NORTHSTOWE
FUTURE TOWN CENTRE
for Homes England
Allies and Morrison
with Avison Young
1. town centre strategy
2. masterplan
3. delivery

- address a changing high street context
- maintain the high sustainability aspirations
- respond to evolving health strategy
what does a healthy town centre look like?
1. background process
2. principles
3. healthy movement
4. green infrastructure
town centre context
avoiding the mistakes of the past
New Towns

- **Harlow**
  - Excess weight: 33.4% of people are overweight or obese.
  - Obese: 28.3% are obese in Harlow.
  - Healthy weight: 62.7% of people are of a healthy weight in Harlow.

- **Stevenage**
  - Excess weight: 30.4% of people are overweight or obese.
  - Obese: 27.1% are obese in Stevenage.
  - Healthy weight: 63.6% of people are of a healthy weight in Stevenage.

Garden Cities

- **Welwyn Garden City**
  - Excess weight: 38.5% of people are overweight or obese.
  - Obese: 22.2% are obese in Welwyn Hatfield.
  - Healthy weight: 71.8% of people are of a healthy weight in Welwyn Hatfield.

- **Letchworth Garden City**
  - Excess weight: 36.3% of people are overweight or obese.
  - Obese: 23.3% are obese in North Hertfordshire.
  - Healthy weight: 71.5% of people are of a healthy weight in North Hertfordshire.

Historic towns

- **Bishop’s Stortford / Hertford**
  - Excess weight: 35.5% of people are overweight or obese.
  - Obese: 19.5% are obese in East Hertfordshire.
  - Healthy weight: 70.7% of people are of a healthy weight in East Hertfordshire.

- **St Albans**
  - Excess weight: 39.1% of people are overweight or obese.
  - Obese: 16.9% are obese in St Albans.
  - Healthy weight: 66.2% of people are of a healthy weight in St Albans.
the long jump
looking back - understanding resilience

• what can we learn from successful historic town centres that have stood the test of time?

• what is the “bone structure” that underpins the flexibility of these historic centres?

• how have different high streets weathered the economic challenges over the last 50 years?
looking forward - defining the opportunity

- how do people want to work, shop and spend their leisure time today?
- how will this change in the future? And how should our town centre strategy respond to this uncertainty?
- what opportunities does the strength of offer in Cambridge create for the town centre?
- how can Northstowe help meet the needs of Cambridge and diversify the offer?
- how should this shape the identity of Northstowe? What is its image and how will it stand out?
- how can we establish a sense of ownership?
A EXPERIENCE / CONSUME

Restaurants with themes and games - Birdies Golf Club Stratford

Amazon Go store with pick up and walk out technology. Uses sensors directly linked to shoppers Amazon account

Wholefoods supermarket in Brooklyn with Gotham Greens rooftop commercial nursery growing local food
**B WORK**

**Aarhus, Godsbanen, Denmark.** Cultural production with teaching and workshop space. A centre for a growing community, designed to encourage new creative enterprise.

**Central Parade Creative Hub, Walthamstow.** Co-working spaces, maker studios and a bakery cafe.

**Blackhorse Workshop, Walthamstow.** Provides affordable access to tools, workspace, and on-site technical expertise. A new type of institution, creating a culture of making and mending.
C PLAY

Battersea Park, London. Play in this park has evolved since its opening in 1858 - this new area involves a crazy golf, adventure playground, Go Ape and a pizza cafe and bar

Gallery 'Lates'. The range of galleries in London now hold evening events with music, drinks and entertainment
**D LEARN**

The National College for High Speed Rail, Doncaster.
A new college to pioneer technical excellence in the railway sector.

Waitrose cookery school, Kings Cross.
A cookery school to develop culinary skills adjacent to the store and cafe at Granary Square.

Kaleidoscope, Lewisham.
A service centre for health providing support for the local community.
E MOVE

Google's self-driving cars

Bogota's bus rapid transit network. Swift boarding with automatic payment systems and segregated high-speed lanes

Mobike. Uses Bluetooth locks and GPS trackers to allow the rental bikes to be left anyway
Mercato Metropolitano, Newington. Designed in the space of a former bus garage - bar, foodstalls and market, cinema and cooking school

Altrincham Market, Manchester. Renovation of traditional market hall with specialist food retailers, themed markets and cafes

The People’s Supermarket. A co-operative, members pay £25 annually and volunteer for four hours a month and get a 20% discount. Fair to consumers and producers
AN ONGOING MEANWHILE STRATEGY

A
EXPERIENCE / CONSUME

B
WORK

C
PLAY

D
LEARN

E
MOVE

F
CURATE
principles
distinctive  fit for purpose  resilient  

the right mix
flexibility

future opportunities
alternative futures
move
Guided bus

Town Centre previously proposed configuration

Road Loop

550m
Guided bus

Road Loop

350m

Town Centre possible configuration
Shared traffic

Town Centre alternative configuration
spaces with purpose – High Street
green
Continuous green corridor
1.2 ha park
Market Harborough

1.2ha
St. Ives

1.2ha
spaces with purpose – green spaces
High Street – civic

- 0.09 hectares
- 36m wide
- A more heavily landscaped area set between civic uses with informal play areas, and a sense of greenery connecting to the town gardens

Barking Town Square, London

Paseo San Juan, Barcelona
town gardens

- 0.44 hectares
- 30m wide green spaces
- Pedestrianised routes linking to the wider green framework
- More formal gardens with areas of planting, spaces for play and furniture for picnics
as part of a wider network of spaces