



# WHY WE'RE REGENERATING WOKINGHAM TOWN CENTRE



(Approx dates / Phases 2 and 3 subject to planning permission)

## Benefitting new and current residents:

New jobs, shops, leisure and cultural activities to support our town's growth

#### Retail and Leisure etc.

We're building a foodstore, hotel, cafés, restaurants, better range of shops including national stores and independents, improved open space and play area so you enjoy and stay longer. We're not competing with Reading and Bracknell.

But 64% of you leave to shop elsewhere: online, out of town retail parks, other towns. For our town to thrive, we need you to visit.

Where to build it? other retailers thrive In town town centre Out of town declines rapidly

or

More people living in town = foodstore needed.





linking



Wokingham: a historic market town but we want bigger, better and specialist markets. More events regularly, all year round.

#### Jobs



new construction jobs every year for 5 years

### Value for money

Our approach makes scheme viable: with our partners



Costs offset across whole scheme to avoid over-development of Peach Place.

# Architecture and design

A detailed study of existing architecture has ensured the town's architecture, character and heritage are enhanced by our designs.









Wokingham has no one style - it's developed over centuries = different styles in different areas.

### New homes and apartments



Homes for life. Homes for our children and our children's children.

#### Better connected

More cycle parking 140 spaces







#### Consultation

Lots of consultation since 2008: We've talked, you've talked. We've listened and made changes

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