

THE MARKET



The Market area is being revitalised and re-imagined with a series of bold new residential, retail, public realm and leisure projects.

The re-energised Market area will act as a northern destination for commerce, complementing the new Broadway centre to the south and encouraging shoppers to travel on foot between the two.



The World Mile, a new culturally-focused and specialist shopping and leisure destination, will bring new experiences, tastes and sounds to Bradford's cosmopolitan population and will attract shoppers and visitors from all over the region and beyond. This is enhanced by the pedestrianised Rawson Square, a dedicated space for outdoor markets, events and street performances.

This will be enhanced by a programme of public realm improvements which will transform the retail heart of the city centre into a high quality well designed public space for the 21st century whilst retaining the historical character of the area.

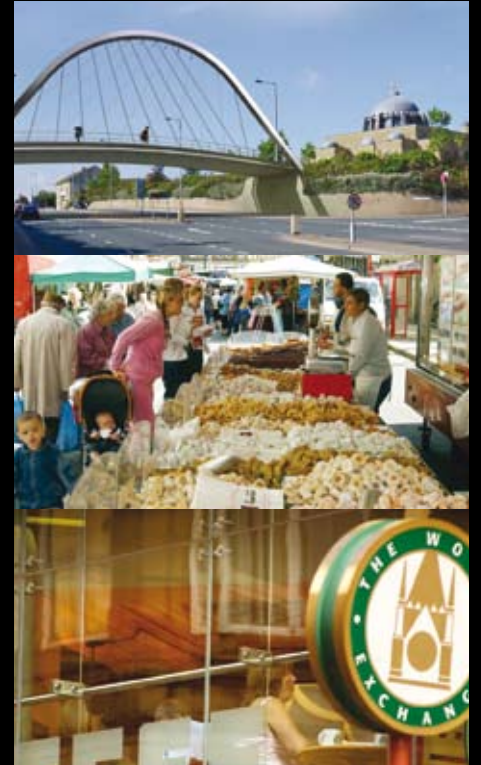
An attractive pedestrian environment will be developed incorporating natural stone paving materials and modern street furniture alongside trees which will soften the urban landscape. The attractive and safe pedestrian area will encourage people to move around and through the city centre.

The area has already seen a 25 percent increase in shoppers using the city since the £11m refurbishment of the Kirkgate Centre, now owned by Irish Investors Crownway and the opening of a 120,000 sq ft Primark in the centre. Further tenants are being introduced, contributing to a lively, clean and attractive space in which to shop and meet.

The World Mile will maximise Bradford's reputation for specialist goods and international cuisine.

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Images from top left clockwise: 1. Map of The Market. 2. Northgate Footbridge. 3. International Market. 4. The Wool Exchange.



THE BLUEPRINT

The strength of the city's retail industry will be supported by a substantial area of commercial office space. Four key projects happening in The Market are:

- 1. World Mile**
 This will be a specialist and culturally focused shopping and leisure destination creating a unique identity for the city centre. This will maximise Bradford's excellent reputation for providing access to specialist goods and international cuisine. By developing a cosmopolitan destination the World Mile will draw footfall across the prime retail area, driving up commercial value.
- 2. Northgate Bridge**
 The footbridge will provide a vital pedestrian link into the Market Neighbourhood, improving accessibility of the communities to the north of the city and reconnect Manningham to the centre.
- 3. Market Urban Village**
 This new residential development will connect the Northgate Bridge and the southern area of the city. The listed buildings of Simes Street Chapel and Fountain Hall will provide opportunity for leisure venues to complement residential development.
- 4. Rawson Square**
 The square will provide a destination for outdoor performances, events and farmers markets, where the wider rural district can engage with the city. The improved environment, alongside the creation of a new public transport link, will draw visitors to the area and support the retail core and speciality shopping.