



# NORTHSTOWE FUTURE TOWN CENTRE

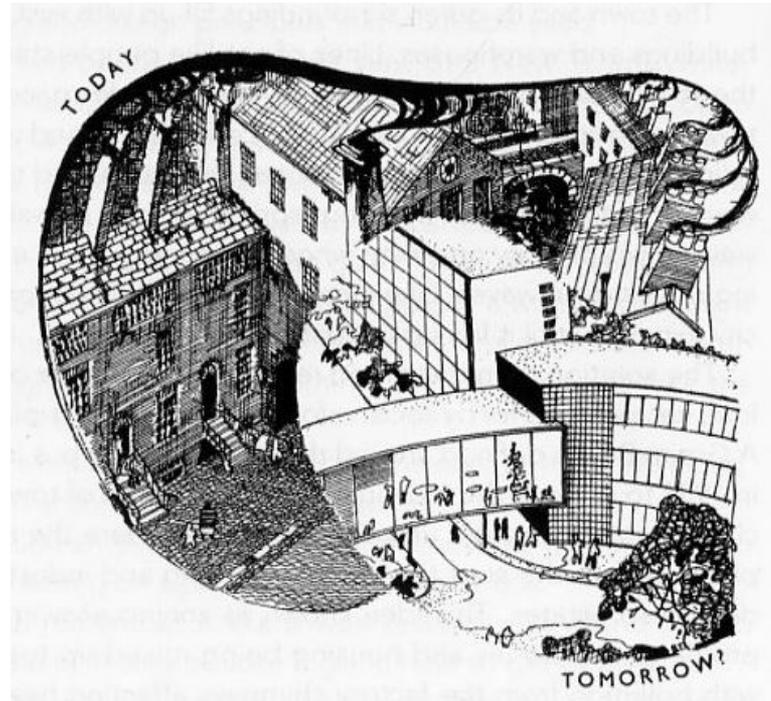
for Homes England

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**

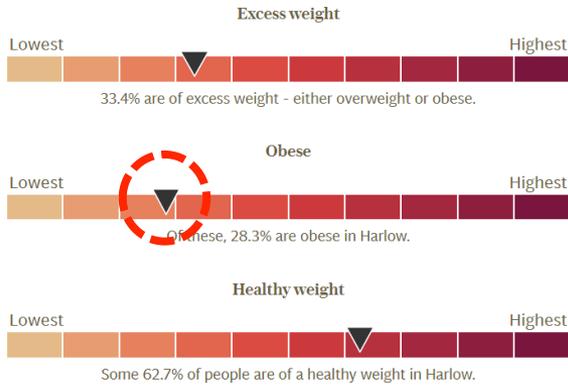


# avoiding the mistakes of the past



# New Towns

## Harlow



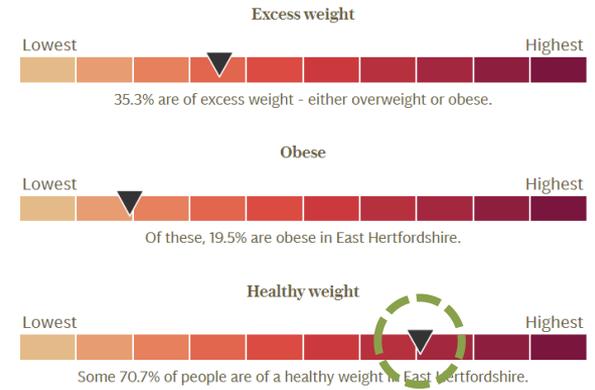
# Garden Cities

## Welwyn Garden City

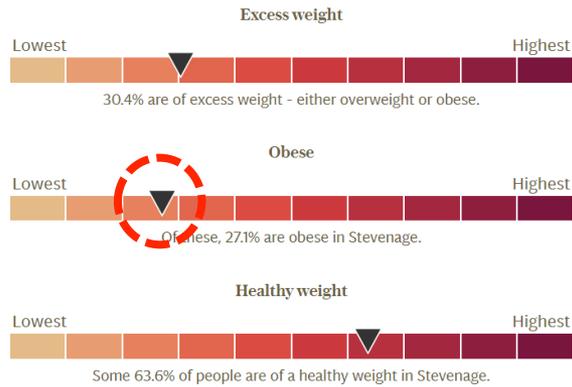


# Historic towns

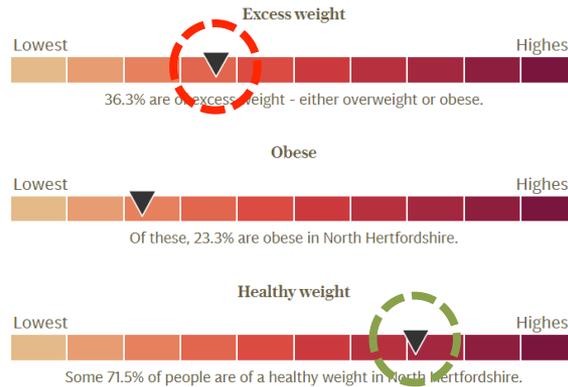
## Bishop's Stortford / Hertford



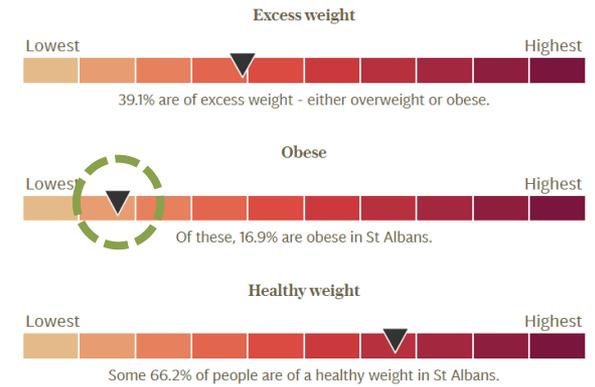
## Stevenage



## Letchworth Garden City



## St Albans



**the long jump**

# looking back - understanding resilience

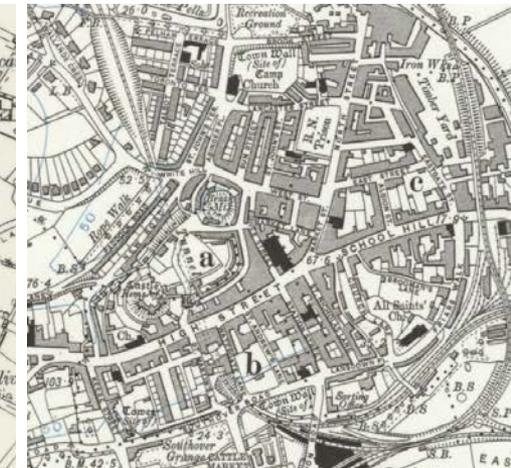
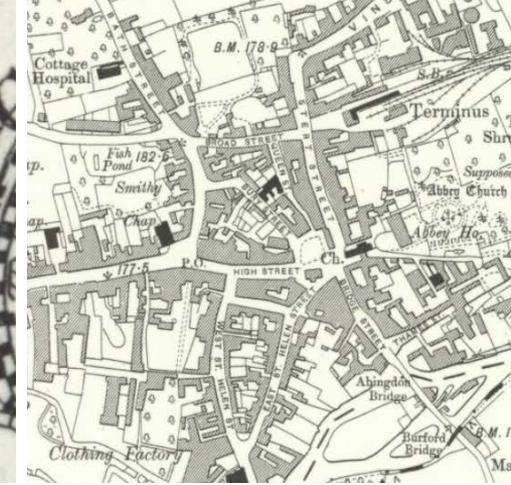
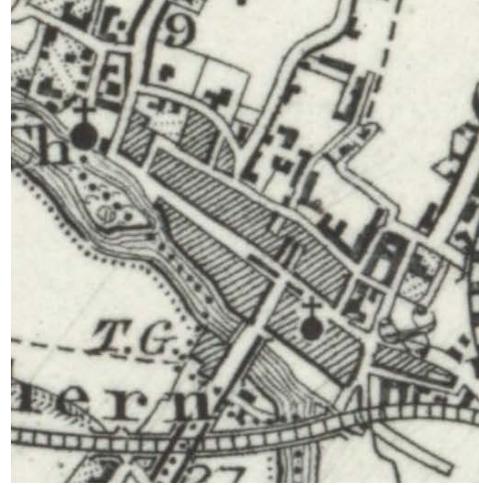
- what can we learn from successful historic town centres that have stood the test of time?

---

- 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?

---

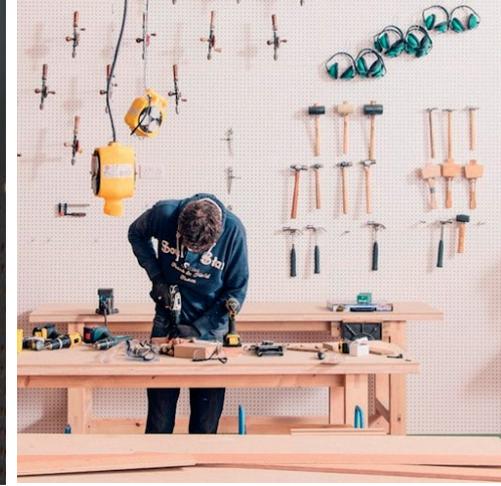
- how can Northstowe help meet the needs of Cambridge and diversify the offer?

---

- 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

---

**B** WORK

---

**C** PLAY

---

**D** LEARN

---

**E** MOVE

---

**F** CURATE

# A EXPERIENCE / CONSUME



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



Restaurants with themes and games - Birdies Golf Club Stratford



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

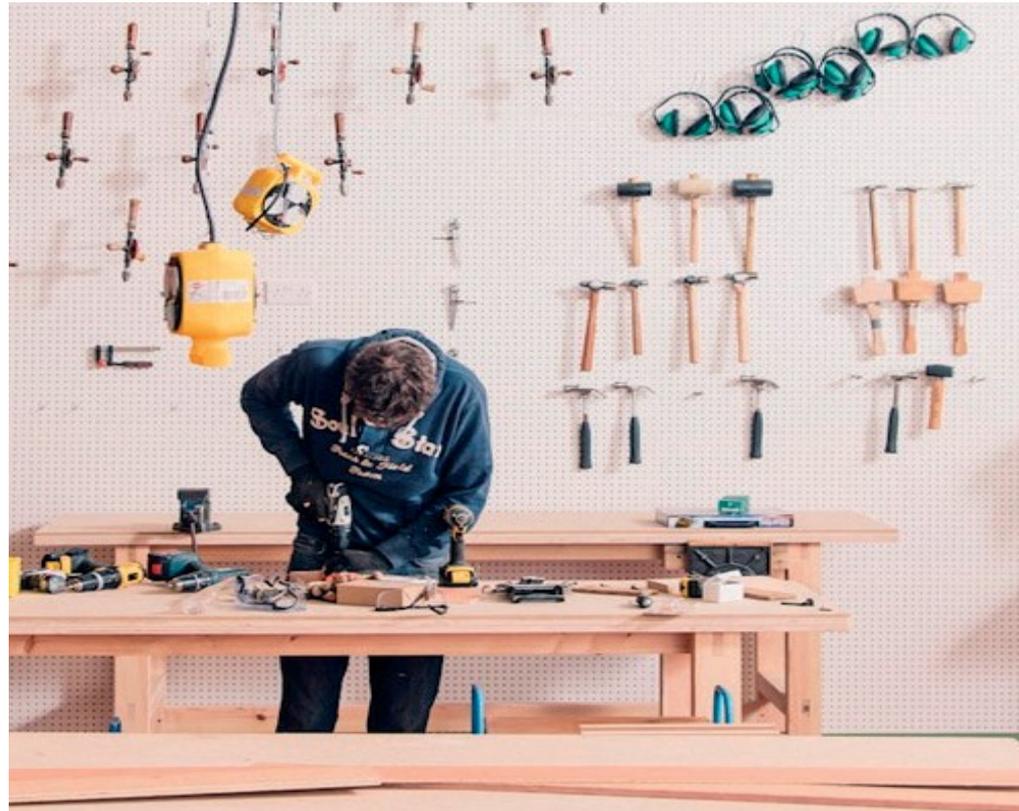
# B WORK



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.



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 A range of galleries in London now hold evening events with music, drinks and entertainment

# D LEARN



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



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

# E MOVE



Google's self-driving cars



Bogotá'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

# F CURATE



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



Mercato Metropolitan, 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



**A** EXPERIENCE /CONSUME



**C** PLAY



**D** LEARN



**F** CURATE

AN ONGOING MEANWHILE STRATEGY

**principles**

**distinctive**    **fit for purpose**    **resilient**

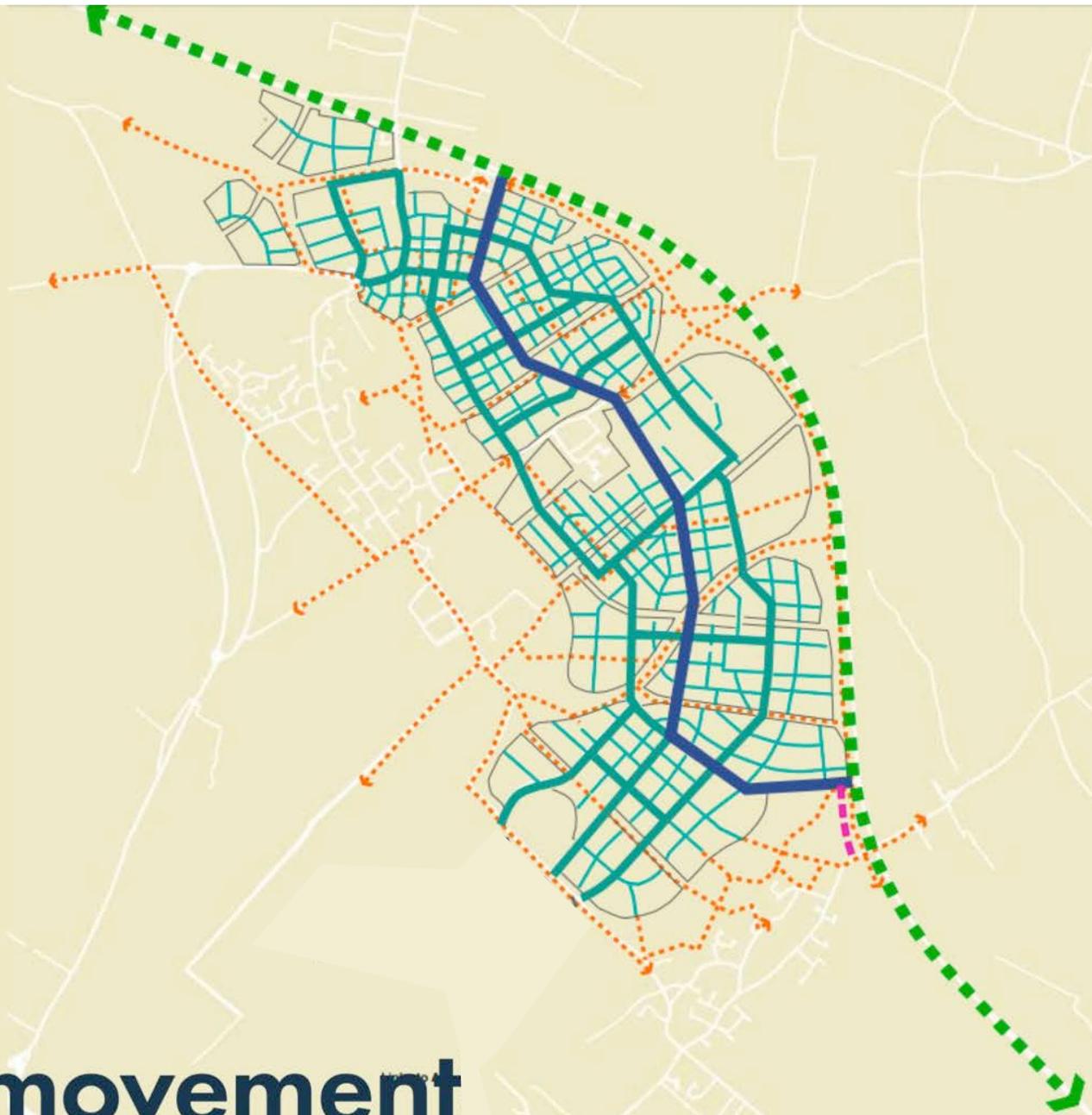
**the right mix**

# flexibility

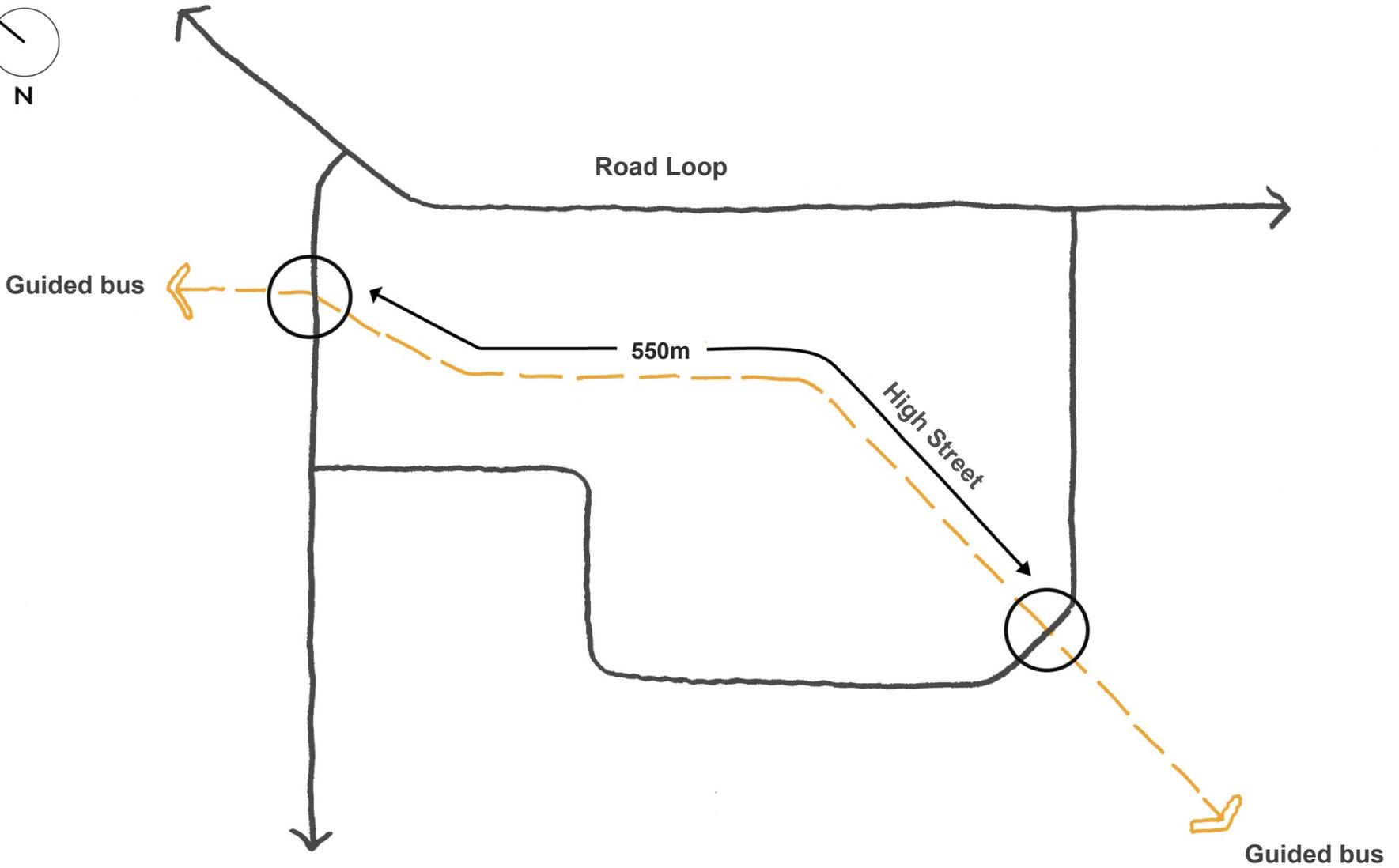
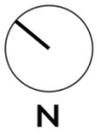
future opportunities  
alternative futures



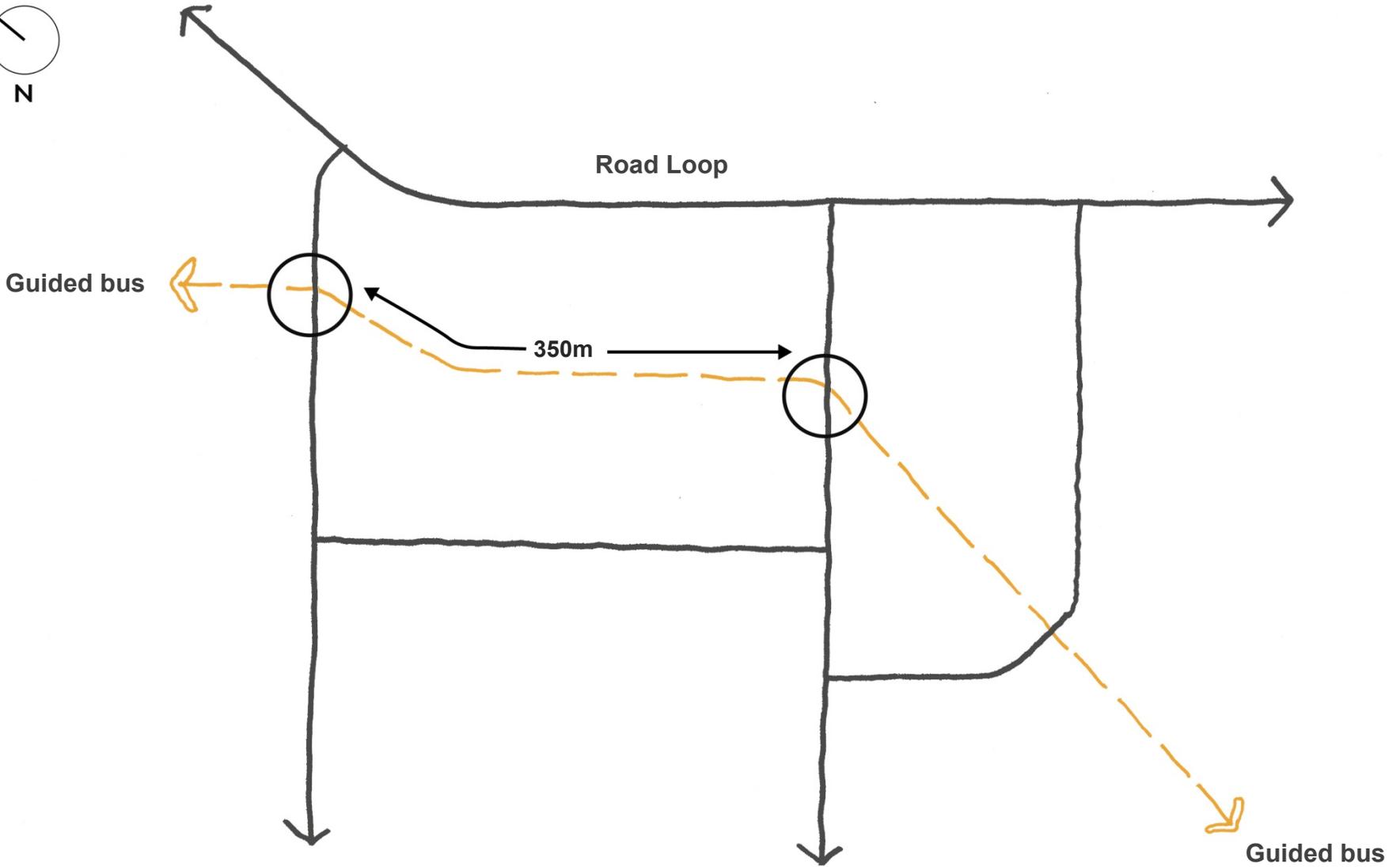
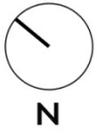
**move**



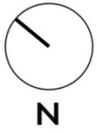
**strategic movement**



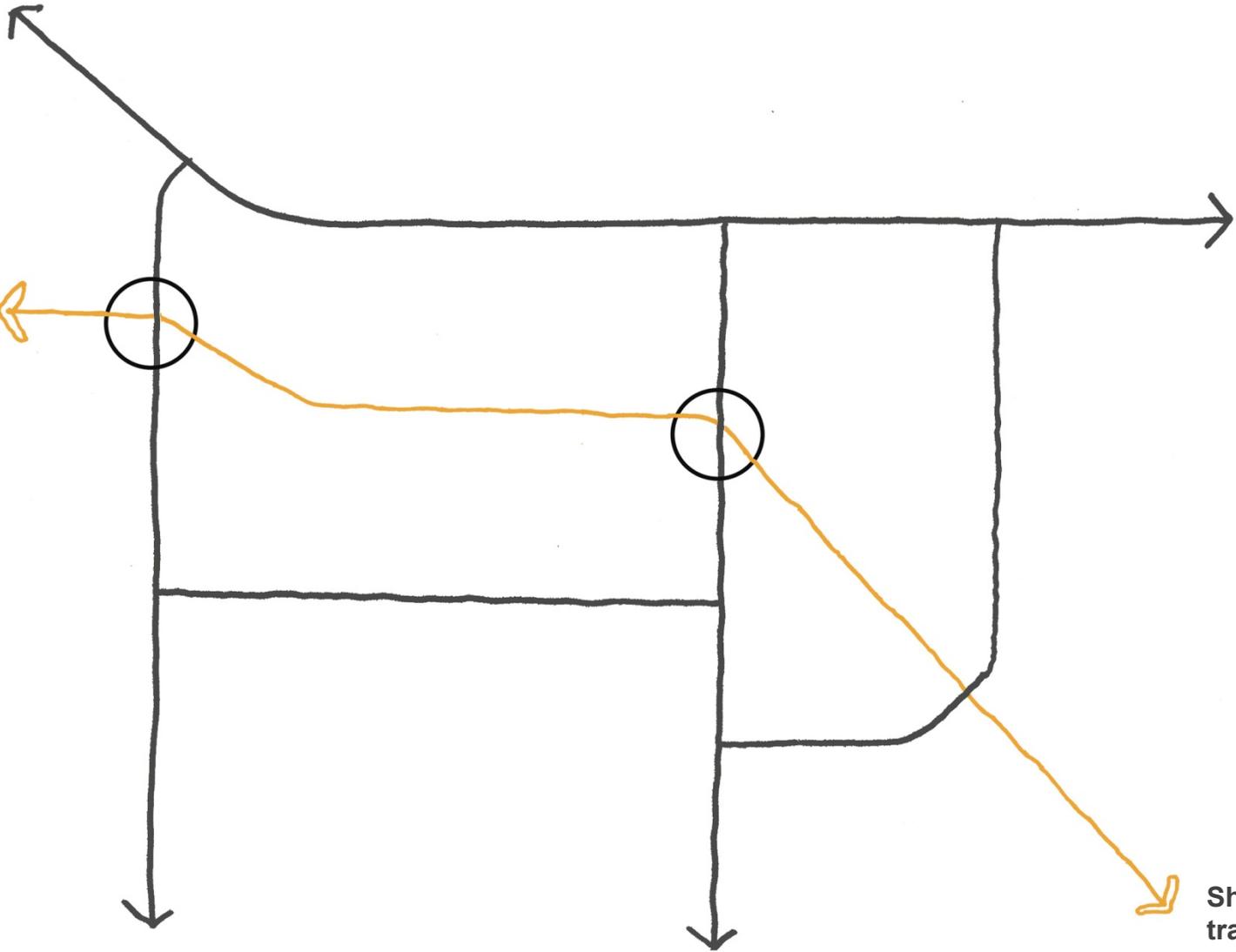
**Town Centre** previously proposed configuration



Town Centre possible configuration



Shared traffic



Shared traffic

Town Centre alternative configuration

# spaces with purpose – High Street



**green**



**Continuous green corridor**

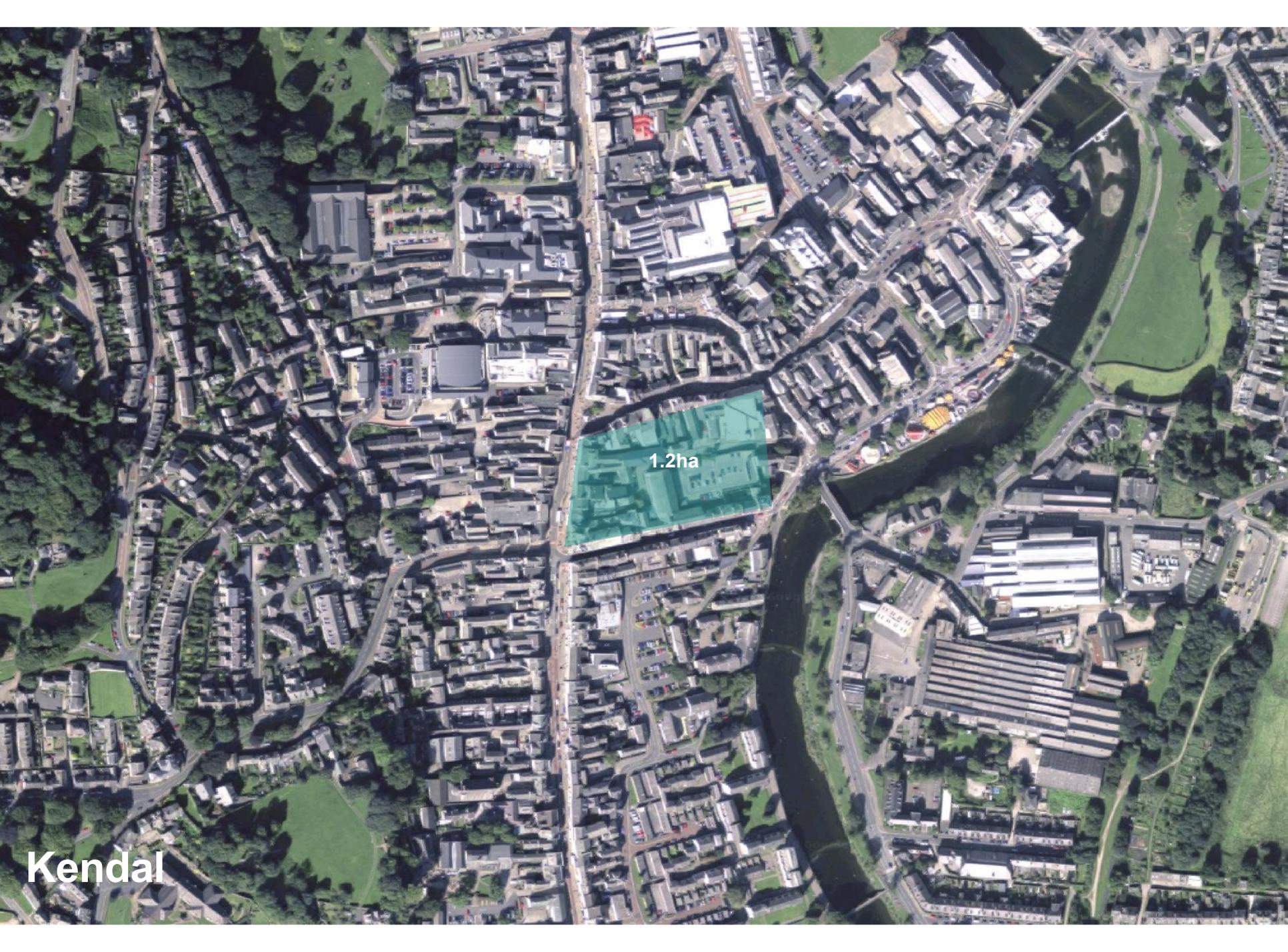


1.2 ha park



1.2ha

Market Harbough



1.2ha

Kendal



1.2ha

St. Ives



**KEY:**

- Current Masterplan - Urban blocks
- Current Masterplan - Green area / Greenway
- Proposed Development Zones
- Proposed green area / Greenway
- - - Proposed Illustrative Blocks through Development Zones
- - - Proposed potential routes through Development Zones

# spaces with purpose – green spaces



Duncan Terrace, Islington



Pancras Square, Kings Cross



Howard Park, Letchworth



Wandle Park, Croydon

# 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

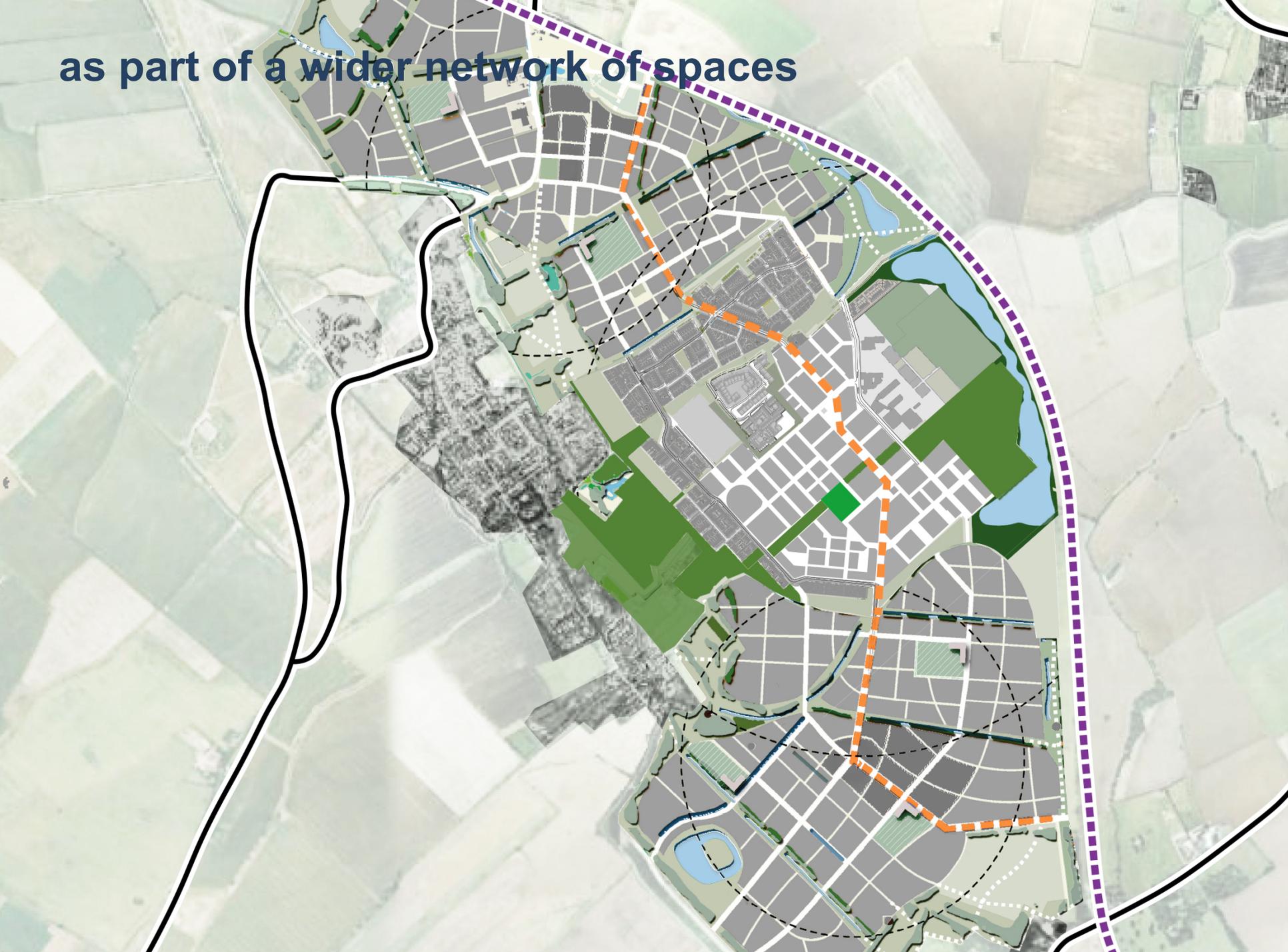


Duncan Terrace, Islington



Pancras Square, Kings Cross

as part of a wider network of spaces







Willingham

Over

Deli

Farm

Bushel Box Farm and Shop

Anstey Farms

Swavesey

New Farm

Farms

Proposed allotments

Westside Farm

Cottenham

Longstanton

Northstowe

Proposed allotments

Westwick Farm

Oakington

Tomato farm

Allotments

Histon

Tom's kitchen

Polytunnels

Huntingdon Road

A14

A14

A428

M11

A10

Cambridge



**KEY:**

- Residential - flats
- Residential Houses
- Retail - convenience, comparison, personal services, professional services and F&B
- Niche retail and F&B with commercial above
- Leisure uses (gym, big leisure)
- Museum/Gallery
- Community Uses (civic centre, place of worship and a library building)
- Commercial uses (workspace/office)
- Hotel
- Multi-storey car park



