MARKET NEIGHBOURHOOD DEVELOPMENT FRAMEWORK

BRADFORD CENTRE REGENERATION
one landscape many views

ARUP

City of Bradford MDC
www.bradford.gov.uk

YORKSHIRE FORWARD

Figure 21: The Market in 2020

The Plan of Action

Opposite: An overview of the exciting new plans for the commercial redevelopment of the district. It recommends that access is improved to the area, the quality of the environment is raised, development & restoration is encouraged and activity enhanced.

Below: A birds-eye view of the Market Neighbourhood as it is now.

Figure 1: Aerial photograph of Existing Market Neighbourhood

TRADING UP TO A BETTER LIFESTYLE

For generations the Market Neighbourhood has been the retail heart of Bradford. Now as the £1.5 billion regeneration of the city continues apace, this historic area is being revitalised and re-imagined with a series of bold new residential, retail, public realm and leisure projects. Initiatives that will ensure the neighbourhood continues to play a key role well into Bradford's future.

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Four catalytic projects – One exciting future

Currently the retail core of the city centre, the Market Neighbourhood includes the area from Drewton Street down towards Centenary Square, and is one of four neighbourhoods identified in the Masterplan. A consultancy team led by Arup for Bradford Council and Bradford Centre Regeneration has produced the Market NDF.

The aims of the NDF include acting as a guide for regeneration and to promote the Market Neighbourhood for redevelopment.

To do this it suggests the following key catalytic projects to kick start the renaissance.

1. Market Urban Village

A new mixed-use residential development adjacent to Drewton Road would help attract new residents into the area, assist efforts to concentrate the retail core and integrate the city centre with surrounding residential areas. The development could be set around a series of courtyards that positively respond to the listed Simes Street Chapel and Fountain Hall.

2. World Mile

A new cultural focused shopping and leisure destination stretching from Ivesgate in the city centre to White Abbey Road in Manningham would maximise the commercial opportunities associated with Bradford's cosmopolitan population and attract new trade and shoppers. It would also enhance and further develop the role of the area as a main city centre gateway.

3. Rawson Square

A dedicated space for outdoor markets, events and street performances would create a new focal point for pedestrians moving through the area. It would promote local retail and leisure activities as well as enable a more attractive proposition for city centre living to meet the needs of existing and new residents.

4. Northgate Footbridge

The construction of a new landmark pedestrian crossing over Drewton Road would create a vital link and integration between the city centre and Manningham. The new bridge would be highly visible to motorists using the city ring road and be symbolic of significant change. It would also help to ensure that surrounding communities are able to benefit from the successful regeneration of the city centre.

Setting out our stall

Key to the city's regeneration is the re-establishing of Bradford as a retail centre par excellence. The re-energized Market Neighbourhood will act as a northern destination for commerce, complementing the new Broadway centre to the south and encouraging shoppers to travel on foot between the two.

The Market

Keeping you in touch

At Bradford we know what an exciting time it is for the city, and that's why it's important we keep you up to date with all the regeneration news. If you want to make a comment, suggestion or ask a question about our plans for the Market Neighbourhood scheme, please contact the Planning Implementation Group on 01274 437195 or visit www.bradford.gov.uk for a comment form.

Comments should be sent to Planning Implementation Group, City of Bradford Metropolitan District Council, Transportation Design and Planning Department, FREEPOST BD818, 8th Floor, Jacobs Well, Bradford, BD1 1BR by 28th March, 2006.