

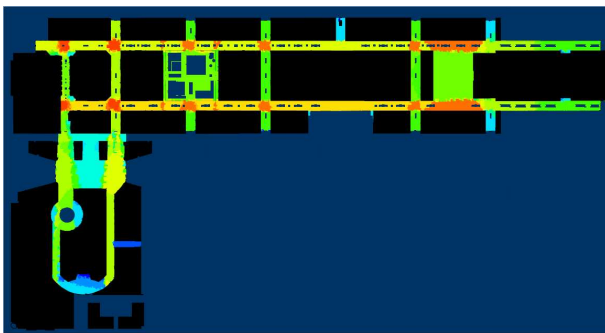
the centre:mk

Providing the evidence on pedestrian movement to support the planning application and help ensure the success of the mastervision. Lendlease 2001 & 2002

The masterplan

The town centre of Milton Keynes is dominated by two large shopping centres which contain the majority of the retail offer. English Partnerships has developed a development framework to extend the town centre into the wider area.

One of the shopping centres, thecentre:mk is managed by Lend Lease. They have proposed changes to the centre and developed an Asset Enhancement Mastervision



Modelling pedestrian flows in the masterplan

In 2001 Intelligent Space completed a 5 month project on pedestrian modelling and design evaluation of central Milton Keynes for Lend Lease. As part of an upgrade and expansion of the flagship shopping centre in the heart of Milton Keynes, Lend Lease also asked Intelligent Space to model the outcome of potential developments on pedestrian flows and shopper potential. Using a predictive model calibrated against observed flows from the centre, we showed the change to pedestrian flows that would result from different design strategies.



Supporting the planning application

In 2002, further information was required on pedestrian routes both within the shopping centre and connections between this and the wider town centre. To gain planning consent, evidence was required on the impact to residents as well as shoppers of changes to the internal layout of the shopping centre. This was to ensure that internal changes to the shopping centre would not adversely affect the legibility and functioning of the town centre.

To answer these questions Intelligent Space provided evidence on:

- The level of use of each of the entrances to the shopping centre to identify which were the most heavily trafficked.
- The level of use of routes within the shopping centre.
- We provided a predictive model of the likely flows of shoppers with the planned changes to the centre.
- We modelled how well the current centre connected to the town centre and provided a predictive model on how the connections were likely to change in the mastervision.
- The journey distances between key destinations both in the current shopping centre and with the proposed changes. This was to identify the potential impact on the centre for residents.
- This evidence supported the resolution to grant outline planning consent approved in March 2003. Detailed design work will start in 2005.

Current distribution (A) and the Mastervision (B) of North -South movement

