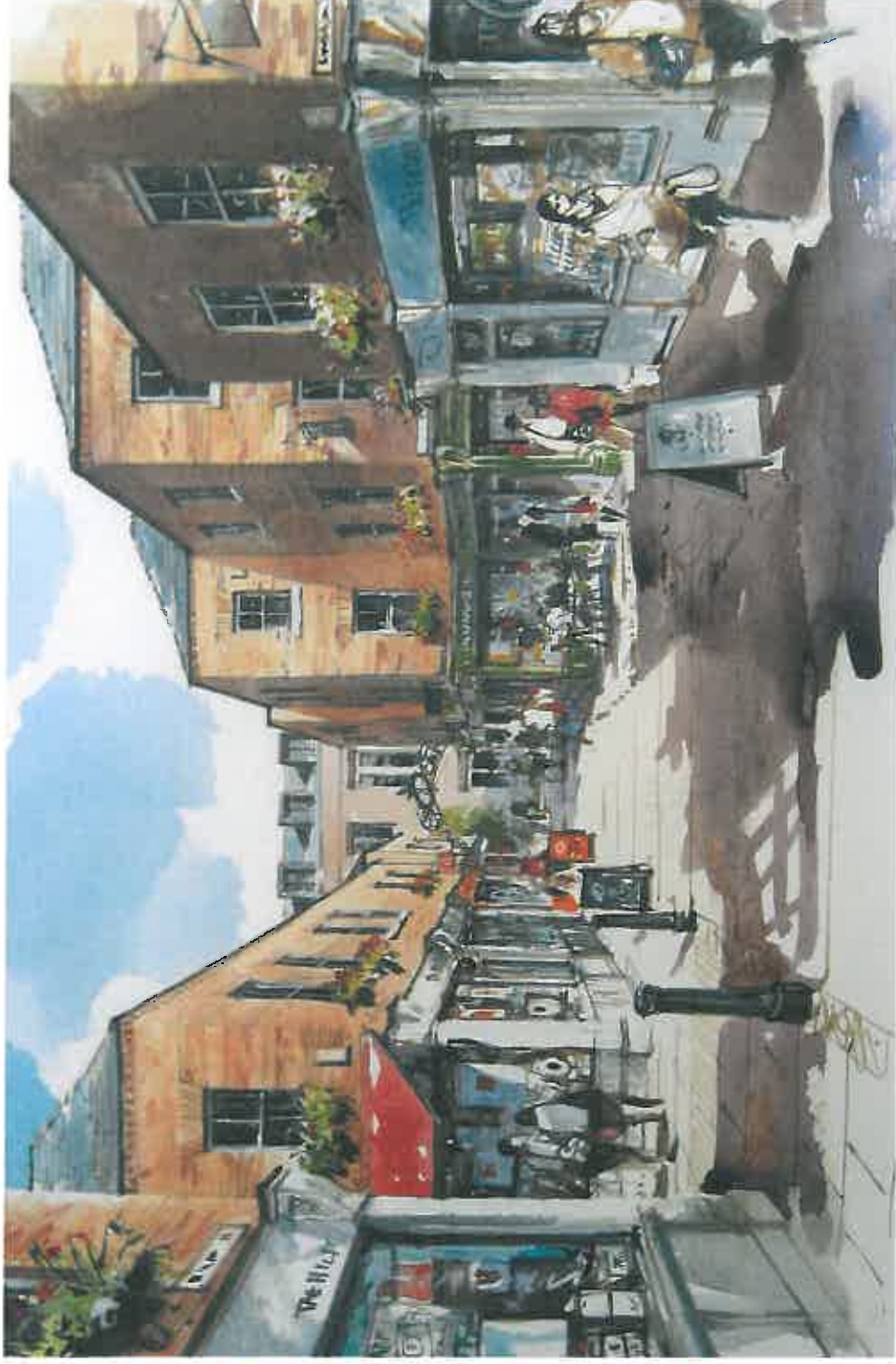


Delivering Our Town Centres

Suite 16 and the AAP for Kettering Town Centre



Kettering
Borough Council

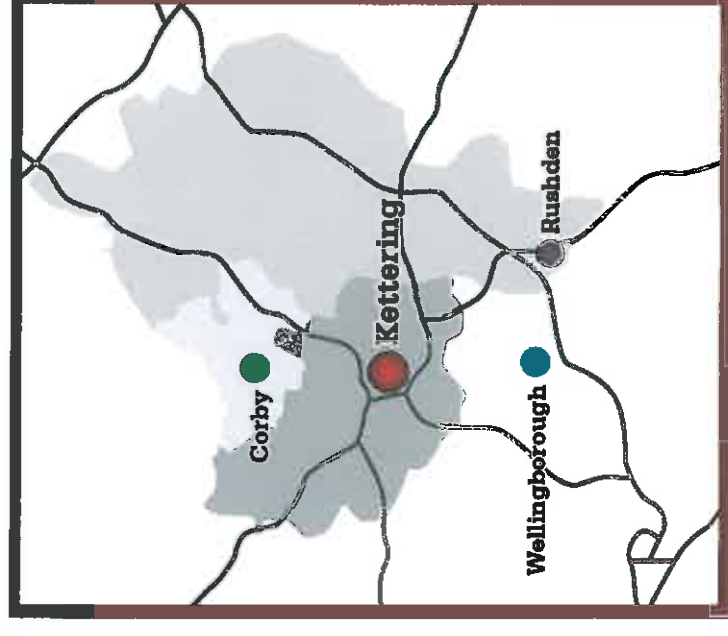
Delivering Our Town Centres

- ◆ Background
- ◆ Update on achievements to date
- ◆ Main projects currently ‘on the go’
 - ◆ Redressing the Balance
 - ◆ Newlands
 - ◆ The Yards
 - ◆ Transport Strategy for Growth
- ◆ Update on progress in town centre quarters
- ◆ Progress against the AAP

Delivering Our Town Centres

Background

- ◆ Core Spatial Strategy – Kettering Town Centre will remain the main retail centre
- ◆ Growth:
 - ◆ 13,100 new homes
 - ◆ 16,200 new jobs
 - ◆ 20,500 sq metres of new shops
 - ◆ 38,000 sq metres of new offices
- ◆ Kettering is rich in character and heritage



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Background

- ◆ A better offer for our town centres
- ◆ Better education & training offer
- ◆ Better employment offer (higher grade, higher density jobs)

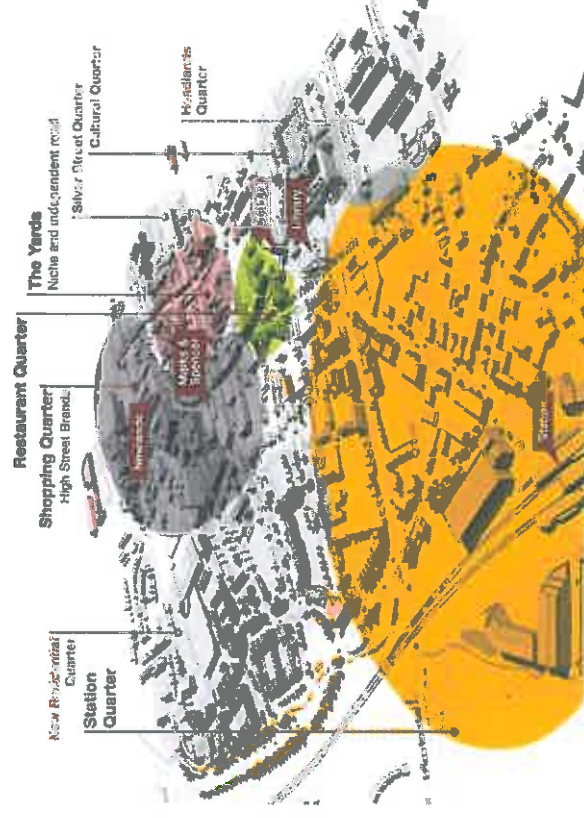


“Developing a new town centre will not be enough. Any new development will soon be eclipsed by a newer one elsewhere. In addition, internet shopping patterns are changing – rapidly! Recent trends show internet and mail order shopping is increasing over ten times the rate of the high street”

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Background

- ◆ Development should be characterful to reflect locality
- ◆ Quality of design must be high – even in hard times!
- ◆ Material quality must be high



In creating a characterful experience, distinctive zones are advantageous

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Achievements to date

- ◆ Chesham House
- ◆ Market Place
- ◆ Public Realm
- ◆ Market Place Buildings
- ◆ Junction Improvements
- ◆ Demolition of redundant buildings

- ◆ Key properties around the market place sell for above guide price
- ◆ 10 high quality apartments lift the town centre housing market
- ◆ Significant challenge funding leveraged from KBC pump-priming
- ◆ 2 historic hotels acquired and refurbished
- ◆ Costas trading well from town centre location and granted consent for a second unit
- ◆ Shopping Centre sells to new private investors and refurbishment discussions underway
- ◆ QD stores successfully trade from old Woolworths' unit
- ◆ Successive years of successful Market Place events
- ◆ Partnerships with local stakeholders cemented
- ◆ Improved town centre bus services and routes

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Achievements to date

- ◆ Consistent Feedback:
 - ◆ “Love the unit”
 - ◆ “Love the setting”, but
 - ◆ “Concerned about national economy”
- ◆ Presented an ‘innovative and attractive’ proposal to secure Prezzo
- ◆ Anticipated positive knock-on for Unit1...
- ◆ ...and the Corn Exchange



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Some Lessons Learned

- ◆ There's some things you can't plan for
- ◆ Sometimes plans need to change
- ◆ Sometimes we need to go back in and make things right
- ◆ Sometimes we just need to stick to our guns

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Redressing the balance between vehicles and pedestrians



Redressing the balance

What are we trying to achieve?

- ◆ Reduce traffic in the High Street and Gold Street area
- ◆ Improve the pedestrian and shopping environments;
- ◆ Allow more events and markets to take place on the street
- ◆ Encourage more on-street dining (a 'café culture')
- ◆ Drive further private investment.

Redressing the balance

From this.....



Kettering
Borough Council

Redressing the balance

....to this



Kettering
Borough Council

Redressing the balance

Aims

- 1 To take forward the public realm principles as already implemented on Market Place, Horsemarket, Market Street and Sheep Street.
- 2 To redress the balance between vehicles and pedestrians and to re-attract town centre users and investors to this part of the town centre;
- 3 To provide a design that is safe, functional and robust, and which does not detract from the town's key buildings
- 4 To ensure proposals consider the needs of the public, businesses and other key stakeholder groups **but not to the detriment of the overarching vision of creating an improved shopping experience.**
- 5 To ensure the proposals are integrated with other town centre schemes
- 6 To ensure proposals are fully costed and represent value for money

Redressing the balance

Stages and Key Outputs

1a	Review of Phases 1-3 including implementation of CPZ.	Produce formal report on lessons learnt from Phases 1-3, Implement Controlled Parking Zone for Phases 1-3
1b	Initial Design for Phase 4	Conduct analysis of study area, Produce concept to test results of analysis, Work concept up for informal Consultation
2	Consultation on principles of approach	Produce consultation materials, Host Consultation event, Consider and deal with objections
3	Detailed Design and Approval	Produce detailed design, Seek Executive Approval of detailed design for formal Consultation
4	Formal Consultation	Produce consultation materials, Host Consultation event, Consider and deal with objection
5	Final Design	Produce Final Design
6	Implementation of Traffic Regulation Orders	Install signage for new traffic order
7	Implementation of Gateways	Liaise with traders in the vicinity, Construct gateways
8	Phased Implementation of Full Scheme	Construct full scheme (phased)

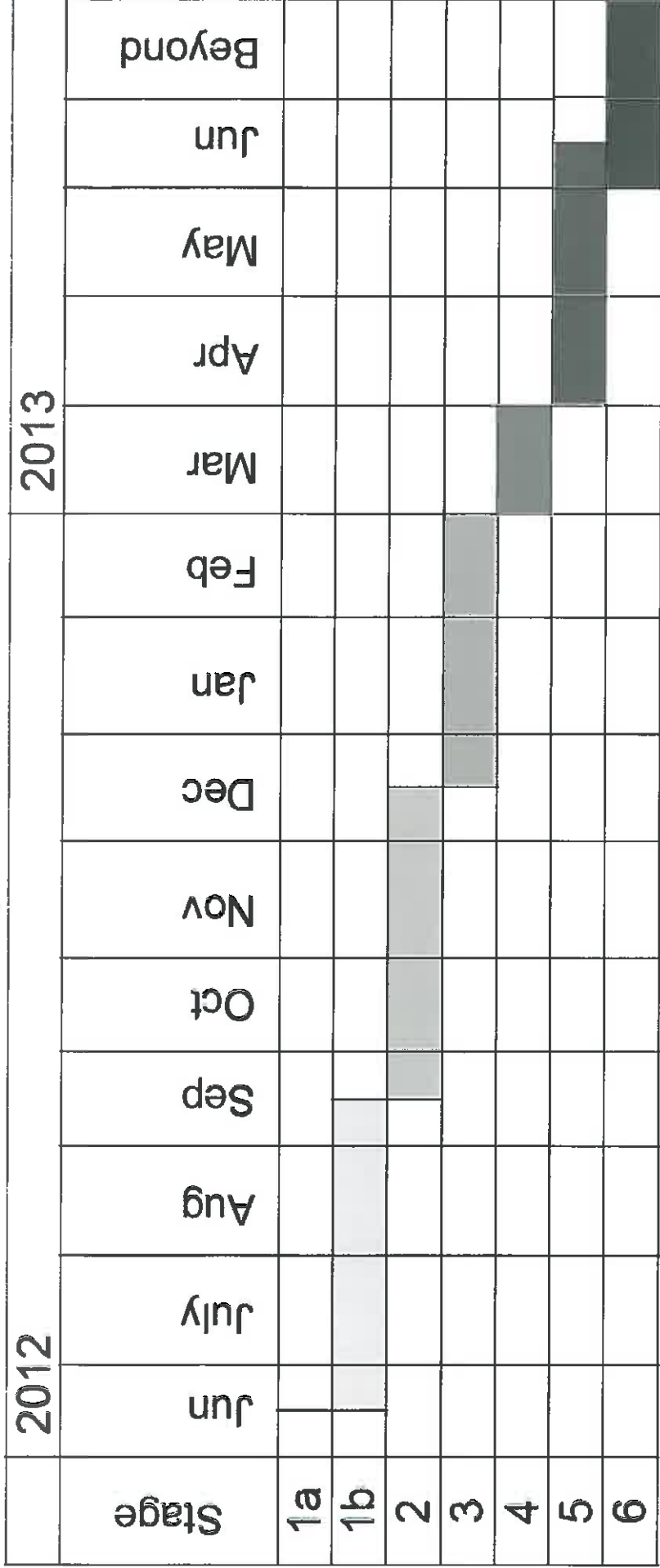
Redressing the balance

Approvals

- ◆ Executive Committee Approved a budget for the design works on 12th June
- ◆ The project will commence shortly, to the following broad timescale:

Redressing the balance

Timescale



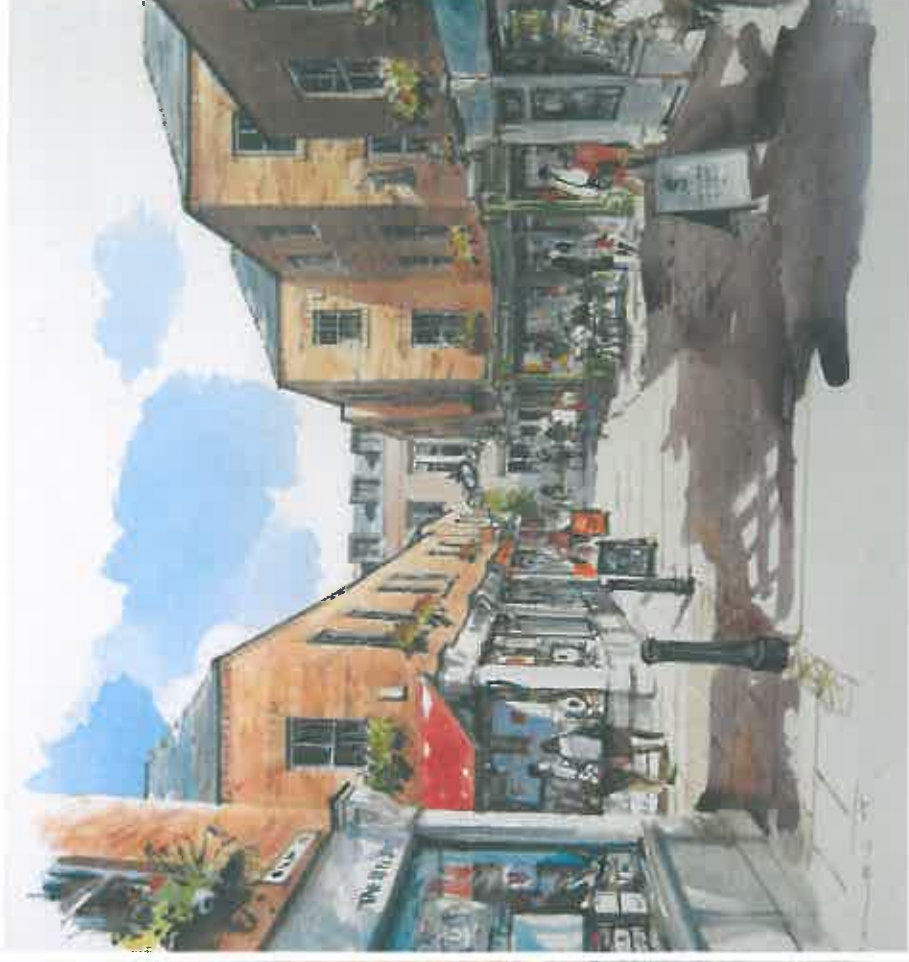
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The Newlands Centre

- ◆ Refurbishment (including toilets)
- ◆ Newland Street bus shelters
- ◆ TJ Hughes/99p Store Unit
- ◆ Newlands Phase 1

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The Yards



Regeneration and Suite 16

The Yards

- ◆ The Yards is recognised in the Kettering Town Centre Area Action Plan (KTC AAP) as a *“distinctive and ‘special’ place in the town, offering a collection of independent and niche retail units”*
- ◆ The recent re-paving of Market Street has improved links between the Yards, and the new Market Place and High Street

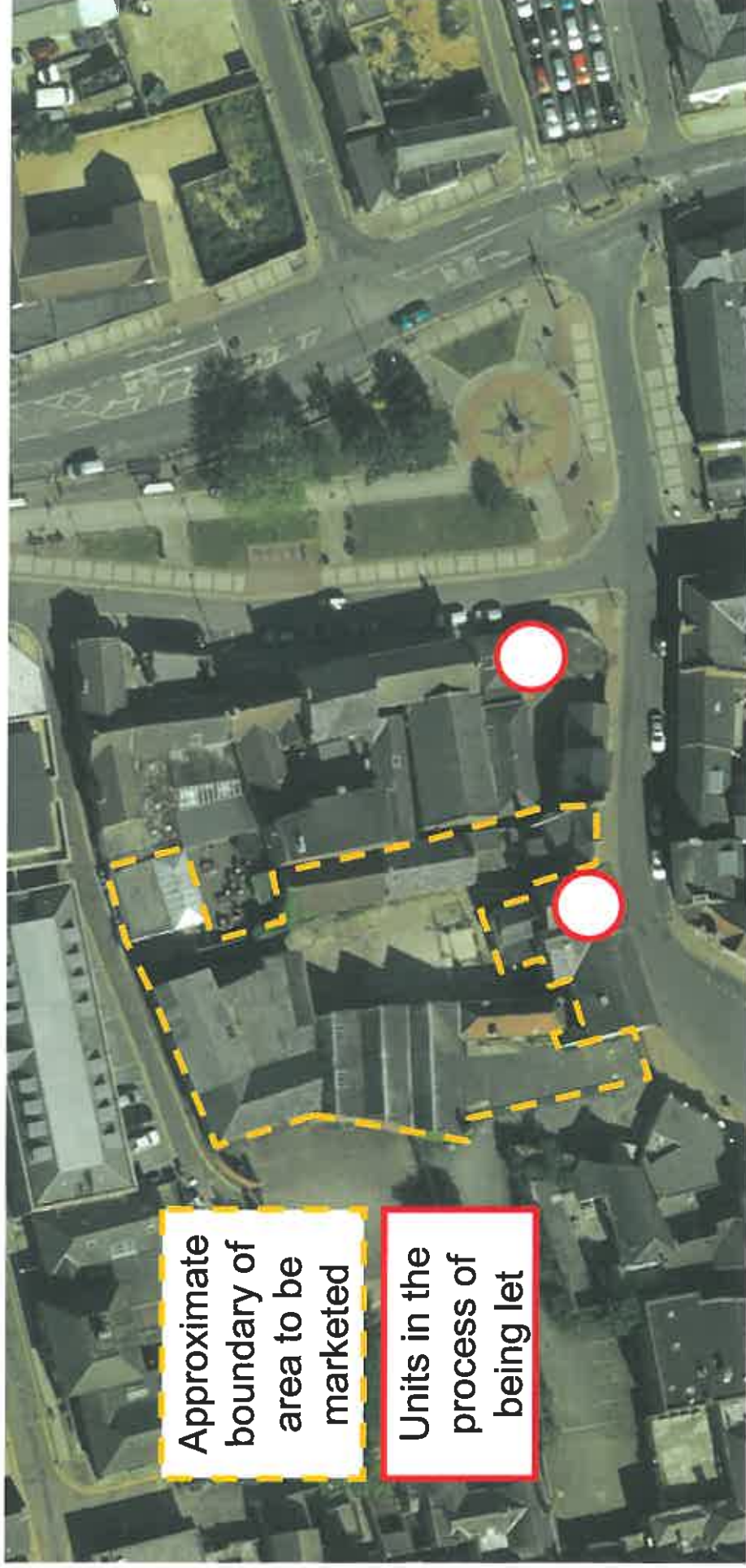
Regeneration and Suite 16

The Yards

- ◆ Our aims have been for development to commence within a reasonable timeframe and for that development to be in accordance with the AAP
- ◆ Our Modelling for Recovery Principles encourage us to utilise ‘non-standard’ approaches – where necessary - in order to create economic activity
- ◆ The outcomes of the marketing exercise will be reported back to Executive in due course

The Yards

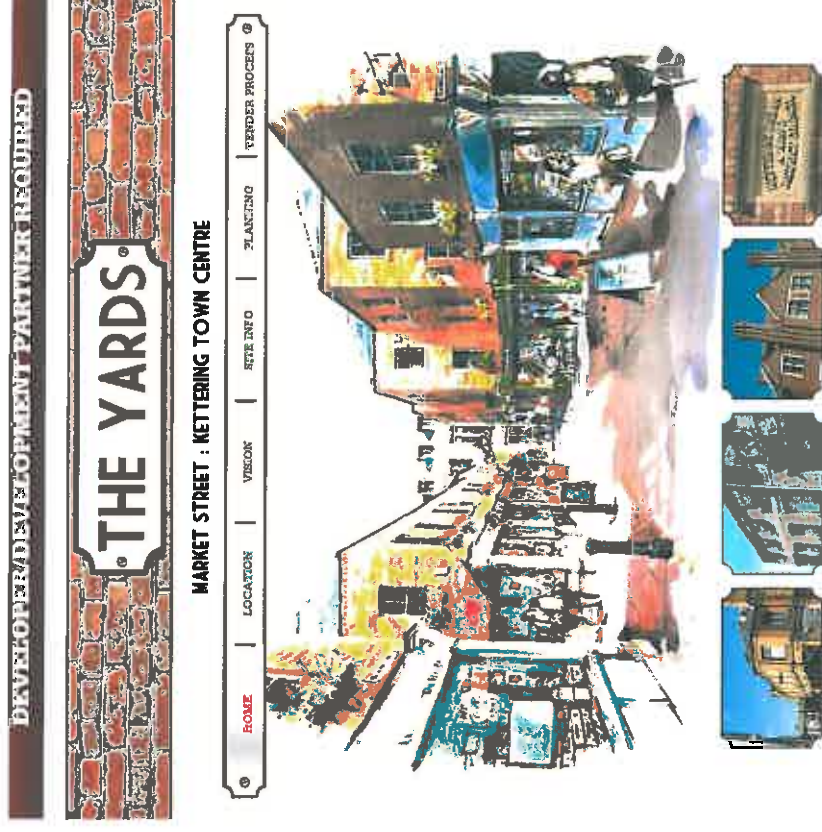
Aerial Images



The Yards

Marketing

- ◆ www.theyardskettering.co.uk
- ◆ Expressions of interest due by the end of June
- ◆ Selection expected by the end of July
- ◆ Some interesting ideas already being discussed



A new retail led mixed use development
opportunity of 0.35 acres (0.14 ha)

Kettering
Borough Council

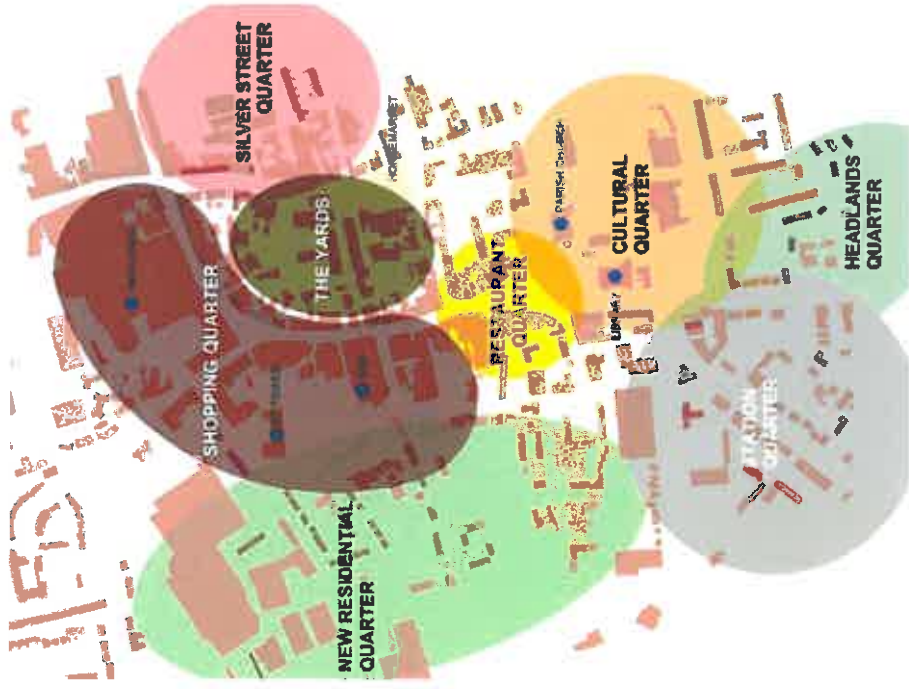
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The Transport Strategy for Growth

- ◆ Transport Strategy for Growth originally proposed as stand-alone document, which was absorbed into the Kettering Town Centre AAP
- ◆ Phase 1 saw the construction of a double roundabout at the dip in Northampton Road
- ◆ Options for designing the next phase are currently under consideration by the County Council
- ◆ Construction of Phase 2 likely once larger developments start to deliver s106 payments

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Update on Activity in the quarters



From
Vision
to
Adopted
Plan



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Update on Activity in the quarters

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

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Update on Activity in the Quarters

The Shopping Quarter	<ul style="list-style-type: none">◆ Newlands Centre sold and positive discussions with Ellandi◆ Occupancy Rates higher than national average◆ 'Coffee quarter' at bottom of Dryland Street◆ Previously vacant units at Tanners Gate now let
The Yards	<ul style="list-style-type: none">◆ Marketing Commenced◆ KBC-owned units let, or being let
The Restaurant Quarter	<ul style="list-style-type: none">◆ Public Realm Complete◆ Outdoor events screen to be acquired◆ Prezzo interested in Unit 2◆ Corn Exchange Owners keen to progress plans
The Station Quarter	<ul style="list-style-type: none">◆ Ongoing discussions with East Midlands Trains and Network Rail

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Update on Activity in the Quarters

The New Residential Quarter	<ul style="list-style-type: none">◆ Surface Water Management Plan project underway◆ RNRP working on Green Infrastructure Strategy
The Silver Street Quarter	<ul style="list-style-type: none">◆ Phase 2 of the Transport Strategy for Growth likely to be on the periphery of this quarter
The Cultural Quarter	<ul style="list-style-type: none">◆ KBC continues to progress plans to accommodate key partners in the municipal offices
The Headlands Quarter	<ul style="list-style-type: none">◆ Applications successfully determined in-line with policy

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Plus:

- ◆ The Council's Executive have approved a budget to acquire a big screen to support events on the market place
- ◆ Consultation on a pilot scheme to increase dwell time in the town centre will commence shortly:
 - ◆ 12 month trial
 - ◆ Remove 1 hour parking
 - ◆ Charge £1.50 for 2 hours, Monday to Saturday
 - ◆ London Road and Municipal Offices Car Parks

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Progress against the Area Action Plan

- ◆ AAP found to be in compliance with the new National Policy Framework
- ◆ The formal monitoring report for the KTC AAP will be carried out in August.

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Progress against the Area Action Plan

- ◆ The majority of those projects already completed were delivered in a difficult economic climate
- ◆ Those projects that are planned to be delivered will be undertaken in an even more difficult climate
- ◆ This is because KBC has recognised that whilst it cannot change national economic conditions, it can help to influence the local response to it and the speed with which we recover from it.