

BOROUGH OF KETTERING

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Report Originator	Simon Richardson – Senior Planning Officer		
Wards Affected	St. Andrew's, St. Mary's, St. Michael's & St. Peter's	6 th June 2005	
Title	Kettering Town Centre Masterplan		

1. PURPOSE OF REPORT

To inform Members of the Forum of the Borough Council's adoption of the Kettering Town Centre Masterplan as interim planning guidance and to advise of the next stages in the implementation of the vision.

2. INFORMATION

2.1 The purpose of the Kettering Town Centre Masterplan is to provide a clear vision for the future social, economic and environmental development of Kettering town centre for the next 15-20 years, especially in the light of the Milton Keynes & South Midlands Sub-Regional Strategy growth agenda.

2.2 The Masterplan identifies four strategic "urban quarters" listed below:

- Retail/ Leisure Quarter
- Heritage Quarter
- Station Quarter
- Western Quarter

2.3 It also provides seven strategic aims, detailed below:

- **A Place to Shop and Enjoy** – "To promote the redevelopment of Phase One of the Newlands Centre and provide additional shopping and family based leisure to create a stronger evening economy"
- **A Place to Live** – "To increase the number of people living in Kettering town centre as part of a lively and diverse mix of uses"
- **An Accessible Town** – "Improve access for pedestrians, cyclists and buses and improve and rationalise parking"
- **An Office Hub** – "To create a new office quarter on land alongside the railway station"
- **A Quality Place** – "To develop a public realm strategy for the improvement of existing streets and squares and the creation of new ones"
- **A New Quarter** – "To redevelop the Western Quarter as a housing-led mixed use area"
- **A Time for Change** - "To explore the possibility of relocating the Council Offices and Swimming Pool"

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- 2.4 Consultation on the draft Masterplan commenced on 4th October 2004, running for a period of eight weeks to 26th November, although responses were still being received until the end of the year. Members of the Forum attended, a stakeholder workshop on 4th November 2004 involving a range of representatives from the town and town centre community.
- 2.5 The key message coming out of the consultation was one of general support and enthusiasm for the vision being shown towards the future of the town centre. In terms of amendments to the draft Masterplan, few major changes have been necessary following the consultation. Specific areas of representation included:
1. Highway improvements to improve traffic movements and car parking provision in the town centre;
 2. The balance and mix of uses for the office hub and recreation area in the Station Quarter (east and west of the railway line)
 3. Health provision issues at Eskdaill and Weavers Medical Centres;
 4. The provision of multi-faith meeting and prayer facilities providing access for all, including religious minority groups;
 5. The make up and mix of development in the Western Quarter;
 6. Need for improved swimming pool facilities in the longer term
 7. Reflecting the future use for the current Council Offices and surrounding area;
 8. The need for a theatre in a town of Kettering's size;
 9. Make better use of the Market Place; and
 10. Restoring high quality design and developing the character in the town centre.
- 2.6 Conclusions being drawn from developing the Masterplan were that further work will be required to ensure that elements of the vision are deliverable in the form expressed. Further study will be required into specific areas to ensure implementation including development feasibility/ viability, open space and recreation provision and traffic modelling. In some instances uses allocated for areas of the town centre have been made less site specific. The need for the Masterplan to provide flexibility has been recognised, and is reflected by the revisions made – providing a living document that is more able to react to change.
- 2.7 The Masterplan was presented to the Council's Executive Committee on 25th May where it was resolved to adopt the Masterplan as interim planning guidance.

Next Stages

- 2.8 The Masterplan will guide the Council's input into the Joint Spatial Strategy for North Northamptonshire, before informing the preparation of an Area Action

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Plan, which will be submitted for consultation on the preferred options and proposals in January/ February 2006. In the meantime, the Council will be undertaking various feasibility and implementation studies mentioned above.

2.9 An addition to the Masterplan is the inclusion of an Action Plan, which provides a programme for the phased delivery of the actions and projects contained within the Masterplan.

2.10 The Masterplan will act as a catalyst to help direct the significant investment required, including private sector investment; public sector bids for support funding and the Council's capital budget. The Council has already submitting a number of funding bids to the Government's Growth Areas Fund to seek to secure support for the early delivery of the Masterplan's actions and projects.

3. RECOMMENDATION

The Council's adoption of the Masterplan be noted and that Members request to be kept informed of progress on the Joint Spatial Strategy, Area Action Plan and implementation of the Masterplan.

Background Papers:

Title of Document:

Date:

Contact Officer:

Previous Reports/Minutes:

Ref:

Date:

