

The Oracle Centre Pedestrian Movement Strategy

Spatial analysis and pedestrian movement strategy for a major town centre shopping mall in Reading, England

CLIENT	HAMMERSON PLC
LOCATION	READING
YEAR	2005

Hammerson PLC commissioned Intelligent Space to provide expert advice on pedestrian movement strategies relating to future development options for the Oracle Centre in Reading.

Intelligent Space used surveys of pedestrian movement in the town centre to benchmark the potential resource of passing trade that the shopping centre can benefit from. The benefits of various development options were evaluated using our advanced spatial analysis software. In this continuing project, we are advising the developer on how to optimise plans in order to maximise the benefits of the Oracle's town centre location by encouraging more pedestrians to use it.



The Oracle Centre



Potential pedestrian catchment area for the Oracle Centre