Contents

1 Introduction

2 The planning framework

3 The value of good design

4 Understanding the issues

5 Understanding the place

6 East Kettering in the future

7 The indicative development framework

8 Thematic design guidance
  8.1 Managing urban expansion
  8.2 Making the connections
  8.3 Creating the focal points for community life
  8.4 Illustrative example 1
  8.5 Developing a vibrant place through design
  8.6 Designing for a range of housing needs
  8.7 Creating the urban structure
  8.8 Attractive streets and spaces
  8.9 Reducing opportunities for crime through environmental design
  8.10 Illustrative example 2
  8.11 Better community buildings by design
  8.12 Creating a green heart to the community
  8.13 Making the most of natural assets
  8.14 Responding to the edges
  8.15 Ensuring environmentally responsible design

9 Procedural guidance

Appendix A - Further reading
1.0 Introduction

1.1 The urban extension area to the east of Kettering presents an exciting opportunity to create a new sustainable community (in excess of 10,000 people) as an integral part of the town and within the context of the growth agenda for the Milton Keynes South Midlands area.

1.2 Design quality is essential to the development of sustainable communities, as underlined by the Urban Task Force and CABE (Commission for Architecture and the Built Environment). Planning, development and design professionals have been tasked to create places, not estates.

1.3 This strategic guidance document outlines Kettering Borough Council and partners’ policies and views on the design of the extension as a whole and elements within it. It is not a detailed masterplan or development framework. The guidance is primarily aimed at developers and their designers, and will also be of use to organizations involved in the planning and construction of public and community sector elements. The long term development timescales and the multiplicity of delivery bodies and their designers underlines the importance of broad overarching design guidance. This guidance requires to be flexible enough to continue to be relevant as proposals evolve, yet specific enough to encourage the creation of sustainable communities of design quality.

1.4 The guidance is presented within the policy context provided by the Core Spatial Strategy for North Northamptonshire and the East Kettering Urban Extension Area Action Plan, the significance of which is outlined further in section 2.

1.5 The design guidance preparation process has involved a range of essential stakeholders. A key moment in beginning to develop consensus around design and related issues was a ‘visioning workshop’ which took place in 2006. This involved Members and officers of local authorities, public sector agencies and health trusts, environmental groups, key landowners and developers. The event assisted in the preparation of a thorough physical baseline understanding of the area, strategic development options and design themes that have subsequently been used to structure the guidance.

1.6 Early sections of the design guidance underline the value of urban design and share an understanding of the issues and physical characteristics of east Kettering. This is followed by an introduction to the planning and policy framework and an indicative outline development framework. The substantive section 8 of the document provides thematic design guidance. The concluding section outlines the local authorities’ planning, design and development requirements.
Aerial Photograph of East Kettering
Section 2.0 The planning framework
2.0 The planning framework

2.1 Whilst this Design Guide provides specific advice focusing on urban design issues, development proposals for East Kettering Urban Extension should have regard to the wider planning policy framework for Kettering. This section briefly summarises the framework. It is not an exhaustive list, but will draw attention to key planning policy documents which a developer must demonstrate that they have considered.

2.2 The Development Plan


2.3 The RSS introduces guidance relating to the Region and Kettering. Relevant policies include those relating to sustainability, promoting better design, housing and affordable housing, employment provision, transport and renewable energy. The RSS also provides sub area policies relating to the Southern sub-area (including Kettering). Section 6 incorporates an extract from the Milton Keynes Sub-Regional Strategy, providing guidance on Kettering as a growth area. It indicates that the growth towns of Kettering, Corby and Wellingborough have the growth potential to provide 34,100 new dwellings by 2021 and a provisional assumption for an additional 28,000 by 2031. However, figures for 2031 are without commitment at this stage and will be subject to further review.

2.4 The Structure Plan policies which are of particular relevance to the development of an urban extension include those relating to the general strategy for development, housing, industrial and commercial development, recreation and open space, transport, infrastructure and energy generation.

2.5 Local Plan policies should also be considered (where they have not been superseded by the Structure Plan). Kettering Borough Council (KBC) have a number of Supplementary Planning Guidance documents (SPGs). Topics for the SPGs include accessible housing, affordable housing, urban design and street scene, open space provision and planning out crime. All proposals must ensure they fulfil the requirements of these guidance documents.

2.6 Emerging Development Plan Documents

As part of the new planning system (introduced by the Planning and Compulsory Purchase Act 2004), the Local Plan and Structure Plan will be gradually replaced and superseded by emerging Local Development Framework (LDF) documents. The Borough’s SPGs are being saved and will be reviewed and updated to reflect new planning guidance and requirements for LDF documents and to reflect policies contained within Development Plan Documents, and will then be adopted as Supplementary Planning Documents (SPDs).

2.7 For Kettering, some LDF documents will be produced by Kettering Borough Council and others will be produced jointly by the North Northamptonshire Joint Planning Unit (JPU) which includes Kettering, Corby, Wellingborough and East Northamptonshire Councils, together with Northamptonshire County Council.

2.8 This Design Guide will inform the Area Action Plan (AAP) for East Kettering Urban Extension (as set out in the Local Development Scheme). This will set out the vision and detailed policies that relate to the Kettering Urban Extension. The AAP will set out details of land uses and infrastructure as well as specific planning policies.

2.9 Other emerging LDF Documents which are of relevance to this Design Guide include:

2.10 Core Spatial Strategy for North Northamptonshire (Prepared by JPU)

The emerging Core Spatial Strategy is currently at preferred options stage (at the time of writing). It reiterates guidance in RSS regarding housing figures. It states the need for 52,100 new homes in North Northamptonshire between 2001 and 2021, of which 34,100 should be in the growth towns of Kettering, Wellingborough and Corby. The Preferred Option for the distribution of housing for the growth town of Kettering is a minimum of 7,300 new dwellings. The Urban Capacity Study
indicates that this implies additional growth on Greenfield extensions which will provide 4,120 new homes. For the purposes of this Design Guide, Kettering Borough Council are looking at 4,500 new dwellings, which equates to a new population of approximately 11,000 people.

2.12 The Core Spatial Strategy will include policies and objectives relating to growth towns, the enhancement of public transport and connections, sustainable urban focused development, housing and commercial provision, provision of facilities, strengthening quality of life, regeneration, and enhancement of natural and built resources in a sustainable way in the context of major growth. It will also provide a checklist of ‘how do we make new development a success’.

2.13 There are a number of background documents to the Core Spatial Strategy which will provide further guidance for developers. These include the North Northamptonshire Urban Extensions Study (JPU October 2005) which identifies the most sustainable directions for growth at Kettering. Sustainable development of new housing should be located close to facilities, jobs, and public transport. Development should be at a sufficient scale/density to support amenities and minimise the use of resources. The Study indicates the scale of development necessary to create demand for facilities. The Employment Land Futures Study (JPU November 2005) provides advice on the future demand and need for employment land and its distribution across the sub region to 2021. Proposals are derived from the MKSM Strategy. It is estimated that an increase of 43,800 jobs will be required in North Northamptonshire (although this value is for monitoring rather than a target). It states that there is a need to provide a range of employment opportunities, commensurate with housing growth.

2.14 Kettering Town Centre Area Action Plan
The Kettering Town Centre AAP will set out policies and proposals for Kettering Town Centre. It will focus on providing for the future social, economic and environmental development of the town centre. The plan will secure the policy for major retail expansion of the town to accommodate growth within the Borough, as well as secure the regeneration of existing brownfield sites and secure new employment, highway infrastructure and leisure infrastructure. This is to be achieved through, amongst other things, the provision of high quality leisure and retail, a sound office base, a strong evening economy, quality open space and residential properties that meet the needs of a diverse population.

2.15 Statement of Community Involvement (SCI) (JPU)
The SCI sets out how the Councils will consult with and involve interested parties on the various elements of the LDF and community involvement in planning applications.

2.16 Development Control Development Plan Document (JPU)
This Development Plan Document (DPD) will comprise a focused set of criteria-based development control policies, based on a set of core themes.

2.17 Kettering Site Specific Proposals
This DPD will set out policies for proposals that relate to the whole Borough, other than those areas which are covered by an Area Action Plan. It will include the identification of sites for housing, employment, recreation and other land uses and will contain policies relating to specific areas where individual development, conservation or design considerations apply, e.g. Conservation Areas.
3.0 The value of good design

3.1 National policy and best practice

National planning policy, best practice advice and guidance, all outline the importance of good urban design as a key element of successful development and creating sustainable communities.

3.2 The conditions are now right for creating high quality sustainable places. The urban design agenda has matured to create a climate where design quality is expected by both Local Planning Authorities and developers. The following information provides an urban design context which has been fully considered throughout the development of this Design Guide.

3.3 Nationally, Planning Policy Statement (PPS) 1 and best practice advice including ‘By Design’ (Department for the Environment, Transport, and the Regions), the ‘Urban Design Compendium’ (English Partnerships & The Housing Corporation), the final report of the Urban Task Force and The Urban White Paper, all outline the importance of urban design. This perspective is complemented by advice for the design of residential areas contained in ‘Places, Streets and Movement’; ‘Better Places to Live by Design’ and Planning Policy Statement 3 (Housing). The Commission for Architecture and the Built Environment (CABE) has been a prominent advocate of urban design excellence and the recent Design Review document ‘Good Urban Housing’ provides many useful examples of Best Practice. The detail of this guidance is not discussed at length here, but it is essential that the design team for East Kettering has an intimate understanding of this best practice context.

3.4 PPS1 (2005) suggests that ‘good design ensures attractive, usable, durable and adaptable places and is a key element in achieving sustainable development’ (para 33). It suggests that it is the role of planning to promote high quality, inclusive design in the layout of new developments and individual buildings. High quality and inclusive design should create safe, accessible, well mixed and integrated developments, with well planned public spaces and provide opportunities for physical activity and recreation. Development should enhance character and reinforce or create local distinctiveness.

3.5 Similarly, PPS3 promotes good design in housing and residential environments and suggests that new housing should make a contribution to promoting urban renaissance and improving the quality of life. It states that planning authorities should reject poor design, and applicants need to demonstrate how they have taken into account the need for good layout and design. The PPS promotes good design through creating places, streets and spaces which meet the needs of people. It states that
developments should be informed by the wider context and apply principles of sustainable development and environmentally friendly design and construction.

3.6 Principles of good design

There is a general consensus over the principles of good design, although different terminology is sometimes applied. The core factors contributing to good urban design, which underpin all of the above best practice and have informed the design guide, include the following principles:

- **Character** - somewhere with a sense of place and local distinction,
- **Legibility** - a place which is easy to understand and navigate utilising topography, natural features and townscape elements,
- **Permeability** - achieving a form of layout which makes for efficient pedestrian, vehicular movement and public transport provision ensuring places connect with each other,
- **An articulated townscape** - creating an interesting, contextually responsive townscape utilising building height, scale and massing, all of which should be related to human scale,
- **Human scale** - the arrangement of buildings forms which are easy for the human eye to read and provide a sense of scale and perspective,
- **Security, natural surveillance** - creating places which are properly overlooked and make for effective passive and active policing,
- **Detailing, richness and interest** - promoting ornamentation, rhythm, consistent vernacular, richness, and intrigue to the built environment,
- **Quality within the public realm** - promoting routes and spaces which are attractive, safe and uncluttered,
- **Continuity and enclosure** - promoting the continuity of the street frontage and the definition of public and private space,
- **Adaptability, robustness and sustainability** - the layout of the site and individual buildings should all contribute towards the minimisation of resources from the design stage,
- **Diversity** - promoting diversity and choice through a mix of developments and uses, responding to local need.

3.7 The value of good design

There is also evidence that good design adds economic value:

- **By producing high returns on investments** (good rental returns and enhanced capital values),
- **By placing developments above the competition in their local markets at relatively little cost**, 
- **By responding to occupier demand**, 
- **By reducing management, maintenance, energy and security costs**,
3.8 The central message is that good design does not result in adverse landscape and ecological consequences and does not necessarily equate to an increase in development costs. The added value generated through creative approaches offers significant benefits.

3.9 The importance of the design process
Best practice advice and experience reinforces the importance of the procedural dimension of urban design. This Design Guide forms an essential part of that process by outlining a range of key concerns and priorities which new development within the Urban Extension should address. These have been generated in response to an appraisal of the site and its context and this document will act as a brief for the development of the site, both informing and assisting in the implementation of design proposals.

3.10 Key questions to consider
The design policy, principles and best practice advice outlined above provide a guiding framework for the design process. This has been summarised by CABE in their ‘Design Review’ checklist. At all stages of the process, designers should ask themselves the following questions:

- Does the design of the development have a considered relationship with the character and context of the area?
- Will the design contribute to the goal of achieving sustainable development, does it contain sustainable design features which maximise resource efficiency and minimise waste?
- Is landscape design recognised as an important and integral part of the scheme and is this well related to the movement framework?
- How far have the overall master planning / urban design principles contained in this guide been considered?
- Does the design respond to the demands of the site and the natural assets?
- Does the project make a generous contribution to public realm, to benefit people in general?
- Is the design comprehensive, so that all elements can be read as a whole, and does it contribute to developing local distinctiveness and identity?
- Will development improve the quality of the environment, will it raise spirits or depress them? Does it add to the overall experience of the place being created?

3.11 Building for Life Criteria
The Building for Life Criteria provide a useful set of qualities which developers and designers need to consider in relation to new housing development, it must be demonstrated that these issues have been addressed in order to achieve the required standards (as set out in Section 8.15).
Building for Life Criteria

The criteria embody Building for Life’s vision of what housing should be: functional, attractive and sustainable.

The criteria covers four main themes:

<table>
<thead>
<tr>
<th>Character</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.    Does the scheme feel like a place with a distinctive character?</td>
</tr>
<tr>
<td>2.    Do buildings exhibit architectural quality?</td>
</tr>
<tr>
<td>3.    Are streets defined by a coherent and well structured layout?</td>
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<tr>
<td>4.    Do buildings and layout make it easy to find your way around?</td>
</tr>
<tr>
<td>5.    Does the scheme exploit existing buildings, landscape or topography?</td>
</tr>
</tbody>
</table>

**Great schemes:** Abode, Highgate, Gainsborough Studios, Tarpory.

<table>
<thead>
<tr>
<th>Roads, parking and pedestrianisation</th>
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<tbody>
<tr>
<td>6.    Does the building layout take priority over the roads and car parking, so that highways do not dominate?</td>
</tr>
<tr>
<td>7.    Are the streets pedestrian, cycle and vehicle friendly?</td>
</tr>
<tr>
<td>8.    Is car parking well integrated so it supports the street scene?</td>
</tr>
<tr>
<td>9.    Does the scheme integrate with existing roads, paths and surrounding development?</td>
</tr>
<tr>
<td>10.   Are public spaces and pedestrian routes overlooked and do they feel safe?</td>
</tr>
</tbody>
</table>

**Great schemes:** Staiths South Bank, Micklethwaite, Bishops Walk.

<table>
<thead>
<tr>
<th>Design and construction</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.   Is the design specific to the scheme?</td>
</tr>
<tr>
<td>12.   Is public space well designed and does it have suitable management arrangements in place?</td>
</tr>
<tr>
<td>13.   Do buildings or spaces outperform statutory minima, such as Building Regulations?</td>
</tr>
<tr>
<td>14.   Has the scheme made use of advances in construction or technology that enhance its performance, quality and attractiveness?</td>
</tr>
<tr>
<td>15.   Do internal spaces and layout allow for adaptation, conversion or extension?</td>
</tr>
</tbody>
</table>

**Great schemes:** Chapel, Cala Domus, Lacuna, BedZed.

<table>
<thead>
<tr>
<th>Environment and community</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.   Does the development have easy access to public transport?</td>
</tr>
<tr>
<td>17.   Does the development have any features that reduce its environmental impact?</td>
</tr>
<tr>
<td>18.   Is there a tenure mix that reflects the needs of the local community?</td>
</tr>
<tr>
<td>19.   Is there a mix of accommodation that reflects the needs and aspirations of the local community?</td>
</tr>
<tr>
<td>20.   Does the development provide (or is it close to) community facilities, such as a school, park, play areas, shops, pubs or cafes?</td>
</tr>
</tbody>
</table>

For more information on the above criteria please visit, www.buildingforlife.org
Section 4.0 Understanding the issues
4.0 Understanding the issues

4.1 The baseline review and the Visioning Workshop (June 2006) raised a number of key issues and opportunities which the development of the urban extension must address. These issues are important considerations when preparing detailed proposals for East Kettering.

4.2 The ‘study area’ for this Design Guide incorporates sites of known developer interest. It extends from the A6 and A14 up to the A43 (T) near the village of Weekley. The baseline analysis showed that the northern part of this area between the A43 (T) and Ise Lodge / Warkton Lane was a highly constrained area. It is an area of high landscape, cultural heritage and biodiversity sensitivity, due to proximity to the Ise valley and the avenues of Broughton House, where the southern avenue is registered Grade 1. This area is also in very close proximity to the villages of Weekley and Warkton. Given the topography of the land and the views along the site, these villages are particularly sensitive to new development. As a result, the Design Guide and the Indicative Development Framework Plan excludes this area, as it is considered unsuitable for the urban extension at this time (section 8 explains the rationale for the exclusion of this area in more detail).

4.3 Creating a new community of 4,500 new homes highlights the issue of how the new development will sit alongside existing urban areas to the west, including Barton Seagrave and Ise Lodge. Achieving a positive relationship between the new homes and the surrounding villages and landscaped setting is also important. Development should be sensitive to the setting of the villages and wider landscape. How the extension is integrated with the rest of Kettering and the town centre is also an important issue. The new homes and facilities should complement and not compete with those provided in the rest of the Borough.

4.4 The current landscape of the urban extension has many features and characteristics which will influence the development. These include the spinneys, historic features, hedgerows, the River Ise and other elements across the site. Landscape analysis showed that the villages to the east are enhanced by their landscape setting, which should be protected and where appropriate enhanced, with particular sensitivities in Weekley and Warkton, whilst the area around Poplar’s Farm has greater potential for higher density development. Areas of high landscape, biodiversity and cultural heritage are focused mostly to the north and a small area around the spinneys.

4.5 The issue of achieving efficient and safe movement to, from, around and within the site is a major issue for the development of East Kettering. The A14 as a sub-regional route is at capacity and access constraints will limit growth without investment in infrastructure. Details regarding highways and infrastructure are the
subject of a further study, which is anticipated to conclude in late 2006.

4.6 For the extension to be sustainable, it will need to provide a range of facilities and uses to meet the needs of the new residents. The phasing of infrastructure and facilities will be of importance to enable and support growth. Achieving high quality design is important to achieve local identity and distinctiveness. Carefully considered design is important to ensure the development responds to its context and ensures positive impact on other issues such as movement and accessibility.

4.7 To help achieve sustainability, there is an opportunity to implement environmentally friendly design and construction. At the Visioning Workshop it was considered that this was an important issue, and there were aspirations for East Kettering to be an exemplar scheme. Addressing all the issues raised above will contribute to the creation of a sustainable urban extension.

The new extension will need to integrate with existing urban areas at the settlement edge
Section 5.0 Understanding the place
5.0 Understanding the place

5.1 The starting point for any urban design response should be to understand an area thoroughly, to determine what is unique and interesting, what works and what does not. This robust understanding of the past and the present forms the basis for creating a successful new place in the future. It is a contextually responsive approach which seeks to reinterpret the positive characteristics of the existing place in a contemporary manner. The baseline appendices to the design guide contain a detailed analysis of the site and surrounding area. In generating proposals, the Council will require developers to demonstrate an engagement with this material, show their understanding of the existing context and explain how this has informed their design response.

5.2 What makes East Kettering unique?

Kettering has developed organically over the centuries from its early origins as a Roman and Anglo Saxon settlement and medieval market town. This has resulted in a rich and varied townscape within the existing urban area. All the major phases of growth, prevalent throughout the UK, are displayed in the urban morphology of the town. This includes other notable periods of significant urban expansion similar in scale to that which is currently proposed. These growth periods related to industrialisation of the town, including development of the traditional manufacturing base and, more recently, post war suburbanisation. It is this variety which should be celebrated in the urban extension, through the creation of a place unashamedly characteristic of the era.

5.3 The extension area is essentially rural at present. It is a large green field site with very little built form apart from the few farmsteads and associated agricultural buildings. In this context, an opportunity exists to derive a distinctive new sense of place based upon the landscape characteristics and natural features of the site, whilst referencing the positive qualities of the wider urban area and surrounding villages.
The East Kettering Context
Boughton Avenues - Strong historical landscape elements

New development needs to respect the topographical characteristics of the landscape

Watercourses, homes and open space create an attractive living environment in Grafton Underwood

The ecological potential of the site should be respected and enhanced

Established open space networks must be respected
Key contextual characteristics which should inform the design response for the urban extension include:

- The morphology of surrounding historic villages,
- The topography and geology,
- The watercourses / brooks,
- The existing landscape structure,
- The historic Boughton Avenues,
- The field patterns, hedgerows and spinneys,
- The footpath and bridleway network,
- The farmsteads and their settings.

Appropriate design responses which positively address these characteristics will be looked upon favourably. Potential approaches are explored in more detail in section 8.

Key landscape and topographical features

- Northern part of site elevated with long views over the site
- River Ise
- Warkton
- Shaft Spinney on ridge line
- Land drops away from Alledge Brook
- Levels drop away from edge of Kettering
- Open ground rolling landscape
- Grange Farm in low areas
Section 6.0 East Kettering in the future
6.0 East Kettering in the future

6.1 The vision

The opportunity exists for East Kettering to become a blue-print of sustainable development and a model for future growth. We must seize the opportunity that this scale of development represents to ‘raise the bar’ in terms of high quality, environmentally sustainable design.

6.2 The vision for East Kettering is for a sustainable urban extension to the town. It is for a new neighborhood which seamlessly merges with the existing East Kettering communities. The extension will complement the existing town and strengthen the role of the town centre, whilst providing a full range of services and facilities to ensure the areas self-sufficiency as a coherent integrated neighbourhood.

6.3 East Kettering will be an attractive, desirable place which new and existing residents are proud of. The quality of the physical place will be complemented by a well-balanced community whose affinity for their attractive neighbourhood will help to promote collective long term stewardship and management of the environment.

6.4 The neighbourhood will be compact and walkable, with a critical mass of new housing to support good public transport accessibility and integration of community facilities and services. It will be made up of legible, safe, varied and interesting streets and spaces which encourage people to leave their cars at home and interact within their communities. It will be a mixed use neighbourhood which provides a range of housing, leisure and employment opportunities to create a vibrant and varied place. A quality open space framework will provide breathing space for the community. It will build upon the area’s unique assets to provide character, an attractive environment and amenity and recreation space, whilst supporting wildlife and biodiversity which will flourish in the range of natural and semi-natural settings created.

6.5 The extension area will have its own unique but complementary character which creatively interprets the positive qualities of Kettering and surrounding villages to derive its own sense of place. A new village centre will provide the physical focal point for the community and surrounding neighbourhoods. It will be the natural fulcrum to the urban extension, where movement and activity is focused and where quality buildings and spaces meet.

6.6 Neighbourhood sub areas, each with distinctive identities, will create a rich and varied townscape and provide a range of different housing opportunities. The extension will be characterised by contemporary homes and buildings which maximise resource and energy efficiency, incorporate modern construction and renewable technologies and showcase a new era in neighbourhood planning and design.
“An attractive, desirable place which new and existing residents are proud of...”

“Legible, safe, varied and interesting streets and spaces”

“Modern construction and renewable technologies”
Issues

Objectives

Theme

1. Relationship with adjacent areas, development boundaries, future flexibility role?
2. Well connected, reduce congestion, encourage sustainable travel

1. Extending the town at an appropriate scale
2. Providing the supporting transport framework

1. Managing urban expansion
2. Making the connections

7. Feel safe, Quality of life
8. Equal access to local facilities, mixed use services for new population

7. Ensuring community safety and security
8. Incorporating social infrastructure and community facilities

7. Reducing opportunities for crime through environmental design
8. Better community buildings by design

Design Guide

The 12 Strategic design principles and relationship to design guide themes
6.7 Development of the vision

The vision for a sustainable urban extension at East Kettering has emerged from the sub-regional requirements as set out in the Regional Spatial Strategy, the North Northamptonshire Urban Extensions Study and North Northamptonshire Core Spatial Strategy (Preferred Options).

6.8 The baseline analysis and research undertaken as part of the preparation of the design guide helped clarify the key relevant issues in relation to the extension area. This has resulted in the development of 12 Strategic Design Principles for the urban extension. A collaborative visioning workshop was held in June 2006 involving a wider range of stakeholders. The workshop explored the emerging vision for Kettering and revealed a high level of consensus on the future form the extension should take, guided by the agreed principles.

6.9 The diagram below highlights the 12 Strategic Design principles and shows how these have been used to inform the structure of the design guidance.

- 3. Easily accessible, Provide for new communities
- 4. Minimise need to travel, connected to housing, live - work
- 5. Mix of housing type/tenure, achieve a sustainable community
- 6. Identity, distinctive exemplar scheme, Inclusive 21st Century
- 3. Establishing a hierarchy of accessible centres
- 4. Encouraging an appropriate mix of land uses
- 5. Developing a balanced community
- 6. Securing high quality urban design and architecture
- 3. Creating focal points for community life
- 4. Developing a vibrant place through design
- 5. Designing for a range of housing needs
- 6. Securing a high quality public realm, creating the urban structure, attractive streets and spaces
- 9. Integrated green infrastructure, range of open spaces
- 10. Respond to form and topography, respecting natural features
- 11. Respond to rural edge and integrate with urban areas and town centre
- 12. Exemplar scheme, high standards
- 9. Creating a comprehensive network of open space
- 10. Working with the existing landscape
- 11. Creating positive relationship with adjacent areas
- 12. Achieving a sustainable development
- 9. Creating a green heart to the community
- 10. Making the most of natural assets
- 11. Responding to the edges
- 12. Ensuring environmentally responsible design
Section 7.0 The indicative development framework
7.0 The indicative development framework

7.1 The desire to create a sustainable new community necessitates the consideration of movement networks, open space and land uses in a holistic and integrated way. Potential connection points with the existing movement network, the accessibility of public transport, neighbourhood centres and key community facilities, as well as the disposition and density of housing, are all influential factors which will shape the ability of the extension area to achieve its vision.

7.2 There are a number of overarching environmental themes which are important in planning a sustainable new community;

- Being environmentally responsible - both to the local context and to wider global issues,
- Creating a desirable place where people choose to live, work and invest - responding to householder and commercial aspirations,
- Meeting needs of existing and future residents - ensuring designs are adaptable and flexible to changing needs,
- Meeting diverse needs - ensuring there is a range of opportunities for all people within the community,
- Ensuring safety, security and inclusive access for all members of the community,
- Being well planned and built - suggesting quality in design and construction,
- Ensuring quality management arrangements and appropriate long-term stewardship,
- Providing equal opportunity for access to quality services and facilities.

7.3 Some of the ways in which the extension can contribute to sustainable development is by following the mixed-use agenda. By locating housing close to shops, services and employment (ideally within walking distance) the demand for travel by the private car, and consequently the use of fossil fuels and impact on the natural environment, is dramatically reduced. This factor is enhanced by providing housing at a high density, which promotes compact, walkable forms of development, and supports the provision of shops and services at a local level.

7.4 The development framework illustrates the strategic design principles for the layout and structure of the urban extension area. It shows the principal roads within the hierarchy, green pedestrian routes, open space the broad distribution of land uses, and housing densities. The framework is introduced in order to set the strategic context for the more detailed design guidance which follows in section 8.

7.5 The development framework is necessarily conceptual in order to retain an inherent level of flexibility in its interpretation and ability to respond to unknown circumstances in the future. However, the Council supports the strategic principles of the framework plan and recognise its ability to create a sustainable new settlement. Therefore, any future deviations from the underlying design principles discussed in this section will require strong justification.
7.6 The structuring elements of the urban extension

7.7 An energy efficient movement framework
A sustainable movement strategy prioritises walking, cycling and public transport above the motor car. These more sustainable modes should be the first considerations in the planning and design of the extension, with vehicle circulation coming second. This is not to say that vehicular movement and road planning is not important, particularly for public transport accessibility, but this approach seeks to reorientate the focus and reclaim the streets for people. Use of alternative modes to the car not only has environmental benefits, but can help improve the health and well being of a community and increase opportunities for social interaction.

7.8 The development framework shows the key routes within the movement hierarchy. Between these more strategic roads, a permeable network of people-friendly streets should be developed. The network of routes should prioritise sustainable movement, link with the green space network and allow good accessibility to public transport services in all parts of the extension area. The transport framework is discussed in more detail in section 8.

7.9 Mixed use neighbourhood centres
A community needs a range of facilities once it reaches a certain size. Neighbourhood centres cluster together these facilities and activities to become focal points for community life and identity. Accessibility to the centre from surrounding residential areas is vital. Clustering facilities and services in centres has benefits in terms of maximising activity and footfall. Centres should be the focus for mixed use development to maximise opportunities for mutually supportive activities and linked journeys. Another essential feature of a successful neighbourhood centre is visibility and through movement. Centres are more successful when they are positioned in a prominent location and present opportunities for capturing passing trade. This applies to both pedestrian and vehicular movement, but the latter should not be allowed to dominate the local environment. It is therefore better to locate centres along key routes.

7.10 These considerations and adherence to the accessibility standards has influenced the disposition of neighbourhood centres shown on the framework plan. It is appropriate to develop a larger ‘village’ centre as the primary focus for the extension, and two smaller local centres to serve more outlying parts of the site. The location of the village centre also allows good accessibility for residents along the existing eastern edge of Kettering (Ise Lodge in particular).

7.11 The traditional high street presents a good model for a vibrant mixed use centre. The development framework proposes a compact high street which converges at the village centre. The high street will be characterised by a mix of uses along its length including business and commercial uses, primary and secondary schools, local retail facilities (in the village centre), housing and open space.

7.12 The Council wish to see proposals for East Kettering contain a neighbourhood centre as the primary focus for the new community located at the convergence of major routes in the movement hierarchy. Also it is appropriate to develop a compact high street, containing the uses outlined on the development framework.

7.13 Local facilities
Accessibility standards for key local facilities have shaped the distribution of amenities highlighted on the development framework in order to allow all residents good access to community facilities and encourage walking and cycling. Further details on the type and design of community facilities can be found in section 8. At an average density of 40 dwellings per hectare accessibility standards for key facilities are given as;

- Within 400m - Bus stop
- Within 600m - Nursery school, primary school
- Within 800m - Local centre, post office, pub
- Within 1500m - Health centre
- Within 1500m - Secondary school
7.14 Developers and designers should aim to meet these standards whilst balancing other design objectives.

7.15 A critical mass of residential development
Compact housing areas which contain a range of house types and tenures can help to create more socially mixed and inclusive communities which contain people of different ages, incomes, backgrounds and races. A larger population will help support local services and facilities, and encourage sustainable transport patterns. It will help to animate the neighbourhood throughout the day and evening, as those with different lifestyle patterns go about their daily lives. Raising residential densities is a key element in creating more compact neighbourhoods, a design principle which is discussed in more detail in section 8 along with the layout and form of new housing areas.

7.16 The development framework provides an indication of appropriate locations for residential development and density gradients relating to character areas, neighbourhood centres and public transport accessibility. Developers will be expected to follow this approach and respect the broad housing disposition illustrated on the framework plan.

7.17 A coherent green space network
A wide ranging open space framework provides opportunities for formal and informal recreation, biodiversity, and amenity. When integrated with a sustainable movement network, it presents further opportunities to create attractive and healthy environments which encourage people to walk or cycle. Utilisation and management of the green space network also presents economic opportunities for the sustainable neighbourhood, e.g. employment in farming, forestry or greenspace management. Green space can also help mimic the water cycle and combining the network with sustainable drainage systems can further mitigate the hydrological effects of urban areas whilst enhancing biodiversity (refer to section 8 for further details).

7.18 The indicative development framework contains a comprehensive green space network based around the existing natural assets of the site and the proposed movement framework. A key feature of the open space network is the green way running through the site. At a strategic level the green way has a number of core functions, including:

- Creating a conduit for sustainable drainage systems,
- Establishing a linear biodiversity corridor,
- Providing pleasant green pedestrian routes through the extension area linking neighbourhood centres, schools and community facilities,
- Providing routes to the wider open space network,
- Providing space for informal and formal recreation,
- Encouraging local distinctiveness,
- Defining character areas and sub neighbourhoods.

7.19 Further guidance relating to the open space network and accessibility standards for formal and informal green space can be found in section 8.
7.20 Character areas
The plan below shows three broad character areas for the urban extension. The character areas relate to physical boundaries and site characteristics, housing densities and local centres / facilities. Within these broad areas there is potential to develop a wide range of different housing forms, helping to create distinctive sub-neighbourhoods which possess different characteristics and qualities. Settlements which have grown organically over time contain a greater variety of building styles and forms, and it is these qualities which are encouraged at East Kettering. Whilst this scope for variety within the character areas exists, overall proposals will be judged against their potential contribution to create the following identities for the character areas.

7.21 The Village area
The village character area is based around the high street, the village centre and the main arrival points to the area in the lower parts of the site. As the focus for the neighbourhood, the village centre and the surrounding residential areas will be characterised by higher density housing and a greater mix of land uses and activities. It will be structured by a strong gridded layout and linear street pattern defined by taller buildings and more terraced forms, particularly along the main road frontages and arrival points. The exception is along the existing residential edge (the following section describes appropriate responses at the interface with existing residential areas). Overall it will have a more urban, mixed feel in comparison to the other character areas and a higher proportion of contemporary architecture.

7.22 The Poplars area
The Poplars area is located between the high street and the green way on the more level areas in the central part of the site. The Poplars area will be primarily residential in nature, consisting of medium density development and a wide range of house types. The area will comprise a deformed grid of irregular streets which will have a varied character, be of conventional scale and proportion, and reflect local precedents. Overall, this area will have more of a traditional feel.

7.23 The Spinneys area
The Spinneys area is located around the eastern edges of the site, east and north of the green wedge. The Spinneys area will be low density and primarily residential in nature with a high proportion of green space. It will be characterised by larger individual properties and villas of varied style set in a spacious green setting, developed around the spinneys, new areas of woodland and the watercourses.

7.24 The following section contains more detailed design principles and their application to these contexts.
Creating areas with a distinctive but complementary character.
8 Thematic design guidance

8.1 Managing urban expansion

The policy framework outlined in section 2 provides a clear indication of the scale of the urban extension to 2021. Other sections and the associated Area Action Plan highlight how the host town can best incorporate this level of change, notably relating to infrastructure, including transport, facilities and environmental sensitivities.

8.1.1 The following paragraphs provide broad guidance on how an urban expansion of this scale can be knitted into the existing settlement pattern and environment, considering integrating sub areas, integrating across development boundaries and providing flexibility for future growth. These issues are developed further in later sections.

8.1.2 Integrated sub areas

The scale of the extension is clearly too great to be created as a single development or ‘community’. It needs to be broken down into a series of integrated character areas and ‘territories’ - places that residents and visitors can differentiate from each other and feel a sense of belonging. This can be supported by physical characteristics and the orientation of homes around clusters of facilities. The indicative development framework highlights the scope for the three sub areas (the Village, the Poplars area and the Spinneys area).

The following design principles should be followed:

- Develop a series of distinct neighbourhoods each with their own sense of place,
- Design sub areas to a scale and density that can support community and commercial hubs,
- Integrate sub areas as part of a complementary network of communities, both within the extension itself and relating to existing suburbs and villages.

8.1.3 Development boundaries

New development and communities will need to be integrated with the host town and its landscape setting. Key boundaries include the suburbs of Barton Seagrave and Ise Lodge, main roads, and the landscape and topographical features to the north and the east (see Development Boundaries Plan). The latter aspects are addressed later in this section, but it is important to highlight here the environmental sensitivity of the area between Warkton and Ise Lodge, which will limit development potential. The impact of overhead power lines and local brooks indicate potential boundaries for phases of development to the east. The eastern edge of Barton Seagrave includes well proportioned properties with large gardens backing onto the development area. At Ise Lodge properties are accessed from a service road separated from Warkton Lane (the edge of the urban extension) by a landscaped strip.

When considering these development boundaries the following key broad principles should be considered:

- Respect the environmental characteristics and sensitivities of the area,
- Utilise topography, landscape and supporting man-made features to provide a clear boundary for the extension and its sub areas.

More detailed guidance on ‘responding to the edges’ of the urban extension is contained in section 8.14.

8.1.4 Flexibility for future growth

Kettering has historically experienced a number of significant expansion phases - notably in late Victorian and Edwardian times and the 1950s to 1970s. As outlined above the urban extension to 2021 needs to nestle within comfortable boundaries. The principle of providing adaptability for longer term change - and potential growth - also needs to be catered for. This could be addressed by the phasing of development through a series of clear boundaries from the south west of the area to the north and east. These clear boundaries include the edges of the potential new neighbourhoods and boundaries of the landscape framework. Growth can also be supported by the future intensification of development, particularly in and around neighbourhood centres, enabled by flexible
perimeter block and building designs that allow for appropriate extension, infill and land use change.

The following design principles apply:

- Orientate development and design boundaries to allow for potential longer term growth options,
- Design for the potential to intensify development at the perimeter block scale around the neighbourhood centres.

8.1.5 Sections 8.3 and 8.15 provides further guidance on intensifying development.
8.2 Making the connections

A sustainable design approach takes the circulation of people on foot and bicycle, and the effectiveness of public transport as starting points. This involves developing a permeable street structure which is easy to move through and navigate. The road network and the needs of the car are then accommodated around this hierarchy. At every scale of the development designers are challenged to create energy efficient movement networks around these principles.

8.2.1 The guidance contained in this section should be read in conjunction with Northamptonshire County Council’s Draft Sustainable Transport Supplemental Urban Design Guide, which has informed the development framework and design guide.

8.2.2 Walking and cycling

At East Kettering the opportunity exists to create a walkable neighbourhood which ensures that all residents have good access to local amenities by foot or cycle. A walkable neighbourhood encourages people out of their cars. This has obvious benefits for the environment, but also for community health and well being. In response, developers will need to ensure that schools, shops and facilities are located in accessible positions within the overall movement hierarchy and closely related to the green space network, in order to provide attractive, safe routes for pedestrians and cyclists.

8.2.3 The indicative movement framework respects the orientation of established footpaths and bridleways within the overall network and establishes stronger east / west linkages through the site. Developers will be expected to respect these green linkages, integrate them with the new street hierarchy and enhance access to the surrounding countryside and wider open space networks.

The following key design principles should be followed:

- Create permeable and legible urban areas,
- Avoid cul de sac development,
- Design streets according to the needs of pedestrians,
- Ensure, attractive, convenient and convivial routes are created,
- Ensure pedestrian routes feel safe and benefit from good levels of natural surveillance,
- Improve the existing footpath and bridleway network,
- Ensure all new developments include provision for cycle parking and changing facilities.

Pedestrian movement should take priority...

followed by cyclists...

and public transport users
8.2.4 Public transport
The indicative movement framework allows for excellent public transport integration and accessibility. A network of bus routes is shown which generally use the primary routes within the road hierarchy (shown on the indicative movement framework plan on page 49) to ensure that all parts of the development are within easy walking distance of a bus stop. Bus priority measures are proposed in certain locations to ensure efficient movement, overcome highway congestion issues and make public transport more attractive to users. The detailed design and operation of the priority measures need to be discussed with the Highway Authority at an early stage.

8.2.5 Public transport should ideally be in place from day one, as habits are hard to change, but the routes should be planned in a phased manner in agreement with the bus companies. Bus stops should be provided before nearby houses are occupied to ensure that facilities are available and to avoid antagonising new residents.

The following key design principles should be adhered to:

- Undertake early discussions with bus operators to understand feasibility and capacity issues,
- Plan public transport accessibility from the start,
- Ensure all parts of the urban extension are located within easy walking distance of a bus route,
- Develop bus only linkages with the existing road network at the settlement edge to prioritise public transport,
- Provide high quality bus stops and shelters in appropriate locations and the provision of real-time bus information,
- Ensure bus stops and waiting facilities are situated in accessible locations which benefit from good natural surveillance.
8.2.7 The road hierarchy
The provision of a defined hierarchy of roads is necessary not only to provide a suitable level of infrastructure for expected traffic levels, but also to provide a means of logical and legible progression through the extension area.

8.2.9 The NCC Sustainable Transport Urban Design Guide promotes a defined hierarchy of roads consisting of a typology of 9 road types, as well as general guidance relating to highway design and parking layout which developers will need to consider.

8.2.10 NCC road hierarchy:
1. Local Distributor Road - suitable for 400+ residential units,
2. Public Transport Corridor - bus only route,
3. Neighbourhood Centre - roads through neighbourhood centre,
4. Linked Access Collector - suitable for 200-400 residential units,
5. Major Access Collector - suitable for 61-200 residential units,
6. Minor Access Collector - suitable for 21-60 residential units,
7. Access Way - suitable for 6-20 residential units,
8. Access Area - suitable for 6-12 units,
9. Mews - suitable for 6-12 units.

8.2.11 The indicative movement framework illustrates routes within the top tiers of the hierarchy (1-4) capable of accommodating a bus service and a cycleway. A permeable movement grid should be developed between these strategic routes, comprised of streets lower down the movement hierarchy (5-9). The Highway Authority will support more innovative shared surface treatments designed around ‘home zone’ principles for streets at the bottom end of the hierarchy (7-9) where streets are not expected to carry much traffic. In such instances, a reduction in access and visibility standards can also be achieved. Therefore, designers are encouraged to seek early advice from the Highway Authority when developing proposals in order to assess the potential for innovative solutions.

8.2.12 Streets should be designed using ‘tracking’ principles, whereby the arrangement of buildings and spaces is designed before the carriageway. Swept path analysis can then be used to ensure the street / carriageway can accommodate the minimum width required for that class. This can help to create more interesting and varied streets. Streets need to be considered in their entirety, not simply as a series of roads. This requires the consideration of surrounding buildings and uses.

8.2.13 Further guidance relating to the form and character of the proposed road types and their relationship to surrounding buildings can be found in the public realm section 8.8. More detailed advice on addressing connections issues across development boundaries is included in section 8.14.

8.2.14 The illustrative movement framework establishes the key principles desirable for the extension area in urban design terms. However, interpretation of this framework guidance will need discussions with Northamptonshire County Council as the Highway Authority, and the Highways Agency.
8.3 Creating the focal points for community life

8.3.1 Integration with the host town and the structuring of the urban extension into neighbourhoods are key elements of the design guidance. This approach focuses on creating a hierarchy of neighbourhood centres. The centres need to complement Kettering town centre. The scale of the extension, in the context of neighbouring suburbs and villages, supports the integral development of one significant local centre (the ‘village centre’) and two smaller centres. Neighbourhood centres have a dual purpose, providing commercial facilities and a focus for community activity. Sustainability is a key consideration, as many small parades were developed in the 20th century that have not proved to be viable, in large part due to locations that have left them isolated from potential passing trade. Schools and open spaces and their relationship with local centres will be considered later in this section.

8.3.2 Village centre
The development of a significant local centre should complement the town centre offer, not compete with it. Key ingredients include: a health centre, post office, community centre, public house, workspace, a convenience store and other supporting retail uses. Land uses can be mixed vertically with residential and office/workspace uses located above retail.

8.3.3 It is important that safe and attractive direct access from the street is provided. The location should be on a key route, preferably at a junction, to make the most of passing trade. Facilities are best clustered in a compact, two-sided ‘high street’ format with access points and ‘anchor’ uses (such as a convenience store) supporting a safe and convenient user circuit. A village square, or green, supports the role of the centre as a community focal point. Public art and the use of large trees / existing mature trees would assist in establishing the character of local centres. The use of public art is developed further in section 8.8.

8.3.4 The village centre should provide a focus for the neighbourhoods of East Kettering. Located within the ‘Village’ sub area, design proposals need to support its more contemporary urban character.

8.3.5 The following design principles should be followed:

- Develop at a scale that complements the town centre as part of a hierarchy of facilities,
- Locate so as to maximize the potential to capture trade - by car, public transport and on foot/cycle,
- Provide safe and convenient connections to schools, employment areas and nearby residential areas, including Barton Seagrave and Ise Lodge,


- Distribute commercial and community uses in a compact format so as to encourage a safe and convenient shopping circuit.
- Design in flexibility at the edges to allow for future potential expansion of the centre - including the construction of residential properties with generous ceiling heights to enable potential future conversions to retail or commercial uses.
- Design a public realm framework that provides a distinctive identity and community focal point, incorporating a waterside park opportunity.
- Create a mixed urban character - including development up to 4 storeys - which complements the Village sub area.

8.3.6 Other local centres
Smaller local centres in turn complement the ‘village centre’ facilities, serving residents some distance away in the north and east of the urban extension area. Facilities would include local shops and potentially a post office, public house and community building. Similar issues to those covered above apply.

8.3.7 Key design principles should be adhered to:
- Develop at a scale that complements the ‘village centre’ as part of a hierarchy of facilities,
- Locate so as to maximize the potential to capture trade,
- Provide safe and convenient connections to schools and residential areas, including Ise Lodge,
- Distribute facilities in a compact format so as to encourage a safe and convenient user circuit,
- Design a public realm framework that provides a distinctive identity and community focal point, incorporating waterside and open space opportunities,
- Create a character which complements the host sub area - be it the Spinneys or the Poplars.

8.3.8 The axonometric image overleaf provides one interpretation of how the Village centre could be designed and developed at the heart of a network of communities.
8.4 Illustrative Axonometric - Village Centre

- Good relationship between the park and the built form
- Higher density apartments/town houses defining arrival point and providing strong edge to town park
- Supermarket/convenience store with community hall at first and second floor
- Play located close to main destinations of village centre
- High quality contemporary architecture at gateway location, helps to define village identity
- Healthy Living Centre and pharmacy
- Good crossing points
- Pavement width to allow pedestrian comfort and uses associated to centre e.g. retail
- Parking and servicing space located internally within mixed use blocks
- New retail parades closely related to supermarket and health centre to maximise linked trips, with frontage onto high street
- Public space activated by a range of residential/commercial/retail and community uses
- Flexible space to accommodate uses from parking to events
- Residential properties at periphery of village centre designed with built-in potential for retail conversion at ground floor
8.5 Developing a vibrant place through design

8.5.1 Developing a mix of land uses, as apposed to zoned housing estates or business parks, is essential to the creation of sustainable communities. The need to travel can be greatly reduced. Vital places develop where there is interaction between the users of different facilities and buildings, cafes serving business uses, residents supporting local shops and pupils accessing leisure facilities. Such integration also ensures the use of areas through an extended day, creating safer environments with more eyes on the street. Increasingly, community and commercial uses are being integrated as ‘joint service centres’ (for example combining community uses, council services, health uses and a pharmacy) operating from a single building or campus, maximising mutual benefits.

8.5.2 The indicative development framework allows for a mix of uses, including local centres containing commercial and community facilities, schools, leisure activities and employment opportunities. Uses are mixed wherever possible, both horizontally and vertically. The latter is particularly appropriate for living above the shop, (small scale office/workspace above retail and ‘live/work’ units). Specific issues relating to community infrastructure and local centres are covered elsewhere. Some uses will not be appropriate for mixed use schemes, such as distribution warehouses, due to bad neighbour issues or traffic generation.

8.5.3 In providing a mix of land uses the following design principles should be adhered to:

- Integrate land uses horizontally to avoid unsustainable zoning of development,
- Where possible integrate uses vertically, ensuring that safe and attractive access is provide from the street - this is of particular relevance in and around local centres,
- Design mixed use schemes to minimize potential conflicts between different users, including noise, amenity and servicing,
- Locate employment where there is good access by public transport and foot/cycle as well as for vehicles,
- Ensure that employment uses positively address the street with active frontages, rather than being set back behind car parking or being overlooked by blank frontages,
- Where possible break up the bulk of larger floorplate uses by ‘wrapping’ smaller units around key frontages.
8.6 Designing for a range of housing needs

8.6.1 A good mix of housing types, sizes and tenures is important in creating a basis for a balanced new community. While locations will differ in their basic appeal, a carefully planned mix of tenures can entice renters to become owners and vice versa. It can enable people at different life stages to find appropriate accommodation without moving far—providing the basis for a long term stable community.

8.6.2 The approach to creating inclusive mixed communities is to recognise the need to create tenure blind areas, integrating different housing types and tenures in a sensitive manner whilst recognising market motivations and imperatives. It is to create housing which responds to the local context in terms of layout and design, but appeals to the widest spectrum of market requirements and potential occupiers. This involves mixing houses with flats, social and privately rented accommodation and shared ownership properties with that for private sale. It involves creating new and innovative forms of housing which meet the needs of a wide spectrum of people.

8.6.3 In East Kettering this means providing a range of family homes as part of the housing mix to meet different householder needs. It means providing Lifetime Homes that are flexible and adaptable to change over time. Apartments are obviously another key component of the housing mix and cater for smaller households and provide for those starting on the property ladder. This provision is particularly important considering the long term trend for smaller households and the current affordability issues facing first time buyers.

8.6.4 Density gradients
The density gradients shown on the indicative development framework offer the opportunity to provide a broad range of housing in a variety of different types. Overall the housing density for the urban extension should be no less than 35 dwellings per hectare. However, it is more appropriate to develop at different densities in different parts of the site in order to meet the overall design objectives. Higher densities are more suited to the Village area and around the neighbourhood centres where accessibility to public transport services and local facilities is greatest. A higher density of development is more appropriate in the village character area, as this part of the extension will benefit from the greatest accessibility. Conversely, the eastern fringes of the extension area have greater landscape sensitivity and are located furthest away from the village centre. Here lower density housing is more appropriate. Similarly, land adjacent to the existing urban edge should be of lower density to match the existing pattern of development (See Section 8.14 for further details).
8.6.5 Housing mix and types
The Council likes to see a broad range of house types provided within each of the character areas and across the site more generally. This will involve mixing the types of property to be provided within the urban block and at street level, whilst respecting the scale of development appropriate for that character area. To meet the desired housing densities it will be appropriate to increase the proportion of certain types of housing within each of the character areas. In the Village area taller more intensive forms of housing are appropriate such as apartments, town houses and terraces. These house types are also better suited to front the main routes in the movement hierarchy and overlook open spaces, providing enhanced natural surveillance and greater enclosure. Conversely, in the Spinneys area, larger villas, detached and semi-detached properties are more appropriate in order to help derive the spacious townscape and landscape qualities. The release of smaller development sites for local builders and self-builders would assist in bringing greater variety to this area, and therefore the Council will look favorably on such provision within the overall proposals for this area. The Poplars area is large enough to deliver a broad mixture of house types in sub areas with their own individual qualities.

8.6.6 Integrated tenure is a key principle which developers must adhere to. Affordable housing should be indistinguishable from housing for private sale and be of equal standards in terms of its design and specification. Whilst ‘pepper potting’ affordable housing amongst that for private sale is preferable, in some instances it may be appropriate to group housing association properties in order to facilitate effective long term management. Where this is the case, it may be more appropriate to mix tenure across the street, rather than along it. Developers will be expected to engage housing association partners in the design and masterplanning process from the outset in order to effectively consider their needs and deliver integrated tenure across all the character areas. Housing associations will need to factor the delivery of affordable housing into their own delivery and procurement programmes, which will require a close dialogue with developers.