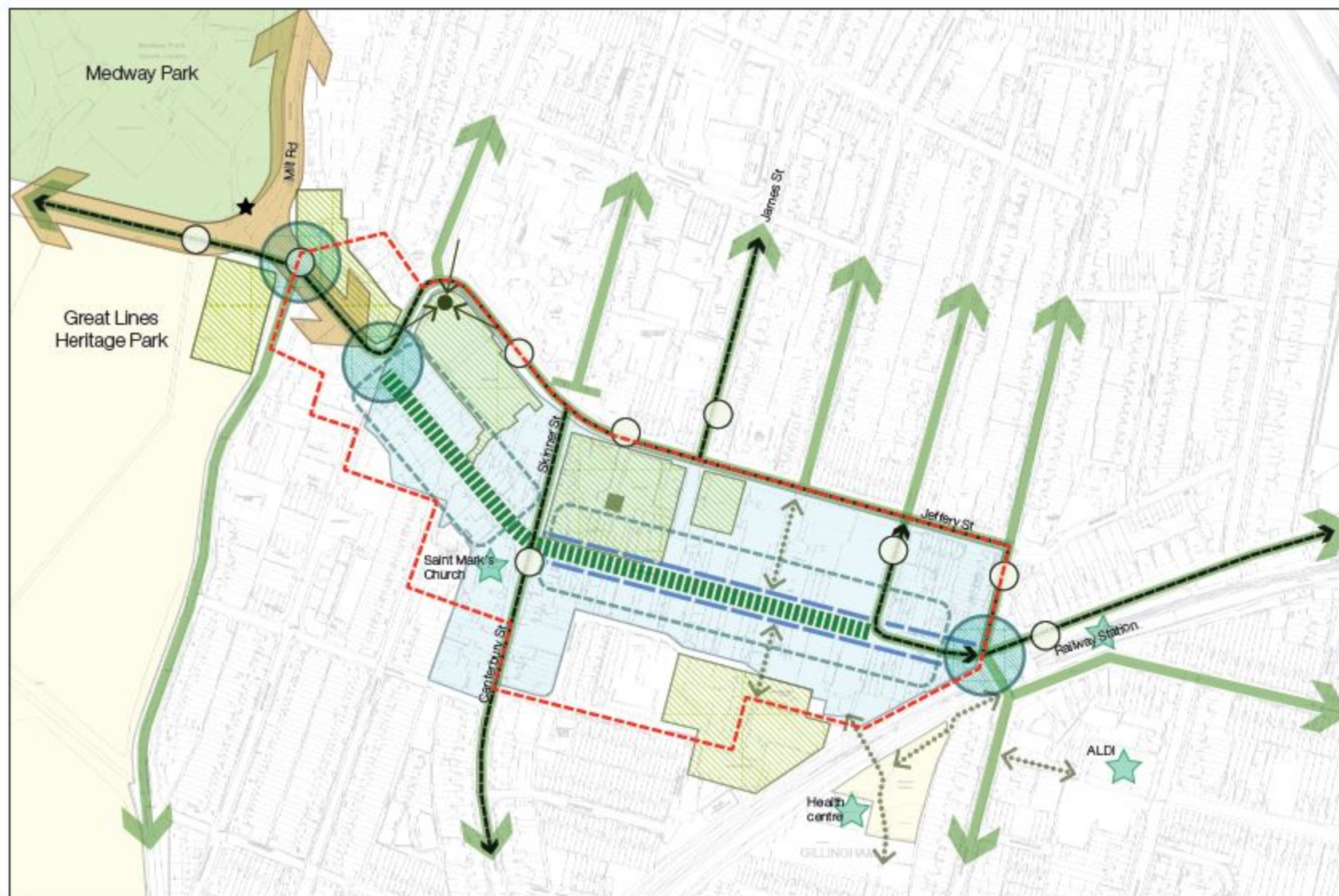


Site Analysis - Opportunities



Key:

Study boundary	Western gateway - more significant movement	Poor quality elevations	Prominent point	Bus stops	Core retail area
Bus routes	Vehicular links	Destinations	Retail allocation (Local Plan 2003)	Character areas	
Significant pedestrian links	High Street	Listed buildings	Gateways	Opportunity area	

Gillingham's town centre has a number of positive elements that can be improved, and important existing assets that can be used to support the role of the centre.

- The town centre is very accessible, with a high number of links directly into the High Street from the nearby residential areas and car parks.
- Bus routes to and through the town centre are numerous, linking with the High Street at the railway station, war memorial and at the Canterbury Street junction. Several bus stops are located on nearby Jeffery Street.
- Within the town centre there are effective non-vehicular links which, though currently poor, provide safe and traffic free access to and from car parks and transport nodes.
- The scale and width of the High Street is attractive and relatively unconstrained, providing opportunity for public realm improvements and possible access for vehicles to animate it at certain times.
- Buildings face the High Street, which provide a sense of activity and a certain sense of safety and enclosure.
- There are 'opportunity areas' - clusters of vacancy or under-use, or previously identified sites - which could be looked at for redevelopment or reuse. These have potential to support, diversify and add to the range of activities along the High Street and to make it more attractive for both local communities and visitors.
- The High Street has different 'character areas' along it; the western end has some sense of intimacy and enclosure, whilst the eastern end has larger retail units and a more open character and lower buildings. This can provide an opportunity to consider distinct objectives for particular parts of the High Street.
- The western gateway to the town centre, at Mill Road / Marlborough Road, is well used with a combination of the car park, Medway Park and the proximity of the universities contributing to a hub of activity and emerging cluster of services in this area

Opportunities

Opportunity Areas



left to right: western gateway at High Street; Britton Farm from Fox Street; shops on High Street; buildings on Green Street; the eastern block at the railway station



left to right: eastern exit from the pedestrianised area; Sappers Walk; bus stop on Jeffery Street; western gateway at Mill Road and Brompton Road

Movement