



## Draft Kettering Town Centre Urban Codes Supplementary Planning Document

June 2011

**Kettering**  
*Borough Council*

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# Introduction

## What the Urban Codes are for

This [Urban Codes Supplementary Planning Document \(SPD\)](#) supports the [Kettering Town Centre Area Action Plan \(AAP\)](#). The AAP establishes eight quarters, or character areas in which certain uses and activities will be focussed. The Quarters are illustrated in Figure 1.1 and summarised in Table 1.1, below.

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

**Table 1.1: The Quarters summary**

The vision and objectives in the AAP are clear that regeneration in Kettering town centre must be distinctive to succeed and must be design led and derived from the character of Kettering. The Urban Codes SPD is the mechanism through which these objectives will be realised – the Codes provide guidance on what future development should be like.

Conformity with this Urban Codes SPD is required by AAP Policy 2 for all development proposals within Kettering town centre. The AAP is also supported by two further SPDS – the [Kettering Town Centre Public Realm SPD](#) and the [Kettering Borough Shopfront Design Guidance SPD](#). Development proposals which involve alterations to the town centre public realm (the spaces between buildings, for example streets, pavements and public spaces) or alterations to or new shopfronts should also demonstrate conformity with these documents.



**Figure 1.1 The Quarters**

The Urban Codes are an essential part of the AAP, providing a framework for designing, developing and building in the plan area. They identify the place-making priorities and present the aspirations and requirements for new buildings and spaces and should be looked upon as a tool for describing the kind of place that Kettering town centre should become. They will be an important mechanism for ensuring that new development is not generic but instead responds and adds to the character, distinctiveness and quality of Kettering. High quality urban design and a distinct sense of place will be integral to delivering the vision for each quarter and for the town centre as a whole. Building on the vision and objectives of the AAP, seven objectives have been developed for this Urban Codes SPD derived from best practice urban design principles, as presented to the right.

Each of the eight urban quarters has an Urban Code which defines the key principles for development in that quarter. The principles will ensure that new developments create distinct character areas that derive their architectural response and vocabulary from the context of existing developments, including building form, heights, materials and architectural detailing.

The Urban Codes do not impose style but provide a framework to guide development which will deliver the essential qualities of good urban places. The guidelines are intended to stimulate creativity, innovation and quality, promote a high standard of design and do not seek to preclude innovative or contemporary design responses or materials.

## How to use this document

An Urban Code is presented for each quarter – users who are interested in a specific quarter can turn straight to that quarter’s Code.

Some of the AAP quarters are larger than others and did not display uniform character traits across the entire quarter. In these instances sub character areas are identified within the quarter where different requirements may apply according to the context of that character area.

Each Code is structured as follows:

- **Urban Code** – containing guidance on matters such as:
  - Building line
  - Set backs & boundary treatment
  - Building heights
  - Block structure / massing
  - Materials

<b>Objectives</b>
<b>1. Character</b> – Kettering town centre will be a place with its own distinct identity. Development will strengthen local character and identity, accentuate the positive features of Kettering and its people and enhance the setting of heritage assets.
<b>2. Ease of movement</b> – The town centre will be a place that is easy to get to and move through with increased connections and choice of routes for pedestrians. Well designed streets and spaces will offer a safe and attractive environment for all, with people put before traffic.
<b>3. Legibility</b> – Kettering town centre will have a clear image and be easy to understand and navigate around. New or enhanced landmarks, gateways, focal points and views will help people find their way around via a visible choice of routes.
<b>4. Continuity and Enclosure</b> – The town centre’s streets and spaces will be enclosed and defined with public and private spaces clearly distinguished. More effective and efficient use of land and new buildings will increase enclosure and continuity of street frontages. Frontages will be active and increase activity and natural surveillance.
<b>5. Quality of the Public Realm</b> – Kettering town centre will be a place with attractive, vibrant and successful outdoor areas. Public spaces and routes will be safe, uncluttered and work effectively for all in society, including disabled and elderly people.
<b>6. Adaptability</b> – Kettering town centre will strengthen its adaptability and flexibility to enable it to respond to changing social, technological and economic conditions. Flexible buildings, allowing for adaptation over time, will be promoted. Space for a variety of uses and users will be provided, including small, start up and independent uses as well as high street retailers.
<b>7. Diversity</b> – The town centre will be a place with variety and choice. The quarters will deliver a vibrant a mix of compatible developments and uses that work together to create viable places that respond to local needs.

Varying levels of conformity are required against specific requirements according to the importance of that requirement in that quarter. The levels of conformity required are colour coded as follows:

Level of conformity	Development proposals...	For example...
Must do's- Required	will be expected to include all red requirements.	a particular material may be required in a historically sensitive location.
Should do's - Encouraged	should incorporate orange requirements wherever possible or demonstrate why they have not done so.	certain materials may be recommended for use within a quarter, so their use is encouraged.
Could do's - Appropriate	have discretion as to whether green elements are incorporated into schemes.	a range of certain materials may be considered appropriate within a quarter.

- **Opportunities** - key opportunities to be maximised
- **Key principles** -important quarter-wide objectives
- **Quarter-wide requirements** -principles which all development throughout the quarter will adhere to
- **Character area requirements** -any specific requirements applicable to different character sub-areas (where identified)
- **Open spaces and landscaping** -any open space or landscaping requirements (where appropriate)
- **Site specific requirements** - any prerequisites for specific development sites allocated in the AAP (where appropriate)

Users of the SPD, who wish to see further detail and the context behind the Codes requirements can refer to the quarter's characterisation in the Urban Characterisation Background Paper.

### Active Frontages

The Codes frequently refer to active frontage grades. Active frontages refer to the street frontage of a building which promotes activity at the interface between the private space of the building and the public space of the street. Making frontages 'active' adds interest, life and vitality to the public realm. It depends on a high ratio of entrances and windows of occupied and inhabited rooms to face streets and on the degree of transparency, i.e. glass surfaces or windows rather than blank walls. Active frontages involve:

- Frequent doors and windows, with few blank walls;
- Narrow frontage buildings, giving vertical rhythm to the street scene;
- Strong articulation of facades, with projections such as bays and porches incorporated, providing a welcoming feeling; and,
- Where appropriate, lively internal uses visible from the outside, or spilling onto the street

The Codes have adopted a scale for active frontages which is explained in Table 1.2. The challenge is to attain 'Grade A frontage' wherever possible. These are most likely to be in core retail areas, though even housing frontages can be enlivened with attention to detail.

<b>Grade A frontage</b>
<ul style="list-style-type: none"> <li>▪ More than 15 premises every 100m</li> <li>▪ More than 25 doors and windows every 100m</li> <li>▪ No blind or blank facades and few passive ones</li> <li>▪ Much depth and relief in the building surface</li> <li>▪ every 100m surface</li> <li>▪ High quality materials and refined details</li> <li>▪ A large range of functions, where possible</li> </ul>
<b>Grade B frontage</b>
<ul style="list-style-type: none"> <li>▪ 10 to 15 premises every 100m</li> <li>▪ More than 15 doors and windows every 100m</li> <li>▪ Few blind or passive facades</li> <li>▪ Some depth and modelling in the building surface</li> <li>▪ Good quality materials and refined details</li> <li>▪ A moderate range of functions, where possible</li> </ul>
<b>Grade C frontage</b>
<ul style="list-style-type: none"> <li>▪ 6 to 10 premises every 100m</li> <li>▪ Less than half blind or passive facades</li> <li>▪ Little depth and modelling in the building surface</li> <li>▪ Some range of functions, where possible</li> <li>▪ Standard materials and few details</li> </ul>
<b>Grade D frontage</b>
<ul style="list-style-type: none"> <li>▪ 3 to 5 premises every 100m</li> <li>▪ Flat building surfaces</li> <li>▪ Little or no range of functions</li> <li>▪ Few or no details</li> <li>▪ Predominantly blind or passive facades</li> </ul>

**Table 1.2 Active frontage grading**

# Section 1: The Urban Codes

**Insert images**

# The Shopping Quarter Urban Code

The Shopping Quarter, which includes the Newlands shopping centre, is located in the northern part of Kettering town centre. Comprehensive retail development is planned for seven allocated development sites SHQ1-7 which will deliver the vast majority of the 20,500m<sup>2</sup> of additional retail sales floorspace required by the AAP, along with supporting uses.

**AAP Shopping Quarter Vision**

The Shopping Quarter will become an area with a strong retail focus which provides for high quality High Street brand shopping, with an emphasis on large scale national retailers and anchor stores. The Wadcroft/Newlands Phase 1 site is the largest opportunity site identified in the Quarter and it allows for the larger retail units and anchor stores to be provided. Residential development where it complements or supports the retail focus, particularly by developing underutilised floor space above existing retail premises, will be encouraged.

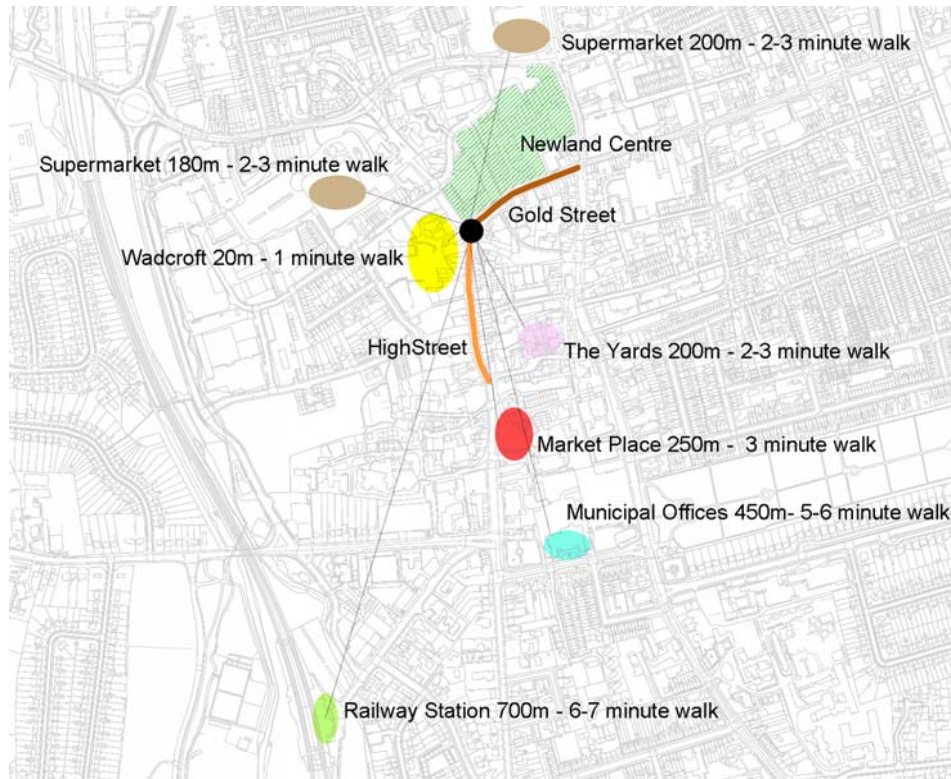


Figure SHQ.1: Shopping Quarter context map

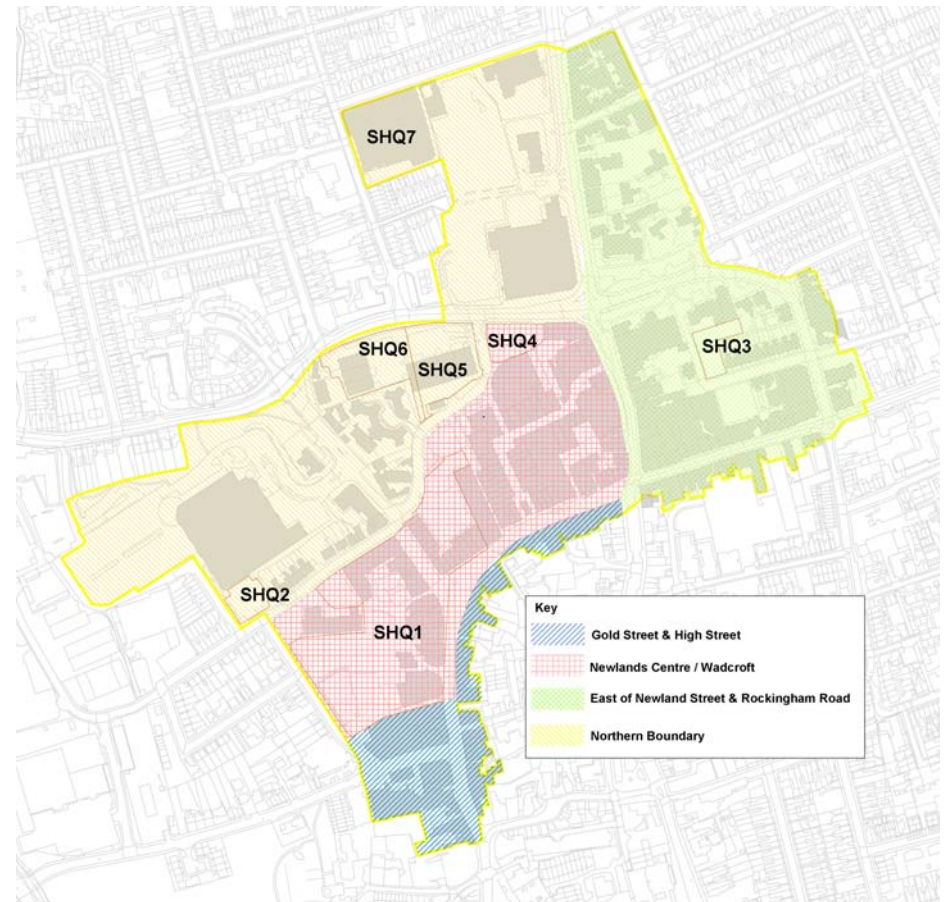


Figure SHQ.2: Shopping Quarter character areas & AAP development sites



### Opportunities

- New retail development that enhances Kettering town centre as a sub-regional shopping destination
- The focus for a minimum of 20,500m<sup>2</sup> additional comparison goods floorspace
- SHQ1 (Wadcroft/Newlands Phase 1) is the highest priority for comprehensive retail-led regeneration
- Above ground floor a mix of complementary uses will be appropriate, including residential and commercial uses (e.g. A2 and B1)
- Potential to improve existing town centre car parking by integrating a purpose-built car park into the Wadcroft scheme
- Potential to improve the vitality and vibrancy of Kettering town centre
- Opportunity to improve the existing public realm and accessibility of the area

### INSERT IMAGES

### Key principles

- Deliver high quality anchor units and large scale floor space to entice more national High Street retailers
- Provide a vibrant and attractive High Street with an improved public realm
- Introduce high quality architecture to raise design standards and improve the appearance of the Quarter
- Provide new residential and commercial development which complements the existing and proposed retail offer
- Architecture should reflect the transition of architectural periods and styles prevalent throughout the Quarter
- Scope for a variety of different architectural responses, materials and character

## Urban Code

Four character areas have been identified in the Quarter, reflecting the transition in architectural styles from south to north. The Character Areas are shown in Figure SHQ.2. The Code outlines different requirements for each of the four character areas followed by more general principles to be adhered to throughout the Quarter.

**Key**  
 Must do's - Required  
 Should do's - Encouraged  
 Could do's - Appropriate

	Character Area			
	Gold Street and High Street	Newlands Centre/ Wadcroft	East of Newland Street and Rockingham Road	Northern Boundary
<b>Development sites</b>		SHQ1, SHQ4	SHQ3	SHQ2, SHQ5, SHQ6 and SHQ7
<b>Building line</b> (Illustrated in Figure SHQ.4)	▪ Continuous linear to the front	▪ Continuous linear to the front	▪ Continuous linear to the front	▪ Continuous linear to the front
<b>Set backs &amp; boundary treatment</b>	▪ Consistent ▪ Directly onto pavement	▪ Directly onto pavement ▪ Occasional setbacks, but only where it contributes positively to the public realm	▪ Consistent within development blocks ▪ Directly onto pavement ▪ Occasional setbacks, but	▪ Consistent within development blocks ▪ Directly onto pavement

	Character Area			
	Gold Street and High Street	Newlands Centre/ Wadcroft	East of Newland Street and Rockingham Road	Northern Boundary
		<ul style="list-style-type: none"> <li>Where appropriate setbacks can include part of the public realm, creating attractive, welcoming entrances or public spaces</li> </ul>	<ul style="list-style-type: none"> <li>only where it contributes positively to the public realm</li> <li>1-2m semi-private strips for functional or amenity space</li> </ul>	
<b>Car parking</b>	<ul style="list-style-type: none"> <li>Zero car parking</li> </ul>	<ul style="list-style-type: none"> <li>Multi-storey car parks of 2-4 storeys on allocated sites which will respond to topography and integrate well with the adjoining buildings</li> <li>Some on-street if carefully integrated into public realm</li> <li>Potential for subterranean car parks</li> </ul>	<ul style="list-style-type: none"> <li>On street</li> </ul>	<ul style="list-style-type: none"> <li>On street</li> <li>Potential for subterranean car parking which allows for the retention of the existing built character of the area</li> </ul>
<b>Density</b>	<ul style="list-style-type: none"> <li>High</li> </ul>	<ul style="list-style-type: none"> <li>High</li> </ul>	<ul style="list-style-type: none"> <li>Medium-high</li> </ul>	<ul style="list-style-type: none"> <li>Medium-high</li> </ul>
<b>Building heights</b> (Illustrated in Figure SHQ.4)	<ul style="list-style-type: none"> <li>Majority of developments will be 2 storey, with some 3 storey development where appropriate</li> <li>Maximum 3 storeys</li> </ul>	<ul style="list-style-type: none"> <li>2 – 6 storeys</li> <li>Higher buildings located at lowest gradient and at key landmark sites</li> <li>Varied to allow landmark buildings</li> <li>Topography and existing built form encourages higher development heights in and around SHQ1</li> <li>Scope for tall buildings to create landmarks and define corners</li> </ul>	<ul style="list-style-type: none"> <li>Predominantly 2 storeys</li> <li>Maximum 3 storeys</li> </ul>	<ul style="list-style-type: none"> <li>New development will integrate with surrounding building heights</li> <li>Predominantly 2-3 storeys</li> <li>Higher buildings on SHQ5 &amp; SHQ6</li> </ul>
<b>Block structure / massing</b>	<ul style="list-style-type: none"> <li>Fine grain</li> <li>Continuous building line</li> <li>No gaps between buildings</li> </ul>	<ul style="list-style-type: none"> <li>Coarse grain</li> <li>Massing should reduce at edge of development</li> <li>Permeability between block structures</li> <li>Variable plot widths and depths</li> <li>Scope for larger scale buildings and massing</li> </ul>	<ul style="list-style-type: none"> <li>Fine grain</li> <li>Continuous building line</li> <li>No gaps between buildings</li> </ul>	<ul style="list-style-type: none"> <li>Medium-fine grain</li> <li>Creation of permeable block structures where appropriate</li> <li>Variable plot widths and depths to integrate with existing development</li> </ul>

	Character Area			
	Gold Street and High Street	Newlands Centre/ Wadcroft	East of Newland Street and Rockingham Road	Northern Boundary
<b>Frontages</b> (Illustrated in Figure SHQ.4)	<ul style="list-style-type: none"> <li>Grade A active frontages onto streets</li> <li>High quality materials and detailing to frontages</li> </ul>	<ul style="list-style-type: none"> <li>Grade A active frontages onto streets and overlooking pedestrian routes</li> <li>High quality materials and architecturally innovative frontage treatment</li> </ul>	<ul style="list-style-type: none"> <li>Grade A-C active frontages onto streets</li> <li>Replicate much of the existing Victorian character of the residential and industrial properties</li> </ul>	<ul style="list-style-type: none"> <li>Grade A-C active frontages to car parking, streets and other pedestrian routes</li> <li>Possibility to create linkages through new urban blocks</li> </ul>
<b>Corner treatments</b> (Key corners are illustrated in Figure SHQ.5)	<ul style="list-style-type: none"> <li>Buildings will positively address corners</li> <li>New corner building will not detract from existing views, especially to the spire of St Peter's Church</li> </ul>	<ul style="list-style-type: none"> <li>Buildings will address and define corners</li> <li>Variety of corner treatments welcomed</li> <li>Creation of high quality landmark buildings or elements of buildings</li> </ul>	<ul style="list-style-type: none"> <li>Buildings will positively address corners, but there is no requirement for landmark buildings in this character area</li> </ul>	<ul style="list-style-type: none"> <li>Buildings will address and define corners</li> </ul>
<b>Skyline and roofscape</b>	<ul style="list-style-type: none"> <li>Pitched roofs</li> <li>Homogenous roofscape</li> <li>Gabled roofs and gable features where appropriate</li> </ul>	<ul style="list-style-type: none"> <li>Varied skyline and roofscape</li> </ul>	<ul style="list-style-type: none"> <li>Buildings to follow the existing roofscape and incorporate traditional pitched roofs</li> </ul>	<ul style="list-style-type: none"> <li>Varied skyline and roofscape</li> <li>Pitched roofs</li> <li>Mono-pitch roofs</li> <li>Sedum /green roofing</li> </ul>
<b>Appropriate building styles, types and details or Architectural cues</b>	<ul style="list-style-type: none"> <li>Nineteenth century and Victorian architectural cues</li> </ul>	<ul style="list-style-type: none"> <li>High quality contemporary architecture</li> <li>New development must sit comfortably with the surrounding historic character</li> </ul>	<ul style="list-style-type: none"> <li>Nineteenth century and Victorian architectural cues</li> </ul>	<ul style="list-style-type: none"> <li>High quality contemporary architecture</li> <li>A variety of styles – either Victorian following the existing surrounding development or contemporary</li> </ul>
<b>Materials</b>	<ul style="list-style-type: none"> <li>Red brick</li> <li>Slate tiles</li> <li>Timber painted windows</li> <li>Aluminium powder-coated windows</li> <li>Limestone detailing</li> </ul>	<ul style="list-style-type: none"> <li>A wide variety of high quality materials possible</li> <li>Render</li> <li>Glass</li> <li>Aluminium windows</li> <li>Contemporary finishes</li> </ul>	<ul style="list-style-type: none"> <li>Red brick</li> <li>Slate tiles</li> <li>Timber windows</li> <li>Limestone detailing</li> </ul>	<ul style="list-style-type: none"> <li>Red brick</li> <li>Slate tiles</li> <li>Render</li> <li>Glass</li> <li>Sedum/green roofing</li> <li>Timber windows</li> <li>Aluminium windows</li> <li>Cladding, including timber,</li> </ul>

	Character Area			
	Gold Street and High Street	Newlands Centre/ Wadcroft	East of Newland Street and Rockingham Road	Northern Boundary
				metals or contemporary finishes ▪ Solar or photovoltaic panels
Vertical / Horizontal articulation	▪ Vertical	▪ Vertical	▪ Vertical	▪ Vertical

## Character area requirements

### Gold Street and High Street - development will:

- Sensitively respond to the built heritage of the character area and enhance the setting of these assets;
- Be consistent with the character and scale of the surrounding buildings;
- Incorporate traditional proportions and local materials which positively respond to the historic built environment;
- Be constructed with high quality and durable materials that respect the existing street scene; and
- Respond to views of existing landmarks, as shown in Figure SHQ.5.

### Newlands Centre/Wadcroft – development will:

- Create a new retail destination with its own distinctive character;
- Include a greater variety of styles, scales and materials;
- Respect and enhance existing historic buildings where practicable, and improve the modern buildings around the Newlands Centre;
- Feature high quality and innovative design and materials;
- Create vibrant new shopping streets and an effective retail circuit which encourages the flow of pedestrians through the Quarter; and
- Seek to provide pedestrian links along the indicative desire lines shown in Figure SHQ.3.

### East of Newland Street and Rockingham Road – development will:

- Retain the existing character, but introduce new high quality infill development where appropriate;
- Incorporate traditional approaches to architecture in a way which responds to the existing character of the immediate area;
- Present high quality active frontages to the streets; and
- Provide strong pedestrian permeability and legibility.

### Northern Boundary – development will:

- Create a distinctive new character;
- Include a greater variety of styles, scales and materials;
- Reintegrate this area with the Newlands Centre by replacing existing large, single storey units;

- Enhance the public realm and interconnectivity with the town centre by improving pedestrian linkages - Figure SHQ.3 shows indicative pedestrian desire lines;
- Introduce human-scale retail development with attractive frontages appropriate for a town centre, not a retail park; and
- Be high quality and innovative.

## Quarter-wide requirements

### Movement & access

Across all four character areas streets should be clearly defined by buildings or architectural features within the public realm to ensure that pedestrian movement through the Quarter is facilitated by a legible set of streets and footpaths.

Public realm improvements will be focused on High Street / Gold Street / Lower Street. Development will facilitate the improvements shown in Figure SHQ,3 including gateway and wayfinding enhancements, gateways into the Yards and improved pedestrian links at Newland Street and Montagu Street. High quality street furniture and paving materials appropriate to each character area will be used to ensure high quality public realm and a pleasant urban environment.

The development of site SHQ1 should provide a new public space at the intersection of High Street and Gold Street, shown in Figure SHQ.5.

### Views & Way-finding

Development should respond to and open up existing landmarks, views and glimpses of landmarks and townscape to better link the quarter with surrounding quarters, particularly the Yards. In the Northern Boundary character area links with the inner town centre should be improved. Key views which development should maximise the potential of and not obstruct are shown in Figure SHQ.5. The key view from the High Street to the Church of St Peter and Paul and the Market Place should be maximised. The scale of development will present opportunities for new landmark buildings or spaces which will further aid way-finding and legibility. New landmark buildings should be provided in appropriate locations to announce key routes through the quarter. Indicative locations for new landmark provision are shown in Figure SHQ.5.

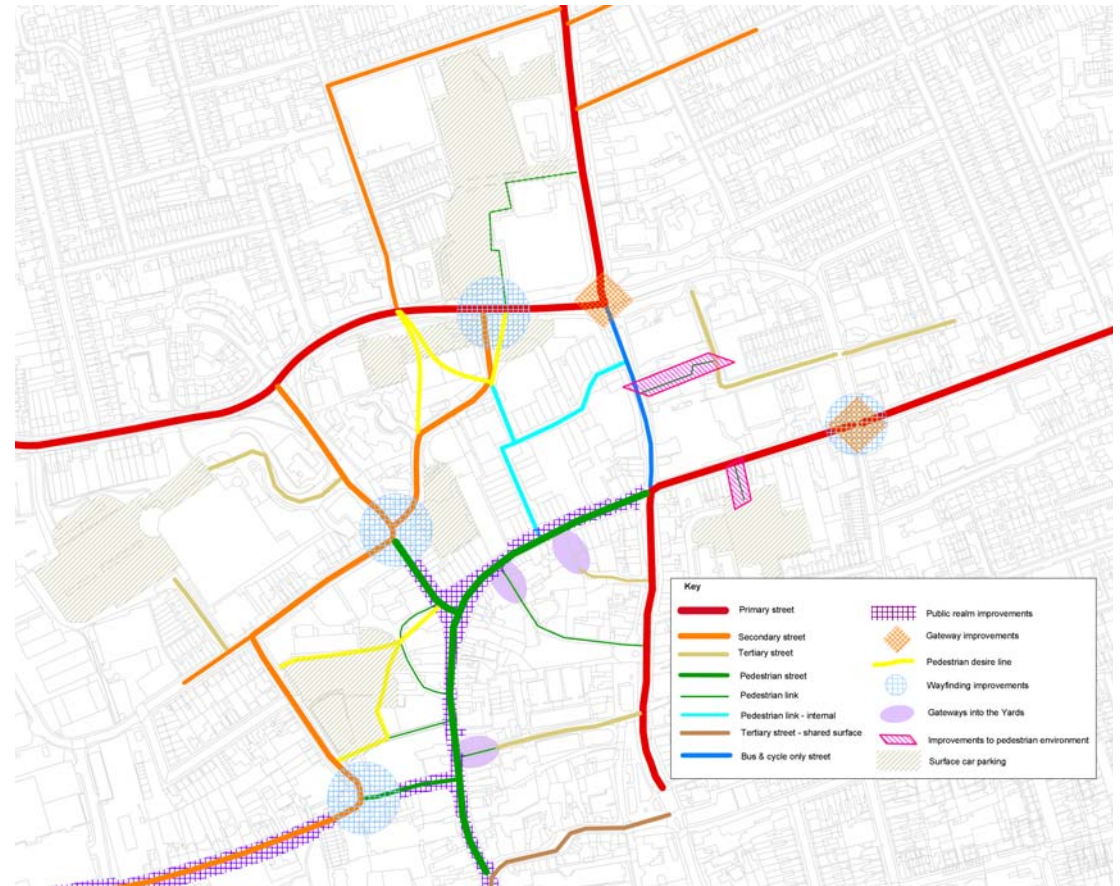


Figure SHQ.3: Movement & access requirements

## Built line & frontages

Within the Shopping Quarter there is scope for a variety of different architectural responses and materials, but the scope is limited to two character areas in particular: the Wadcroft/Newlands character area and the Northern Boundary character area, which have more opportunity sites than elsewhere. However, there are some consistent principles which must still be adhered to.

Development must create a common building line to create continuity of frontage and bring definition to spaces and streets. This is particularly important in the Northern Boundary where there is a requirement to create a coherent sense of urban structures to create attractive and well defined streets. Indicative required building lines are shown in Figure SHQ.4. Where building lines are shown against existing streets they should be adhered to relatively stringently, in order to repair broken frontages and bring definition to streets. However, the precise built form and block structure, and thereby built line, of developments will depend on the design of each scheme.

Buildings fronting primary streets, public spaces, car parks, and pedestrian routes will have Grade A active frontages in order to provide a high degree of natural surveillance. Minimum requirements for active frontages are shown in Figure SHQ.4. New buildings will provide interaction with and natural surveillance of streets and public spaces and avoid blank facades. Buildings which front directly onto pavements will be encouraged. Imaginative bin, utilities and cycle storage solutions will avoid unnecessary street clutter that could detract from the quality of the public realm.

Key corners where buildings must positively address the corner and create distinct and strong corner elevations to each street they face are shown in Figure SHQ.5.

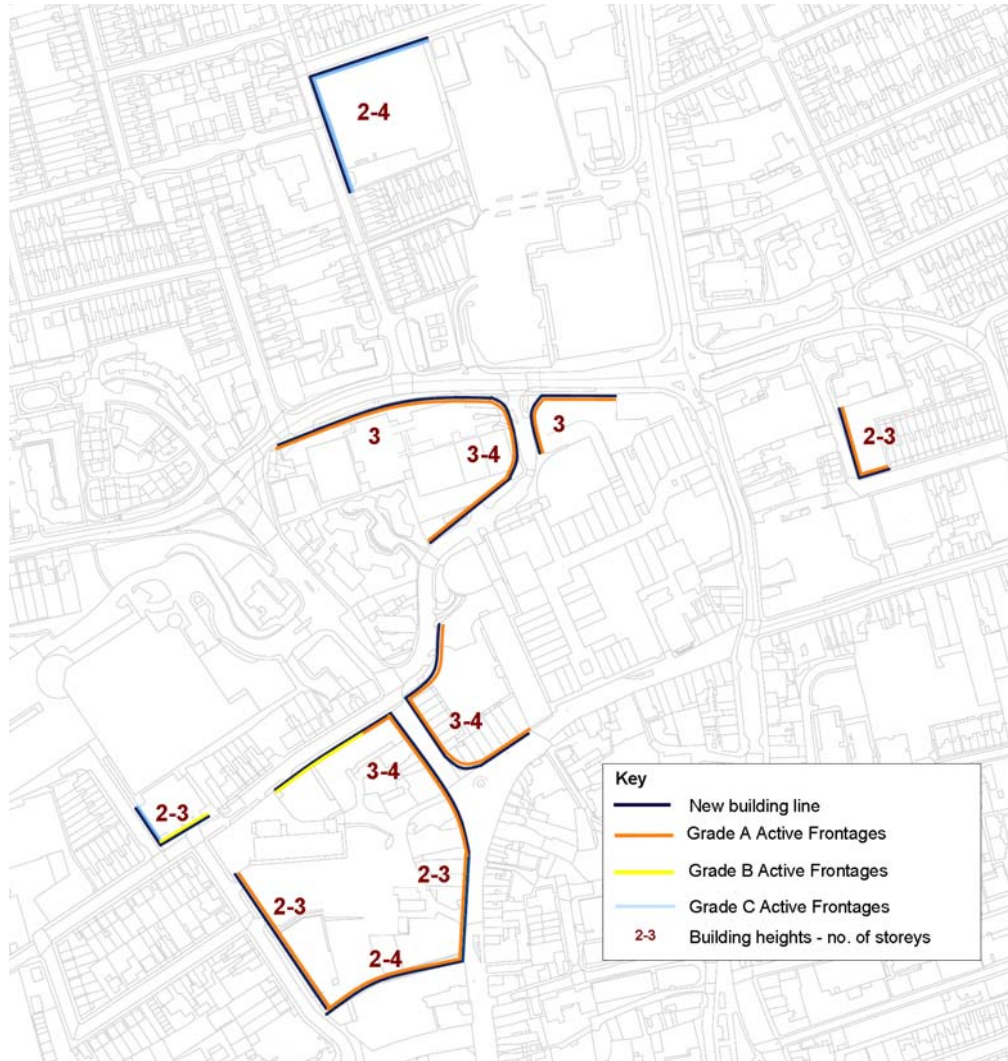


Figure SHQ.4: Building line & frontage requirements

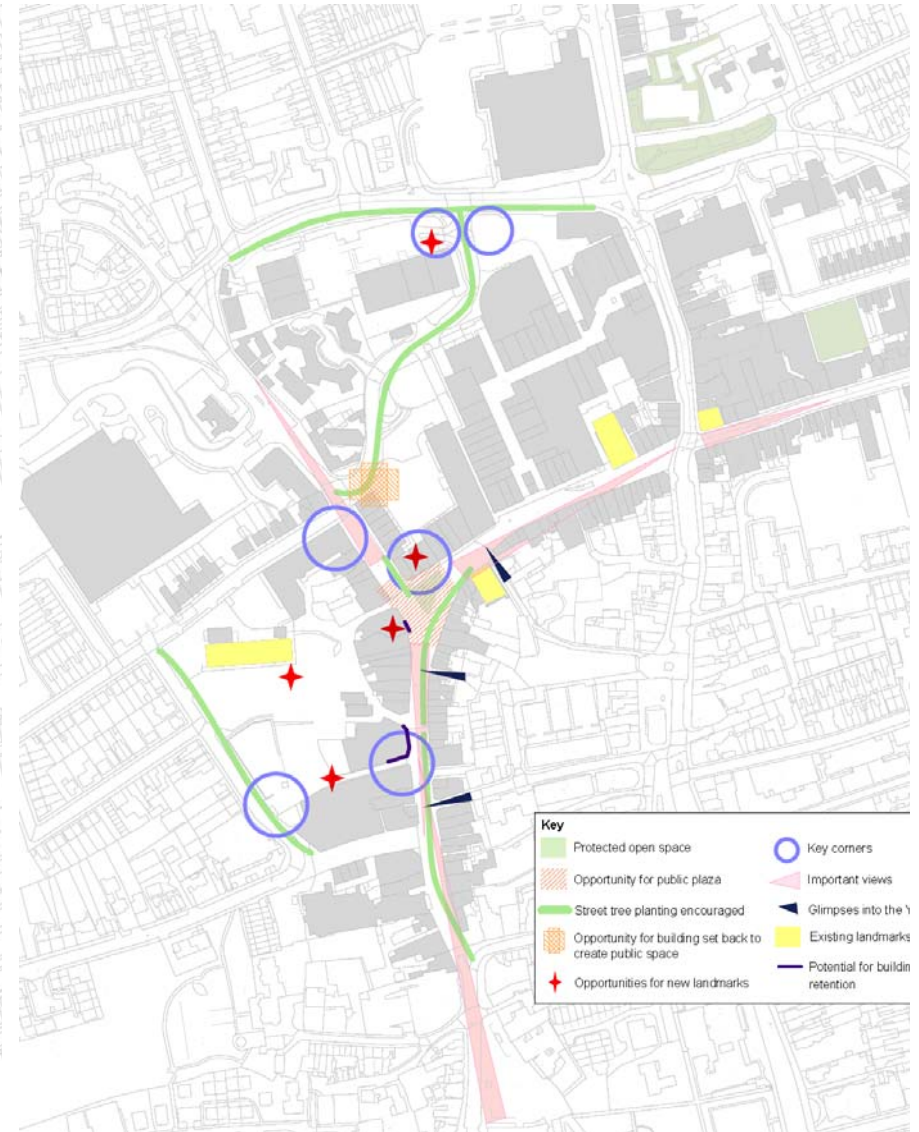


Figure SHQ.5: Spatial requirements

## The Yards Urban Code

The Yards is currently an underutilised ‘backland’ area of town which separates the High Street and Gold Street from Silver Street, Dalkeith Place and Horsemarket, and to the southern extent Market Street. At the heart of the medieval town centre, the Yards area has seen many layers of change and re-development since the earliest settlement of Kettering but has fallen into disuse and no longer enjoys the prominence or footfall it used to.

**Insert Figure Y.1: The Yards context map & AAP development sites**

### AAP Yards 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.

### Opportunities

- Historic built form and medieval connections
- Close proximity to principal retail and commercial streets
- Distinctive character area
- Restoration of historic and broken links and blocks
- Potential for creation of new public spaces
- Provide something different and distinct to Kettering and its heritage

### Key principles

- Providing activities and a new purpose for this area of the town
- Building upon existing character and generating a characteristic built form which is derived from its past
- Respecting the ‘backland’ and functional characteristics and historical development patterns and existing townscape ensuring that this character is maintained and enhanced
- Introduce a quality and consistent public realm
- Restore and convert existing buildings
- Provide physical opportunities and the right environment for independent retailers and craft workshop type enterprises to flourish
- The reinstatement of historic pedestrian connections and historic street pattern.

**Insert images**



## Urban Code

**Key**  
 Must do's - Required  
 Should do's - Encouraged  
 Could do's - Appropriate

<b>Building line</b> (Illustrated in Figure Y.2)	<ul style="list-style-type: none"> <li>▪ Varied</li> <li>▪ Tight to street / footway</li> <li>▪ Some strong and continuous frontages</li> <li>▪ Overall uneven, varied or rambling building lines and frontages with frequent breaks in blocks / buildings</li> </ul>
<b>Set backs &amp; boundary treatment</b>	<ul style="list-style-type: none"> <li>▪ Directly onto pavement / street / squares</li> <li>▪ &lt; 1m setback</li> <li>▪ Red brick walls and/or iron railings</li> </ul>
<b>Car parking</b>	<ul style="list-style-type: none"> <li>▪ Must not dominate public realm or built form</li> <li>▪ Rear courtyards</li> <li>▪ Zero parking</li> </ul>
<b>Density</b>	<ul style="list-style-type: none"> <li>▪ High</li> </ul>
<b>Building heights</b> (Illustrated in Figure Y.2)	<ul style="list-style-type: none"> <li>▪ 2-3 storeys</li> <li>▪ Varied building heights</li> </ul>
<b>Block structure / massing</b>	<ul style="list-style-type: none"> <li>▪ Reintroduce fine grain block structure</li> <li>▪ Varied massing</li> </ul>
<b>Frontages</b> (Illustrated in Figure Y.2)	<ul style="list-style-type: none"> <li>▪ Grade A-B active frontages on key elevations as shown in Figure Y.2. Grade A-C active frontages onto public routes and spaces in inner yards areas.</li> <li>▪ Uses which interact with the street and can spill out into public space</li> </ul>
<b>Corner treatments</b> (Important corners are illustrated in Figure Y.2)	<ul style="list-style-type: none"> <li>▪ Strong, positive corners on important corners</li> <li>▪ Varied</li> </ul>
<b>Skyline and roofscape</b>	<ul style="list-style-type: none"> <li>▪ Varied skyline and roofscape</li> <li>▪ Prominent chimney stacks and pots</li> <li>▪ Pitched roofs</li> <li>▪ Monopitch roofs</li> </ul>
<b>Appropriate building styles, types and details or Architectural cues</b>	<ul style="list-style-type: none"> <li>▪ Architectural cues from industrial, Victorian and functional backland built form</li> <li>▪ Building name plates</li> </ul>
<b>Materials</b>	<ul style="list-style-type: none"> <li>▪ Traditional red brick</li> <li>▪ Ironstone</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Limestone detailing</li> <li>▪ Buildings which combine ironstone/red brick</li> <li>▪ Rendering</li> <li>▪ Decorative brick detailing</li> <li>▪ Slate tiles</li> <li>▪ Contemporary materials, if used, should be sensitively and imaginatively juxtaposed with traditional or existing materials and buildings.</li> </ul>
Vertical / Horizontal articulation	<ul style="list-style-type: none"> <li>▪ Varied, including within the same building</li> </ul>

## Quarter-wide requirements

### Movement and access

Development will:

- Provide the new or enhanced pedestrian connections indicatively shown in figure Y.2; and
- Create attractive and enticing gateways into the Yards at locations shown in figure Y.2.
- Restore historic through-routes and generate footfall through these routes once again;
- Reconnect key elements of Kettering's retained medieval street pattern;
- Re-establish a fine grain block structure with a choice of routes possible through the area;
- Allow north-south pedestrian movement from Gold Street - Job's Yard - Soans Yard - Market Street.

The Yards retains remnants of Kettering's medieval street pattern. The area falls within the space between two historic linear thoroughfares running north-south - High Street/Gold Street and Horsemarket/Dalkeith Place/Silver Street. These primary routes are linked via retained medieval lanes, such as Market Street, Dryland Street and Meeting Lane. The regenerated Yards will provide several bustling 'rungs' to this 'ladder' of throughways.

### Character

New development, whether traditional or contemporary in style,

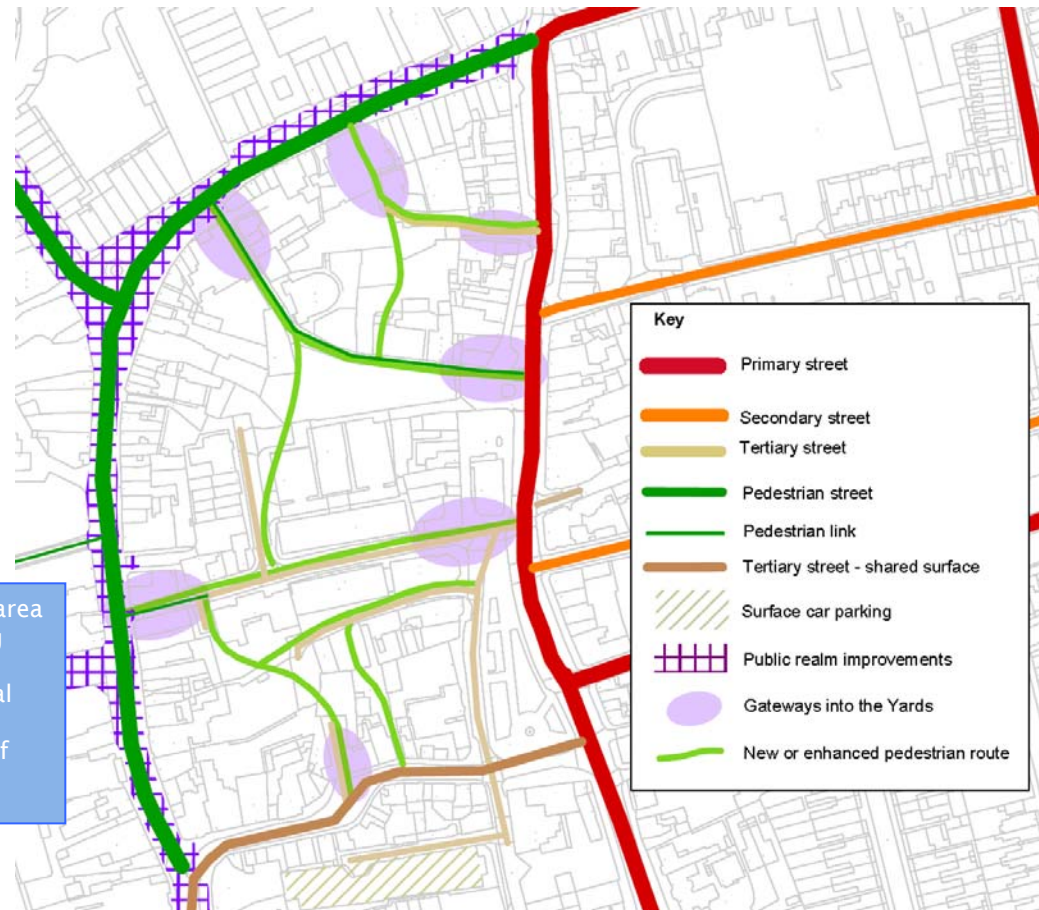


Figure Y.1: Movement & access requirements

will:

- Draw upon the existing character traits of the quarter, primarily:
  - Backland / yard / urban characteristics;
  - Victorian industrial legacy;
  - Functional architecture - reflecting the area's tradition as a service or backland area;
- Use a limited palette of materials based around red brick and slate tiles with some rendering and ironstone;
- Reinforce the historic built form which is dense and varied in type and scale;
- Front directly or provide limited setbacks to pavements and public spaces to bring definition and enclosure and reinforce the tight urban built form;
- Provide a varying, rambling built line and roofline;
- Overlook streets and public spaces with natural surveillance maximised;
- Maximise and address views up into the Yards visible from several points along principal streets, including High Street and Market Street, as shown in Figure Y.2;
- Incorporate the restoration and conversion of existing buildings where possible;
- Contribute to a high quality, distinctive and consistent public realm which will encourage users to wander and dwell in the quarter;
- Provide ambient lighting at a lower level than the main streets to maintain a difference in character with key buildings and spaces subject to feature lighting; and
- Avoid single large footprints or massing in favour of a more intimate urban scale for the historic character of the Yards to prevail.

### Open spaces and landscaping

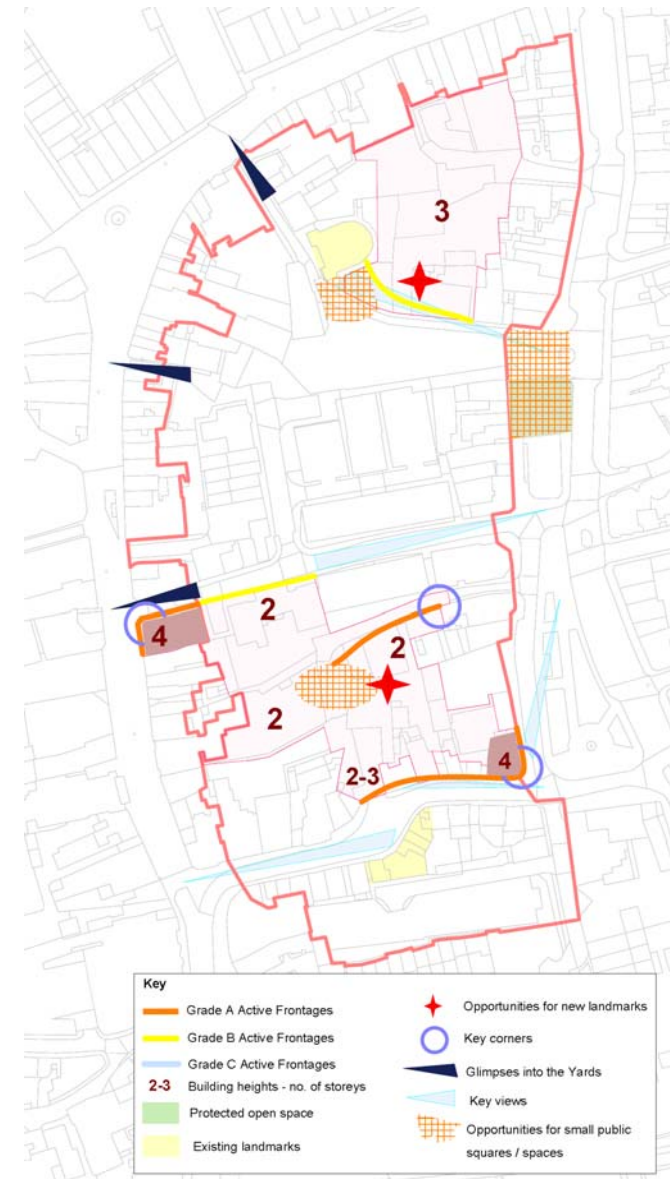
Owing to the densely developed and urban character of the Yards, open spaces will be focussed on small scale spaces and hard landscaping with occasional soft landscaping to provide variety. Development should facilitate the measures shown in Figure Y.2, namely:

- Creation of a small square to the south of the Toller Meeting Rooms to highlight this landmark building, improve its setting and create a focal point;
- Creation of a new urban square fronting Dalkeith Place to act as an entrance into the Job's Yard and Ebenezer Place areas and join activities in Horsemarket and Silver Street with the Yards; and
- Creation of a new pedestrian gateway at Soans Yard/Market Street to draw visitors into the Yards.

### Site specific requirements

Site Y2 - New development will:

- Respond positively to the largely retained historic character - backland development which



- typified the evolution of Kettering's industry from cottage to large scale manufacturing;
- Maintain the variety of existing building types, forms, mass and scale;
- Strike a subtle balance between sensitive new development and the refurbishment of existing buildings;
- Reinforce the intimacy of public spaces and the complexity of the built form;
- Be of a small scale of predominantly 2 storeys. 3 storey development may be considered appropriate where reflecting the scale of surrounding buildings or to provide enclosure along important routes or visual landmarks along key vistas. 4 storeys may be appropriate at key corners illustrated in Figure Y.2; and
- Maximise opportunities for key architectural landmarks both within the scheme and at its corners to further encourage people to pass through the area.

**Figure Y.2: Frontages & spatial requirements**

**Site Y1** – New development will:

- Maximise the potential of, and enhance the setting of, the distinctive landmark building of the Toller Church Meeting Rooms;
- Restore a historic pedestrian connection between Gold Street and Silver Street – indicative routes are shown in Figure Y.1;
- Respond to its past as an industrial area; and
- Reinforce the intimacy of public spaces and the complexity of surrounding townscape;

**Insert images - existing character & precedent images**

## The Restaurant Quarter Urban Code

The Restaurant Quarter is focused around Kettering's Market Place, the historic heart of the town. The Quarter is central to the Kettering Conservation Area and is characterised by a number of attractive landmark buildings. The Market Place has recently been rejuvenated with the completion of its award winning public realm scheme, which has reinvented the space as an amphitheatre-based focal point for meeting, relaxing, performance and civic occasions.

**AAP Restaurant Quarter 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 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 is due to be completed by Autumn 2011 and will help to increase activity and bring 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.

**INSERT Figure RQ.1: Restaurant Quarter context map**

<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>▪ Public open space</li> <li>▪ Strong historic assets</li> <li>▪ Shop front improvements</li> <li>▪ Re-establish historic heart of town centre</li> <li>▪ Strong pedestrian links</li> <li>▪ Numerous character cues – ironstone, limestone, red brick, Victorian, Edwardian</li> </ul>	<p><b>INSERT IMAGES</b></p>	<p style="text-align: center;"><b>Key principles</b></p> <ul style="list-style-type: none"> <li>▪ Bringing definition and enclosure to streets and public spaces</li> <li>▪ Linking new developments to the existing built fabric</li> <li>▪ Providing activity generating developments which maximise the Market Place</li> <li>▪ Enhancing the setting and potential of historic assets including improvements to existing building frontages</li> </ul>
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### Urban Code

**Key**  
 Must do's – Required  
 Should do's – Encouraged  
 Could do's – Appropriate

Restaurant Quarter	
<b>Development sites</b>	RQ1 and RQ2
<b>Building line</b>	<ul style="list-style-type: none"> <li>▪ Strong and continuous frontage</li> <li>▪ Parallel and tight to street / footway</li> <li>▪ Uneven, varied or rambling building lines to the rear</li> </ul>
<b>Set backs &amp; boundary treatment</b>	<ul style="list-style-type: none"> <li>▪ Directly onto pavement / footway / Market Place</li> <li>▪ Ironstone &amp; Limestone (sometimes in combination) walls between plots</li> </ul>
<b>Car parking</b>	<ul style="list-style-type: none"> <li>▪ No on plot frontage car parking</li> <li>▪ Rear courtyards or subterranean parking</li> </ul>

<b>Density</b>	<ul style="list-style-type: none"> <li>▪ High</li> </ul>
<b>Building heights</b>	<ul style="list-style-type: none"> <li>▪ 2-3 storeys</li> <li>▪ Must not block views of church</li> <li>▪ Varied building heights</li> </ul>
<b>Block structure / massing</b>	<ul style="list-style-type: none"> <li>▪ Medium-fine grain</li> <li>▪ Defined blocks of coherent units</li> <li>▪ Large mass created by many individual units</li> <li>▪ Imposing buildings</li> </ul>
<b>Frontages</b>	<ul style="list-style-type: none"> <li>▪ Grade A active frontages onto Sheep Street &amp; Market Place</li> <li>▪ High quality materials and detailing to frontages</li> <li>▪ Uses which can spill out into public space</li> <li>▪ Maximise windows and doors on all frontages</li> </ul>
<b>Corner treatments</b>	<ul style="list-style-type: none"> <li>▪ Buildings should address and define corners</li> <li>▪ Buildings which curve to contour of the corner encouraged</li> </ul>
<b>Skyline and roofscape</b>	<ul style="list-style-type: none"> <li>▪ Prominent chimney stacks and pots</li> <li>▪ Varied skyline and roofscape</li> <li>▪ Pitched roofs</li> <li>▪ Gabled roofs</li> <li>▪ Gable features</li> </ul>
<b>Appropriate building styles, types and details or Architectural cues</b>	<ul style="list-style-type: none"> <li>▪ Architectural cues from traditional and historic surrounding built form</li> <li>▪ Architectural detailing including limestone and building names</li> </ul>
<b>Materials</b>	<ul style="list-style-type: none"> <li>▪ Red brick</li> <li>▪ Ironstone</li> <li>▪ Limestone</li> <li>▪ Buildings which combine ironstone / limestone/red brick</li> <li>▪ Rendering</li> <li>▪ Decorative brick or stone detailing</li> <li>▪ Slate tiles</li> </ul>
<b>Vertical / Horizontal articulation</b>	<ul style="list-style-type: none"> <li>▪ Vertical</li> </ul>

## Quarter-wide requirements

New development should respect the Quarter's strong historic character and take cues from the wealth of architectural cues and distinctive building materials which exist in the quarter. Whilst a contemporary approach to design would not be excluded, it is important that the architecture of any new buildings respects the vertical rhythms set by the existing architecture within the Quarter. Developments which affect the appearance of existing buildings within the quarter must enhance their frontages and seek to replace unsympathetic modern building treatments with more understated traditional forms. Subtle up-lighting of buildings and architectural features will be encouraged.

## Movement and access

Uses within the Quarter will bring activity to streets and spaces which will be unified by an enhanced public realm. The pedestrian will have priority over the motor vehicle within this Quarter. Restaurants and cafes should spill out onto the public realm to increase street activity and provide vibrancy.

## Built line & frontages

Development will:

- Sensitively respond to the quarter's built heritage and enhance the setting of these assets;
- Be consistent with the character, scale and materials of the existing townscape;
- Respect the height of existing buildings within the vicinity and the strong historic character of the space, the existing emphasis being typically of two to three bay width and of vertical emphasis;
- Provide active frontages on all development fronting onto Market Place or Sheep Street, generating activity and providing natural surveillance;
- Closely define streets;
- Not adversely compromise important views across the Market Place and towards the Grade I listed Church of Saint Peter and Saint Paul and the landmark Corn Exchange.
- Retain remaining and enhance underutilised historic shopfronts through control of fascia and other signage design and illumination; and
- Use a limited palate of high quality historically appropriate materials focussed around ironstone, limestone, red brick, render and slate. This can include a mix of these materials within one building's design.

## Site RQ1

Any new building will:

- Be sensitive to the setting of the neighbouring Corn Exchange so as not to block the historic painted signage on the buildings southern elevation;
- Be limited to the equivalent of three storeys and not exceed the height of the Corn Exchange;
- Front immediately onto the Market Place;
- Respect existing residential neighbours to the east;
- Maximise its relationship with the church and its setting;
- Provide activity which can spill out onto the Market Place;
- Respond to the topography which slopes from north – south; and
- Take inspiration from the frequent examples of architectural detailing in the quarter.

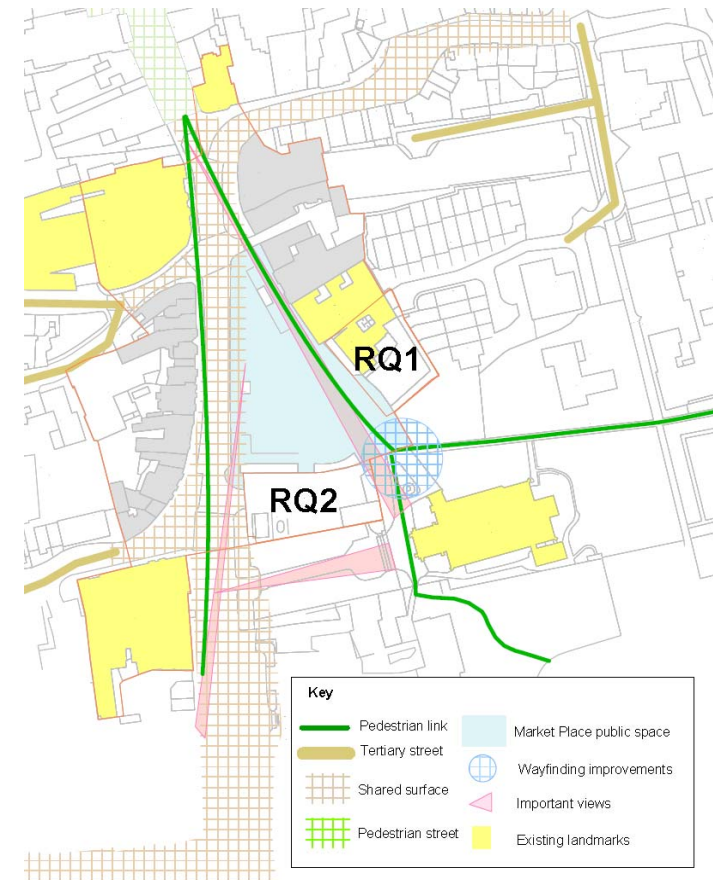


Figure RQ.2: Movement & features

## Open spaces and landscaping

The Market Place has been the focus for significant award winning public realm works including the amphitheatre, water fountains and timeline feature. The planting of trees has extended the historic avenue of Limes along Sheep Street through the Market Place and onto the High Street. Further appropriate tree planting will be encouraged at suitable points. Further public realm enhancements will be focussed on creating a shared surface on Sheep Street into Market Street; on improving links leading into High Street; and improved wayfinding between the Restaurant Quarter and the High Street and the Railway Station. Pedestrian priority will hold sway throughout the quarter.

**INSERT Images - existing character & precedent images**



# The Station Quarter Urban Code

The Station Quarter is an area where significant change to the built form and public realm is proposed in the AAP. New development will create a high quality, attractive and distinctive gateway to the town centre. The will complement the character and boost the vitality of the town centre ensuring Kettering is a desirable destination for businesses, visitors and inhabitants.

**AAP Station Quarter Vision**

The Station Quarter will be a high quality sub-regional destination offering a sustainable mix of employment, transport infrastructure and open spaces with complimentary 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.

**Insert Figure STQ.1: Station Quarter context map**

- Opportunities**
- Potential to improve links between station and inner town centre
  - Potential to improve links between station and surrounding residential areas
  - Potential to improve facilities associated with transport hub
  - Pleasant open green space retained as asset to town
  - Strong character cues - industrial though to high status Victorian buildings
  - Space to provide a distinctive gateway to Kettering
- Key principles**
- Bringing legibility between station and town centre
  - Providing a vibrant and attractive open space within transport hub
  - Delivering a user-friendly and efficient transport inter-change
  - Introducing high quality architecture to raise design standards in the area
  - Linking new developments to the transport hub and town centre
  - Providing usable, practical and pleasant green spaces
  - Enhancing setting and potential of historic assets
- INSERT images**

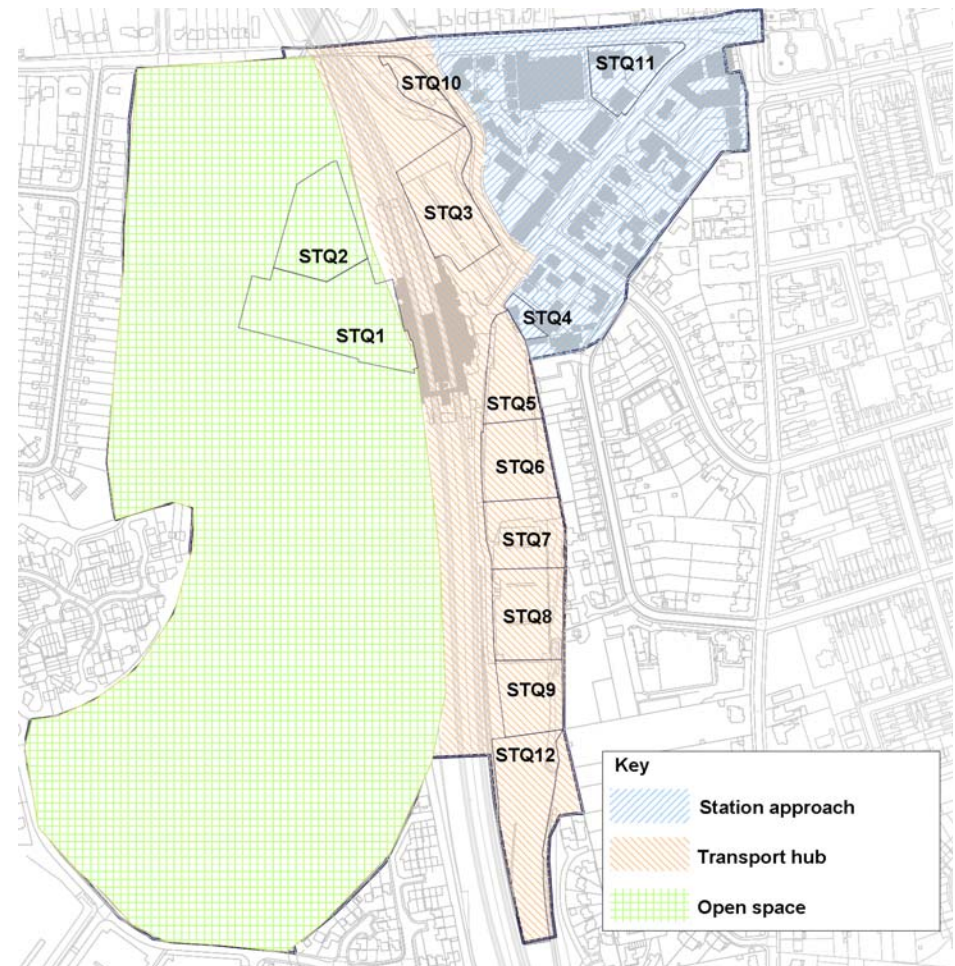


Figure STQ.2: Station Quarter character areas & AAP development sites

## Urban Code

The Code outlines different requirements for each of the 3 identified character areas (as shown in Figure STQ.2), reflecting the transition from east to west, followed by general principles which should be adhered to throughout the quarter.

**Key**  
 Must do's - Required  
 Should do's - Encouraged  
 Could do's - Appropriate

	Character Area		
	Station Approach	Station/Transport Hub	Open Space
<b>Development sites</b>	STQ4, STQ11	STQ3-12	STQ1, STQ2
<b>Building line</b> (Illustrated in Figure STQ.4)	<ul style="list-style-type: none"> <li>▪ Continuous linear to the front</li> <li>▪ Set back from street</li> </ul>	<ul style="list-style-type: none"> <li>▪ Linear</li> <li>▪ Some variation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Varied</li> </ul>
<b>Setbacks &amp; boundary treatment</b>	<ul style="list-style-type: none"> <li>▪ Consistent</li> <li>▪ 4-5m soft or hard landscaped functional or amenity space to front of buildings</li> <li>▪ Red brick walls</li> <li>▪ Iron railings</li> </ul>	<ul style="list-style-type: none"> <li>▪ Consistent within development blocks</li> <li>▪ Varied between blocks</li> <li>▪ Variety of boundary treatments</li> </ul>	<ul style="list-style-type: none"> <li>▪ Consistent within development blocks</li> <li>▪ Variety of boundary treatments</li> </ul>
<b>Car parking</b>	<ul style="list-style-type: none"> <li>▪ On-street parking</li> <li>▪ On plot frontage car parking</li> <li>▪ Zero car parking</li> </ul>	<ul style="list-style-type: none"> <li>▪ Multi-storey car parks of 2-4 storeys on allocated sites which will respond to the topography of the site and integrate well with the adjoining townscape</li> <li>▪ On street if carefully integrated into public realm</li> <li>▪ Zero car parking</li> <li>▪ Subterranean</li> </ul>	<ul style="list-style-type: none"> <li>▪ Multi-storey car parks of 2-4 storeys on allocated sites which will integrate well with the surrounding green and open spaces</li> <li>▪ On street/frontage parking if carefully integrated into public realm</li> <li>▪ Subterranean</li> </ul>
<b>Density</b>	<ul style="list-style-type: none"> <li>▪ Medium- High</li> </ul>	<ul style="list-style-type: none"> <li>▪ Medium-high</li> <li>▪ Higher densities may be appropriate in taller buildings</li> </ul>	<ul style="list-style-type: none"> <li>▪ Medium</li> </ul>
<b>Building heights</b> (Illustrated in Figure STQ.4)	<ul style="list-style-type: none"> <li>▪ Minimum 3 storeys</li> <li>▪ Maximum 5 storeys</li> <li>▪ Scope for some variation in physical heights independent of number of storeys</li> </ul>	<ul style="list-style-type: none"> <li>▪ 2 - 5 storeys</li> <li>▪ Varied to allow land mark buildings</li> </ul>	<ul style="list-style-type: none"> <li>▪ 2-5 storeys</li> <li>▪ Variety of heights to vary skyline whilst protecting views of church spire and landmarks</li> <li>▪ Scope for tall buildings to create landmarks and define corners</li> <li>▪ Higher buildings located at lowest gradient and at key landmark sites</li> </ul>
<b>Block structure / massing</b>	<ul style="list-style-type: none"> <li>▪ Coarse grain</li> <li>▪ Gaps between buildings</li> </ul>	<ul style="list-style-type: none"> <li>▪ Coarse grain</li> <li>▪ Variable plot widths and depths</li> </ul>	<ul style="list-style-type: none"> <li>▪ Medium-coarse grain</li> <li>▪ Creation of permeable block structures</li> </ul>

	retained	<ul style="list-style-type: none"> <li>Scope for larger scale buildings and massing</li> </ul>	<ul style="list-style-type: none"> <li>Variable plot widths and depths</li> <li>Massing should reduce at edge of development</li> </ul>
<b>Frontages</b> (Illustrated in Figure STQ.4)	<ul style="list-style-type: none"> <li>Grade A-B active frontages onto streets</li> <li>High quality materials and detailing to frontages</li> </ul>	<ul style="list-style-type: none"> <li>Grade A-C active frontages overlooking street, car parking and pedestrian routes</li> </ul>	<ul style="list-style-type: none"> <li>Grade B active frontages to car parking, street and open spaces</li> </ul>
<b>Corner treatments</b> (Illustrated in Figure STQ.4)	<ul style="list-style-type: none"> <li>Opportunities for landmark buildings on prominent corners</li> <li>Buildings will positively address corners</li> </ul>	<ul style="list-style-type: none"> <li>Buildings will address and define corners</li> <li>Variety of corner treatments</li> </ul>	<ul style="list-style-type: none"> <li>Buildings will address and define corners</li> </ul>
<b>Skyline and roofscape</b>	<ul style="list-style-type: none"> <li>Varied skyline and roofscape</li> <li>Pitched roofs</li> <li>Gabled roofs</li> <li>Gable features</li> </ul>	<ul style="list-style-type: none"> <li>Varied skyline and roofscape</li> <li>Pitched roofs</li> <li>Mono-pitched roofs</li> <li>Flat roofs</li> <li>Sedum /green roofing</li> </ul>	<ul style="list-style-type: none"> <li>Varied skyline and roofscape</li> <li>Pitched roofs</li> <li>Mono pitch roofs</li> <li>Flat roofs</li> <li>Sedum /green roofing</li> </ul>
<b>Appropriate building styles, types and details or Architectural cues</b>	<ul style="list-style-type: none"> <li>Nineteenth century and Victorian architectural cues</li> <li>High quality contemporary architecture</li> </ul>	<ul style="list-style-type: none"> <li>Functional style</li> <li>High quality contemporary architecture</li> </ul>	<ul style="list-style-type: none"> <li>High quality contemporary architecture</li> </ul>
<b>Materials</b>	<ul style="list-style-type: none"> <li>Red brick</li> <li>Slate tiles</li> <li>Render</li> <li>Clay roof tiles</li> <li>Slate effect tiles on modern buildings</li> <li>Timber painted windows</li> <li>Aluminium windows</li> </ul>	<ul style="list-style-type: none"> <li>Red brick</li> <li>Slate tiles</li> <li>Render</li> <li>Glass</li> <li>Sedum/green roofing</li> <li>Timber windows</li> <li>Aluminium windows</li> <li>Iron detailing &amp; canopies</li> <li>Cladding including timber, metals or contemporary finishes</li> <li>Solar or photovoltaic panels</li> </ul>	<ul style="list-style-type: none"> <li>Red brick</li> <li>Slate tiles</li> <li>Render</li> <li>Glass</li> <li>Sedum/green roofing</li> <li>Timber windows</li> <li>Aluminium windows</li> <li>Cladding, including timber, metals or contemporary finishes</li> <li>Solar or photovoltaic panels</li> </ul>
<b>Vertical / Horizontal articulation</b>	<ul style="list-style-type: none"> <li>Horizontal</li> </ul>	<ul style="list-style-type: none"> <li>Mix of horizontal and vertical</li> </ul>	<ul style="list-style-type: none"> <li>Mix of horizontal and vertical</li> </ul>

## Character area requirements

### Insert images

#### Station Approach - development will:

- Sensitively respond to the built heritage of the character area and enhance the setting of these assets;
- Be consistent with the character and scale of the buildings fronting Station Road;
- Reflect the topography and surroundings;
- Be constructed with high quality and durable materials that respect the existing street scene; and
- Respond to views of existing landmarks and create new landmarks at key points.

#### Station/Transport Hub – development will:

- Create a distinctive new character;
- Include a greater variety of styles, scales and materials;
- Respect and enhance the setting of the Station building;
- Draw on the area’s functional and industrial heritage; and
- Be high quality and innovative

#### Open Space – Development will:

- Create a distinctive new character;
- Integrate well with the adjoining green open space in terms of design, architecture and landscaping;
- Explore the scope for a greater range of architectural responses, materials and scale of buildings;
- Present high quality new active frontages to open spaces; and
- Provide strong pedestrian permeability and legibility

## Quarter-wide requirements

### Movement and access

#### Development will:

- Facilitate the delivery of measures allocated in the AAP including a new pedestrian railway crossing, transport interchange and public realm improvements.
- Where practicable create connections along the indicative pedestrian desire lines illustrated in Figure STQ.3, to further improve connectivity and encourage through movement.

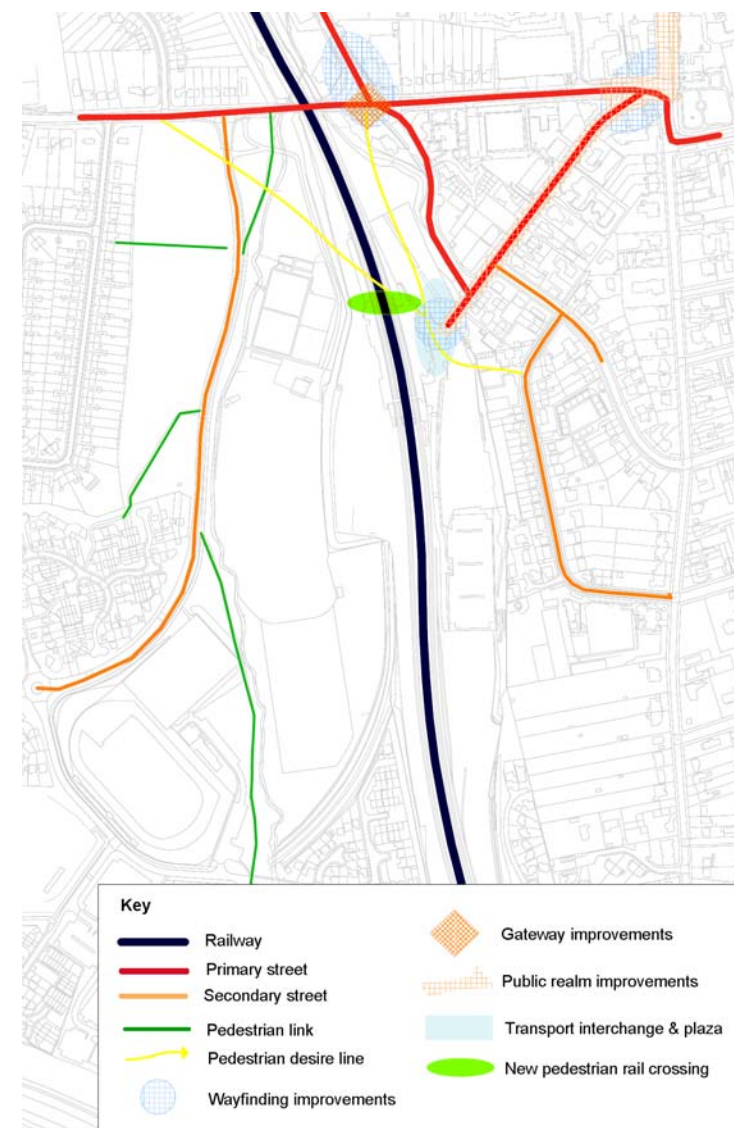


Figure STQ.3: Movement & access requirements

- Facilitate improvements to wayfinding and legibility at the key points indicated in Figure STQ.3, to better link the quarter to the town centre, through maximising visual cues (especially of the church spire), creating legible streets and buildings, and through provision of new signage and public realm.

### Views & Wayfinding

The key view from the Station to the Church of St Peter and Paul should be maximised. New landmark buildings should be provided in appropriate locations to announce key routes through the quarter, as shown in Figure STQ.4.

New development on sites STQ1 and STQ2 should respect the surrounding open space and should be designed to sit comfortably within its setting.

### Built line and frontages

Indicative requirements for active frontages are provided in Figure STQ.4. Active frontages will be maximised on elevations fronting open spaces, car parks, cycle paths and pedestrian routes open spaces and primary streets.

Across all 3 character areas, spaces and streets should be clearly defined by buildings or features within the public realm to ensure streets, footpaths and open spaces are legible. The built line should generally be consistent and linear and create defined streets and spaces in the south of the quarter which is currently open land.

### Open spaces and landscaping

**The AAP outlines specific requirements for open space in the Station Quarter:**

- 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 green space at site STQ2; and
- Provide development contributions towards quality and accessibility improvements to Northampton Road Recreation Ground (north) and Northampton Road amenity green space.

The emerging Slade Brook Green Infrastructure Strategy which will contain full details of open space and Green Infrastructure creation and address issues of water management. Principles for the Slade Brook Green Infrastructure Corridor are summarised in Table STQ.1



Figure STQ.4: Frontages, building heights & spatial requirements

Appropriate tree planting and landscaping will be required within the public realm, particularly along Station Road. Where public realm improvements result in the loss of trees these should be replaced.

New development should incorporate hard and soft landscaping which assimilates the development into the street scene.

Innovative solutions to providing bins, cycle parking, utilities and other street furniture appropriate to each character area will be designed into developments to ensure a high quality public realm and pleasant environment

**The Slade Brook Green Infrastructure corridor will:**

- Open up the Slade Brook watercourse and its amenity, aesthetic and biodiversity potential;
- Create an attractive green setting along the Slade Brook to help to create a new character for the town centre;
- Create a linked series of multifunctional open spaces with recreation, amenity, flood management and biodiversity benefits;
- Seek to re-naturalise the river with bank and channel improvements to soften and enhance its setting and ecological value;
- Provide accessible, pleasant, safe, active and overlooked pedestrian and cyclist connections into the new Meadow Road urban park, inner town centre and surrounding areas; and
- Provide space for flood mitigation measures (to be detailed in the Green Infrastructure Strategy).



**Table STQ.1: Slade Brook Green Infrastructure corridor**

# The New Residential Quarter Urban Code

The New Residential Quarter is an area where comprehensive change is proposed in the AAP and given the limitations of the existing built form and land use it would be easy to allow carte blanche to future development proposals in the area. However, to do so would be to miss an opportunity to build on the existing assets and the surprisingly rich character traits the quarter does possess. Instead new development will deliver a high quality distinctive new quarter which responds to its context and heritage but creates a new character of its own.

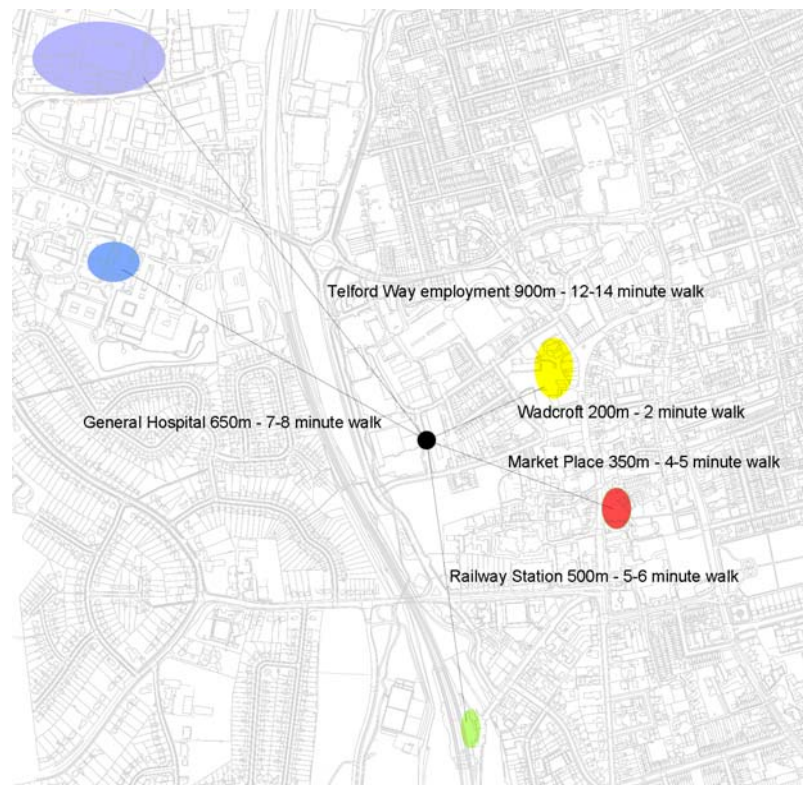


Figure NRQ.1: New Residential Quarter context map

## AAP New Residential Quarter 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.

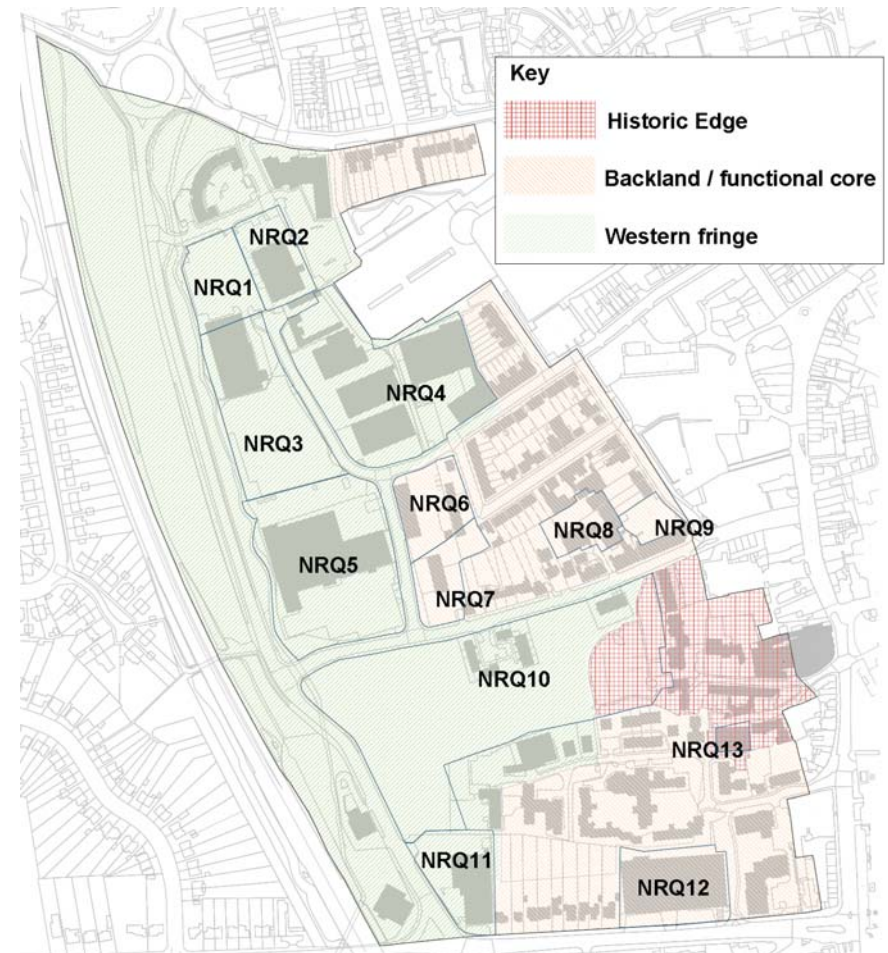


Figure NRQ.2: New Residential Quarter character areas & AAP development sites

### Opportunities

- Open space
- Slade Brook
- Topography - elevated land to the east and excellent views and strong potential relationship with the rest of Kettering
- Proximity to inner town centre and transport infrastructure
- Restoration of historic and broken connections and blocks
- Strong visual 'signposts' to inner town centre
- Historic assets including West Street area and Westfield House and Gardens
- Numerous character cues - ironstone, red brick, Victorian, cottages, industrial legacy, art deco bingo hall

### Key principles

- Bringing definition and enclosure to streets
- Introducing high quality architecture to raise design standards in the area
- Recreating urban block structures, permeability and connectivity
- Linking new developments to the existing built fabric
- Providing usable, practical and vibrant green spaces which maximise the Slade Brook
- Enhancing setting and potential of historic assets



## Urban Code

Three different character areas are identified in the quarter, reflecting the transition from east to west. The Character Areas are shown in Figure NRQ.2. The Code outlines different requirements for each of the 3 character areas followed by more general principles to be adhered to throughout the quarter.

### Key

Must do's - Required

Should do's - Encouraged

Could do's - Appropriate

	Character Area		
	Historic edge	Backland / functional core	Western fringe
<b>Development sites</b>	NRQ13, eastern NRQ10	NRQ6, NRQ7, NRQ8, NRQ9, NRQ12	NRQ1, NRQ2, NRQ3, NRQ4, NRQ5, western NRQ10, NRQ11
<b>Building line</b> (Illustrated in Figure NRQ.4)	<ul style="list-style-type: none"> <li>▪ Continuous linear to the front</li> <li>▪ Tight to line of street</li> <li>▪ Uneven, varied or rambling building lines are appropriate to the rear and sides</li> </ul>	<ul style="list-style-type: none"> <li>▪ Continuous</li> <li>▪ Linear</li> <li>▪ Occasional non-continuous units or setbacks</li> <li>▪ Off street backland infills can vary line</li> </ul>	<ul style="list-style-type: none"> <li>▪ Strong and continuous</li> <li>▪ Parallel and tight to street</li> </ul>
<b>Set backs &amp; boundary treatment</b>	<ul style="list-style-type: none"> <li>▪ Consistent</li> <li>▪ Directly onto pavement</li> <li>▪ Ironstone or red brick walls</li> </ul>	<ul style="list-style-type: none"> <li>▪ Directly onto pavement</li> <li>▪ 1-2m privacy strip - soft or hard landscaped functional or</li> </ul>	<ul style="list-style-type: none"> <li>▪ Consistent within development blocks</li> <li>▪ Directly onto pavement or</li> <li>▪ 1-2m semi-private strips for functional or</li> </ul>



	Character Area		
	Historic edge	Backland / functional core	Western fringe
	<ul style="list-style-type: none"> <li>Iron railings</li> </ul>	<ul style="list-style-type: none"> <li>amenity space</li> <li>Red brick walls, pillars and capping</li> <li>Occasional ironstone walls</li> </ul>	<ul style="list-style-type: none"> <li>amenity space</li> <li>Variety of boundary treatments</li> </ul>
<b>Car parking</b>	<ul style="list-style-type: none"> <li>No on plot frontage car parking</li> <li>Rear courtyards</li> <li>Zero car parking</li> </ul>	<ul style="list-style-type: none"> <li>No on plot frontage car parking on grade A-B active frontages</li> <li>Rear courtyards</li> <li>Integral garages</li> <li>On street if carefully integrated into public realm</li> <li>Zero car parking</li> </ul>	<ul style="list-style-type: none"> <li>No on plot frontage car parking on grade A-B active frontages</li> <li>Rear courtyards</li> <li>Integral garages</li> <li>On street if carefully integrated into public realm</li> <li>Subterranean</li> </ul>
<b>Density</b>	<ul style="list-style-type: none"> <li>High - 75dph - 125dph</li> </ul>	<ul style="list-style-type: none"> <li>Medium-high - 40dph-75dph</li> <li>Higher densities may be appropriate in taller buildings</li> </ul>	<ul style="list-style-type: none"> <li>Medium-high across a range of sites and dwelling types - 45dph (houses) -125dph (apartments)</li> <li>Higher densities may be appropriate in taller buildings</li> </ul>
<b>Building heights</b> (Illustrated in Figure NRQ.4)	<ul style="list-style-type: none"> <li>Minimum 2 storeys</li> <li>Maximum 2.5 or 3 storeys</li> <li>Scope for some variation in physical heights independent of number of storeys</li> </ul>	<ul style="list-style-type: none"> <li>Maximum 3 storeys</li> <li>Higher buildings should be located at the lower areas of the slope</li> <li>1 storey buildings</li> </ul>	<ul style="list-style-type: none"> <li>Minimum 2 storeys</li> <li>Variety of heights to vary skyline whilst protecting views of church spire and landmarks</li> <li>Higher buildings located at lowest gradient and at key landmark sites, as shown in Figure NRQ.5</li> <li>2-5 storeys</li> <li>Scope for tall buildings to create landmarks and define corners</li> <li>Potential for 6 storeys on site NRQ4, subject to design and amenity</li> </ul>
<b>Block structure / massing</b>	<ul style="list-style-type: none"> <li>Fine grain</li> <li>Defined blocks of coherent units</li> <li>Domestic scale and massing</li> <li>Narrow plots and frontages</li> </ul>	<ul style="list-style-type: none"> <li>Fine grain</li> <li>Creation or reinstatement of defined, permeable block structures</li> <li>Provision of pedestrian links the starting point for block structures</li> <li>Primarily domestic scale</li> <li>Some larger scale buildings may be appropriate to maintain a</li> </ul>	<ul style="list-style-type: none"> <li>Medium-fine grain</li> <li>Creation of permeable walkable blocks</li> <li>Block structure will provide pedestrian routes shown in Figure NRQ.3</li> <li>Variable plot widths and depths</li> <li>Scope for some larger scale buildings and massing</li> <li>Large mass buildings stepped down to neighbours</li> </ul>

	Character Area		
	Historic edge	Backland / functional core	Western fringe
		<ul style="list-style-type: none"> <li>varied townscape</li> <li>Variable plot widths</li> </ul>	
<b>Frontages</b> (Illustrated in Figure NRQ.4)	<ul style="list-style-type: none"> <li>Grade A-B active frontages onto streets</li> <li>High quality materials and detailing to frontages</li> </ul>	<ul style="list-style-type: none"> <li>Grade A-C frontages onto streets,</li> <li>Active frontages and windows overlooking pedestrian routes</li> <li>Good quality materials and details to frontages</li> </ul>	<ul style="list-style-type: none"> <li>Grade A-C frontages onto key streets, paths and open spaces</li> <li>Maximise windows and doors on all frontages</li> <li>Balconies, canopies or bay windows on frontages addressing open space and new pedestrian routes</li> <li>Opportunities for solar gain glazing</li> </ul>
<b>Corner treatments</b> (Illustrated in Figure NRQ.5)	<ul style="list-style-type: none"> <li>Buildings should address corners but in an understated way retaining the domestic scale and massing</li> <li>Buildings which curve to the contours of corners</li> </ul>	<ul style="list-style-type: none"> <li>Variety of corner treatments</li> </ul>	<ul style="list-style-type: none"> <li>Buildings will address and define corners</li> <li>Buildings will positively address key corners shown in Figure NRQ.5</li> <li>An additional storey may be provided to emphasise key street corners and intersections</li> <li>Opportunities for setback in building line on corner plots to create more public space, as shown in Figure NRQ.5</li> </ul>
<b>Skyline and roofscape</b>	<ul style="list-style-type: none"> <li>Pitched roofs</li> <li>Varied, uneven or rambling roofline</li> <li>Prominent chimney stacks and pots</li> </ul>	<ul style="list-style-type: none"> <li>Pitched roofs</li> <li>Gabled roofs</li> <li>Gable features</li> <li>Varied skyline</li> <li>Prominent chimney stacks and pots</li> </ul>	<ul style="list-style-type: none"> <li>Varied skyline and roofscape</li> <li>Pitched roofs</li> <li>Gabled roofs</li> <li>Gable features</li> <li>Mono pitch roofs</li> <li>Flat roofs</li> <li>Sedum /green roofing</li> </ul>
<b>Appropriate building styles, types and details or Architectural cues</b>	<ul style="list-style-type: none"> <li>Victorian and nineteenth century architectural cues</li> <li>Terraced cottage style houses</li> <li>Courtyard developments</li> <li>Mews</li> <li>Access archways with built form above ('coach house' style)</li> </ul>	<ul style="list-style-type: none"> <li>Victorian architectural cues</li> <li>Functional style</li> <li>Cottage style houses</li> <li>Courtyard developments</li> <li>Backland areas – industrial / yard / courtyard characteristics</li> <li>Mews</li> <li>Terraces</li> <li>Semi-detached</li> <li>Occasional detached villas</li> <li>Live / work units</li> </ul>	<ul style="list-style-type: none"> <li>Contemporary architecture</li> <li>Potential for inspiration from Victorian, functional and art deco influences</li> <li>Terraces</li> <li>Semi-detached</li> <li>Townhouses</li> <li>Detached villas</li> <li>Apartments</li> <li>Live / work units</li> <li>Eco-homes / green technologies and solar gain</li> </ul>

	Character Area		
	Historic edge	Backland / functional core	Western fringe
		<ul style="list-style-type: none"> <li>Opportunities for occasional art deco inspired design</li> </ul>	<ul style="list-style-type: none"> <li>Opportunities for occasional art deco inspired design</li> </ul>
<b>Materials</b>	<ul style="list-style-type: none"> <li>Local Ironstone</li> <li>Red brick</li> <li>Slate tiles</li> <li>Buildings which combine ironstone and red brick</li> <li>Iron rainwater goods</li> <li>Timber doors and windows</li> <li>Cobbled surfaces</li> </ul>	<ul style="list-style-type: none"> <li>Red brick</li> <li>Decorative brick or stone detailing</li> <li>Occasional ironstone</li> <li>Slate tiles</li> <li>Timber doors (including garage doors and gates)</li> <li>Rendering</li> </ul>	<ul style="list-style-type: none"> <li>Red brick</li> <li>Ironstone</li> <li>Cladding, including timber, metals or contemporary treatments</li> <li>Rendering</li> <li>Slate tiles</li> <li>Sedum /green roofing</li> <li>Solar or photovoltaic panels</li> </ul>
<b>Vertical / Horizontal articulation</b>	<ul style="list-style-type: none"> <li>Vertical</li> </ul>	<ul style="list-style-type: none"> <li>Varied</li> </ul>	<ul style="list-style-type: none"> <li>Varied</li> </ul>

## Character area requirements

### Historic Edge - development will:

- Sensitively respond to the built heritage of the character area and enhance the setting of these assets;
- Be consistent with the character, domestic scale and materials of the existing townscape;
- Seek to retain existing outbuildings and former industrial buildings; and
- Use a limited palate of historically appropriate materials focussed around ironstone, red brick and slate.

### Backland / Functional Core – development will:

- Include a greater variety of materials, styles and scales to reflect the varied surrounding townscape;
- Repair broken or disjointed frontages through adherence with building lines shown in Figure NRQ.4;
- Draw on the area’s functional and industrial heritage, characteristics and materials;
- Maximise backland, courtyard or yards characteristics with mews or courtyard developments at an intimate scale;
- Vary built forms and rooflines;
- Retain existing outbuildings and former industrial buildings where possible;
- Maximise glimpses of wider townscape and landmarks particularly on elevated sites to the east; and
- Employ a limited palette of materials strongly based on red brick.

### Western Fringe – development will:

- Create a distinctive new character;
- Explore the scope for a greater range of architectural responses, materials and scale of buildings;
- Present high quality new active frontages to prominent streets, footpaths and open spaces, as shown in Figure NRQ.4;
- Recreate a defined block structure with strong pedestrian permeability and legibility, as shown in Figures NRQ.3 and NRQ.4;
- Respond to views of existing landmarks and create new landmarks at key points, as shown in Figure NRQ.5;

- Provide a strong, positive built line towards the railway line; and
- Include modern interpretations of the Kettering vernacular.

## Quarter-wide requirements

### Views & Wayfinding

Development should respond to and open up existing landmarks, views and glimpses of landmarks and townscape to better link the quarter with the inner town centre. Key views which development should maximise the potential of and not obstruct are shown in Figure NRQ.5, along with opportunities for new landmark buildings or spaces which will further aid wayfinding and legibility.

### Movement and access

Development will:

- Create new pedestrian connections at Cromwell Road/Jutland Way, Trafalgar Road/Northfield Avenue, Trafalgar Road/Mariners Way, Meadow Road and West Street, as shown indicatively in Figure NRQ.3. This will address poor permeability, connectivity and choice of routes;
- Make the provision of pedestrian links the starting point for determining block structures and layouts;
- Where practicable design block structures and layouts to facilitate the indicative pedestrian desire lines illustrated in Figure NRQ.3, to further improve connectivity and encourage through movement; and
- Facilitate improvements to wayfinding and legibility at the key points indicated in Figure NRQ.3, through maximising visual clues (especially of the church spire), creating legible streets and buildings, and through provision of new landmarks, signage and public realm.

Occasional contemporary interpretations of functional and art deco style architecture will be encouraged in both the Backland / Functional Core and Western Fringe character areas.

Inspiration can be drawn from the landmark bingo hall, the facades and roofscape of which are regularly prominent throughout the quarter.

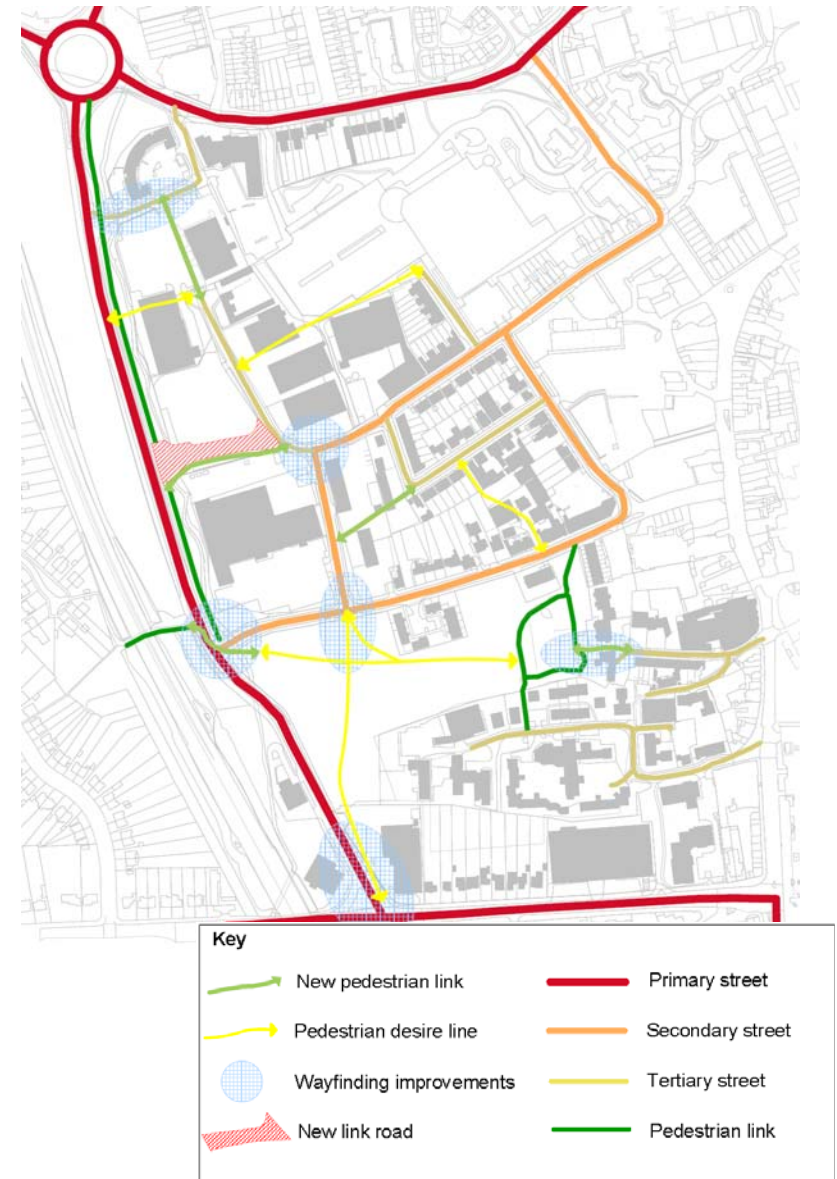


Figure NRQ.3: Movement & access requirements

## Built line & frontages

There is scope for a variety of different architectural responses, materials and character within the quarter but some consistent principles must be adhered to. Development must create a common building line to create continuity of frontage and bring definition to spaces and streets. This is particularly important in the Western Fringe to create a coherent sense of urbanism, which is currently lacking. Required building lines are shown in Figure NRQ.4. Where building lines are shown against existing streets they should be adhered to reasonably stringently, in order to repair broken frontages and bring definition to streets. Where building lines are shown against areas of open space these lines are more indicative and fluid (as indicated by curved lines in Figure NRQ.4) and the precise built form and block structure will depend on the layout of sites and open spaces.

Minimum requirements for active frontages, as shown in Figure NRQ.4, will provide interaction with and natural surveillance of public spaces. Buildings which front directly onto pavements will be encouraged or set backs will be limited to between 1-2.5m of semi-private functional and amenity space. Imaginative bin, utilities and cycle storage solutions will avoid detriment to the public realm.

The south-western corners of sites NRQ4 and NRQ5 should be set back to create small areas of public space and intuitive gateways for pedestrians.

Balconies, canopies and bay windows, which can enliven frontages and help a building reach out and interact, should be incorporated into façades fronting open spaces and pedestrian routes. Buildings fronting open spaces which include frontage amenity space will be encouraged to provide seating to encourage natural surveillance and animation of the public space.

Sites NRQ5 & NRQ10 will be encouraged to provide adaptable buildings, with ground floors capable of straightforward transition to different uses over time, and frontages which provide sufficient flexibility to enable 'spill-out' areas for future cafes or shops.

## Open spaces and landscaping

Full details for open space and Green Infrastructure provision in the quarter will be provided in the emerging Slade Brook GI Strategy. Principles for the Slade Brook corridor are summarised in Table STQ.1 in the Station Quarter Urban Code. Principles for Westfield

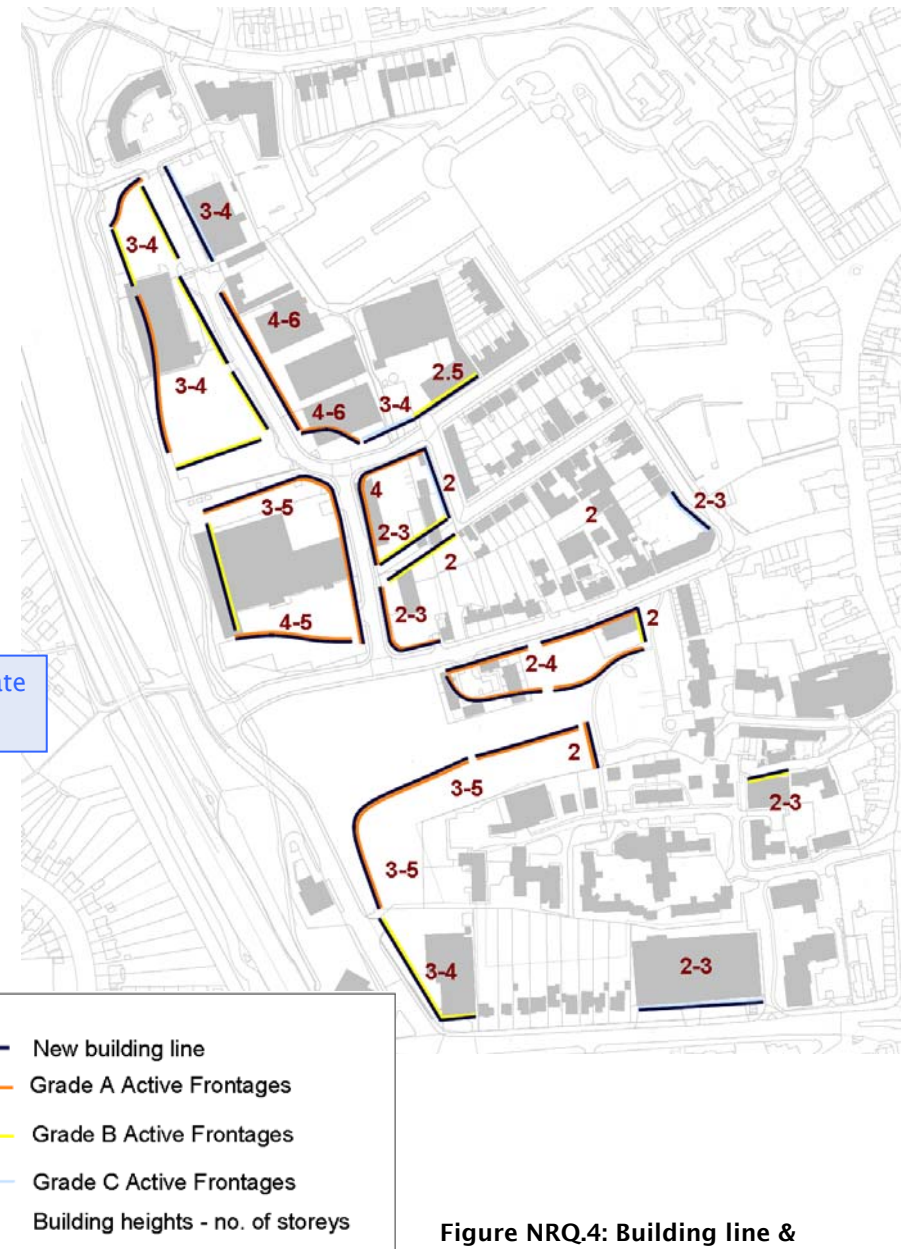


Figure NRQ.4: Building line & frontage requirements

Gardens and Meadow Road Urban Park are summarised below:

An enhanced **Westfield Gardens** will:

- Enjoy a stronger relationship with nearby historically significant buildings;
- Maximise views to the west through careful thinning of trees and vegetation;
- Provide a new seating / viewing plaza on the elevated land to the east. This public space will enjoy panoramic views of the townscape to the west and be faced by the attractive historic buildings to the east, adding a distinctive character and sense of place to the space.
- Be addressed by new buildings which will provide natural surveillance;
- Provide safe, accessible pedestrian connections through the gardens, linking to the inner town centre and the enhanced open spaces to the west;
- Enjoy increased activity and footfall; and
- Become an attractive, safe amenity resource where people can meet, relax and enjoy.

A reconfigured **Meadow Road Urban Park** will:

- Be transformed and remodelled to create a new high quality urban park creating a green gateway to the town centre;
- Begin at the Slade Brook waterside and extend back up into the town centre incorporating a series of complimentary but distinct linked green spaces;
- Provide practical and usable open space for recreation, relaxation and interaction with the Slade Brook;
- Be accessed by safe, convenient and attractive pedestrian routes; and
- Create an attractive, green waterside environment to link into the new linear open spaces along the Slade Brook corridor.

**The AAP makes provision for 5 areas of open space in the New Residential Quarter, indicatively shown in Figure NRQ.5:**

- Retained allotments west of Northfield Avenue;
- Replacement children’s play area at site NRQ10;
- An enhanced Westfield Gardens;
- A reconfigured Meadow Road Urban Park; and
- New open spaces along the Slade Brook corridor.

- **Tree planting** with appropriate species will be provided on Meadow Road and Jutland Way and will be encouraged throughout the quarter to maintain the green feel, unify the streetscape and architecture, create a more intimate scale to wider streets and enhance biodiversity
- Trees along Northfield Avenue should be thinned to open up views into the quarter and reveal the Slade Brook.

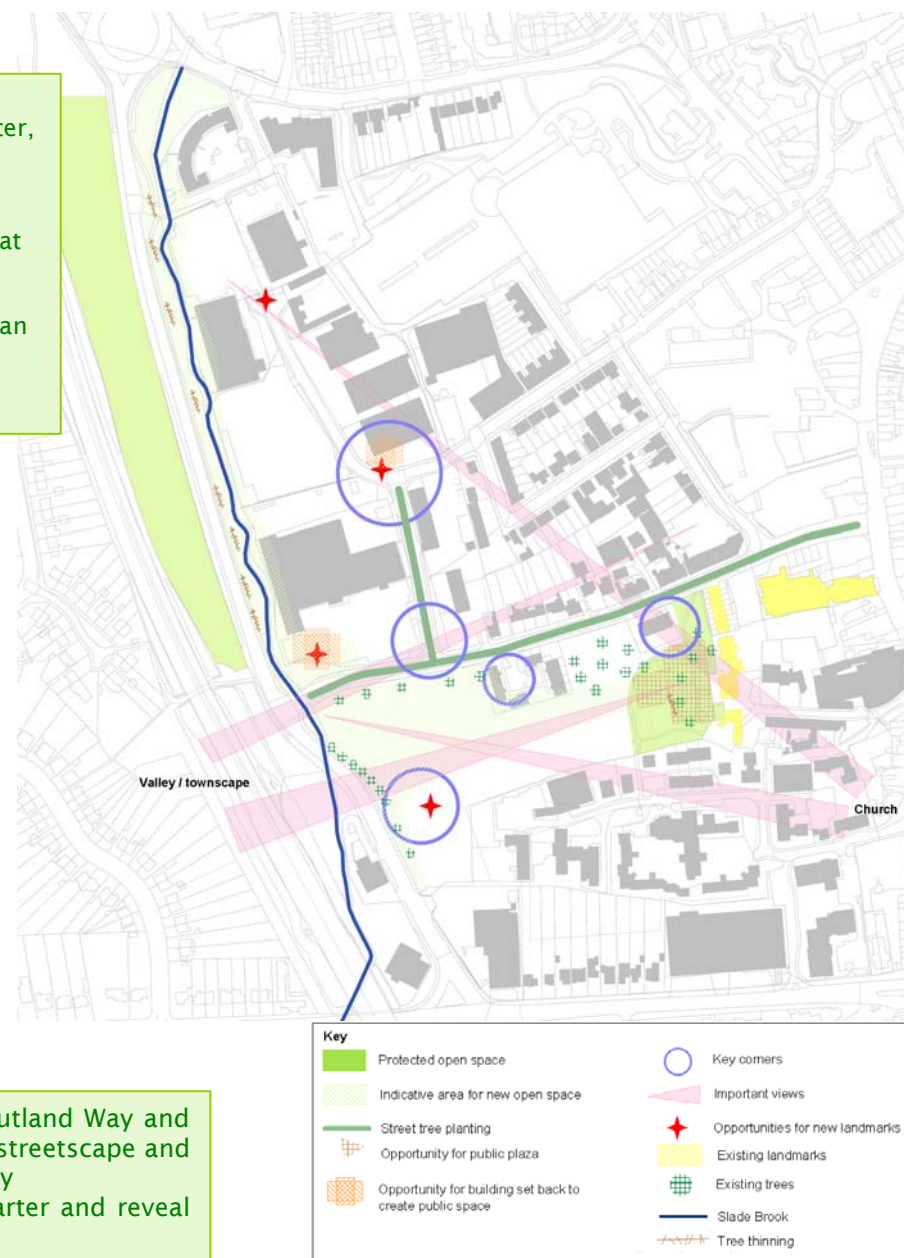


Figure NRQ.5: Spatial requirements

# The Silver Street Quarter Urban Code

The focus for the Silver Street Quarter is on residential-led development combined with improvements to the public realm and connections to surrounding quarters. The area presents an opportunity for regeneration and enhancement, the repair and reintroduction of well-designed frontages and transport improvements to foster a more pedestrian-friendly environment.

**INSERT Figure SSQ.1: Silver Street Quarter context map**

**AAP Silver Street Quarter Vision**  
 The Silver Street Quarter will be revitalised by encouraging a vibrant mix of uses and improving the existing transport infrastructure. Development will primarily focus upon the enhancement of the streetscene through residential infill development, which will be complemented by the enhancement and diversification of the retail and commercial offer. The aim is for the existing historic buildings of the Quarter to be set in an enhanced and attractive pedestrian friendly environment that respects its heritage whilst accommodating new development and promoting high quality design.

**Opportunities**

- Improve the quality of the built environment and public realm
- Improve the streetscene by infilling existing frontage gaps
- Improve the appearance of the area by consolidating advertisements and shop fronts
- Enhancement of the existing historic buildings by improving the surrounding environment
- The introduction of small workshops and start-up units could complement the activities in the Yards
- Greater emphasis on public transport, pedestrian movement and safety by reducing the dominance of the car

**Key principles**

- Create a more welcoming pedestrian environment
- High quality architecture to raise design standards in the area
- Infill existing gaps in frontages, providing greater activity and enclosure to the street
- Improve existing commercial frontages to enhance existing buildings
- Enhancing setting and potential of historic assets
- Provide a focus for the existing heritage assets by improving the surrounding public realm

**Insert images**    **Insert images**

## Urban Code

The Silver Street Quarter has a particular character and whilst there is variation in building styles, heights and ages across the Quarter the area as a whole has a single, unique character. The Code outlines the requirements for the Quarter, followed by more general principles to be adhered to.

**Key**  
 Must do's - Required  
 Should do's - Encouraged  
 Could do's - Appropriate

Silver Street Quarter	
<b>Development Sites</b>	SSQ1, SSQ2, SSQ3, SSQ4 and SSQ5
<b>Building line</b> (Illustrated in Figure SSQ.3)	<ul style="list-style-type: none"> <li>▪ Continuous linear to the front</li> <li>▪ Development abuts the highway</li> </ul>
<b>Setbacks &amp; boundary treatment</b>	<ul style="list-style-type: none"> <li>▪ Consistent</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Commercial properties to abut the highway</li> <li>▪ Consistent within development blocks</li> <li>▪ 1-2m soft or hard landscaped functional or amenity space to front of residential dwellings, but not apartment buildings</li> <li>▪ Red brick walls</li> <li>▪ Iron railings</li> </ul>
<b>Car parking</b>	<ul style="list-style-type: none"> <li>▪ Improve existing surface car parking</li> <li>▪ Zero car parking along major through-routes</li> <li>▪ On street if carefully integrated into the public realm on secondary and tertiary streets</li> <li>▪ Subterranean or integral on new developments</li> </ul>
<b>Density</b>	<ul style="list-style-type: none"> <li>▪ High</li> </ul>
<b>Building heights</b> (Illustrated in Figure SSQ.3)	<ul style="list-style-type: none"> <li>▪ 2-4 storeys</li> <li>▪ Maximum 4 storeys</li> </ul>
<b>Block structure / massing</b>	<ul style="list-style-type: none"> <li>▪ Fine grain</li> <li>▪ Gaps between buildings to be in-filled</li> <li>▪ Scope for coarser grain development on the opportunity sites SSQ2, 3, 4 and 5</li> </ul>
<b>Frontages</b> (Illustrated in Figure SSQ.3)	<ul style="list-style-type: none"> <li>▪ Grade A-C active frontages onto streets</li> <li>▪ High quality materials and detailing to frontages</li> <li>▪ Active frontages overlooking street, car parking and pedestrian routes</li> </ul>
<b>Corner treatments</b> (Illustrated in Figure SSQ.3)	<ul style="list-style-type: none"> <li>▪ Opportunities for landmark buildings on prominent corners</li> <li>▪ Buildings will positively address corners</li> </ul>
<b>Skyline and roofscape</b>	<ul style="list-style-type: none"> <li>▪ Homogenous roofscape with pitched roofs</li> <li>▪ Pitched roofs following existing angles</li> <li>▪ Green roofs on new development may provide opportunity for high quality design whilst greening the quarter in a manner appropriate to its urban character</li> </ul>
<b>Appropriate building styles, types and details or Architectural cues</b>	<ul style="list-style-type: none"> <li>▪ Nineteenth century and Victorian architectural cues</li> <li>▪ Functional style</li> <li>▪ High quality contemporary architecture which does not detract from the existing character and building proportions will enhance certain key sites</li> </ul>
<b>Materials</b>	<ul style="list-style-type: none"> <li>▪ Red brick</li> <li>▪ Slate tiles</li> <li>▪ Timber painted windows</li> <li>▪ Iron detailing &amp; canopies</li> <li>▪ Sedum /green roofing may be appropriate on some sites to help to 'green' the Quarter</li> </ul>
<b>Vertical / Horizontal articulation</b>	<ul style="list-style-type: none"> <li>▪ Vertical</li> </ul>



## Quarter-wide requirements

Development will:

- Sensitively respond to the built heritage of the character area and enhance the setting of these assets;
- Be consistent with the character and scale of the existing buildings;
- Be constructed with high quality and durable materials that respect the existing street scene;
- Seek to create new landmark buildings or spaces at key points shown in Figure SSQ.3;
- Draw on the area's Victorian and industrial heritage;
- Be high quality and innovative;
- Retain or create high quality new active frontages onto streets, as shown indicatively in Figure SSQ.3; and
- Provide strong pedestrian permeability and legibility.

## Movement, access & public realm

Development will facilitate the improvements shown in Figure SSQ,2 including gateway and wayfinding enhancements, gateways into the Yards and an improved pedestrian access to Montagu Street from School Lane car park. High quality street furniture and paving materials appropriate to the quarter will be used to introduce a higher quality public realm and a more pleasant urban environment.

There is an opportunity for the provision of a new public plaza or square at Dalkeith Place, as shown in Figure SSQ.3, which should provide a focal point and gateway into the Yards.

Appropriate tree planting and landscaping will be encouraged along Silver Street where measures to reduce street clutter will be prioritised. New development should, where possible, incorporate hard and soft landscaping which assimilates the development into the street scene. However, the existing character of the area is that of a hard urban landscape and therefore hard landscaping with an urban character may be more appropriate than soft landscaping.

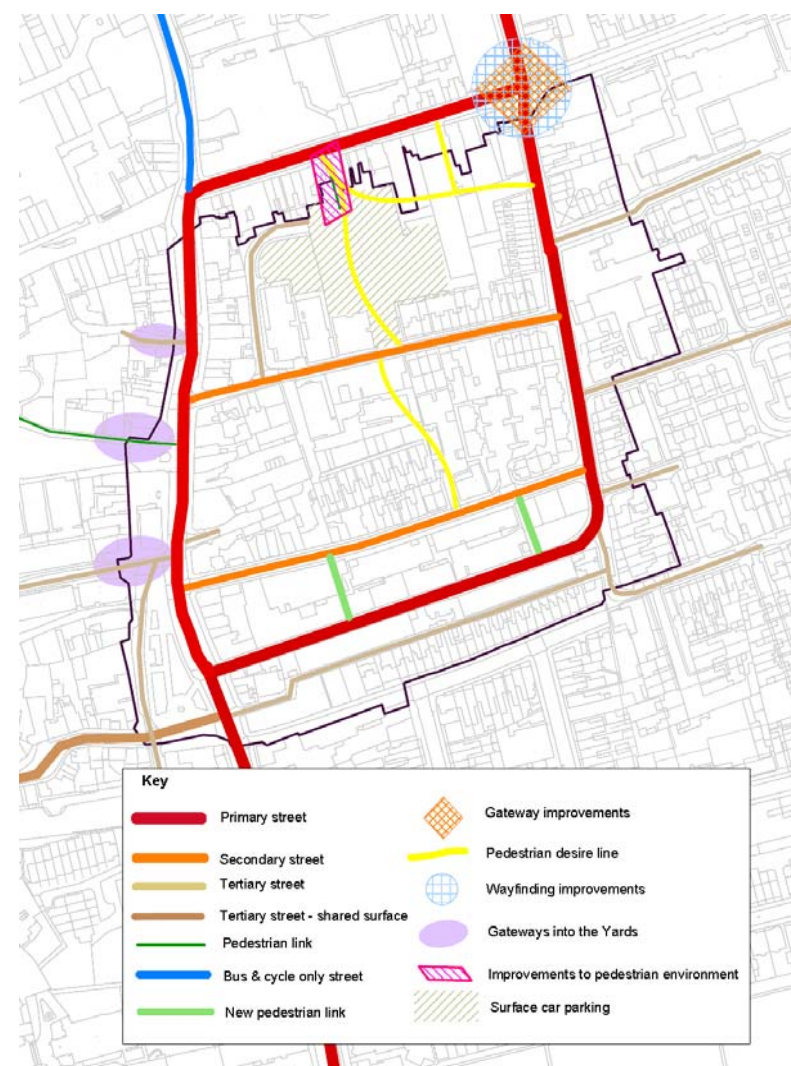


Figure SSQ.2: Movement & access requirements

## Built line & frontages

Streets should be clearly defined by buildings with no or minimal setbacks. Any gaps in street frontages or where areas of service or yards are exposed to the streetscene should be in-filled with developments which make a positive contribution to the streetscene. The dominant character of the area is that of buildings abutting the footway, which ensures that the streets are legible. Enhancements to the transport system outlined in the AAP must ensure that the Quarter is far more inviting for pedestrians and less dominated by the vehicles.

New development must continue to provide, or introduce, Grade A active frontages into key routes, as shown in Figure SSQ.2. New buildings will provide a high degree of natural surveillance a high level of activity to create a welcoming and safe environment for pedestrians.

Parking solutions must ensure that the existing character of the area is retained whilst providing sufficient parking for new development. Rear courtyard parking is discouraged and so car parking should be provided within allocated car park sites or subterranean parking integrated within new development.

New landmark buildings can be incorporated into the quarter in prominent positions or the design and use of materials, or the enhanced treatment of an existing building, can create new landmarks in their own right. Overly dominant structures which tower over existing development will not be appropriate. Height and scale should not be used to create new landmarks, but instead intelligent design and innovative architecture will allow for new developments that positively contribute to the diversity of the quarter, but without detracting from its existing character. New developments on sites SSQ1-5 should respect the scale of surrounding buildings in order to sit comfortably within their setting.

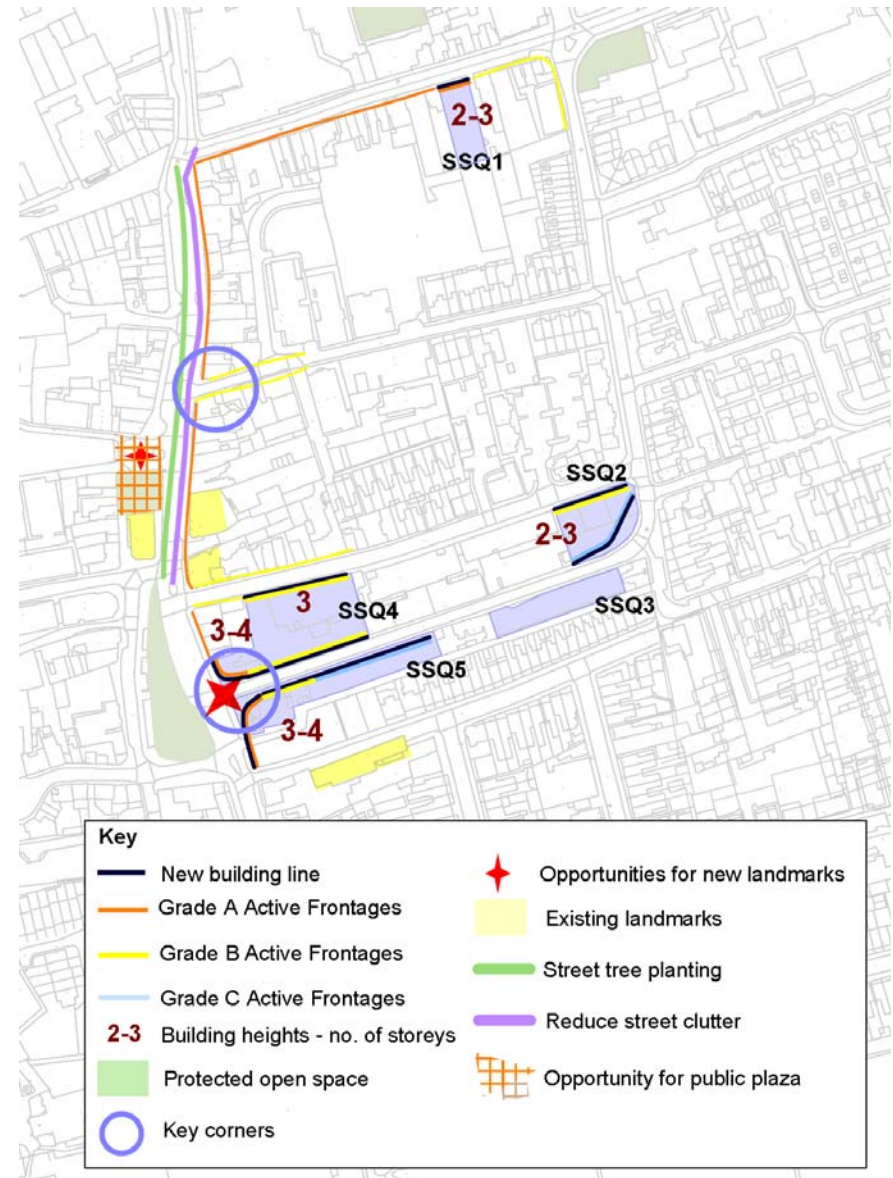


Figure SSQ.3: Frontages & spatial requirements

# The Cultural Quarter Urban Code

The Cultural Quarter boasts many of Kettering's most characterful and historic buildings and highest quality open spaces and is home to a number of important civic, community, cultural and leisure uses. However, large surface car parking and modern developments disrupt the historic unity, pedestrian permeability and connectivity and are to the detriment of the quarter's character and streetscapes.

## Opportunities

- A wealth of historically and architecturally significant buildings
- Cultural, leisure and heritage assets
- Quality open spaces
- Numerous buildings with distinctive Kettering character
- Potential to enhance pedestrian connectivity and footfall
- Opportunity to create a sense of arrival and unified character for the quarter

## Key principles

- Improve pedestrian connections into inner town centre
- Reintroduce a finer grain and historic block structure in central area of the quarter
- Create a southern gateway to town centre
- Maximise use of land and active frontages
- Unify public realm and sense of character throughout the quarter
- Enhance the setting of attractive historic buildings and open spaces
- Address gaps in street frontages in terms of quality and enclosure

INSERT images

## AAP Cultural Quarter Vision

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.

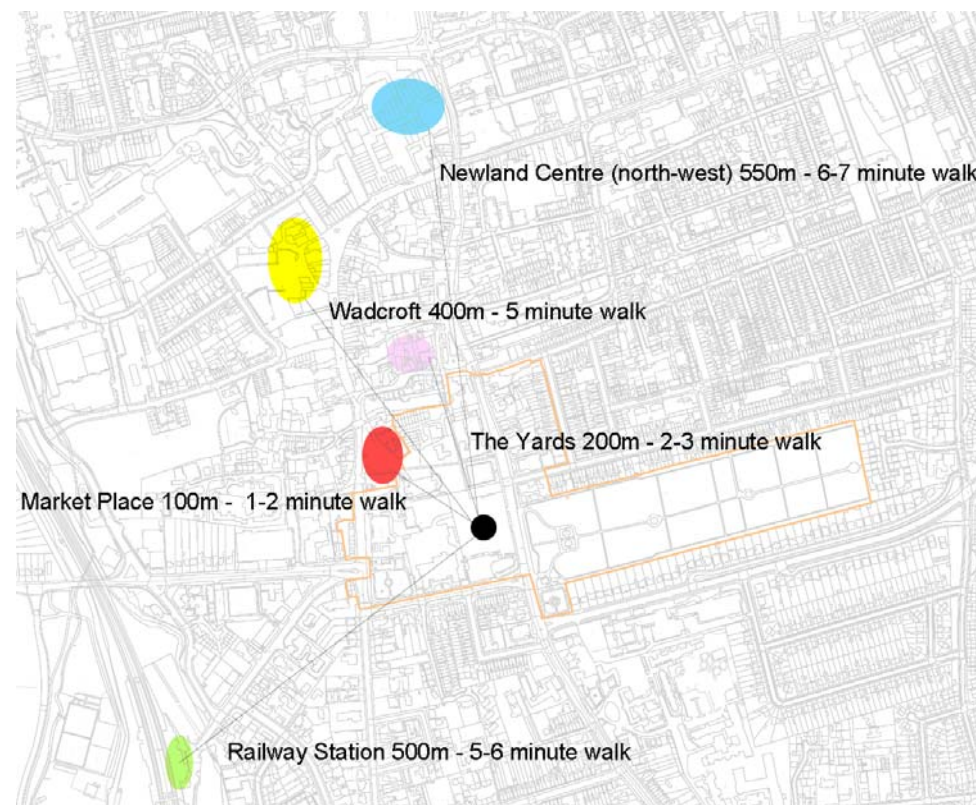


Figure CQ.1: Cultural Quarter context map

## Urban Code

No specific development is allocated in the AAP for the Cultural Quarter but two significant ‘opportunity sites’ (CQ1 and CQ2) are allocated as having potential for future redevelopment that will support the vitality and viability of Kettering town centre. This Urban Code sets out principles which will inform any future redevelopment proposals for opportunity sites CQ1 and CQ2 and any other development which may come forward throughout the quarter, including any less comprehensive development proposals for the two opportunity sites. The AAP states that a Development Brief will be necessary for these sites and such a Development Brief will be in accordance with the Urban Code set out below.

**Key**  
 Must do's - Required  
 Should do's - Encouraged  
 Could do's - Appropriate

<b>Building line</b> (Illustrated in Figure CQ.4)	<ul style="list-style-type: none"> <li>▪ Continuous linear to the front</li> <li>▪ Tight to line of street</li> <li>▪ Uneven, varied or rambling building lines are appropriate away from street frontages</li> </ul>
<b>Set backs &amp; boundary treatment</b>	<ul style="list-style-type: none"> <li>▪ Consistent</li> <li>▪ Directly onto pavement or</li> <li>▪ 1-2m privacy strip – soft or hard landscaped functional or amenity space</li> <li>▪ Ironstone or red brick walls</li> <li>▪ Iron railings</li> </ul>
<b>Car parking</b>	<ul style="list-style-type: none"> <li>▪ No on plot frontage car parking</li> <li>▪ Rear courtyards</li> <li>▪ Zero car parking</li> </ul>
<b>Density</b>	<ul style="list-style-type: none"> <li>▪ High - 75dph - 125dph</li> </ul>
<b>Building heights</b> (Illustrated in Figure CQ.4)	<ul style="list-style-type: none"> <li>▪ Minimum 2 storeys</li> <li>▪ Maximum 2.5 or 3 storeys</li> <li>▪ Scope for some variation in physical heights independent of number of storeys</li> <li>▪ Potential for 4 storeys for a key corner element on site CQ2 (where this will not detract from the setting and views of the church)</li> </ul>
<b>Block structure / massing</b>	<ul style="list-style-type: none"> <li>▪ Fine grain</li> <li>▪ Defined blocks of coherent units</li> <li>▪ Domestic scale</li> <li>▪ Narrow plots and frontages</li> </ul>
<b>Frontages</b> (Illustrated in Figure CQ.4)	<ul style="list-style-type: none"> <li>▪ Grade A active frontages onto primary streets and open spaces</li> <li>▪ High quality materials and detailing to frontages</li> </ul>
<b>Corner treatments</b> (Illustrated in Figure CQ.4)	<ul style="list-style-type: none"> <li>▪ Buildings should address corners but in an understated way retaining the domestic scale and massing</li> <li>▪ Buildings which curve to contour of the corner encouraged</li> </ul>
<b>Skyline and roofscape</b>	<ul style="list-style-type: none"> <li>▪ Pitched roofs</li> <li>▪ Varied, uneven or rambling roofline</li> <li>▪ Prominent chimney stacks and pots</li> </ul>
<b>Appropriate building styles, types and details or Architectural cues</b>	<ul style="list-style-type: none"> <li>▪ Cues from character and materials apparent in the quarter’s landmark buildings</li> <li>▪ Selective architectural detailing – a richness and refinement of detail</li> <li>▪ Nineteenth century and Victorian architectural cues</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Terraced cottage style houses</li> <li>▪ Courtyard developments</li> <li>▪ Mews</li> </ul>
<b>Materials</b>	<ul style="list-style-type: none"> <li>▪ Ironstone</li> <li>▪ Red brick</li> <li>▪ Slate tiles</li> <li>▪ Buildings which combine ironstone and red brick</li> <li>▪ Iron rainwater goods</li> <li>▪ Timber doors and windows</li> <li>▪ Cobbled surfaces</li> </ul>
<b>Vertical / Horizontal articulation</b>	<ul style="list-style-type: none"> <li>▪ Either strong vertical or horizontal emphasis. No variation or lack of clarity within the same building</li> </ul>

### Insert images

## Quarter-wide requirements

### Movement and access

Development will:

- Contribute to continuity of public realm;
- Improve way-finding throughout the quarter, especially in the priority areas shown in Figure CQ.2;
- Deliver improvements to the pedestrian environment around Church Walk, as shown in Figure CQ.4, with opened out and wider routes which will be better lit and overlooked by new any buildings;
- Create intuitive pedestrian routes which encourage movement through the quarter into the wider town centre
- Where practicable, create pedestrian links along the indicative pedestrian desire lines shown in Figure NRQ.2; and
- Enhance the setting of the built form and sew areas of hard and soft landscaping together.

### Views & landmark buildings

Special attention will be paid to how any new buildings address the important landmark buildings and their setting, listed in Table CQ.1 and shown in Figure CQ.3. Any new development should positively address these buildings, and important attractive frontages illustrated.

<b>Important buildings</b>
1. The Church of Saint Peter & Saint Paul (Parish Church)
2. Sawyer's Almshouses, Bowling Green Road
3. Piccadilly Buildings, Sheep Street
4. Alfred East Art Gallery, Sheep Street
5. Public Library, Sheep Street
6. Manor House Museum (& former Tourist Information Offices), Sheep Street
7. The Rectory, Church Walk
8. Drovers Hall, London Road / Bowling Green Road
9. Corn Market Hall, London Road
10. United Reformed Church, London Road
11. Municipal Offices, Bowling Green Frontages

**Table CQ.1: Cultural Quarter important buildings**



## Open spaces and landscaping

The existing green open spaces in the quarter are already of a high quality and development should not detract from the quality or setting of these open spaces. In particular:

- The Church of Saint Peter & Saint Paul Churchyard and London Road Cemetery will not be impacted by development;
- Pedestrian routes will be enhanced through and across these spaces, which coupled with improved seating, lighting and rubbish bins will encourage their use;
- Existing open spaces could be enhanced by introduction of sculpture installations linked to the art gallery;
- Children's play space could be provided where it would benefit from the secure and attractive environment; and
- Development proposals will be encouraged which introduce new areas of open space, such as small courtyard or public square areas which provide links to the more formal gardens elsewhere in the quarter.

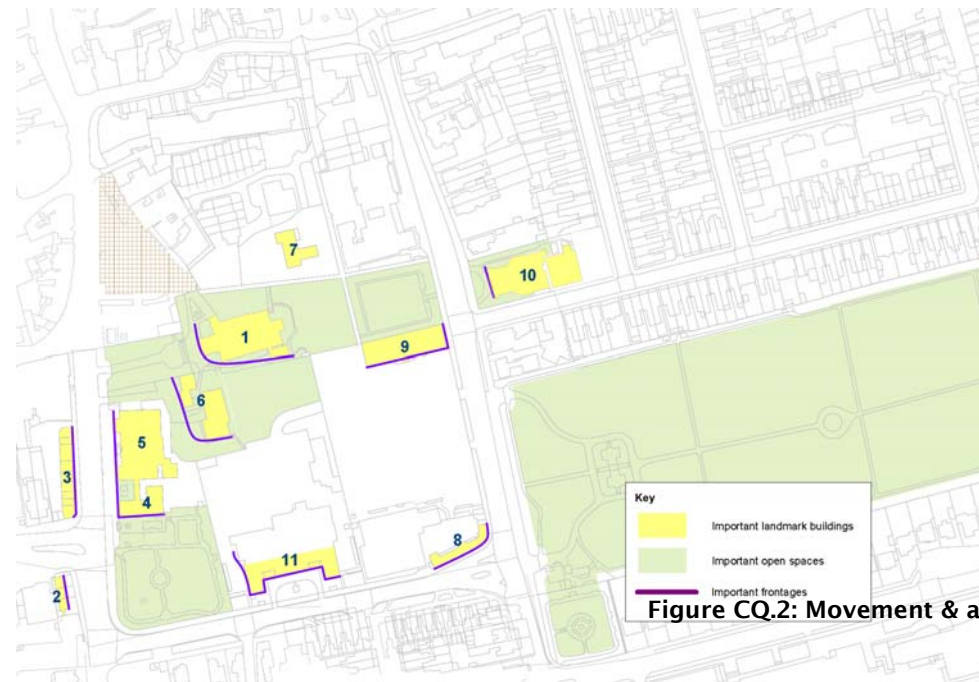


Figure CQ.2: Movement & access requirements

Figure CQ.3: Important open spaces & buildings

Insert images

## Site specific requirements

Should redevelopment proposals come forward on opportunity sites CQ1 and CQ2 the following principles, as illustrated in Figure CQ.4, will be adhered to.

### CQ1

Redevelopment proposals will:

- Create a high quality Grade A active frontage onto London Road, directly onto the pavement or with a small (0.5m-2m) setback, to create enclosure to the western side of street;
- Positively address, enhance the setting of, and overlook the gardens adjacent to the Corn Market Hall;
- Positively address the south-east corner of the site at London Road with potential for landmark corner treatment (designed so as to protect the setting and views of the Parish Church);
- Enhance existing pedestrian routes, particularly the environment and accessibility around Church Walk;
- Provide activity and interaction with pedestrian routes; and
- Be designed to improve permeability and legibility from the southern end of the site to draw people into and through the quarter.

### CQ2

Redevelopment proposals will:

- Seek to retain the Bowling Green Road frontage of the Municipal Offices building;
- Provide a high quality Grade A active frontage onto London Road and Bowling Green Road, directly onto the pavement or with a small (0.5m-2m) setback, to create enclosure of these streets;
- Create high quality frontages at the western extent of the site to overlook the Manor House Gardens and provide enclosure;
- Enhance the setting of the Manor House Gardens and improve their connections to the surrounding built form;
- Enhance pedestrian routes between Bowling Green Road and the Market Place.;
- New buildings should provide activity and interaction with pedestrian routes;
- New buildings on the north-western extent of the current lower car park of the CQ2 site will be limited to a maximum of two storeys reflecting the need to respond sensitively to the Alfred East Art Gallery, museum, library, church and gardens; and

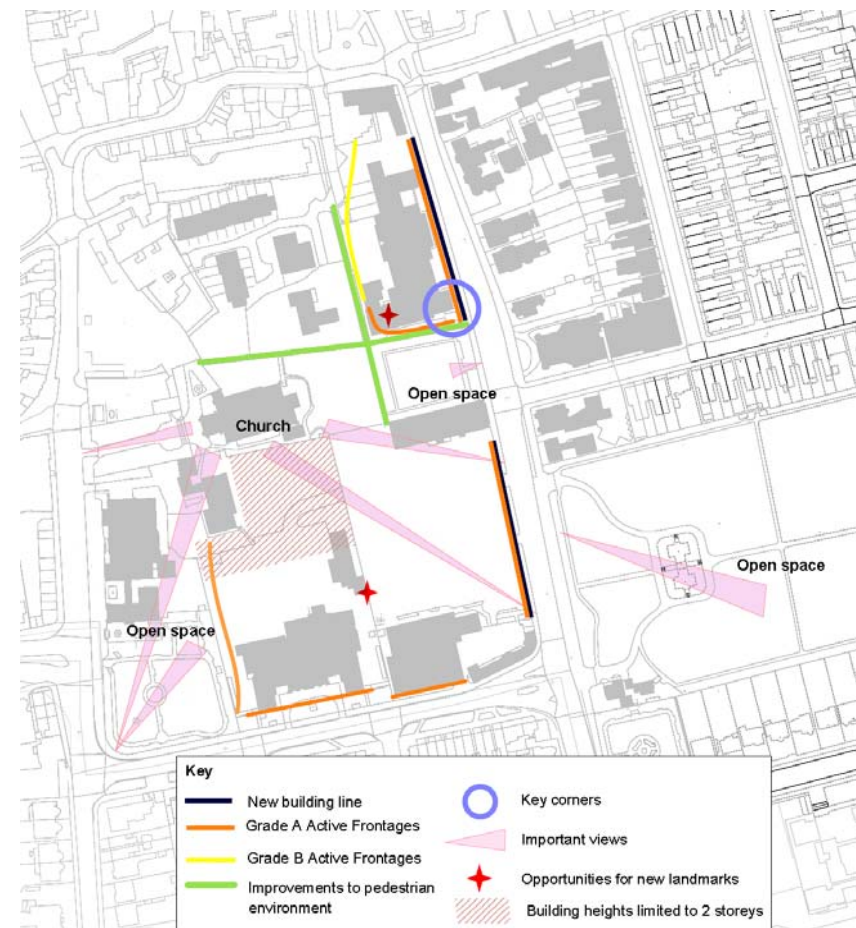


Figure CQ.4: Spatial requirements

- Elsewhere on site CQ2 building heights will be limited to a maximum of three storeys with the potential to rise to four storeys for a key corner element of a building (where this will not detract from the setting and views of the church); and
- Explore the opportunity to enhance the existing swimming pool and gym.

INSERT images of area



# The Headlands Quarter Urban Code

The Headlands Quarter (HQ) is an area where little change to the built form and public realm is proposed in the AAP. The AAP seeks to preserve and enhance the quarter by retaining the residential character of the area. There are existing commercial uses within the quarter, however new commercial uses are encouraged elsewhere in the plan area and development in the HQ should not result in the loss of further residential properties.

### Opportunities

- Potential to improve quality of public realm
- Retain the tranquil residential character
- Reinststate historic uses, buildings, boundary treatments
- Re-planting trees within the public realm

### Key principles

- Provide high quality developments that respect and enhance the character of the area
- Provide a high quality public realm

INSERT images

### AAP Headlands Quarter Vision

The HQ will be an attractive residential quarter within the Kettering Town Centre 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.

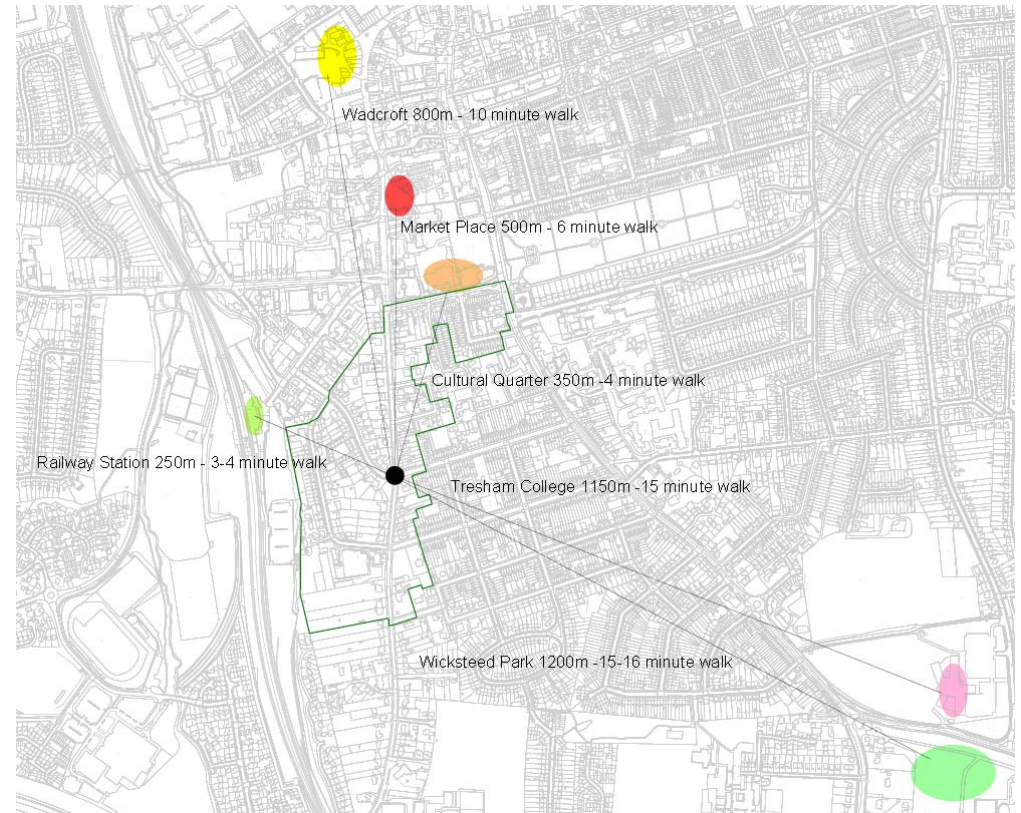


Figure HQ.1: Headlands Quarter context map

## Urban Code

The table below sets out the requirements for development within the HQ. The table is followed by additional general principles which should be used to guide developments throughout the quarter.

**Key**  
 Must do's - Required  
 Should do's - Encouraged  
 Could do's - Appropriate

<b>Building line</b> (Illustrated in Figure HQ.2)	<ul style="list-style-type: none"> <li>▪ Continuous linear to the front</li> <li>▪ Set back from street</li> </ul>
<b>Set backs &amp; boundary treatment</b>	<ul style="list-style-type: none"> <li>▪ Consistent with existing building line</li> <li>▪ 2m + front gardens</li> <li>▪ Red brick walls, pillars and coping</li> <li>▪ Iron railings</li> <li>▪ Hedges</li> </ul>
<b>Car parking</b>	<ul style="list-style-type: none"> <li>▪ On plot frontage/side car parking</li> <li>▪ Rear parking for commercial uses</li> </ul>
<b>Density</b>	<ul style="list-style-type: none"> <li>▪ Medium</li> </ul>
<b>Building heights</b>	<ul style="list-style-type: none"> <li>▪ Minimum 2 storeys</li> <li>▪ Maximum 3 storeys</li> <li>▪ Scope for some variation in physical heights independent of number of storeys</li> </ul>
<b>Block structure / massing</b>	<ul style="list-style-type: none"> <li>▪ Fine grain</li> <li>▪ Defined blocks of coherent units</li> <li>▪ Primarily domestic scale</li> <li>▪ Some larger scale buildings may be appropriate to maintain a varied townscape</li> <li>▪ Variable plot widths</li> </ul>
<b>Frontages</b>	<ul style="list-style-type: none"> <li>▪ Active frontages onto streets</li> <li>▪ High quality materials</li> <li>▪ Appropriate architectural detailing to eaves, gables, windows, doors</li> <li>▪ Bay windows</li> <li>▪ Gable projections</li> <li>▪ Stringcourses</li> <li>▪ Sash windows</li> </ul>
<b>Corner treatments</b>	<ul style="list-style-type: none"> <li>▪ Buildings should address corners but in an understated way retaining the domestic scale and massing</li> </ul>
<b>Skyline and roofscape</b>	<ul style="list-style-type: none"> <li>▪ Pitched roofs</li> <li>▪ Gabled roofs</li> <li>▪ Varied rooflines</li> <li>▪ Prominent chimney stacks and pots</li> </ul>
<b>Appropriate building styles, types and details or Architectural cues</b>	<ul style="list-style-type: none"> <li>▪ Victorian architectural cues</li> <li>▪ Terraces</li> <li>▪ Semi-detached</li> <li>▪ Townhouses</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Detached villas</li> </ul>
<b>Materials</b>	<ul style="list-style-type: none"> <li>▪ Red brick</li> <li>▪ Local Ironstone detailing or painted timber detailing</li> <li>▪ Timber doors and windows</li> <li>▪ Clay roof tiles</li> <li>▪ Slate roof tiles</li> <li>▪ Timber doors and windows</li> <li>▪ Iron rainwater goods</li> <li>▪ Solar or photovoltaic panels</li> <li>▪ Powder-coated aluminium windows</li> <li>▪ Rendering</li> </ul>
<b>Vertical / Horizontal articulation</b>	<ul style="list-style-type: none"> <li>▪ Varied</li> </ul>

## Quarter-wide requirements

### Development will:

- Sensitively respond to the built heritage of the quarter and enhance the setting of these assets;
- Be consistent with the character and scale of the neighbouring buildings;
- Be constructed with high quality materials that respect the existing street scene;
- Provide innovative solutions for bins, cycle parking, utilities and other street furniture appropriate to the area's historic and residential character;
- Retain existing boundary treatments where they have a positive impact upon the streetscene;
- Respect the architectural history of the quarter;
- Where appropriate display a date stone;
- Building will be set back from the street and will provide front gardens
- Front gardens will be appropriately landscaped to reinforce or reinstate the leafy green character of the quarter

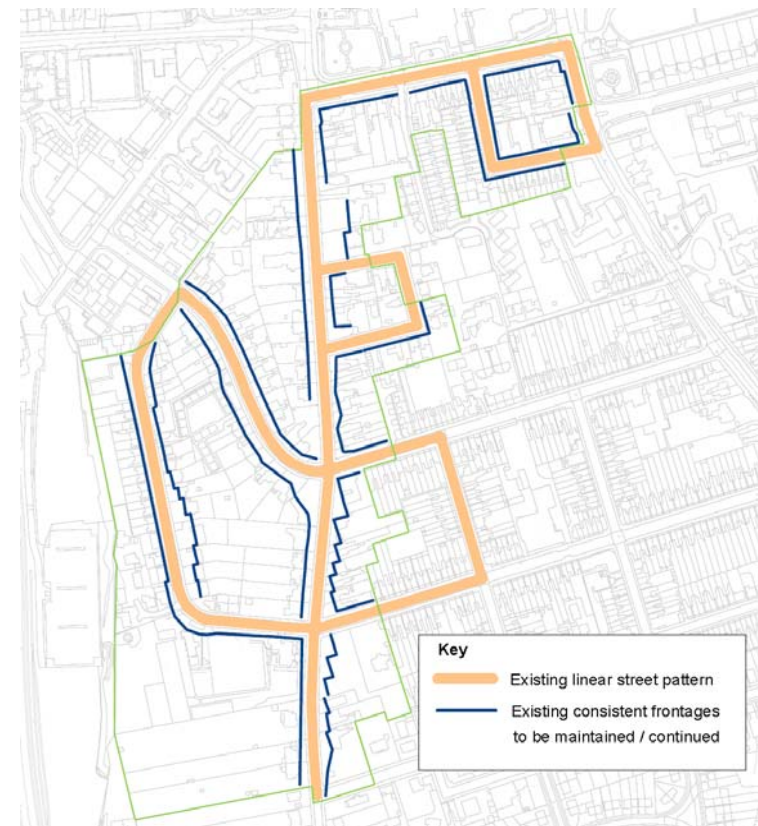


Figure HQ.2: Headlands Quarter frontages & street pattern

## Appendix 1: How the Codes were developed

The SPD has strived to ensure that the document successfully captures the character of Kettering and its rich history. It is recognised that a clear idea of how a place works – its **story** - is needed to manage its future quality. This understanding has been achieved through a robust methodology which has included an Urban Morphology study and Urban Characterisation analysis. Both studies form background papers which have informed the content of both the Urban Codes and the AAP.

The **Urban Morphology** Study analyses the historical development of Kettering town centre and examines in detail the town's physical evolution, including land use, built form and movement and access. The character of the town centre today is ingrained in its historical evolution and morphology and it is vital that this is reflected in our plans for its future.

The study of Kettering's morphology highlights the integrity and intactness of the town's original street pattern. It describes the formation of the streets and spaces which, though the buildings have changed, are still populated every day by workers, visitors and shoppers. Moreover, the analysis of morphology helps to explain the identity of Kettering: *how* it evolved and *why* it evolved. It thereby helps to assign an importance and a value to this history and the part it plays in regenerating the town centre.

The **Urban Characterisation** Study employs a well established technique championed by (among others) English Heritage. The technique produces an area-based understanding of how places and landscapes have evolved and how their historic and current context and character might be appreciated. Characterisation offers a constructive approach to heritage and conservation. Its starting point is that any regeneration or development is set within an inherited landscape containing the remains of human activity, whether built or not, designed or 'vernacular', and connected, whether physically or intangibly, to other parts of the historic environment. The most successful designs are those that recognise and capitalise on this. ([www.helm.org.uk](http://www.helm.org.uk))

The approach assessed the character of all of the quarters in the AAP. It defined in detail the existing character (for example the buildings, spaces, streets, trees) and looked at factors such as street pattern; enclosure; frontages; boundaries; footways; open spaces; building materials; paving materials; street furniture; relationships to other character areas etc. as well as looking at buildings in terms of factors such as height; massing; windows; materials; projections; decorative detail; horizontal/vertical emphasis; condition etc.

The Urban Characterisation analysis for each of the quarters is presented in the Urban Characterisation Background Paper. This paper is the place to look for the 'story' of how the requirements presented in a quarter's Urban Code were established.

### Why a good story is important for design quality

Clearly expressing in the plan the existing character of a place and how it functions, and explaining how this informs future choices will:

- Focus the strategy on quality of place rather than on policies or meeting targets;
- Clarify understanding and knowledge of the place - where it has come from, how it is now, and where it is going;
- Identify important features of that place which need to be protected or enhanced and which can be taken forward into new developments;
- Help to guard against generic developments which do not respond to their context and surrounding character.

## Glossary

This is not an exhaustive glossary of urban design terms but is intended to clarify those terms used in the Code where they are not in general currency or where they are used in a specific sense which may differ from common practice.

**ACTIVE FRONTAGE** The property of a street frontage which promotes activity at the interface between the private space of the building and the public space of the street. It depends on a high ratio of entrances and windows of occupied and inhabited rooms to blank wall and also has to demonstrate a high degree of transparency, i.e. glass surfaces or windows that are not opaque or blanked off. This is especially relevant in non-residential development.

**ARTICULATION** The expression of the vertical or horizontal subdivision of a building facade into perceivable elements by the treatment of its architectural features.

**BLOCK / URBAN BLOCK** The area of land consisting of one or more plots in separate ownership which is surrounded by public highways. It is composed of the aggregate of private plots, passages and access ways circumscribed by public highways.

**BOUNDARY TREATMENT** The mode of separation of the public highway from the private space of the development parcel or plot by buildings or other elements such as planting, railings or walls.

**BUILDING LINE** Defines the position of buildings in relation to the Plot Frontage Line (PFL). The PFL and the BL can coincide or buildings may be set back from the Plot Frontage Line. In the latter case, frontage continuity should be retained on the line of the PFL by other elements such as railings, low walls or planting.

**CONTINUITY** The degree to which building frontages and their boundary treatments form a continuous or discontinuous edge to the public realm.

**FRONTAGE LINE** This defines the boundary between the public space of the highway and the private space of the development parcel or plot.

**GRAIN** The pattern and arrangement of urban blocks or streets and activities; for buildings, the pattern and arrangement of the architectural element of the facades. Fine grain = small blocks, coarse grain = large development blocks.

**PUBLIC HIGHWAY** The publicly owned and managed space measured between plot frontages of development parcels. It includes footways and pavements, cycle tracks, parking spaces, carriageways and landscaped areas.

**PUBLIC REALM** The streets and other public spaces of a town or city. The success of a public realm depends on the arrangement of its paving, planting, lighting, orientation, shelter, signage, street furniture and the way it is overlooked as well as the routes which pass through it and the uses in and next to it.

**PUBLIC SPACE** Public space is defined by the citizens' legal right of access 24 hours per day, permission not being required for access to or movement through the space. The term therefore describes the network of space which allows the gathering together of all members of a community and the circulation of pedestrians, cyclists, public and private vehicles.

**SCALE** This Code refers to urban design scale, which is concerned with the relation between the width, height and massing of the enclosing structures of public spaces, especially streets.

**SHARED SURFACE** In contrast to the conventional design of public space, which has reinforced the separation between roads and the public realm, this approach to the design and management of roads and public spaces seeks to integrate different travel modes by achieving efficient, smooth flowing, low speed movement with a minimum of regulation.

**SKYLINE** The Code is concerned with two aspects of skyline - the roofline of the surrounding and enclosing buildings when seen locally from ground level and the roofline of an urban sector as perceived from a distant viewpoint.

**STOREY** A habitable level within a building measured from finished floor to finished ceiling.

**STREET MESH** A network of continuous and interwoven routes, including various street types from main streets to alleys and dedicated pedestrian and cycleways. The mesh can be relatively coarse, with larger urban blocks formed by streets spaced at wider intervals, or it can be finer, with streets more closely spaced defining smaller blocks. The street mesh is one of the most distinctive and longlasting characteristics of a place, emerging through complex relationships between landform, water courses, climate, land ownerships and numerous other social, economic and physical factors. The street mesh is therefore one of the most fundamental aspects of local distinctiveness.

**STREET TYPE** A classification according to the intensity of uses along the street frontage and the intensity of movement.

**SPD** A Supplementary Planning Document (SPD) is one of the material considerations that can be taken into account when determining a planning application. This SPD forms part of the Local Development Framework (LDF) and is intended to elaborate upon policies in the Kettering Town Centre Area Action Plan (AAP), and it is to be read in conjunction with the AAP.