Delivering Our Town Centres
Suite 16 and the AAP for Kettering Town Centre
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
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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

- 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
Drive further private investment.

Encourage more on-street dining (a 'cafe culture')

Allow more events and markets to take place on the street.

Improve the pedestrian and shopping environments.

Reduce traffic in the High Street and Cold Street area.

What are we trying to achieve?

Redressing the balance
Redressing the balance

From this.....
Redressing the balance

....to this
## Redressing the balance

### Aims

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

## Stages and Key Outputs

<table>
<thead>
<tr>
<th>Stage</th>
<th>Description</th>
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</table>
| 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:
<table>
<thead>
<tr>
<th>Stage</th>
<th>2012</th>
<th>2013</th>
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<tr>
<td></td>
<td>Jun</td>
<td>Jan</td>
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<td>May</td>
<td>Feb</td>
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<td></td>
<td>Apr</td>
<td>Mar</td>
</tr>
<tr>
<td></td>
<td>May</td>
<td>Jun</td>
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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
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

Approximate boundary of area to be marketed

Units in the process of being let
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)
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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

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

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Details</th>
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<tbody>
<tr>
<td>The Shopping Quarter</td>
<td>◆ Newlands Centre sold and positive discussions with Ellandi</td>
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<tr>
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<td>◆ Occupancy Rates higher than national average</td>
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<td>◆ ‘Coffee quarter’ at bottom of Dryland Street</td>
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<td>◆ Previously vacant units at Tanners Gate now let</td>
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<tr>
<td>The Yards</td>
<td>◆ Marketing Commenced</td>
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<td></td>
<td>◆ KBC-owned units let, or being let</td>
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<tr>
<td>The Restaurant Quarter</td>
<td>◆ Public Realm Complete</td>
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<td></td>
<td>◆ Outdoor events screen to be acquired</td>
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<td></td>
<td>◆ Prezzo interested in Unit 2</td>
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<td></td>
<td>◆ Corn Exchange Owners keen to progress plans</td>
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<tr>
<td>The Station Quarter</td>
<td>◆ Ongoing discussions with East Midlands Trains and Network Rail</td>
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**Update on Activity in the Quarters**

| The New Residential Quarter | Surface Water Management Plan project underway  
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<th>RNRP working on Green Infrastructure Strategy</th>
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<tbody>
<tr>
<td>The Silver Street Quarter</td>
<td>Phase 2 of the Transport Strategy for Growth likely to be on the periphery of this quarter</td>
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<tr>
<td>The Cultural Quarter</td>
<td>KBC continues to progress plans to accommodate key partners in the municipal offices</td>
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<tr>
<td>The Headlands Quarter</td>
<td>Applications successfully determined in-line with policy</td>
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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.