

Delivering Town Centre Regeneration

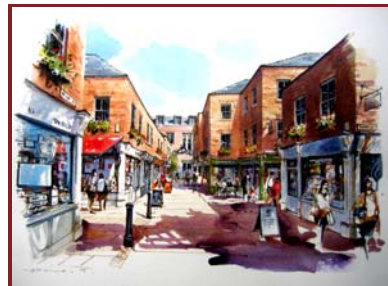
6th June 2011



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Overview

- ◆ Context
- ◆ The Vision for Kettering
- ◆ What has been delivered to date
- ◆ What is currently being delivered
- ◆ Future Projects
- ◆ Summary



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Context

- ◆ Core spatial strategy – Kettering Town Centre will remain the main retail centre
- ◆ Growth:
 - ◆ 13,100 new homes
 - ◆ 16,200 new jobs
 - ◆ 20,500 sq metres of new shops
 - ◆ 38,000 sq metres of new offices
- ◆ Kettering is Rich in Heritage and Character



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The Vision for Kettering Town Centre

Three interrelated ambitions:

- ◆ A better offer for our town centres
- ◆ Better education & training offer
- ◆ Better employment offer (higher grade, higher density jobs)



“Developing a new town centre will not be enough. Any new development will soon be eclipsed by a newer one elsewhere. In addition, internet shopping patterns are changing – rapidly! Recent trends show internet and mail order shopping is increasing over ten times the rate of the high street”

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The Vision for Kettering Town Centre

Three key characteristics of any development:

- ◆ Development should be characterful to reflect locality
- ◆ Quality of design must be high – even in hard times!
- ◆ Material quality must be high

In creating a characterful experience, distinctive zones are advantageous

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'Suite 16' Programme



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What Has Been Delivered to Date

- ◆ Chesham House
- ◆ Market Place
- ◆ Northampton Road Roundabouts
- ◆ Demolition of Hogs Head



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Chesham House

- ◆ 80% funded through external bid funding, totalling some £800,000.
- ◆ £200,000 of local taxpayers money to pump prime that investment.
- ◆ Chesham House is a listed building, which has been refurbished as part of the project.
- ◆ Will bring design and technology based employment to Kettering.
- ◆ Delivered in partnership with the University of Northampton.

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Before ...



... during ...



... and after

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The Market Place

- ◆ 100% funded through external bid funding, totalling £2,200,000.
- ◆ Delivered on-time and on-budget, despite the original contractors going into administration
- ◆ Delivered in partnership with Northamptonshire County Council.
- ◆ Opening event attended by over 3,500 people, who saw 5 days of entertainment.
- ◆ Subsequent events have included the National Cycle Tour Series and Christmas Lights Switch On
- ◆ Winner of multiple awards

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TURNING VISION INTO REALITY – OVER 3,500 PEOPLE CAME TO THE
OPENING CELEBRATIONS

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MAKING A SLOPING SPACE INTO A PUBLIC PLACE

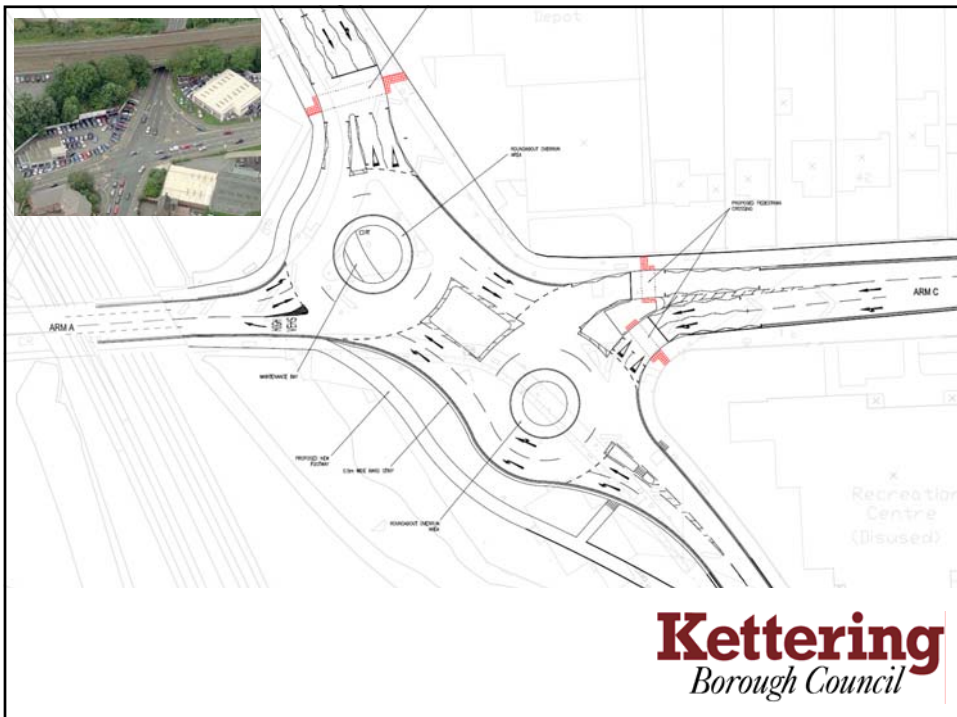
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Northampton Road Roundabouts

- ◆ Scheme designed through work on the Kettering Town Centre area Action Plan, in Partnership With Northants County Council
- ◆ New roundabouts improve access to, from, and within the town centre and reduce traffic congestion
- ◆ Scheme caters for Traffic growth and proposed developments in the town centre
- ◆ Funded through GAF and s106 Funding
- ◆ Completed in March 2011

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Demolition of Hogs Head

- ◆ 100% funded through external bid funding, totalling £70,000
- ◆ Delivered in partnership with North Northants Development Company and the owner of the site, Tykes Developments.
- ◆ Removed a long-standing eyesore from an area of town that is being regenerated through new public realm
- ◆ Will contribute to the delivery of the widening of Queen Street as part of the transport strategy for the town
- ◆ Works completed in March 2011

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NOW YOU SEE IT..... NOW YOU DON'T!

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What Is Currently Being Delivered

- ◆ Market Place Restaurants
 - ◆ Phase 1 to be completed shortly
 - ◆ Phase 2 on target for completion Autumn '11
- ◆ Public Realm Phase 2/3
 - ◆ On target for summer completion

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Market Place Restaurants:

The Headlines

- ◆ New buildings sited on the footprint of old buildings
- ◆ 2 restaurants and 10 High quality Apartments
- ◆ Traditional design to complement existing buildings around the Market Place
- ◆ Seizing opportunities to restore historic features on Church/Site boundary
- ◆ High Sustainability credentials
- ◆ Funded through external bid funding

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Market Place Restaurants:

Specification

- ◆ Nearly 9,000 sqft of Restaurant space available
- ◆ Outside terraces to match new market place and encourage new activity in the market place
- ◆ Glass canopies to provide shelter from the elements and to match performance canopy in Market Place
- ◆ 10 high quality private residential units on the first and second floor (9 no. 2-bed and 1 no. 3-bed)
- ◆ Rear access for servicing and residential basement Parking

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Public Realm Phase 2

Reconnecting the north and south of the Town Centre

- ◆ Works Started in October 2010
- ◆ Removal of through traffic from Market Street
- ◆ New Bus Area at Horsemarket
- ◆ Better-connecting the main shopping area with the new Restaurant Quarter
- ◆ Horsemarket completed in April 2011
- ◆ Project will complete in the summer

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Horsemarket

Before and After Images



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Market Street

Before and After Images



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Transitional Space

Before and After Images



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Sheep Street

Before and After Images



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Future Projects

Maintaining Momentum

- ◆ Soans Yard
- ◆ Wadcroft
- ◆ Station Quarter
- ◆ Bowling Green Road Sites



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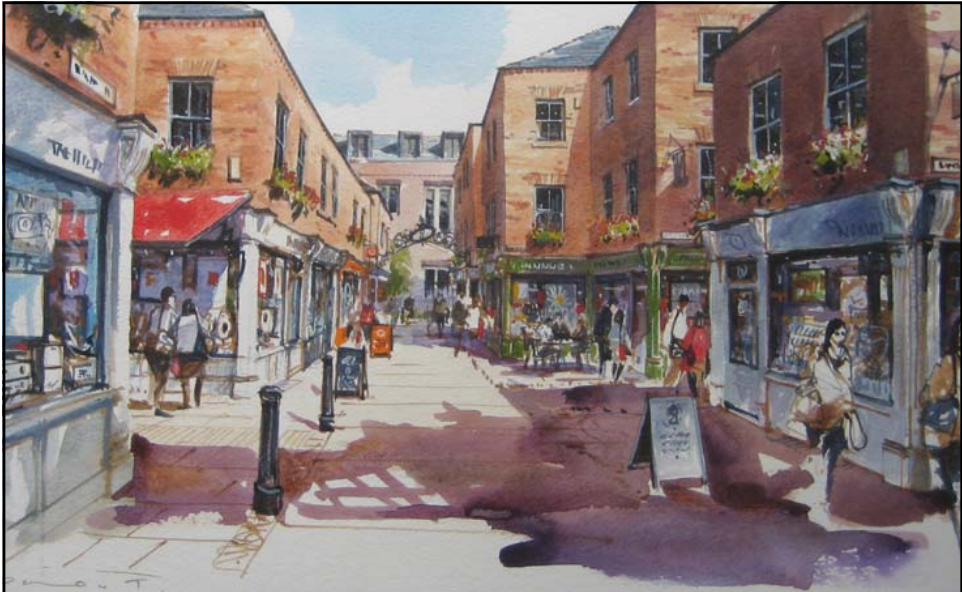
Soans Yard

- ◆ A distinct pedestrian-friendly area that caters for a niche and 'independent' shopping experience
- ◆ Removal of through-traffic from Market Street will improve its connectivity with Market Place and High Street
- ◆ Large areas of this quarter are already owned by the Borough Council

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Wadcroft

- ◆ A new High Street shopping development that will provide for a department store and associated retail units
- ◆ Soft-market testing has already revealed significant interest from retailers and developers
- ◆ The Borough Council owns some of the properties fronting onto High Street and the Wadcroft Car Park
- ◆ Development Appraisals show a significant gap in funding required to bring the development forward

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Station Quarter

- ◆ New office development will bring forward the office quarter and capitalise on 1-hour journey time to London
- ◆ An integrated transport exchange will act as a gateway to Kettering Town Centre
- ◆ The improvement of Station Road is essential in forming a meaningful link with the town centre
- ◆ The new Station Quarter will enhance existing regional, national and European transport links.

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Bowling Green Road Sites

- ◆ The redevelopment of the upper and lower car parks, the Police Station and the Magistrates Court sites, will be done in a manner which compliments the regeneration of the town centre.
- ◆ The redevelopment will entail careful consideration (re-use / enhancement / other) of the existing buildings in and around the site.
- ◆ Retention of town centre car parking provision (200no) will ensure alignment with the town centre transport strategy and Kettering Town centre Area Action plan
- ◆ The redevelopment of these sites will be carried out in parallel with the Supporting New Business Parks project and an enhanced customer service centre in the town centre (One Stop Shop)

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Summary

- ◆ There is a strong vision for Kettering Town Centre that is supported by the successful delivery of a number of key projects
- ◆ These projects have been delivered on-time and on-budget
- ◆ The success of the projects delivered to-date are providing a strong platform for future projects
- ◆ There is developer, retailer and investor interest in the town. We just have to provide the right environment for them to commit.
- ◆ Whilst there is short-term disruption, we are delivering long-term benefits
- ◆ We appreciate the support of Town Centre Traders

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