

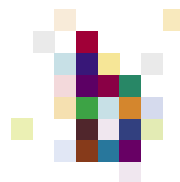
A DESIGN & DEVELOPER COMPETITION

REDEVELOPMENT OF THE FORMER
ODEON CINEMA SITE IN BRADFORD

BRADFORD CENTRE REGENERATION
& YORKSHIRE FORWARD

EXPRESSIONS OF INTEREST
FEBRUARY 2005

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BRADFORD
CENTRE REGENERATION
one landscape many views



THE CITY

01

Bradford already has a lot to shout about and was recently named as one of the top six cities in the UK for potential economic growth by OMIS. Property prices are rising as investor confidence returns and major developments are already underway with projects including the £300m re-development of the Broadway shopping centre.

Key facts about Bradford:

Bradford has one of the fastest expanding populations of any city in the UK with a current annual population growth of 0.8%, twice the national rate of 0.4%.

Four of Yorkshire's largest companies are based in the Bradford District; Wm Morrison Supermarkets, Bradford and Bingley, Provident Financial and Kelda.

Bradford attracts 11 million visitors a year.

It is home to The National Museum of Photography, Film and Television – the most visited national museum outside of London, attracting 750,000 visitors a year.

Bradford covers over 143 square miles and 60% of the District is open green space, including the famous Ilkley Moor.

4.3m people live within 60 minutes drive of the City Centre.



THE INTRODUCTION

02

Bradford has changed, the City is working towards a bold new vision for its future, which seeks to challenge the way we think about regeneration and the urban environment. This vision will lead the social and economic rejuvenation of the City. These changes are not just futuristic visions, they are happening today.

An inspirational Masterplan for the City has been developed by Will Alsop. It provides a vision of Bradford in 2020 that uses a 'city in the park' concept to provide open green spaces and reveal many of the city's landmark 4,400 listed buildings, in addition to creating new commercial and residential opportunities.

The former Odeon Cinema site represents a fantastic commercial opportunity for investors looking to capitalise on one of the first major sites for development in the heart of the City Centre. The aim is for the redevelopment of this site to set the standard for all that follows, acting as a major catalyst for change in Bradford City Centre.

Bradford Centre Regeneration, in partnership with Yorkshire Forward, is launching a three stage design and developer competition to select the most innovative and sustainable proposal for this prestigious site.

In the first instance we are seeking Expressions of Interest from teams of Developers and Architects. The information required at this stage is minimal. We simply want to know details about your organisation, what your development experience is and which team of Architects you will be working with.





THE COMPANY

03

Bradford Centre Regeneration (BCR) is one of eighteen Urban Regeneration Companies created across the UK. Established in February 2003, BCR is working in partnership with the private and public sector including Bradford Metropolitan District Council, Yorkshire Forward and English Partnerships to tackle the significant challenges faced by Bradford City Centre. The Company's aims and objectives are to:-

- Transform the City Centre as the heart of a great northern destination
- Promote investor confidence
- Develop and diversify the economy of the City Centre
- Create employment opportunities for the City of Bradford
- Improve transport, parking and linkages
- Act as an exemplar in the creation of a safe and enjoyable centre.

The Odeon Cinema site is identified within the BCR Business Plan as one of a number of 'early win' projects that seek to lead the way in ensuring the future success of the City Centre.



THE MASTERPLAN

04

The Masterplan developed by Alsops was approved by the BCR Board and its key partners in 2004. The core objective behind the Masterplan is 'to create a City where people are justifiably proud of where they live, learn, work and play'. It is already changing investors' attitudes to the quality of future development that the City Centre can sustain.

The Masterplan celebrates Bradford's uniqueness and the opportunities it has to offer including:-

- its central location and proximity to Leeds
- its topography and historic buildings
- its potential as a high quality living, working and leisure environment
- its growing population and workforce
- its highly competitive property values
- its attractive opportunities for capital growth

The Odeon design and developer competition will be one of the first steps in helping to turn this vision into a reality.

THE LOCATION

05

This site has one of the best locations available in the City, strategically placed at the crossroads between Bradford University and the retail core.

The City Centre is in close proximity to the M62 and there are two train stations within 15 minutes walk from the site. Leeds Bradford International Airport is only 25 minutes away by car.

The Odeon Cinema is a well known local landmark. When built in 1928 it was called the 'New Victoria' and was the largest cinema outside London. Redevelopment of this site is therefore a sensitive issue and some are keen to see part or all of the building retained in its present guise.

The design of the new development must ensure a quality landmark of enhanced worth, which will contribute positively to a re-emerging cityscape on both a civic and a personal level.

The Cinema and the car park immediately behind are owned by Yorkshire Forward and cover an area of approximately 0.5 hectares. The site is highly visible and will provide the ideal opportunity for a high quality, sustainable and visually stunning building. The development therefore needs to be one which Bradford and its people will be proud to call their own.



THE BRIEF

06

Bradford Centre Regeneration's primary objective is to see the creation of a sustainable landmark building with a strong identity. The purpose of the competition is to ensure the best development for the City on this prominent site. We do not intend to be prescriptive in this brief and we are not advocating any one particular development option. What matters is that Bradford gets a building, the design and functions of which reflect the City's future aspirations, whilst complementing the richness of its architectural heritage.

In addition to the identified site area, prospective bidders will be encouraged to work with adjoining landowners in order to maximise the development potential of the site.

Acceptable land uses on the site include cafés, bars, restaurants, residential, offices, hotels, limited retail, educational, cultural and leisure (these are not in any order of preference). A more detailed planning brief will be made available at stage 2.

A detailed condition report has been prepared by Arups on behalf of the owners. This will be provided to those short listed.



THE DEAL

07

We want proposals which will fire people's imaginations. BCR's primary objective is to procure a world class development which will boost Bradford's economic profile and accelerate the City's re-emergence as a centre for leisure, retail and commercial activity.

This is a three stage competition aiming to attract talented teams of Developers and Architects. The competition will be an inclusive one and as such the people of Bradford will be involved in the selection process.

The selection timetable is therefore detailed as follows:-

Feb 05 - Apr 05. Expressions of Interest

Submission and evaluation of Expressions of Interest. Only a select number will be invited to go forward to the next stage. We want to know that your team possess the necessary skills and imagination to deliver a breathtaking, quality architectural and commercial solution.

Apr 05 - Jun 05. Stage Two

Submission and evaluation of outline sketch proposals, together with initial costs and deal proposals. Only a select number will be invited to go forward to stage three.

Jun 05 - Sept 05. Stage Three

Submission and evaluation of detailed proposals by selected bidders in response to a detailed brief issued by Bradford Centre Regeneration. Public consultation and selection of a preferred bidder.

EXPRESSIONS OF INTEREST

08

We are seeking the best. We want to be assured that the prospective Developer and Architect have synergy and a shared belief that they can create a world class development which will be reflective of the vision we have for 21st century Bradford.

All we require from you at this stage is:

1. A statement of your intent and your Unique Selling Point.
2. Your initial thoughts on the project including the type of financial package you think would be appropriate.
3. Details of your design team and how they will work together, including practice profiles, buildings completed, competitions won and team structure.
4. Details of your track record, company profile and capacity.
5. Copies of your annual reports for the past three years.

You need to establish your credentials in a brief succinct manner in not more than 10 pages.

PLEASE DELIVER SIX HARD COPIES + 1 ELECTRONIC COPY ON CD OF YOUR EXPRESSION OF INTEREST FOR THE ATTENTION OF DAVID HAWCROFT AT TURNER & TOWNSEND, LOW HALL, CALVERLEY LANE, HORSFORTH, LEEDS LS18 4GH BY NO LATER THAN 12 NOON ON TUESDAY 29 MARCH 2005.



**FOR FURTHER INFORMATION
PLEASE CALL JOINT AGENTS:**



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