

# Rushden Gateway

Public consultation: 5 – 26 November 2024

## Creating new jobs, retail and business space for Rushden

Ashfield Land is bringing forward plans for a new high-quality and sustainable employment-led development on land east of the A45/Northampton Road roundabout at the western approach to Rushden.

Our proposals for 'Rushden Gateway' include a new Aldi supermarket alongside modern retail and business space, as well as an Electric Vehicle (EV) charging facility and a drive-thru coffee / food offering, all set within a sustainable and attractively landscaped development.

Before we submit a planning application, we're holding a public consultation on the proposals.

We want to hear your views on our emerging proposals. To get involved, please visit our website (see details overleaf) where you'll find images, plans and more information on what's being proposed, as well as a feedback form to share your views.



### Why here?

The Rushden Gateway site is allocated for commercial/employment development by North Northamptonshire Council. It's where the Council wants to see new jobs created to support the balanced growth of the town and the local area.

Our proposals are informed by the Council's policy as well as what we think is achievable here in terms of a high-quality new employment-led development.

### New and improved proposals

These are revised plans informed by a previous planning application and intended to make the best use of the site.

In 2020, we brought forward an application which included new employment/commercial space and was recommended for approval but ultimately refused by councillors at planning committee. Since then, we have looked more closely at how to deliver a development which matches policy, addresses feedback from the earlier application, and offers the best and most viable solution for the site.

### A scheme that's right for Rushden

We are now bringing forward a new masterplan and planning application.

Our integrated approach to developing the site combines a mix of commercial buildings to suit different occupier needs with associated infrastructure, new access, landscaping and car parking.

The proposals will create new local jobs and deliver a range of economic benefits and services.

Recognising the site's 'landmark' location, we are exploring ideas for a strong piece of public art which can contribute to the ambition for this to be a 'gateway site'. We would welcome your ideas for the public art as part of this consultation.

### Phased application

We are taking a phased approach to the development. Under the plans, the western part of the site would come forward first as Phase 1. This includes the Aldi supermarket, the retail unit and the drive-thru/EV facilities.

The eastern part would come forward as Phase 2 at a later date and comprises a mix of differently sized business/commercial units.

The illustrative masterplan overleaf shows the location of each phase and more plans are available on the website.

# We're preparing a planning application to submit to North Northamptonshire Council shortly.

This illustrative masterplan shows what is proposed for both Phase 1 and Phase 2. Further plans are available on the website, where you can zoom in and view the detail. The website also contains a full description of development and what we are proposing to submit as a planning application.



\*This masterplan is illustrative and subject to change.

## Find out more and have your say

We're inviting comments on our proposals from 5 to 26 November 2024.

To find out more and to submit feedback, please visit our website: [www.rushdengateway.com](http://www.rushdengateway.com)

If you would prefer to submit comments via a hard copy questionnaire, please get in touch using the contact details on the right and we will send you a copy.

All feedback provided during the consultation will be considered by our design team ahead of us finalising the proposals and submitting our planning application to North Northamptonshire Council by the end of the year.



## Contact us

If you have any questions about the proposals or would like to speak to a member of our team, please contact us:

[@ consultation@rushdengateway.com](mailto:consultation@rushdengateway.com)

**020 7323 3544**  
(between 9am and 5.30pm,  
Monday to Friday)

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