



The framework has helped deliver improvements to public realm in Bracknell Town Centre

Subject area	Considerations
Community profile	<ul style="list-style-type: none"> • Stakeholders • Local views, preferences and aspirations • Organisational structures • Census and other statistical data • Cultural characteristics • Safety and security
Local plan policies	<ul style="list-style-type: none"> • Design • Strategic views • Land uses • Transportation plans • Interim uses • Specific constraints (eg. airport protection zones)
Heritage and conservation	<ul style="list-style-type: none"> • Conservation areas • Listed buildings • Ancient monuments • Archeology • Sites of Special Scientific Interest • Local Nature Reserves and other designated ecological sites • Protected flora and fauna • Nature conservation, Countryside and Green Strategies
Other relevant policies and initiatives	<ul style="list-style-type: none"> • Supplementary planning guidance <ul style="list-style-type: none"> – Development frameworks – Design guides – Site development briefs • Other relevant local authority policies • Relevant policies and requirements of other bodies (eg. RDAs, Environment Agency) • Other local initiatives

Location:	Bracknell Town Centre
Design Team	URBED, Jon Rowland Urban Design
Local Authority	Bracknell Forest District Council
Project	Urban Design Framework and provision of Supplementary Planning Guidance
Details:	Bracknell Forest District Council, in the face of two major planning applications, required an urban design framework that would help set the design agenda for the renewal of the town centre and provide a basis for negotiations with the developers. A series of public workshops, which also included members, officers, and representatives from the developers, was held. These established the image and perception of the town centre and a set of design principles. The workshop groups also designed their own plans and aspirations for their town centre. A general consensus was apparent, and this formed the basis of the Urban Design Framework. The key principles on such aspects as access, mix of uses, and public realm were set out in the form of Supplementary Planning Guidance.
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