

THE BOWL



Bradford has always been a city renowned for its civic pride and ambitious vision. The Bowl will take that pride and vision to a new level by restoring the glory of the city's Victorian heritage and enhance it with the creation of a new central business district.



The Business Forest office park will be complemented by an impressive City Park, together with other high-grade public spaces and quality urban living, all served by excellent transport and pedestrian links.

The ambitious plans for The Bowl neighbourhood will draw new residents, employees and businesses to the city and will help fuel its transformation.

Centenary Square is rapidly becoming a cultural focal point within the city centre, with a selection of cafés, restaurants and bars framing City Hall.

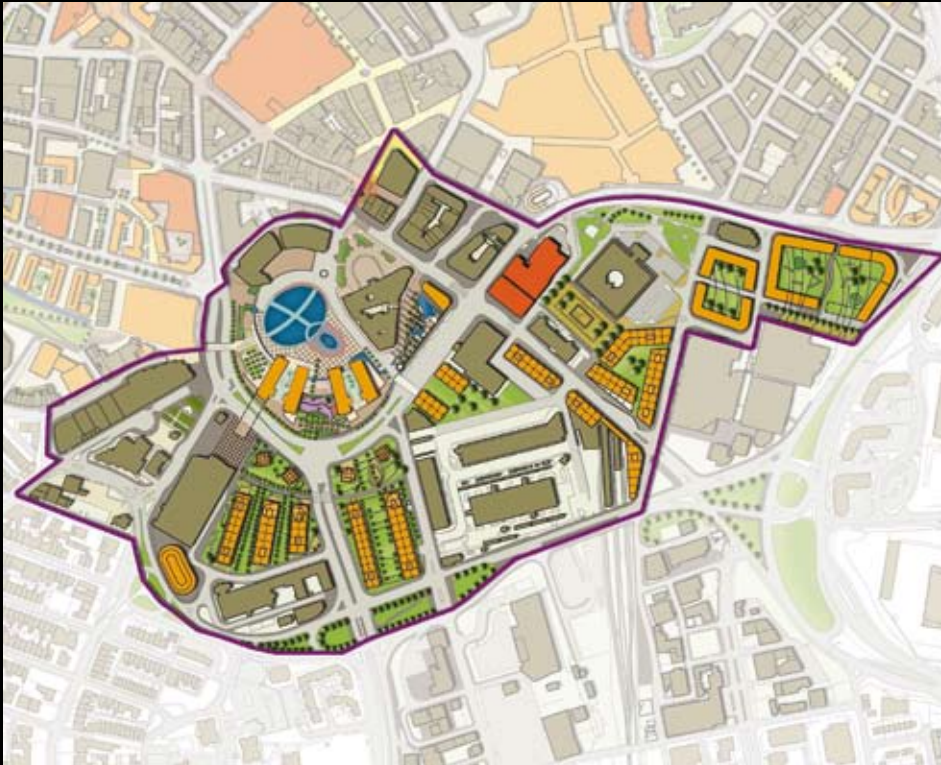
The vibrant City Park will be the centrepiece of The Bowl neighbourhood. Unique to Bradford the Park will draw people into the city centre and will be framed by the Interchange transport hub and several other new developments.

The City Park will be complemented by the Business Forest, a stunning commercial development which will kick-start Bradford's business community in the heart of the city.

The new Business Forest office park will revitalise Bradford's central business district.

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Images from top left clockwise: 1. The Bowl Masterplan 2. Artist's impression of Exchange Square 3. City Park 4. Proposed usage for City Park



THE BLUEPRINT

The four key projects are:

- 1. The City Park**
Bradford is competing against 22 other cities for £24.5m of lottery funding for a unique City Park in the civic heart of the city. Covering 375,000 sq ft the Park will feature an innovative 'mirror pool' – a shallow body of water which will reflect the Grade I splendour of City Hall. Made up of individual pools, with fountains, jets and causeways, the water can be drained to hold major events.
- 2. Lightwave**
The Centenary Square BBC Big Screen has already had a large impact on the use and quality of life in Centenary Square. The screen televises high profile events and news from around the world. The screen also acts as a local news portal and after the success of the first opera event is now holding several key events uniting the city.
- 3. The Business Forest Office Park**
This key three-stage development creates Bradford's central business district alongside the potential new legal quarter. This mixed-use development will also bring the highest quality city living to the city's heart. The first phase of this development will be marketed later in 2007.
- 4. Interchange Station**
The current railway and bus station will be transformed into a 21st century public transport hub, also providing up to 200,000 sq ft of high quality office space and a new multi-storey car park.