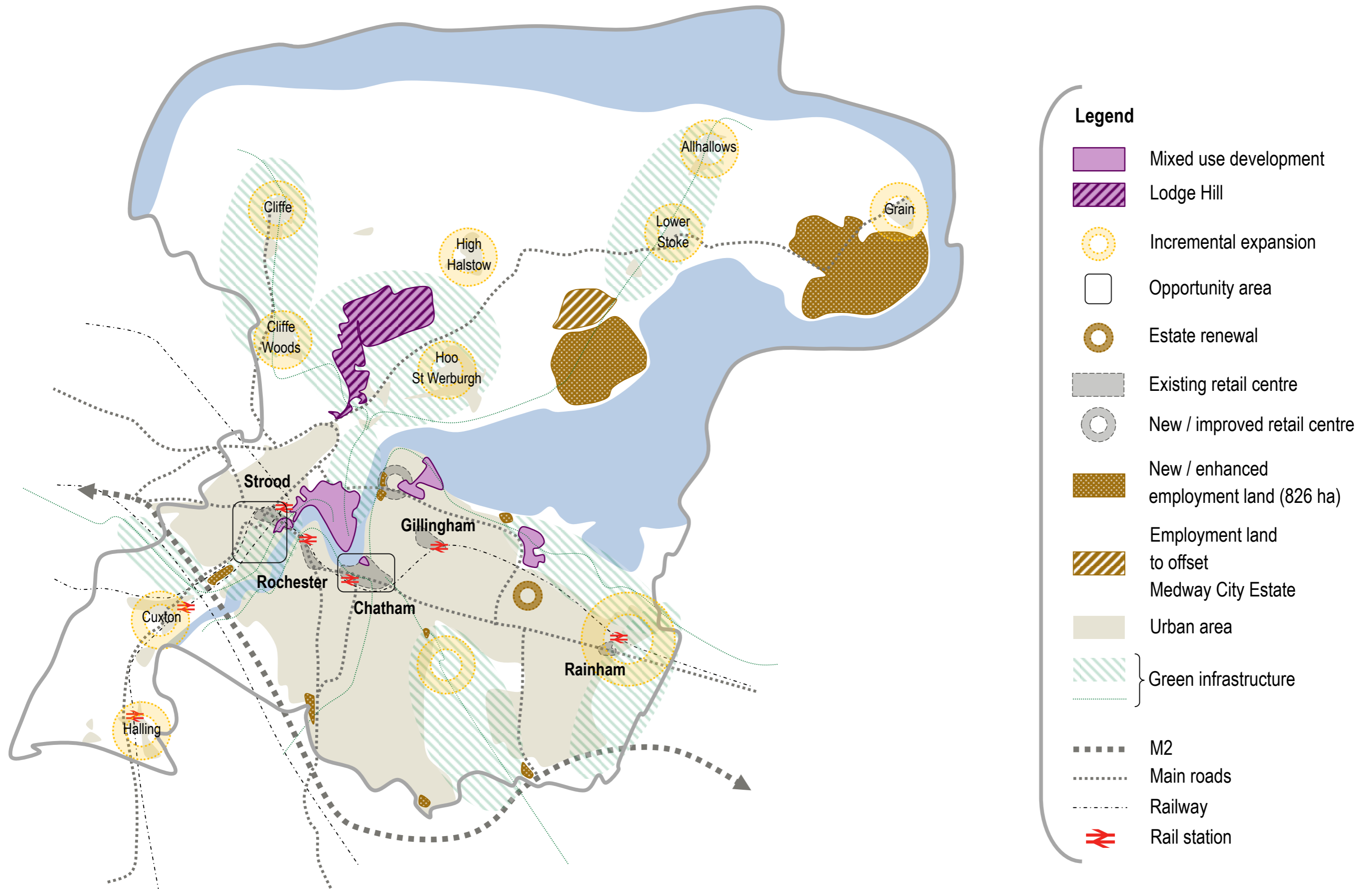


Appendix 1B – Maximising the potential of urban regeneration



Scenario 1 Maximising the potential of urban regeneration

This approach seeks to achieve the greatest potential from brownfield sites to deliver the development needed in Medway over the plan period. As many of these sites already form the core of Medway's regeneration plans, a more radical approach would be required to deliver substantial increases in development. Consideration is therefore given to building at higher densities in sites that do not yet have approved schemes, and bringing forward new areas for development. These include the redevelopment of employment sites at Medway City Estate and Chatham Docks for mixed use schemes, opportunities for land assembly in central areas that could support new development, and renewal of residential estates to deliver modern quality housing at higher densities. The regeneration area could extend to a new site at Mill Hill for a modern stadium for Gillingham Football Club, with supporting residential, leisure and retail services. This approach would increase investment in Medway, revitalising the central area, boosting the vitality of the town centres, and providing new employment sites in both central areas, and purpose designed provision through an extension at Kingsnorth on the Hoo Peninsula.

It is recognised that there are challenges associated with the delivery of large scale regeneration schemes, including land assembly, site preparation works and costs, managing the impact on transport networks and the provision of infrastructure and services. To provide for the mix and range of development needed by Medway's communities, it is considered that a proportion of development would also be delivered in suburban and rural areas to complement the urban regeneration offer.

All development would be supported by investment in transport and new community facilities, including new/extended secondary and primary schools, health and community centres and parks.

Redevelopment of Medway City Estate and Chatham Docks could provide:

- Up to 5000 homes
- Employment land integrated into mixed use schemes, and provision of new business park at Kingsnorth to attract inward investment and make provision for relocating firms
- Transport investments, including a new link across the river to the Frindsbury peninsula
- Retail and leisure facilities
- increasing access to the waterfront

Extended regeneration in urban areas could deliver:

- Development at higher density in central and waterfront sites in Chatham and Strood, land assembly to achieve further development land in centres, mixed use scheme at Mill Hill, and estate renewal providing:
 - 5,500 homes, supported by investment in transport and community services.
 - Employment and retail land

Suburban and rural growth, including options for locations on the Hoo Peninsula would provide for the balance of development needs, up to 7000 homes, supported by transport investment, services and open spaces, employment and retail land.

