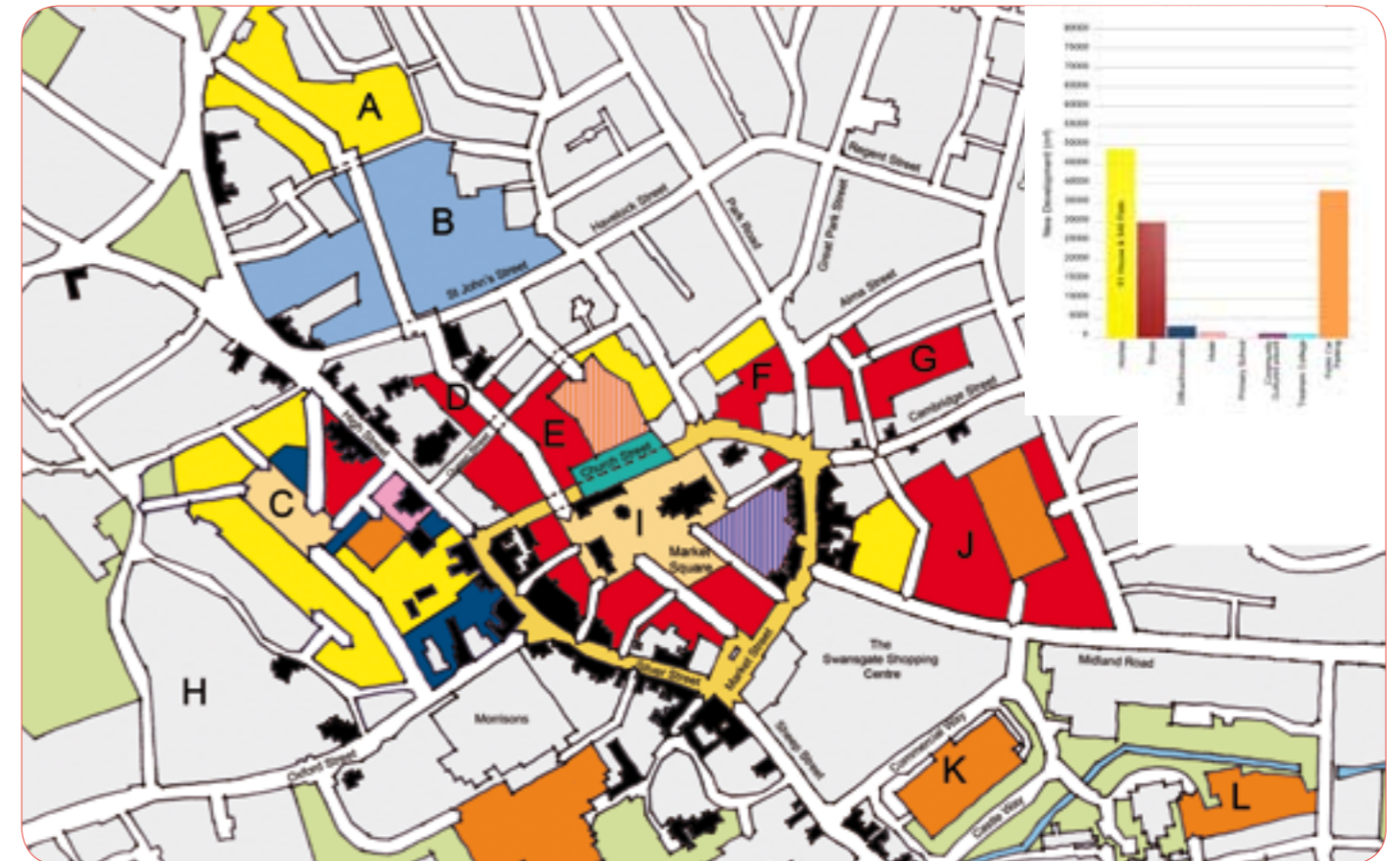


Wellingborough Town Centre 2006

**Summary**

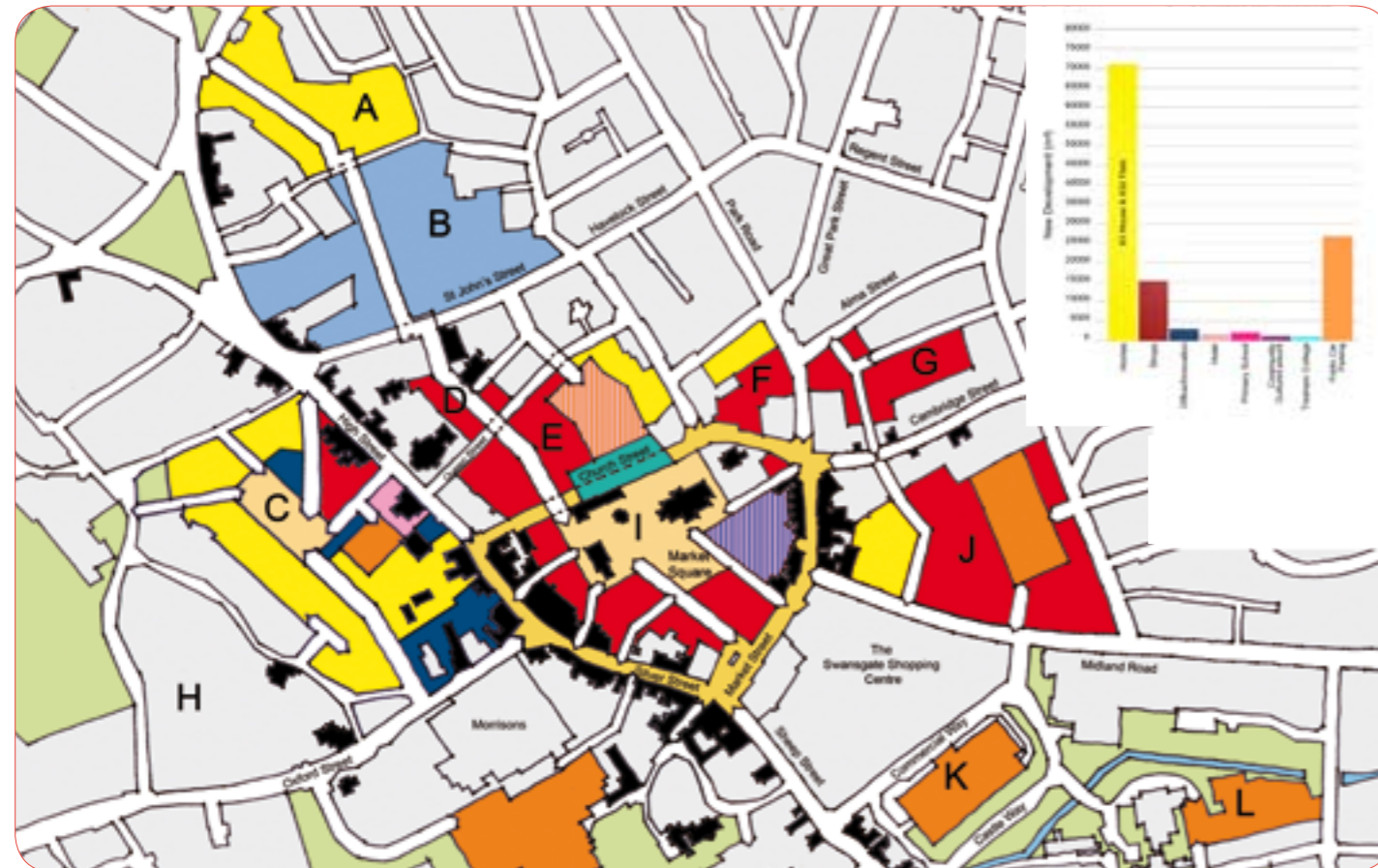
This section hopefully will provide a good overview of the examples and allow for ease of comparison. The consultation exercise is not to decide which example to follow, but to understand and put forward what is good and bad about each example. This will enable the process to move onto an informed Preferred Option for the town centre, which will aim to meet the wants and needs of the existing and future communities of Wellingborough.

The pros and cons for each example have been suggested and seek to inform the ways in which the town could evolve. Please be sure to obtain a copy of 'Planning for the expansion Wellingborough Town Centre to 2021 – have your say' document to voice your views.

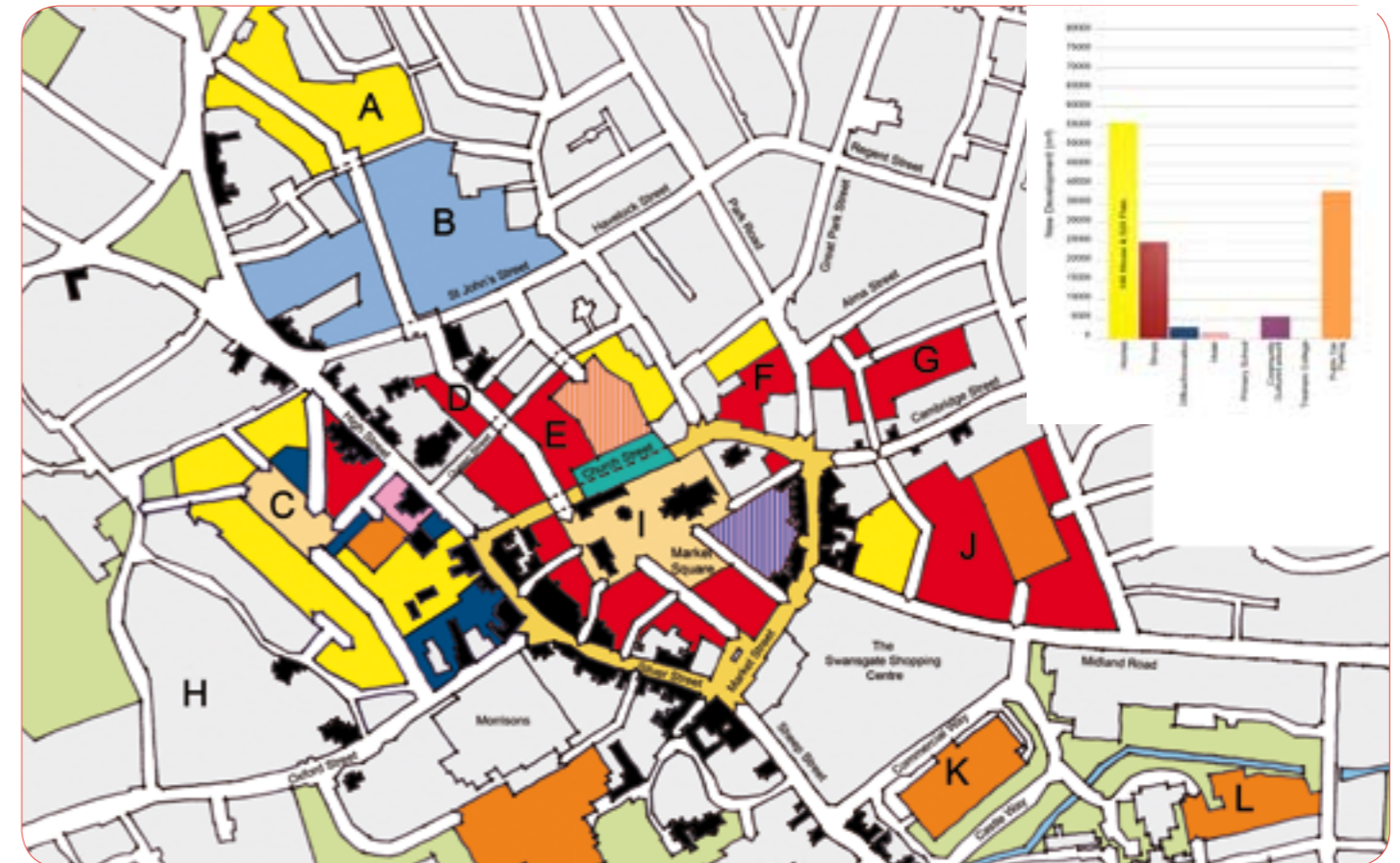


Example A - Shopping Led

Pros (+)	Cons (-)
Far above minimum shopping level needed, should attract more major stores and allow the town to compete with neighbouring towns	More shopping means more traffic, so most likely to need a new inner distributor on improved roads to the north.
A vibrant town centre could be created through greater numbers of homes and shops	Highest car parking needs for the large amount of shops
Attractive to investors, leading to quicker development	Limited leisure and community facilities in this example
All Hallows Church as new heart of town, improving connections to north and south	Castle Theatre area could remain isolated without better links
Improve appearance of existing Market Square block rather than demolishing it - saving money	Poorly designed buildings remain
Example most likely to generate jobs and economic vitality	Larger shopping area creates slightly longer walking distances
No need for cost of new primary school; some investment into existing schools	Office development limited in all examples. Offices likely to go near the train station area.
Layout will attract shoppers from the new town extension to the north	New Tresham College location is on edge of town centre
Cambridge St could be further improved as a distinctive new shopping area with cafes, fashion shops etc	The town centre will be spread over a larger area



Example B - Housing Led



Example C - Community/Cultural and Leisure Led

Pros (+)	Cons (-)
Still meets minimum level of shopping floorspace required, centred around Market Square.	No new leisure, fewer large stores, less competitive as a town.
Shopping area concentrated around the central Market Street Area	Number of homes might mean need for (costly) primary school
A dense town centre with the most new homes	Extra homes might compete with urban extensions
Likely to be an affordable development and be developed more easily	There may not be a market for so many town centre flats
Existing road layout may be suitable so there may be no need for a new access routes.	Current traffic bottlenecks will not be improved and likely to get worse
A reduced risk to heritage, as fewer large shopping centres.	Castle Theatre area remains isolated
Not as much additional car parking needed	Much more shopping competition from other towns
Tresham Institute remains close to Town Centre	Office development limited in all examples. Offices likely to go near the train station area.
Improve appearance of existing Market Square block rather than demolishing it - saving money	Poorly designed Market Square block remains
Shorter walking distances to shops	

Pros (+)	Cons (-)
Very strong leisure and cultural quarter in the town centre and around the Castle Theatre area, including new library / meeting house set in middle of a superb market square	Example least likely to be economically viable. Leisure, community uses, and improving the market square will be costly and not be able to be paid for by a lot of new homes or large amount of shops
Above the suggested level of shopping floorspace required	Less attractive for new major stores and some other shops: less shopping variety
Tresham is in a new location but it is still close to the town centre	Retail more spread out - might need to consider improving access to the north of the town
Increases town population but not as much as example B	Longer walking distance between shopping areas than the other two options
Unlikely to need (costly) primary school; some investment into existing schools	Need to demolish existing buildings and relocate businesses (costly)
Least risk to the historic environment with footprint development	Office development limited in all examples. Offices likely to go near the train station area.
Castle Theatre area is likely to be better linked to the town centre	