

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

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

Policy 16 - Site SHQ1 - Wadcroft / Newlands Phase 1

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

Proposals for this site should incorporate the following key objectives:

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

Figure 5.2 Wadcroft illustrative masterplan



5.2 The Yards



Indicative illustrations - The Yards

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

Vision

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

Table 5.2 The Yards Allocated Development Sites

Site	Allocated use	Indicative Quantums of Development
Y1 Job's Yard North	A1 retail/B1 (c) craft workshops on ground floor level, will residential and commercial uses above	<ul style="list-style-type: none"> 1,000 m² net additional floor space 30 residential units
Y2 Soans Yard	A1 retail/B1 (c) craft workshops on ground floor level, will residential and commercial uses above	<ul style="list-style-type: none"> 1,300 m² net additional floor space 28 residential units

5.2.2 Central to the vision for Kettering is the notion that consumers will be treated to an experience that will make them want to return, again and again. As well as providing a restaurant quarter and a zone for larger retail stores, an area of the town centre has also been acquired to provide the perfect environment for niche and independent shops, as set out in paragraph 5.2.1.1 below. This development will help further enrich the shopping offered in Kettering. It will build on the already present and expanding niche retail sector adjacent to the proposed development.

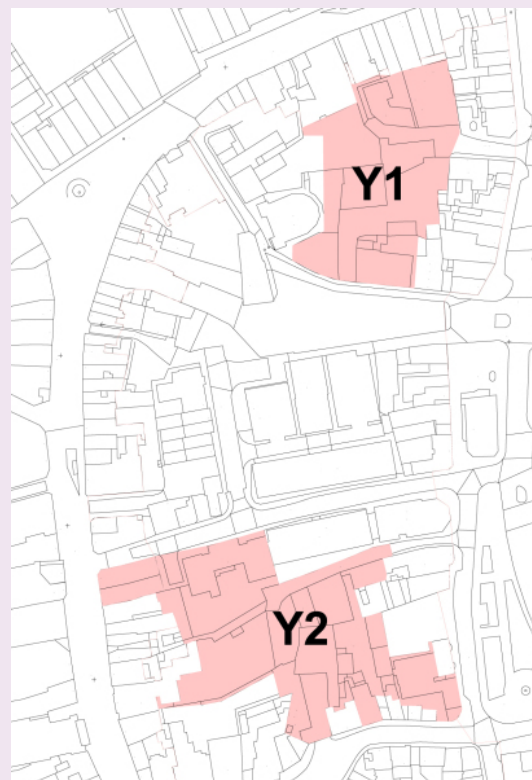
5.2.3 This expansion will further accentuate the Town's catchment area, encourage more people living locally to shop locally, and help draw in a broader consumer base with higher disposable incomes. In addition, it will provide the perfect link between the different zones within the town centre and help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

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

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

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

Figure 5.3 The Yards location and development sites



Policy 17 - The Yards

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

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

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

Masterplans will be retail led with complementary uses such as B1 (c) craft workshops and residential. Ground floor frontages will be principally retail and craft workshops with ancillary retail. Residential uses will not exceed 30% of the total ground floor frontages. Residential will be primarily above ground

floor level to ensure activity in the daytime and the evening, and provide natural surveillance.

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

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

5.2.1 Site Y2 - Soans Yard



Indicative illustrations - The Yards

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

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

5.2.1.3 The Development Appraisal sets out principles for redeveloping the Yard and an Illustrative Masterplan (see Figure 5.1, below). Development should seek to deliver the key urban design principles set out below :

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

Figure 5.4 Soans Yard illustrative masterplan



Policy 18 - Soans Yard

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

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

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

5.3 The Restaurant Quarter



Kettering's award winning Market Place

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

Vision

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

Table 5.3 Restaurant Quarter Allocated Development Sites

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

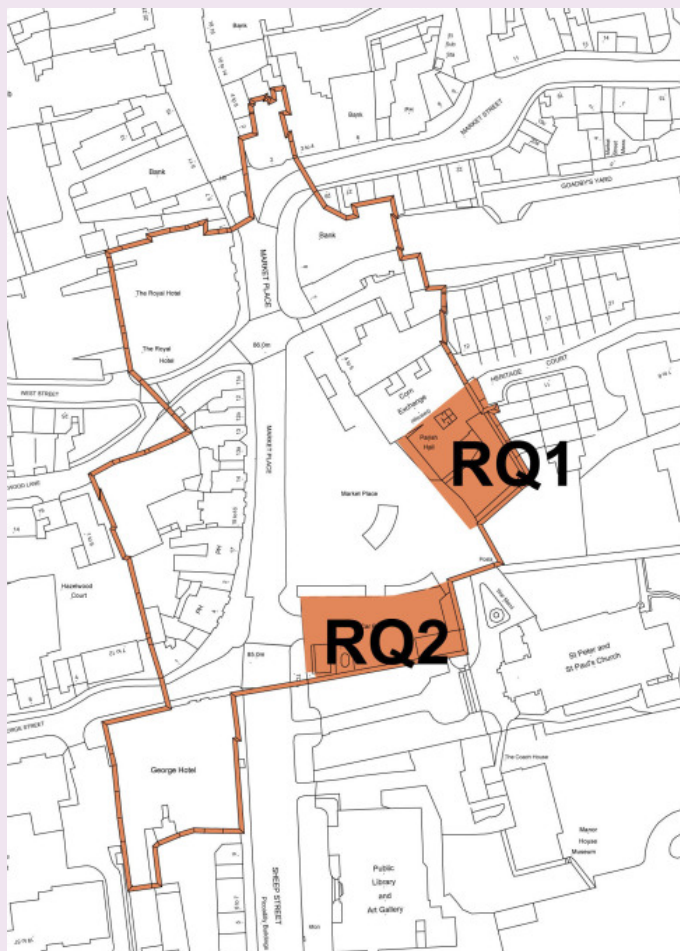
5.3.2 Local Development Framework consultations and background studies⁽¹²⁾ have identified that there is a lack of diversity of leisure in Kettering town centre, in particular the lack of high quality restaurants. The Market Place has potential for family orientated recreation and to remain active during the day supported by Kettering's demographics' especially from the older and more affluent residents in the outer hinterland. The town has little provision from national or regional leisure operators which would be suited to the improving demographics.

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

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

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

Figure 5.5 Restaurant Quarter location and development sites



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

Table 5.4 Existing Restaurant Quarter frontages

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

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



Indicative illustrations: Market Place Buildings

Policy 19 - The Restaurant Quarter

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

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

Applications for non-restaurants uses will need to employ a sequential approach to demonstrate there are no suitable units or development sites with in the Plan Area, including:

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

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

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

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

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

5.4 The Station Quarter

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

Vision

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

Table 5.5 Station Quarter Allocated Development Sites

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

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

5.4.2 The Station Quarter comprises twelve development sites allocated on the Proposals Map, and detailed in Table 5.4 and Figure 5.5. Development in the Station Quarter should respect its historic context and heritage, its relationship to the Conservation Area, and key location as a gateway to the town centre.

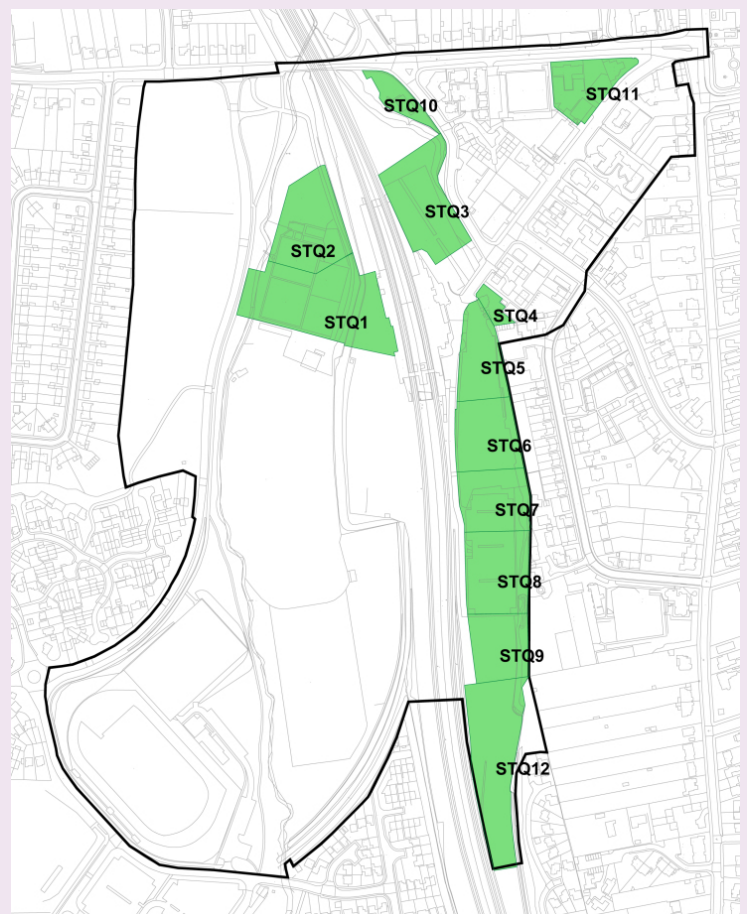
5.4.3 The focus for development in the Station Quarter will be on employment uses through the delivery of a major new office quarter. The Station Quarter has been identified as comprising some of the most suitable deliverable, and least constrained employment sites within the borough and as an area where office uses should be prioritised. ⁽¹³⁾

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

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

5.4.6 Approximately 32,000m² of office floorspace (B1 incorporating a proportion of A2, Financial and

Figure 5.6 Station Quarter location & development sites



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

Professional Services) will be developed across seven development sites - site STQ1 and sites STQ6 - STQ11. Proposals for redevelopment of these sites will focus primarily on B1 office use, though office-led schemes with supporting uses will be considered. A hotel located on site STQ5 complements the commercial development within the Station Quarter through providing overnight accommodation for visitors. Residential use will be encouraged on site STQ4, to contribute to a vibrant mix of uses across the quarter as a whole.

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

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

Indicative illustration - The Station Quarter



Transport and public realm

5.4.9 The Station Quarter will be the focus for some key transport improvements, as set out in Policies 7 – 11, and summarised in Table 5.5, below.

Table 5.6 Station Quarter transport and public realm improvements

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

5.4.10 An indicative masterplan for the Station Quarter (Figure 5.5, below) shows how the Station Plaza, transport interchange and public realm improvements will be arranged.

Figure 5.7 Station Quarter transport interchange and public realm indicative masterplan



5.4.11 Green Infrastructure

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

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

Flood and Surface Water Management

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

Policy 20 - The Station Quarter

Development sites and opportunities

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

Development within the Station Quarter will deliver a hotel; a multi modal transport interchange; multi-storey car parking; and 32,000m² of offices (B1) with supporting complimentary uses where appropriate. Complementary uses, such a newsagent or café may be appropriate, depending on scale and location, and should be focused around the station plaza.

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

Transport and public realm

Key transport and public realm improvements will be delivered in the quarter, as detailed in Policies 7-11, including the creation of a multi-modal transport interchange and a new Station Plaza public open space at the station; the implementation of significant public realm improvements to Station Road (as detailed in Policy 11, Public Realm); the delivery of a new pedestrian and cycle crossing of the railway line and two new multi-level car parks on sites STQ1 and STQ3.

Flood and Surface Water Management and Green Infrastructure

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

5.5 The New Residential Quarter

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

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

Vision

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

Table 5.7 New Residential Quarter Allocated Development Sites

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

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

5.5.3 Redevelopment will be residential-led and create a vibrant quarter with a mix of uses including high quality open spaces and public realm. Development will focus on the redevelopment of the existing retail and commercial warehouse units and surface car parks which dominate the area and on infilling and repairing disjointed frontages⁽¹⁴⁾.

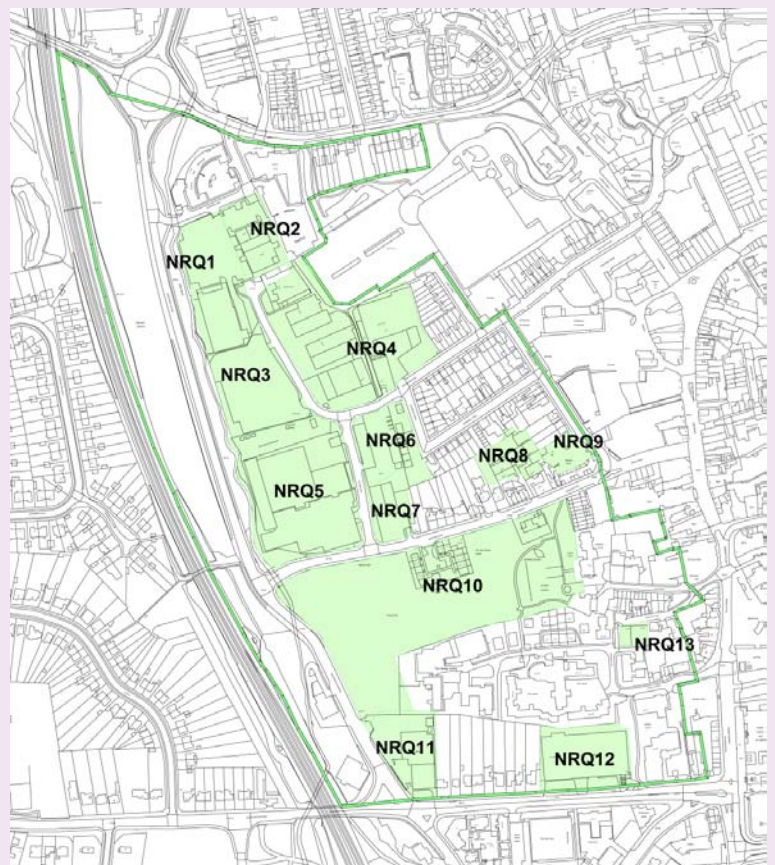
5.5.4 Thirteen development sites are allocated on the Proposals Map and listed in Table 5.6. The sites will accommodate approximately half of the 1,000 new dwellings allocated in the Plan Area and create a significant residential population to support and compliment the regeneration of the town centre. Residential use will also create activity and vibrancy and assist in creating a more sustainable and walkable town centre through provision of homes in proximity to work, retail, leisure and community facilities.

5.5.5 Sites NRQ4 - NRQ8, NRQ12 and NRQ14 should include the provision of houses (either solely or within a mix) in order to achieve the objectives of Policy 6 (Residential in terms of a balanced provision of residential unit types. Live/work units will be encouraged on sites NRQ8 and NRQ13.

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

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

Figure 5.8 New Residential Quarter location and development sites



¹⁴ The Western Quarter Master Plan provides the underpinning rationale for the quarter and the key principles arising from this document have been carried forward in the AAP and relevant code in the *Urban Codes SPD*.

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

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



New Residential Quarter precedent images

Transport and public realm

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

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

Flood and Surface Water Management and Green Infrastructure

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

Policy 21 - The New Residential Quarter

Development sites and opportunities

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

Allocated Sites NRQ1 – NRQ13 are listed in Table 5.6 and shown on the Proposals Map. Details of phasing are presented in Section 6 - Implementation and Monitoring. Approximately 625 new homes will be provided across the quarter, the mix, density and tenure of which will be in accordance with Policy 6 (Residential). Small scale commercial uses on the ground floor of buildings can complement the residential uses, in particular on sites NRQ11 and NRQ5. The provision of complementary leisure uses for the new and existing population will be encouraged on site NRQ5. Any new retail premises should be small scale and associated with the residential character of the area, for example small convenience retail.

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

Transport and public realm

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

Flood and Surface Water Management and Green Infrastructure

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

5.6 The Silver Street Quarter

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

Vision

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

Table 5.8 Silver Street Quarter Allocated Development Sites

Site	Allocated use	Indicative Quantums of Development
SSQ1 Montagu Street / Tordoff Place	Residential-led	11
SSQ2 Carrington Street / Victoria Street	Residential/road and junction improvements	19 units

Site	Allocated use	Indicative Quantums of Development
SSQ3 Queen Street east	Residential/road and junction improvements	8 units
SSQ4 Queen Street / Horsemarket north	Ground floor retail, residential above/road and junction improvements	62 units
SSQ5 Queen Street / Horsemarket south	Commercial, potential for a hotel/road and junction improvements	n.a

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

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

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

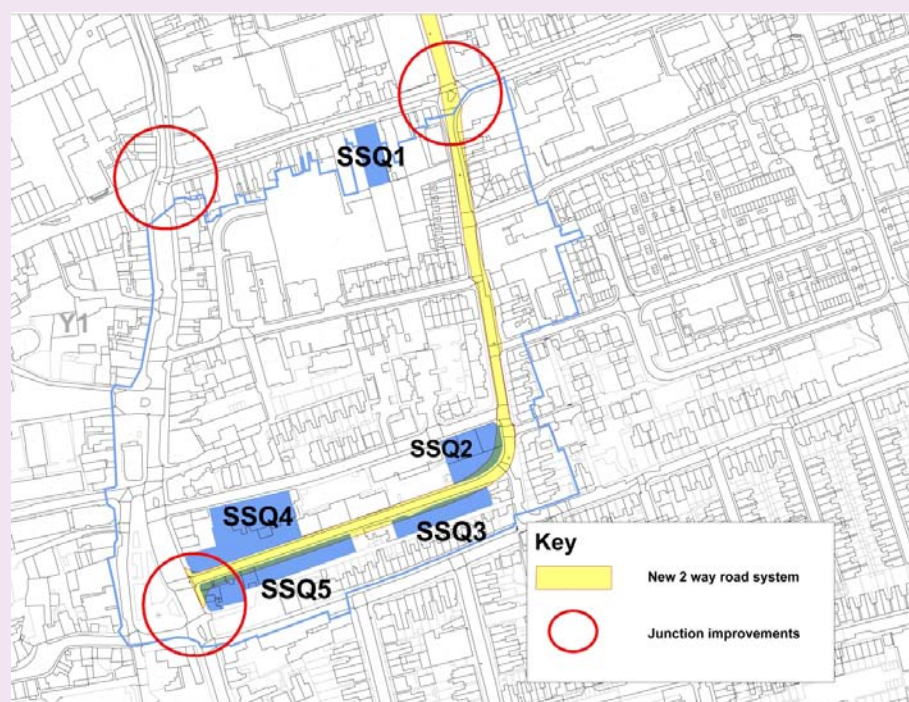
5.6.5 Within the Silver Street Quarter there are a number of important historic buildings. The setting of key landmark buildings in the area should be enhanced through the careful use of architectural lighting.

5.6.6 Redevelopment of sites SSQ2 and SSQ3 will be for residential use, reflecting their comparative distance from the Primary Shopping Area Boundary and existing surrounding residential uses. Development proposals for sites SSQ1 and SSQ4 will be residential-led but should seek to provide active uses at ground floor level, for example retail (A1), cafe (A3) or professional and financial services (A2) uses. Provision has been made for commercial use on site

SSQ5 which could take the form of a hotel which, given its central location, would provide a good base for people visiting the town. Site SSQ5 presents an important frontage onto Horsemarket so it will be important to provide an active frontage at ground floor level.

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

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



Transport and public realm

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

- An emphasis on improving pedestrian connections, including the restoration of historic routes west and north-west, between this area and its nearby quarters;
- As depicted in Figure 5.9 and on the Proposals Map, parts of sites SSQ 2 - 5 and limited land take along Victoria Street will be required to accommodate the implementation of two way traffic operation around Eskdail Street, Victoria Street and Queen Street⁽¹⁵⁾;
- The 'downgrading' of Silver Street and Montagu Street to fulfil a local access / bus / cycle / pedestrian function and rationalisation of on-street parking will make the street more pedestrian friendly and facilitate easier and safer east-west (and vice versa) movements;
- The relocation of bus stops (from Sheep Street) to Horsemarket will bring additional footfall and vibrancy to this area of the quarter; and
- A new public square at Dalkeith Place will connect activities in this quarter with Yards and provide an attractive focal point.

5.6.9 In their entirety, the improvements in the quarter will improve conditions for public transport, pedestrians and cyclists and reduce the dominance of the private car. The changes will facilitate a legible, accessible and safe pedestrian loop around a retail circuit, or ladder, offering a permeable choice of through routes. The use and vibrancy of this circuit will be catalysed by the increase in visitors travelling to and from bus facilities at Horsemarket whilst the enclosure, vibrancy and natural surveillance of Horsemarket will be further enhanced by the developments of sites SSC4 and SSC5 on the eastern side of the street.

Policy 22- The Silver Street Quarter

Development sites and opportunities

Allocated Sites SSQ1 – SSQ5 are listed in Table 5.7 and shown on the Proposals Map. Details of phasing are presented in Section 6 - Implementation and Monitoring. Site SSQ5 will be developed for commercial use and is considered suitable for a hotel - an active frontage will be provided at ground floor level. Sites SSQ2 and SSQ3 will be for residential use, and redevelopment on sites SSQ1 and SSQ4 will be residential-led with active uses appropriate to the Secondary Shopping Area at ground floor level.

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

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

Development within the quarter will focus on improving the vitality and viability of the area through provision of new residential-led development and the enhancement and diversification of the current retail and commercial offer. Development proposals will be encouraged which promote the development of a furniture, craft, creative or artistic offer including the provision of live/work units and premises suitable for small scale business units, studios, workspaces and galleries.

Transport and public realm

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

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

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

5.7 The Southern Quarter

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

Vision

To realise the Southern Quarter's potential to contribute to regeneration that is responsive to the area's position as a southern gateway to the town centre. It will create strong pedestrian desire lines into the Restaurant Quarter/Market Place and town centre, and respect and enhance the area's built heritage, strong landscape structure and cultural facilities at the heart of the town centre.

Table 5.9 The Southern Quarter Opportunity Sites

Site	Regeneration Potential
SOQ1 Land west of London Road	Uses that support the vitality and viability of the town centre
SOQ2 Land at the Municipal Offices	Uses that support the vitality and viability of the town centre

5.7.2 Kettering Borough Council has an ambition to relocate its "back office" functions from the Southern Quarter to act as a catalyst on a new business park. There is also in principle agreement from the Police to move into a new office with Kettering Borough Council. This partnership approach has the following benefits:

1. It would release sites in the Southern Quarter for town centre regeneration. In this context, the Council plans to develop an improved One Stop Shop within the Southern Quarter. This will provide an enhanced public service offer which it is anticipated will lead to an increased footfall and vitality in the area. The improved facility will be a public/voluntary sector hub and would allow local

Figure 5.10 Southern Quarter location and opportunity sites



people to access a greater range of services provided by Kettering Borough Council and others, such as the Police, Voluntary Sector organisations and Northamptonshire County Council.

2. It would assist in the delivery of the “step change” in job creation set out in the North Northamptonshire Core Spatial Strategy. A new business park anchored by the Borough Council would help to attract higher grade, higher density businesses into the area and the creation of better quality jobs for local people in Kettering and the wider sub-region
3. It would bring financial benefits for the council and for the local taxpayer since it would allow the council to share the cost of maintaining the new building and the facilities.

5.7.3 The relocation of Kettering Borough Council’s back office function away from a key town centre regeneration site will create an opportunity to bring significant new investment into the town centre. The Bowling Green Road site is one of few areas within the town centre where comprehensive land ownership exists and in a market that is currently suffering, any competitive advantage needs to be considered carefully. The co-location of public sector providers and the voluntary sector on the edge of town also provides an opportunity to enhance the in-town offer. Furthermore, through a One-Stop-Shop in the town centre Kettering Borough Council would expand its already excellent customer service offering with more front-line voluntary sector services, health services and greater partnership working with existing public sector partners such as the Police, Fire Service and HMRC.

5.7.4 In this way the Southern Quarter is both a key component of the Plan Area and a key component in delivering the Borough Council’s three key and interrelated ambitions for the borough, which are: a better offer for the borough’s town centre’s; a better education and training offer; and, a better employment offer – high grade, higher density jobs. A high quality, vibrant town centre and the skills base will be persuasive to inward investors. Similarly, high grade employment supports a vibrant town centre.

5.7.5 Opportunities for development within the Southern Quarter are therefore dependant upon the relocation of the Borough Council’s back office functions and its partners. In this context, recognising that a key town centre uses (and major employer) may relocate from the town centre, it is important that any redevelopment must have a positive impact on the vitality and viability of the town centre. A Scoping Study (Pell Frischmann 2010) explores the issues related the proposed relocation of the Borough Council’s back office, and has identified a range of criteria that can be referred to when considering the future redevelopment in the Southern Quarter. It concludes that in considering the future redevelopment of the site the following factors will need to be considered:

- Integration with on-site built heritage,
- Provision of parking for any new uses and sufficient general town centre
- Safe and feasible access, and integration with transportation and traffic
- Impact of any redevelopment on the vitality and viability of the town centre

5.7.6 In assessing the types of uses that would support the viability and vitality of the town centre, and the borough as whole, the Scoping study concluded that uses that would deliver the most positive regeneration benefits are those that would create new town centre residents and jobs. The Scoping Study explored options that would achieve this, including those that deliver (i) a mix of new homes, commercial office, and parking (Scoping Study Option 3); and (ii) a mix of new homes, commercial office and retail (Scoping Study Option 2). The findings of the Scoping Study provide baseline information that can be referred to in developing and considering proposals for the Southern Quarter opportunity sites.

5.7.7 In this context, the Borough Council will continue to explore opportunities to promote regeneration in and around the town to meet the growth requirements of the Core Spatial Strategy. Options for the redevelopment of the Southern Quarter "opportunity sites" and the Borough Council's' ambition to support new business parks will continue to be explored pursuant to supporting the continued regeneration of Kettering town centre and wider area. In view of the evolutionary stage of the quarter, the Borough Council will consult on a Development Brief prior to any planning application.

5.7.8 Outside of sites SQ1 and SQ2 the Southern Quarter contains many of the town's most prominent heritage assets and existing culture, tourism and leisure facilities including Ss Peter and Paul Parish Church, the Alfred East Art Gallery, Museum and Library, giving the parts of the quarter a strong sense of place and distinctive role within the town centre. Regeneration and development proposals for the quarter,

and Plan Area generally, should complement these existing assets and seek opportunities to strengthen and enhance the quarter's heritage assets and facilities.

Policy 23 - The Southern Quarter

Sites SQO1 and SQO2 are listed in Table 5.9 and identified on the Proposals Map as opportunity sites for future redevelopment that will support the vitality and viability of Kettering town centre.

Any redevelopment of sites SQ1 and SQ2 will require a comprehensive masterplan to ensure that the potential of the sites are optimised, fully integrated with plans for the surrounding area and that they provide a positive contribution towards the regeneration of the town centre as a whole.

Any redevelopment in the Southern Quarter will:

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

5.8 The Headlands Quarter



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

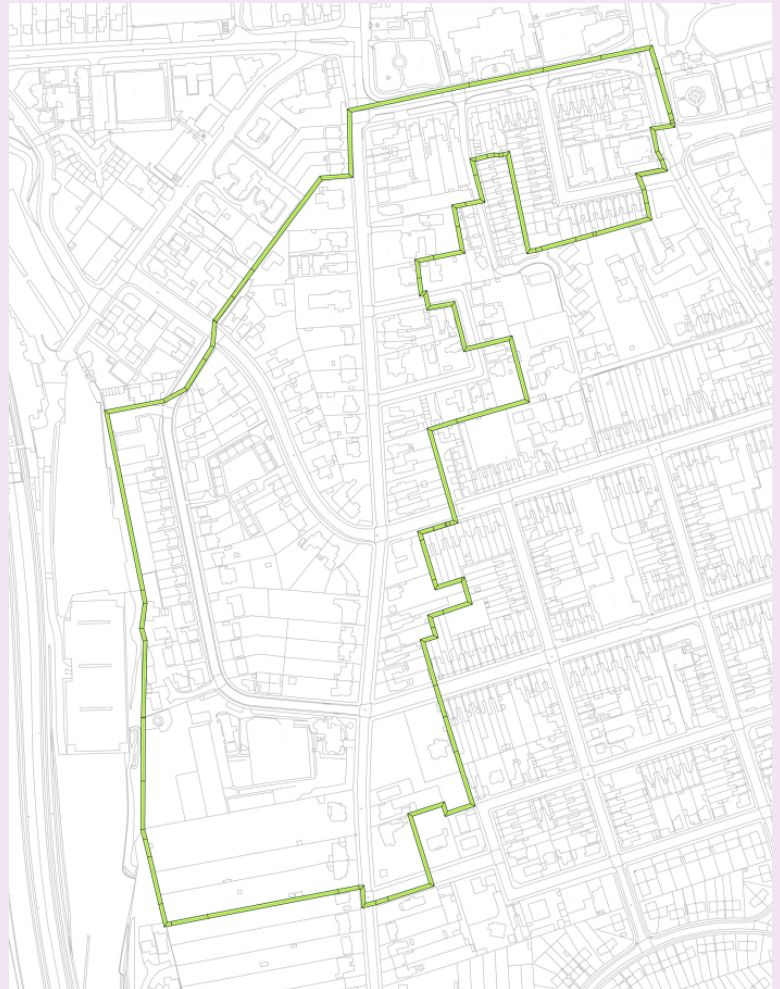
Vision

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

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

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

Figure 5.11 Headlands Quarter location



Policy 24 - The Headlands Quarter

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

New development proposals will only be considered acceptable where:

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

6 Implementation and Monitoring

6.1 Implementation and Phasing

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

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

Implementation and Delivery Mechanisms

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

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

6.1.5 The starting point for S106 negotiations for development contributions will be the standard charges set out in the Development Contributions SPD. To inform the development contributions and S106 negotiations, the infrastructure requirements have been assessed to ensure the sustainable delivery of Kettering town centre regeneration - it is expected that all development will create a need for infrastructure and therefore will be required to contribute towards this.

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

Growth Area

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

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

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

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

Suite 16 Programme

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

6.1.11 The key principles for the programme are as follows:

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

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

Enabling a better education and training offer

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

Providing Higher Grade, Higher Density Jobs

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

Creating better town centres

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

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

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

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

Suite 16 and the Kettering Town Centre Quarters.

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

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

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

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

Market Commentary

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

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

Programme of Delivery

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

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

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

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

2021 - 2031

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

Public involvement

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

Policy 25 - Implementation and Phasing

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

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

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

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

Phasing Programme Key

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

Figure 6.1 Phasing Programme

Site ID	Summary	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	Key Infrastructure
SHQ1	Wadcroft/Nelwands Phase 1 - retail	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Transportation Improvements - Public Realm Improvements
SHQ2	Morrisons Staff Car Park - residential	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	
SHQ3	Eden Street - residential led	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	
SHQ4	Iceland Carpark - retail	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Transportation Improvements
SHQ5	Tanners Gate 1 - retail	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Transportation Improvements
SHQ7	Tanners Gate 2 - retail	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Transportation Improvements
SHQ7	Dryden Street - retail	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	
Y1	Jobs Yard North - niche retail	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Public Realm Improvements
Y2	Soens Yard - niche retail	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Public Realm Improvements
SSQ1	Montagu Street - residential led	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Transportation Improvements
SSQ2	Carrington St/Victoria S - residential led	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Transportation Improvements
SSQ3	Queen Street East - residential led	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Transportation Improvements
SSQ4	Queen St/Horsemarket North - residential led	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Transportation Improvements
SSQ5	Queen St/Horsemarket South - Commercial	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Transportation Improvements
RQ1	Market Place North - Restaurants	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Public Realm Improvements
RQ2	Market Place South - Restaurants	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Public Realm Improvements - Flood/surface water management - Transportation Improvements
NRQ1	Land at Lidl Store - residential	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Flood/surface water management - Transportation Improvements
NRQ2	Former Lidl Store Site - residential	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Flood/surface water management - Transportation Improvements
NRQ3	Temporary Car Park - residential	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Flood/surface water management - Transportation Improvements
NRQ4	Land north/east of Trafalgar Road - residential	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Flood/surface water management - Open space - Transportation Improvements
NRQ5	B&Q and Comet site - residential led	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Flood/surface water management - Transportation Improvements
NRQ6	National Grid Site North - residential	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Flood/surface water management - Transportation Improvements
NRQ7	National Grid Site South - residential	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	- Flood/surface water management - Transportation Improvements

Phasing Programme (continued)

Site ID	Summary	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	Key Infrastructure
NRQ8	Meadow Rd/Cromwell Rd - residential												
NRQ9	Commerical Rd Car Park - residential												
NRQ10	Meadow Rd Recreation Ground - residential												- Flood/surface water management - Open space - Transportation Improvements
NRQ11	ATS & Topps Tiles site - residential led												- Flood/surface water management - Transportation Improvements
NRQ12	Bus Depot Site - residential												- Transportation Improvements
NRQ13	Hazelwood Lane - residential												
STQ1	Land west of Station - offices												- Flood/surface water management - Transportation Improvements - Open space/sports facilities
STQ2	Land west of Station - car park												- Flood/surface water management - Transportation Improvements - Open space/sports facilities
STQ3	Land north of Station - car park												- Transportation Improvements - Public Realm Improvements
STQ4	Land Opposite Station - residential												- Transportation Improvements - Public Realm Improvements
STQ5	Land east of the Station - hotel												- Transportation Improvements - Public Realm Improvements
STQ6	The Crescent North - offices												- Transportation Improvements - Public Realm Improvements
STQ7	The Crescent - offices												- Transportation Improvements - Public Realm Improvements
STQ8	The Crescent - offices												- Transportation Improvements - Public Realm Improvements
STQ9	The Crescent South - offices												- Transportation Improvements - Public Realm Improvements
STQ10	Kettering Cars - offices												- Flood/surface water management - Transportation Improvements
STQ11	Station Rd/Northampton Rd - offices												- Public Realm Improvements - Transportation Improvements - Public Realm Improvements
STQ12	South of Station - bus depot												- Transportation Improvements - Public Realm Improvements
SOQ1	Land west of london road - regeneration opportunity												- Transportation Improvements - Public Realm Improvements
SOQ2	Land at Municipal Offices - regeneration opportunity												- Transportation Improvements - Public Realm Improvements

6.2 Monitoring and Review

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

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

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

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

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

Table 6.1 Monitoring Framework

DPD Objective	DPD Policies related to that objective	Associated Targets	Indicators	Triggers
<p>Objective 1: To create a zoned, vibrant town centre which makes the best use of available land and existing buildings and maximises potential for regeneration.</p>	<p>KTC 1: Regeneration Priorities KTC 2: Urban Quarter, Urban Codes and Development Principles KTC 5: Culture, Tourism and Leisure KTC 15: The Shopping Quarter</p> <p>KTC 17: The Yards KTC 19: The Restaurant Quarter KTC 20: The Station Quarter KTC 21: The Residential Quarter KTC 22: The Silver Street Quarter KTC 23: The Southern Quarter KTC 24: The Headlands Quarter KTC 25: Implementation and Phasing</p>	<p>KTC 1: Overall Plan Targets:</p> <ul style="list-style-type: none"> ● Retail: Development of at least 20,500m2 of net additional comparison good retail floorspace within the town centre by 2021 ● Commercial: Development of at least 38,500m2 of net additional office floorspace by 2021 ● Residential: Development of at least 940 new residential units within the Plan Area, with at least 541 within The Residential Quarter Number in Residential Quarter by 2020/21. <p>KTC 5: Leisure: Hotels at STQ5 by 2014/15 and SSQ5 by 2018/19</p> <p>KTC 23: Produce and consult on a Development Appraisal for SOQ1 and SOQ2</p>	<p>COI BD4, BD1 and H2b: Amount of completed retail, office, leisure and residential development</p> <p>KTC 23: Production and consultation of a Development Appraisal for SOQ1 and SOQ2 within 24 months of the adoption of the AAP.</p>	<p>COI BD4 Retail: If the identified key retail site of SHQ1: Wadcroft/ Newlands Phase 1 is not under-construction or likely to be delivered by 2015/16, then an update of the retail capacity study should be undertaken, and the likely reasons for the delay identified. If then considered appropriate or necessary alternative site allocations for retail uses should be made and have regard to the findings and evidence identified within the updated retail capacity study.</p> <p>COI BD1 Commercial: If 32,000m2 of office development has not been secured/ delivered by 2015/16, then the likely reasons for the delay will be identified. If then considered appropriate or necessary a review of the allocations will be undertaken and alternative site allocations for office uses should be made.</p> <p>COI H2b Residential: If actual housing delivery varies by more than 20% outside the anticipated trajectory, then reasons for this should be established and appropriate responses considered. This may include a review of the residential allocations. The delivery will also be monitored against the Borough's rolling 5 year housing and overall plan period targets.</p> <p>KTC 5: If the two hotel sites have not been delivered by 2014/15 for STQ5 and 2018/19 for SSQ5, then the likely reasons for the delay will be identified and an assessment of the need for hotel accommodation will be updated. If then considered appropriate or necessary a review of the allocations will be undertaken and alternative site allocations for office uses should be made.</p> <p>KTC 23: If the Development Appraisal for SOQ1 and SOQ2 is not delivered within 24 months of the adoption of the AAP, then investigate the reasons for the delay and if appropriate consider reviewing the sites affected.</p>
<p>Objective 2: To implement a step change in quality retail offer incorporating 20:500m²</p>	<p>KTC 1: Regeneration Priorities KTC 2: Urban Quarter, Urban Codes and Development Principles</p>	<p>KTC 1: Overall Plan Target: Provision of at least 20,500m2 net additional comparison goods retail floorspace within the town centre by 2021. At least 14,000m2 net floorspace by 2015/16.</p> <p>KTC 15: Provision of at least 6,500m2 net additional retail floorspace at</p>	<p>COI BD4: Amount of completed retail development within the town centre.</p> <p>COI BD1: Amount of floorspace developed for employment by type</p>	<p>KTC 1: If the identified key retail site of SHQ1: Wadcroft/ Newlands Phase 1 is not under-construction or likely to be delivered by 2015/16, then an update of the retail capacity study should be undertaken, and the likely reasons for the delay identified. If then considered appropriate or necessary alternative site allocations for retail uses should be made and have</p>

DPD Objective	DPD Policies related to that objective	Associated Targets	Indicators	Triggers
<p>Objective 3: To deliver a new residential community and utilise residential uses to support and complement the quarters</p>	<p>KTC 3: Primary Shopping Area and Evening Economy</p> <p>KTC 15: The Shopping Quarter</p> <p>KTC 16: Site SHQ1- Wadcroft/ Newlands Phase 1</p> <p>KTC 17: The Yards</p> <p>KTC 18: Soans Yard</p> <p>KTC 25: Implementation and Phasing</p>	<p>sites SHQ4, SHQ5 and SHQ6 by 2017/18.</p> <p>KTC 16: Provision of at least 14,000m2 net additional retail floorspace at SHQ1 by 2015/16.</p> <p>KTC 3:</p> <ul style="list-style-type: none"> ● No more than 25% of non A1 retail frontage within the Primary Shopping Frontage ● No more than 3 consecutive non A1 retail units within the Primary Shopping Frontage ● No more than 17% of frontages in A4 use within the Secondary Shopping Frontage ● No more than 8% of frontages in A5 use within the Secondary Shopping Frontages <p>KTC 17:</p> <ul style="list-style-type: none"> ● Provision of at least 1,000m2 net additional A1 retail/ B1c floorspace at Y1 by 2018/19. ● Provision of at least 1,300m2 net additional A1 retail/ B1c floorspace at Y2 by 2015/16. ● Residential units will not account for more than 30% of the total ground floor frontage 	<p>KTC HC 1: National Retail Ranking</p> <p>KTC HC 2: Use Class of new and existing units within the Primary and Secondary Frontages</p> <p>KTC HC 3: Retailer Representation</p> <p>KTC HC 4: Vacancy Rates of units within the Primary Shopping Area.</p> <p>KTC HC 6: Retail Rents</p> <p>KTC HC 8: Pedestrians Count</p> <p>COI H2b: Number of residential units completed at ground floor level on the allocated sites.</p> <p>KTC 2: Number of non-residential developments built with a BREEAM rating of at least 'very good'</p>	<p>regard to the findings and evidence identified within the updated retail capacity study.</p> <p>KTC 3: If the % of non A1 retail frontages within the primary shopping frontages exceeds 25%, then the reasons for this will be investigated and the results cross referenced with the annual Kettering Town Centre Health Check Report, which comments on viability and vitality of the town centre. If considered appropriate then review policy KTC 3.</p> <p>KTC 17: If the identified site of Y2 has not commenced or been delivered by 2015/16, then reasons for the delay should be identified. If then considered appropriate or necessary a review of the site allocations could commence.</p>
	<p>Objective 3: To deliver a new residential community and utilise residential uses to support and complement the quarters</p>	<p>KTC 1: Regeneration Priorities</p> <p>KTC 2: Urban Quarter, Urban Codes and Development Principles</p> <p>KTC 6: Residential</p> <p>KTC 15: The Shopping Quarter</p> <p>KTC 17: The Yards</p> <p>KTC 19: The Restaurant Quarter</p> <p>KTC 20: The Station Quarter</p> <p>KTC 21: The Residential Quarter</p> <p>KTC 22: The Silver Street Quarter</p> <p>KTC 23: The Southern Quarter</p> <p>KTC 25: Implementation and Phasing</p>	<p>KTC 1: Overall Target of at least 657 new residential units within the allocated sites, with at least 540 units within The Residential Quarter</p> <p>KTC 6:</p> <ul style="list-style-type: none"> ● 30% of affordable units on developments of 15 or more ● Housing density should be between 40-75dph ● Varied mix of property types in line with the Strategic Housing Market/ Needs Assessment <p>KTC 15: Provision of</p> <ul style="list-style-type: none"> ● 39 residential units at SHQ1 by 2015/16 ● 18 residential units at SHQ2 by 2013/14 ● 20 residential units at SHQ3 by 2013/14 ● 9 residential units at SHQ4 by 2017/18 ● 33 residential units at SHQ5 by 2017/18 ● 24 residential units at SHQ6 by 2017/18 ● 75 residential units at SHQ7 by 2012/13 <p>KTC 17: Provision of:</p>	<p>COI H1: Plan Period and Housing Targets</p> <p>COI H2b: Number of residential units completed on the allocated sites and within the plan area.</p> <p>COI H2d: Managed Delivery Target</p> <p>COI H5: Number/ % of affordable housing units completed on the allocated sites.</p> <p>KTC 6a: Housing Density</p> <p>KTC 6b: Housing type</p> <p>COI H6: Building for life Assessment on completed housing units</p>

DPD Objective	DPD Policies related to that objective	Associated Targets	Indicators	Triggers
<p>Objective 4: To create a town centre characterised by the high quality of urban design, architecture and public realm and respect for heritage.</p>	<p>KTC 2: Urban Quarter, Urban Codes and Development Principles KTC 11: Public Realm and Public Art KTC 12: Heritage, Conservation and Archaeology KTC 17: The Yards</p>	<ul style="list-style-type: none"> ● 30 residential units at Y1 by 2018/19 ● 28 residential units at Y2 by 2015/16 <p>KTC 19: Provision of:</p> <ul style="list-style-type: none"> ● 8 residential units at RQ1 by 2016/17 ● 18 residential units at RQ2 by 2015/16 <p>KTC 20: Provision of 15 residential units at STQ4</p> <p>KTC 21: Provision of</p> <ul style="list-style-type: none"> ● 67 residential units at NRQ1 by 2017/18 ● 22 residential units at NRQ2 by 2017/18 ● 48 residential units at NRQ3 by 2017/18 ● 120 residential units at NRQ4 by 2015/16 ● 53 residential units at NRQ5 by 2019/20 ● 14 residential units at NRQ6 by 2014/15 ● 14 residential units at NRQ7 by 2014/15 ● 18 residential units at NRQ8 by 2019/20 ● 20 residential units at NRQ9 by 2019/20 ● 94 residential units at NRQ10 by 2015/16 ● 18 residential units at NRQ11 by 2015/16 ● 47 residential units at NRQ12 by 2014/15 ● 5 residential units at NRQ13 by 2020/21 <p>KTC 22: Provision of</p> <ul style="list-style-type: none"> ● 11 residential units at SSQ1 by 2017/18 ● 19 residential units at SSQ2 by 2017/18 ● 8 residential units at SSQ3 by 2017/18 ● 62 residential units at SSQ4 by 2017/18 	<p>KTC 11a: Number of public spaces created/ existing public spaces improved</p> <p>KTC 11b: Number of additional public art installations</p> <p>KTC HC 10: Environment and Public Realm Quality</p>	

DPD Objective	DPD Policies related to that objective	Associated Targets	Indicators	Triggers
	<p>KTC 18: Soans Yard</p> <p>KTC 19: The Restaurant Quarter</p> <p>KTC 20: The Station Quarter</p> <p>KTC 22: The Silver Street Quarter</p> <p>KTC 24: The Headlands Quarter</p> <p>KTC 25: Implementation and Phasing</p>		<p>KTC 12: Number of Listed Building at risk</p> <p>COI H6: Building for life Assessment on completed housing units</p> <p>KTC 2: Number of non-residential developments built with a BREEAM rating of at least 'very good'</p>	
<p>Objective 5: To create a significant increase in office employment space, along with further regeneration opportunities.</p>	<p>KTC 1: Regeneration Priorities</p> <p>KTC 2: Urban Quarter, Urban Codes and Development Principles</p> <p>KTC 4: Commercial Offices</p> <p>KTC 20: The Station Quarter</p> <p>KTC 21: The Residential Quarter</p> <p>KTC 25: Implementation and Phasing</p>	<p>KTC 1: Development of at least 38,500m² net additional office development within the Plan Area by 2021. At least 32,000m² within The Station Quarter, and 6,500m² within The Residential Quarter by 2021.</p> <p>KTC 20:</p> <ul style="list-style-type: none"> ● Provision of at least 10,000m² net additional office floorspace at STQ2 by 2015/16 ● 4,000m² net additional office floorspace at STQ6 by 2015/16 ● Provision of at least 3,720m² net additional office floorspace at STQ7 by 2015/16 ● Provision of at least 3,000m² net additional office floorspace at STQ8 by 2015/16 ● Provision of at least 3,450m² net additional office floorspace at STQ9 by 2015/16 ● Provision of at least 5,600m² net additional office floorspace at STQ11 by 2013/14 <p>KTC 21:</p> <ul style="list-style-type: none"> ● Provision of at least 5,500m² net additional office floorspace at NRQ5 by 2019/20 ● Provision of at least 1,000m² net additional office floorspace at NRQ11 by 2015/16 	<p>COI BD1: Amount of floorspace developed for employment by type</p> <p>KTC 4: No. of jobs created per employment sector</p> <p>KTC 2: Number of non-residential developments built with a BREEAM rating of at least 'very good'</p>	<p>COI BD1: If 32,000m² of office development has not been secured/ delivered by 2015/16, then the likely reasons for the delay will be identified. If then considered appropriate or necessary a review of the allocations will be undertaken and alternative site allocations for office uses should be made.</p>
<p>Objective 6: To make a safe, welcoming, walkable and well connected town centre</p>	<p>KTC 2: Urban Quarter, Urban Codes and Development Principles</p> <p>KTC 6: Residential</p> <p>KTC 7: Road Network and Junctions</p> <p>KTC 8: Parking</p>	<p>KTC 7: Road and junction improvements and operational changes at:</p> <ul style="list-style-type: none"> ● One way to two way operations at Eskdallil Street, Victoria Street and Queen Street, by 2013/14 ● Montagu Street to be two way but restricted westbound to buses and cyclists only, by 2013/14 ● Bus, cycle and pedestrian priority on Silver Street, by 2013/14 ● Removal of through traffic on Market Street and Sheep Street, by 2010/11 	<p>Amount of infrastructure improvements secured by means of condition/ s106 agreements</p> <p>KTC HC 9: Accessibility of Kettering Town Centre</p> <p>KTC HC 11: Number of Crimes reported within Kettering Town</p>	<p>KTC 7, 9, 10, 11: The delivery of the schemes outlined in policies 7, 9, 10 and 11 will be monitored on an annual basis against the expected phasing. If the schemes identified have not been delivered by 2015/16 then the likely reasons for this will be identified and the implications of the delay will be reviewed in the context of the Borough's overall rates of housing completions and the anticipated housing trajectory for the Borough for the period up to 2021. If then considered appropriate or necessary a review and</p>

DPD Objective	DPD Policies related to that objective	Associated Targets	Indicators	Triggers
	<p>KTC 9: Public Transport</p> <p>KTC 10: Pedestrian and Cycle Network</p> <p>KTC 11: Public Realm and Public Art</p> <p>KTC 14: Flood and Surface Water Management</p> <p>KTC 19: The Restaurant Quarter</p> <p>KTC 25: Implementation and Phasing</p>	<ul style="list-style-type: none"> ● Extension to Trafalgar Road, by 2015/16 ● One way to two way operations on Station Road, by 2015/16 ● Junction improvements at: ● Bowling Green Road- London Road junction, by 2012/13 ● Northampton Road- Station Road- Bowling Green Road junction, by 2012/13 ● Northampton Road- Northfield Avenue junction, by 2010/11 ● Rothwell Road roundabout, by 2012/13 ● KTC 8: New or enlarged car parks will be provided at STQ1, STQ3 and SHQ1, by 2015/16 ● KTC 9: Public Transport ● New bus interchange within the Station Quarter, with a new bus depot on STQ12, by 2015/16 ● Relocation of bus stops on Sheep Street to Horsemarket and eastern end of Northampton Road, by 2010/11 ● Montagu Street to be two way but restricted westbound to buses and cyclists only, by 2013/14 ● Removal of through traffic on Market Street and Sheep Street, by 2010/11 ● KTC 10: The following pedestrian and cycle improvements will be delivered: <ul style="list-style-type: none"> ● improved direct crossing at the Station Road, Northampton Road/ Sheep Street junction, by 2012/13 ● pedestrian connection across Northampton Road, by 2010/11 ● new pedestrian and cycle bridge over the railway, by 2015/16 ● cycle parking spaces at the Railway Station, by 2015/16 ● off road shared foot way and cycle route along Lake Avenue linking to a new railway crossing, by 2015/16 ● improvements to the underpass opposite Meadow Road, by 2015/16 ● Off road pedestrian and cycle route from Northampton Road/ Lake Avenue to railway underpass. Meadow Road, by 2015/16 ● KTC 11: <ul style="list-style-type: none"> ● The provision of new high quality public spaces as part of the redevelopment of the SHQ1 and Y2 sites ● Public Realm improvements at The Station Quarter, by 2015/16 ● Public Realm improvements at Meadow Road, by 2015/16 	<p>Centre</p> <p>KTC 6: Number of car club or car share spaces secured/ delivered</p> <p>KTC 7: Number of junction improvements and operational changes outlined in KTC 7 delivered</p> <p>KTC 8: Number of new or enhanced car parks outlined in KTC 8 delivered</p> <p>KTC 9: Number of public transport improvements outlined in KTC 9 delivered</p> <p>KTC 10: Number of pedestrian/ cycle connections outlined in KTC 10 delivered.</p> <p>KTC 6 and 10: Number of secure cycle storage spaces and cycle parking spaces outlined in KTC 6 and 10 which have been secured/ delivered.</p> <p>KTC HC 10: Environment and Public Realm Quality</p> <p>KTC 11a: Number of public spaces created/ existing public spaces improved</p> <p>KTC 11b: Number of additional public art installations secured/ delivered</p> <p>KTC 14: Production of a Surface Water Management Plan and Green Infrastructure Strategy within 18months of the adoption of the AAP.</p> <p>COIE1: Number/ % of applications approved contrary to advice given by The Environment Agency</p>	<p>update of the transportation improvements will be undertaken.</p> <p>KTC 14: If the Surface Water Management plan and Green Infrastructure strategy, are not delivered within 18months, then investigate the reasons for the delay and if appropriate consider reviewing the allocated sites affected.</p>

DPD Objective	DPD Policies related to that objective	Associated Targets	Indicators	Triggers
<p>Objective 7: To deliver a green town centre with an emphasis on provision of green infrastructure, renewable energy initiatives and environmentally efficient buildings to encourage green living.</p>	<p>KTC 2: Urban Quarter, Urban Codes and Development Principles</p> <p>KTC 13: Open Space, Green Infrastructure and Biodiversity</p> <p>KTC 14: Flood and Surface Water Management</p> <p>KTC 25: Implementation and Phasing</p>	<ul style="list-style-type: none"> ● Public Realm improvements at the Horsemarket Public Realm improvements at Dalkeith Place and Silver Street, by 2012/13 ● Public Realm improvements on the Market Place, by 2010/11 <p>KTC 14: Production of a Surface Water Management Plan and Green Infrastructure Strategy</p> <p>KTC 13:</p> <ul style="list-style-type: none"> ● Development on NRQ10 will retain and enhance Westfield Gardens by 2015/16 ● Development on NRQ10 will provide an on site children's play area of at least 1,000m2 by 2015/16 ● Development on NRQ10 will reconfigure Meadow Road Recreation Ground to create a new urban park by 2015/16 ● Enhancement of the Slade Brook river corridor ● Create linked linear open spaces along the Slade Brook river corridor ● New open space at STQ2 ● Relocation of the Bowling Green and Tennis Club to a site off Lake Avenue ● Development will provide a net gain in biodiversity <p>KTC 14: Production of a Surface Water Management Plan and Green Infrastructure Strategy</p>	<p>KTC 13a: Net gain in open space</p> <p>KTC 13b: Provisions required on NRQ10 as outlined in KTC 13 to be delivered by 2015/16</p> <p>COI E2: Change in areas of biodiversity importance</p> <p>COI H6: Building for life Assessment on completed housing units</p> <p>KTC 2: Number of non-residential developments built with a BREEAM rating of at least 'very good'</p> <p>COI E3: Renewable energy generation</p> <p>KTC 14: Production of a Surface Water Management Plan and Green Infrastructure Strategy within 18months of the adoption of the AAP.</p> <p>COI E1: Number/ % of applications approved contrary to advice given by The Environment Agency</p>	<p>KTC 14: If the Surface Water Management plan and Green Infrastructure strategy are not delivered within 18months, then investigate the reasons for the delay and if appropriate consider reviewing the allocated sites affected.</p>

7 Appendices

7.1 Appendix 1 - Glossary

Term	Definition
Affordable Housing	Affordable housing includes social rented and intermediate housing, provided to specified eligible households whose needs are not met by the market. Affordable housing should meet the needs of eligible households including availability at a cost low enough for them to afford, determined with regard to local incomes and local house prices. Include provision for the home to remain at an affordable price for future eligible households or, if these restrictions are lifted, for the subsidy to be recycled for alternative affordable housing provision'. (See also Social rented housing and Intermediate housing, below).
Biodiversity	The diversity of plant and animal life in a particular habitat.
Brownfield	Brownfield land or 'Previously Developed Land' is land that is, or was, occupied by a permanent structure (excluding agricultural or forestry buildings) and associated fixed-surface infrastructure. The definition covers the area surrounding the main building and used in connection with it. Planning Policy Statement 3 Annex B (Housing) has a detailed definition.
Development Plan Documents	This is a Local Development Document that has been subject to an independent public examination and is therefore a statutory planning document.
Green Infrastructure	A term used to describe and plan for a network of multi-functional green space, which includes recreational and sports facilities, parks, pathways and routes, natural and historic sites and water spaces, as well as accessible countryside. These green spaces can serve many uses including landscape enhancement, linkages, nature conservation, water management, food production, recreation, leisure and tourism and provision for healthy lifestyles.
Greenfield	Greenfield land (or a defined site) usually farmland, that has not previously been developed.
Intermediate housing	Intermediate housing is affordable housing (see above) at prices and rents above social rent levels but below market prices or rents that meets identified criteria.
Joint Planning Unit	The Planning Unit established by Corby, Kettering, Wellingborough and East Northamptonshire Councils, together with Northamptonshire County Council. The Joint Planning Unit comprises of planning officers drawn from the above authorities and is co-ordinating the preparation of a Local Development Framework for North Northamptonshire.
LEAP's	Local Equipped Areas For Play
Lifetime Homes	Standard Design criteria which ensure that homes are designed flexibly enough to meet the needs of most households with the minimum of adaptation - are increasingly being adopted in the building of new homes.
Live/work units	Live/work units combine residential and business uses. The work space is secondary to the domestic use but provides the opportunity for higher intensity business uses than ordinary home working. Live/work units can play an important part in reducing car travel and can help small businesses develop.
Local Development Document	This is the generic name for a document that forms part of the Local Development Framework. It can either be a Development Plan Document or a Supplementary Planning Document.
Local Development Framework	This is a series of documents and maps that sets out planning policy for the area it covers. The documents and maps will include a Core Strategy and proposals maps, along with other Development Plan Documents and also Supplementary Planning Documents. The North Northamptonshire Local Development Framework will cover the whole of the local authority areas of Corby, East Northamptonshire, Kettering and Wellingborough.
Local Development Scheme	This sets out the programme for the preparation of the Local Development Documents that together will comprise the Local Development Scheme. The Local Development Scheme has to be submitted to and approved by the Secretary of State
NEAP's	Neighbourhood Equipped Areas for Play
North Northamptonshire Core Spatial Strategy	The part of the Local Development Framework that sets out the overarching strategy for the area, together with the policies and key proposals to implement the strategy.

Term	Definition
North Northamptonshire Development Company	North Northants Development Company (NNDC) seeks to drive, co-ordinate and manage the delivery of sustainable growth across North Northamptonshire through the procurement of infrastructure and the regeneration of communities.
Planning Policy Statement	Issued by central Government to replace the existing Planning Policy Guidance notes in order to provide greater clarity and to remove from national policy advice on practical implementation, which is better expressed as guidance rather than policy.
Public Art	Public Art can be defined as artwork which is freely accessible to the public, in or fronting onto the public realm in a variety of media, which can be either permanent or temporary. Examples are statues, carvings, engravings, paving designs, water features, mosaics, murals, flags, street furniture, fencing, lighting, video projections and planting schemes.
Public Realm	Those parts of a village, town or city (whether publicly or privately owned) available, for everyone to use. This includes streets, squares and parks.
Renewable Energy	The term used to cover energy flows that occur naturally and repeatedly in the environment e.g. from the sun, wind, oceans and the fall of water. Plant material is an important source of renewable energy and combustible or digestible industrial, agricultural and domestic waste materials are also normally categorised as renewable sources.
Social rented housing	Social rented housing is affordable housing (see above) that is owned and managed by a registered body, with guideline target rents determined through the national rent regime.
Strategic Housing Market Assessment	SHMAs are a way of assessing housing markets and housing need, initiated by the Government in November 2006. There are a number of required core outputs from an SHMA, which include: <ul style="list-style-type: none"> • Estimates of current dwellings in terms of size, type, condition, tenure, • Analysis of past and current housing market trends, and key drivers underpinning the housing market, • Estimate of current number of households in housing need, • Estimate of future households requiring market and affordable housing, • Estimate of the sizes of housing required, • Estimate of household groups who have particular housing requirements, for example gypsies and travellers.
Streetscape	The visual elements of a street, including the road, adjoining buildings, street furniture, trees and open spaces, etc, that combine to form the street's character.
Supplementary Planning Documents	These are documents that give policy guidance to supplement policies and proposals in Development Plan Documents.
Sustainability Appraisal	This document is a formal assessment and will ensure that the draft planning policies contribute to the achievement of sustainable development and that the social, economic and environmental impact of these policies has been fully assessed.
Sustainable Development/ Sustainability	Sustainable development is: "development that meets the needs of the present without compromising the ability Development/ Sustainability of future generations to meet their own needs" (Brundtland Commission Report, 1987.)
Wayfinding	Wayfinding encompasses all of the ways in which people and animals orient themselves in physical space and navigate from place to place. Within the public realm, public art, street furniture and lighting are key indicators in leading pedestrians around the town whilst the provision and respect for key landmark buildings is also important in aiding navigation.
Windfall Sites	A site, usually for housing, which is not specifically allocated for development in a development plan, but comes forward for development during the lifetime of the plan.

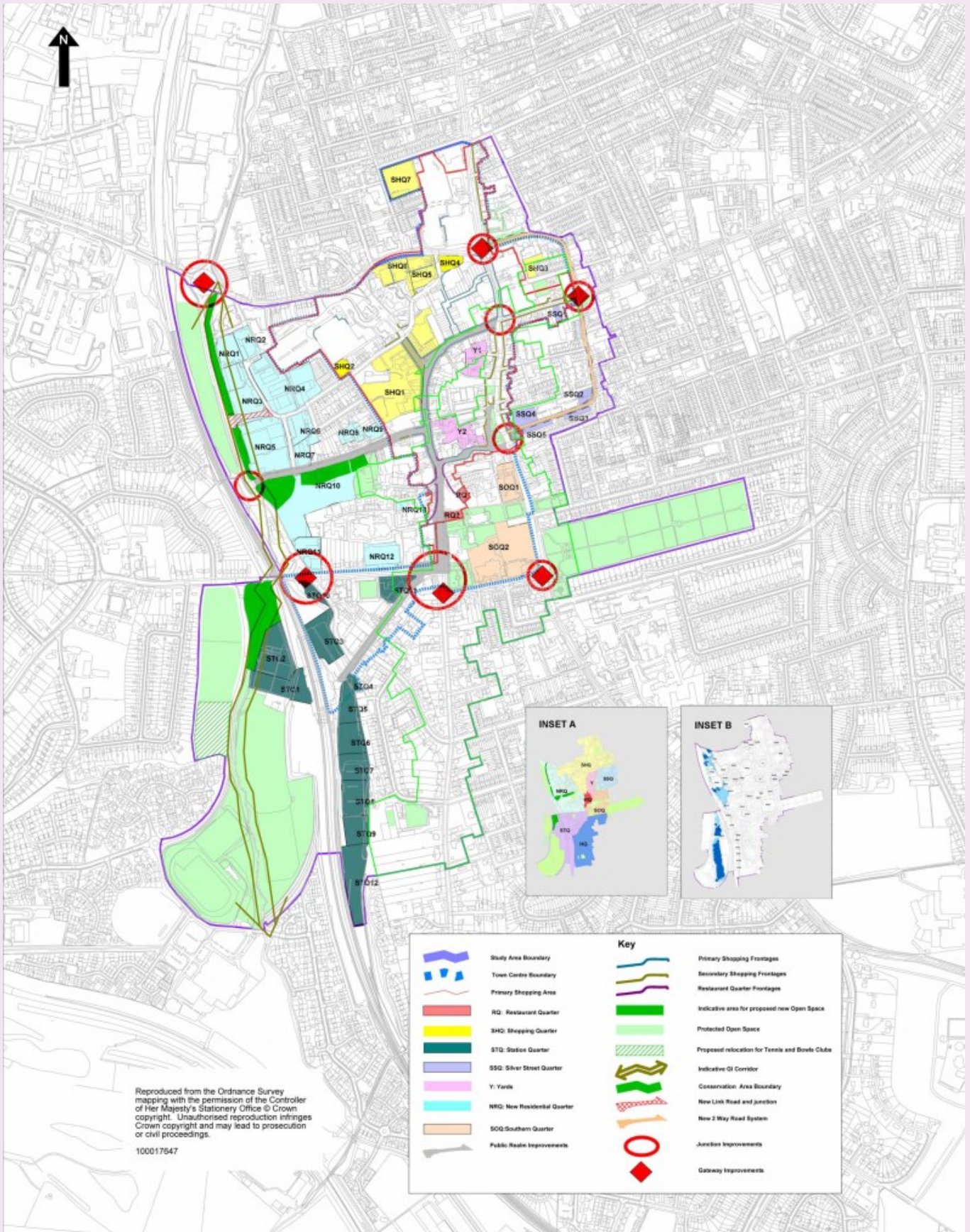
7.2 Appendix 2 - Replaced Policies

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

Table 7.1 Replaced Policies

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

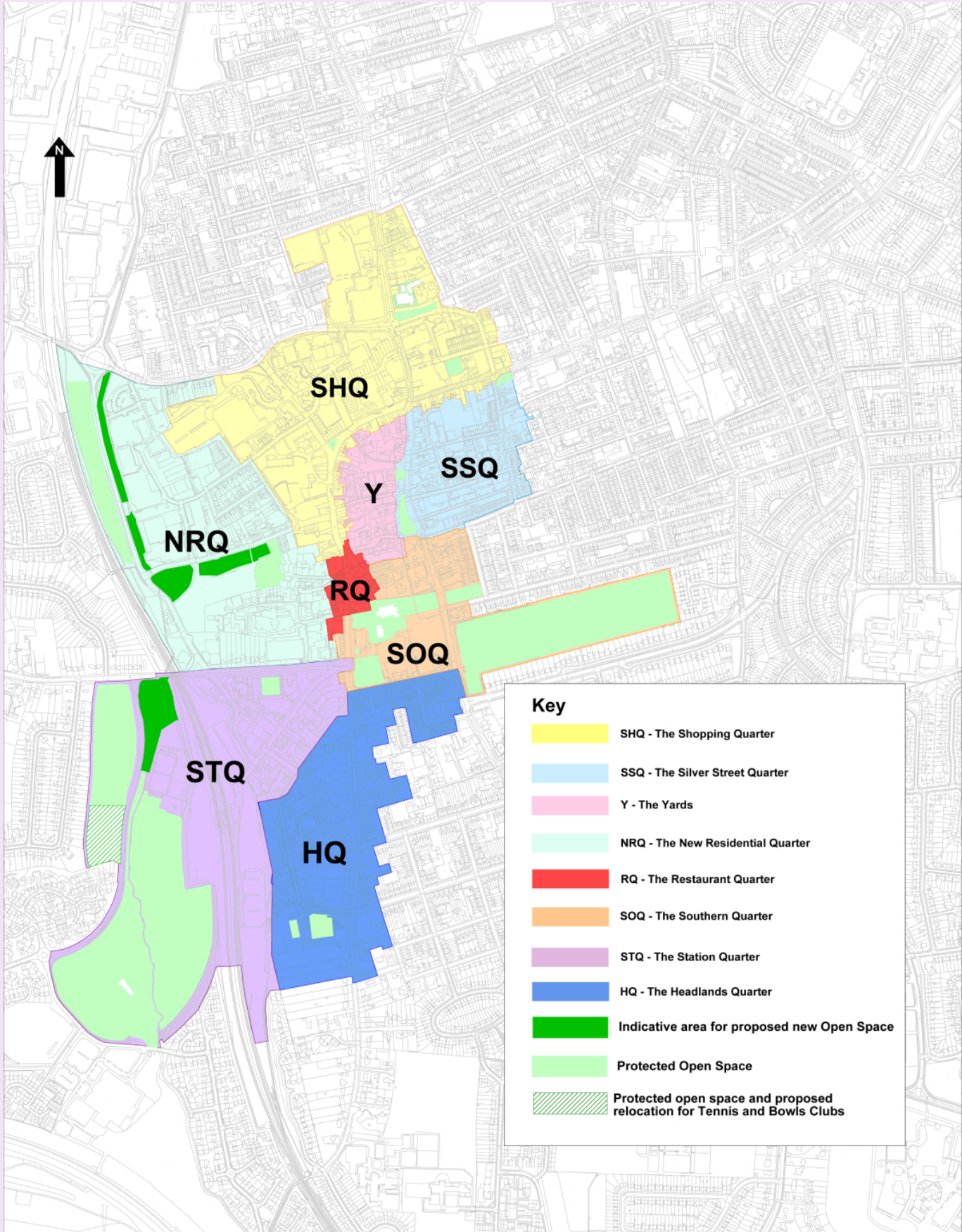
8 Proposals Map



KETTERING TOWN CENTRE AAP PROPOSALS MAP

NB - The area indicating "public realm improvements" has been extended to include Market Street and Horsemarket

Picture 8.1 Proposals Map Inset A - Quarters



Proposals Map Inset B - Areas at risk of fluvial flooding

