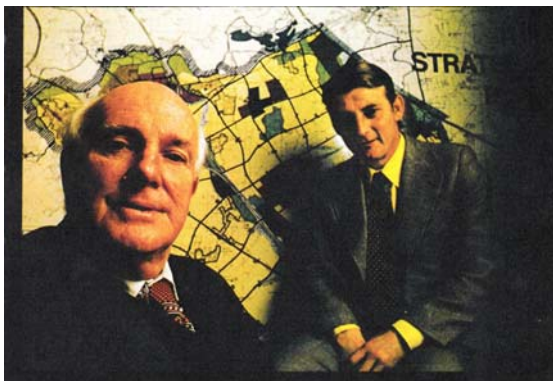


From Metro-land to Milton Keynes: The Making of a Later Twentieth- Century Utopia

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Masterplan Principles

1. Opportunity and freedom of choice
2. Balance and Variety
3. Easy movement and access
4. Creation of an attractive city
5. Public awareness and participation
6. Efficient/imaginative use of resources



RUSH HOUR IN MILTON KEYNES.

CONCRETE JUNGLE.

"MILTON KEYNES IS WHAT I ALWAYS WANTED. AN OFFICE JOB TWO MINUTES FROM THE COUNTRY AND THE SHOPS."

"WHY DID WE MOVE TO MILTON KEYNES? A CHOICE OF SEVERAL 23-ACRE SITES, ROOM TO EXPAND, AND THE VIEW."

LIFE IN SPACE.

ALL ROADS LEAD TO CENTRAL MILTON KEYNES

MILTON KEYNES

Maybe you don't have to go to Australia after all.

*A Well Balanced City
Can Which Air Works Of Art
Pointing The Way Forward For The British Cinema
A Prosperous Location For International Business*

"We'd never go back to London."

"It's a bit like the space age!"

There's no place like Milton Keynes.

ANOTHER HARD DAY AT THE OFFICE IN MILTON KEYNES.

It's surprising, but it's true. In a time when we desperately need new investment, over 50% of British industry still lives and works under virtually the same conditions as the Victorian era. Redevelopment will solve some of the problems, but it can't solve them all. It takes more than a bulldozer to create a new city. It takes a new philosophy. At Milton Keynes, we have a new philosophy. It is, quite simply this that the

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city we create will, above all, respond to the needs of the people who live in it. So that it will not only be a better place to work - but a better place to be. Quite honestly at this stage, there's not an acre of Milton Keynes on the drawing board, as there is on the skyline. Yet in the six years since building began, we've seen a long way towards turning our ambition into a reality. You'll find Milton Keynes in the heart of the Buckinghamshire countryside, but the connections are far from rural. There's direct access to the M1. And both London and Birmingham are just a couple of hours away. Already there are more than 25,000 new homes, and over 500 new factories, plants and offices. By this, 100 firms of various sizes have moved in and set up business. And that includes big names like B&K, B&K Xerox, Dejean, Thorne, Thompson, Stanton and Coca-Cola. Since 1975 the population of Milton Keynes has almost doubled. From 50,000 to just over the 70,000 mark. It's an easy way to see that we're not just a new city. We're a new way of life. The fact is, Milton Keynes offers people more of what they want. There's more to see, more to do, more to start. (I'm sure you've planned 1.2 billion trees and shrubs in the last 6 years?) There are more new schools to choose from. 17 at the last count. There are more villages in Milton Keynes. Yes, villages. 13 of them in all, with schools, centres shops and local jobs. There are already a multitude of sports and leisure facilities too. And more to come, in the new city centre development. Right here we're putting together the biggest under-construction shopping area in Britain, in the heart of Milton Keynes. Complete the centre will include every shop imaginable, from Woolworth's and John Lewis right down to the local grocers and hardware stores. There'll also be restaurants, cafes, cinemas, pubs, and a superb new entertainment complex, all under the same roof. Thinking what people need, not what we think they need, is not only part of the Milton Keynes philosophy, it's basically common sense. After all, people work best in the best possible circumstances. We're not just saying Milton Keynes is the answer to every man's problem. It's at a time when there needs to be a new way of thinking to create a better tomorrow, at least it's a start.

Milton Keynes. A new kind of city.

