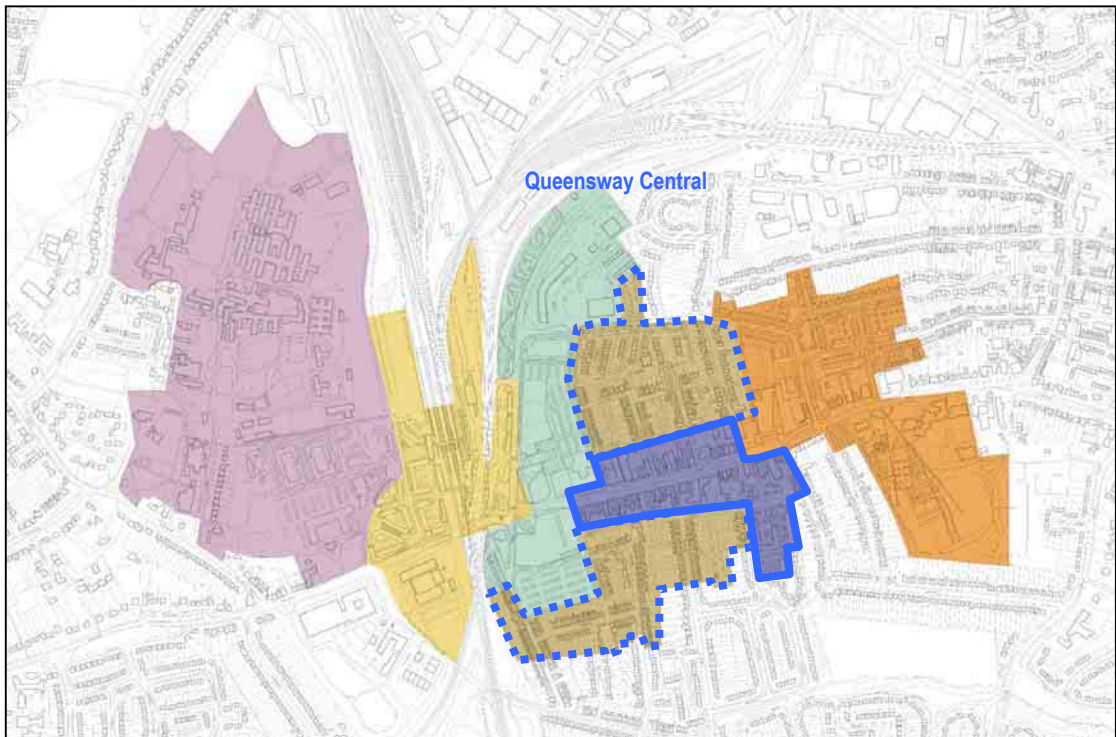
Knowles School – responsible for the school site

English Partnerships – potential land assembly support

Queensway Central

The **Queensway Central** of Central Bletchley comprises:

- 6 Queensway: Commercial Core Regeneration
- 7 The Forum
- 8 Live Work
- 9 Residential Regeneration
- 10 Princes Way



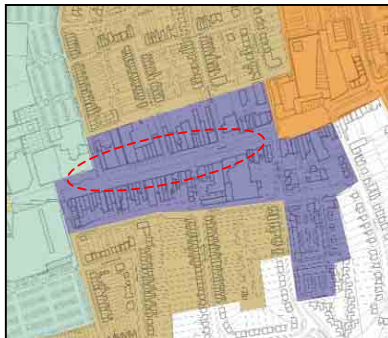
6. QUEENSWAY: COMMERCIAL CORE REGENERATION

AESTHETIC IMPROVEMENTS TO COMMERCIAL UNITS ALONG QUEENSWAY



Project Description

The commercial premises that align Queensway currently offer an alternative retail environment to that of Central Milton Keynes, but it is generally focussed on 'value' retailing. The small-scale niche and bespoke retail offers a more human scale and diverse retailing experience. However, the shop fronts and general retailing environment has become tired and there are few large floor-plates to meet the needs of multiple anchors. Queensway is in need of substantial revitalisation.



Queensway Central

The aim for this project is for the sympathetic refurbishment and renovation of shop units through a holistic management approach, ensuring continuity of approach and introducing a quality built form. The key actions will be to create a flexible streetscape, which is a high quality pedestrian environment throughout from Buckingham Bridge to Leon Park. This space will also be designed to better accommodate the market and encourage its development, but also to remove the dominance of the traders' vans. The broad street will also be designed to better accommodate short term parking which can be prohibited on certain days when street events or festivals are arranged for the town.



A further aspect of the project is to encourage existing traders and owners to bring forward their sites for substantial improvement. This programme, that will require considerable support from the Regeneration Partners to facilitate change, will have a number of elements:

- A shopfront and façade scheme which will prioritise buildings which are particularly dominant in the street scheme; and
- First floor living will be promoted above the retail units, maximising the residential capacity of the town centre and building on the amenity value town centre living brings.



Queensway

There are many residential units above the shops at present that remain empty, but as progressive changes take place within Central Bletchley, demand for this living space will increase to an extent that reuse becomes more financially viable. Considerable support will be acquired to ensure that proposed re-use of selected space is designed to have separate access and parking.

A final aspect is to work with owners and occupiers to bring about substantial change or redevelopment of their properties. Amalgamating small units, which do not meet modern retailing needs or redevelopment of blocks or car parks for retail or evening economy uses, should be encouraged. Assistance in promoting appropriate design with mixed use upper floors, and in strengthening the planning process, will be important to encourage a quality of development.

Similarly, support should be given to owners and occupiers regarding appropriate groundfloor uses. Whilst food-uses are to be encouraged, particularly towards Elizabeth Square and on the north side of Queensway (to capture afternoon and evening light), conversions must be brought forward which also meet residential amenity priorities and support the creation of an effective mixed-use environment. Redevelopment will promote high quality mixed-use development, with a variety of shop sizes to be encouraged.

When the project is brought forward, further designs will explore opportunities for Public Conveniences, to include Disabled Facilities either on Queensway or within The Forum Building (Project 7). This will be agreed with the Town Council and Bletchley Development Board at the appropriate time in the regeneration process.

Rationale

Undertaking this commercial core regeneration will dramatically enhance the retailing environment, creating a consistency in the overall townscape and feel to Queensway. These changes, whilst only minor in comparison with other projects, will help to create an image of a new and revitalised Central Bletchley – raising investor confidence in the progressive transformation of the town. As the two large scale projects – the leisure centre and the central mixed use quarter – start to take shape at either end of Queensway, it is integral to their success that Queensway, as the main link between the two, keeps pace with the change.

The residential units above ground floor will bring life into Queensway after the core shopping opening hours, adding to the vibrancy of the centre and contributing to the growing evening economy and 'life' to the town centre. This aspect is important as more people living in the centre will ensure that a larger number of people care for and take an interest in the quality and appearance of the centre.

Timescale

This project will be on-going, with the continual upgrading and maintenance of the core retail environs. It is important that renewal and refurbishment is undertaken within a co-ordinated programme, to achieve a consistency in form. This will require project management, and therefore a project manager will firstly need to be identified before the project is initiated.

However, it should be initiated as an early project as the existing shops and businesses in Queensway will need to be given a 'head start' before new retail projects in the coming years. This project is also a tangible project for the people of Bletchley, which will demonstrate that change is happening and that there is commitment to that change.

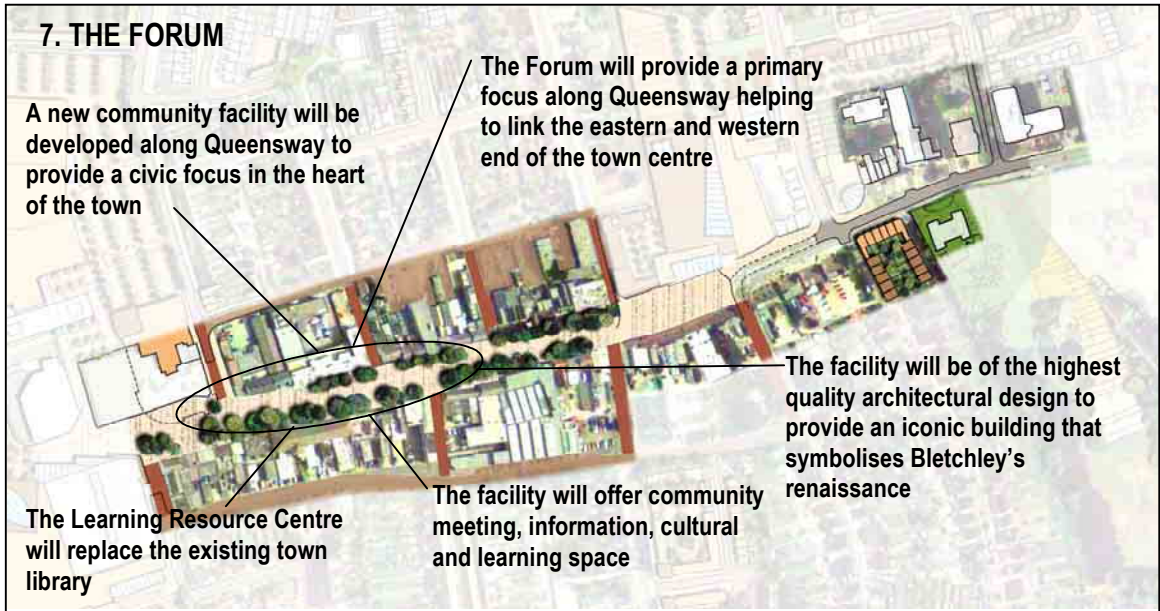
Regeneration Partners

Bletchley Development Board – communicating with and co-ordinating local businesses to help define projects with traders and owners

Milton Keynes Council – providing a co-ordinated design and planning approach and bringing forward façade and streetscape improvements

7. The Forum

MULTI-PURPOSE CIVIC AND COMMUNITY FOCUS BUILDING WITH LIFELONG LEARNING RESOURCE CENTRE



Project Description

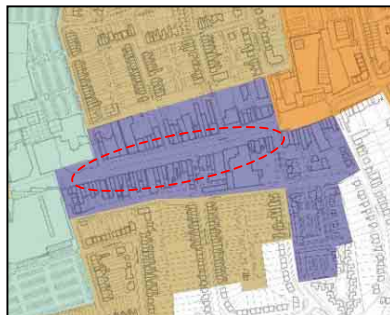
Whilst Bletchley benefits from active community participation through its established Bletchley Development Board and two town councils and numerous business and voluntary groups, it lacks a physical community presence within the town.

It is proposed to create a new civic and community focus within a multi-purpose building along Queensway. It will be a community, learning, information, cultural and civic facility of the highest standard, incorporating best practice principles in both design and use. The Forum will be a place to meet and learn; a reason to go to Central Bletchley.

At the heart of the development will be a modern, innovative new library facility – replacing the library at Westfield Road. Re-provision of the library as a modern learning resource centre within this facility will help to create a focus for lifelong learning and community development.

Within the facility will be formal civic space for the two town councils, the Bletchley Development Board and 'front of house' Milton Keynes Council services. This formal space will be flexible and available for voluntary sector and community groups to use, providing meeting space for all, helping to foster a culture of consultation and debate. Included within this will be exhibition and interpretation space – enabling the community to celebrate Bletchley's identity, understand its past and think collectively about its future.

Through co-ordinated programming and building relationships with MK College and the activities at Bletchley Park, together with using this space (along with the leisure centre and numerous street venues) the Forum can become an exciting place both in Bletchley and more widely in Milton Keynes.



Queensway Central





Rationale

This facility will provide a much needed civic and cultural heart for the town, providing a direct and tangible link between the local communities and local agencies, particularly the town councils and Milton Keynes Council. The project will help to symbolise the change that is transforming Bletchley – a changing town centre with the community at the heart of it. The Forum can also be used to inform and consult the community about the on-going process of change in Central Bletchley.

Consolidating community uses within one building will help to establish a Bletchley-wide focus for active civic and community functions, strengthening the role they play within the town.

The increased activity, the presence of a landmark community facility, of something new, different and exciting taking place in Central Bletchley, will help to create a new sense of place, a different identity and profile for the town.

Local aspiration, desire for change and strength of identity and community will be made real through this project.

Timescale

This opportunity will be a medium term project as currently there has not been a specific site identified for the development. The first steps will require an appraisal of the units along Queensway to identify which buildings will provide the most suitable location in terms of design and financial feasibility.

This work needs to be brought forward in tandem with Queensway Commercial Core Regeneration (Project 6). However, an important start has already been made in establishing the community and civic presence with the Bletchley and Fenny Stratford Town Council opening premises on Queensway in a joint facility with the Bletchley Development Board.

Regeneration Partners

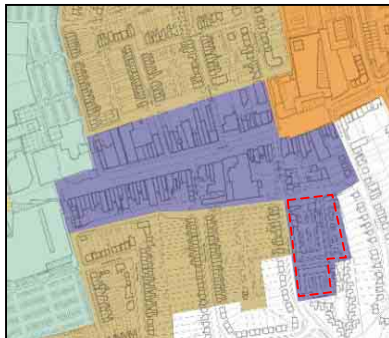
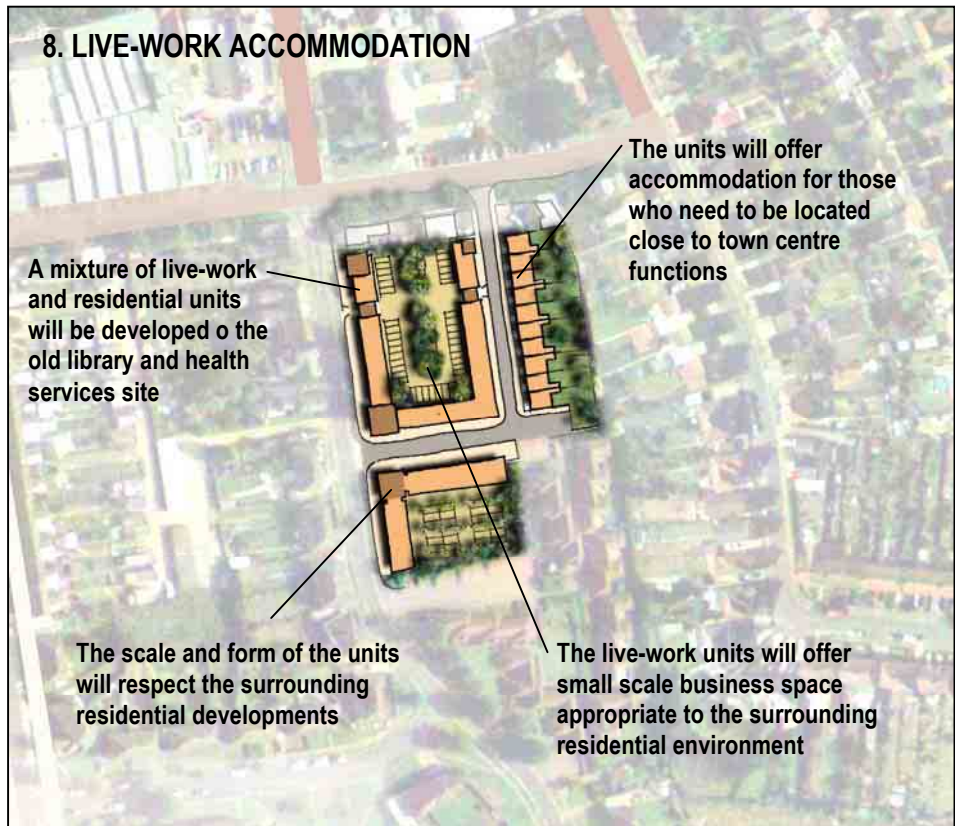
Milton Keynes Council – project lead as education and community services provider. The Council will be involved with the day-to-day management of the facility

Bletchley Development Board – identifying local context and presence for the facility, assisting with the detailed scoping exercise

English Partnerships – land assembly support

8. LIVE WORK

DEVELOPMENT OF LIVE WORK UNITS ON RELOCATED LIBRARY AND SURGERY SITE



Queensway Central

Project Description

The relocation of the Westfield Road library and surgery to the Forum (Project 7) and the new leisure centre (Project 1) respectively provides a development opportunity that can best utilise the edge of town centre location.

A mixture of live work units and residential units are proposed on this site, creating a balance between the commercial uses on Queensway and the neighbouring residential uses. The live work units will front onto the service road on Findlay Way, minimising the noise and traffic problem on the surrounding residential community.

Here, there is the opportunity to promote a new and distinctive form of town centre living, which encourages working from home. Close to central area facilities and meeting space (at the Forum) together with the restaurants and cafes that Central Bletchley offers – and across to the railway station – these will be attractive and distinctive places to live and work. A combination of small workshops with apartments (a new mews type development) together with townhouses with additional rooms to work will be developed.

Rationale

The development of a new type of live work units will help to diversify both the employment and residential offer within Bletchley. Provision of live work accommodation will enable Bletchley to offer employment space to meet the needs of growing businesses – from the Enterprise Hub and larger firms



located at Bletchley Park to 'one-man-bands' in these live work units. Offering employment land and space for all sizes of business will mean that small companies within Bletchley can grow and expand without having to move out of the town

The live work element will create an artisan atmosphere in Central Bletchley, with the units providing the potential to create a small business culture that could serve the town and wider Milton Keynes area – helping to establish a niche market in Bletchley – particularly the new library and health provision.

The redevelopment of the site for residential units will create land receipts from the sale of the land that can contribute to the delivery of other community and social projects within Bletchley.

Timescale

Delivery of this project will firstly require the relocation of the existing uses into the civic / learning centre and the leisure centre. Whilst the new leisure centre is being planned for construction by 2008, there is no set date for the construction of the civic / learning centre.

The timescale involved with this project will enable the future form of development to respond to the market demands of that particular time.

Regeneration Partners

Milton Keynes Council – as landowner and operator of the library

Primary Care Trust / NHS – as owners and operators of the existing health centre

Registered Social Landlords – as potential development partner for the delivery of live work units

9. RESIDENTIAL REGENERATION

STREETScape AND CAR PARKING IMPROVEMENTS TO EXISTING RESIDENTIAL COMMUNITIES



Residential Regeneration

To the north and south of Queensway are existing residential communities. Here, the conflicts of living in a town centre location need to be managed well. A programme of street improvements, involving street planting, pavement replacement and provision of new street furniture will be complemented by the introduction of a residents parking regime. Land currently used for car parking will be rationalised as part of a wider car parking strategy, making better use of land in residential environments.

Rationale

Improving the surrounding residential environments will ensure that the regeneration that transforms the town will benefit both the existing and the new residents of the town. The street improvements will build on the regeneration taking place along Queensway so that the whole of Central Bletchley offers an attractive environment, ensuring that no pockets of neglect exist.



Queensway Central

The residents priority-parking regime will ensure that the increase in visitor levels attracted to a transformed Bletchley do not jeopardise the ability of residents to park their cars or move around their environment, enhancing both permeability and safety.

Timescale

The programmed changes to the residential communities should be managed to coincide with both the Commercial Core Regeneration (Project 6) and the realignment of Princes Way (Project 10). Early work with existing communities in developing the nature and scope of change (as well as to inform and consult about other changes in Central Bletchley) should be a focus.

The programme of streetscape improvements can commence immediately.

The residents' priority parking regime and rationalisation of land used for car parking will commence following the completion of a detailed car parking strategy.

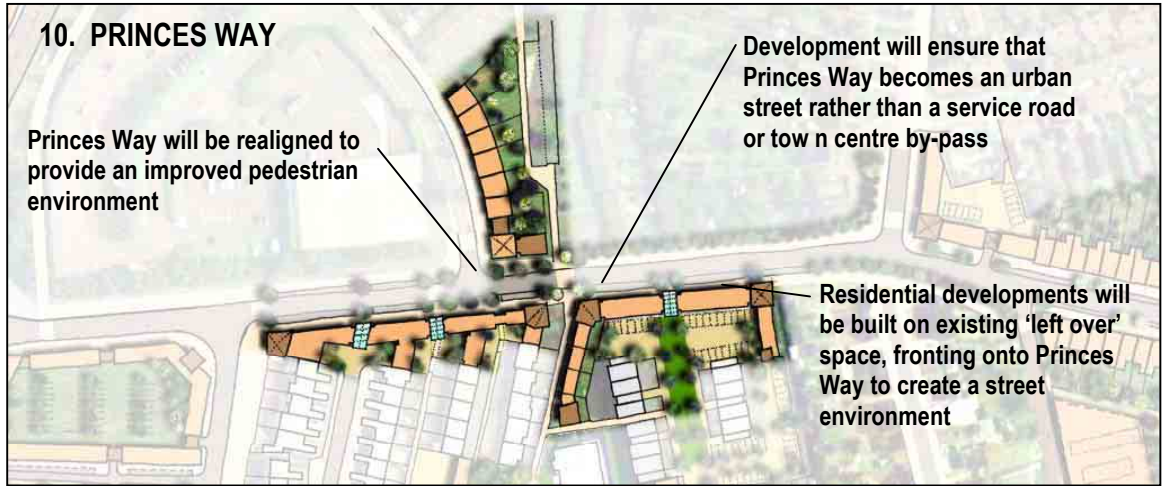
Regeneration Partners

Milton Keynes Council – car park management and landscape improvements

Bletchley and Fenny Stratford Town Council – as community partner

10. PRINCES WAY

REALIGNMENT OF PRINCES WAY WITH RESIDENTIAL DEVELOPMENT ON SURPLUS LAND



Project Description

In order to deliver the new leisure centre and town centre living quarter at the eastern end of Princes Way, the road will be realigned and the land currently used as highway infrastructure will be rationalised. The realignment of the road will allow the existing 'left over' space to be developed for residential units fronting onto the street. These residential developments will provide the opportunity to improve the pedestrian environment along the road through planting and improved surface treatments. This is also focussed on improving the quality of environment for those living in Central Bletchley.

Rationale

The realignment and downgrading of Princes Way will help to create a more pedestrian friendly environment to that currently offered by the threatening 'service road'. The rationalisation of highway land will ensure that the road does not dominate its immediate environment, improving the urban setting for the surrounding residential communities.

The development of residential units will improve surveillance and safety along this town centre street, enhancing its role in the pedestrian street hierarchy.

Timescale

This is a priority project
Regeneration Catalyst

The highway infrastructure elements of this key project will need to be implemented by 2005 as the development of the new leisure centre requires the realignment of Princes Way to create a development plot of sufficient size to house all the required services and facilities.

The residential development opportunities could come forward as a short to medium term project, with the value created helping to finance the highway infrastructure engineering works.



Queensway Central

Regeneration Partners

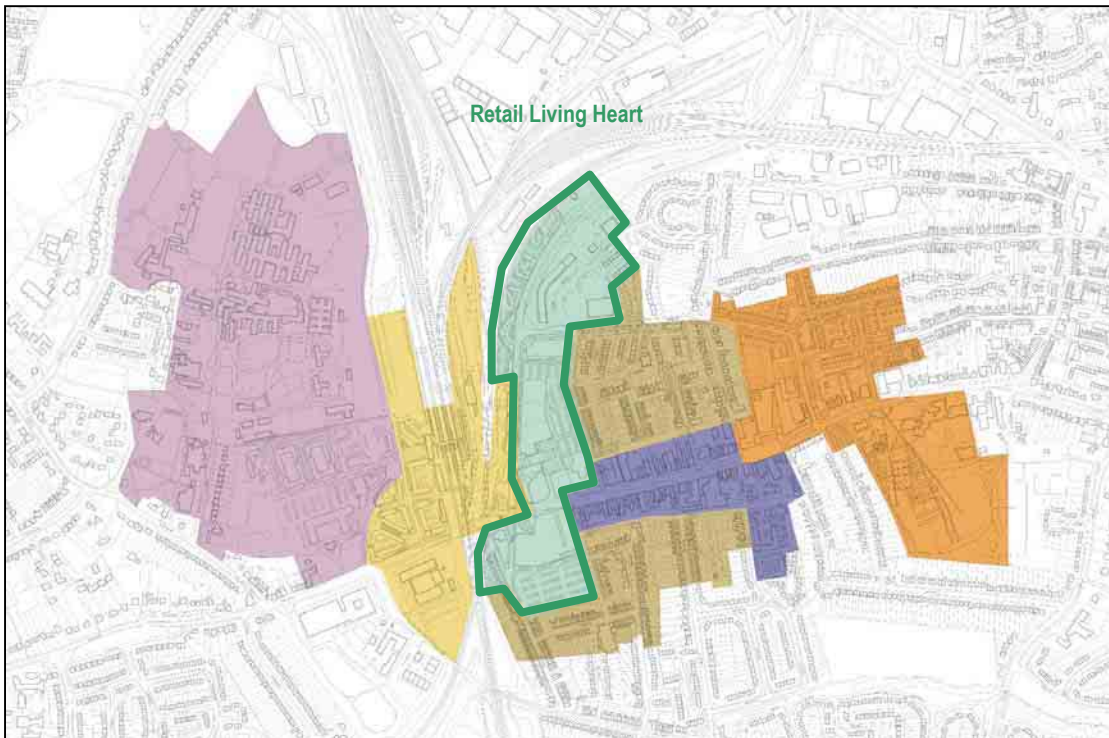
Milton Keynes Council – landowner and leisure project leader. The Council will also oversee the realignment of Princes Way through its role as a Highways Authority

English Partnerships – land assembly support

Retail and Living Heart

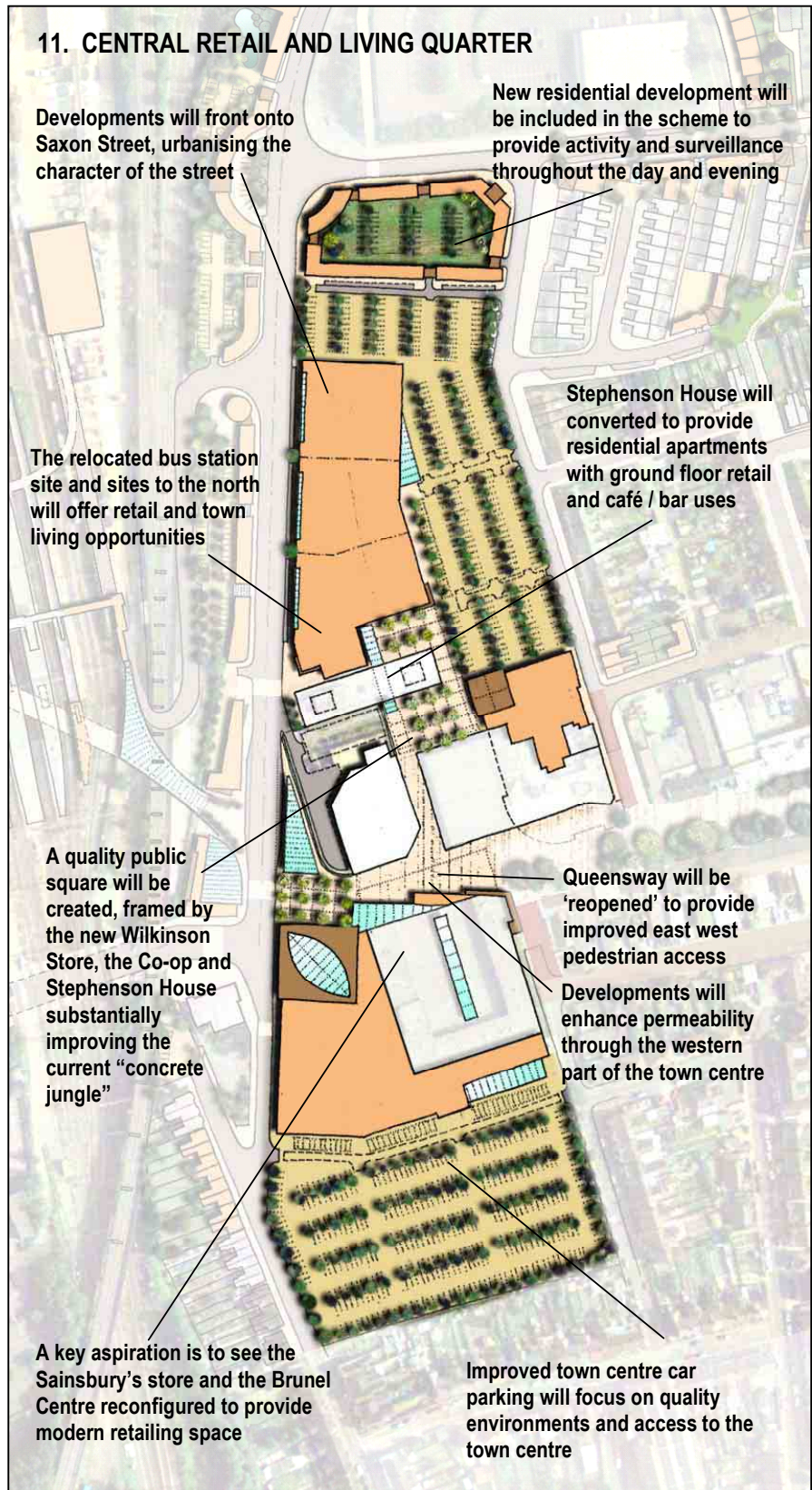
The **Retail and Living Heart** of Central Bletchley comprises:

- 11 Central Retail and Living Quarter
- 12 Northern Gateway



11. CENTRAL RETAIL AND LIVING QUARTER

REMODELLING OF EXISTING WESTERN QUEENSWAY AREA WITH RETAIL, COMMERCIAL AND RESIDENTIAL OPPORTUNITIES



PROJECT DESCRIPTION

STEPHENSON HOUSE AND ENVIRONS



Retail and Living Heart

Stephenson House currently dominates both its immediate surroundings and the Bletchley skyline, projecting a negative landmark across the town. Whilst offering a visually poor structure, the office block also fails in urban design terms. The setting of this vacant office building, combined with the orientation of both the Co-op store and Wilkinsons store compounds the permeability problems of north south pedestrian movement across the site – offering no obvious route from Queensway to the bus station at the rear. The Co-op store, whilst an important retail asset in Bletchley, fails to offer modern retailing floorspace, although the Co-operative Group is initiating a programme of improvements.

At the heart of revitalising this area will be the refurbishment of Stephenson House to provide a quality residential led development, with ground floor and mezzanine level A1 / A3 uses. The renovated building will offer high quality urban apartments, designed for those who will benefit most from living within a vibrant town centre environment. Complementing the internal refurbishment will be new façade treatments, with the replacement of the existing black glass façades symbolising the transformation taking place. The aim is to turn Stephenson House into a positive landmark in Bletchley.

The Co-op store, as the town's main anchor store, will be transformed to provide modern retailing space, either through improvements to the present store format or through the longer-term provision of a new larger store on this site or elsewhere within the core retailing heart.

Both the Stephenson House and Co-op developments will frame a quality public square, with both developments providing active street frontages that address the square. Where the Co-op store is reconfigured or redeveloped, a larger public square should open up to Queensway. The aim for the square will be to create an inviting and comfortable place for people to rest and play, but also a welcoming area to sit out in and move through. It will be of a contemporary lay-out using high quality robust materials with a mixture of hard and soft spaces offering the opportunity for use as informal performing space, providing the setting for programmes of urban cultural animation. The square needs to incorporate aspects of landmark quality, animation of public art, quality creative lighting and public amenities.



SOUTH OF QUEENSWAY

The retail element to the South of Queensway incorporating the Brunel Centre and the Sainsbury store offer some of Bletchley's better retailing, with WH Smith and Boots amongst the main operators. However, these developments fail to create a quality shopping environment for the town; with the developments facing 'inwards' and failing to integrate into the wider built form. The configuration of the Brunel Centre in particular prevents the continuity of Queensway, with the main two units encroaching into Queensway, exacerbating east-west severance and a poor pedestrian environment to the north.

It is envisaged that these existing developments can be reconfigured to provide a modern retailing environment that works for both occupiers and users. The opportunity exists to remodel the existing Brunel Centre to create a prolonged active frontage along Queensway, whilst at the same time



correcting the east-west severance it currently creates. If combined with the redevelopment of Chandos Place, a sizable development site will be created giving the opportunity to redevelop the existing Sainsbury store within the project.

NORTHERN EXPANSION AREA

The northern part of this Central Mixed Use Quarter will come forward as a longer term phased development site. The existing uses - the Albert Street car park, the bus station, the Enigma Tavern, the Kwik-Save store and a Burger King Drive-Thru Restaurant, relate poorly to the town centre, severed from Queensway by the Co-op store and Stephenson House. This lack of permeability into this area creates an edge of town feel, with little activity or pedestrian movement. The developments are set within their own landscaped environments and offer little or no active frontage onto the highways.

This northern area of the Retail and Living Quarter will come forward as an opportunity site on which to create new retail accommodation and a series of phased residential developments. Development blocks fronting onto both the realigned Saxon Street and Albert Street will offer ground floor active uses of retail, café / bars and limited commercial uses contributing to the transformation of this street.



Rationale

The redevelopment of the Central Mixed Use Quarter is fundamental to achieving the long-term successful regeneration of Central Bletchley. The creation of a new 'urban' food and retail offer within the town through the reconfiguration of the existing store format or through creation of new development opportunities will greatly enhance the quality of the retail offer of Bletchley, and will enable the centre to respond to the wider growth of the town. Combined with the new urban living opportunities that will come forward through the refurbishment of Stephenson House, the new residential blocks on the northern extension site and some residential at upper floor levels, the Central Quarter will offer a truly mixed use town centre that offers something for people of all ages and incomes.

The refurbishment of Stephenson House will help to transform what is presently a dominating negative icon into a positive landmark building that symbolises Bletchley's renaissance. Whilst the improvements to the building's façades will create a new visual context for the building, the change of use to the more activity intensive uses such as the ground floor restaurants and bars will help to draw the building back into the heart of the town centre, creating a new focal point. These changes to both the use and form of the building will help in discarding the cycle of decline that currently affects Bletchley.



The retail and residential development that will take place to the north of Stephenson House will help to extend the potential of Central Bletchley to meet modern retailing needs, repair the townscape, enhancing the infrastructure-intensive environment and improving the setting of the existing residential community on Albert Street. Perimeter block development will help to formalise the street pattern in this area, aiding legibility and permeability for people travelling to and travelling through the development. It will offer the opportunity to create development that fronts onto Saxon

Street, helping to urbanise the highway to create a more pedestrian friendly environment.

The potential for a reconfigured Brunel / Sainsbury store will also enhance the 'urban' food / retail offer within Bletchley, with the modern retailing space accommodating higher value occupiers. These larger occupiers will raise Bletchley's profile as the second centre of Milton Keynes, increasing footfall into the town centre and strengthening the town centre economy.

The new store format, with increased active frontage along Queensway, will help to resolve the permeability and legibility issues that currently detract from retailing along Queensway.

Timescale

This is a priority project Regeneration Catalyst

This is a complex site with many different landowners and occupiers' interests. Development scoping and land assembly with existing owners should begin immediately with the aim of bringing forward the comprehensive renewal of this area as soon as possible.

This should also create the context to bring forward the conversion of Stephenson House in the short term to demonstrate catalytic change in Bletchley.

Regeneration Partners

Milton Keynes Council – project lead as local planning authority. The Council will play a key role in supporting identified development through the planning process

English Partnerships – assist in development scoping and land assembly. English Partnerships still has the ownership of parcels of land within the project area

Landowners and significant occupiers – the private sector will deliver the project through the development of retail, residential and commercial uses on the site

12. NORTHERN GATEWAY

GATEWAY DEVELOPMENT OPPORTUNITY WITH SAXON STREET / DUKES DRIVE REMODELLING



Retail and Living Heart

Project Description

Presently, there is no form of gateway development to announce arrival into Bletchley from the north, with visitors being met by expansive areas of poor roadside landscaping, car parking and poor quality commercial developments which turn their back on the street. This lack of legibility means that visitors can pass through the heart of town without realising that they have travelled through Bletchley.

As the role and form of Central Bletchley expands, there will be an opportunity to remodel Saxon Street and Dukes Drive to form a suitable sized development plot on which a substantive gateway development or series of smaller developments can be established. The location and nature of the site will mean that there will be flexibility in the future form and use of the site, enabling its development to respond to market pressures as and when it becomes available. Initial thoughts however are that the site will provide an



opportunity to expand the retail/residential element of Bletchley, continuing the development theme established within the Central Mixed Use Quarter project and continuing to activate Saxon Street.

Any development of this site will need to be of the highest architectural design, with a key landmark building or feature on the northern part of the site, with active frontages onto Saxon Street. The development will need to be of a significant scale to create the sense of a physical gateway.

Rationale

A quality gateway development on the northern approach into Bletchley will help to announce arrival into the town, informing visitors that they are entering Bletchley. This will aid legibility for visitors, improving the overall experience of people both visiting and passing through the town.

Creating development that fronts onto Saxon Street with active frontages at groundfloor level will help to urbanise Saxon Street, improving the pedestrian experience by creating a more human-scale environment in which to move.

The sites also provide for the longer-term retail and commercial expansion of Central Bletchley to meet its needs as the town’s role grows as Milton Keynes expands.

Timescale

This is a long term project and will follow the sequential development of the Central Living and Retail Quarter. This phased approach will enable the use of the site to respond to future market demands.

Regeneration Partners

Milton Keynes Council – as local planning authority the Council will prepare a development brief guiding the future use and form of the site

English Partnerships – provide land assembly support

