

FI Real Estate Management and the project team are pleased to welcome you to our public exhibition to view the exciting redevelopment of the the Brunel Shopping Centre, 44-54 Canal Walk, Swindon.

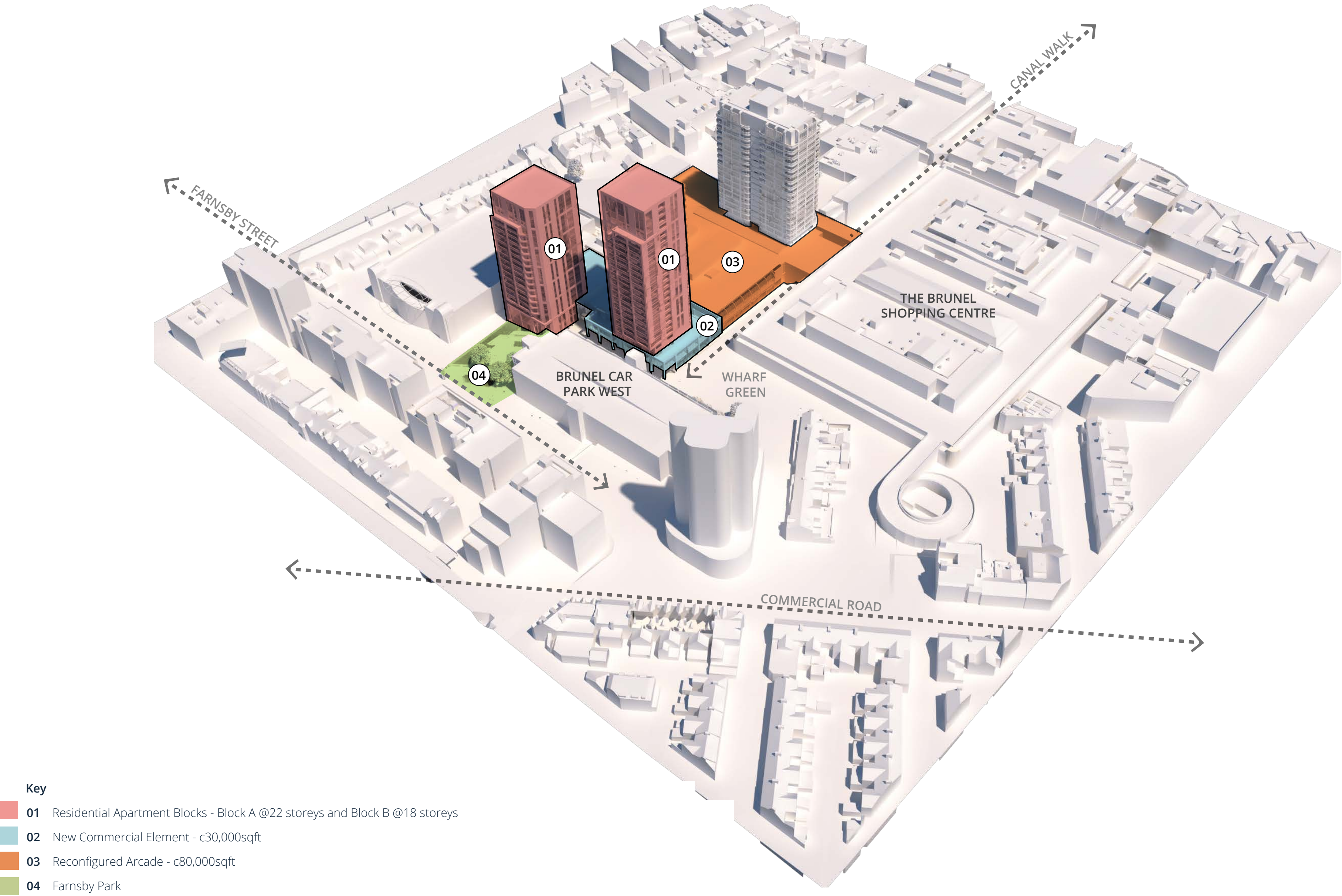
About Us...



FI Real Estate Management is a privately owned property company active in both property asset management – with a £3 billion UK portfolio covering over 10 million sq ft – and property development within the residential, retail, office, industrial and leisure sectors.



DEVELOPMENT PROPOSAL



CONSULTATION TO DATE

FI Real Estate Management and the project team have to date been engaged in a thorough and hugely informative pre-application consultation with Swindon Council - the development of which is described in this public consultation.

In parallel with this, comment has been received and absorbed from the South West Design Review Panel, an independent expert board, and Swindon Council Planning at pre-application stage.

SHARE YOUR FEEDBACK

FI Real Estate Management is hosting a public exhibition for local residents, businesses and stakeholders that will give you the opportunity to view the scheme in more detail, provide feedback and ask our project team any questions you might have.

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THE TEAM

FI REAL ESTATE MANAGEMENT

Client/Developer: **FI Real Estate**

elliswilliams ARCHITECTS

Architect: **Ellis Williams Architects**

wyg

Planning Agent: **White Young Green**

bcal

Landscape Architect: **BCA Landscape**

wyg

Engineering: **White Young Green**

SITE LOCATION PLAN



Overview

Positioned in the heart of the Town Centre, the Brunel Shopping Centre is home to over 100 shops, equating to 520,000sqft of retail space.

It is made up of five distinct areas including Canal Walk, The Plaza, Havelock Square, Regent Street and The Arcade. The Centre also benefits from an adjoining 750-space multi-storey car park.

An opportunity exists to further enhance it's profile further by transforming a section of the Centre adjacent to Canal Walk - the existing House of Fraser - into a landmark leisure attraction.

Together with this, there is an opportunity to encourage a new residential presence into this part of the Town Centre, bringing even more vibrancy and activity to this key location.

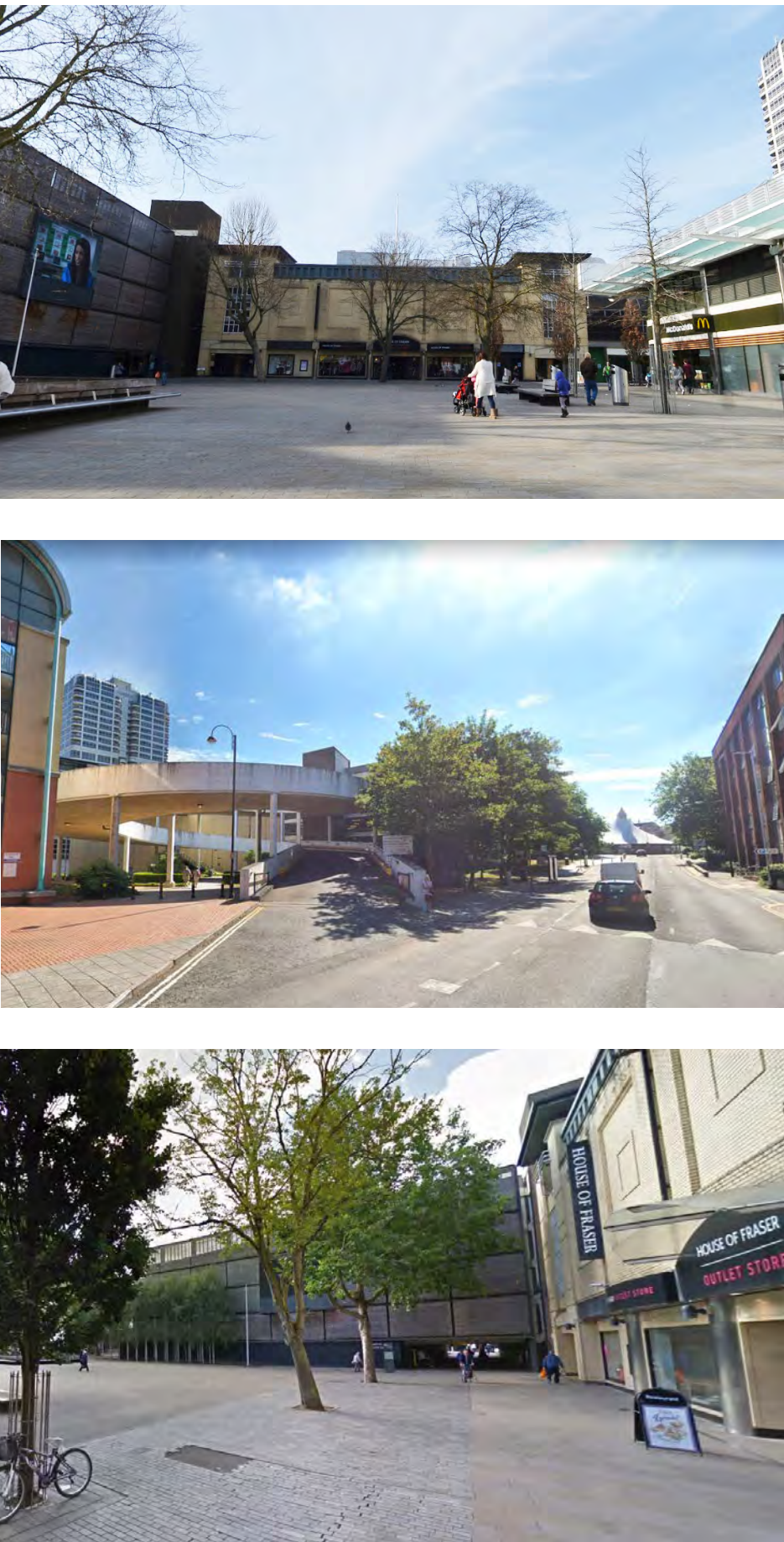
Forming the edge of this could be an exciting new public green space, acting as a threshold from Farnsby Street to the west into the Retail Centre.

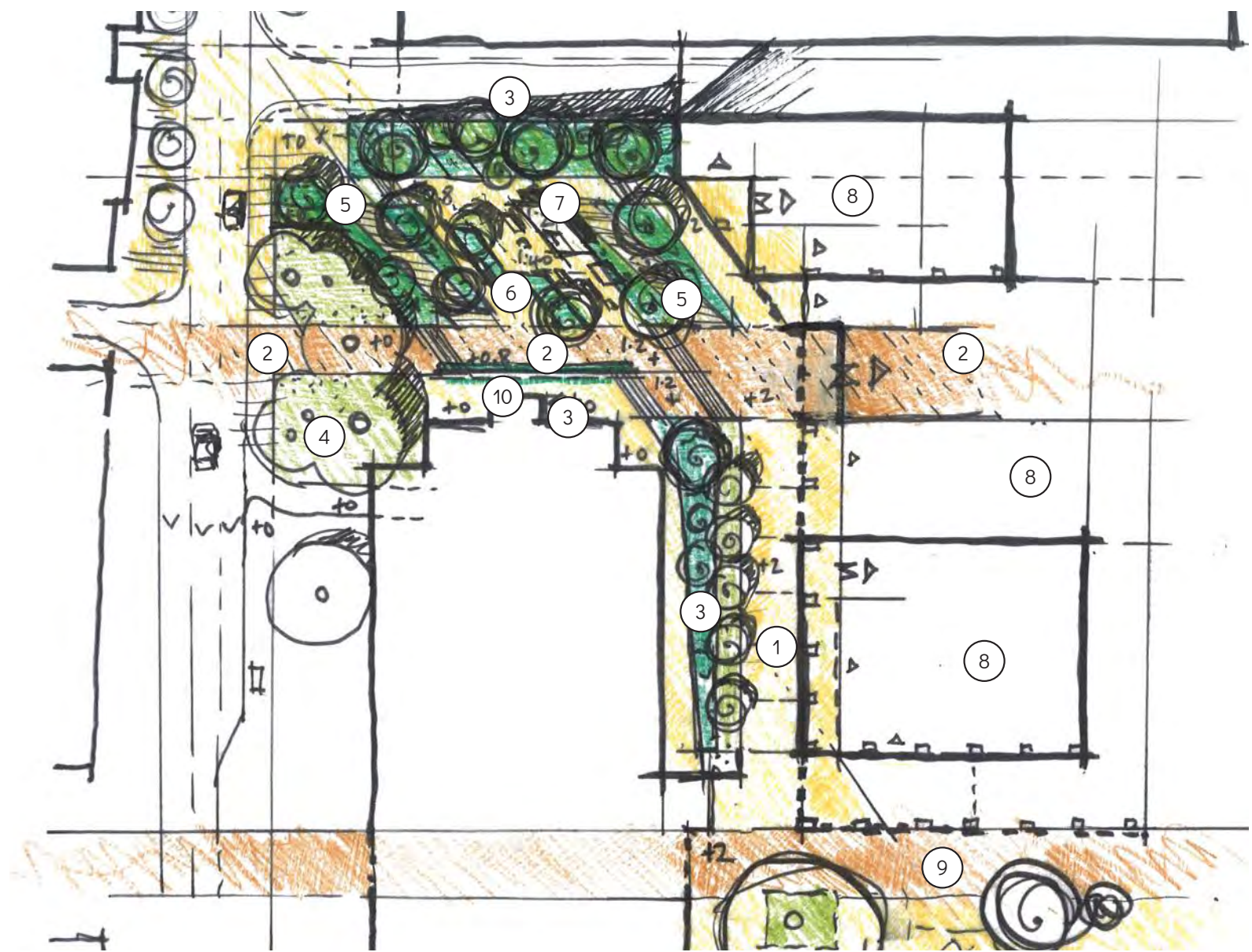
DEVELOPMENT BENEFITS

- Reinvigorating Canal Walk to be a highly attractive, active pedestrian route into Swindon Town Centre.
- Provision of approx 280 new homes helping to meet housing targets.
- Enhancing existing links to the nearby Heritage areas via a new, welcoming pedestrian connection.
- Strengthening the existing retail offer by establishing a new retail entrance into the Brunel Centre.
- Creating a landmark for the new development, to form a family of buildings alongside David Murray John tower.
- Creating a new green public space, to be used for the benefit of pedestrians, residents and shoppers alike.
- Provision of jobs during construction and permanent positions in the commercial units.

“ We are hugely excited about our plans to regenerate and make better use of this prominent site by working in partnership with Swindon Council, our tenants, businesses and the local community. ”

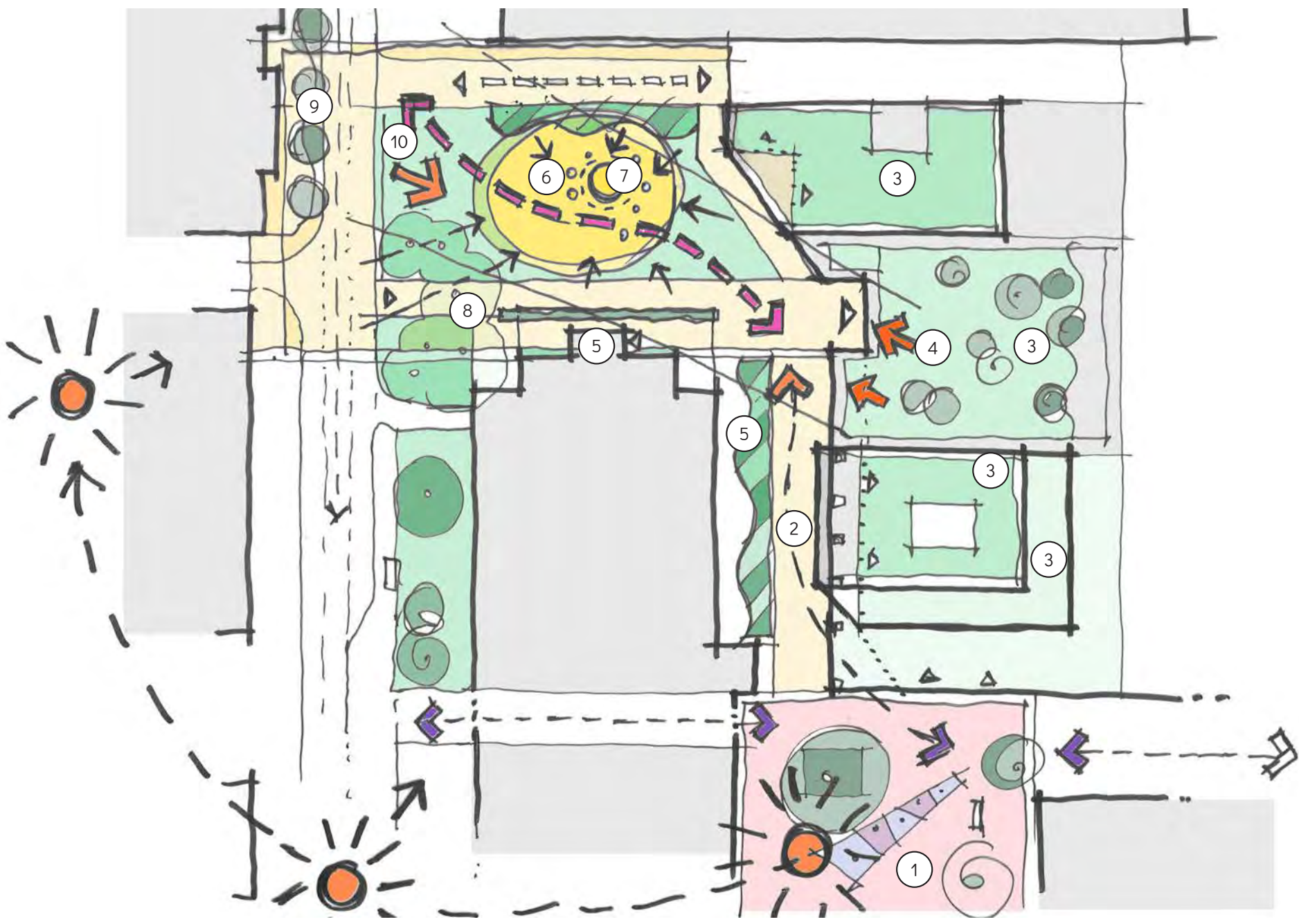
SITE BOUNDARY PLAN





01 New Tree-lined Colonnade 02 Direct link between Farnby Street & the Brunel 03 New Green car park screen 04 Existing Trees Retained 05 Level Access
06 Centre of Park 07 Potential New Pavilion 08 New Residential Roof Garden 09 Improvements to Square 10 Existing Car Park Access

External Landscape Concept

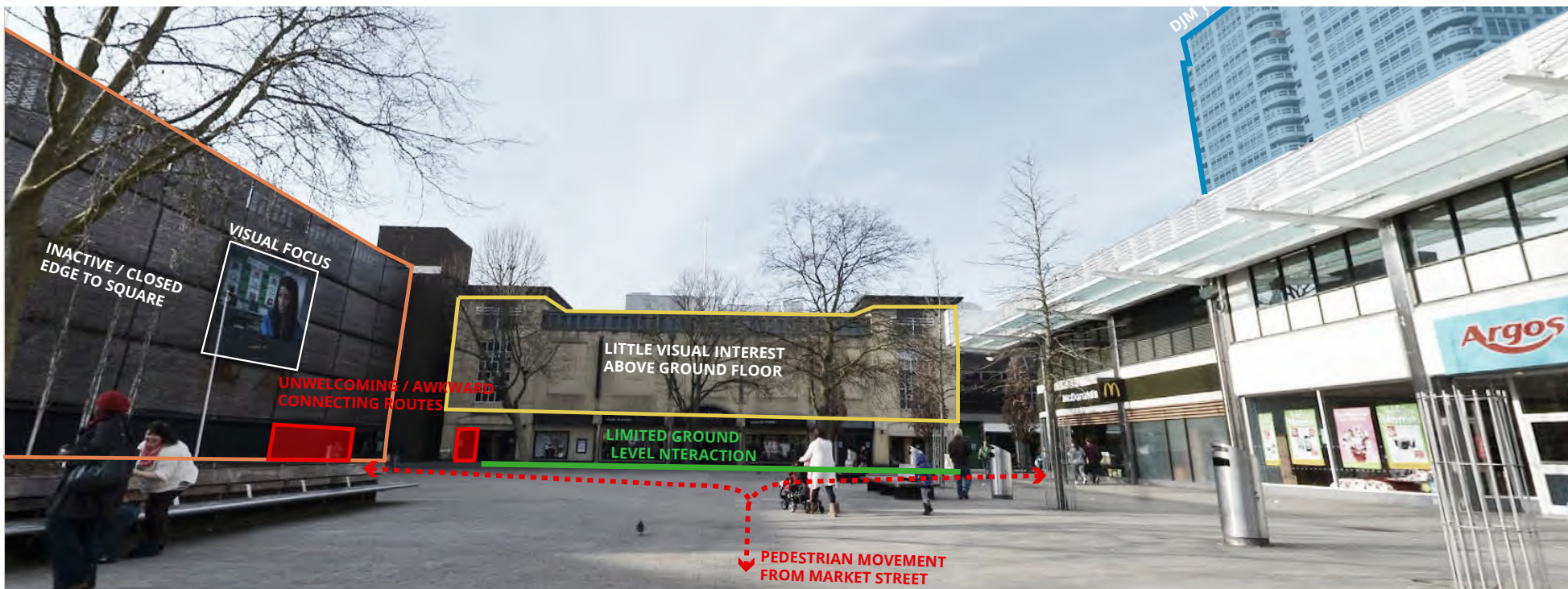


01 Wharf Green Improvements 02 New Green Street Link 03 Roof Terrace 04 View Over Pocket Park 05 Car Park Planted Screen 06 Pocket Park with Internal Focus Potential Pavilion
07 Potential Pavilion 08 Existing Trees Protected/Retained 09 Improvements to Existing Street 10 Framed views of New Development

Spatial Analysis & Development

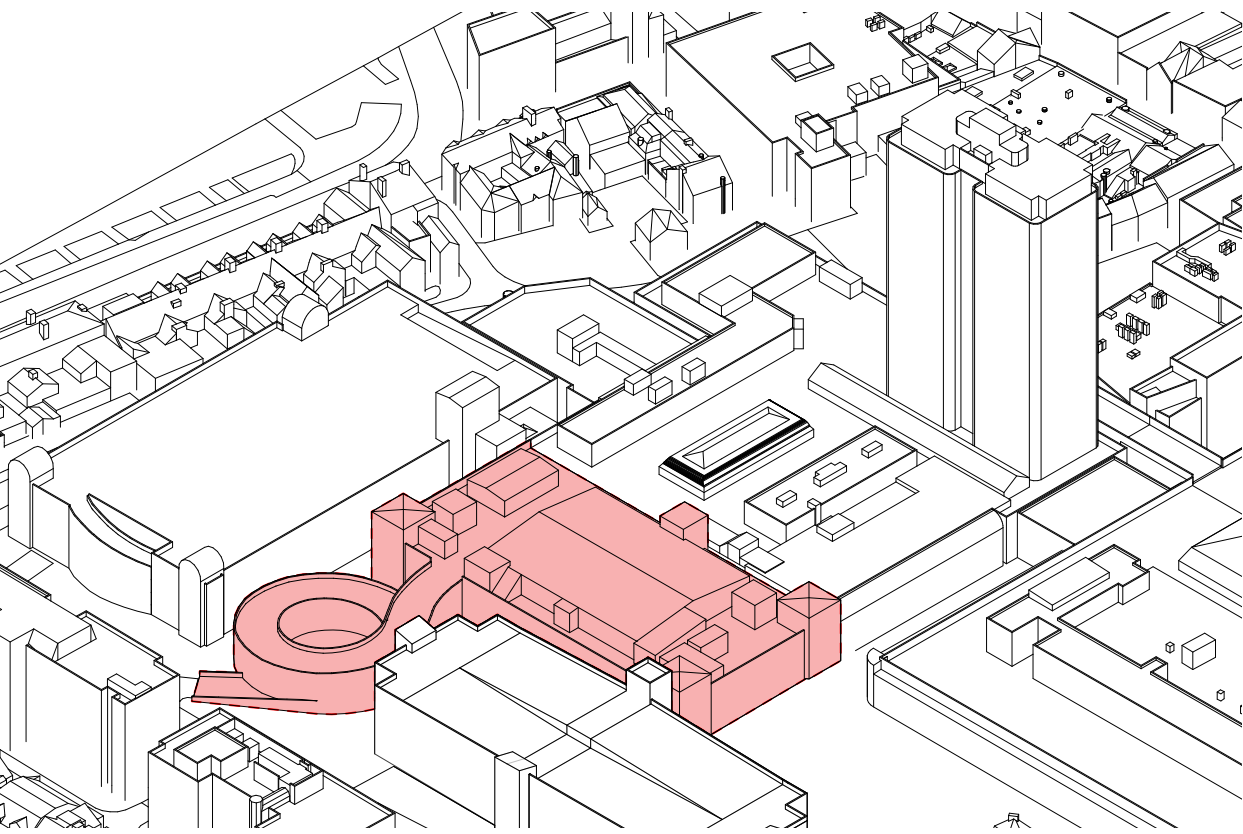
Constraints & Opportunities

- Arrival into Wharf Green from Canal Walk is currently underwhelming and with no clear signposting or sense of place.
- There is limited interaction along the House of Fraser ground floor frontage, with upper levels closed and lacking in animation.
- The existing connecting routes from Wharf Green to Farnby Street, such as the undercroft passage beneath Brunel Car Park South, are uninviting/secondary in nature.
- The service ramp off Farnby Street creates a visual impediment and underwhelms as entrance point into Wharf Green and the retail centre.
- An opportunity exists to create landmark, alongside the existing David Murray John tower, within Wharf Green to signpost square and create destination point.
- Greater animation and visual interest could be created along the Wharf Green edge to reinvigorate square, via a new active frontage.
- An opportunity exists to create a stronger connection between Wharf Green and Farnby Street, leading to wider Heritage Quarter to the north.

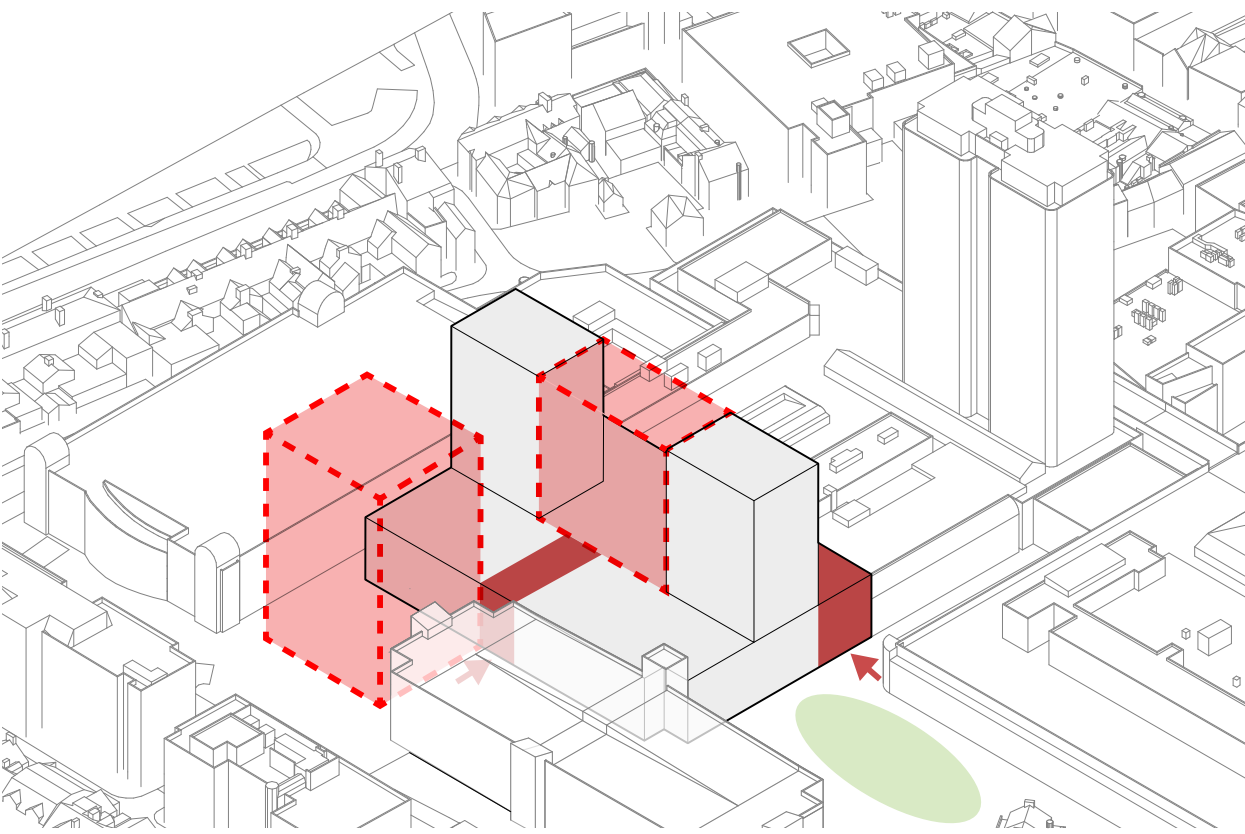


Constraints & Opportunities

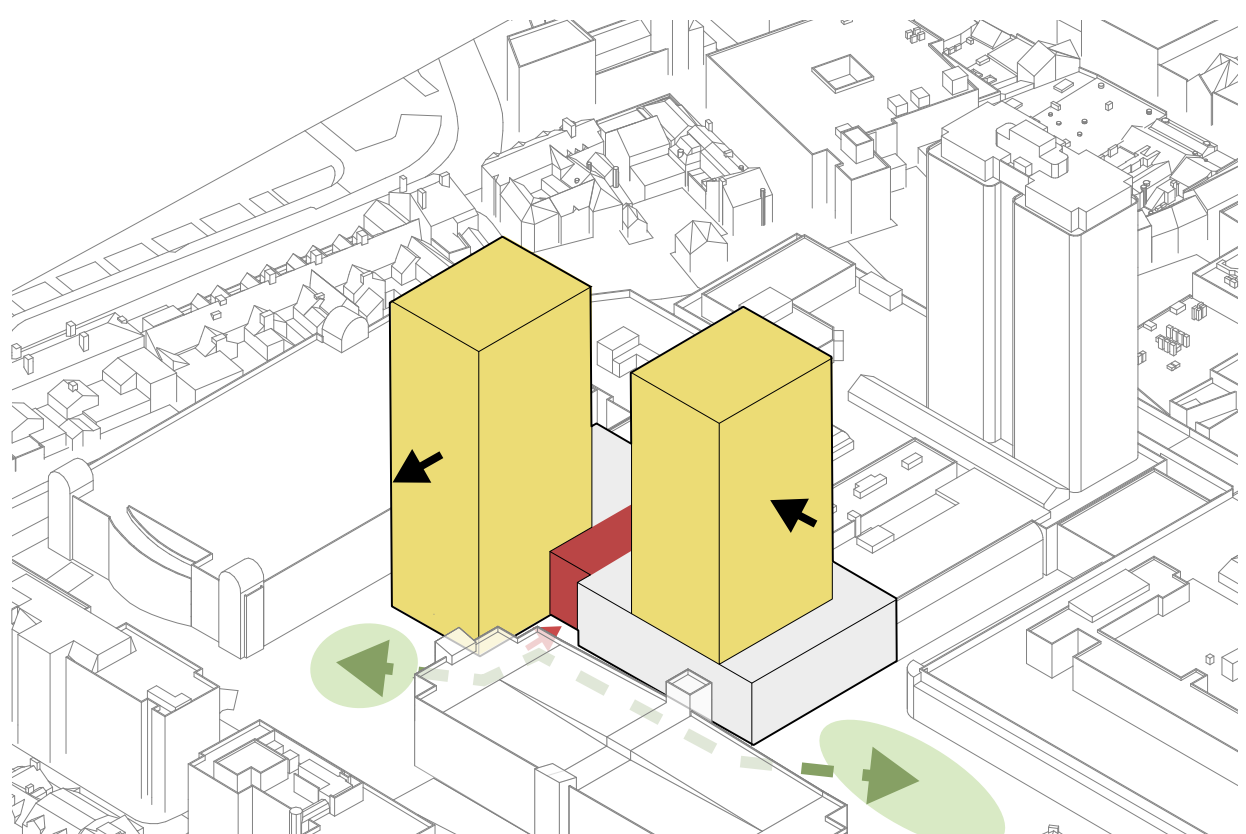
CONCEPT DRIVERS



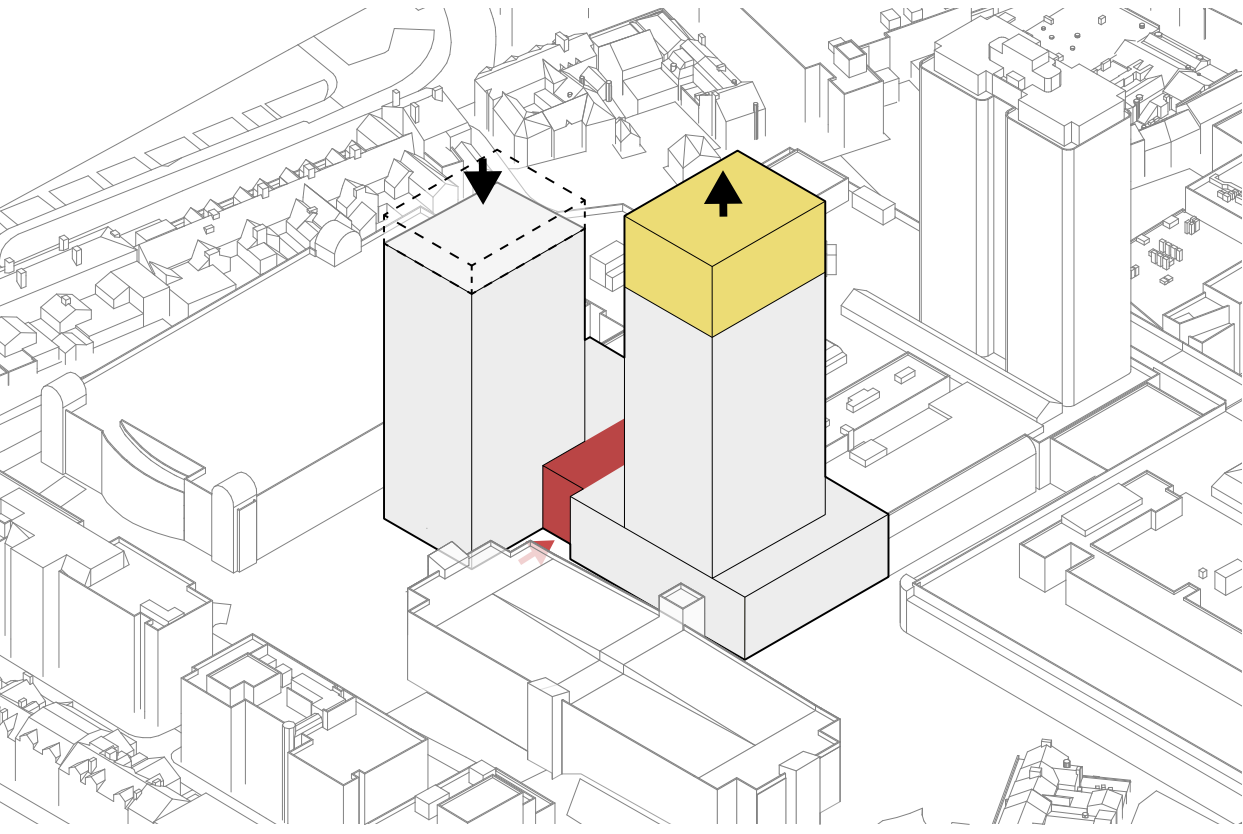
1. Extent of Development Area



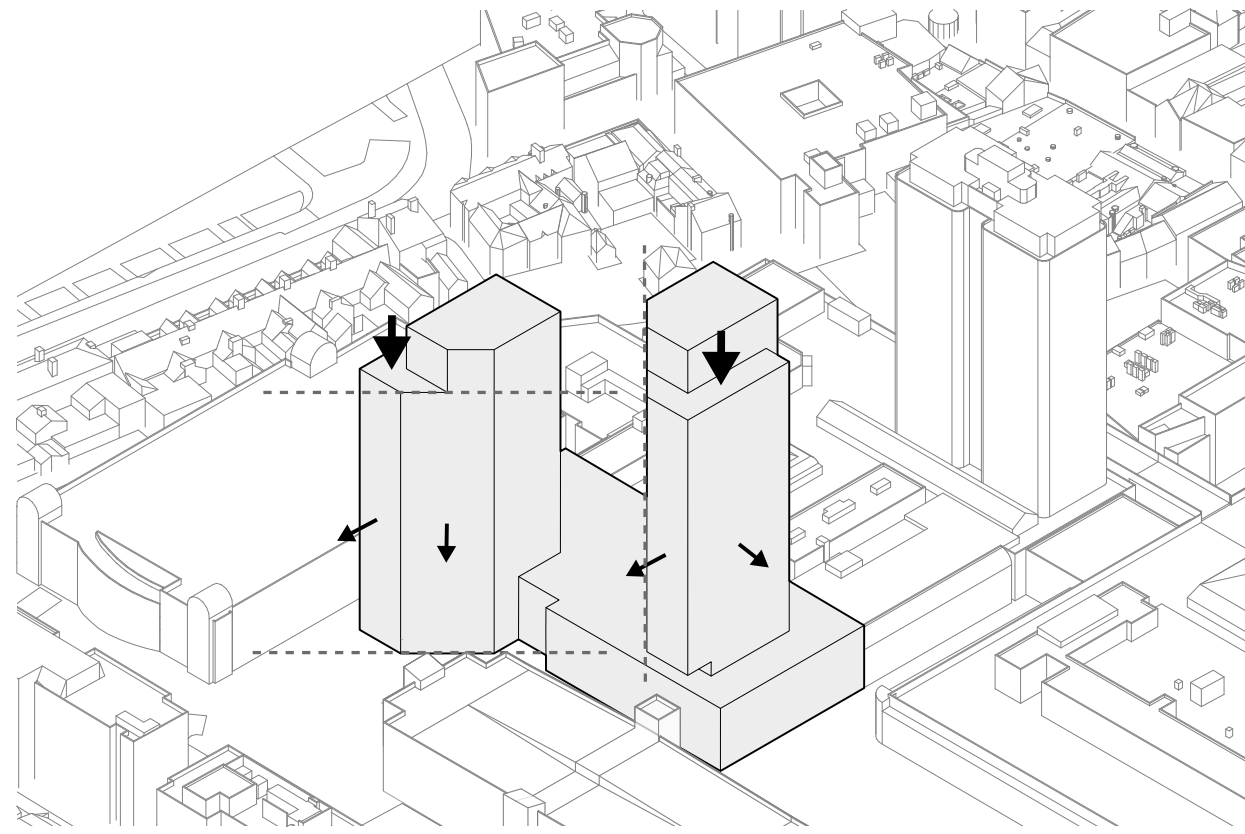
2. Initial Response to Brief



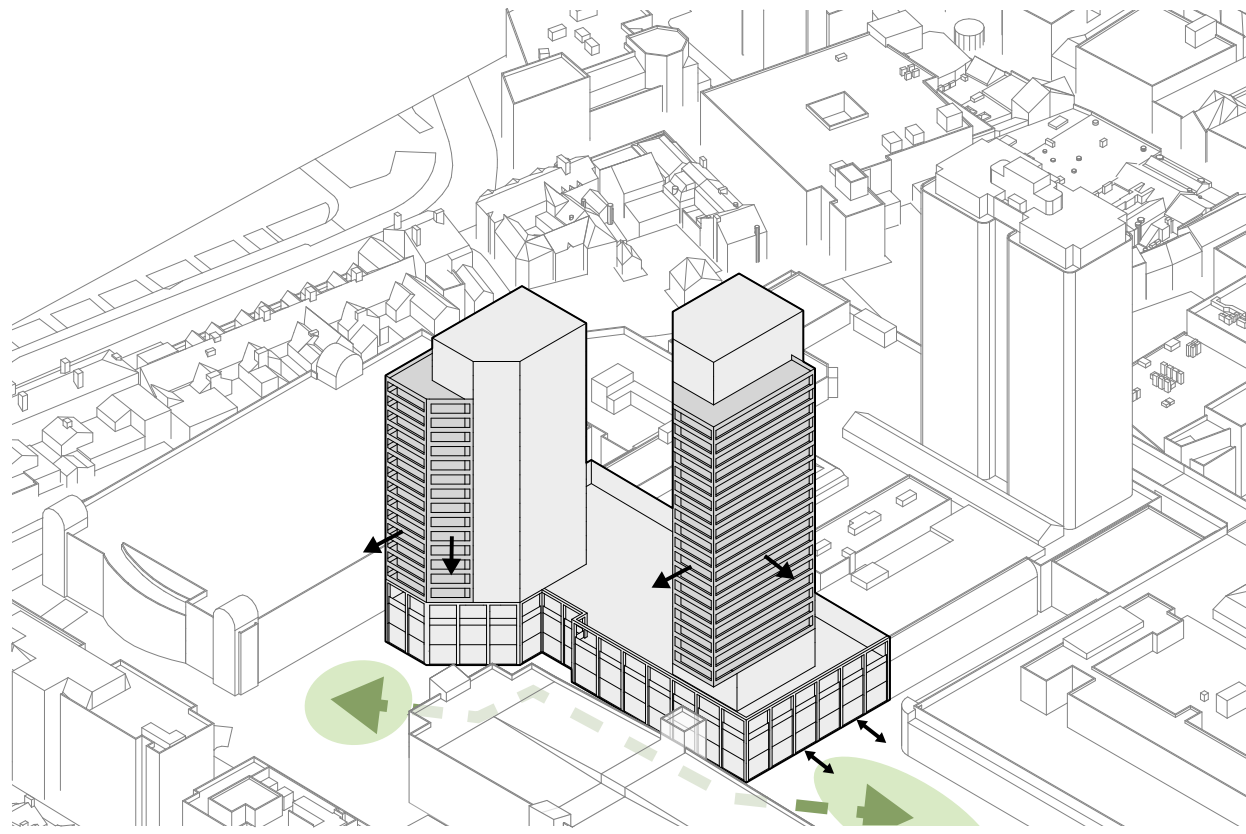
3. Repositioning of Blocks



4. Varying of Block Heights



5. Modelling of the Blocks



6. Overlapping Volumes



View From Wharf Green

Proposed Enhancements

Wharf Green is a generous public square at the end of Canal Walk, surrounded by retail on three sides and the Brunel Car Park to the west. It is predominantly hard-paved with some mature trees and seating.

This space could be enhanced to the benefit of the new leisure and residential scheme, as well as the wider shopping centre and Swindon as a whole.

Greater activation and vibrancy along the Wharf Green frontage can be created in the form of a new, highly-visible commercial offer.

This activation can encourage greater use and movement through the important public realm of Wharf Green, helping to strengthen circulation routes within the Brunel and outside of the retail core.

Reinvigoration of Canal Walk

Canal Walk has the opportunity to be a highly attractive, active route into the Town Centre. A destination/focal point at the end of Canal Walk would serve to encourage this.

By continuing the active frontage around the new development and into Farnsby Street, the Canal Walk route could be reinvigorated.

Connection To Farnsby Street

Widening the connection between Farnsby Park and Wharf Green will allow the introduction of additional trees and ground level planting that will make the route more appealing.

An attractive colonnaded approach will also encourage movement along this route and strengthen connections to local heritage areas a few minutes walk away.



Project Precedents



View Towards Wharf Green



Aerial Overview





View From Farnsby Street



Precedents & Visualisations

New Public Green Space

The approach from the west to the new leisure and residential entrances could be through a green pocket park giving 2,100sqm of green amenity space.

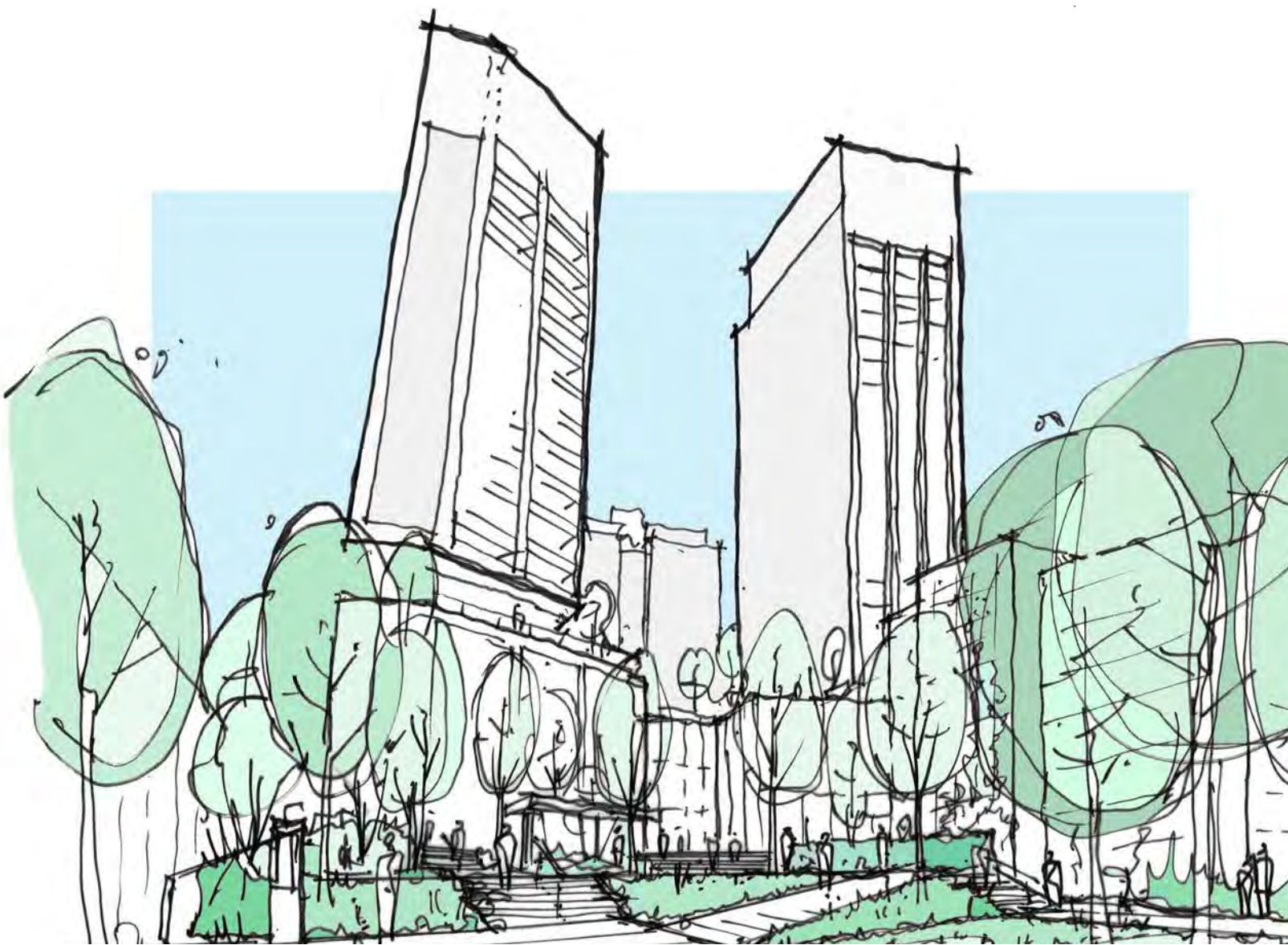
This provides a number of benefits as follows:

- Provides opportunity, with a multipurpose and flexible design, for meeting and play areas to enhance the shopping facilities and to provide amenity for the new residential element.
- Green wall to the northern elevation of the car park to give a green backdrop to the pocket park and enhance the route to the new development.
- Allows for continuity of the existing green boulevard to the eastern side of Farnsby Street.
- New route to the Arcade could be attractive and well lit, safe and therefore further enhance the experience of using the shopping centre.
- Improved link from Wharf Green northwards across Farnsby Park to the Heritage Quarter, animated by ground floor cafe / restaurants and the new residential entrances.

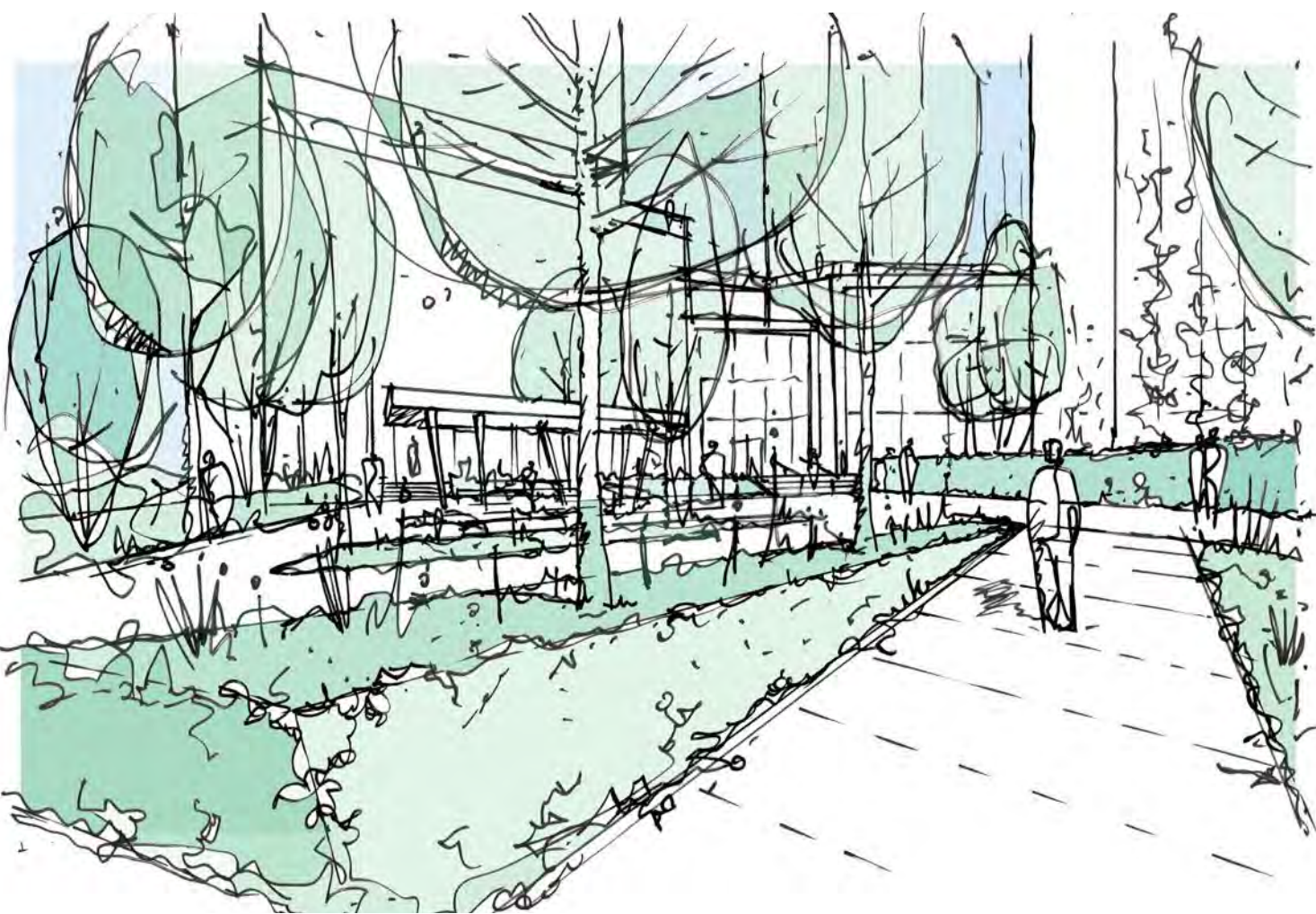
Improved Access & Movement

This new pocket park will lead pedestrians directly towards a new western Arcade entrance facing Farnsby Street. This will align with the existing Arcade internal street and provide a natural flow of movement between inside and out.

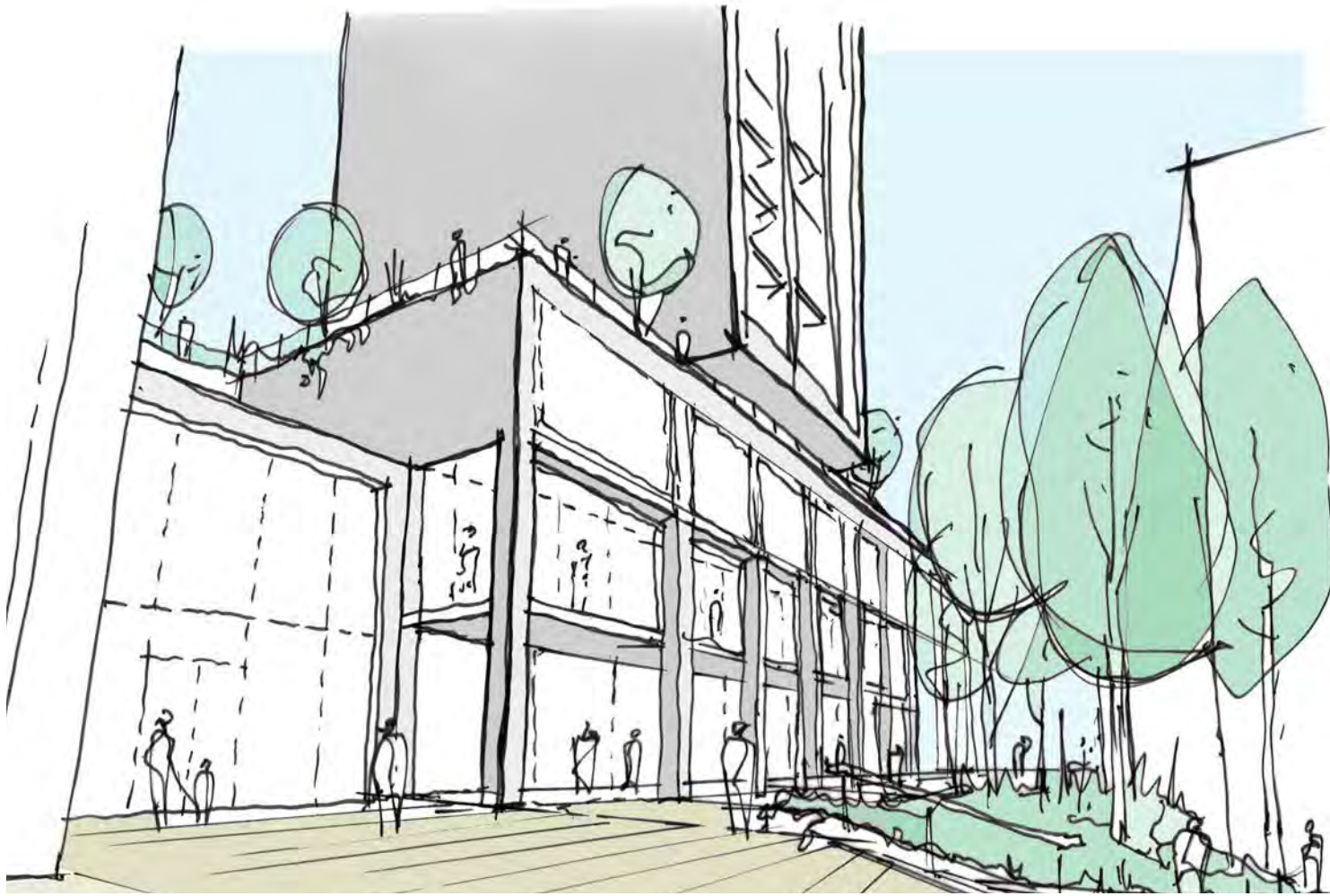
New residential entrances will sit adjacent to Farnsby Park, providing private access for residents. At roof level, residents will benefit from views over this new green space.



View From Farnsby Street



View Within Farnsby Park

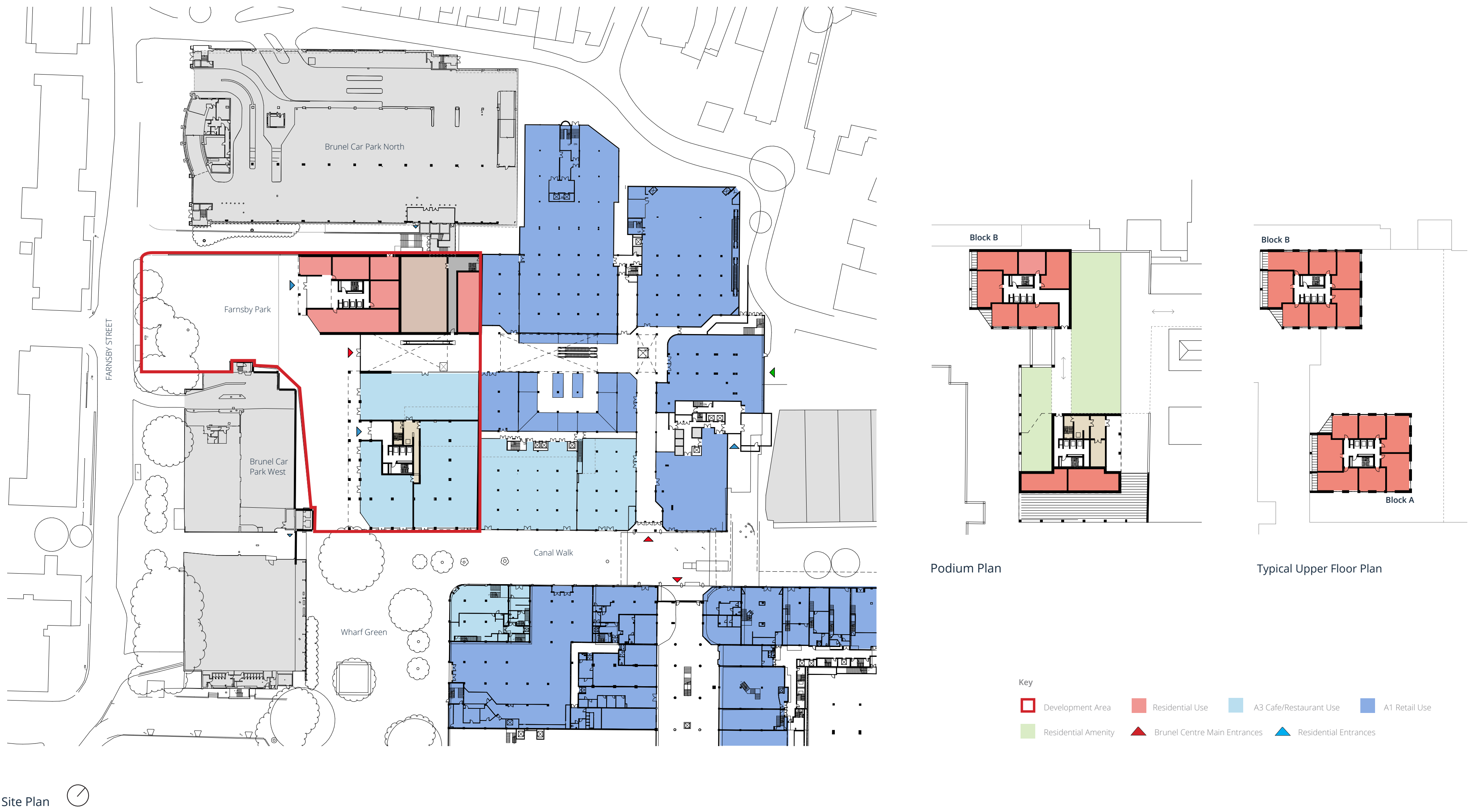


View of Colonnade Link

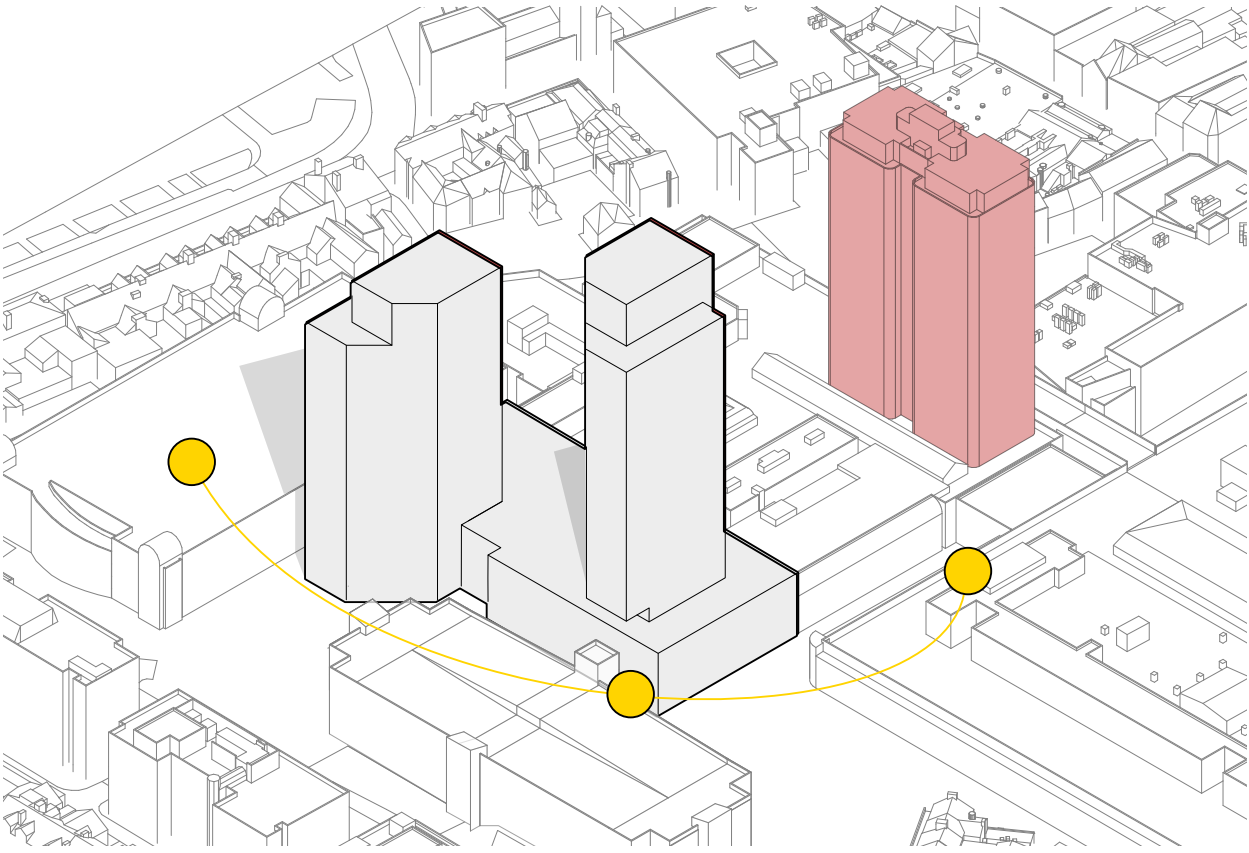


View From Podium

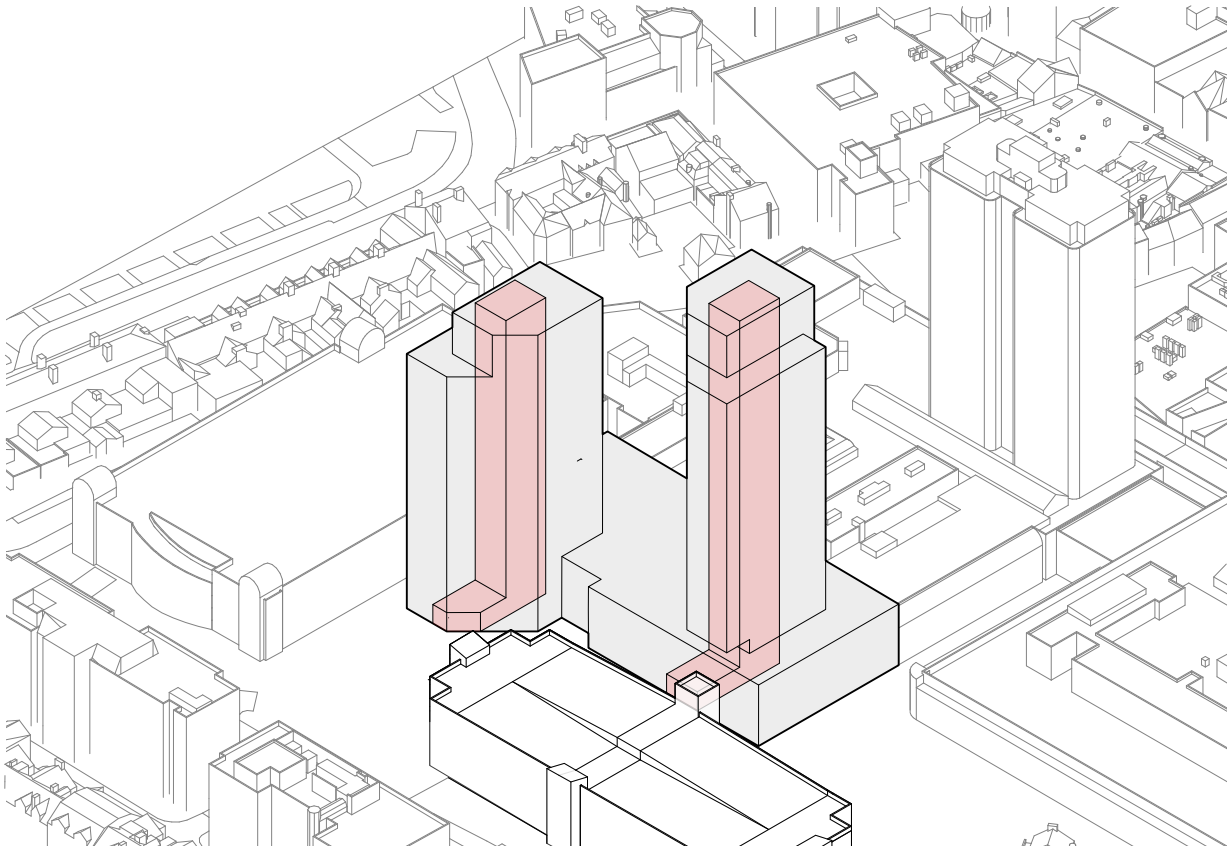
PLANS



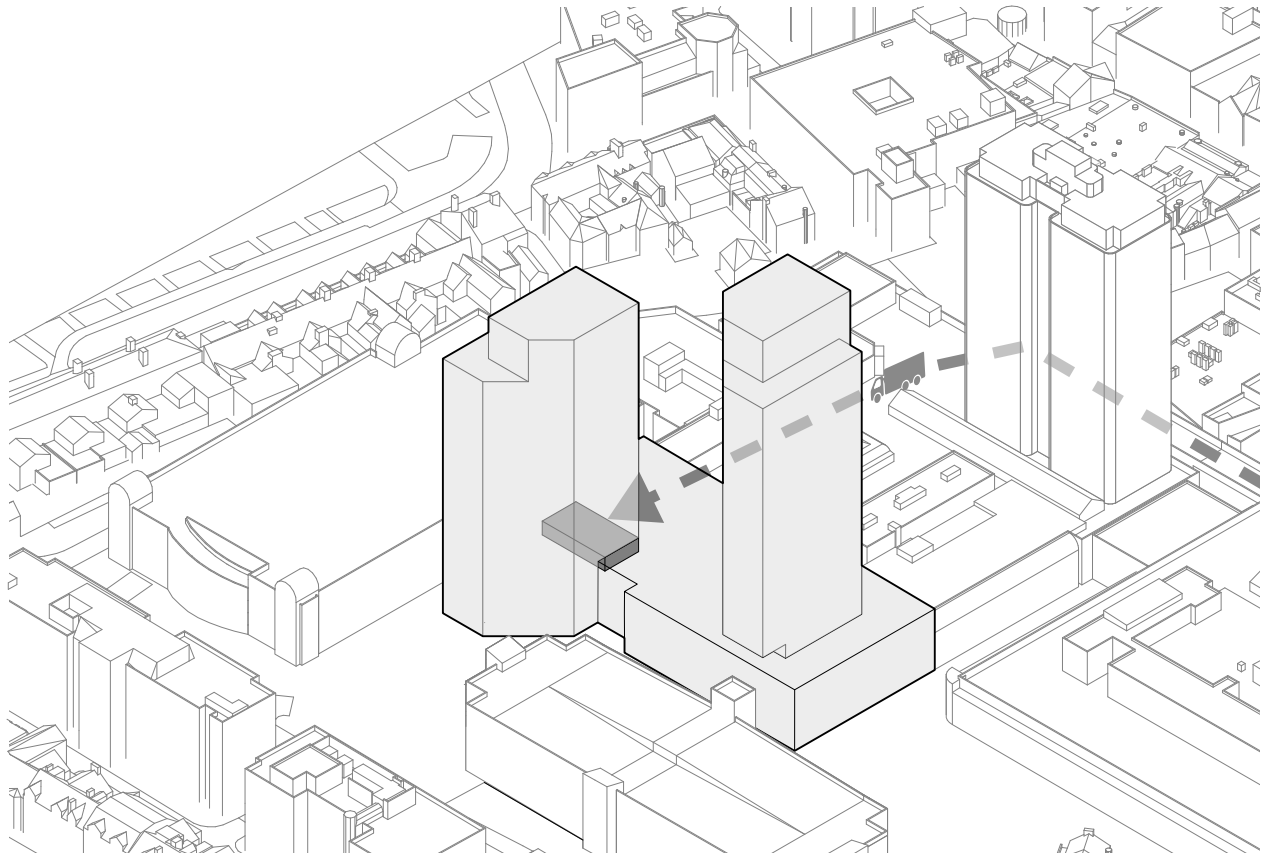
DEVELOPED DESIGN



Microclimate
The staggering and modelling of both blocks serves to reduce overshadowing between them. The orientation of the blocks provides good daylighting and aspect to the residential units.



Residential Access
Residential entrances at ground level serve separate vertical cores in each block. Residential supporting spaces, such as gyms and lounge areas are provided at the base of Block B.



Servicing
Roof level servicing to Brunel Centre to continue via single access ramp. The new roof of this development will align with this existing roof level, allowing access to be achieved for servicing.