

2 Spatial Strategy & Regeneration Priorities

2.1 Overview

2.1.1 This section sets out the overall principles for development with the town centre. It defines specific planning areas such as the primary shopping area, town centre boundary and primary shopping frontages, identifies the eight quarters and sets out specific requirements relating to employment, housing and the evening economy.

2.2 Regeneration Priorities

2.2.1 In accordance with key strategic requirements, national and local planning policy ⁽²⁾, the town centre will be the focus for planned growth focused on quality of place and additional retail, commercial and residential floorspace.

2.2.2 Recognising the key role of Kettering in North Northamptonshire, the Core Spatial Strategy (CSS) denotes Kettering town centre as having the potential for being a strong sub-regional centre. Recognising Kettering as the key to increasing trade retention in the sub-region, the CSS makes provision for a minimum of 20,500m² additional net saleable comparison floor area to be delivered up to 2021. The Plan Area will also be a focus for office development, with 38,500m² of deliverable B1 Office/Commercial floorspace being allocated. Capacity has also been identified for approximately 1,000 new homes in the Plan Area.

2.2.3 Taking this broad strategy forward, the AAP provides the planning framework for investment and development in the town centre. The AAP identifies the distribution of uses and their inter-relationships, including specific site allocations, and sets the timetable for the implementation of the proposals.

Policy 1 - Regeneration Priorities

The AAP is the framework for the strong regeneration and growth of Kettering town centre through attracting investment; encouraging diverse businesses and increasing its vitality and viability. Regeneration will be focused on high quality design and architecture, respect for heritage, an enhanced public realm and sustainability. Growth within the Plan Area will be facilitated by commercial land use designations and supporting uses. Regeneration priorities are as follows:

- Retail led growth comprising at least 20,500m² net of comparison floorspace to 2021, focused on the Shopping Quarter;
- The development of a niche and independent retail offer in the Yards;
- The provision of B1 commercial office floorspace, also incorporating a proportion of A2 Financial and Professional Services, focused on the Station Quarter;
- The provision of approximately 1,000 additional residential units, focused on the New Residential Quarter and also provided through supporting uses throughout the Plan Area;
- An enhanced town centre leisure offer focused around the Restaurant Quarter; and
- Implementation of significant improvements to the town's transport system.

2.3 Urban Quarters and Development Principles

The Plan Area

The boundary covered by this AAP, as defined on the proposals map, includes areas outside the Town Centre Boundary. In order to deliver the scale of growth and regeneration required the AAP addresses areas to the west and south of the town centre boundary, identified in Policy 2 as the New Residential Quarter, Station Quarter and Headlands Quarter. The Plan Area also includes areas to the east of the town which are integral to delivering the transport and access improvements (as set out in Policies 7-10) needed

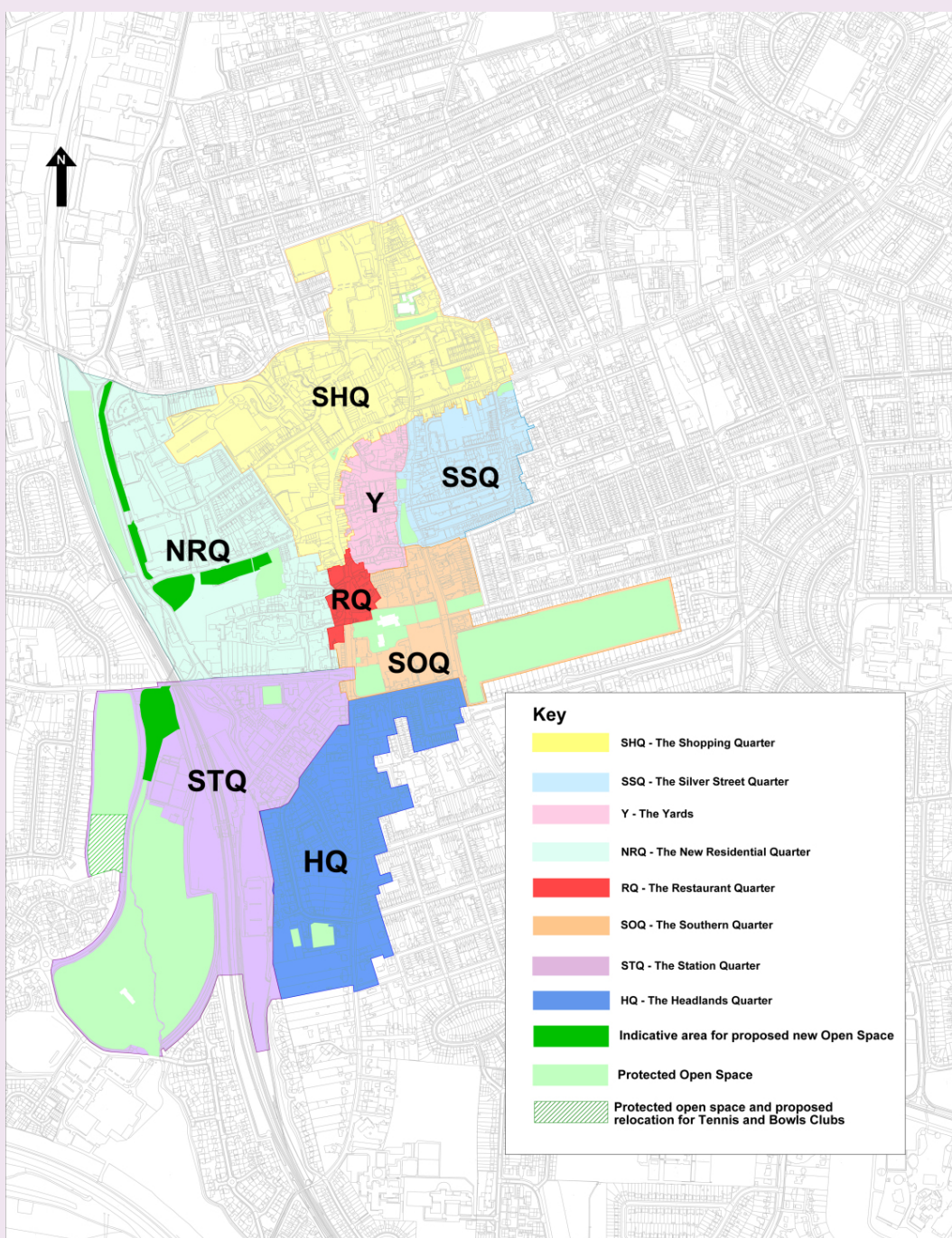
² Notably CSS Policy 1, PPS1 (*Delivering Sustainable Development*) and PPS4 (*Planning for Sustainable Economic Growth*)

to accompany regeneration.

The Urban Quarters

2.3.1 The regeneration of the Plan Area will be based on the development of eight distinct urban quarters, as shown on Proposals Map Inset A and in Figure 2.1, below. The identification of these quarters has been an iterative process. The concept of quarters was first presented in the *Kettering Town Centre Masterplan* (Atkins, 2005), which identified several distinct character areas within Kettering. This concept has been taken forward through the AAP process by the Borough Council and its partners. In particular, the *Western Quarter Masterplan* (Taylor Young, 2006), *Town Centre Framework* (EDAW, 2007), and the *AAP Preferred Options* (2008). Throughout the development of this AAP policy framework, detailed urban design analysis has been undertaken - this understanding of the town centre's urban morphology (see *Kettering Town Centre Urban Morphology Study* (2008) has been a key principle in establishing the quarters and their interrelationships. Alongside commercial appraisals and public participation, this approach has established a robust regeneration framework for delivering growth in Kettering town centre.

Figure 2.1 Urban Quarters



2.3.2 Underpinned by the concept of these quarters, the AAP should be read as a whole and all proposals within the town centre should accord with the relevant policies and supporting text set out in the AAP. Within these quarters primary uses have been identified and defined within the quarter policies outlined in Section 5. These distinct quarters will complement each other and will, together, provide a mixed use town centre. The transition between quarters will respect the character and use of the adjacent quarters, and where a use is proposed just outside a quarter, for example if a retail use was proposed just outside the shopping quarter, then this would be considered on its own merits taking into account the impact this would have on the character of the quarter in which it was located. Complementary uses will be permitted above ground floor.

2.3.3 Within each quarter sites have been identified for development, these are allocated on the Proposals Map. All development proposals should have regard for the policies and principles of the relevant quarter and other relevant policies in the AAP.

2.3.4 The majority of growth is focused on the Shopping Quarter, Station Quarter and the New Residential Quarter. Within these areas there are opportunities for major redevelopment. Within the Shopping Quarter the focus will be retail development, in the Station Quarter development will be focused on offices and employment growth and the New Residential Quarter will accommodate a significant amount of residential-led development. Development within The Yards and Silver Street Quarter will be on a smaller scale. The development of The Yards will be based on growth of niche and independent retail uses. In the Silver Street Quarter development will focus on uplifting the quality of the area with residential led growth and the implementation of transportation improvements around Queen Street, Victoria Street and Eskdall Street.

2.3.5 Development in the Restaurant Quarter will focus on improvements to the public realm, the development of a new building to the south of the Market Place providing restaurant uses and encouraging restaurant uses elsewhere. Within the Southern Quarter there is an opportunity for significant regeneration and enhancement of existing cultural assets. In the Headlands Quarter the focus will be on enhancing the existing residential character of the area and the Conservation Area.

Development Principles and Urban Codes

2.3.6 Policy 13 and 14 of the CSS outlines general sustainable development principles which should guide development and be taken into consideration in the determination of all planning applications within the Plan Area. Policy 2, below, also identifies general development principles and regeneration priorities for Kettering town centre and the wider Plan Area. The policy sets out the criteria against which proposals will be based to ensure that development within the Plan Area brings about vitality and viability; protects and enhances the character of the area; protects the amenity of existing and future residents; improves accessibility and connectivity; and incorporates sustainable design in accordance with the requirements outlined in the North Northamptonshire Sustainable Design SPD.

2.3.7 In accordance with the Sustainable Design SPD, development in the plan area should deliver high quality, sustainable design that delivers energy efficiency and effective climate change mitigation and adaptation measures. It is the aspiration of Kettering Borough Council Members that all residential developments achieve CABE Building For Life 'Silver' standard as a minimum, and developers are encouraged to submit projects for accreditation. An Energy Strategy for North Northamptonshire is being produced that will establish the evidence that will assist in the assessment of routes to compliance with CSS sustainability requirements, and the means by which this could be achieved.

2.3.8 Building on the principles set out in Policy 2, Urban Codes are set out for each quarter in the Urban Codes SPD, providing more detailed design parameters. These codes outline specific buildings uses, heights, massing, density and materials as well as identifying key spaces, streets and necessary public realm improvements for each area. In addition the Kettering Borough Shopfront Design Guidance SPD will provide guidance for improving and setting standards for shop front design throughout the Plan Area.

2.3.9 High quality design is a key element of the AAP and will be central to the delivery of regeneration and growth in the town centre.

Policy 2 - Urban Quarters, Urban Codes and Development Principles

Regeneration of the Plan Area is focused on eight urban quarters, as defined on Proposals Map Inset A, as follows:

| Quarter | Focus |
|--------------------------------------|---|
| 1. The Shopping Quarter (SHQ) | High street brands |
| 2. The Yards (Y) | Niche and independent shops |
| 3. The Restaurant Quarter (RQ) | An improved restaurant offer |
| 4. The Station Quarter (STQ) | Commercial offices |
| 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 |

The Primary Shopping Area, Primary and Secondary Shopping Frontages, Kettering Conservation Area and key development sites are shown on the proposals map. The majority of growth will be concentrated in:

- The Shopping Quarter;
- The Station Quarter; and
- The New Residential Quarter

To ensure that regeneration and growth across the Quarters is delivered in a coherent and coordinated way, developments will comply with the Urban Codes Supplementary Planning Document (SPD). Proposals will secure high quality, sustainable design and improve the character and quality of the Plan Area and the way it functions. Development proposals within the Plan Area will:

- I) Create attractive, vibrant and safe shopping, working and living environments which are well connected by different modes of transport; and
- II) Bring regeneration benefits to Kettering town centre, in terms of its vitality and viability; and
- III) Protect existing residential amenity and deliver approximately 1,000 new residential units within environments which are of a high design and lasting quality; and
- IV) Deliver at least 38,500m² of new B1 office floorspace to regenerate and stimulate commercial activity; and
- V) Deliver an attractive and safe urban environment with a strong sense of place through the high quality and adaptable design of buildings, frontages and public spaces. Development proposals must have appropriate building forms, proportionate heights, active frontages, and contain suitable uses; and
- VI) Ensure that new development is appropriate in its context and respects the neighbouring uses and in particular the transition between the eight designated urban quarters; and

VII) Facilitate ease of movement, permeability and legibility; and

VIII) Preserve or enhance the Plan Area's heritage and character, especially the designated Conservation Area and its setting; in particular respecting the scale and mass of the existing buildings and the historic focal point of the Market Place and protecting views of the listed Church of Ss Peter and Paul's; and

IX) Improve the safety of the town centre through increasing natural surveillance of public spaces, creating safe and secure public routes which are compatible with the wider design and public realm priorities; and

X) Provide a net gain in usable and multi-functional green infrastructure, the focus of which will be on the Slade Brook corridor; and

XI) Address climate change effects including the provision of renewable energy, energy conservation, sustainable construction techniques and effective flooding and surface water management.

Further detailed design guidance for each quarter, building upon the criteria above, will be contained within the Urban Codes SPD. Shopfront design guidance is contained within the The Kettering Borough Shopfront Design Guidance SPD.

2.4 Primary Shopping Area and Evening Economy

2.4.1 The CSS requires Kettering Town Centre to accommodate a minimum net increase of 20,500m² of comparison goods retail floorspace to 2021. This significant scale of additional comparison retail floorspace is required to maintain and enhance Kettering's market share and provide services for the borough and the wider North Northamptonshire sub-region in the period to 2021. At present the short supply of modern, large format shop units limits the potential to attract quality retailers and this needs to be addressed, and Policy 15 (The Shopping Quarter) allocates developments sites for this purpose.

2.4.2 To maintain the compactness of the town centre, whilst providing the additional floorspace required for both the present and future population, it is important to protect the Primary Shopping Area (PSA) from inappropriate changes of use through the designation of Primary and Secondary Shopping Frontages.

2.4.3 Primary Shopping Frontages: The Primary Shopping Frontages runs up High Street, Gold Street, Newland Street and incorporates the Newland Centre. These designated frontages form the retail heart for the town centre, and the primary focus will be on maintaining and enhancing the retail offer through new retail development. The Shopping Quarter (Policy 15) will form the majority of the Primary Shopping Area, in which the Borough Council will promote major retail- led redevelopment and the incorporation of larger format retail units. In order to protect and enhance the retail character of the area, changes of use from A1 (retail) will be restricted by a percentage of the overall frontage total within the Primary Shopping Frontages and through the avoidance of concentrated runs of non retail units.

2.4.4 Secondary Shopping Frontages: The Secondary Shopping Frontages are located on parts of Rockingham Road, Montagu Street, Silver Street, Dalkeith Place and Sheep Street. Historically units around Market Place also formed part of the Secondary Shopping Frontages, however, this Plan identifies a new 'Restaurant Quarter' around Market Place, which seeks to promote and safeguard A3 Restaurant uses.

2.4.5 Units within the Secondary Shopping Frontages should provide a complimentary retail offer, and present an important resource for the retention and establishment of small independent A1 retailers, in order to maintain and enhance the vitality of the town centre. Although a greater mix of uses can be accommodated within the Secondary Shopping Frontages, changes of use must not erode the overriding A1 retail function of the area, and avoid an over concentration of similar non-retail uses that detract from the character and amenity of the area. Policy 3 therefore supports the role of the Secondary Shopping Frontages by establishing that a change of use is permissible providing that the overall shopping character of the designated area is maintained and it complies with the other requirements of the policy.

2.4.6 Evening Economy: In addition to the enhanced retail offer this Plan seeks to establish a vibrant evening economy in the town centre which compliments the other existing and proposed town centre uses. Leisure uses play an important role in supporting and diversifying the evening and night time economy, and Government guidance supports the location of leisure uses within town centre locations.

2.4.7 Restaurants (A3) are essential in providing leisure opportunities and creating a safer feel to the town centre in the evenings. New restaurants will be encouraged to locate in the Restaurant Quarter, and Policy 19 (The Restaurant Quarter) identifies the development principles for this area.

2.4.8 Although A4 (pubs and bars) and A5 (hot food takeaways) can add to the enjoyment of a town and create a mixed use centre, too many in any one area can have an adverse impact on residential amenity by creating noise and disturbance late at night, anti-social behaviour and littering, and can undermine the retail focus and character of the area. The area covered by the Primary Shopping Frontages is not a suitable location for A4 and A5 uses as they would affect the vitality and viability of the town centre and would directly compete with the planned provision of the 20,500m² net additional comparison retail floor space. Currently, the Secondary Shopping Frontages of Montagu Street, Silver Street and Dalkeith Place provide the focus for A4, A5 and nightclubs, which is where these uses are considered most suitable. However, the provision of A4 and A5 uses has been restricted by a percentage of the overall frontage within the Secondary Shopping Frontages, to avoid an over-concentration of this type of use resulting in high levels of disturbance, littering and the erosion of the retail character. In order to improve the existing diversity of A4 uses in the town centre, the floor space for additional units within this use class has been limited in order to reflect the character of Kettering and to avoid an over-concentration of large public houses which fail to appeal to a wide range of users.

2.4.9 Although it is acknowledged that nightclubs are a recognised leisure use for the town centre, there is already a sufficient quantity. In order to avoid an over concentration no additional nightclubs will be permitted within the Plan Area.

2.4.10 The use of the upper floors within the PSA will be encouraged where the proposed use would compliment the A1 retail focus of this area, and provide a mixed and well used town centre and improve safety and natural surveillance during both the day and evening.

2.4.11 The attractiveness of the town centre is of economic importance in attracting investors, tourists and providing for the local population. As such development within the PSA must provide an active and well designed frontage which positively contributes to the street scene, and all proposals shall accord with the guidance contained within the Urban Codes SPD and the Kettering Borough Shopfront Design Guidance SPD as set out in Policy 2 (Urban Quarters, Urban Codes and Development Principles).

2.4.12 The percentages set out in Policy 3 below are based on a survey conducted in August 2009 that audited the different ground floor uses within the town centre. The survey, which informed the Kettering Town Centre Health Check 2008/2009 measured the width of the units frontage (in metres) in order to ascertain the total meterage and percentage of frontages designated to each use class. Percentages levels set for each use class in Policy 3 are a percentage of the total frontages in the town centre boundary

2.4.13 Through the Kettering Town Centre Healthcheck process, the Borough Council will monitor the percentage of frontages designated to each use class in the town centre. Both Primary and Secondary Shopping Frontages will be monitored as the developments allocated by this plan are progressed and new primary and secondary frontages are created.

Policy 3 - Primary Shopping Area (Primary and Secondary Frontages) and the Evening Economy

The Primary Shopping Area (PSA) which includes both the Primary and Secondary Shopping Frontages will be the focus for retail within the Plan Area, as defined on the Proposals Map. A minimum of 20,500m² of net comparison retail floorspace will be delivered in the PSA by 2021. Policy 15 (Shopping Quarter) allocates developments sites for this purpose.

- The focus for new A3 uses (restaurants) will be within the Restaurant Quarter (frontages defined on the Proposals Map) as detailed in Policy 19.
- Planning permission for additional nightclubs within the Plan Area will not be granted

Primary Shopping Frontages:

The most appropriate location for A1 (retail uses) in the PSA is within the Primary Shopping Frontage (PSF). Proposals for non A1 retail uses at ground floor level will be considered acceptable providing they meet all of the following criteria. That development:

- I) Does not result in there being less than 75% of A1 frontages retained within the PSF; and
- II) Does not result in more than three consecutive non A1 retail frontages; and
- III) Does not result in any additional A4 (Drinking Establishments) and A5 (Hot Food Takeaways) units within the PSF; and
- IV) Does not create an over concentration of non retail uses which will result in an unacceptable change in the retail character and/ or adversely affect the vitality and viability of the PSA; and
- V) Provides an active and well designed frontage which positively contributes to the street scene.

Secondary Shopping Frontages:

A greater diversification of appropriate town centre uses can be accommodated within the Secondary Shopping Frontages (SSF), providing this does not erode the overriding A1 retail function of the area. Changes of use will be considered on their merits subject to the proposal:

- VI. avoiding the concentration of similar uses, whose cumulative impact would be to the detriment of the retailing function, environmental quality, amenity or parking and would increase the risk of anti-social behaviour; and
- VII. Not resulting in more than three consecutive A3 (Restaurants and Cafés), A4 or A5 frontages in a row; and
- VIII. Not resulting in more than 17% of the total frontages within the SSF being in A4 use and
- IX. Not resulting in more than 8% of the total frontages within the SSF being in A5 use, and
- X. Not exceeding 500m² of net total floor space for each additional A4 use; and
- XI. Providing, where appropriate an active and well designed frontage which positively contributes to the street scene.

The use of upper floors within the PSA is encouraged where the proposed use would compliment the A1 retail focus of this area. Uses that will be encouraged are A2 (Financial and Professional), B1 (office) and C3 (residential).

2.5 Commercial Offices

2.5.1 The AAP will provide substantial new office development to help stimulate a significant new employment base for the town centre allowing it to deliver its strategic role set by the CSS. The Station Quarter, with its excellent transport links, will be the focus for new office and commercial development. Smaller commercial allocations, which may comprise offices, are made as part of a mix of uses in the New Residential Quarter and offices (B1) will be encouraged throughout the Plan Area, where in accordance with other plan objectives.

2.5.2 Significant capacity has been identified for employment uses and for offices within the town centre - approximately 38,500m² of deliverable B1 Office/Commercial floorspace across the Plan Area - 32,000m² of which falls within the Station Quarter⁽³⁾. The quarter is identified as offering some of the most suitable, accessible, attractive to market and least constrained employment sites in the sub-region⁽⁴⁾.

2.5.3 A focus on office development will diversify the town centre jobs offer and catalyse the creation of higher grade, higher density jobs. High quality office development can develop a broader economic base for the town centre which supports a vibrant town centre, can increase the town's skills base and be persuasive to inward investors.

2.5.4 Given its location next to the station and its relative lack of constraints to development, the principal focus for new office development will be the Station Quarter. Policy 20 details the plans for this quarter. The principal objective is to provide the new centre for office employment that will help to drive the Borough's economy and meet a major part of its aspirations for new jobs. The Station Quarter will be the dynamic new main business sector of the town, stimulating investment opportunities in significant new office space in a sustainable, high profile location that exploits the excellent strategic rail links. Significant transport improvements and a lively new Station Square will present an accessible, welcoming and contemporary commercial gateway to those arriving in Kettering.

Policy 4 - Commercial Offices

The Plan Area will deliver development of around 38,500m² net additional B1 office floorspace by 2021.

The focus for B1 offices will be in the Station Quarter on sites STQ1 and STQ6 - STQ11 (as set out in Policy 20, The Station Quarter) which will accommodate around 32,000m² of office floorspace, incorporating a proportion of A2 Financial and Professional Services.

Smaller commercial allocations, totalling around 6,500m² are also made on sites NRQ5 and NRQ11 in the New Residential Quarter, as part of a mix of uses. Elsewhere B1 offices will be acceptable throughout the Plan Area unless otherwise stated in this plan.

2.6 Culture and Tourism

2.6.1 Cultural and leisure facilities are an important component of a successful town centre. Facilities such as libraries, museums, public halls, leisure centres, galleries and places of worship provide both tourism attractions for visitors and key services for residents. In Kettering town centre many of the town's most prominent heritage assets and existing culture, tourism and leisure facilities are located in the Southern Quarter including the swimming pool, Ss Peter and Paul Parish Church, the Alfred East Art Gallery, Museum and Library, giving the parts of the quarter a strong sense of place and distinctive role within the town centre. The Kettering Conference Centre, adjoining the Plan Area, includes a theatre and other leisure facilities for residents and visitors to the town centre. In this context, regeneration and development proposals for the Plan Area should complement existing assets and provide additional services and facilities for residents and visitors.

2.6.2 Many initiatives set out in this plan will enhance the town's tourism and leisure potential, such as establishing a Restaurant Quarter and enhanced retail offer in the Yards and Shopping Quarter. In addition work has highlighted the need for further hotel provision within the Plan Area. As such Sites STQ6, in the Station Quarter, and site SS5, in the Silver Street Quarter, have been identified as being suitable for hotels to make provision for tourism within the Plan Area. Together the regeneration proposals set out with this Plan will ensure that Kettering builds on its historic and cultural facilities and that new development complements these existing assets. Proposals set out within the plan will help to enhance the attractiveness

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

4 *Northamptonshire Strategic Employment Land Assessment (SELA) (2009).*

of the town centre as a destination, including helping to support and diversify the evening and night time economy. This will help make Kettering people's first choice for services and facilities - delivering the vision for Kettering as a place that is characterful, distinctive and fun.

2.6.3 In the event that a development proposal would result in the loss of an existing cultural use, a comparable replacement must be provided in a suitable location, and be of an appropriate size and scale to the satisfaction of the Local Planning Authority. Development contributions will be sought to improve existing facilities for the benefit of new and existing users, in accordance with Section 6 - Implementation and Monitoring.

Policy 5 - Culture, Tourism and Leisure

Culture and Tourism:

Proposals for additional cultural and tourism facilities will be encouraged within the Plan Area to enhance the current provision. Sites are made available within this plan for Hotels at sites:

- Site STQ5 - the Crescent North, in the Station Quarter; and
- Site SSQ5 - Queen Street / Horsemarket south, in the Silver Street Quarter.

Development must not lead to a loss of cultural or tourist facilities, unless a site of equivalent size, quality and accessibility can be provided, serviced and made available to the community prior to the use of the existing site ceasing.

Leisure:

The focus for leisure uses within the Plan Area will be within the Town Centre Boundary, as defined on the Proposals Map. Proposals to diversify the leisure offer will be encouraged but subject to compliance with other policies within this Plan.

The focus for new A3 uses will be within the Restaurant Quarter as detailed in Policy 19.

2.7 Residential Development

Residential allocations

2.7.1 A significant additional town centre residential population will support the provision of a range of shops, facilities and services and support the aims of the retail and commercial activities (Policies 3 and 4) and the transport and public realm improvements (Policies 7 -11). Well designed residential developments will add instant vibrancy through the presence of people, activity and natural surveillance throughout the day and evening.

2.7.2 The Plan Area will accommodate approximately 1,000 new dwellings during the period to 2021, which will contribute to the borough-wide CSS requirement of 13,100 new homes. Residential use, or an element on residential use in a mix of uses, is allocated on the sites listed in Table 2.1.

Table 2.1 Sites allocated for residential use (either solely or as a mix of uses)

| Site allocation | Indicative Yields | Site allocation | Indicative Yields |
|---|-------------------|--|-------------------|
| NRQ1: Land at Lidl store site, west of Trafalgar Road | 67 | SHQ1: Wadcroft / Newlands Phase 1 | 39 |
| NRQ2: Former Lidl store site, north of Trafalgar Road | 22 | SHQ2: Morrisons Staff Car Park, Trafalgar Road | 18 |
| NRQ3: Temporary car park, land west of Trafalgar Road | 48 | SHQ3: Eden Street | 20 |

| Site allocation | Indicative Yields | Site allocation | Indicative Yields |
|---|-------------------|--|-------------------|
| NRQ4: Land north and east of Trafalgar Road | 120 | SHQ4: South of Northall St (Iceland carpark) | 9 |
| NRQ5: B&Q & Comet site, Meadow Road / Jutland Way | 53 | SHQ5: South of Northall St (Tanners Gate 1) | 33 |
| NRQ6: National Grid site north, Jutland Way | 14 | SHQ6: South of Northall St (Tanners Gate 2) | 24 |
| NRQ7: National Grid site south, Jutland Way | 14 | SHQ7: Dryden Street / Fleet Street | 75 |
| NRQ8: Meadow Road / Cromwell Road backland | 18 | SSQ1: Montagu Street / Tordoff Place | 11 |
| NRQ9: Commercial Road car park | 20 | SSQ2: Carrington Street / Victoria Street | 19 |
| NRQ10: Meadow Road Recreation Ground | 94 | SSQ3: Queen Street east | 8 |
| NRQ11: ATS & Topps Tiles site, Northampton Road / Northfield Avenue | 18 | SSQ4: Queen Street / Horsemarket north | 62 |
| NRQ12: Bus Depot site, Northampton Road | 47 | STQ4: Land Opposite Station Square | 15 |
| NRQ13: Hazelwood Lane | 5 | Y1: Jobs Yard | 30 |
| RQ1: Market Place North | 8 | Y2: Soans Yard | 28 |
| RQ2: Market Place South | 18 | | |

Residential density

2.7.3 A flexible variety of densities will be appropriate across the town centre depending on the characteristics and design requirements of each site. Densities will generally be high, reflecting the existing urban nature of the area and the need for efficient use of land. Residential densities should be high enough to make efficient use of land but not prevent the delivery of a range of dwelling types including houses.

2.7.4 In the New Residential Quarter, where larger sites are available, densities should generally be between 40 dwellings per hectare (dph) and 75dph. Higher densities will be appropriate elsewhere within the Plan Area on sites closest to the centre of the town where appropriate to the surrounding character, townscape and mix of uses. Such sites must also have close proximity to services and amenities, be well served by public transport and have good pedestrian and cycle accessibility.

Residential mix

2.7.5 New residential development in the Plan Area will deliver a varied mix of property sizes and types across the area as a whole to ensure a vibrant, mixed and sustainable community. New homes will appeal to a wide variety of people including first-time buyers, singles, couples, elderly people, and families who are likely to stay longer in the area and create a more stable community.

2.7.6 A diversification of the recent predominant town centre residential development of schemes comprising wholly of flats is required in order to meet identified local needs. It is recognised that there has been a recent unbalanced over-provision of flats, particularly 1 bedroom flats, which have failed to meet a significant need for 2 bedroom homes for all age groups across all dwelling types, but particularly houses⁽⁵⁾. Residential development in the Plan Area will seek to address this issue and deliver a balanced provision of flats and houses and avoid an over-saturation of developments comprised 100% of flats. A proportion of 2, 3 and 4 bed houses will be encouraged on all sites which come forward for residential use, where practicable. Larger sites in the New Residential Quarter will include a proportion of houses, either through developments made up entirely of houses or a mix of types. On these sites houses could comprise traditional forms, such as terraces or townhouses, or more contemporary solutions.

2.7.7 Development proposals which come forward in the future will need to demonstrate accordance with any updated identification of local needs (e.g. updated Strategic Housing Market / Needs Assessments) which supersede the above identified mix.

Affordable housing

2.7.8 It is important that in order to meet housing needs and achieve a vibrant mix, that housing for lower incomes, first time buyers and key workers is provided alongside housing which meets broader economic

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

objectives. A target of 30% affordable housing on town centre sites of 15 dwellings or more will be sought, with a tenure split of 67% socially rented units and 33% intermediate housing ⁽⁶⁾.

2.7.9 In most cases affordable housing will be integrated on the same development site as the enabling development and be scattered throughout the site in small groups of units indistinguishable from other units in quality and appearance. However, it is recognised that there may be instances on particular sites in the Plan Area where the Borough Council and the developer agree that affordable housing needs should or could be better met elsewhere. In such limited circumstances (as outlined in Policy 6) the Council may consider the acceptance of financial contributions in lieu of on-site dwellings. Where commuted sums payments are made it must be demonstrated that the proposed solution will contribute to the objectives of creating mixed and inclusive communities and of meeting local affordable housing needs.

2.7.10 The acceptance of commuted sums with respect to any individual development will be on a strictly site specific basis and will not create a precedent for other sites in the Borough. The use of commuted sums contributions will be monitored through the Annual Monitoring process.

2.7.11 The Local Planning Authority will not accept a piecemeal approach to development proposals which results in an under-provision of affordable housing which would have otherwise been required if the proposals had come forward comprehensively. In such cases evidence will be required as regards to the reasoning for the approach taken with the possibility of additional affordable housing requirements being imposed.

Policy 6 - Residential

Residential allocations

Provision is made for approximately 1,000 additional residential units within the Plan Area over the plan period. Allocated sites are shown on the Proposals Map and listed in Table 2.1. The focus for residential-led regeneration will be the New Residential Quarter where densities of between 40dph and 75dph will be appropriate - including the provision of family homes. Throughout out the Plan Area higher densities may be acceptable, providing that proposals conform to other policies within this Plan.

Residential mix

A balanced provision of houses and flats is required in the Plan Area to achieve a varied mix of property sizes and types in accordance with the *2008 Housing Market Assessment*, and any subsequent Strategic Housing Market / Needs Assessment updates. A proportion of houses will be required on sites NRQ4, NRQ5, NRQ6, NRQ7, NRQ8, and NRQ12. These sites could either comprise developments made up entirely of houses or a mix of types including houses.

All residential development which comes forward in the Plan Area will be encouraged to include an element of houses. In particular, development sites in the New Residential Quarter provide opportunities for family homes and a new town centre community. Developments comprising solely of flats should be focused on sites where space is at a premium, where proposals involve the conversion of an existing building or where they form part of a vertical mix of uses, for example over active (e.g. A1 or A3) uses at ground floor level. Provision of 1 bedroom flats should be limited.

Affordable Housing

Affordable housing provision of 30% will be sought on developments of 15 or more dwellings. The tenure split of affordable homes will be informed by the *2008 Housing Market Assessment*, and any subsequent Strategic Housing Market / Needs Assessment updates.

Affordable housing will be for provided on-site, with units scattered throughout the site in small groups of units indistinguishable from other units in quality and appearance. Only in exceptional circumstances

⁶ The tenure split required for affordable homes will meet the needs identified in the *HVC East Kettering Housing Market Assessment* (HMA) as outlined, or any subsequent superseding Strategic Housing Market / Needs Assessments.

will the payment of commuted sums in lieu of on-site provision be considered, where the Borough Council and the developer agree that on-site provision would not be the best solution and where:

- Reuse of existing buildings would result in unsuitable or unacceptable affordable units; or
- The type or size of affordable units to be provided does not best meet housing needs; or
- Where on-site provision would prohibitively affect the viability or integrity of the site for reasons that can be clearly set out and justified.

Financial arrangements will be secured through a S106 agreement and negotiated using an open book approach with the applicant using the following mechanism - for each affordable dwelling that would have been provided on site, the Borough Council will seek the difference between Open Market Value (OMV) and Social Housing Value (SHV). Both valuations would be required to be undertaken by an independent valuer, the cost of which would be borne by the developer.

Residential Car Parking

Residential parking provision in the Plan Area will be determined in accordance with the *Northamptonshire Place and Movement Guide (2009)*, or any subsequent adopted guidance, on a case by case basis. Low or zero parking residential developments may be acceptable on sites in close proximity to services, amenities and public transport where it can be demonstrated that sustainable travel alternatives (walking, cycling and public transport) are accessible and are integrated into travel plans.

Proposals for 15 or more dwellings will include at least one parking space for a car club or car share vehicle.

All residential developments will provide a minimum of 1 secure cycle storage space per unit.

3 Transportation

3.1 Overview

3.1.1 The AAP sets out a number of transport proposals for Kettering town centre which derive from the county-wide Transport Strategy⁽⁷⁾. The proposals were informed by public consultation conducted in Autumn 2009.

3.1.2 It is recognised that in order to successfully and sustainably accommodate Kettering's growth, to deliver town centre regeneration and to meet the other key objectives of the AAP, significant improvements to the transport system will be required. The AAP tackles issues of network efficiency, junction capacity and operation, congestion, parking, accessibility and modal shift. Development contributions will be sought to deliver transportation improvements, in accordance with Section 6 - Implementation and Monitoring.

3.1.3 A key aim of the AAP is to achieve a modal shift from car use to public transport, walking and cycling of at least the 5% target required in CSS Policy 13. Measures will be implemented to encourage pedestrian and cycle usage and improve access to public transport including the railway station. The AAP seeks to strike the right balance between this aim and the recognition that an efficient road network and adequate levels of car parking are important in ensuring the viability of the AAP's proposals for retail and commercial led regeneration.

3.1.4 The Strategy covers five key, inter-related, aspects and associated objectives:

⁷ Northamptonshire County Council's (NCC) *Transport Strategy for Growth (TFSG)* (September 2007) sets out the integrated transport framework to support growth and regeneration in the county which will be developed into Local Transport Plans. The AAP takes forward the strategic principles of the TFSG and places them in the context of the Plan Area, having been informed by detailed local level studies including the *Kettering Town Centre Highway Studies Report (WSP, 2009)* and the *Kettering Town Centre Transport Strategy (Pell Frischmann, 2010)*

| Issue | Objective |
|------------------------------|--|
| Road Network and Junctions | To reduce congestion and allow efficient traffic circulation but without allowing traffic to dominate the town centre. |
| Parking | To provide adequate parking for the successful operation - notably the retail operation - of the town centre. |
| Public Transport | To promote bus services by improving the operational environment for buses and improving accessibility and penetration of bus services to the town centre and railway station. |
| Pedestrian and Cycle Network | To improve facilities for pedestrians and cyclists to ensure safe and convenient routes. |
| Public Realm | To improve the quality of the public realm to make Kettering a more attractive and better place to live, work and shop. |

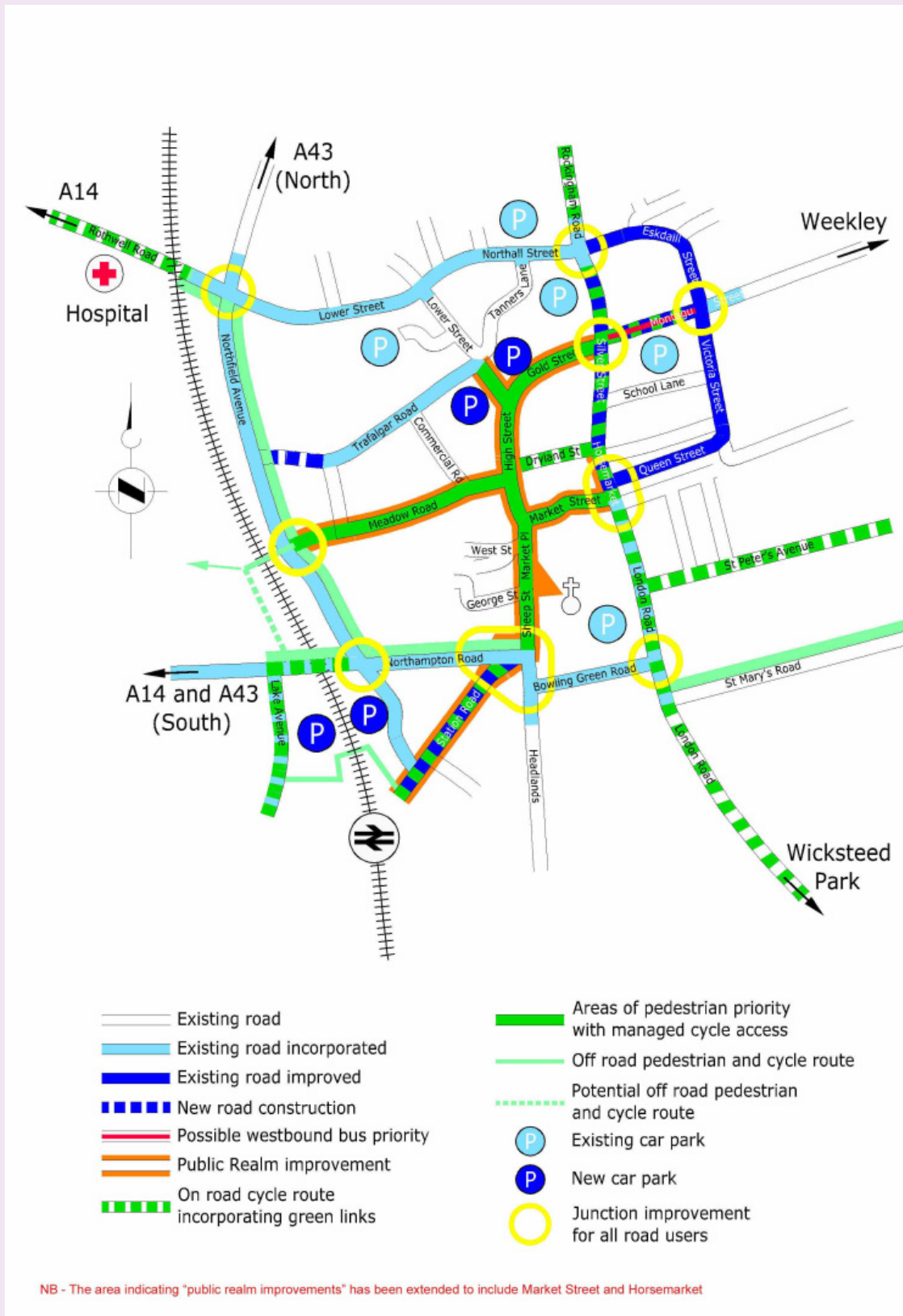
3.1.5 Improvements to the transport system, set out in sections of the AAP, are shown on the Proposals Map and presented in Figure 3.1. Table 3.1 below provides indicative implementation timetable for key transportation improvements (as shown in Figure 3.1 and 3.2) and possible funding sources.

3.1.6 Table 3.1 should be read in conjunction with the Phasing Programme set out in Section 6 - Implementation and Monitoring, which identifies other transportation improvements that will be required as development sites in this AAP are brought forward. The implementation of transportation improvements set out in table 3.1 is linked to borough-wide developments and will be partly delivered through Northamptonshire County Council's pooled development contributions system (which is a component of the Development Contributions SPD), which has already secured funds to deliver schemes within the town centre.

Table 3.1 Transportation Improvements Timetable

| Proposed Town Centre Transportation Improvements | Phasing (2011 - 2021) | Funding Sources |
|---|-----------------------|--|
| Northampton Road / Northfield Avenue Junction | 2011/12 | GAF/Pooled development contributions, and any available public funding. |
| Rothwell Road / Northfield Avenue Junction | 2012/13 | GAF/Pooled development contributions, and any available public funding. |
| New Trafalgar Road/Northfield Avenue Link Road and Junction | 2014/15 | This is required to support the redevelopment of the Wadcroft area for retail development, and will therefore be funded through development contributions. |
| London Road / Bowling Green Road Junction | 2014/15 | GAF/Pooled development contributions, and any available public funding. |
| Sheep Street/Northampton Road Junction | 2012/13 | GAF/Pooled development contributions, and any available public funding. |
| Meadow Road / Northfield Avenue Junction | 2014/15 | GAF/pooled development contributions, and any available public funding.. |
| 'North-South 2-way Link' – Eskdail Street / Victoria Street / Queen Street / Montagu Street / Horsemarket / Silver Street | 2014/15 | GAF/pooled development contributions, and any available public funding. |

Figure 3.1 Town centre transport improvements



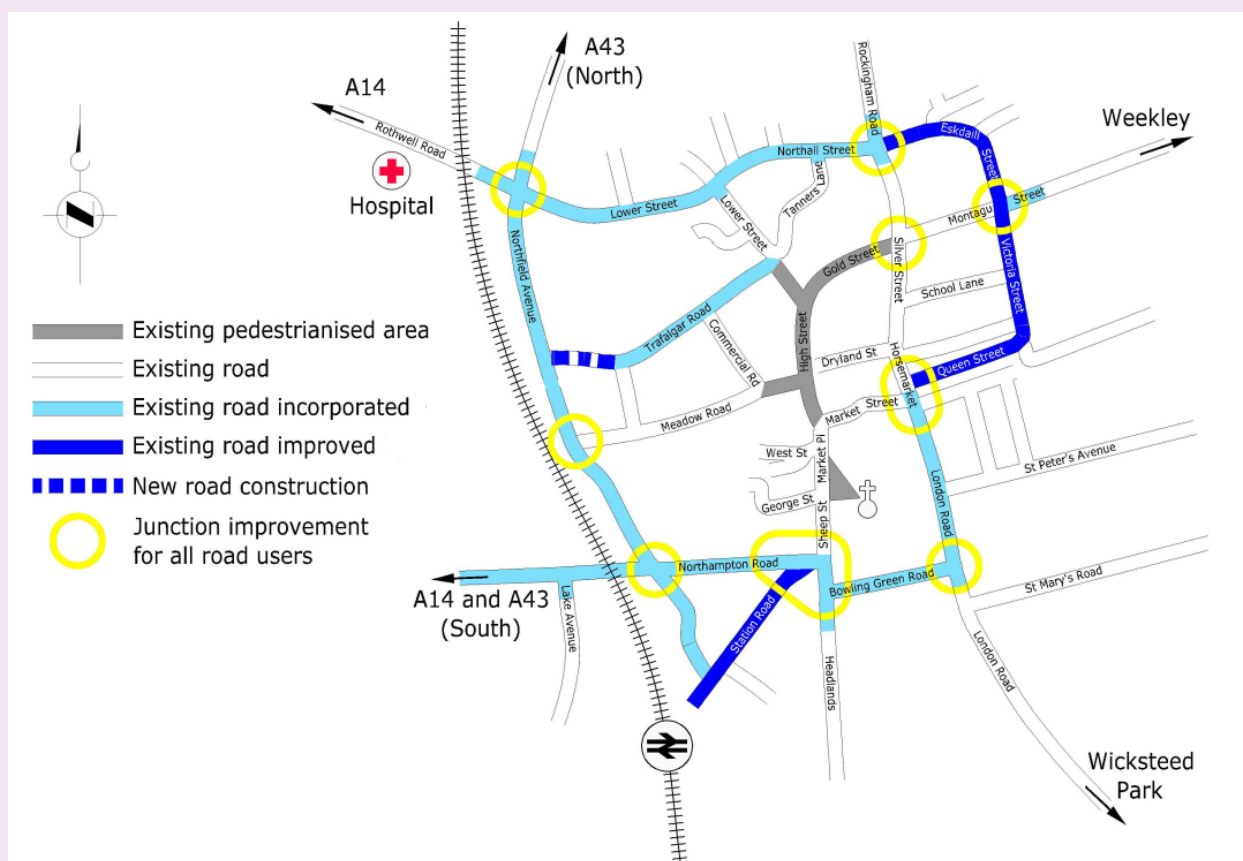
3.2 Road Network and Junctions

3.2.1 Kettering town centre's transport network will be reconfigured in order to reduce traffic congestion and support the travel demands generated by the redevelopment of the town centre, expansion of the Kettering urban area, other housing growth in the borough and sub-regional growth in North Northamptonshire.

3.2.2 A system which allows two-way circulation on all main roads will be achieved through a programme

of road and junction reconfigurations and improvements.

Figure 3.2 Road network and junction improvements



3.2.3 A series of strategic improvements to key junctions to improve their operation, capacity and conditions for pedestrians and cyclists will complement the improvements to the road network. Detailed designs of junction and road layouts will be subject to further consultation at the time of implementation.

3.2.4 Whilst the network and junction improvements scheme will minimise land-property acquisition, the delivery of the two-way system will require some limited road widening, alignment changes (for safety and geometric reasons) and limited land-property acquisition. Detailed analysis is presented in the Kettering Town Centre Transport Strategy (2010) and through consultation undertaken in Autumn 2009, the Borough Council have begun the process of opening discussions and consultations with the land owners/occupiers.

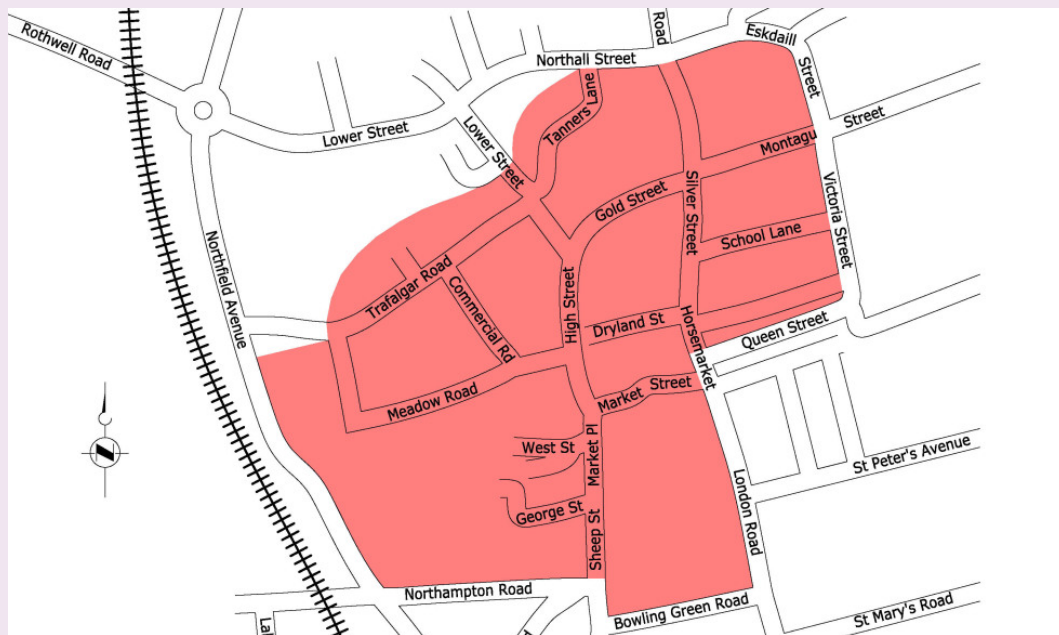
Town centre 20mph zone

3.2.5 20mph zones have been found to be an effective tool for reducing vehicle speeds in built-up areas. When used appropriately they convey to vehicle drivers that the balance of users in an area is not towards cars and through traffic but is towards non-motorised users and access traffic.

3.2.6 Kettering Borough Council will seek to designate a 20mph zone within the boundary of (but not including) the new two-way “ring road”. Such a zone may serve to reinforce the use of the two-way system by through traffic and within the zone reinforce the role of access only routes, reduce accident rates, increase pedestrian accessibility and increase the attractiveness of cycling.

3.2.7 The introduction of a 20mph zone in Kettering town centre would be subject to further consultation both with the public and stakeholders at the time of consideration. A diagrammatic extent of the potential 20mph zone is indicated in Figure 3.3.

Figure 3.3 Potential 20mph zone



Policy 7 - Road Network and Junctions

The Borough Council will work in partnership with Northamptonshire County Council to deliver the following key road and junction improvements, as shown on the Proposals Map:

- The existing one-way operation of **Eskdail Street**, **Victoria Street** and **Queen Street** will be changed to two-way operation.
- **Montagu Street** will become a two-way street though westbound access will be restricted to buses and cyclists. The eastbound lane will provide short stay car parking in marked spaces.
- Through traffic will be discouraged from **Silver Street** with the physical layout designed to give bus, cycle and pedestrian priority.
- Through traffic will be removed from **Market Street** and from **Sheep Street** enabling the creation of a safe, pedestrian friendly area.
- Creation of a new extension of **Trafalgar Road** and associated junction to connect with Northfield Avenue to provide access to the Shopping Quarter.
- Station Road will be returned to two-way traffic whilst retaining on-street parking facilities.
- Junction changes necessary to implement the above road network changes and junction improvements associated with development to the west of the railway line.
- Significant stand-alone improvements will be made to the following key junctions:
 - Bowling Green Road-London Road junction
 - Northampton Road-Station Road-Bowling Green Road junction
 - Northampton Road-Northfield Avenue junction
 - Rothwell Road Roundabout

Development contributions will be sought towards the improvements to roads and junctions.

Proposals for the development of sites on or having an impact upon those roads or junctions identified for improvements will not prejudice the delivery of those improvements.

The future introduction of a 20mph zone within the two-way road system will be considered, subject to public and stakeholder consultation prior to possible implementation.

3.3 Parking

Off-street parking

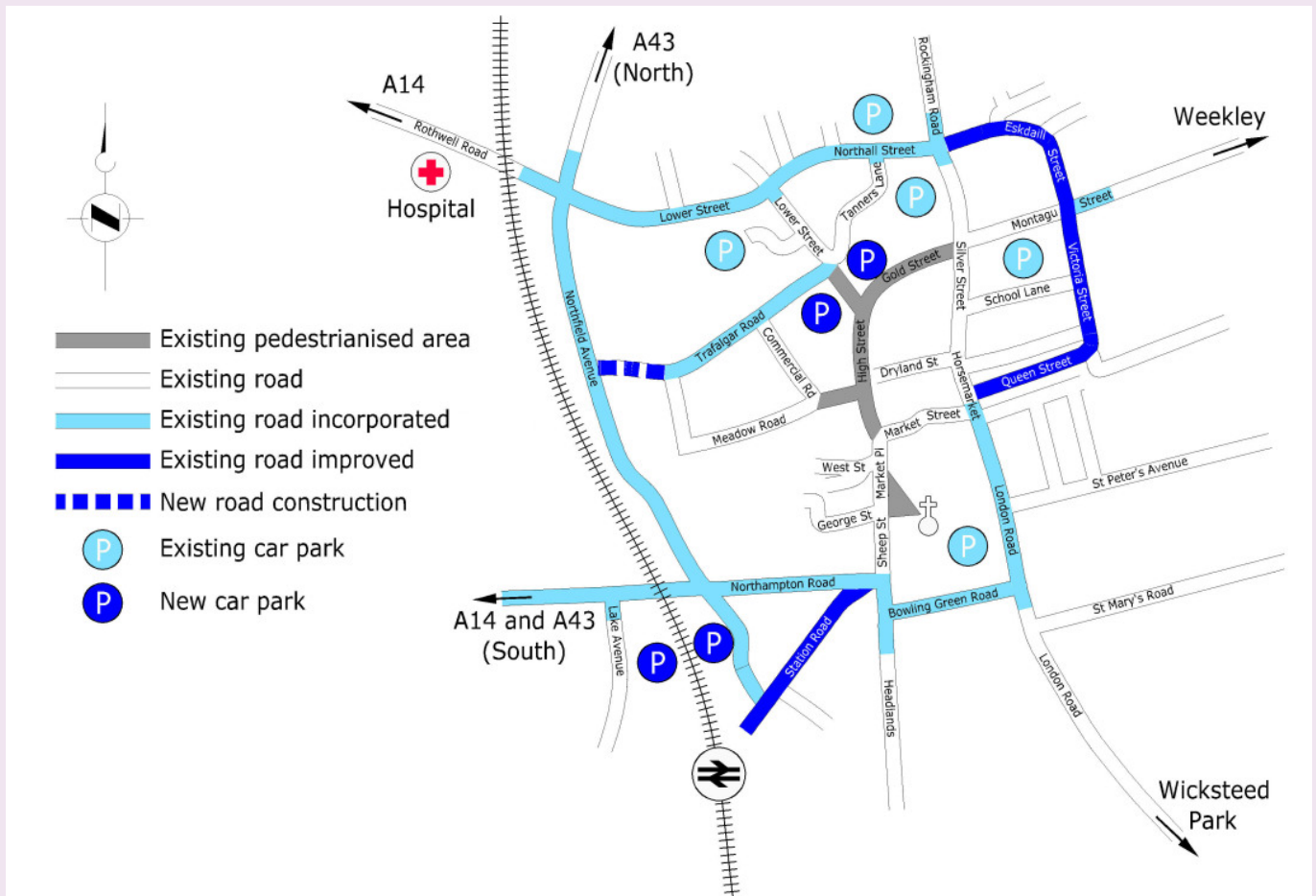
3.3.1 Detailed surveys have found car parking in the town centre to be ineffectively used with some car parks oversubscribed while some are under used. The AAP will address this issue and will seek to make maximum and efficient use of both existing and new car parks through the measures outlined in Policy 8, below.

3.3.2 Large expanses of existing surface car parking in the Station Quarter, whilst necessary in quantum of spaces, is not making optimal use of land and dominates the public realm. Two new car parks will reconfigure this provision at sites **STQ2 and STQ3**. An existing under provision of disabled spaces (2 spaces in July 2010) will be addressed. **Site STQ2** in the Station Quarter will be developed as a multi-storey interceptor car park to the west of the railway line and station. The car park will fulfil a number of functions:

- To intercept car trips bound for the station from the west thus preventing those cars travelling through the railway underpass bottleneck and the congested Northampton Road-Northfield Avenue junction;
- Provide parking for the future commercial development in the Station Quarter;
- Provide purpose built parking for long-stay rail users; and
- Link with the new pedestrian and cycle crossing of the railway line, as outlined in Policy 10 (Pedestrian and Cycle network).

3.3.3 Additionally, off street parking will be retained at the School Lane car park which should retain approximately its current capacity (116 spaces) in the short-medium term. If proposals for the redevelopment of the site were to come forward in the medium-long term, car parking of similar capacity should be included as part of the site's development, or provided close by. The improvements outlined above will be complemented by an improved parking charging structure that will better manage parking to appropriate locations. For example, long term parking for commuters should be encouraged in areas such as the new interceptor car park and parking near the Council Offices, thereby freeing car parks nearer the main shopping centres for short-term use by shoppers. Figure 3.4, below, shows the location of existing and proposed new off road car parks.

Figure 3.4 Car Parking



On-street parking

3.3.4 On-street parking will be reconfigured to be used for short-stays, loading, servicing and disabled vehicles. Details should be developed on a scheme by scheme basis at final design stage. Streets will provide a better balance between the objectives of the public realm and pedestrians and the needs of trading business and motorists.

3.3.5 The Borough Council will introduce an effective enforcement programme of on-street parking and access regulations. It is essential that on-street parking regulations are enforced so that traffic, public realm and bus priority schemes are not hindered from inconsiderate and illegal parking.

Policy 8 - Parking

Reapportioned and enhanced car parking provision will ensure adequate car parking for the successful regeneration and commercial operation of an intensified Kettering town centre. The approach will encompass both off-street and on-street parking measures.

Off-street parking

- Site **SHQ1**, Wadcroft / Newlands Phase 1, will deliver a new car park as part of the site's retail led redevelopment with capacity of approximately 500 spaces.
- A multi-storey interceptor car park will be delivered at Site **STQ2** in the Station Quarter to the west of the railway line. The car park will comprise at least approximately 275 spaces, link with any new crossing of the railway, (as outlined in Policy 11 (Pedestrian and Cycle Network), and will conform to the ParkMark Secure Parking Standards to encourage long term parking from rail travellers.

- Site **STQ3**, north of the station, will be redeveloped to form a multi-level car park with capacity for approximately 550 spaces.
- The Station Quarter will deliver a net increase in the existing disabled parking provision to approximately 30 spaces.
- Any redevelopment proposals for sites **SOQ1** and **SOQ2** should provide parking for proposed uses and approximately 200 spaces for general town centre public parking requirements.
- A variable message signage (VMS) system will be implemented comprising directional signage to indicate parking availability and direct drivers to the most appropriate car park.
- An improved parking charging structure will be sought to ensure effective and appropriate use of long and short-stay car parks.

On-street parking

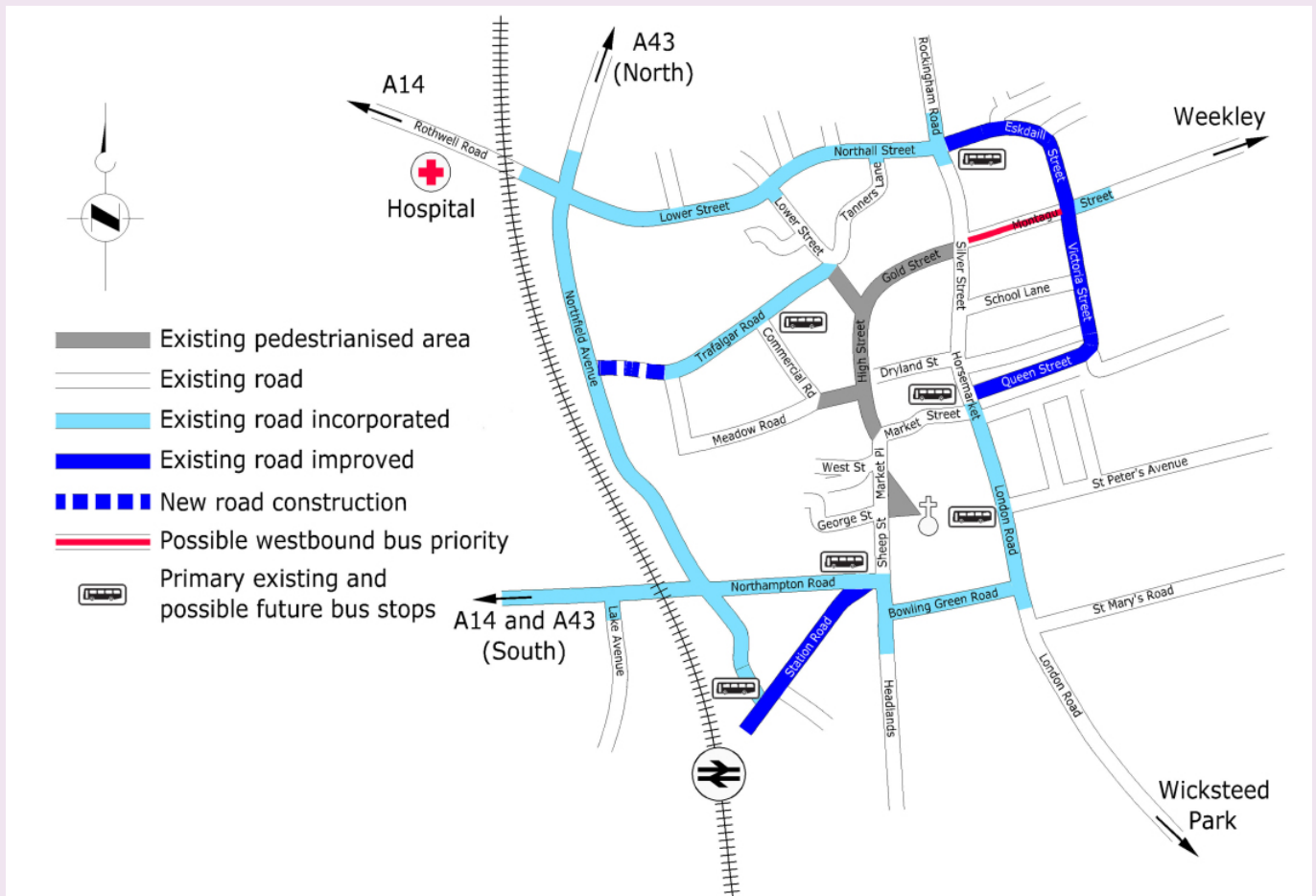
- KBC will seek the adequate provision of on-street disabled parking spaces close to key destinations, including where public realm or road network improvement schemes will impact upon existing on-street provision. Where it is not possible or feasible to retain existing disabled on-street spaces those lost should be replaced close by, where practicable.
- Traffic and public realm enhancement schemes will retain a degree of short-stay, on-street parking in Sheep Street and Montagu Street, including disabled bays.
- Provision will be made for sufficient loading/unloading/servicing arrangements for premises affected by traffic and public realm enhancement schemes.
- An effective enforcement programme of on-street parking and access regulations will be implemented to ensure that traffic, public realm and bus priority schemes can function as planned.

3.4 Public Transport

3.4.1 Public transport in the Plan Area consists of a network of buses providing local level connections and services to surrounding settlements. Kettering is also well served by a station on the Midland Mainline Railway which provides regular services to London St. Pancras International and the north.

3.4.2 The AAP will deliver measures to encourage public transport use and enable bus services to operate in an efficient and commercially successful way and provide a link between bus and rail services. Growth will offer the opportunity to increase the number of buses and range of routes and help create a 'virtuous circle' for all those who live, work and shop in Kettering. Improvements are shown in Figure 3.5, below.

Picture 3.1 Public transport improvements



Station Quarter transport interchange

3.4.3 A new purpose-built transport interchange will be constructed at the Railway Station to facilitate interchange with rail services linking to locations such as Corby, Bedford and London, and potentially with longer distance bus services. Bus services to/from the Station will assist in promoting mode choice away from private cars, particularly by rail commuters. This will be of particular importance for rail commuters to/from the forthcoming Sustainable Urban Extension at East Kettering. Furthermore, the Borough Council is actively supporting discussions to extend electrification of the line beyond Bedford, which would increase rail speeds and passenger capacity. This may also facilitate improvements to accessibility within the town centre, which is currently constrained by low bridges on Northampton Road and Rothwell Road.

3.4.4 The interchange will:

- Provide facilities for buses - bus stops will be located as close as possible to the station without adversely affecting the integrity of the Station Plaza;
- Include areas for set-down and pick up for taxis and private cars;
- Provide adequate safe and secure facilities for cycle parking;
- Facilitate easy access to the future hotel, commercial and car park developments around the interchange;
- Provide a direct connection to the the new pedestrian railway crossing, as set out in policy 10 (Pedestrian and Cycle Network);
- Avoid conflicts between the different interchange users (buses, pedestrians, cyclists and traffic); and
- Be central to the creation of a “Station Plaza” public space, as outlined in Policy 11 (Public Realm and Public Art).

3.4.5 A new bus route is currently being developed, as part of phases 2 and 3 of the public realm improvements scheme, which will provide a bus link to the station. This route is likely to come forward before the construction of the station interchange and provide an early link between sustainable modes of

travel. It is envisaged that the connection will set the tone so that future route improvements and new routes will serve the station and its new transport interchange, wherever possible.

Bus accessibility

3.4.6 The amendments to bus routing will be facilitated by the public realm improvements to Sheep Street and Market Street, as set out in Policy 11 (Public Realm and Public Art). These improvements involve the relocation of the existing bus stops on Sheep Street to high-quality purpose built facilities at Horsemarket.

3.4.7 The relocation of the bus stops will reduce the length of bus journeys and improve operational efficiency of the network; provide activity and vibrancy to the Horsemarket area of town; encourage footfall through the Yards; and facilitate the creation of a safe and attractive pedestrian-orientated environment in Market Street, Sheep Street and onto Market Place.

3.4.8 In the longer term, consideration will be given to the provision of a new, or amended, southbound route to take in Tanners Lane and Trafalgar Road and provide stops adjacent to the new Wadcroft retail redevelopment. Such proposals will be subject to public and further stakeholder consultation at the time of consideration.

Bus efficiency

3.4.9 The improvements to the road and junction network, as outlined in Policy 7 (Road Network and Junctions) will reduce bus journey distances and times, reduce delays and aid their efficient operation. Additionally, better traffic regulation enforcement will reduce inconsiderate and obstructive parking at critical locations and assist bus operations.

Policy 9 - Public Transport

The Borough Council will work in partnership with Northamptonshire County Council and bus operators to implement improvements to the bus network.

Development at the Station Quarter will deliver a bus interchange at the railway station allowing multi-modal transport interchange. New or amended bus routes which come forward in the future, particularly those which will serve the Sustainable Urban Extension at East Kettering, will serve the station interchange.

The existing bus stops on Sheep Street will be relocated, as part of a public realm enhancement scheme, to new high-quality facilities at Horsemarket and new stops at the eastern end of Northampton Road/top of Station Road.

The directness and operational efficiency of bus services will be improved by the planned programme of junction improvements and the changes to the road network to include two-way traffic circulation to the north-east; discouragement of through traffic from Silver Street and Montagu Street; and a bus priority route westbound on Montagu Street.

Further enhancements to bus routes and accessibility, for example use of technology such as bus detection at traffic signals and further implementation of Real Time Passenger Information at bus stops, will be encouraged.

3.5 Pedestrian and Cycle Network

3.5.1 Walking and cycling offer great flexibility, are sustainable and have minimal cost to the end user whilst providing health and well being benefits. Kettering town centre retains much of its historic and pedestrian-oriented street layout and is relatively compact with a cross-town distance of about 700m. This means that Kettering has a great opportunity to encourage a sustainable modal shift to walking and cycling for local trips to help achieve the CSS target of 5% modal shift. Furthermore, given that the majority of the

wider town of Kettering is located within 2km of the town centre, the opportunity clearly exists to facilitate a substantial mode shift across the town as a whole.

3.5.2 The AAP will focus on positive measures to improve conditions for, and encourage, pedestrians and cyclists to travel into and through the town centre. Improvements will connect to, and enhance, the Green Links measures already implemented, and proposed in Kettering, including to the wider network of links - the Green Wheel.⁽⁸⁾

3.5.3 Improvements to the walking and cycling network are linked to improvements to public transport set out above. In particular provision of a transport interchange at the Railway Station will encourage modal shift towards sustainable transport options. To deliver further improvements the Borough Council is actively supporting discussions to extend electrification of the Midland Mainline beyond Bedford, which may also facilitate improvements to accessibility within the town centre, which is currently constrained by low bridges on Northampton Road and Rothwell Road.

3.5.4 The measures to improve conditions for cyclists and pedestrians listed in Table 3.2 and shown in Figure 3.6, below, will be pursued.

Figure 3.5 Pedestrian and cycle improvements

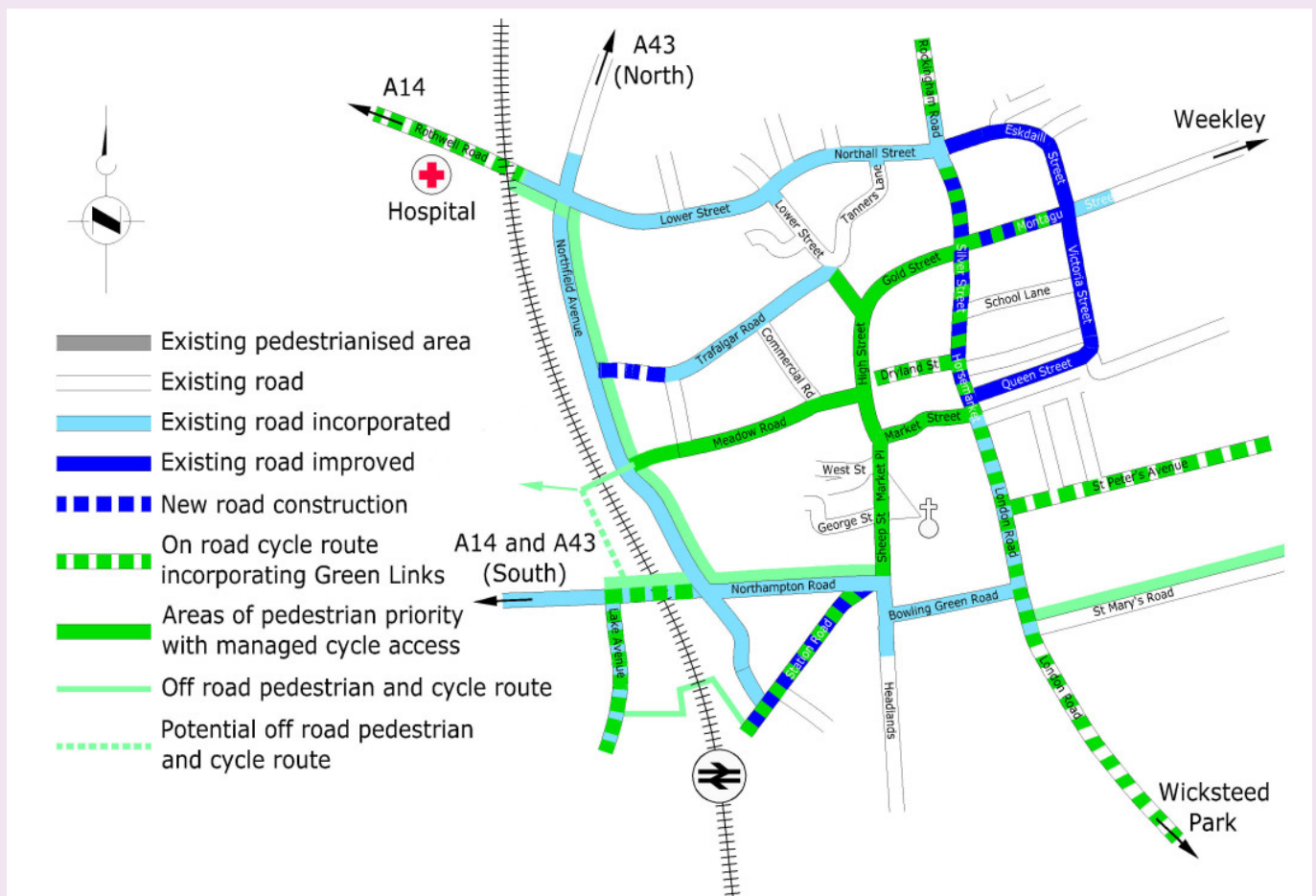


Table 3.2 Improvements to pedestrian and cycle network

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

8 Green Links is a program, developed by KBC in co-operation with Northamptonshire County Council, to implement physical and operational measures to provide good quality walking and cycle routes linking main destinations and residential areas. The Green Links programme was consulted upon in 2008 and various cycle measures have been implemented, mainly on approaches to the town centre.

Kettering Town Centre Area Action Plan: Submission

| Area | Improvements |
|---|--|
| | <ul style="list-style-type: none"> • An improved direct crossing at the Station Road / Northampton Road / Sheep Street junction. • A new pedestrian connection across Northampton Road. • Cycle parking at the station. |
| Lake Avenue, rail crossing and underpass | <ul style="list-style-type: none"> • An off-road shared footway and cycle route along Lake Avenue, potentially linking to any new pedestrian crossing over the railway. • An enhanced route and improvements to the existing underpass under the railway opposite Meadow Road. • Potential off road pedestrian and cycle route from Northampton Road / Lake Avenue to railway underpass / Meadow Road. |
| Station Road | <ul style="list-style-type: none"> • Public realm improvements along Station Road (outlined in Policy 11, Public Realm and Public Art) will significantly enhance the safety and environment for pedestrians and will permit either on-road cycle or a shared cycle footway route. • A new crossing for pedestrians and cyclists across Northampton Road to Sheep Street. • Secure, covered cycle parking close to the Station. |
| Meadow Road | <ul style="list-style-type: none"> • Traffic restricted to access only enabling the route to be converted to cycle/pedestrian priority and a pleasant environment conducive to enjoyable pedestrian and cycle use. |
| Rothwell Road | <ul style="list-style-type: none"> • Town centre improvements will link to a proposed Green Link on road cycle provision along Rothwell Road, along what is an important route for access to the north west of Kettering, the General Hospital and the Telford Way Industrial Area. |
| London Road / Horsemarket / Silver Street | <ul style="list-style-type: none"> • Public realm improvements will link with existing Green Links on London Road. • Silver Street to fulfil a local access/bus/cycle/pedestrian function with through traffic discouraged. |
| Market Street/Sheep Street | <ul style="list-style-type: none"> • Removal of through traffic from Market Street and access only traffic on a shared surface in Sheep Street will create a high quality, pedestrian-orientated public realm. |
| Montagu Street | <ul style="list-style-type: none"> • On road cycle route and westbound cycle (and bus) priority measures. |
| High Street/Gold Street | <ul style="list-style-type: none"> • The balance of shared space between cyclist and pedestrians in existing pedestrian areas such as the High Street, Gold Street and Lower Street (east) will be reviewed and will be a matter for subsequent consultation. |

Policy 10 - Pedestrian and Cycle Network

Development in the Plan Area will facilitate improved environments for pedestrians and managed cycle access across a safe and convenient network of routes. The aim will be to make walking and cycling an enjoyable choice for local access to, from and within the town centre, to assist in promoting a modal shift away from cars.

Development within the Station Quarter will facilitate a new pedestrian and cycle crossing of the railway line, allowing west-east (and vice versa) access to/from the station. For example, a new bridge would provide an opportunity to build a new western entrance to the station, a landmark gateway into Kettering town centre and to connect to the new Station Plaza public square.

The AAP will actively seek the implementation of the improvements to conditions for pedestrians and cyclists listed in Table 3.2.

New development will provide adequate, convenient and safe cycle parking.

As detailed design of improved junctions and crossings is undertaken, measures to assist cyclists will be encouraged, where practicable, including the provision of cycle advance stop lines and conversion of Pelican crossings to Toucan Crossings.

3.6 Public Realm

3.6.1 Kettering has established an extensive pedestrianised area comprising High Street, Gold Street, Lower street (east) and the eastern most end of Meadow Road. However, the area currently suffers from poor enforcement of traffic regulations and a tired and cluttered public realm which detracts from the built form and user experience.

3.6.2 Improvements to public realm within the Plan Area are a key plan objective and will play an essential role in revitalising the town centre and enhancing the setting of new developments. The AAP will facilitate extensive high quality public realm enhancements to key areas through a programme of physical works. The *Kettering Town Centre Public Realm Strategy* will provide the framework for all future public realm enhancements in the Plan Area.

3.6.3 The first phase of public realm improvements, the award winning Market Place scheme, is already complete and improvements here should act as the benchmark for future public realm improvements in the Plan Area. Phases 2 and 3, (Horsemarket to Sheep Street) includes the pedestrianisation of Market Street and the improvements to the pedestrian environment on Market Street and Sheep Street, including the introduction of priority shared surfaces. Public realm improvements and a new bus area will be introduced around Horsemarket. The scheme is scheduled for completion in spring 2011.

3.6.4 Using the award winning Market Place refurbishment and Horsemarket to Sheep Street projects as benchmarks, the *Public Realm Strategy* sets a framework for future public realm enhancements, illustrates a suitable approach and palette of materials, and provides a strategy for wayfinding, lighting and public art. Through the use of the principles in the Strategy the areas between buildings can be redesigned to meet the following objectives:

- Redress the balance between vehicles and pedestrians, with increased priority given to pedestrians and cyclists through widened pavements, shared surfaces and reduced traffic speeds.
- Enhance legibility, through the introduction of enhanced signage, public art and a greater sense of place.
- Creation of a 'greener' environment, with increased street tree planting to unify the architecture, enhance biodiversity and create a more intimate scale to the wider streets.
- Create streets that are places for lingering in rather than passing through.
- Create opportunities for public seating as well as for pavement cafes and retail uses 'spilling out' onto the pavement.
- Use a unified suite of street furniture and lighting to promote the town centre as a place at the forefront of design.
- Reinforce, and reintroduce historic street patterns and routes.

3.6.5 The AAP will deliver the public realm improvement schemes shown in Figure 3.7 and those listed in Table 3.3, below.

Figure 3.6 Public realm improvements



Table 3.3 Priority public realm schemes

New high quality public spaces will be required as part of major developments on sites:

Site SHQ1, Wadcroft / Bakehouse Hill / High Street / Gold Street

The delivery of an exemplar quality public space where High Street, Gold Street and Lower Street meet will be essential for the success of the new retail area. It will provide a place for people to meet, congregate and relax. The same public realm theme will be extended into the adjacent existing pedestrianised areas of High Street, Gold Street and the eastern end of Lower Street.

Site Y2, Soans Yard

The regeneration of Soans Yard will create a high quality pedestrian route which connects Market Street and High Street/Dryland Street. The public realm should respond to the backland character of the Yards and contribute to the distinctiveness of this area of the town.

Significant public realm schemes will be delivered at:

| Area | Improvements |
|---|--------------|
| The Station Quarter | |
| Development in the Station Quarter will deliver significant public realm improvements and create a “gateway” to Kettering. The design of schemes will be informed by the principals in the <i>Station Quarter Study</i> (Pell Frischmann, Gillespies and Cushman & Wakefield, 2009). | |
| A new Station Plaza public space will be created fronting a new transport interchange at the station, which will: | |
| <ul style="list-style-type: none"> ● Provide a welcoming and high quality arrival point to the town; ● Provide a comfortable environment where people have time to relax; ● Provide a clear space, defined by and with open views of the listed station; | |

- Respond to the local topography by “tilting” a central plinth within the space to create a level centre and stepped seating opportunities;
- Provide shelter for people waiting for bus/taxi connections in a structure which responds to the geometry and materials of the station canopy; and
- Seek to incorporate public art.

Public realm enhancements to Station Road will include

- Greater pedestrian emphasis with surface and footway improvements;
- High quality street furniture, including seating located at regular intervals;
- Signage and public art to provide some visual stimulus and aid wayfinding;
- An avenue of street tree planting along the western side and a strong line of lighting columns along the eastern side, both at a regular rhythm to allow clear views of the church;
- Feature lighting of trees and the station façade and directional strip lighting within paving to activate the space after dark; and
- A new pedestrian (and cycle) connection across Northampton Road which reflects the desire line and will complete a safe and seamless route for those on foot or cycle.

Meadow Road

The road will be downgraded to pedestrian, cycle and local access only. A reconfigured junction and public realm which reflects this function will be implemented with enhanced landscaping, street furniture, surface treatment and relationship to surrounding built form and reconfigured green infrastructure.

Horsemarket to Sheep Street

- High quality materials, furniture and landscaping will be used throughout the scheme
- Horsemarket will become a focus for buses with brand new facilities, whilst retaining its existing function as an urban open space.
- Market Street will be pedestrianised and Market Place will become a shared surface, creating a high quality pedestrian environment better linking the area with surrounding quarters.
- Public realm improvements to Sheep Street will enhance the setting of some of the town centre's historic buildings including the Parish Church, Library and Gallery.

Dalkeith Place

- A small new public square will be introduced providing a focal point, seating and landscaping and joining activities in the Silver Street quarter to the Yards.
- The square will provide an attractive setting and allow for active uses, such as cafes and bars, to spill out onto the pavement.

Silver Street

- Public realm enhancements will ensure that the layout of Silver Street better reflects the reducing emphasis on through traffic and increased provision for buses, cyclists and pedestrians.
- On street parking will be rationalised providing opportunities to reduce the dominance of the parked car on the public realm, ease pedestrian movement and better integrate the two sides of the street.

Gateway sites, as identified on the Proposals Map

Improvements to ensure high quality spaces are created at key arrival points forming positive gateways into the town centre which reinforce a sense of place.

3.6.6 The provision of Public Art should, where possible, prioritise the proposed locations set out in the *Public Realm Strategy* and should ensure that the commissioning, installation and management of the products are all properly controlled as part of the implementation programme. Examples which will be encouraged include statues, carvings, engravings, paving designs, water features, mosaics, murals, street furniture, fencing, lighting and planting schemes.

Policy 11 - Public Realm and Public Art

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

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

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

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

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

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

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

4 General Policies

4.1 Heritage Conservation and Archeology

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

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

4.1.3 Development proposals will need to demonstrate how the historic context has been considered as appropriate in terms of recording, preserving, interpreting and displaying remains and features in the interests of emphasising the town's distinct character and heritage. Particular care will be needed with the massing and height of new development in the Plan Area and the pattern of the built form and integration with, streets, footpaths and the public realm- further guidance on this is provided in the Urban Codes SPD.

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

Policy 12 - Heritage Conservation & Archaeology

Heritage Conservation & Archaeology

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

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

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

4.2 Open Space, Green Infrastructure and Biodiversity



4.2.1 Kettering Borough Council recognises the importance of ensuring that the needs of the Borough's population for Green Infrastructure (GI), open space, sport and recreation are met, both in quantitative and qualitative terms. Kettering Borough Council has conducted an audit and assessment ⁽⁹⁾ of open space, sport and recreation facilities across the Borough which has informed an adopted *Open Space Supplementary Planning Document (SPD)* ⁽¹⁰⁾.

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

- Parks and gardens - which provide space for relaxation and recreation for all age groups;
- Sports facilities - including tennis courts, bowling greens, football pitches and an athletics track, which enable people to enjoy healthy activities,

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

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

- Civic spaces - which form focal points for meeting, relaxing and hosting civic events; and
- A cemetery - which provides space for quiet contemplation and supports a diverse range of wildlife and several rare trees.

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

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

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

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

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

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

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

4.2.8 Sites STQ1 and STQ2 currently partially comprise formal open space provision and between them house bowling greens and tennis courts and some informal open space of below optimum quality. Development proposals for sites STQ1 (offices) and STQ2 (car park) will secure replacement sports facilities and create a new high quality open space area at site STQ2, resulting in a small net gain of open space overall. The bowling greens and tennis courts will be relocated to a nearby site to the south of Northampton Road Recreation Ground, Lake Avenue, as identified on the Proposals Map. The replacement Outdoor Sports Facilities will be of a higher, or equal, quality than the existing provision and will provide the opportunity

Figure 4.1 The Slade Brook, Station Quarter



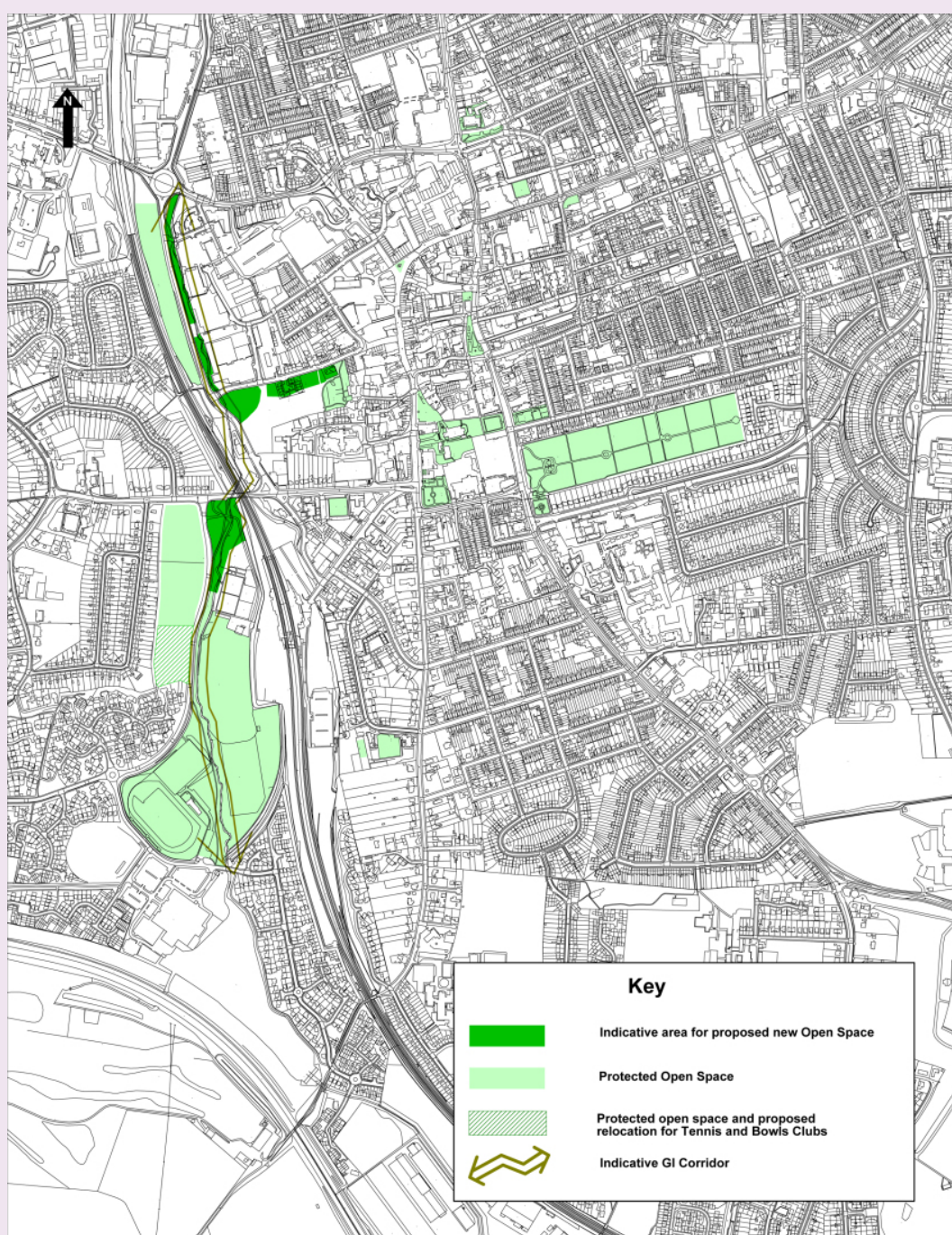
to deliver a high quality bespoke facility. The relocation will also enable recognised limitations with the current provision to be addressed.

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

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

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

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



Flood and Surface Water Management

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

Biodiversity

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

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

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

Policy 13 - Open Space, Green Infrastructure and Biodiversity

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

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

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

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

Development at site **NRQ10** will:

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

- Provide a high quality on-site replacement children's play area of at least 1,000m²; and
- Improve pedestrian and cyclist connectivity from the inner town centre, through the open spaces, to surround areas of residential and employment use.

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

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

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

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

4.3 Flood and Surface Water Management

4.3.1 Flood risk in the Plan Area has been assessed by the *Kettering Town Centre Level 2 Strategic Flood Risk Assessment* (SFRA) (Royal Haskoning, March 2010)⁽¹¹⁾. Allocated development sites have subsequently been assessed sequentially in the *Kettering Town Centre Sequential Test* (KBC, April 2010).

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

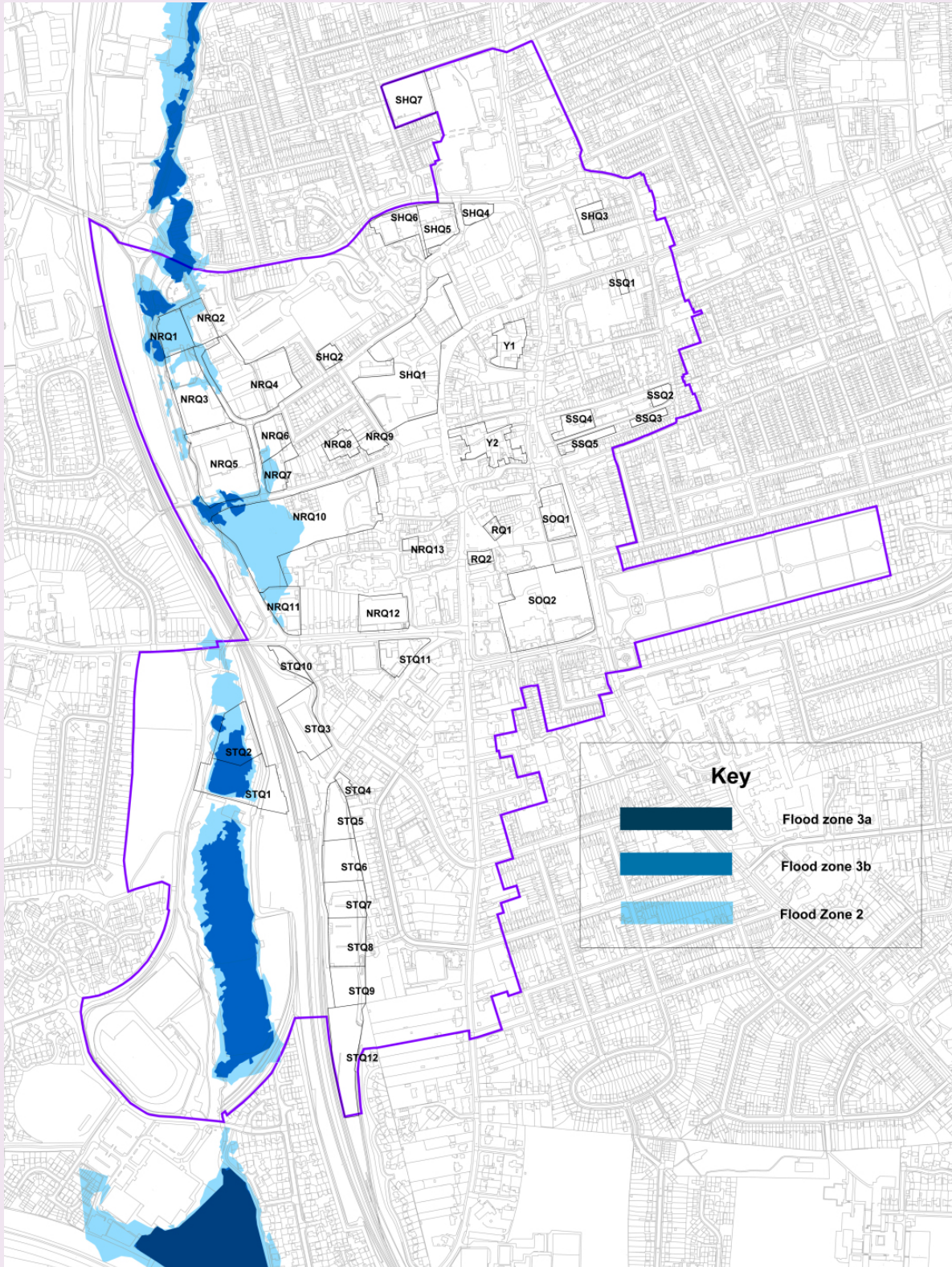
- Provide fluvial flood protection for a 1 in 100 year (with climate change) Annual Event Probability flood event to areas falling within Flood Zones 2 and 3 in the Plan Area;
- Facilitate the safe development of allocated development sites in Flood Zones 2 and 3a; and
- Provide enhanced protection to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

4.3.3 The Borough Council will seek contributions from development in the Plan Area towards the delivery of strategic and site level measures to address flood management, in accordance with Section 6 - Implementation and Monitoring.

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

11 The SFRA was conducted in accordance with the 'Level 2' requirements of PPS25 and in consultation with the Environment Agency.

Picture 4.1 Plan Area areas at risk of fluvial flooding



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

4.3.6 As directed by the SFRA, the GI Strategy will address the implementation of an integrated Sustainable

Drainage Systems (SUDS) scheme at Plan Area scale. All developments will use SuDs, wherever practicable and each development site should seek to connect to the integrated SUDS plan, where practicable. The following measures are suggested as appropriate:

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

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

Policy 14 - Flood and Surface Water Management

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

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

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

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

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

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

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

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

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

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

5 The Quarters

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

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

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

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

5.1 The Shopping Quarter

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



Vision

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

Table 5.1 Shopping Quarter Allocated Development Sites

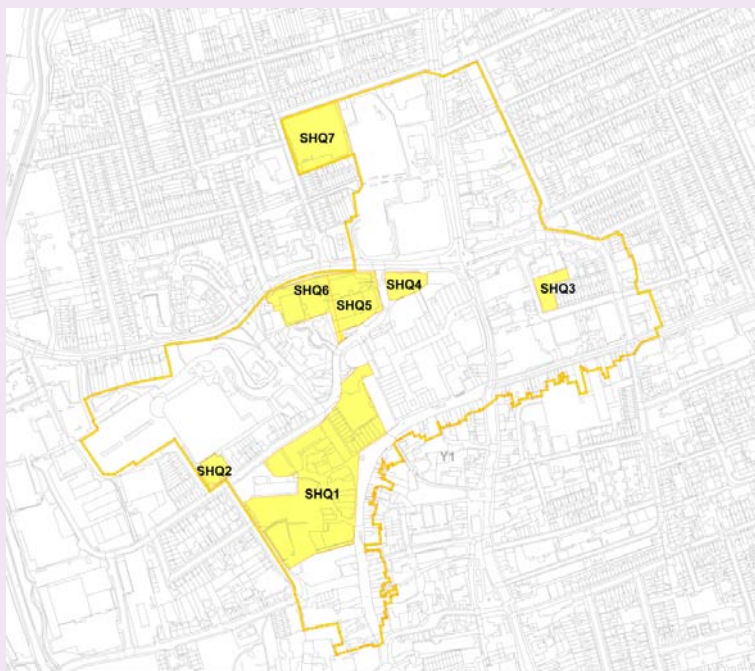
| Site | Allocated use | Indicative Quantums of Development |
|---|--|---|
| SHQ1 Wadcroft / Newlands Phase 1 | A1 retail with associated car parking and supporting residential and commercial uses | <ul style="list-style-type: none"> • In the order of 16,000m² net additional A1 comparison floorspace • 500 car parking spaces • 39 residential units |
| SHQ2 Morrisons Staff car park, Trafalgar Road | Residential | <ul style="list-style-type: none"> • 18 residential units |
| SHQ3 Eden Street | Residential-led | <ul style="list-style-type: none"> • 20 residential units |
| SHQ4 Land South of Northall Street (Iceland car park) | A1 retail with supporting residential and commercial uses | <ul style="list-style-type: none"> • 1,000 m² net additional A1 comparison floorspace • 9 residential units |
| SHQ5 Land South of Northall Street (Tanners Gate 1) | A1 retail with supporting residential and commercial uses | <ul style="list-style-type: none"> • 2,000 m² net additional A1 comparison floorspace • 33 residential units |
| SHQ6 Land South of Northall Street (Tanners Gate 2) | A1 retail with supporting residential and commercial uses | <ul style="list-style-type: none"> • 2,000 m² net additional A1 comparison floorspace • 24 residential units |
| SHQ7 Dryden Street / Fleet Street | Residential | <ul style="list-style-type: none"> • 20 residential units |

5.1.2 Kettering, being at the centre of the North Northamptonshire growth area presents significant opportunities for retail expansion. The required development of at least 20,500m² net additional retail sales floorspace will be primarily delivered in the Shopping Quarter, as specified in Policy 3 (Primary Shopping Area). Development in the quarter will address the existing qualitative deficiencies in Kettering's retail floorspace, - an inadequate provision of retail units with larger floor plates and a lack of a modern anchor / variety stores.

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

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

Figure 5.1 Shopping Quarter location and development sites



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

Wadcroft

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

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

5.1.7 The planned retail expansion provides opportunities to address other issues affecting the vitality

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

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

Policy 15 - The Shopping Quarter

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

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

The Shopping Quarter will be the focus for the delivery of a minimum of 20,500m² net additional comparison goods floorspace by 2021, within the Primary Shopping Area of Kettering town centre.

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

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

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

5.1.1 Site SHQ1 - Wadcroft / Newlands Phase 1



Indicative illustrations: Wadcroft

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

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

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

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