

DEVELOPMENT
PROSPECTUS



HAMILTON ROAD QUARTER

August 2018

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St Peters

FOREWORD

Sudbury is a vibrant market town with great independent shops, a nationally significant art gallery and some of the finest scenery in Suffolk.

Babergh District Council is seeking to deliver a comprehensive regeneration of the Hamilton Road Quarter in Sudbury to help unlock the value of Council owned assets and to generate wider social, economic and environmental benefits for the town as a whole.

The proposed mixed use development described in this prospectus has been designed to enhance the current offer of the town centre whilst complementing the character and economy of the town.

The council has developed the vision for the Hamilton Road Quarter over the past two years and is committed to bringing to fruition a step change for the area, supporting the development of a dynamic, living town centre for Sudbury.

As part of this investment, the council acquired The Borehamgate Shopping Centre in 2015 and continues to make improvements to the centre.

The potential development set out in this prospectus includes up to 40 dwellings (6,400m²), 44 parking spaces, and around 2,300m² of food & beverage/retail and 2,200m² of office or cinema uses.

We invite you to contact us to discuss how we can work in partnership to deliver this new quarter of Sudbury.



BABERGH DISTRICT: OPEN FOR BUSINESS

Babergh District Councillors endorsed a joint Babergh and Mid Suffolk Open for Business Strategy earlier in 2018 to help communicate a clear approach in support of economic growth for both districts.

Our thinking is very much shaped by our conversations with local businesses, communities and a broad network of partners.

As part of our Open for Business Strategy, we've set out key economic growth and productivity challenges, priorities and actions. Supported by the work of our partners and communities, we are able to make a real difference - not just at a local level but by contributing towards county and regional growth aspirations and priorities and focusing on both shorter term but also longer term objectives.

This prospectus for the Hamilton Road Quarter is underpinned by the Business Strategy.

The five key Strategic outcomes are:

Assets and Investments:

Improved achievement of Strategic priorities and greater income generation through use of new and existing assets

Business Growth:

Encourage development of employment sites and other business growth of the right type, in the right place and encourage investment in skills and innovation in order to increase productivity

Housing Delivery:

More of the right type of homes, of the right tenure, in the right place

Community Capacity Building and Engagement:

All communities are thriving, growing, healthy, active and self-sufficient

An enabled and efficient organisation:

The right people, doing the right things, in the right way, and the right time, for the right reasons



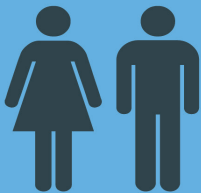




Sudbury - A Snapshot



2017 RIGHTMOVE
TOP PROPERTIES
HOTSPOT



22,000
Population
Sudbury



STRONG
LOCAL
RETAIL SECTOR



FAMILY FRIENDLY



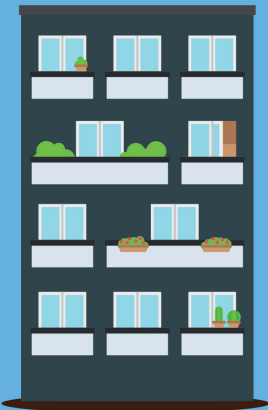
Growing
Town



LEISURE
OPPORTUNITIES



£233,670
Terraced House
(AVERAGE)



£136,000
Flat Price
(AVERAGE)



£269,664
Semi Detached House
(AVERAGE)



£388,415
Detached House
(AVERAGE)

BABERGH DISTRICT: AN ACTIVE ECONOMY

South Suffolk has a number of advantages to attract businesses and inward investment. The workforce are adaptable and well trained in a variety of industries, from high volume precision engineering to customer services.

Babergh is the home to a number of world renowned businesses ranging from the textile industry to large engineering companies. These include Philips Avent, Mel Aviation, Nestle Purina, and other specialist niche businesses such as Hadleigh Maid Chocolate, Jim Lawrence Traditional Ironworks, British Gaskets and Mauldons Brewery.

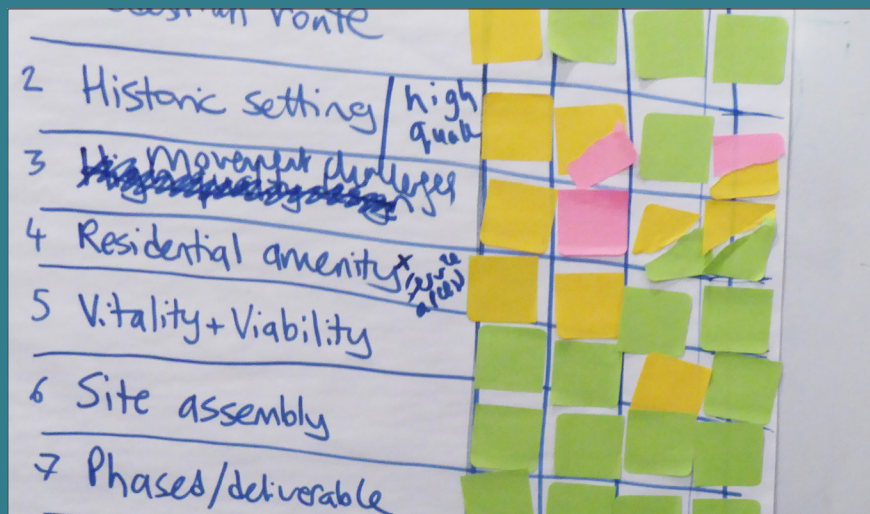
In addition there are some key national brands such as Waitrose and Sainsbury's alongside many great independent restaurants, retailers and specialty shops.

As part of the Babergh and Mid Suffolk Joint Strategic Plan for 2016- 2020, both councils have made a firm commitment to support all businesses in the two districts as well as attracting new businesses to the area. This also means helping smaller and start-up concerns facing issues in terms of access to finance, dealing with legislation and sharing ideas and best practice as they strive to grow.

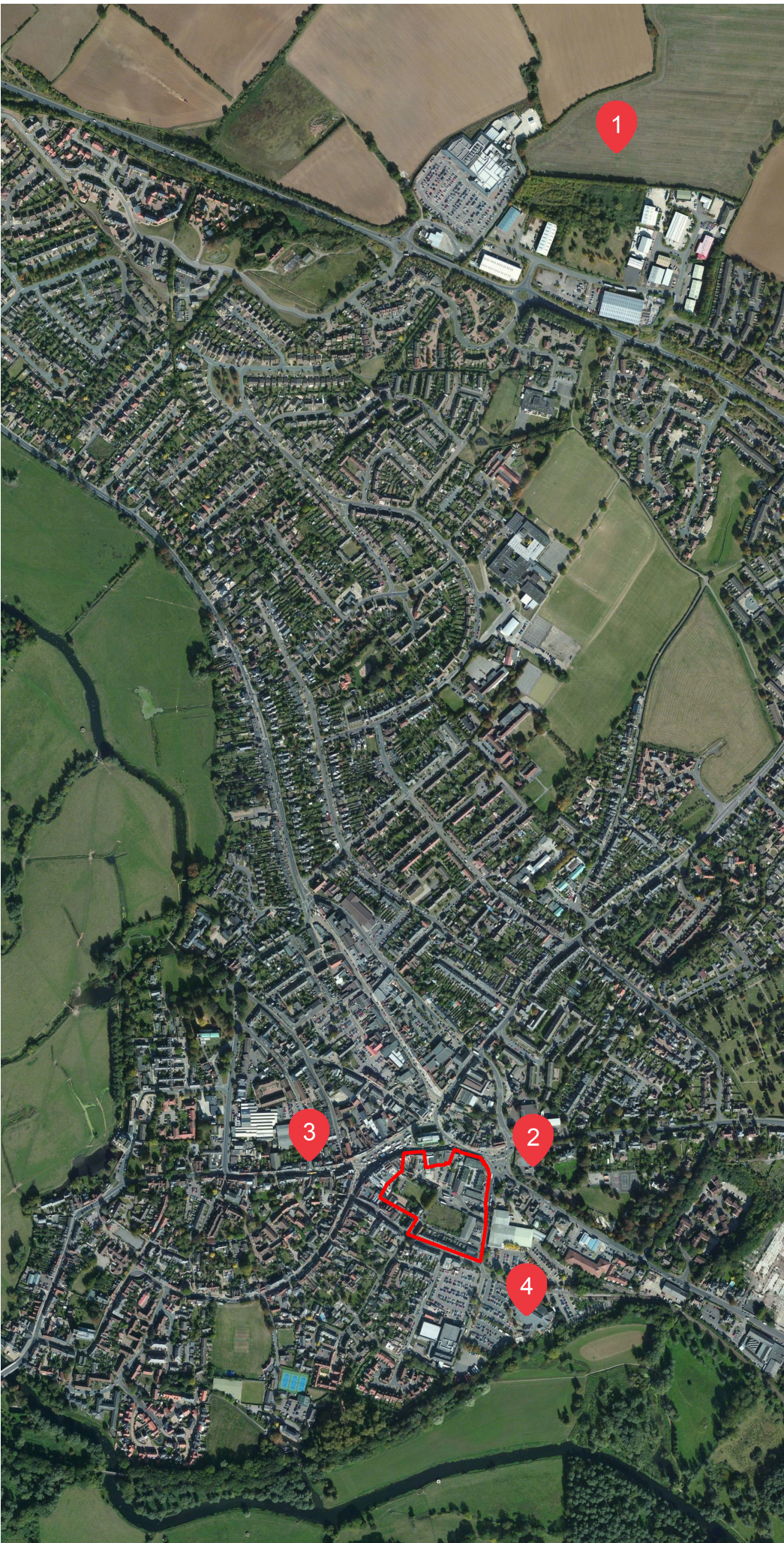


The Waitrose logo, featuring the word "Waitrose" in a green, rounded, sans-serif font.





There has been broad public support for improving the Hamilton Road area and the council has held previous workshops to help articulate the potential options for change. Babergh District Council is fully behind the need to create a vibrant, new living and leisure quarter for Hamilton Road.



A number of projects are up and coming across Sudbury including:

- 1. Chilton Woods**
A major mixed use development of up to 1,150 dwellings, space for 1,900 new jobs, new village centre and a new primary school
- 2. Belle Vue House and Park**
National hotel brand being delivered alongside family pub/restaurant
- 3. Gainsborough's House: £8.5m project "Reviving an Artists Birth place"**
Major new arts venue and transformation of the museum and gallery
- 4. Kingfisher Leisure Centre**
A £1.8m refurbishment of the leisure facilities will begin in 2018

 **Hamilton Road Quarter**



VISION FOR HAMILTON ROAD QUARTER

The Hamilton Road Quarter of Sudbury will be recognised as a highly desirable place to live, work and enjoy, attracting high calibre business and inward investment that will help the town's economy to grow and improve its regional competitiveness.

Hamilton Road will be transformed into a vibrant place where people can enjoy a high quality environment that combines the best of this historic market town, a diverse cultural and leisure offer, and modern infrastructure including new bus facilities.

The strategy that follows is based on two stages of previous work undertaken by the council and their agents in 2016 and 2017, including workshops, testing of options, soft market testing and transport review.

Site, Study Area & Ownership
1:2,500

- Hamilton Road SPD Policy Area
- Wider Study Area
- Town Centre Boundary (from Local Plan)
- Council-owned lands
- 1

Hamilton Road lands
- 2

Bus Station and adjacent lands
- 3

Borehamgate Centre and curtilage
- 4

Belle Vue development site
- 5

Kingfisher Leisure Centre and car parks
- Local landmarks
- a

St. Peter's Church
- b

Town Hall
- c

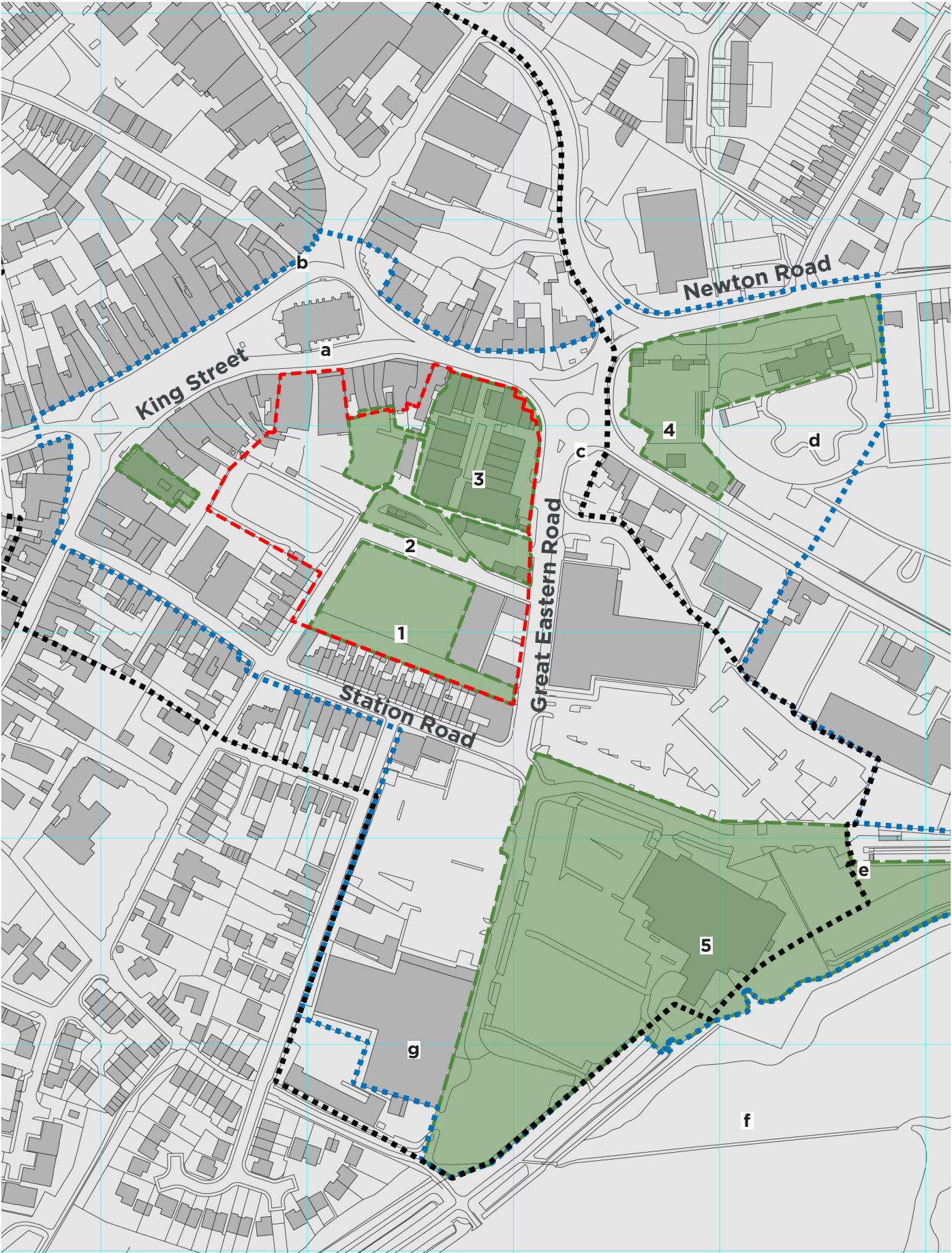
Belle Vue Roundabout
- d

Belle Vue Park
- e

Train station
- f

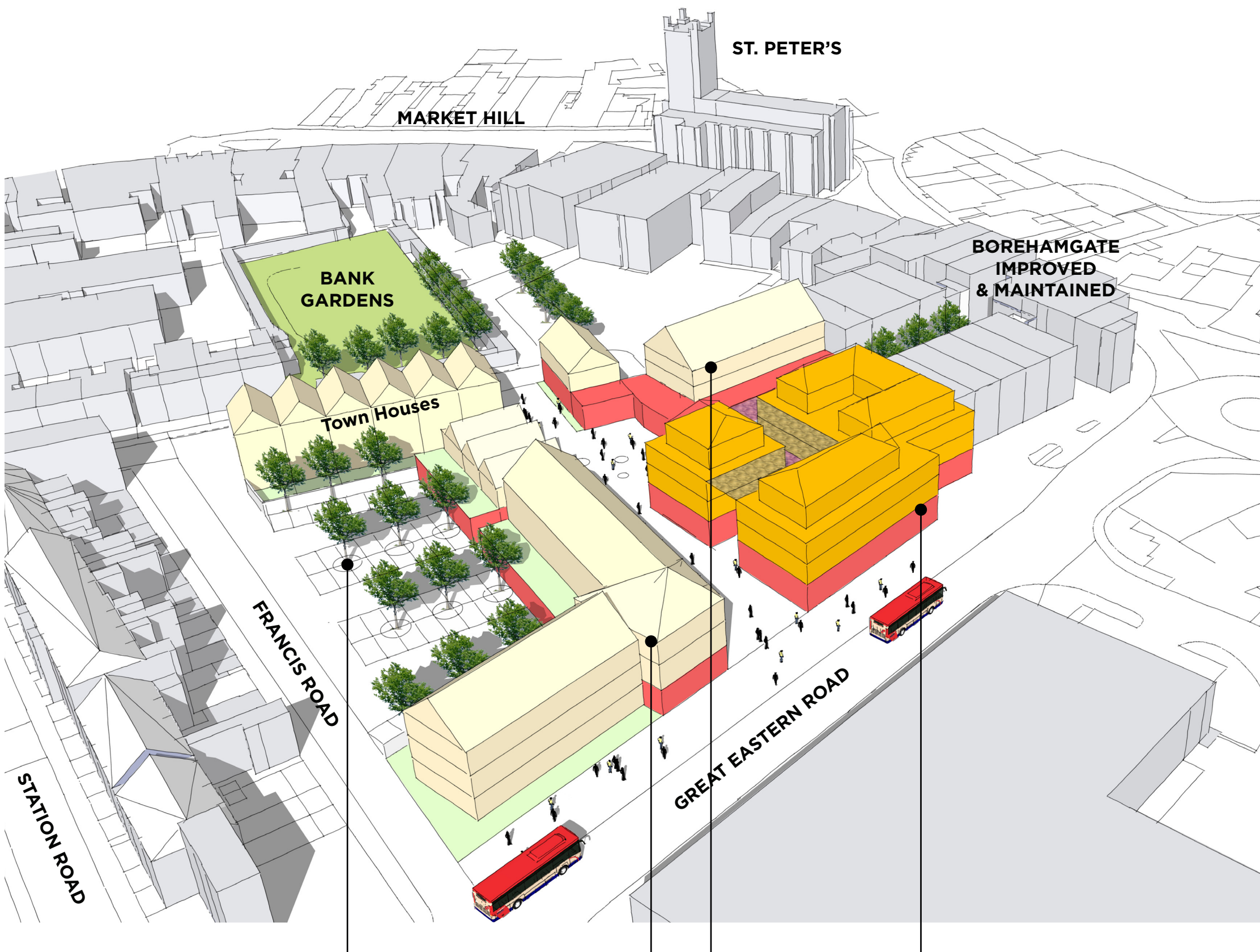
Water Meadows
- g

Waitrose





Artists impression of Hamilton Road Quarter



Residential and
Commercial car
parking

Ground floor
Commercial with
Flats above

Ground Floor
Commercial with either
leisure or office above

VISION THE DETAIL

The vision for the Hamilton Road Quarter will potentially include.

- Living accommodation
- Leisure
- Retail, food and beverage
- Office

The potential development includes up to 40 dwellings (6,400m²), 44 parking spaces, 2,300m² of food & beverage/retail, and 2,200m² of office or cinema. The plan is flexible and shows what is possible rather than a precise schedule of uses at this stage and we look forward to working with a partner who can help refine and deliver a development of this nature.

The Borehamgate Shopping Centre, located next to the scheme and also in ownership of the district council, will be improved to enhance its appearance and to ensure strong links between the two schemes. To facilitate the development some buildings at the south end of the site will have to be removed

Built form

The proposed built form will respect the surrounding character of this part of Sudbury, including the adjacent Sudbury conservation area. Prevailing building heights vary from between two to four residential stories. Buildings will front onto existing streets, continuing the existing condition found along Hamilton Road, Station Road and other town centre streets. Where Hamilton Road meets the Borehamgate Centre, building frontages will be pushed back to enclose a small public square.

Where the site fronts Hamilton Road and Great Eastern Road there will be an active, attractive built edge to help enliven the street edge.

Public realm

The public realm in the Hamilton Road Quarter will be tailored to ensure pedestrian priority through the creation of a traffic-calmed streetscape and with the addition of new planting. To encourage an attractive and safe night-time environment, public spaces will be well lit and spaces well overlooked from new residential properties.



Mixed Use / Design Flexibility



Food & Drink



Leisure



Retail



Sustainable

Transport

A key part of the scheme is connecting new development to the Borehamgate Centre and facilitating a clear and attractive entrance from its southerly end.

The existing bus station on Hamilton Road will be relocated to form two new laybys along Great Eastern Road. This arrangement ensures that bus stops are closely linked with both the development scheme but also remain very accessible to the centre of Sudbury and with good links the rail station and nearby shopping and leisure uses.



TRANSPORT AND ACCESS

TOWN CENTRE
5 MINUTE WALK

King Street

Newton Road

BELLE VUE
PARK 2 MIN

MAIN
PEDESTRIAN
ROUTE

Great Eastern Road

BUSES SERVICING

84 91 236 716 752 754
F313

Station Road

PARKING
50 FREE CAR PARKING
SPACES - 5 MINUTE
WALK

5 MIN WALK

HOURLY SERVICE TO LONDON

PARKING
50 FREE CAR PARKING
SPACES - 5 MINUTE
WALK

WAITROSE



DELIVERY STRATEGY

ANTICIPATED DELIVERY STRATEGY

To realise the vision set out in this prospectus, it is anticipated that a collaborative approach will be undertaken between the council and a private sector development partner to benefit from experience and expertise in delivering projects of this nature.

The council considers there are three possible delivery options for the Hamilton Road Quarter, which include:

- 1) The sale of land either with the benefit of planning consent or conditional on securing; satisfactory planning consent;
- 2) Development Agreement; and
- 3) Delivery under a Joint Venture (either with a 'JV Development Partner' or a 'JV Investment Partner')

At this stage the council is flexible as to the precise delivery model and is open to exploring different approaches that will help deliver the overall objectives for the area as set out in this prospectus.

We look forward to hearing from interested parties who may be interested in working with the council to deliver this exciting new quarter of Sudbury.

NUMBER 5.

CONTACTS

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