



# CREATING A FUTURE FOR WOKINGHAM TOWN CENTRE

Creating strong communities where residents have the leisure and recreational facilities they need is at the heart of Wokingham Borough Council's Vision for regenerating its town centres.

**ELMS FIELD**  
NOVEMBER 2015

**THE REGENS**  
THE REGENERATION COMPANY





# REGENERATING WOKINGHAM

## Town centres are at the heart of the community

They are vibrant places to gather, socialise, and find the things you need in a convenient location. The modern high street is changing. It needs to provide good social facilities with a sense of a community where people live and interact with each other, as well as shop.

Wokingham needs to offer residents and businesses the experiences which will make them want to stay here, rather than go elsewhere, in order to secure the town centre's long-term economic future. This means offering residents a better choice and quality of shops, services and leisure facilities, all in one location. The town needs the ability to adapt as high streets continue to evolve.

## Uniquely Wokingham

We've been working hard on developing our strategy to make sure we create a great mix of retail and leisure in the town centre.

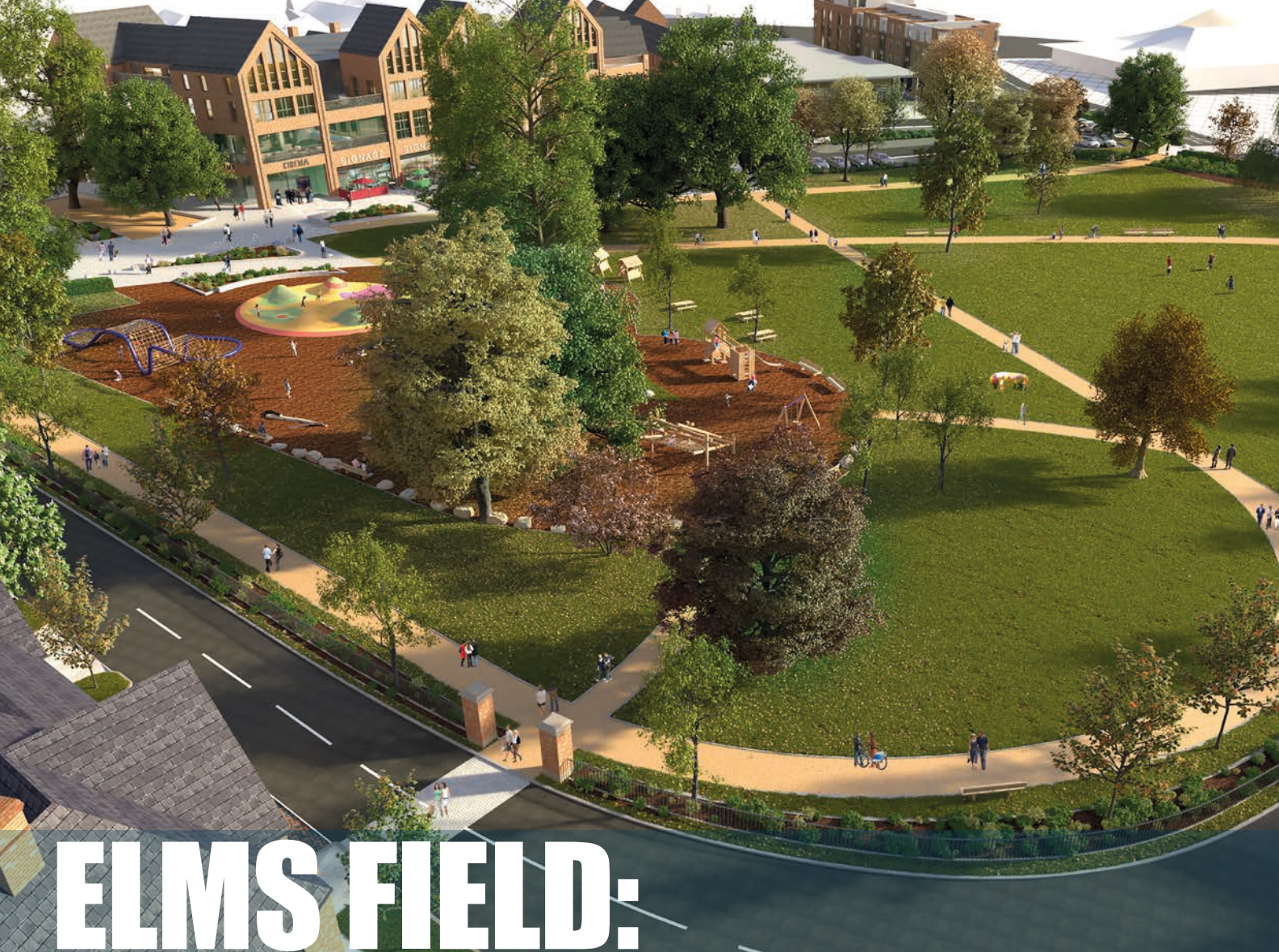
Wokingham needs to stand out as a location and offer something different from other larger towns in the area. Our scheme aims to support this by emphasising the town's strengths such as great niche retailers, community events, great spaces to relax and socialise and an improved leisure and cultural offer.

## How have we come up with our proposals?

In addition to making sure our proposals are in line with local and national planning policy, we've spent a lot of time talking to local residents and businesses about what they need from their town centre. We've also been market testing our proposals with potential retailers and leisure providers. And, we are confident our proposals will attract the right businesses to Wokingham.

We've been careful to ensure the project is self-financing and delivers lots of community benefits without having to rely on the tax payer to subsidise it.





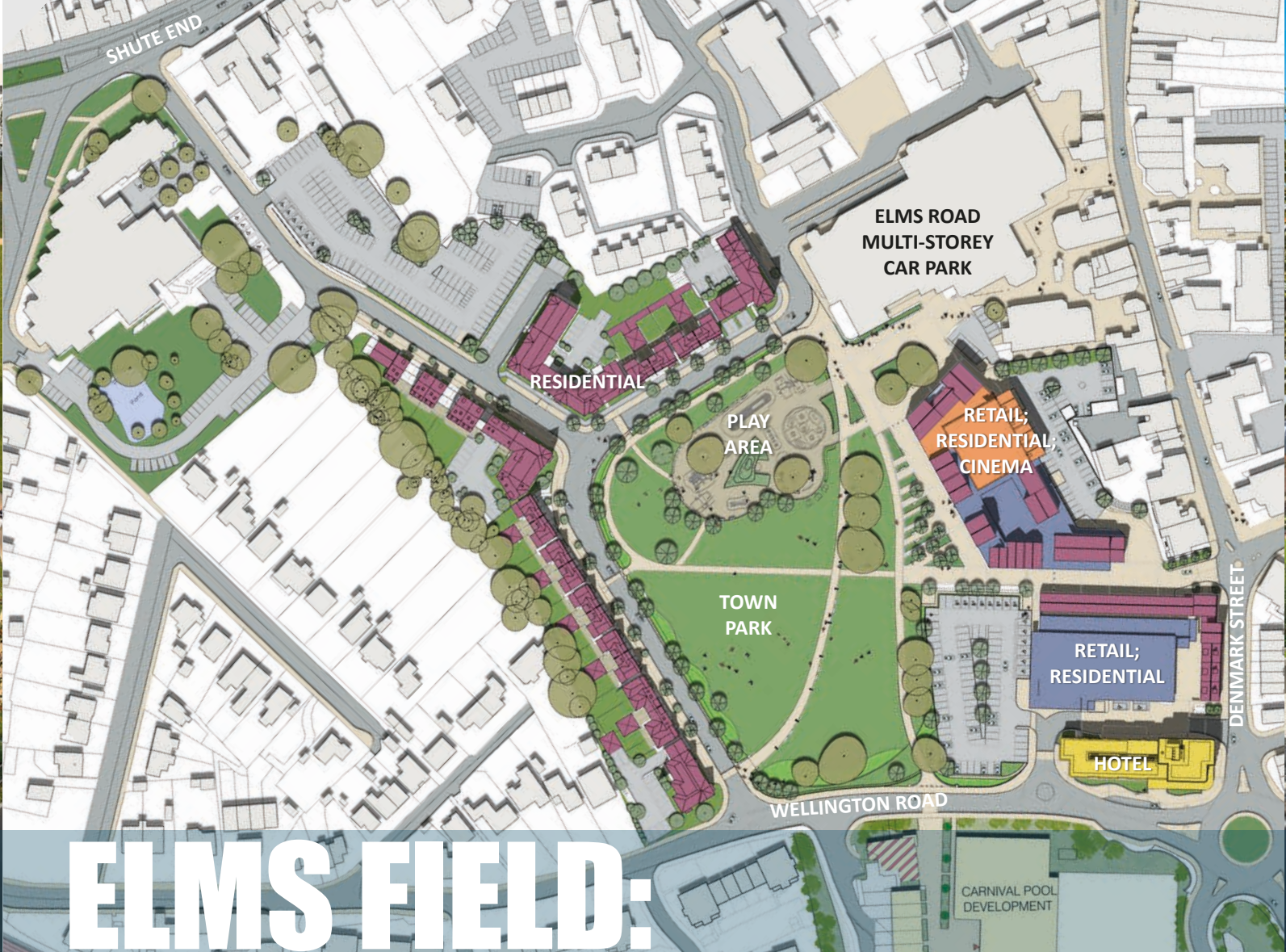
# ELMS FIELD: WHAT YOU SAID

We've listened to your suggestions and here are the key themes we've addressed in our proposals:

- A large high quality park
- Retain as many of the existing trees as possible
- A large play area
- Limit the scale of development
- A greater variety of retailers back to the town
- Ensure the town is not just about shopping
- Adequate parking for shoppers, new residents and visitors







# ELMS FIELD: OUR PROPOSALS

## Park and Play Area

- A fantastic town centre park with large open spaces for leisure and events
- A large play area to attract families to the town centre (we will consult on detailed design following planning consent)
- Areas for planting and seating for relaxation, and services such as electrics, water and drainage to allow even better events through the year
- Retaining large numbers of the existing mature trees within the park as well as planting new trees
- Moving the road so the park connects seamlessly with other public spaces

## Public Spaces

- New public spaces to give people areas to relax and socialise, including a large space to the north between the new development and Virgin Active, and alongside the retail units
- Spaces are designed so they are large enough to expand the existing markets and fayres, accommodate special events and provide outdoor seating for cafés and restaurants opening out onto the park

## Leisure

- New leisure facilities offering more than just shopping and things to do during the day and into the evening
- New 3 screen boutique cinema which will show a range of films and other events like live theatre, opera and music screenings, kids clubs and festivals





## Retail

- 16 new commercial units for retail and restaurants
- Larger spaces to appeal to national stores and smaller units to attract local independents and niche operators
- Floorspace has been flexibly designed so it can continue to adapt to future high street changes

## Foodstore

- A new medium-sized foodstore, which meets the demand of the increasing population but reflects the changes in how people shop for food
- Offer greater choice and help encourage footfall back to the town centre with linked trips to bank or having a coffee

## Hotel

- A 95 bed hotel responding to requests from business for good quality accommodation in the local area
- Positioning the hotel to create a lively street scene onto Wellington Road, create a drop off point and a landmark building at the southern entrance to the town

## New Homes

- 126 new homes framing the park, over the commercial units and at the bottom of Denmark Street
- A mix of properties from larger family homes to one bedroom apartments
- All residential homes have sufficient parking plus some additional visitor parking

## Better connected

- Reinforcing pedestrian routes through to Denmark Street to help integrate the area with the rest of the town centre
- Widening the narrow road at the bottom of Denmark Street to improve routes for both vehicles and pedestrians
- An improved pedestrian crossing at Wellington Road linking with new Carnival Leisure Hub and the south of town
- Moving the existing Elms Road to go around the park rather than cut through it, and creating a new through link to Shute End, improving access to car parks and the scheme
- A new 89 space short stay car park next to the retail and foodstore, a reconfiguration of the Shute End and Paddocks car parks, to retain 219 spaces and over 100 new cycle parking spaces





# REGENERATION: HAVE YOUR SAY

The planning application for Elms Field has now been submitted and you can have your say

- You can view the full set of plans and supporting information at the Civic Offices Planning Desk or by visiting: [www.wokingham.gov.uk/planning-and-building-control](http://www.wokingham.gov.uk/planning-and-building-control) and searching for planning application number 153125
- Alternatively you can find copies of key documents and drawings at the Town Hall Information Centre, at Wokingham Library or in the Mall Gallery at the Civic Offices at Shute End during normal opening hours
- As part of the planning application process, you can submit comments about the scheme until the end of January 2016. Comments can be submitted online or in hard copy on the response form which will be available at the named venues above

What happens after the consultation period?

- The application will be considered by the Planning Committee in spring 2016.
- Elms Field development is expected to start in 2017 and finish by mid 2019, subject to planning consent.
- Keep up-to-date with the project at: [www.regenerationcompany.co.uk](http://www.regenerationcompany.co.uk)

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THE REGENERATION COMPANY