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1. Introduction

1.1. This Urban Design Framework (UDF) is the culmination of six months of detailed work in Burton Latimer by Consultants Taylor Young, working in partnership with Kettering Borough Council and on behalf of the people of the Town.

1.2. An UDF is a document which can help to guide, promote and control change. It is not a blueprint, but rather a flexible approach to managing and directing action and investment.

1.3. The UDF can be used to fulfil a number of crucial roles; most importantly it:

- Identifies how the town centre can be improved;
- Sets a coordinated framework for improvement;
- Provides a focus for investment in the town centre;
- Can guide and inform planning and development;
- Gives confidence that a long term plan is in place;
- Assist in securing investment and funding;
- Provides a basis for addressing local people’s views.

1.4. The Framework looks specifically at the Town Centre of Burton Latimer. The study area and its strategic context are illustrated on Plan 1. The health of the town centre is crucial to the long term success and sustainability of the town, particularly given that Burton Latimer is likely to grow over the coming years.

1.5. The UDF is a joint response by Kettering Borough Council and Burton Latimer Town Council to the call for higher standards in design as set out in Planning Policy Statement 1 (PPS1) - Delivering Sustainable Communities, which states that:

‘Planning authorities should plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes. Good design should contribute positively to making places better for people. Design which is inappropriate in its context, or which fails to take the opportunities available for improving the character and quality of an area and the way it functions, should not be accepted.’ (PPS1 - ODPM - 2005: para. 34)

1.6. Whilst the UDF is not formally adopted as part of Kettering Borough Council’s Local Development Framework, it is endorsed by both the Borough and Town Councils and has been subject to public consultation.

1.7. Discussions with local people have informed and help to test the UDF. The Burton Latimer Urban Design Workshop which took place in November 2004, provided a starting point for the Framework. The main messages from this workshop are included in the baseline report. Further consultation was undertaken on draft principles and proposals within the Urban Design Framework in December 2005. A summary of this consultation is included in Appendix 1 of main report.

1.8. This report summarises the findings of the main report and both the Executive Summary and the main report and supported by a detailed baseline report.
2. Vision and Concept

2.1 The vision for Burton Latimer is to:

Create a better place and strong legacy for the future through targeted intervention which supports an improved role and function for the town centre and a significantly improved environment, which creates a place where people want to be, and where businesses can thrive now and in the future.

2.2 This vision is concerned with taking appropriate steps to secure the ‘long term health’ of the town centre. This will involve making the town centre more attractive, but also underpinning its role and function in a modern context, through appropriate development and targeted investment.

2.3 The biggest threat to the town is that without a clear vision, the town centre drifts towards becoming a dormitory, where trade dries up and where local shops, services, businesses and the environment all decline. The UDF positions the town centre at the heart of the growth agenda for the town as a whole.

2.4 The Vision for Burton Latimer is based on a number of important strategic objectives which together form a concept for change. These objectives are illustrated in Plan 2 and include:

- A vibrant High Street, which is a destination for an improved range of quality town centre uses.
- Significant improvement in the quality of the public realm within the town centre as a selling point for the town, to attract more people to use the town centre.
- An improved Ketton Road approach to the town centre, lifting the quality of frontage development and creating a stronger gateway.
- Maximising positive features of the old village and the vernacular character of the town, where new buildings reinforce local distinctiveness.
- An improved northern High Street formed by a two-sided shopping street, maximising active ground floor uses.
- A strengthened ‘Town Heart’ based with new shops on High Street, an improved Town Square, a new public building and enhanced Paddock Court.
- Strengthening southern High Street through the redevelopment of underused land to create a two-sided Shopping Street.
- An enhanced southern gateway to the town centre improving linkages with the new healthcare uses along Higham Road.
- Above all creating a town centre which is more attractive and which people want to use more often and for longer.
3. Place Making Principles for Burton Latimer

3.1 The vision and objectives provide the foundations for the Urban Design Framework. Basic concepts are developed to provide 10 guiding principles that establish important reference points, which should guide decision making on development proposals and inform investment in the town centre.

3.2 These principles reflect local peoples views on their town centre, and are specific enough when considering development proposals and improvement projects. In summary these comprise:

1. Ensure growth in numbers of dwellings benefits the town centre;
2. Improve the quality of the town centre environment to make it a more appealing attractive and people friendly place;
3. Enhance the role and offer of the town centre for local people and people across the borough;
4. Capitalise on and strengthen the food, restaurant and evening role of the town centre;
5. Support measures that make viable and encourage more higher quality uses within the town centre which can sustain a special destination;
6. Create a safer town centre;
7. Manage traffic in town more effectively to improve the pedestrian environment;
8. Make more of underused land and gap sites in the town centre particularly on High Street;
9. Support and encourage active ground floor uses within the core town centre area;
10. Target detractors to character for remedial action to enhance the traditional character of the town centre.
4. Project Proposals

4.1 There are a number of potential projects which can start to deliver the vision and objectives and respond to the place making principles.

4.2 Consideration has been given to opportunity sites and land owned and controlled by the public sector when identifying proposals which involve development. As far as possible, proposals are designed to be reasonable and whilst they will challenge the present situation, they could all be delivered by focused action by the public or private sector, or the two working together.

4.3 Project proposals are split into two groups. The first group are those projects which are considered to be catalysts to the revitalisation of the town centre. These could have a profound impact on the quality of the town both individually and collectively. Given their potential impact it is not surprising that these projects are the ones which are likely to be complex to deliver. Catalyst projects include:

- Town Square/Community service centre;
- Paddock Garden Court redevelopment/Council car park redevelopment;
- Redevelopment of the former surgery and existing library;
- High Street Environmental Improvements.

4.4 Complementing these catalyst projects are a set of support proposals which can help to deliver improvements in the town centre. These supporting projects include some longer term proposals, which cannot be started yet, as well as some quick win projects which could be implemented straight away subject to securing funding. Supporting projects include:

- Way-finding;
- Community safety;
- Refurbishment of Churchill Way retail parade;
- Redevelopment of back-land at Churchill Way;
- Redevelopment of Jock’s Autos site;
- Shop front improvement scheme;
- Burton Latimer perimeter green route;
- Redevelopment of frontage sites on the Kettering Road approach;
- A New Business/Enterprise Centre in the Town Centre;
- A new sports centre for Burton Latimer.

4.5 Together catalyst and supporting projects set a challenging agenda for change, which will require a focused action by the public sector and the private sector to create the required impact. Quality in the design and implementation of all projects will be vital. A composite Illustrative Masterplan is provided on Plan 11, which draws together many of the projects set out in the Framework.
5. Delivery and Implementation

Delivery Issues

5.1 Delivering the Vision for Burton Latimer will require commitment and targeted action from the public sector. Commitment will be required to demand the best from new development and to champion the vision. Targeted action will also be required from the public sector to identify how projects can be delivered pro-actively.

5.2 Delivering the Vision for Burton Latimer will also require investment from developers and the private sector. Public sector funding is likely to be minimal. This suggests a consensual approach to delivery, where private investment is welcomed, but controlled and directed in such a way that value is added to proposals based on their response to the UDF. The main report goes into some detail on how the UDF can be delivered based on a number of themes. These themes include:

- Making the most of land in public ownership - to assist regeneration;
- controlling the quality of development - Promoting local distinctiveness;
- capturing value from Residential Expansion - focusing on the town centre;
- planning for change - Plan positively to manage and promote change;
- endorsement - secure support by the public sector and stakeholders.

Design Guidance

5.3 Over recent years the quality of some new developments in the town centre has fallen short of the quality of traditional development. It is essential that design quality is prioritised using planning powers to establish a step change in the quality of development in Burton Latimer. This is particularly important because major new development is being proposed in or near the town.

5.4 Understanding the character of the town centre is important and all new development should demonstrate an appreciation of the vernacular character of the town. The traditional stone built buildings are striking and should be a source of inspiration for new development, particularly where these developments occupy a frontage onto High Street.

5.5 It is our recommendation that new development should reflect a traditional character to reflect and reinforce the vernacular character of the original small Northamptonshire town. This is not about adopting a pastiche approach - as a thorough approach to design will be needed - but rather new development should help to recapture the qualities which have been lost in the town centre from more modern development.

5.6 The main report provides more advice in terms of design guidance and identifies the importance of urban design when considering new development.
### Table 1  
Project Summary Table

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Consultation support</th>
<th>Urban design benefits</th>
<th>Priority</th>
<th>Difficulty to deliver</th>
<th>Timescale</th>
<th>Potential funding</th>
<th>Lead organisation</th>
<th>Project links</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Catalyst Projects</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Town Square – Community Service Centre</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>Complex</td>
<td>Medium Term</td>
<td>Private / NCC / BLTC / KBC</td>
<td>BLTC / KBC / NCC / Developer</td>
<td>Paddock / Surgery</td>
</tr>
<tr>
<td>Paddock Garden Court / Council Car Park Redevelopment</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>Straightforward</td>
<td>Short Term</td>
<td>Private</td>
<td>BLTC / KBC / NCC / Developer</td>
<td>Town Square / Surgery</td>
</tr>
<tr>
<td>Redevelopment of former surgery and existing Library</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>Straightforward</td>
<td>Medium Term</td>
<td>Private</td>
<td>Developer BLTC / KBC / NCC / Trust</td>
<td>Town Square / Paddock</td>
</tr>
<tr>
<td>High Street Environmental Improvements</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>Complex</td>
<td>Short Term</td>
<td>S106 / PGS KBC / BLTC</td>
<td>KBC / NCC</td>
<td>Way-finding / Gateways</td>
</tr>
<tr>
<td><strong>Way-Finding Project</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Safety Project</td>
<td>High</td>
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<td>Medium</td>
<td>Straightforward</td>
<td>Short-term</td>
<td>Police Authority</td>
<td>Police Authority</td>
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</tr>
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<td>Refurbishment of Churchill Way</td>
<td>High</td>
<td>Modest</td>
<td>Medium</td>
<td>Straightforward</td>
<td>Short term</td>
<td>Private / KBC / BLTC</td>
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</tr>
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<td>Redevelopment of Back-land at Churchill Way / High Street</td>
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<td>High</td>
<td>High</td>
<td>Potentially Complex</td>
<td>Long Term</td>
<td>Private</td>
<td>KBC / NCC / Developer / Trust</td>
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</tr>
<tr>
<td>Redevelopment of Jock’s Autos</td>
<td>Moderate</td>
<td>High</td>
<td>Medium</td>
<td>Straightforward</td>
<td>Short Term</td>
<td>Private</td>
<td>Developer</td>
<td>N/A</td>
</tr>
<tr>
<td>Shop Front Improvement Scheme</td>
<td>High</td>
<td>Modest</td>
<td>High</td>
<td>Easier</td>
<td>Short Term</td>
<td>Heritage Lottery / KBC</td>
<td>KBC</td>
<td>High Street</td>
</tr>
<tr>
<td>Burton Latimer Perimeter Green Route</td>
<td>Moderate</td>
<td>Modest</td>
<td>Medium</td>
<td>Potentially Complex</td>
<td>Medium Term</td>
<td>S106 / PGS</td>
<td>KBC / NCC</td>
<td>N/A</td>
</tr>
<tr>
<td>Redevelopment of Frontage Sites along Kettering Road</td>
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<td>High</td>
<td>Medium</td>
<td>Straightforward (Market to deliver)</td>
<td>Medium Term</td>
<td>Private</td>
<td>Developer</td>
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<tr>
<td>New Business / Enterprise Centre in the Town Centre</td>
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<td>Modest</td>
<td>Medium</td>
<td>Unclear</td>
<td>Long Term</td>
<td>Unclear</td>
<td>KBC / NCC / Trust?</td>
<td>Surgery &amp; Library</td>
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<tr>
<td>New Sports Centre for Burton Latimer</td>
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<td>Modest</td>
<td>Medium</td>
<td>Unclear</td>
<td>Medium Term</td>
<td>Existing S106</td>
<td>BLTC / KBC</td>
<td>N/A</td>
</tr>
<tr>
<td>Improvement of Southern / Northern Gateway</td>
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<td>Modest</td>
<td>High</td>
<td>Easier</td>
<td>Short Term</td>
<td>LTP / NCC / KBC</td>
<td>BLTC / KBC / NCC</td>
<td>Way-Finding / High Street</td>
</tr>
</tbody>
</table>

BLTC = Burton Latimer Town Council / KBC = Kettering Borough Council / NCC = Northamptonshire County Council
In summary the next steps, moving forwards from this Framework are as follows:

- Endorsement of the UDF by Burton Latimer Town Council, Kettering Borough Council and Northampton County Council.
- Production of a newsletter feeding back to local people the adopted UDF and effectively launching the town centre project.
- Identification of a preferred delivery vehicle/approach for the town centre project as a whole or for individual or linked projects.
- Facilitate a meeting to launch and investigate further the development concept for the Town Square/ Paddock Court and former surgery/library.
- Production of a Development Brief for these important linked sites on which discussions with potential private sector partners can be based/selection of partners made.
- Facilitate a meeting to discuss in greater detail the key environment, landscape and heritage townscape projects which form the range of ‘non-development projects’.
- Establishing a co-ordinated scheme of environmental works which can support funding applications and provide a scheme/range of projects which could be funded through planning gain.
- Identify how a proportion of the increase in land values, from new housing allocations around Burton Latimer, can be captured to fund essential improvements within the town centre. This may be through a SPD and will need to reflect up to date thinking on Planning Gain Supplement.
- Ensure guidance on what constitutes design quality and appropriate design within the town centre is weaved into the emerging local development framework.

- Investigate feasibility and soft market test concepts (informal discussions with developers) behind other development projects identified in the Framework, including discussions with landowners and developers to ascertain their interest, based on the concepts identified in the Strategy.