



# KETTERING TOWN CENTRE AREA ACTION PLAN 2011 - 2021

ADOPTED JULY 2011



North Northamptonshire  
Local Development Framework

**Kettering**  
*Borough Council*

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# 1 Introduction

## 1.1 Introduction

**1.1.1** This Kettering Town Centre Area Action Plan (AAP):

- Sets out a clear vision for Kettering town centre over the period to 2021, based on a development framework of eight distinctive "quarters".
- Demonstrates how this vision is being delivered, led by the Borough Council's Suite 16 Regeneration Programme.
- Provides the policy framework for bringing forward significant regeneration on key sites and for assessing planning applications in the town centre.
- Is part of Kettering Borough Council's approach to delivering growth and regeneration throughout the town, borough and wider North Northamptonshire sub-region, as set out through the Core Spatial Strategy and Kettering Borough Council's Community Strategy.

**1.1.2** The vision for Kettering town centre is: *"To create a vibrant heart for Kettering; a place that is characterful, distinctive and fun. The town centre will become a focal point for North Northamptonshire"*. To deliver this vision the AAP establishes eight "quarters" as depicted in Figure 1.1 and set out in Table 1.1 below. Development and growth in Kettering town centre will be focused around the development of these "zones" that provide distinctive functions, whilst combining together to form an integrated and coherent whole.



Figure 1.1 The Quarters



**Table 1.1 The Quarters**

Quarter	Focus
1. The Shopping Quarter	High street brands
2. The Yards	Niche and independent shops
3. The Restaurant Quarter	An improved leisure offer and community space
4. The Station Quarter	Commercial offices and transport interchange
5. The New Residential Quarter	A new residential community and improved open spaces and public realm
6. The Silver Street Quarter	Residential-led development and improvements to the public realm and connectivity to surrounding quarters
7. The Cultural Quarter	Conservation and enhancement of the area's heritage assets and cultural facilities, and opportunity sites to attract investment and regeneration to the town centre
8. The Headlands Quarter	Conservation and enhancement of historic Victorian and Edwardian residential suburbs

**1.1.3** The AAP is a policy and delivery tool and considers land use, funding, timing and implementation. It identifies key infrastructure projects including investment into the public realm and transportation. The AAP sets out a vision and objectives and contains policies and proposals for delivering this vision.

**1.1.4** This AAP is a Development Plan Document and forms part of the North Northamptonshire Local Development Framework (LDF). It will replace the Local Plan Policies set out in Appendix 2. The AAP has been prepared by Kettering Borough Council but takes into account views of stakeholders and residents who made comments during the Issues and Options consultation (October 2006) and the Preferred Options consultation (August 2008). It also takes into account consultation undertaken in the preparation of the *Kettering Masterplan* (2005) and the *Kettering Town Centre Framework* (2007), the *Western Quarter Masterplan* (2007) and more recent work undertaken by Savills in the preparation of *Kettering Futures*. Additional public consultation was also undertaken on the Kettering Town Centre Transport Strategy and two phases of public realm enhancements which have further informed the production of the AAP. The Council has consulted all key stakeholders at all stages in the preparation of this Development Plan Document (DPD).

**1.1.5** The proposals contained within this AAP are in accordance with all other national and local planning guidance and have been informed by background papers, evidence documents and the Sustainability Appraisal and Strategic Environmental Assessment.

## Structure of the Area Action Plan

**1.1.6** This plan sets out a series of policies and proposals aimed at delivering the vision for Kettering town centre. Table 1.2 provides signposts to key sections of the plan.

**Figure 1.2 The Restaurant Quarter**



Table 1.2 AAP structure overview

Section Overview	
<b>Section 1</b>	Provides an <b>Executive Overview</b> of growth and regeneration in Kettering Borough and the Kettering Town Centre and introduces the context, <b>Vision and Objectives</b> of the Area Action Plan.
<b>Section 2</b>	Sets out the <b>spatial strategy</b> for the Plan Area, developed to deliver the necessary growth and regeneration priorities for the Kettering town centre, including retail, housing and commercial offices.
<b>Section 3</b>	Sets out the <b>transport and accessibility policies</b> required to enable the town centre to accommodate the planned regeneration.
<b>Section 4</b>	Includes a series of <b>general, topic based policies</b> that will guide the quality of future development in the town centre.
<b>Section 5</b>	Presents the <b>eight urban quarters</b> that have been identified in the town centre and sets out the principles which will guide development in these areas. These principles are supported by an Urban Codes Supplementary Planning Document (SPD).
<b>Section 6</b>	Sets out the <b>delivery and implementation</b> arrangements for the plan including development contributions, phasing and a monitoring framework
<b>The Proposals Map</b>	Depicts the <b>land uses allocated in this plan</b> , as well as other key areas of change, such as public realm improvement areas

## 1.2 Executive Overview

**1.2.1** Kettering Borough lies within the North Northamptonshire sub-region, part of the Milton Keynes and South Midlands (MKSM) growth area, and is expected to facilitate growth of some 13,100 homes by 2021. North Northamptonshire is the largest growth area outside of London, an area that is set to grow to a population of over 370,000 people.

**1.2.2** As set out in the North Northamptonshire Core Spatial Strategy (CSS), Kettering will remain the main retail centre in the sub-region (delivering a minimum net increase of 20,500m<sup>2</sup> of comparison retail floor space) and is required to deliver more jobs than neighbouring towns (16,200 new jobs). In this context, Kettering has a key role to play in delivering the vision for North Northamptonshire, and in doing so, Kettering Borough Council wants existing and new communities to make Kettering town centre the first choice for services and facilities.

**1.2.3** This vision is already being delivered in Kettering Borough - the 2008/9 Annual Monitoring Report shows that housing completions are on target, and that the borough has seen a net increase in VAT registrations in recent years, indicating the Kettering is seen as a good location in which to invest.

**1.2.4** Members have made their priorities for infrastructure and jobs-led growth clear – these are the prerequisites of growth. Members have indicated they wish to use the growth agenda to leverage three key and interrelated ambitions for the borough; namely:-

- A better offer for our town centres
- A better education and training offer
- A better employment offer – high grade, higher density jobs

**1.2.5** The mutually supportive role of these three aspirations cannot be over-stated. The town centre and the skills base will be persuasive to inward investors. Similarly, high grade employment supports a vibrant town centre.

### The Vision and The Quarters

**1.2.6** The Council's vision is to create town centres that are: *"Characterful, Distinctive, and Fun"*

**1.2.7** For Kettering town centre, these three key words are enshrined within the AAP vision (see Section 1.4) and will help to ensure that the town centre is more than just a place to shop. It will have an experiential offer that encourages visitors to spend time in, and enjoy, our town centre.

**1.2.8** To deliver the vision the AAP establishes eight "quarters", set out on page 4. Development and growth in the Plan Area will be focused around the development of these "zones" that provide distinctive functions, whilst combining together to form an integrated and coherent whole.

**1.2.9** Developing a new town centre will not be enough. Any "new" development will soon be eclipsed by a newer one elsewhere. Internet shopping patterns are changing – rapidly. (Research has indicated a one third increase in Internet retail spend, compared with around 3% for the traditional retail sector). Functional shopping will not be sufficient in itself. For a market town to compete it must offer something else. It must be a rounded experience with lots to offer. This leads to a few key principles:-

- Any redevelopment should be characterful to reflect the locality.
- The quality of design must be high.
- Material quality must be high.
- In creating a characterful experience, distinctive zones are advantageous.

**1.2.10** Furthermore, the area must have ambiance and shoppers must feel free to enjoy a quality atmosphere and environment. In short, anonymous developments that could be anywhere should be resisted. In this context, the ingredients of a good town centre area as follows: -

- A Restaurant Quarter, adjacent to good quality public space and near leisure activities.



- 'Niche' and individual shops in a traditional street scene (the Yards).
- Modern high-street brands well presented in larger units, to allow a retailer's 'full offer' (the Shopping Quarter).

**1.2.11** In every case, each of these zones benefits from clustered uses within them and also from being adjacent to a complementary cluster. Movement between zones must be relaxed and safe.

## Suite 16 Regeneration Programme

**1.2.12** To deliver Members' expectations of infrastructure and jobs-led growth and the vision for Kettering town centre summarised above, the Borough Council has developed the Suite 16 Programme. The programme is staffed by officers seconded from within the Council, and has been developed alongside our partners, utilising - where necessary - external expertise from a number of different professions. Wherever possible, the programme will be delivered using external challenge funding, although it is recognised that sometimes match-funding or catalytic investment is required to generate further private investment.

**1.2.13** It is important to state again, the mutually supportive role of the three aspirations (better jobs, better education, better town centres) and to explain how the Suite 16 projects deliver a coordinated and planned approach to the delivery of the AAP, and by definition, to the delivery of growth in Kettering Borough. Below is an overview (summarised in table 1.3) of the successes and aims of the Suite 16 Programme, under the broad headings of education, employment and town centres.

**Table 1.3 Suite 16 projects overview**

Suite 16 Project Area	Done	Doing	Planned
Education and Training Offer	<ul style="list-style-type: none"> <li>• New Tresham College Campus</li> <li>• Two new academies opened</li> </ul>	<ul style="list-style-type: none"> <li>• Expanded degree and higher education opportunities</li> <li>• Schools attainment rising</li> </ul>	<ul style="list-style-type: none"> <li>• Tresham College Extension approved</li> </ul>
Higher Grade Jobs	<ul style="list-style-type: none"> <li>• Chesham house design and technology centre open</li> </ul>	<ul style="list-style-type: none"> <li>• Oxford University Press relocating to Kettering</li> <li>• Grants on offer for business</li> </ul>	<ul style="list-style-type: none"> <li>• New employment site as part of East Kettering Sustainable urban extension</li> </ul>
Creating Better Town Centres	<ul style="list-style-type: none"> <li>• Public Realm Phase 1 complete (Market Place)</li> <li>• Transport Strategy Consultation in 2009</li> </ul>	<ul style="list-style-type: none"> <li>• Public Realm Phases 2 and 3 (Horsemarket, Market Street, Sheep Street) Consultation complete</li> <li>• Phase 2 and 3 construction from Autumn 2010</li> <li>• Market Place Restaurants construction commenced (Restaurant Quarter)</li> </ul>	<ul style="list-style-type: none"> <li>• Retail expansion, including department store, at Wadcroft (Shopping Quarter)</li> <li>• Niche and independent retail at Soans Yard</li> <li>• Office hub and transport interchange at the train station (Station Quarter)</li> <li>• New Residential Quarter</li> <li>• Opportunities for regeneration in the Cultural Quarter.</li> </ul>

## Enabling a better education and training offer

**1.2.14** Whilst the University Challenge bid proved to be unsuccessful for Kettering (and, indeed, for many areas in the UK), we have continued to push for better education in Primary, Secondary, Further and Higher

Education establishments. The creation of two new academies (the Buccleuch Academy and Kettering Science Academy) is a fantastic achievement for Kettering.

**1.2.15** A new £23m campus for Tresham College opened in April 2008 which has brought additional higher education to the town, and will continue to expand its range of courses. The development of the new campus also provides an opportunity for the regeneration of a key edge-of-town-centre site. Investment continues in the new Tresham campus extension granted planning permission in 2010. The Borough Council is committed to supporting and enabling a broader Higher Education and Further Education offer at Tresham and other providers.

## Providing Higher Grade, Higher Density Jobs

**1.2.16** To deliver the ambitious target of 16,200 new jobs by 2021, the Suite 16 programme is seeking to provide a dual offer in terms of new jobs in the Borough. The office hub and transport interchange at the Station Quarter will deliver an environment suited to those businesses which can benefit from the excellent rail connections offered by Kettering; being less than 1 hour from London it is well-placed to serve the businesses in the north of London, yet at a fraction of the land and rental values. Future investment in the rail station and rail network will only serve to improve Kettering's standing as a key stop on the Midland Mainline to London St. Pancras and through to Europe. In this context, the Borough Council is actively supporting discussions to extend electrification of the line beyond Bedford, which would increase rail speeds and passenger capacity. This may also facilitate improvements to accessibility within the town centre, which is currently constrained by low bridges on Northampton Road and Rothwell Road.

**1.2.17** The keen focus on job creation in the town centre has also been demonstrated through the development of Chesham House Design and Technology Centre. The project was funded through £800,000 of external challenge funding and £200,000 of Kettering Borough Council match-funding. It has brought new high-tech employment to the town centre and forged new partnership working approaches with the University of Northampton.

**1.2.18** In the context of supporting growth in and around Kettering, the Borough Council's ambition to act as an 'anchor' on a new business park will kick-start a business economy and introduces a new office park offer for the area. The move of the Borough Council's back office, alongside those of other public sector organisations, could will free-up key town centre sites for regeneration. The Council has not yet identified a suitable and sustainably located office relocation site, and for this reason it would be premature to include a policy in the AAP to address its ambition. The Council, however, is mindful of the need to pursue a sequential approach in line with national policy, the Core Strategy and its own strategy in the AAP, to focus new office development in the town centre. If, however, following a sequential approach which shows that a suitable alternative town centre site, or failing that, an edge-of-centre site was not available and suitable to meet the Council's needs, other sites in the town with good public transport links to the town centre would be considered for Council office relocation.

## Creating better town centres

**1.2.19** As outlined above, the Borough Council has a vision to create a town centre that is "characterful, distinctive and fun". This vision will be achieved by creating zones of specific uses that allow shops and businesses with a similar offer to cluster together. The town centre will become more than just a place to shop; it will have an experiential offer that encourages visitors to spend more time in, and enjoy, our town centre.

**1.2.20** The new Market Place, which was 100% funded through external challenge funding, has acted as a catalyst for private sector investment including the acquisition and refurbishment of Kettering town centre's two historic hotels. The ever-evolving programme of family events - which has included a 5-day opening celebration attended by over 3,500 people, and hosting the Halfords cycle tour series - has attracted a new sector of the community to the town centre and brought additional trade with it.

**1.2.21** The two current Growth-funded projects will build on the success of the new Market Place:

- The Market Place Restaurants will bring a new eating offer to the Market Place, with diners being entertained by performances under the canopy. These new brands will be encouraged to the town, and will - in-turn - bring a complimentary offer of coffee shops, retailers and businesses.
- Market Street will be traffic free and will encourage shoppers to meander through the area and Sheep Street will be a shared space where access traffic will be allowed, but where the pedestrian takes priority. This new area of public realm will link the Market Place to the Yards area, where niche and independent shops stay open into the evening and allow a safe and relaxed browsing experience; and to the High Street where big brand shopping can take place on a larger scale at the new Wadcroft development.

## Suite 16 and the Kettering Town Centre Quarters.

**1.2.22** Whilst the Suite 16 Programme is a borough wide initiative, many of the projects are aimed at delivering development and regeneration in Kettering Town Centre. Below is a summary of how Suite 16 is delivering projects and sites within the AAP:

- **The Restaurant Quarter** - Public realm improvements and the delivery of the Market Place restaurants will transform this part of town, creating a high quality community space and family orientated evening economy. The Restaurant Quarter is at the centre of the town centre and is a key transition to and between other quarters.
- **Wadcroft** - The Borough Council has undertaken technical studies and appraisals to bring forward a significant retail expansion to meet the targets set out in the Core Spatial Strategy. Consideration of the deliverability of this scheme is currently being worked on by a multi-agency steering group.
- **Soans Yards** - The Borough Council has undertaken technical studies and appraisals to bring forward a site suitable for niche and independent retailers. This will help to meet the retail targets set out in the Core Spatial Strategy and to complement the high street brands and bigger format stores planned for Wadcroft.
- **The Station Quarter** - The Borough Council has undertaken work to understand the physical constraints to bringing forward a office hub and transport interchange at the station, and is working with partners to identify funding and bring forward the vision for the quarter. This will maximise strong transportation links to London and Leicester and Nottingham and help to meet the job targets set out in the Core Spatial Strategy.
- **The Cultural Quarter** - The relocation of Kettering Borough Council's Back office function away from a key town centre regeneration site would create an opportunity to bring significant new investment into the town centre - it would also enable the Borough Council to act as a catalyst for a new business park to help meet the job targets set out in the Core Spatial Strategy. Kettering Borough Council is already working to expand its excellent customer service offering with more front-line voluntary sector services, health services and greater partnership working with existing public sector partners such as the Police, Fire Service and HMRC - this would enhance and improve activity and footfall in this area of the town, thereby supporting the delivery of the vision for the Restaurant Quarter and town centre as a whole.
- **The New Residential Quarter** - The delivery of housing is key priority for Kettering Borough Council. The production of a Strategic Flood Risk Assessment and identification of on-site and strategic flood risk management measures to enable development has been prioritised by the Borough Council and its partners.
- **Transport Strategy and Green Links** - To accommodate the level of growth identified for Kettering town centre (and the borough as a whole), the delivery of transportation infrastructure is a key priority. An integrated Transport Strategy has been produced to inform the AAP, alongside a programme of highways improvements including the provision of new junctions and walking/cycling "Green Links".

**1.2.23** Whilst each one of these projects will have a great impact on the town centre, they cannot be looked at in isolation: every single project delivered through Suite 16 builds on the success of its predecessor and will, itself, provide the building blocks upon which future projects are delivered. Whilst there will no doubt be some elements of these projects which have not and will not - find favour with everyone, the delivery of the overall vision will ensure the revitalisation and success of Kettering town centre, the borough and wider sub-region.

**1.2.24** Work on the AAP sites and quarters that are not currently part of the Suite 16 Programme are also ongoing. Details of delivery and phasing is set out and expanded on in **Section 6 - Implementation and Monitoring**.

## Modelling for Recovery

**1.2.25** As set out above, the Borough Council has a clear vision for Kettering town centre and is actively delivering regeneration and growth. In this context, it is important to recognise that this is being undertaken in difficult economic conditions. In November 2008, the Executive of Kettering Borough Council resolved to supplement the Council's Medium Term Financial Strategy with some strategic principles based around 'modelling for recovery.' Members of the Executive indicated that they felt it very important that the longer term regeneration aims of the Council were not derailed by the current economic conditions. The major schemes that are planned should continue to support the longer term viability of the area and to provide some major capital projects that would stimulate investment and employment locally. To assist with this, the following 'modelling for recovery' principles have been developed to inform members of the Executive;

1. *Wherever possible, continue with all planned investments and programmes, to protect the local economy and lever in other investment*
2. *Given that we currently have no long-term debt, we should be prepared to consider debt-funding as a means of programme delivery or stimulus – if this can be shown to be sustainable and have a wider economic benefits*
3. *Organise our fiscal structures and business models to attract and retain the maximum amount of revenue within the local economy*
4. *To ensure all possible avenues are used within procurement rules to source locally*
5. *Protect the performance of Council services which come under particular strain*
6. *Work closely with partners in the voluntary, public and private sectors, to ensure optimum efficiency.*

**1.2.26** In these particular economic circumstances there is a clear strategic choice to be made. The 'modelling for recovery' principles recognise the Council's role as a key local employer and a provider and procurer of services and works. They promote 'counter-cyclical' measures, which support local recovery, investment and confidence. Such an approach is designed to satisfy members' expressed desire to position the authority for recovery by undertaking steps with long-term yields and benefits, whilst providing employment and economic activity now.



## 1.3 Background

### Context

**1.3.1** Kettering is at the heart of North Northamptonshire, the UK's largest single growth area outside of London, an area that is set to grow in planned population to over 370,000 people, a community equivalent in population to the size of Bristol today. In this context, Kettering Borough Council wants existing and new communities to make Kettering town centre the first choice for services and facilities.

**1.3.2** A historic market town with a history of boot and shoe manufacture, Kettering has unique architecture (much of it inspired by the architecture of J.A. Gotch), giving it a historic feeling that sets it apart from many other large neighbouring towns. Kettering is the principal shopping location in North Northamptonshire. Building on this strong foundation, Kettering Borough Council has a clear strategy for regeneration and investment in the town centre, which will see the town realise its potential to become a strong sub-regional centre. As at 2008, Kettering town centre was ranked 160th in the UK. <sup>(1)</sup>

**Figure 1.3 Location Map**



1 Javelin Venuescore (JV) 2008

## Housing and Growth

**1.3.3** Kettering has one of the widest selections of new homes in Britain, with home prices below the national average and the quality of housing and location very good, creating a strong demand for starter homes to executive detached properties. Whether it is contemporary urban living, historic market towns or quintessential villages, Kettering Borough is an attractive and accessible location. Developers such as Persimmon, Bovis and Redrow are building houses in Kettering and the surrounding area. Major schemes include East Kettering Sustainable Urban Extension (a joint venture between Bee Bee Developments and Buccleuch Property). The development area covers over 741 acres of greenfield land to the east of the town. The plan is for circa 5,500 new homes by 2021 and two business villages.

**1.3.4** Kettering is unique in that it is exceeding its housing growth targets in terms of delivery. This in part reflects the ambitions of the local Council and partners in responding to the opportunities the growth agenda offers. Backed up by planning policy the local Council is working closely with developers to help them, and offers pre-planning application advice to help speed up the process. Solid commitment to sustainable development will also see that Kettering retains its distinctive character and beauty while delivering our ambitious growth as all new developments will be built to high design and environmental standards. It is the aspiration of Kettering Borough Council Members that all residential developments achieve CABE Building For Life Silver' standard as a minimum, and developers are encouraged to submit projects for accreditation. Significant investment has also been earmarked for further improving the town centre and local transport links and green travel options making Kettering an area with excellent opportunities for the future.

### Key Facts

- Top 3 Fastest Growing Towns in the UK
- 13,100 new homes
- 16,200 new jobs
- Channel 4 Top 10 location in country to self-build a new home
- Average home prices 30-50% cheaper than London and the South East

## Transportation

**1.3.5** Transportation links are a key strength of Kettering's central location and one of the reasons why it has become a popular destination for company headquarters, warehousing and new business park developments. Kettering is well connected to both the M1 and A1 via the A14 and the Midland Mainline Railway means that Kettering is just one hour to London (St. Pancras International) making it an ideal place for business headquarters and commuters. With a direct connection to London's St. Pancras International station, it is possible to have breakfast in Kettering and lunch in Paris. In addition to the recent opening of the direct rail link with Corby benefiting Kettering, the Council and its partners are working with Network Rail to ensure that the Midland Mainline remains a priority for future investment. Electrification of the line beyond Bedford, would increase rail speeds and passenger capacity, and enable associated improvement the town centre transportation network.

**1.3.6** The Highways Agency have announced plans to widen the A14 to three lanes which runs directly to the South of the town. In addition, £20 million has been earmarked for improvement to the highway network in the town centre and to the East of the town as part of the East of Kettering Sustainable Urban Extension. The Council is also reviewing the transportation strategy for the town centre and is proposing sweeping changes which will see further pedestrianisation of the town centre, improved links between the station, the town centre and key visitor attraction, Wicksteed Park. These proposals have been receiving

**Figure 1.4 Housing Development in Kettering Borough**



widespread support during consultations with retailers, businesses, shoppers and local residents.

## Key Facts

- 1 hour to London's St. Pancras International Station by rail
- A14 dual carriage way set to expand to three lanes as part of a £180 million infrastructure investment
- 5 International airports within a convenient drive and/or accessible by public transport (London Heathrow, London Luton, London Stansted, Birmingham International and East Midlands)
- Kettering to Paris in 4 hours via Eurostar
- Within an hour of London, Birmingham, Oxford and Cambridge city centres
- 75% of the Country's population in reach within two hours

## Quality of Life and Facilities

**1.3.7** One of the most attractive aspects of Kettering is its warm and welcoming environment in which to live, work and play, creating a high quality of life. Opportunities to enjoy town centre and outdoor pursuits are fast developing for both residents and workers. The town is the home of Wicksteed Park, the country's very first theme park and one of the UK's Top 20 visitor attractions. The new state of the art Lighthouse Theatre provides a wide range of shows and entertainment. A range of hotels, restaurants and country pubs cater for all tastes and there is a wealth of heritage to be explored including museums, historic buildings and churches. Kettering provides excellent sporting facilities; the Kettering Conference Centre is home to the National Volleyball Centre which is the base for the indoor volleyball team's training camp and competition. Beyond the town centre, the area has a wealth of countryside, natural heritage and woodland areas waiting to be explored.

**1.3.8** Kettering Borough offers everything from a traditional market town to charming villages with picturesque beautiful countryside stretching for miles. The cost of living in Kettering is lower than the national average. Property is relatively cheap yet standards of education, health care and public services in general compare favourably and are continuously improving. There is also an abundance of well kept parks and open spaces and new developments such as East of Kettering will be built to high standards, with plenty of provision for parks, leisure facilities, education and health care.

**Figure 1.5 Good Transport Links - Kettering A14**



## Key Facts

- Alfred East Art Gallery has a regular series of changing exhibitions by local artists as well as a permanent exhibition gallery displaying the work of Sir Alfred East, T C Gotch and other artists
- Manor House Museum holds temporary exhibitions, regular activities and a "hands on" approach to history making this a lively and vibrant place to visit, appealing to children and adults alike
- Winners of the 2009 Municipal Journal Achievement Award for offering opportunities to residents to become more active more often
- Host town to The Halfords Tour Series Cycling Race
- Within 10 miles of Kettering no less than eight historic buildings can be found which rival the best in the country with their beauty and interest



## Climate Change and Energy

**1.3.9** A key objective for North Northamptonshire, as expressed in the CSS is for the area to become a beacon of best practice and a benchmark for green living and safe, healthy communities through using the highest standards of design, sustainable construction methods and green technology.

**1.3.10** In this context Kettering is rapidly becoming renowned for its proactive stance in tackling climate change and protecting the environment. In recognition of its proactive stance on renewable energy and climate change, Kettering hosted the UK's contribution to the Copenhagen Climate Change Summit. The wind farm at Burton Wold produces 20 Mega Watts (MW), enough power to supply half the homes in the Kettering. A further extension to Burton Wold and the newly permitted Albion Wind Farm could see 75% of the borough's energy usage catered for by renewable sources.

**1.3.11** Growth in the region, presents a unique opportunity to initiate such a step change in the quality of development and delivery of environmental improvements. Emerging priorities in the context of climate change, energy efficiency and health mean that design considerations play an important part in delivering sustainable development. To help achieve this beacon status, the North Northamptonshire Sustainable Design Supplementary Planning Document provides guidance on policies within the CSS that relate to design and sustainability. Building on this, an Energy Strategy for North Northamptonshire is being produced that will establish the evidence that will assist in the assessment of routes to compliance with the CSS, and the means by which this could be achieved.

**1.3.12** Kettering Borough is already leading the way in this field. Construction has begun on a £4 million anaerobic digestion plant that will process food waste into renewable electricity. The plant's developers, North Northamptonshire based Fernbrook Bio, estimate that it will convert up to 30,000 tonnes of food and vegetable waste from domestic and commercial sources into approximately 1 Mega Watt (MW) of renewable energy each year. A resulting bio-fertilizer will be distributed to local farms as well.

Figure 1.6 Burton Wold Wind Farm



### Key Facts

- Emerging centre for renewable energy and sustainable construction industries
- Wind farm estates
- Anaerobic digestion facilities
- 'Green' friendly transport and planning strategies

## Business and Industry

**1.3.13** A combination of excellent manufacturing capabilities, strong academic research and development and support from emerging technology companies means Kettering is centrally placed as an emerging centre for business location and expansion. Although Kettering is well placed to serve as a distribution hub, the investment in higher quality housing, education and training and excellent transportation links make it a good location for higher density, higher grade employment. The local Council is particularly keen to attract more businesses employing skilled workforces to complement the investment in facilities and housing locally.

**1.3.14** Kettering's location can offer highly competitive cost advantages offering a strategic choice for relocations and consolidations of operations. Prime industrial rents are between 30-45% less than London and the South East and a number of new business parks are being developed, exploiting the excellent transportation links with London and the rest of the country. From corporate headquarters to start-up premises, Kettering offers a wide range of workspace for all types of business, such as the Chesham House Design and Technology Centre that opened in the summer of 2009. With the redevelopment of 32,000m<sup>2</sup>



of office led commercial development in the Station Quarter and the 16,000m<sup>2</sup> development of the Wadcroft shopping centre for new retail, Kettering offers ongoing investment opportunities.

**Figure 1.7 Kettering Town Centre**



## Delivering the Vision for Kettering Town Centre

**1.3.15** As outlined above, Kettering has a number of strengths and opportunities summarised as follows:

### Strengths:

- Strong underlying market town character and principal retail centre for the immediate area
- Midlands location and excellent transport links, particularly rail to Europe, London and the North
- Attractive surrounding rural hinterlands
- Affordability of property relative to London and the South East
- Regeneration and development potential
- Centre for health care and health care training, with strong links to Leicester University.

### Opportunities:

- Kettering's status as a Growth town, location for business, new housing, cultural facilities as well as retail
- Funding support from Central Government in recognition of this Growth Area status
- Providing a clear delineation of purpose for distinct areas of the town
- Positioning these distinct areas in close proximity to complement one another
- Possible redevelopment of large areas of town centre retail
- The quality of the public realm
- Location and transport links are potentially attractive for new knowledge based economies
- The potential for the town to be a regional centre for heritage and culture.
- An eastern urban extension and potential new infrastructure
- Enhanced railway station
- Enhanced bus links, new interchanges and modal shift from the private car
- Unique and inspirational design complementing strong underlying historic architecture
- Green corridors, new parks and enhanced biodiversity
- Tackling social deprivation and enhancing quality of life

**1.3.16** Within this context, the vision for Kettering and its town centre is being delivered. It is seeing several major redevelopments and more than £40 million of public secured investment in the coming months

and years to further improve the town centre to create a vibrant heart for Kettering and the surrounding area that will make people want to return again and again. This investment is more than just a plan, it is a reality. Kettering's new Market Place has won the Regional Town Planning Awards beating off competition from other major towns and cities in the region. Other projects that have been successfully delivered and paying dividends include Chesham House Business Technology and Design Centre. Millions of pounds of private sector investment are flowing into the town centre from retailers and employers alike. With planning consent approved for 5,500 high quality new homes to the East of Kettering bringing with it over £180 million of investment that will be put into the town centre, local transportation links and improvements, schools and community facilities, Kettering will continue to turn its vision into reality.

**1.3.17** In order to thrive in the future, the town needs to be able to offer a unique experience that will make people want to return again and again. Recognised as being the retail centre for the surrounding area, Kettering town centre is undergoing a transformation that will see further improvements to shopping, employment, living and visiting experience. Central to the delivery of the vision is the shared commitment of partners to delivering the regeneration aspirations. Partners including the Borough and County Council, North Northants Development Company, Northamptonshire Enterprise Limited, Highways Agency, Health Trust and Police are working closely together to help deliver the shared vision. Planning policies and investment have been put in place to support the delivery of the vision.

**1.3.18** To help turn this vision into a reality, an ambitious programme of redevelopment is in progress. The AAP sets out the town centre into a number of distinct but complementary quarters supported by the appropriate planning policies. Complementing this policy framework, the Borough Council's Suite 16 Regeneration Programme is delivering regeneration and economic development. This includes developing areas for new restaurants (The Restaurant Quarter), high street brand shopping, both large department and chain stores (The Shopping Quarter) and 'niche' retail outlets (The Yards). Improvements to the look and feel of streets and transportation links are also in hand and there are plans for investment into new high grade, high density office space (The Station Quarter), capitalising on Kettering's ease of access to London's St. Pancras International Station.

**1.3.19** The first quarter to begin development, the Restaurant Quarter due to be completed in early 2011 is already under construction. The initial phase is already complete with the development of the new award winning Market Place which lies at the centre of the Restaurant Quarter. A programme of improvement works is taking place to improve the look and feel of the public space around the Market Place and major retailers considering moving to Kettering have the opportunity to input into the future look and feel of the town. Importantly, land has been acquired at key sites to aid development of the quarters and agents have been appointed to identify potential tenants. The aim is for work to start soon on the second major phase of regeneration with the development of a new shopping quarter at the centre of the town.

## The North Northamptonshire Local Development Framework

**1.3.20** The Kettering Town Centre Area Action Plan is part of the the Local Development Framework (LDF) for North Northamptonshire and will replace elements of the existing Kettering Borough Local Plan, which was adopted in 1995. The LDF comprises a number of Development Plan Documents (DPDs) that set out policies and proposals for the development and use of land in the Borough. The composition of the current development plan is set out in the North Northamptonshire Local Development Scheme. This document sets out how the Council will move from the previous to the current development plan system, and lists which local development documents are to be produced and when. The first DPDs cover the period up to 2021. The LDF includes a vision for the future of North Northamptonshire and objectives and targets, which developments must meet to secure that vision. Once adopted, planning applications and other decisions will be made in accordance with it.

**1.3.21** The Local Development Framework:

- Takes account of national and strategic planning policies;
- Identifies sites for, and requirements of, major development;
- Provides the framework of policies for assessing all planning applications;

- Enables infrastructure and service providers to bring forward their services when needed by new development;
- Enables the public to be fully involved in developing local policies and proposals.

## The North Northamptonshire Core Spatial Strategy

**1.3.22** As part of the North Northamptonshire sub-region, the Milton Keynes and South Midlands Sub-Regional Strategy (MKSM SRS) identifies Kettering as a location for new housing and job creation. To complement this growth, the SRS also identifies a focus in Kettering of maintaining the existing role of the town centre through promotion and protection of the existing provision of basic comparison shopping and the development of regionally important niche retail.

**1.3.23** In this context, The CSS vision identifies the requirement to deliver homes and jobs as well as infrastructure services and facilities.

- In meeting the Growth Area targets identified in the CSS the Borough of Kettering will be home to 13,100 additional households to 2021 and 16,200 jobs
- The CSS identifies Kettering town centre as a location for redevelopment and expansion. Kettering is identified as the main retail centre for North Northamptonshire and provision is required for a minimum net increase in comparison shopping floorspace of 20,500 m<sup>2</sup>.

## The Sustainable Community Strategy

**1.3.24** All local authorities are required by the Local Government Act 2000 to "prepare a community strategy for promoting the economic, environmental and social well-being of their areas and contributing to the achievement of sustainable development in the UK."

**1.3.25** Building on requirements set out in the CSS, the *Kettering Borough Sustainable Community Strategy* sets out the vision for the borough to be a place where people will want to invest, work and enjoy life - this AAP will enable Kettering town centre to build on and develop its role in delivering this vision and will be a key mechanism for delivering the *Kettering Borough Sustainable Community Strategy*.

**1.3.26** The *Kettering Borough Sustainable Community Strategy* is reviewed regularly and includes actions for the following 3-year period, which focus on meeting key aspects of the vision taking priority at the time and reflecting potential opportunities. Some relate to Borough wide policies contained in the LDF, including issues such as affordable housing. Others relate to major developments in the Borough, which are addressed in planning terms in Development Plan Documents, and which are a key priority for many of the stakeholders and service providers involved in the Local Strategic Partnership.

## Sustainability Appraisal

**1.3.27** The AAP has been subject to Sustainability Appraisal (SA) throughout its production to ensure that the document contributes towards the achievement of sustainable development. The SA of Development Plan Documents (DPDs) is required by the Planning and Compulsory Purchase Act (2004). The AAP is also required to undergo a Strategic Environmental Assessment (SEA) in accordance with European Directive 2001/42/EC. Although these are distinct assessments the SA and SEA have been combined in one assessment which satisfies the requirements of each and from now on will be referred to as the Sustainability Appraisal.

**1.3.28** The Sustainability Appraisal process has tested how the plan performs against the objectives of sustainable development at each stage of the plan making process. The process has shown how the proposals and allocations set out in the AAP will help deliver the vision for the town centre. For example, focusing a significant retail expansion in the Shopping Quarter will help ensure the vitality and viability of the town centre as a shopping destination and centre for economic development in the sub-region, whilst improvements to transport and access will contribute to encouraging sustainable transportation opportunities and climate change adaptation/mitigation measures.

## 1.4 Vision and Objectives

**1.4.1** In the context of growth and regeneration outlined above, the vision for Kettering town centre will guide development in the town centre. It encapsulates the key elements of delivering a thriving, sustainable town centre.

### The Vision for Kettering Town Centre

To create a vibrant heart for Kettering; a place that is characterful, distinctive and fun. The town centre will become a focal point for North Northamptonshire.

### Achieving the Vision

**1.4.2** Seven objectives have been developed to guide the delivery of the vision and to ensure development contributes to the vitality and viability of the town centre. They are organised by theme to ensure that the AAP covers the full scope of issues and topics defined by statutory documents in the planning framework and contextual strategic documents.

Objectives
<b>Objective 1:</b> To create a zoned, vibrant town centre which makes the best use of available land and existing buildings and maximises potential for regeneration.
<b>Objective 2:</b> To implement a step change in quality retail offer incorporating 20,500m <sup>2</sup> of comparison retail.
<b>Objective 3:</b> To deliver a new residential community and utilise residential uses to support and complement the quarters.
<b>Objective 4:</b> To create a town centre characterised by the high quality of urban design, architecture and public realm and respect for heritage.
<b>Objective 5:</b> To create a significant increase in office employment space, along with further regeneration opportunities.
<b>Objective 6:</b> To make a safe, welcoming, walkable and well connected town centre.
<b>Objective 7:</b> To deliver a greener town centre with an emphasis on provision of green infrastructure, renewable energy initiatives and environmentally efficient buildings to encourage green living.





## 2 Spatial Strategy    Regeneration Priorities

### 2.1 Overview

**2.1.1** This section sets out the overall principles for development with the town centre. It defines specific planning areas such as the primary shopping area, town centre boundary and primary shopping frontages, identifies the eight quarters and sets out specific requirements relating to employment, housing and the evening economy.

### 2.2 Regeneration Priorities

**2.2.1** In accordance with key strategic requirements, national and local planning policy <sup>(2)</sup>, the town centre will be the focus for planned growth focused on quality of place and additional retail, commercial and residential floorspace.

**2.2.2** Recognising the key role of Kettering in North Northamptonshire, the Core Spatial Strategy (CSS) denotes Kettering town centre as having the potential for being a strong sub-regional centre. Recognising Kettering as the key to increasing trade retention in the sub-region, the CSS makes provision for a minimum of 20,500m<sup>2</sup> additional net saleable comparison floor area to be delivered up to 2021, together with a modest increase in small convenience goods shops, which would address the relatively sparse provision of these outlets in the Plan Area and also contribute to the vitality and viability of the town centre. The Plan Area will also be a focus for office development, with 38,500m<sup>2</sup> of deliverable B1 Office/Commercial floorspace being allocated. Capacity has also been identified for approximately 1,000 new homes in the Plan Area.

**2.2.3** Taking this broad strategy forward, the AAP provides the planning framework for investment and development in the town centre. The AAP identifies the distribution of uses and their inter-relationships, including specific site allocations, and sets the timetable for the implementation of the proposals.

#### Policy 1 - Regeneration Priorities

The AAP is the framework for the strong regeneration and growth of Kettering town centre through attracting investment; encouraging diverse businesses and increasing its vitality and viability. Regeneration will be focused on high quality design and architecture, respect for heritage, an enhanced public realm and sustainability. Growth within the Plan Area will be facilitated by commercial land use designations and supporting uses. Regeneration priorities are as follows:

- Retail led growth comprising at least 20,500m<sup>2</sup> net of comparison floorspace to 2021, focused on the Shopping Quarter, together with a modest increase in small convenience shops;
- The development of a niche and independent retail offer in the Yards;
- The provision of B1 commercial office floorspace, also incorporating a proportion of A2 Financial and Professional Services, focused on the Station Quarter;
- The provision of approximately 1,000 additional residential units, focused on the New Residential Quarter and also provided through supporting uses throughout the Plan Area;
- An enhanced town centre leisure offer focused around the Restaurant Quarter; and
- Implementation of significant improvements to the town's transport system.

### 2.3 Urban Quarters and Development Principles

#### The Plan Area

The boundary covered by this AAP, as defined on the proposals map, includes areas outside the Town Centre Boundary. In order to deliver the scale of growth and regeneration required the AAP addresses

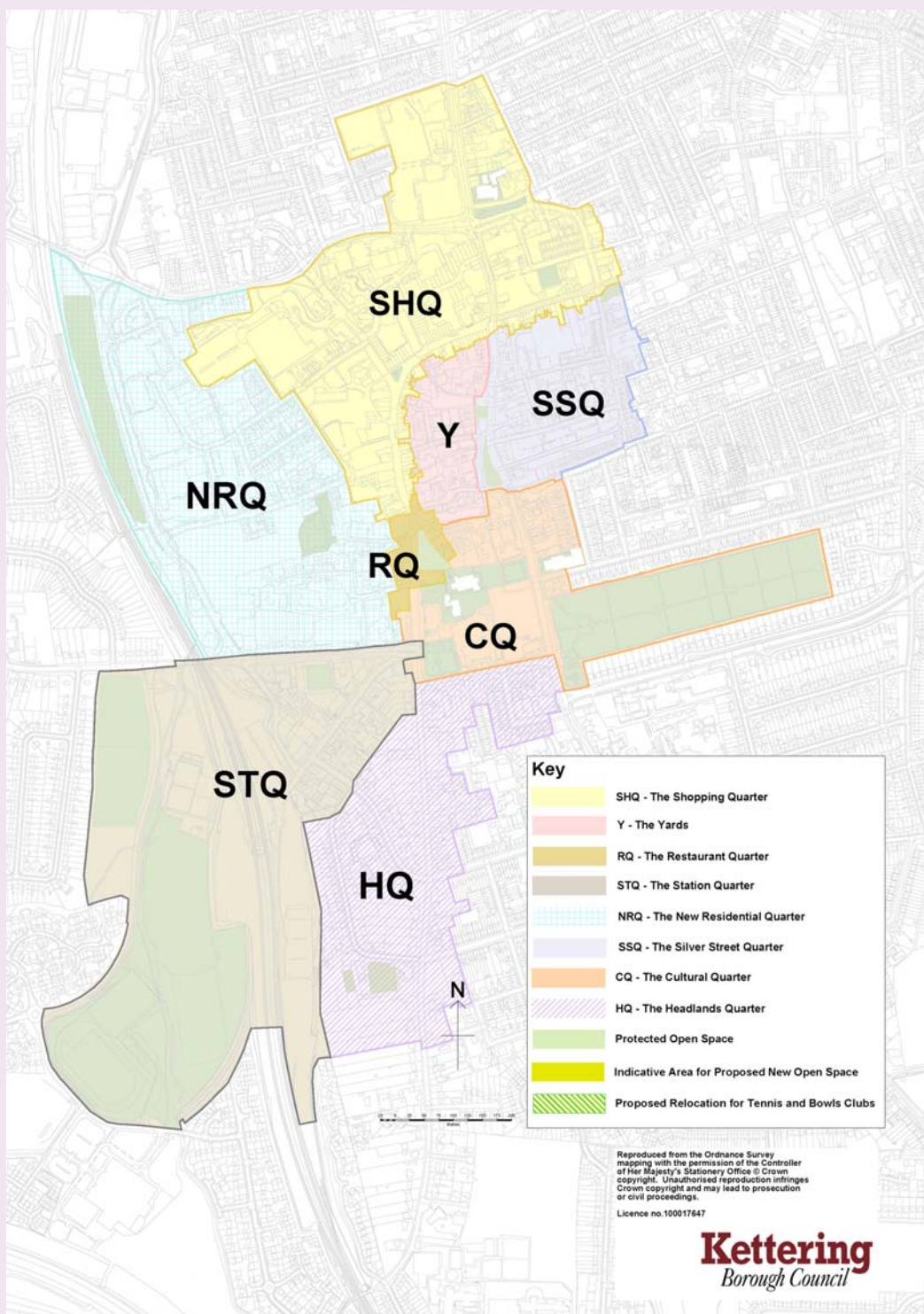
2    Notably CSS Policy 1, PPS1 (*Delivering Sustainable Development*) and PPS4 (*Planning for Sustainable Economic Growth*)

areas to the west and south of the town centre boundary, identified in Policy 2 as the New Residential Quarter, Station Quarter and Headlands Quarter. The Plan Area also includes areas to the east of the town which are integral to delivering the transport and access improvements (as set out in Policies 7-10) needed to accompany regeneration.

## The Urban Quarters

**2.3.1** The regeneration of the Plan Area will be based on the development of eight distinct urban quarters, as shown on Proposals Map Inset A and in Figure 2.1, below. The identification of these quarters has been an iterative process. The concept of quarters was first presented in the *Kettering Town Centre Masterplan* (Atkins, 2005), which identified several distinct character areas within Kettering. This concept has been taken forward through the AAP process by the Borough Council and its partners. In particular, the *Western Quarter Masterplan* (Taylor Young, 2006), *Town Centre Framework* (EDAW, 2007), and the *AAP Preferred Options* (2008). Throughout the development of this AAP policy framework, detailed urban design analysis has been undertaken - this understanding of the town centre's urban morphology (see *Kettering Town Centre Urban Morphology Study* (2008) has been a key principle in establishing the quarters and their interrelationships. Alongside commercial appraisals and public participation, this approach has established a robust regeneration framework for delivering growth in Kettering town centre. Guiding principles specific to the character of each quarter are set out in the supporting Urban Codes SPD which will be a key element in achieving the urban quarters concept and in delivering design-led regeneration.

Figure 2.1 Urban Quarters



**2.3.2** Underpinned by the concept of these quarters, the AAP should be read as a whole and all proposals within the town centre should accord with the relevant policies and supporting text set out in the AAP. Within these quarters primary uses have been identified and defined within the quarter policies outlined in Section 5. These distinct quarters will complement each other and will, together, provide a mixed use town centre. The transition between quarters will respect the character and use of the adjacent quarters, and where a use is proposed just outside a quarter, for example if a retail use was proposed just outside the shopping quarter, then this would be considered on its own merits taking into account the impact this would have on the character of the quarter in which it was located. Complementary uses will be permitted above ground floor.

**2.3.3** Within each quarter sites have been identified for development, these are allocated on the Proposals Map. All development proposals should have regard for the policies and principles of the relevant quarter and other relevant policies in the AAP.

**2.3.4** The majority of growth is focused on the Shopping Quarter, Station Quarter and the New Residential Quarter. Within these areas there are opportunities for major redevelopment. Within the Shopping Quarter the focus will be retail development, in the Station Quarter development will be focused on offices and employment growth and the New Residential Quarter will accommodate a significant amount of residential-led development. Development within The Yards and Silver Street Quarter will be on a smaller scale. The development of The Yards will be based on growth of niche and independent retail uses. In the Silver Street Quarter development will focus on uplifting the quality of the area with residential led growth and the implementation of transportation improvements around Queen Street, Victoria Street and Eskdall Street.

**2.3.5** Development in the Restaurant Quarter will focus on improvements to the public realm, the development of a new building to the south of the Market Place providing restaurant uses and encouraging restaurant uses elsewhere. Within the Cultural Quarter there is an opportunity for significant regeneration and enhancement of existing cultural assets. In the Headlands Quarter the focus will be on enhancing the existing residential character of the area and the Conservation Area.

## Development Principles and Urban Codes

**2.3.6** Policy 13 and 14 of the CSS outlines general sustainable development principles which should guide development and be taken into consideration in the determination of all planning applications within the Plan Area. Policy 2, below, also identifies general development principles and regeneration priorities for Kettering town centre and the wider Plan Area. The policy sets out the criteria against which proposals will be based to ensure that development within the Plan Area brings about vitality and viability; protects and enhances the character of the area; protects the amenity of existing and future residents; improves accessibility and connectivity; and incorporates sustainable design in accordance with the requirements outlined in the North Northamptonshire Sustainable Design SPD.

**2.3.7** In accordance with the Sustainable Design SPD, development in the plan area should deliver high quality, sustainable design that delivers energy efficiency and effective climate change mitigation and adaptation measures. It is the aspiration of Kettering Borough Council Members that all residential developments achieve CABE Building For Life Silver' standard as a minimum, and developers are encouraged to submit projects for accreditation. An Energy Strategy for North Northamptonshire is being produced that will establish the evidence that will assist in the assessment of routes to compliance with CSS sustainability requirement's, and the means by which this could be achieved.

**2.3.8** Building on the principles set out in Policy 2, Urban Codes are set out for each quarter in the Urban Codes SPD , providing more detailed design parameters. These codes outline specific buildings uses, heights, massing, density and materials as well as identifying key spaces, streets and necessary public realm improvements for each area. In addition the Kettering Borough Shopfront Design Guidance SPD will provide guidance for improving and setting standards for shop front design throughout the Plan Area.

**2.3.9** High quality design is a key element of the AAP and will be central to the delivery of regeneration and growth in the town centre.

## Policy 2 - Urban Quarters, Urban Codes and Development Principles

Regeneration of the Plan Area is focused on eight urban quarters, as defined on Proposals Map Inset A, as follows:

Quarter	Focus
1. The Shopping Quarter (SHQ)	High street brands
2. The Yards (Y)	Niche and independent shops
3. The Restaurant Quarter (RQ)	An improved restaurant offer
4. The Station Quarter (STQ)	Commercial offices



Quarter	Focus
5. The New Residential Quarter (NRQ)	A new residential community and improved open spaces and public realm
6. The Silver Street Quarter (SSQ)	Residential-led development and improvements to the public realm and connectivity to surrounding quarters
7. The Cultural Quarter (CQ)	Conservation and enhancement of the area's heritage assets and cultural facilities, and opportunity sites to attract investment and regeneration to the town centre
8. The Headlands Quarter (HQ)	Conservation and enhancement of historic Victorian and Edwardian residential suburbs

The designation of eight quarters focuses particular uses in particular quarters but only applies to ground floor uses. Throughout the town centre a vertical mix of uses will be encouraged where the proposed use would complement the primary focus of the quarter, for example residential or office uses over retail.

The Primary Shopping Area, Primary and Secondary Shopping Frontages, Kettering Conservation Area and key development sites are shown on the proposals map. The majority of growth will be concentrated in:

- The Shopping Quarter;
- The Station Quarter; and
- The New Residential Quarter

Regeneration will be design-led and comprise developments of high quality that are distinctive to Kettering. To ensure that regeneration and growth across the Quarters is delivered in a coherent and coordinated way, developments will comply with the Urban Codes Supplementary Planning Document (SPD). Proposals will secure high quality, sustainable design and improve the character and quality of the Plan Area and the way it functions. Development proposals within the Plan Area will:

- I) Create attractive, vibrant and safe shopping, working and living environments which are well connected by different modes of transport; and
- II) Bring regeneration benefits to Kettering town centre, in terms of its vitality and viability; and
- III) Protect existing residential amenity and deliver approximately 1,000 new residential units within environments which are of a high design and lasting quality; and
- IV) Deliver at least 38,500m<sup>2</sup> of new B1 office floorspace to regenerate and stimulate commercial activity; and
- V) Deliver an attractive and safe urban environment with a strong sense of place through the high quality and adaptable design of buildings, frontages and public spaces. Development proposals must have appropriate building forms, proportionate heights, active frontages, and contain suitable uses; and
- VI) Ensure that new development is appropriate in its context and respects the neighbouring uses and in particular the transition between the eight designated urban quarters; and
- VII) Facilitate ease of movement, permeability and legibility; and
- VIII) Preserve or enhance the Plan Area's heritage and character, especially the designated Conservation Area and its setting; in particular respecting the scale and mass of the existing buildings and the historic focal point of the Market Place and protecting views of the listed Church of Ss Peter and Paul's; and

IX) Improve the safety of the town centre through increasing natural surveillance of public spaces, creating safe and secure public routes which are compatible with the wider design and public realm priorities; and

X) Provide a net gain in usable and multi-functional green infrastructure, the focus of which will be on the Slade Brook corridor; and

XI) Address climate change effects including the provision of renewable energy, energy conservation, sustainable construction techniques and effective flooding and surface water management.

Further detailed design guidance for each quarter, building upon the criteria above, will be contained within the Urban Codes SPD. Shopfront design guidance is contained within the The Kettering Borough Shopfront Design Guidance SPD.

## 2.4 Primary Shopping Area and Evening Economy

**2.4.1** The CSS requires Kettering Town Centre to accommodate a minimum net increase of 20,500m<sup>2</sup> of comparison goods retail floorspace to 2021. This significant scale of additional comparison retail floorspace is required to maintain and enhance Kettering's market share and provide services for the borough and the wider North Northamptonshire sub-region in the period to 2021. At present the short supply of modern, large format shop units limits the potential to attract quality retailers and this needs to be addressed, and Policy 15 (The Shopping Quarter) allocates developments sites for this purpose.

**2.4.2** To maintain the compactness of the town centre, whilst providing the additional floorspace required for both the present and future population, it is important to protect the Primary Shopping Area (PSA) from inappropriate changes of use through the designation of Primary and Secondary Shopping Frontages.

**2.4.3 Primary Shopping Frontages:** The Primary Shopping Frontages runs up High Street, Gold Street, Newland Street and incorporates the Newland Centre. These designated frontages form the retail heart for the town centre, and the primary focus will be on maintaining and enhancing the retail offer through new retail development. The Shopping Quarter (Policy 15) will form the majority of the Primary Shopping Area, in which the Borough Council will promote major retail- led redevelopment and the incorporation of larger format retail units. In order to protect and enhance the retail character of the area, changes of use from A1 (retail) will be restricted by a percentage of the overall frontage total within the Primary Shopping Frontages and through the avoidance of concentrated runs of non retail units.

**2.4.4 Secondary Shopping Frontages:** The Secondary Shopping Frontages are located on parts of Rockingham Road, Montagu Street, Silver Street, Dalkeith Place and Sheep Street. Historically units around Market Place also formed part of the Secondary Shopping Frontages, however, this Plan identifies a new 'Restaurant Quarter' around Market Place, which seeks to promote and safeguard A3 Restaurant uses.

**2.4.5** Units within the Secondary Shopping Frontages should provide a complementary retail offer, and present an important resource for the retention and establishment of small independent A1 retailers, in order to maintain and enhance the vitality of the town centre. Although a greater mix of uses can be accommodated within the Secondary Shopping Frontages, changes of use must not erode the overriding A1 retail function of the area, and avoid an over concentration of similar non-retail uses that detract from the character and amenity of the area. Policy 3 therefore supports the role of the Secondary Shopping Frontages by establishing that a change of use is permissible providing that the overall shopping character of the designated area is maintained and it complies with the other requirements of the policy.

**2.4.6 Evening Economy:** In addition to the enhanced retail offer this Plan seeks to establish a vibrant evening economy in the town centre which complements the other existing and proposed town centre uses. Leisure uses play an important role in supporting and diversifying the evening and night time economy, and Government guidance supports the location of leisure uses within town centre locations.

**2.4.7** Restaurants (A3) are essential in providing leisure opportunities and creating a safer feel to the

town centre in the evenings. New restaurants will be encouraged to locate in the Restaurant Quarter, and Policy 19 (The Restaurant Quarter) identifies the development principles for this area.

**2.4.8** Although A4 (pubs and bars ) and A5 (hot food takeaways) can add to the enjoyment of a town and create a mixed use centre, too many in any one area can have an adverse impact on residential amenity by creating noise and disturbance late at night, anti-social behaviour and littering, and can undermine the retail focus and character of the area. The area covered by the Primary Shopping Frontages is not a suitable location for A4 and A5 uses as they would affect the vitality and viability of the town centre and would directly compete with the planned provision of the 20,500m<sup>2</sup> net additional comparison retail floor space. Currently, the Secondary Shopping Frontages of Montagu Street, Silver Street and Dalkeith Place provide the focus for A4, A5 and nightclubs, which is where these uses are considered most suitable. However, the provision of A4 and A5 uses has been restricted by a percentage of the overall frontage within the Secondary Shopping Frontages, to avoid an over-concentration of this type of use resulting in high levels of disturbance, littering and the erosion of the retail character. In order to improve the existing diversity of A4 uses in the town centre, the floor space for additional units within this use class has been limited in order to reflect the character of Kettering and to avoid an over-concentration of large public houses which fail to appeal to a wide range of users.

**2.4.9** Although it is acknowledged that nightclubs are a recognised leisure use for the town centre, there is already a sufficient quantity. In order to avoid an over concentration no additional nightclubs will be permitted within the Plan Area.

**2.4.10** The use of the upper floors within the PSA will be encouraged where the proposed use would complement the A1 retail focus of this area, and provide a mixed and well used town centre and improve safety and natural surveillance during both the day and evening.

**2.4.11** The attractiveness of the town centre is of economic importance in attracting investors, tourists and providing for the local population. As such development within the PSA must provide an active and well designed frontage which positively contributes to the street scene, and all proposals shall accord with the guidance contained within the Urban Codes SPD and the Kettering Borough Shopfront Design Guidance SPD as set out in Policy 2 (Urban Quarters, Urban Codes and Development Principles).

**2.4.12** The percentages set out in Policy 3 below are based on a survey conducted in August 2009 that audited the different ground floor uses within the town centre. The survey, which informed the Kettering Town Centre Health Check 2008/2009 measured the width of the units frontage (in metres) in order to ascertain the total meterage and percentage of frontages designated to each use class. Percentages levels set for each use class in Policy 3 are a percentage of the total frontages in the town centre boundary

**2.4.13** Through the Kettering Town Centre Healthcheck process, the Borough Council will monitor the percentage of frontages designated to each use class in the town centre. Both Primary and Secondary Shopping Frontages will be monitored as the developments allocated by this plan are progressed and new primary and secondary frontages are created.

## Policy 3 - Primary Shopping Area (Primary and Secondary Frontages) and the Evening Economy

The Primary Shopping Area (PSA) which includes both the Primary and Secondary Shopping Frontages will be the focus for retail within the Plan Area, as defined on the Proposals Map. A minimum of 20,500m<sup>2</sup> of net comparison retail floorspace will be delivered in the PSA by 2021. Policy 15 (Shopping Quarter) allocates development sites for this purpose.

- The focus for new A3 uses (restaurants) will be within the Restaurant Quarter (frontages defined on the Proposals Map) as detailed in Policy 19.
- Planning permission for additional nightclubs within the Plan Area will not be granted

### Primary Shopping Frontages:

The most appropriate location for A1 (retail uses) in the PSA is within the Primary Shopping Frontage (PSF). Proposals for non A1 retail uses at ground floor level will be considered acceptable providing they meet all of the following criteria. That development:

- I) Does not result in there being less than 75% of A1 frontages retained within the PSF; and
- II) Does not result in more than three consecutive non A1 retail frontages; and
- III) Does not result in any additional A4 (Drinking Establishments) and A5 (Hot Food Takeaways) units within the PSF; and
- IV) Does not create an over concentration of non retail uses which will result in an unacceptable change in the retail character and/ or adversely affect the vitality and viability of the PSA; and
- V) Provides an active and well designed frontage which positively contributes to the street scene.

## Secondary Shopping Frontages:

A greater diversification of appropriate town centre uses can be accommodated within the Secondary Shopping Frontages (SSF), providing this does not erode the overriding A1 retail function of the area. Changes of use will be considered on their merits subject to the proposal:

- VI. avoiding the concentration of similar uses, whose cumulative impact would be to the detriment of the retailing function, environmental quality, amenity or parking and would increase the risk of anti-social behaviour; and
- VII. Not resulting in more than three consecutive A3 (Restaurants and Cafés), A4 or A5 frontages in a row; and
- VIII. Not resulting in more than 17% of the total frontages within the SSF being in A4 use and
- IX. Not resulting in more than 8% of the total frontages within the SSF being in A5 use, and
- X. Not exceeding 500m<sup>2</sup> of net total floor space for each additional A4 use; and
- XI. Providing, where appropriate an active and well designed frontage which positively contributes to the street scene.

The use of upper floors within the PSA is encouraged where the proposed use would complement the A1 retail focus of this area. Uses that will be encouraged are A2 (Financial and Professional), B1 (office) and C3 (residential).

## 2.5 Commercial Offices

**2.5.1** The AAP will provide substantial new office development to help stimulate a significant new employment base for the town centre allowing it to deliver its strategic role set by the CSS. The Station Quarter, with its excellent transport links, will be the focus for new office and commercial development. Smaller commercial allocations, which may comprise offices, are made as part of a mix of uses in the New Residential Quarter and offices (B1) will be encouraged throughout the Plan Area, where in accordance with other plan objectives.

**2.5.2** Significant capacity has been identified for employment uses and for offices within the town centre - approximately 38,500m<sup>2</sup> of deliverable B1 Office/Commercial floorspace across the Plan Area - 32,000m<sup>2</sup> of which falls within the Station Quarter<sup>(3)</sup>. The quarter is identified as offering some of the most suitable, accessible, attractive to market and least constrained employment sites in the sub-region<sup>(4)</sup>.

<sup>3</sup> Kettering Employment Study (2005) Savills Urban Capacity Analysis (2008).

<sup>4</sup> Northamptonshire Strategic Employment Land Assessment (SELA) (2009).

**2.5.3** A focus on office development will diversify the town centre jobs offer and catalyse the creation of higher grade, higher density jobs. High quality office development can develop a broader economic base for the town centre which supports a vibrant town centre, can increase the town's skills base and be persuasive to inward investors.

**2.5.4** Given its location next to the station and its relative lack of constraints to development, the principal focus for new office development will be the Station Quarter. Policy 20 details the plans for this quarter. The principal objective is to provide the new centre for office employment that will help to drive the Borough's economy and meet a major part of its aspirations for new jobs. The Station Quarter will be the dynamic new main business sector of the town, stimulating investment opportunities in significant new office space in a sustainable, high profile location that exploits the excellent strategic rail links. Significant transport improvements and a lively new Station Square will present an accessible, welcoming and contemporary commercial gateway to those arriving in Kettering.

## Policy 4 - Commercial Offices

The Plan Area will deliver development of around 38,500m<sup>2</sup> net additional B1 office floorspace by 2021.

The focus for B1 offices will be in the Station Quarter on sites STQ1 and STQ6 - STQ11 (as set out in Policy 20, The Station Quarter) which will accommodate around 32,000m<sup>2</sup> of office floorspace, incorporating a proportion of A2 Financial and Professional Services.

Smaller commercial allocations, totalling around 6,500m<sup>2</sup> are also made on sites NRQ5 and NRQ11 in the New Residential Quarter, as part of a mix of uses. Elsewhere B1 offices will be acceptable throughout the Plan Area unless otherwise stated in this plan.

## 2.6 Culture and Tourism

**2.6.1** Cultural and leisure facilities are an important component of a successful town centre. Facilities such as libraries, museums, public halls, leisure centres, galleries and places of worship provide both tourism attractions for visitors and key services for residents. In Kettering town centre many of the town's most prominent heritage assets and existing culture, tourism and leisure facilities are located in the Cultural Quarter including the swimming pool, Ss Peter and Paul Parish Church, the Alfred East Art Gallery, Museum and Library, giving the parts of the quarter a strong sense of place and distinctive role within the town centre. The Kettering Conference Centre, adjoining the Plan Area, includes a theatre and other leisure facilities for residents and visitors to the town centre. In this context, regeneration and development proposals for the Plan Area should complement existing assets and provide additional services and facilities for residents and visitors.

**2.6.2** Many initiatives set out in this plan will enhance the town's tourism and leisure potential, such as establishing a Restaurant Quarter and enhanced retail offer in the Yards and Shopping Quarter. In addition work has highlighted the need for further hotel provision within the Plan Area. As such Sites STQ6, in the Station Quarter, and site SS5, in the Silver Street Quarter, have been identified as being suitable for hotels to make provision for tourism within the Plan Area. Together the regeneration proposals set out with this Plan will ensure that Kettering builds on its historic and cultural facilities and that new development complements these existing assets. Proposals set out within the plan will help to enhance the attractiveness of the town centre as a destination, including helping to support and diversify the evening and night time economy. This will help make Kettering people's first choice for services and facilities - delivering the vision for Kettering as a place that is characterful, distinctive and fun.

**2.6.3** Policy 5 details the approach to development within the Plan Area that would result in the loss of an existing cultural use. The loss of an existing cultural use would be a material planning consideration in the determination of any application involving such uses.



## Policy 5 - Culture, Tourism and Leisure

### Culture and Tourism:

Proposals for additional cultural and tourism facilities will be encouraged within the Plan Area to enhance the current provision. Sites are made available within this plan for Hotels at sites:

- Site STQ5 - the Crescent North, in the Station Quarter; and
- Site SSQ5 - Queen Street / Horsemarket south, in the Silver Street Quarter.

Development should not lead to a loss of cultural or tourist facilities unless it can be demonstrated that they are no longer needed by the community they serve or that the facility is being relocated and improved to meet the needs of the new and existing community.

### Leisure:

The focus for leisure uses within the Plan Area will be within the Town Centre Boundary, as defined on the Proposals Map. Proposals to diversify the leisure offer will be encouraged but subject to compliance with other policies within this Plan.

The focus for new A3 uses will be within the Restaurant Quarter as detailed in Policy 19.

## 2.7 Residential Development

### Residential allocations

**2.7.1** A significant additional town centre residential population will support the provision of a range of shops, facilities and services and support the aims of the retail and commercial activities (Policies 3 and 4) and the transport and public realm improvements (Policies 7 -11). Well designed residential developments will add instant vibrancy through the presence of people, activity and natural surveillance throughout the day and evening.

**2.7.2** The Plan Area will accommodate approximately 1,000 new dwellings during the period to 2021, which will contribute to the borough-wide CSS requirement of 13,100 new homes. Residential use, or an element of residential use in a mix of uses, is allocated on the sites listed in Table 2.1.

**Table 2.1 Sites allocated for residential use (either solely or as a mix of uses)**

Site allocation	Indicative Yields	Site allocation	Indicative Yields
NRQ1: Land at Lidl store site, west of Trafalgar Road	67	SHQ1: Wadcroft / Newlands Phase 1	39
NRQ2: Former Lidl store site, north of Trafalgar Road	22	SHQ2: Morrisons Staff Car Park, Trafalgar Road	18
NRQ3: Temporary car park, land west of Trafalgar Road	48	SHQ3: Eden Street	20
NRQ4: Land north and east of Trafalgar Road	120	SHQ4: South of Northall St (Iceland carpark)	9
NRQ5: B&Q Comet site, Meadow Road / Jutland Way	53	SHQ5: South of Northall St (Tanners Gate 1)	33
NRQ6: National Grid site north, Jutland Way	14	SHQ6: South of Northall St (Tanners Gate 2)	24
NRQ7: National Grid site south, Jutland Way	14	SHQ7: Dryden Street / Fleet Street	75
NRQ8: Meadow Road / Cromwell Road backland	18	SSQ1: Montagu Street / Tordoff Place	11
NRQ9: Commercial Road car park	20	SSQ2: Carrington Street / Victoria Street	19
NRQ10: Meadow Road Recreation Ground	94	SSQ3: Queen Street east	8

Site allocation	Indicative Yields	Site allocation	Indicative Yields
NRQ11: ATS Topps Tiles site, Northampton Road / Northfield Avenue	18	SSQ4: Queen Street / Horsemarket north	62
NRQ12: Bus Depot site, Northampton Road	47	STQ4: Land Opposite Station Square	15
NRQ13: Hazelwood Lane	5	Y1: Jobs Yard	30
RQ1: Market Place North	8	Y2: Soans Yard	28
RQ2: Market Place South	18		

## Residential density

**2.7.3** A flexible variety of densities will be appropriate across the town centre depending on the characteristics and design requirements of each site. Densities will generally be high, reflecting the existing urban nature of the area and the need for efficient use of land. Residential densities should be high enough to make efficient use of land but not prevent the delivery of a range of dwelling types including houses.

**2.7.4** In the New Residential Quarter, where larger sites are available, densities should generally be between 40 dwellings per hectare (dph) and 75dph. Higher densities will be appropriate elsewhere within the Plan Area on sites closest to the centre of the town where appropriate to the surrounding character, townscape and mix of uses. Such sites must also have close proximity to services and amenities, be well served by public transport and have good pedestrian and cycle accessibility.

## Residential mix

**2.7.5** New residential development in the Plan Area will deliver a varied mix of property sizes and types across the area as a whole to ensure a vibrant, mixed and sustainable community. New homes will appeal to a wide variety of people including first-time buyers, singles, couples, elderly people, and families who are likely to stay longer in the area and create a more stable community.

**2.7.6** A diversification of the recent predominant town centre residential development of schemes comprising wholly of flats is required in order to meet identified local needs. It is recognised that there has been a recent unbalanced over-provision of flats, particularly 1 bedroom flats, which have failed to meet a significant need for 2 bedroom homes for all age groups across all dwelling types, but particularly houses<sup>(5)</sup>. Residential development in the Plan Area will seek to address this issue and deliver a balanced provision of flats and houses and avoid an over-saturation of developments comprised 100% of flats. Such schemes will only be acceptable on small confined sites, building conversions or vertically mixed use developments. Proposals for 30 dwellings or more will comprise no more than 0-10% of units as 1 bed flats. A proportion of 2, 3 and 4 bed houses will be encouraged on all sites which come forward for residential use, where practicable. Larger sites in the New Residential Quarter will include a proportion of houses, either through developments made up entirely of houses or a mix of types. On these sites houses could comprise traditional forms, such as terraces or townhouses, or more contemporary solutions.

**2.7.7** Development proposals which come forward in the future will need to demonstrate accordance with any updated identification of local needs (e.g. updated Strategic Housing Market / Needs Assessments) which supersede the above identified mix.

## Affordable housing

<sup>(6)</sup>

**2.7.8** It is important that in order to meet significant local affordable housing needs and achieve a vibrant mix, that housing for lower incomes, first time buyers and key workers is provided alongside housing which meets broader economic objectives. A target of 30% affordable housing on town centre sites of 15 dwellings or more will be sought, with a tenure split of 67% socially rented units and 33% intermediate housing<sup>(7)</sup>.

<sup>5</sup> As identified in the *HVC East Kettering Housing Market Assessment (HMA)* (August 2008).

<sup>6</sup> Affordable housing is defined in the Glossary in Appendix 1

<sup>7</sup> The tenure split required for affordable homes will meet the needs identified in the *HVC East Kettering Housing Market Assessment (HMA)* as outlined, or any subsequent superseding Strategic Housing Market / Needs Assessments and/or Government policy.

**2.7.9** In most cases affordable housing will be integrated on the same development site as the enabling development and be scattered throughout the site in small groups of units indistinguishable from other units in quality and appearance. However, it is recognised that there may be instances on particular sites in the Plan Area where the Borough Council and the developer agree that affordable housing needs should or could be better met elsewhere. In such limited circumstances (as outlined in Policy 6) the Council may consider the acceptance of financial contributions in lieu of on-site dwellings. Where commuted sums payments are made it must be demonstrated that the proposed solution will contribute to the objectives of creating mixed and inclusive communities and of meeting local affordable housing needs.

**2.7.10** The acceptance of commuted sums with respect to any individual development will be on a strictly site specific basis and will not create a precedent for other sites in the Borough. The use of commuted sums contributions will be monitored through the Annual Monitoring process.

**2.7.11** The Local Planning Authority will not accept a piecemeal approach to development proposals which results in an under-provision of affordable housing which would have otherwise been required if the proposals had come forward comprehensively. In such cases evidence will be required as regards to the reasoning for the approach taken with the possibility of additional affordable housing requirements being imposed.

## Policy 6 - Residential

### Residential allocations

Provision is made for approximately 1,000 additional residential units within the Plan Area over the plan period. Allocated sites are shown on the Proposals Map and listed in Table 2.1. The focus for residential-led regeneration will be the New Residential Quarter where densities of between 40dph and 75dph will be appropriate - including the provision of family homes. Throughout the Plan Area higher densities may be acceptable, providing that proposals conform to other policies within this Plan.

### Residential mix

A balanced provision of houses and flats is required in the Plan Area to achieve a varied mix of property sizes and types in accordance with the *2008 Housing Market Assessment*, and any subsequent Strategic Housing Market / Needs Assessment updates. A proportion of houses will be required on sites NRQ4, NRQ5, NRQ6, NRQ7, NRQ8, and NRQ12. These sites could either comprise developments made up entirely of houses or a mix of types including houses.

All residential development which comes forward in the Plan Area will be encouraged to include an element of houses. In particular, development sites in the New Residential Quarter provide opportunities for family homes and a new town centre community.

Developments comprising solely of flats should be focused on sites where space is at a premium, where proposals involve the conversion of an existing building or where they form part of a vertical mix of uses, for example over active (e.g. A1 or A3) uses at ground floor level. Provision of 1 bedroom flats (the least flexible option) will be limited. In schemes of 30 dwellings or more, a maximum of 10% of units will be 1 bed flats.

### Affordable Housing

The policy target is for 30% affordable housing on schemes of 15 dwellings or more. It is recognised that affordable housing provision is dependent on the overall viability of development, which in turn depends on a wide range of circumstances. Where a developer suggests that site viability does not permit 30% provision, the position will need to be demonstrated through 'open book' procedures before any agreement is made to reduce the proportion of affordable housing and/or amend the mix of tenures.

Where possible, contributions from any available public funds, e.g. grants from the Homes and Communities Agency (HCA) will be sought to bring marginal or unviable schemes to viability.

Affordable housing provision of 30% will be sought on developments of 15 or more dwellings. From the housing needs assessments, the required tenure mix is estimated to be about 67% social rented and 33% intermediate housing, which will be reviewed in the light of any subsequent Strategic Housing Market/Needs Assessment updates and/or Government Policy.

In order to create mixed communities, affordable housing provided as part of a market development will be integrated within the site in small groups of units indistinguishable from other units in quality and appearance. Only in exceptional circumstances will the payment of commuted sums in lieu of on-site provision be considered, where the Borough Council and the developer agree that on-site provision would not be the best solution and where:

- Reuse of existing buildings would result in unsuitable or unacceptable affordable units; or
- The type or size of affordable units to be provided does not best meet housing needs; or
- Where on-site provision would prohibitively affect the viability or integrity of the site for reasons that can be clearly set out and justified.

Financial arrangements will be secured through a S106 agreement and negotiated using an open book approach with the applicant using the following mechanism - for each affordable dwelling that would have been provided on site, the Borough Council will seek the difference between Open Market Value (OMV) and Social Housing Value (SHV). Both valuations would be required to be undertaken by an independent valuer, the cost of which would be borne by the developer.

This policy will be regularly monitored, including a) the outcomes of affordable housing delivery; b) changing needs for affordable housing and the relevant tenure mix; and c) the viability of provision. If necessary, the policy will be formally reviewed.

## Residential Car Parking

Residential parking provision in the Plan Area will be determined in accordance with the *Northamptonshire Place and Movement Guide* (2009), or any subsequent adopted guidance, on a case by case basis. Low or zero parking residential developments may be acceptable on sites in close proximity to services, amenities and public transport where it can be demonstrated that sustainable travel alternatives (walking, cycling and public transport) are accessible and are integrated into travel plans.

Proposals for 15 or more dwellings will include at least one parking space for a car club or car share vehicle.

All residential developments will provide a minimum of 1 secure cycle storage space per unit.

## 3 Transportation

### 3.1 Overview

**3.1.1** The AAP sets out a number of transport proposals for Kettering town centre which derive from the county-wide Transport Strategy<sup>(8)</sup>. The proposals were informed by public consultation conducted in Autumn 2009.

**3.1.2** It is recognised that in order to successfully and sustainably accommodate Kettering's growth, to deliver town centre regeneration and to meet the other key objectives of the AAP, significant improvements to the transport system will be required. The AAP tackles issues of network efficiency, junction capacity

8 Northamptonshire County Council's (NCC) *Transport Strategy for Growth* (TSFG) (September 2007) sets out the integrated transport framework to support growth and regeneration in the county which will be developed into Local Transport Plans. The AAP takes forward the strategic principles of the TSFG and places them in the context of the Plan Area, having been informed by detailed local level studies including the *Kettering Town Centre Highway Studies Report* (WSP, 2009) and the *Kettering Town Centre Transport Strategy* (Pell Frischmann, 2010)



and operation, congestion, parking, accessibility and modal shift. Development contributions will be sought to deliver transportation improvements, in accordance with Section 6 - Implementation and Monitoring.

**3.1.3** A key aim of the AAP is to achieve a modal shift from car use to public transport, walking and cycling of at least the 5% target required in CSS Policy 13. Measures will be implemented to encourage pedestrian and cycle usage and improve access to public transport including the railway station. The AAP seeks to strike the right balance between this aim and the recognition that an efficient road network and adequate levels of car parking are important in ensuring the viability of the AAP's proposals for retail and commercial led regeneration.

**3.1.4** The Strategy covers five key, interrelated, aspects and associated objectives:

Issue	Objective
Road Network and Junctions	To reduce congestion and allow efficient traffic circulation but without allowing traffic to dominate the town centre.
Parking	To provide adequate parking for the successful operation - notably the retail operation - of the town centre.
Public Transport	To promote bus services by improving their operational environment and improving their accessibility and penetration to the town centre and railway station.
Pedestrian and Cycle Network	To improve facilities for pedestrians and cyclists to ensure safe and convenient routes.
Public Realm	To improve the quality of the public realm to make Kettering a more attractive and better place to live, work and shop.

**3.1.5** Improvements to the transport system, set out in sections 3.1 - 3.6 of the AAP, are shown on the Proposals Map and presented in Figure 3.1. Table 3.1, below, provides an indicative implementation timetable for key transportation improvements (as shown in Figures 3.1 and 3.2) and possible funding sources.

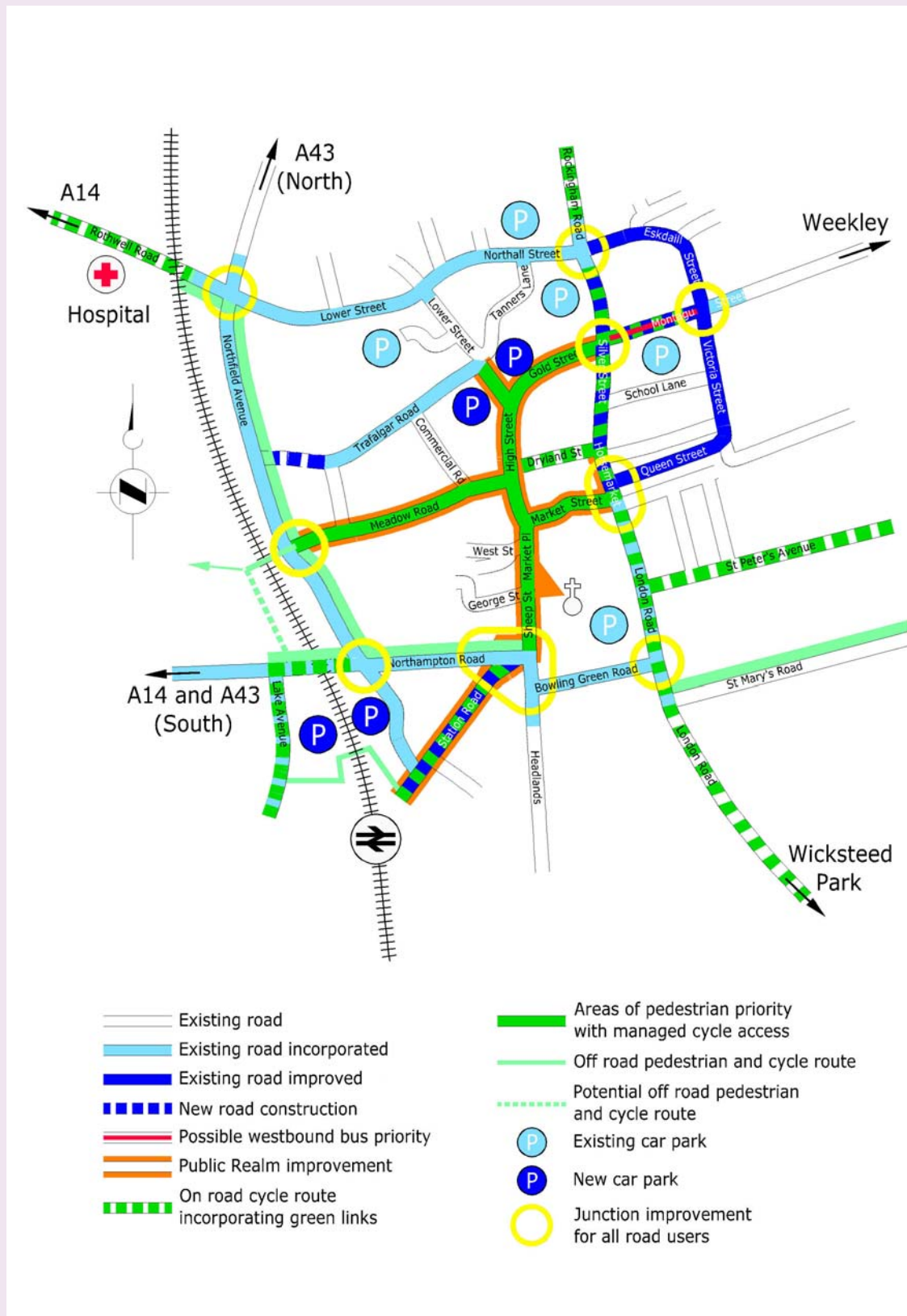
**3.1.6** Table 3.1 should be read in conjunction with the Phasing Programme set out in Section 6 - Implementation and Monitoring, which identifies other transportation improvements that will be required as development sites in this AAP are brought forward. The implementation of transportation improvements set out in table 3.1 is linked to borough-wide developments and will be partly delivered through Northamptonshire County Council's pooled development contributions system (which is a component of the Development Contributions SPD), which has already secured funds to deliver schemes within the town centre.

**Table 3.1 Transportation Improvements Timetable**

Proposed Town Centre Transportation Improvements	Phasing (2011 - 2021)	Funding Sources
Northampton Road / Northfield Avenue Junction	2011/12	GAF/Pooled development contributions, and any available public funding.
Rothwell Road / Northfield Avenue Junction	2012/13	GAF/Pooled development contributions, and any available public funding.
New Trafalgar Road/Northfield Avenue Link Road and Junction	2014/15	This is required to support the redevelopment of the Wadcroft area for retail development, and will therefore be funded through development contributions.

Proposed Town Centre Transportation Improvements	Phasing (2011 - 2021)	Funding Sources
London Road / Bowling Green Road Junction	2014/15	GAF/Pooled development contributions, and any available public funding.
Sheep Street/Northampton Road Junction	2012/13	GAF/Pooled development contributions, and any available public funding.
Meadow Road / Northfield Avenue Junction	2014/15	GAF/pooled development contributions, and any available public funding..
‘North-South 2-way Link’ – Eskdail Street / Victoria Street / Queen Street / Montagu Street / Horsemarket / Silver Street	2014/15	GAF/pooled development contributions, and any available public funding.

Figure 3.1 Town centre transport improvements



## 3.2 Road Network and Junctions

**3.2.1** Kettering town centre's transport network will be reconfigured in order to reduce traffic congestion and support the travel demands generated by the redevelopment of the town centre, expansion of the Kettering urban area, other housing growth in the borough and sub-regional growth in North Northamptonshire.

**3.2.2** A system which allows two-way circulation on all main roads will be achieved through a programme

of road and junction reconfigurations and improvements.

**Figure 3.2 Road network and junction improvements**



**3.2.3** A series of strategic improvements to key junctions to improve their operation, capacity and conditions for pedestrians and cyclists will complement the improvements to the road network. Detailed designs of junction and road layouts will be subject to further consultation at the time of implementation.

**3.2.4** Whilst the network and junction improvements scheme will minimise land/property acquisition, the delivery of the two-way system will require some limited road widening, alignment changes (for safety and geometric reasons) and limited land/property acquisition. Detailed analysis is presented in the Kettering Town Centre Transport Strategy (2010) and through consultation undertaken in Autumn 2009, the Borough Council have begun the process of opening discussions and consultations with the land owners/occupiers.

## Town centre 20mph zone

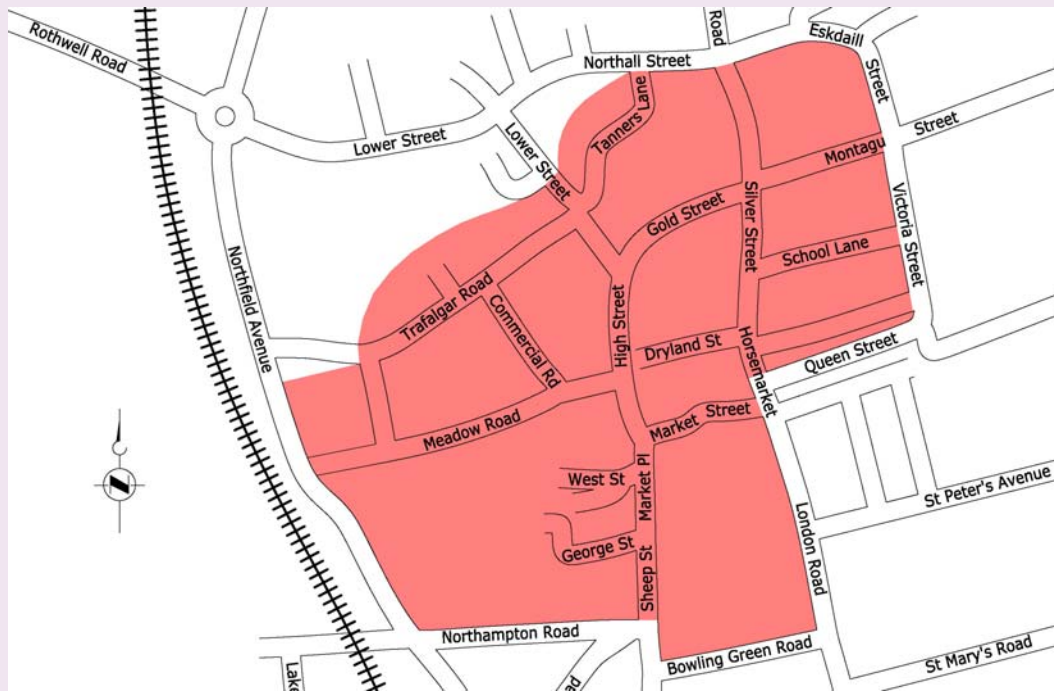
**3.2.5** 20mph zones have been found to be an effective tool for reducing vehicle speeds in built-up areas. When used appropriately they convey to vehicle drivers that the balance of users in an area is not towards cars and through traffic but is towards non-motorised users and access traffic.

**3.2.6** Kettering Borough Council will seek to designate a 20mph zone within the boundary of (but not including) the new two-way “ring road”. Such a zone may serve to reinforce the use of the two-way system by through traffic and within the zone reinforce the role of access only routes, reduce accident rates, increase pedestrian accessibility and increase the attractiveness of cycling.

**3.2.7** The introduction of a 20mph zone in Kettering town centre would be subject to further consultation both with the public and stakeholders at the time of consideration. A diagrammatic extent of the potential 20mph zone is indicated in Figure 3.3.



Figure 3.3 Potential 20mph zone



## Policy 7 - Road Network and Junctions

The Borough Council will work in partnership with Northamptonshire County Council to deliver the following key road and junction improvements, as shown on the Proposals Map:

- The existing one-way operation of **Eskdaill Street**, **Victoria Street** and **Queen Street** will be changed to two-way operation.
- **Montagu Street** will become a two-way street though westbound access will be restricted to buses and cyclists. The eastbound lane will provide short stay car parking in marked spaces.
- Through traffic will be discouraged from **Silver Street** with the physical layout designed to give bus, cycle and pedestrian priority.
- Through traffic will be removed from **Market Street** and from **Sheep Street** enabling the creation of a safe, pedestrian friendly area.
- Creation of a new extension of **Trafalgar Road** and associated junction to connect with Northfield Avenue to provide access to the Shopping Quarter.
- **Station Road** will be returned to two-way traffic whilst retaining on-street parking facilities.
- Junction changes necessary to implement the above road network changes and junction improvements associated with development to the west of the railway line.
- Significant stand-alone improvements will be made to the following key junctions:
  - Bowling Green Road-London Road junction
  - Northampton Road-Station Road-Bowling Green Road junction
  - Northampton Road-Northfield Avenue junction
  - Rothwell Road roundabout

Development contributions will be sought towards the improvements to roads and junctions.

Proposals for the development of sites on or having an impact upon those roads or junctions identified for improvements will not prejudice the delivery of those improvements.

The future introduction of a 20mph zone within the two-way road system will be considered, subject to public and stakeholder consultation prior to possible implementation.

The phasing programme at Figure 6.1 shows how the transport schemes relate to the land use elements of the plan.

## 3.3 Parking

### Off-street parking

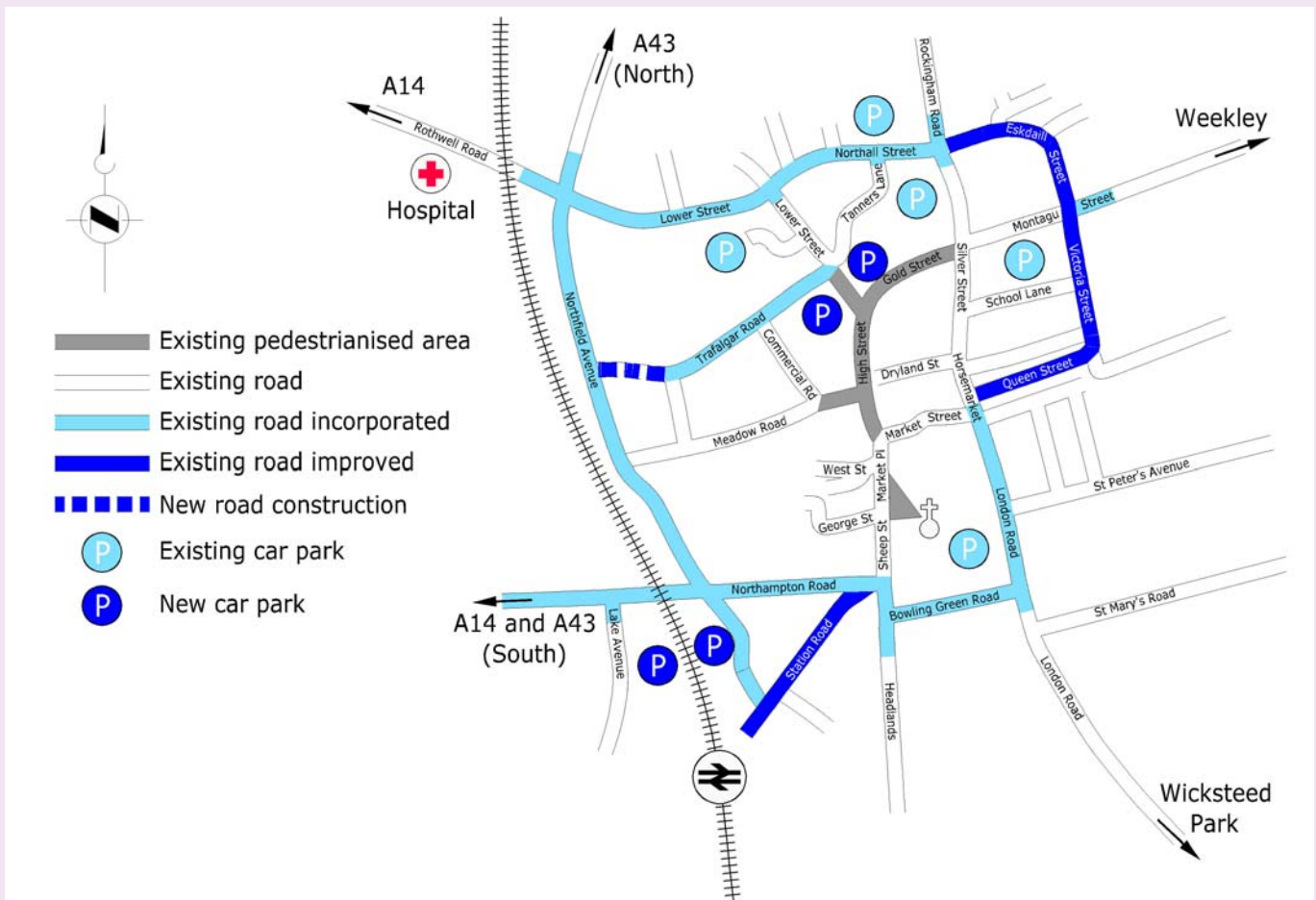
**3.3.1** Detailed surveys have found car parking in the town centre to be ineffectively used with some car parks oversubscribed while some are under used. The AAP will address this issue and will seek to make maximum and efficient use of both existing and new car parks through the measures outlined in Policy 8, below.

**3.3.2** Large expanses of existing surface car parking in the Station Quarter, whilst necessary in quantum of spaces, is not making optimal use of land and dominates the public realm. Two new car parks will reconfigure this provision at sites **STQ2 and STQ3**. An existing under provision of disabled spaces (2 spaces in July 2010) will be addressed. **Site STQ2** in the Station Quarter will be developed as a multi-storey interceptor car park to the west of the railway line and station. The car park will fulfil a number of functions:

- To intercept car trips bound for the station from the west thus preventing those cars travelling through the railway underpass bottleneck and the congested Northampton Road-Northfield Avenue junction;
- Provide parking for the future commercial development in the Station Quarter;
- Provide purpose built parking for long-stay rail users; and
- Link with the new pedestrian and cycle crossing of the railway line, as outlined in Policy 10 (Pedestrian and Cycle network).

**3.3.3** Additionally, off street parking will be retained at the School Lane car park which should retain approximately its current capacity (116 spaces) in the short-medium stay. If proposals for the redevelopment of the site were to come forward in the medium-long stay, car parking of similar capacity should be included as part of the site's development, or provided close by. The improvements outlined above will be complemented by an improved parking charging structure that will better manage parking to appropriate locations. For example, long stay parking for commuters should be encouraged in areas such as the new interceptor car park and parking near the Council Offices, thereby freeing car parks nearer the main shopping centres for short-stay use by shoppers. Figure 3.4, below, shows the location of existing and proposed new off road car parks.

Figure 3.4 Car Parking



## On-street parking

**3.3.4** On-street parking will be reconfigured to be used for short-stays, loading, servicing and disabled vehicles. Details should be developed on a scheme by scheme basis at final design stage. Streets will provide a better balance between the objectives of the public realm and pedestrians and the needs of trading business and motorists.

**3.3.5** The Borough Council will introduce an effective enforcement programme of on-street parking and access regulations. It is essential that on-street parking regulations are enforced so that traffic, public realm and bus priority schemes are not hindered from inconsiderate and illegal parking.

## Policy 8 - Parking

Reapportioned and enhanced car parking provision will ensure adequate car parking for the successful regeneration and commercial operation of an intensified Kettering town centre. The approach will encompass both off-street and on-street parking measures.

### Off-street parking

- Site **SHQ1**, Wadcroft / Newlands Phase 1, will deliver a new car park as part of the site's retail led redevelopment with capacity of approximately 500 spaces.
- A multi-storey interceptor car park will be delivered at Site **STQ2** in the Station Quarter to the west of the railway line. The car park will comprise at least approximately 275 spaces, link with any new crossing of the railway, (as outlined in Policy 11 (Pedestrian and Cycle Network), and will conform to the ParkMark Secure Parking Standards to encourage long stay parking from rail travellers.

- Site **STQ3**, north of the station, will be redeveloped to form a multi-level car park with capacity for approximately 550 spaces.
- The Station Quarter will deliver a net increase in the existing disabled parking provision to approximately 30 spaces.
- Any redevelopment proposals for sites **SOQ1** and **SOQ2** should provide parking for proposed uses and approximately 200 spaces for general town centre public parking requirements.
- A variable message signage (VMS) system will be implemented comprising directional signage to indicate parking availability and direct drivers to the most appropriate car park.
- An improved parking charging structure will be sought to ensure effective and appropriate use of long and short-stay car parks.

## On-street parking

- Kettering Borough Council will seek the adequate provision of on-street disabled parking spaces close to key destinations, including where public realm or road network improvement schemes will impact upon existing on-street provision. Where it is not possible or feasible to retain existing disabled on-street spaces those lost should be replaced close by, where practicable.
- Traffic and public realm enhancement schemes will retain a degree of short-stay, on-street parking in Sheep Street and Montagu Street, including disabled bays.
- Provision will be made for sufficient loading/unloading/servicing arrangements for premises affected by traffic and public realm enhancement schemes.
- An effective enforcement programme of on-street parking and access regulations will be implemented to ensure that traffic, public realm and bus priority schemes can function as planned.

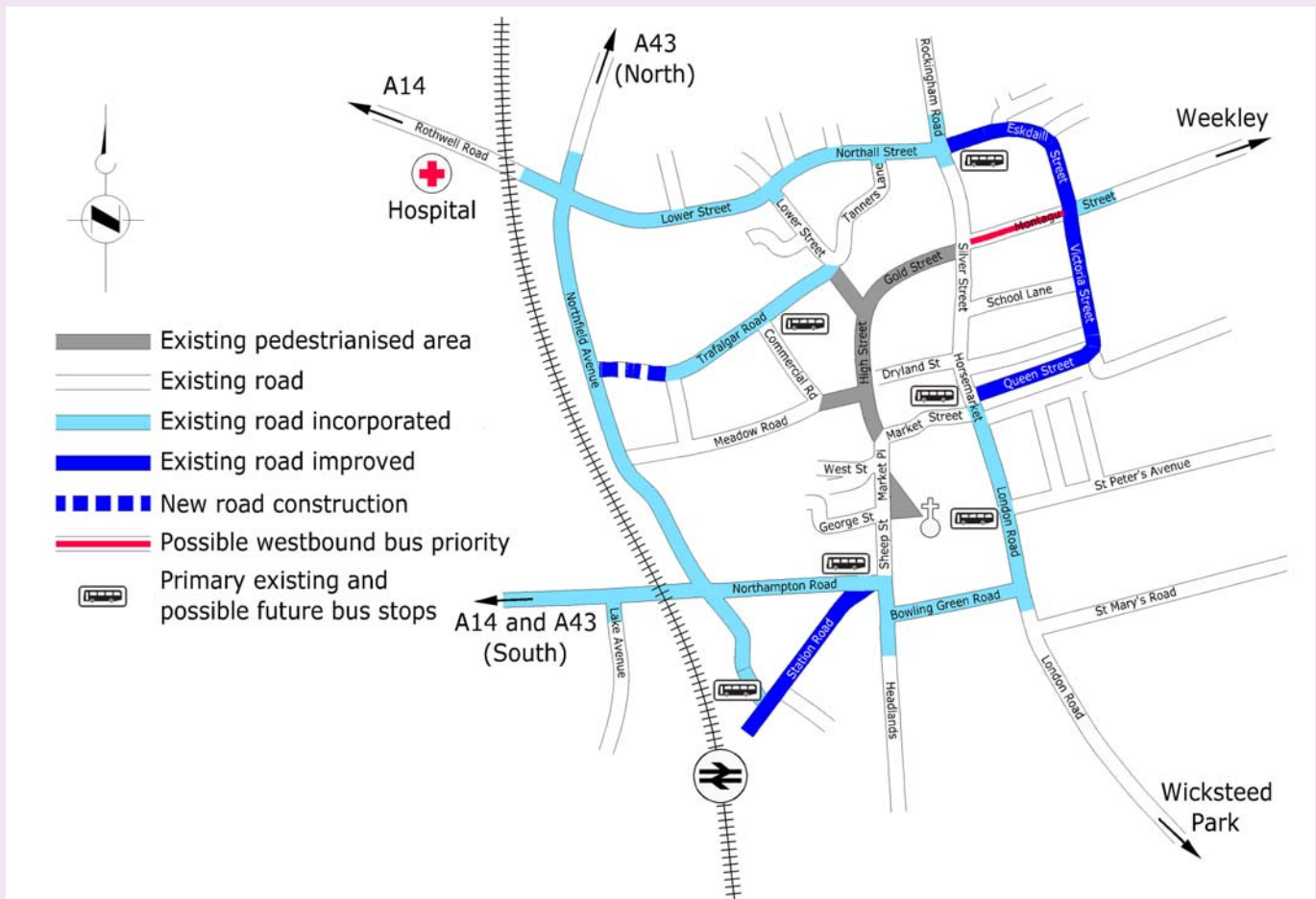
## 3.4 Public Transport

**3.4.1** Public transport in the Plan Area consists of a network of buses providing local level connections and services to surrounding settlements. Kettering is also well served by a station on the Midland Mainline Railway which provides regular services to London St. Pancras International and the north.

**3.4.2** The AAP will deliver measures to encourage public transport use and enable bus services to operate in an efficient and commercially successful way and provide a link between bus and rail services. Growth will offer the opportunity to increase the number of buses and range of routes and help create a 'virtuous circle' for all those who live, work and shop in Kettering. Improvements are shown in Figure 3.5, below.



Figure 3.5 Public transport improvements



## Station Quarter transport interchange

**3.4.3** A new purpose-built transport interchange will be constructed at the Railway Station to facilitate interchange with rail services linking to locations such as Corby, Bedford and London, and potentially with longer distance bus services. Bus services to/from the Station will assist in promoting mode choice away from private cars, particularly by rail commuters. This will be of particular importance for rail commuters to/from the forthcoming Sustainable Urban Extension at East Kettering. Furthermore, the Borough Council is actively supporting discussions to extend electrification of the line beyond Bedford, which would increase rail speeds and passenger capacity. This may also facilitate improvements to accessibility within the town centre, which is currently constrained by low bridges on Northampton Road and Rothwell Road.

**3.4.4** The interchange will:

- Provide facilities for buses - bus stops will be located as close as possible to the station without adversely affecting the integrity of the Station Plaza;
- Include areas for set-down and pick up for taxis and private cars;
- Provide adequate safe and secure facilities for cycle parking;
- Facilitate easy access to the future hotel, commercial and car park developments around the interchange;
- Provide a direct connection to the the new pedestrian railway crossing, as set out in policy 10 (Pedestrian and Cycle Network);
- Avoid conflicts between the different interchange users (buses, pedestrians, cyclists and traffic); and
- Be central to the creation of a "Station Plaza" public space, as outlined in Policy 11 (Public Realm and Public Art).

**3.4.5** A new bus route is currently being developed, as part of phases 2 and 3 of the public realm improvements scheme, which will provide a bus link to the station. This route is likely to come forward before the construction of the station interchange and provide an early link between sustainable modes of

travel. It is envisaged that the connection will set the tone so that future route improvements and new routes will serve the station and its new transport interchange, wherever possible.

## Bus accessibility

**3.4.6** The amendments to bus routing will be facilitated by the public realm improvements to Sheep Street and Market Street, as set out in Policy 11 (Public Realm and Public Art). These improvements involve the relocation of the existing bus stops on Sheep Street to high-quality purpose built facilities at Horsemarket.

**3.4.7** The relocation of the bus stops will reduce the length of bus journeys and improve operational efficiency of the network; provide activity and vibrancy to the Horsemarket area of town; encourage footfall through the Yards; and facilitate the creation of a safe and attractive pedestrian-orientated environment in Market Street, Sheep Street and onto Market Place.

**3.4.8** In the longer term, consideration will be given to the provision of a new, or amended, southbound route to take in Tanners Lane and Trafalgar Road and provide stops adjacent to the new Wadcroft retail redevelopment. Such proposals will be subject to public and further stakeholder consultation at the time of consideration.

## Bus efficiency

**3.4.9** The improvements to the road and junction network, as outlined in Policy 7 (Road Network and Junctions) will reduce bus journey distances and times, reduce delays and aid their efficient operation. Additionally, better traffic regulation enforcement will reduce inconsiderate and obstructive parking at critical locations and assist bus operations.

## Policy 9 - Public Transport

The Borough Council will work in partnership with Northamptonshire County Council and bus operators to implement improvements to the bus network.

Development at the Station Quarter will deliver a bus interchange at the railway station allowing multi-modal transport interchange. New or amended bus routes which come forward in the future, particularly those which will serve the Sustainable Urban Extension at East Kettering, will serve the station interchange.

The existing bus stops on Sheep Street will be relocated, as part of a public realm enhancement scheme, to new high-quality facilities at Horsemarket and new stops at the eastern end of Northampton Road/top of Station Road.

The directness and operational efficiency of bus services will be improved by the planned programme of junction improvements and the changes to the road network to include two-way traffic circulation to the north-east; discouragement of through traffic from Silver Street and Montagu Street; and a bus priority route westbound on Montagu Street.

Further enhancements to bus routes and accessibility, for example use of technology such as bus detection at traffic signals and further implementation of Real Time Passenger Information at bus stops, will be encouraged.

## 3.5 Pedestrian and Cycle Network

**3.5.1** Walking and cycling offer great flexibility, are sustainable and have minimal cost to the end user whilst providing health and wellbeing benefits. Kettering town centre retains much of its historic and pedestrian-oriented street layout and is relatively compact with a cross-town distance of about 700m. This means that Kettering has a great opportunity to encourage a sustainable modal shift to walking and cycling for local trips to help achieve the CSS target of 5% modal shift. Furthermore, given that the majority of the

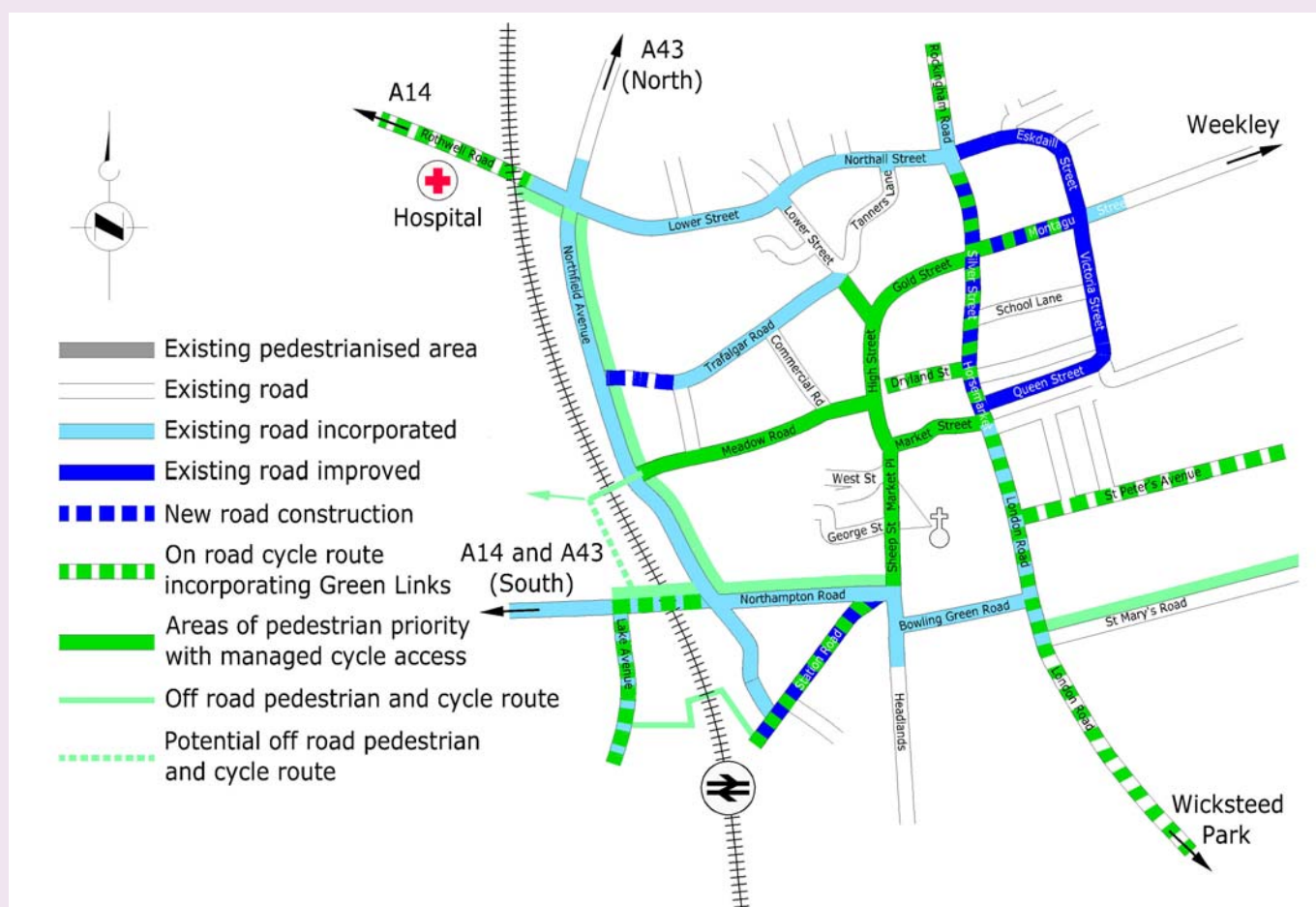
wider town of Kettering is located within 2km of the town centre, the opportunity clearly exists to facilitate a substantial mode shift across the town as a whole.

**3.5.2** The AAP will focus on positive measures to improve conditions for, and encourage, pedestrians and cyclists to travel into and through the town centre. Improvements will connect to, and enhance, the Green Links measures already implemented, and proposed in Kettering, including to the wider network of links - the Green Wheel.<sup>(9)</sup>

**3.5.3** Improvements to the walking and cycling network are linked to improvements to public transport set out above. In particular provision of a transport interchange at the Railway Station will encourage modal shift towards sustainable transport options. To deliver further improvements the Borough Council is actively supporting discussions to extend electrification of the Midland Mainline beyond Bedford, which may also facilitate improvements to accessibility within the town centre, which is currently constrained by low bridges on Northampton Road and Rothwell Road.

**3.5.4** The measures to improve conditions for cyclists and pedestrians listed in Table 3.2 and shown in Figure 3.6, below, will be pursued.

**Figure 3.6 Pedestrian and cycle improvements**



**Table 3.2 Improvements to pedestrian and cycle network**

Area	Improvements
Station Quarter	<ul style="list-style-type: none"> <li>A west-east pedestrian and cyclist link across the railway line, for example a bridge.</li> </ul>

<sup>9</sup> Green Links is a program, developed by KBC in co-operation with Northamptonshire County Council, to implement physical and operational measures to provide good quality walking and cycle routes linking main destinations and residential areas. The Green Links programme was consulted upon in 2008 and various cycle measures have been implemented, mainly on approaches to the town centre.

Area	Improvements
	<ul style="list-style-type: none"> <li>An improved direct crossing at the Station Road / Northampton Road / Sheep Street junction.</li> <li>A new pedestrian connection across Northampton Road.</li> <li>Cycle parking at the station.</li> </ul>
Lake Avenue, rail crossing and underpass	<ul style="list-style-type: none"> <li>An off-road shared footway and cycle route along Lake Avenue, potentially linking to any new pedestrian crossing over the railway.</li> <li>An enhanced route and improvements to the existing underpass under the railway opposite Meadow Road.</li> <li>Potential off road pedestrian and cycle route from Northampton Road / Lake Avenue to railway underpass / Meadow Road.</li> </ul>
Station Road	<ul style="list-style-type: none"> <li>Public realm improvements along Station Road (outlined in Policy 11, Public Realm and Public Art) will significantly enhance the safety and environment for pedestrians and will permit either on-road cycle or a shared cycle footway route.</li> <li>A new crossing for pedestrians and cyclists across Northampton Road to Sheep Street.</li> <li>Secure, covered cycle parking close to the Station.</li> </ul>
Meadow Road	<ul style="list-style-type: none"> <li>Traffic restricted to access only enabling the route to be converted to cycle/pedestrian priority and a pleasant environment conducive to enjoyable pedestrian and cycle use.</li> </ul>
Rothwell Road	<ul style="list-style-type: none"> <li>Town centre improvements will link to a proposed Green Link on road cycle provision along Rothwell Road, along what is an important route for access to the north west of Kettering, the General Hospital and the Telford Way Industrial Area.</li> </ul>
London Road / Horsemarket / Silver Street	<ul style="list-style-type: none"> <li>Public realm improvements will link with existing Green Links on London Road.</li> <li>Silver Street to fulfil a local access/bus/cycle/pedestrian function with through traffic discouraged.</li> </ul>
Market Street/Sheep Street	<ul style="list-style-type: none"> <li>Removal of through traffic from Market Street and access only traffic on a shared surface in Sheep Street will create a high quality, pedestrian-orientated public realm.</li> </ul>
Montagu Street	<ul style="list-style-type: none"> <li>On road cycle route and westbound cycle (and bus) priority measures.</li> </ul>
High Street/Gold Street	<ul style="list-style-type: none"> <li>The balance of shared space between cyclist and pedestrians in existing pedestrian areas such as the High Street, Gold Street and Lower Street (east) will be reviewed and will be a matter for subsequent consultation.</li> </ul>

## Policy 10 - Pedestrian and Cycle Network

Development in the Plan Area will facilitate improved environments for pedestrians and managed cycle access across a safe and convenient network of routes. The aim will be to make walking and cycling an enjoyable choice for local access to, from and within the town centre, to assist in promoting a modal shift away from cars.



Development within the Station Quarter will facilitate a new pedestrian and cycle crossing of the railway line, allowing west-east (and vice versa) access to/from the station. For example, a new bridge would provide an opportunity to build a new western entrance to the station, a landmark gateway into Kettering town centre and to connect to the new Station Plaza public square.

The AAP will actively seek the implementation of the improvements to conditions for pedestrians and cyclists listed in Table 3.2.

New development will provide adequate, convenient and safe cycle parking.

As detailed design of improved junctions and crossings is undertaken, measures to assist cyclists will be encouraged, where practicable, including the provision of cycle advance stop lines and conversion of Pelican crossings to Toucan Crossings.

## 3.6 Public Realm

**3.6.1** Kettering has established an extensive pedestrianised area comprising High Street, Gold Street, Lower street (east) and the eastern most end of Meadow Road. However, the area currently suffers from poor enforcement of traffic regulations and a tired and cluttered public realm which detracts from the built form and user experience.

**3.6.2** Improvements to public realm within the Plan Area are a key plan objective and will play an essential role in revitalising the town centre and enhancing the setting of new developments. The AAP will facilitate extensive high quality public realm enhancements to key areas through a programme of physical works. The *Kettering Town Centre Public Realm Strategy* will provide the framework for all future public realm enhancements in the Plan Area.

**3.6.3** The first phase of public realm improvements, the award winning Market Place scheme, is already complete and improvements here should act as the benchmark for future public realm improvements in the Plan Area. Phases 2 and 3, (Horsemarket to Sheep Street) includes the pedestrianisation of Market Street and the improvements to the pedestrian environment on Market Street and Sheep Street, including the introduction of priority shared surfaces. Public realm improvements and a new bus area will be introduced around Horsemarket. The scheme is scheduled for completion in spring 2011.

**3.6.4** Using the award winning Market Place refurbishment and Horsemarket to Sheep Street projects as benchmarks, the *Public Realm Strategy* sets a framework for future public realm enhancements, illustrates a suitable approach and palette of materials, and provides a strategy for wayfinding, lighting and public art. Through the use of the principles in the Strategy the areas between buildings can be redesigned to meet the following objectives:

- Redress the balance between vehicles and pedestrians, with increased priority given to pedestrians and cyclists through widened pavements, shared surfaces and reduced traffic speeds.
- Enhance legibility, through the introduction of enhanced signage, public art and a greater sense of place.
- Create a 'greener' environment, with increased street tree planting to unify the architecture, enhance biodiversity and create a more intimate scale to the wider streets.
- Create streets that are places for lingering in rather than passing through.
- Create opportunities for public seating as well as for pavement cafes and retail uses 'spilling out' onto the pavement.
- Use a unified suite of street furniture and lighting to promote the town centre as a place at the forefront of design.
- Reinforce, and reintroduce historic street patterns and routes.

**3.6.5** The AAP will deliver the public realm improvement schemes shown in Figure 3.7 and those listed in Table 3.3, below.

Figure 3.7 Public realm improvements

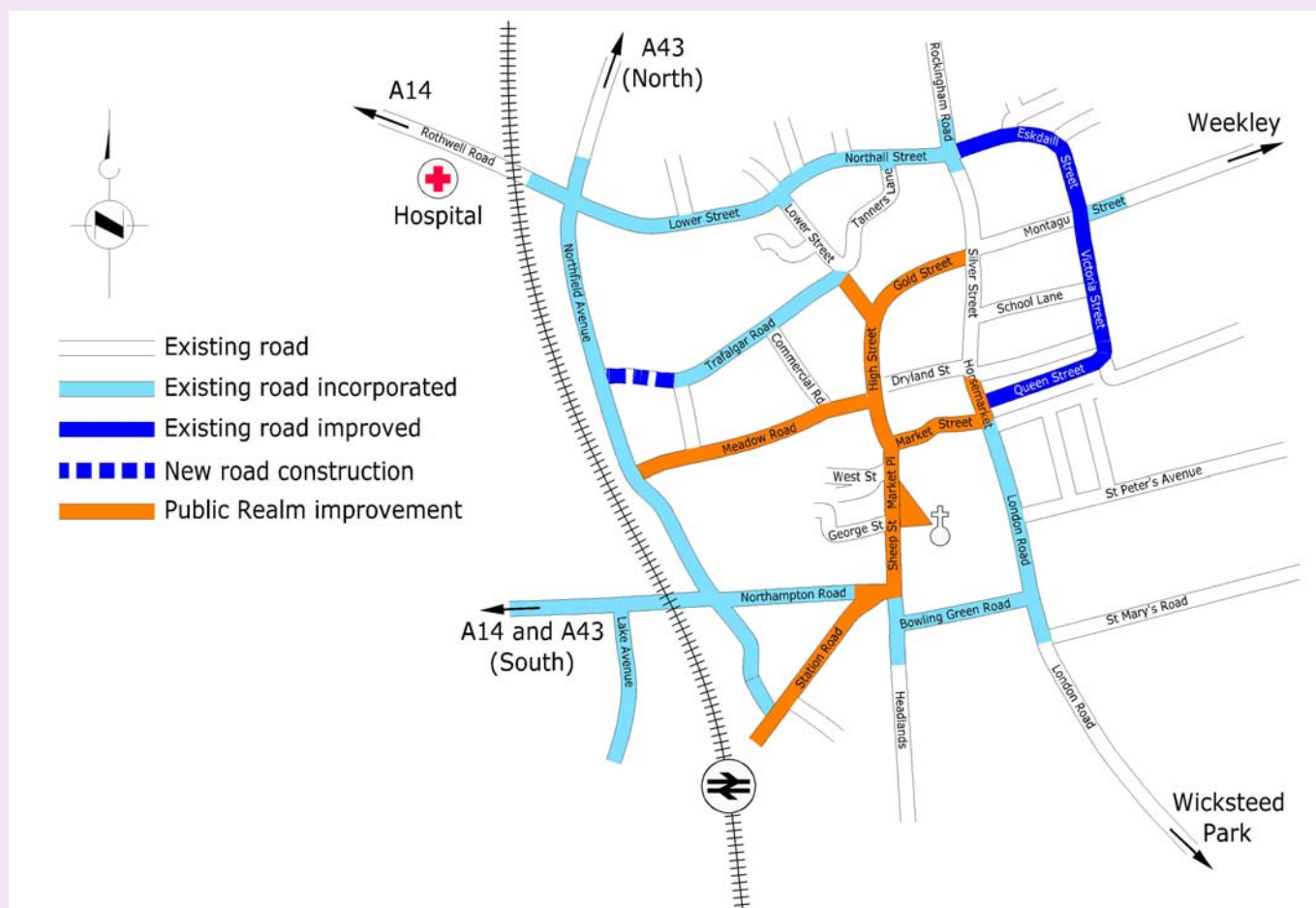


Table 3.3 Priority public realm schemes

New high quality public spaces will be required as part of major developments on sites:

#### Site SHQ1, Wadcroft / Bakehouse Hill / High Street / Gold Street

The delivery of an exemplar quality public space where High Street, Gold Street and Lower Street meet will be essential for the success of the new retail area. It will provide a place for people to meet, congregate and relax. The same public realm theme will be extended into the adjacent existing pedestrianised areas of High Street, Gold Street and the eastern end of Lower Street.

#### Site Y2, Soans Yard

The regeneration of Soans Yard will create a high quality pedestrian route which connects Market Street and High Street/Dryland Street. The public realm should respond to the backland character of the Yards and contribute to the distinctiveness of this area of the town.

Significant public realm schemes will be delivered at:

#### The Station Quarter

Development in the Station Quarter will deliver significant public realm improvements and create a “gateway” to Kettering. The design of schemes will be informed by the principals in the *Station Quarter Study* (Pell Frischmann, Gillespies and Cushman Wakefield, 2009).

A new Station Plaza public space will be created fronting a new transport interchange at the station, which will:

- Provide a welcoming and high quality arrival point to the town;
- Provide a comfortable environment where people have time to relax;
- Provide a clear space, defined by and with open views of the listed station;
- Respond to the local topography by “tilting” a central plinth within the space to create a level centre and stepped seating opportunities;

- Provide shelter for people waiting for bus/taxi connections in a structure which responds to the geometry and materials of the station canopy; and
- Seek to incorporate public art.

Public realm enhancements to Station Road will include

- Greater pedestrian emphasis with surface and footway improvements;
- High quality street furniture, including seating located at regular intervals;
- Signage and public art to provide some visual stimulus and aid wayfinding;
- An avenue of street tree planting along the western side and a strong line of lighting columns along the eastern side, both at a regular rhythm to allow clear views of the church;
- Feature lighting of trees and the station façade and directional strip lighting within paving to activate the space after dark; and
- A new pedestrian (and cycle) connection across Northampton Road which reflects the desire line and will complete a safe and seamless route for those on foot or cycle.

## **Meadow Road**

The road will be downgraded to pedestrian, cycle and local access only. A reconfigured junction and public realm which reflects this function will be implemented with enhanced landscaping, street furniture, surface treatment and relationship to surrounding built form and reconfigured green infrastructure.

## **Horsemarket to Sheep Street**

- High quality materials, furniture and landscaping will be used throughout the scheme
- Horsemarket will become a focus for buses with brand new facilities, whilst retaining its existing function as an urban open space.
- Market Street will be pedestrianised and Market Place will become a shared surface, creating a high quality pedestrian environment better linking the area with surrounding quarters.
- Public realm improvements to Sheep Street will enhance the setting of some of the town centre's historic buildings including the Parish Church, Library and Gallery.

## **Dalkeith Place**

- A small new public square will be introduced providing a focal point, seating and landscaping and joining activities in the Silver Street quarter to the Yards.
- The square will provide an attractive setting and allow for active uses, such as cafes and bars, to spill out onto the pavement.

## **Silver Street**

- Public realm enhancements will ensure that the layout of Silver Street better reflects the reducing emphasis on through traffic and increased provision for buses, cyclists and pedestrians.
- On street parking will be rationalised providing opportunities to reduce the dominance of the parked car on the public realm, ease pedestrian movement and better integrate the two sides of the street.

## **Gateway sites, as identified on the Proposals Map**

Improvements to ensure high quality spaces are created at key arrival points forming positive gateways into the town centre which reinforce a sense of place.

**3.6.6** The provision of Public Art should, where possible, prioritise the proposed locations set out in the *Public Realm Strategy* and should ensure that the commissioning, installation and management of the products are all properly controlled as part of the implementation programme. Examples which will be encouraged include statues, carvings, engravings, paving designs, water features, mosaics, murals, street furniture, fencing, lighting and planting schemes.

## Policy 11 - Public Realm and Public Art

The Borough Council will implement a programme of public realm improvements to deliver a high quality, well connected public realm which will improve the appearance, attractiveness and accessibility of the town centre, and include the provision of public art.

All public realm enhancement schemes and public art installations which come forward within the Plan Area will:

- Be fully integrated with other improvements to transport infrastructure (as required by Policies 7-10);
- Complement the enhancements to open space and Green Infrastructure (as outlined in Policy 13);
- Adhere to the principles of conservation and heritage management (as detailed in Policy 12); and
- Be in accordance with the *Kettering Town Centre Public Realm Strategy*.

The Borough Council will require development proposals to contribute positively towards high quality public realm. This will be achieved through on site and adjacent enhancements and through off site contributions.

Public Realm priority areas, gateways and schemes are shown on the Proposals Map and summarised in Table 3.3.

Elsewhere within the Plan Area high quality public realm improvements and creation, in accordance with the above principles, will be encouraged, particularly in the Yards, the Cultural Quarter and Silver Street Quarter.

Public art installations will be encouraged throughout the Plan Area, particularly in the principal locations identified in the *Kettering Town Centre Public Realm Strategy*.

## 4 General Policies

### 4.1 Heritage Conservation and Archeology

**4.1.1** The development of a strong distinctive identity for the area is a key feature of this plan's vision, and the aim is to develop distinctive character areas through a vibrant mix of uses, new buildings and high quality public realm. In order to achieve this it is important to recognise that the historic environment is an important asset for the town and its identity (much of it inspired by the architecture of J.A. Gotch), and can act as a focal point for civic pride and as a draw for tourism and investment. However this environment can be fragile and once gone it cannot be replaced. Therefore careful management and high quality design proposals which respect and respond to their surroundings are necessary to ensure that new development will complement rather than threaten the area's existing historic environment and heritage assets. Pursuant to this, development and regeneration in Kettering town centre will seek to maximise the town's high quality built heritage and redevelop areas of lower architectural quality, for example, Newlands Phase 1.

**4.1.2** The town centre retains much of its historic street pattern and within the plan area there are many well-preserved listed and historic buildings and a large Conservation Area, which covers the majority of the Town Centre and the Headlands. Existing historic assets such as the Corn Exchange, Ss Peter and Paul's church, library, railway station, and gallery should have a high quality setting as part of new development and public realm improvements must be in accordance with the guidance outlined in Policy 11. A key part of this is the creation of a high quality public realm and the introduction of more sympathetic development to the south of the Market Place.

**4.1.3** Development proposals will need to demonstrate how the historic context has been considered as appropriate in terms of recording, preserving, interpreting and displaying remains and features in the



interests of emphasising the town's distinct character and heritage. Particular care will be needed with the massing and height of new development in the Plan Area and the pattern of the built form and integration with, streets, footpaths and the public realm- further guidance on this is provided in the Urban Codes SPD.

**4.1.4** Kettering town centre has some sensitive archaeological remains. in particularly sensitive areas further archaeological investigation may be needed so that the opportunity of investigation may be realised.

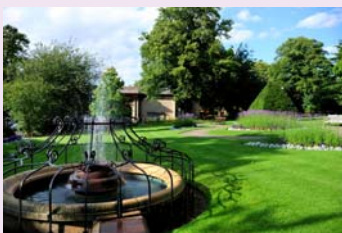
## Policy 12 - Heritage Conservation Archaeology

New development within the plan area boundary will preserve or enhance the existing historic environment in terms of:

- I) listed buildings and their settings; and
- II) buildings which form an integral part of the designated Kettering Conservation Area and their settings; and
- III) buildings which although outside of the Kettering Conservation Area have local historic and architectural merit which contribute either individually and/or through their grouping to the special character of the plan area; and
- IV) the historic street patterns, views, property boundaries and urban morphology; by providing development which respects the established grain of development and is appropriate in terms of scale, height, layout, materials and massing; and
- V) sites with archaeological interest

Kettering Conservation Area Appraisal and the Urban Codes Supplementary Planning Document will be key documents when considering, developing and justifying appropriate proposals.

## 4.2 Open Space, Green Infrastructure and Biodiversity



**4.2.1** Kettering Borough Council recognises the importance of ensuring that the needs of the Borough's population for Green Infrastructure (GI), open space, sport and recreation are met, both in quantitative and qualitative terms. Kettering Borough Council has conducted an audit and assessment <sup>(10)</sup> of open space, sport and recreation facilities across the Borough which has informed an adopted *Open Space Supplementary Planning Document (SPD)* <sup>(11)</sup>.

**4.2.2** Kettering town centre contains several important open spaces which the AAP will safeguard and seek to enhance, including:

10 *Kettering Borough PPG17 Open Space Needs Assessment* (PMP, December 2007), subsequently updated through the *PPG17 Open Space Needs Assessment Update* (KBC, October 2009)

11 The SPD sets out the mechanism for securing financial contributions from residential development for creating, improving and maintaining open space, across a range of open space typologies.

- Parks and gardens - which provide space for relaxation and recreation for all age groups;
- Sports facilities - including tennis courts, bowling greens, football pitches and an athletics track, which enable people to enjoy healthy activities,
- Civic spaces - which form focal points for meeting, relaxing and hosting civic events; and
- A cemetery - which provides space for quiet contemplation and supports a diverse range of wildlife and several rare trees.

**4.2.3** Whilst it is important to have open spaces within the town centre, the need to efficiently use land and provide quality spaces is also a consideration. The AAP will ensure that development: firstly results in no significant net loss of designated open space, be it through safeguarding, replacing or reappportioning existing facilities or through new open space creation; and secondly delivers a significant uplift in the quality of open spaces in the Plan Area, particularly around the Slade Brook watercourse which currently represents a neglected, untapped environmental asset.

**4.2.4** A Green Infrastructure Strategy for the Slade Brook corridor will outline how the area will be developed as a significant public space with the creation of new open spaces as part of the restoration and rejuvenation of the watercourse and its environs. The strategy, once published, will outline detailed measures which deliver flood risk mitigation, biodiversity, amenity, aesthetic and recreation benefits. In the interim, development which comes forward should not prevent the future implementation of the green infrastructure and flood management improvements in the Green Infrastructure Corridor.

**Figure 4.1 The Slade Brook, Station Quarter**



**4.2.5** Sites in or adjacent to the Green Infrastructure Corridor, as shown indicatively on the Proposals Map, will:

- Create new open spaces on site as part of development proposals;
- Contribute to the creation of a series of linked, linear open spaces along a restored Slade Brook riverside corridor linking the inner town centre with residential areas to the west and north; and
- Reveal and address the brook, opening up the riverside setting to improve the quality of the landscape and add value to adjacent new homes; and
- Help to create a new greener character for the town centre.

**4.2.6** For residential developments, where on-site provision for open space, play or sporting facilities cannot be provided at an appropriate level to meet the needs of the development, a financial contribution will be sought to provide the remaining provision off-site. On and off site contributions will be in accordance with the requirements of the *Open Space SPD*, or any superseding document.

**4.2.7** Residential-led redevelopment on **site NRQ10** (Meadow Road Recreation Ground) presents an opportunity to address limitations with the existing open space provision and contribute to the delivery of a higher quality, more functional and usable open space offer across the quarter as a whole. Development of this site will:

- Reconfigure site NRQ10(Meadow Road Recreation Ground) to create a new urban park with greatly improved landscaping, structuring, usability and relationship with the Slade Brook and town centre;
- Retain and enhance Westfield Gardens - including enhanced accessibility, pathways, seating and lighting to encourage its use as an amenity resource;
- Replace the Meadow Road Children's Play Area - the new facility will have good integration with the streetscene, surrounding buildings and other open spaces and be safe, welcoming and well overlooked; and
- Provide accessible and attractive pedestrian and cycle links between open space, the inner town centre and surrounding residential areas.

**4.2.8 Sites STQ1 and STQ2** currently partially comprise formal open space provision and between them house bowling greens and tennis courts and some informal open space of below optimum quality. Development proposals for sites STQ1 (offices) and STQ2 (car park) will secure replacement sports facilities

and create a new high quality open space area at site STQ2, resulting in a small net gain of open space overall. The bowling greens and tennis courts will be relocated to a nearby site to the south of Northampton Road Recreation Ground, Lake Avenue, as identified on the Proposals Map. The replacement Outdoor Sports Facilities will be of a higher, or equal, quality than the existing provision and will provide the opportunity to deliver a high quality bespoke facility. The relocation will also enable recognised limitations with the current provision to be addressed.

**4.2.9** Reapportioned open space at site STQ2, using land to the north, will be more attractive and usable, be well over looked, robust and provide seating for rest and relaxation, perhaps by workers in the new offices or people waiting for trains or train passengers.

**4.2.10** Development of sites STQ1 and STQ2 will also contribute to enhancements to biodiversity (see below) and improvements to be delivered to existing open spaces at Northampton Road Recreation Ground (north) and to Northampton Road Amenity Greenspace (Northampton Road / Lake Avenue), including improved accessibility, bins, signs and seating.

**4.2.11** Open spaces to be protected or created and the location of the Green Infrastructure Corridor are shown on the Proposals Map and in Figure 4.2, below.

**Figure 4.2 Plan Area protected and proposed open spaces and GI corridor**





## Flood and Surface Water Management

**4.2.12** The precise design and layout of open space measures at Meadow Road Urban Park, the Slade Brook corridor in the New Residential Quarter and at sites STQ1 and STQ2 in the Station Quarter will be in line with the requirements of Policy 14 (Flood and Surface Water Management) and the emerging Green Infrastructure Strategy. Open spaces provide opportunities to incorporate measures to help to store water, for example through the use of SUDS, river bank re-naturalisation or the creation of wetland areas.

## Biodiversity

**4.2.13** Biodiversity initiatives throughout the Plan Area should seek to meet the objectives and habitat and species targets of the *Northamptonshire Biodiversity Action Plan (BAP) Second Edition* (2008) and integrate with wider GI projects such as the River Nene Regional Park's *Revital-ISE* project and the Kettering Green Wheel, where possible.

**4.2.14** The Slade Brook Green Infrastructure Strategy will present the opportunity to deliver a net gain in biodiversity. River restoration should seek to create an ecologically diverse environment which is naturalistic to provide scope for biodiversity gains, potentially including re-naturalising the banks of the brook and new pools, riffles and wetland areas. The ecological quality of the watercourse will be further improved by the use of SUDS throughout the Plan Area, as outlined in Policy 14 (Flood and Surface Water Management).

**4.2.15** The Slade Brook which flows through the Station Quarter is part of a designated Local Wildlife Site (K174, Slade Brook and Lake). Open space reappportioning in the Station Quarter presents the opportunity to develop and enhance this resource and its management, and also to enhance and link to Potential Wildlife Site 1106 - a site of around 3ha which runs to the west of the railway line. Measures to improve biodiversity in this area should be implemented in conjunction with the Environment Agency and the Wildlife Trust.

## Policy 13 - Open Space, Green Infrastructure and Biodiversity

The AAP will deliver a network of linked, high quality, attractive, and usable open spaces.

A Green Infrastructure Strategy will be produced for the Slade Brook corridor addressing the restoration and rejuvenation of the Slade Brook. The Strategy will set out the framework for the creation of new linear, multi-functional open spaces to provide flood risk mitigation, biodiversity, amenity, aesthetic and recreation benefits.

An indicative Green Infrastructure Corridor is allocated along the Slade Brook corridor on the Proposals Map. Measures to provide green infrastructure in combination with flood attenuation measures through river re-naturalisation will be implemented in this area. Development sites along or adjacent to the corridor will address open space creation in accordance with the Green Infrastructure Strategy, once published, and will be in accordance with Policy 14, Flood and Surface Water Management. Development proposals which come forward in advance of the strategy will not prevent the future delivery of green infrastructure and flood water management measures in the Green Infrastructure Corridor.

Protected open spaces are designated on the Proposals Map. Planning permission will not be granted for development which would result in their loss. Conservation and enhancement initiatives will be encouraged for these spaces that enhance their appearance, setting and, where appropriate, their accessibility and function.

Development at site **NRQ10** will:

- Reapportion the open space at Meadow Road Recreation Ground into a high quality new urban park;
- Retain and enhance Westfield Gardens;



- Provide a high quality on-site replacement children's play area of at least 1,000m<sup>2</sup>; and
- Improve pedestrian and cyclist connectivity from the inner town centre, through the open spaces, to surround areas of residential and employment use.

Development on sites **STQ1** and **STQ2** will:

- Replace existing bowling greens and tennis courts with new facilities which will be provided before development prevents use of the existing facilities;
- Create an area of new Amenity Greenspace at site STQ2; and
- Provide development contributions towards quality and accessibility improvements to Northampton Road Recreation Ground (north) and Northampton Road Amenity Greenspace.

Development sites in the Green Infrastructure Corridor will make a positive contribution to the biodiversity value of the Slade Brook and include a sufficient buffer to support wildlife. The Green Infrastructure Strategy will include measures to restore the watercourse to a naturalistic and ecologically diverse environment. In the Station Quarter, open space reappportioning should implement improvements to Local Wildlife Site K174 (Slade Brook and Lake) and, where possible, Potential Wildlife Site 1106.

Development contributions will be sought from all development in the Plan Area towards the open space provision and the implementation of the Green Infrastructure Strategy, in particular those sites along the Slade Brook Corridor.

## 4.3 Flood and Surface Water Management

**4.3.1** Flood risk in the Plan Area has been assessed by the *Kettering Town Centre Level 2 Strategic Flood Risk Assessment* (SFRA) (Royal Haskoning, March 2010)<sup>(12)</sup>. Allocated development sites have subsequently been assessed sequentially in the *Kettering Town Centre Sequential Test* (KBC, April 2010).

**4.3.2** In the Plan Area flood risk is primarily from two sources - surface water and fluvial. The fluvial risk comes from the Slade Brook watercourse, which runs north-south to the western extent of the Plan Area. The SFRA indicates that several allocated development sites in the New Residential Quarter and two in the Station Quarter fall within, or partially within, Flood Zones 2 and 3a. Flood Zones in the context of development sites are shown in Figure 4.3, below and on Proposals Map Inset B. The SFRA identifies a potential solution to fluvial flood risk in the form of a strategic upstream flood storage reservoir upstream of the railway culvert on the Slade Brook. The reservoir is shown to:

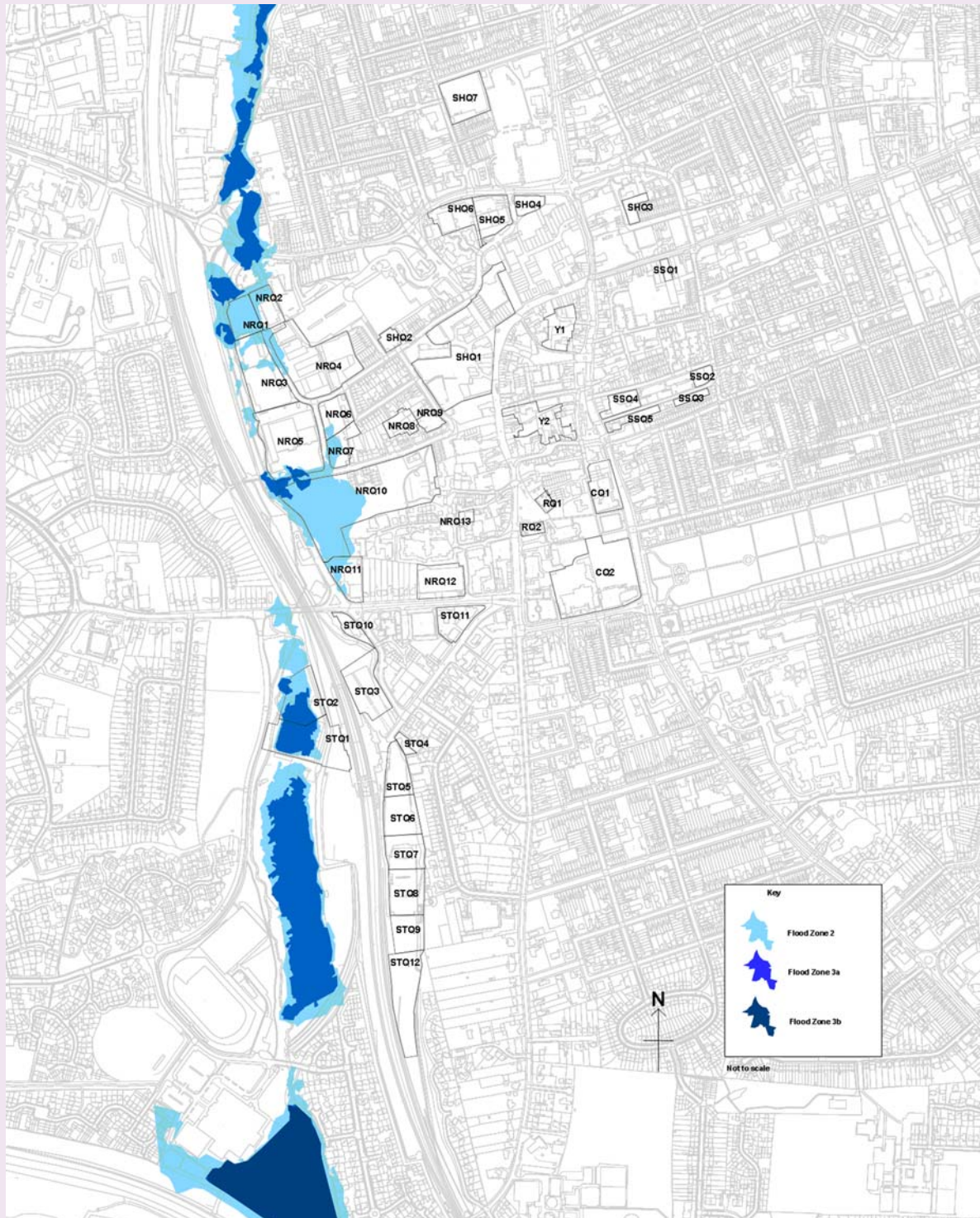
- Provide fluvial flood protection for a 1 in 100 year (with climate change) Annual Event Probability flood event to areas falling within Flood Zones 2 and 3 in the Plan Area;
- Facilitate the safe development of allocated development sites in Flood Zones 2 and 3a; and
- Provide enhanced protection to the whole area of Kettering currently at risk of flooding from the Slade Brook.

**4.3.3** The Borough Council will seek contributions from development in the Plan Area towards the delivery of strategic and site level measures to address flood management, in accordance with Section 6 - Implementation and Monitoring. Indicator KTC14b of the Monitoring Framework will monitor the implementation of the upstream storage area on the Slade Brook, or alternative mitigation measures.

**4.3.4** In terms of surface water flood risk, the SFRA recommends the production of a Surface Water Management Plan (SWMP) to better understand the issues and risks. A SWMP will be produced for the Plan Area, to assess flood risk from sewer systems and surface water considering additional pressure from future new developments and from climate change. Prior to the production of the SWMP development of sites in the Plan Area will be phased sequentially. Sites identified in the SFRA as potentially at 'intermediate' or 'high' risk of surface water flooding will not be developed prior to a SWMP being produced.

<sup>12</sup> The SFRA was conducted in accordance with the 'Level 2' requirements of PPS25 and in consultation with the Environment Agency.

Figure 4.3 Plan Area areas at risk of fluvial flooding



**4.3.5** A Green Infrastructure Strategy (as outlined in Policy 13, Open Space, Green Infrastructure and Biodiversity) will be prepared to address Green Infrastructure (GI) and river and surface water flooding management along the Slade Brook corridor. Opportunities will be identified to deal with GI and flood risk holistically and to use green spaces multi-functionally, for example through river channel re-naturalisation and Sustainable Drainage Systems (SUDS) measures which can also deliver amenity and habitat improvements. Development proposals for sites falling within or adjoining the indicative GI corridor, as shown on the Proposals Map, will be in accordance with the GI Strategy and not prevent the future implementation of GI and flood management measures.

**4.3.6** As directed by the SFRA, the GI Strategy will address the implementation of an integrated Sustainable Drainage Systems (SUDS) scheme at Plan Area scale. All developments will use SuDs, wherever practicable and each development site should seek to connect to the integrated SUDS plan, where practicable. The following measures are suggested as appropriate:

- At source level:
  - Green roofs wherever possible, subject to issues of design, particularly for large commercial or managed developments;
  - Water butts or rain water tanks for all properties to store, re-use and mitigate runoff from all roof drainage, with rain water harvesting as appropriate, particularly for the larger/managed development units; and
  - All drives, walkways, car parking areas and minor roads (such as closes/cul-de-sacs) should be designed with permeable surfaces.
- At site level:
  - Optimal use of swales (or under-drained if additional discharge is needed), bio retention swales and ponds.
- At Plan Area / off site level:
  - Swales, bio retention swales, ponds, wetlands and use of open spaces for gradual storage during large rainfall events.

**4.3.7** Opportunities for joint working with the Environment Agency, The River Nene Regional Park, the Wildlife Trust and Anglian Water will be taken to ensure the management of the Slade Brook and surface water maximises the benefits for flood risk reduction, water quality, amenity and biodiversity improvements.

## Policy 14 - Flood and Surface Water Management

Areas at risk of flooding, as identified in the **Level 2 Strategic Flood Risk Assessment** (SFRA), are shown on Proposals Map Inset B and in Figure 4.3.

A **Surface Water Management Plan** (SWMP) will be produced for the Plan Area to assess the risk of sewer and surface water flooding, considering the likely impacts of new developments and of climate change.

A **Green Infrastructure Strategy** (GI) will be produced to address flood and surface water, green infrastructure and biodiversity issues for sites along the Slade Brook corridor. An indicative Green Infrastructure corridor is identified on the Proposals Map, in which measures to provide flood attenuation through river re-naturalisation will be implemented in combination with Green Infrastructure improvements (as detailed in Policy 13, Open Space, Green Infrastructure and Biodiversity). Development will support and not prejudice the delivery of measures identified in the Green Infrastructure Strategy.

(A) All new development in the Plan Area will:

- Be in accordance with the Kettering Town Centre *Level 2 Strategic Flood Risk Assessment* and, once published, the Surface Water Management Plan and Green Infrastructure Strategy.
- Not prejudice the delivery of flood and surface water management across the town centre
- Not increase flood risk elsewhere, either through increased surface runoff or impacts on flood flow routes;
- Where possible:
  - Adopt an integrated Sustainable Drainage System (SUDS) scheme which facilitates managing surface runoff from related development sites; and
  - Include SUDS measures at source, site and related drainage catchment scale, wherever practicable.



(B) All new development within Flood Zones 2 and 3a will:

- Require an appropriate Flood Risk Assessment (FRA) at the planning application stage, commensurate with the level of flood risk posed to the site. The FRA should incorporate a site based assessment of the potential risk from all sources of flooding; and
- Demonstrate how flood risk has been avoided, controlled and, where that is not possible, mitigated.

(C) Sites NRQ 1,2,3,5,6,7,10, and 11; and STQ sites 1,2 and 10 are identified in the SFRA as potentially at 'intermediate' or 'high' risk of surface water flooding. Development on these sites will only be considered after the production of the Surface Water Management Plan and Green Infrastructure Strategy.

Should development proposals come forward on land that is potentially at 'intermediate' or 'high' risk of surface water flooding ahead of these publications, FRAs will need to demonstrate how flooding and surface water management have been assessed at the Slade Brook catchment scale.

Contributions will be sought from all developments in the Plan Area to the delivery of flood and surface water management, in accordance with Section 6 - Implementation and Monitoring.

## 5 The Quarters

**5.0.1** To deliver the vision the AAP establishes eight "quarters" Development and growth in the Plan Area will be focused around the development of these "zones" that provide distinctive functions, whilst combining together to form an integrated and coherent whole.

**5.0.2** To articulate this approach the AAP introduces eight distinct urban quarters, as set out below. These quarters will together create a vibrant mixed use town centre and provide a common reference point for the types of development sought by this plan. Each quarter is accompanied by an Urban Code, presented in the Urban Codes SPD, which set out detailed guidance on the design principles which will be adhered to as development is brought forward.

Quarter	Focus
1. The Shopping Quarter	High street brands
2. The Yards	Niche and independent shops
3. The Restaurant Quarter	An improved restaurant offer and community space.
4. The Station Quarter	Commercial offices and transport interchange
5. The New Residential Quarter	A new residential community and improved open spaces and public realm
6. The Silver Street Quarter	Residential-led development and Improvements to the public realm and connectivity to surrounding quarters
7. The Cultural Quarter	Conservation and enhancement of the area's heritage assets and cultural facilities, and opportunity sites to attract investment and regeneration to the town centre
8. The Headlands Quarter	Conservation and enhancement of historic Victorian and Edwardian residential suburbs

**5.0.3** Developers will need to demonstrate how their proposals achieve well integrated,characterful development which respects the Council's aspirations to concentrate particular uses within these urban quarters.



## 5.1 The Shopping Quarter

**5.1.1** The Shopping Quarter is located in the northern part of Kettering town centre within the Primary Shopping Area. It includes the town's primary shopping streets including High Street, Gold Street, Newland Street, and Montagu Street, and the Newlands indoor shopping Centre, plus the area to its rear. The area contains the bulk of the town's retail offer in a mix of traditional on-street shopping and units contained within the Newlands Centre. The area is busy, but looks tired and has a poor quality public realm, and its backland areas are scruffy, underused, and not a particularly safe after-hours environment.



### Vision

An area with a strong retail focus, providing high quality high street brand shopping, with an emphasis on large scale national retailers including anchor stores. Crucially the area seeks the redevelopment of the Wadcroft / Newlands Phase 1 site that offers the opportunity to accommodate larger amounts of these uses. The area will allow residential development where it complements or supports the retail focus, particularly through developing underutilised floor space above existing retail premises.

**Table 5.1 Shopping Quarter Allocated Development Sites**

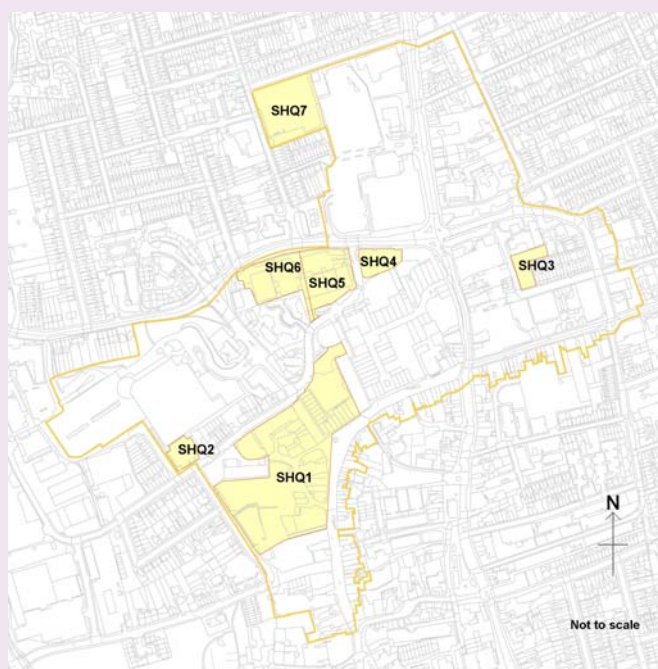
Site	Allocated use	Indicative Quantums of Development
SHQ1 Wadcroft / Newlands Phase 1	A1 retail with associated car parking and supporting residential and commercial uses	<ul style="list-style-type: none"> <li>In the order of 16,000m<sup>2</sup> net additional A1 comparison floorspace</li> <li>500 car parking spaces</li> <li>39 residential units</li> </ul>
SHQ2 Morrisons Staff car park, Trafalgar Road	Residential	<ul style="list-style-type: none"> <li>18 residential units</li> </ul>
SHQ3 Eden Street	Residential-led	<ul style="list-style-type: none"> <li>20 residential units</li> </ul>
SHQ4 Land South of Northall Street (Iceland car park)	A1 retail with supporting residential and commercial uses	<ul style="list-style-type: none"> <li>1,000 m<sup>2</sup> net additional A1 comparison floorspace</li> <li>9 residential units</li> </ul>
SHQ5 Land South of Northall Street (Tanners Gate 1)	A1 retail with supporting residential and commercial uses	<ul style="list-style-type: none"> <li>2,000 m<sup>2</sup> net additional A1 comparison floorspace</li> <li>33 residential units</li> </ul>
SHQ6 Land South of Northall Street (Tanners Gate 2)	A1 retail with supporting residential and commercial uses	<ul style="list-style-type: none"> <li>2,000 m<sup>2</sup> net additional A1 comparison floorspace</li> <li>24 residential units</li> </ul>
SHQ7 Dryden Street / Fleet Street	Residential	<ul style="list-style-type: none"> <li>20 residential units</li> </ul>

**5.1.2** Kettering, being at the centre of the North Northamptonshire growth area presents significant opportunities for retail expansion. The required development of at least 20,500m<sup>2</sup> net additional retail sales floorspace will be primarily delivered in the Shopping Quarter, as specified in Policy 3 (Primary Shopping Area). Development in the quarter will address the existing qualitative deficiencies in Kettering's retail floorspace, - an inadequate provision of retail units with larger floor plates and a lack of a modern anchor / variety stores.

**5.1.3** New retail development will provide units that meet modern retail requirements, improve the overall quality of offer and provide for an anchor retailer to significantly strengthen Kettering's sub-regional shopping offer. Redevelopment should provide new retail units fronting onto the primary shopping streets (High Street, Gold Street and Lower Street South) and can act as a catalyst for wider regeneration in Kettering town centre.

**5.1.4** Above ground floor a mix of supporting and complementary uses will be appropriate, including residential and commercial uses, for example A2 and B1 uses, particularly offices.

**Figure 5.1 Shopping Quarter location and development sites**



**Indicative illustrations: Wadcroft view from High Street; Wadcroft view from Gold Street**

## Wadcroft

**5.1.5** Kettering Borough Council has acquired a sizeable and well positioned portfolio of property in the Wadcroft and surrounding areas of the town centre. It is keen to see these developed into high quality retail outlets that will help draw in shoppers from across the region. Current proposals being developed include the provision of over 16,000 sqm of net additional retail floorspace and associated car parking.

**5.1.6** Studies have illustrated that The Wadcroft / Newlands Phase 1 area provides the potential to provide for a major new retail led development within the Shopping Quarter. This Wadcroft / Newlands Phase 1 site is defined as the highest priority for retail led redevelopment in the Shopping Quarter and town centre as a whole to achieve the necessary regeneration and step change of the centre. The potential for bringing forward such a scheme in this location must not be compromised.

**5.1.7** The planned retail expansion provides opportunities to address other issues affecting the vitality and vibrancy of the town centre, for example enhancing the public realm and accessibility, and introducing

complementary uses such as residential units above ground floor level. The Council is working with its appointed property consultants and is already talking to existing and new retailers who are keen to expand. One of the benefits the development offers is that retailers will have the opportunity to provide input, and help shape not only the development itself, but the look and feel of the surrounding streets which are due to be fully redeveloped as part of the proposals. These factors, along with the complementary yet distinct zones surrounding the development and the improved transportation links present significant opportunities for return on investment particularly when retail space occupancy rates in Kettering are higher than the national average.

**5.1.8** Additionally, the refurbishment of the Newlands Shopping Centre is encouraged to provide retailers and town centre users with facilities that complement the high quality developments planned for the town centre through the Plan.

## Policy 15 - The Shopping Quarter

Allocated Sites SHQ1 - SHQ7 are listed in Table 5.1 and shown on the Proposals Map. Details of phasing are presented in Section 6 - Implementation and Monitoring.

New retail development that maintains and enhances the vitality, viability and attractiveness of Kettering town centre as a sub-regional shopping destination will be encouraged.

The Shopping Quarter will be the focus for the delivery of a minimum of 20,500m<sup>2</sup> net additional comparison goods floorspace by 2021, within the Primary Shopping Area of Kettering town centre.

Site SHQ1 (Wadcroft / Newlands Phase 1) site is defined as the area of highest priority for retail development in the Shopping Quarter and the town centre as a whole (as set out in Policy 16). A comprehensive retail led regeneration scheme should be brought forward for this area in the short to medium term in order to deliver the necessary regeneration and revitalisation of the town centre and to significantly enhance the attraction of the centre as the main sub-regional centre in North Northamptonshire.

Any other retail based development, either within or outside the town centre, will be evaluated against this aim.

Development proposals that would put at risk the comprehensive retail led regeneration of Wadcroft / Newlands Phase 1 area, or would adversely affect the potential to enhance and redevelop shopping facilities elsewhere within the Shopping Quarter, will not be supported.



## 5.1.1 Site SHQ1 - Wadcroft / Newlands Phase 1



Indicative illustrations: Wadcroft

**5.1.1.1** The Wadcroft / Newlands Phase 1 area has been identified as the key development opportunity to deliver the significant enhancement as a sub-regional shopping destination. The *Wadcroft Development Appraisal* (Pell Frischmann, 2009) illustrates that this location would be able to provide for the critical mass of retail floorspace necessary to provide a new anchor store within the town centre. This area is a prominent and highly accessible location within the heart of the Primary Shopping Area and is considered to be the most appropriate location to deliver a significant amount of the retail floorspace identified by the CSS.

**5.1.1.2** Comprehensive retail led development proposals are required for this site and small scale piecemeal redevelopment proposals within this site will be resisted. Furthermore, it is vital that proposals for this location are not compromised by other development schemes, either within the town centre or elsewhere within the borough. Development proposals at other sites that are considered likely to threaten the redevelopment and enhancement of this area will be resisted. The policy below outlines a number of key objectives that the redevelopment of this site should provide for.

**5.1.1.3** The Development Appraisal sets out principles for redeveloping the site and an Illustrative Masterplan (see Figure 5.2, below). Development should seek to deliver the key urban design principles set out below :

- A series of well defined streets and connections through the site retaining Lower Street and Walkers Lane as well as making new quality links to Commercial Road;
- A number of development blocks with active and high quality frontages especially in relation to Commercial Road, Bakehouse Hill and the link between the existing Marks & Spencer and the proposed Department Store, east of the Telephone Exchange;
- A compelling public realm, vital to the retail experience, with an upgraded public realm at Bakehouse Hill, the high quality treatment of internal streets within the new scheme and a series of connected public spaces;
- A number of opportunities for key architectural landmarks most notably the proposed anchor store and opportunities for new public art elements;
- Part retained buildings or frontages including the Post Office building, the former Woolworths and no.71 High Street (the Alliance and Leicester);
- Parking and servicing located behind or above or below development to minimise the visual intrusion at street level and avoid dead frontage; and
- Active frontage on Trafalgar Road and Commercial Road to improve the amenity of the existing



residential properties facing the development by avoiding dead frontage on the periphery of the Scheme.

- Building heights of an appropriate scale and massing to respect the context of the site - including higher buildings adjacent to the Newlands Centre and respecting the existing 2-story character of Trafalgar Road and Commercial Road

## Policy 16 - Site SHQ1 - Wadcroft / Newlands Phase 1

Site SHQ1 is identified as the priority for delivering the first phase of retail development in the town centre to meet the requirements of the CSS. The Council will pursue comprehensive redevelopment and refurbishment of the site with private sector partner(s). The site provides the main opportunity to deliver quality modern retail comparison floorspace that is required in Kettering town centre.

Proposals for this site should incorporate the following key objectives:

- A significant amount of A1 comparison goods sales floorspace within modern retail units with large floorplates
  - Ground floor uses will be predominately A1 retail, pursuant to maintaining the retail focus of the town centre, with further retail and complementary uses above ground floor level.
- Integration with the existing prime retail floorspace, including strong frontages onto primary streets including High Street, Gold Street and Lower Street.
- Vibrant new shopping streets and the provision of a new anchor store that will enhance the quality of retail provision within the Shopping Quarter
- An effective retail circuit that encourages the flow of pedestrians around the site and the Shopping Quarter
- A viable and vibrant mixture of other appropriate complementary uses
- Excellence and distinctiveness in urban design, landscape design and architecture, and respect for Kettering's built heritage.
- Subject to the scale of the development and Transport Assessment as part of any planning applications:
  - Well positioned car parking of approximately 500 spaces
  - A new link road connecting Trafalgar Road with Northfield Avenue to cater for access to new parking provision associated with the scheme.

Figure 5.2 Wadcroft illustrative masterplan



## 5.2 The Yards



Indicative illustrations - The Yards

**5.2.1** The Yards quarter comprises a network of backland areas in the heart of the Primary Shopping Area; the frontages of Market Street; and the western frontages of Horsemarket, Dalkeith Place and Silver Street. Currently, the backland areas suffer from a disjointed street network creating dead end areas and poor accessibility and footfall, whilst the street frontages and public realm could be improved to provide a more attractive environment.

### Vision

The vision for the Yards is to recreate an active and viable quarter within the core of the town centre, in particular building on its historic and built form characteristics. The Yards can become a distinctive and 'special' place in the town, offering a collection of independent and niche retail units which flow on from the restaurant offer around the Market Place and lead into the more 'branded' shopping of the Shopping Quarter. The redevelopment of the Yards can help to bolster the distinctiveness of the town centre's built form and public realm, creating new small-scale public spaces enclosed by high quality, characterful, buildings of appropriate scale. Moreover the Yards can in its own right become a popular and attractive new destination in the town.

**Table 5.2 The Yards Allocated Development Sites**

Site	Allocated use	Indicative Quantums of Development
Y1 Job's Yard North	A1 retail/B1 (c) craft workshops on ground floor level, will residential and commercial uses above	1,000 m <sup>2</sup> net additional floor space 30 residential units
Y2 Soans Yard	A1 retail/B1 (c) craft workshops on ground floor level, will residential and commercial uses above	1,300 m <sup>2</sup> net additional floor space 28 residential units



**5.2.2** Central to the vision for Kettering is the notion that consumers will be treated to an experience that will make them want to return, again and again. As well as providing a restaurant quarter and a zone for larger retail stores, an area of the town centre has also been acquired to provide the perfect environment for niche and independent shops, as set out below. This development will help further enrich the shopping offered in Kettering. It will build on the already present and expanding niche retail sector adjacent to the proposed development.

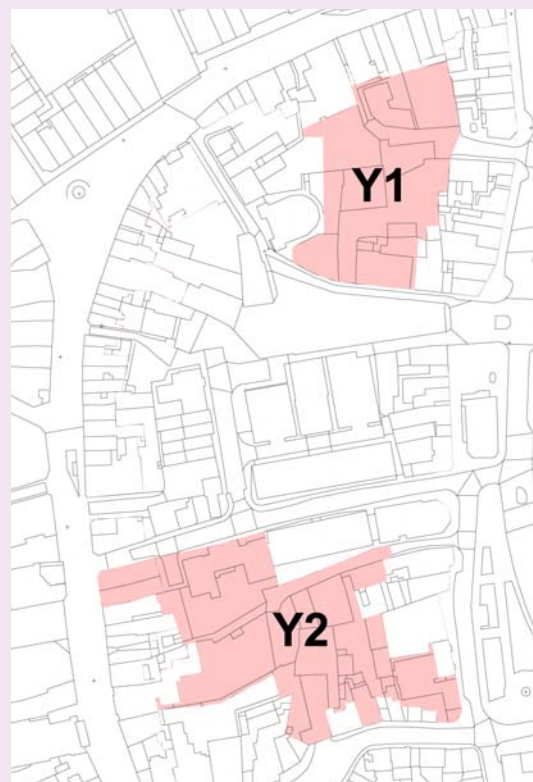
**5.2.3** This expansion will further accentuate the Town's catchment area, encourage more people living locally to shop locally, and help draw in a broader consumer base with higher disposable incomes. In addition, it will provide the perfect link between the different zones within the town centre and help provide a unique shopping experience allowing shoppers to meander through the streets and alleys adding to the sense of fun and adventure.

**5.2.4** Proposals for the Yards include the provision of independent and niche retail units to complement the uses in the other quarters, in particular the leisure offer in the adjacent Restaurant Quarter and the high street retail offer of the Shopping Quarter. There will also be associated residential and supporting commercial development above ground floor level to ensure activity in the daytime and the evening, and provide natural surveillance. Examples of appropriate commercial uses include employment or activity generating uses, possibly including offices, A2 (professional and financial services, estate and employment agencies) and other B1 uses.

**5.2.5** Developments will enhance the public realm and lead to improved pedestrian connectivity between streets by reinstating historic routes through the town centre. New small-scale public spaces will also be created, surrounded by characterful buildings of appropriate scale.

**5.2.6** For the purposes of this policy, the term 'craft workshop' is defined as a ground floor unit where the primary activity is the manufacture, for retail sale from the premises, of items involving a combination of craft and skill or the creation of works of art. Such uses can contribute to delivering the vision for the town centre be characterful and distinctive and help develop the Yards into an important destination for niche retail offer.

**Figure 5.3 The Yards location and development sites**



## Policy 17 - The Yards

Allocated sites Y1 and Y2 are listed in Table 5.2 and identified on the Proposals Map. Details of phasing are presented in Section 6 - Implementation and Monitoring.

Retail development that maintains and enhances the vitality, viability and attractiveness of Kettering town centre as a sub-regional shopping destination will be encouraged. The Yards will provide retail opportunities that are complementary to those in the Shopping Quarter for independent and niche retailers.

Any redevelopment of sites Y1 and Y2 will require comprehensive masterplans to ensure that the potential of the sites are optimised, fully integrated with plans for the surrounding area and that they provide a positive contribution towards the regeneration of the town centre as a whole.

Masterplans will be retail led with complementary uses such as B1 (c) craft workshops and residential. Ground floor frontages will be principally retail and craft workshops with ancillary retail. Residential uses will not exceed 30% of the total ground floor frontages. Residential will be primarily above ground floor level to ensure activity in the daytime and the evening, and provide natural surveillance.



Developments will enhance the public realm and lead to improved pedestrian connectivity between streets by reinstating historic routes through the town centre.

The Soans Yards site (Y2) is defined as the area of first priority for retail development in the Yards. A comprehensive retail led regeneration scheme will be supported to contribute to the necessary regeneration and revitalisation of the town centre.

## 5.2.1 Site Y2 - Soans Yard



**Indicative illustrations - The Yards**

**5.2.1.1** The Soans Yards site (Y2) is defined as the area of first priority for retail development in the Yards. Soans Yard is an historic part of the centre of Kettering adjacent to the Market Street public realm improvements scheme and close to the Restaurant Quarter and Market Place Restaurants. To help make this a reality, Kettering Borough Council has already acquired the land to deliver this development project. It is now keen to talk with partners and developers about the opportunities that exist and will look to launch the development.

**5.2.1.2** The *Soans Yard Development Appraisal* (Pell Frischmann, 2009) explores the issues relating to delivering the scheme and illustrates that this location would be suitable for niche and independent retail opportunities to help deliver the vision for Kettering town centre.

**5.2.1.3** The *Soans Yard Development Appraisal* sets out principles for redeveloping Soans Yard and an Illustrative Masterplan (see Figure 5.4, below). Development should seek to deliver the key urban design principles set out below :

- A series of new routes through the site which are pedestrian focused, including pedestrian activity only through the yard. Vehicular access is restricted to the edges of the scheme from Dryland Street, Market Street and Horsemarket
- A number of development blocks with active frontages which are based mainly on the refurbishment of existing buildings with supporting new build, in particular, at the corners of High Street and Horsemarket
- A high quality public realm expressed on the routes through the site and the public spaces at the heart of Soans Yard
- A number of opportunities for key architectural landmarks both within the scheme and at its corners where key buildings would further encourage people to pass through the area

Figure 5.4 Soans Yard illustrative masterplan



## Policy 18 - Site Y2 - Soans Yard

Site Y2 is identified as the priority for delivering the first phase of retail development in the Yards. The site provides the main opportunity to deliver the kind of characterful development envisioned to support the delivery of this quarter. A comprehensive retail led regeneration scheme will be supported which will contribute to the necessary regeneration and revitalisation of the town centre.

The comprehensive masterplanned approach for site Y2 should incorporate the following key objectives:

- Integration with the existing secondary retail floorspace, including- strong connections to Market Street and High Street;
- The retention of the historic character of Soans Yard;
- An effective retail circuit that encourages the flow of pedestrians around the Yards Quarter and the Shopping Quarter;
- A viable and vibrant mixture of other appropriate complementary uses;
- Excellence and distinctiveness in urban design, landscape design and architecture, and respect for Kettering's built heritage;
- Enhanced public realm and the creation of new public spaces;
- Appropriate levels of well positioned car parking totalling in the region of 50 spaces

### 5.3 The Restaurant Quarter



**Kettering's award winning Market Place**

**5.3.1** Within the heart of Kettering is a £2.2 million recently developed Market Place that forms a central attraction where people come to relax, meet up and be entertained. The next phase of development includes further improvements to the public realm of adjoining streets and the development of high quality restaurant premises that will form the heart of the new Restaurant Quarter for the town centre.

#### **Vision**

Public realm improvements and responsive new development will help reconnect the Market Place back to the High Street and to extend the pedestrian environment across to the building line on the western side of the space. A new building on the southern boundary of the Market Place, with ground floor restaurants and residential above, will help to increase activity and natural surveillance to the space, as could additional development on the Parish Hall site and living above shops in the locality. Market Place should be a multipurpose civic space enclosed by restaurants - a place where people want to stop, sit and spend time during the day and evening.

**Table 5.3 Restaurant Quarter Allocated Development Sites**

Site	Allocated use	Indicative Quantums of Development
RQ1 Market Place North	Restaurants with supporting uses above	600 m2 A3 restaurants 8 residential units
RQ2 Market Place South	Restaurants with residential above	800 m2 A3 restaurants 18 residential units



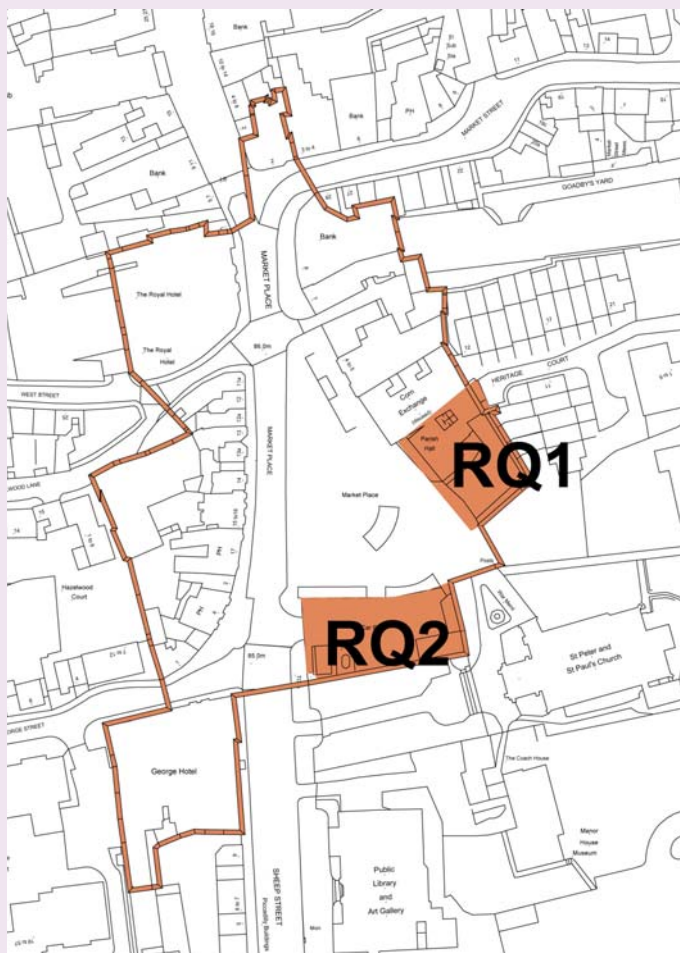
**5.3.2** Local Development Framework consultations and background studies<sup>(13)</sup> have identified that there is a lack of diversity of leisure in Kettering town centre, in particular the lack of high quality restaurants. The Market Place has potential for family orientated recreation and to remain active during the day supported by Kettering's demographics' especially from the older and more affluent residents in the outer hinterland. The town has little provision from national or regional leisure operators which would be suited to the improving demographics.

**5.3.3** In this context, the Restaurant Quarter has been identified as the area to address this shortfall and provide leisure uses that cater for family orientated recreation. As identified in the Proposals Map, site RQ1 and RQ2 have been allocated to enable the delivery of restaurants in accordance with the vision.

**5.3.4** Kettering Borough Council as land owner and key delivery agency has been proactive in the delivery of the vision, and is continuing to work with partners and the local business community to further develop the quarter. Growth Area Funding (GAF) has been successfully acquired to aid the delivery of restaurants on these sites. Construction of the new Market Place Restaurants is underway, with development progressing towards an spring/summer 2011 opening and will see the development of high quality restaurant premises that will form part of the new restaurant quarter for the town centre. This development will help to enclose the Market Place and provide opportunities for restaurants and complementary uses. On completion the development will be a prominent three storey brick built building with a sympathetic design to create an attractive streetscape around the award winning Market Place amphitheatre and a high quality environment for a cluster of new restaurants. In addition, existing shop fronts will be refurbished and neighbouring streets fully remodelled using high quality materials with the streets becoming a pedestrian friendly area.

**5.3.5** In order to deliver that vision within such a small quarter, the further provision of uses other than restaurants or other complementary uses has been restricted and the frontages removed from the Secondary Shopping Frontages, as set out in Policy 3. As there are a limited number of units within the Restaurant Quarter it is important that sufficient space is reserved for the delivery of restaurants and the vision for the quarter. The total amount of other uses within the Restaurant Quarter has therefore also been restricted for this purpose and at the current level it is considered that space exists in this quarter for other use types. Furthermore, this approach supports the need to direct A1 retail uses primarily to the designated Primary Shopping Frontages (PSF), in accordance with PPS4, as well as to the Secondary Shopping Frontage as outlined in Policy 3. The percentages set out in table 5.4 below are based on a survey conducted in August 2009 that audited the different ground floor uses within the town centre. The survey, which informed the Kettering Town Centre Health Check 2008/2009 measured the width of the units frontage (in metres) in order to ascertain the total meterage and percentage of frontages designated to each use class. Percentages levels set for each use class in Policy 19, refer to this table, and are a percentage of the total frontages in the Restaurant Quarter, excluding sites RQ1 and RQ2.

**Figure 5.5 Restaurant Quarter location and development sites**



13 North Northamptonshire Town Centres - Roles and Relationships Study (Roger Tym and Partners 2005)



**Table 5.4 Existing Restaurant Quarter frontages**

Use	Existing percentage of the total frontage in the Restaurant Quarter (excluding sites RQ1 and RQ2)*
A5 uses (take-away)	3%
A4 uses (public houses)	11%
A2 uses (offices)	21%
A1 uses (retail)	18%

\* Pursuant to the vision for the Restaurant Quarter, it is the intention to increase the amount of A3 (Restaurants) as a percentage of total frontages. This process will be monitored through the Monitoring Framework set out in Section 6 Implementation and Monitoring of this AAP and through the annual Kettering Town Centre Healthcheck process. The "existing percentage" referred to in Policy 19 will therefore be taken to refer to the percentage of total frontage included in the most up to date Kettering Town Centre Healthcheck, subject to percentages being no higher than those set out in table 5.4.



**Indicative illustrations: Market Place Buildings**

## Policy 19 - The Restaurant Quarter

The Restaurant Quarter, as identified on Proposals Map Inset A, is the focus for restaurant uses in Kettering town centre. Planning permission for "change of use" to A3 uses (restaurants) that complement the overall vision for the Restaurant Quarter will be permitted.

- Site RQ1, Market Place North is allocated for restaurant uses on the ground floor and other complementary uses above;
- Site RQ2, Market Place South, has been allocated for restaurant uses on the ground floor and residential uses above;
- Ground floor changes of use will not be permitted on sites RQ1 or RQ 2.

Applications for non-restaurants uses will need to demonstrate there are no suitable units or development sites within the Plan Area, including:

- For A5 (take-away) – within the Secondary Shopping Area in accordance with Policy 3 (Evening Economy);
- For A4 (pubs) – within the Secondary Shopping Area in accordance with Policy 3 (Evening Economy);

- For A2 (office) – within the Plan Area, excluding the Restaurant Quarter at ground floor level;
- For A1 (retail) – within the Primary Shopping Area in accordance with Policy 3 (Primary Shopping Area).

Excluding sites RQ1 and RQ2, changes of use will be permitted where it can be demonstrated to complement the overall vision and objectives for the Restaurant Quarter, provided that:

- A5 uses (take-away) do not exceed the existing percentage of the total frontage in the Restaurant Quarter (excluding sites RQ1 and RQ 2).
- A4 uses (public houses) do not exceed the existing percentage of the total frontage in the Restaurant Quarter (excluding sites RQ1 and RQ2)
- A2 uses (offices) do not exceed the existing percentage of the total frontage in the Restaurant Quarter (excluding sites RQ1 and RQ2)
- A1 uses (retail) do not exceed the existing percentage of the total frontage in the Restaurant Quarter (excluding sites RQ1 and RQ2)

The "existing percentage" referred to above is the percentage of total frontage set out in table 5.4, or as included in the most up to date Kettering Town Centre Healthcheck, subject to percentages being no higher than those set out in table 5.4..

## 5.4 The Station Quarter

**5.4.1** The Station Quarter forms the south-western extent of the Plan Area. The quarter is divided in two by the railway line, with the western sub-area characterised by open space and recreational uses, while a mixture of commercial and residential uses exist on the eastern side. A busy train station serves a mainline railway line which connects to London St Pancras International and destinations to the north, including Leicester and Nottingham. The area currently creates a poor sense of arrival by rail into the town, with unsightly surface car parks and underutilised sites, and poor linkages between the station and inner town centre.

### Vision

The Station Quarter will be a high quality sub-regional destination offering a sustainable mix of employment, transport infrastructure and open spaces with complementary residential and hotel uses, set in an attractive, pedestrian friendly environment that respects its heritage whilst accommodating new development and promoting high quality design. The Station and its environs will be well connected to the town centre through an attractive and accessible public realm.

**Table 5.5 Station Quarter Allocated Development Sites**

Site	Allocated Use	Indicative Quantums of Development
STQ1 Land West of the Station	Offices (B1)	10,000m <sup>2</sup> Gross Floor Area (GFA)
STQ2 Land West of the Station	Car park	Approximately 275 spaces
STQ3 Land North of the Station	Car Park with ancillary uses	Approximately 550 spaces
STQ4 Land Opposite Station Square	Residential	15 units
STQ5 Land East of the Station	Hotel (C1)	n.a.
STQ6 The Crescent North	Offices (B1)	4,000m <sup>2</sup> GFA
STQ7 The Crescent	Offices (B1)	3,720m <sup>2</sup> GFA

Site	Allocated Use	Indicative Quantum of Development
STQ8 The Crescent	Offices (B1)	3,000m <sup>2</sup> GFA
STQ9 The Crescent South	Offices (B1)	3,450m <sup>2</sup> GFA
STQ10 Kettering Cars	Offices (B1) and road/junction improvements	1,890m <sup>2</sup> GFA
STQ11 Station Road/ Northampton Road	Offices (B1)	5,600m <sup>2</sup> GFA
STQ12 South of Station Quarter	Bus Depot	n.a.

**5.4.2** The Station Quarter comprises twelve development sites allocated on the Proposals Map, and detailed in Table 5.5 and Figure 5.6. Development in the Station Quarter should respect its historic context and heritage, its relationship to the Conservation Area, and key location as a gateway to the town centre.

**5.4.3** The focus for development in the Station Quarter will be on employment uses through the delivery of a major new office quarter. The Station Quarter has been identified as comprising some of the most suitable deliverable, and least constrained employment sites within the borough and as an area where office uses should be prioritised. <sup>(14)</sup>

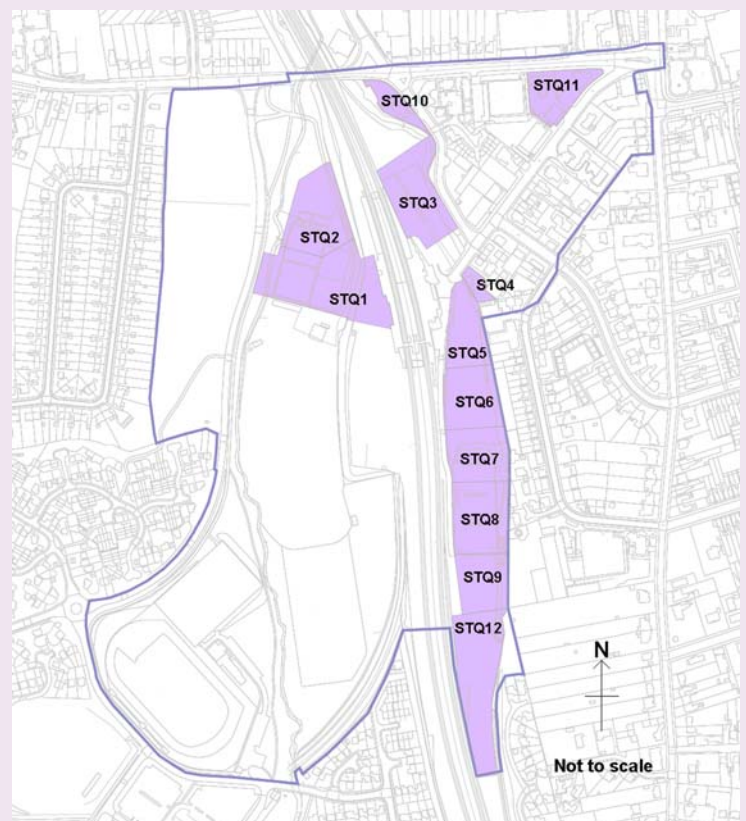
**5.4.4** Kettering benefits from excellent road and rail links to the rest of the Country and is ideally located in the centre of England. On the Midland Mainline route Kettering is less than an hour away from London St. Pancras International making it the ideal location for both business headquarters and regional offices not to mention London commuters. Kettering Borough Council is working with partners such as Network Rail to

develop and attract investors to bring forward plans for the Station Quarter of the town. The aggressive pursuit in finding development partners for increasing high grade office floor space in the Station Quarter is part of the town's plan in attracting higher grade, higher density jobs. These improvements to the Station Quarter will go hand in hand with the transportation improvements set out in Section 3 of this Plan. In particular, the Station Quarter will be the location for a multi-modal transport interchange, thereby making the most of this key gateway to the town centre. Building on this, the Borough Council is actively supporting discussions to extend electrification of the line beyond Bedford, which would increase rail speeds and passenger capacity, and facilitate improvements to accessibility within the town centre, which is currently constrained by low bridges on Northampton Road and Rothwell Road.

**5.4.5** Redevelopment will provide quality employment opportunities in a location accessible by sustainable modes use of transport. Quality office developments in this location will create a positive image for Kettering from passing trains and visiting rail and bus travellers.

**5.4.6** Approximately 32,000m<sup>2</sup> of office floorspace (B1 incorporating a proportion of A2, Financial and Professional Services) will be developed across seven development sites - site STQ1 and sites STQ6 -

**Figure 5.6 Station Quarter location development sites**



<sup>14</sup> As identified in the Kettering Employment Study (2005) and the Northamptonshire Strategic Employment Land Assessment (SELA) (2009).

STQ11. Proposals for redevelopment of these sites will focus primarily on B1 office use, though office-led schemes with supporting uses will be considered. A hotel located on site STQ5 complements the commercial development within the Station Quarter through providing overnight accommodation for visitors. Residential use will be encouraged on site STQ4, to contribute to a vibrant mix of uses across the quarter as a whole.

**5.4.7** Site STQ12 is allocated for a replacement bus depot for the current facility in Northampton Road, which is incongruous to its residential surroundings. Using site STQ12 for a bus facility provides a good strategic fit with the transport objectives for the Station Quarter.

**5.4.8** If in the future Kettering successfully attracts a university / higher education facility, the Station Quarter would be the most appropriate location for this use. Opportunities could be taken to forge links between the education facility with businesses and with Chesham House Design and Technology Centre, developed in partnership between Kettering Borough Council, Northamptonshire Enterprise Limited and the University of Northampton.

## Indicative illustration - The Station Quarter



## Transport and public realm

**5.4.9** The Station Quarter will be the focus for some key transport improvements, as set out in Policies 7 – 11, and summarised in Table 5.6, below.

**Table 5.6 Station Quarter transport and public realm improvements**

Improvement	Detailed in
Multi-modal transport interchange, providing facilities for buses, taxis, cycle parking and a set-down/pick up area for private cars.	Policy 9, Public Transport
New public open space, the Station Plaza, at the station to provide a distinctive gateway and sense of arrival in Kettering.	Policy 11, Public Realm
Significant public realm improvements to Station Road, which will become a high quality, people focused route which encourages pedestrian movement between the activities in the Station Quarter and the inner town centre.	Policy 11, Public Realm)
A new accessible crossing for pedestrian and cycle use linking the west and east of the railway line.	Policy 10, Pedestrian and Cycle network
Rationalised car parking into two new multi-level car parks.	Policy 9, Parking
Ample cycle parking.	Policy 10, Pedestrian and Cycle network

**5.4.10** An indicative masterplan for the Station Quarter (Figure 5.7, below) shows how the Station Plaza, transport interchange and public realm improvements will be arranged.



**Figure 5.7 Station Quarter transport interchange and public realm indicative masterplan**



## 5.4.11 Green Infrastructure

**5.4.12** Development of sites STQ1 and STQ2 will have an impact on open space provision as the sites currently partly comprise tennis courts and bowling greens. Policy 13 (Open Space, Green Infrastructure and Biodiversity), outlines how development in the Station Quarter will deliver a significant uplift in quality of open space and how the development of sites STQ1 and STQ2 will:

- Replace the existing outdoor sports facilities with facilities of equal or better quality;
- Create new open spaces and make more effective and appropriate use of land, including making space for flood water attenuation; and
- Deliver enhancements to other existing open spaces in the quarter.

## Flood and Surface Water Management

**5.4.13** Sites STQ1 and STQ2 to the west of the quarter run adjacent to the Slade Brook watercourse and parts of both sites fall within flood zones 2 and 3a. As such, site allocations within the Station Quarter have been subjected to PPS25's Sequential Test and assessed in the *Kettering Town Centre Level 2 Strategic Flood Risk Assessment* (SFRA) (Royal Haskoning, 2010). Development on sites STQ1 and STQ2 will be in accordance with the findings of these studies and deliver the requirements outlined in Policy 14 Flood and Surface Water Management, in terms of layout, mitigation measures, and use of SUDS.

## Policy 20 - The Station Quarter

### Development sites and opportunities

The role of the Station Quarter will be to provide a focus for offices (B1 incorporating a proportion of A2, Financial and Professional Services) to strengthen the town centre's employment offer and capitalise on good sustainable transport links. Allocated Sites STQ1 – STQ12 are listed in Table 5.5 and shown on the Proposals Map. Details of phasing are presented in Section 6 - Implementation and Monitoring.

Development within the Station Quarter will deliver a hotel; a multi modal transport interchange; multi-storey car parking; and 32,000m<sup>2</sup> of offices (B1) with supporting complementary uses where appropriate. Complementary uses, such a newsagent or café may be appropriate, depending on scale and location, and should be focused around the station plaza.

Development proposals will secure high quality design and, improve the character and quality of the area and the way it functions.

### Transport and public realm

Key transport and public realm improvements will be delivered in the quarter, as detailed in Policies 7-11, including the creation of a multi-modal transport interchange and a new Station Plaza public open space at the station; the implementation of significant public realm improvements to Station Road (as detailed in Policy 11, Public Realm); the delivery of a new pedestrian and cycle crossing of the railway line and two new multi-level car parks on sites STQ2 and STQ3.

## Flood and Surface Water Management and Green Infrastructure

Development proposals for sites STQ1 and STQ2 will adhere to requirements of Policy 14 (Flood and Surface Water Management) and Policy 13 (Open Space, Green Infrastructure and Biodiversity), including the provision of new and publicly accessible open space.

## 5.5 The New Residential Quarter

**5.5.1** The New Residential Quarter marks the western extent of the Plan Area and lies west of the Shopping Quarter and north of the Station Quarter. It contains a mix of open space, residential, commercial and retail uses, the latter mostly large warehouse-type retailing. The area currently creates a poor sense of arrival to Kettering town centre and suffers from exposed backs of buildings and service areas creating unattractive spaces with poor natural surveillance. Land use is currently inefficient with surface car parks, underused sites and large footprint buildings which limit pedestrian permeability.

**5.5.2** The quarter benefits from a prime location next to the inner town centre, has several key transport routes running through it and is within easy walking distance of the railway station. The area also contains important elements of the Plan Area's Green Infrastructure including the Slade Brook, which at present is an untapped environmental asset for the town centre.

### Vision

The New Residential Quarter will be a vibrant and welcoming place. It will be home to a new town centre residential community and other complementary activities. There will be high quality streets, buildings and open spaces together with a rejuvenated waterside along the Slade Brook. The quarter will be well connected through quality pedestrian and cycle connections including restored historic through routes from the Market Place and Sheep Street area to the reinvigorated open spaces to the west.

**Table 5.7 New Residential Quarter Allocated Development Sites**

Site	Allocated Use	Indicative Quantums of Development
NRQ1 Land at Lidl store, west of Trafalgar Road	Residential	67 units
NRQ2 Former Lidl store site, north of Trafalgar Road	Residential	22 units
NRQ3 Temporary car park, land west of Trafalgar Road	Residential	48 units
NRQ4 Land north and east of Trafalgar Road	Residential	120 units
NRQ5 B&Q Comet site, Meadow Road / Jutland Way	Residential with commercial or leisure	53 units 5,500m <sup>2</sup> commercial or leisure
NRQ6 National Grid site north, Jutland Way	Residential	14 units
NRQ7 National Grid site south, Jutland Way	Residential	14 units

Site	Allocated Use	Indicative Quantums of Development
NRQ8 Meadow Road / Cromwell Road backland	Residential with possibility of live/work units	18 units
NRQ9 Commercial Road car park	Residential	20 units
NRQ10 Meadow Road Recreation Ground	Residential	94 units
NRQ11 ATS Topps Tiles site, Northampton Road / Northfield Avenue	Residential commercial	19 units 1,000m <sup>2</sup> commercial
NRQ12 Bus Depot site, Northampton Road	Residential	47 units
NRQ13 Hazelwood Lane	Residential with possibility of live/work units	5 units

**5.5.3** Redevelopment will be residential-led and create a vibrant quarter with a mix of uses including high quality open spaces and public realm. Development will focus on the redevelopment of the existing retail and commercial warehouse units and surface car parks which dominate the area and on infilling and repairing disjointed frontages<sup>(15)</sup>.

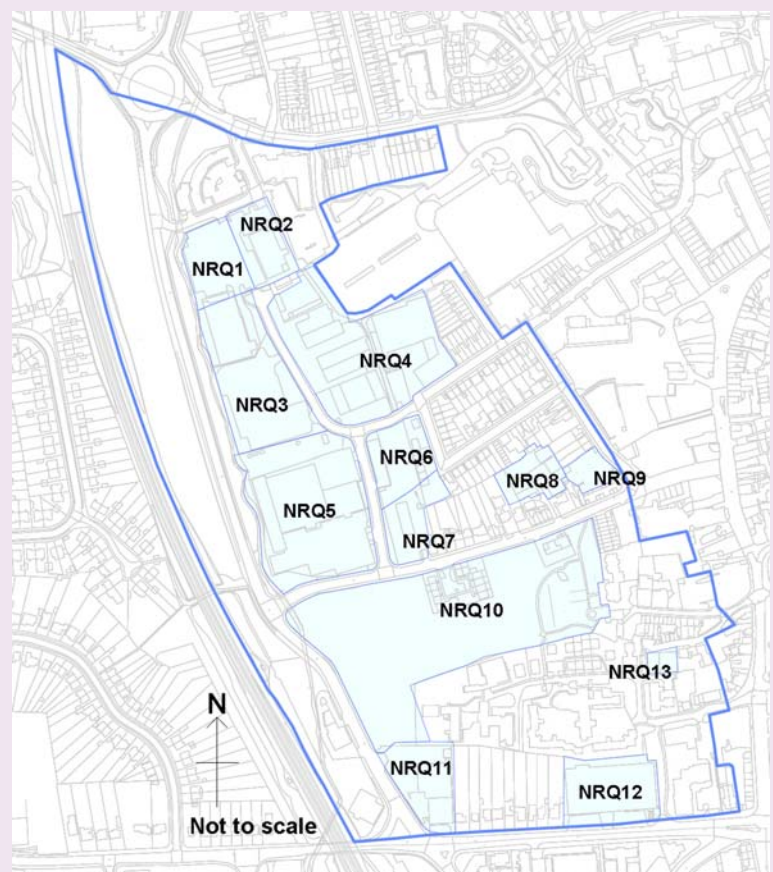
**5.5.4** Thirteen development sites are allocated on the Proposals Map and listed in Table 5.7. The sites will accommodate approximately half of the 1,000 new dwellings allocated in the Plan Area and create a significant residential population to support and complement the regeneration of the town centre. Residential use will also create activity and vibrancy and assist in creating a more sustainable and walkable town centre through provision of homes in proximity to work, retail, leisure and community facilities.

**5.5.5** Sites NRQ4 - NRQ8 and NRQ12 should include the provision of houses (either solely or within a mix) in order to achieve the objectives of Policy 6 (Residential in terms of a balanced provision of residential unit types. Live/work units will be encouraged on sites NRQ8 and NRQ13.

**5.5.6** Supporting and complementary commercial uses may be appropriate at ground floor level on sites fronting principal streets. Specific provision for some commercial uses, to complement those allocated in the Station Quarter, are made at sites NRQ5 and NRQ11. Examples of appropriate commercial uses include offices, A2 (professional and financial services, estate and employment agencies) and other B1 uses. Site NRQ5 is considered appropriate for a mix of residential, commercial and/or leisure uses. The leisure use should complement the adjacent open space, for example a suitably sized family public house to serve the local population.

**5.5.7** The significant level of redevelopment represents an opportunity to develop a new and distinctive character for the quarter with high quality buildings and the potential for contemporary, contextually

**Figure 5.8 New Residential Quarter location and development sites**



<sup>15</sup> The Western Quarter Master Plan provides the underpinning rationale for the quarter and the key principles arising from this document have been carried forward in the AAP and relevant code in the *Urban Codes SPD*.



appropriate architecture. Development will create an attractive environment with well defined, connected and overlooked streets and open spaces. Opportunities exist for the creation of landmark buildings, particularly on site NRQ4.

**5.5.8** The Borough Council is aware that in order to deliver the residential led regeneration of the quarter, it will be necessary to identify appropriate alternative sites for existing commercial and retail premises currently occupying development sites. This process will be conducted, in partnership with affected businesses, through the Site Specific Proposals DPD.



**New Residential Quarter precedent images**

## Transport and public realm

**5.5.9** Development will not prevent the delivery of the improvements to the transport system, pedestrian and cycle network and public realm outlined in Policies 7, 10 and 11, including:

- A new road extension to Trafalgar Road linking with Northfield Avenue (affecting sites NRQ3 and NRQ5), as required as part of the Wadcroft development on site SHQ1 in Policy 16;
- Function and public realm changes to Meadow Road enabling the route to be converted to a pleasant, green, safe environment with pedestrian and cycle priority. New buildings, specifically on sites NRQ5 and NRQ10, will present active frontages to, overlook and interact with the enhanced Meadow Road and Urban Park; and
- Improved pedestrian and cycle connections to reintegrate the quarter into the rest of central Kettering, with a particular focus on improved links to the Station and Shopping Quarters. Opportunities should be sought to reinstate historic through routes from the Market Place and Sheep Street area to the enhanced open spaces to the west.

## Flood and Surface Water Management and Green Infrastructure

**5.5.10** The presence of the Slade Brook in the quarter means that all development proposals must be informed by the requirements set out in Policy 14 (Flood and Surface Water Management) which must be considered holistically with Green Infrastructure priorities. Policy 13 (Open Space, Green Infrastructure and Biodiversity) outlines how new green spaces will be created and existing open spaces reconfigured to increase their quality, appearance, functionality and recreational offer. The Proposals Map designates key areas of open space to be protected and enhanced. Development proposals throughout the quarter will facilitate, and not prejudice the improvements required by Policy 13 and will address and interact with areas of open space to ensure they are well used, safe, secure and well overlooked.

## Policy 21 - The New Residential Quarter

### Development sites and opportunities

The principle role of this quarter will be to deliver residential led regeneration. Development will reintegrate the area into the town centre and provide a residential population to support and complement the redevelopment of other town centre sites, particularly the nearby retail intensification in the Shopping Quarter.



Allocated Sites NRQ1 – NRQ13 are listed in Table 5.7 and shown on the Proposals Map. Details of phasing are presented in Section 6 - Implementation and Monitoring. Approximately 625 new homes will be provided across the quarter, the mix, density and tenure of which will be in accordance with Policy 6 (Residential). Small scale commercial uses on the ground floor of buildings can complement the residential uses, in particular on sites NRQ11 and NRQ5. The provision of complementary leisure uses for the new and existing population will be encouraged on site NRQ5. Any new retail premises should be small scale and associated with the residential character of the area, for example small convenience retail.

Any redevelopment of sites NRQ6 and NRQ7 will require a comprehensive master plan to ensure:

- The two sites are developed together as one (potentially phased) development.
- A consistent approach and design response;
- The sites are fully integrated with each other and the surrounding area; and
- A contribution to affordable is made if more than 15 units are developed across the 2 sites.

New buildings will define and enclose streets with active frontages presented to streets, pedestrian routes and open spaces to maximise natural surveillance. Development should seek to create a distinctive, striking, high quality new townscape and western gateway to the town centre and present a positive image to the railway line.

## Transport and public realm

Development will be in accordance with the transport and public realm requirements of Policies 7-11. Proposals for sites NRQ3 and NRQ5 will safeguard a route for the road extension to Trafalgar Road to link with Northfield Avenue. Development throughout the area will deliver improved public realm and pedestrian and cycle connections to adjoining areas, including enhanced wayfinding, signage and lighting.

## Flood and Surface Water Management and Green Infrastructure

Development throughout the quarter must be in accordance with Policy 14 (Flood and Surface Water Management) in terms of layout, mitigation measures, and use of SUDS. High quality new or reappropriated open spaces will be provided as part of schemes for sites NRQ1, NRQ3, NRQ5 and NRQ10, including a new urban park at Meadow Road and a new Green Infrastructure corridor along the Slade Brook, as outlined in Policy 13 (Open Space, Green infrastructure and Biodiversity).

## 5.6 The Silver Street Quarter

**5.6.1** The Silver Street Quarter lies to the east of Primary Shopping Area and includes the majority of the town's Secondary Retail Frontages. There are a mix of retail, commercial and residential uses including shops, estate agencies and a number of pubs, bars, nightclubs and takeaways. There are a number of vacant units and sites and buildings with exposed backs and service areas which create broken frontages and insecure areas. The area contains busy roads and a mostly poor quality public realm. The quarter presents opportunities for regeneration and enhancement, for the repair and re-creation of frontages and for the introduction of transport improvement measures to create a more pedestrian friendly environment.

### Vision

A revitalised area of the town centre comprising a vibrant mix of uses and an improved transport system. Development will focus on the enhancement of the streetscene through infill and repair by residential-led development, complemented by an enhancement and diversification of the retail and commercial offer.

**Table 5.8 Silver Street Quarter Allocated Development Sites**

Site	Allocated use	Indicative Quantums of Development
SSQ1 Montagu Street / Tordoff Place	Residential-led	11
SSQ2 Carrington Street / Victoria Street	Residential/road and junction improvements	19 units
SSQ3 Queen Street east	Residential/road and junction improvements	8 units
SSQ4 Queen Street / Horsemarket north	Ground floor retail, residential above/road and junction improvements	62 units
SSQ5 Queen Street / Horsemarket south	Commercial, potential for a hotel/road and junction improvements	n.a

**5.6.2** In this quarter the focus will be on uplifting the quality of the area and improving the public realm and transport arrangements. Encouragement will also be given to expanding the range of retail and commercial operations and diversifying the economic base of the area.

**5.6.3** Development sites have been identified which infill existing gaps in frontages to provide greater activity and enclosure to the streetscene. Future developments which further repair street frontages and address areas where the backs and service areas of buildings are exposed to streets and public spaces will be encouraged.

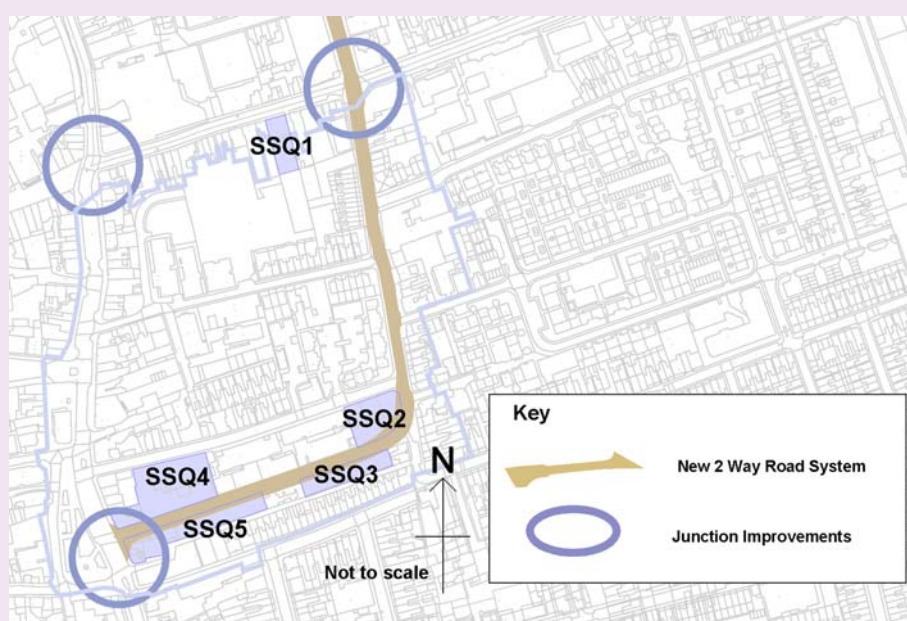
**5.6.4** Many of the shop fronts and signage along Silver Street and Dalkeith Place are of poor quality and detract from the often otherwise attractive buildings and from the character and distinctiveness of the visitor experience. The Silver Street Quarter will be a priority area for interventions to implement the principles outlined in Policy 2 in relation to the need to improve the design of advertisements and shop fronts. New development proposals will seek to provide a benchmark for wider improvements to frontage design throughout the quarter.

**5.6.5** Within the Silver Street Quarter there are a number of important historic buildings. The setting of key landmark buildings in the area should be enhanced through the careful use of architectural lighting.

**5.6.6** Redevelopment of sites SSQ2 and SSQ3 will be for residential use, reflecting their comparative distance from the Primary Shopping Area Boundary and existing surrounding residential uses. Development proposals for sites SSQ1 and SSQ4 will be residential-led but should seek to provide active uses at ground floor level, for example retail (A1), cafe (A3) or professional and financial services (A2) uses. Provision has been made for commercial use on site SSQ5 which could take the form of a hotel which, given its central location, would provide a good base for people visiting the town. Site SSQ5 presents an important frontage onto Horsemarket so it will be important to provide an active frontage at ground floor level.

**5.6.7** Throughout the quarter encouragement will also be given to the development of a craft, creative

**Figure 5.9 Silver Street Quarter location, development sites, and transportation improvements**



and artistic offer. This could be done through the introduction of small scale / start up business units, live/work units and spaces suitable for studios, workspaces and galleries - this would complement the craft workshops being promoted in the Yards. Proposals which would assist people in creative professions to stay in Kettering will be encouraged

## Transport and public realm

**5.6.8** The Silver Street Quarter will also be a priority area for public realm improvements and a focus for several of the improvements to the town centre's transport network, as detailed in Policies 7-11, including:

- An emphasis on improving pedestrian connections, including the restoration of historic routes west and north-west, between this area and its nearby quarters;
- As depicted in Figure 5.9 and on the Proposals Map, parts of sites SSQ 2 - 5 and limited land take along Victoria Street will be required to accommodate the implementation of two way traffic operation around Eskdail Street, Victoria Street and Queen Street<sup>(16)</sup>;
- The 'downgrading' of Silver Street and Montagu Street to fulfil a local access / bus / cycle / pedestrian function and rationalisation of on-street parking will make the street more pedestrian friendly and facilitate easier and safer east-west (and vice versa) movements;
- The relocation of bus stops (from Sheep Street) to Horsemarket will bring additional footfall and vibrancy to this area of the quarter; and
- A new public square at Dalkeith Place will connect activities in this quarter with the Yards quarter and provide an attractive focal point.

**5.6.9** In their entirety, the improvements in the quarter will improve conditions for public transport, pedestrians and cyclists and reduce the dominance of the private car. The changes will facilitate a legible, accessible and safe pedestrian loop around a retail circuit, or ladder, offering a permeable choice of through routes. The use and vibrancy of this circuit will be catalysed by the increase in visitors travelling to and from bus facilities at Horsemarket whilst the enclosure, vibrancy and natural surveillance of Horsemarket will be further enhanced by the developments of sites SSQ4 and SSQ5 on the eastern side of the street.

## Policy 22- The Silver Street Quarter

### Development sites and opportunities

Allocated Sites SSQ1 – SSQ5 are listed in Table 5.8 and shown on the Proposals Map. Details of phasing are presented in Section 6 - Implementation and Monitoring. Site SSQ5 will be developed for commercial use and is considered suitable for a hotel - an active frontage will be provided at ground floor level. Sites SSQ2 and SSQ3 will be for residential use, and redevelopment on sites SSQ1 and SSQ4 will be residential-led with active uses appropriate to the Secondary Shopping Area at ground floor level.

New development will focus on redevelopment of inefficiently used sites and on the infill, repair and reconnection of street frontages. Development will reintroduce active frontages into areas where sites are currently vacant or where the backs and service areas of buildings are presented to the street.

New and replacement building frontages will enhance the streetscape, provide natural surveillance and improve the quality of shop fronts and advertisements. The Silver Street Quarter will be a priority area for the implementation of measures to proactively improve the design and appearance of existing shop fronts, signage and advertisements, in accordance with the principles outlined in the Kettering Borough Shopfront Guidance SPD.

Development within the quarter will focus on improving the vitality and viability of the area through provision of new residential-led development and the enhancement and diversification of the current

<sup>16</sup> Detailed analysis and plans of the limited land and property acquisition necessary to deliver the road and junction improvements are provided in the Kettering Town Centre Transport Strategy (Pell Frischmann, 2010) which was subject to extensive public consultation.

retail and commercial offer. Development proposals will be encouraged which promote the development of a furniture, craft, creative or artistic offer including the provision of live/work units and premises suitable for small scale business units, studios, workspaces and galleries.

## Transport and public realm

Development in the Silver Street Quarter will facilitate, and not prevent, delivery of the key improvements to the transport system and public realm, covered by Policies 7-11. In particular parts of sites SSQ 2 - 5 will be required to accommodate the implementation of two way traffic operation around Eskdail Street, Victoria Street and Queen Street

Throughout the quarter greater emphasis will be given to public transport, pedestrian movement and safety and reducing the dominance of the car.

## 5.7 The Cultural Quarter

**5.7.1** The Cultural Quarter is the southern gateway to the town centre for much of the south and east of Kettering. It comprises existing community uses including a Leisure Suite/Swimming Pool, Council Offices, Library, Tourist Information Centre and Corn Market Hall. The quarter also includes a number of high quality historic assets (Church, Library, Museum, Art Gallery) and open spaces (gardens and a cemetery) creating an attractive gateway into the Plan Area. However, the current setting for these building is poor due to the presence of surface car parking with limited features resulting in a poor quality public realm. Connections into the Market Place, Bowling Green Road and London Road are underused due to poor legibility and lack of natural surveillance, and many of the key buildings have no street frontage. The mix of uses have a predominately day time function that makes much of the area inactive in the evenings.

### Vision

The Cultural Quarter boasts many of Kettering's historic buildings of character together with high quality urban open spaces and is home to a number of important community, cultural and leisure uses. The historically important open spaces and buildings in the quarter provide a quality of environment which is valuable to the enhanced experiential offer envisaged for the town centre that the quarter provides. The principles in the AAP for the Cultural Quarter and its accompanying Urban Code have been informed by the area's rich history. The AAP recognises that cultural and leisure facilities in the quarter will be retained and enhanced.

Development proposals will be expected to realise the Cultural Quarter's potential to contribute to regeneration that is responsive to the area's position as a southern gateway to the town centre. It will create strong pedestrian desire lines into the Restaurant Quarter/Market Place and town centre, and respect and enhance the area's built heritage, strong landscape structure and cultural facilities at the heart of the town centre. Paramount in the principles for redevelopment is the need to respect and respond to the historical buildings, spaces and features which will be critical to the future success and distinctiveness of the quarter.

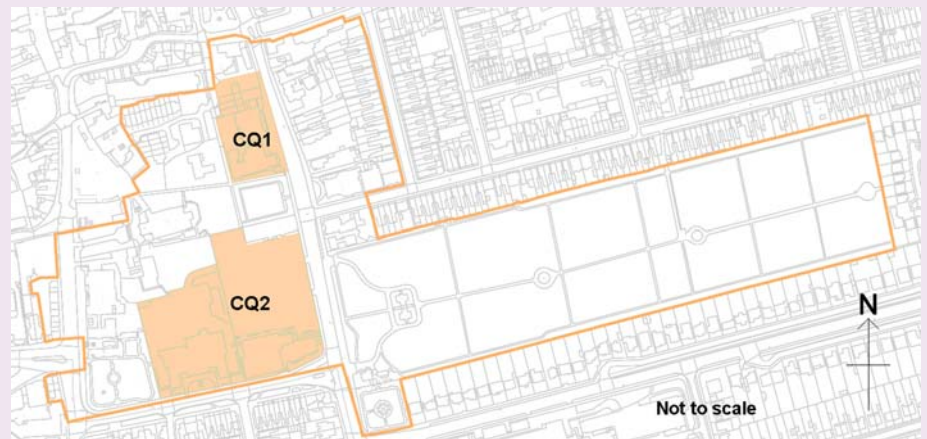
**Table 5.9 The Cultural Quarter Opportunity Sites**

Site	Regeneration Potential
CQ1 Land west of London Road	Uses that support the vitality and viability of the town centre
CQ2 Land at the Municipal Offices	Uses that support the vitality and viability of the town centre



**5.7.2** Kettering Borough Council has an ambition to expand its already excellent customer service offering with more customer-facing services, including those of other public and voluntary services, and increasing the breadth of services already provided by the NHS, HMRC, Citizens Advice Bureau, the Police and Fire Services. This will generate additional town centre visits by widening the range of services available to the public. Associated with this, KBC is also exploring options to share premises with partners for 'back office' functions on alternative sites, subject to the sustainable planning parameters set out in paragraph 1.2.18 above. The enhanced customer service offer would be accommodated within the Cultural Quarter and would lead to an increased footfall and vitality in this area. Policy 23 provides a framework for the current Kettering Borough Council and Police sites should this move of back office staff eventually take place. Sites CQ1 and CQ2 are therefore identified as 'opportunity sites' with the potential for regeneration over the plan period; with Policy 23 ensuring that under such circumstances any subsequent use on the two sites would have a positive impact on the vitality and viability of the town centre.

**Figure 5.10 Cultural Quarter location and opportunity sites**



**5.7.3** Opportunities for the joint back office development to be a catalyst for a new business park are being explored. It is important therefore that any potential future development package of which this is a part must have a positive impact on the vitality and viability of the town centre. A Scoping Study (Pell Frischmann 2010) explores the issues related to any relocation of the Borough Council's back office, and has identified a range of criteria that can be referred to when considering the future redevelopment in the Cultural Quarter. In considering the future redevelopment of the site the following factors will need to be considered:

- Provision of an improved One-stop-shop within the Cultural Quarter
- Integration with on-site built heritage,
- Provision of parking for any new uses and sufficient general town centre use
- Safe and feasible access, and integration with transportation and traffic
- Impact of any redevelopment on the vitality and viability of the town centre

**5.7.4** In assessing the types of uses that would support the viability and vitality of the town centre, and the borough as whole, the Scoping study concluded that uses that would deliver the most positive regeneration benefits are those that would create new town centre residents and jobs. The Scoping Study explored options that would achieve this, including those that deliver (i) a mix of new homes, commercial office, and parking (Scoping Study Option 3); and (ii) a mix of new homes, commercial office and retail (Scoping Study Option 2). The findings of the Scoping Study provide baseline information that can be referred to in developing and considering proposals for the Cultural Quarter opportunity sites. In view of the evolutionary stage of the quarter, the Borough Council will consult on a Development Brief prior to any planning application.

**5.7.5** Outside of sites CQ1 and CQ2 the Cultural Quarter contains many of the town's most prominent heritage assets and existing culture, tourism and leisure facilities including Ss Peter and Paul Parish Church, the Alfred East Art Gallery, Museum and Library, giving the parts of the quarter a strong sense of place and distinctive role within the town centre. Regeneration and development proposals for the quarter, and Plan Area generally, should complement these existing assets and seek opportunities to strengthen and enhance the quarter's heritage assets and facilities.

## Policy 23 - The Cultural Quarter

Sites CQ1 and CQ2 are listed in Table 5.9 and identified on the Proposals Map as opportunity sites for future redevelopment that will support the vitality and viability of Kettering town centre.

Any redevelopment of sites CQ1 and CQ2 will require a comprehensive masterplan to ensure that the potential of the sites are optimised, fully integrated with plans for the surrounding area and that they provide a positive contribution towards the regeneration of the town centre as a whole.

Any redevelopment in the Cultural Quarter will:

- Incorporate uses that contribute to the vitality and viability of the town centre; and,
- Ensure integration with on-site and surrounding heritage assets in accordance with Policy 12 - Heritage Conservation and Archaeology; and,
- Adhere to the requirements of Policy 5 - Culture, Tourism and Leisure; and
- Contribute to the delivery of town centre transportation improvements set out in the Plan, including the provision of:
  - parking for proposed uses and approximately 200 spaces for general town centre public parking requirements (in accordance with Policy 8, Parking), and
  - safe and feasible access to and from any new development; and,
- Create a southern gateway to the town centre and enhance street connections towards the town centre, especially through the Market Place.

## 5.8 The Headlands Quarter



**5.8.1** This is a high quality, mainly residential area with some A2 (Financial and Professional) and B1 (Office) development. It is located within the designated Kettering Conservation Area, and is characterised by predominantly large detached or semi-detached Edwardian and Victorian properties set within substantial plots, well spaced and set back from the road with boundaries delineated by historic walls or railings, with tree lined streets and mature landscaping. No development sites have been identified within the Headlands Quarter, as the key objective is to preserve and enhance the existing historic and residential character and appearance and heritage assets of the area.

### Vision

An attractive residential quarter within the Kettering Conservation Area, but at the heart of the town which offers large family sized homes in a sustainable location. The AAP supports the continued and future success of the area by retaining and enhancing its period features and ensuring that inappropriate development is robustly opposed to retain this important and historic asset.

**5.8.2** In order to preserve and enhance the special environmental character and quality of the Conservation Area and this quarter existing properties, in particular buildings of historic value, should be protected and the maintenance of single occupancy residential accommodation will be supported. Any changes of use must respect the residential and historic character and appearance of the area, and the spaces in front of, in between, behind and around buildings should be preserved. As such uses which would result in the re-development, infilling or sub-division of curtilages and/ or the creation of additional entrance doors or vehicle access points will be resisted. In addition development should seek to protect and enhance the landscape setting, trees and openness of this area, and the reinstatement of traditional features such as railings and brick boundary walls will be encouraged.

**5.8.3** Traffic and parking management schemes should be introduced to improve vehicular accessibility, and the streetscape should make provision for contemporary movement requirements and pedestrian connectivity to the town centre should be improved as well as links to the Station Quarter to facilitate modal shift.

**Figure 5.11 Headlands Quarter location**



## Policy 24 - The Headlands Quarter

The primary focus of this quarter will be on retaining and enhancing the residential character and use of the area. The focus for new A2 and B1 uses will be within the Station Quarter (Policy 20) and on the upper floors within the Primary Shopping Area (Policy 3).

New development proposals will only be considered acceptable where:

- I) the residential character of the area is maintained and the proposal does not involve the redevelopment, infilling or the sub-division of a properties curtilage; and
- II) the external residential character of the property is retained and any changes to the external appearance are sympathetic to the building; and
- III) they retain and where appropriate enhance the landscape setting of the area; and
- IV) single points of vehicular access are retained; and
- V) access points are not widened where this results in the removal of historic railings and boundary walls; and
- VI) single entrance points to buildings are retained and remain the primary focus for the building; and
- VII) they accord with the heritage principles set out in Policy 12



## 6 Implementation and Monitoring

### 6.1 Implementation and Phasing

**6.1.1** Kettering town centre has been identified by Kettering Borough Council Members as a key priority for infrastructure and jobs-led growth (alongside a better education and training offer, and a better employment offer). In recent years much has been accomplished to foster investor confidence, and such work will need to continue if the vision for the Kettering town centre is to be realised. The deliverability of the AAP will be central to realising this vision for change. Therefore, it is important to be clear how the AAP will be implemented.

**6.1.2** This section sets out the approach to implementation and phasing and sets out an indicative programme of implementation, delivery mechanisms and monitoring framework.

#### Implementation and Delivery Mechanisms

**6.1.3** The additional growth in Kettering will require enhancement to the urban structure and growth as outlined in the AAP. The expected increase in population will need to utilise enhanced amenities, services and employment opportunities. As set out in Policy 6 of the Core Spatial Strategy, developments will be required to provide or contribute towards the infrastructure, services and facilities needed to provide balanced, more self-sufficient communities and to secure a modal shift away from car use.

**6.1.4** As set out in this AAP, development within the Plan area will be required to make a contribution towards the necessary infrastructure. Contributions will be towards key infrastructure needs including, but is not limited to, transportation improvements; public realm improvements and public art; open space and green infrastructure; flood and surface water management; improvements to cultural and tourism facilities; CCTV and other crime and disorder initiatives.

**6.1.5** The North Northamptonshire Joint Planning Unit published a draft Developer Contributions SPD for consultation in late 2010 containing a series of standard charges. Having considered representations the Joint Planning Committee had decided to proceed with a Community Infrastructure Levy (CIL) Scheme. Until the CIL Scheme is implemented, the starting point for Section 106 negotiations for development contributions will be the standard charges set out in the draft Development Contributions SPD.

**6.1.6** In addition, site specific infrastructure will be required to mitigate specific needs of individual development sites. For example, it is expected that development projects will contribute towards both the necessary wider public realm improvements to key areas within the town centre and also address any requirement for upgrading the pavement areas along adjoining highways adjacent to development sites.

#### Growth Area

**6.1.7** A range of public and private sector organisations are working together to support the growth of Kettering and its surrounding area. Key partners include Kettering Borough Council, North Northamptonshire Joint Planning Unit, North Northamptonshire Development Company, Northamptonshire County Council and Northamptonshire Enterprise Limited. The momentum behind delivery of redevelopment projects, even during the recent tougher economic times, shows our commitment to achieving the vision.

**6.1.8** Investment in infrastructure, a better town centre, improved education and training opportunities and higher quality higher density jobs-led growth are all key aims. Kettering Borough Council is particularly keen to attract more businesses employing skilled workforces to complement the investment in facilities and housing locally, where already the multi-million pound levels of public sector investment has attracted further investment from the private sector. From micro-businesses right through to major global and European and International corporations Kettering attracts a wide range of business sectors. Considerable redevelopment is underway and is creating a magnet for local and national businesses and occupiers. And with over 200,000 sqm of planned commercial development in Kettering Borough (38,500 sqm of which is in Kettering town centre) there are significant opportunities for businesses to develop and expand.

**6.1.9** It is anticipated that many of the proposals identified in the Area Action Plan will be delivered by a



commercial interest, working with the support of the Borough Council, which is a significant landowner within some of the key quarters (e.g. the Restaurant Quarter, Shopping Quarter, The Yards, Cultural Quarter, New Residential Quarter and Station Quarter) and which will use its land holdings strategically to secure delivery.

## Suite 16 Programme

**6.1.10** The Borough Council has developed the Suite 16 Programme to deliver Members' expectations of infrastructure and jobs-led growth. The programme is staffed by officers seconded from within the Council, and has been developed alongside our partners, utilising - where necessary - external expertise from a number of different professions. Wherever possible, the programme will be delivered using external challenge funding, although it is recognised that sometimes match-funding or catalytic investment is required to generate further private investment.

**6.1.11** The key principles for the programme are as follows:

- Any redevelopment should be characterful to reflect the locality.
- The quality of design must be high.
- Material quality must be high.
- In creating a characterful experience, distinctive zones are advantageous

**6.1.12** It is important to state again, the mutually supportive role of the three aspirations (better jobs, better education, better town centres) and to explain how the Suite 16 projects deliver a coordinated and planned approach to the delivery of the AAP, and by definition, to the delivery of growth in Kettering Borough. Under the Suite 16 umbrella, major investment is underway or completed are as follows:

### Enabling a better education and training offer

- A new £23m campus for Tresham College opened in April 2008 which has brought additional higher education to the town, and will continue to expand its range of courses. The development of the new campus also provides an opportunity for the regeneration of a key edge-of-town-centre site.
- Investment continues with a the new Tresham campus extension approved in 2010. The Borough Council is committed to supporting and enabling a broader HE and FE offer at Tresham and other providers.

### Providing Higher Grade, Higher Density Jobs

- The Station Quarter will deliver an environment suited to those businesses which can benefit from the excellent rail connections offered by Kettering; being less than 1 hour from London it is well-placed to serve the businesses in the north of the Capital, yet at a fraction of the land and rental values. Future investment in the rail station and rail network will only serve to improve Kettering's standing as a key stop on the Midland Mainline.
- The keen focus on job creation in the town centre has also been demonstrated through the development of Chesham House Design and Technology Centre. The project was funded through £800,000 of external challenge funding and £200,000 of Kettering Borough Council match-funding. It has brought new high-tech employment to the town centre and forged new partnership working approaches with the University of Northampton.
- The Borough Council's role as 'anchor' on a new business park on the edge of the town will kick-start a business economy. The new public sector park will be visible from the key east-west route of the A14 and introduces a new office park offer for the area. The move of its back office, alongside those of other public sector organisations, to an edge of town site will free-up key town centre sites for regeneration.

### Creating better town centres

- The new Market Place, which was 100% funded through external challenge funding, has acted as a catalyst for private sector investment including the acquisition and refurbishment of Kettering Town Centre's two historic hotels. The ever-evolving programme of family events - which has included a

5-day opening celebration attended by over 3,500 people and hosting the Halfords Cycle tour series  
- has attracted a new sector of the community to the town centre and brought additional trade with it.

**6.1.13** The two current Growth-funded projects will build on the success of the new Market Place:

- The Market Place Restaurants will bring a new eating offer to the Market Place, with diners being entertained by performances under the canopy. These new brands will be encouraged to the town, and will - in-turn - bring a complementary offer of coffee shops, retailers and businesses.
- Market Street will be traffic free and will encourage shoppers to meander through the area and Sheep Street will be a shared space where access traffic will be allowed, but where the pedestrian takes priority. This new area of public realm will link the Market Place to the Yards area, where niche and independent shops stay open into the evening and allow a safe and relaxed browsing experience; and to the High Street where big brand shopping can take place on a larger scale at the new Wadcroft development.

## **Suite 16 and the Kettering Town Centre Quarters.**

**6.1.14** Whilst the Suite 16 Programme is a borough wide initiative, many of the projects are aimed at delivering development and regeneration in Kettering Town Centre. Below is a summary of how Suite 16 is delivering projects and sites within the AAP:

- **The Restaurant Quarter** - Public realm improvements and the delivery of Market Place restaurants (outlined in paragraph 1.24 above) will transform this part of town, creating a high quality community space and family orientated evening economy. The Restaurant Quarter is at the centre of the town centre and is a key transition to and between other quarters.
- **Wadcroft** - The Borough Council has undertaken technical studies and appraisals to bring forward a significant retail expansion to meet the targets set out in the Core Spatial Strategy. Consideration of the deliverability of this scheme is currently being worked on by a multi-agency steering group.
- **Soans Yards** - The Borough Council has undertaken technical studies and appraisals to bring forward a site suitable for niche and independent retailers. This will help to meet the retail targets set out in the Core Spatial Strategy and to complement the high street brands and bigger format stores planned for Wadcroft.
- **The Station Quarter** - The Borough Council has undertaken work to understand the physical constraints to bringing forward a office hub and transport interchange at the station, and is working with partners to identify funding and bring forward the vision for the quarter. This will maximising strong transportation links to London and Leicester and Nottingham and help to meet the job targets set out in the Core Spatial Strategy.
- **The Cultural Quarter** - Any future relocation of Kettering Borough Council's Back office function away from a key town centre regeneration site could create an opportunity to bring significant new investment into the town centre - it would also enable the Borough Council to act as a catalyst for an new business park to help meet the job targets set out in the Core Spatial Strategy. Should the Borough Council's Back Office function relocate, Kettering Borough Council would seek to expand its already excellent customer service offering with more front-line voluntary sector services, health services and greater partnership working with existing public sector partners such as the Police, Fire Service and HMRC - this would enhance and improve activity and footfall in this area of the town, thereby supporting the delivery of the vision for the Restaurant Quarter and town centre as a whole.
- **The New Residential Quarter** - The delivery of housing is key priority for Kettering Borough Council. The production of a Strategic Flood Risk Assessment and identification of on-site and strategic flood risk management measures has been prioritised by the Borough Council and its partners.
- **Transport Strategy and Green Links** - To accommodate the level of growth identified for Kettering town centre (and the borough as a whole), the delivery of transportation infrastructure is a key priority. An integrated Transport Strategy has been produced to inform the AAP, along side a programme of highways improvements including the provision of new junctions and walking/cycling "Green Links".

**6.1.15** Whilst each one of these projects will have a great impact on the town centre, they cannot be looked at in isolation: every single project delivered through Suite 16 builds on the success of its predecessor and will, itself, provide the building blocks upon which future projects are delivered. Whilst there will no

doubt be some elements of these projects which have no- and will not - find favour with everyone, the delivery of the overall vision will ensure the revitalisation and success of Kettering Borough. AAP sites and quarters that are not currently formally set out in the Suite 16 Programme are also ongoing as set out in the Phasing Plan below.

## Market Commentary

**6.1.16** The Council has produced a Market Commentary on the deliverability of the main constituent elements of the AAP both in general and across the various Quarters. Understandably, given the current exceptional economic conditions which are significantly different to those experienced during the preparation and Examination of the Core Strategy, there are questions as to whether it is likely that the overall quantum of commercial and residential development proposed in the AAP will be delivered by 2021.

**6.1.17** The Borough Council will review its Sustainable Communities Strategy (2008-11) and Suite 16 Regeneration Programme which include economic development and regeneration actions and initiatives, and will assess in more detail the issues that need to be addressed in order to prepare the town for the market and set out proposals and actions to complement the planning and development policies encompassed in this AAP.

## Programme of Delivery

**6.1.18** The majority of the short term to medium term development sites (2010-16) are presently being brought forward by the Council and other key stakeholders/development partners. These sites form the bulk of the likely growth to 2021 and have been identified through the AAP Issues and Options (2006) *Western Quarter Masterplan* (2006) the *Town Centre Framework* (2007), the AAP Preferred Options (2008) and the *Urban Capacity Analysis* (2008).

**6.1.19** Medium to long term sites (2017-2021), some of which may come forward sooner, are included in order to plan for speculative windfall development in a coordinated manner. This is fundamental to the implementation of a cohesive regeneration programme for the Plan Area. The deliverability of these will be monitored through the Annual Monitoring Report process. A future review of the AAP will address these cases within a future sub-regional planning context.

Short/ Medium Term Sites/Scheme - 2010 -2016	
Sites	Allocation Summary
SHQ1 (Wadcroft / Newlands Phase 1) and SHQ4, 5 and 6	Retail within Shopping Quarter
Y2 - Soans Yards	Niche and independent retail within the Yards
RQ 1-2	Sites to promote family orientated leisure within the Restaurant Quarter
NRQ 4, 6, 7, 10 11, 12	Priority residential sites outside of flood and surface water risk areas within the New Residential Quarter
STQ 1 - 5, 11 and 12	Key sites for car parking, commercial development and supporting uses within the Station Quarter
STQ 6,7,8,9,10-	Remaining commercial sites within the Station Quarter
CQ 1-2,	Opportunity sites within the Cultural Quarter

Medium/Long term 2017-2021	
Sites	Allocation Summary
Remaining Shopping quarter sites	Residential
SSQ1 – SSQ6	Residential led
Remaining New Residential Quarter	Residential
Remaining Station quarter	Commercial Office

## 2021 - 2031

**6.1.20** The North Northamptonshire CSS is currently being reviewed, with a Regulation 25 consultation having taken place in February 2009. Key issues to be addressed through the review include uncertainties with infrastructure provision and the need to take a longer term view for the period to 2031. Development related matters that need to be addressed include making housing and strategic employment provision for the 2021-2031 period. The review of the CSS will inform the implementation and phasing of the Kettering Town Centre AAP, and subsequent review of the Plan.

## Public involvement

**6.1.21** Stakeholders have been consulted during the production of the AAP in accordance with the relevant Regulations. However, this is not seen as the end of the process. As schemes are progressed, whether site-based projects or major transport or other public realm improvements works, there will be additional non-statutory consultation to maximise the ability for stakeholders to help shape the proposals before formal consents are sought.

### Policy 25 - Implementation and Phasing

This AAP will be realised by a mixture of spatial interventions, planning decisions, and public and private funding as well as through planning obligations and agreements. Two key delivery phases will apply:

- **Short/ Medium Term (2010-2016)**
- **Medium/ Longer Term (2017-2021)**

The phasing is illustrated in Fig 6.1 - Phasing Programme. Development arising before the planned time frame will need to justify that it does not prejudice or preclude the wider plan objectives. Delivery will be monitored through the Annual Monitoring Reports. Where necessary, development briefs will be prepared for key sites and areas, these will adhere to the overall strategy of the AAP.

**6.1.22** Figure 6.1 - Phasing Programme outlines an indicative programme of delivery for the sites allocated in the AAP, including an indication of some of the key infrastructure that will either impact on the delivery of the site; is required to progress the sites; or required as a result of development, further details of which are provided in the site specific policies.

### Phasing Programme Key

	Initiation - inc Concept Generation
	Development - inc Development Appraisal
	Enabling - inc Development Brief and Planning Permissions
	Delivery - inc Pre construction and Construction Phases



Figure 6.1 Phasing Programme

Site ID	Summary	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	Key Infrastructure
SHQ1	Wadcroft/Nelwands Phase 1 - retail												- Transportation Improvements - Public Realm Improvements
SHQ2	Morrisons Staff Car Park - residential												
SHQ3	Eden Street - residential led												
SHQ4	Iceland Carpark - retail												- Transportation Improvements
SHQ5	Tanners Gate 1 - retail												- Transportation Improvements
SHQ7	Tanners Gate 2 - retail												- Transportation Improvements
SHQ7	Dryden Street - retail												
Y1	Jobs Yard North - niche retail												- Public Realm Improvements
Y2	Soans Yard - niche retail												- Public Realm Improvements
SSQ1	Montagu Street - residential led												- Transportation Improvements
SSQ2	Carrington St/Victoria S - residential led												- Transportation Improvements
SSQ3	Queen Street East - residential led												- Transportation Improvements
SSQ4	Queen St/Horsemarket North - residential led												- Transportation Improvements
SSQ5	Queen St/Horsemarket South - Commercial												- Transportation Improvements
RQ1	Market Place North - Restaurants												- Public Realm Improvements
RQ2	Market Place South - Restaurants												- Public Realm Improvements
NRG1	Land at Lidl Store - residential												- Flood/surface water management - Transportation Improvements
NRG2	Former Lidl Store Site - residential												- Flood/surface water management - Transportation Improvements
NRG3	Temporary Car Park - residential												- Flood/surface water management - Transportation Improvements
NRG4	Land north/east of Trafalgar Road - residential												- Flood/surface water management - Transportation Improvements
NRG5	B&Q and Comet site - residential led												- Open space - Transportation Improvements
NRG6	National Grid Site North - residential												- Flood/surface water management - Transportation Improvements
NRG7	National Grid Site South - residential												- Flood/surface water management - Transportation Improvements

## Phasing Programme (continued)

Site ID	Summary	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	Key Infrastructure
NRQ8	Meadow Rd/Cromwell Rd - residential												
NRQ9	Commercial Rd Car Park - residential												
NRQ10	Meadow Rd Recreation Ground - residential												
NRQ11	ATS & Topps Tiles site - residential led												
NRQ12	Bus Depot Site - residential												
NRQ13	Hazelwood Lane - residential												
STQ1	Land west of Station - offices												
STQ2	Land west of Station - car park												
STQ3	Land north of Station - car park												
STQ4	Land Opposite Station - residential												
STQ5	Land east of the Station - hotel												
STQ6	The Crescent North - offices												
STQ7	The Crescent - offices												
STQ8	The Crescent - offices												
STQ9	The Crescent South - offices												
STQ10	Kettering Cars - offices												
STQ11	Station Rd/Northampton Rd - offices												
STQ12	South of Station - bus depot												
CQ1	Land west of london road - regeneration opportunity												
CQ2	Land at Municipal Offices regeneration opportunity												
<b>Transport Improvements</b>													
	Northampton Road/ Northfield Avenue Junction												
	Rothwell Rd/ Northfield Avenue Junction												
	New Trafalgar Rd/ Northfield Avenue link road and junction												
	London Rd/ Bowling Green Rd junction												
	Sheep St/ Northampton Rd junction												
	Meadow Rd/ Northampton Rd junction												
	North-South 2 Way Link												

## 6.2 Monitoring and Review

**6.2.1** Monitoring is an important aspect of evidence-based planning as it enables local planning authorities to determine which of the current policies are achieving or likely to achieve the plan's objectives, and which ones need to be addressed and adjusted to improve delivery.

**6.2.2** Section 35 of the Planning and Compulsory Purchase Act 2004 requires local planning authorities to produce an Annual Monitoring Report (AMR) every year and this will be the main mechanism for assessing the progress being made towards delivering the targets and objectives set out in the AAP. The AMR will be published each December and will cover the progress made during the previous financial year (1st April - 31st March).

**6.2.3** Table 6.1 sets out how the Borough Council proposes to monitor the effectiveness of the plan in delivering its objectives. Each of the 7 objectives is to be delivered by a specific policy or policies in the plan. The monitoring framework includes relevant targets used to evaluate progress, and a series of indicators have been derived to monitor performance. The references included in the 'indicators' column relate to the core and local indicators.

**6.2.4 Core Output Indicators (COI):** are mandatory indicators for all Local Planning Authorities

**6.2.5 Local Indicators (KTC HC and KTC):** KTC HC: relates to specific areas monitored in the annual Kettering Town Centre Health check and KTC indicators have been derived for the purposes of this AAP and relate to the individual policy numbers.

**Table 6.1 Monitoring Framework**

DPD Objective	DPD Policies related to that objective	Associated Targets	Indicators	Triggers
<b>Objective 1:</b> To create a zoned, vibrant town centre which makes the best use of available land and existing buildings and maximises potential for regeneration.	<b>KTC 1:</b> Regeneration Priorities <b>KTC 2:</b> Urban Quarter, Urban Codes and Development Principles <b>KTC 5:</b> Culture, Tourism and Leisure <b>KTC 15:</b> The Shopping Quarter <b>KTC 17:</b> The Yards <b>KTC 19:</b> The Restaurant Quarter <b>KTC 20:</b> The Station Quarter <b>KTC 21:</b> The New Residential Quarter <b>KTC 22:</b> The Silver Street Quarter <b>KTC 23:</b> The Cultural Quarter <b>KTC 24:</b> The Headlands Quarter <b>KTC 25:</b> Implementation and Phasing	<b>KTC 1:</b> Overall Plan Targets: <ul style="list-style-type: none"> <li>● <b>Retail:</b> Development of at least 20,500m<sup>2</sup> of net additional comparison good retail floorspace within the town centre by 2021</li> <li>● <b>Commercial:</b> Development of at least 38,500m<sup>2</sup> of net additional office floorspace by 2021</li> <li>● <b>Residential:</b> Development of at least 940 new residential units within the Plan Area, with at least 541 within The Residential Quarter Number in Residential Quarter by 2020/21.</li> </ul> <b>KTC 5: Leisure:</b> Hotels at STQ5 by 2014/15 and SSQ5 by 2018/19 <b>KTC 23:</b> Produce and consult on a Development Appraisal for CQ1 and CQ2	<b>COI BD4, BD1 and H2b:</b> Amount of completed retail, office, leisure and residential development <b>KTC 23:</b> Production and consultation of a Development Appraisal for SOQ1 and SOQ2 within 24 months of the adoption of the AAP.	<b>COI BD4 Retail:</b> If the identified key retail site of SHQ1: Wadcroft/ Newlands Phase 1 is not under-construction or likely to be delivered by 2015/16, then an update of the retail capacity study should be undertaken, and the likely reasons for the delay identified. If then considered appropriate or necessary alternative site allocations for retail uses should be made and have regard to the findings and evidence identified within the updated retail capacity study. <b>COI BD1 Commercial:</b> If 32,000m <sup>2</sup> of office development has not been secured/ delivered by 2015/16, then the likely reasons for the delay will be identified. If then considered appropriate or necessary a review of the allocations will be undertaken and alternative site allocations for office uses should be made. <b>COI H2b Residential:</b> If actual housing delivery varies by more than 20% outside the anticipated trajectory, then reasons for this should be established and appropriate responses considered. This may include a review of the residential allocations. The delivery will also be monitored against the Borough's rolling 5 year housing and overall plan period targets. <b>KTC 5:</b> If the two hotel sites have not been delivered by 2014/15 for STQ5 and 2018/19 for SSQ5, then the likely reasons for the delay will be identified and an assessment of the need for hotel accommodation will be updated. If then considered appropriate or necessary a review of the allocations will be undertaken and alternative site allocations for office uses should be made. <b>KTC 23:</b> If the Development Appraisal for CQ1 and CQ2 is not delivered within 24 months of the adoption of the AAP, then investigate the reasons for the delay and if appropriate consider reviewing the sites affected.
	<b>KTC 1:</b> Regeneration Priorities <b>KTC 2:</b> Urban Quarter, Urban Codes and Development Principles	<b>KTC 1: Overall Plan Target:</b> Provision of at least 20,500m <sup>2</sup> net additional comparison goods retail floorspace within the town centre by 2021. At least 14,000m <sup>2</sup> net floorspace by 2015/16.	<b>COI BD4:</b> Amount of completed retail development within the town centre. <b>COI BD1:</b> Amount of floorspace developed for employment by type	<b>KTC 1:</b> If the identified key retail site of SHQ1: Wadcroft/ Newlands Phase 1 is not under-construction or likely to be delivered by 2015/16, then an update of the retail capacity study should be undertaken, and the likely reasons for the delay identified. If then considered appropriate or necessary alternative site allocations for retail uses should be made and have



DPD Objective	DPD Policies related to that objective	Associated Targets	Indicators	Triggers
	<p><b>KTC 3:</b> Primary Shopping Area and Evening Economy</p> <p><b>KTC 15:</b> The Shopping Quarter</p> <p><b>KTC 16:</b> Site SHQ1- Wadcroft/ Newlands Phase 1</p> <p><b>KTC 17:</b> The Yards</p> <p><b>KTC 18:</b> Soans Yard</p> <p><b>KTC 25:</b> Implementation and Phasing</p>	<p>sites SHQ4, SHQ5 and SHQ6 by 2017/18.</p> <p><b>KTC 16:</b> Provision of at least 14,000m2 net additional retail floorspace at SHQ1 by 2015/16.</p> <p><b>KTC 3:</b></p> <ul style="list-style-type: none"> <li>No more than 25% of non A1 retail frontage within the Primary Shopping Frontage</li> <li>No more than 3 consecutive non A1 retail units within the Primary Shopping Frontage</li> <li>No more than 17% of frontages in A4 use within the Secondary Shopping Frontage</li> <li>No more than 8% of frontages in A5 use within the Secondary Shopping Frontages</li> </ul> <p><b>KTC 17:</b></p> <ul style="list-style-type: none"> <li>Provision of at least 1,000m2 net additional A1 retail/ B1c floorspace at Y1 by 2018/19.</li> <li>Provision of at least 1,300m2 net additional A1 retail/ B1c floorspace at Y2 by 2015/16.</li> <li>Residential units will not account for more than 30% of the total ground floor frontage</li> </ul>	<p><b>KTC HC 1:</b> National Retail Ranking</p> <p><b>KTC HC 2:</b> Use Class of new and existing units within the Primary and Secondary Frontages</p> <p><b>KTC HC 3:</b> Retailer Representation</p> <p><b>KTC HC 4:</b> Vacancy Rates of units within the Primary Shopping Area.</p> <p><b>KTC HC 6:</b> Retail Rents</p> <p><b>KTC HC 8:</b> Pedestrians Count</p> <p><b>COI H2b:</b> Number of residential units completed at ground floor level on the allocated sites.</p> <p><b>KTC 2:</b> Number of non-residential developments built with a BREEAM rating of at least 'very good'</p>	<p>regard to the findings and evidence identified within the updated retail capacity study.</p> <p><b>KTC 3:</b> If the % of non A1 retail frontages within the primary shopping frontages exceeds 25%, then the reasons for this will be investigated and the results cross referenced with the annual Kettering Town Centre Health Check Report, which comments on viability and vitality of the town centre. If considered appropriate then review policy KTC 3.</p> <p><b>KTC 17:</b> If the identified site of Y2 has not commenced or been delivered by 2015/16, then reasons for the delay should be identified. If then considered appropriate or necessary a review of the site allocations could commence.</p>
<b>Objective 3:</b> To deliver a new residential community and utilise residential uses to support and complement the quarters	<p><b>KTC 1:</b> Regeneration Priorities</p> <p><b>KTC 2:</b> Urban Quarter, Urban Codes and Development Principles</p> <p><b>KTC 6:</b> Residential</p> <p><b>KTC 15:</b> The Shopping Quarter</p> <p><b>KTC 17:</b> The Yards</p> <p><b>KTC 19:</b> The Restaurant Quarter</p> <p><b>KTC 20:</b> The Station Quarter</p> <p><b>KTC 21:</b> The Residential Quarter</p> <p><b>KTC 22:</b> The Silver Street Quarter</p> <p><b>KTC 23:</b> The Cultural Quarter</p>	<p><b>KTC 1: Overall Target</b> of at least 957 new residential units within the allocated sites, with at least 540 units within The Residential Quarter</p> <p><b>KTC 6:</b></p> <ul style="list-style-type: none"> <li>30% of affordable units on developments of 15 or more</li> <li>Housing density should be between 40-75dph</li> <li>Varied mix of property types in line with the Strategic Housing Market/ Needs Assessment</li> </ul> <p><b>KTC 15:</b> Provision of</p> <ul style="list-style-type: none"> <li>39 residential units at SHQ1 by 2015/16</li> <li>18 residential units at SHQ2 by 2013/14</li> <li>20 residential units at SHQ3 by 2013/14</li> <li>9 residential units at SHQ4 by 2017/18</li> <li>33 residential units at SHQ5 by 2017/18</li> <li>24 residential units at SHQ6 by 2017/18</li> <li>75 residential units at SHQ7 by 2012/13</li> </ul>	<p><b>COI H1:</b> Plan Period and Housing Targets</p> <p><b>COI H2b:</b> Number of residential units completed on the allocated sites and within the plan area.</p> <p><b>COI H2d:</b> Managed Delivery Target</p> <p><b>COI H5:</b> Number/ % of affordable housing units completed on the allocated sites.</p> <p><b>KTC 6a:</b> Housing Density</p> <p><b>KTC 6b:</b> Housing type</p> <p><b>COI H6:</b> Building for life Assessment on completed housing units</p>	<p><b>COI H2b Residential:</b> If actual housing delivery varies by more than 20% outside the anticipated trajectory, then reasons for this should be established and appropriate responses considered. This may include a review of the residential allocations. The delivery will also be monitored against the Borough's rolling 5 year housing and overall plan period targets.</p>

DPD Objective	DPD Policies related to that objective	Associated Targets	Indicators	Triggers
	<p><b>KTC 25:</b> Implementation and Phasing</p>	<p><b>KTC 17:</b> Provision of:</p> <ul style="list-style-type: none"> <li>30 residential units at Y1 by 2018/19</li> <li>28 residential units at Y2 by 2015/16</li> </ul> <p><b>KTC 19:</b> Provision of:</p> <ul style="list-style-type: none"> <li>8 residential units at RQ1 by 2016/17</li> <li>18 residential units at RQ2 by 2015/16</li> </ul> <p><b>KTC 20:</b> Provision of 15 residential units at STQ4</p> <p><b>KTC 21:</b> Provision of</p> <ul style="list-style-type: none"> <li>67 residential units at NRQ1 by 2017/18</li> <li>22 residential units at NRQ2 by 2017/18</li> <li>48 residential units at NRQ3 by 2017/18</li> <li>120 residential units at NRQ4 by 2015/16</li> <li>53 residential units at NRQ5 by 2019/20</li> <li>14 residential units at NRQ6 by 2014/15</li> <li>14 residential units at NRQ7 by 2014/15</li> <li>18 residential units at NRQ8 by 2019/20</li> <li>20 residential units at NRQ9 by 2019/20</li> <li>94 residential units at NRQ10 by 2015/16</li> <li>18 residential units at NRQ11 by 2015/16</li> <li>47 residential units at NRQ12 by 2014/15</li> <li>5 residential units at NRQ13 by 2020/21</li> </ul> <p><b>KTC 22:</b> Provision of</p> <ul style="list-style-type: none"> <li>11 residential units at SSQ1 by 2017/18</li> <li>19 residential units at SSQ2 by 2017/18</li> <li>8 residential units at SSQ3 by 2017/18</li> <li>62 residential units at SSQ4 by 2017/18</li> </ul>		
<p><b>Objective 4:</b> To create a town centre characterised by the high quality of urban design, architecture and public realm and respect for heritage.</p>	<p><b>KTC 2:</b> Urban Quarter, Urban Codes and Development Principles</p> <p><b>KTC 11:</b> Public Realm and Public Art</p> <p><b>KTC 12:</b> Heritage, Conservation and Archaeology</p>	<p><b>KTC 11:</b></p> <ul style="list-style-type: none"> <li>The provision of new high quality public spaces as part of the redevelopment of the SHQ1 and Y2 sites</li> <li>Public Realm improvements at The Station Quarter, by 2015/16</li> <li>Public Realm improvements at Meadow Road, by 2015/16</li> </ul>	<p><b>KTC 11a:</b> Number of public spaces created/ existing public spaces improved</p> <p><b>KTC 11b:</b> Number of additional public art installations</p>	

DPD Objective	DPD Policies related to that objective	Associated Targets	Indicators	Triggers
	<p><b>KTC 17:</b> The Yards</p> <p><b>KTC 18:</b> Soans Yard</p> <p><b>KTC 19:</b> The Restaurant Quarter</p> <p><b>KTC 20:</b> The Station Quarter</p> <p><b>KTC 22:</b> The Silver Street Quarter</p> <p><b>KTC 24:</b> The Headlands Quarter</p> <p><b>KTC 25:</b> Implementation and Phasing</p>	<ul style="list-style-type: none"> <li>Public Realm improvements at the Horsemarket Public Realm improvements at Dalkeith Place and Silver Street, by 2012/13</li> <li>Public Realm improvements on the Market Place, by 2010/11</li> </ul>	<p><b>KTC HC 10:</b> Environment and Public Realm Quality</p> <p><b>KTC 12:</b> Number of Listed Building at risk</p> <p><b>COI H6:</b> Building for life Assessment on completed housing units</p> <p><b>KTC 2:</b> Number of non-residential developments built with a BREEAM rating of at least very good'</p>	
<p><b>Objective 5:</b> To create a significant increase in office employment space, along with further regeneration opportunities.</p>	<p><b>KTC 1:</b> Regeneration Priorities</p> <p><b>KTC 2:</b> Urban Quarter, Urban Codes and Development Principles</p> <p><b>KTC 4:</b> Commercial Offices</p> <p><b>KTC 20:</b> The Station Quarter</p> <p><b>KTC 21:</b> The Residential Quarter</p> <p><b>KTC 25:</b> Implementation and Phasing</p>	<p><b>KTC 1:</b> Development of at least 38,500m2 net additional office development within the Plan Area by 2021. At least 32,000m2 within The Station Quarter, and 6,500m2 within The Residential Quarter by 2021.</p> <p><b>KTC 20:</b></p> <ul style="list-style-type: none"> <li>Provision of at least 10,000m2 net additional office floorspace at STQ2 by 2015/16</li> <li>4,000m2 net additional office floorspace at STQ6 by 2015/16</li> <li>Provision of at least 3,720m2 net additional office floorspace at STQ7 by 2015/16</li> <li>Provision of at least 3,000m2 net additional office floorspace at STQ8 by 2015/16</li> <li>Provision of at least 3,450m2 net additional office floorspace at STQ9 by 2015/16</li> <li>Provision of at least 5,600m2 net additional office floorspace at STQ11 by 2013/14</li> </ul> <p><b>KTC 21:</b></p> <ul style="list-style-type: none"> <li>Provision of at least 5,500m2 net additional office floorspace at NRQ5 by 2019/20</li> <li>Provision of at least 1,000m2 net additional office floorspace at NRQ11 by 2015/16</li> </ul>	<p><b>COI BD1:</b> Amount of floorspace developed for employment by type</p> <p><b>KTC 4:</b> No. of jobs created per employment sector</p> <p><b>KTC 2:</b> Number of non-residential developments built with a BREEAM rating of at least very good'</p>	<p><b>COI BD1:</b> If 32,000m2 of office development has not been secured/ delivered by 2015/16, then the likely reasons for the delay will be identified. If then considered appropriate or necessary a review of the allocations will be undertaken and alternative site allocations for office uses should be made.</p>
<p><b>Objective 6:</b> To make a safe, welcoming, walkable and well connected town centre</p>	<p><b>KTC 2:</b> Urban Quarter, Urban Codes and Development Principles</p> <p><b>KTC 6:</b> Residential</p>	<p><b>KTC 7:</b> Road and junction improvements and operational changes at:</p> <ul style="list-style-type: none"> <li>One way to two way operations at Eskdailil Street, Victoria Street and Queen Street, by 2013/14</li> <li>Montagu Street to be two way but restricted westbound to buses and cyclists only, by 2013/14</li> </ul>	<p>Amount of infrastructure improvements secured by means of condition/ s106 agreements</p> <p><b>KTC HC 9:</b> Accessibility of Kettering</p>	<p><b>KTC 7, 9, 10, 11:</b> The delivery of the schemes outlined in policies 7, 9, 10 and 11 will be monitored on an annual basis against the expected phasing. If the schemes identified have not been delivered by 2015/16 then the likely reasons for this will be identified and the implications of the delay will be reviewed in the</p>

DPD Objective	DPD Policies related to that objective	Associated Targets	Indicators	Triggers
	<p><b>KTC 7:</b> Road Network and Junctions</p> <p><b>KTC 8:</b> Parking</p> <p><b>KTC 9:</b> Public Transport</p> <p><b>KTC 10:</b> Pedestrian and Cycle Network</p> <p><b>KTC 11:</b> Public Realm and Public Art</p> <p><b>KTC 14:</b> Flood and Surface Water Management</p> <p><b>KTC 19:</b> The Restaurant Quarter</p> <p><b>KTC 25:</b> Implementation and Phasing</p>	<ul style="list-style-type: none"> <li>● Bus, cycle and pedestrian priority on Silver Street, by 2013/14</li> <li>● Removal of through traffic on Market Street and Sheep Street, by 2010/11</li> <li>● Extension to Trafalgar Road, by 2015/16</li> <li>● One way to two way operations on Station Road, by 2015/16</li> <li>● Junction improvements at:</li> <li>● Bowling Green Road- London Road junction, by 2012/13</li> <li>● Northampton Road- Station Road- Bowling Green Road junction, by 2012/13</li> <li>● Northampton Road- Northfield Avenue junction, by 2010/11</li> <li>● Rothwell Road roundabout, by 2012/13</li> </ul> <p><b>KTC 8:</b> New or enlarged car parks will be provided at STQ2, STQ3 and SHQ1, by 2015/16</p> <p><b>KTC 9:</b> Public Transport</p> <ul style="list-style-type: none"> <li>● New bus interchange within the Station Quarter, with a new bus depot on STQ12, by 2015/16</li> <li>● Relocation of bus stops on Sheep Street to Horsemarket and eastern end of Northampton Road, by 2010/11</li> <li>● Montagu Street to be two way but restricted westbound to buses and cyclists only, by 2013/14</li> <li>● Removal of through traffic on Market Street and Sheep Street, by 2010/11</li> </ul> <p><b>KTC 10:</b> The following pedestrian and cycle improvements will be delivered:</p> <ul style="list-style-type: none"> <li>● improved direct crossing at the Station Road, Northampton Road/ Sheep Street junction, by 2012/13</li> <li>● pedestrian connection across Northampton Road, by 2010/11</li> <li>● new pedestrian and cycle bridge over the railway, by 2015/16</li> <li>● cycle parking spaces at the Railway Station, by 2015/16</li> <li>● off road shared foot way and cycle route along Lake Avenue linking to a new railway crossing, by 2015/16</li> <li>● improvements to the underpass opposite Meadow Road, by 2015/16</li> <li>● Off road pedestrian and cycle route from Northampton Road/ Lake Avenue to railway underpass. Meadow Road, by 2015/16</li> </ul> <p><b>KTC 11:</b></p> <ul style="list-style-type: none"> <li>● The provision of new high quality public spaces as part of the redevelopment of the SHQ1 and Y2 sites</li> <li>● Public Realm improvements at The Station Quarter, by 2015/16</li> </ul>	<p>Town Centre</p> <p><b>KTC HC 11:</b> Number of Crimes reported within Kettering Town Centre</p> <p><b>KTC 6:</b> Number of car club or car share spaces secured/ delivered</p> <p><b>KTC 7:</b> Number of junction improvements and operational changes outlined in KTC 7 delivered</p> <p><b>KTC 8:</b> Number of new or enhanced car parks outlined in KTC 8 delivered</p> <p><b>KTC 9:</b> Number of public transport improvements outlined in KTC 9 delivered</p> <p><b>KTC 10:</b> Number of pedestrian/ cycle connections outlined in KTC 10 delivered.</p> <p><b>KTC 6 and 10:</b> Number of secure cycle storage spaces and cycle parking spaces outlined in KTC 6 and 10 which have been secured/ delivered.</p> <p><b>KTC HC 10:</b> Environment and Public Realm Quality</p> <p><b>KTC 11a:</b> Number of public spaces created/ existing public spaces improved</p> <p><b>KTC 11b:</b> Number of additional public art installations secured/ delivered</p> <p><b>KTC 14:</b> Production of a Surface Water Management Plan and Green Infrastructure Strategy within 18months of the adoption of the AAP.</p> <p><b>COI E1:</b> Number/ % of applications approved contrary to advice given by The Environment Agency</p>	<p>context of the Borough's overall rates of housing completions and the anticipated housing trajectory for the Borough for the period up to 2021. If then considered appropriate or necessary a review and update of the transportation improvements will be undertaken.</p> <p><b>KTC 14:</b> If the Surface Water Management plan and Green Infrastructure strategy are not delivered within 18months, then investigate the reasons for the delay and if appropriate consider reviewing the allocated sites affected.</p>



DPD Objective	DPD Policies related to that objective	Associated Targets	Indicators	Triggers
<b>Objective 7:</b> To deliver a green town centre with an emphasis on provision of green infrastructure, renewable energy initiatives and environmentally efficient buildings to encourage green living.		<ul style="list-style-type: none"> <li>Public Realm improvements at Meadow Road, by 2015/16</li> <li>Public Realm improvements at the Horsemarket Public Realm improvements at Dalketh Place and Silver Street, by 2012/13</li> <li>Public Realm improvements on the Market Place, by 2010/11</li> </ul> <b>KTC 14:</b> Production of a Surface Water Management Plan and Green Infrastructure Strategy		
	<b>KTC 2:</b> Urban Quarter, Urban Codes and Development Principles  <b>KTC 13:</b> Open Space, Green Infrastructure and Biodiversity  <b>KTC 14:</b> Flood and Surface Water Management  <b>KTC 14b:</b> Flood and Surface Water Management - Strategic Solution  <b>KTC 25:</b> Implementation and Phasing	<b>KTC 13:</b> <ul style="list-style-type: none"> <li>Development on NRQ10 will retain and enhance Westfield Gardens by 2015/16</li> <li>Development on NRQ10 will provide an on site children's play area of at least 1,000m2 by 2015/16</li> <li>Development on NRQ10 will reconfigure Meadow Road Recreation Ground to create a new urban park by 2015/16</li> <li>Enhancement of the Slade Brook river corridor</li> <li>Create linked linear open spaces along the Slade Brook river corridor</li> <li>New open space at STQ2</li> <li>Relocation of the Bowling Green and Tennis Club to a site off Lake Avenue</li> <li>Development will provide a net gain in biodiversity</li> </ul> <b>KTC 14:</b> Production of a Surface Water Management Plan and Green Infrastructure Strategy  <b>KTC14b:</b> <ul style="list-style-type: none"> <li>Progress with the implementation of a strategic upstream flood water storage area, or alternative mitigation.</li> </ul>	<b>KTC 13a:</b> Net gain in open space  <b>KTC 13b:</b> Provisions required on NRQ10 as outlined in KTC 13 to be delivered by 2015/16  <b>COI E2:</b> Change in areas of biodiversity importance  <b>COI H6:</b> Building for life Assessment on completed housing units  <b>KTC 2:</b> Number of non-residential developments built with a BREEAM rating of at least 'very good'  <b>COI E3:</b> Renewable energy generation  <b>KTC 14:</b> Production of a Surface Water Management Plan and Green Infrastructure Strategy within 18months of the adoption of the AAP.  <b>KTC14b:</b> Demonstrable progress with the delivery of a strategic upstream flood water storage area, or alternative mitigation, on the Slade Brook by 2013, including securing of funding.  <b>COI E1:</b> Number/ % of applications approved contrary to advice given by The Environment Agency	<b>KTC 14:</b> If the Surface Water Management plan and Green Infrastructure strategy are not delivered within 18months, then investigate the reasons for the delay and if appropriate consider reviewing the allocated sites affected.  <b>KTC14b:</b> If the upstream storage area on the Slade Brook, or alternative mitigation, has no clear prospect of funding by 2013, then investigate the reasons why and consider reviewing the allocated sites affected.

## 7 Appendices

### 7.1 Appendix 1 - Glossary

Term	Definition
Affordable Housing	<p>Housing provided at prices below the current market rate, which people in housing need are able to afford. Affordable housing includes social rented, affordable rented and intermediate housing, provided to eligible households whose need are not met by the market. Affordable housing should:</p> <ul style="list-style-type: none"> <li>Meet the needs of eligible households including availability at a cost low enough for them to afford, determined with regard to local incomes and local house prices.</li> <li>Include provision for the home to remain at an affordable price for future eligible households or, if these restrictions are lifted, for the subsidy to be recycled for alternative affordable housing provision.</li> </ul> <p>This definition is derived from the draft <i>Planning Policy Statement 3: Planning for Housing Technical Change to Annex B, Affordable Housing definition</i> (CLG, February 2011). The AAP will use this definition or any superseding definition provided in national policy or guidance.</p>
Affordable Rented Housing	Rented housing provided by registered providers of social housing, that has the same characteristics as social rented housing except that it is outside the national rent regime, but is subject to other rent controls that require it to be offered to eligible households at a rent of up to 80 per cent of local market rents (inclusive of service charge).
Biodiversity	The diversity of plant and animal life in a particular habitat.
Brownfield	Brownfield land or 'Previously Developed Land' is land that is, or was, occupied by a permanent structure (excluding agricultural or forestry buildings) and associated fixed-surface infrastructure. The definition covers the area surrounding the main building and used in connection with it. Planning Policy Statement 3 Annex B (Housing) has a detailed definition.
Development Plan Documents	This is a Local Development Document that has been subject to an independent public examination and is therefore a statutory planning document.
Experiential Offer	An experiential offer refers to the desire to make Kettering town centre more than just a place to shop. Visitors to the town will be able to experience a high street shopping offer, but more than that they will also be able to enjoy dining, entertainment, cultural activities or just socialise with friends.
Green Infrastructure	A term used to describe and plan for a network of multi-functional green space. It is set within, and contributes to, a high quality natural and built environment and is required to deliver 'liveability' for new communities. It includes recreational and sports facilities, parks, pathways and routes, natural and historic sites and water spaces, as well as accessible countryside. These green spaces can serve many uses including landscape enhancement, linkages, nature conservation, water management, food production, recreation, leisure and tourism and provision for healthy lifestyles.
Greenfield	Greenfield land (or a defined site) usually farmland, that has not previously been developed.
Intermediate Housing	Housing at prices and rents above those of social rent, but below market price or rents, and which meet the criteria set out in relation to affordable housing, above. These can include shared equity products (e.g. Homebuy), other low cost homes for sale and intermediate rent but does not include affordable rented housing.
Joint Planning Unit	The Planning Unit established by Corby, Kettering, Wellingborough and East Northamptonshire Councils, together with Northamptonshire County Council. The Joint Planning Unit comprises of planning officers drawn from the above authorities and is co-ordinating the preparation of a Local Development Framework for North Northamptonshire.
LEAP's	Local Equipped Areas For Play
Lifetime Homes	Standard Design criteria which ensure that homes are designed flexibly enough to meet the needs of most households with the minimum of adaptation - are increasingly being adopted in the building of new homes.

Term	Definition
Live/work units	Live/work units combine residential and business uses. The work space is secondary to the domestic use but provides the opportunity for higher intensity business uses than ordinary home working. Live/work units can play an important part in reducing car travel and can help small businesses develop.
Local Development Document	This is the generic name for a document that forms part of the Local Development Framework. It can either be a Development Plan Document or a Supplementary Planning Document.
Local Development Framework	This is a series of documents and maps that sets out planning policy for the area it covers. The documents and maps will include a Core Strategy and proposals maps, along with other Development Plan Documents and also Supplementary Planning Documents. The North Northamptonshire Local Development Framework will cover the whole of the local authority areas of Corby, East Northamptonshire, Kettering and Wellingborough.
Local Development Scheme	This sets out the programme for the preparation of the Local Development Documents that together will comprise the Local Development Scheme. The Local Development Scheme has to be submitted to and approved by the Secretary of State
NEAP's	Neighbourhood Equipped Areas for Play
North Northamptonshire Core Spatial Strategy	The part of the Local Development Framework that sets out the overarching strategy for the area, together with the policies and key proposals to implement the strategy.
North Northamptonshire Development Company	North Northants Development Company (NNDC) seeks to drive, co-ordinate and manage the delivery of sustainable growth across North Northamptonshire through the procurement of infrastructure and the regeneration of communities.
Planning Policy Statement	Issued by central Government to replace the existing Planning Policy Guidance notes in order to provide greater clarity and to remove from national policy advice on practical implementation, which is better expressed as guidance rather than policy.
Public Art	Public Art can be defined as artwork which is freely accessible to the public, in or fronting onto the public realm in a variety of media, which can be either permanent or temporary. Examples are statues, carvings, engravings, paving designs, water features, mosaics, murals, flags, street furniture, fencing, lighting, video projections and planting schemes.
Public Realm	Those parts of a village, town or city (whether publicly or privately owned) available, for everyone to use. This includes streets, squares and parks.
Renewable Energy	The term used to cover energy flows that occur naturally and repeatedly in the environment e.g. from the sun, wind, oceans and the fall of water. Plant material is an important source of renewable energy and combustible or digestible industrial, agricultural and domestic waste materials are also normally categorised as renewable sources.
Social rented housing	Rented housing owned and managed by local authorities and registered social landlords, for which guideline target rents are determined through the national rent regime. It may also include rented housing owned or managed by other persons and provided under equivalent rental arrangements to the above, as agreed with the local authority or with the Homes and Communities Agency as a condition of grant.
Strategic Housing Market Assessment	<p>SHMAs are a way of assessing housing markets and housing need, initiated by the Government in November 2006. There are a number of required core outputs from an SHMA, which include:</p> <ul style="list-style-type: none"> <li>• Estimates of current dwellings in terms of size, type, condition, tenure,</li> <li>• Analysis of past and current housing market trends, and key drivers underpinning the housing market,</li> <li>• Estimate of current number of households in housing need,</li> <li>• Estimate of future households requiring market and affordable housing,</li> <li>• Estimate of the sizes of housing required,</li> <li>• Estimate of household groups who have particular housing requirements, for example gypsies and travellers.</li> </ul>

Term	Definition
Streetscape	The visual elements of a street, including the road, adjoining buildings, street furniture, trees and open spaces, etc, that combine to form the street's character.
Supplementary Planning Documents	These are documents that give policy guidance to supplement policies and proposals in Development Plan Documents.
Sustainability Appraisal	This document is a formal assessment and will ensure that the draft planning policies contribute to the achievement of sustainable development and that the social, economic and environmental impact of these policies has been fully assessed.
Sustainable Development/ Sustainability	Sustainable development is: "development that meets the needs of the present without compromising the ability Development/ Sustainability of future generations to meet their own needs" (Brundtland Commission Report, 1987.)
Wayfinding	Wayfinding encompasses all of the ways in which people and animals orient themselves in physical space and navigate from place to place. Within the public realm, public art, street furniture and lighting are key indicators in leading pedestrians around the town whilst the provision and respect for key landmark buildings is also important in aiding navigation.
Windfall Sites	A site, usually for housing, which is not specifically allocated for development in a development plan, but comes forward for development during the lifetime of the plan.



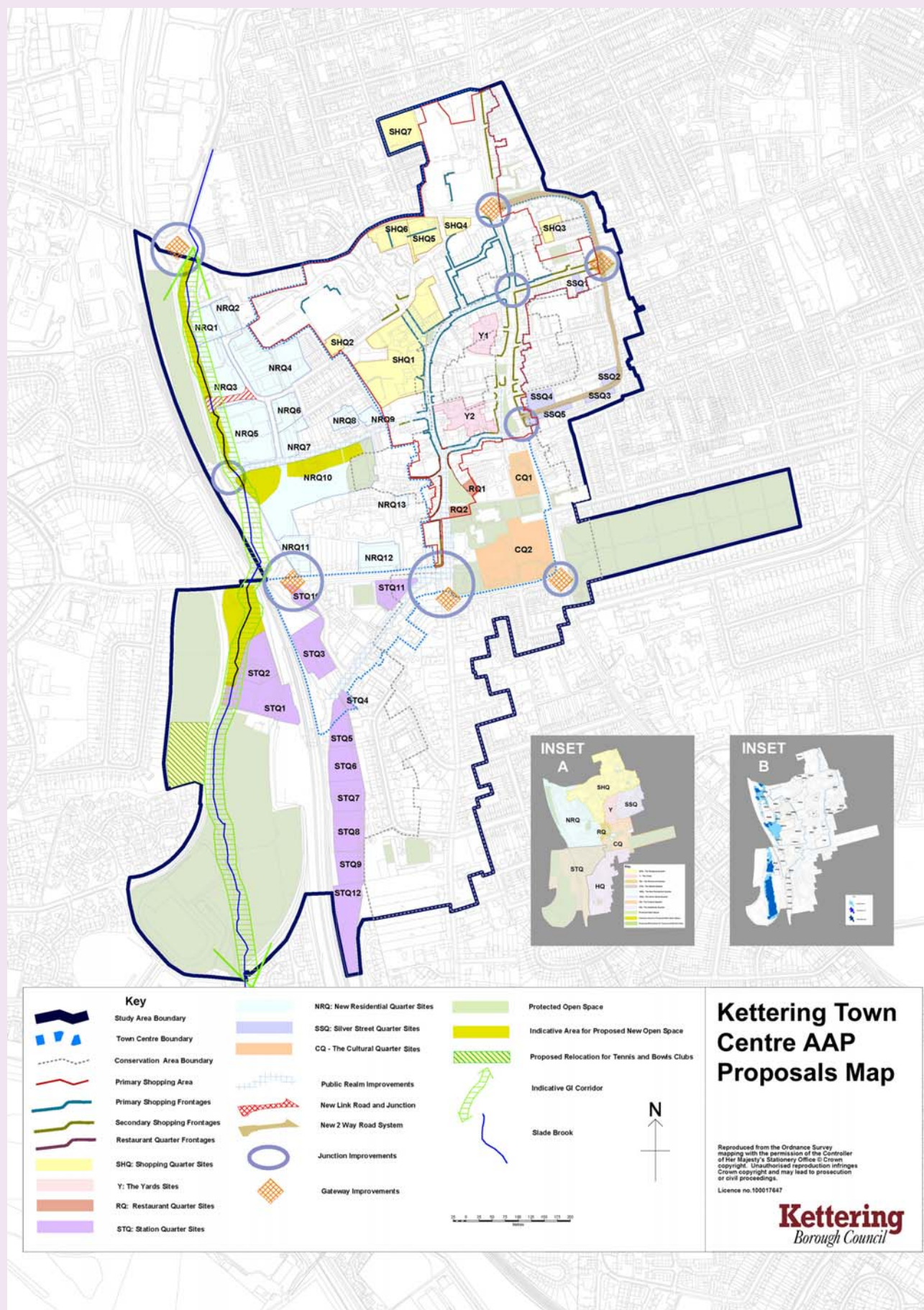
## 7.2 Appendix 2 - Replaced Policies

**7.2.1** The table below contains a schedule of saved Kettering Borough Local Plan policies to be replaced by policies in the adopted Kettering Town Centre Area Action Plan.

**Table 7.1 Replaced Policies**

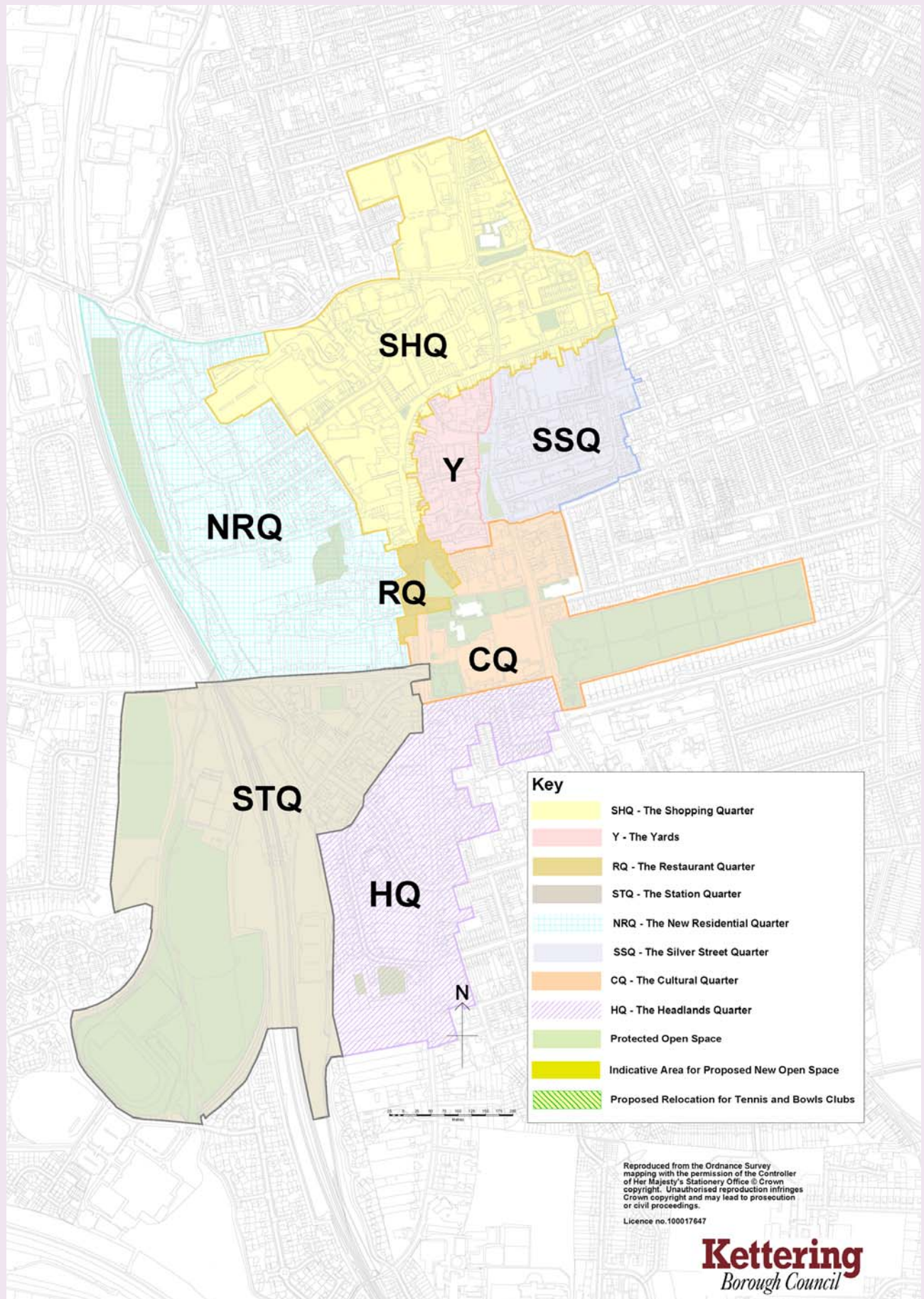
Kettering Borough Local Plan Policy no.	Local Plan Policy Name	Replacement Policy in AAP
K9	Kettering: Shop Front Design	Policy 2 (Urban Quarters, Urban Codes and Development Principles)
K10	Kettering: Area of Special Advertisement Control	Policy 2 (Urban Quarters, Urban Codes and Development Principles)
K11	Kettering: Headlands	Policy 24 (The Headlands Quarter)
K14	Kettering: Affordable Housing	Policy 6 (Residential)
K20	Kettering: Changes of Use in the Established Shopping Area	Policies 3 (Primary Shopping Area and the Evening Economy), 15 (Shopping Quarter) and 19 (Restaurant Quarter)
K25	Kettering: Public Car Parking, Commuted Payments	Policies 6 (Residential), 15 (The Shopping Quarter), 16 (Wadcroft/Newlands Phase 1), 20 (The Station Quarter) and 23 (The Cultural Quarter)
K28	Kettering: Heritage Trail	Policies 12 (Heritage, Conservation Archaeology) and 19 (The Restaurant Quarter)
K37	Kettering: Railway Station	Policy 2 (Urban Quarters, Urban Codes and Development Principles) and 20 (Station Quarter)

## 8 Proposals Map





Proposals Map Inset A - Quarters





Proposals Map Inset B - Areas at risk of fluvial flooding

