



cabot
circus

*Innovative practice in
Cabot Circus, Bristol'*

Integrating transport strategies with retail developments

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Land Securities & Hammerson

James Bailey, Centre Manager

Core Topics

- Parking
- Park and ride
- Freight consolidation
- Accessibility

Existing Broadmead



Ring Road



The Opportunity

- To add retail to an undersupplied city
- To provide modern retail modules
- To match the quality of the retail to the quality of the catchment
- To deliver a compelling destination and quality environment
- To create a new mixed use quarter
- Holistic management and leasing strategies for City

Consultation



Local community, business and planning authority

Investors, Shoppers, Non-government organisations and interest groups

Local, national and international retailers, leisure operators

National planning bodies

Complex and involved process



Scheme Overview

- 1.5 million ft² (139,353m²) mixed-use masterplan - 36 acres
- 1 million ft² (92,900m²) of shopping and leisure
- 140 new shops incorporating:
 - House of Fraser 170,000 ft² (15,800m²)
 - Harvey Nichols 37,000 ft² (3,450m²)
 - 15 major flagship stores
 - over 25 new restaurants and cafes
- 100,000 ft² (9,290m²) 13 screen Showcase Cinema de Lux
- 2,600 car parking spaces
- 260 residential units
- 280 bed UNITE operated student residence
- 160,000 ft² (15,000m²) Offices by CBRE Investors
- 150 bedroom Hotel by Future Inns

The End Result!



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Freight Consolidation

- ✓ 20 out of 130 retailers signed up
- ✓ efficient and cost effective service
- ✓ reduced vehicle movements
- ✓ reduced terrorist risk
- ✓ merchandising

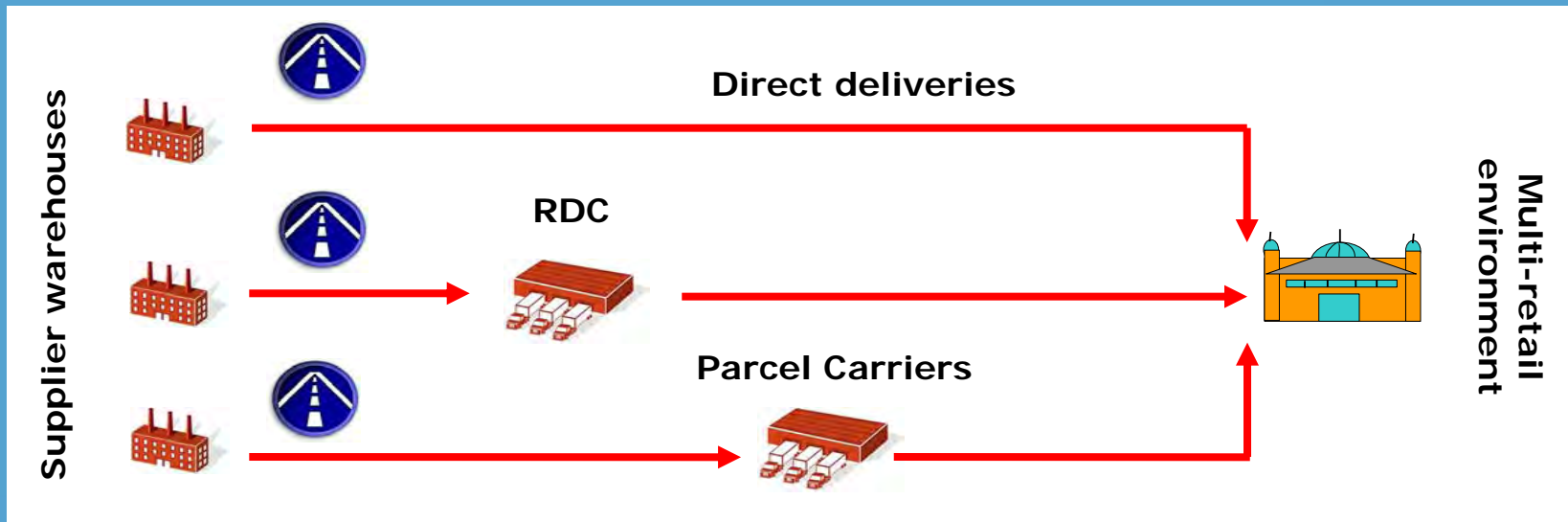
X current economy

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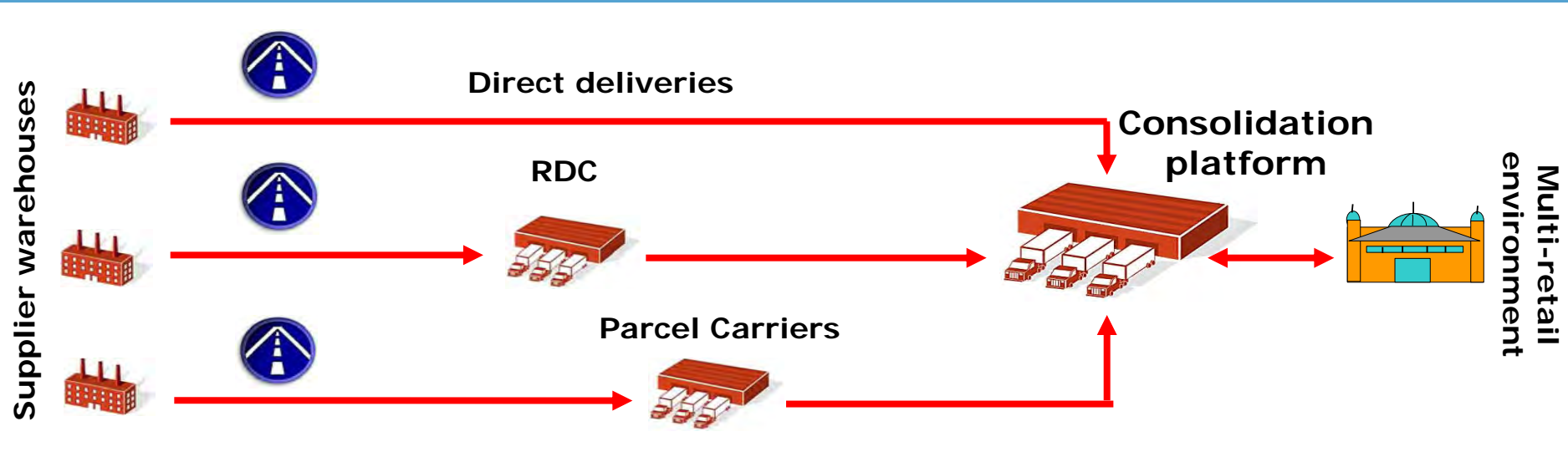
Consolidation Concept

Before: Supplier deliveries are made direct into the city centre unmanaged, contributing to problems such as congestion, pollution and conflict between road users.



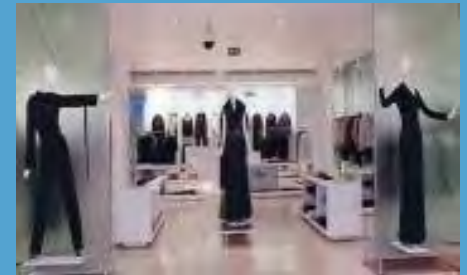
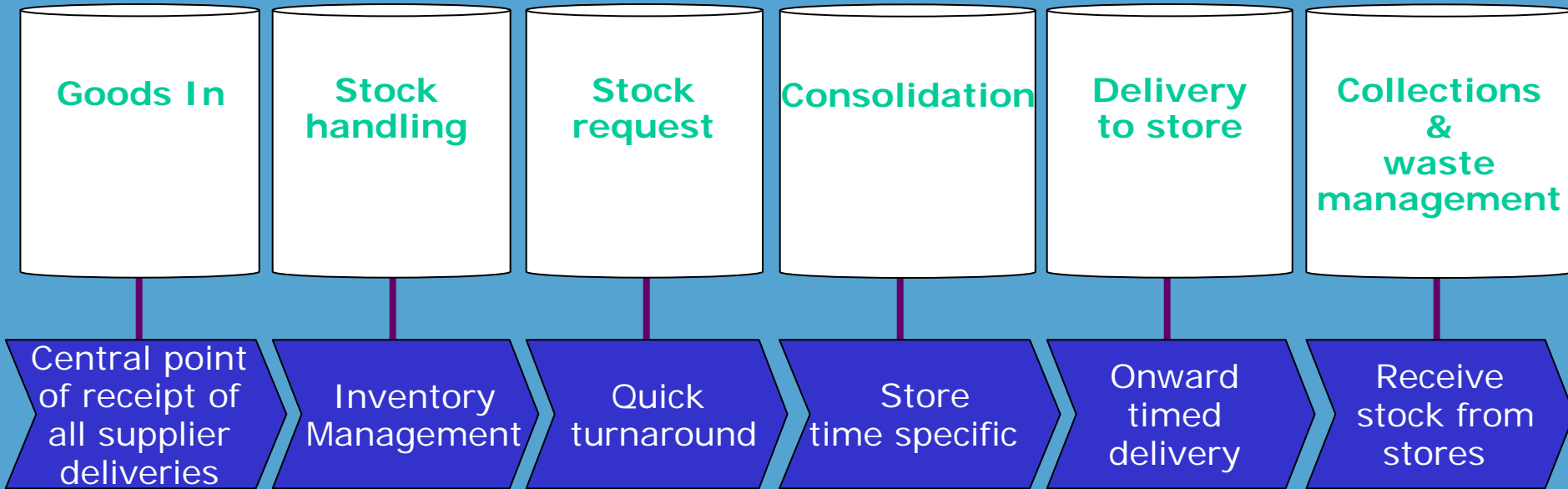
Consolidation Concept

After: Supplier deliveries are made to an edge of city consolidation centre, where deliveries are grouped onto fewer and fuller dedicated vehicles for onward delivery.



Misconception that consolidation complicates deliveries, when it actually simplifies and improves delivery service.

Consolidation Process



Consolidation centre media tracking system

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Transport Challenges (perceptions of Bristol)

- Expense for users
- Limited bus routes to northern parts of the city
- No park and ride (serving the North)
- Heavy Congestion at rush hour
- Perceived expense of freight consolidation
- Recruitment

Car Parking

- X Free car parking at Cribbs (7 miles away)
- X City Centre congestion
- X Geographical bias
- X Perception of expensive parking
- X Difficult to navigate city
- ✓ **Car park essential for viability and value of scheme**

Park and Ride Services

- ✓ City well served from South, East & West
- ✓ Dedicated bus lanes
- ✓ Reasonably priced, reliable & secure
- X No service from the North
- X Restricted hours of service

Accessibility

- ✓ Viable alternatives to car use
- ✓ Bristol – ‘city of cycling’
- ✓ Strong lobby groups

X current economy

Summary

- Willingness to support within reason
- Complements Corporate Responsibility
- Views gradually changing
- Current economy