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18th March 2014

The most colourful car park in town opens to motorists as part of Bournemouth's Town Centre Vision

Melanie Vass [MelVassEcho](#)



REGENERATION: Council leader John Beesley at the Madeira Road car park, with Roger Ball, service director for environment and regeneration services



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THE first public building to be completed as part of Bournemouth's Town Centre Vision – and the most colourful car park in town – will open to customers today.

The seven-storey, 382-space Madeira Road car park was officially unveiled last week and opens today.

During construction, the 70ft high structure has become a high-profile landmark from the Wessex Way because of its large, bright aluminium fins that range in colour from pale yellow to bright orange.

The building is part of a major regeneration project led by the Bournemouth Development Company – a partnership between the council and Morgan Sindall Investments. BDC plans to redevelop a number of council-owned surface car parks to help provide more housing, drive regeneration and stimulate the economy.



BDC director Duncan Johnston said: “Sites such as this new car park will remain in council ownership so staying as publicly-owned assets for the town into the future.”

And Cllr John Beesley, leader of Bournemouth council, said: “These developments are all about creating catalysts for regeneration and improving the quality of life in Bournemouth through investment, jobs, economic growth and a better environment.”

The multi-storey, which has a development value of £4million, is next door to another BDC development, the £23million construction of three blocks of student accommodation for the Arts University Bournemouth.

And at nearby Horseshoe Common, BDC is working on a £12.5million development of 64 apartments and a commercial unit called the Citrus Building.

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