

# WELLINGTON 2008

STRATEGIC FRAMEWORK



WELLINGTON 2008





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WELLINGTON STRATEGIC FRAMEWORK

In March 2004 the Wellington Town Partnership gathered representatives of the community in the function room of the Charlton Hotel in Church Street to discuss the 'essence' of Wellington.

A key conclusion of this meeting (facilitated by CABE - Commission for Architecture and the Built Environment) and reflected by AWM (Advantage West Midlands) was the importance and need for a comprehensive 'plan' for Wellington which could bring cohesive structure to the regeneration of the town.

This document is a stepping stone towards achieving this objective.

In the process of creating this strategic framework we have been very fortunate to work with a highly skilled and knowledgeable team of people, not least of which has been Simon Kershaw from Camlin Lonsdale and Michael Vout of Telford & Wrekin Council whose work forms the core body of the document.

Producing the document has required considerable deliberation and thought regarding the issues facing Wellington, it has involved new ways of working and has involved many people working together.

This document is the outcome of effective partnership working. We hope that you will find this document enjoyable to read, easy to understand and contain common sense ideas about the future of Wellington.

Graham Clark



Chair, Wellington Town Partnership

January 2008



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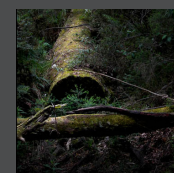
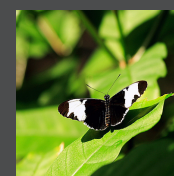
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# 0.0 INTRODUCTION



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## 0.0 INTRODUCTION

### OVERVIEW

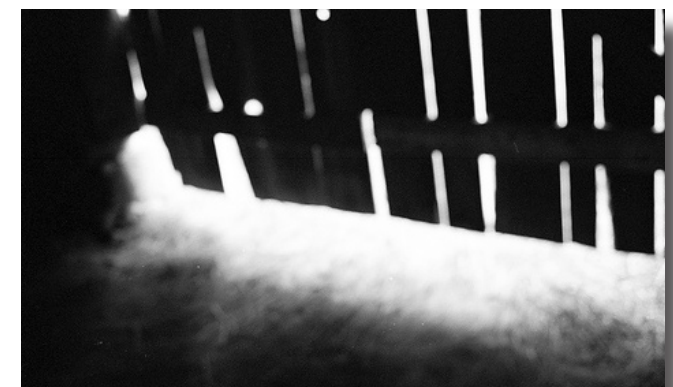
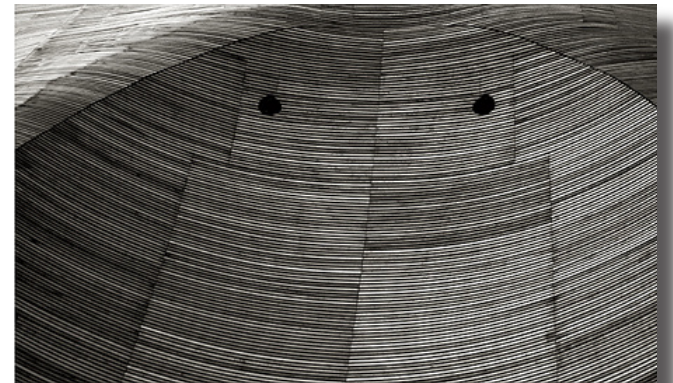
This document has been produced for the Wellington Town Partnership and is the product of a collaboration between Camlin Lonsdale, Telford & Wrekin Council Urban Form and Conservation and the Wellington Town Partnership.

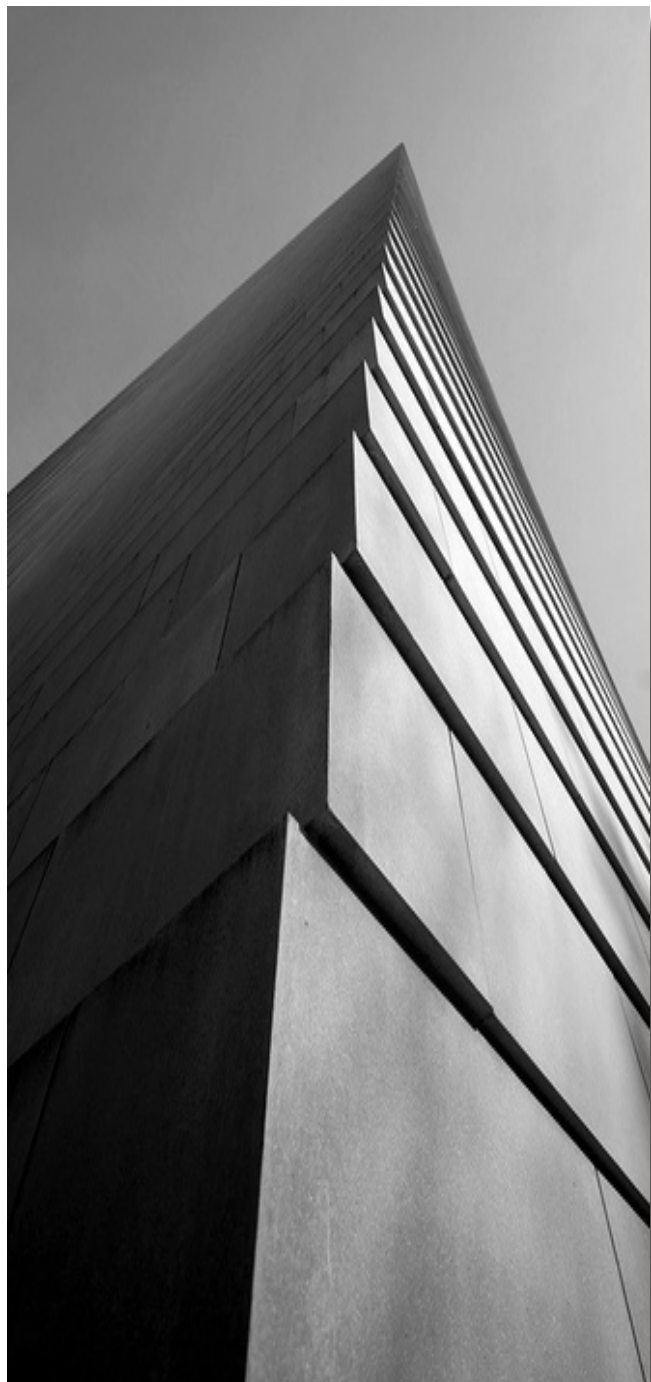
This work was commissioned in 2007 as a minor project to try to bring together the various strands of regeneration work in Wellington and to start to provide some coherent structure to that work.

Through the joint concerted and committed efforts of key parties the work has been expanded to embrace a far wider range of issues and attempts to go some way towards meeting the urgent need for a structured planning framework for Wellington.

This document is not a masterplan for Wellington nor is it a blueprint for the complete re planning of the town.

This document attempts to provide some common sense ideas about how Wellington could be developed. It provides suggestions about the way in which that development might be organised and structured and it provides a number of 'rules' and concepts to try and shape and direct that development.





## The Purpose of this document

Good urban design ( physical planning) is about :

- Creating sustainable places
- Creating places that perform well
- Creating places which maximise 'synergy' ie. that the sum of the parts is greater than the whole

The purpose of the work has been to understand how Wellington performs or does not perform, to clarify what *has* been done and *is* being done to make it a better place and proposes various ideas to try and make it perform in a more sustainable and successful way.

The basic premise of this work is that Wellington has many assets which are not being fully realised and exploited. To fully realise its potential and address problems this must be carried out in a structured and co-ordinated way.

The work of the partnership provides the ambition, the co ordination and the direction for regeneration in Wellington. This work provides a structure which helps to relate and apply this work to the physical place.

The purpose is to help guide investment in the town, to shape planning and to give developers and other organisations operating in Wellington a sense of direction and clarity.

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The core of this work is focussed upon the centre of Wellington ie. the area of land surrounded by Vineyard Road, King Street , Victoria Road and Bridge Road which are collectively known as the 'ring road'. (see Fig 0.1) However the centre of Wellington effects and is affected by and relates to the wider area of Wellington and therefore there are aspects of this work which go beyond the confines of the ring road.

### The aims of this Document

The aims of this document are :

- to take stock of what has recently happened and what is currently happening in Wellington
- to provide a general background and assessment of Wellington
- to provide a structure and framework for the future planning of Wellington
- to provide a to do list of the things which could help take Wellington forward



Parish Church of All Saints - © Cat London



Parish Church of All Saints War Memorial Gate - © Cat London



Ten Tree Croft - © Cat London

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Fig 0.1. Notional boundary of Wellington

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## HOW THIS DOCUMENT IS ORGANISED

The document is organised into three parts:

**Part One** provides a context to the framework. It provides a general overview of Wellington and is an assembly of recent and relevant work. Part one concludes with a broad appraisal of the issues facing Wellington.

**Part Two** sets out the vision for the town and provides a structure and principles for future regeneration.

**Part Three** is a broad action plan. It provides a shopping list of things that can and should be done.

Figure 0.2. represents the document structure and its components.

### EXISTING VISION

#### The existing vision for Wellington is:

*'An attractive and welcoming historic town with modern facilities and services and a vibrant visitor and retail economy based upon distinctive environmental assets and local products'*  
- Wellington Town Partnership

This vision is based around 6 broad aims which provide the basis of the 6 broad themes of the Strategic Framework for Wellington in Part 2.

1. To achieve greater economic vitality in Wellington by promoting, attracting and hosting a broad range of economic activity
2. To capitalise on the town's history and heritage, to maximise the value of the town's assets and attractions
3. To facilitate and support growth in the visitor economy by improving the distinctiveness and quality of the visitor offer
4. To increase retail trade and activity levels in central Wellington by tackling anti-social behaviour and investing in the public realm
5. To continue to build the capacity of community organisations to develop and deliver regeneration and local services

6. To maximise collaboration with other local towns

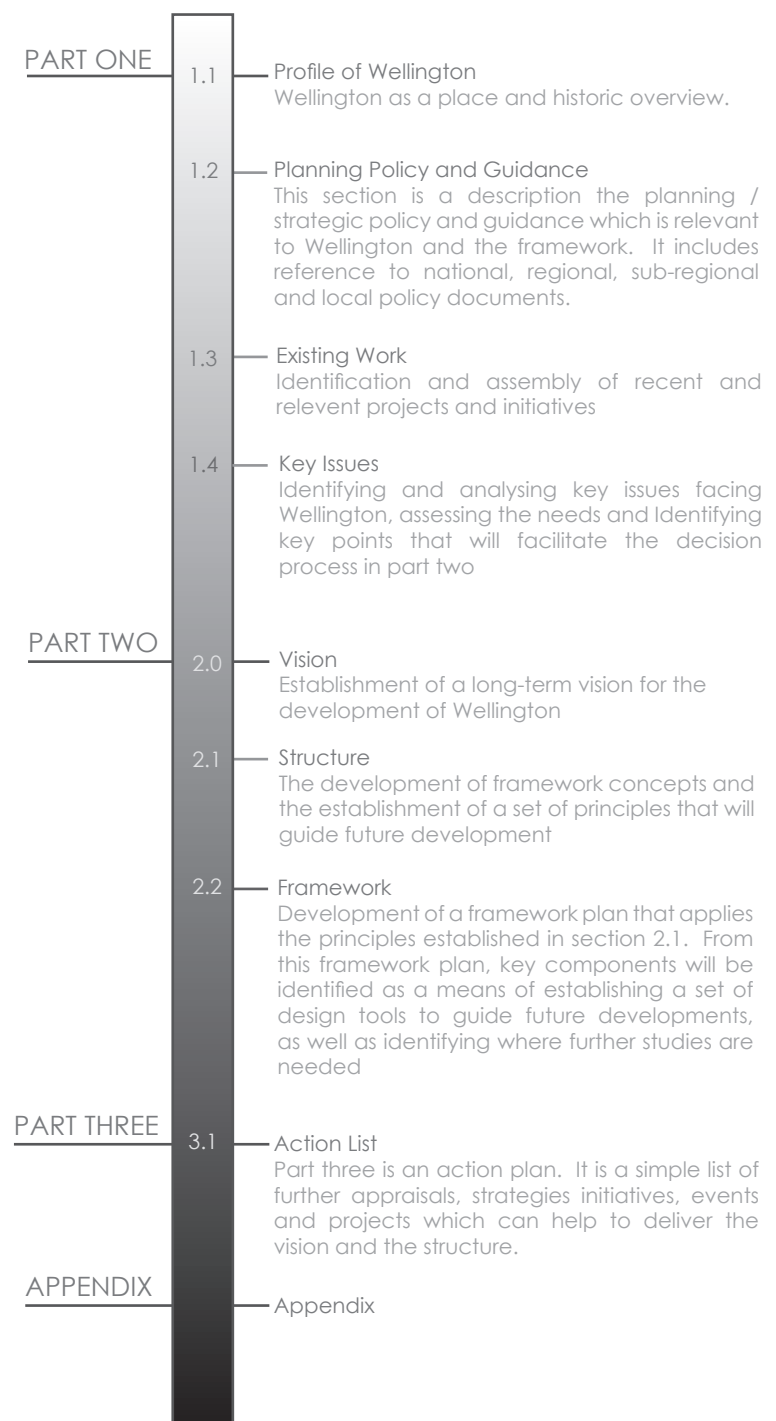


Fig 0.2. Document Structure and components

## STAKEHOLDERS

'Stakeholders' is the collective word to describe the people who need to have a say in the way that Wellington develops and the people who are affected by changes in Wellington.

Wellington Strategic Partnership is thoroughly committed to stakeholder engagement. The following diagram shows the groups that have been and will be actively engaged in initiatives and projects which result from the outcomes of this document .

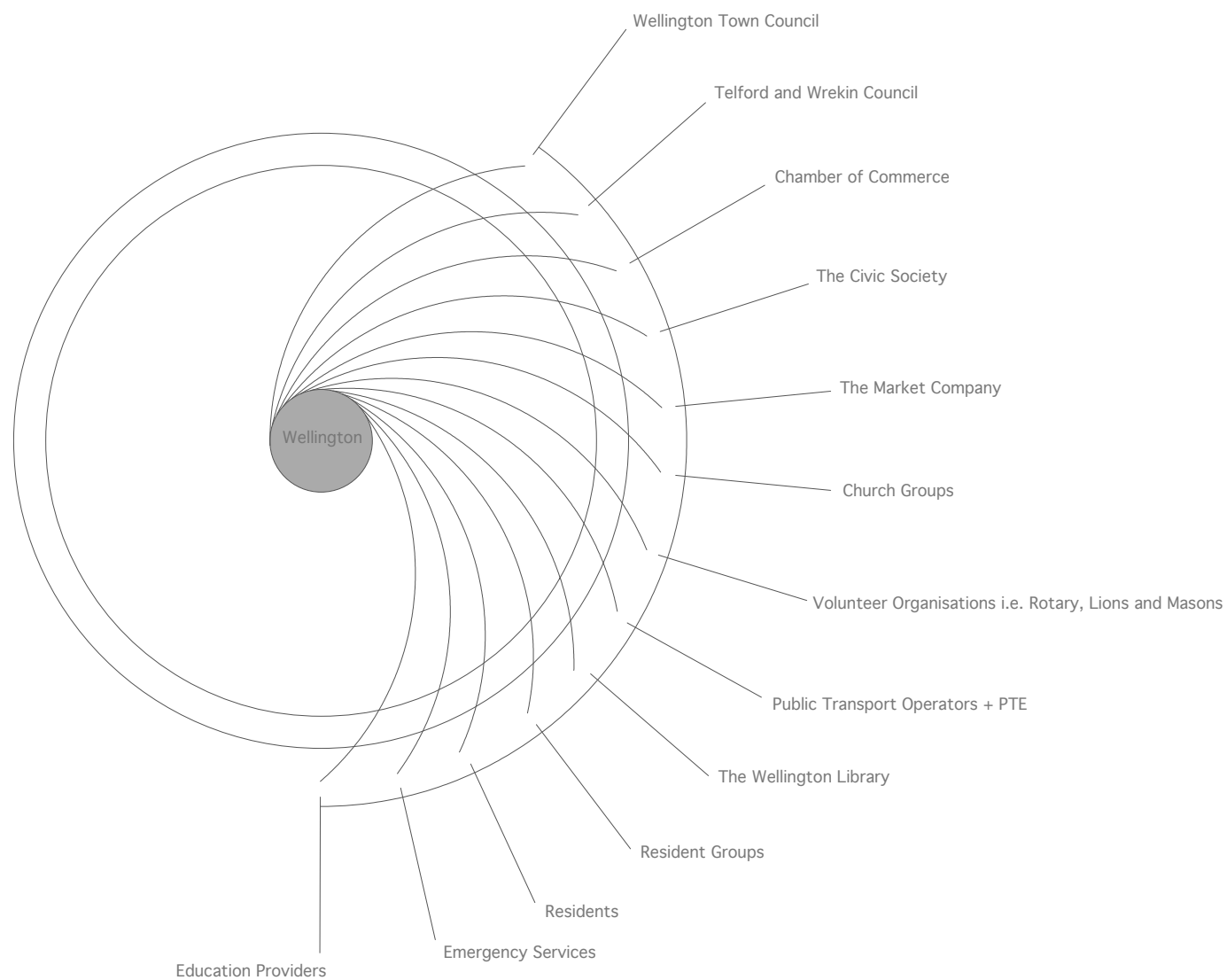


Fig 0.3. Partnerships and organisations concerned with the regeneration of Wellington

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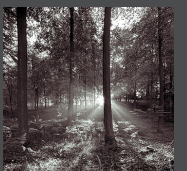
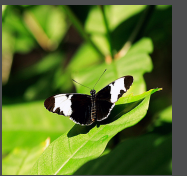
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# 1.0 PART ONE



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# 1.0 INTRODUCTION

## **INTRODUCTION**

The aim of Part One is to provide a simple background summary to the Strategic Framework. It contains :

- A general profile of Wellington
- Planning Policy and Guidance
- An assembly of all recent and relevant work
- The issues facing Wellington

## WELLINGTON

Wellington is a Borough Town with a population of approximately 20,000 within the larger urban conurbation of Telford.

Its history can be traced to 1244 when it was given a royal charter and even further back to Anglo Saxon times.

For much of its history it served both as a market town to the surrounding rural hinterland and as a source of important finished products to the adjacent industrialised areas of Oakengates, Dawley, Madeley and Ironbridge – and then as these areas declined, to areas of industrialisation further afield.

It is both an important and intriguing fact that for much of its history Wellington has been intrinsically linked with the wider area occupied by the present day Telford – a feature which was formally (and perhaps controversially ) expressed when Wellington became an administrative part of Telford New Town in 1968.

Wellington has experienced periods of comparative prosperity which has left it with the residue of a medieval market town and some fine architecture particularly from the Victorian and Edwardian ages. The town declined in the 20th century but the last few years has seen the start of town regeneration through various initiatives and projects not least of which has been the establishment of the Wellington Town Partnership in 1997.

NB. The other borough towns within the boundary of Telford are : Dawley, Donnington, Hadley, Madeley and Oakengates. Newport is also a Borough Town but falls outside the administrative boundary Telford.



Wellington, Shropshire, UK

# 1.1 PROFILE OF WELLINGTON

## HISTORY

Wellington is one of Shropshire's oldest market towns dating back to Anglo-Saxon times, and received its Charter by King Henry III in 1244. During the Victorian era, a new company purchased the Charter Rights from the Lord of the Manor and built a hall in Market Street. As an historic market town, Wellington has enjoyed a strong economic climate, which shaped the town both physically and culturally. The relationship of the town with the surrounding topography and green spaces has provided the foundation of its urban form and the basis of its development. The historic maps opposite illustrate the evolution of Wellington's urban form.

Sadly, the success of Wellington's trade markets and proud standing has taken a considerable back turn, and so as a result, the town has experienced physical decline.

The decline in Wellington's economic viability as a market town has led to decay in much of its traditional urban fabric, with modern development occurring that is not sympathetic to the town's character.



Market Square c1900 - © Allan Frost



Market Square c1930 - © Allan Frost



Market Street c1960 - © Allan Frost

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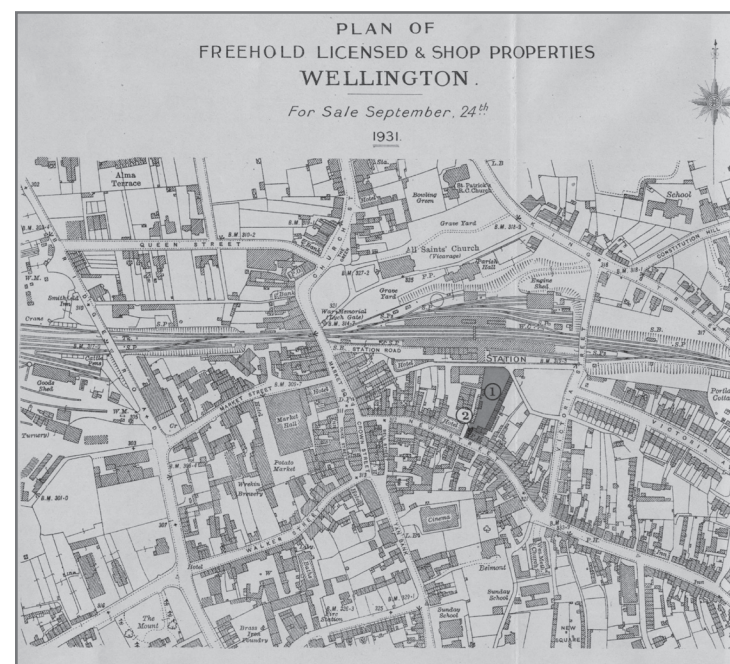
Wellington 1793 - © Allan Frost



Wellington 1832 - © Allan Frost



Wellington 1882 - © Allan Frost



Wellington 1931 - © Allan Frost

Evolution of Wellington's urban form

## CHARACTER AREAS

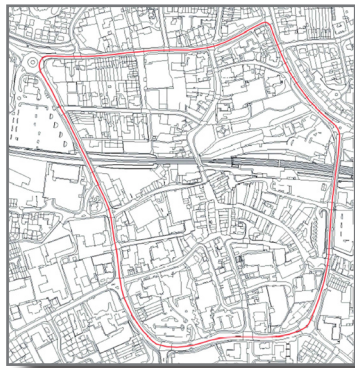


Fig 00. Notional boundary of Wellington

The notional extent of Wellington town centre can be identified as the area bounded by the ring road (fig 00). Within this notional boundary can be found a tight network of medieval and Victorian streets that link seven distinct character areas, each with its own unique history, urban form and land use patterns.

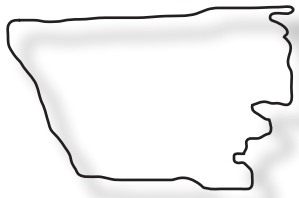
Much of Wellington's townscape is largely under the protection of a conservation area designation and the recently formed Townscape Heritage Initiative (THI) that seeks to boost economic regeneration by providing grants to businesses for the improvement of shop fronts etc. Further details can be found at [www.telford.gov.uk](http://www.telford.gov.uk). Conservation and THI boundaries are identified on the plan Townscape Heritage Initiative and Conservation Area in Appendix 04.

Seven quarters (character areas) have been identified:

- Tentercroft ●
- The Green ●
- Station ●
- Rowland Gate ●
- Market Square ●
- Tan Bank ●
- Civic ●



Fig 1.0. Character Areas



### TENTERCROFT

Tentercroft is a mix of small scale Victorian residential buildings ( which dominate the western half) and a number of larger commercial units and open sites, the most notable of which is the bus depot. ( which dominate the eastern half). Whilst the western half retains a relatively fine and close physical 'urban grain'( small scale development) the eastern half has a very broken and disjointed urban form.



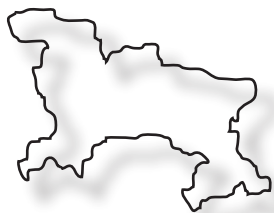
### THE GREEN

The Green character area is Wellington's oldest part and contains some of its most distinct and appealing features including the grade II\* Parish church and church yard, Victorian residential mixed use development and The Green itself – the remnant of the very original town square.



### ROWLAND GATE

Rowland Gate is a commercial and retail dominated area. It includes the two important commercial streets of Market Street and Walker Street as well as the significant and extensive Wellington Market. The area is a mix of large and small buildings of variable architectural styles. Rowland Gate is more pragmatically functional and has less 'charm' than The Market Square Character Area.



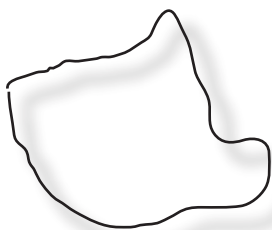
### MARKET SQUARE

Market Square is the core of retail activity and comprises of Market Square and the four adjoining streets of Duke Street, Crown Street, Bell Street and New Street. Although New Street has lost some of its historic charm, most of this area has retained the essence of its original medieval layout and it contains much of Wellington's most valuable architecture.



### STATION

The character area of Station includes the railway station, the bus station and the car parks and open space close to and associated with these facilities. This is a service area to the town providing its key transport infrastructure.

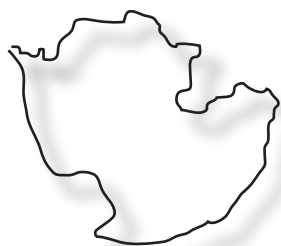


### CIVIC

The Civic Quarter occupies the south west corner of Wellington Centre. It is an area of mixed use but it is predominant defined by its public and civic uses which include the Town Council offices, the swimming pool and recreation centre and the town library. It has direct access off the surrounding ring road and is linked to Walker Street by a narrow unpleasant passage called Larkin Way.

The northern edge of the area forms one side of Walker Street. The majority of the area is dominated by a car park and a large coach turning circle and has an open character with little relationship to the character of the rest of the Wellington centre.

The area contains a variety of architectural styles including the listed Edwardian library and a pleasant terrace of Victorian properties. It also includes a dispirit number of buildings of no architectural value including the Town Council building.



### TANBANK

Tan Bank contains an eclectic mix of uses including a night club. It is a very fragmented area with a mixture of architectural styles and building forms. It has an important role in providing service access.

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## SCALE AND MASSING

The scale and form of the buildings and the layout of the town centre create a visual impression of low-lying development in the landscape. Most of the buildings within the town centre equate to approximately two - three storeys arranged together in blocks and along streets creating the familiar enclosed townscape of 'traditional /older' towns.

Fig 1.1. is a 3D model representation of Wellington's built form today. As the model illustrates, the southern end of the Town Centre is laced with a tight network of intimate scale streets. these medieval streets radiate from the heart of the town centre - Market Square.

The medieval streets are predominantly lined with mixed period two storey buildings, culminating at Market Square where the scale changes significantly. Four storey Victorian buildings encapsulate the Square and act as a reminder of Wellington's affluent past.

Across the railway bridge to the northern end of the site, the tight network of intimate scaled streets begin to expand to reveal the village green. Dominated by the Parish Church of All Saints and the mix of three and four storey buildings that line the eastern side of Church Street, the village green is a tranquil setting with strong visual connections to the Wrekin.

Although Wellington has seven distinct character areas, the town centre can be divided into two in terms of scale and mass, at the point where the railway runs through the town centre, conveniently identifying the northern and southern halves of the town centre.

Although the southern half is strongly dominated by Victorian architecture, the medieval street layout still offers the pedestrian a comfortable human scaled environment, with sequential movements and views, whilst the northern half offers a contrast in terms of both the enclosure offered by the crescent formed by the Victorian buildings adjacent to the Parish Church, and the green open space of the village green.



© Cat London



The Old Orleton Hotel - © Cat London



© Cat London

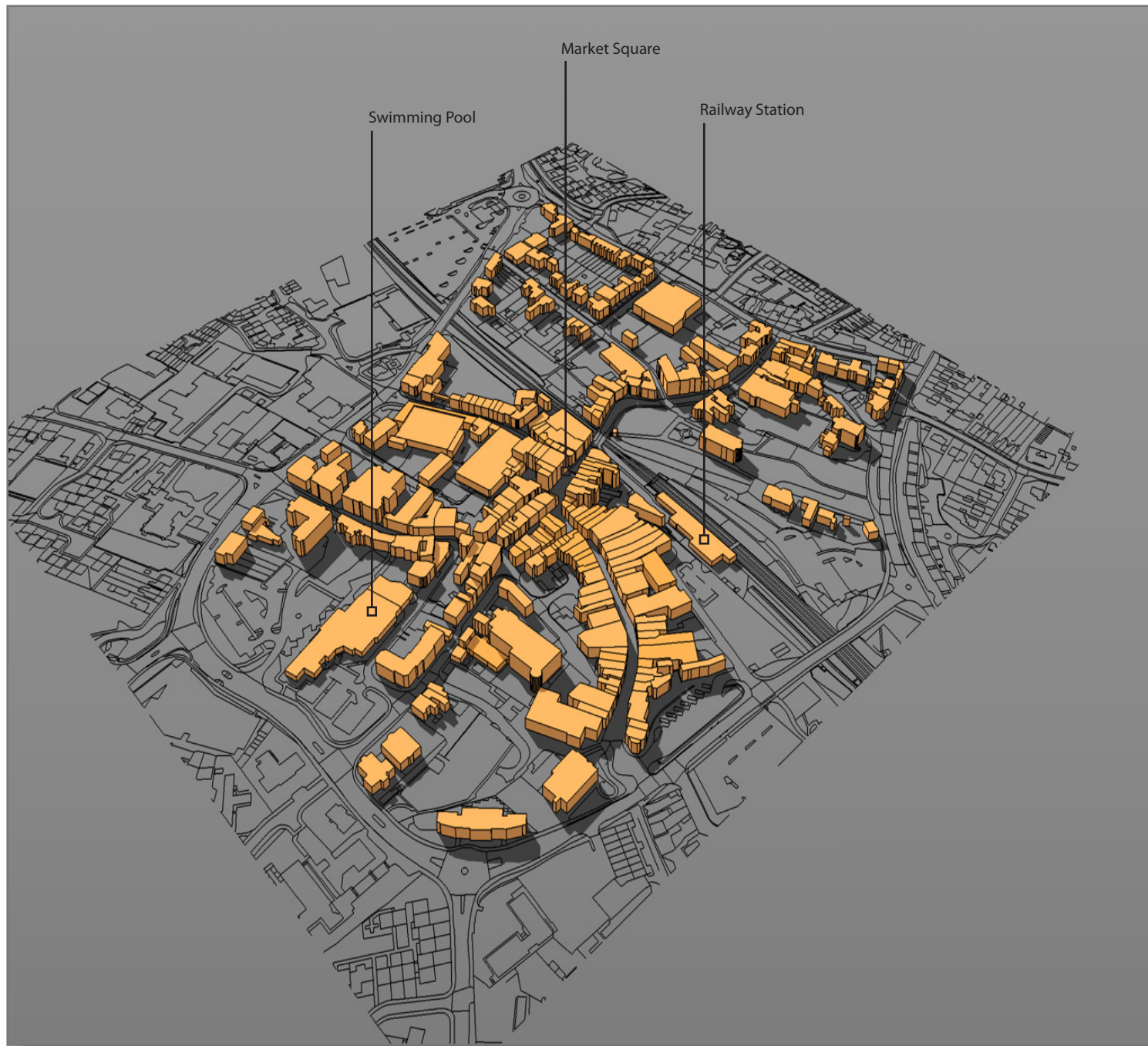


Fig 1.1. 3D model of Wellington town centre

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## ARCHITECTURE

The street patterns and building forms of Wellington's town centre reveal the history and evolution: the intricate medieval street pattern at the core and the Victorian buildings that line them. There are many surviving examples of Wellington's architectural history spread throughout the town centre, and fortunately the value of these buildings as vital components of the town's image and identity has been recognised.

At key points throughout the town centre there are uninspiring buildings that do not respond to their historical or natural context and offer no design innovation and are purely utilitarian in their approach, meaning that they:

- are block like in plan, form and profile;
- do not respond to the streetscape context in terms of scale, form, height or detailed design;
- do not respond to the street pattern of their locale;
- employ large expanses of grid fenestration and materials of bland colour and texture;
- show an unsympathetic response to the town's heritage, such as the modern buildings along New Street
- do not make a visual connection with the street or engage with its activity, and do not allow pedestrian permeability

Wellington does however, have a strong thread of high quality buildings that have significant standing both in terms of the history, aesthetic value, scale and function.

These buildings echo Wellington's affluent past and continue to celebrate what was once a strong, active town that played host to a number of wealthy stock traders.



Royal Mail Depot - Walker Street - © Cat London



Pariish Church of All Saints - War Memorial Gate - © Cat London



Pariish Church of All Saints - © Cat London

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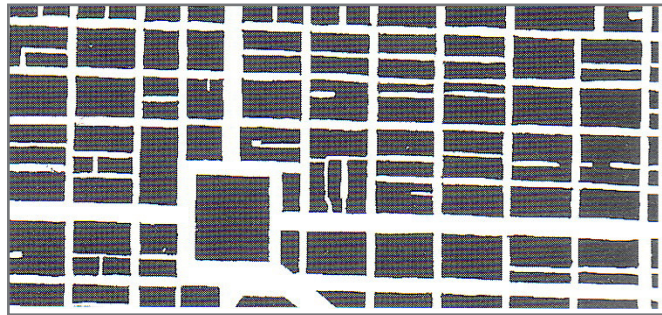
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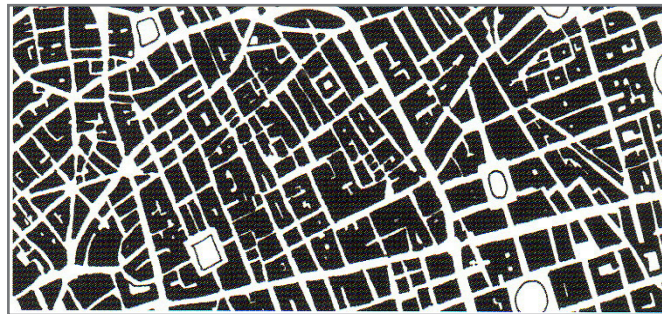
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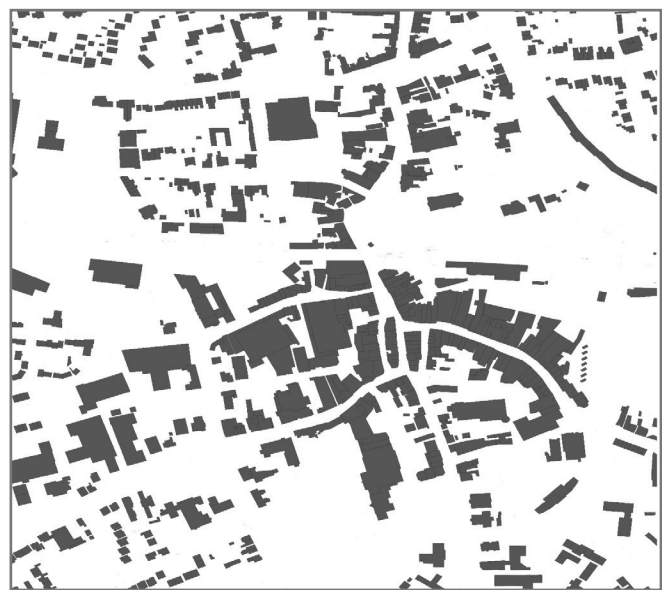
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Philadelphia, USA  
Source: Urban Design Compendium



London, West End, UK  
Source: Urban Design Compendium



Wellington Town Centre  
Comparison of urban grain type

The evolution of Wellington's townscape (the form, scale and grain) has resulted in a series of internal corridors that are both distinct and synonymous with the historic market towns of England. The adjacent plans compare Wellington's urban grain with the medieval grain of London's West End, and The formal grid pattern of Philadelphia, USA.

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## SIGNIFICANT STREETS AND SPACES

Wellington contains a series of significant streets and spaces. They are significant because:

- They are situated at prominent locations within the town centre
- They are large spaces and therefore have a large impact upon the appearance and physical structure of the town
- They are important and integral elements within the structure of the town centre

The quality and the improvement of these streets and spaces - which form the Public Realm of Wellington town centre is crucial to its success and regeneration.



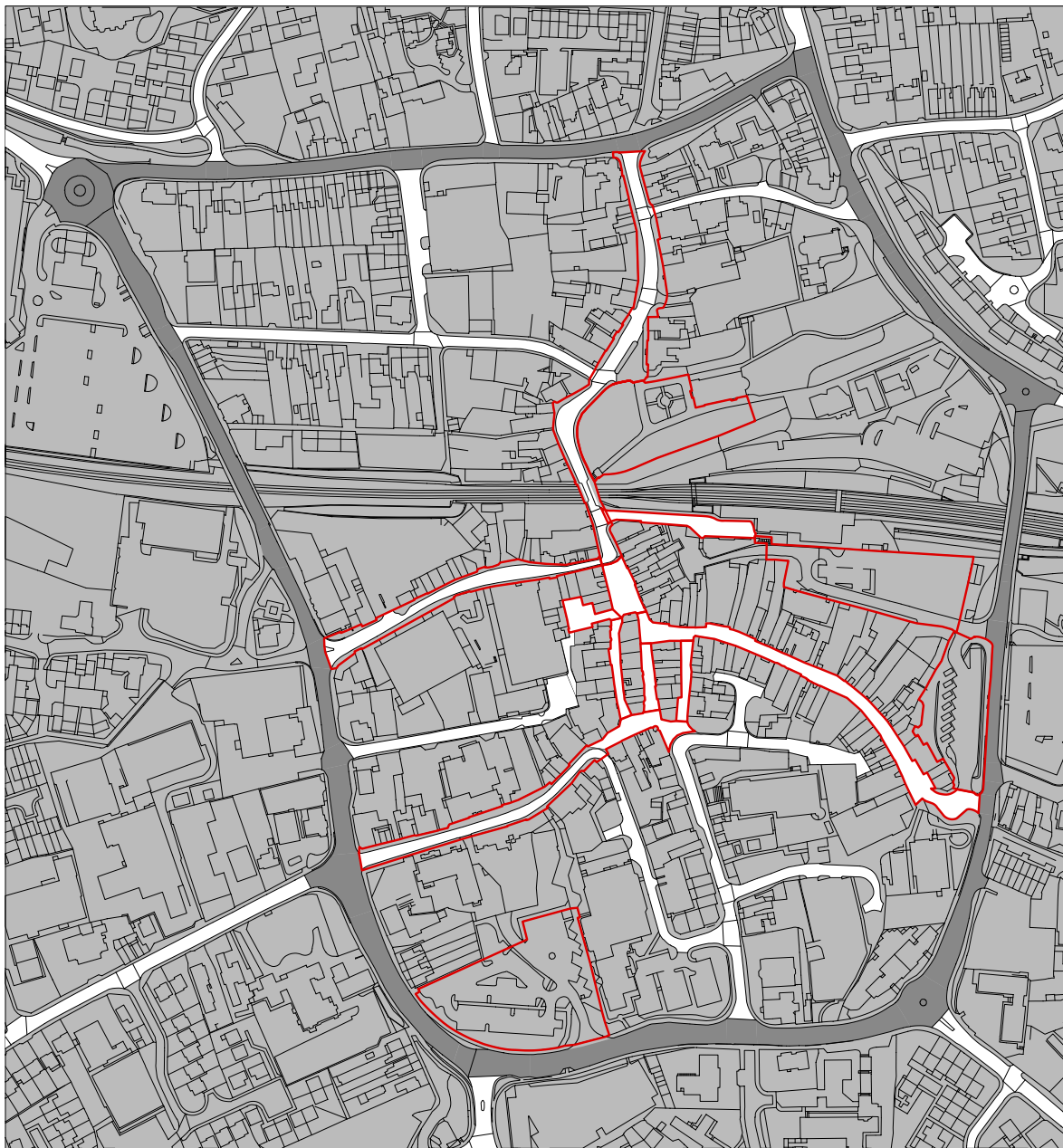
Parish Church of All Saints - Church Yard  
- © Cat London



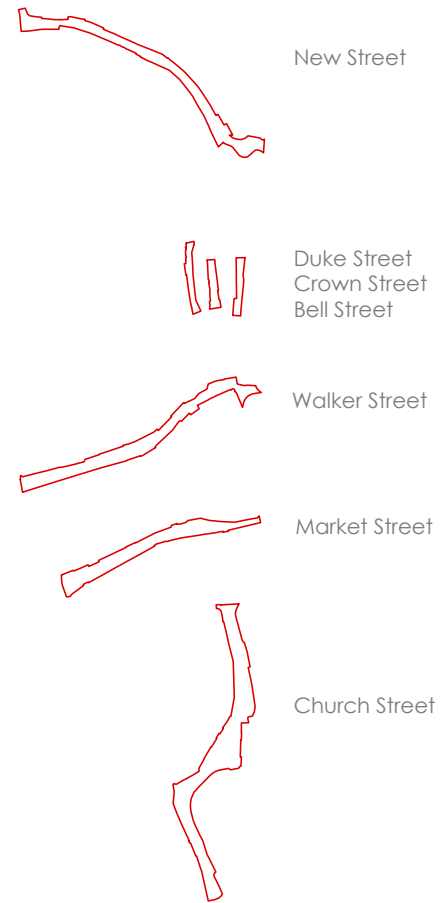
Wellington Train Station - © Cat London



Duke Street - © Cat London



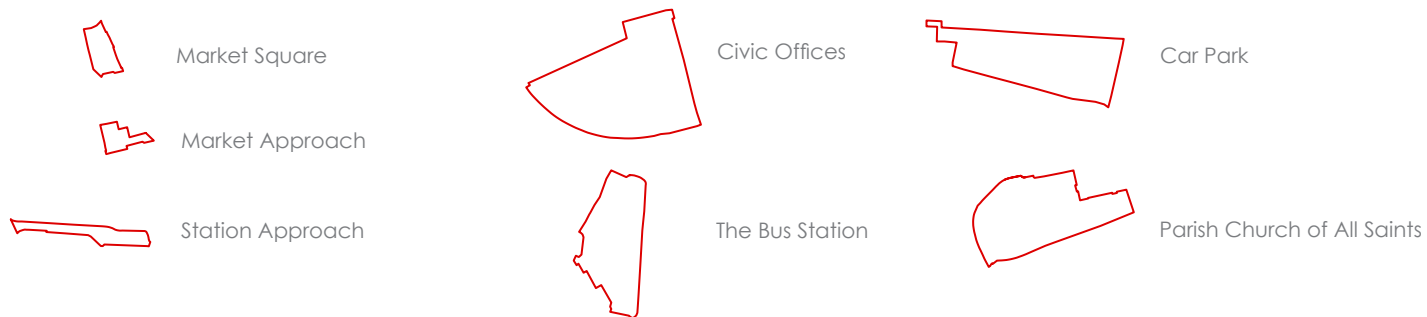
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Fig 1.2. Significant Streets and Spaces

**SIGNIFICANT SPACES**



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## FACILITIES AND ATTRACTIONS WITHIN THE WELLINGTON AREA

The diagram shows two features:

1. The key locations where people first enter what can be reasonably called the town of Wellington. These are essentially the key road junctions around the edge of Wellington ( including Junction 7 on the M54) as well as the key transport hub of the railway station and bus station.

Recognising and 'celebrating' where a town begins and ends and where you enter a town appears to be valuable to a community. It appears to help provide greater identification with a place and helps to define the nature and quality of a place. A key principle in the framework is to reinforce this feature.

2. The location of important attractions and facilities within and surrounding the wider area of Wellington

There are many attractions and facilities located within and immediately around Wellington. These attractions and facilities generate activity both at their locations and to and from them. This activity helps Wellington. The diagram shows that the attractions and facilities are located at different distances from the centre of Wellington. Some can be reached on foot and cycle and some are located beyond reasonable walking distances or there are difficulties and barriers to getting to and from them. A key principle of the framework is to find ways in which these attractions and facilities can be better connected.

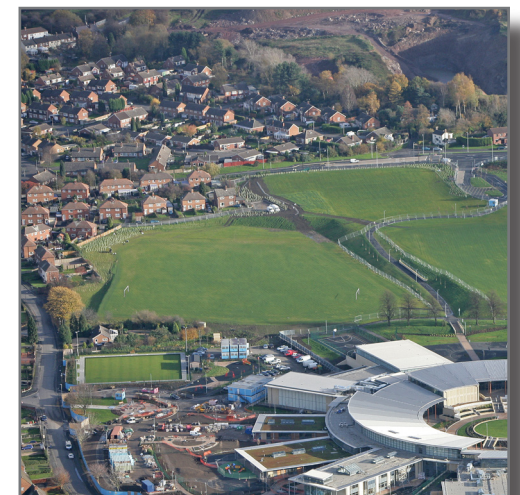
Facilities and Attractions	Visitor Number
TESLEC	2000 <sup>pg</sup>
Hadley Learning Centre	TBC
New College	2500 <sup>sp</sup>
Telford College of Arts and Technology	2750 - 3750 <sup>sp</sup>
The Wrekin	100 000
Wrekin College	460 <sup>sp</sup>

**NB**  
pg = per game    sp = student population only

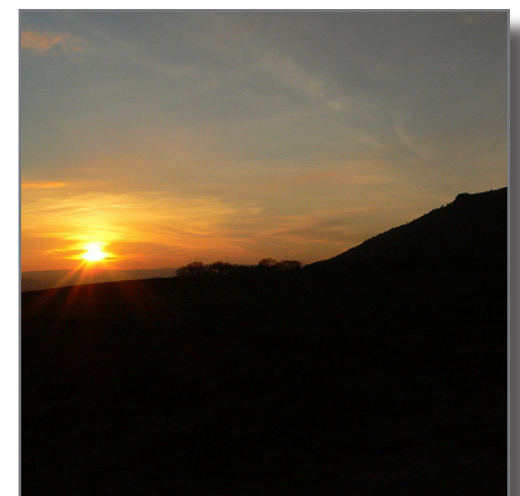
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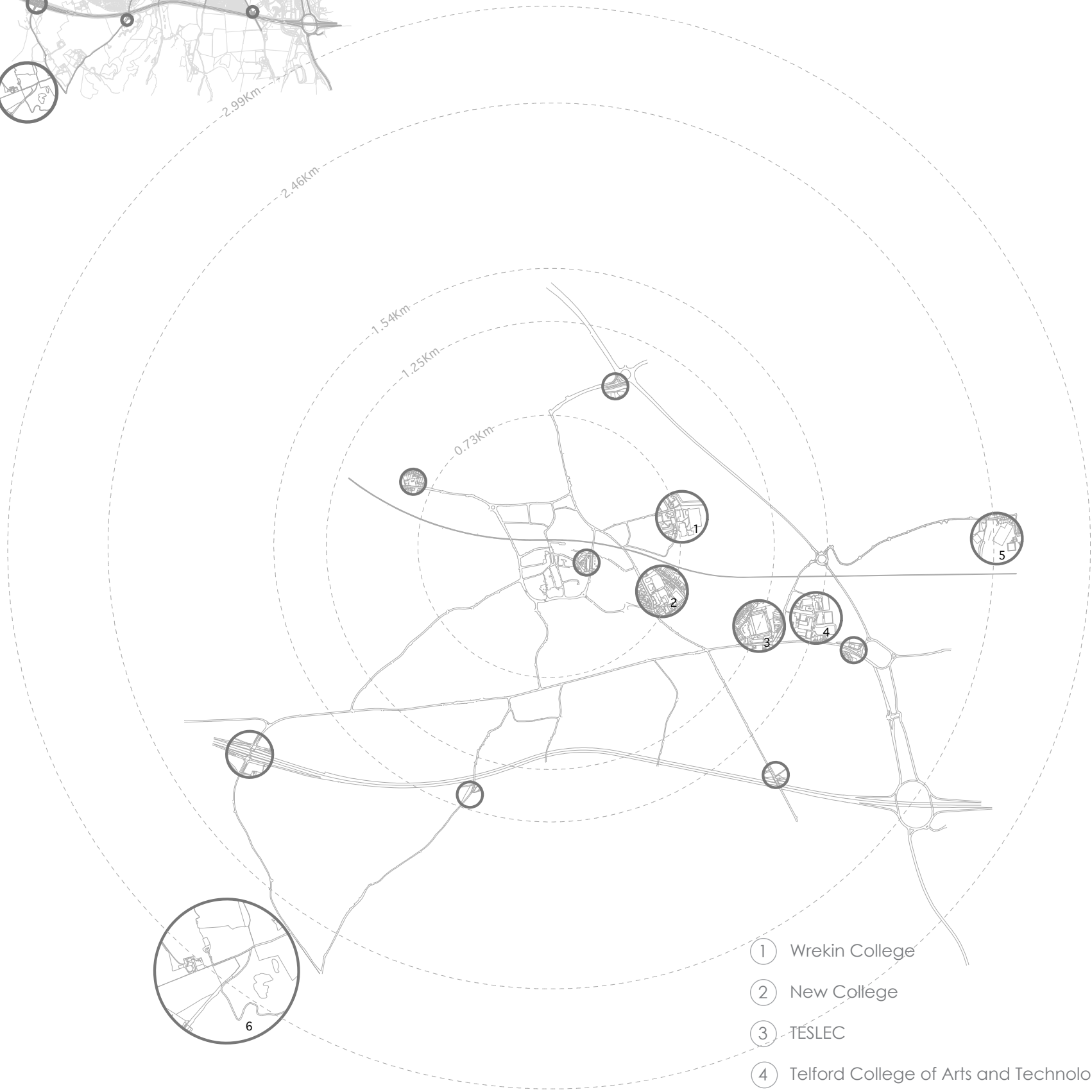
AFC Telford - © Commission Air



TCAT - © Commission Air



The Wrekin at Sunset



- ① Wrekin College
- ② New College
- ③ TESLEC
- ④ Telford College of Arts and Technology
- ⑤ Hadley Learning Centre
- ⑥ The Wrekin

Fig 1.3. Facilities and Attractions within the Wellington Area.

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## TRANSPORT AND ACCESS

Wellington is well positioned in terms of transport and access. Its proximity to the M54 makes it easily accessible by car. There are strong directional routes between the M54 and the town centre ring road. However, the largely unrestricted access for the car and the over provision of parking within the town centre has had a damaging affect on the pedestrians experience.

But despite this, the nature of Wellington's town centre layout still provides easy access and movement for the pedestrian.

One of Wellington's greatest assets in terms of transport and access is the provision of public transport. The bus and train station provides easy access to and from the town centre, linking much of the borough. In Spring 2008, trains travelling to and from London will stop at Wellington's station 6 times on a daily basis, placing importance on this once significant stop-off, strengthening its historic legacy and proving to be a significant resource.

The Key issues relating to town centre access include:

- High levels of vehicle movement through the centre, particularly on Church Street
- Lack of quality routes between the the bus and train station and the town centre
- Dominance of surface car parking



M54 - © Cat London



Wellington Train Station - © Cat London



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Transport and Access

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## LAND USE

The town centre is the core of retail activity in Wellington. The historic market and adjoining medieval streets have always played host to a hive of retail activity, but over recent years there has been a significant reduction in footfall owing to a high concentration of budget retail outlets and considerable decline in public realm quality.

The town centre's land use relates heavily to the character areas identified in *Wellington Town Centre: Further Analysis of the Wider Public Realm*.

For information on the various use classes within each character area see Appendix 03 - *Predominant Use Class Within the Town Centre*.



Bell Street - © Cat London



Crown Street - © Cat London



Tan Bank - © Cat London



# 1.2 PLANNING POLICY AND GUIDANCE

## INTRODUCTION

This section is a description the planning / strategic policy and guidance which is relevant to Wellington. It includes reference to national, regional, sub-regional and local policy documents.

Key documents are:

1. Sustainable Communities: Building For the Future (2003)
2. Planning Policy Statement 1 – Creating Sustainable Communities (2005)
3. Regional Spatial Strategy
4. Regional Economic Strategy (currently under review - completion 2007)
6. Emerging Local Development Framework
7. LSP Community Plan

### National Planning Policy Guidance

#### Sustainable Communities : Building for the Future (2003) and Planning Policy Statement 1 ( PPS 1)

The Government's sustainable communities agenda set out in 'Sustainable Communities – Building for the Future (2003) and Planning Policy Statement 1 – Creating Sustainable Communities (2005) establish a long term programme for delivering sustainable communities across England. Specifically these documents seek to ensure that communities develop economically, socially and environmentally, whilst respecting the needs of future generations as well as those who live within or use a particular area.

The 'Building for the Future' document notes that whilst housing and the local environment are vitally important, communities are more than just housing. Features involved in creating Sustainable communities include:

- A flourishing local economy to provide jobs and wealth;
- Strong leadership to respond positively to change;
- Effective engagement and participation by local groups and businesses, especially in the planning, design and long term stewardship of their community, and an active voluntary and community sector;
- A safe and healthy local environment with well designed public and green space;
- Sufficient size, scale and density, at the right layout to support basic amenities in the neighbourhood and minimise use of resources (including land);
- Good public transport and other transport infrastructure both within the community and linking it to urban, rural and regional centres;
- Buildings – both individually and cumulatively – that can meet different needs over time, and that minimise the use of resources;
- A well integrated mix of decent homes of different types and tenures to support a range of household sizes, ages and incomes;
- Good quality local public services, including education and training opportunities, healthcare and community facilities, especially for leisure;
- A diverse, vibrant and creative local culture, encouraging pride in the community and cohesion within it;
- A sense of place;
- The right links with the wider regional, national and international community.

The PPS 1 sets out the general terms for development and forms the basis of subject specific planning policy guidance and Planning Policy Statements eg housing (PPG 3), retail ( PPS6), transport (PPG 13), employment (PPG 4),

## West Midlands Regional Spatial Strategy (RSS)

The RSS provides a long-term land use planning framework for the region. This is used to inform the development of other regional strategies (particularly the Regional Economic Strategy) and programmes as well as a guide to the preparation of local authority development plans ie. the Local Development Framework (LDF)

The RSS identifies four major challenges:

- Urban renaissance;
- Rural renaissance
- Diversifying and modernising the region's economy ; and
- Modernising the transport infrastructure of the West Midlands.

Telford is identified as one of five sub-regional foci for new development (after the Major Urban Areas or MUAs). Within this description it states that:

***new development should primarily be meeting locally generated needs, including that of the town's hinterland; at a level to support balanced, sustainable communities.***

Section Seven of the RSS; 'Prosperity for All' sets out key policies to support the economy of the West Midlands. The RSS recognises that the West Midlands lags behind other regions of the UK and Europe in terms of economic performance due to a number of factors, including levels of productivity, investment and industrial structure. Policies are focused on 'encouraging new high growth employment sectors and the modernisation of the region's existing traditional industries, whilst ensuring that the opportunities for growth are linked to meeting needs and reducing social exclusion'.

### **Policies contained in the RSS of particular relevance to Wellington:**

PA1 c 'Prosperity for All' where growth opportunities are provided outside the MUAs, emphasis should be given to locating development where:

- It can promote positive economic linkages ..... in areas accessible by sustainable forms of transport eg railway links
- It can create more sustainable communities by generally providing a better balance between housing and employment and limit the need for commuting.
- PA 4 Development Related to Higher/Further Education and Research Establishments recognises the importance of higher/further education institutions and research to the local economy.

## West Midlands Economic Strategy

The West Midlands Economic Strategy for the West Midlands 2004-10 sets out a vision that 'the West Midlands is recognised as a world-class region in which to invest, learn, visit and live and is successful in creating wealth to benefit all of its people'.

The RES recognises there are a number of challenges facing the region and sets out a strategy around three themes:

**Business** refers to the contribution that "businesses" (a term used in its widest sense and including social enterprises and not for profit organisations) makes to the productivity and growth of the regional economy, and to the demand for employment of the region's workforce

**Place** focuses on the role of place in both attracting and enabling economic growth (i.e. high quality locations and environments which encourage businesses and a highly skilled workforce); but also in dissuading or constraining economic activity (poor quality environments can limit investment, reduce aspirations of the population and lead to negative stereotyping)

**People** refers to the contribution of the region's population and their skills to the sustainable growth and increased productivity of the West Midlands economy and to ensuring that everyone in the region has the opportunity to develop to their full potential.

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Many of the objectives contained in these themes support the importance of places such as Wellington in providing sustainable communities and sustainable living.

### Local Development Framework

The Local Development Framework ( LDF) is currently under production and over the next few years its various parts will be adopted and enforced .

The Local Development Framework is composed of a number of documents ( collectively called the Development Plan Documents or DPD's ), the most central of which is the emerging **Core Strategy**.

The Core Strategy Development Plan Document sets out the long term development vision for the Borough up to 2016.

The draft LDF vision states that:

'We want the Borough of Telford & Wrekin to be a place with a self sustaining, economically thriving, connected and socially inclusive community with a reputation for its high quality of life centred on the sub regional focus of Telford'

The key text and policy for Wellington in the emerging Core Strategy:

District and Local Centres in Telford

**9.7.1** Telford's District Centres have traditionally served and met the day to day needs of their local communities. These centres are undergoing a period of change reflecting the changes in retail and service industry and consumer practices. National changes in retailing trends have seen the growth of out of town retail developments located to the north-west of the town centre on the Telford Bridge Retail Park, Forge Retail Park and the Wrekin Retail Park.

**9.7.2** The development strategy for the Borough is to create a network of accessible centres containing a range of services and facilities across the Borough. The policy aims to sustain and enhance the vitality and viability of district centres by concentrating new development and facilities in them to support the principle of a hierarchy and range of centres.

**9.7.3** District Centres will be economically and commercially self sustaining, comprising core services and facilities, as defined in PPS6, often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as public facilities such as a library.

**9.7.4** The District Centres present a major opportunity to provide easily accessible and affordable premises and local job opportunities. Increased economic activity in the centres will have the effect of bolstering their retail and commercial viability and securing their longer term regeneration. They will have a key role in delivering mixed development and all should be served by a high frequency bus route (high frequency to be defined in Development Control policy).

**9.7.5** Development within each centre must assist the creation of a vibrant, safe and attractive place, with a design that reflects and responds to the locality.

### CS5 District and Local Centres in Telford

The District Centres of Wellington, Hadley, Oakengates, Donnington, Dawley and Madeley will be the focus for new development serving the needs of their respective communities.

The District Centres in Telford will be a focus for new development serving the local needs of their respective communities. They will:

- Contain core services and facilities;
- Be well served by public transport;
- Have a mix of retail, recreation, leisure and culture, employment and housing uses.

Local Centres will be the focus for more accessible local services and small scale community facilities to meet people's day-to-day needs. The role of existing and new local centres will need to be identified in line with housing growth and customer accessibility. The mix of uses in local centres will be carefully managed.

### Community Strategy

The Community Strategy describes a vision and ambitions for Telford & Wrekin.



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Wrekin College © Cat London



Parish Church of All Saints - © Cat London

- A Successful, Prosperous and healthy Community which offers a good quality of life for all the people of Telford & Wrekin
- An economy that is diverse, Dynamic, Competitive and Successful
- Community that is Well Educated and Skilled
- A Community that is healthy, Cared for and Well Housed
- A Community that Feels Safe and Protected
- A Place that is Attractive, Vibrant, and with a High Quality Environment
- A Strong and Socially Inclusive Community

A key to achieving this vision is based upon **'Successful District Centres and Market Towns, offering a good mix of facilities and services for their local communities'**.

The Community Strategy also supports 'Raising the profile of Wellington through promotional events and activities and improving its environment to encourage new investment and improving the quality and mix of shopping facilities'.

#### **Other Guidance**

In addition to specific policy there is a wealth of other generic guidance produced by the CLG (Communities and Local Government), CABE (Commission for Architecture and the Built Environment), English Partnerships, The Princes Foundation, The UDG (Urban Design Group) and many more. These provide substantial guidance on best practice in Urban Design and for valuing and managing change, development and regeneration in places such as Wellington.

#### **Conclusions**

National, regional and local policy demonstrate a healthy support for regeneration in Wellington. In addition the town exhibits many characteristics such as its compact urban form and its good transport links which are nationally and increasingly recognised as key assets in making a place work well economically, socially and environmentally.

At the beginning of the 21st century Wellington has both the planning backing and the essential assets and features to become a healthy, successful and sustainable place.

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## 1.3 EXISTING WORK

### EXISTING WORK

(associated with the Wellington Town Partnership)



The Wellington Town Partnership was formed in 1989 and since that time it has assisted in the production of a series of town appraisals, initiatives, events and projects.

**NB** Further information on most of the following work can be found by using the hyper links provided with each document description (CD Rom only).



= Document available on CD Rom

Click!

Title	Date	Author	Type	Summary
 Revitalising Four TownCentres in East Shropshire	1990's	T&W	A	A partnership set up by the former MP to develop joint projects in small towns in his constituency.
Market Towns Programme Consideration of Towns for Future Support	1990's	AWM	A	The case made to AWM to attract funding under the MTI programme
 Wellington Town Strategy	2001	INSIGHT	A & S	The base document summarising issues, opportunities and projects which needed the approval of AWM before funding contracts were issued
Readiness for Action Review	2002	WTP & INSIGHT	S	The document which assessed the capacity of the Partnership and its delivery partners to implement the MTI programme

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Market Towns Programme Consideration of Towns for Future Support	2002	KPMG	A	A review of the needs and opportunities in 29 market towns in the West Midlands to prioritise future support from the Market Towns Programme.
Wellington Community Chest	2005	JOINT TOWN COUNCIL & PARTNERSHIP		Small grant scheme - aborted
Essence of Wellington Workshop / Lessons learned day	2006	CABE	A	The output from the CABE led community workshop which sought to define the character of the town
Larkin Passage 'Gateway' study	2006	CAMLIN LONSDALE	S	A consultant led appraisal of the 'civic quarter' and its potential with a focus on improving the links through to the town centre
Public Realm/Character Appraisal	2006	CAMLIN LONSDALE	A	Report assessing the quality of the public realm and townscape which also established a guiding framework for future works
Public Art	2006	ARTS COUNCIL AND T&W	I	Arts Council grant to develop an approach to bring the arts into regeneration
THI (Townscape Heritage Initiative)	2006 - 2011	HLF & T&W	P	'Regeneration through heritage' - improving the town's buildings as part of a wider regeneration strategy to repair the decaying fabric of the town (linked to PRP below)



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Unity Carnival	2006	TOWN COUNCIL & WTP	E	An early social development project in the MTI - relaunching the annual carnival with the Town Council. Event had a particular focus on ethnic and minority groups
Physical Regeneration Package Phase 1a	2007	JOINT VENTURE	P	First phase of renewal of the public realm. Case made to AWM that improvement to buildings and public realm will encourage increased economic activity
Market Approach and Bell Street Phase 1b	2007	JOINT VENTURE	P	Second phase of public realm renewal
Support for Learning		MARK DONOVAN (T&W)	I	Minor financial contribution to the work to develop the Learning Centre project at Telford Football Club
Physical Regeneration Package Phase 1c	2008	JOINT VENTURE	P	Currently under development
Bus Station relocation	2008	LTP	P	Partnership support to develop the concept for the new transport interchange
Physical Regeneration Package Phase 2	2008	JOINT VENTURE		Currently under development
New Library/Civic Offices	2009	ASSET & PROPERTY	P	T&WC project. WTP is seeking to influence the shape and form of the development through the Gateway study above. WTP members also lobbying for inclusion of community facilities
Citta Slow		WTP	I	Ongoing project linking Wellington to the Slow Food movement and seeking formal membership of Cittaslow



## 1.4 KEY ISSUES

### ISSUES FACING WELLINGTON

Despite Wellington's surrounding key resources, its long-term physical, economical and social climate is uncertain. A study commissioned by Advantage West Midlands titled *Market Towns Programme: Consideration of Towns for Future Support*, found Wellington to be the most deprived out of the 30 towns

studied within West Midlands - for more details see Appendix 01 / 02.

Through the work of the Wellington Town Partnership, the Town Council and others, a series of key issues have already been identified. They can be summarised using the familiar SWOT analysis:

Theme	Strengths	Weaknesses	Opportunities	Threats
Physical & Environmental	Residue of a medieval Street Layout	Traffic difficulties	Better traffic management through co ordinated urban design	Gradual deterioration in physical quality
	Attractive architecture	Some poor quality architecture	The creation of more good quality architecture	Increased pressure for development of poor / in appropriate quality
	Conservation Area Status		Enlargement of the Conservation Area	Poorly maintained public realm
	Compact urban form		Exploit the compact urban form for its sustainable attributes	
	Centrally located railway station	Poor and unsafe approaches to the railway station	Connect the transport infrastructure	Difficulties in bringing together different stakeholders
	Close proximity to the Wrekin Hills	Distance and barriers to walking between the town centre and the Wrekin	Improve association with and links with the Wrekin Hills	

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	Gateway to rural Shropshire and easy access to the M54	By passed by the M54	Improved awareness of the town. Good visitor accommodation	Shrewsbury
		Highway barriers to sustainable movement		
Economic	Market town branding		Exploit market town branding	
	Diverse range of comparison shopping	Insufficient range of shopping		
	Mixed use		Improved niche market	
	Good Market		Citta Slow	
	Part of a larger urban catchment		Improved local awareness of the Wellington offer	
	Strong educational presence	Dispersed facilities	Improved association with the town and improving physical links	Wellington Retail Park (esp. Convenience goods)

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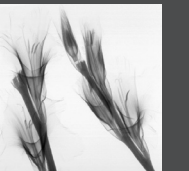
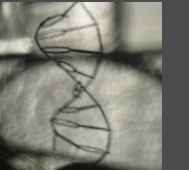
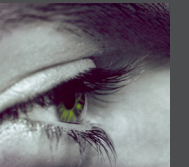
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				Telford Town Centre and its expansion into a more comprehensive town centre
Social	Active Town Partnership		Greater local ownership and pride	
	Active Town Council			
	Active local groups eg. Civic Society, LA 21			
	A broad range of housing types and tenure	Some social deprivation		Influx of new development
	Valuable social history	Limited history	Maximise heritage	





# 2.0 PART TWO



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## 2.0 VISION

The purpose of Part One was to take stock of what has been done and where Wellington is at the start of the 21st century. It is the recent past and the present.

Part Two looks to the future. It sets out a new vision for the town and provides a structure for future development and regeneration.

Part Two contains :

- A new and refined Vision
- A structure

## VISION

### Creating a New Vision

A vision in this context is about having a description of the type of place Wellington could and should be. It is a combination of:

1. General features that make good places
2. A healthy and appropriate local identity informed and fashioned by ...
3. local features

In short it is about making a successful place that works well.

### 1. GENERAL FEATURES THAT MAKE GOOD PLACES

Three general features of good places are:

- They are sustainable places
- They are places that perform well
- They are places which maximise 'synergy' ie. that the



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### SUSTAINABLE PLACES

Sustainability has become one of the most important principles in planning. It requires that all actions, both collectively and individually should be undertaken in such a way that they minimise or they do not cause a detrimental impact upon the environment and upon environmental resources.

Despite its many interpretations, when properly applied it is an important principle and it is important that it should lie at the core of Wellington's regeneration.

### PLACES THAT PERFORM WELL

In the context of this framework sustainability is not only used in the environmental sense of the term but is also used in the more literal sense of the term 'to sustain'. It is about serving and meeting the needs of its residents in ways which can be sustained and are robust.

### PLACES WHICH MAXIMISE 'SYNERGY'

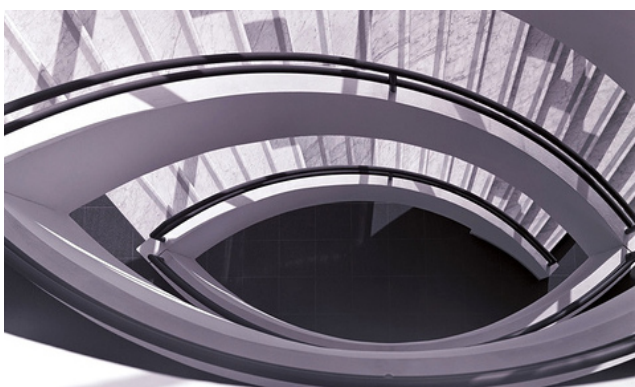
It is not enough that individual things happen in a place – they must combine in such a way that in their combination more is achieved. Key to this is mixed use and multi use of buildings and spaces.

## 2. A HEALTHY AND APPROPRIATE LOCAL IDENTITY

The identity of Wellington – what it is as a place, is a complex combination of its history, the image that people have of it, what it looks and feels like and the way it functions. **For the purposes of formal planning within the Borough of Telford & Wrekin Wellington is described as a Borough Town. However for many it continues to be described as a 'Market Town' and this remains a valuable 'branding' as it conveys :**

- an association with an attractive physical image
- an association as a small town

Both of these qualities are beneficial to the welfare and prosperity of Wellington and any vision for Wellington should seek ways in which these associations can be exploited – the most obvious being the enhancement and development of its historic qualities.



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### 3. LOCAL FEATURES

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Wellingtons' historic prosperity and its future regeneration is linked to three key relationships.

- Town relationships
- Borough relationships
- Regional and National relationships

#### TOWN

Wellington town must serve its own needs – the needs of its local residents in providing homes and jobs and access to services and facilities – and increasingly in ways which are sustainable.

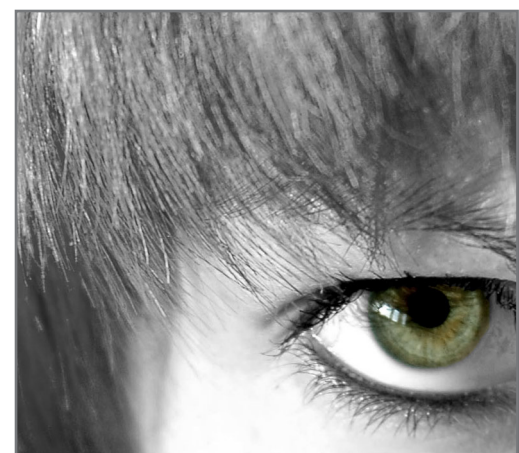
#### BOROUGH

Relationships with the surrounding areas ( both rural and industrial) have historically benefited Wellington by assisting its prosperity. Including Wellington within the administrative of Telford in 1968 was a formal expression of these relationships. Seeking the benefits of that formal relationship is a challenge for Wellington.

#### REGIONAL AND NATIONAL

Wellington sits at the foot of a regionally significant natural landscape feature, it has a main line railway station located in the very centre of the town, it has a private school of national standing and can boast a number of national historic figures as well as other features which can be justifiably be regarded as regional or national. Harnessing these features are a source of further regeneration for Wellington.

The following table is a brief summary of features at local, borough and Regional/national level. They reflect several of the issues identified in the SWOT analysis in Part One of this document.



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Local	Borough	Regional/National
Quality townscape and architecture (sufficient to merit a Conservation Area Designation)	A 'traditional' established town in comparison to some parts of Telford	
		It has very good train links and a railway station located right in its centre
A flourishing education community	A flourishing education community	A flourishing education community
Close proximity and identity with a significant natural landscape feature (the Wrekin)		Close to one of the regions natural landmarks ( the Wrekin)
Many facilities and services including a good market, comparison shopping, pubs, visitor accommodation	Many facilities and services including a good market, comparison shopping, pubs, visitor accommodation	Many facilities and services including a good market, comparison shopping, pubs, visitor accommodation
A cultural history eg Dr Withering	A cultural history eg Dr Withering	A cultural history eg Dr Withering
It has an active and effective community		
It has a large and very varied surrounding residential community including some of Telford's most affluent and deprived communities	It has a large and very varied surrounding residential community including some of Telford's most affluent and deprived communities	
Its sustainable regeneration is supported by the local council		
A compact sustainable model of development	A complimentary compact and sustainable alternative to other parts of Telford	
	Close proximity of large retail centres (Telford Town Centre and the Wellington Retail Park )	
Highway infrastructure which creates barriers to sustainable movement	Highway infrastructure with links to the rest of the borough	Links to the national highway infrastructure
	A main line railway station	A main line railway station with regular regional and national links

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### **A NEW VISION :**

The new vision is a refinement of and builds upon the existing vision for Wellington

**'A welcoming Market town with a good and diverse range of facilities and services and a healthy retail economy serving the town and the wider area based upon its many distinct sustainable, historic, economic and environmental assets'**

This vision is expanded by the following 4 objectives :

**Objective 1:** To achieve greater economic vitality in Wellington by:

- Capitalising on the market town branding
- Capitalising on the compact urban form
- Promoting, attracting and hosting a broad range of economic activity – especially retail activity
- Capitalising on the latent footfall of the surrounding education and other facilities and residential districts
- Capitalising on its position within the urban area of Telford
- Capitalising on the close proximity to the national road network
- Supporting and enhancing growth in the visitor economy by improving the distinctive offer and the quality of the offer.
- Investing in and improving the quality of the public realm
- Tackling anti-social behaviour

**Objective 2:** To capitalise on the town's environmental qualities by:

- Capitalising on the market town branding
- Maximising the town's history, heritage and townscape
- Maximising the town's natural qualities and its proximity to natural features ie. The Wrekin

**Objective 3:** To continue to support and involve the community by:

- Engaging with community organisations
- Fostering ownership and pride
- Improving local services

**Objective 4:** To maximise collaboration with other local towns – especially those within the borough of Telford & Wrekin



## 2.1 STRUCTURE

# STRUCTURE



Establishing a vision and a set of objectives which are locally specific to Wellington is crucial. The next step in any strategy is to give it form and **structure**. This begins the process of bringing a physical reality to the vision.

The Structure is organised into :

- Introduction
- Concepts
- Framework

### INTRODUCTION

There are three dominant physical characteristics to Wellington:

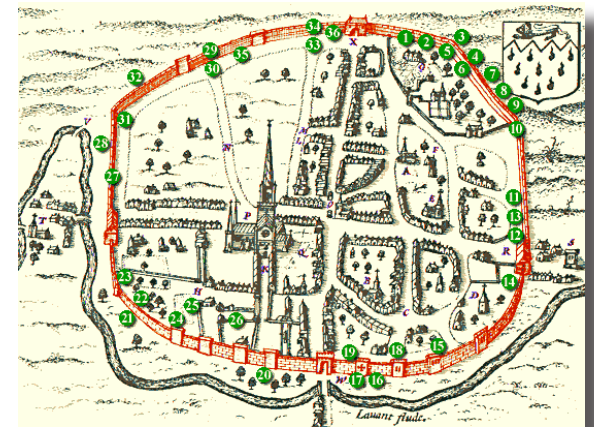
#### 1. The Medieval centre

The structure of many towns throughout the world is based upon a series of routes that converge on the town centre and further, that the density (of buildings and people) 'traditionally' increases towards the centre.

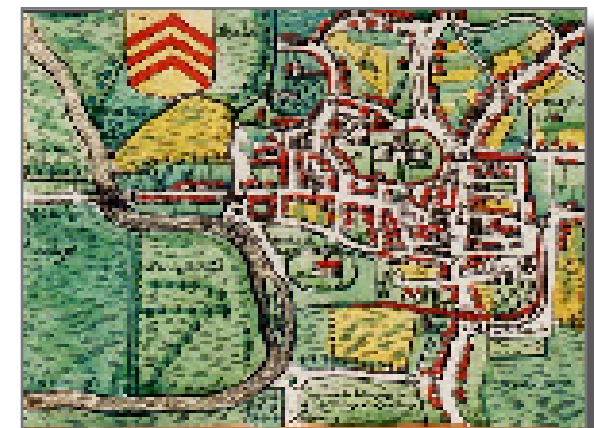
Historically Wellington reflects these characteristics.

At the core of Wellington lies the remains of its early medieval form – particularly the tight cluster of Bell Street, Crown street and Duke Street and the market square. Whilst the centre of Wellington is also fortunate to contain several buildings of architectural merit it is this medieval layout which forms the primary basis of the Conservation Area designation and which is repeatedly recognised as one of Wellington's key environmental assets.

The following images not only show the historic tight urban core of Wellington but also examples of other English medieval towns – all of which display similar characteristics. Wellington like other market towns did not have a town wall. However, where the examples include a surrounding town wall the shape and form of the settlement tends to be reinforced.



Map of Chichester is based on the town plan by John Speed, 1610.



Gloucester



Wellington 1931 - © Allan Frost

**2. The Ring Road**

The ring road is composed of four streets and roads, three of which can be broadly said to have been planned to encircle and bypass the centre of Wellington whilst the fourth ( Vineyard Road ) is more related to the historic development of Wellington and has been 'adopted' to form a complete circle.

Despite the fact that many facilities and important development as well as the majority of the residential areas of Wellington fall outside this ring road, today this road defines the extremity of Wellington town centre.

The ring road has become the 'moat' or the symbolic 'town wall' to Wellington Centre.

**3. A compact town with dispersed distribution of features, facilities and services**

Wellington has a good range of facilities and features but many are dispersed outside the centre. Wellington is fortunate ( compared to many parts of Telford) in being relatively compact ie. the majority of the shops, housing, facilities etc. are all located in a reasonably small geographic area. Some of the facilities are located very close to the centre but others are located beyond average walking distances or are beyond 'barriers' such as a fast roads eg. The Wrekin.

Creating links with these features is not only right and good in terms of sustainability but is key in getting the most from them eg. In improving footfall and increasing the use of the centre.

There are many other distinctive physical aspects to Wellington, not least the Parish Church, the railway station, the library and the market – all of which are very important. The reason for listing the three primary features is that they potentially have the largest impact on the physical layout of the town centre and they both significantly affect the function and the appearance, perception and overall quality of the town and particularly the town centre.

Of the three listed features one is regarded as an asset which should be enhanced, one is increasingly viewed as a problem and seen as something which should be overcome ( though initially planned – one assumes with good intent), whilst the third presents an untapped potential.

Making the best use of these three features and addressing the opportunities and problems they present is at the heart of the following concept.

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## CONCEPTS

Simplified **concepts** are often used to help communicate the essential ideas behind a structure.

This document contains two concepts to help explain two key ideas which lie behind the structure for Wellington.

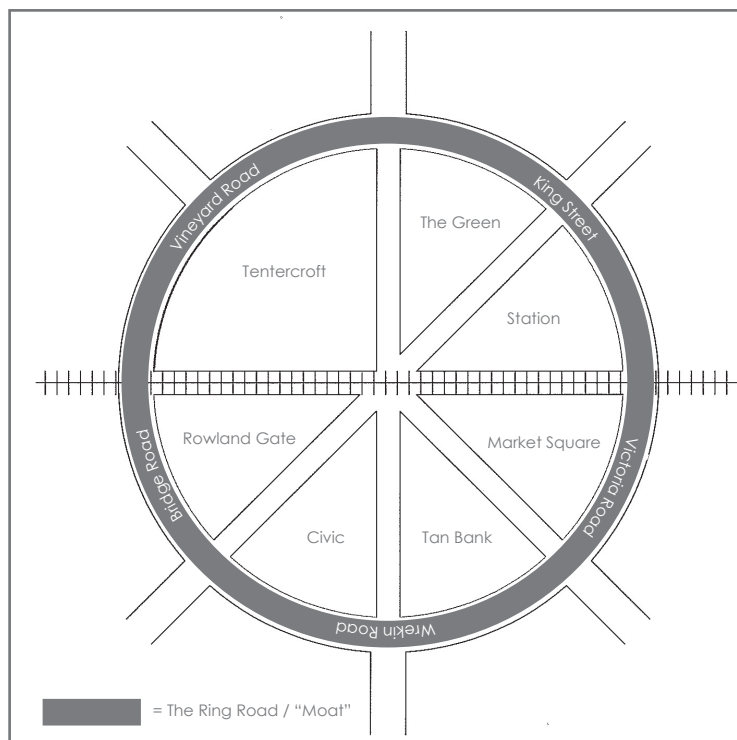
- The 'Moated Town'
- The 'Invisible Hand'

### The Moated Town

The concept of a moated town is a simplified way of explaining how the ring road can be turned from a problem into an asset.

The ring road currently separates Wellington Centre from the surrounding areas physically and in the way it forms an unsafe barrier to pedestrian movement.

This concept acknowledges that the ring road is a dominant feature and suggests that it should be further emphasised so that it reinforces the character of the centre

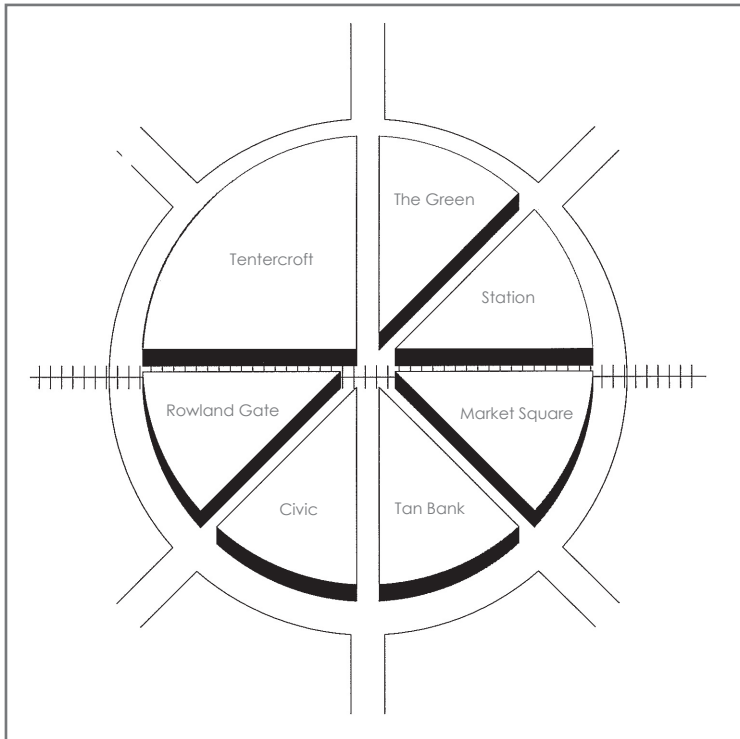


of Wellington whilst at the same time providing good links to surrounding areas through the enhancement of key points or 'drawbridges' across the 'moat'.

Benefits include:

- Assists in emphasising the quality historic townscape of Central Wellington
- Helps to increase local distinctiveness
- Distinguishes boundary of restricted and calmed traffic areas in the centre
- It forms a distinctive 'shop window' to Wellington Centre
- It defines the extent of the town centre
- It celebrates and provides clear and safe route-ways into the centre from surrounding areas

**It is crucial in this model to recognise the importance of creating 'bridges' between the centre and the surrounding areas which not only enable clear and easy pedestrian movement but enhance the experience of entering Wellington centre as well as providing practical opportunity to address vehicle speeds.**

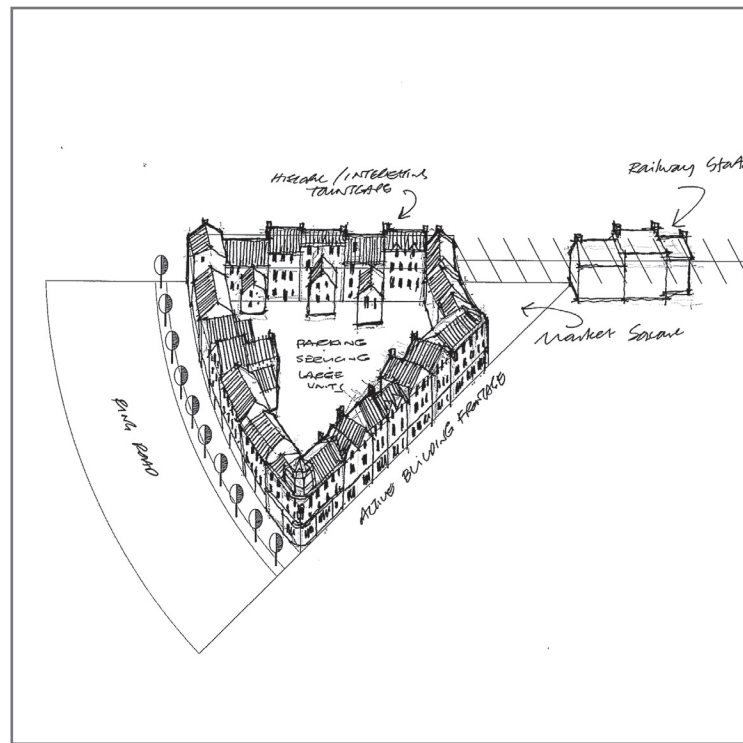
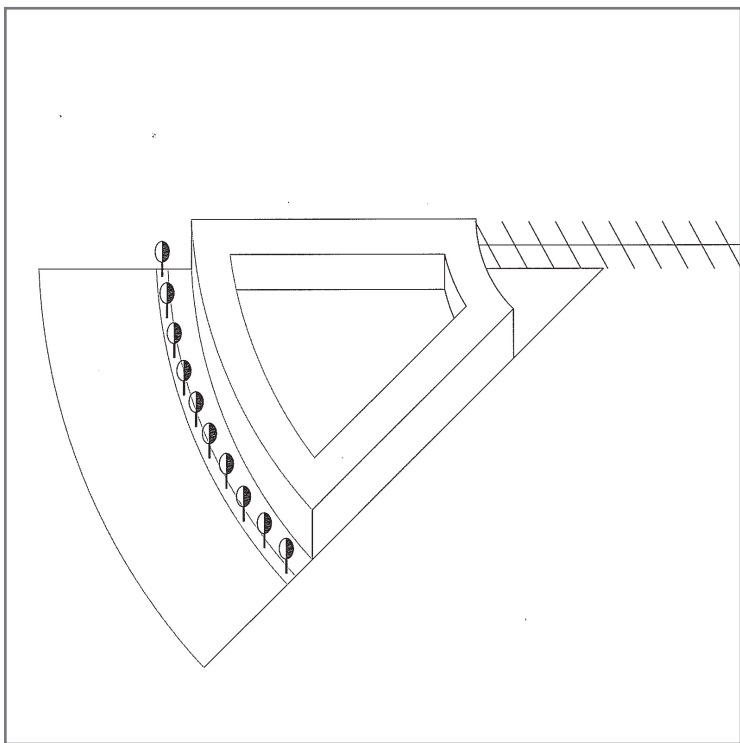


## How the “Moated Town” concept can help Wellington Town Centre

The town centre can be diagrammatically divided into segments which roughly correspond to the 7 different character areas identified by the Character Area Study.

The principles contained in these diagrams are :

- Development should be placed to the edges of blocks to help create good and attractive urban streets
- Larger development ( those requiring a larger footprint) should be located within the blocks to reduce their detrimental effect upon the ‘historic’ character of the street
- Car parking should be located within the block behind the street façade
- It is important to present a good development image to the ring road – as a key ‘shop window’ upon the town. This includes strengthening the edge with development and providing an attractive ‘face’ – including the use of boulevard tree planting
- Strengthening the ‘legibility’ of the town by reinforcing where the very centre of the town is located



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## The Invisible Hand

The concept of the 'invisible hand' reinforces the importance of connecting the town and is especially about connecting the centre outward with surrounding areas and facilities and features of importance.

The 'invisible hand' represents 'routes' stretching out from the centre to locations surrounding and beyond the centre.

How close those locations are to the centre of Wellington will partially determine the type of connections that could be made.

Close Locations: Pedestrian and cycle solutions

Medium Locations: Pedestrian and cycle solutions  
Public Transport solutions

Far Locations: Pedestrian and cycle solutions  
Public Transport solutions  
'Virtual' solutions (see 'The Wrekin Link' page 111)



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The concepts explored are pictorial tools to help communicate the essential ideas which lie behind the broad proposals for Wellington and they provide clues and very general direction regarding future action.

The next section of this report takes the concepts and applies these to the real world.



## 2.2 FRAMEWORK

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The framework is a broad planning structure which addresses the broad type, distribution and quality of development in Wellington.

The framework is organised into a series of **Themes & Subjects** and a series of **Development Statements**.

### THEMES & SUBJECTS

The purpose of this section is to provide a set of broad 'rules' which will give guide and direction future development. They provide 'a known level playing field' of expected standards and greater certainty for developers, planning officers and any party who has a stake in the development process.

The 'rules' are organised around the following themes and subjects:

Themes	Subjects
<b>General</b>	Overview
<b>The Urban Structure</b>	<ul style="list-style-type: none"><li>- The Movement Framework</li><li>- Mixing Uses</li><li>- Density, Facilities and Form</li><li>- Sustainability</li><li>- 'Natural' Landscape</li><li>- Landmarks, views and Prominent Locations</li></ul>
<b>Making Connections</b>	<ul style="list-style-type: none"><li>- Public Transport &amp; Parking</li><li>- Streets, Traffic and People</li></ul>
<b>Detailing the Place</b>	<ul style="list-style-type: none"><li>- Interest and Enclosure</li><li>- Building size and scale</li><li>- Public Realm</li><li>- Design Language</li></ul>

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## THEMES

**General** - this provides general information affecting all themes and subjects

**Urban Structure** - is the overall pattern of development, buildings, uses, streets, open space and landscape which make up Wellington. It is the interrelationship between all of these elements which gives Wellington its general character.

**Making Connections** - is about the movement systems – the roads, streets, footpaths and public transport routes in and around Wellington. They are the connections which help or hinder how people move within and to and from Wellington.

**Detailing the Place** - is about the design of the buildings and public realm in Wellington – and most particularly, the interface between them. It is about the quality of the architecture and the appearance of buildings, the quality of the pavements and surfaces and street furniture and about the boundaries between spaces and buildings such as walls, fences and planting.

## SUBJECTS

Each subject is an aspect of the themes and contains :

- An explanation of the subject
- The Aims and objectives of that particular subject
- A set of Principles





# OVERVIEW



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## Theme: **General** Subject: **Overview**

### INTRODUCTION

The framework has been organised into individual themes and subjects. This helps to address specific issues. The purpose of this 'theme and subject' is to remind ourselves:

- That each theme and subject should not be seen in isolation
- Of some key and overall 'generic' aims which lie behind the vision for Wellington and the individual themes and subjects

### General Aims

1. **Be Comprehensive:** the **combination** of all of the subjects working together is as important as each individual subject. Each subject must not and can not be addressed in isolation.
2. **Environmental Responsibility:** All proposals must embody good stewardship of resources and enable and encourage sustainable lifestyles
3. **Making a place for people:** For Wellington to be well-used and well-loved it must be safe, comfortable, varied and attractive. It must be distinctive and offer variety and choice and fun.
4. **Enriching the existing:** New development must enrich the best existing qualities of Wellington – creating a distinctive response that arises from and complements its setting.
5. **Make connections:** Making Wellington easy to get to and improving links between places and facilities. In particular this is about getting around by foot, bicycle, public transport and the car – and in that order.

6. **Work with the Landscape:** Striking a balance between the natural and man made environment. Creating an integral urban landscape – improving and making the best use of natural features to maximise sustainable, visual, amenity and ecological benefits

7. **Promoting Mixed Use and Forms:** Creating stimulating, enjoyable and convenient places to meet a variety of demands from a wide range of users and a corresponding variety in building forms, uses etc.

( Based upon : Urban Design Compendium – English Partnerships 2007 )



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# THE MOVEMENT FRAMEWORK

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## Theme: **The Urban Structure** Subject: **The Movement Framework**

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### INTRODUCTION

How people move around Wellington affects the overall layout of town, its appearance, its uses, development densities and many other important town issues. In the context of this document the movement framework is the structural aspects of movement ie. the street and footpath networks. The individual activities and issues of circulation, access and movement are described in the Theme: Making the Connections

### Aims and Objectives

The aims of the movement framework in Wellington are:

- To achieve a sustainable system
- To assist in promoting and increasing sustainable movement patterns of behaviour
- To manage traffic in an effective and safe way
- To provide sufficient parking in the right locations of the right quality
- To service the town
- To be a positive contribution to the quality of the townscape of Wellington

### General Principles

Wellington's movement framework should:

- Make it as easy and attractive to walk, cycle or take a bus, as it is to travel by car.
- Provide the right kinds of route to fit the journeys people want to make
- Provide the maximum choice for how people will make their journeys
- Make good connections

### Specific Components

The movement framework contains two primary components :

1. **The Ring Road**
2. **The core network**



M54 - Wellington - © Cat London



**Ring Road**

The 'ring road' is composed of 5 roads which surround the central area of Wellington.

- Bridge Road
- Wrekin Road
- Victoria Road
- King Street
- Vineyard Road

With the exception of Vineyard Road all others have been deliberately planned as a town centre ring road as part of the wider Telford New Town changes. A key aspect to this is that with few exceptions buildings are not an integral part of the street design ie. they do not line the edges of the road as in a 'normal' town centre. Vineyard Road is an original part of the townscape of Wellington and has been 'adopted' to form the northern part of the ring road – and as such displays a more enclosed 'traditional' townscape.

The ring road forms a distinctive visual and physical collar around the core of the town ie. the width and the alignment enable reasonably fast vehicle speeds – which together with the lack of enclosing townscape on all but one section form a barrier to safe pedestrian movement to the centre from the immediately surrounding areas and isolates the core area from the rest.

It also provides a less than attractive image to the centre of Wellington and conceals the valuable medieval streets further inside the core area.

**Objectives :**

- Reduce the barrier effect of the ring road and improve connections to the surrounding areas
- Create a more attractive outward face for the town centre
- Help to announce the quality townscape which lies inside the core

**Principles:**

- Provide clear safe pedestrian crossing points on the ring road – additionally employed to calm traffic speeds
- Create clear pedestrian links between the centre and the surrounding areas
- Create clear and legible connections to public transport

**Core Network**

The core network is composed of all of the streets and public spaces within the ring road.

**Objectives:**

- Provide a safe and attractive environment for the enjoyment of people and to enable and encourage shopping and cultural activities
- Provide vehicle access to services and facilities and for people
- Provide access for public transport
- Enhance and support the physical quality of the core area and in particular the medieval townscape

**Principles:**

- Reduce and restrict the need for and impact of the private car within the town core
- Enhance and create high quality shared ( not wholly pedestrianised) streets and spaces
- Promote increased use of streets and spaces for social gathering
- Physical design must complement and follow the design principles of the historic townscape
- Provide clear and legible messages to drivers regarding 20 mph traffic speeds and careful driving behaviour within the core area

# MIXING USES

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## Theme: **The Urban Structure** Subject: **Mixing Uses**

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### INTRODUCTION

Much town planning during the second half of the 20th century involved the zoning of activities into different areas. Shops were located in one area, factories and offices in another and houses in yet another separate area. This made for very simple and clear planning and sometimes it was and still is right to keep certain activities and uses apart eg. Keeping a noisy factory away from housing.

However as early as the 1960's it was evident that many of our best 'traditional' places felt better, they looked better, they were safer and had better social cohesion and they generally worked better because they had diversity and had a range of different uses and buildings in relative close proximity.

Recent studies indicate that the resilience of a Market Town to the threat and commercial power of out of town retail parks is in part due to its diversity – and in particular to the quantity, quality and convenience of that diversity.

Mixed use, accessibility, good connections and the close proximity of facilities and services has also now become a key aspect in delivering sustainable development.

Wellington is very fortunate in being a relatively compact and diverse place with access to a wide range of facilities and services, particularly when compared to many other parts of Telford. It is well placed to preserve, make better use of and promote more mixed use and diversity.

### **Aims and Objectives**

The overall aim is to maintain and encourage greater variety within the town, to provide greater opportunity to a greater diversity of facilities and services, to create a greater sense of vitality and street life, to help achieve a safer 24/7 environment and maximise the **'synergy' that bringing things together can create.**



**The objectives are:**

- To reinforce the viability of Wellington Centre with overlapping uses, proving multiple reasons for people to go and stay in the centre
- To allow people to make short walking trips between facilities
- To help improve the vitality and character of Wellington Centre and extend the activity throughout the day and week
- To provide the opportunity for individuals to live and work in close proximity
- To enhance the social and cultural life of the town

**Principles**

- Robustness: All new build shall enable adaptability for 'long life' and change of use. This is especially important at ground level where the design – of including floor to ceiling heights will enable a variety uses such as retail, commercial or residential
- Scale : Usually smaller scale and the ability for subdivision
- Combined uses : The promotion of vertical mixed use eg. Retail at ground level with other uses such as office or residential above
- Complimentary : The positive support and encouragement of mutually compatible and supportive uses
- Promotion of high density of uses within the Wellington Centre and close to the transport hub
- The promotion of residential within Wellington Centre

# DENSITY, FACILITIES & FORM

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## Theme: **The Urban Structure** Subject: **Density, Facilities & Form**

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### INTRODUCTION

Density is often mistaken as a goal in itself - of achieving a quantity of development. Density should in fact be a product of design – an expression of several features which contribute in determining the quality and type of development in an area.

Traditional towns including many aspects of Wellington have always historically reflected the many factors which determine density and we frequently recognise and can understand places because they reflect changing type and **form** of development depending on their proximity to the town centre – which is usually where we expect higher development densities and a greater concentration of **facilities**.

The renewed emphasis upon creating more sustainable towns- that offer a high quality of life, which generate a critical mass of people and provide close and easy access to facilities that minimise resource consumption - has meant that design-led higher densities are increasingly being viewed as a good solution for development in urban centres. The potential benefits include:

#### Social

- Social proximity encourages positive interaction and diversity
- Improves viability of and access to community services
- Enables more and better integrated social housing

#### Economic

- Enhances economic viability development
- Provides economies of Infrastructure

#### Transport

- Supports public transport
- Reduces car travel and parking demand
- Makes undercroft or basement car parking economically viable



**Environmental**

- Increases energy efficiency
- Decreases resource consumption
- Creates less pollution
- Preserves and helps fund maintenance of public realm and open space
- Reduces overall demand for development land

Ref. Urban Design Compendium 2007

**Aims and Objectives**

Wellington is fortunate in already exhibiting features which make sustainable places. However some of these features have been eroded over time and therefore it is necessary to establish principles of development which can sustain and enhance those features which remain and to repair and create those features which have been lost.

The objective is to develop Wellington in ways which economise upon and enhance its existing sustainable form.

**Principles**

- Highest development densities are encouraged within Central Wellington ( within the ring road ) – within the design parameters of Building Size and scale and Conservation Area designation.
- Development shall ensure that buildings, streets and spaces are of a human scale
- The mass of buildings or groups of buildings are moderated so that they respect / step up or down to its neighbours
- Provision is made for high quality external amenity space
- Development densities vary according to location differences ie. proximity to the centre
- The form of development is appropriate for a particular density and is not a simple enlargement of a smaller development type

# SUSTAINABILITY

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## Theme: **The Urban Structure** Subject: **Sustainability**

### INTRODUCTION

**Sustainability** in the context of this framework is concerned with meeting the social, economic and environmental needs and ambitions of Wellington in ways which can be environmentally justified and sustained.

**Sustainable development** in the context of this framework is about 'maintaining and enhancing the quality of human life – social, economic and environmental – while living within the carrying capacity of supporting ecosystems and the resource base'

Ref. Shaping Neighborhoods, A Guide for health, sustainability and Vitality 2003

It is a foundation principle for all new development.

Wellington is fortunate in having a settlement pattern which is comparatively sustainable – in that it is a quite compact place with a number of key facilities not least of which is a centrally located railway station with national links as well as direct connections to the 'natural' landscapes of Shropshire and North Wales.

### Aims and Objectives

The key sustainable aim and objectives is to consolidate and enhance the sustainable condition of Wellington – not only for good environmental stewardship but as a direct benefit to its residents and as a branding and marketing tool for improved economic prosperity.

All development must seek out and employ the opportunity to design in features and qualities which promote sustainable lifestyles and enable the most efficient use of energy and resources and which minimise waste.

### Principles

The principle of sustainability affects every part of every aspect of development from the design of its layout, its access and circulation, its design and its build quality and construction.



The following principles are not exhaustive:

- All residential buildings should achieve Code for Sustainable Homes Level 4.
- All non residential development should achieve 'excellent' BREEAM rating.
- Development will be of an exemplar high sustainable quality, promoting a low carbon lifestyle through a high proportion of renewable energy technology, energy and water efficient buildings and the increased use of sustainable modes of transport.
- Re use of existing building stock especially where this sustains and enhances the conservation area.
- All new roads be designed to be pedestrian friendly, promote cycling and walking and assist in the overall aim of reducing the need to use cars.
- Design which actively encourages and assists the use of public transport eg. The provision of a bus service early in the development of the site.
- The establishment of direct, clear, safe, comfortable and attractive pedestrian routes.
- Provide integrated and connected green space
- The use of perimeter block development to maximise site potential for change, flexibility in use and function and future physical adaptation, energy efficiency through the reduction in exposed external walls etc.
- The design of development, which is shaped and orientated to allow maximum penetration of sunlight and maximise the number of southern elevations.
- Development, particularly taller buildings i.e those over 3 storey, to be located, orientated and designed so that it does not have a detrimental micro climatic impact upon surrounding buildings and public realm such as excessive wind turbulence and shading or oppressive enclosure.
- Building design and building construction to minimise resource input, energy input and waste generation and demonstrate that all appropriate and feasible sustainable options have been explored and adopted both in terms of site planning, form, detail, materials and construction, on-going resource use and demands and total life cycle resource input.
- Development with robust construction quality and adaptable building forms which can accommodate the greatest variety of uses over the longest time.

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# 'NATURAL' LANDSCAPE



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## Theme: **The Urban Structure** Subject: **'Natural' Landscape**

### INTRODUCTION

For the purposes of the framework 'natural' landscape is defined as all areas of accessible open space dominated by greenery and features of greenery such as street trees in and around Wellington. It does not include private gardens.

Open space and greenery is an integral part of Wellington. It forms a physical and structural part of the overall townscape ( the 'urban landscape' ) , it affects the appearance of the town and provides a valuable resource for recreation, leisure and ecology and biodiversity.

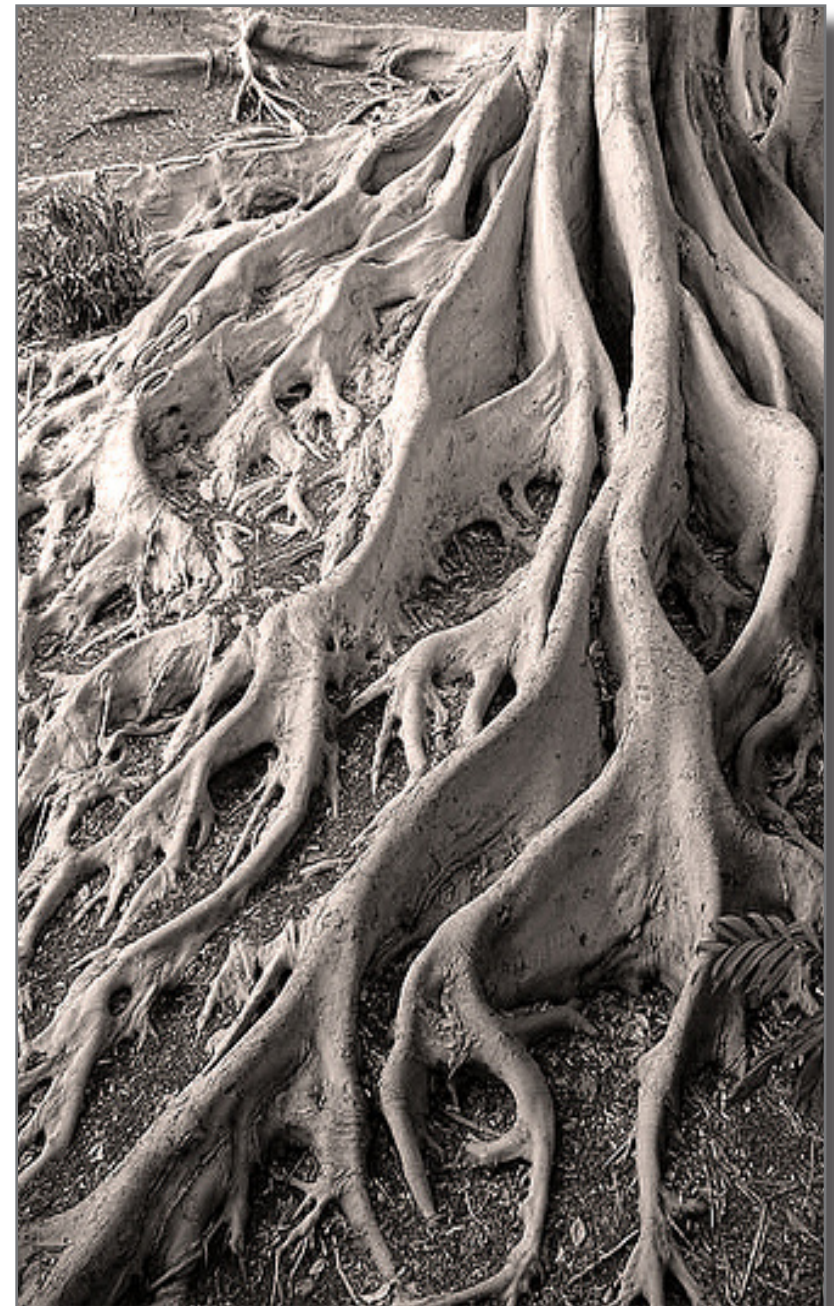
The countryside surrounding Wellington is also important 'natural' open space. Wellington historically had a strong economic relationship with its rural hinterland. Today that relationship is more visual (particular the Wrekin and Ercall hills to the south of the town) and recreational.

PPG 17 Typologies: Wellington plan appendix 05 shows the current distribution of open space and greenery in and around Wellington in accordance with the audit of open space undertaken as part of PPS 17.( Planning Policy Statement 17)

### **Aims and Objectives**

Open space and greenery can function in the following five ways :

1. It provides for recreation and leisure
2. It provides for biodiversity and ecology
3. It is part of the historic and physical structure and is part of and affects the overall physical appearance
4. It affects the micro climate
5. It has cultural and historic value



The aims of open space in Wellington are :

- To appropriately provide for the 5 green functions
- To help link the town with the surrounding countryside and in particular the Wrekin and Ercall hills
- To connect green spaces
- To provide more street trees
- To provide greenery that positively contributes to the urban townscape

### **Principles**

The following principles shall apply in the planning, design of new open space and greenery and the changing or improving of existing open space and greenery.

1. The use and choice of greenery and the design of green open spaces shall be determined by the overall character and design of the surrounding urban landscape ( the townscape). In the case of development within the Conservation Area this shall be determined by the character of that designation.
2. Greenery shall be employed as part of strategic urban drainage including the use of street trees
3. New provision shall be in accordance with the councils emerging LDF Open Space strategy
4. All new open space shall be planned as part of an integrated network of spaces

# LANDMARKS, VIEWS AND PROMINENT LOCATIONS



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Theme: **The Urban Structure**

Subject: **Landmarks, views and Prominent Locations**

## INTRODUCTION

Wellington is made up of buildings, streets and open spaces some of which are more visually significant than others because of their particular location or appearance. Further, there are views to, from and within Wellington which are valuable for a variety of reasons, not least of which because they are regarded as particularly attractive or preserve some important visual relationship, one of the most significant are the views to the Wrekin.

Whilst buildings of historic value in Wellington are important this issue is concerned with visual importance. However the older buildings in Wellington are frequently those which provide landmarks and in their own way require an appropriate visual setting.

Landmarks and views are important because:

- They help to make Wellington distinct
- They help the Wellington community to identify with the place
- They help to distinguish Wellington from other places for visitors
- They help to orientate people

Most of the townscape of Wellington is not one of grand vistas but the gentle and sequential revealing of views to interesting buildings achieved through the intriguing shape of its streets and through glimpsed views across rooftops to the countryside beyond.

### Aims and Objectives

The aim and objectives of this Subject is to highlight the importance of landmarks, views and prominent locations and that important locations and views are respected or enhanced and important views are preserved, repaired or enhanced.



Parish Church of All Saints - Wellington - © Cat London

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### Principles

- Identify and protect views from Wellington Centre to The Wrekin
- Protection of valuable skyline and enhancement of the skyline particularly where this creates a foreground to views to the Wrekin
- Identification and recognition of the most distinctive and visually interesting buildings of Wellington
- Protection and enhancement of the setting of all identified buildings of merit
- The importance of appropriate development at gateway locations in and around Wellington which help to present a good and correct image of the place
- The importance of assessing new development as part of the overall townscape composition and not in isolation.



Visual link to The Wrekin from The Parish Church of All Saints - Wellington



# PUBLIC TRANSPORT & PARKING

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## Theme: **Making Connections** Subject: **Public Transport & Parking**

### INTRODUCTION

Public transport and parking are key issues in the way people access facilities and services and are crucial aspects in achieving sustainable places.

Wellington is currently provided with a high level of car parking which is frequently well used and compared to many locations, is well served with public transport, not least in that it is served by a bus station which is located immediately next to the town centre within the ring road and most of all contains a railway station at the heart of the town with good national services.

Wellington is very well placed to enhance its already favourable position in terms of both its parking and its public transport.

### Aims and Objectives

The aims and objectives of car parking for Wellington is to provide enough spaces in the right location of the right type so that it supports the economic and social needs of the town whilst helping to encourage more sustainable movement patterns.

The aims and objectives of public transport in Wellington is to create a more integrated and enhanced system which supports the social and economic life of the town and meets these needs in a sustainable way.

### Principles

#### Parking

- Restrict parking within the core area
- Provide short term parking within the core area including on street parking
- Provide group parking behind street frontages
- Co ordinated car park provision
- Improve pedestrian links from car parks to facilities



Rail Tracks at Wellington Train Station - © Cat London

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### Public Transport

- Establish easy, attractive and fully accessible links between the bus station and the railway station
- Improve the quality of the arrival experience at both the bus station and the railway station
- Integrate car parking with bus / rail station



# STREETS, TRAFFIC & PEOPLE

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## Theme: **Making Connections** Subject: **Streets, Traffic & People**

### INTRODUCTION

Streets are multi use spaces. They are not for the sole use of the motor vehicle.

Streets are the most important public spaces within the centre of Wellington and they serve a variety of functions. Whilst out of necessity many if not all require some degree of vehicle access and movement the priority is to serve people.

Central Wellington ( and to a lesser extent – the wider area of Wellington) is very fortunate in having streets which, because of their irregular and narrow shapes are interesting to be in and are at a human scale. The existing shape of streets within the town centre already help, though not altogether remove the problem of speeding vehicles though this does create some difficulty for servicing and delivery.

The narrow irregular streets are crucial to the character and 'design language' of the centre of Wellington and its 'branding' as a Market Town and are key in assisting the retail and café offer and the opportunity for 'meandering' which is almost absent from most other parts of Telford.

NB This is supported by national highway guidance 'Manual for Streets' published in 2007 which places people as the top priority in designing streets.

### **Aims and Objectives**

The aims and objectives of this Subject is to help understand the function and role of streets in the centre of Wellington with the emphasis upon making streets for multi use and to assist in making their design appropriate for its uses.

### Principles

- Street design shall be based upon the guidance contained in Manual for Streets



Station Road - © Cat London



- Streets must be inclusive - meeting the needs of people with disabilities or particular mobility needs
- Streets within the centre of Wellington ( within the ring road) shall have pedestrian priority
- Streets within the ring road must continue to allow managed vehicle access ie. 20 MPH speed restrictions, servicing access and other vehicles that have a legitimate need to be in the central area.
- Improvements to the ring road should be based upon the need to provide safe, attractive and easy access for pedestrians between the centre and surrounding areas

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# INTEREST & ENCLOSURE



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## Theme: **Detailing the Place** Subject: **Interest & Enclosure**

### INTRODUCTION

For the purposes of this report **'interest'** is defined as the many and varied features of the townscape which enliven the experience of being in a place. It is concerned with :

- Designing buildings and spaces together so they create 'outside rooms'
- Understanding the townscape as a stimulating and satisfying sequential experience ( what it feels like to move through the town)
- Creating a continuity of building frontages which give definition and shape to the streets and spaces ie. buildings which enclose the space.
- Creating 'active' frontages. (buildings where their activity on display to interact with the street)
- 'animating' building facades and forms with architectural elements which enliven the experience such as bay windows, building projections, decoration and distinct features

**'Enclosure'** is the word used to describe the degree to which the spaces and streets we move in are enclosed by the buildings which surround them. In general, towns which have well defined, shaped and enclosed streets and spaces tend to be more interesting and distinct.

### Aims and Objectives

The overall aim is to create a townscape that not only enables the practical everyday needs to happen comfortably and well but is also a physical environment which is locally distinct, is legible and memorable and a pleasure to be in.

### Principles

- Use buildings together as an overall composition
- Use corners and prominent locations as opportunities for distinctive architecture to create a more dynamic townscape



Crown Street - © Cat London

- Use buildings together to give shape to public spaces and streets
- Provide frequent doors and windows with few blank walls
- Provide narrow frontage buildings, giving vertical rhythm to the street scene
- 'Articulate' ( provide structure and form) the facades with projections such as bays and porches
- Make internal uses visible from the outside ( where and when appropriate) and allow them to 'spill' onto the street
- Use architectural detailing, appropriate to the area to enliven building frontages

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# BUILDING SIZE & SCALE



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## Theme: **Detailing the Place** Subject: **Building Size & Scale**

### INTRODUCTION

The size and overall shape of buildings has an impact upon:

- Sustainability eg. energy consumption, the shading effect upon surrounding buildings
- The overall appearance and quality of the townscape
- The quality of the public realm

Building size and scale is an issue of **height** and **width** (where particular proportions can add or detract from the appearance of a building ie. whether it has a horizontal or a vertical emphasis) and **depth**.

### Height

Like town centres the world over, Wellington town centre is justified in having buildings which are taller than surrounding areas. It is evidence of higher land values and of signifying the location of civic, commercial and visual importance. ie most of us recognise town centres from and even expect our town centres to have taller buildings.

The three key issues for Wellington are:

- Building heights must relate to and enhance an overall and agreed townscape quality. In the centre of Wellington this is substantially driven by the quality of the Conservation Area designation
- A building must relate to the buildings around it. There are occasions where it can be demonstrated that it is right to have a taller building but often it is better to have buildings of reasonably similar height
- There is a direct relationship between the height of buildings and the spaces between them eg. if the buildings around a small space are very tall it will make that space uncomfortably enclosed.

### Width

Buildings vary in width. It has an impact upon the



Parish Church of All Saints - Wellington - © Cat London



overall flexibility of use as well as the vertical rhythm and amount of active frontage ( see Subject : Interest).

The valued medieval quality of Wellington's streets is in part created by the comparatively small width of each building frontage. It creates variety, it makes it more interesting to look at and helps to create more active frontages.

### **Depth**

Building depth has a critical impact upon the need for artificial lighting and ventilation. Whilst the large depth of a building can be concealed behind a narrow frontage ( for the reasons given under 'width') there are important considerations to address to make the building as sustainable as possible.

### **Aims and Objectives**

Key aims and objectives in Wellington are:

- Protect and enhance the existing Conservation Area by the appropriate use of building sizes.
- To maintain and create street interest and active frontages ( see also Subject 'Interest and Enclosure')
- To maintain and create a place which has a choice of routes and ways through and has a more human scale
- To achieve a more sustainable urban form
- To achieve a legible urban form i.e a place which you can understand and make your way around easily

### **Principles**

- Unless an exception can be adequately demonstrated, buildings should not exceed 3 storey within the Conservation Area
- Unless an exception can be adequately demonstrated, buildings should not exceed 3 storey within the area contained by the ring road

# PUBLIC REALM

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## Theme: **Detailing the Place** Subject: **Public Realm**

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### INTRODUCTION

For the purposes of this document **Public Realm** is the term used to describe all of the hard surfaced spaces between buildings which is predominantly for pedestrians. e.g. the market square and all of the narrow streets and spaces in the centre of Wellington.

The public realm within Wellington is composed of several streets and spaces, the most prominent of which are identified in Fig 1.2 Significant Streets and Spaces (in Part One of the document). Vehicles need to and should have access to some of these spaces, the extent to which must be determined by the function and intended use of the street and space. The important feature of public realm is that it performs well – in the way it looks and feels and in the way it functions and is used.

Some of Wellingtons' spaces are, or should be locations of activity and business such as shopping. Some spaces should be formal and dignified whilst others should be quieter and more restful – and in all cases they should relate to the buildings and uses that surround them.

### Aims

The aims of public realm in Wellington are :

1. To provide safe legible routes and spaces that reflect different uses and hierarchy
2. To enhance the overall quality of the townscape and strengthen local identity
3. To positively contribute to the movement framework

### Principles

The following principles will apply in the planning, design of new public realm and the changing or improving of existing.



Parish Church of All Saints War Memorial Gate - © Cat London



1. It must be designed with a clear understanding of its function
2. It must be designed for pedestrian priority within the centre of Wellington
3. It must be designed for versatility and inclusive use eg. Reasonably accessible ( within the terms of the DDA) for people with physical or sensor disabilities.
4. It must be designed and constructed to sustainable standards ( see Framework Theme : Sustainability)
5. It must allow for managed access by vehicles including emergency vehicles
6. It must be robustly designed throughout to take vehicle weighting
- 7. Improvements must be as simple as possible**
- 8. Improvements must use locally distinct materials**
9. Its design detailing and use of materials must follow and enhance the adopted design language of the broader townscape ie. within the Conservation Area and areas which have adopted a similar design language, the public realm must be determined by the overall historic design ( see separate box)
10. The choice of street furniture must be directed by the design language of the broader townscape character
11. It must include cycle parking provision

#### Public Realm in the Conservation Area:

- Before any work is commenced a complete pallet of design detailing and materials must be agreed
- Surfaces in streets must subtly distinguish between pavements and carriageway areas through minor change in levels and materials
- Surfaces in Market Square and in other minor spaces which are not streets must not distinguish between areas for pedestrians and vehicles. They must be pedestrian spaces into which vehicles have access. Very subtle design elements can be used to help distinguish the use of the space – subject to the need to minimise clutter and never the inappropriate and gratuitous use of surface pattern just for decoration and embellishment.
- Market Square and other minor spaces must be not be cluttered with objects and street furniture ( keep to a minimum)
- Materials shall be chosen from a very limited range and must relate ( in colour and tone ) to the surrounding architecture
- Materials and choice of detailing shall be chosen which reflects their function
- Design must not be flamboyant or ostentatious ie. materials must reflect discrete, robust and straight forward detailing which is in keeping with the design language of the 'market town' and does not compete for attention with the surrounding architecture.

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## Theme: **Detailing the Place** Subject: **Design Language**

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### INTRODUCTION

Design language is a term which can be used to describe the type, style and particularly the visual appearance of architecture, buildings and spaces and places.

When people refer to the 'classical language' of 'Classically' designed buildings they are referring to the collection of details which distinguish this particular type of architecture – the overall proportions, the use of particular windows, the use of particular details and embellishments etc. People may refer to the 'medieval character' of Chester and when they do they are in fact recognising that there is a predominant quality and that that quality has its own distinctive 'design language'.

Successful places we like and the places we identify with frequently have a discernable character supported by a gently unifying 'design language' which helps bring a cohesiveness to the place. In some places this design language is very strong and obvious such as can be found in many Cotswold villages. In others the design language is more varied – but in all cases it does appear to help and distinguish a place. It also provides an extremely useful role in helping to make decisions regarding the appearance and type of new development.

Wellington is composed of many different forms of development from different historic periods. However within this variety one can identify particular features which can help distinguish different parts of the town and can be especially helpful in guiding development within the town centre of Wellington and in economically helping to define and 'brand' the 'product' which is Wellington.

### **Aims and Objectives**

The **Character Area Study** of Wellington centre identified 7 different areas of the town centre, each



Parish Church of All Saints - Wellington - © Cat London

displaying slightly different characteristics. The aim is to respond to those distinctions in the use of 'design language' which enhances the positive aspects of those areas.

The town is described as a '**Market Town**'. This term has many good associations which must be protected and enhanced. The aim is to use appropriate design language in the character and quality of new development which supports, protects and enhances this identity – an identity which is based upon the qualities which define the Wellington Conservation Area.

### Principles

- No building to exceed 3 storey within the town centre with exceptions only where it can be demonstrated that this is appropriate and it can be fully justified
- Material and detailing palette shall be determined by the qualities identified in the Conservation Area Appraisal with exceptions only where it can be demonstrated that it continues to be appropriate and can be fully justified
- In general architectural quality should be restrained with embellishments kept to a minimum with exceptions only where it can be demonstrated that this is appropriate and it can be fully justified
- Improvements of the streets and public realm should be as simple as possible – in all cases responding to and harmonising with the design quality of the surrounding buildings
- Public Art should be discrete
- Present narrow frontage buildings with vertical emphasis to the street with exceptions only where it can be demonstrated that this is appropriate and it can be fully justified

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# DEVELOPMENT STATEMENTS...

...the framework in place

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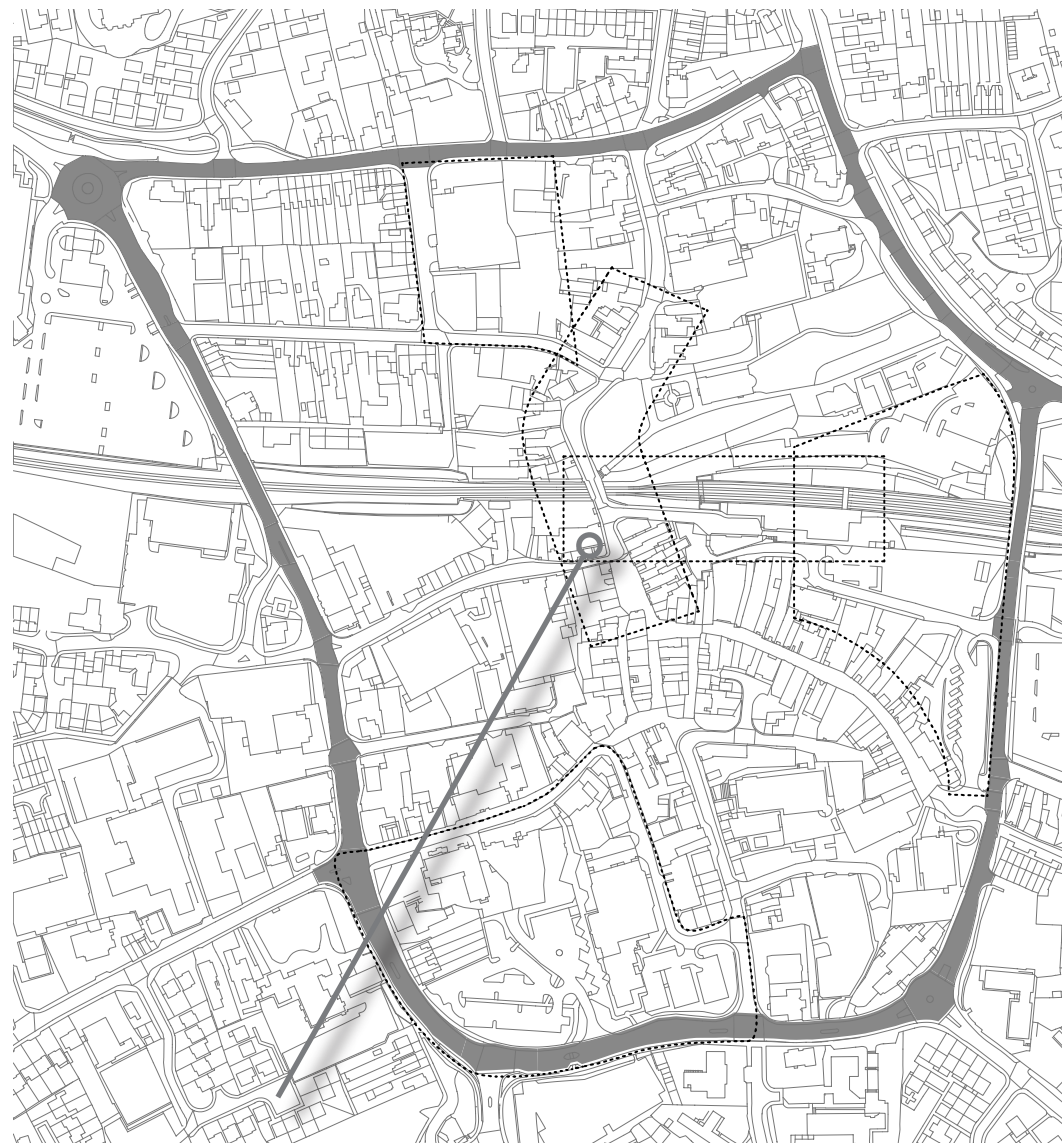
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# DEVELOPMENT STATEMENTS



The purpose of this section is to identify development opportunities in central Wellington and to provide short statements about each site including broad 'rules' regarding how they could be developed.

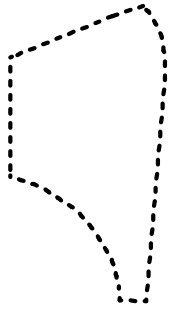
In each case the concepts, structures and principles described in the previous section (Themes and Subjects) apply.



Location of Development Statments



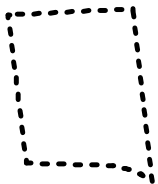
Development Statement: **Station Approach**



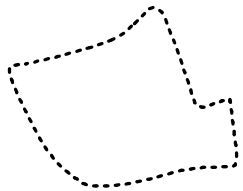
Development Statement: **Public Transport Hub**



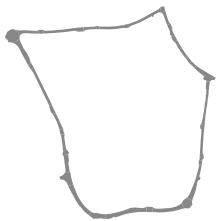
Development Statement: **Church Street / Market Square Link**



Development Statement: **Tentercroft**



Development Statement: **Civic Quarter**



Development Statement: **The Ring Road**



Development Statement: **The Wrekin Link**

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- Improvements to the surfaces – to make it easier to use for both pedestrians and vehicles
- To control and manage vehicle access
- To generally 'lighten' the visual appearance of the space
- To encourage appropriate activities such as pavement cafe
- To change / improve building frontages so that they positively contribute to rather than detract from the attractive image of Wellington ( which should be directed by the principles of the Conservation Area.)
- To provide good signage

### Development Statement: **Station Approach**

Wellington is immensely fortunate in having a railway station located in the heart of its town centre with regular nationally linked train services.

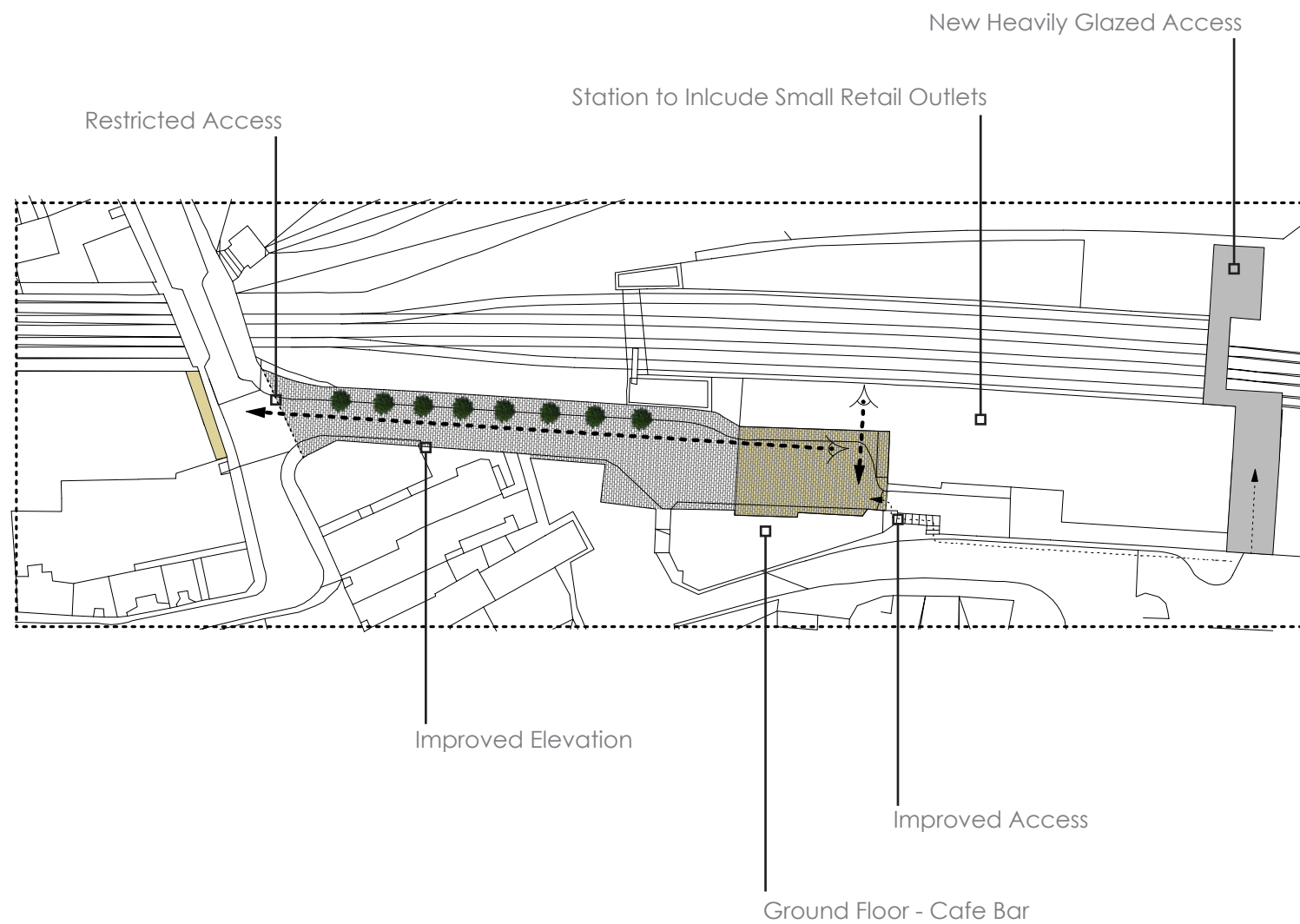
The railway station is a significant point of arrival in Wellington. The way it is experienced, the way it functions and the way it looks are all important in first impressions and in making a place which makes its residents proud and makes visitors want to come again.

The existing Station Approach is tightly contained within buildings and walls. This has the effect of making the space comparatively dark and constrains the movement of vehicles.

#### Aims

The key aim of this statement is to create a more vibrant, safe and attractive entry to Wellington.





-  Surface Redesign
-  Station Space (Inc Hotel spill out space)
-  New Frontage / Development
-  Improved Views
-  Street Trees

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- To locate the bus station closer to the railway station
- To provide easy, fully accessible and attractive close links between the bus station and the railway station
- To provide improved public transport information
- To provide improved pedestrian links between the bus station and the town
- To provide increased parking to the north of the railway with well connected accessible routes to the town centre

## Development Statement Two: **Public Transport Hub**

Wellington is well served by public transport compared to other parts of Telford, in having a fully functioning bus station and a railway station both of which are located within the town centre.

However, to maximise the effectiveness of this provision and encourage increased use it is important that these services are integrated so that they become mutually supportive, it encourages greater use and promotes and supports sustainable lifestyles.

It is also important that the facilities are well connected to the town so that they link well with where people are coming from and going to including good relationships with car parking.

### Aims

The aim of the this statement is join up public transport provision so that it is mutually supportive and is well connected with the town and its people.

Key objectives and components of this concept statement are:

- To provide a well designed gateway to the town





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### Development Statement: **Church Street / Market Square Connection**

Market Square is generally regarded as the town square of Wellington. If you were to give directions to someone who wanted to go to the centre of Wellington then Market Square would, in most cases be the destination.

Whilst Market Square can be rightly regarded as perhaps the current key space in Wellington its extent (and the perceived extent of its area) has changed over time and in fact if one returns to the very beginning of the town one discovers that the area known as The Green located to the north of the current Market Square could in fact be described as Wellingtons first 'market square'.

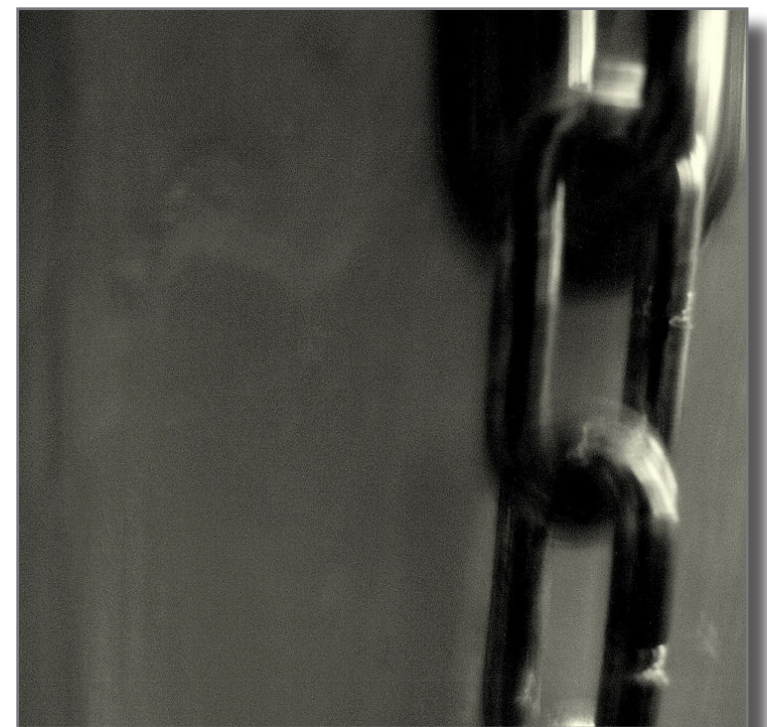
One of the most significant changes to happen to Wellington was the arrival of the railway and the railway station. In doing so it created and perhaps reinforced a historic and difference between the south and north parts of the centre by slicing through the middle of the town – requiring a new road bridge.

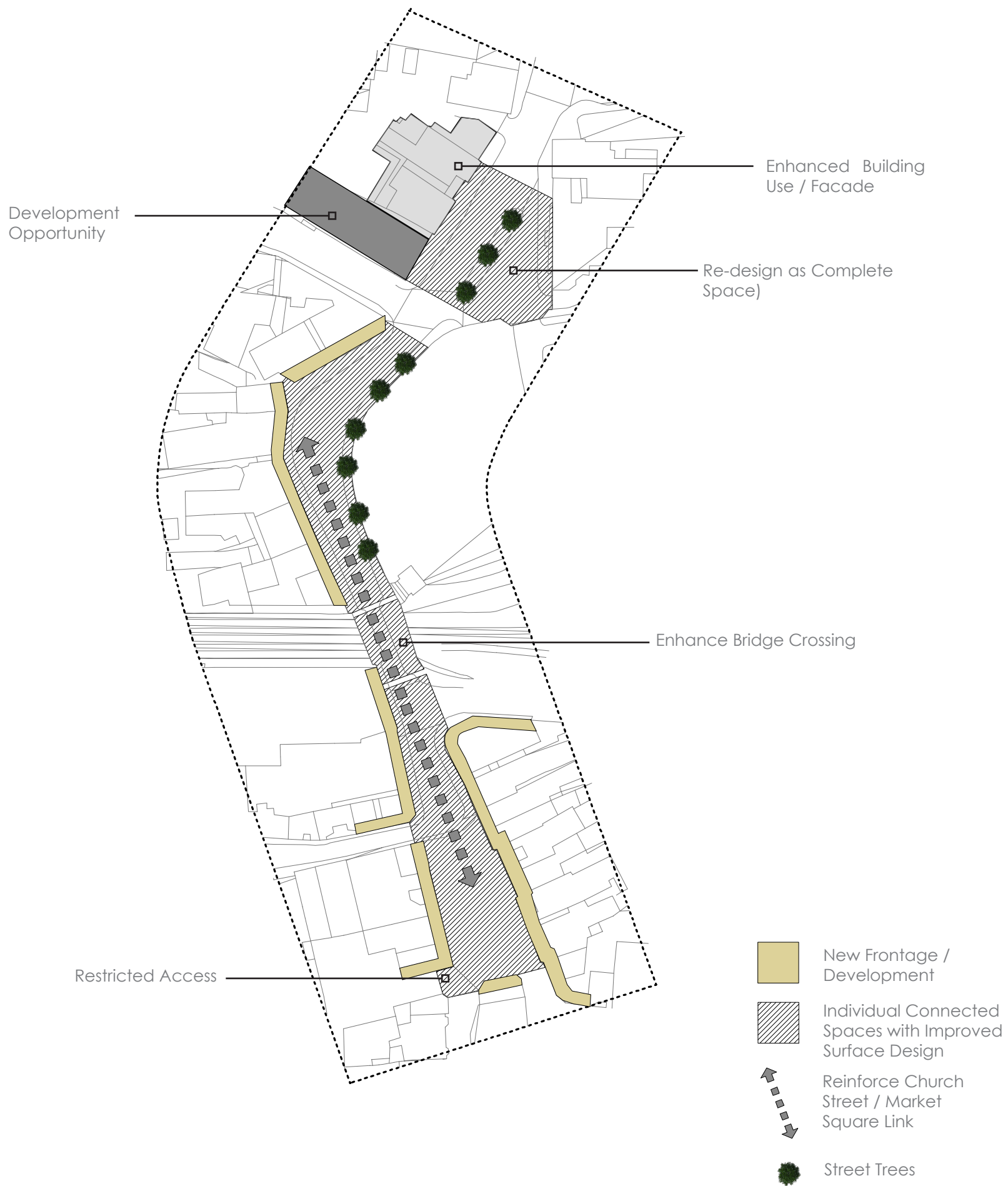
In later years the perceived extent of Market Square was reduced by arrangements of the highways which has left the square appearing as just the pedestrianised part of the larger area.

Meanwhile, Church Street contains the remnants of arguably one the most attractively formed street in Telford and the remnants of the historically significant space called The Green as well as being an integral part of the composition which includes the Grade II\* listed Parish church.

Key objectives and components of this Development Statement are:

- To relate the streets and spaces to one another
- To design the combined streets and spaces within a comprehensive whole
- To visually connect Market Square with Church Street
- To reduce the detrimental effects of traffic and parking
- To meet the appropriate needs of traffic, servicing and parking
- To enhance the historic environment through sympathetic public Realm design and building frontage improvement
- To 'celebrate' the bridge crossing – acknowledging its existence and making more of it – as something of interesting which links instead of separating.





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- To produce development which supports and enhances the historic and 'market town' character of the town
- The use of perimeter block development ( development to the front of the site which encloses the street)

### Development Statement: **Tentercroft**

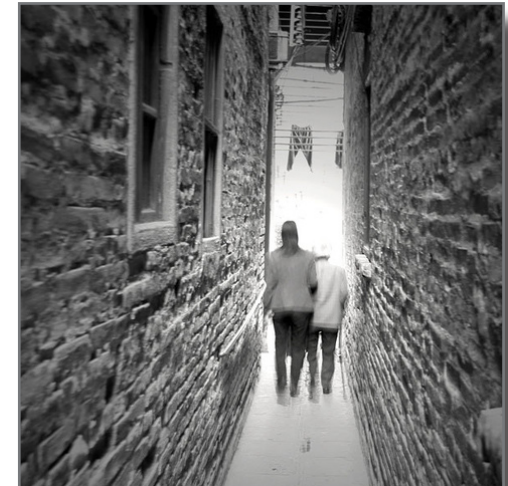
This area of Wellington centre has a distinct character which has been identified in the Character Area study. It is a mixed use area including several residential properties and for many times of the day it has a quieter 'feel' than other parts of the centre.

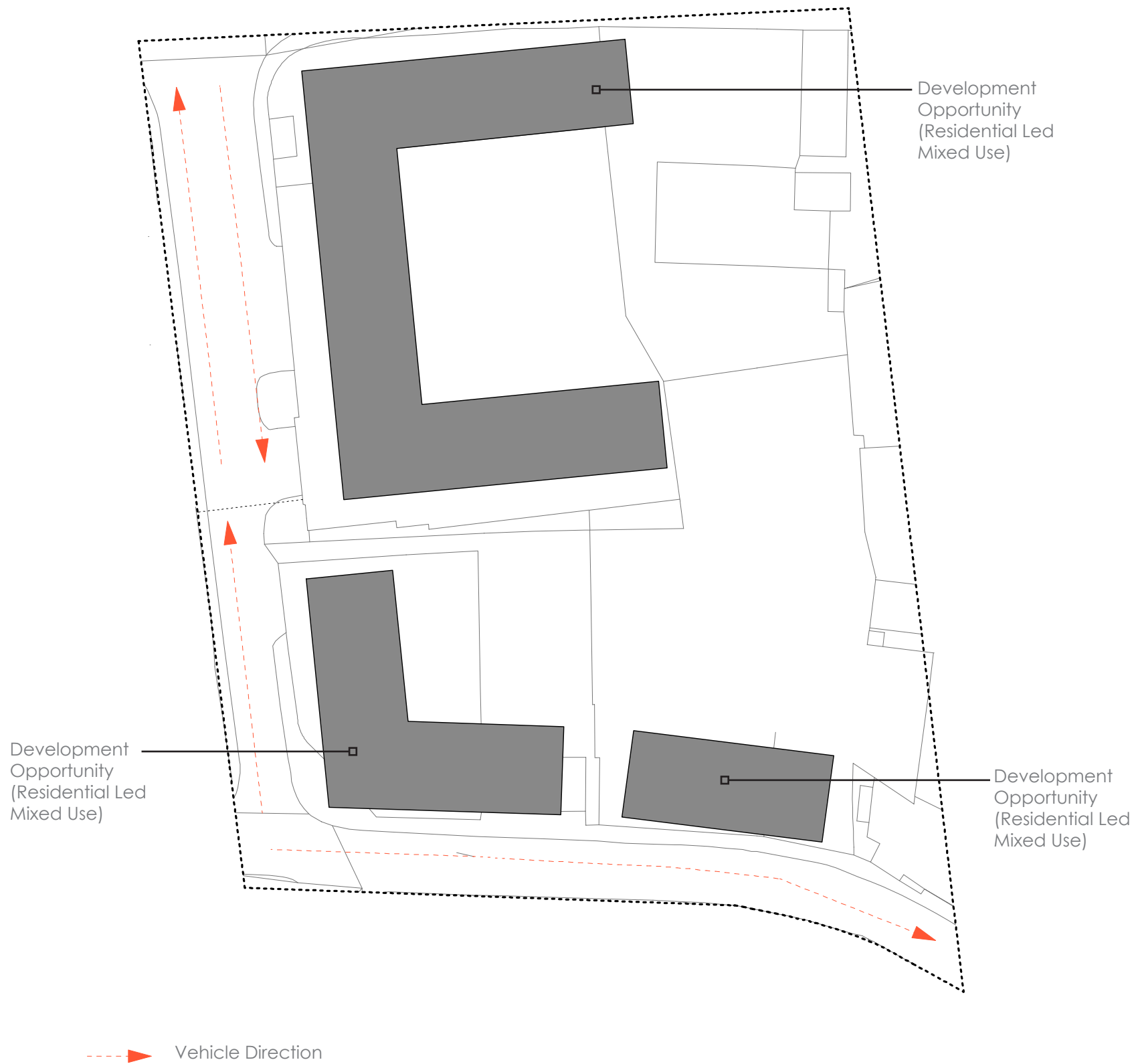
Mixed use is a very healthy aspect of successful towns and should be encouraged. However one of the current uses is the bus garage – a use which is suggested may not now be the most suitable of mixed use uses and is a use which could potentially and more appropriately and successfully function in an alternative location.

In this event the relocation of the bus station provides a valuable ( and a commercially valuable) opportunity for redevelopment as a residential led mixed use scheme – continuing the mixed use character of the area and helping to support a more sustainable town.

Key objectives and components of this Development Statement are:

- To fully realise the site potential through a residential mixed use scheme





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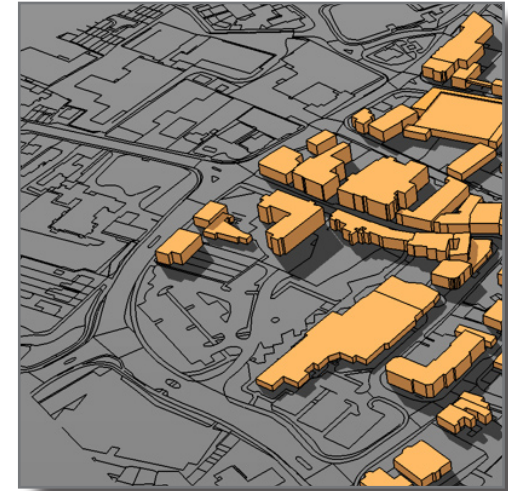


Fig 00. Civic Quarter currently lacking the sense of enclosure associated with historic market towns.

### Development Statement: **Civic Quarter**

The Civic quarter is defined by the way this part of Wellington should look, its uses and the way it is used. It is the focus of civic activities in Wellington.

Whilst the area should develop its own defining character it is still important that the area is seen as a connected part of the activity of the town. It is also an attractor of activity ( a 'footfall generator') which means that it is important that links to the rest of the town are good, safe, accessible and attractive – and further, that the footfall activity along these links is harnessed and exploited.

Key components in this Statement are:

- The importance of creating a new civic building which has presence ie. It looks like a civic building appropriate to a market town
- The importance of a comprehensive scheme which creates a complete civic quarter and not a series of independent structures
- The importance of maximising the value of the area through comprehensive planning and development and providing mixed use focussed upon civic and public functions
- Making an active presence and connection with and to Walker Street
- Opening up views into the area by removing Larkin Way
- Rationalising the car parking
- Integrating and enhancing the existing library



New Library / Learning Resource Centre Embracing Green Public / Performance Space. The Historical Facade of the Old Workhouse to be Protected and Enhanced.

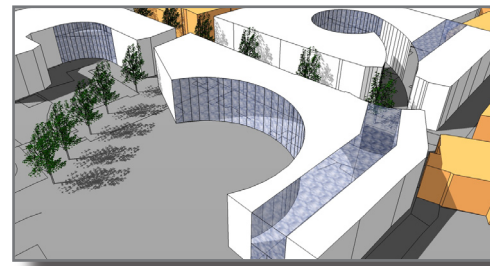
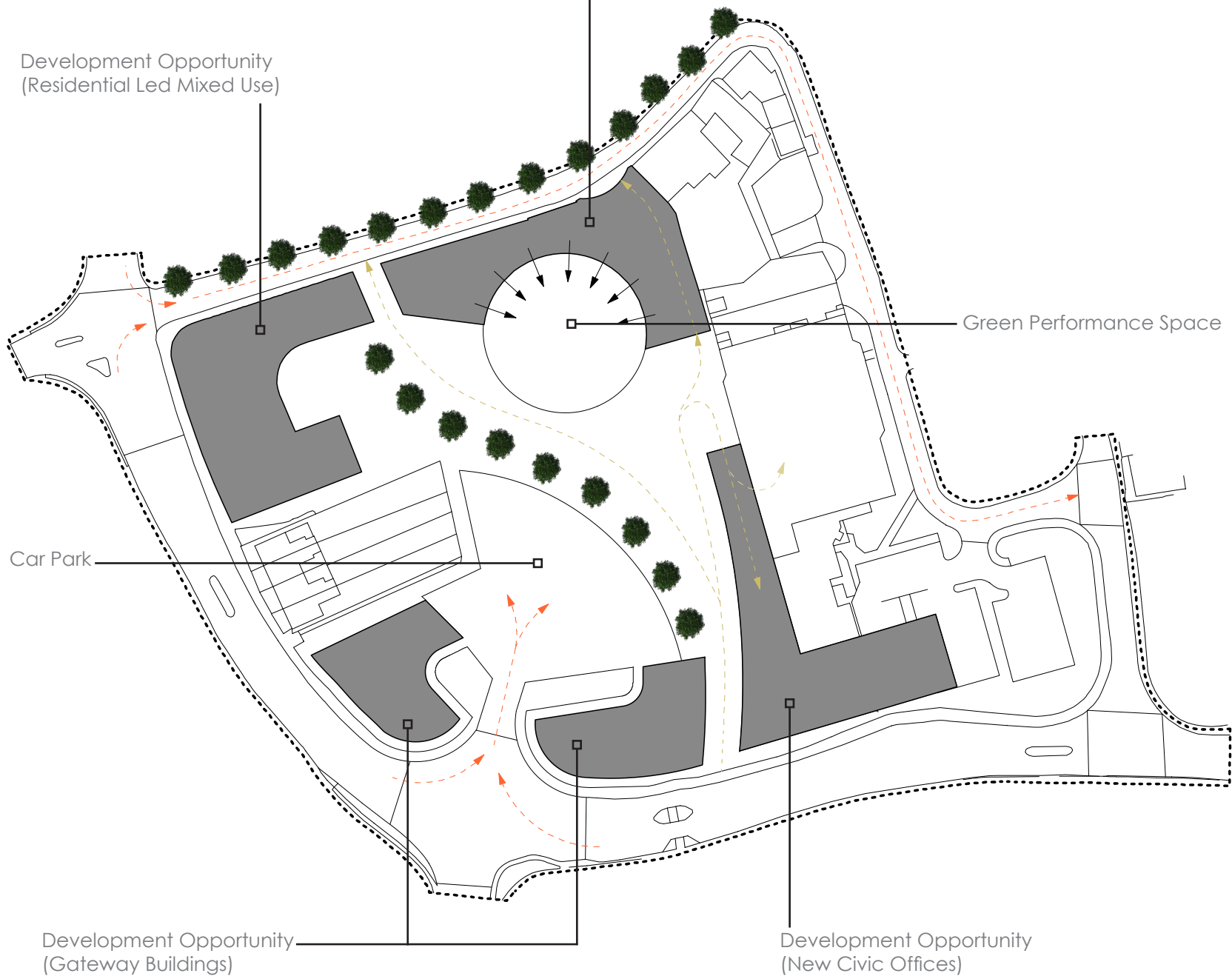


Fig 00. Conceptual model of new library showing the strengthened physical and visual links created with Walker Street.



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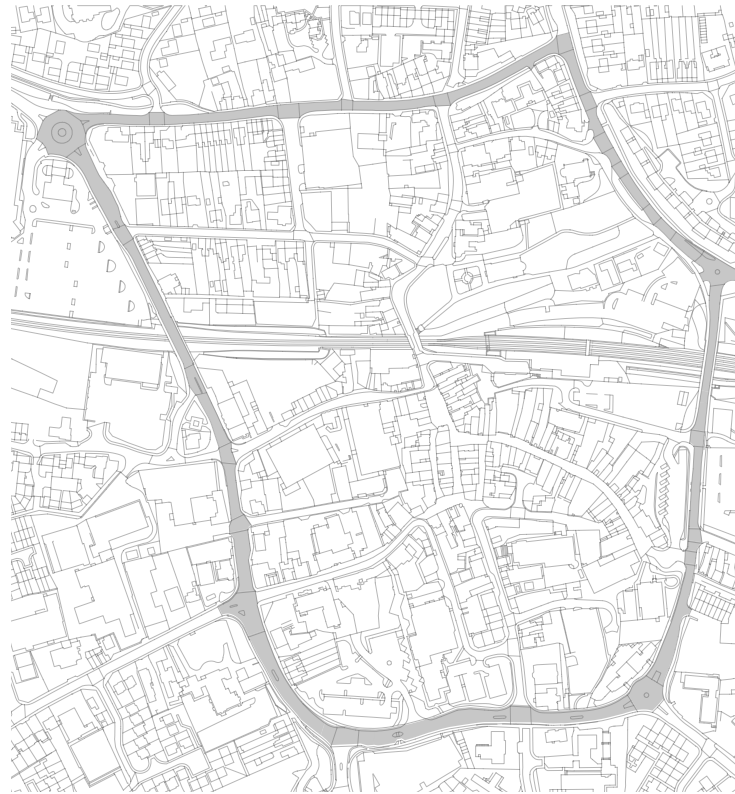
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- That the ring road assists in helping to defining and improving the character and quality of Wellington centre
- That it ceases to be a barrier to pedestrian movement

Key components in this concept are:

- Reduction in traffic speeds through traffic calming
- The 'celebration' of all key 'gateways' ( these are principally the locations where radial roads join the ring road)
- The creation of significant pedestrian crossing points at key locations and 'gateways' which give priority to the pedestrian movement
- Environmental improvements including avenue street trees

**N.B. See also the Moated Town Concept**

### Development Statement: **Ring Road**

The Ring Road has already been identified as a significant physical feature of Wellington. It is composed of four streets and roads, three of which can be broadly said to have been planned to encircle and bypass the centre of Wellington whilst the fourth ( Vineyard Road ) is more related to the historic development of Wellington and has been 'adopted' to form a complete circle.

As a highway the ring road serves to distribute traffic around the centre of Wellington and although not tested, it also serves traffic which has no destination purpose in Wellington but merely uses the highway to travel across the town. The ring road also serves to bring buses to the bus station and distributes cars to several car parks located around the town centre.

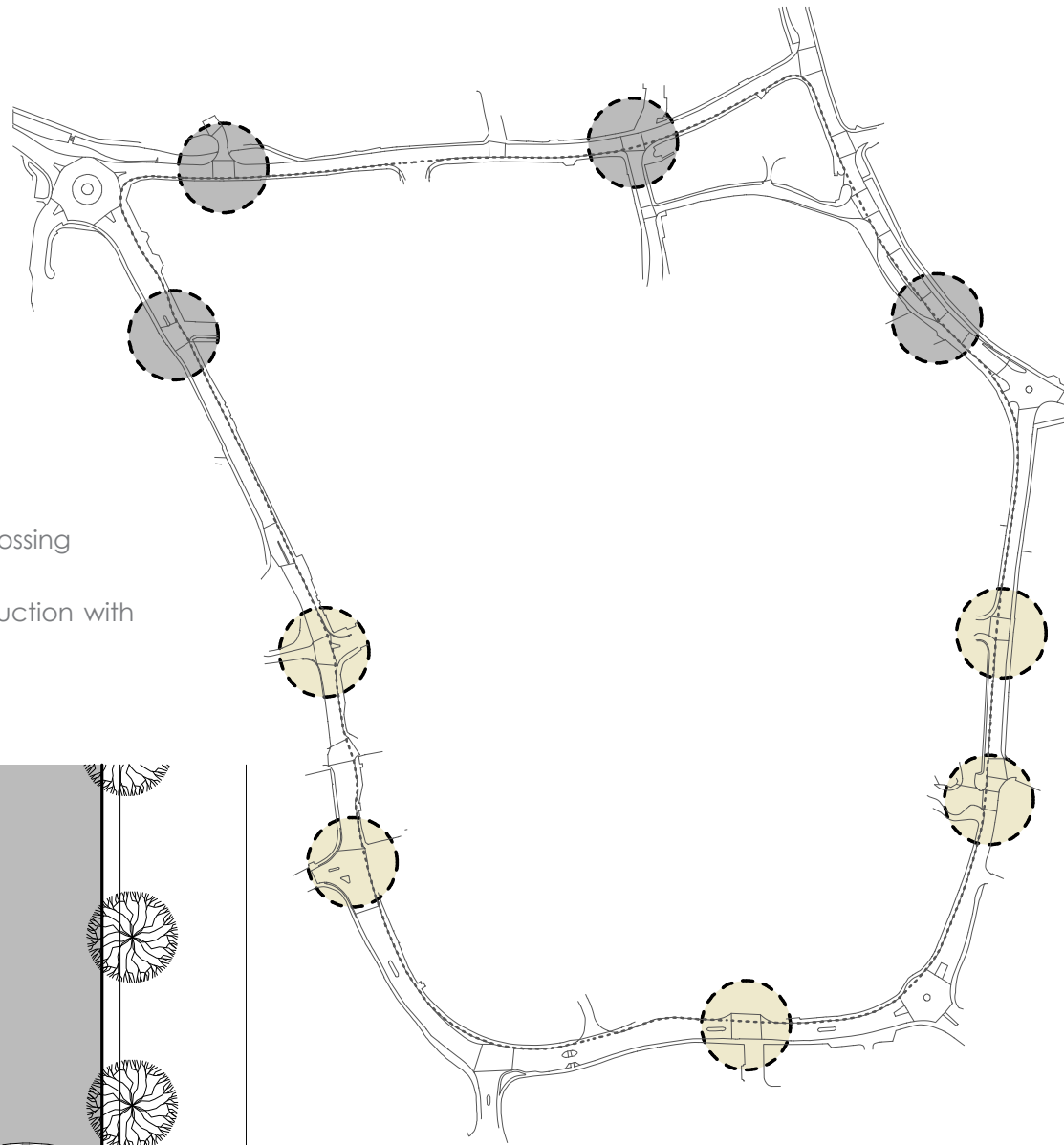
The ring road affects Wellington in two other significant ways:



- It defines the centre of Wellington and produces an edge to the town centre
- It creates a physical barrier to safe and convenient pedestrian movement and isolates the centre from the surrounding parts of the town

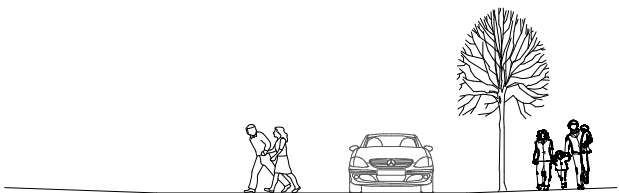
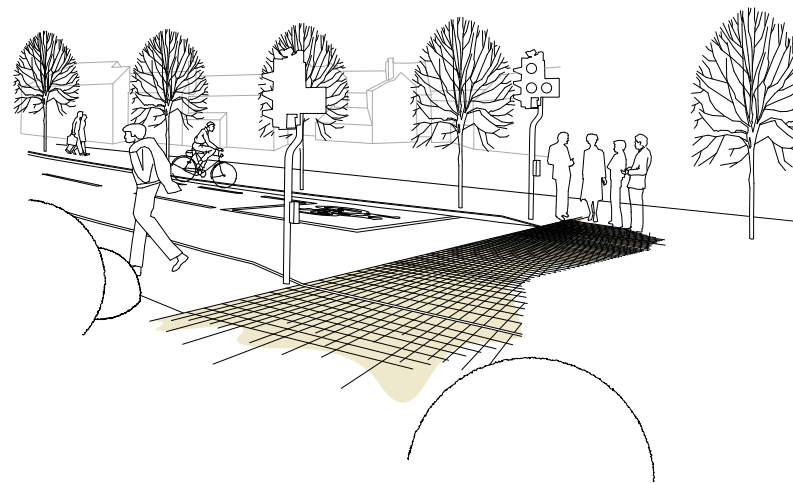
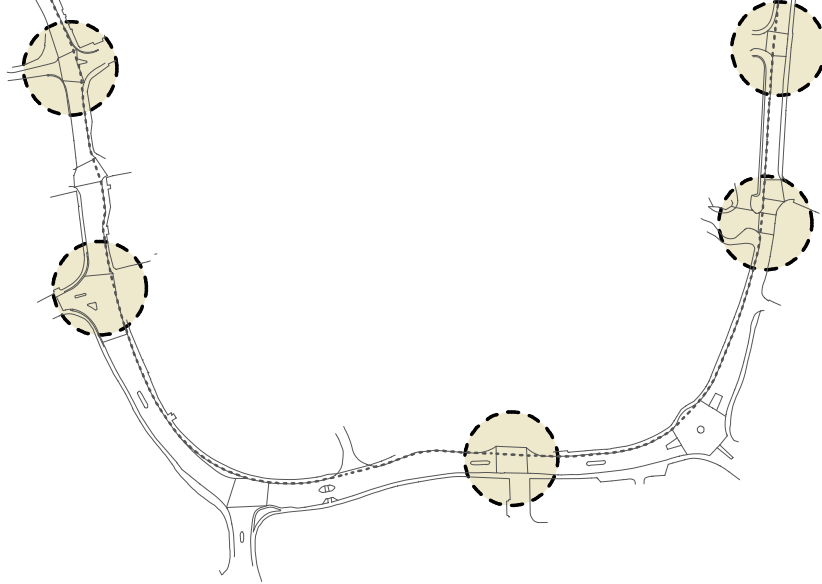
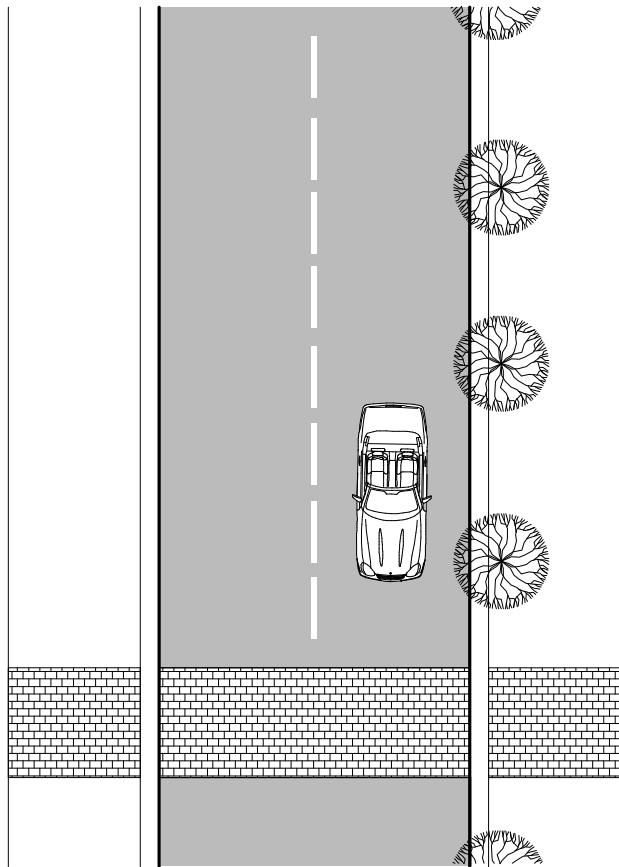
Key objectives of this Statement are:

- That the ring road only serves those vehicles which need to be there ie. Their destination and purpose is to be in Wellington





-  Major Pedestrian Crossing
-  Controlled vehicle Junction with Pedestrian Lighting



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## Development Statement: **The Wrekin Link**

### **Components:**

Wellington lies at the foot of the Wrekin Hill and the adjacent Ercall Hill and they are an extremely dominant local and regional natural landmark.

The Wrekin Hill is part of what Wellington is as a place, its image, its distinctiveness and in the way it contributes to the life of its people.

It is important that Wellington fully embraces and exploits the value of these hills.

Although the outlying slopes of the hills descend into the town at its closest the hills proper ( where the natural landscape fully begins) are located approximately 1 mile south west of Wellington centre.

Wellington has always had a relationship with these hills and the town continues to be affected by them in many different ways.

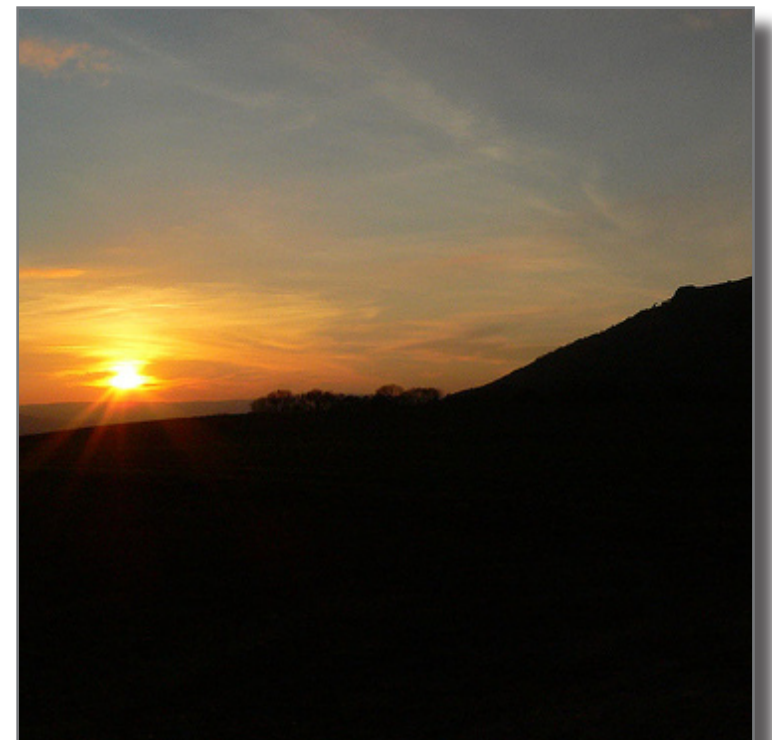
- Visually
- Leisure and recreation
- Culturally

This Statement seeks to sustain, reinforce and help enhance those relationships through:

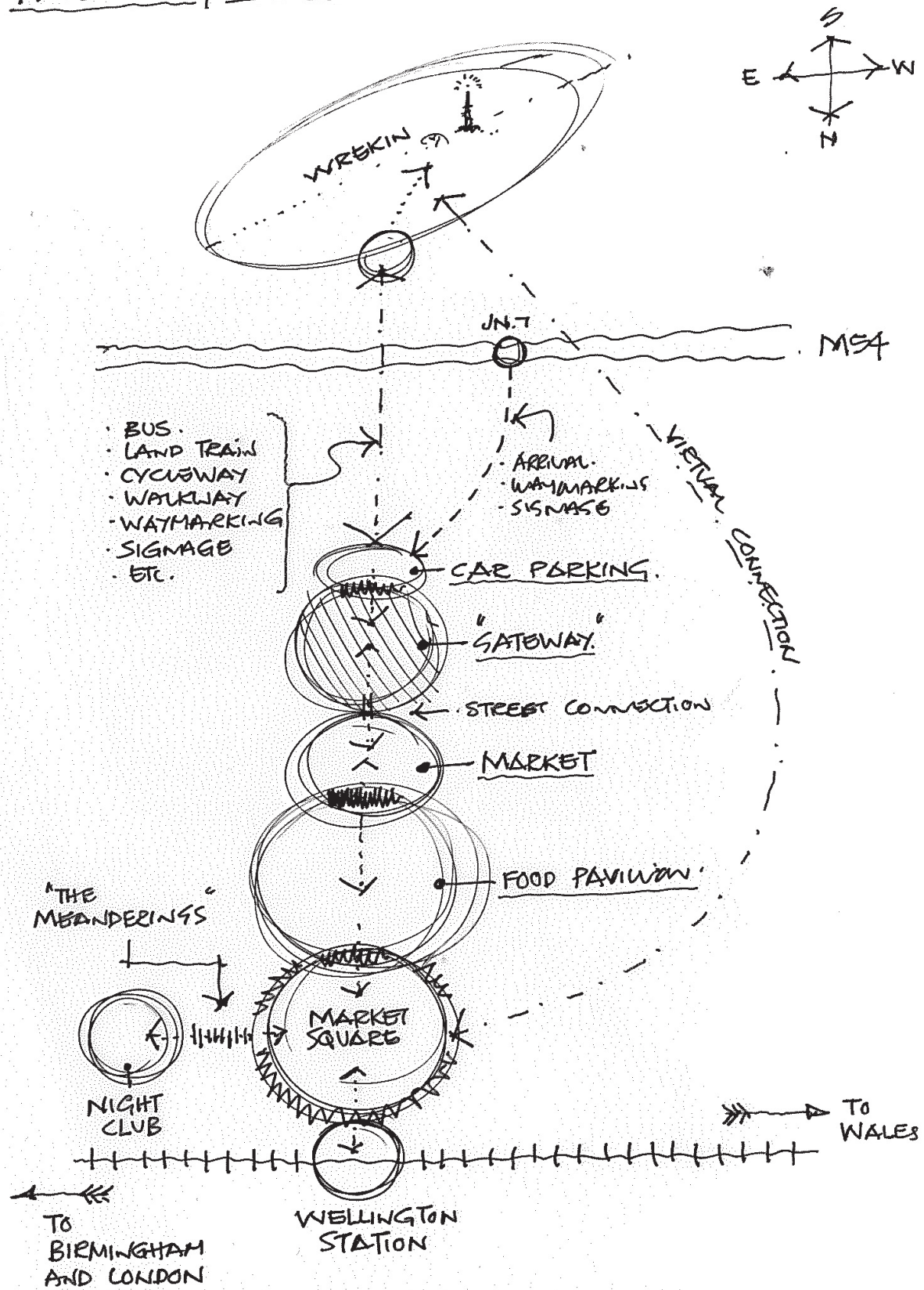
- Improving associations between the town and the hills
- Protecting and valuing views from the town to the Wrekin
- Improving physical access between the town and the hills

Components:

- Improved road and pedestrian signage
- Improved information at the railway and bus stations
- Improved pedestrian links by removing or overcoming barriers ie. improved access over the Holyhead Road
- Providing a green space in Wellington Town centre that has obvious 'connections' to the Wrekin eg. By name and art work
- Protection of key views
- Providing real time web cam links to the top of the Wrekin



WELLINGTON & WREKIN.



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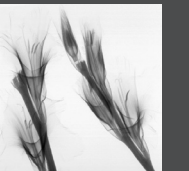
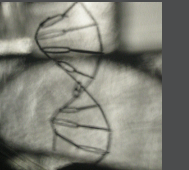
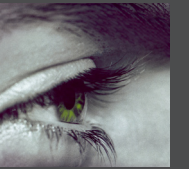
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- ACTION LIST

# 3.0 ACTION LIST

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## INTRODUCTION

This document began by explaining that it had been difficult to define what it should include and what it should be called.

The Framework has concentrated on the physical aspects of Wellington – what Wellington is as a physical place – but in the process it has endeavoured to relate this to how Wellington functions, socially and economically.

The original brief for the production of a framework for Wellington did not include an action plan. However, during the course of production it became self evident that as a way of making the document as practical as possible it should be followed through with a list of tasks which could help take the framework forward and achieve some of its ideas.

Many of the ideas and suggestions contained in Part Three are not physical measures because many of the possible solutions to making Wellington a better place are not just about making it a better physical place.

It is not an action plan – it is a to-do list. It is a suggested common sense list of things to do which could contribute to making Wellington a better place.

The list follows the same pattern used in Part One to describe the activities which have already been undertaken to help the regeneration of Wellington:

- Appraisals
- Strategies
- Initiatives
- Events
- Projects

The list of tasks is not exhaustive nor does it claim to be the complete answer to the issues facing Wellington. It is hoped that this work will encourage greater creative thinking and that the following ideas and suggestions are further refined and expanded.

## ACTION LIST

	Description	Explanation
<b>Appraisals</b>	Retail assessment	<p>The success and robustness of Wellington as a retail centre will be dependent upon the size of the retail offer and the quality of that offer in the face of local competition and changing shopping habits.</p> <p>The purpose of this study will be to define the Wellington retail offer and to describe ways it can improve and sustain that offer. It should include:</p> <ul style="list-style-type: none"> <li>• Retail Activity</li> <li>• Service and Professional Businesses</li> <li>• Restaurants and cafes</li> <li>• Financial Institutions</li> </ul>
	TIA	Traffic Impact Assessment: The pattern of traffic movement , parking and servicing in Wellington needs to be understood and the implication of new ideas must be understood
<b>Strategies</b>	Creation of a new Town Charter	Commitment by all main stakeholders to a list of ten key aims
	Individual Development Briefs	Take forward Concept Statements

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Adoption of the Framework as SPD

Take additional steps to adopt the framework within the new Local Development Framework (Local Plan) to provide it with statutory weight and power.

Sustainable Town

Assemble and promote all sustainable aspects as an environmental asset and branding and marketing feature

'First Impressions'

The purpose of this strategy is to target the issues and features which affect the perception and image of Wellington eg. The quality of arrival in Wellington, its gateways, its relationship to the M54 etc.

Development Statements

St John's  
Ten Tree Croft  
Walker Street  
Market Street  
Espley Close

Harnessing Education

Landmark and views study and policy

Further study leading to planning policy document which will highlight important aspects of townscape

Enlargement of the existing Conservation Area

Increase to the size of the existing Conservation Area boundary to include areas and buildings which are an important part of Wellington's history and development

**Initiatives**

Development of Citta Slow

Important to branding the town as a very sustainable place assists in the creation of a stronger restaurant and café offer

	Adoption of the Framework as SPD	Take additional steps to adopt the framework within the new Local Development Framework (Local Plan) to provide it with statutory weight and power.
	Development of Dr Withering associations	Establish clear Identify between the town and the fame of Dr Withering. ideas for harnessing the association
<b>Events</b>	Wellington Living History	Eg. George Evans History Video
	Congratulate the town on its achievements	Celebrate Wellington's Improvements
	General promotion of events	
<b>Projects</b>	Slow Food Outlet	Improved eating facilities especially liked to Citta Slow
	Parish Church refurbishment and other building improvement works	There remains scope for further improvement in the quality and appearance of building frontages. The current THI is assisting in addressing this issue but further work is necessary – in particular – identifying key buildings eg. WH Smiths
	Creation of a Transport hub	Relocation of the bus station closer to the railway station and the provision of new accessible links to the railway station
	Public Realm Improvements	Continuing improvements to the quality of Wellington's streets and spaces ( which is locally and nationally recognised as very central to regeneration)

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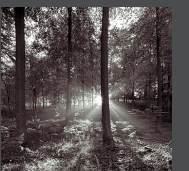
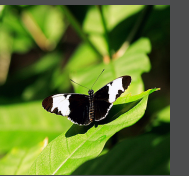
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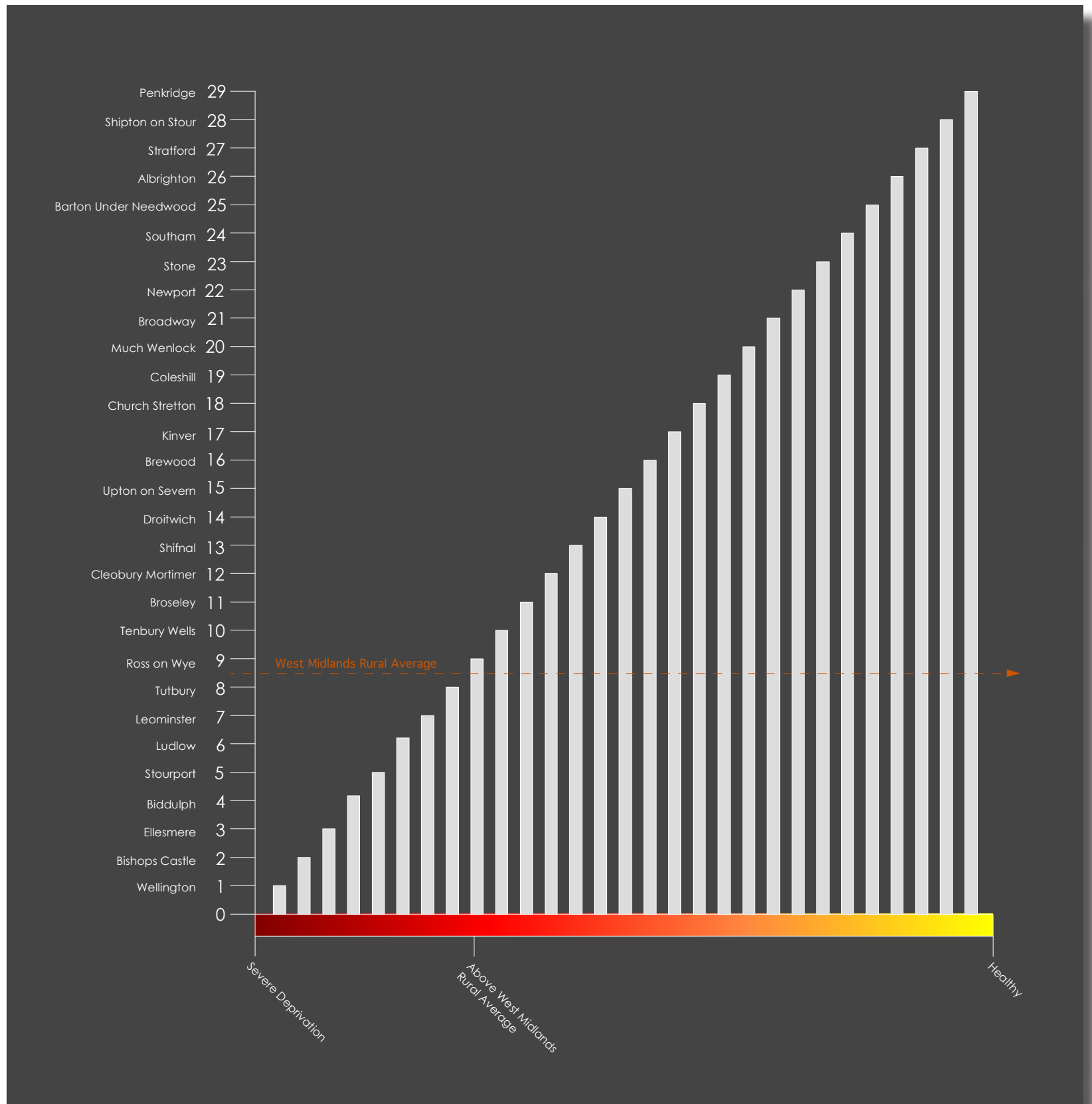
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APPENDIX 1

**Deprivation Ranking Graph**

Data used to construct graph obtained from Market Towns Programme Consideration of Towns for Future Support by KPMG.

Town	Needs	Opportunities	Priority
Wellington, Telford & Wrekin	<p>Wellington is the most deprived of the 30 towns in terms of overall deprivation. It ranks most deprived in terms of income deprivation, education, skills &amp; training deprivation and child poverty deprivation. However, it is the least deprived of the 30 towns in terms of access to services, reflecting its proximity to Telford and Shrewsbury and the M54 motorway.</p> <p>Employment in manufacturing is nearly three times the national average, and is particularly high in foods and beverages. The local economy may be vulnerable to future decline if these sectors are affected.</p> <p>Questions have been raised about whether it is truly distinct from Telford. Suffers from proximity to Telford where service provision is much greater.</p> <p>Town centre is generally run down. Multiple stores have moved out leaving empty premises and charity shops. Not much investment taking place or confidence in the local economy.</p> <p>Anti-social behaviour, burglary and vandalism are affecting many local retailers.</p> <p>Racial tension has been identified as a problem in the town, and it has large Afro-Caribbean and Asian populations.</p>	<p>The town is one of four East Shropshire market towns. The town has a coordinator in place. Regeneration partnership established in response to threat of Telford town centre and changes in retail and leisure consumption which have led to a decline in the town centre. Partnership focus on the retail offering and the physical environment.</p> <p>Partnerships include:</p> <p>local authority, town council, civic society, traders, police, market company, chamber of commerce</p> <p>General strategy focuses on the retail centre, with the view that there will be knock-on benefits for the rest of the town. There is limited ability to take the strategy forward without external funding.</p> <p>Market Square offers an opportunity for regeneration. Local authority seeking heritage lottery funding to give grants to property owners to improve their property. Square itself also needs some investment.</p> <p>Tan Bank - derelict cinema site. Local authority trying to undertake a planning study to kick start the regeneration process. Potential for mixed use redevelopment - residential, restaurant, nightclub etc.</p>	<p>Wellington has evidence of needs for regeneration, and there is evidence of opportunities to address these needs.</p>

## APPENDIX 2

### Priority Table

Source: Market Towns Programme Consideration of Towns for Future Support by KPMG.

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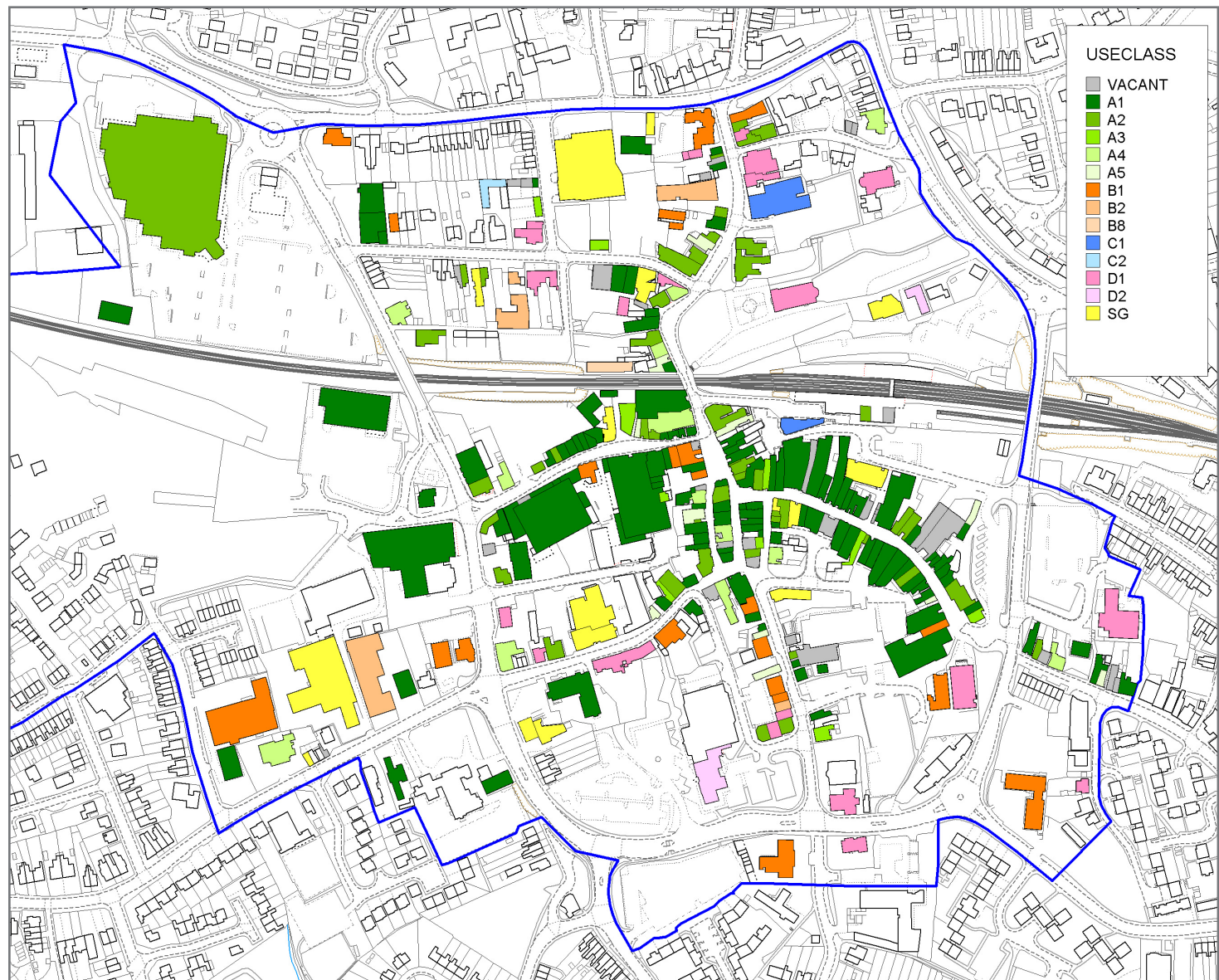
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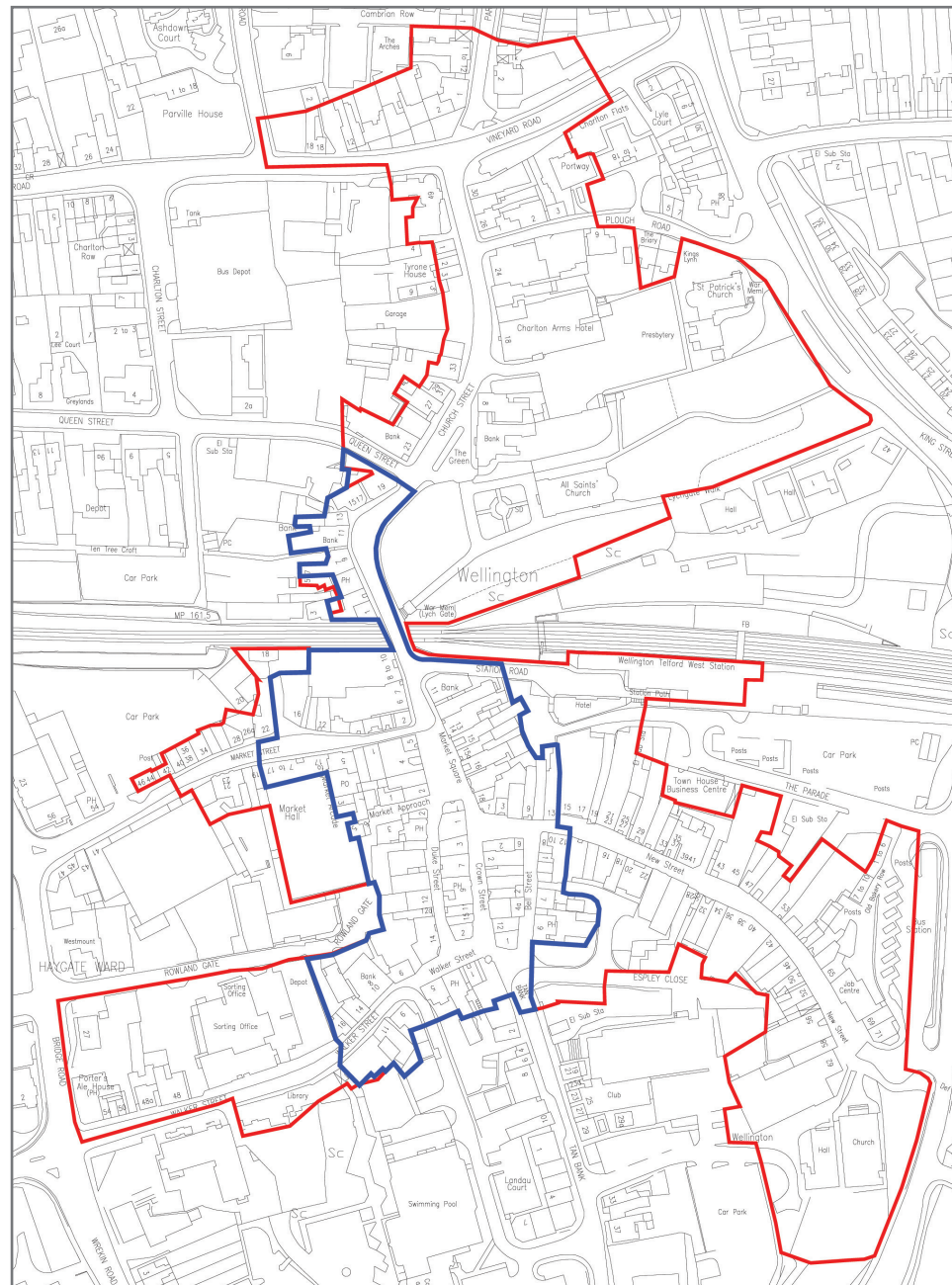
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APPENDIX 3

**Predominant use class within the Town Centre**

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#### APPENDIX 4

#### Townscape Heritage Initiative and Conservation Area

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- Conservation Area
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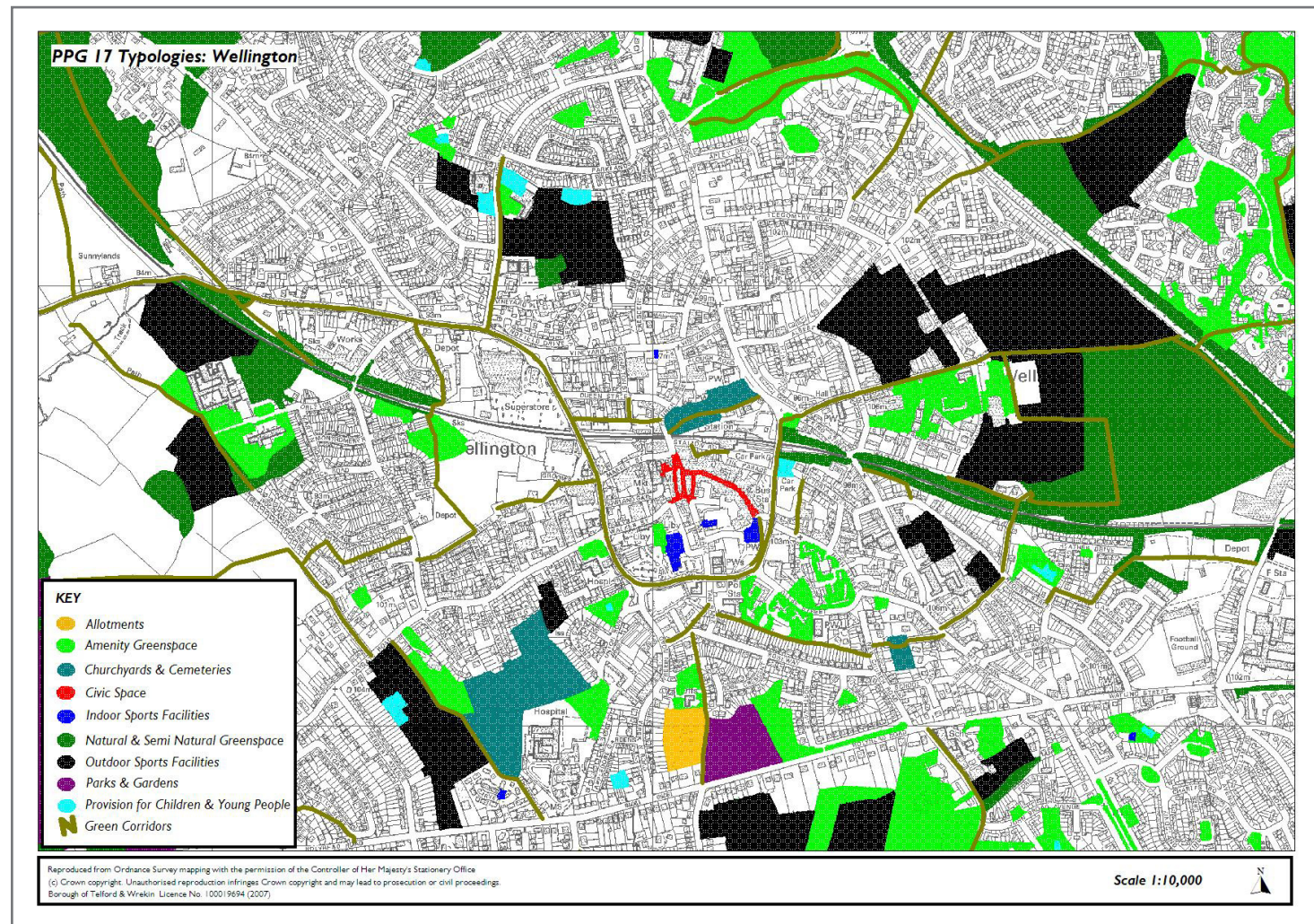
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APPENDIX 5

PPG 17 Typologies: Wellington

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WELLINGTON TOWN PARTNERSHIP

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