

A WALKABLE GREEN MARKET TOWN

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The story so far

The improvement of the town centre is a top priority for the Council. Over the last couple of years we have been looking at what makes it special, what works well, and what doesn't work so well and needs to be improved.

Our Vision for the town centre is 'a walkable, green market town', to showcase what the town has and to use this to create an attractive and accessible town centre, with a special character and identity. We want to make sure it is a 'place people choose', which provides a different experience to on-line shopping, out-of-town destinations and other towns.

Suggested key projects and areas of further study

Key projects identified on the Vision Plan, overleaf:

- Public Realm and green space connections - Tithe Barn (C) and Croyland Gardens (D)
- The Market Square (E) and linked areas including Church Street (A), All Hallows Church (B) etc.
- Gateway connections looking at the Swansgate Centre (F), car park (H) and theatre entrance (G)

Areas of more detailed study:

- Highways and parking study to look at ways to reduce the impact of traffic and improve experiences for pedestrians and cyclists
- Public Realm Study and Strategy:
  - o Connected town centre routes for pedestrians and cyclists
  - o Locations for key pedestrian crossings
  - o Pedestrian/cyclist routes to outer areas, especially the railway station and residential areas
- 'Green' study and strategy to identify opportunities for connections
  - o Opportunities to connect green routes and spaces
  - o Opportunities for additional 'greening'
- Town Centre Housing Options to consider potential sites for housing
- Commercial uses study to look at opportunities such as strengthening the evening economy and attracting other uses and investors.

How to Contact us and let us have your thoughts

The six-week public consultation period starts on Monday 2nd March 2020  
The closing date for comments is Sunday 19th April 2020 (midnight)

Please send your comments to: [property@wellingborough.gov.uk](mailto:property@wellingborough.gov.uk)



Please let us have your thoughts and comments on our new town centre vision.



WELLINGBOROUGH A WALKABLE GREEN MARKET TOWN

OUR VISION...

**A. Church Street**  
A pedestrian-friendly space and bus hub, connecting Tresham College to All Hallows Churchyard and the Market Place

**B. Church Street**

**C. Footpath to Morrisons**  
Pedestrian links and 'useable spaces' between the Market Place, Morrisons and Croyland Gardens

**D. Tithe Barn Entrance & Public Realm**  
A more visible entrance to Tithe Barn, and an improved town centre 'green' space for relaxation and street cafes

**E. Market Square**  
An improved space for activities, relaxation and street cafes, which links together the churchyard, Market Place and surrounding historic streets

**F. Swansgate**  
A more welcoming 'arrival' and gateway for motorists, cyclists and pedestrians

**G. Theatre Walk**  
Improved views and pedestrian/cycle connections to Castle Theatre

**H. Multi Storey Car Park**  
A more accessible car park for all, with better pedestrian connections to wider facilities

**TOWN CENTRE PLAN**

- PLAN KEY: 1-10
1. Tithe Barn
  2. The Hind Hotel
  3. Swansgate Retail Centre
  4. Market Place
  5. St Mary's Church
  6. College
  7. Museum
  8. The Castle Theatre
  9. Rail Station (off page)
  10. Cambridge Street



Our key objectives for the town centre

- Reinforce and connect the areas, buildings and facilities which make the town centre unique and special, so that it can compete commercially and more successfully with retail parks and other towns
- Help to make Wellingborough a great place to live, work, study, visit or invest in
- Break-down the barriers caused by busy roads, and create a safe, attractive and green network of routes for pedestrians and cyclists, so they are encouraged to visit more often and stay longer
- Improve the existing town centre spaces, to create more opportunities for a wide range of uses and activities, including relaxation, events and markets. Some examples are shown on the Vision Plan
- Improve entrance points to the town centre, for all. An example at Swansgate is shown on the Vision Plan, sketch 'F'
- Make sure the town centre can adapt over time, to meet changing needs and opportunities
- Create more attractive investment opportunities, to help increase the amount of town centre activity