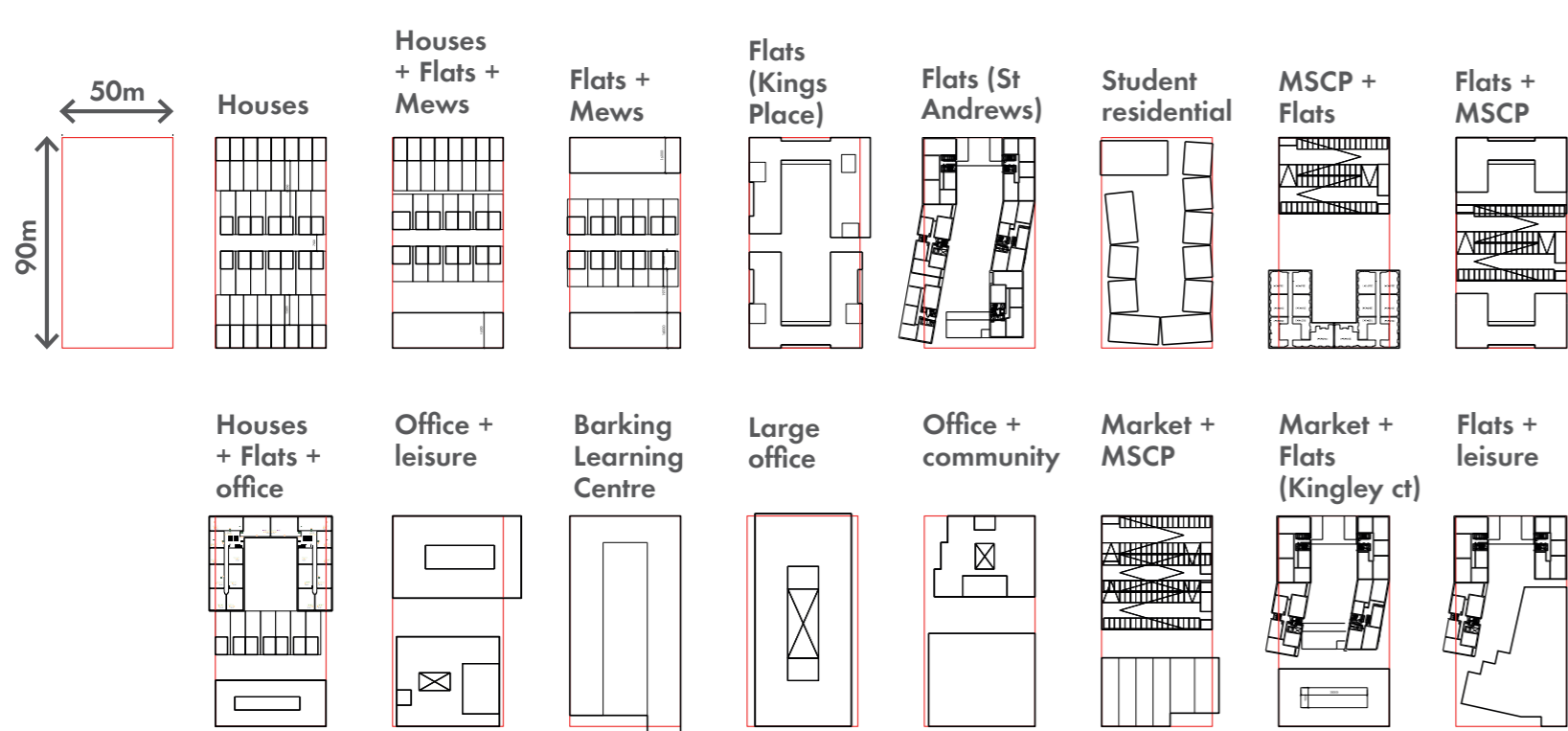


Character

Northstowe must be both brave and cautious. Brave in challenging the norm and breaking out of solely commercially-led models, but cautious and mindful of mistakes made before within previous new towns. Northstowe's character can learn lessons from successful, traditional and resilient historic town centres, applying the rules that we know work - their form, natural structure and evolution. One key example of this is the widened high street form which can be seen in many historic centres across England. The space created here can be used flexibly for events and will form the centre of the town as a place of exchange, drawing visitors and residents to it.

In contrast to the high street, other routes will feel intimate with a creative character, ready to be explored by visitors to the town centre. The town centre street network will be formed by buildings within a flexible block structure. The sizes of these blocks have been defined to allow for evolution of uses over time.



Testing the size of the optimum block for Northstowe whilst retaining flexibility for a broad range of uses and street environments

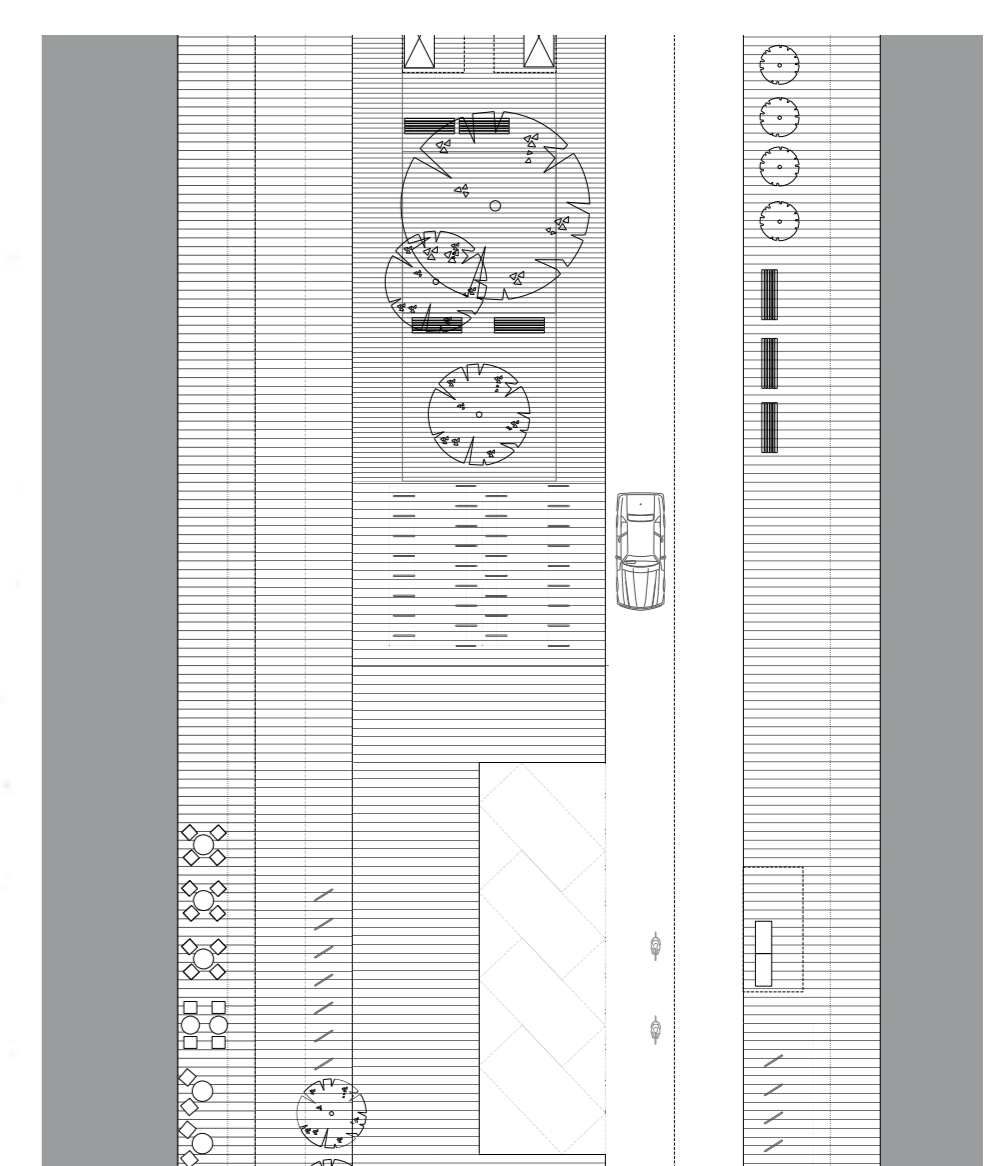


Town centre strategy visualisation: Looking along one of the mews streets in the town centre illustrating the mix of more formal and 'messy' spaces available for businesses



A sketch illustrating the widened high street showing the flexibility of the space, used here for a market

An indicative section illustrating the widened high street



An 18m wide space which could be used flexibly for markets or events

30m wide total space

NORTHSTOWE Town Centre Strategy

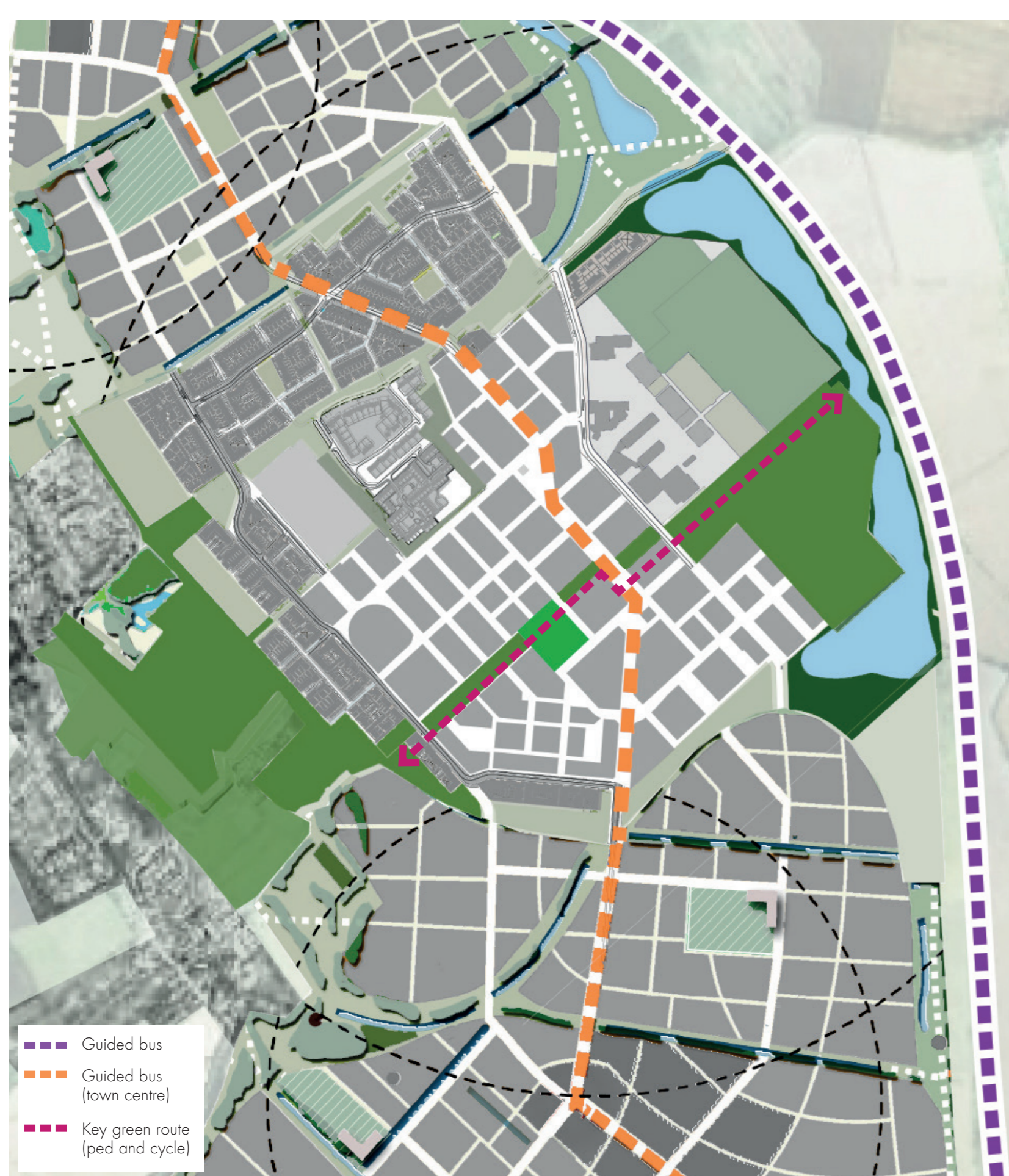


Green spaces

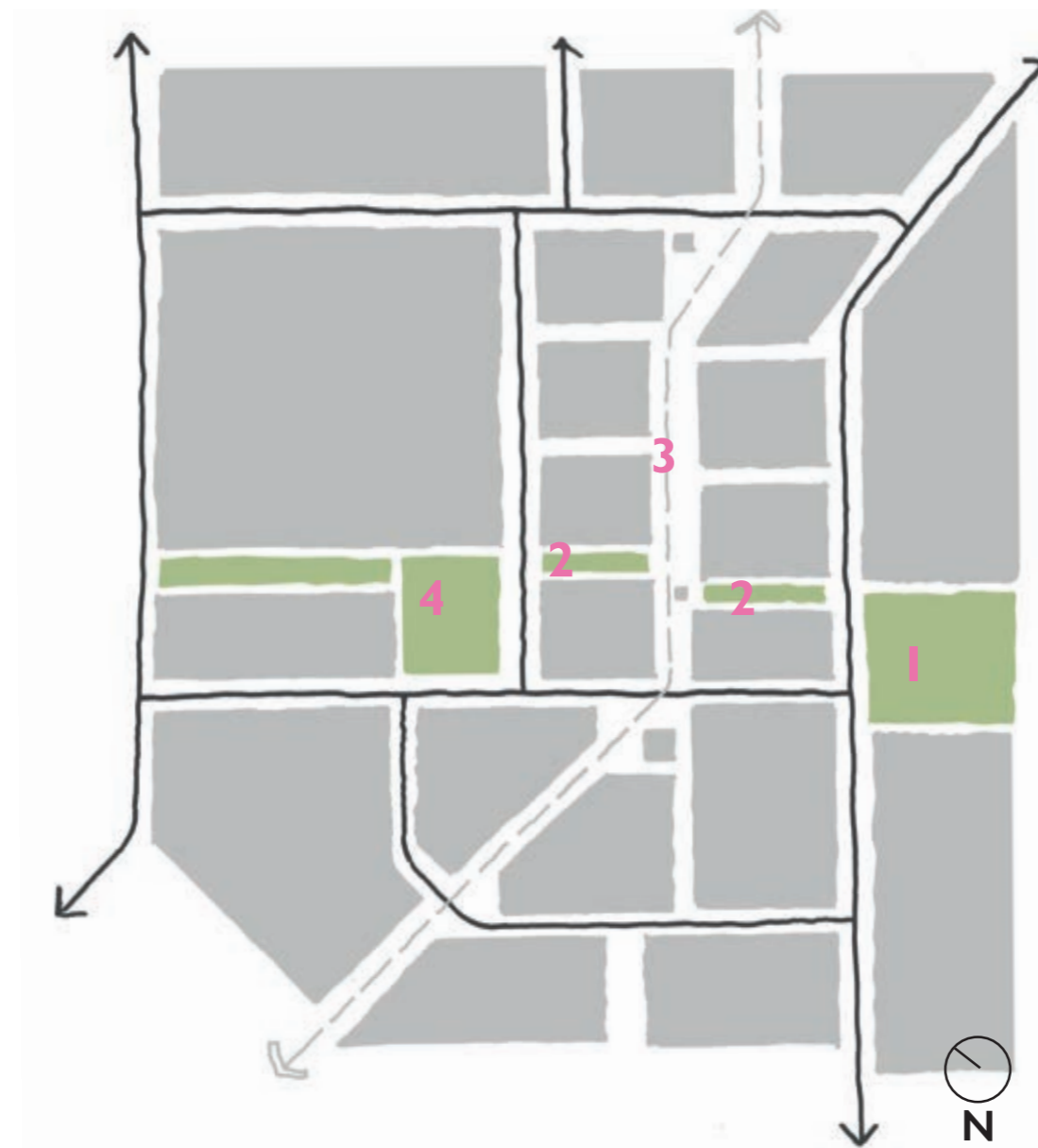
Northstowe Town Centre will be structured around a network of green and open spaces, enhancing connections to the wider countryside. Each of these spaces will have a distinct role and function in the town centre, with green spaces helping to shape the future character of Northstowe.

The focus of the town centre is the design of a safe and active high street environment, accessible for all transport modes, with places to play, places for events and green spaces to relax. The Town Gardens link this central space to the wider green corridor sequence of the town park, recreation ground and into the wider countryside. The town gardens will have an important role in greening the town centre and will contain swales, rills and water features as part of a sustainable drainage strategy for the town centre. A fine grain block structure will support comfortable streets with generous street tree planting, providing shade and shelter.

The Cambridge Guided Busway means the vision for the town will not be shaped by a reliance on and dominance of private vehicles but on sustainable transport modes. Cycling will be prioritised given the very good cycle connectivity along the busway into the city, within Northstowe and to Cambridge Science Park.



Green spaces sequence along the green corridor seen in the context of the town as a whole



Concept diagram - broad structure of town centre spaces

1 - RECREATION GROUND



2 - TOWN GARDENS

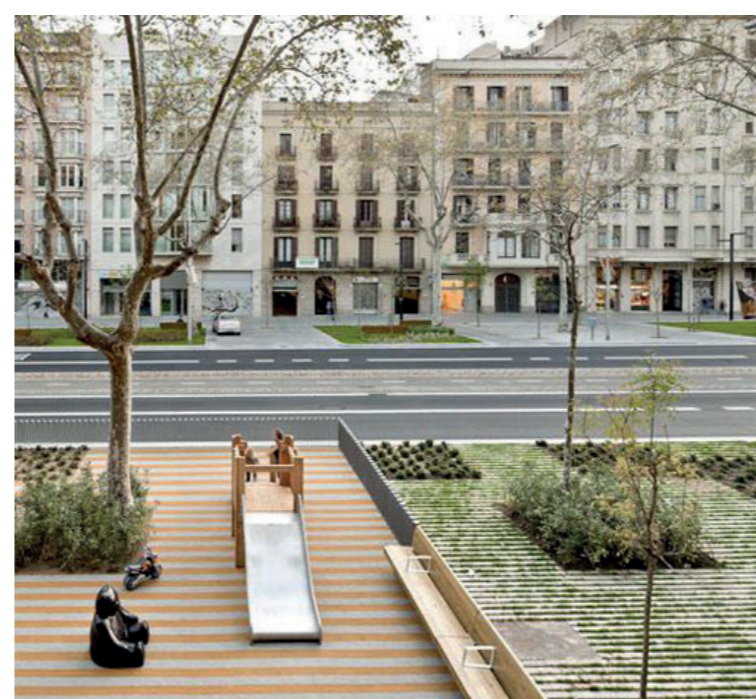


Duncan Terrace, Islington



Pancras Square, Kings Cross

3 - HIGH STREET/TOWN SQUARE



Paseo San Juan, Barcelona



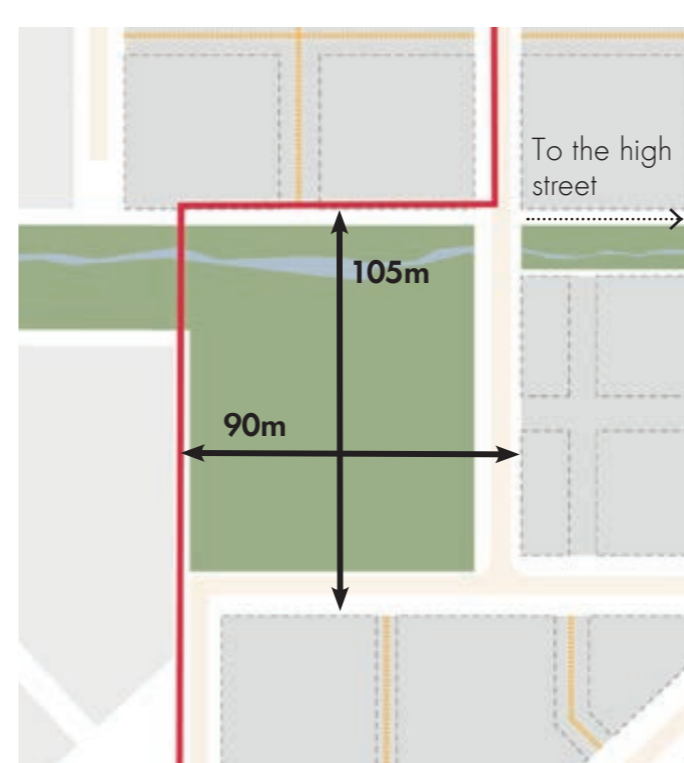
Spaces used flexibly along Marlborough high street



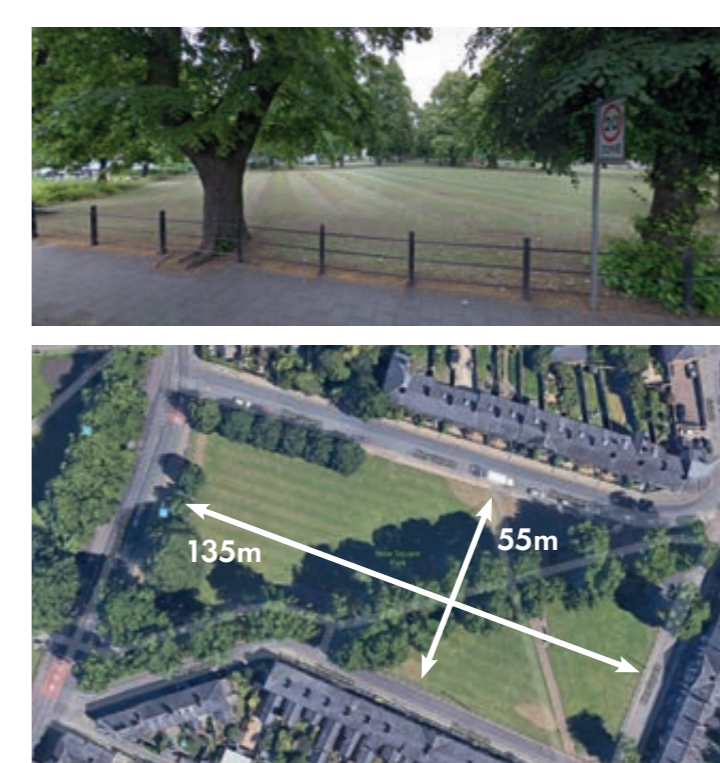
4 - TOWN PARK



Town centre strategy visualisation: Looking north to the High Street from the Town Park



Town Park, Northstowe (9,175sqm)



New Square, Cambridge (7,425sqm)



Parade Gardens, Bath (8,500sqm)

Uses and activity

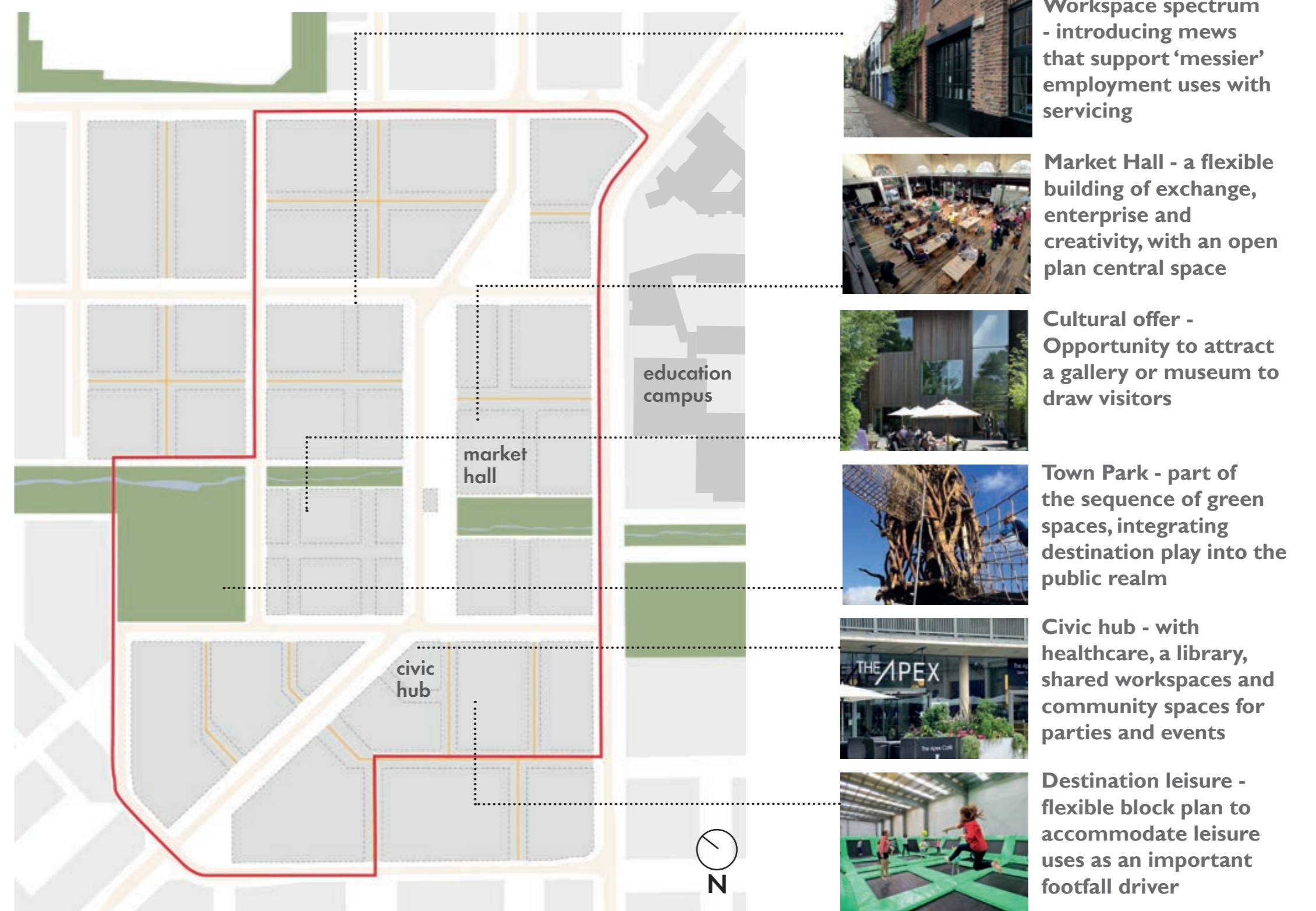
The Strategy for Northstowe Town Centre is about creating a place that appeals to a wide audience - both today and tomorrow - through a distinctive mix of uses and activities. It is a centre that is about more than just retail, with leisure, cultural, employment and civic functions underpinning the strategy. The town centre will have a modern market hall that enlivens the town centre early - creating a place for work, leisure and experimentation. There will be destination sport and leisure facilities, public spaces for outdoor events and modern community facilities to serve residents. The centre will also look to attract a gallery or museum to draw visitors.

Northstowe will be a place to have ideas, start and grow a business. A spectrum of employment spaces will serve these varied needs and add activity to the town centre. New spaces will complement the regions sci-tech cluster and create a new place for creatives to work, exhibit and trade that is currently lacking in Cambridge. There should also be a strong link between businesses and the Academy.

A number of bespoke typologies have been designed to lay the foundations for enterprise and vitality in Northstowe. These will integrate a variety of business space through innovative building types to create places that will foster the seeds of enterprise in the town centre.

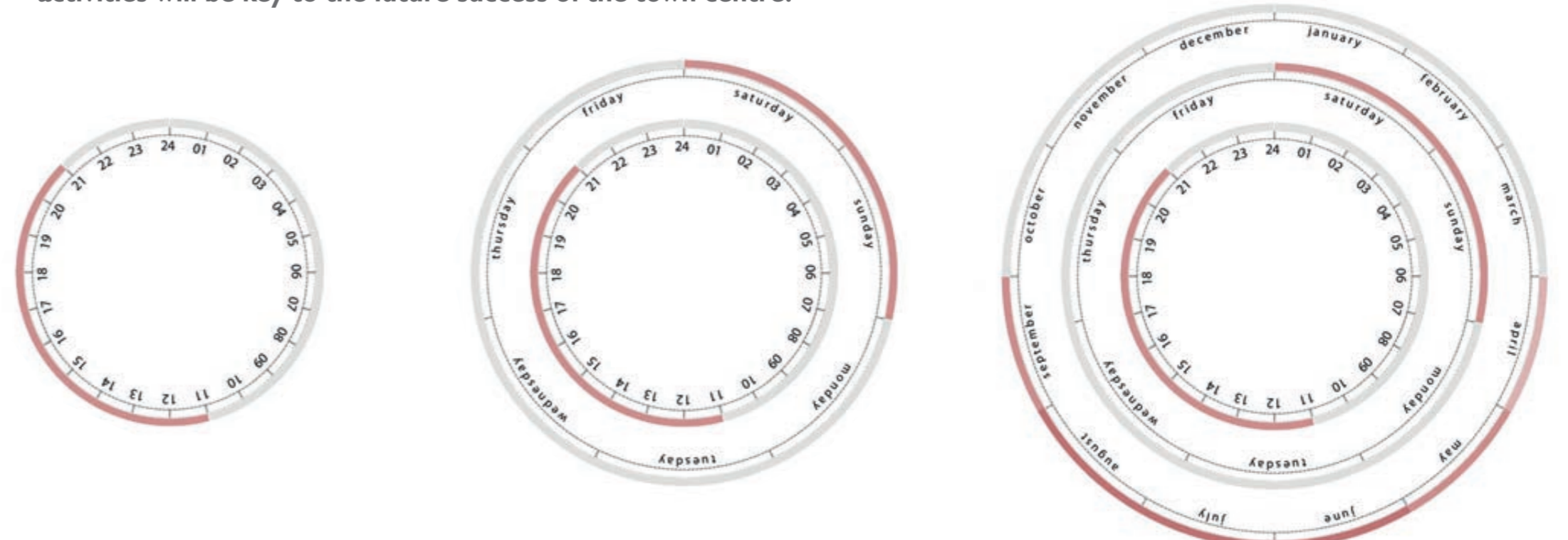
Concept diagram - broad block and street structure

A block plan has been developed which only control the essential elements. The grey areas on the plan illustrate the idea of 'super blocks'. These are areas of the framework that can be broken down in a flexible way to respond to alternative uses or future adaptations. The orange dotted lines illustrate one way that these larger blocks could be broken down to create a logical block structure.



- Workspace spectrum** - introducing mews that support 'messier' employment uses with servicing
- Market Hall** - a flexible building of exchange, enterprise and creativity, with an open plan central space
- Cultural offer** - Opportunity to attract a gallery or museum to draw visitors
- Town Park** - part of the sequence of green spaces, integrating destination play into the public realm
- Civic hub** - with healthcare, a library, shared workspaces and community spaces for parties and events
- Destination leisure** - flexible block plan to accommodate leisure uses as an important footfall driver

Active curation and management needs to lie at the heart of the strategy for the lifetime of the town centre to ensure an ongoing programme of activity. Uses have been shown in locations that help to drive activity to the high street, between uses and at different times of the day and week. Considering these adjacencies and relationships of mutually supporting activities will be key to the future success of the town centre.

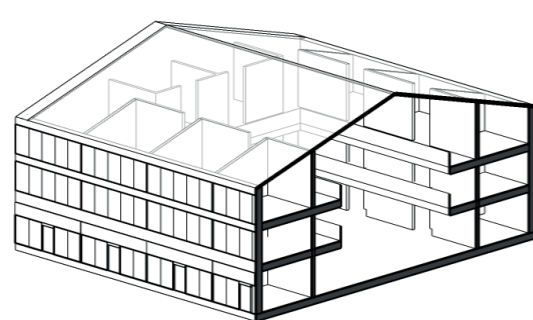


Activity during the day and evening...

...not just at the weekend...

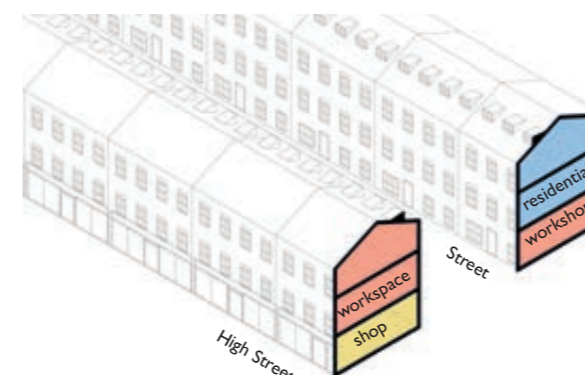
...through a curated programme of events throughout the year...

Market hall



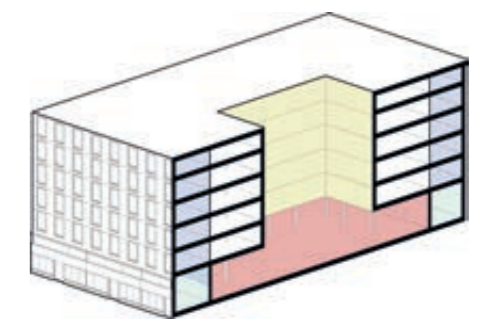
The most significant of the bespoke typologies - a place of exchange, enterprise and creativity. This will be one of the first places built in the town centre. The building will have multiple layers, with an open plan central space, mimicking market halls from many historic towns. Market stalls fill the ground floor space with tables for eating and drinking. On the upper floors small business or retail units overlook the central space with shared circulation encouraging visitors and exchange.

Mews



Activity should not just happen right on the high street. Mews typologies create alternative spaces for a range of uses - creating enterprise spaces which could be colonised by creative businesses and 'messier' industries which need direct access to a street. These streets could add vitality to the town centre, encouraging a unique mix of people and activity, focused in the town centre. Upper floors could be workspaces or homes.

Civic hub



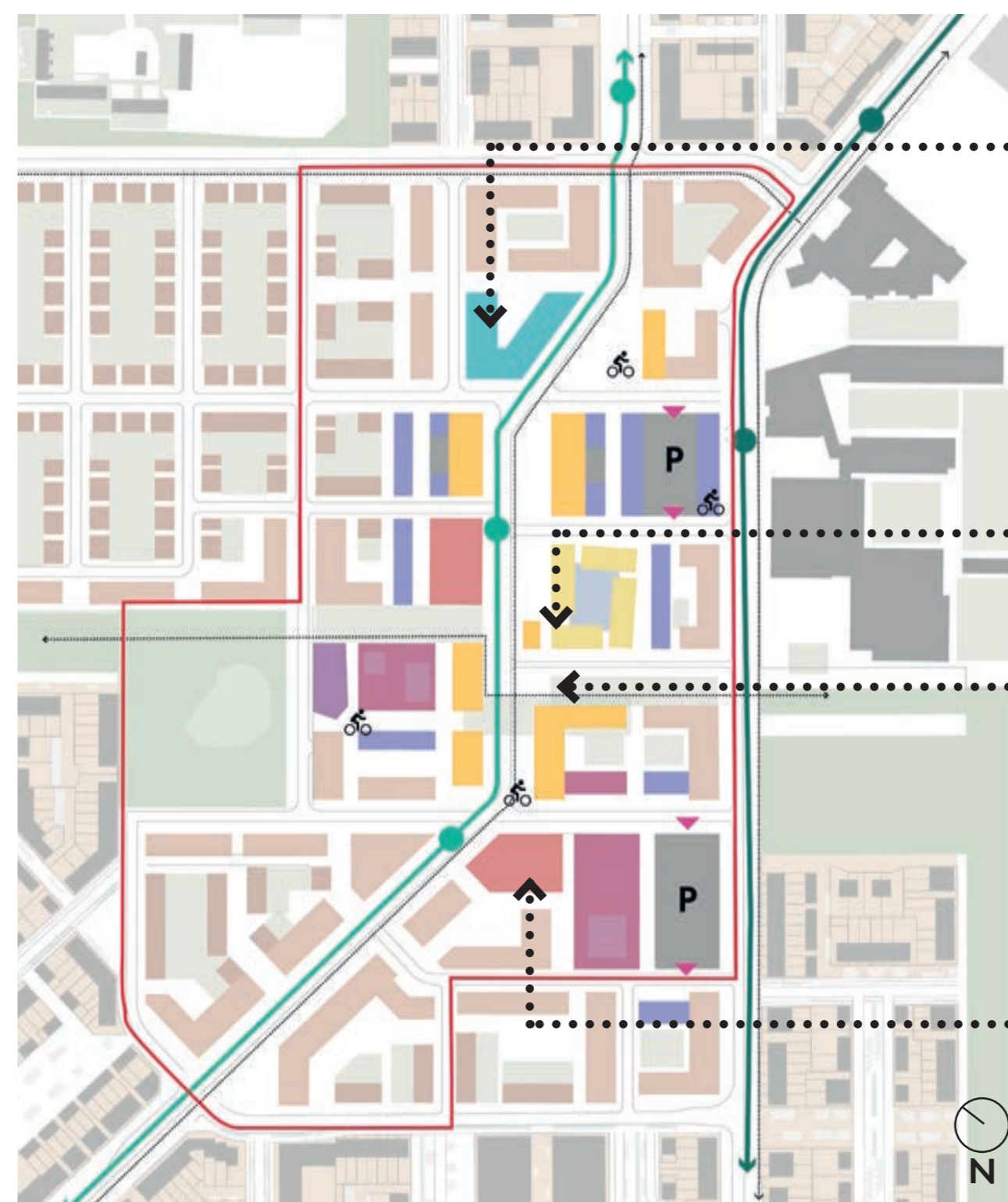
Civic and community uses will help to provide activity to the high street. A civic hub will be the focus for uses that people need including healthcare facilities, a library and community spaces for parties and events. This central hub should also include shared workspaces. Other community uses which could be incorporated into the hub or clustered elsewhere include youth facilities, a place of worship and a gym.



Complete at every stage

Northstowe will be a uniquely agile town centre that is able to respond to the unexpected through a framework that has only set the essential fixes. Northstowe will be a place that evolves as it develops. This is what 'normal' places do.

Historic towns and villages have not been built all at once but have adapted to the needs of a growing community. We should think of Northstowe town centre in this way - adapting and evolving in response to the phases of development as new homes are built. Similarly, once the planned phases are complete, the town will need to be able to respond to future change or unforeseen opportunities. This might come in the form of changing retail or employment trends which shift the demand for a certain land use, or a new occupier that requires a different floorplate. These may be trends and changes that are impossible to predict now.



Indicative ground floor uses plan

- | | | |
|-------------------------------|--|--|
| Primary cycle movement | Residential - flats and live/work | Museum/Gallery |
| Bus Route | Residential Houses | Community Uses (civic centre, place of worship and a library building) |
| Indicative bus stop locations | Retail - convenience, comparison, personal services, professional services and F&B | Commercial uses (workspace/office) |
| Local Bus Route | Niche retail and F&B with commercial above | Hotel |
| Indicative local bus stops | Leisure uses (gym, big leisure) | Multi-storey car park |
| P | Car parking - surface | |
| P | Car parking - decked | |
| | Car park access | |
| | Cycle parking | |

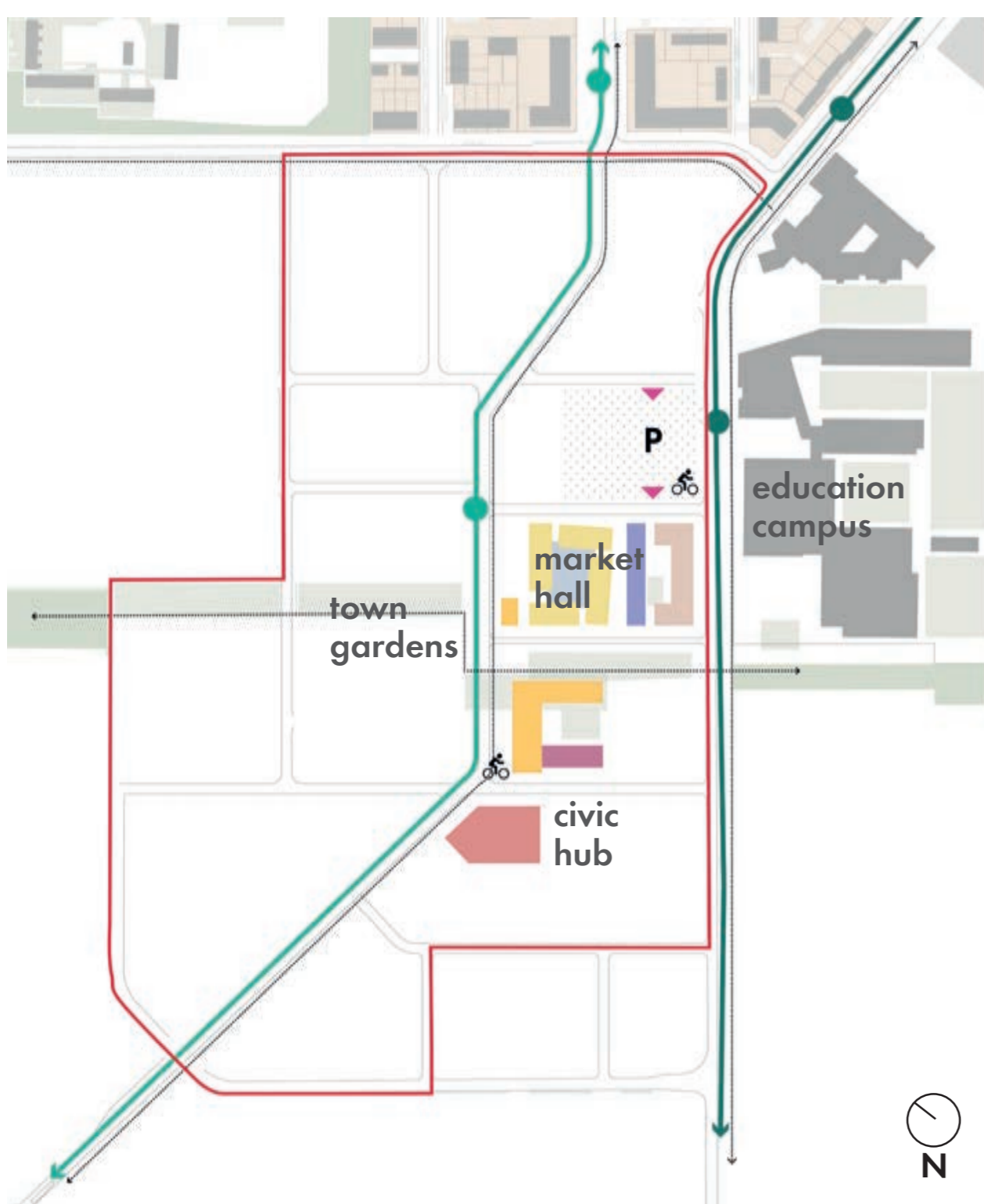
Important 'bookend' buildings form the ends of the public space. Here a hotel and civic building provide important addresses, driving footfall to both ends of the high street.

The market hall occupies an important central position on the high street. A pavilion cafe provides activity and a focal point in the centre of the space.

The green corridor runs across the high street, providing a direct connection to the Town Park, recreation ground and countryside beyond.

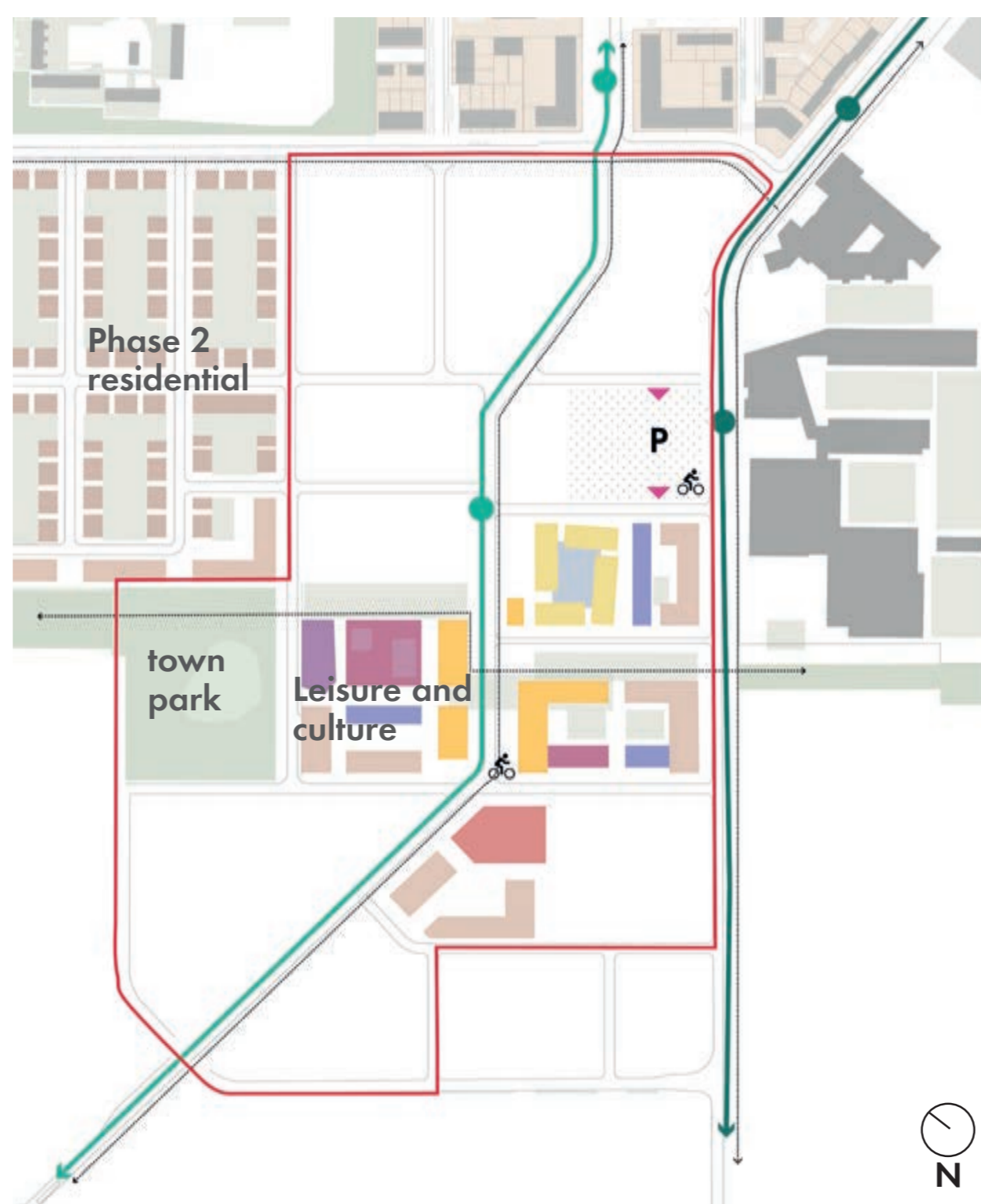
The Civic Hub is located at the other end of the high street, forming the centre for a cluster of community uses such as the library, health facilities and community halls.

Indicative earlier phases:



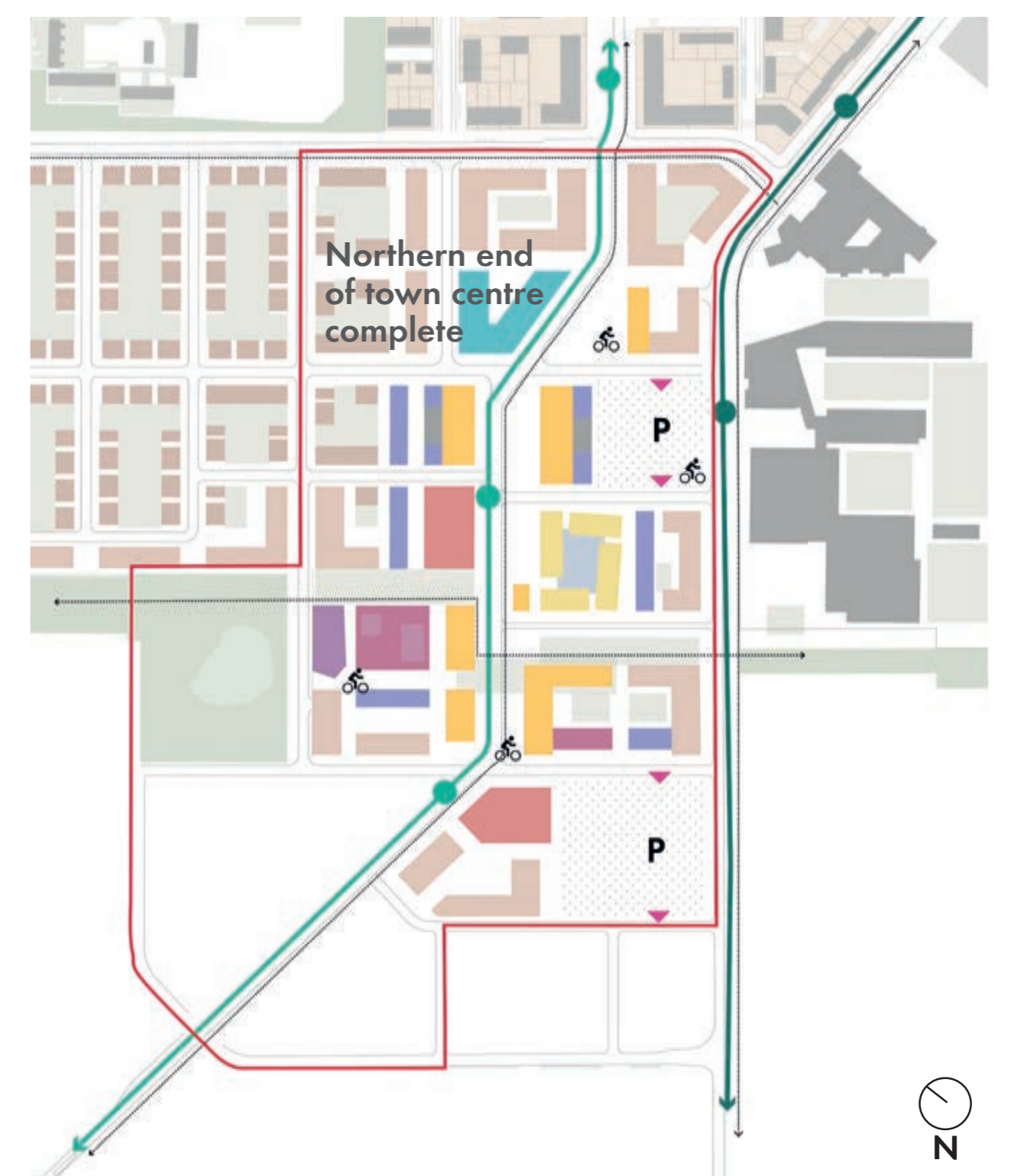
Stage A:

- The buildings within the first stage are all delivered adjacent to one another and near the education campus, to form a legible place from day one.
- A small convenience food shop alongside the market hall will serve the new community, with a doctors surgery and other community spaces within the Civic Hub.
- The Town Gardens provide a wide green space that connects through the high street providing play areas and spaces to relax from the outset.
- The guided bus and local buses serve Northstowe, with cycle routes connecting into the town centre. In early phases, surface car parking will be provided, located within the same plot of the future MSCP.



Stage B:

- As more of the residential units within Phase 2 are delivered, the town park will connect these neighbourhoods with the town centre, providing walking and cycling routes.
- The block between the town park and the high street is delivered which provides residents with a more significant leisure and cultural offer. This block also completes the other side of the frontage to the high street. The southern section of the high street is therefore completed around a formal square.
- The town park becomes an important driver for footfall in the town centre, alongside the art/cultural offer.



Stage C:

- The northern end of the town centre is completed to create a high street with active frontage on both sides of the widened high street.
- A hotel is shown in this stage, but this plot could also be delivered as a residential block with commercial or retail space at ground floor, if there is no demand for a hotel.
- By this stage a second stop on the guided bus way is opened with further areas of cycle parking provided.
- A second surface car park is opened as required, with one way access from Primary Road.
- The plan at the top of this page shows the town centre fully built out, with further residential areas, leisure and parking.