

## Policy 11 - Public Realm and Public Art

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

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

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

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

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

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

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

## 4 General Policies

### 4.1 Heritage Conservation and Archeology

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

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

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

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

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

## Policy 12 - Heritage Conservation & Archaeology

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

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

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

## 4.2 Open Space, Green Infrastructure and Biodiversity



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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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



## Flood and Surface Water Management

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

## Biodiversity

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

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

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

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

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

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

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

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

Development at site **NRQ10** will:

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

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

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

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

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

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

## 4.3 Flood and Surface Water Management

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

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

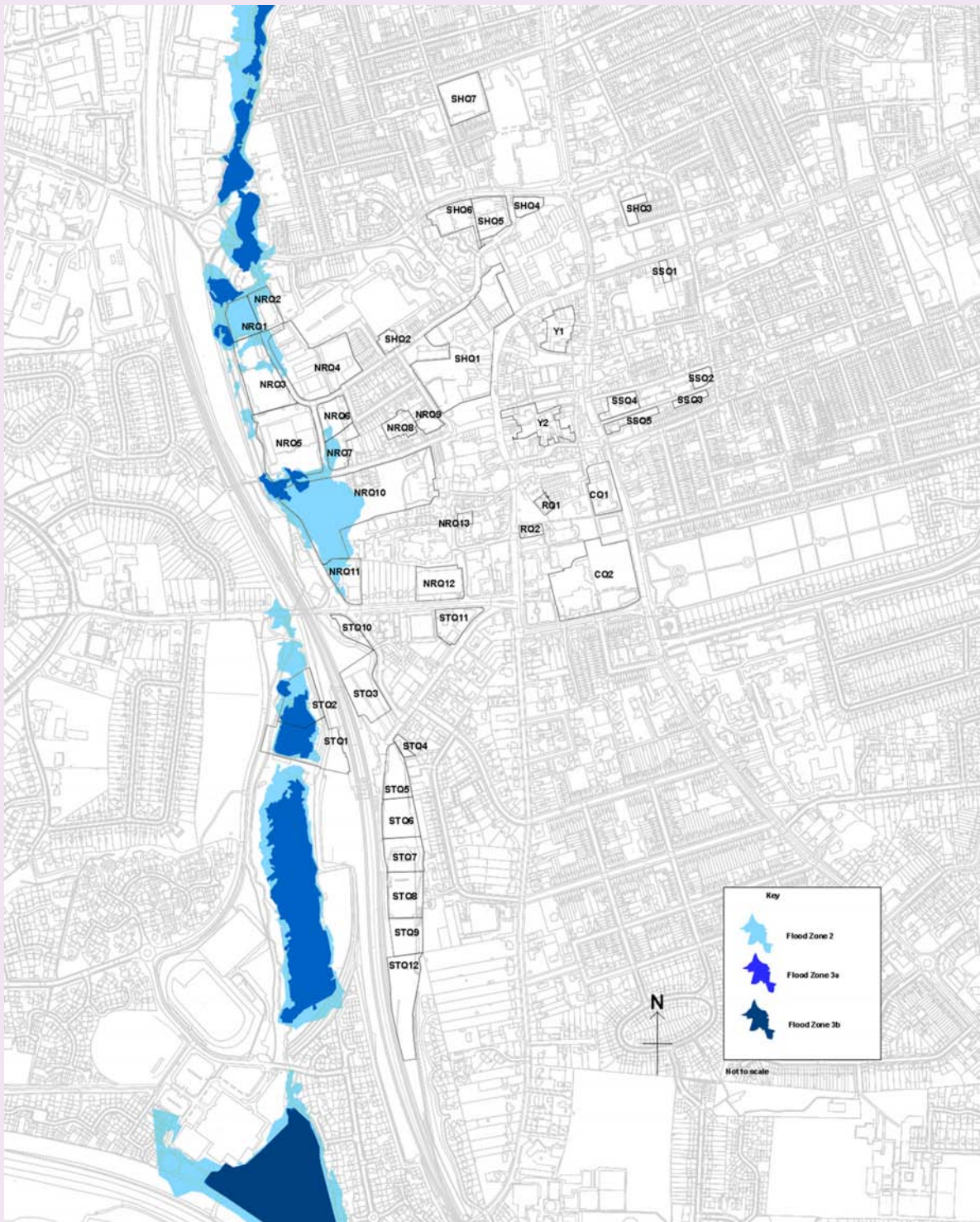
- Provide fluvial flood protection for a 1 in 100 year (with climate change) Annual Event Probability flood event to areas falling within Flood Zones 2 and 3 in the Plan Area;
- Facilitate the safe development of allocated development sites in Flood Zones 2 and 3a; and
- Provide enhanced protection to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

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

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

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

Figure 4.3 Plan Area areas at risk of fluvial flooding



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

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

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

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

## Policy 14 - Flood and Surface Water Management

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

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

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

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

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



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

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

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

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

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

## 5 The Quarters

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

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

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

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

## 5.1 The Shopping Quarter

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



### Vision

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

**Table 5.1 Shopping Quarter Allocated Development Sites**

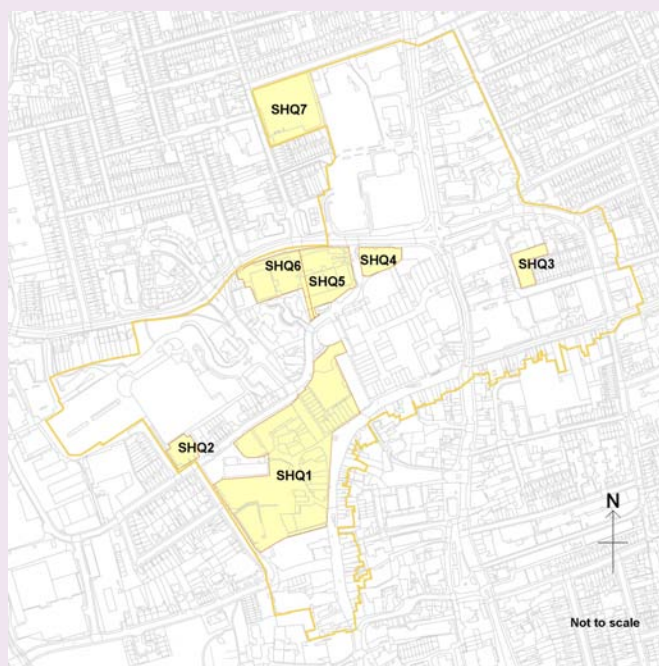
Site	Allocated use	Indicative Quantums of Development
SHQ1 Wadcroft / Newlands Phase 1	A1 retail with associated car parking and supporting residential and commercial uses	<ul style="list-style-type: none"> <li>• In the order of 16,000m<sup>2</sup> net additional A1 comparison floorspace</li> <li>• 500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

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

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

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

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



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

## Wadcroft

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

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

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

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

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

## Policy 15 - The Shopping Quarter

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

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

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

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

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

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

## 5.1.1 Site SHQ1 - Wadcroft / Newlands Phase 1



Indicative illustrations: Wadcroft

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

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

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

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

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

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

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

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

Proposals for this site should incorporate the following key objectives:

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

Figure 5.2 Wadcroft illustrative masterplan



## 5.2 The Yards



Indicative illustrations - The Yards

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

### Vision

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

Table 5.2 The Yards Allocated Development Sites

Site	Allocated use	Indicative Quantums of Development
Y1 Job's Yard North	A1 retail/B1 (c) craft workshops on ground floor level, will residential and commercial uses above	<ul style="list-style-type: none"> <li>1,000 m<sup>2</sup> net additional floor space</li> <li>30 residential units</li> </ul>
Y2 Soans Yard	A1 retail/B1 (c) craft workshops on ground floor level, will residential and commercial uses above	<ul style="list-style-type: none"> <li>1,300 m<sup>2</sup> net additional floor space</li> <li>28 residential units</li> </ul>



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

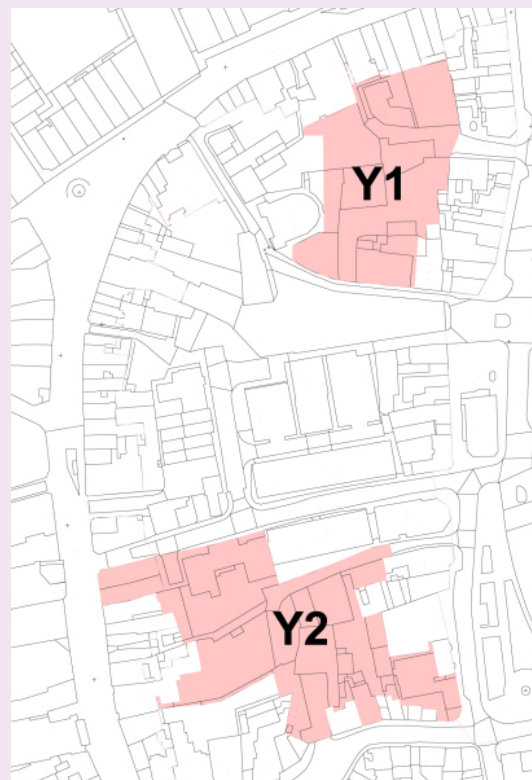
**5.2.3** This expansion will further accentuate the Town's catchment area, encourage more people living locally to shop locally, and help draw in a broader consumer base with higher disposable incomes. In addition, it will provide the perfect link between the different zones within the town centre and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

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

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

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

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



## Policy 17 - The Yards

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

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

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

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

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

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

## 5.2.1 Site Y2 - Soans Yard



**Indicative illustrations - The Yards**

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

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

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

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

Figure 5.4 Soans Yard illustrative masterplan



## Policy 18 - Site Y2 - Soans Yard

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

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

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

### 5.3 The Restaurant Quarter



**Kettering's award winning Market Place**

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

#### **Vision**

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

**Table 5.3 Restaurant Quarter Allocated Development Sites**

Site	Allocated use	Indicative Quantums of Development
RQ1 Market Place North	Restaurants with supporting uses above	<ul style="list-style-type: none"> <li>600 m2 A3 restaurants</li> <li>8 residential units</li> </ul>
RQ2 Market Place South	Restaurants with residential above	<ul style="list-style-type: none"> <li>800 m2 A3 restaurants</li> <li>18 residential units</li> </ul>

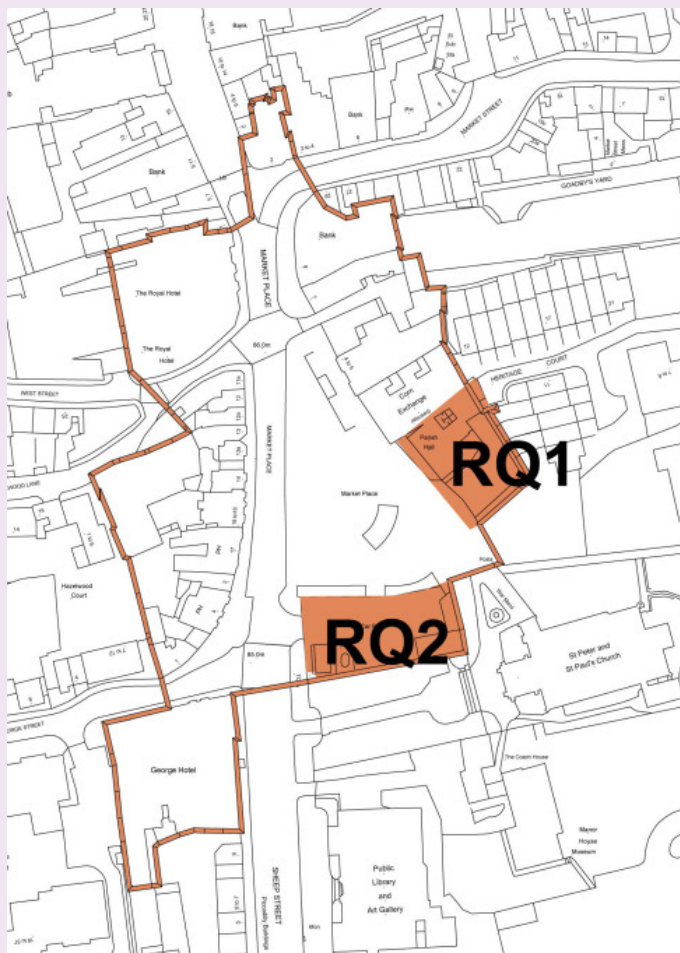
**5.3.2** Local Development Framework consultations and background studies<sup>(13)</sup> have identified that there is a lack of diversity of leisure in Kettering town centre, in particular the lack of high quality restaurants. The Market Place has potential for family orientated recreation and to remain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

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

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

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

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



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

**Table 5.4 Existing Restaurant Quarter frontages**

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

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



**Indicative illustrations: Market Place Buildings**

## Policy 19 - The Restaurant Quarter

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

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

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

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

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

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

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

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

## 5.4 The Station Quarter

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

### Vision

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

**Table 5.5 Station Quarter Allocated Development Sites**

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

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

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

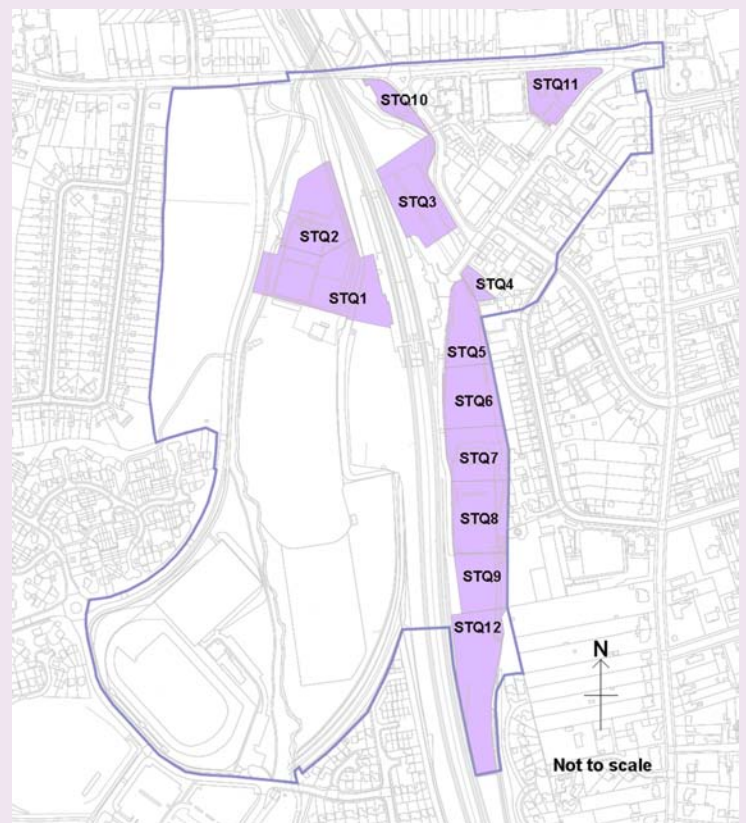
**5.4.3** The focus for development in the Station Quarter will be on employment uses through the delivery of a major new office quarter. The Station Quarter has been identified as comprising some of the most suitable deliverable, and least constrained employment sites within the borough and as an area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

**5.4.4** Kettering benefits from excellent road and rail links to the rest of the Country and is ideally located in the centre of England. On the Midland Mainline route Kettering is less than an hour away from London St. Pancras International making it the ideal location for both business headquarters and regional offices not to mention London commuters. Kettering Borough Council is working with partners such as Network Rail to develop and attract investors to bring forward plans for the Station Quarter of the town. The aggressive pursuit in finding development partners for increasing high grade office floor space in the Station Quarter is part of the town's plan in attracting higher grade, higher density jobs. These improvements to the Station Quarter will go hand in hand with the transportation improvements set out in Section 3 of this Plan. In particular, the Station Quarter will be the location for a multi-modal transport interchange, thereby making the most of this key gateway to the town centre. Building on this, the Borough Council is actively supporting discussions to extend electrification of the line beyond Bedford, which would increase rail speeds and passenger capacity, and facilitate improvements to accessibility within the town centre, which is currently constrained by low bridges on Northampton Road and Rothwell Road.

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

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

**Figure 5.6 Station Quarter location & development sites**



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



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

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

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

**Indicative illustration - The Station Quarter**



## Transport and public realm

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

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

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

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

Figure 5.7 Station Quarter transport interchange and public realm indicative masterplan



## 5.4.11 Green Infrastructure

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

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

## Flood and Surface Water Management

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

## Policy 20 - The Station Quarter

### Development sites and opportunities

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

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

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

### Transport and public realm

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

## Flood and Surface Water Management and Green Infrastructure

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

## 5.5 The New Residential Quarter

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

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

### Vision

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

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

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

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

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

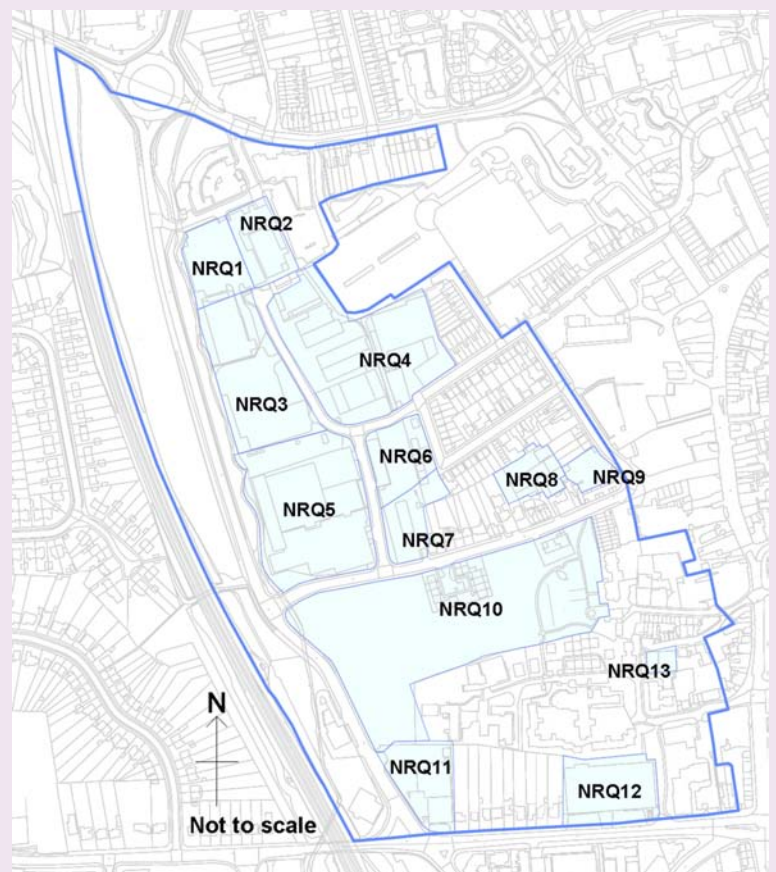
**5.5.4** Thirteen development sites are allocated on the Proposals Map and listed in Table 5.7. The sites will accommodate approximately half of the 1,000 new dwellings allocated in the Plan Area and create a significant residential population to support and complement the regeneration of the town centre.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

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

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

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

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



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

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

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



**New Residential Quarter precedent images**

## Transport and public realm

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

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

## Flood and Surface Water Management and Green Infrastructure

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

## Policy 21 - The New Residential Quarter

### Development sites and opportunities

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

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

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

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

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

### **Transport and public realm**

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

### **Flood and Surface Water Management and Green Infrastructure**

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

## **5.6 The Silver Street Quarter**

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

### **Vision**

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

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

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

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

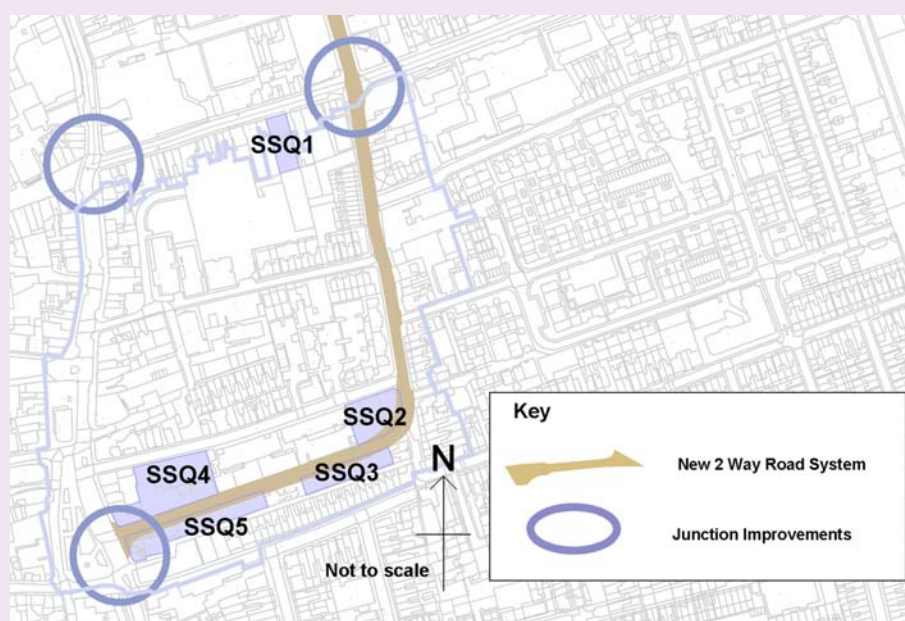
**5.6.3** Development sites have been identified which infill existing gaps in frontages to provide greater activity and enclosure to the streetscene. Future developments which further repair street frontages and address areas where the backs and service areas of buildings are exposed to streets and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

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

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

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

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



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

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

## Transport and public realm

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

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

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

## Policy 22- The Silver Street Quarter

### Development sites and opportunities

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

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

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

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

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



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

## Transport and public realm

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

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

## 5.7 The Cultural Quarter

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

### Vision

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

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

**Table 5.9 The Cultural Quarter Opportunity Sites**

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

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

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



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

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

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

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

## Policy 23 - The Cultural Quarter

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

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

Any redevelopment in the Cultural Quarter will:

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

## 5.8 The Headlands Quarter



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

### Vision

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

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

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

**Figure 5.11 Headlands Quarter location**



## Policy 24 - The Headlands Quarter

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

New development proposals will only be considered acceptable where:

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

## 6 Implementation and Monitoring

### 6.1 Implementation and Phasing

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

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

#### Implementation and Delivery Mechanisms

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

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

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

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

#### Growth Area

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

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

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

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

## Suite 16 Programme

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

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

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

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

### Enabling a better education and training offer

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

### Providing Higher Grade, Higher Density Jobs

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

### Creating better town centres

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

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

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

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

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

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

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

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

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

## Market Commentary

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

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

## Programme of Delivery

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

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

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



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

## 2021 - 2031

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

### Public involvement

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

### Policy 25 - Implementation and Phasing

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

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

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

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

### Phasing Programme Key

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

Figure 6.1 Phasing Programme

Site ID	Summary	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	Key Infrastructure
SHQ1	Wadcroft/Neilwands Phase 1 - retail	Green					Red						- Transportation Improvements - Public Realm Improvements
SHQ2	Morrisons Staff Car Park - residential					Red							
SHQ3	Eden Street - residential led					Green							
SHQ4	Iceland Carpark - retail					Green							- Transportation Improvements
SHQ5	Tanners Gate 1 - retail					Green							- Transportation Improvements
SHQ7	Tanners Gate 2 - retail					Green							- Transportation Improvements
SHQ7	Dryden Street - retail					Red							
Y1	Jobs Yard North - niche retail					Yellow							- Public Realm Improvements
Y2	Soans Yard - niche retail					Green							- Public Realm Improvements
SSQ1	Montagu Street - residential led					Blue							- Transportation Improvements
SSQ2	Carrington St/Victoria S - residential led					Blue							- Transportation Improvements
SSQ3	Queen Street East - residential led					Blue							- Transportation Improvements
SSQ4	Queen St/Horsemarket North - residential led					Blue							- Transportation Improvements
SSQ5	Queen St/Horsemarket South - Commercial					Blue							- Transportation Improvements
RG1	Market Place North - Restaurants					Yellow							- Public Realm Improvements
RG2	Market Place South - Restaurants					Blue							- Public Realm Improvements - Flood/surface water management - Transportation Improvements
NRQ1	Land at Lidl Store - residential					Blue							- Flood/surface water management - Transportation Improvements
NRQ2	Former Lidl Store Site - residential					Blue							- Flood/surface water management - Transportation Improvements
NRQ3	Temporary Car Park - residential					Blue							- Flood/surface water management - Transportation Improvements
NRQ4	Land north/east of Trafalgar Road - residential					Blue							- Flood/surface water management - Transportation Improvements
NRQ5	B&Q and Comet site - residential led					Blue							- Open space - Transportation Improvements
NRQ6	National Grid Site North - residential					Red							- Flood/surface water management - Transportation Improvements
NRQ7	National Grid Site South - residential					Red							- Flood/surface water management - Transportation Improvements

## Phasing Programme (continued)

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

## 6.2 Monitoring and Review

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

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

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

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

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

**Table 6.1 Monitoring Framework**

DPD Objective	DPD Policies related to that objective	Associated Targets	Indicators	Triggers
<p><b>Objective 1:</b> To create a zoned, vibrant town centre which makes the best use of available land and existing buildings and maximises potential for regeneration.</p>	<p><b>KTC 1:</b> Regeneration Priorities  <b>KTC 2:</b> Urban Quarter, Urban Codes and Development Principles  <b>KTC 5:</b> Culture, Tourism and Leisure  <b>KTC 15:</b> The Shopping Quarter  <b>KTC 17:</b> The Yards  <b>KTC 19:</b> The Restaurant Quarter  <b>KTC 20:</b> The Station Quarter  <b>KTC 21:</b> The New Residential Quarter  <b>KTC 22:</b> The Silver Street Quarter  <b>KTC 23:</b> The Cultural Quarter  <b>KTC 24:</b> The Headlands Quarter  <b>KTC 25:</b> Implementation and Phasing</p>	<p><b>KTC 1:</b> Overall Plan Targets:</p> <ul style="list-style-type: none"> <li>● <b>Retail:</b> Development of at least 20,500m<sup>2</sup> of net additional comparison good retail floorspace within the town centre by 2021</li> <li>● <b>Commercial:</b> Development of at least 38,500m<sup>2</sup> of net additional office floorspace by 2021</li> <li>● <b>Residential:</b> Development of at least 940 new residential units within the Plan Area, with at least 541 within The Residential Quarter Number in Residential Quarter by 2020/21.</li> </ul> <p><b>KTC 5: Leisure:</b> Hotels at STQ5 by 2014/15 and SSSQ5 by 2018/19</p> <p><b>KTC 23:</b> Produce and consult on a Development Appraisal for CQ1 and CQ2</p>	<p><b>COI BD4, BD1 and H2b:</b> Amount of completed retail, office, leisure and residential development</p> <p><b>KTC 23:</b> Production and consultation of a Development Appraisal for SOQ1 and SOQ2 within 24 months of the adoption of the AAP.</p> <p><b>COI BD4 Retail:</b> If the identified key retail site of SHQ1: Wadcroft/ Newlands Phase 1 is not under-construction or likely to be delivered by 2015/16, then an update of the retail capacity study should be undertaken, and the likely reasons for the delay identified. If then considered appropriate or necessary alternative site allocations for retail uses should be made and have regard to the findings and evidence identified within the updated retail capacity study.</p> <p><b>COI BD1 Commercial:</b> If 32,000m<sup>2</sup> of office development has not been secured/ delivered by 2015/16, then the likely reasons for the delay will be identified. If then considered appropriate or necessary a review of the allocations will be undertaken and alternative site allocations for office uses should be made.</p> <p><b>COI H2b Residential:</b> If actual housing delivery varies by more than 20% outside the anticipated trajectory, then reasons for this should be established and appropriate responses considered. This may include a review of the residential allocations. The delivery will also be monitored against the Borough's rolling 5 year housing and overall plan period targets.</p> <p><b>KTC 5:</b> If the two hotel sites have not been delivered by 2014/15 for STQ5 and 2018/19 for SSSQ5, then the likely reasons for the delay will be identified and an assessment of the need for hotel accommodation will be updated. If then considered appropriate or necessary a review of the allocations will be undertaken and alternative site allocations for office uses should be made.</p> <p><b>KTC 23:</b> If the Development Appraisal for CQ1 and CQ2 is not delivered within 24 months of the adoption of the AAP, then investigate the reasons for the delay and if appropriate consider reviewing the sites affected.</p>	
<p><b>Objective 2:</b> To implement a step change in quality retail offer incorporating 20,500m<sup>2</sup></p>	<p><b>KTC 1:</b> Regeneration Priorities  <b>KTC 2:</b> Urban Quarter, Urban Codes and Development Principles</p>	<p><b>KTC 1: Overall Plan Target:</b> Provision of at least 20,500m<sup>2</sup> net additional comparison goods retail floorspace within the town centre by 2021. At least 14,000m<sup>2</sup> net floorspace by 2015/16.</p> <p><b>KTC 15:</b> Provision of at least 6,500m<sup>2</sup> net additional retail floorspace at</p>	<p><b>COI BD4:</b> Amount of completed retail development within the town centre.</p> <p><b>COI BD1:</b> Amount of floorspace developed for employment by type</p>	<p><b>KTC 1:</b> If the identified key retail site of SHQ1: Wadcroft/ Newlands Phase 1 is not under-construction or likely to be delivered by 2015/16, then an update of the retail capacity study should be undertaken, and the likely reasons for the delay identified. If then considered appropriate or necessary alternative site allocations for retail uses should be made and have</p>

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

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

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



DPD Objective	DPD Policies related to that objective	Associated Targets	Indicators	Triggers
	<p><b>KTC 7:</b> Road Network and Junctions</p> <p><b>KTC 8:</b> Parking</p> <p><b>KTC 9:</b> Public Transport</p> <p><b>KTC 10:</b> Pedestrian and Cycle Network</p> <p><b>KTC 11:</b> Public Realm and Public Art</p> <p><b>KTC 14:</b> Flood and Surface Water Management</p> <p><b>KTC 19:</b> The Restaurant Quarter</p> <p><b>KTC 25:</b> Implementation and Phasing</p>	<ul style="list-style-type: none"> <li>● Bus, cycle and pedestrian priority on Silver Street, by 2013/14</li> <li>● Removal of through traffic on Market Street and Sheep Street, by 2010/11</li> <li>● Extension to Trafalgar Road, by 2015/16</li> <li>● One way to two way operations on Station Road, by 2015/16</li> <li>● Junction improvements at:</li> <li>● Bowling Green Road- London Road junction, by 2012/13</li> <li>● Northampton Road- Station Road- Bowling Green Road junction, by 2012/13</li> <li>● Northampton Road- Northfield Avenue junction, by 2010/11</li> <li>● Rothwell Road roundabout, by 2012/13</li> </ul> <p><b>KTC 8:</b> New or enlarged car parks will be provided at STQ2, STQ3 and SHQ1, by 2015/16</p> <p><b>KTC 9:</b> Public Transport</p> <ul style="list-style-type: none"> <li>● New bus interchange within the Station Quarter, with a new bus depot on STQ12, by 2015/16</li> <li>● Relocation of bus stops on Sheep Street to Horsemarket and eastern end of Northampton Road, by 2010/11</li> <li>● Montagu Street to be two way but restricted westbound to buses and cyclists only, by 2013/14</li> <li>● Removal of through traffic on Market Street and Sheep Street, by 2010/11</li> </ul> <p><b>KTC 10:</b> The following pedestrian and cycle improvements will be delivered:</p> <ul style="list-style-type: none"> <li>● improved direct crossing at the Station Road, Northampton Road/ Sheep Street junction, by 2012/13</li> <li>● pedestrian connection across Northampton Road, by 2010/11</li> <li>● new pedestrian and cycle bridge over the railway, by 2015/16</li> <li>● cycle parking spaces at the Railway Station, by 2015/16</li> <li>● off road shared foot way and cycle route along Lake Avenue linking to a new railway crossing, by 2015/16</li> <li>● improvements to the underpass opposite Meadow Road, by 2015/16</li> <li>● Off road pedestrian and cycle route from Northampton Road/ Lake Avenue to railway underpass. Meadow Road, by 2015/16</li> </ul> <p><b>KTC 11:</b></p> <ul style="list-style-type: none"> <li>● The provision of new high quality public spaces as part of the redevelopment of the SHQ1 and Y2 sites</li> <li>● Public Realm improvements at The Station Quarter, by 2015/16</li> </ul>	<p>Town Centre</p> <p><b>KTC HC 11:</b> Number of Crimes reported within Kettering Town Centre</p> <p><b>KTC 6:</b> Number of car club or car share spaces secured/ delivered</p> <p><b>KTC 7:</b> Number of junction improvements and operational changes outlined in KTC 7 delivered</p> <p><b>KTC 8:</b> Number of new or enhanced car parks outlined in KTC 8 delivered</p> <p><b>KTC 9:</b> Number of public transport improvements outlined in KTC 9 delivered</p> <p><b>KTC 10:</b> Number of pedestrian/ cycle connections outlined in KTC 10 delivered.</p> <p><b>KTC 6 and 10:</b> Number of secure cycle storage spaces and cycle parking spaces outlined in KTC 6 and 10 which have been secured/ delivered.</p> <p><b>KTC HC 10:</b> Environment and Public Realm Quality</p> <p><b>KTC 11a:</b> Number of public spaces created/ existing public spaces improved</p> <p><b>KTC 11b:</b> Number of additional public art installations secured/ delivered</p> <p><b>KTC 14:</b> Production of a Surface Water Management Plan and Green Infrastructure Strategy within 18months of the adoption of the AAP.</p> <p><b>COIE1:</b> Number/ % of applications approved contrary to advice given by The Environment Agency</p>	<p>context of the Borough's overall rates of housing completions and the anticipated housing trajectory for the Borough for the period up to 2021. If then considered appropriate or necessary a review and update of the transportation improvements will be undertaken.</p> <p><b>KTC 14:</b> If the Surface Water Management plan and Green Infrastructure strategy are not delivered within 18months, then investigate the reasons for the delay and if appropriate consider reviewing the allocated sites affected.</p>

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

## 7 Appendices

### 7.1 Appendix 1 - Glossary

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

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

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

## 7.2 Appendix 2 - Replaced Policies

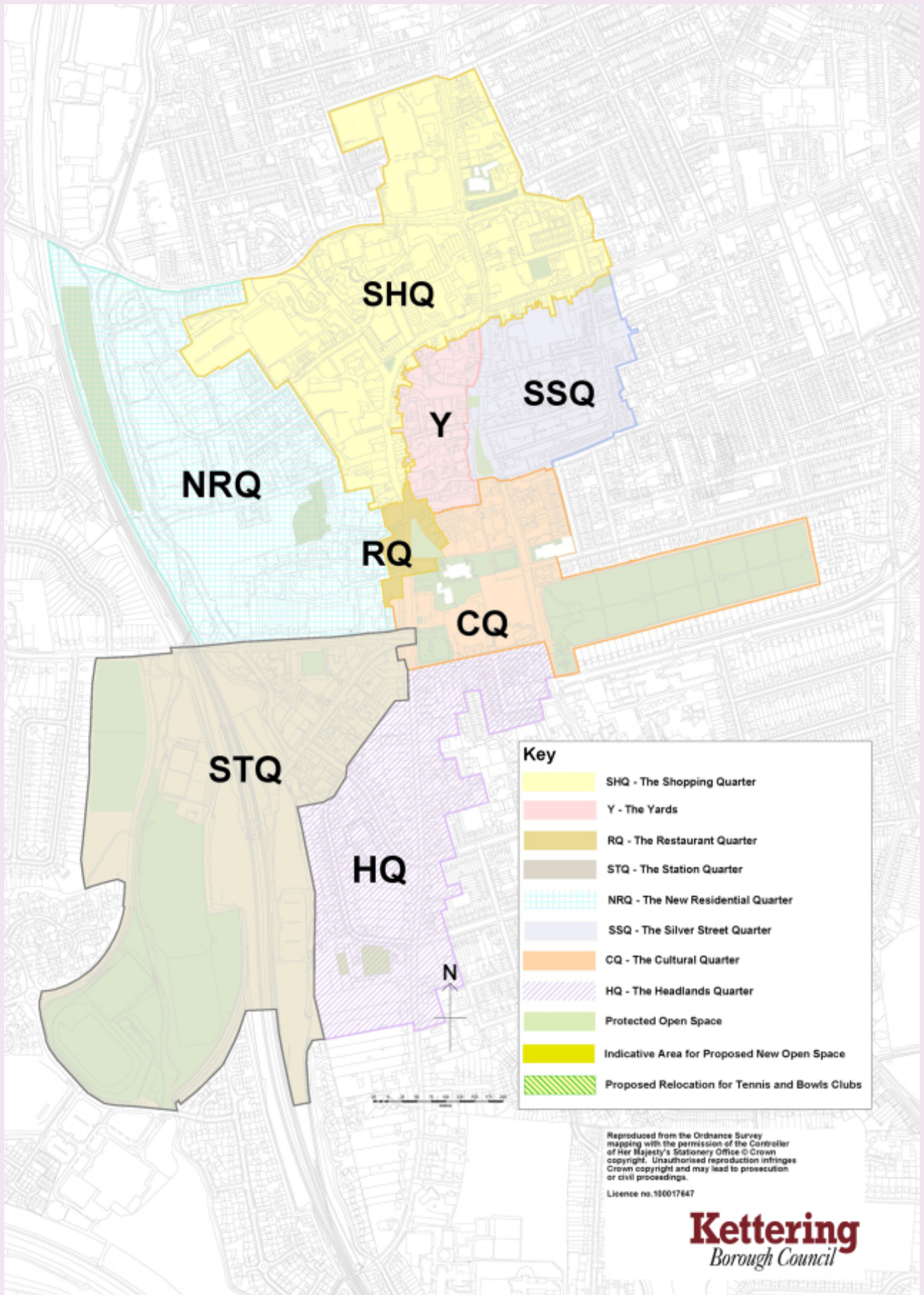
**7.2.1** The table below contains a schedule of saved Kettering Borough Local Plan policies to be replaced by policies in the adopted Kettering Town Centre Area Action Plan.

**Table 7.1 Replaced Policies**

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

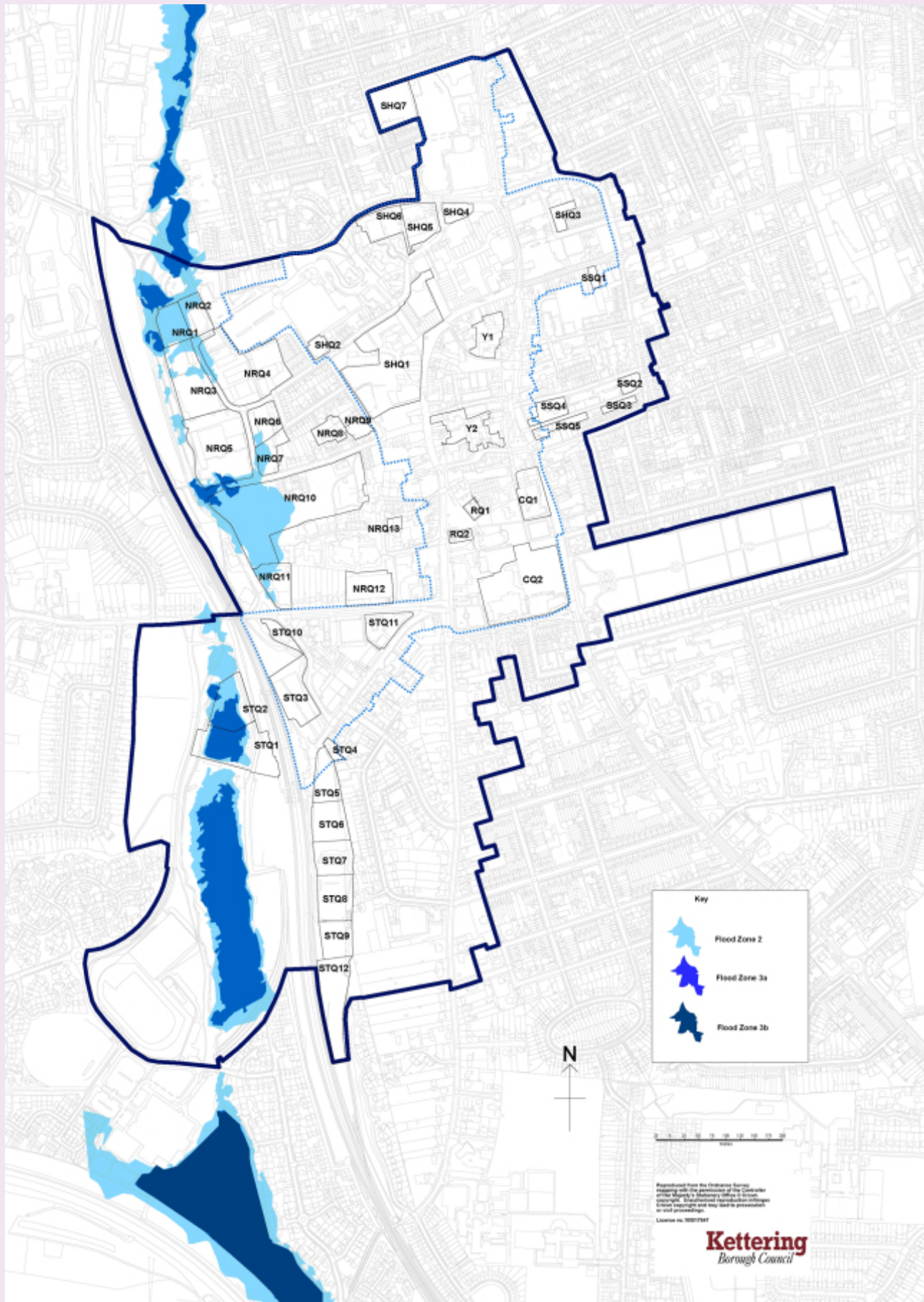
## **8 Proposals Map**

Proposals Map Inset A - Quarters

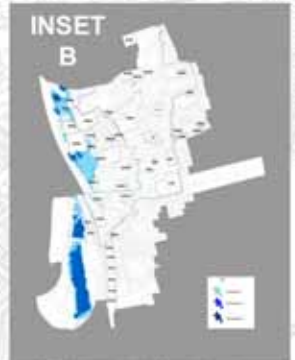
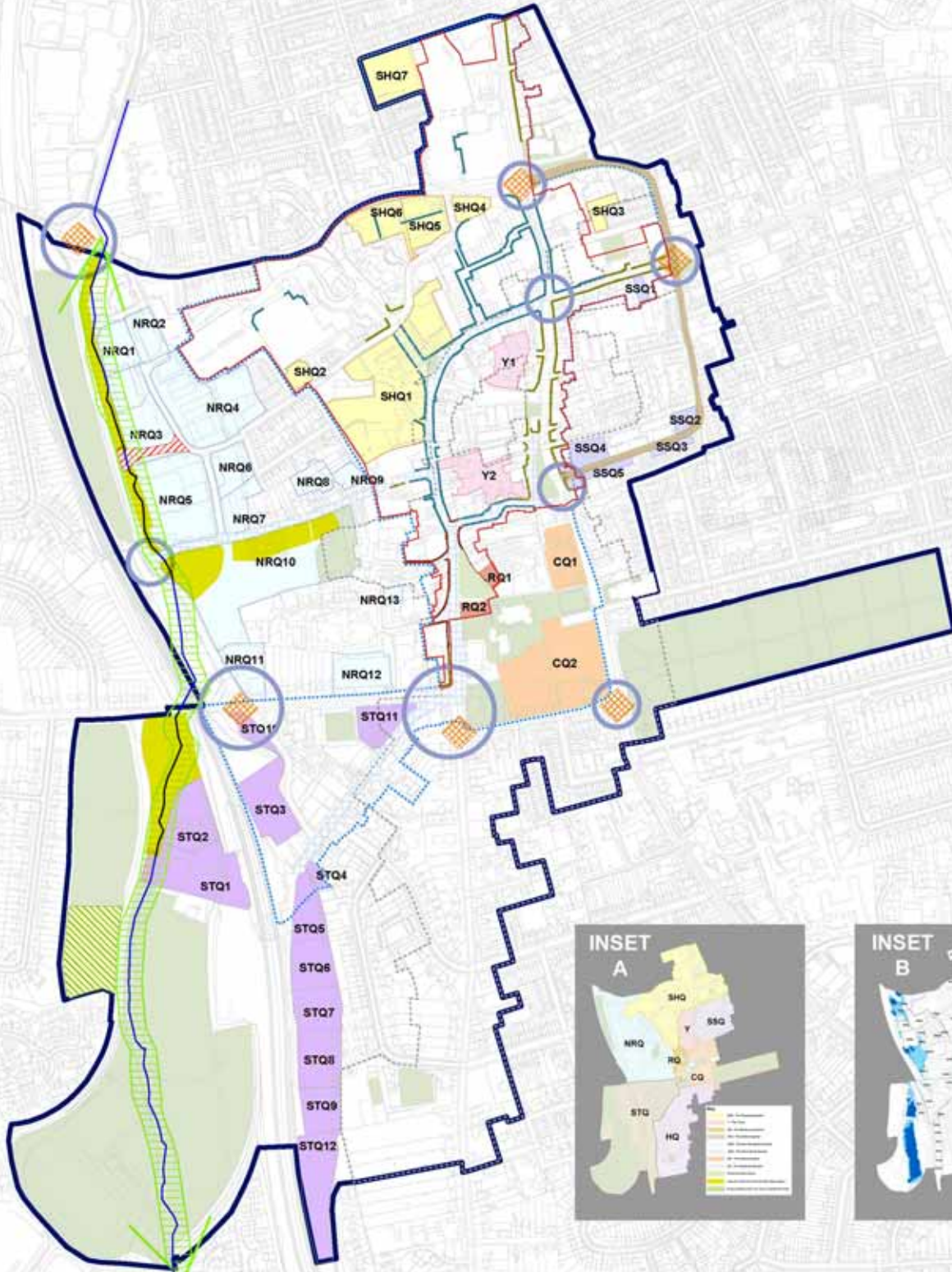




Proposals Map Inset B - Areas at risk of fluvial flooding







Key	
	Study Area Boundary
	Town Centre Boundary
	Conservation Area Boundary
	Primary Shopping Area
	Primary Shopping Frontages
	Secondary Shopping Frontages
	Restaurant Quarter Frontages
	SHQ: Shopping Quarter Sites
	Y: The Yards Sites
	RQ: Restaurant Quarter Sites
	STQ: Station Quarter Sites
	NRQ: New Residential Quarter Sites
	SSQ: Silver Street Quarter Sites
	CQ - The Cultural Quarter Sites
	Public Realm Improvements
	New Link Road and Junction
	New 2 Way Road System
	Junction Improvements
	Gateway Improvements
	Protected Open Space
	Indicative Area for Proposed New Open Space
	Proposed Relocation for Tennis and Bowls Clubs
	Indicative Of Corridor
	Slade Brook

# Kettering Town Centre AAP Proposals Map

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**Kettering**  
Borough Council

