

Parking

3.6.22

To address existing problems and ensure that the development of Wellingborough East enhances conditions for existing adjacent communities, a programme of environmental improvements will be required for Mill Road, Eastfield Road and Midland Road. These will incorporate new traffic management, parking arrangements and junction improvements (see Chapter 4).

3.7 Legibility

3.7.1

Figure 3.9 illustrates the site's "legibility" - setting out how the area is composed and experienced, which highlights:

- The significant existing structures;
- The major severance effect of the railway line;
- The principal vehicular access points;
- Important pedestrian and cycle links;
- The poor frontage at the Midland Road 'gateway';
- The backs of properties along Talbot Road that currently define a negative eastern boundary to the existing town;
- The status of the railway station as a principal arrival point to the town;
- The near views into the existing car parks, which present a negative foreground to WEAST on arrival from Midland Road;
- The long views to the existing countryside (future WEAST) from Midland Road and Mill Road;
- The eastern edge of the site, which will face onto the future Ise Valley Park;
- The important visual link between the planned WEAST Neighbourhood Centre on the ridge top, to the railway station and beyond to St Mary's Church;
- The vegetation that lines the western railway embankment, forming a green backdrop to the existing town.

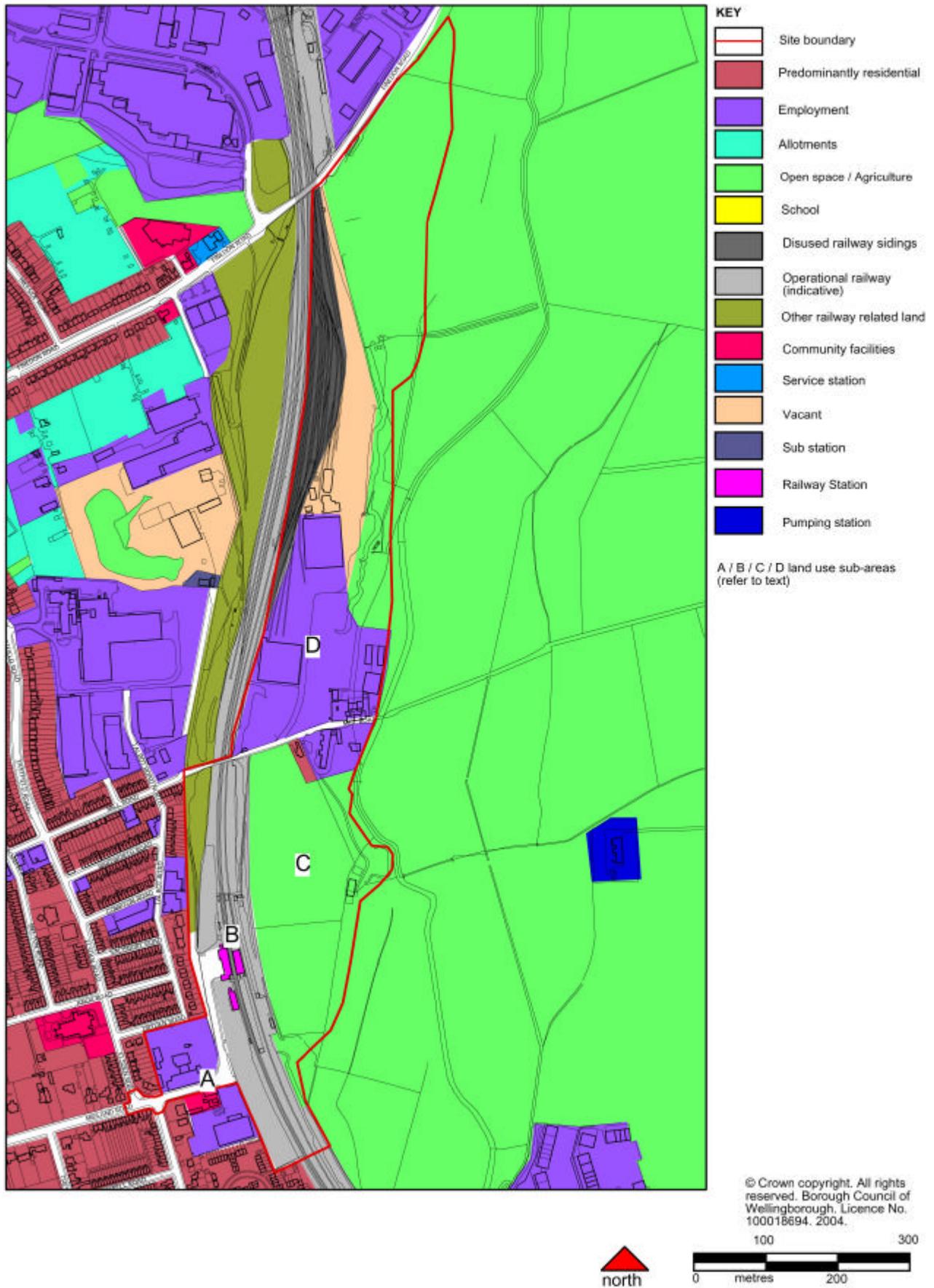


Figure 3.10 Land use

3.8 Existing land use

3.8.1

As indicated in Figure 3.10, there are four discernibly different sub-areas of land use at present within the site:

- A The uses marking the end of Midland Road, namely the former Higgins' Builders Yard - and beyond the site's formal boundary 'The Station' public house and neighbouring properties, which are flanked by the predominantly residential Castle Ward community;
- B The railway station and its immediate environs, including the two adjacent car parks;
- C Station Island (South), which is largely open agricultural land, with Riverside House and adjacent industrial / residential properties fronting Mill Road at its southern end;
- D Station Island (North) which extends north of the new Midland Road crossing and comprises:
 - Riverside House and adjacent industrial properties fronting Mill Road at its southern end
 - the Mill Road Industrial Estate premises
 - the locomotive shed and more modern structure north of this, both used for warehousing, and the redundant railway sidings
 - the scrubland running alongside the western edges of the Ise Valley, above the flood plain

3.8.2

Taking the wider view, the area's community facilities will largely be provided in the adjacent Castle Ward and Town Centre, as well as the proposed Wellingborough East Neighbourhood Centre - emphasising the need for direct, attractive and comfortable routes between the site and these destinations.

3.8.3

It also of critical importance that building and landscape design of Station Island's eastern edge establishes a positive relationship with the Ise Valley, which is to be landscaped as the new Ise Valley Park (see Chapter 4).

3.9 Land ownership and tenure

3.9.1

In the main, the site is owned by the WEAST landowners' consortium with the exception of two clusters of individual private landholdings.

3.9.2

The two locomotive sheds are currently leased by Network Rail to 'Key Area Logistics'. The northern-most shed and the elongated stretch of land leading up to it is on a long lease, and the southern-most shed on a short lease.

3.10 Property market

3.10.1

Property market studies undertaken as part of the wider Wellingborough East make it clear that:

- demand for private housing is projected to continue rising;
- a significant need has been established for different types of 'affordable housing', whether social rented, shared ownership of low-cost market housing (see Housing Need Survey, 2001);
- office-related employment forecasts predict a significant rise in the number of people employed in these sectors by 2016. Banking, finance and insurance, for instance, is set to grow by 4.6% over the period and public administration, education and health by some 2.9% in relation to an overall employment growth of 2.3%¹.
- Forecasts of high tech employment land requirements in Wellingborough predict demand for high tech floorspace to rise by an annual average of 5.0% from 32,480m² in 2000 to a high of 70,711 m² by 2016². It is important that WEAST provides sufficient floorspace for these types of uses, as they will underpin the future strength of the Wellingborough economy.
- Demand for B8 warehousing / distribution uses is likely to continue.
- It is considered likely that demand for a range of other commercial facilities appropriate to Station Island (an hotel, other small-scale shops, a pub, restaurant etc.) is likely to grow as Wellingborough East builds out.

¹ + ² Wellingborough East Major Brownfield Sites Redevelopment Feasibility Study - Atkins/Lambert Smith Hampton, July 2003.

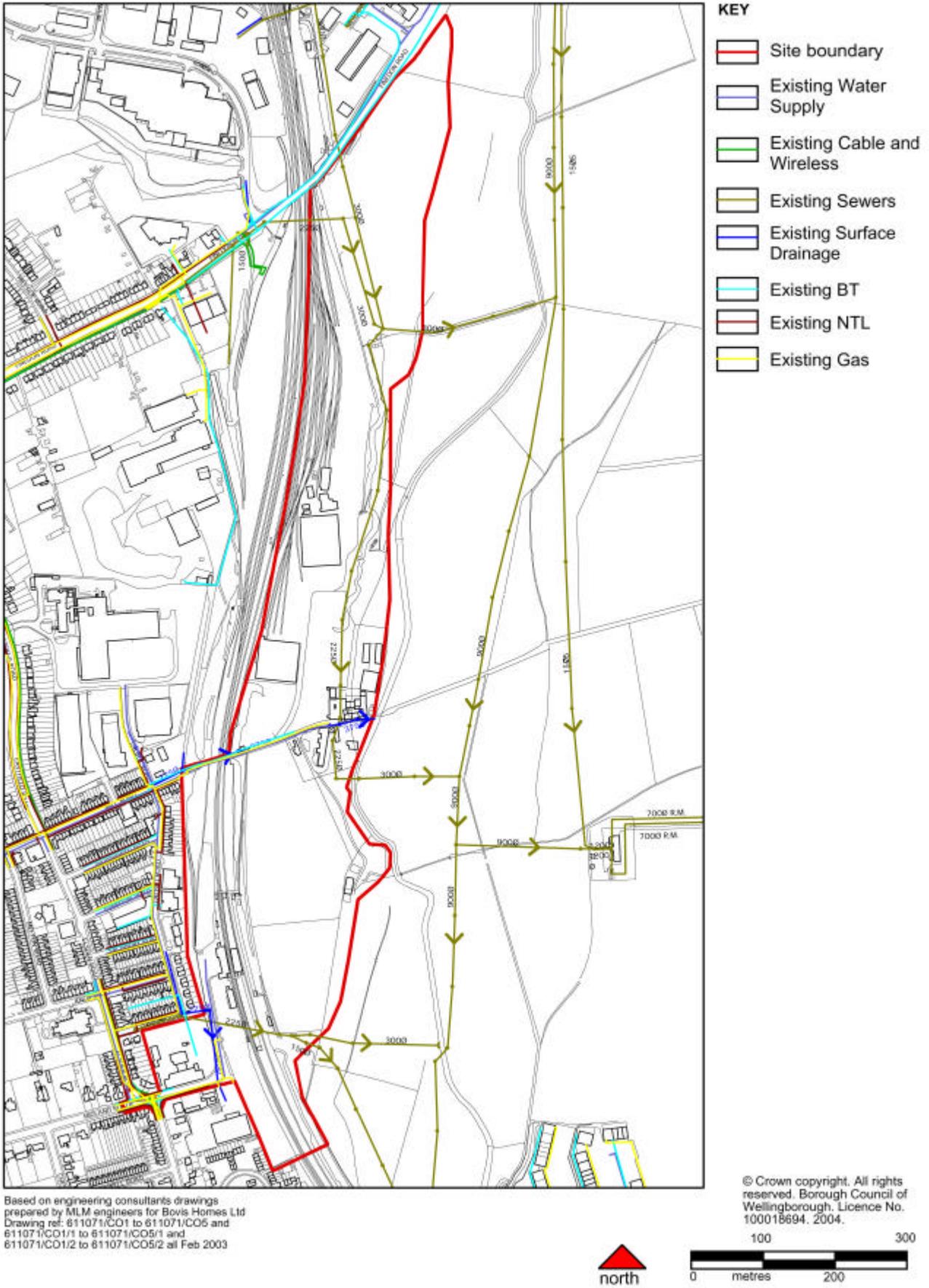


Figure 3.11 Infrastructure and services

3.11 Infrastructure and services

3.11.1

Existing utility provision is illustrated in Figure 3.11. Other than illustrating service routing along principal streets, it also highlights the existence of major sewers traversing the eastern fringes of the northern half of Station Island, and the southernmost tip.

3.11.2

Anglian Water advises that significant investment in water and sewerage infrastructure will be required and that an investigation of requirements will be undertaken once firm proposals are received. This will be undertaken as part of the Outline Planning Application review process.

3.11.3

Development must be in accordance with an agreed drainage strategy for Wellingborough East and sewers must be kept in the public highway or public open space. The site drains eastwards into the Ise. 'Sustainable Urban Drainage System' (SUDS) techniques will be needed to ensure sensitive discharge of surface-water run-off into the Ise Valley flood plain (see Chapter 4).

3.11.4

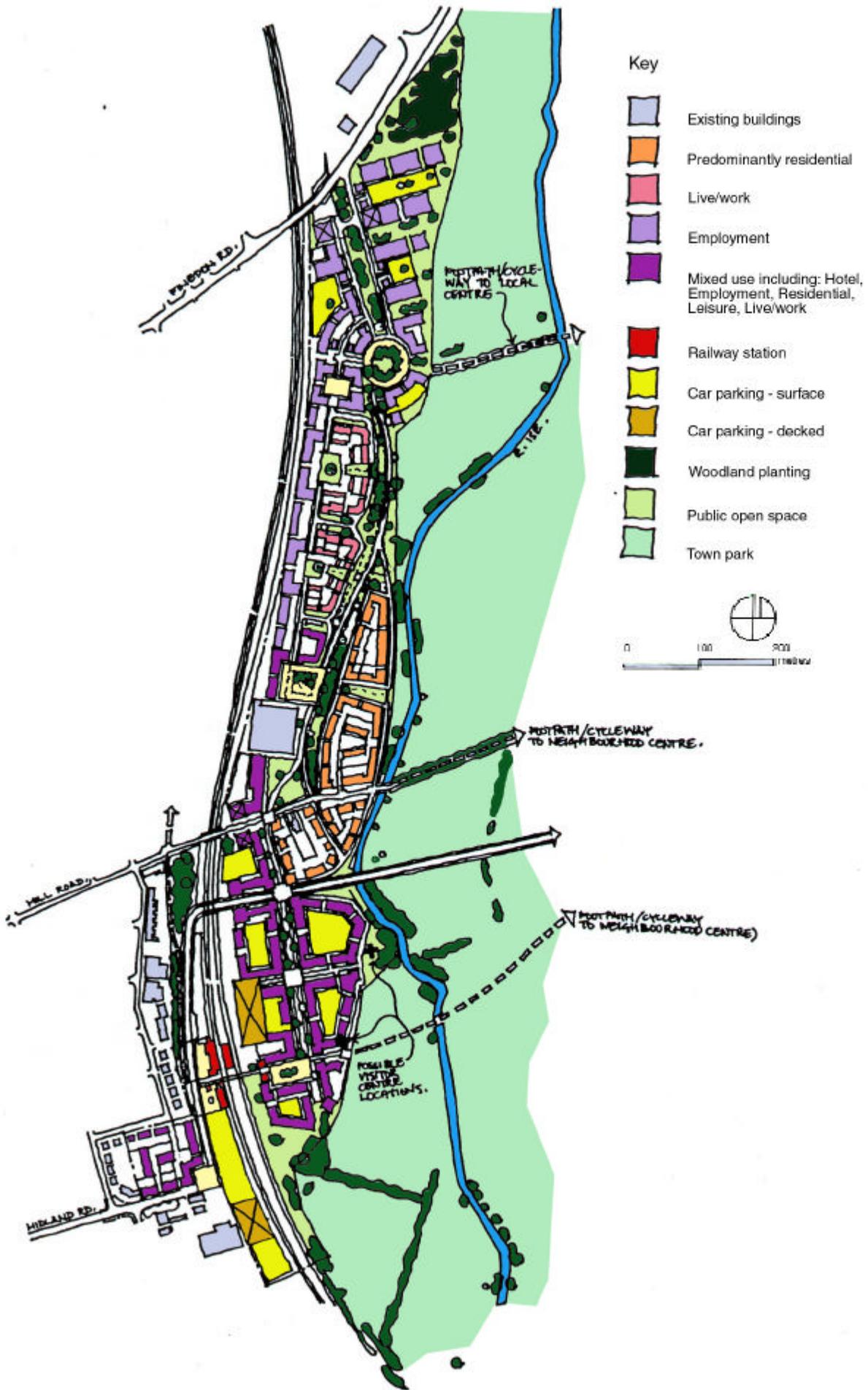
The nearest waste recycling centre is located besides the Hindu Centre on Highfield Road. The new development will need to make provision for a new facility within the scheme.

3.12 SWOT Summary

3.12.1

Strengths, Weaknesses, Opportunities and Threats are summarised below:

<p>Strengths</p> <ul style="list-style-type: none"> • A strategic location within Wellingborough – the hinge between the existing town and its eastward expansion; • A gateway status reinforced by the existence of the railway station and to a lesser extent Finedon Road • Eastern views of the Ise Valley, proposed as the location for a new Ise Valley Park • The existing 'sustainability infrastructure' including bus link and attractive listed railway station buildings • The interesting 'island' topography • The long views out to WEAST from Midland Road
<p>Weaknesses</p> <ul style="list-style-type: none"> • The unsightly and under-used land and property at the eastern ends of Midland Road, providing negative features at important gateway points to Wellingborough East. • The site at present serves as a marginal transitional edge to the town • The existence of the railway line, which has a major severance impact and significant train noise • Potentially unstable ground condition in former ironstone quarry area and pockets of potentially high contamination risk • The constrained pedestrian and vehicular site access • The industrial-related uses at the eastern end of Mill Road, creating HGV movement conflicts with the Castle Ward community and occupying a strategic gateway site • The exposed rear fences of Talbot Road, creating a negative eastern edge to the existing town • The existence of a series of sewers provides a constraint on layout
<p>Opportunities</p> <ul style="list-style-type: none"> • To create a Public Transport Interchange that provides a seamless transfer between bus, train and other transport services • To make the most of the 'island' site characteristics to create a place of real stature and prominence • Land availability to establish a comprehensive plan that can be implemented • Potential to create a high quality development that serves as an exemplar of sustainable regeneration in practice • Property demand to stimulate development • Land owner interest in bringing forward development • Commitment and investment from public sector
<p>Threats</p> <ul style="list-style-type: none"> • Low-grade development continues, dragging the overall quality of the area downwards • Low investment fails to unlock true opportunities • Unsympathetic low quality development fails to capitalise on potential • Increased run-off will aggravate flooding without SUDS measures • Potential existence of archaeological remains constrains development (as yet undetermined)



This map is based on Ordnance Survey material

Figure 4.1 Illustrative Masterplan