3 Silver Street, Kettering

16th April 2014

Kettering Borough Council

PLANNING, DESIGN AND ACCESS STATEMENT

Renovation Of Bar To Restaurant

3 Silver Street

Kettering

1. SUMMARY

1.1 This Supporting Planning, Design and Access Statement has been prepared by LKH ARCHITECTURE, on behalf of Mr Smith. It accompanies a planning application for the renovation of a Pub to a Restaurant.

2. The Site and Surrounding Area

2.1 The application site is situated in the Kettering Borough of Northamptonshire. The location of the site is central to the town centre and is next to the junction between Gold Street, Montague Street and Newland Street.

2.2 The site is very well located for easy transport. It is opposite a taxi rank and within a minute walk from the bus station on Newland Street.

2.3 The Area comprises a high density of cafes and retail businesses .Silver Street consists of many Victorian/Georgian 3 story buildings, with businesses to low level and flats above.

2.4 As of late the town centre is under redevelopment with new business opening and changing occupancy. The majority of the buildings on Silver Street are cafes or affordable diners.

The Site

2.5 The site is currently a Pub/Night Club comprising over two levels with a dance floor and bar to ground floor with the same on the first floor. There is also a beer garden to the rear of the site.

2.6 The building has architectural merit and is in need of work to bring it back to its once grand stature as a vocal point of the town.

3. Planning Policy and Justification for Scheme

Pre-Planning Discussions

3.1 The proposed scheme has been the subject of pre-planning meetings with planning Officer Mr Richard Marlow.

3.2 The overall principle of redevelopment was welcomed and the reaction the initial proposal was very positive. The proposal of the renovation, what it will add to the street scene and the quality of the internal spaces were all acceptable.

3.3 Comments were made regarding the importance of the front façades appearance and the impact it could have on image of the town. All this advice was followed and they were happy with the initial ideas. These has now undergone further attention and really creative an aesthetically pleasing frontage and will convey class to the town's name.

3.4 To ensure that Kettering Town Centre successfully navigates to Purple Flag accreditation by delivering a night time economy that is safe for people to live ,work and visit .Whilst being to assist in the development of a safe , Vibrant and diverse night life in Kettering Town Centre. Rebecca Lees from Purple Flag has welcomed the proposal.

4. Justification for Proposed Uses

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Existing weakness - The front facade looks very tired and doesn't compliment the once aesthetic architecture, finishes are to a very low standard. The venue in its current form attracts certain type of crowd which we believe is already being catered for to an extent where we believe the market is becoming over saturated. Many other venues in the vicinity are all aiming for this crowd. We want to be at the forefront of the market and aim for a whole different clientele, which we believe the town is lacking in attracting. This thought process also ties in with the Purple flag scheme being run by the council in trying to offer a safer and more diverse nightlife. We are looking to do this by changing music policies and closing times. The earlier closing times will be of particular interest to residents near the venue. We will still be using door staff as we want to make sure the customers have a fun but overall safe night away from the differing clientele at the other end of town. We are hoping this will be a place where adults can escape and enjoy themselves as there are very little up market venues around especially in this area.

Proposed Strengths – The front façade will become a vocal point of the street with its sophisticated city look whilst still interacting with architectural heritage , Bring trade to top end of town again, Be an upper class venue to relax and dine with the tranquillity of the garden area, Attract people from over the county to Kettering, No loud music and an earlier closing time witch benefits neighbours, Will no longer need door staff so there for wont attract any trouble ,Which means less police time taken with incidents .Will be a place where adults can escape as Kettering offers very little upper market venues especially to this area.

5. History

The building 'The Rising Sun' as it was once called was described as "a building with oriel windows and plaster swags, is a monument to Victorian prosperity. In the early 1900's the Rising Sun was the local watering hole and really looked an integral part of the street design.

6. Use/Layout

6.1 The site is currently used as a night club/ Pub and is only opened on a Friday and Saturday evenings. This comprises over two levels with an open plan feel. With a garden terrace to the rear.

6.2 The proposal to the ground floor will retain the same open plan feel but will extend the already raised floors to create a level of elegance and flow between the dining areas and to illustrate the divide of areas without the use of walls. This allows the key features of the building to be retained and restored. Some of the walls will be stripped back to the original brickwork to allow the architecture to work with the soft interiors. Garden area will see the derelict out building and shelter converted into a VIP bar area with bi-fold doors overlooking a slate wall water fall. The garden area will retain the same layout but the walls will be rendered and cladded through out to allow the materials to flow from the front façade to the garden.

7. Existing Area

7.1 From the pictures it's clear that this area of town is quite run down and isn't attracting much business. The Bar sun already offers grand stature to the street from its original architectural form but is in need of work to take it to the next level.

Bar Sun

Building Opposite Bar sun

Street scene of application

7.2 Here are just a few examples of the bars that Bar Sun were competing with. These have all been renovated in the last 2 years and have already reaped the rewards. These are all at the other end of Silver Street which is close to the nearly developed market square which now has a run of restaurants which are very busy every evening. This has brought a lot of trade to the town in this area.

7.3 On London road in Kettering which is situated approximately 1 Mile from the subject portrays a similar style to what the owners are wanting to achieve with the aesthetics with the use of cladding. Here is a picture of the pub showing how the cladding works. Also there is a KFC just over the road that sows use of the walnut cladding that we have specified for the front of the building.

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8. Concepts

8.1 These are the original concept designs. The project has progressed from these to create the final concept to make sure everything would work and portray the right image.

9.Conclusion

9.1 We assert the new scheme will provide a better alternative to the existing. The scheme has many positive benefits both aesthetically and practically. The materials used provide a high class finish whilst remaining respectful to the surroundings. We can see how a high quality design with a practical goal can have a positive effect on the street scene and area.

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Proposed Back Of NO3

Proposed Front Of NO3