

A Vision for Attleborough Community Planning Weekend - Report Back 9 February 2010

Background (continued)

In advance of this, the BDC will be preparing an Area Action Plan for Attleborough and Snetterton Heath to lay down site-specific guidelines for development. To help inform this process Attleborough Land commissioned JTP to engage local residents and stakeholders in an assessment of the issues and opportunities for the site and surrounding areas and to create a new Vision for the future.

Next steps

A key theme of the Weekend was the desire among local people to continue to participate in the development of proposals for Attleborough. In response to this John Thompson announced that the first Attleborough Town Team meeting will be held on Thursday 25 March at Attleborough Town Hall at 7pm. Town Team meetings will aim to keep the community involved in the development of proposals for the growth of the town and provide a forum for the community to engage with Attleborough Town Council and BDC.

Creating an enterprising market town for the 21st Century

An aspiration from the Community Planning Weekend was that Attleborough will become a town known for its innovative approach to sustainability, and the new town extension will include a new concept for creating businesses, live/work space and homes which will attract entrepreneurs to live and work in the town.

Micro Enterprise Zone for Entrepreneurs - MEZE

The MEZE will be centered around the Entrepreneur Hub in Mere Park Enterprise Village. This will be a high technology zone where people can commission their own work space, develop businesses, network and collaborate with others in the Hub.

Linked to the MEZE will be opportunities for people to live in Self-Commissioned Housing, where they join with other like minded people to create their own homes. This will be part of the wide range of housing choices on offer in the fully sustainable new settlement to the South of the existing town.

“Enterprising people need to be encouraged to set up businesses here.”

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The Attleborough Community Planning Weekend is being organised by John Thompson & Partners, Architects, Urban Designers and Community Planners on behalf of Attleborough Land Ltd. For more information please contact Ieva Ansaberga at John Thompson & Partners, 23-25 Great Sutton Street, London, EC1V 0DN. Phone: 020 7017 1780. Email: ia@jtp.co.uk



A Vision for Attleborough Community Planning Weekend

Report Back 9 February 2010, Attleborough High School



A Vision for Queen's Square

A Vision for Attleborough

About 400 people participated in the Attleborough Community Planning Weekend facilitated by John Thompson and Partners (JTP) on Friday 5 and Saturday 6 February 2010 to help shape a new Vision for the extension of the town. At the Weekend people participated in two days of discussion workshops, walkabouts and hands-on planning groups to explore local and site specific issues and possible solutions and principles for growth. Following the two public days the team from JTP analysed and summarised the outcomes and developed an illustrated Vision for the future, which was reported back to the community at 7pm on Tuesday 9 February at Attleborough High School.

Most people accept that growth will happen and want to ensure that it is beneficial for the town. They want the new extension to integrate well with the town and support it by easing traffic congestion, enlivening the town centre with improved retail, creating better cultural, recreational, sports facilities and new open spaces, and creating a new image for the town as an enterprising

community. They want more local jobs and homes for local people as well as incomers.

Background

Breckland District Council's (BDC) Core Strategy identifies Attleborough as a strategic growth location to accommodate up to 4,500 homes and associated development. In accordance with the strategy Attleborough Land Ltd (part of Ptarmigan Land Ltd) is promoting land to the south of the railway for the majority of this growth. It is anticipated that an outline planning application will be submitted in 2011. (cont'd at back)

Town Team Meeting

7pm, Thursday 25 March

Attleborough Town Hall

Queens Square, Attleborough NR17 2AF

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The Vision for the Future of Attleborough

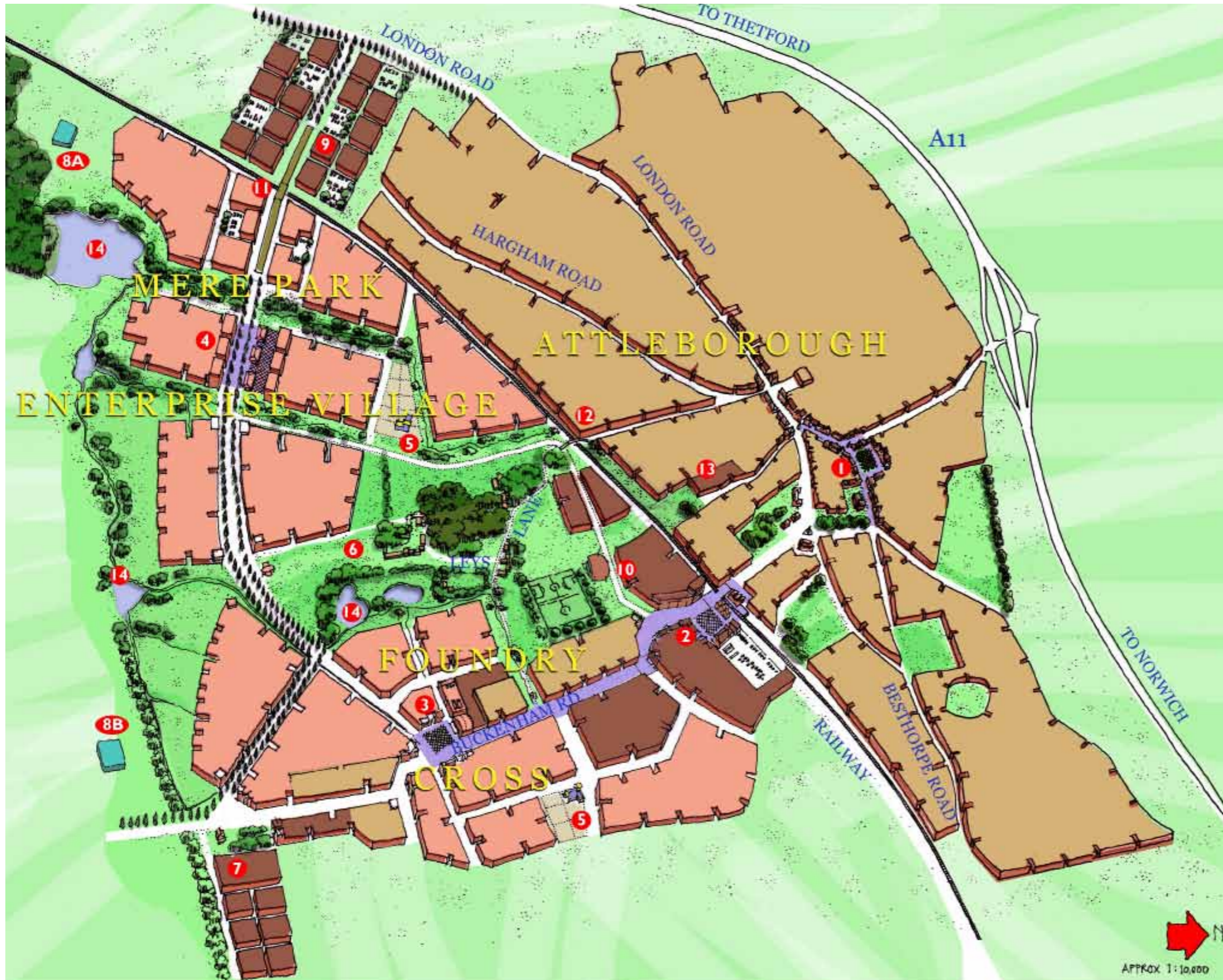
Following the Community Planning Weekend the team at John Thompson & Partners have incorporated the key ideas raised by people into a Vision for the future. This Masterplan shows improvements to amenities in the town and the flow of traffic. It shows the development of the new southern extension as complementary to the existing town. Two neighbourhoods are shown on either side of a new Town Park which brings the countryside from the south down to the railway line. This will ensure that the existing centre of Attleborough retains its position as the focus of the town. The eastern neighbourhood has a small centre called Foundry Cross, and the western has the Mere Park Enterprise Village.

Key to masterplan

- 1 Queen's Square, incorporating market with improved traffic flows with pedestrian priority
- 2 Station Square – new integrated transport hub
- 3 Local Centre including new health centre, food store and museum
- 4 Micro Enterprise Zone for Entrepreneurs (MEZE)
- 5 New Primary Schools
- 6 New Town Park
- 7 Bunn's Bank regenerated industrial park
- 8 Renewable Energy Plant – Option A or Option B
- 9 Potential Enterprise/Employment Park
- 10 Regenerated Industrial area with potential for Leisure Centre/Swimming Pool
- 11 New road bridge over railway
- 12 New foot bridge over railway
- 13 Brush Factory - potential for link to town centre
- 14 Attenuation ponds for Sustainable Urban Drainage

Colour code

- Existing town
- Proposed development by Attleborough Land
- Potential future development opportunity (by Local Authority or Private Ownership)
- Traffic calming



A Vision for Attleborough Community Planning Weekend - Vignettes

The following illustrations were drawn up during the Community Planning Weekend



A Vision for Foundry Cross



A Vision for Station Square



A Vision for Mere Park Enterprise Village



A Vision for Mere Park Village



New housing on rural edge



New Village Street

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A Vision for Attleborough Community Planning Weekend - Key Themes

Key Themes from the Community Planning Weekend

21st century market town

Attleborough developed as a market town on a key route to and from Norwich with its residents mainly working in agriculture, turkey rearing, brush making or cider production. The town has grown considerably since the 1960s and no longer has such a clear identity or function as a market town. Many people who have moved here are either retired or commute to work in neighbouring towns. The town centre has become dominated by traffic, which diminishes the impact of some fine buildings and spaces such as the Corn Hall and Queen's Square with its historic village green. Residents are keen that Attleborough should preserve and enhance its heritage whilst moving forward to function as a market town for the 21st century.

"We accept the town has got to grow – but it must grow in the right way."

Integration of new and old towns

Participants expressed concern that the new development south of the railway may become a dormitory suburb with little connection with the existing town and community i.e. a North and a South Attleborough. Rather, the new development must integrate with and be complementary to the existing town, whilst having its own character. Quality links across the railway are vital to connect the town and the new development must attract people who will contribute to the vitality of the whole town. An 'enterprise village' that can benefit from modern technology and information exchange would be a useful addition to the development.

"We don't want North and South Attleborough – we need the new town to be part of the old town."

Sustainability

Participants were keen to see true sustainability planned in at all levels. At present much of Attleborough's money leaves the town rather than sustaining local enterprise. The new development should promote the growth of the local economy where 'the pound goes around' supported by entrepreneurial hubs and good broadband connections. The physical design of the new development should enhance the energy, water, sewage and drainage infrastructure and feature energy efficient housing and sustainable landscape and movement planning. A sustainable and healthy community should provide housing, jobs, community services and recreation for all.

"Build properties with grey water recycling, heat pumps, solar panels. You've got the ideal opportunity – 4000 new homes."

Movement and transport

HGVs and through traffic blight the town and traffic management in the town requires attention to relieve the frequent gridlock in the centre. There is a perception that there is insufficient parking in the town centre. The town is not pedestrian or cycling friendly and there are inadequate bus services. The growth of the town will bring a new link road to the A11, which will divert HGVs and much through traffic away from the town centre. People would like to see the creation of safe cycling routes and a new integrated public transport hub at the railway station, improved bus services to surrounding towns and villages and within Attleborough. These measures should help ease congestion during peak hours and in addition provide safe, sustainable alternatives to the school run.

"The market is in the wrong place – it could be round the green if the road was pedestrianised."

Putting Attleborough on the map

The town needs to use the opportunity of growth and increased facilities to develop a strong new identity. There is scope to create a new approach to the concept of a market town providing the advantages of urban life such as a variety of employment and facilities with strong connection to the countryside such as locally grown food, linked to a farmers market. The focus on sustainability could provide a new 'brand' for the market town, attracting residents who would value living in such an environment.

"Attleborough could become an important centre for the whole of Norfolk."

Planning a positive future together

Most participants at the Planning Weekend accepted that growth will happen and want to ensure that the town and its existing residents benefit from the expansion. There are many interested, positive people in Attleborough who would like to help shape the future of the town and seek a participatory role in the development process. To facilitate this, the creation of a community forum would bring people together, aid communication and provide a strong voice for the whole of Attleborough, both now and when the new residents start to arrive.

"Get a wave of enthusiasm and gather the town together under the same umbrella."