

Attn: Victoria Phillipson  
Principal Property & Project Manager  
Borough Council of Wellingborough  
Swanspool House  
Doddington Road  
Wellingborough  
NN8 1BP.

27th October 2020

Dear Victoria

**Re: Jackson Road Car Park, Wellingborough**

It has been some years since work first started on proposals for this scheme and as you will imagine over this time, we have seen a number of changes, which resulted in a planning consent being granted earlier this year supporting a residential development.

Since the granting of this planning consent we have been looking at ways that we could improve design and the product being offered to the residents of Wellingborough, in and around the Town Centre.

Established in 1931, Keepmoat Homes Limited is a Top 10 NHBC residential developer with a 5 Star rating from the HBF for quality, specialising in brownfield developments.

As part of our continued business growth in Northamptonshire, this site will be the second development for Keepmoat Homes in Wellingborough, having exchanged contracts earlier this year for 238 new homes on the Glenvale Park development.

It gives us great pleasure in submitting our new proposals for this development opportunity which now more aligns with the Wellingborough demographics and the Keepmoat Homes purchaser profile in that: -

- ❖ **80% of our new homes are sold to purchasers under the age of 35**
- ❖ **87% of our purchasers are First Time Buyers**
- ❖ **86% of our purchasers use Help To Buy to purchase their new home**

The main changes from the *original design outputs* that received a planning consent are as follows: -

- ❖ We have changed the mix of new homes to be more aligned with the purchaser profile for Wellingborough incorporating more 2 and 3 bedroom homes and less 4 and 5 bedroom homes. The benefits of this change ensure all the new homes will qualify for the Governments *Help to Buy* scheme. Provides homes for *First Time Buyers*, with the target market being the *under 35's* (from the Health, Retail, IT, Office and Construction sectors) who we anticipate will also help support the night time economy of the Town Centre.

- ❖ By reducing the number of larger family homes, we have been able to *increase the total number units* on the site by 7, maximising the potential of the opportunity and the return to the Council, as well as supporting our apprenticeship programme.
- ❖ The individual sizes of the new house type designs have *increased on average by 100sq.ft to comply with the National Space Standards*, this allows us to future proof the new homes to allow space in the new homes for more agile working from home based on what the country has experienced over the last 9 months.
- ❖ We have *increased the number of new affordable homes* by 14 new homes from 22 to 36 as well as providing a greater mix of affordable homes from 1 and 2 bedroom flats to 2 and 3 bedroom houses, increasing the amount of choice.

As well as the improved outputs from the development, we also believe that we have enhanced the original design solution with Placemaking at the heart of these decisions, which include: -

- ❖ Each property now will have a more regular usable private rear garden, which we are now seeing is a fundamental requirement for peoples well being during these times of lockdowns.
- ❖ Car parking now relates better to the properties that they serve improving the security of these parking spaces.
- ❖ The layout responds better to the existing site topography of the site, removing the need for some retaining walls and steps, making the development more accessible to all.
- ❖ More variety in the number of different unit types on the scheme, creating for a more interest street scene.

We have already submitted a pre-application enquiry for residential development comprising 121 dwellings along with associated infrastructure and landscaping. The submission included a site layout, indicative elevations and a supporting compliance statement produced by Luken Beck planning consultants. A formal pre-application response, dated 22 September 2020, has been received (Ref: PRE/20/00060/PREF) and a follow up meeting was held with the key consultees on 15 October 2020. In attendance at the meeting was the case officer, NCC Highways, the urban design officer, landscape consultant and designing out crime officer. In terms of design, the discussion can be summarised as follows.

The **urban design officer** noted the good and improved principals of the development, including back-to-back dwelling relationships, dwelling frontages, better related parking and the removal of parking courts. The main issue noted for improvement was the lack of coherent and prominent through-route linking the north and south – in terms of vehicular, cycle and pedestrian – and that an improvement on the existing proposal would be needed. There was agreement on how this could be successfully achieved with an iteration of the layout, albeit careful consideration will be needed from a highways perspective to ensure that the development does not become a ‘*rat run*’. There were other relatively minor comments around boundary treatments, parking arrangements, density and

typologies – all of which can be addressed during detailed design and a further pre-application meeting.

The **crime prevention officer's** key concerns were around rear access to dwellings and bin storage, given antisocial behaviour issues in the area. It was agreed the former can be resolved with different typologies which provide ginnel access from the front of terraces and that bespoke bin storage solutions can be picked up as part of detailed design.

**Northamptonshire County Council's** highways officer's key concern included a new parking displacement study to assess the loss of parking and need for alternative/replacement provision. A robust study was completed in September 2019 which supports the redevelopment of the site. There were other points raised that require clarification but these are matters of detailed design (i.e. vehicle tracking, visibility splays etc.).

The council's **landscape officer** raised concern around the loss of a group of established trees to the northwest of the site, a strategy for on-site replacement will be proposed as part of any planning application.

In summary, the feedback from officer's was generally positive and all issues are surmountable with potential robust solutions agreed.

Turning to the proposed Section 106 obligations, these initial requirements have seen a significant change from those executed early this year by way of both financial contributions and the form of affordable housing which would make the scheme unviable. We have already retained Savills who have undertaken an initial viability appraisal which would form part of any new planning application.

We continue to work closely with your Planner Deborah Kirk on satisfactorily responding to the feedback received from both the pre-application and the Urban Design Panel, around the key points of connectivity, parking and landscaping.

We hope these improved proposals meet with your aspirations for the site and we look forward to delivering this exciting new development for the residents of Wellingborough.

Should you require any further information please do not hesitate in contacting me.

Yours sincerely,



Stephen Norton  
Land and Partnerships Director