

MAKING THE MARKET CITY

# FOREWORD



Northampton is a town with a fantastic history and heritage. It is also a place of growth and opportunity for the future. Plans are being laid for Northampton to become a regional city at the heart of Northamptonshire and surrounding counties. Building on its heritage as a market town for over 800 years, Northampton is beginning the transformation towards being the Market City of the future. This brochure seeks to describe what that future will hold and to welcome you to the Market City.

This is both a vision and a challenge to the current generation of Northamptonians. It is time for Fresh Thinking about Northampton's future. Do you share this vision?

How can it be improved? How can you help make sure that the future meets your expectations? How will you, your business, your family be part of the Market City?

Now is the time to engage in this debate. Plans are being laid for the next 20 years, on which the next few centuries will be built. We need to know what you think the future does and should hold.



Councillor Tony Woods  
**Leader**  
Northampton Borough Council



John Markham OBE  
**Chairman**  
West Northamptonshire  
Development Corporation



Councillor Jim Harker  
**Leader**  
Northamptonshire County Council







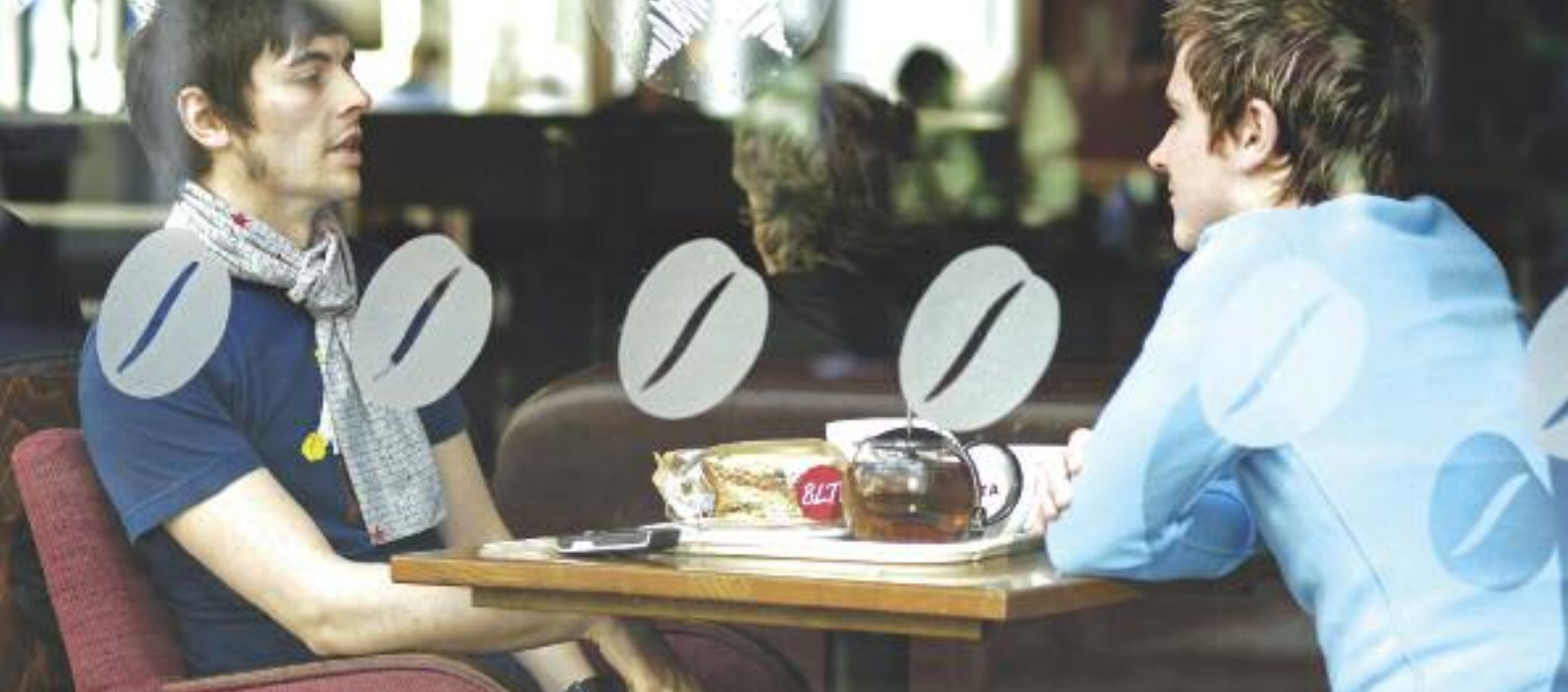
## THE MARKET CITY

Northampton, The Market City, is a place to live, work and play. A place to grow. This is where you come to meet and make firm friends. Safe and family friendly, The Market City is interesting and attractive, making the most of its inherited character and heritage. It has a great lifestyle, leisure and retail offer, a revitalised Market Square and City Centre streetscapes, cafe culture, friendly but lively nightlife.

The green spaces of the Market City, always one of Northampton's strengths, keep the sense of countryside within the City. People, young and old, from different cultures and with different needs, live and work in harmony.

Easy to get around, with good public transport connections, the Market City is a clean, bright, friendly and generous modern City with an economy based on new or emerging industries. The City is growing but it does not neglect or forget its rich architecture and history. It is a place, the Market City, of which we can all be proud and to which we can all contribute.







# INTRODUCTION



By 2026 the population of Northampton will have grown from 200,000 to around 300,000 people. It will have a transformed town centre, a new 'City Class' railway station, vibrant waterside and cultural areas, more innovative businesses, more graduate level jobs, more affordable homes for all and an economy driven by high level skills, innovation and emerging technologies.

It will be nationally recognised as the centre of excellence for construction skills and for radical new solutions to delivering low carbon housing and infrastructure and internationally recognised for the delivery of sustainable growth and regeneration, whilst, at the same time, enhancing and protecting cultural diversity and heritage.

An ambitious population will have strong aspirations for high quality homes, good jobs and prospects for career development, excellent leisure and lifestyle facilities.

The most modern healthcare facilities will make Northampton a perfect location in which young families can thrive and will also provide the best possible facilities for an ageing population to enjoy retirement in comfort and dignity. This provision will also provide considerable numbers of high quality jobs in the local economy.

A top quality range of skills providers including new primary and secondary schools, colleges and the expanding University will provide much larger numbers of young people with the assets they need in order to find satisfying careers. This growing skills sector will also, itself, generate significant numbers of graduate level jobs.

By 2026 Northampton will have some of the best sports grounds in the country for a City of its size. Professional Football, Cricket and Rugby as well as a full range of other sporting clubs will thrive, from grass roots upwards. That will help to make The Market City an active, healthy, outdoor-focussed, sporting and friendly place.



Northampton has the opportunity – a ‘once in a lifetime’ opportunity - to transform itself into a top-class location in which to live, work and enjoy leisure time. It has the opportunity to become a diverse modern City, mindful of its location near the World City that is London, whilst retaining its local character, history and heritage.

Indeed, Northampton is better placed to benefit from its closer location to London than other Midlands regional cities. Northampton will be less than 45 minutes by train from London when line improvement works have been completed in the next few years. A location which also benefits from its relative closeness to Birmingham, its position in the middle of the Oxford-Cambridge arc, its excellent North-South and East-West road and rail links, Northampton is truly in the right place at the right time.

All this will not be achieved solely by the creation of new buildings or town centre retail offers or new cultural facilities, but also by raising the expectations and aspirations of everyone involved in Northampton. Northampton has its chance to be transformed via the Government’s ‘Growth Agenda’; an initiative involving new development and investment in the County which, when recognised and adopted by the public and private sectors, can be crucially important in bringing about major uplift to the town.

If leaders in the public and private sectors get behind this vision for the town, helping to turn it into reality, then future generations will have a fantastic place in which to live, work and bring up their families. If this does not happen, future residents of Northampton will struggle to buy a house, will struggle to find good jobs in the town, trade elsewhere and will have little pride in their home town. Future Northamptonians would not thank this generation if our vision or commitment to Northampton’s improvement is too weak.

Many people and organisations in Northampton are already forging ahead. The University of Northampton has internationally recognised expertise and new courses in subjects ranging from fashion to fine art, sustainable construction to non-destructive testing, high performance engineering to resource efficiency.

Northampton College is investing almost £100 million in a major new facility for the town. Moulton College is expanding rapidly to meet the needs of modern young people from all over the country, with a £46 million investment plan to upgrade and extend its facilities.

Avon Cosmetics, Debenhams, Barclaycard, Carlsberg, Legal & General, Nationwide are all major investors in the town; Network Rail and London Midland want to build a new railway station suitable for a City – work that is being supported by the Northampton Borough Council, Northamptonshire County Council and West Northamptonshire Development Corporation.

We have high ambitions for what regeneration and growth can deliver to Northampton, helping it to develop from a strong and thriving county town into a City, which, in turn, benefits the whole county.

Businesses, developers and investors, increasingly recognise the value of Northampton and the benefits of investing in the largest growth area in the UK. Northamptonshire’s economy is predicted to grow from £11 billion GDP to £20 billion GDP in the next 15 years.

If these key agencies and stakeholders can pull together, in the same direction, and get the local populace on board too, Northampton can realise its opportunity to be a truly special place in the future. It is time for everyone to get on board.





# GROWING NORTHAMPTON







The Government's Growth Agenda gives Northampton a unique opportunity to redefine itself, to make the most of fantastic heritage and architecture, but also to upgrade its infrastructure as it heads towards being the Market City.

For too long growth in Northampton has been solely discussed in terms of additional housing. We have to take the opportunity to consider the whole picture, how people will live their lives in the future Northampton, why people will choose to come to Northampton rather than somewhere else, and why future Northamptonians will talk Northampton up as the best place to live and grow.

This means we have to have the right infrastructure, not just development sites, transport, utilities and communications, but also the schools, healthcare, quality employment, public services, green assets, community assets that make Northampton a special place to be and to locate to.

The driving force behind the growth agenda is the need, identified through the planning system and Government policy, to build more homes in and around Northampton to meet market needs, changing ownership requirements and the increasing need for affordable homes, particularly for young people.

This growth brings in significant developer contributions for investment in new infrastructure on top of Central Government's Growth Area Funding. This investment can make a real difference to the process of revitalising many of the towns in Northamptonshire.

As the County town/City and the place where the lion's share of housing growth is planned, Northampton is the place that will benefit most from the growth agenda. We advocate that planning and creating this infrastructure should lead the growth and not just follow on behind. This pledge is important if the vision is to be delivered and we look forward to Government coming good on this even in the straightened financial times ahead.

The question is how to get there, how to maximise the uplift that can be delivered to the town and what legacy is delivered to future generations of Northamptonians.





## THE MARKET CITY CONCEPT

In addition to making use of the Growth Agenda to remedy past investment failures and bring Northampton up to the level of a modern, 21st century regional City, this period of change also provides the opportunity to define what Northampton is – and will be – as it embarks upon this massively exciting journey into the future.

Northamptonshire is marketed under the brand “Let Yourself Grow” and the vision for the county is to be a “Great Place to Grow”. The future of Northampton as the county’s major City is critical to making Northamptonshire thrive. A weak Northampton would damage the county as a whole and a strong Northampton can be at the heart of a strong Northamptonshire.

Northampton is a town which over time will be an emerging City. Northampton needs to be a strong county town/City – ‘the star of the show’. A strong, well-positioned and successful Northampton brings many benefits to the county and to all of the other towns and villages within it.

A lot of people care about Northampton. From the major sports clubs to the University; from local businesses to cultural organisations; from the NHS to the Police.

Whatever the different priorities of organisations in Northampton, we all need to work together on supporting Northampton and helping to shape a positive future.

The concept of the Market City is intended as the rallying point for everyone who wants to positively shape that future. Within this concept there is a lot to debate. What everyone who engages in this discussion and supports the basic idea of the Market City will be saying is that they want to shape that future too. They want to be part of making Northampton a thriving, vibrant, caring and pleasant place to be over the next generation, turning the current town into the Market City.









# THE MARKET CITY - EMERGING VISIONS





## MAP KEY

### Key Development sites

1. St Peter's Way – mixed use offices/res/hotel
2. Land around Grafton St – mixed use office/res
3. St Peter's Sq car park – mixed use office led
4. Castle Station – office/hotel/residential/multi-storey car park
5. Angel St and St John's – creative industries focus mixed use, niche retail leisure and commercial uses, hotel, residential, public squares, cafes, outside seating
6. Becket's Park – Marina, events space, café, skateboarding facility, new (iconic) footbridge to Avon Nunn Mills
7. Bridge St/Cattle Market Road – mixed use commercial/hotel
8. Avon Nunn Mills – site for 2000 dwellings, office/commercial development
9. Grosvenor Centre – retail, office and provision of new bus interchange
10. Waterside – recreation, leisure and enhanced access arrangements
11. Market Sq/All Saints Sq – public realm, café/restaurants, events space
12. Freeschool St - mixed use residential-led
13. Fishmarket and environs – potential for retail development
14. Land north of Abington St – potential for retail development
15. Spring Boroughs – mixed use residential-led development

### Gateway Developments

- A1. Bridge St south/Cotton End – creative/cultural industries
- A2. Bedford Road adjacent to Becketts Park
- A3. Castle Station (Black Lion Hill and St Peter's Way)
- A4. Towcester Road /Foot Meadow

### New Central Area Boundary

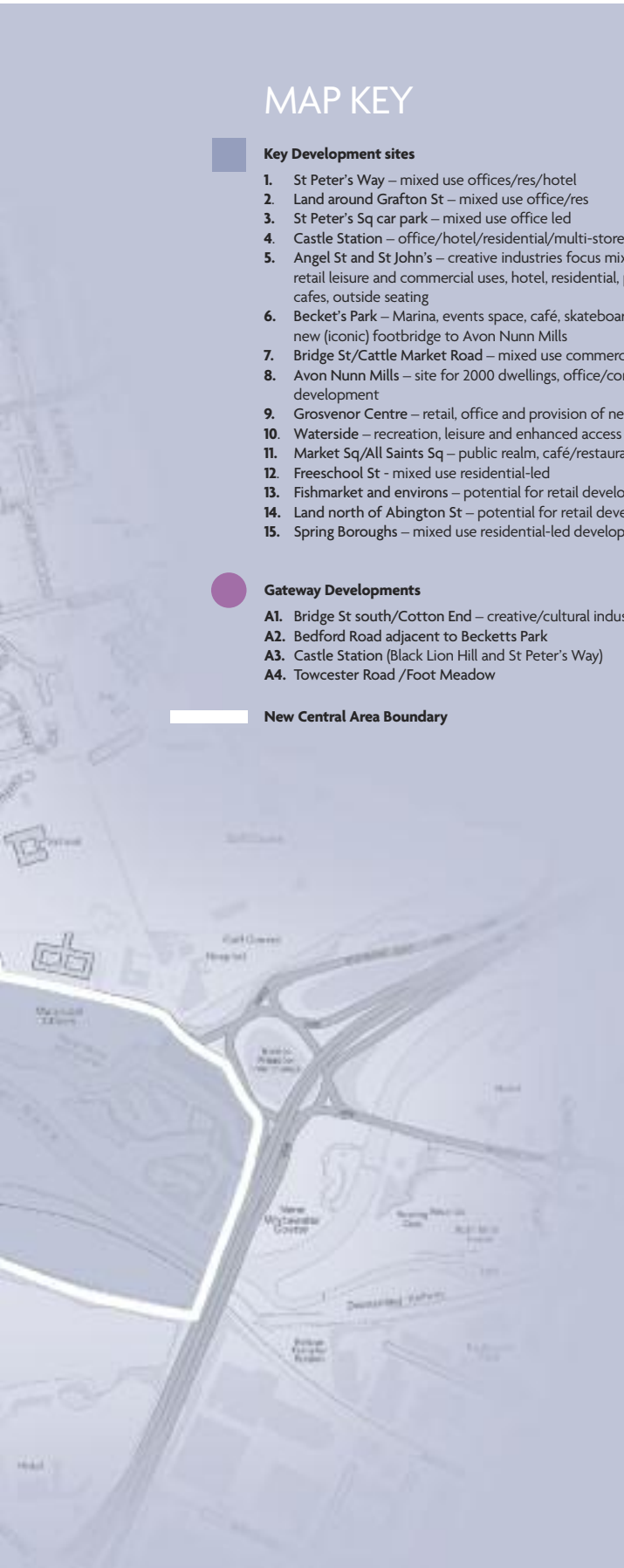
Aiming to be the Market City is about raising aspirations for Northampton. About making a new City that does not forget its roots, a place that has its own identity, that people can be proud of, and is not the same as every other place in the country. This is about Northampton uniqueness as a special place, growing rapidly as the Market City. This cannot be compared with anywhere else because this is just about us.

At the core of the Market City is a strong and vibrant City centre. As well as the usual high street names, the centre should offer the best in niche, high quality, high end independent retail outlets, identified, targeted and attracted to the City, building on the strong independent sector currently in Northampton. But it's not just retail, as the centre offers homes and transport links, culture and tradition, heritage and the arts.

Within the emerging plans are very important proposals for where the new development of houses and employment will take place; where land should be allocated and where it should not. In the emerging plans for the Central Area of Northampton, there are three phases of proposed action. Major areas include the redevelopment of the Grosvenor/Greyfriars area, the creation of a new quarter around St. John's, the creation of a waterside area for employment and residential development, the development of the railway station and its surroundings, and the regeneration of Spring Boroughs.

By 2026 the plans are for the City to have at its heart an economic, cultural and social driving force. A City Centre worthy of this Market City vision.

For businesses, this will be a place to locate. For residents across Northamptonshire and beyond, this will be a place to live, work and play.





*Please note: All 3D illustrations shown in this document are for visual purposes only.*





# LIVE.

A distinctive retail offer that combines the best in major high street names in the Greyfriars (which will have replaced the Grosvenor Centre and bus station) with niche and specialist retail and leisure in Northampton's traditional streets and market.







*Please note: All 3D illustrations shown in this document are for visual purposes only.*





# WORK.

A new inter-city railway facility at Castle Station with a key employment area providing a high quality gateway to the City, supporting the regeneration of neighbouring sites including Spring Boroughs.







Please note: All 3D illustrations shown in this document are for visual purposes only.





# PLAY.

A lively quarter around St. John's providing a centre for arts and culture alongside a base for public services and employment.







Please note: All 3D illustrations shown in this document are for visual purposes only.





# GROW.

An extended City Centre brings a new focus to Northampton Waterside. A long neglected asset now enhanced as a destination for employment, living and leisure with a new marina at its heart.





# VISION STATEMENTS

The emerging vision for the Town Centre (or “Central Area”), published for consultation in summer 2009, states:

*By 2026 Northampton City Centre will be firmly established as the economic and cultural hub for Northamptonshire. It will be the destination of choice for people within the County and beyond to live, work and relax. The City centre will be using its strengths, in particular its architectural heritage, its riverside, a distinctive retail offer and its cultural offer as a key to its success.*

*The City Centre will have developed:*

- *A distinctive retail offer that combines the best in major high street names in The Greyfriars (which will have replaced the Grosvenor Centre and bus station) with niche and specialist retail and leisure in Northampton’s traditional streets and market*
- *A new inter-city railway facility at Castle Station with a key employment area providing a high quality gateway to the City, supporting the regeneration of neighbouring sites including Spring Boroughs*
- *A lively St. Johns Quarter providing a centre for arts and culture alongside a base for public services and employment*
- *A new focus on The Waterside enhancing a long neglected asset as a new destination for employment, living and leisure with a new marina at its heart*
- *Our City centre will provide facilities equal to or better than the best European cities of a similar size*

The emergent Joint Core Strategy for West Northamptonshire, published for consultation also in summer 2009, describes the vision beyond the City Centre.

*“West Northamptonshire in 2026 is an outstanding UK location of choice for diverse employment opportunities, with high academic and vocational educational attainment, high quality affordable housing and a superb quality of life.*

*It blends the best of modern cultural urban living, enhanced by a network of green spaces together with high quality parks and gardens, with beautiful tranquil villages and rolling landscapes.*

*Its proximity to London, and connections to other parts of the UK and beyond are a great strength and it is a national example of low environmental impact development in response to climate change.*

*Growth focused on and joined to the main urban areas has fostered a successful economy and expanding diverse and sustainable communities, supported by good social and integrated transport facilities and infrastructure.*

*Change is embraced. Northampton has a reputation as a great riverside City providing the focus and heart for its surrounding network of neighbourhood communities; well integrated and linked with its reinvigorated sister towns of Daventry, Towcester and Brackley. The four provide the urban centres to a wider, attractive rural scene.*

*Northampton City is repositioned as the key economic driver at the cultural heart of the sub region fulfilling its role as the leading retail, entertainment, employment, health and learning centre based upon a thriving mixed economy including the services it offers relative to neighbours and proud of its theatres, museums and professional sports teams. All communities have good access to many opportunities.”*

These are important statements. Anyone with a commitment to Northampton needs to consider these issues and decide whether they represent the right vision for the Market City.



Working in partnership with:







Our City Centre will provide facilities equal to or better than the best European cities of a similar size





The consultations starting in the summer of 2009 are just the beginning of developing the ideas, plans and projects to deliver the Market City.

For the latest information go to

[www.themarketcity.co.uk](http://www.themarketcity.co.uk)

