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Foreword

It is not that long since shopping in Burton’s town centre seemed to be on an inevitable decline, the victim of fierce competition from stores such as Tesco. However a successful campaign by the Town Council of the time to get a middle ranking supermarket into town to strengthen the shopping offer brought us what is now Budgens and encouraged more people to shop in Burton.

Recently Borough and Town Councillors have sought the help of planners to look at how Burton’s town centre could be enhanced over the next 10 years or so. They employed an excellent team of consultants who involved the community in plotting a way forward for Burton, building on existing strengths such as the number of good eating places and encouraging development which will provide new services and a more attractive town centre.

The next steps are to get the Development Framework incorporated into the planning guidance for the town and to encourage investment in its implementation by public authorities and private investors.

Christopher Groome
Borough Council Member for Plessey Ward

In recent years Burton Latimer has made an amazing recovery, from a town that was suffering a decline in retail businesses; we now have a town centre that can compete.

We have supermarkets that vie with the likes of Tesco and Sainsbury; and we have a number of smaller shops that sell a wide variety of goods that can satisfy the needs of almost everyone; a market once a month and some of the best restaurants in the area: the town is becoming the place to be.

In spite of all the success we cannot sit back, we must look forward to the next twenty years and be prepared for the inevitable expansion of the town.

With this in mind the Town & Borough Councillors have been working in partnership with both the Borough Council and a team of consultants to plan the way ahead, to build on our success and develop the town centre further.

The next step is to have the Urban Design Framework incorporated into the planning guidance for the town and to encourage the much needed investment for us to implement it and move it forward to fruition.

Derek Zanger
Town Councillor Burton Latimer
1. Introduction
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. The UDF identifies principles and proposals which can help create a more sustainable and successful Town Centre. The Framework has been endorsed by Burton Latimer Town Council and Kettering Borough Council.

What is an Urban Design Framework?

1.2. An UDF is a document which can help to guide, promote and control change. It is not a blueprint, more a flexible approach to managing and directing action and investment. Key aspects of the Framework include:

- **Its focus** - On the town centre as a focus for town life, vitality and economic success;
- **Its timescale** - Which includes short term projects and long term commitments;
- **Its principles** - Which reflect planning policy and set the ground rules for development;
- **Its projects** - Which involve the public sector, the private sector and local people;
- **Its ambition** - To create a place significantly improved and a legacy for future success.

Purpose

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 to create a better place;
- Sets these potential improvements out in a coordinated Framework;
- Provides a focus for investment in the town centre - both public and private;
- Can be used to guide planning and development decisions in the town centre;
- Gives confidence that a long term plan is in place and clarifies commitments;
- Can form a basis for funding bids to deliver projects and to inform local service provision;
- Provides a basis for addressing local people’s views for the future.

Scope

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. Identifying the ways, in which the town centre can be strengthened, to provide a focus for existing and new communities, is at the heart of the Framework.

Context

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. PPS1 and the strategic planning policies which are contained within the adopted planning framework, provide a strong basis to secure the implementation of the objectives and recommendations set out in the UDF.

1.7. The UDF has involved detailed assessment of the town centre. This has uncovered a number of issues which have informed the UDF. Its central finding is that Burton Latimer is not a place which has major problems. It is a place that is doing reasonably well, but not being everything that it could be. The UDF sets out an approach to take the town centre to the next level. In the background is the notion that relatively modest investment now can address concerns over potential threats to the function, vitality and viability of the town centre in the future, avoiding the need for major intervention later on. In the remainder of this section, the context and focus for the UDF is described as an introduction to the work.
Place Focus

• A small quintessentially English Northamptonshire Town;
• Retaining many vernacular features and historic charm; but
• Undermined by some inappropriate modern development; and
• Looking to recapture the small town vernacular as a selling point; by
• Extending the heritage character of its old village to its High Street;
• Celebrating not just the buildings, but also the streetscape and environment; with
• Quality public streets and spaces a key attraction of the town centre.

People Focus

• Making the most of a reasonably affluent population;
• Which could and would use a better town centre, were it could offer more;
• Creating a town where people are enticed back to spend time and money; and
• Where more people make use of their town centre, more often;
• Ensuring that Burton Latimer positions itself with a unique offer
• Which provides more than just local needs; and
• Tackles the creeping threat of becoming a ‘dormitory’ town.

Development Focus

• Residential Growth is likely to occur in Burton Latimer;
• Planning for this positively can bring benefits to the town;
• In terms of increased population, improving viability; and
• Providing a basis for new investment in the town centre;
• Preparing the place to be more attractive to and
appeal to new and existing people;
• Ensuring that facilities are not lost now which would be valuable in the future; and that
• New development is of a high quality; and
• Supports the vitality and viability of the town and the success of local businesses.

Framework Focus
• Not a long complex framework with hundreds of projects;
• Not a detailed or prescriptive plan which could go out of date quickly; but
• A strong vision for the town’s future success; supported by
• Clear guiding principles, which provide strategic direction;
• With a limited number of important projects identified to implement change; which
• Others will need to work hard to deliver.

Consultation
1.8. 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 this report.

Baseline Report
1.9. The Baseline Report provides a detailed assessment of the Town Centre in terms of its urban design, the planning context and other background information. It provides an evidence base that has informed the production of the UDF and which supports its recommendations.

A New Planning Framework
1.10. It is particularly timely to be thinking about the future of the town centre, because a new local planning framework is being prepared for the Borough and for Burton Latimer. In the context of new planning policy and the Sustainable Communities Agenda\(^1\), it is likely that Burton Latimer will need to accommodate new residential development, and planning for this positively is one of the reasons why the UDF has been produced for the town centre.

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\(^1\) The Sustainable Communities Agenda is the vision to achieve sustainable communities across the country, through the guidance of the Government’s Communities Plan: Building for the Future. The core of this is about creating thriving and vibrant places, where people want to live and work now and in the future. An overarching aim is tackling housing supply issues.
2. Vision
2. Vision

2.1 Burton Latimer is a special place. It is a quintessentially English small town, with a picturesque and distinctive church and vernacular buildings, which reflect the best traditions of Northamptonshire development. The town sits within a rich landscape setting and is easily accessible on the road network. One of its main attractions is its small town feel and quiet location, which make it an ideal place for many people to choose to live. Above all, people value the area’s heritage and its traditional scale and character.

2.2 However, for many reasons, the town centre of Burton Latimer is not all that it could be. In terms of its environment and its offer, the town centre could be improved to provide a place more people want to use and enjoy. Strengthening and improving the town centre, so that more people spend more of their time and their money there will be essential to improve conditions for existing and new shops, services and businesses. This can also create a more sustainable town where the need to travel to other centres is reduced. Reflecting this overall approach, 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”.

2.3 This vision is not about ‘major surgery’, nor is it merely about ‘cosmetic surgery’, instead it is about 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.

2.4 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 and provides a clear direction for managing urban change. Using the Framework positively can help to secure a more successful and sustainable future for Burton Latimer.

2.5 Through the production of the UDF it is clear that many local people are passionate about their town’s future. It is hoped that the Framework captures local people’s enthusiasm and good ideas and provides a Vision which they will support.
3. Concept
3.1 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:

- Consolidating and strengthening the town centre based on a vibrant High Street, which is a destination for an improved range of quality town centre uses.
- Creating a 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.
- Enhancing the Kettering Road approach to the town centre, lifting the quality of frontage development and creating a stronger gateway from the north.
- Maximising positive features of the old village and the vernacular character of the town, where new buildings reinforce local distinctiveness and live up to historic precedent.
- Improving northern High Street to create an attractive two-sided shopping street, maximising active ground floor uses and making more of underused land.
- Strengthening the ‘Town Heart’ based on new shops on High Street, an improved Town Square and a new focal point public building and enhance Paddock Court.
- Strengthening the town centre function of southern High Street through the redevelopment of underused land to create a two-sided Shopping Street.
- Enhancing the 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.
4. Place Making Principles for Burton Latimer
4. Place Making Principles for Burton Latimer

4.1 The vision and objectives provide the foundations for the Urban Design Framework. In this section these basic concepts are developed to provide 10 guiding principles. These principles establish important reference points which should guide decision making on development proposals and inform investment in the town centre.

4.2 These principles have been subject to consultation and reflect comments made by local people about their town centre. These principles are specific enough to be useful when considering development proposals and improvement projects. In summary these principles 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.
Key

- Study area
- Church Village
- Major employment area
- Green space integral to character
- Expansion areas close to centre
- Potential perimeter green route

Plan 4
Wider Context

- The Church & Church setting
- The green character of the original village
- The paddock close to Burton Hall
1. **Ensure growth in numbers of dwellings benefits the town centre**

4.3 New residential development is likely to form part of the future for Burton Latimer. Rather than seeing this as a threat, this can actually bring benefits to the town if the quality, design and location of new housing are well thought through.

4.4 More people living close to the town centre can make facilities more viable and the town centre more vibrant. Encouraging new residents as well as existing communities to use the town centre will be important. Selecting potential residential sites which are closer to the town centre and within an easy walk will be preferable to developing sites further away. Improving existing pedestrian linkages to the town centre and providing new links, will also help to integrate new development into the town.

4.5 New residential development in Burton Latimer could also provide opportunities to raise funds to undertake town centre improvement schemes. There is a range of existing edge of town centre green sites, the value of which would increase substantially, if new planning policies unlock development potential for new homes. As a basic philosophical point, the public sector, acting in the public interest, through positive planning, should seek means to capture some of the value generated by new planning policies and seek to reinvest this ‘captured value’ in the town centre. This will ensure that new development actively improves the town which is accommodating it. This will address many people’s concerns that planning is acting to swallow up large tracts of green land and generate huge profits for landowners and developers, which was a consistent message from public consultation.

4.6 Other important new facilities could be made viable and (perhaps only in part) funded through residential expansion of the town. In particular a new 4-18 school in Burton Latimer could provide an important new resource for the town and consolidate the town’s position as an attractive place for family housing. It is important that as the population of the town increases, so its facilities and infrastructure are properly enhanced as well.

2. **Improve the quality of the town centre environment to make it a more appealing, attractive and people friendly place**

4.7 The UDF identifies the need for a ‘step change’ in the quality of the public realm in the town centre. Step change calls for much more than ‘tinkering around the edges’. Improvements to the environment should help create a street environment which is a real selling point for the town, where people feel safe and where streets and open spaces are comparable with the best historic small towns in the UK.

4.8 Improving the street environment and public realm is not just about making the place look better. Achieving improvement is an essential part of encouraging more people to use the town and enticing people back to the town centre. The aim is not simply to attract people back to the town for its own sake; but to generate greater footfall which will help to sustain local shops, services and businesses. In this way investment in achieving step change in public realm quality will be a key factor in creating a more economically active, viable and vibrant town centre.

4.9 Improving the quality of the town centre environment will involve looking at quality across a number of different aspects. This will include the street environment, the open spaces, pedestrian lanes and the garden courts. The design of the highway network is a key consideration in creating a vibrant shopping street which is more about shopping and less about driving. The aim is to make the town centre a more pedestrian friendly place and to create conditions where street life can thrive.

4.10 New and existing buildings and shop fronts are also an important consideration. The night time environment is also very important, and effective and attractive street lighting and the illumination of key buildings can help improve image and safety. New development will also have a role to play in improving the town centre and quality shopping frontages are essential in the town’s core area. Enhancing existing shop fronts and guiding the design of new shop fronts to create a collective and well coordinated theme can help bring unity and interest to the street edge along High Street.

*An attractive outdoor room (Twickenham)*
3. Enhance the role and offer of the town centre for local people and people across the borough

4.11 More and better shops and services are needed in the town centre. However, businesses start up and continue to trade because they are viable propositions. The UDF seeks to support conditions in the town where businesses are more viable, promoting measures whereby the town centre can become more appealing to people and as a result busier, with more people spending time and money within the centre. Investing in the environment is a long term commitment to businesses, sparking a cycle of improvement and encouraging wider investment in the town.

4.12 At the same time as investing in the environment, the role of the town centre should be redefined to sharpen its focus and develop its unique selling points, developing a more specialist position within the retail hierarchy. Developing a special offer and brand for Burton Latimer, which is different from its competitors will be important, to its long term success. It is clear that Burton Latimer cannot compete with Kettering for large scale comparison shopping, but it should seek to respond to this by focusing on smaller scale, high quality, independent shops and services which offer a more specialised niche markets. New uses could include gourmet food stores, delicatessen, speciality butchers and or fishmongers, a cheese and wine shop, quality bakers which might include a café and a florist. These sorts of uses can often develop a loyal following and attract both local custom and custom from nearby villages and towns. Developing a critical mass of these kinds of uses can be mutually reinforcing and help to develop a collective brand identity. The high end food retail market would fit very comfortably with the eating and drinking uses which the town is renowned for. Effective marketing of the retail offer in Burton Latimer will be important. Sustaining the local convenience retail and service offer is important as well.

4. Capitalise on and strengthen the food, restaurant and evening role of the town centre

4.13 Improved and integrated community facilities are also required, as they can attract people to the town centre and present opportunities for linked trips. This is particularly important because the town centre has already lost its surgery to a site on the edge of the town. The existing public uses in the town are spread out, in buildings which no longer meet modern needs, such as information technology and accessibility requirements. There is scope to meet community needs in a single, high quality and integrated building, which can provide an improved environment for the public and for staff. A better library and improved council offices and community hall are a priority. It may also be possible to prove new health related and community uses in the town centre such as a dentist, a health club or gym. The public sector can take an active lead in delivering these projects.

4.14 Burton Latimer has developed a good range of local restaurants and this specialist offer needs to be supported and strengthened. This can add to the areas special sense of place and its economic base. Providing more eating and drinking uses is not about introducing more competition; rather it is about complementing and strengthening the existing sector to anchor the destination. Co-location advantages have accrued from several quality restaurants located in the town and diversifying this sector is now important. The emphasis, should though, be on eating (and drinking) not just drinking, protecting Burton Latimer’s broad appeal to a range of ages and people. Preserving this mix will be important in creating a place which appeals to the widest possible market.

4.15 There are new opportunities for diversification to meet two clear ‘gaps’ in the existing offer in the town centre. The first gap is for a quality café and day time (lunch time) bistro type use. Given the proximity of Latimer Park, the business lunch market is seen as a potential growth market for the town. Good quality food coupled with easy parking are essential requirements necessary to benefit from this opportunity. More generally, attracting lunchtime and early evening uses into the town centre will be important. The potential for this sort of use needs to be protected by resisting any further road side pub restaurants near to Latimer Park and the town centre. The second gap in the present market is for a quality higher end wine bar / restaurant, which can bring a different offer to the town, in contrast with the existing pubs within the town centre, which offer a narrow appeal. A wine bar style offer which is...
more accessible to young women and older people is likely to unlock a new market in terms of people who are presently not using the towns existing pubs. This will create a more cosmopolitan feel, something more usually associated with larger towns, but which may be sustainable in Burton Latimer as part of the special eating and drinking reputation.

4.16 All of the places to eat and drink within the town centre will benefit from a much improved public realm, particularly in warmer months when pavement cafes and alfresco eating and drinking will be encouraged. Managing behaviour and parking in the evening environment will be important particularly since there are many residential properties very close to the town centre. Ensuring adequate police or community liaison officer presence within the town will be one option, but seeking self policing by licensed premises will also be important to act as a deterrent to nuisance behaviour.

4.17 Supporting the existing restaurants and businesses that give Burton Latimer its special character in the evening should be a key aim.

5. Support for higher quality uses - beyond the local to strengthen and diversify the role and offer

4.18 Developing the offer of Burton Latimer should involve promoting its role as a place for specialist retail and niche markets. In addition to this, lifestyle uses such as health and beauty, hair salons and other non essential, but ‘high spend’ services for both men and women, young and old can form part of a higher end and more specialised offer. The cafe, wine bar, bistro concept fits within this aspiration for more and better lifestyle uses. There is likely to be a ceiling on how developed the market could become. This will be based on the population and relative competition from other places, but the basic contention is that Burton Latimer could develop new higher value uses, based on latent spend within its surrounding communities, from people living in the town but spending their money elsewhere. Furthermore the potential expansion of the town could further support more ‘higher value’ uses.

4.19 The aim is to create a local attraction but also draw people in from around the Borough. The idea of linked trips becomes increasingly important when people are considering travelling further to a small town centre and this reinforces the importance of developing critical mass. For example people may come to browse in the specialist small independent boutiques, taking time to enjoy a coffee before stocking up on some good quality ‘bits and pieces’ from the renowned local deli, before going on to the ‘new wine bar’ for an early evening drink and possible staying on for dinner in the town. Making Burton Latimer a place where more people choose to spend more of their leisure time should be a key priority. Achieving this aim will rely on creating a much more appealing place.

4.20 The importance of providing a broad appeal to all age groups is vital. In hard economic terms, deriving spend in the town centre from a broad age range will be important. Within this, creating a town centre which is appealing to higher earners and groups with high disposable incomes will be a pre-requisite for achieving higher value uses. Environmental improvements are then essential to unlock potential latent spend from the local population and from the surrounding area.

4.21 The aspirations for higher value uses will see the town become busier not just in the daytime, and evenings, but also on weekends, where people are spending more of their leisure time in the town centre. This can further support the ambition for a busier town and a more economically active place.

6. Create a Safer Town Centre

4.22 Burton Latimer is not an unsafe place to live and the town centre in particular does not suffer unduly from high levels of crime. However, the fear of crime and anti-social behaviour was a consistent message
through public consultation and as a result; attention needs to focus on measures which can overcome this issue. Reducing people’s fear of crime and anti-social behaviour could attract more people to the town centre, particularly at night and make the town centre a more welcoming place for more people.

4.23 Securing the position of a Community Safety Officer dedicated to Burton Latimer could be one way of addressing this issue. This could provide a reassuring police presence within the town and tackle people’s concerns. The town centre already benefits from closed circuit television coverage (CCTV) and a more visible police presence within the town can provide a human touch to manage people’s behaviour and to complement the existing technology.

4.24 Improvements to High Street and the wider streetscape and public realm of the town centre will help to improve the visual appearance of the town centre. The upgrading of existing street lighting to the town centres main streets, spaces and pedestrian lanes is a priority. The public car parks in the town centre would also benefit from significant improvement, in terms of their design, layout, boundaries and illumination. Demonstrating capital investment in the upgrading facilities and public realm in the town centre will help to reshape people’s attitudes to the town centre and make the centre more accessible to local communities, particularly the most vulnerable. Ongoing maintenance, cleanliness and repair are also all important to signpost that people are actively caring for the town centre. Whilst maintenance and management of the public realm are not specific problems at present this issue will need to be kept under review, particularly when new investment in the public realm is proposed.

4.25 New development and refurbishment of existing buildings can also improve community safety in the town centre, by improving overlooking and natural surveillance of streets and open spaces from buildings. By creating (and where necessary re-creating) building frontages, with windows and doors overlooking the public realm, greater levels of natural surveillance will be allowed and this will help to naturally ‘police’ the town centre, providing more ‘eyes on the street’. Providing a greater range and quality of uses will also help to attract more people to the town centre for longer.

4.26 Encouraging everyone to take responsibility for their own behaviour in the town centre will be important, particularly in the evening, and this is an issue beyond the narrow focus of the UDF.

4.27 The volume of car traffic in the town centre does not appear to be a significant problem. Passing trade from motorists is important for towns like Burton Latimer and retaining a degree of through car traffic will be important to keep the town functioning healthily. The A6 by-pass does alleviate significantly higher levels of through traffic and this is to the benefit of the town centre environment and the pedestrian experience. However, the issue of heavy goods vehicles passing through the town centre unnecessarily was raised at consultation and this issue should be kept under review, since these vehicles can have a detrimental impact on the quality of the town centre.

4.28 The present situation is one where a ‘relief road’ for the town has been achieved, but where the highway design and streetscape in the town centre could be significantly improved beyond the existing arrangement, to reinforce the town centre as a pedestrian place. This will take full advantage of the ‘relief road’ ensuring that whilst traffic can pass through the town, it does so more slowly. The existing highway design does slow and in places stop traffic at present. However, it is our view that more could be done to manage traffic movements and speeds, through the town based on the physical design of the carriageway and streetscape. This should create a more pedestrian friendly environment where the shopping and civic qualities of the street are prioritised.

The traffic function of High Street will need to be downgraded through a redesign, albeit in exceptional circumstances. High Street may need to accommodate through traffic if the A6 were temporarily closed. However, this factor should not prejudice the need to create a significantly more pedestrian friendly town centre.

4.29 A significantly improved high street environment is only possible where the design of the carriageway is reconsidered. The design of the carriageway and its surfaces could change as part of the design of the public realm to create a more distinctive and integrated High Street. The concept of give way / pinch points...
(already used in the town) could be considered in other locations along the street as part of a comprehensive scheme, to slow and stop traffic at key points. On street car parking should be reviewed, since this is not working effectively at present and more space needs to be assigned to pedestrians. Near to shops, the road could be physically and visually narrowed as a result. Where open spaces are proposed thoughtful use of materials can create help to change ‘drivers’ perceptions so that traffic enters and passes through public squares rather than cuts across open space. Highway related signage and infrastructure can also be reconsidered to create a simple, attractive, and uncluttered small town feel.

4.30 An integrated public realm and highway scheme is an important next step.

4.31 Town centres should provide a focus and intensity of uses, with activities clustered together to provide trading strength. Land values will usually encourage an intensive form of development within even small town centres. Burton Latimer exhibits this intensity of development in places, but in other locations, potentially valuable and prominent High Street frontage sites, are in low value commercial use (such as car showrooms). In some cases sites are not in commercial use at all. The presence of vacant shop units along High Street may be testament to a lack of demand at present and this will explain in part why important sites remain in ‘non-town-centre’ use. It is our view that the measures outlined in this Framework will encourage greater economic activity within the town centre and in this context the existing underused sites become key assets.

4.32 Redevelopment of low value, underused and vacant sites is an essential part of the framework and the future of the town centre. However, new development must be the right development. Securing greater mix of use and intensity of activity in the core town centre area should be a priority. Mixed use development should be encouraged in the town centre with residential use or business use above active ground floor uses. This will often result in a more complex scheme requiring greater design consideration, but developers will invest in better design and more integrated buildings in other town centres, so why should Burton Latimer settle for less? Redevelopment of opportunity sites provides a chance to significantly enhance the appearance of the town centre and hence design quality is essential. All of this will require developers and designers to raise their game.

4.33 Filling in the ‘gap sites’ along the street edge and improving the definition of open spaces in the town centre will also have the effect of improving the setting of the town centre, creating a more intimate and enclosed town centre, re-creating the intimate scale and sense of place associated with traditional small towns. The setting of Town Square is a good example of where new development can add value to an open space by enhancing its surrounding and creating opportunities for new uses and greater overlooking. The space at present is defined by the rear and side elevations of buildings which essentially turn there back on the space. Through thoughtful design the redevelopment and extension of this building can help to re-orientate this building to create a new focal point building and a much improved and safer public space.

4.34 Underused land and gap sites will come forwards over the long term so a continuing commitment to the framework principles long term is required to provide certainty for prospective developers.

4.35 In town centres, active ground floor uses are important because they bring life and vitality to the town centre. Active uses are simply those uses which generate...
activity, coming and going and footfall. These uses are shops, services, pubs, restaurants, but also professional uses and businesses. These uses underpin the economy and function of the town and in places like Burton Latimer they are increasingly under threat. Retaining active ground floor uses within the core town centre area will be important. The core town centre area includes central High Street (both sides of the street), Paddock Court and the existing retail area of Churchill Way. Kettering Road is not seen as part of the core town centre and as such redevelopment of frontage sites here need not require active ground floor uses, which should be directed to the central town.

4.36 As a starting point, existing shops, services and active ground floor uses should be supported and retained where possible. Clearly this is not just a planning issue and businesses must be viable to continue to trade. This is why improvements to the environment and setting of the town centre are so important to do everything possible to support successful businesses. Supporting existing businesses and creating more active ground floor uses within the town centre, is an absolute priority and this will be integral to the long term success and the sustainability of the town. The loss of shop units to residential uses is a creeping and critical threat to the town’s function which, if unchecked, may serve to undermine the town centre’s role and its viability. In some cases halting of shop frontages does not go far enough and it will be desirable to create shop fronts were they have been lost in the past.

4.37 The creation of a two sided high street is a strategic ambition. Supporting active ground floor uses to the eastern side of northern High Street, where shops have struggled and been lost in the past, is an important aim. In southern High Street, it will be important to consolidate town centre uses around Budgens and other existing local businesses. Central High Street presents further opportunities for more active ground floor uses, turning former shops, which have suffered unsympathetic residential conversion, back to active use. Churchill Way provides a local shopping offer which continues to be important. Higher value uses should be prioritised along High Street, where they will benefit from the prominence and visibility this location affords. New active ground floor uses could be accommodated at Paddock Court and at a new / refurbished courtyard to the rear of Churchill Way / High Street. A theme throughout the town’s core area is the need to target blank and dead frontages for regeneration and new shop units. These blank frontages include tall boundary walls, windowless building elevations and vacant shop units.

4.38 Plan 5 - 6 illustrate the existing active ground floor frontages within the core town centre and suggests where new active ground floor frontages could be developed over the long term.
10. **Target detractors to character for remedial action to enhance the traditional character of the town centre**

4.39 There should be no apologising for seeking to re-create a town centre which looks and feels like a traditional Northamptonshire rural town. Capitalising on a quintessentially English small town environment should form part of the selling point for the town centre and improving its sense of place and completeness is a key aim. New development will need to reflect this aspiration. Poor quality development and sites undermine the quality and character of the historic town centre and detract from its attractiveness. Where these occupy prominent locations at gateways to the town, on approaches to the centre and within the centre itself, they can be particularly damaging to the image and brand of the town.

4.40 Remedial action to overcome detractors to character, can include refurbishment or redevelopment or where neither is feasible perhaps screening could be an option. Remedial action should target those key sites and buildings which actually undermine the quality of the environment. Creating harmony and interest along the street at back of footway through shop front and boundary treatment can help to bring a greater sense of belonging to the High Street, even where upper floor buildings vary in their quality.

4.41 The Framework identifies the need to strengthen the northern and southern gateways along with the Kettering Road approach. Attention is also drawn to non-vernacular developments along High Street including those buildings designed in a municipal architectural style such as the former surgery and the existing library, and the garage and forecourt uses along High Street and Churchill Way, all of which are out of keeping with the traditional town. Targeting these and other sites and buildings, will require a long term commitment to the change agenda for the town, mainly because development and redevelopment is likely to take a long time.

4.42 One further design issue is the importance of the public face of the town centre from outlying areas. At present the town sits within its landscape and is rather unassuming within its setting. New development offers potential to create a new public face for the town and the quality of development should be high. Protecting the green areas around Burton Hall and around St. Mary’s Church will be important as these two green areas themselves add to the gateway to the town. Views to St. Mary’s Church spire need to be retained from around the town. New development in whatever location and format should respect the setting of the church and views to its spire.

4.43 The Framework Plan (Plan 3) develops these principles and gives them a spatial context.
5. Project Proposals
5. Project Proposals

5.1 In this section a number of potential projects are identified which can start to deliver the vision and respond to the concept and the principles.

5.2 Consideration has been given to opportunity sites and land owned and controlled by the public sector (see baseline report) 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.

5.3 There are some projects that are not based on delivering development, but which will make development in the town more appealing and encourage people to use the town centre, making businesses more successful and the centre more vibrant. These projects focus on the town centre environment, traffic issues and issues of safety.

5.4 Project proposals in this section 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. However, the importance of these catalyst projects dictates that early action should focus on establishing how these potentially complex projects could be implemented. 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.

5.5 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.

5.6 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.

5.7 The remainder of this section provides information on these projects including:

- Description;
- Rationale;
- Content / key aspects / options;
- Illustrative material / plans / images etc.

Plan 7 identifies the project areas which are site specific.
Plan 7
Town Centre Site Specific Projects

Key

- Catalyst Project
- Supporting Project

Existing shop fronts on high street
Town Square
High Street
Paddock court open space/garden
Churchill Way retail parade
Kettering Road frontage site
Catalyst Projects / Proposals

Town Square / Community Service Centre - (see plan 8)

5.8 Description
An integrated redevelopment of community facilities at the existing town square site. This includes the existing publicly owned building and the space itself.

The concept for redevelopment includes refurbishing and extending the existing building onto part of the existing open space. This would provide a significantly enlarged public building to accommodate existing and new uses. The open space would be a little smaller, but of higher quality.

Town Square should be refurbished to create a new landmark open space and the design should include and extend to the west of High Street according to the plan.

5.9 Rationale
At present the town centre lacks a defined heart and focal point. The space is large and whilst attractive appears underused. The existing building does not provide first class modern community space.

5.10 Content
New Community Service Centre would be a combination of part new build / part refurbishment. This would include an improved town library and council one stop shop style service centre. It might include a dentist and other public uses. The former Council offices in the ground floor of the existing Council building refurbished as a café.

From initial illustrative designs it is envisaged that the new public building could provide 1,854m2 of new / refurbished space over two floors.

A new landmark open space and a traffic calmed section of High Street which runs over and across this space.
**Paddock Court Redevelopment / Council Car Park Redevelopment** - (see plan 8)

### 5.12 Description
Attractive historic courts and lanes are an important aspect of Burton Latimer. Paddock Court offers fantastic potential to create a special destination in the town centre. The project is based on both an environmental upgrade of public realm and also new development.

A development opportunity site could be created by re-orientating the existing car park, turning it through 90 degrees to abut the new Bowls Club building. The new site would overlook the Court and provide a prominent location for activity generating uses.

The Court itself would be upgraded to create a high quality urban space and pedestrian links to the space, through lanes such as Palace Lane, would be re-opened.

### 5.13 Rationale
The existing open space at paddock court is attractive but much more could be made of this space.

The present car park to the west of the space undermines enclosure and creates a dead edge to the space. Re-orientating the car park to release a development opportunity overlooking the space presents scope to revitalise the courtyard.

Environmental improvements to the courtyard will benefit new and existing uses and will create a new destination for the town. Introducing more day time uses will help to create a more vibrant space in the day and in the evening. Recovered and refurbished pedestrian lanes will better connect the court with High Street.

### 5.14 Content
New 2 storey mixed used development for town centre uses = 898m²

Reoriented car park with 43 spaces and better parking provision within a safer environment. This would form the principal town centre car park.

Refurbished, Paddock Court and pedestrian lanes to create a high quality, distinctive and attractive public realm.

A stronger pedestrian linkage and gateway into Paddock Park.

(New café overlooking court - see Community Service Centre project)
Plan 8
Town Square Mini Masterplan

Key

- **Existing Buildings**
- **New Buildings**
- **Pavement Café Areas**
- **Car Parking Areas**
- **Main pedestrian areas**
- **Green Space**

Development Outputs

- New Public Building = 1,854m²
  (Library / Council Offices)
  One-Stop-Shop / café
  2 storey development

- Gym / Creche / Dentist = 898m²
  One large or separate development
  total ground floor space
  with potential for the same above
  in 2 storey scheme.
Redevelopment of the former surgery and existing library - (see plan 9)

5.15 Description
This site should be linked to other important public sector land holdings as part of a comprehensive public sector estates strategy. The redevelopment concept sees the existing library relocated to a new public building at Town Square. The former surgery is already vacant and it is our view that no other public uses should commit to taking space in this building long term as these too could relocate to a new public building in the town centre.

This site could then be redeveloped for a commercial led mixed use scheme including active ground floor uses with apartments above.

5.16 Rationale
The existing library and surgery buildings are out of character with the town and are unlikely to meet modern standards / space requirements – as evidenced by the relocation of the surgery. The existing development is low density and lacks an intensity and mix of uses. This concept enables the library to remain in the town and for major new investment and development to revitalise southern High Street.

The concept for a commercial scheme could help to generate funds to deliver a new public building at Town Square and cross subsidise environment improvements in the town centre.

5.17 Content
Initial illustrative design work suggests a number of new retail units could be created. There are different permutations of layout including a smaller number of larger units or vice versa. Total ground floor space which could be used for active uses = approx 900m²

Upper Floors could then deliver 20 x 2 bedroom apartments. There is also scope for an additional 2 town houses. Upper floors could be developed for office space as an alternative to residential providing 100m² of office space.
High Street Environmental Improvements - *(see sketch E and F)*

5.18 **Description**
The public realm within the town centre is of critical importance as has been noted in numerous sections of this Framework.

The High Street environmental improvement works will focus on creating a much improved shopping environment and will create a more pedestrian friendly environment. Central to this will be creating a public realm, which feels and looks more like a town centre should and moving away from the existing standard design which is more suitable to a local or district centre. The strategy sets out the need for step change in the quality of the environment and this will be a key project for achieving this.

The street will need to support the function of existing businesses – for example loading bays will be required on street, however, the need for more pedestrian space will mean that present on street parking may need to be removed. This would also improve the setting of the shops. The new design should make crossing the road easier and reduce traffic speeds through the centre.

5.19 **Rationale**
Linking the look and appearance of the town centres public realm to its economic performance is a vital step. The town centre needs to create a more attractive and appealing town centre to support existing uses and encourage new uses.

Simply a town centre that looks better and is more pleasant to be in will usually be more successful.

It is envisaged that this project will be a catalyst for further investment in the town centre and the continued success of businesses in the town.

An improved town centre environment will also engender greater levels of civic pride and help existing towns people to accept new development in and around the town by demonstrating local benefit from development in the town centre.

5.20 **Content**
At this stage it is difficult to determine the content of the scheme. We propose that a comprehensive scheme is developed for the whole of High Street.

Clearly a more targeted approach may be necessary focusing on specific areas. The Framework identifies 3 focus areas for an improved High Street environment all of which are important.

More detailed work is required to progress a comprehensive scheme and a targeted approach within this.

This project will have an overlap with the Town Square project where the improved open space includes the road and extends to the back off footway east of High Street.
### Supporting Projects / Proposals

#### Way-finding Project

5.21 **Description**
This project involves developing new street name plates for High Street and the pedestrian lanes and new orientation panels for the town centre to be located in the main spaces of Town Square, Paddock Court and at the green by the junction of High Street and Church Street. A limited number of finger posts could also be included to direct people to important destinations within the town centre, this is a potential quick win project.

This project should also include an audit of existing signage followed by a de-cluttering of the town centre signage / infrastructure.

5.22 **Rationale**
The image, identity and branding of the town centre needs to be improved to create a coordinated theme. This project presents an opportunity to do just that and the nature of the project means that it could be delivered quickly.

Drawing on local artists, designers and crafts people can add to the authenticity of the approach and ensure regeneration investment benefits the local economy. Local school children could also help in the design process.

5.23 **Outputs**
A suite of new potentially bespoke street and lane name plates, orientation panels and finger pointers.

#### Community Safety Project

5.24 **Description**
Securing a Community Support Officer for Burton Latimer.

A local base for this officer would be required and this could be included in the new public building proposed for Town Square.

5.25 **Rationale**
To overcome fear of crime incidents of crime and nuisance behaviour in the town centre as a basis for unlocking greater use and enjoyment of the town centre, particularly in the evening.

5.26 **Outputs**
A Community Safety Officer post for the town (timescale will be dependant on funding)

**Refurbishment of Churchill Way Retail Parade**

5.27 **Description**
This should include the buildings themselves, the rear service and parking areas and the shop fronts and pedestrian forecourt area to Churchill Way.

The redesign of the building does not lend itself to a pastiche approach and a sensitive modern design is needed that respects and interprets traditional forms.

This project should also include the redevelopment of the blank gable / elevation of the building fronting High Street for a new entrance and store extension to Spar.

5.28 **Rationale**
The present building is out of keeping with the existing town centre. The design, scale and massing of this building creates a specific challenge for refurbishment. Done sensitively and creatively this building can be refreshed to enhance this part of the town.

The significant improvement of the Spar – blank end gable - and the new entrance from High Street will transform the setting of High Street and provide greater vitality and overlooking of the street.

5.29 **Outputs**
A more attractive building elevation and improved shop fronts, this will help to soften the visual appearance of the development

A new entrance to Spar from High Street with Spar occupying a more prominent location on High Street as a result. 150m² of new floor space could be created by this new entrance and extension.
5.30 Description
This is a development project which takes a comprehensive approach to underused land at the back of Churchill Way (beyond the existing service and parking area) and creates a new town centre retail / mixed use court.

The scheme would require the redevelopment of existing single storey development fronting High Street. The back land area would be redeveloped to create new 2 story units arranged around a central court.

It is envisaged that these new units could be used for creative / craft / making and selling, and that this brand identity could be applied to the whole scheme. Upper floors could provide studios whilst ground floor units could provide retail and gallery space. Developing a cluster of small scale craft retail will rely on sufficient critical mass to create a new destination in the town centre.

Existing retail uses could be relocated to other new retail units in the town centre.

5.31 Rationale
This development can take presently underused land and create a new destination and attraction for the town centre. Though small in scale, this opportunity presents the opportunity to create a new brand and selling point for the town centre, with a different market. The craft retail market will involve attracting day visitors and Sunday trade will be particularly important. If demand for craft retail type uses is not forthcoming then other uses will need to be considered and this concept now needs to be tested as a next step.

5.32 Outputs
A new destination court within the town centre which can provide a range of workshop and studio space above gallery and retail space. From an initial illustrative scheme design 735m² of new floor space could be created over 2 floors.
Redevelopment of Jock’s Autos site - (see plan 11)

5.33 Description
The redevelopment of the existing Jock’s Auto’s site for a small mixed use development including residential uses above active ground floor uses.

5.34 Rationale
This is a prominent site which occupies a prime High Street location adjacent to Budgens and opposite several existing town centre businesses. This project offers scope to support the retail and town centre function in this location. The existing garage use need not be located within the town and the site could be redeveloped for higher value uses which support the vitality and viability of the town centre as well as repairing an poor quality frontage.

5.35 Outputs
The concept for this site promotes a small scale mixed use scheme. An illustrative design has been produced and based on this, it is envisaged that the development could deliver 390m\(^2\) of new active ground floor space and 6 apartments.

The site at present towards the double gabled listed building
Shop Front Improvement Scheme

5.36 Description
As noted elsewhere in this report, the quality of shop fronts in the town centre would benefit from significant improvement.

The aim is to create a common theme for shop front design, which is more sensitive to the buildings within which they occupy.

The improvement scheme would be a grant scheme and should include new shop fronts and existing shop fronts.

One important theme for the town centre should be the creation / refurbishment of attractive traditional hanging signs.

5.37 Rationale
Clarifying the nature of design supported in the town centre will be important and this should add detail to the existing Borough Design Guide. A design theme sheet should be devised to guide detailed design and inform consideration of grant applications.

5.38 Outputs
Potential for new and improved shop fronts. The level of funding will largely dictate the likely take up of this initiative.
**Burton Latimer Perimeter Green Route** - *(see plan 4)*

**5.39 Description**
This project aims to develop new and improved green links around the edge of Burton Latimer and link into existing or potential new residential communities. This would provide a well-lit and good quality route for walking, cycling, dog walking etc.

It is envisaged that a first phase of this route could be created to the east of the town centre with later phases to the north and the west. Linking the delivery of this route into residential expansion would seem a sensible step.

**5.40 Rationale**
This (and other) quality green routes can provide people with places to exercise and could help to support healthier lifestyles. In addition, this route could also help to better link the town centre and residential communities with the town's green edge.

In the interests of safety, this route should where ever possible be overlooked from residential frontages.

**5.41 Outputs**
Without a fixed route, it is difficult to quantify the specific outputs at this stage. More detailed work will be needed to ascertain this.

It is envisaged that the specification for the route should be to a high standard and include a wide route which can accommodate walkers, runners and cyclists and which is well illuminated after dark.

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Redevelopment of frontage sites on the Kettering Road Approach

**5.42 Description**
Commercial forecourt style developments along Kettering Road create a poor first impression of the town and undermine its historic character.

**5.43 Rationale**
Encouraging redevelopment of these sites for ‘better quality’ and more appropriate development will help to improve the approach to the town and its public face.

**5.44 Outputs**
Outputs are uncertain at this stage, but if developments are residential led then significant numbers of new dwellings would be created assuming town (edge of town) centre densities are applied to the sites. This would deliver new homes on previously developed land and support the viability of the town centre.

A New Business / Enterprise Centre in the Town Centre

**5.45 Description**
There is an aspiration for a managed workspace / enterprise / business centre located within the town centre to provide space for small businesses. Managing the conditions of this business space to create flexible terms will be important and this would suggest that the public sector or a dedicated trust could manage this building and the space. Developing this use on public land or within existing public buildings would be advantageous. There are two possible locations. The first would be above new retail units along High Street on the former surgery and library site. The other site could be St. Mary’s School, but this would only be an option if the new 4-18 school involved the loss of the current St. Mary’s School.

**5.46 Rationale**
This would provide another layer of economic activity in the town at a scale radically different to Latimer Park, generating new jobs and supporting small businesses and start up businesses.

Creating new jobs in the town centre will help to support existing uses and underpin improved viability and vitality.

**5.47 Outputs**
Outputs are uncertain at this stage.

If the business space were developed on a managed workspace format on the former surgery / library site it might be anticipated that of 100m² floor space could be created.
A new sports centre for Burton Latimer

5.48 Description
It is our understanding that there is presently a commitment to deliver a new sports centre in the town, funded in part by S106 agreements from employment development at Latimer Park.

This could be a highly visible quick win for the town and provide tangible benefits for the local community, hence it is included as an important project in the UDF.

5.49 Rationale
This can deliver benefits in the form of healthy living and an improved sports provision within the town. The exact nature of uses and management of this facility would need to be considered to ensure a full spectrum of local people benefit from its development.

5.50 Outputs
The specification of this development needs to be confirmed and space requirements identified. This can help inform the choice of site.

Improvement of Southern / Northern Gateways

5.51 Description
The significant improvement of the northern and southern gateways to the town centre would be an environmental and public realm project. (see plan 3)

(This project is related to the High Street environmental improvements).

5.52 Rationale
Existing gateways are very poor both in terms of development and public realm. This project focuses on public realm, the design of the street and the gateway features which can enhance the sense of arrival and sense of place.

Drawing in local artists to create new gateway features can provide a focus for this project and setting an affordable and challenging brief for these artworks will be important.

(It is likely that the artwork aspect of this project could be combined with the way-finding project.)

5.53 Outputs
The gateway works would need to include new features / artworks marking the arrival in the town centre.

(significant improvement to built development at the northern gateway is required and referred to elsewhere in this Framework – Kettering Road Approach)
6. Delivery/Implementation Issues
6. Delivery and Implementation

Introduction

6.1 A composite Illustrative Masterplan is provided on Plan 12, which draws together many of the projects set out in the Framework. This final section focuses on how these projects can be delivered.

6.2 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 and stand firm in relation to implementing the place making principles. Targeted action will also be required from the public sector to identify how projects can be delivered pro-actively. This section identifies those important projects where the public sector will need to lead the implementation.

6.3 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. It is not envisaged for example, that the public sector will undertake compulsory purchase to deliver projects, since this is unlikely to be justified for the scale of the projects. A more appropriate approach will be to work with the property market to deliver development opportunities which can support the vision as and when these come forward.
Making the most of land in public ownership

6.4 One of the most important assets to help deliver projects within the UDF will be land in public ownership which is identified in the baseline report. The 3 most important publicly-owned sites within the town centre are:

- Town Square / Community Service Centre;
- Paddock Garden Court Redevelopment / Council car park site;
- The former surgery and existing library.

6.5 For each of these sites, the public sector may be able to rationalise its activities and use its land creatively to deliver latent development potential and help to deliver the vision. Disposing of land to the private sector would help to fund new public buildings or projects. Joint public/private working might also be an option to deliver a mixed commercial and public scheme, with commercial development potentially funding public elements. It is our recommendation that working with the private sector to an agreed development brief will provide the best way of delivering catalyst projects on these important sites.

6.6 An important next step will be to draw up a linked development brief for land at the former surgery / existing library and the Town Square / existing public building and car park. This should involve all the main public sector stakeholders and should establish the space requirements for new / replacement development. It should also establish what land could be offered to the private sector as part of a possible joint venture.

Controlling the nature and quality of development

6.7 Other small scale development opportunities will be possible within the town centre where the Council should seek high quality development which reflects the Vision and principles on these sites. Public sector control on these sites will be through planning powers and it will be important for the Council to make clear the UDF vision to applicants so that proposals which deliver the vision can be negotiated.

6.8 The cumulative impact of many small scale developments can be profound and it is therefore important for the Council, when determining planning applications for developments in the town centre, to have regard to the UDF vision which, in seeking to enhance the vitality and viability of the centre, is in accordance with the most recent national policy set out in PPS6 (2005). It is particularly important that proposals for redevelopment along High Street contain active ground floor uses. This has implications for sites where there are no active ground floor town centre activities at present or where there are and development is proposing to replace these with residential uses. This drift towards residential uses is already evident in the town centre and this is a real threat to vitality. In new development, developers will generally look to maximise value and reduce complexity and risk, therefore likely to opt for the ‘safe’ residential option. We would recommend that flexible space be designed into schemes at ground floor level which could be used for retail or other town centre uses.

Capturing Value from Residential Expansion

6.9 There is likely to be significant new residential development on sites around Burton Latimer Town Centre. A guiding principle for the Framework is to generate local benefit for the town centre from new development. Changes to planning policy and land use designations which make residential uses possible around the town centre will create significant uplift in land values. Capturing a reasonable proportion of the value created by positive planning could provide one way of funding environmental improvements in the town centre. Planning obligations negotiated with developers could provide a mechanism for achieving this, through Section 106 Agreements. New government proposals for Planning Gain Supplement (PGS) could provide a more effective approach, by focusing more on the value uplift of the land in question as a result of the planning process. Emerging guidance on PGS suggests that the focus of this initiative will be on investing locally raised revenue to demonstrate local benefit. Ring-fencing locally raised revenue will, in our view, be vital for success and could help to overcome public concerns over new residential development. Further consideration will be needed to ascertain the scope for Section 106 Agreements to subsidise improvements in the town centre, as a legitimate planning objective, related to creating new sustainable communities.

6.10 Environmental improvements in the town centre will enhance its attractiveness and encourage new residents to use their town centre, promoting more successful town centre businesses and a greater range and choice of facilities, which can help reduce the need to travel to other centres.

6.11 It will be important to balance the need for an improved town centre with other public goods, required as a result of large scale new residential development, such as contributions to infrastructure, schools and open space.
Planning for Change

6.12 Given the nature of change anticipated in Burton Latimer, it is our recommendation that an Area Action Plan is not the best vehicle for managing urban change in Burton Latimer. This reflects existing thinking contained within the Local Development Scheme. Instead, we would suggest that attention focuses on how best to deliver the catalyst and supporting projects, as part of a pro-active action plan. This action plan will include next steps which are planning related such as writing development briefs for key sites and projects, but also investment in public realm and the environment generally which will go beyond a statutory planning remit to include procuring funding and maintenance and management issues.

6.13 In addition, consideration will need to be given generally to how best to secure uplift in design quality in the town centre and to control development with regard to the principles set out in this Framework. This could be achieved through clearer guidance for developers regarding appropriate design in the town, and could be provided in a number of formats. Furthermore, consideration of how ‘value’ could be captured (from the uplift in land values created by changing site planning designations) and reinvested in the town centre should be a priority.

6.14 The new planning system promotes pro-active approaches to actually improving places and so setting out the aspirations for the town through the Urban Design Framework has been a good start and now further work is needed to take these ideas forward. In particular, the town now has a clear direction and a menu of potential projects. The UDF is a coordinating document because it has implications, not just for town planning activities, but also for service provision, property and other key public sector activities. Developing a more detailed action plan (building on Table 1) and identifying a response to the key next steps identified at the end of this section is essential. The capacity and skills available to take forwards this action plan and its projects should also be considered and appropriate provision made to resource the Town Centre project/s accordingly.

Endorsement

6.15 Developers and the commercial sector will always prefer certainty and a consistent approach to expectations made of them through development. Providing a clear plan for the town which the public sector signs up to wholeheartedly will help to give the private sector confidence that a long term plan is in place and that their investment in the town will be matched by investment from others. It is vital that the UDF is endorsed by Burton Town Council, Kettering Borough Council and Northamptonshire County Council.

6.16 Table 1 at the end of this section provides a starting point towards an action plan for implementing the Urban Design Framework for Burton Latimer.

Design Guidance

6.17 The problem of poor and inappropriate design in new development is a problem nation wide. This problem is particularly harshly felt in small towns like Burton Latimer, which are sensitive to change. 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.

6.18 It is telling that some new development within the Conservation Area is of a relatively higher design than some new development outside the Conservation Area. Our recommendation would be that a consistent design approach is established both within and outside of the Conservation Area, where the standards expected within the Conservation Area should be applied to all developments along High Street.

6.19 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. Using the sympathetic materials will be an essential first step. This need not be for the whole development, but highly visible frontages will be particularly important to design with rigour and with quality. Similar traditional details and design features such as fenestration, roof treatment should all reflect the local vernacular.

6.20 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. Sensitive high quality contemporary design could
form part of this approach, but standard commercial development is unlikely to create the desired quality.

6.21 Scale and massing appear to present tensions for design in the town centre as well. The domestic scale of the town is important with generally 2 storey development along High Street. More modern development has included three storey developments within the roof space of buildings. In general our recommendation would be that 2 story domestic scaled developments will be appropriate within the town centre. Buildings of 2 and ½ or 3 storeys may be suitable, but only where the roofscape is well designed and sensitive to context.

6.22 Another aspect of character within High Street is the variety along the street made possible by narrow frontages and plot widths. This variety falls within a consistent building line ideally at the back of the footway within High Street which helps to tie the centre together. Our recommendation is that new development should respect traditional building alignments and should reflect the vertical emphasis and rhythms along the street. Enclosure along High Street is particularly important and new development should where required, help to put back the traditional street edge.

6.23 To ensure design expectations are made clear, it is recommended that for any major scheme in and around the town centre a development or design brief be produced. This can set down the general approach and ground rules to development. In addition to this we would recommend that design policies are included in relevant Local Development Documents to reflect the approach set out in this report, perhaps through a ‘Borough’ or ‘Burton Latimer’ Design Guide. This will not only assist applicants in drawing up their proposals, but will also assist the Council in determining planning applications by providing robust guidance with which to justify the rejection of poor quality design.

Next Steps

6.24 In summary the next steps, moving forwards from this Framework are as follows:

- Endorsement of the UDF by Burton Latimer 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 (catalyst / supporting) projects therein.
- Facilitate a meeting to launch and investigate further the development concept for the Town Square / Paddock Court and former surgery / library. This would need to involve senior representation from all public sector stakeholders. (Leading to the…)
- 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. This will need to be produced by appropriately skilled professionals with relevant experience of property, procurements and design issues. (This discussion must be a first step towards…)
- 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 woven into the emerging local development framework, in the absence of an Area Action Plan for Burton Latimer.
- 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.
Table 1
Project Summary Table

<table>
<thead>
<tr>
<th>Catalyst Projects</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>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 /</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>Way-Finding Project</td>
<td>High</td>
<td>Modest</td>
<td>High</td>
<td>Easier</td>
<td>Short Term</td>
<td>KBC / BLTC</td>
<td>BLTC / KBC / NCC</td>
<td>High Street / Gateway</td>
</tr>
<tr>
<td>Community Safety Project</td>
<td>High</td>
<td>High</td>
<td>Medium</td>
<td>Straightforward</td>
<td>Short-term</td>
<td>Police Authority</td>
<td>Police Authority</td>
<td>N/A</td>
</tr>
<tr>
<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>
<td>Owner</td>
<td>N/A</td>
</tr>
<tr>
<td>Redevelopment of Back-land at Churchill Way / High Street</td>
<td>Moderate</td>
<td>High</td>
<td>High</td>
<td>Potentially Complex</td>
<td>Long Term</td>
<td>Private</td>
<td>KBC / NCC / Developer / Trust</td>
<td>N/A</td>
</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>
<td>Moderate</td>
<td>High</td>
<td>Medium</td>
<td>Straightforward (Market to deliver)</td>
<td>Medium Term</td>
<td>Private</td>
<td>Developer</td>
<td>N/A</td>
</tr>
<tr>
<td>New Business / Enterprise Centre in the Town Centre</td>
<td>Moderate</td>
<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>
</tr>
<tr>
<td>New Sports Centre for Burton Latimer</td>
<td>Moderate</td>
<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>
<td>Moderate</td>
<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
Feedback from Public Consultation

1. Introduction

1.1 The consultation took place in December 2005 and was held over two days running on Friday 17th December from 12 noon until 7pm and from 10am until 1pm on the following Saturday (18th). The consultation was based on an exhibition, explaining the work to date and the draft proposals.

1.2 The exhibition was staffed throughout by staff from the consultants Taylor Young and the Borough Council, which provided hands on expertise to explain the work and the ideas. Kettering Borough Council’s exhibition trailer was used as a temporary home for the exhibition and this was centrally located in Town Square opposite the shops on Churchill Way.

1.3 After the event the consultation exhibition was placed on the Council’s website. Feedback questionnaires were provided at the exhibition and online.

1.4 The purpose of the consultation was to gauge people’s reaction to draft proposals as a basis for reviewing and refining them and finalising the Urban Design Framework for Burton Latimer.

1.5 Over 100 people attended the two day exhibition and the general response was very positive, with many people pleased that consideration was now being given to some of the town’s long standing problems. People were also highly aware of the growth agenda for the Borough and whilst this exhibition was not expressly about the wider issue of where new development in the town might go, it was clear that this is an emotive issue locally. In total, 26 questionnaires were completed either at or after the event and this summary describes the headline findings from a review of these questionnaires. The tables at the back of this short paper illustrate the findings from the main questions asked.

2. Summary Findings

Principles

2.1 The aim of questions in this specific section was to ascertain people’s support for the overarching principles that we proposed to guide the framework.

Principles

2.2 Providing more and better shops, services and community facilities on High Street is a principle supported by the majority of respondents (89%). This shows that people want better shopping and service provision on their High Street. People were then asked whether they would support improved shops and facilities, if these were linked with (and made viable by) growth in the town, both in terms of population and in people living in the town. This principle was still well supported by respondents (69%), but a significant number of people (23%) were concerned with the idea of growth. Concerns raised in relation to growth included loss of the towns identity and small town character as well as further parking problems and loss of community spirit. Anecdotally many people were concerned that the investment made in new homes would not be backed up by the necessary infrastructure such as a new school. Similarly whilst some people could see the value of redeveloping previously developed land, people were concerned with loss of green fields and the outward expansion of the town.

2.3 Support (80%) was given to redeveloping underused land and gap sites in the town centre, particularly along High Street, where many people expressed a concern over the lack of shop fronts facing onto High Street. In developing this idea through discussions, it was clear than many people felt developing in the town centre first was a good idea, but that recent schemes lacked the quality and character of traditional buildings, which in some cases they had replaced. There were sensible questions about how this principle could be implemented when many of the gap sites were in private ownership. It was explained that the Framework was not envisioning CPO of any sites at this stage and nor was it likely too given the nature of projects being proposed.

2.4 Support (84%) was given to the principle of developing more shops and businesses along High Street, and in garden courts to create a distinct and continuous two sided high street. There were some concerns about buildings which are beneficial to the town centre, such as the school, but which are located on High Street and are not in use as shops or businesses. It was explained that vacant or underused sites would be targeted first and that the school was seen as a valuable asset at present. The blank frontage of Spa onto High Street was given as an example and the sketch suggesting how this area could be transformed was roundly supported.
2.5 Improvements to the quality of the town centre environment are very well supported (89%). People appreciated how investment in the environment could encourage more local people to use their town centre more often. 7% of respondents were against this proposal and anecdotal evidence as to the root cause of this suggests that concerns over increased local taxes to cover investment in the environment could be one reason for this, with people asking “Who will pay for this?”.

2.6 The principle to strengthen the food, restaurant and evening uses within the town centre was supported by half of respondents, but with 58% of people supporting this principle it is the lowest approval rating of any of the overarching principles. 38% of people actually opposed this principle and reflecting on why this might have been a number of issues are identifiable from feedback questionnaires and from discussions on the day. Many people feel there are already too many restaurants and pubs in the town centre. Concerns over more fast-food outlets, bars, pubs and associated anti-social behaviour was another live issue as was parking in the evening which can sometimes spill over into nearby residential streets. The issue of impact on residential amenity was also important. There appeared to be a concern that no one is managing the evening environment and that with no police presence in the town, problems more readily associated with the excesses of the evening economy in other places could undermine the existing situation.

2.7 A majority of respondents (69%) support the principle of developing the specialist retail sector and, niche markets for services and businesses and (once explained) lifestyle uses. The idea of more to do locally was seen as necessary and the idea that local people would spend more time and money in the town was also seen as a good idea. The lifestyle uses such as higher end comparison retail and services such as nail bars, salons, internet cafes and so on were seen as uses which could fit with the small scale of the town, but that environmental improvements may be necessary to attract both businesses and people.

2.8 84% of respondents support significant improvement to the streetscape and street environment along High Street. This is a significant proportion of people and the overriding concern was to make High Street a more attractive and welcoming place. Anecdotally, people were keen to see ‘significant’ improvements and a high quality scheme which created a town centre as good as other places they have visited and would be in keeping with the historic precedence. Building on the idea of public realm a further 88% of respondents supported improvement to the town centre’s open spaces, squares and garden courts. People were particularly supportive of the idea that the town can make more of the open spaces that it already has.

2.9 We specifically asked people a question about the buildings in the town centre which are not in keeping with the traditional character of the town, to try to gauge their thoughts on what should be done with these. Of respondents, 89% of people agreed (and no one disagreed) that detractors of character should to be targeted for redevelopment to enhance the town centre’s identity and image. There was some concern about the subjectivity of assessing what buildings are ‘detractors to character’ and the means by which this process could be delivered. Related to this ambition to improve the quality of the built environment, 78% of respondents supported measures which improve the gateways and arrival points to the town centre.

Environment Projects

2.10 Questions in this section aimed to investigate people reaction to a number of the proposed environmental projects. The findings are as follows with percentages again based on some or all of the 26 respondents.

- 52% are in support of widening footways along High Street, almost a quarter (26%) are against, and 22% are undecided.
- Proposals to improve and remodel the town square were well received (80%). Only 8% were against.
- 80% are in support of traffic calming measures along High Street. 8% were against this.
- The lowest support for a proposal concerned the improvement to the war memorial green space. 48% are in favour, 28% are unsure, and 24% are against. One community member felt it should be left as it is; that there is no problem with it.
- The refurbishment of Paddock Garden Courtyard is supported by 84% of community participants.
- Improvements to alleyways/pedestrian lanes is the most supported proposal (96%). 4% of participants are undecided. No comments were made.
- 92% supported shop front improvements.
- 89% of respondents are in favour of a Burton Latimer perimeter green route, with only 4% against.
Development Projects

2.11 Questions in this section aimed to investigate people’s reaction to a number of the proposed development projects.

- 61% in favour of the demolition and comprehensive redevelopment of the whole Churchill Way Retail Parade site and 31% are against.
- 72% of community respondents favour refurbishment of the Churchill Way Retail Parade; retaining existing businesses and residents. In comparison with the point above, this illustrates that 11% more of respondents are in favour of refurbishment than redevelopment.
- 77% support new community building / library / open space on the council offices / town square site. Only 8% were actually against this proposal.
- 70% support redevelopment of the Garden Court Area for restaurants / café type uses, but 17% are against. One community member does not want alcohol served for outdoor consumption – but this might conflict with the idea of pavement cafes.
- New retail development (with residential above) on the existing library and former surgery site, is supported by the majority (66%), although 15% are not in favour, and 19% are undecided.
- Retail and residential development on Jock’s Autos Site is supported by 65% and opposed by 31%. There was a concern that this site would be lost to housing development.
- 69% support the expansion of Budgens on to Jock’s Autos Site. 23% are against this. No comments are given. There were concerns over the expansion of the main convenience store with respect to other local shops.
- 74% support new retail frontages replacing blank edges to High Street. 11% are against. Two community members questioned how this would be funded.
- Only 53% support a new 4-18 school in Burton Latimer and associated redevelopment of St. Mary’s Site. 29% are undecided. This might reflect a misunderstanding that we were actually recommending the schools relocation in isolation. The question was based on what should happen to the site if a new school in town effectively makes redundant St. Mary’s.
3. Responses to Questions about Framework Principles

- Planned growth of the town linked to improved shops and facilities within the town centre: 69% Like/Agree, 23% Don't Know, 8% Dislike/Disagree.

- Improve the quality of the environment of the town centre to entice more people to use it more often: 59% Like/Agree, 7% Don't Know, 7% Dislike/Disagree.

- Provide more and better shops, services, and community facilities on High Street: 89% Like/Agree, 4% Don't Know, 7% Dislike/Disagree.

- Strengthen the food, restaurant and evening uses within the town centre: 58% Like/Agree, 38% Don't Know, 4% Dislike/Disagree.

- Support for specialist shopping, niche markets and lifestyle uses to help strengthen the role of the town centre: 69% Like/Agree, 19% Don't Know, 12% Dislike/Disagree.

- Redevelop underused land and gap sites in the town centre particularly on High Street to support the vitality and viability of the town centre: 80% Like/Agree, 12% Don't Know, 6% Dislike/Disagree.
3. (Continued)

Create more shops and businesses along High Street and garden courts to create a distinct continuous two sided high street

- Like/Agree: 16%
- Don’t Know: 84%

Significant improvements to the streetscape along High Street to improve the pedestrian and shopping environment

- Like/Agree: 12%
- Don’t Know: 4%

Increase people’s use and enjoyment of the town centre’s open spaces, squares and garden courts

- Like/Agree: 8%
- Don’t Know: 4%

Detractors to character need to be targeted for redevelopment to enhance the town centre’s identity and image

- Like/Agree: 11%
- Don’t Know: 89%

Improvements to the gateways to the town and the town’s edge are required to improve the sense of arrival and the town’s public face

- Like/Agree: 15%
- Don’t Know: 78%
4. Responses to Questions about Environmental Projects

- **Widening footways along High Street**
  - Like: 52%
  - Don't Know: 26%
  - Dislike: 22%
- **Traffic calming along High Street**
  - Like: 80%
  - Don't Know: 12%
  - Dislike: 8%
- **Improvements to the War Memorial green space**
  - Like: 48%
  - Don't Know: 28%
  - Dislike: 24%
- **Improvements and remodelling to town square**
  - Like: 80%
  - Don't Know: 12%
  - Dislike: 8%
- **Refurbishment of Paddock Garden Courtyard**
  - Like: 84%
  - Don't Know: 12%
  - Dislike: 4%
- **Improvements to alleyways / pedestrian lanes**
  - Like: 96%
  - Don't Know: 4%
  - Dislike: 0%
4. (Continued)

5. Responses to Questions about Development Projects

- **Shop front improvements**: 92% like, 4% don't know, 4% dislike.
- **Churchill Way Retail Parade**
  - Redevelop the whole site: 61% like, 31% don't know, 8% dislike.
  - 77% like, 15% don't know, 8% dislike.
- **Burton Latimer perimeter green route** (walking, cycling, jogging): 89% like, 7% don't know, 4% dislike.
- **Churchill Way Retail Parade**: Refurbish existing buildings keeping existing businesses and residents: 72% like, 16% don't know, 12% dislike.
- **Garden Court Area**
  - Redevelopment: Pavement Café / restaurant area – including some new developments: 70% like, 17% don't know, 13% dislike.
5. (Continued)

- **Existing Library and former Surgery Site: New retail development (residential above)**
  - 15% Like
  - 19% Don't Know
  - 66% Dislike

- **Former Jock’s Autos Site: Retail development with residential above, on Jocks site**
  - 31% Like
  - 4% Don’t Know
  - 65% Dislike

- **New 4-18 School in Burton Latimer and associated redevelopment of St. Mary’s Site**
  - 18% Like
  - 29% Don’t Know
  - 53% Dislike

- **Jock’s Autos Site: Expansion of Budgens store (relocate parking to Jocks site)**
  - 23% Like
  - 8% Don’t Know
  - 69% Dislike

- **New retail frontages replacing blank edges to High Street**
  - 11% Like
  - 15% Don’t Know
  - 74% Dislike
6. Other Comments

Can you suggest other ideas which could help to improve the town centre?

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>Occurrence</th>
</tr>
</thead>
<tbody>
<tr>
<td>More car parking. No parking in the High Street. Confine parking to car parks, extend parking towards town square and make more visible</td>
<td>7</td>
</tr>
<tr>
<td>More facilities for younger people</td>
<td>4</td>
</tr>
<tr>
<td>Better services</td>
<td>3</td>
</tr>
<tr>
<td>Get more police to target the yobs, they are restricting peoples’ use of the town</td>
<td>3</td>
</tr>
<tr>
<td>If the high street is to be the main focal point, alternative routes through the town need to be found. The flow of traffic needs to be improved through the town, not impeded by traffic calming</td>
<td>3</td>
</tr>
<tr>
<td>New civic offices could be built behind churchill way residences</td>
<td>2</td>
</tr>
<tr>
<td>Retain childrens’ playground in town centre</td>
<td>2</td>
</tr>
<tr>
<td>Provide more litter bins + making sure they are emptied</td>
<td>2</td>
</tr>
<tr>
<td>Improve maintenance of grass and pavement surfaces</td>
<td>2</td>
</tr>
<tr>
<td>Take away the seats which are solely used by youths in the evening</td>
<td>1</td>
</tr>
<tr>
<td>Use natural materials on new developments</td>
<td>1</td>
</tr>
<tr>
<td>Who is paying for this?</td>
<td>1</td>
</tr>
<tr>
<td>Reduce size of delivery vehicles</td>
<td>1</td>
</tr>
<tr>
<td>Improve toilets</td>
<td>1</td>
</tr>
<tr>
<td>Some areas of flowers and seats near the town centre would be nice</td>
<td>1</td>
</tr>
<tr>
<td>Current council offices could be retained for café-restaurant</td>
<td>1</td>
</tr>
<tr>
<td>Keep refuse bins off the street apart from on collection days</td>
<td>1</td>
</tr>
<tr>
<td>How can the shopping experience be improved in Burton, when Kettering can’t do it?</td>
<td>1</td>
</tr>
</tbody>
</table>

What do you think is the highest priority for the town centre?

<table>
<thead>
<tr>
<th>Priority</th>
<th>Occurrence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policing/security (of Yobs)</td>
<td>7</td>
</tr>
<tr>
<td>Improve parking and traffic flow to encourage people to the town</td>
<td>3</td>
</tr>
<tr>
<td>To keep it local. maintain a sense of community</td>
<td>3</td>
</tr>
<tr>
<td>If the town is improved too much, the residents will no longer be able to afford to live here</td>
<td></td>
</tr>
<tr>
<td>Improve the existing shopping and leisure facilities</td>
<td>2</td>
</tr>
<tr>
<td>Improve the appearance of the High Street by the Chemists + remove parking</td>
<td>2</td>
</tr>
<tr>
<td>Develop empty buildings / unattractive areas</td>
<td>2</td>
</tr>
<tr>
<td>Make the town a more attractive place to visit</td>
<td>2</td>
</tr>
<tr>
<td>Knocking down 1960s properties</td>
<td>1</td>
</tr>
<tr>
<td>Slowing down the traffic in the High Street</td>
<td>1</td>
</tr>
<tr>
<td>The existing shops are very useful, but there isn’t really a central area</td>
<td>1</td>
</tr>
<tr>
<td>New council offices etc as current building does not have disabled access</td>
<td>1</td>
</tr>
<tr>
<td>Develop the stonemasons yard (next to park) as a priority</td>
<td>1</td>
</tr>
<tr>
<td>Move car parking away from the residential properties on Churchill Way</td>
<td>1</td>
</tr>
<tr>
<td>To become more pedestrian and cycle friendly</td>
<td>1</td>
</tr>
<tr>
<td>Make the town a no-drinking zone</td>
<td>1</td>
</tr>
<tr>
<td>Stop cars parking outside the spar in the morning and impeding deliveries</td>
<td>1</td>
</tr>
</tbody>
</table>

What did you think of the exhibition - Were the ideas clearly explained? Do you feel that it has helped you to understand the work and contribute to it?

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Occurrence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, it was fine</td>
<td>3</td>
</tr>
<tr>
<td>Ideas seem very conceptual and quite ambitious</td>
<td>2</td>
</tr>
<tr>
<td>I feel there is a lot we are not being told</td>
<td>1</td>
</tr>
</tbody>
</table>

The town will become a suburb of Kettering                              | 1          |
| Quite good, explained very well, keen to listen to our ideas and suggestions | 1          |
| Ok - we have a chance now to do things right                           | 1          |
| Too much to be absorbed in a short time, but leaflets helped          | 1          |
| Just picked up a leaflet                                              | 1          |
| Useful and interesting to see what is being planned                    | 1          |
| Too small and poorly staffed                                           | 1          |
| It is hoped that the ideas come to fruition, but it is felt that KBC will find other things to spend its money on | 1          |
| Very informative - well staffed                                        | 1          |
| It was ok, although developments seem to be happening that would not happen under the new town plan | 1          |
| Not very well publicised                                              | 1          |
| The exhibition was a good idea, but the space was cramped             | 1          |
| Clear and concise - illustrated how the High Street could look         | 1          |
| A bit on the small side, but the exhibition was good                  | 1          |

Do you have any other comments that would be helpful to the project?

<table>
<thead>
<tr>
<th>Comment</th>
<th>Occurrence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beware of traffic calming on the High Street as this could make Queensway Road a shortcut. Disagree with too much traffic calming - 20 mph would be a better option</td>
<td>4</td>
</tr>
<tr>
<td>I am in full support of the project - but we do not want a repeat of recent poor developments</td>
<td>2</td>
</tr>
<tr>
<td>I do not want the town to expand - too much development leads to a loss of community</td>
<td>2</td>
</tr>
<tr>
<td>The Police invade the privacy of all ages</td>
<td>2</td>
</tr>
<tr>
<td>Importance of parking facilities.</td>
<td>2</td>
</tr>
</tbody>
</table>
Do not lose the character of the town by demolishing stone buildings | 2
Public consultation at every stage | 2
The bowling green area needs to be cheered up | 1
Stop building more houses | 1
Burton should be distinct from other towns | 1
The bus-shelter on Hillcrest Avenue has been ruined by vandals - could we have a vandal-proof shelter? | 1
Retain the paddocks as a park for all community to use | 1
Be more open about where the funding is coming from | 1
Be more open about where the funding is coming from | 1
Improve cycle accessibility in and around the town centre | 1
How will buses cope with pinch-points? | 1
Are we trying to get a quart into a pint-pot? | 1
The needs of senior citizens need to be catered for | 1
The town needs a DIY store | 1
Set up a community-based transport service to the medical centre | 1
Think Olney, not Corby | 1
Development of brown sites should be for housing, not flats or shops | 1
Need for a new school - existing playing fields should be put to community use | 1
Can we have somewhere for the heritage museum that is accessible? | 1

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