



Growth Area Development

May 2009

Fact Sheet 3

For a number of years, the Council has been preparing the plans which will see Wellingborough have an attractive town centre, taking advantage of its medieval street layout and architecture. The new Town Centre will be able to support the present population of the Borough while providing future capacity for the expected growth up to and beyond 2021. These plans will also see improvements to the Railway Station to take advantage of improved services and further Rail Track investments to the East Midland line.

I have been in Wellingborough for nine months now - probably the most challenging times in recent years for both the national and local economy. The prospects seem to indicate that we will see a general improvement next spring. This has also been a very busy time within the growth team at the Council working with our partners preparing the Borough of Wellingborough to be first

to benefit from the expected upturn.

You have no doubt over the years of preparation been asked for your opinion about the future and would now like to see some evidence of these plans being delivered. We are now looking again for your thoughts about how you would like the Town Centre to look. The Public Realm Strategy will direct the types of material and street furniture and lighting we will use, the Shop Front and Advertising Design Guide speaks for its self and the Conservation Area Appraisal will ensure that the quality of the architecture of the town is preserved and new buildings are designed to complement the existing historic buildings but importantly make their own statement on the street scene. The vision is one which provides an attractive shopping centre but also one which people will want to visit and experience the abundance of the area's heritage. Clearly the downturn

has impacted on the timetable for development.

Your Councillors are also keen to see action and have recently approved the first Public Realm projects to be delivered next year.

Wellingborough has enormous potential - being at the hub of the Country's major road infrastructure, a very good rail service to London and other British Cities and importantly lying in some of the most attractive, unspoilt and undiscovered countryside in England. It is these messages we are bringing together with the help of Wellingborough business leaders to provide the platform to tell people about the Wellingborough story (more about this next time). I am confident that the Borough is well placed to take advantage of it's geographical as well as its business position to be a really vibrant and prosperous place in the future.



Head of Built Environment
Steven Wood

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Town Centre Update

Regenerating the town centre

More shops, increased leisure and community facilities and extra housing could all be part of the changing face of Wellingborough Town Centre.

The proposals form part of the Town Centre Area Action Plan. The Plan was submitted to the Secretary of State on 26th June 2008 and the 6 week Public consultation period followed until 7th August 2008. Following this consultation period a

Public Enquiry was held between 27th January and 3rd February 2009.

The Inspector's report, which will be binding on the Council, is expected to be received in May 2009.

The Council must ensure that the regeneration of the town centre is balanced with the desire to conserve and enhance the town's heritage. To help achieve this, drafts of a Conservation Area Appraisal, Shop Front and Advertisement Design

Guide, and Public Realm Strategy have been produced. These include assessments of the value and significance of architectural and historic interest in the town centre, proposals to promote the improvement of shops and the wider street scene, plus a strategy for high quality, attractive and accessible public areas including streets, squares and parks.



Redevelopment of the Market Square

High St Compulsory Purchase Order

The Borough Council of Wellingborough can announce that the High Street, Jackson's Lane, West Street, and Oxford Street Compulsory Purchase Order was approved by Central Government on the 19th December 2008.

This marks the beginning of the first phase of the Town Centre regeneration (in line with the Town Centre Area Action Plan), which includes a new campus for the Tresham Institute, new housing, retail and enhanced car parking facilities. The Council has listened to concerns raised regarding historical and environmental impacts on the site, and is committed to working with a developer (once appointed) to bring forward a scheme that will and enhance and improve this area, contribute to the town centre.



Axonometric view of the proposed development

Chief Executive Welcome

Welcome to our third Growth Area factsheet. The Government's ambitions for growth in this part of the country have prompted the definition of the North Northamptonshire Growth Area, encapsulating the Boroughs of Wellingborough, Kettering and Corby, and the district of East Northamptonshire.

These newsletters are designed to keep residents and organisations informed of current growth and development throughout the borough. The Council website is available along with other council media resources to provide you with up to date information about all the Council services.



Lyn Martin-Bennison,
Chief Executive

Town Centre Planning Support Documents

Throughout the summer of 2008, the Council consulted the public on the Town Centre Area Action Plan (TCAAP). This document describes the aims and objectives for the regeneration of Wellingborough Town Centre and provides suggestions for development up to 2021. Consultation on the Town Centre Public Realm Strategy, Conservation Area Appraisal and Shop Front Design Guidance is taking place during April finishing on the 6th May 2009. Documents are available to view at Libraries, the Councils Croyland Abbey offices and the Councils website.

A number of events have been organised and further information is available on our website www.wellingborough.gov.uk/publicrealm

To assist the implementation of the TCAAP, the Council has produced three supporting documents; Public Realm Strategy, Conservation Area Assessment and the Shop Front Advertisement and Design Guide.



Market Street



Market Street

The aim of the strategy is to build upon existing strengths and resolve weakness within Wellingborough's public realm and focuses on five key elements. This is important to improve the attractiveness, vitality and public image of the town centre;

1. A place for people; providing a safe environment for meeting, recreation and play.

2. Celebrating Heritage; promoting the historic elements of the town, and drawing inspiration from the past to influence future decisions.

3. Walkability and sustainable transport; improving the efficiency of public transport, cycle routes and encourage a more pedestrian friendly environment.

4. Best Quality sustainable public spaces; improving existing open spaces and guidance for new enhanced landscapes.

5. Promoting green links and ecology; connect the various opens spaces by a network of 'green links', new planting, new and improved cycle routes, new ecological habitats and places of interest including an educational arboretum. Introduction of Sustainable Urban Drainage Systems (SUDS) to reduce flood risks.

Conservation Area Appraisal (CAA)



Market Square from Market Street



All Hallows Church and Market Square

English Heritage guidance is the basis for the CAA methodology which consists of:

Map-Based Assessment

This examines the geographical and historic context of Wellingborough including the medieval origins of the town which are firmly stamped upon the modern street structure.

Site Based Studies

The CAA subdivides the town centre into 10 character areas described in terms of its listed buildings and other 'buildings of townscape merit', distinctive details and features of interest, green spaces and vegetation etc. Each area is analysed to establish key opportunities and threats.

Proposals

Expansion of the existing Conservation Area based upon the location of listed buildings, 'buildings of townscape merit', the remarkably intact medieval street pattern and inclusion of 'secondary areas' that provide a setting and context for areas of higher heritage quality.

An expanded conservation area and identification of 'buildings of townscape merit' will provide greater protection to the town centre's rich heritage.

Shop Front and Advertisement Design Guide

Various Shop Fronts



Below left: Traditional shop front with timber window frame subdivided by mullions and transoms (Market Street).

Below Right: A modern shop front containing a large expanse of undivided glass (Market Street).

Bottom Left: An original period shop front with shop windows subdivided by elegant narrow mullions (Sheep Street).

Bottom Right: A new window designed in a traditional style (Gloucester Place).



The design guide is underpinned by a baseline analysis that establishes 10 general principles of good shop front design:

1. The character of Wellingborough should be respected
2. Consider the shop front in context with the building
3. Consider the shop front in context with the street
4. Proposals should seek to contribute to sustainability
5. Period shop fronts and details should be retained
6. Existing unsympathetic shop fronts should be improved
7. New or altered shop fronts should be designed and finished to a high standard using quality materials
8. Designs should facilitate accessibility and promote community safety
9. The historic environment and cultural heritage should be preserved or enhanced
10. Design responses should have regard to the character and sensitivity of the building

Greenway cycle route

Work is continuing on the planning of a Greenway (cycle/pedestrian route) linking the Embankment with Summer Leys Local Nature Reserve using the trackbed of the old railway line. This will link in with the existing urban cycleway network providing a link out to one of the Borough's (if not the County's) finest nature reserve and eventually may form part of the Sustrans Route linking Peterborough with Northampton.



The North Northamptonshire Joint Planning Unit and the Core Spatial Strategy

The North Northamptonshire Joint Planning Unit is a partnership of Corby, Wellingborough, Kettering and East Northamptonshire Councils together with Northamptonshire County Council who have worked together to create an overall plan for North Northamptonshire. The Joint Planning Unit reports to a **Joint Planning Committee**, and works closely with the **North Northants Development Company**.

The North Northamptonshire Core Spatial Strategy was adopted in June 2008. This Plan sets out the overall spatial strategy for North Northamptonshire for the period 2001-2021, including where development should be located, and

the standards it should aim to achieve. The Core Strategy is the framework for the Site Specific Plans being prepared by the individual Borough/District Councils.

The Core Spatial Strategy is now being reviewed to look at the period to 2026 and beyond. To start the review process, consultation is being undertaken on the Scope of the Core Strategy (what it should contain and what issues it should cover). Consultation was held between February and March this year.

As well as preparing the Core Spatial Strategy, the Joint Planning Unit is responsible for preparing Supplementary Planning Documents

on Sustainable Design and Developer Contributions to provide more detail and guidance to specific policies in the Core Strategy.

Information about the work of the Joint Planning Unit, the review of the Core Spatial Strategy and relevant documents can be found on the Joint Planning Unit Web Site: www.nnjpu.org.uk

If you have any questions about the work of the Joint Planning Unit tel: 01536 274974 email: info@nnjpu.org.uk

Wellingborough Rail Station The East Midlands Gateway

By 2031 North Northamptonshire's population will rise from 298,000 to 445,000 with over 73,000 new homes and an estimated 71,000 new jobs. Plans to 2021 are already formally adopted. By 2021 Wellingborough alone is scheduled to have a further 13,000 dwellings.

Wellingborough Station is a critical economic catalyst for regeneration and growth and will be a Strategic Transport Hub supporting Wellingborough's growing population. The station is already a major business commuter hub, and connectivity with Eurostar further

emphasises the station's convenience to East Midlands, Luton and London Airports, St Pancras and services to the European continent. Wellingborough station enables commuters and travellers to arrive in the centre of Paris within 4 hours.

This provides further opportunities to enhance the station and business potential around its vicinity.

Suggested Improvements to the station

- Disabled access via lifts to all platforms

- New footbridge to existing platforms and platform 4
- Enhanced vehicular access, drop off area to the west of the railway
- Enhanced parking, increasing capacity from circa 500 to 1000 spaces
- Improved bus interchange, taxi facilities, plaza and drop off area to east of railway line
- New station building, east of the railway including: buffet, retail facilities,

toilets, improved staff facilities etc

Significant investment has been announced by Network Rail to improve the pedestrian bridge and extend the present platforms. Investment in Nielson's Siding was recently approved to support the London Olympic Rail extensions and improvements to the London Underground.



Harrold Road, Bozeat

Growth proposals and the delivery of affordable housing units is not only restricted to the urban areas. There are a number of dwellings allocated for accommodation for rural areas within the Local Development Framework, the majority of which will be located in the larger, more sustainable centres. The lack of affordable housing opportunities in villages prompted Bozeat Parish Council to approach Northants Rural Housing Association (NRHA), evidenced by the fact that residents were having to move away to find suitable accommodation. NRHA, together with the Rural Housing Enabler undertook a Housing Needs Survey in July 2004, which identified a need for 7 units, 6 rental and 1 newbuild homebuy.

Following a village walk, a suitable site was identified that was deemed to be

appropriate by the Parish Council for Affordable Housing. The landowner the Duchy of Lancaster was keen to support the scheme. After working in co-operation with architects and planners, a scheme was designed that complied with sustainable code level 3. However, the Duchy of Lancaster requested for the scheme to reach sustainable code level 5, which was found to be very expensive, jeopardising the scheme. The Housing Strategy team at the Borough Council of Wellingborough then approached NRHA to determine how much money was needed to invest in the scheme to raise it to sustainable code level 4. After an application to committee, £70,000 was granted allowing £10,000 per unit to achieve the upgrade to sustainable code level 4.

In summary, the exception policy for granting planning permission outside

the village envelope, in the case of proven housing need - evidenced by a housing needs survey - was adopted in 2004.

Harrold Rd, Bozeat, is the first exception site that has been granted planning permission within the Borough. The progression of the scheme is evidence of the working partnership between the Bozeat Parish Council, NRHA, RHE, BCW, the Duchy of Lancaster, and the Housing Corporation. By means of a single conversation the partners are able to deliver the housing need of the village, while keeping to the aim of improving the sustainable delivery of the scheme.



Harrold Road, Bozeat



Affordable Housing Scheme Orlingbury completed April 2007

Contact

If you would like further information on any of these projects, please visit our website at: www.wellingborough.gov.uk
Or contact:

The Growth Area Development Team

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