



Kettering Town Centre Area Action Plan 2011 - 2021



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	
Section 1	Provides an Executive Overview of growth and regeneration in Kettering Borough and the Kettering Town Centre and introduces the context, Vision and Objectives of the Area Action Plan.
Section 2	Sets out the spatial strategy for the Plan Area, developed to deliver the necessary growth and regeneration priorities for the Kettering town centre, including retail, housing and commercial offices.
Section 3	Sets out the transport and accessibility policies required to enable the town centre to accommodate the planned regeneration.
Section 4	Includes a series of general, topic based policies that will guide the quality of future development in the town centre.
Section 5	Presents the eight urban quarters 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).
Section 6	Sets out the delivery and implementation arrangements for the plan including development contributions, phasing and a monitoring framework
The Proposals Map	Depicts the land uses allocated in this plan , 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 20,500m² 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"> • New Tresham College Campus • Two new academies opened 	<ul style="list-style-type: none"> • Expanded degree and higher education opportunities • Schools attainment rising 	<ul style="list-style-type: none"> • Tresham College Extension approved
Higher Grade Jobs	<ul style="list-style-type: none"> • Chesham house design and technology centre open 	<ul style="list-style-type: none"> • Oxford University Press relocating to Kettering • Grants on offer for business 	<ul style="list-style-type: none"> • New employment site as part of East Kettering Sustainable urban extension
Creating Better Town Centres	<ul style="list-style-type: none"> • Public Realm Phase 1 complete (Market Place) • Transport Strategy Consultation in 2009 	<ul style="list-style-type: none"> • Public Realm Phases 2 and 3 (Horsemarket, Market Street, Sheep Street) Consultation complete • Phase 2 and 3 construction from Autumn 2010 • Market Place Restaurants construction commenced (Restaurant Quarter) 	<ul style="list-style-type: none"> • Retail expansion, including department store, at Wadcroft (Shopping Quarter) • Niche and independent retail at Soans Yard • Office hub and transport interchange at the train station (Station Quarter) • New Residential Quarter • Opportunities for regeneration in the Cultural Quarter.

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. ⁽¹⁾

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 CABI 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

Figure 1.6 Burton Wold Wind Farm

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.

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 32,000m²

of office led commercial development in the Station Quarter and the 16,000m² 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 m².

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
Objective 1: To create a zoned, vibrant town centre which makes the best use of available land and existing buildings and maximises potential for regeneration.
Objective 2: To implement a step change in quality retail offer incorporating 20,500m ² of comparison retail.
Objective 3: To deliver a new residential community and utilise residential uses to support and complement the quarters.
Objective 4: To create a town centre characterised by the high quality of urban design, architecture and public realm and respect for heritage.
Objective 5: To create a significant increase in office employment space, along with further regeneration opportunities.
Objective 6: To make a safe, welcoming, walkable and well connected town centre.
Objective 7: 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 ⁽²⁾, 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 20,500m² 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 38,500m² 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 20,500m² 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

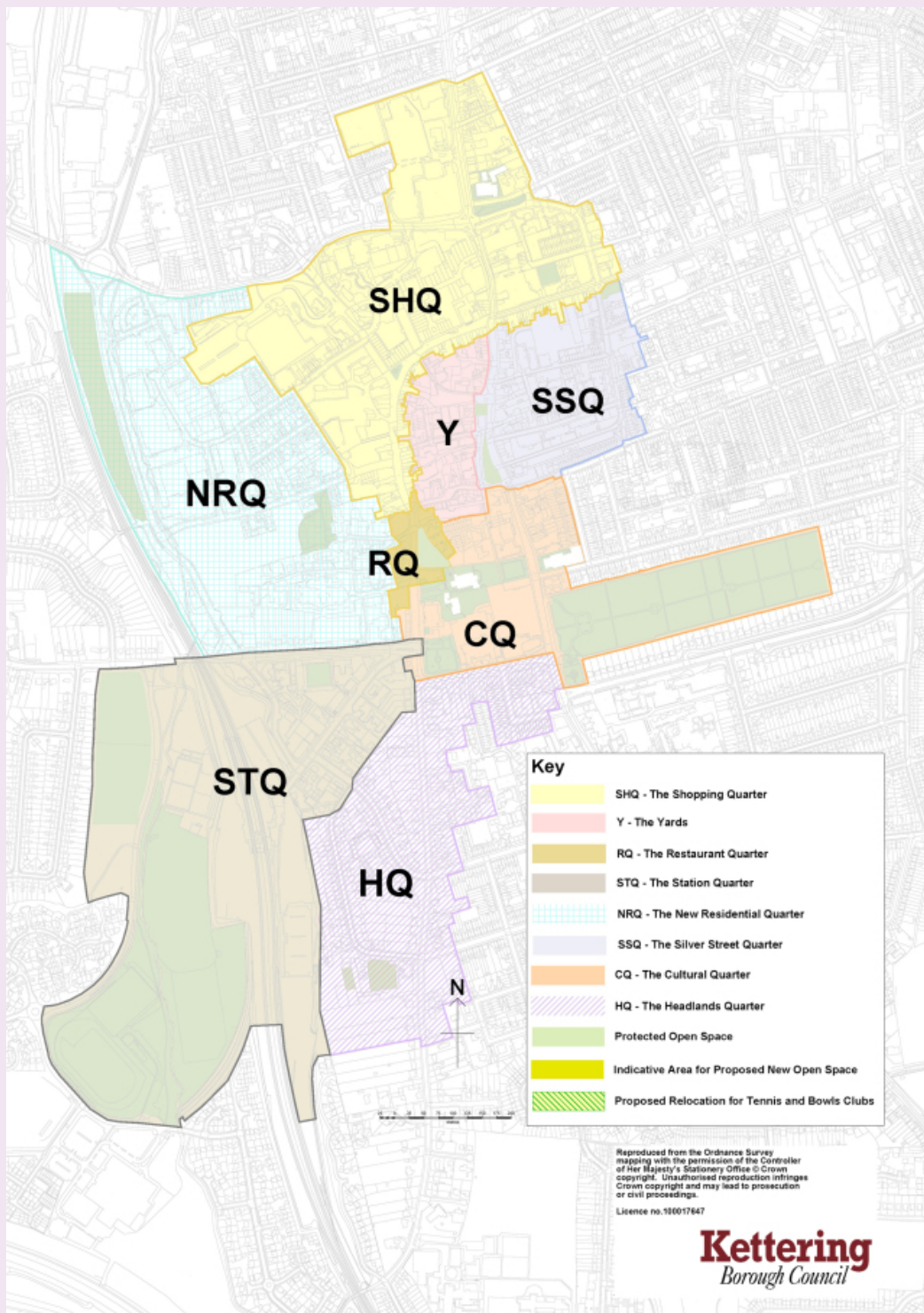
² Notably CSS Policy 1, PPS1 (*Delivering Sustainable Development*) and PPS4 (*Planning for Sustainable Economic Growth*)

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 Eskdail 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 requirements, 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 38,500m² 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 20,500m² 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 20,500m² 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 20,500m² 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 500m² 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 38,500m² of deliverable B1 Office/Commercial floorspace across the Plan Area - 32,000m² of which falls within the Station Quarter⁽³⁾. The quarter is identified as offering some of the most suitable, accessible, attractive to market and least constrained employment sites in the sub-region⁽⁴⁾.

³ *Kettering Employment Study (2005) & Savills Urban Capacity Analysis (2008).*

⁴ *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 38,500m² 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 32,000m² of office floorspace, incorporating a proportion of A2 Financial and Professional Services.

Smaller commercial allocations, totalling around 6,500m² 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⁽⁵⁾. 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

⁽⁶⁾

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⁽⁷⁾.

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

6 Affordable housing is defined in the Glossary in Appendix 1

7 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⁽⁸⁾. 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* (TFSG) (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 TFSG 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.

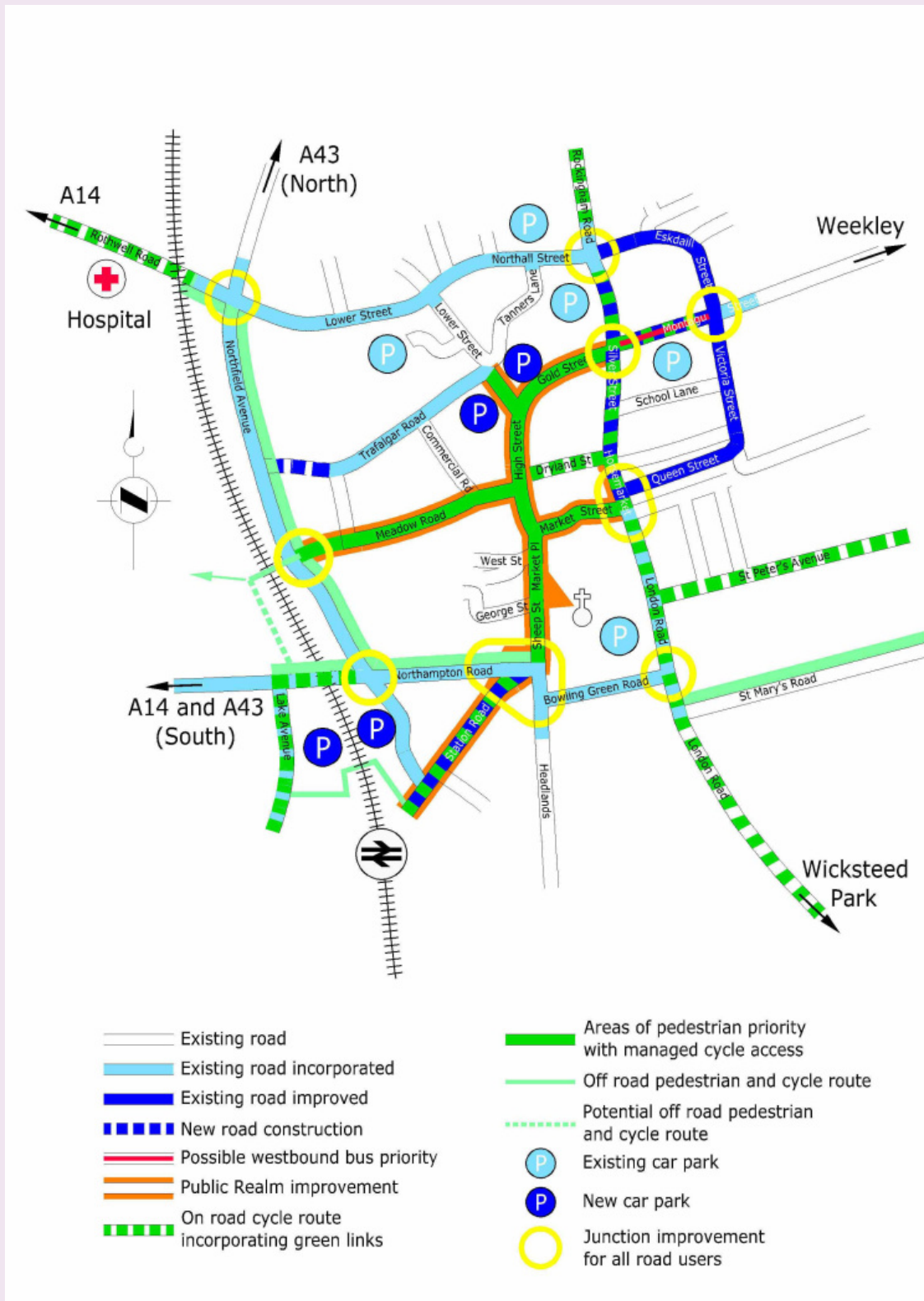
Table 3.1 Transportation Improvements Timetable

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.

Kettering Town Centre Area Action Plan 2011 - 2021

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

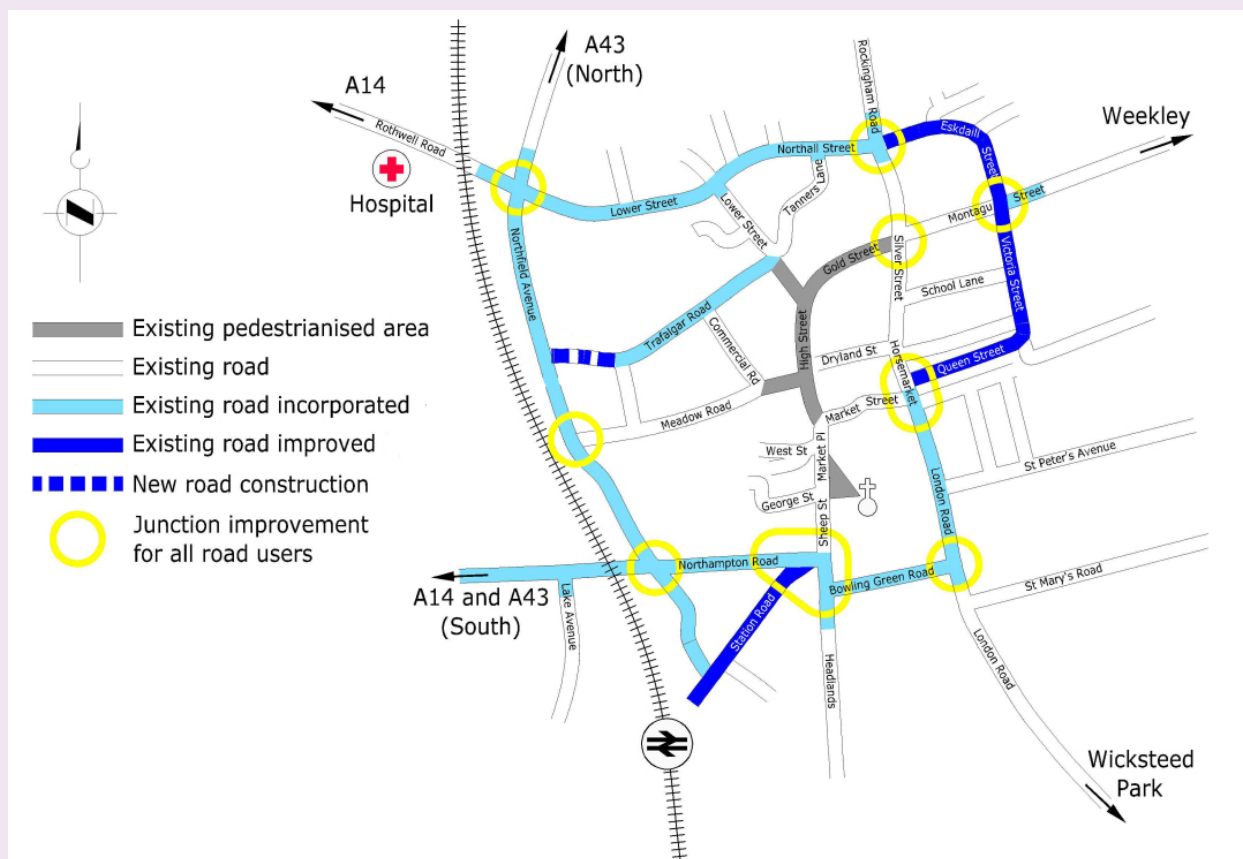


3.2 Road Network and Junctions

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.

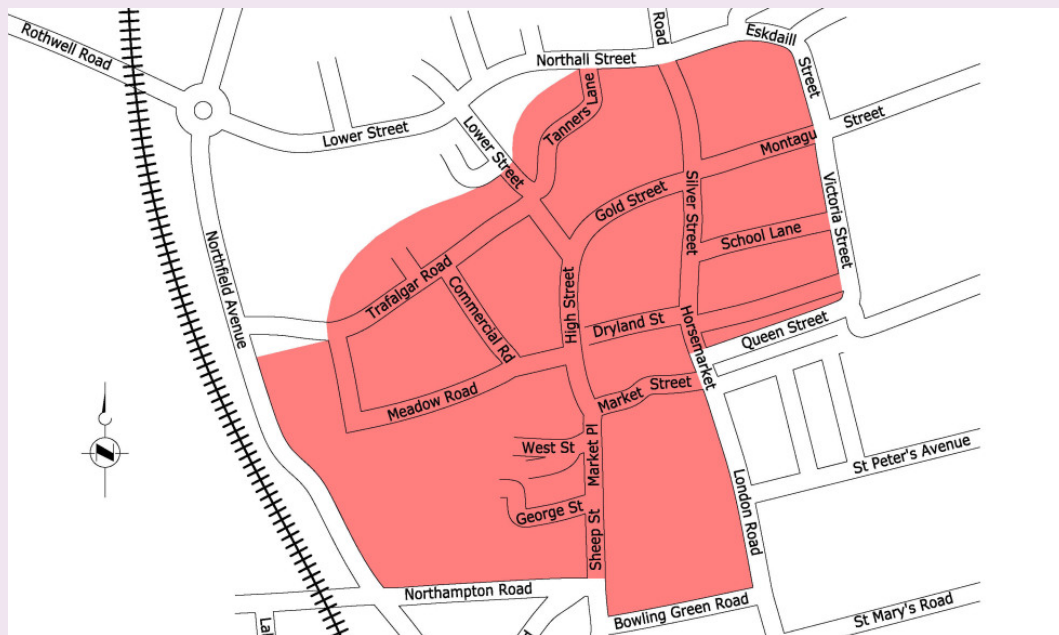
Town centre 20mph zone

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 **Eskdall 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

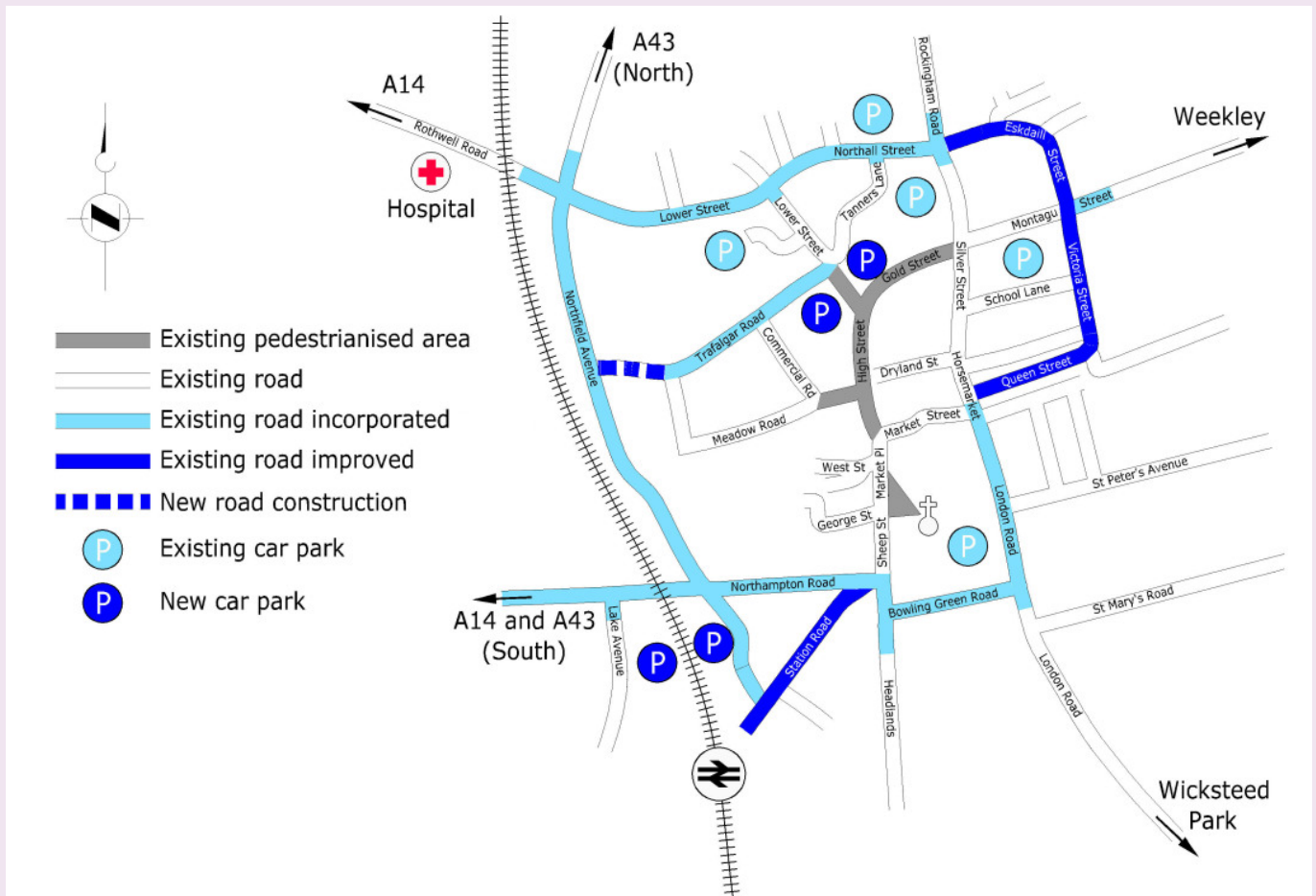
3.3.1 Detailed surveys have found car parking in the town centre to be ineffectively used with some car parks oversubscribed while some are under used. The AAP will address this issue and will seek to make maximum and efficient use of both existing and new car parks through the measures outlined in Policy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

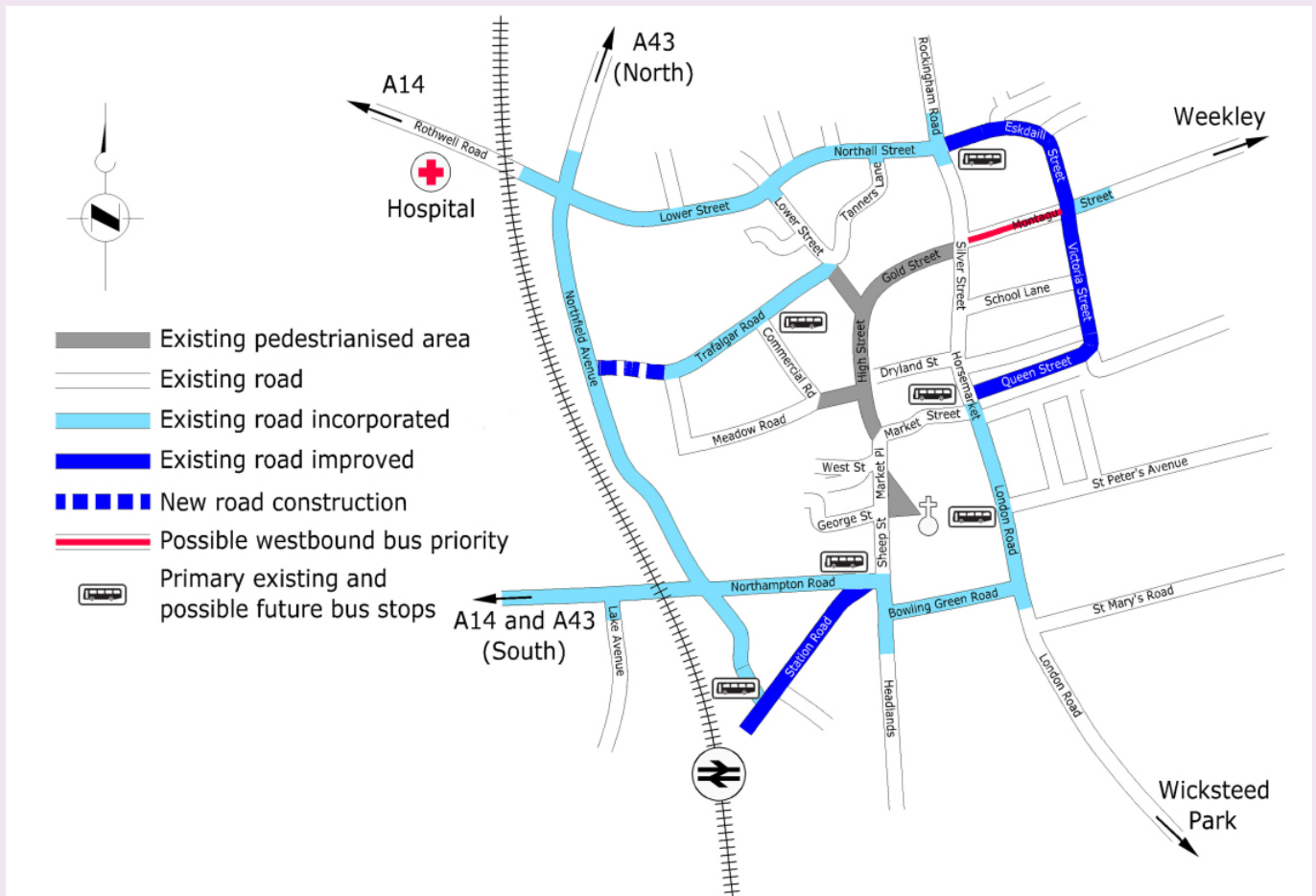
- Kettering Borough Council will seek the adequate provision of on-street disabled parking spaces close to key destinations, including where public realm or road network improvement schemes will impact upon existing on-street provision. Where it is not possible or feasible to retain existing disabled 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.⁽⁹⁾

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

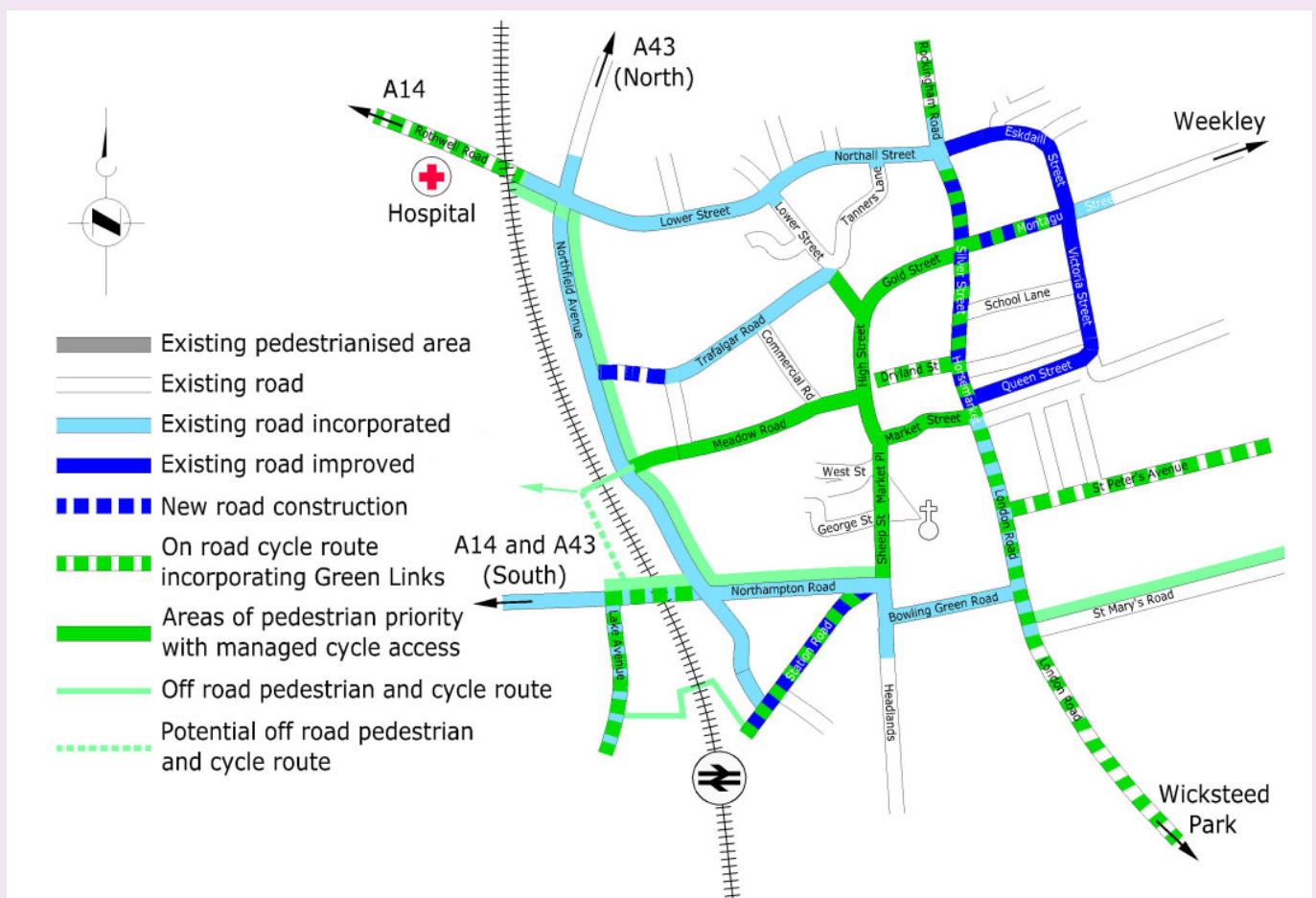


Table 3.2 Improvements to pedestrian and cycle network

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

⁹ 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"> • An improved direct crossing at the Station Road / Northampton Road / Sheep Street junction. • A new pedestrian connection across Northampton Road. • Cycle parking at the station.
Lake Avenue, rail crossing and underpass	<ul style="list-style-type: none"> • An off-road shared footway and cycle route along Lake Avenue, potentially linking to any new pedestrian crossing over the railway. • An enhanced route and improvements to the existing underpass under the railway opposite Meadow Road. • Potential off road pedestrian and cycle route from Northampton Road / Lake Avenue to railway underpass / Meadow Road.
Station Road	<ul style="list-style-type: none"> • 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. • A new crossing for pedestrians and cyclists across Northampton Road to Sheep Street. • Secure, covered cycle parking close to the Station.
Meadow Road	<ul style="list-style-type: none"> • 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.
Rothwell Road	<ul style="list-style-type: none"> • 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.
London Road / Horsemarket / Silver Street	<ul style="list-style-type: none"> • Public realm improvements will link with existing Green Links on London Road. • Silver Street to fulfil a local access/bus/cycle/pedestrian function with through traffic discouraged.
Market Street/Sheep Street	<ul style="list-style-type: none"> • 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.
Montagu Street	<ul style="list-style-type: none"> • On road cycle route and westbound cycle (and bus) priority measures.
High Street/Gold Street	<ul style="list-style-type: none"> • 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.

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

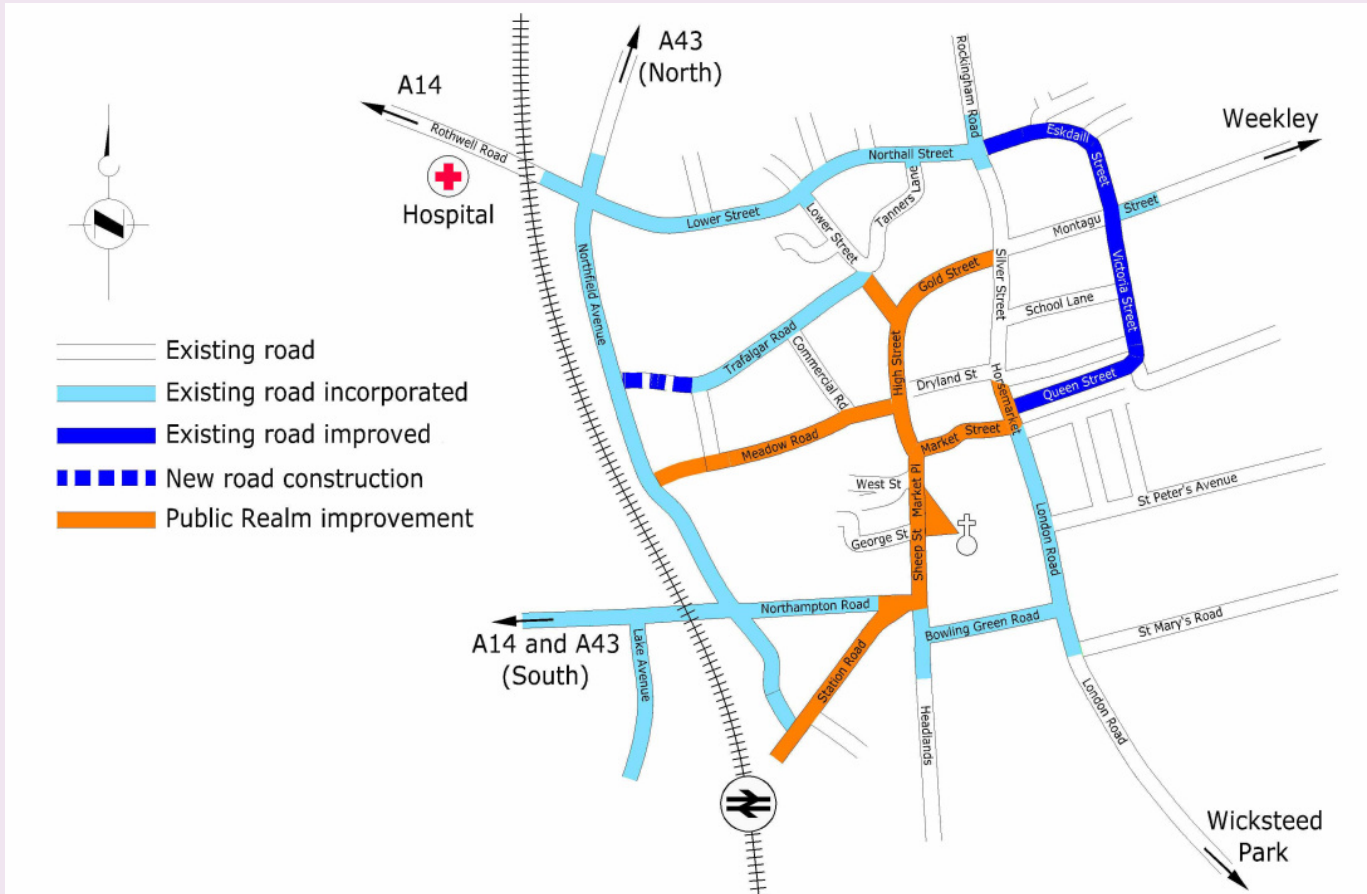


Table 3.3 Priority public realm schemes

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.