

Our Ideas for Wokingham Town Centre Regeneration

An alternative to the current
Wokingham Borough Council scheme

Overview

- Lower risk, lower cost than Council scheme
- Sustainable town centre in the long term
- Capture as much business as possible for the local economy
- Transferable to other towns in the Borough
- Save the green space at Elms Field
- Keep Wokingham's market town feel

Elms Field area

road from Wellington Road
through to Shute End via
Council Offices car park

HOUSING

HOUSING

SHOPS
CAFES
FLATS

SUPERMARKET

HOTEL

Decked
car park

Elms Field: Liberal Democrat ideas

enhanced green space

better links

housing

Hotel site?

Decked car park



"Peach Place"



current
works

shops and
houses

cafe

piazza

shops

Peach Street and Rose Street

more improved shop units past M&S

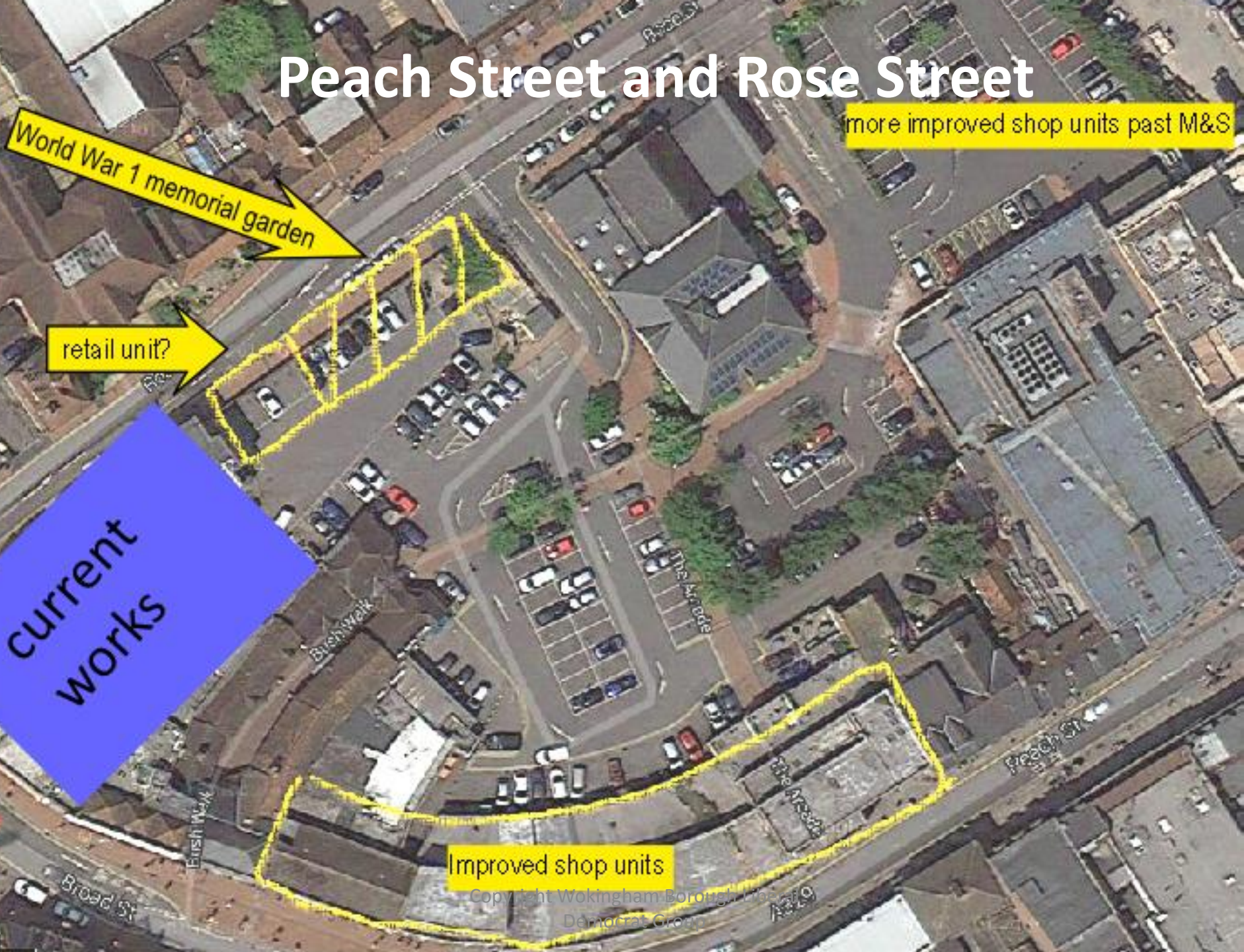
World War 1 memorial garden

retail unit?

current
works

Improved shop units

Copyright Wokingham Borough Council
Democrat Group



Other Lib Dem Ideas: 1

Capturing Online Trade

- Wokingham hub providing “virtual town centre” and town centre base with cafe and click and collect service
- Provide a better online presence for small shops, small businesses and voluntary sector
- Out of town “dark store” for online supermarket shopping

Other Lib Dem Ideas 2

Making the most of what we have

- Keep market town feel in town centre design
- Market the market
- Encourage niche and specialist shops
- Run more events and improve leisure facilities
- Spruce up the town
- Manage parking better
- Encourage the evening economy

Other Lib Dem Ideas 3

ENGAGE THE WHOLE COMMUNITY

- Create better forums for local businesses
- Work to involve larger landlords
- Find out what residents and customers want
- Remember the rest of the Borough

***Now we want to know what
YOU think!***

