

This map is based on Ordnance Survey material

- Site Context**
- 1 Wellingborough
 - 2 Finedon
 - 3 Irthingborough
 - 4 Irchester
 - 5 Great Harrowden
 - 6 Little Harrowden
 - 7 Town centre
 - 8 Rail station
 - 9 WEAST area
 - 10 Strong link to existing town on rail station axis
 - 11 Avoid coalescence with adjacent settlements



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Figure 1.1 Study area context

1 Introduction

1.1 Background

1.1.1

Wellingborough East (WEAST) has been allocated as a Strategic Development Area in response to Northamptonshire's continuing population growth and economic buoyancy. A range of partners are working to ensure the area becomes an exemplar of sustainable development.

1.1.2

The "Station Island Development Area", as it has come to be known, is a critical component of the wider plans for Wellingborough East. Figuratively it is here, around the railway station and on the island-like site bounded by the railway station and the flood plain, where the existing town and the new Wellingborough East community 'shake hands.' It is the hinge between old and new.

1.1.3

The area is centred on the railway station, which is to be enlarged and upgraded as a Public Transport Interchange, to provide a seamless transfer between bus, train and other transport services.

1.1.4

To make sufficient provision for the level of growth set out in the 2001 adopted County Structure Plan, the Borough Council adopted the Borough of Wellingborough Local Plan (including local plan alterations) in March 2004. This sets out the housing and employment policies and proposals as they relate to the town of Wellingborough up to 2016. The Alteration identifies a series of sites throughout the town that altogether will lead to 6,500 new homes and 160 hectares of employment land being developed between 1996 and 2016. Sustainable development is being encouraged by prioritising previously developed brownfield land over greenfield land.

1.1.5

To take this process forward, the Borough Council has prepared the 'Wellingborough East Development Framework' document. A series of community and stakeholder workshops were held to help provide the basis for a Draft Development Framework. This was published in draft for wider public consultation in May 2003. Following consultation feedback, a final Development Framework was adopted as Supplementary Planning Guidance in November 2003.

1.1.6

Policy U17 of the Local Plan commits the Borough Council to prepare Development Briefs for key areas such as Station Island. The Wellingborough East Station Island Development Brief is therefore issued to achieve the high

design standards expected and to provide the clarity needed for public sector partners and prospective developers alike to implement proposals.

1.1.7

This Development Brief has been prepared by Matrix Partnership, who were commissioned by the Borough Council in June 2003 to work with the local community and other interested parties to establish the preferred way forward.

1.2 The study context

1.2.1

The location of the study area and its relationship to the rest of Wellingborough town and the surrounding area are shown in Figure 1.1. It is very much forms the gateway to Wellingborough East.

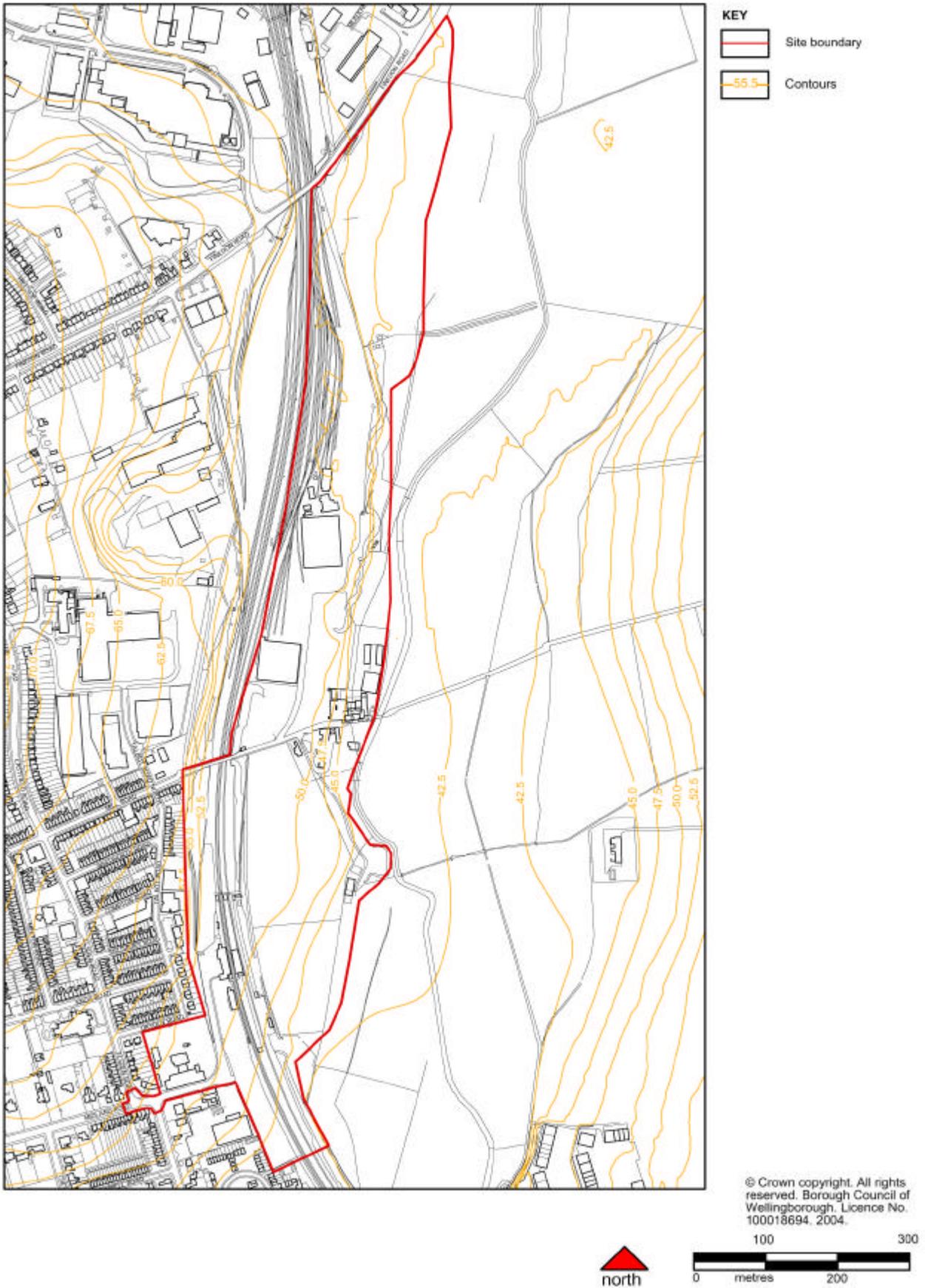


Figure 1.2 The site area

1.3 The site area

1.3.1

Figure 1.2 illustrates the study area in closer detail. The site is defined on its eastern edge by the limits of the Ise Valley Flood Plain. The exact delineation of this boundary will follow the introduction of flood mitigation measures, which will need to be formally confirmed by the Environment Agency.

1.3.2

Finedon Road defines the northern boundary and the railway tracks in the most part define the site's western limits, other than the land around the railway station, which extends west to the back garden fence of properties on Talbot Road and encompasses the former Higgins' builders yard.

1.4 Purpose

1.4.1

The purpose of the Development Brief is to supplement the policies of the Development Plan in respect of Station Island by:

- working with existing landowners, local residents, businesses and other interested parties to establish a shared vision for the area
- establishing the basis for comprehensive regeneration of the area that will serve as the framework for implementation
- setting out the detailed planning and urban design principles and guidelines to serve as the basis for the determination of planning applications and highway agreements

1.4.2

The overriding intention is to encourage and guide high quality development - to aim high whilst creating fertile conditions for investment. It is not our aim to stifle the creativity of the designer - but rather to establish the parameters and express a clear vision within which creativity can flourish. The illustrative figures provided in Chapter 4 provide indicative design solutions that show the planning and design principles can potentially be applied in practice.

1.5 Approach

1.5.1

Following a period of initial studies, a workshop was held in July 2003 to bring key stakeholders together to define some of the key issues to be addressed. This was followed by discussions with other interested parties such as landowners and the rail authorities.

1.5.2

A Draft Development Brief was issued as the basis for further public consultation and feedback consultation in October 2003. This included an Open Evening attended by local residents and other interested parties. Following a review of feedback, this final version was formally adopted in June 2004.

1.6 Structure of the report

1.6.1

The Development Brief comprises the following chapters:

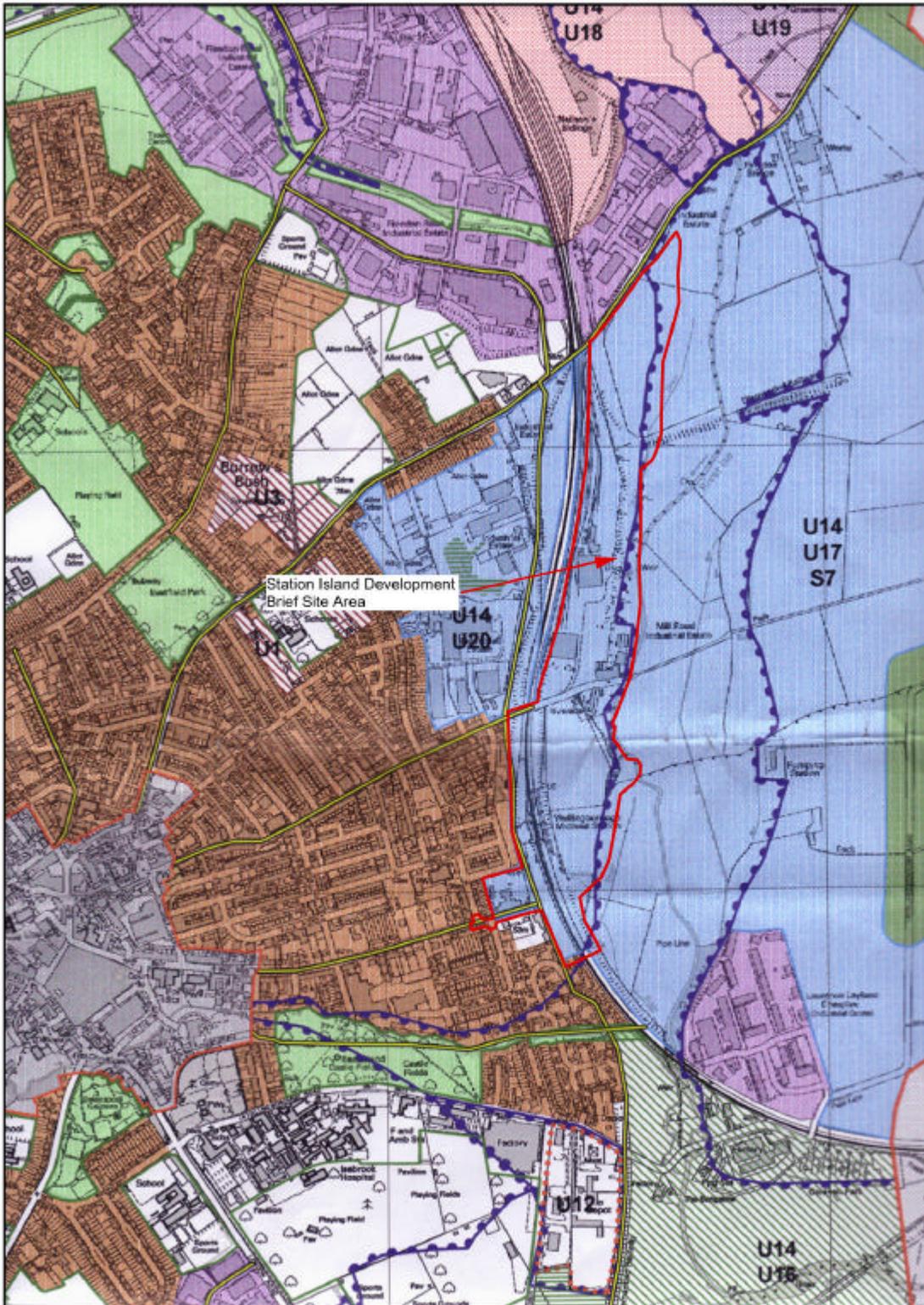
Chapter 1 – Introduction – summarises the rationale for preparing the brief and the process followed

Chapter 2 – Policy Review – establishes the policy context within which detailed proposals have been formulated

Chapter 3 – Site and Context Appraisal – summarises the main issues and opportunities to be addressed from an analysis of the area as it exists at present

Chapter 4 – Planning and Design Principles – presents the main body of proposals – setting out the principles and parameters for design and development

Chapter 5 – Proposed Development Process – summarises the proposed approach to implementation and the information requirements requested of applicants for detailed planning permission



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Figure 2.1 Local plan extract