



CENTRE AND WATERFRONT DEVELOPMENT BRIEF

AUGUST 2008

ADOPTED



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PREFACE

Medway Council adopted this Chatham Centre and Waterfront Development Brief on 1st August 2008.

It has been prepared to inform the public, potential investors and stakeholders interested in the development of Chatham. It has the status of a 'supplementary planning document' and planning applications in the area covered by the brief will be expected to have full regard to it.

A draft brief was the subject of full public consultation and careful consideration has been given to all responses received in finalising the contents as set out below. The Council is grateful for all the interest expressed and it will continue to work closely with all parties as specific development proposals come forward. The brief has also been the subject of a formal Sustainability Appraisal that has been published separately.

The brief conforms with 'saved' Policy S.5 of the Medway Local Plan 2003 and is complementary to:

- The Chatham Centre and Waterfront Development Framework, 2004; and
- The Pentagon Development Brief, 2005.

Its preparation was highlighted in Medway's Local Development Scheme in 2005 and its first revision in 2007.

The document considers the whole of Chatham centre in terms of movement and public realm but also includes more detailed guidance for three 'masterplan' areas. These are:

- The Brook and adjoining areas;
- The Station Gateway – the area between Chatham Station and the Waterfront;
- The Waterfront – covering the area from Sun Pier to Gun Wharf.



John Fungley 2000

1. INTRODUCTION

1.1 TRANSFORMING CHATHAM CENTRE AND WATERFRONT

Exciting and visionary plans have been created for Chatham. Along with celebrating the natural splendour of the River Medway and undulating Kent landscape, there are opportunities to improve local transport connections, leisure amenities and shops, create a wide range of new homes and enhance everyone's quality of life with fantastic public spaces and parks.

While plenty of energy and investment will be focused on the future, the town's history is certainly not forgotten. Since ancient times, Chatham has had strong connections with London. It has a rich maritime and naval history dating back more than 400 years (its importance could be recognised with World Heritage status), there are literary connections with such great writers as Charles Dickens, and an impressive collection of historic buildings. Chatham and its waterfront are poised for transformation.

Medway Council and Medway Renaissance Partnership are fully committed to the successful regeneration of Chatham and its waterfront. The River Medway is one of the area's greatest assets providing the backdrop to many of the most exciting development opportunities in the South-East of England and the Thames Gateway.

The Medway Waterfront Renaissance Strategy (2004) sets out development guidance for the next twenty years. The aspiration is to transform Medway into a new city of learning, culture, tourism and enterprise.

A major step in creating this modern, exciting waterfront city is to develop key regeneration areas along the River Medway with Chatham at its heart. Chatham Centre and Waterfront will be the centre of strategic commercial, cultural and civic activity for well over a quarter of a million people in Medway.

To achieve the ambitious goals, new development should be well designed and energy efficient using natural resources as carefully as possible. Parks, streets and squares should be constructed with high-quality materials. Significant investment is to be made in Medway's transport infrastructure and new housing development should incorporate a mixture of types and tenures.

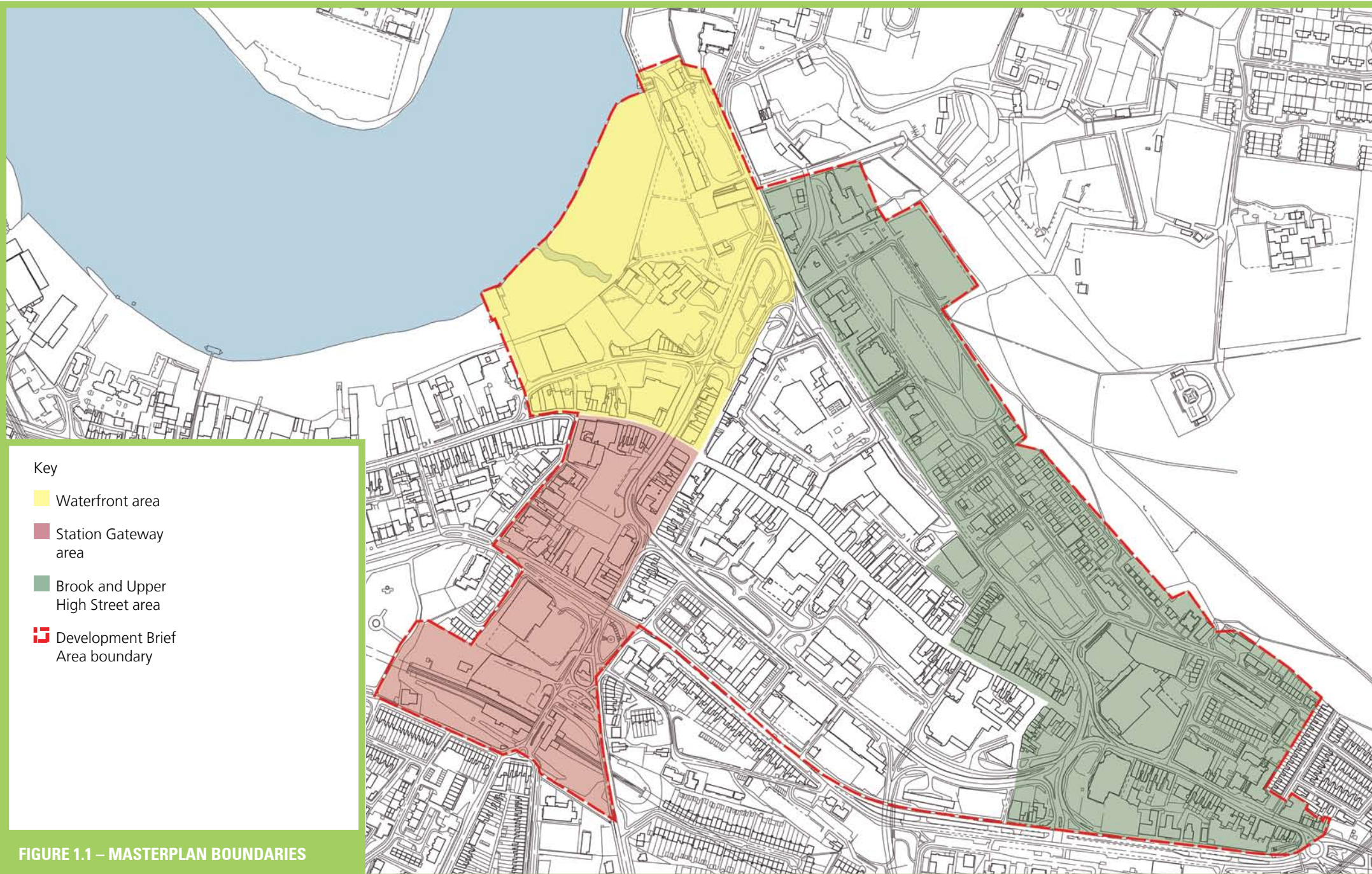


FIGURE 1.1 – MASTERPLAN BOUNDARIES

1.2 PURPOSE AND AIMS

The development brief seeks to ensure that development takes place in a balanced and co-ordinated manner by setting out a comprehensive framework to guide the delivery of cultural facilities, retail, housing, employment, leisure and associated community facilities, infrastructure, transport initiatives and environmental protection and enhancement.

The purpose of this development brief is to provide guidance for developers and landowners and to inform planning decisions on new development within the masterplan areas. It is also intended to set out the regeneration aspirations for Chatham and as such, the development proposals contained in the brief are intended to illustrate the likely form and amount of development that could be achieved. The document contains a number of illustrations and diagrams which indicate the overall design

principles that should be applied but are not intended to indicate specific building layouts which would be determined at the detailed design stage.

The area covered by this document is shown outlined by a red dashed line on Figure 1.1. It incorporates the core retail area and waterfront allocation as defined on the Adopted Local Plan (2003) Proposals Map. Since 2004, the development opportunities for realising Medway's vision for Chatham and its waterfront have been identified as extending beyond the core area. The site boundary has therefore been expanded to take account of these changes and overlaps with the proposed World Heritage Site. In addition, detailed masterplanning guidance is provided for three areas within the study – The Brook, the Waterfront and Station Gateway, also shown on Figure 1.1.



Chatham waterfront

1.3 CONTEXT

Medway Renaissance Partnership (MRP) is a local delivery unit which was set up by Medway Council in response to the government's Sustainable Communities Plan in 2003 to co-ordinate the delivery in Medway of Communities and Local Government (CLG) funded projects. The strategic partnership board comprises Medway Council, SEEDA, the Universities at Medway, public agencies and voluntary and private sectors. The purpose of the partnership is to secure the urban renaissance of Medway.

In July 2004, Medway Council adopted the Chatham Centre and Waterfront Development Framework as Supplementary Planning Guidance (SPG), Figure 1.2. In May 2006 the consultant EDAW was appointed to work with Medway Renaissance Partnership to deliver the Chatham Centre and Waterfront Development Brief that would sit under the 2004 SPG forming part of a sequence of new plan-making guidance and specific planning requirements as illustrated in the diagram opposite, Figure 1.3.

A sustainability appraisal was undertaken to inform the draft document for consultation. All regeneration projects within Medway are subject to scrutiny and are rooted in public consultation. In 2007 extensive community and stakeholder involvement and consultation was undertaken and the feedback informed this final adopted document. A summary of the consultation is in Appendix A.



FIGURE 1.2 – THE SPG DEVELOPMENT FRAMEWORK (2004)

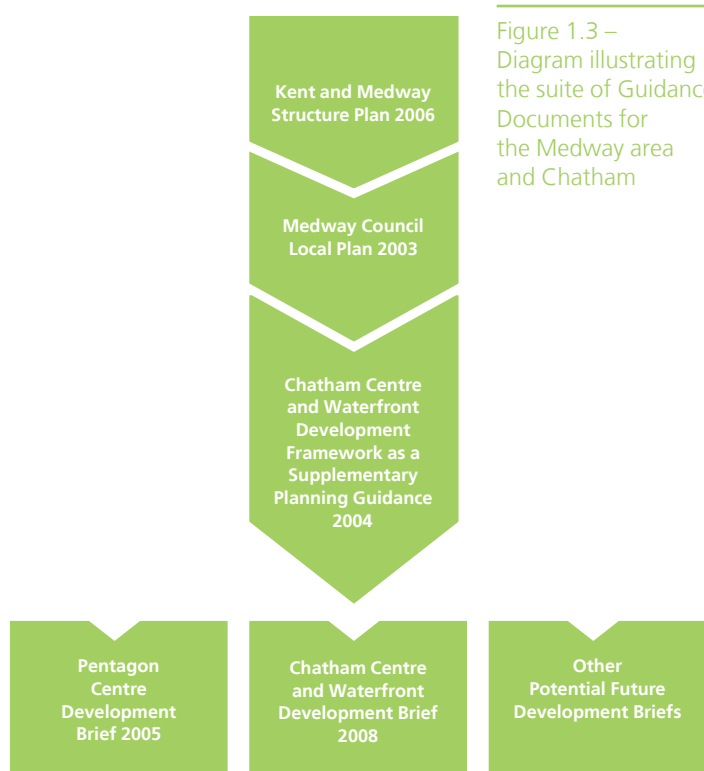


Figure 1.3 –
Diagram illustrating
the suite of Guidance
Documents for
the Medway area
and Chatham

1.4 CONTENT

This document is compiled to provide the latest proposals on the exciting plans for Chatham and its waterfront for the local community and for developers and investors, to:

- Demonstrate how the aspirations for Chatham Centre and Waterfront can be achieved through following best practice sustainable development and urban design principles;
- Inspire the imagination and sensitivity of designers in the process of preparing development proposals;
- Set out the requirements for developing the area's public realm and access and movement strategies;
- Describe the mechanisms to ensure the area-specific masterplans are delivered in a timely fashion through continued dialogue on the shared vision between the council, landowners, local communities, developers and other stakeholders.

A number of national, regional, sub-regional and local planning policies described in Appendix B are relevant to Chatham Centre and Waterfront Development Brief and any future proposals will pay due regard to these policies. In addition, relevant guidance documents specific to consultee requests are also listed in the appendix.



2. THE DEVELOPMENT BRIEF:

INCORPORATING THE MASTERPLANS FOR THE BROOK, THE WATERFRONT AND STATION GATEWAY

2.1 THE ASPIRATION

The aspiration is to make Chatham a city centre for Medway. This will require transformational change.

While acknowledging that physical regeneration is among the top priorities, the transformation will also require establishing a powerful and distinctive identity for Chatham.

Among the conclusions of the Chatham Design Summit held in August 2006 were that the town needs to promote itself as a mature, diverse and world-class centre.

To bring about an urban renaissance, Chatham needs to improve its leisure, cultural and shopping amenities and move away from the perception of being a dormitory town. It should become a major destination and the heart of a wider conurbation that includes Gillingham, Rochester, Strood and Rainham. Improved links need to be made to these and other neighbouring areas to ensure that regeneration benefits the wider community.



Panoramic views from Sun Pier



2.2 SITE CONTEXT

Chatham is at the heart of Medway, Figure 2.1. World famous for its historic naval dockyard, Chatham has also long been a strategic centre for trade. However, with the closure of the dockyard and the loss of the traditional economic base, has come the need to reconsider the town's future. Opportunities include the following:

- With a catchment of over one million people, Chatham has the potential to become a great shopping destination. The town has a major shopping centre but it is in need of investment. Larger units could attract major retailers and a wider range of shops would improve the centre's appeal to local people and visitors alike;
- Acting as a focus for research, entrepreneurship and economic growth, the new joint campus of the Universities at Medway has been established at Chatham Maritime, with more than 6000 students expected by 2010;
- Historic buildings and streets provide great character and potential in differentiating Chatham from other centres;

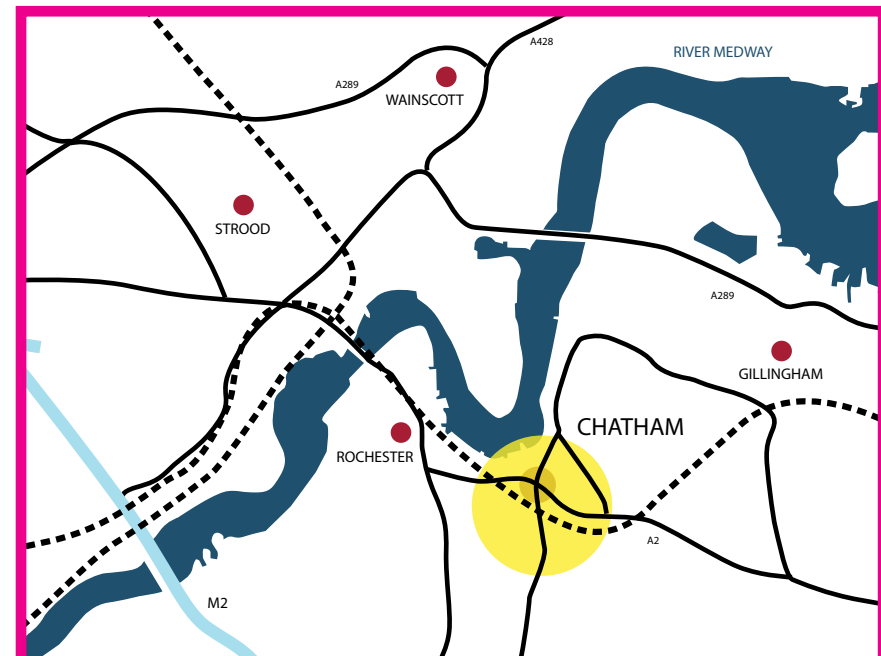
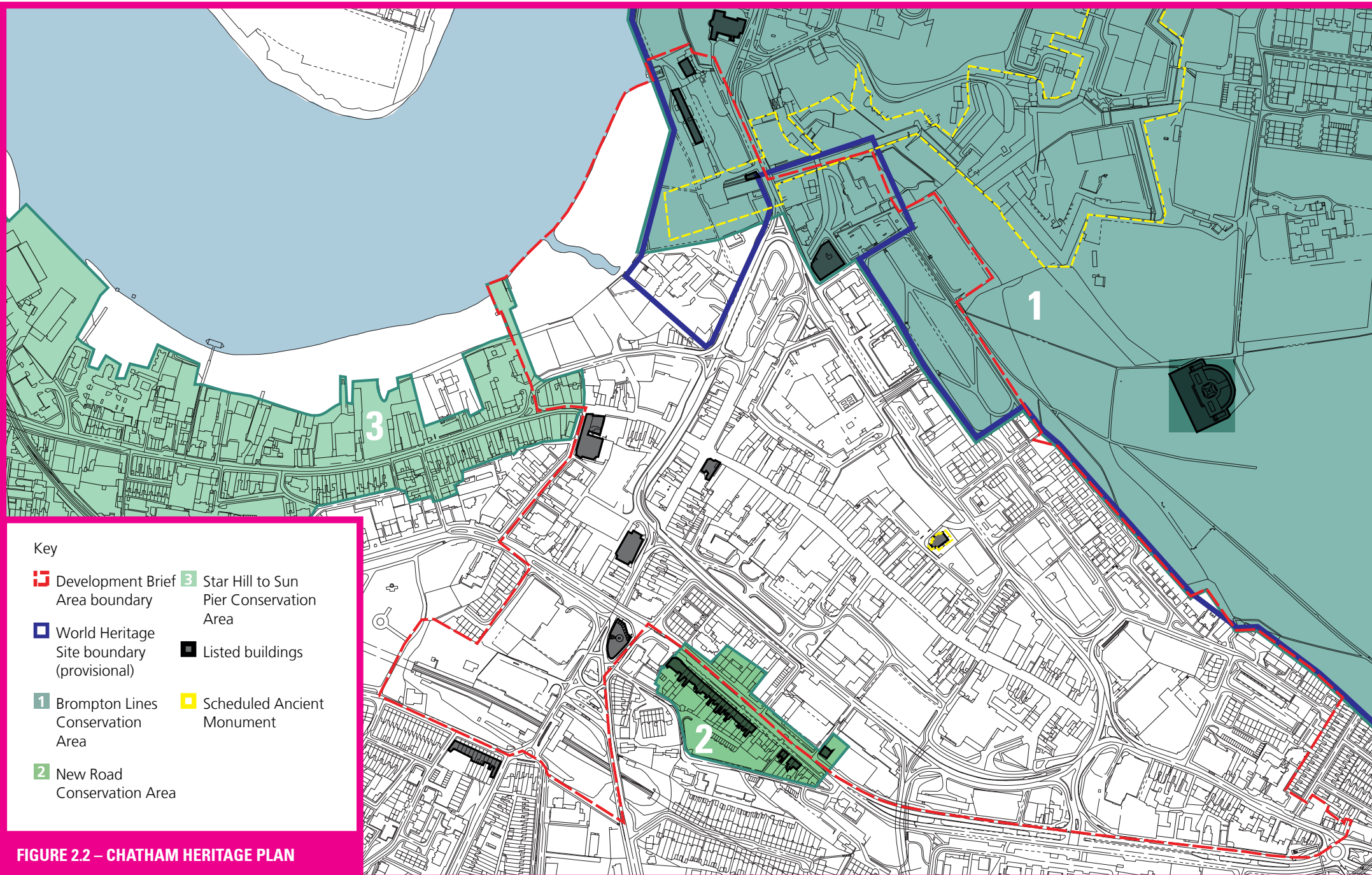


FIGURE 2.1 – INDICATIVE LOCATION PLAN



- Connecting the existing hubs of Rochester, Chatham Maritime and the prospective World Heritage Site with Chatham Centre and Waterfront provides the opportunity to create a major visitor destination, Figure 2.2;
- The Medway river frontage, park and promenade, with its long-range views offer impressive potential for a residential and cultural riverside district with a focus for activity which would include the area around Sun Pier;
- Chatham has a dramatic setting with the green ridgeline of the Great Lines area rising from the riverfront and continuing behind the town. Improving access to the town's parks and greenspaces will re-connect the waterfront and centre with its hinterland;
- Chatham has direct road and rail access to London, and has proximity to the Channel Tunnel Rail Link at Ebbsfleet.

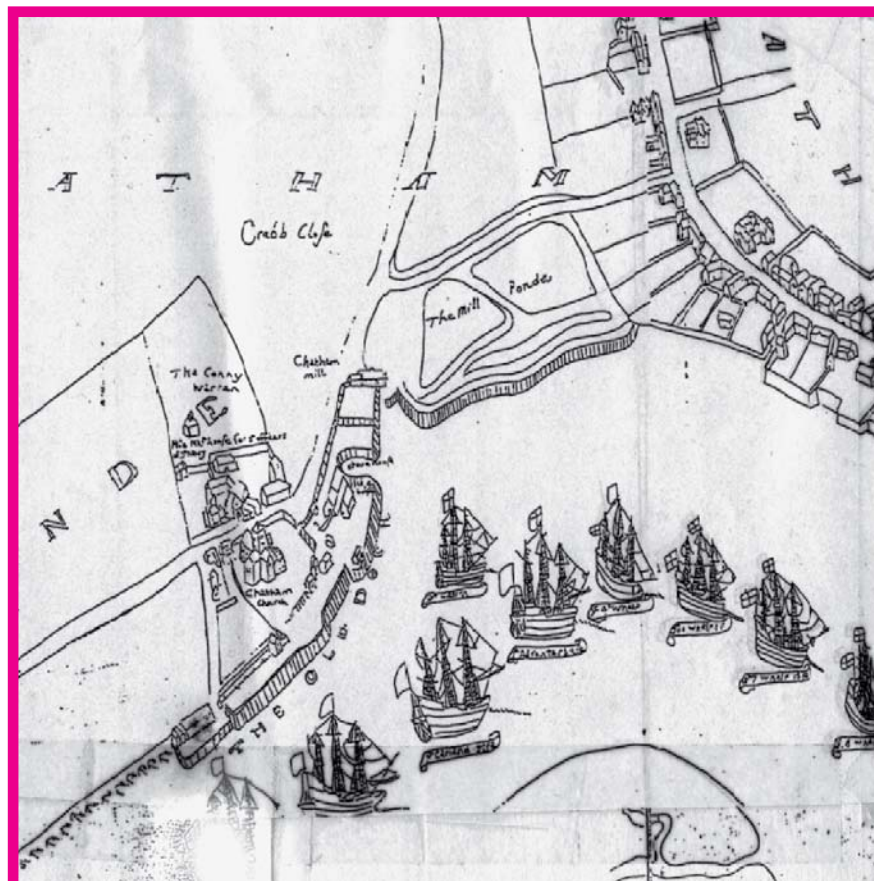


FIGURE 2.3 – INDICATIVE MAP OF CHATHAM 1633

2.3 OBJECTIVES

The objectives for revitalising Chatham Centre and Waterfront are aimed at achieving:

- Development which will set a new direction for the future of Chatham Centre, creating a **destination of choice** which attracts a wide range of visitors interested in heritage, arts and culture. It will also create a City Centre for Medway Cultural facilities and will sit alongside new homes, shops, offices, community facilities, workspace units, a hotel and new leisure opportunities.
- **Social** and **economic** regeneration which provides opportunities for local communities, including new business development, particularly in the creative and professional sectors. Substantial office development will be essential to support change on a city centre scale and achieve a balance with associated housing development.
- Distinctive, dynamic and vibrant urban neighbourhoods with a wide range of **new housing** from family homes to flats, to accommodate a more balanced and sustainable community.
- A transformed place with **inviting cultural, retail and leisure facilities**. While visitor spending in central Chatham is currently low, this transformation should attract more visitors and provide a welcome boost to the economy. Among improvements to shopping facilities is the proposed refurbishment of and extension to the Pentagon Shopping Centre.
- Building on Chatham's unique features including the river, natural topography, green spaces and history. New development must be of high



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A new destination of choice and a distinctive character

quality to provide a **distinctive character and sense of place**.

- A high-quality **modern bus facility** for the town centre to encourage greater use of public transport and enhanced pedestrian and cycle movement to, from and through the area will be enhanced. The road network will be improved to give improved access to buses, ease pedestrian movement and ensure good access to car parks.
- A re-configured railway station with new high quality pedestrian links to the rest of the centre.
- A human scale to assist in delivering a **safe, accessible and inclusive** environment with a mix of uses that bring life to streets at all times along with distinctive, high-quality design.
- **An appealing and user-friendly** town centre and waterfront area. Key connections will link the railway station, bus station, waterfront and High Street. Thoughtful design will ensure that landmarks and land uses will guide people around the town centre and to the waterfront.
- New development and refurbishment which must be of **high design and material quality and sustainability**. Good-quality architecture will create a mix of buildings including iconic structures at key locations. Energy efficiency and sustainability will be incorporated into all new buildings.
- A positive relationship between **old and new places, streets and buildings** to reinforce the unique features of Chatham. Green open space will provide 'lungs' throughout Chatham including a beautiful new open space on the waterfront, the refurbished Town Hall Gardens and Victoria Gardens, as well as linking to the extensive green resource of the Great Lines City Park.
- Optimisation of development potential to enable **transformation and regeneration** as quickly as possible.
- Development proposals which provide flood alleviation in line with Environment Agency guidance. As the majority of the waterfront site sits below the 1:200 flood level, innovative solutions will need to be employed to ensure that all development is effectively defended.



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Human scale and a safe, accessible and inclusive environment



MASTERPLAN – OPTION STUDY

Key

- | | |
|---|--|
|  Public realm: green spaces |  Private gardens/ courtyard gardens |
|  Shared surfaces |  Mudflats |
|  Public realm: hard surfaces |  New buildings |
|  Paths |  Historically significant buildings |
|  Existing buildings |  Waterfront Development Area |
|  River |  Pentagon Centre Development Brief area |



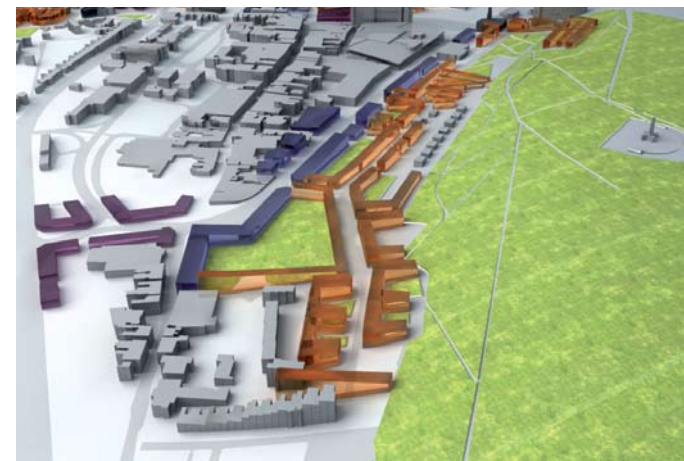
FIGURE 2.4 – ILLUSTRATIVE MASTERPLAN

2.4 MASTERPLAN PROPOSALS

The illustrative masterplan provides guidance on how to achieve the aspirations and objectives for Chatham Centre and Waterfront, Figure 2.4. To provide a focus for the transformation, development will be concentrated on three key neighbourhood areas described below:

The Brook

The Brook provides the opportunity to introduce a wider variety of homes into the heart of Chatham. These will provide the benefits of city living close to shops, restaurants and cultural facilities combined with easy access to open spaces including the Great Lines City Park. Forming a buffer between this new residential quarter and the busy town centre will be new buildings lining The Brook. These will accommodate a mix of uses including retail and appropriate community facilities and amenities, with residential uses above. High-quality public realm and improved pedestrian crossings on the Brook are crucial to ensure that the residential quarter will be well connected to the town centre. Figure 2.5.



Chatham – The Brook



FIGURE 2.5 – THE BROOK AREA

The Waterfront

Becoming a destination in its own right, Chatham's Waterfront provides the opportunity to introduce a range of new uses to the town. These will help raise the profile of the place, particularly to visitors. The centrepiece of the development is proposed to be a new cultural centre supported by cafes, restaurants and shops set in a Waterfront Park. This park is to become a new place for people to enjoy the beauty of the River Medway in an accessible, safe and stimulating green environment. The new bus facility will be between the cultural facility and the Pentagon Shopping Centre ensuring direct access to the heart of Chatham. Figure 2.6.



Station Gateway

Arriving at Chatham by rail should be a much-improved experience with new offices and residential developments coupled with improvements at the Station Gateway. New streets and squares provide a clearer and more attractive access to the town centre with pedestrian friendly routes being lined with retail and other uses that help to animate the street scene. A fine-grained network of streets will help to connect this area to the waterfront and other surrounding areas. Bus stops are proposed to be re-located close to the station entrance to provide easy interchange between rail and bus for commuters. Figure 2.7.



Chatham – The Station Gateway



FIGURE 2.6 – WATERFRONT AREA

2.5 MASTERPLAN DESIGN PRINCIPLES

The key design principles are as follows:

- New development in the Station Gateway area together with a variety of pedestrian routes and a series of new public squares should draw people through this new office quarter to the town centre;
- A signature waterfront development is to create a new destination in the town reached by a choice of routes from the railway station, High Street and the Great Lines;
- New development at The Brook is to create a family-oriented residential quarter focused around Town Hall Gardens. It should be designed to a high standard respecting and reflecting the landscape setting and character of the Town Hall Gardens and the Great Lines City Park;
- Existing townscape and historic buildings will be preserved and enhanced where possible, including St John's Church, The Brook Theatre and premises on the High Street and at Gun Wharf;
- New development should be of a sufficient scale to create a sense of place and identity, contribute to vitality and provide appropriate landmarks to aid orientation;
- Generally development should be between three and six storeys in height. Taller buildings will be appropriate to front key public spaces, to make efficient use of land in the centre, and contribute to the critical mass of activity while respecting the scale of existing townscape and the character of Chatham;



Active uses and a high quality public realm



FIGURE 2.7 – STATION GATEWAY AREA

- New development should be of an appropriate scale and use in prominent locations, to frame the space and create an urban energy throughout the centre;
- Sensitively designed taller buildings could add to and reinforce Chatham's already impressive cultural and historical identity. The designs should be of high quality, should minimise overshadowing of key public spaces and any negative effects on biodiversity;
- A sense of expectation and arrival is to be established by the formation of clearly identifiable gateways and routes including from the railway station, along the High Street, along the waterfront, up to Town Hall Gardens, to Great Lines and cross-routes through the town centre from one side of the valley to the other;
- Currently bland or uninviting areas will be animated and upgraded in keeping with the public realm strategy;
- New safety conscious, welcoming and direct pedestrian links should be established, particularly between the High Street and the waterfront and north-south routes across the centre from New Road to the Great Lines City Park;
- The quality, natural surveillance and use of existing pedestrian routes should be enhanced where possible;
- Perimeter block development is to be promoted, fronting streets and access routes and, where appropriate, enclosing semi-private spaces;
- Visual connections should be created from within and to the centre and waterfront, linking with the River Medway and the Great Lines City Park.

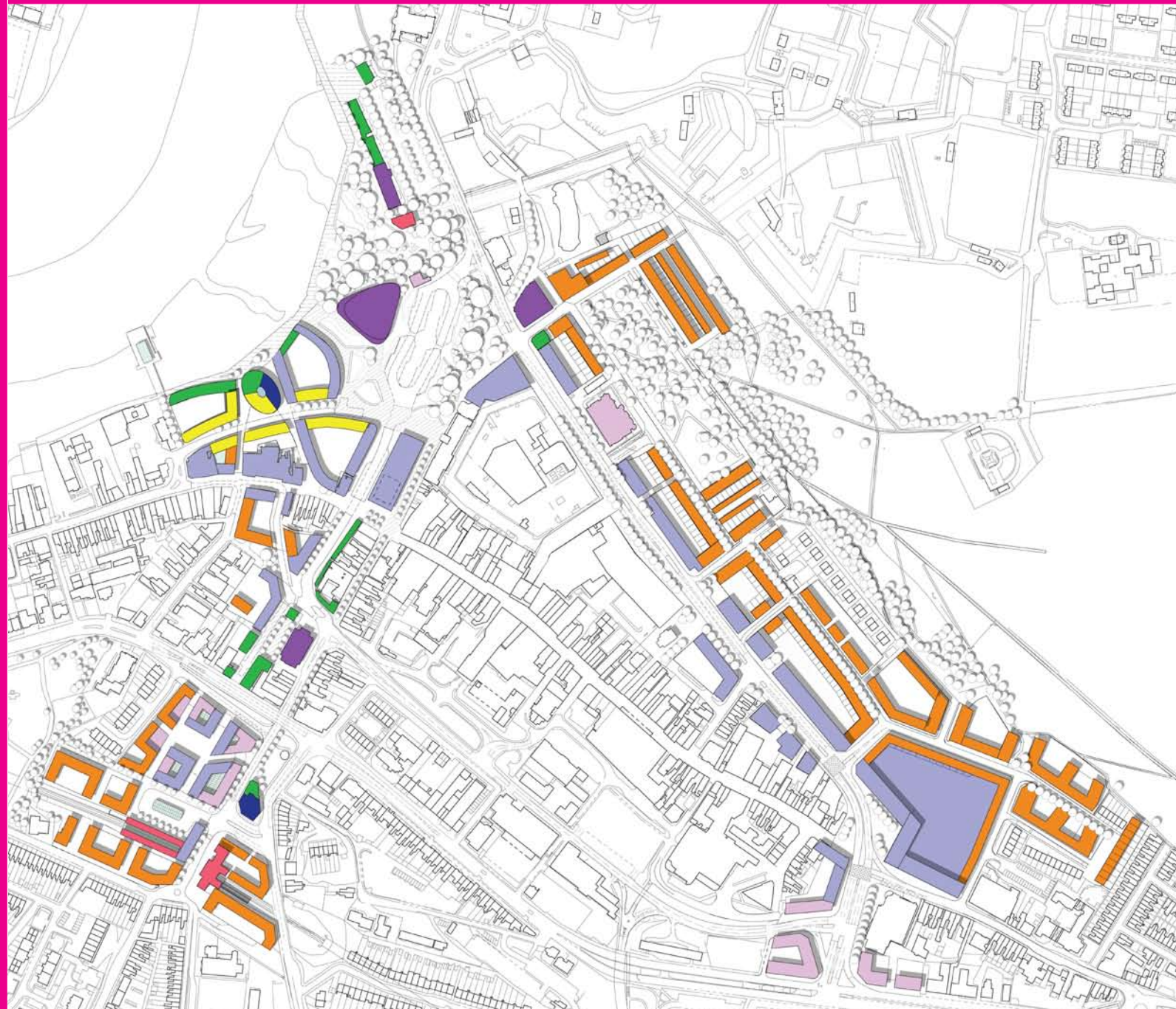


GROUND FLOOR USES – OPTION STUDY

Key

■ Business	■ Retail
■ Civic	■ Residential
■ Hotel	■ Cultural facilities
■ A3	■ Mixed use
	■ Atrium / Pavilion / Shelter

FIGURE 2.8 – INDICATIVE GROUND FLOOR USES



2.6 LAND USE

A diverse mix of uses is proposed to create a dynamic and vibrant town centre and waterfront including new retail, commercial, cultural, leisure, hotel and office development, as well as new homes for sale and rent to provide more family and apartment accommodation. The following quantum of development provides a guide to the suggested mix and amount of development for The Brook, The Waterfront and Station Gateway. Refer to Figure 2.8 opposite and Figure 2.9.

INDICATIVE DEVELOPMENT SCHEDULE				
USE	STATION GATEWAY (inc. Sir John Hawkins Way)	WATERFRONT	THE BROOK	APPROX. TOTAL (by use)
	APPROX AREA GFA	APPROX AREA GFA	APPROX AREA GFA	
Business / Office Numbers of jobs	30,500 1,605	7,500 395	13,500 711	51,500 2,711 a,b
Civic / Community	0	0	4,500	4,500
Hotel (4*) Number of rooms	3,250 54	5,750 96	0 0	9,000 150 c
Food & Drink (A3) Number of units	4,000 40	1,250 13	0 0	5,250 53 d
Retail Number of units	3,000 15	4,500 23	20,000 100	27,500 138 e
Residential Number of units (a)	56,500 700	42,500 500	90,000 800	189,000 2,000 f,g
Cultural facility Capacity (seats)	0 0	3,500 500	0 0	3,500 500 h
Mixed Use	0	1,500	0	1,500
APPROX. TOTAL (by masterplan area)	132,250	77,500	153,000	362,750
Car Parking accommodated in Masterplan: Spaces Area	1,944 35,000	583 10,500	1,278 23,000	3,806 68,500 *assuming 18sqm per car parking space *according to floorspace available

NOTES:

- a – Using English Partnerships Employment Densities as a guide to Number of Jobs
- b – 1 workspace per 19sqm of Office space (Gross Internal Floorspace)
- c – 4* Hotel – 60sqm of floorspace per room (Inclusive of all associated facilities)
- d – Food & Drink – average size of 100sqm assumed
- e – Retail – average size of 200sqm assumed
- f – Residential – unit numbers from original masterplan figures by Macreanor Lavington / Urban Initiatives
- g – Residential – unit numbers at 75sqm average per unit (Waterfront)
- h – Car parking for cultural facility based on a requirement for a 500 seat theatre



UPPER FLOOR USES – OPTION STUDY

Key

■ Business	■ Retail
■ Civic	■ Residential
■ Hotel	■ Cultural facilities
■ A3	■ Mixed use
■ Atrium / Pavilion / Shelter	

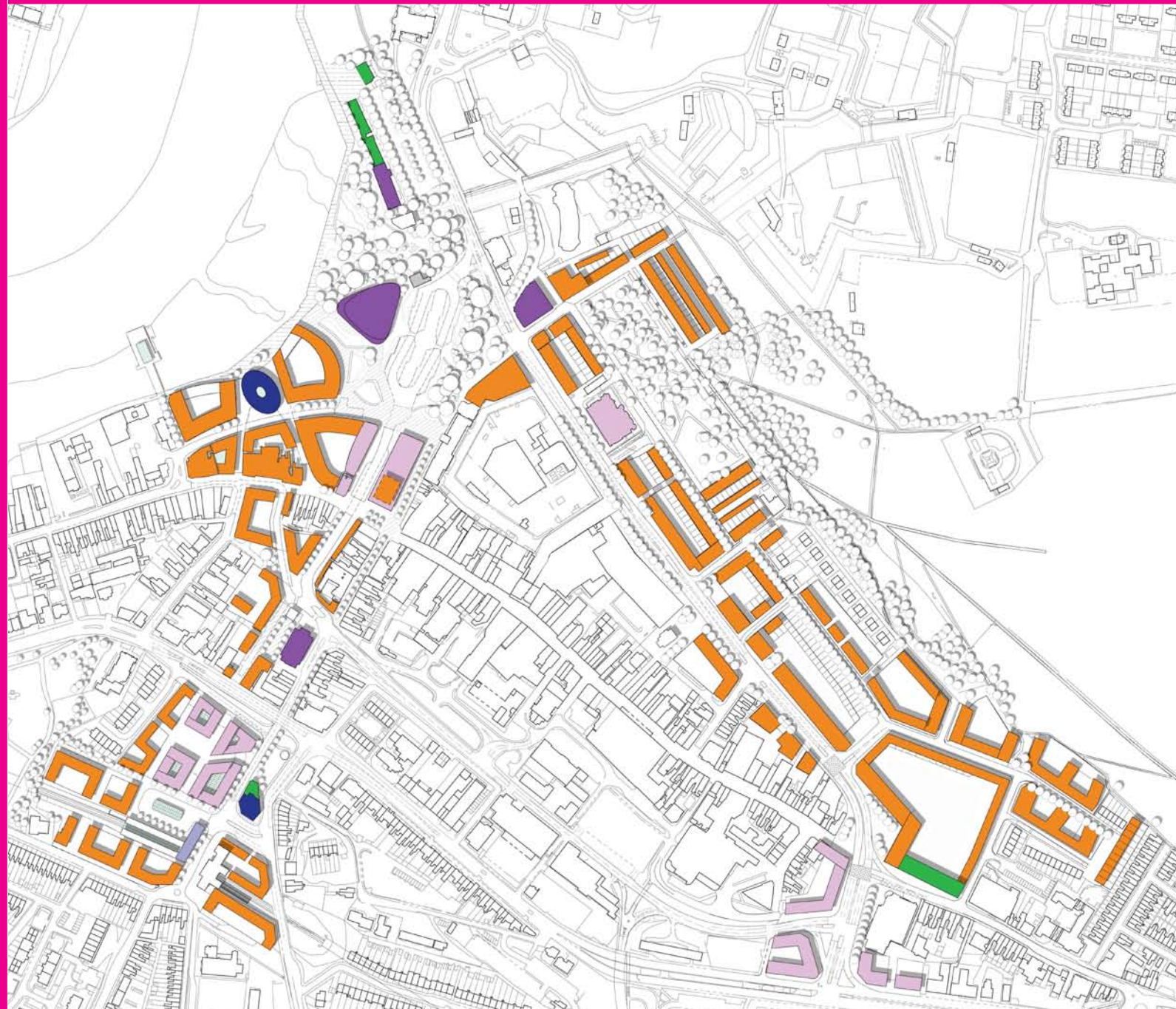


FIGURE 2.9 – INDICATIVE UPPER FLOOR USES

Proposed land uses for The Brook are as follows:

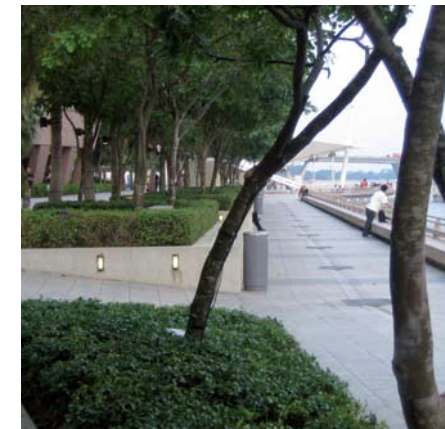
- New homes of mixed type and tenure will include town houses with gardens for family accommodation. There should also be one-to-three bed apartments and maisonettes in perimeter blocks with communal gardens, balconies and roof terraces. These should be for sale, rent and shared-ownership. In addition, a number of existing properties could be refurbished.
- The vision for the neighbourhood advocates a range of land uses to support the local community with new shops, new business space and mixed-use commercial development (such as retailing, commercial, office, restaurants, bars, cafes on ground floors with residential uses above). A significant amount of this retail and commercial use could be located along The Brook creating an active and lively town centre street.
- There is significant development potential at the existing Tesco supermarket and former market site for a major redevelopment incorporating a new foodstore and a mix of other uses. This should provide car parking to serve the town centre in addition to the development itself.
- New cultural and community facilities should be provided along The Brook, including an enhanced setting and role for The Brook Theatre as a community arts and cultural centre and the potential relocation of the library as a learning centre associated with a new foodstore. Health, childcare and education as well as training are important considerations for this predominantly residential area.
- Improvements to public open space will be made at Town Hall Gardens and the Great Lines City Park particularly to improve access. New pocket parks and play areas will be provided within new and existing residential areas.
- Parking will be provided either in secure parking courtyards or as off-street spaces or undercroft parking.

Proposed land uses for the Waterfront are as follows:

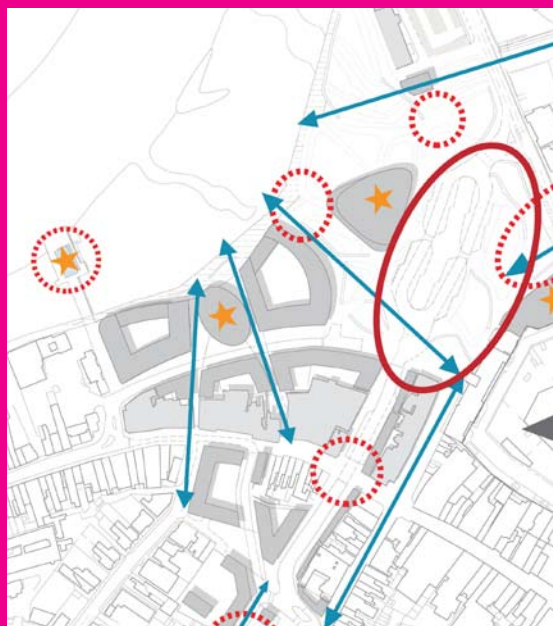
- To generate activity all year round, the provision of publicly accessible buildings at ground floor level with a mixture of food and drink outlets and other retail uses should help to ensure a bustling riverside destination. Daytime and evening events will help to maximise activity levels and create a continuously lively environment. Figure 2.8.
- Above ground level, apartments and a hotel are proposed and will take advantage of the views over the river. Office accommodation could be provided either at ground floor or upper levels within the development. Figures 2.8 and 2.9.
- The retail offer provided within the waterfront area should be differentiated from that of the High Street and Pentagon Shopping Centre. Due to the proximity of the High Street, it is imperative that a balance is achieved between provision of shops to activate routes to the river whilst continuing to ensure good use of the High Street.
- A major cultural facility is proposed to be located in the heart of the waterfront development. Detailed proposals are still in development, but it is envisaged that a theatre, multifunctional performance space, bars and restaurants could be included.
- A new bus facility within a parkland setting will provide a gateway and arrival point to the town to complement the railway station. Dynamic stand allocation (DSA) with a central waiting area will enhance the bus facility's attractiveness and security. This will be coupled with new development providing local street life and activity. The proposed bus facility will be accessible at all hours, an important consideration in the promotion of a safer and more welcoming town centre.
- A public square will be created at the waterfront development between Military Road and Globe Lane which will connect to a wide boulevard leading to the waterfront.
- The Waterfront Park and the Paddock will be significantly improved green spaces of a high-quality contemporary design and will link the town centre with the waterfront.
- There will be provision within the new development for taxi pick-up and drop-off points.
- Car parking should be integrated within the buildings in the form of podiums fronted by active uses and possibly in underground structures.

Proposed land uses for the Station Gateway are as follows:

- A highly accessible new office quarter for Chatham should be created combining office, commercial and residential development. There is scope for large multi-storey semi-undercroft car parks and a new city-class station building.
- The mixed use redevelopment of the Chatham Station area should incorporate a concentration of high-quality homes from apartments to family houses.
- Sir John Hawkins Way former car park is proposed for an office and residential mixed-use development with active frontages to include some retail at ground floor.
- The evening economy is to be promoted around the northern end of Railway Street which may include the refurbished St John Church as a music venue. A new public square could be associated with this building which would form a focus for other active uses. There may also be scope for community uses.
- Commercial-led, mixed-use development on the Wickes' site could provide a new gateway to the town. There is scope for significant office space and some residential units. Underground car parking can be provided below the network of pedestrian routes and spaces.
- Redevelopment proposals provide the opportunity to create a new pedestrian link running parallel to Railway Street. This route would be key to improving connections between this area, the waterfront and the town centre.



A mixture of uses and spaces



GATEWAYS, LANDMARKS, VIEWS – OPTION STUDY

Key



Gateways



Strategic
views



Public realm
nodes



Proposed
Landmark
buildings



Existing
Landmark
buildings and
structures

Views

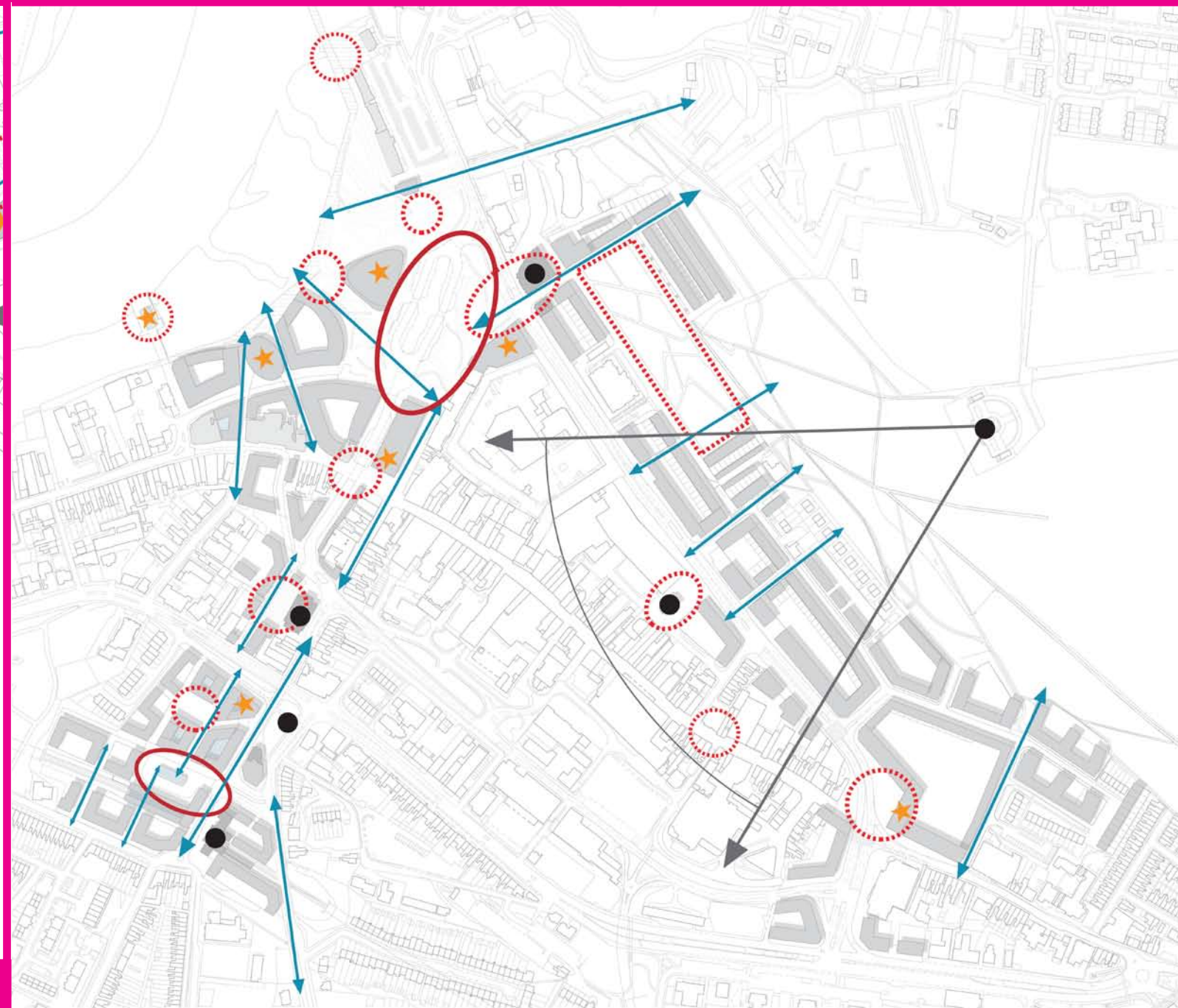


FIGURE 2.10 – INDICATIVE GATEWAYS, LANDMARKS, VIEWS

2.7 STREET AND BLOCK STRUCTURE

The street and block structure of **The Brook** should respond to the topography in this area. A traditional street pattern and urban grain is promoted in order to provide active frontage to all streets. Buildings should be orientated to provide a strong sense of enclosure and be of a scale and density not to overwhelm views to and from the Great Lines and the waterfront.

Areas where the topography is flattest, such as on the Brook frontage and Union Street/Upper High Street, will offer potential for higher density development. In the heart of the residential area behind the Brook frontage perimeter block buildings should be generally three to four storeys in height. Figure 2.12.

Ground floor units should be flexibly configured for commercial use with rear access undercroft car parking and service areas where possible. To facilitate this, higher floor to ceiling heights, removable partitions, larger windows and provision of ground floor toilets/washrooms and separate access points for commercial premises will be encouraged.

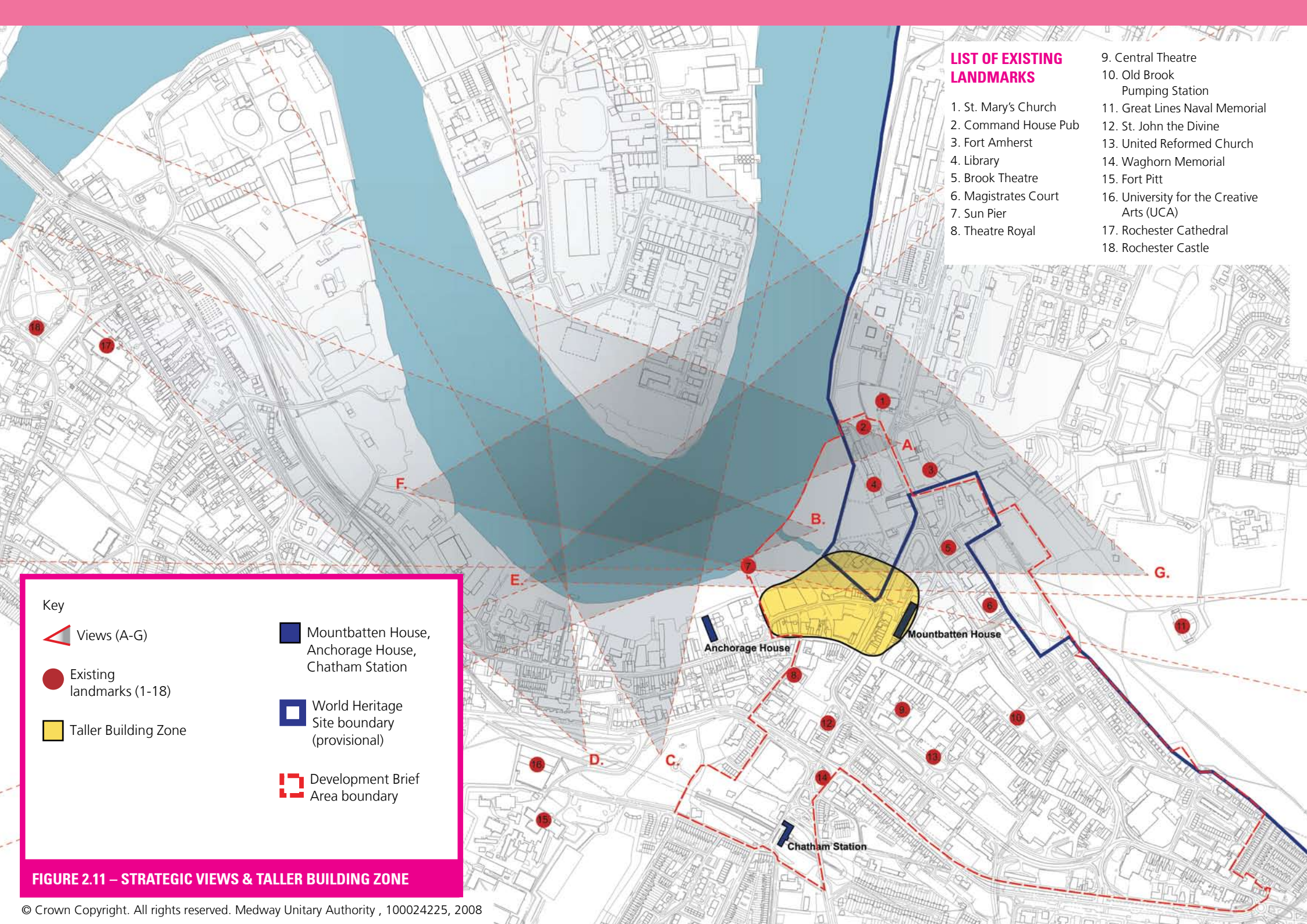
The existing street pattern within **The Waterfront** development area should be retained and enhanced with the provision of active and varied frontages along all routes. The streetscape is designed for maximum pedestrian enjoyment and convenience with widening approaches to the riverside, spill-out areas for cafes and restaurants, large public spaces, an attractive Waterfront Park and a series of events along the waterfront promenade. New development within this area should be predominantly perimeter blocks, arranged to maximise views to the river from both the

public realm and from within the development blocks. Consideration should be given to locating parking within the block to which it relates. Private decked courtyards will be enjoyed by residents or office users and will have secured entrances and lobby areas.

The street pattern for **Station Gateway** should create a well-connected and permeable network of routes. A number of public spaces will create lively places with inbuilt passive supervision, and surrounding buildings will have entrances and openings oriented towards the space. Ground floor uses should engage with the space and support spill-outs such as outdoor dining and cafes.

The removal of Sir John Hawkins Way flyover will open up opportunities for additional and improved pedestrian routes and permeability. Care is required to ensure that land uses give people a reason to use this route with active and live frontages contributing to a safer and more secure environment.

The former car park site at Sir John Hawkins Way could offer a significant opportunity to reinforce a new Sir John Hawkins Way quarter as a vibrant, viable and well-used part of town. This site forms a good physical and land-use link between the town centre and the Station Gateway. New development should act as a focal point with well-connected pedestrian routes providing links to the High Street, St John's Square, Medway Street and potentially in time, south to a redeveloped Wickes' site and new railway station complex beyond. The basic structural elements of north-south routes parallel with Railway Street form a finer grain of development with minor routes running east to west.



2.8 BUILDING HEIGHTS, MASSING, TALL BUILDINGS AND LANDMARKS

All new buildings should be of the best achievable architectural and environmental design. The heights of new buildings across the town centre and waterfront should be carefully configured to respond to their context and the desire to provide distinctive character to the town with careful use of massing and building height.

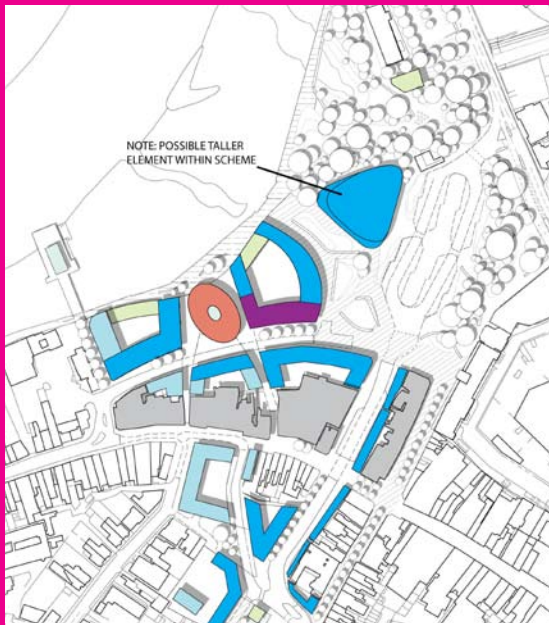
A zone for tall buildings in the waterfront area has been identified and sets the parameters required for tall buildings along with potential locations, Figure 2.11. The tall building zone was derived from consideration of the following:

- Embedding new tall buildings within the existing and proposed townscape;
- Understanding sun/shade paths of tall buildings on the land;
- Terracing of building heights so they are lower at the river's edge to allow more sunlight penetration;
- Possible screening of Mountbatten House and Anchorage House by clustering tall buildings around them.

To take forward development on the waterfront, an approach must be taken which involves understanding the opportunities and constraints in more detail including identifying:

- View corridors and cones;
- The location of listed buildings and the proposed World Heritage Site;
- Medway Council and English Heritage policy and guidance on tall buildings – as listed in Appendix B;
- Environmental requirements;
- Wind analysis;
- Market requirements;
- Flood protection.

A broad analysis of these opportunities and constraints will determine the placement of tall buildings. The diagram opposite, Figure 2.11, identifies the broad approach to positioning tall buildings in the waterfront area. Proposals put forward by developers will be subject to detailed analysis including the impact on the identified views, rather than just identifying the location of the views.



BUILDING HEIGHTS – OPTION STUDY

Key

1-2 Storeys	7-9 Storeys
3-4 Storeys	10-12 Storeys
5-6 Storeys	Up to 20 Storeys

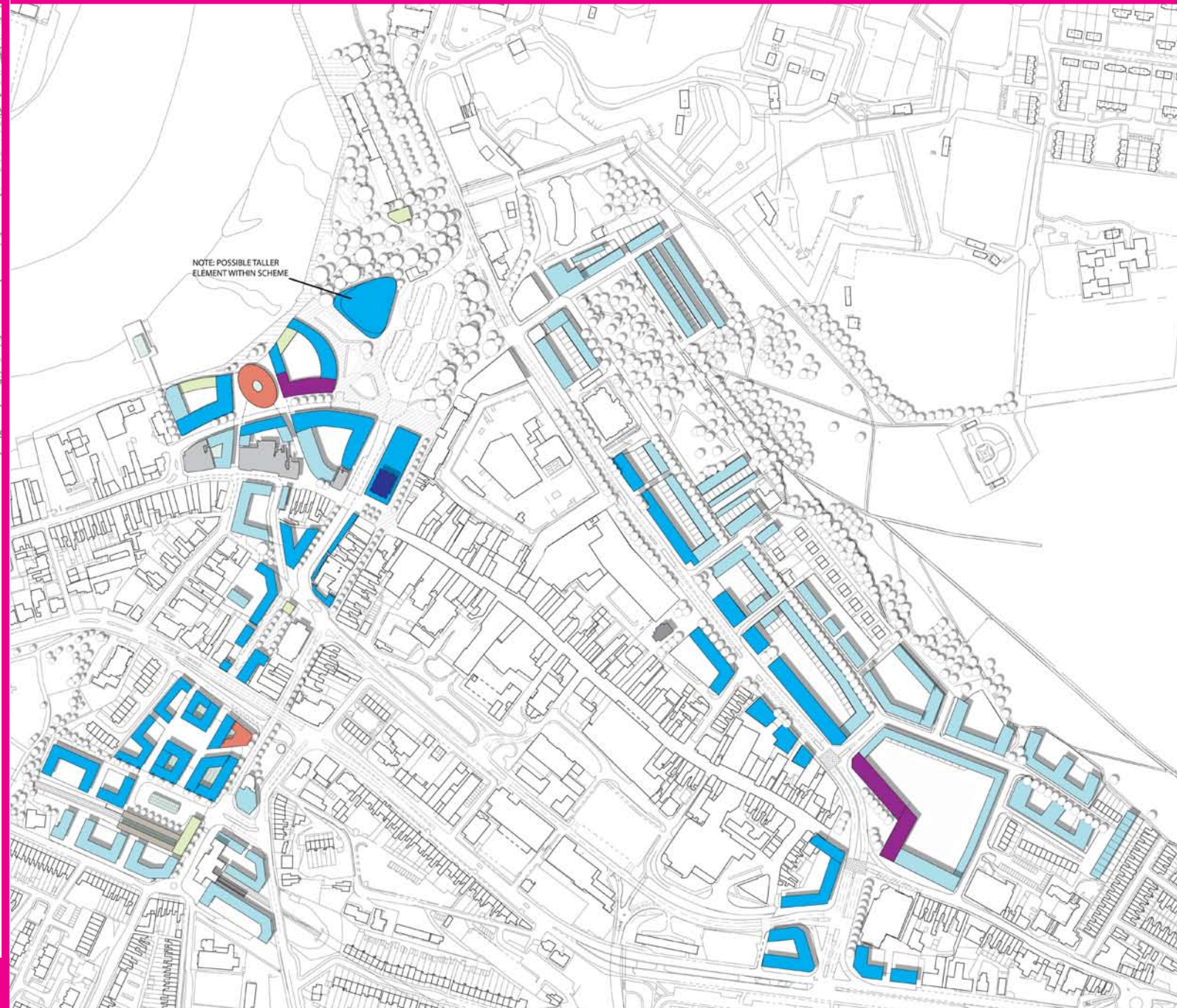


FIGURE 2.12 – INDICATIVE BUILDING HEIGHTS

The Brook

The scale of buildings should broadly correspond to the width of the street they front. The height of a frontage should provide sufficient sense of enclosure, natural surveillance and maximise the potential development opportunity of a site.

Where street frontages are on a slope, these should have a stepped roofline, frontage and threshold echoing the topography. Large blank flank walls at the junction between buildings should be avoided. To meet the provisions of Part M of the Building Regulations, all new schemes must provide level access for users. Therefore, some ingenuity is required where long building frontages with large floor plates are located on a slope.

The proposed boulevard-style environment along The Brook/Union Street/Upper High Street is sufficiently wide to accommodate taller buildings of approximately five-to-six storeys with a consistent building line to maintain a strong sense of enclosure without detrimentally affecting microclimatic conditions. However, narrower residential streets (such as Cross Street) should be fronted by only three-to-four storey block developments which do not break the ridgeline. Figure 2.12 and Figure 2.13.

The Waterfront

Landmark buildings should be multi-functional and hierarchical and should provide distinctive and iconic features to help with negotiating routes through the town.

New landmarks could include the cultural facility, potential tall buildings, bird habitat island and the improved Waterfront Park with the reinstated Barrier Ditch. Each should be sensitively and thoroughly designed to be of the highest quality visually and spatially. Key views from the site are towards and across the river, to the Great Lines City Park and towards Rochester. The park serves all of these views and will be an ideal place to enjoy the surroundings.

Chatham waterfront is proposed to become a lively and eventful location with activities and amenities open during the daytime and evening.

A mix of uses and facilities here could ensure consistent activity and make the most of the river views. Retaining the High Street respects the nature and character of this historic thoroughfare. Existing alleyways should be retained to re-establish direct pedestrian links between the High Street and the waterfront. Figure 2.12 and Figure 2.14.

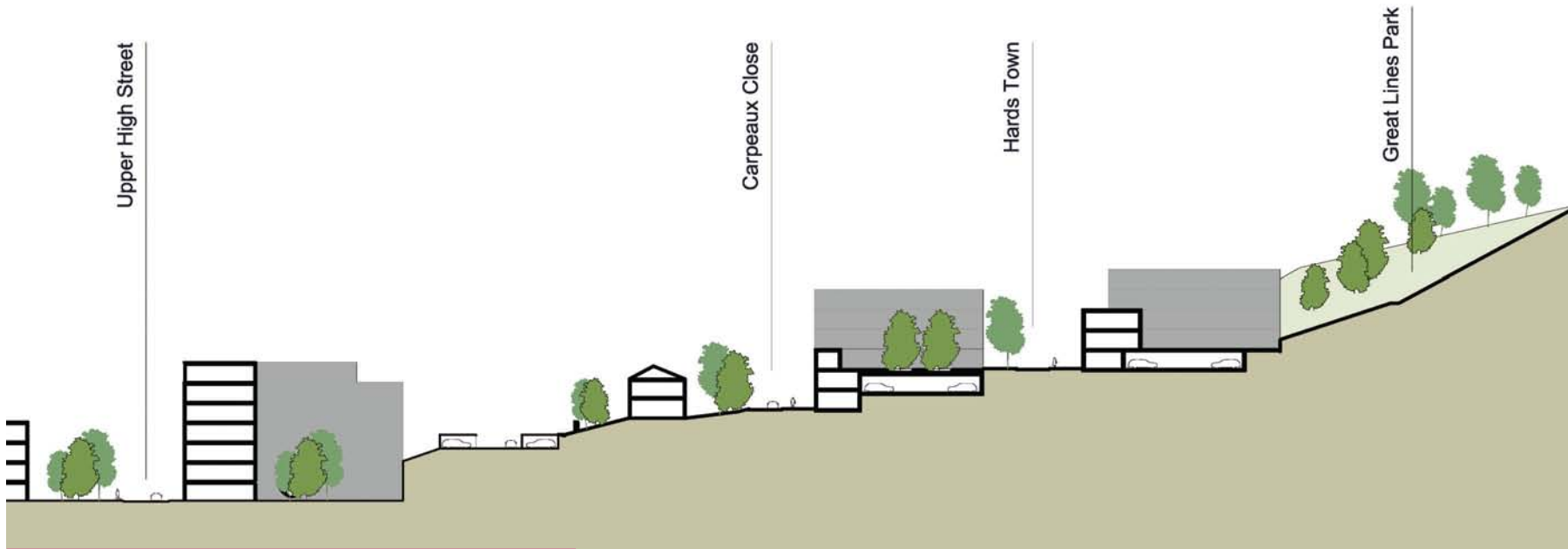


FIGURE 2.13 – SECTION A-A – THE BROOK

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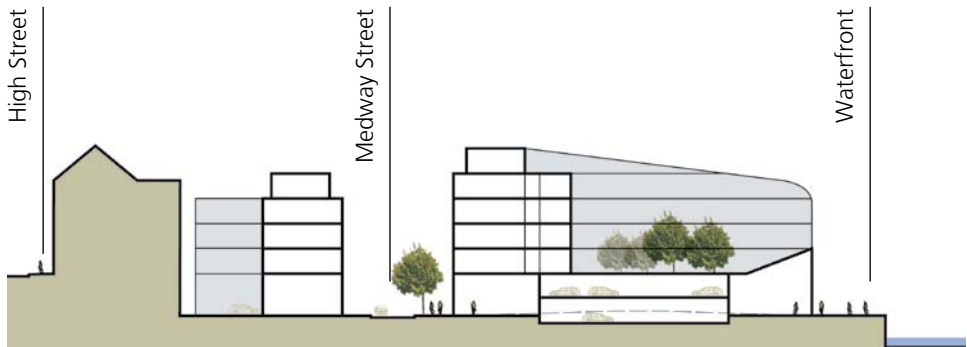
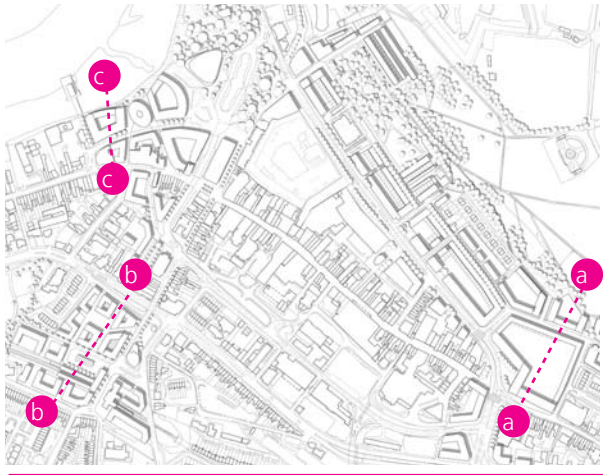


FIGURE 2.14 – SECTION C-C – THE WATERFRONT



Section location plan

Station Gateway

Creating a pleasant arrival experience at the railway station is essential along with providing a first-class station environment. A new station plaza at street level is proposed providing a new entrance to the existing station platforms. The change of level will be achieved through a combination of stairs, lifts and escalators making the station DDA compliant and ensuring ease of access for all. Pedestrians are to have a choice of two routes into the centre.

It is important that an appropriate scale is developed in the Station Gateway area. The predominant building height should be four-to-six storeys to respond to the prevailing scale, while final building heights will depend on the uses proposed. To create a landmark, it is proposed to site a building of up to 15 storeys along the route from the railway station to the town centre.

In time Railway Street may benefit from new frontage along the Wickes' site boundary and at the back of The Alexandra public house. The remainder of the street to the north of New Road currently contains reasonable to good-quality built form. The High Street contains a significant amount of historic building of high townscape value. Any redevelopment should retain as much of this as possible.

The creation of new street frontage along the south side of Sir John Hawkins Way is a challenge due to the limited amount of space available behind the buildings fronting Railway Street. Any development proposed in this location may need to establish new points of access for existing retail premises on Railway Street forming double-aspect units. However another approach is to create small kiosk-style, single-aspect units facing Sir John Hawkins Way. Alternatively the whole site could be redeveloped, Figure 2.12 and Figure 2.15.

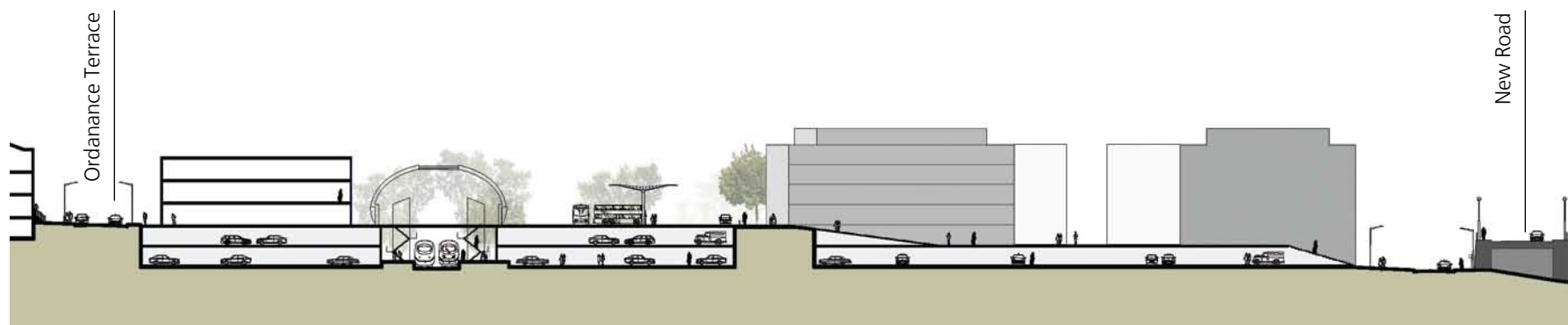


FIGURE 2.15 – SECTION B-B – STATION GATEWAY

2.9 ACTIVE FRONTAGES

Busy and active streets can be appealing and safe places. Active ground floor uses, such as shops and offices, should be encouraged along key pedestrian routes. These can be combined successfully with homes and offices on upper floors. The spatial organisation of buildings needs to ensure that conflicts between uses are minimised, particularly in terms of noise, smell and light pollution. Care is required also in access, servicing and parking arrangements.



Active frontages



The design and use of building exteriors is crucial in making great places. The following principles underpin the masterplan in terms of façade and interface.

- To avoid left-over and ambiguous spaces, new developments should follow the building line. In residential schemes, there is an opportunity to design a privacy strip between the back of the pavement and the building front of no more than 1.5m.
- New buildings must develop active fronts to create a vibrant street scene and to support passive supervision (by pedestrians, residents and others) and perceived safety on the street. Creating a lively environment can be helped by incorporating interesting shop fronts and placing entrances, windows and balconies towards the public realm. Developers of wider plots will be encouraged to break the length of façade into a series of narrower elements. Vertically structured facades relate to human scale and can create a more appealing street scene. Horizontal emphasis on facades should be avoided.
- In public spaces and parks, a mixture of activities particularly focused on cafes, bars and restaurants can provide consistent natural surveillance and a sense of safety. Permeability of these frontages is key in generating clear routes and visual links around the site.

2.10 FLOOD PREVENTION

Flood prevention at Chatham Waterfront is an important design consideration best addressed broadly at masterplan level and in detail in subsequent design stages. The Strategic Flood Risk Assessment, produced by Medway Council, will form the basis for a Flood Risk Assessment that is a requirement for each development site that comes forward.

Currently in Chatham there are areas that lie below the one-in-two hundred-year flood level and the existing flood defence is either inadequate or simply not present. The risk from flooding is primarily from tidal flooding of the River Medway. The current flood protection level is 5.8 metres AOD. The Environment Agency advises a flood-protection level of 6.4 metres AOD. These guidelines may be superseded by new advice or regulations and the most up-to-date information at any one time should be used for the individual site Flood Risk Assessment.

Together with flood prevention measures, the primary design objective for the waterfront is to connect with Chatham town centre physically and visually. The flood protection measures must not counter this objective with pure engineering solutions, but rather an integrated design approach will be taken. Therefore, flood defence should be fit for purpose but also integrate with the desired design objectives.

Flood protection measures through the Waterfront Park and the public realm will include land raising and land modelling to provide flood defence to the desired height. However, the principles embodied in Access for All will also be applied to the public realm and park so that steep gradients and steps do not form the primary routes and desire lines. Flood protection measures must be designed into the new buildings along the waterfront and be incorporated into their long-term ownership and management. Requirements for flood protection in buildings must be adhered to and, include for example, no sleeping accommodation below 6.4 metres AOD. In addition to flood defences associated with new development there are important considerations required of areas beyond the masterplan boundary which currently have inadequate or incomplete flood protection which must be addressed to prevent 'back-door' flooding.

The Council is working with the Environment Agency to produce a comprehensive flood defence strategy for the urban waterfront. This is expected to be completed early in 2009. This will also help to inform the preparation of Flood Risk Assessments for individual sites.

The Rat's Bay Pumping Station pumps water from The Brook, a now culverted stream, at high tide to prevent flooding from surface water. The aim is to replace the existing pumping station building with a new underground facility located off Medway Street and associated realigned sewers which will open up the waterfront views and public access.



3. PUBLIC REALM STRATEGY

3.1 THE STRATEGY

The vision for Chatham is to create 'a recognisable destination; a city with a lively, active and liveable reputation.' Central to achieving this vision is 'to make the river and its associated public realm the main attraction not only of Chatham, but of the entire 'fleet' of Medway towns.' A clear network of high-quality parks and public realm spaces is important in achieving these goals.

According to the Waterfront Renaissance Strategy: 'Chatham Centre and Waterfront will be at the centre of the waterfront renaissance, reaching its full potential for delivering the shopping, leisure and cultural destination of choice for over a quarter of a million people in Medway.'

The aim is to re-link a series of existing and reinstated spaces across Chatham. Many of these have sizeable backdrops and historic landmarks, such as the Great Lines and Naval Memorial that lack the recognition they deserve. These underused public spaces have the potential to unite the overall pedestrian strategy and to give the historic icons and artefacts their due prominence and attention.

The pedestrian experience along the River Medway needs to become a pleasant and attractive journey linking Chatham to the neighbouring towns of Rochester and Gillingham. The town's rich heritage should be celebrated by establishing a series of interpretative walks that link the waterfront to key destinations of Chatham's past, present and future.



A well used waterfront

3.2 KEY ISSUES

Key issues to be addressed are the:

- Poor access to high-quality open space. Chatham is currently perceived as lacking a strong positive identity. This can be attributed to its convoluted street patterns and poorly defined public spaces. In particular, routes are unclear between the railway station, town centre, historic dockyard and waterfront, and access between the town centre and the Great Lines is difficult.
- Unattractive and unsafe pedestrian routes and poor road crossings which prioritise cars over pedestrians and cyclists.
- Lack of physical integration between the town centre and peripheral areas. The town centre needs to relate to the wider area of Chatham so that it can be perceived as a destination with linkages to other exciting places within the vicinity.
- Under-use of the river and river frontage as a resource. Some of Chatham's prime real estate is located along the waterfront, yet, at present, the river is not celebrated.



An active and interesting public realm



Use of the river

3.3 DESIGN PRINCIPLES

The key principles to be followed in order to help revitalise Chatham Centre and Waterfront through the public realm are to:

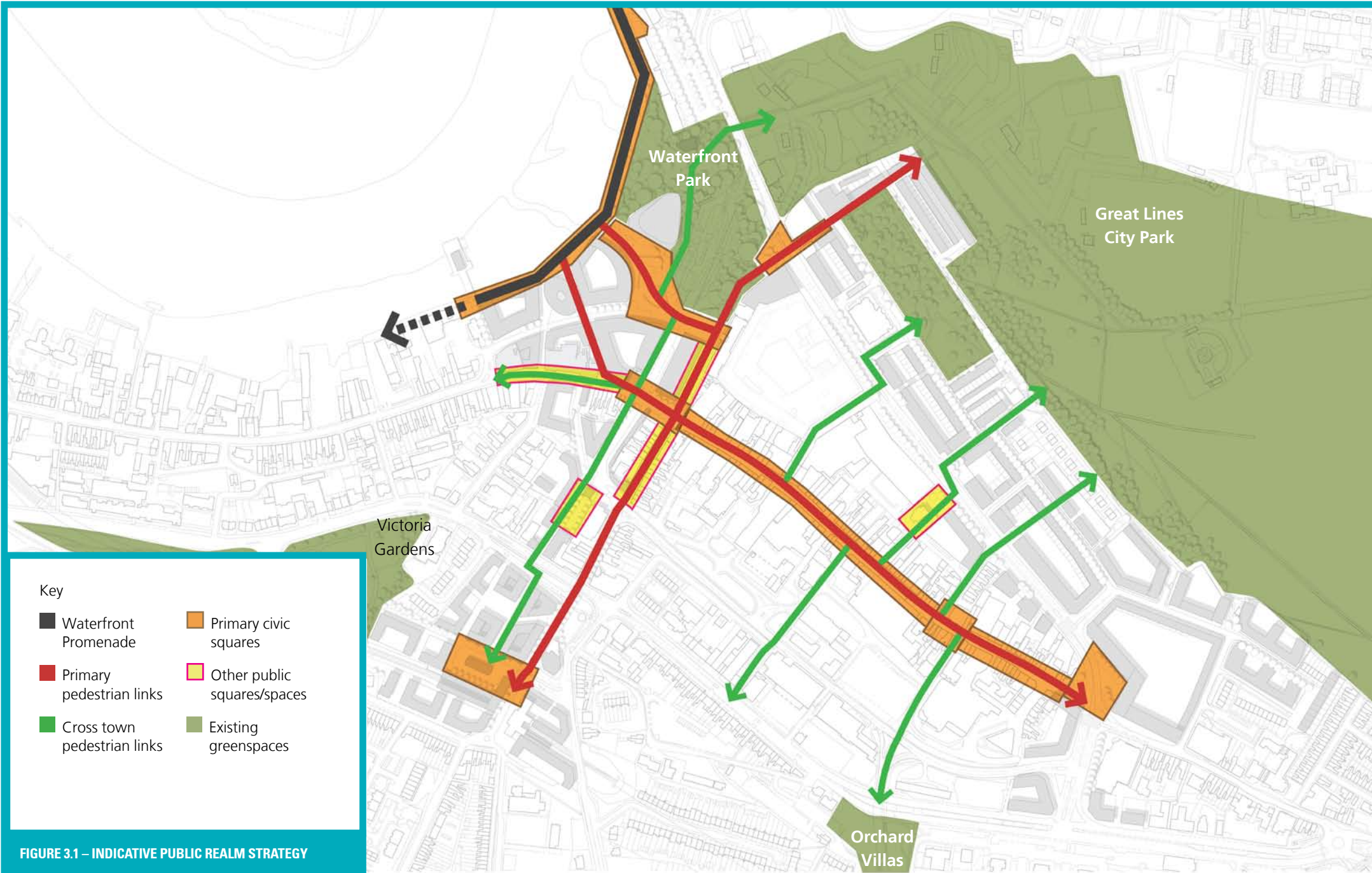
- Maximise the opportunities presented by Chatham's history, waterfront and topography;
- Create a series of trails celebrating the town's assets;
- Link existing green spaces to establish a pedestrian-friendly green space network;
- Protect and enhance strategic and attractive views;
- Create an active and positive experience for the waterfront;
- Celebrate the distinctive and interesting topography;

- Connect the rich heritage of the town with the river;
- Create a continuous riverside walk along the River Medway, connecting the different towns on the south of the river;
- Provide active frontage facing all public spaces to create a safe and secure environment;
- Improve and upgrade the existing public realm and green spaces;
- Redefine existing spaces to create cross circulation and pedestrian desire lines.

To achieve a variety of places and experiences, a hierarchy of linked open spaces is proposed to accommodate a range of functions and activities and help with orientation.



A continuous riverside walk



3.4 HIERARCHY

The main public spaces within the Chatham Centre and Waterfront Development Brief form a rich hierarchy of green open space, large public squares, intimate spaces and attractive streets. They are shown on Figure 3.1. The areas currently identified for prioritising environmental improvements and key civic locations are:

- The riverside promenade between Old Gun Wharf and Sun Pier;
- A transformed pedestrian boulevard leading from the shopping centre to the waterfront;
- The High Street, including two potential new public spaces;
- The public space outside the railway station;
- A new civic public square linking The Brook Theatre with the Pentagon Centre;
- The public realm adjoining St John's Church and associated with the new bus facility;
- The link across the town centre from Best Street to the historic pumping station adjacent to The Brook;
- The Luton Arches area.



Hierarchy of spaces

The main green spaces in Chatham, Figure 3.1 include:

- The Great Lines City Park;
- A major new Waterfront Park;
- The Town Hall Gardens;
- Victoria Gardens by the railway station;
- The park to the south-west of the town;
- The green space by Orchard Villas.

Figure 3.1 also shows key pedestrian links within the central area, which should be enhanced and strengthened wherever possible. Priorities for improvement are to:

- Strengthen and enhance east-west links across the town from New Road to the Great Lines;
- Reconnect Higgins Lane and Holborn Lane to the waterfront, and reduce the obstruction created by Sir John Hawkins Way and Globe Lane;
- Improve the environment along the High Street;
- Enhance the environment of The Brook and links north to Chatham Maritime and Town Hall Gardens with the Great Lines;
- Improve links from the High Street to the railway station along Railway Street and by introduction of a new pedestrian route parallel to Railway Street;
- Provide Victoria Gardens with a new link to the railway station.



Distinctive landscape design

3.5 KEY SPACES

The design criteria for specific elements of public realm are as follows:

High Street

The High Street is the established centre of Chatham and the public realm design will act as a showcase for this area as a hub connecting pedestrians to other destinations and as a destination in itself. The design will accommodate high levels of pedestrian activity while providing gathering and resting spaces, seating, new and existing trees, and features which provide distinctiveness and interest. A clear span of 3.5m will be retained for emergency vehicles and controlled servicing. Paving will accommodate loading as no bollards will be used. Wayfinding elements, such as paving and signs, will be bespoke designed and integrated into the space.



High Street

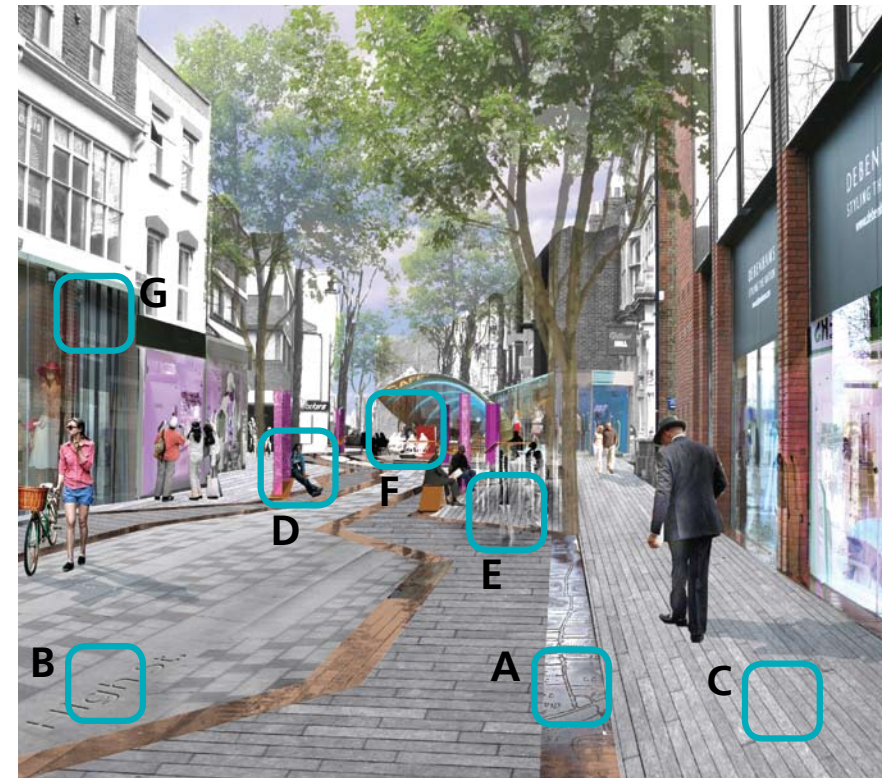
- A Artistic historical interpretation embedded into 'circuit bands'
- B Integrated text into paving as wayfinding element
- C High quality paving material
- D Integrated seating and lighting
- E Water features to pocket spaces
- F Outdoor café and seating area
- G New retail storefront



Viewpoint



Existing site photo



Design description

FIGURE 3.2 – VIEW OF HIGH STREET AT JUNCTION OF BACHELOR STREET

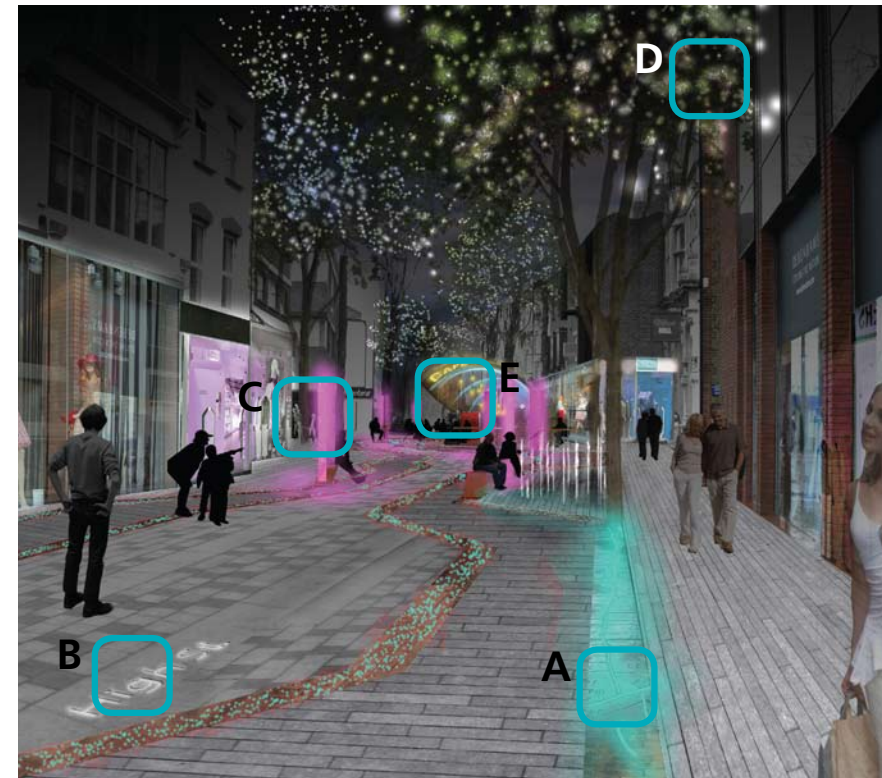
- A Lighting to historical interpretation
- B Tasteful lighting to wayfinding elements
- C Glowing light blocks integrated into seating
- D 'Twinkle' lights as permanent feature to trees
- E Low light to interior of café



Viewpoint



Existing site photo



Design description

FIGURE 3.3 – NIGHT VIEW OF HIGH STREET AT JUNCTION OF BACHELOR STREET

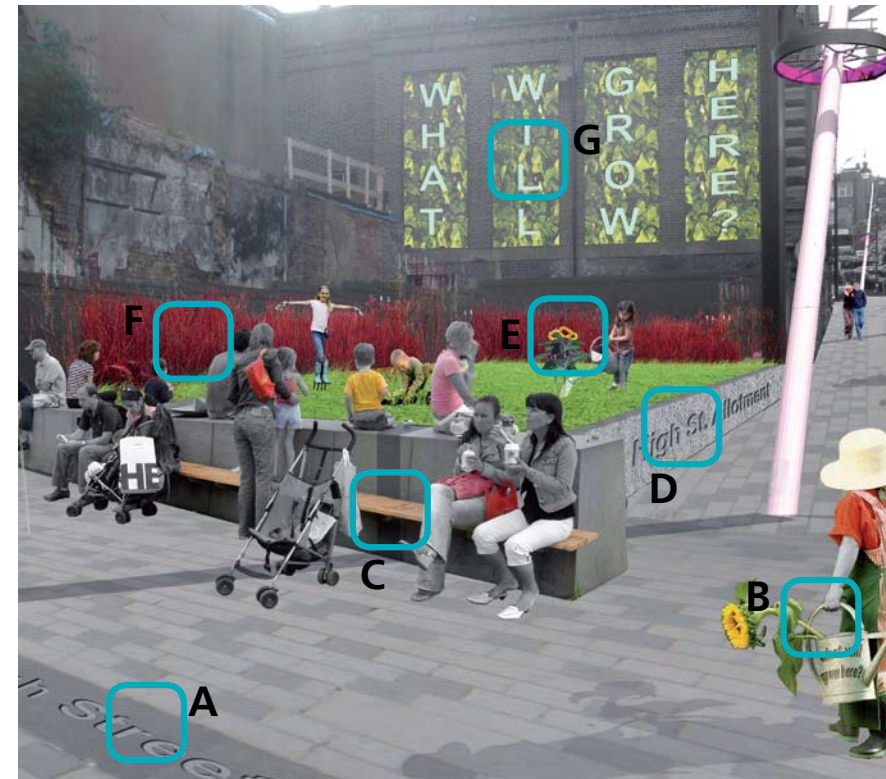
- A Text integrated into paving as wayfinding
- B Community/Educational initiatives ('What will grow here?')
- C Versatile seating opportunity
- D Integrated wayfinding text to vertical walls
- E Temporary High Street 'Allotment'
- F Vibrant seasonal planting
- G Retro-fitted banners to derelict architecture



Viewpoint



Existing site photo



Design description

FIGURE 3.4 – A TEMPORARY 'GARDEN ALLOTMENT' – MEETING HOUSE LANE

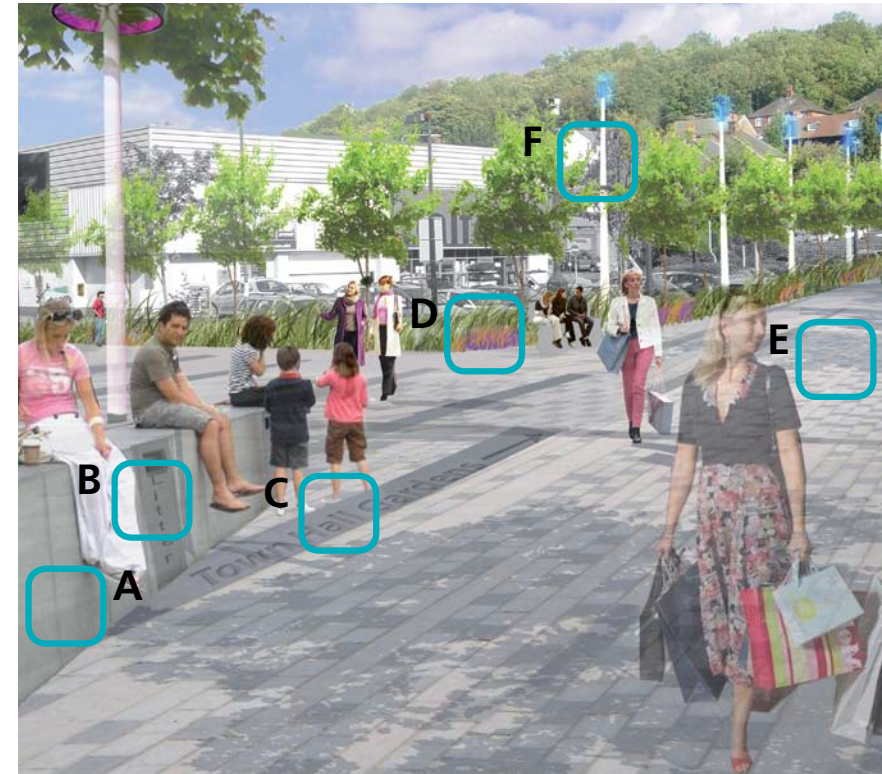
- A Versatile seating elements
- B Text integrated into paving as wayfinding
- C Text integrated into paving as wayfinding
- D Seasonal planting
- E High quality paving extending as raised pedestrian crossing
- F Vertical wayfinding elements



Viewpoint



Existing site photo



Design description

FIGURE 3.5 – VIEW OF BACHELOR STREET LOOKING TOWARDS THE BROOK

Waterfront Park

Waterfront Park is planned as a major green open space facing the Medway River. Its re-design will be informed by an analysis of the historical development of the water's edge, Barrier Ditch, the Paddock and other elements. The space will be predominantly green, with new trees, indigenous planting and grass terraces.

The park offers positive opportunities for habitat creation and biodiversity. The Barrier Ditch could be reclaimed and opened to tidal waters for heritage interest and to increase biodiversity, Figure 3.6. The design could introduce water features inspired by the historic outfall of The Brook across the site. Re-establishing a connection between the water's edge, Barrier Ditch and park provides potential to increase public awareness of tidal fluctuations and habitat, as well as enhancing biodiversity in a parkland setting. Terraces may step down from the promenade to the mud-flats to provide a series of habitats such as reed beds and coarse grass providing roosting for migrating birds. A half-tide barrier may provide standing water in the habitat and land drainage consent would be required to open the gate and flush the water at intervals. Hydrodynamic testing will be required. To increase biodiversity there will be limits to pedestrian access. An island at

the interface of the permanent and tidal water mark could provide valuable habitat for birds. This will be subject to a full hydrodynamic study to ensure it has no detrimental effect on the tidal flow and sedimentation regime in the river.

Art installations could turn the park into an ever-changing outdoor gallery, injecting a sense of fun.

Accommodating pedestrian movement along desire lines is a key element to the successful delivery of the park as a safe and secure place. Key routes include access to the waterfront promenade, to the bus facility, to the shopping centre, to the cultural facility, to the White House, to the council offices and a potential visitor centre. In addition, the design should aim to reinstate a physical connection between the Great Lines City Park and riverfront using the upper part of the Barrier Ditch as a pedestrian route.

The topography of the park should act as a flood defence and be designed as an attractive amenity. The design of walkways should improve connections between the High Street and the waterfront and also create opportunities for strategic views to the river and to Rochester.

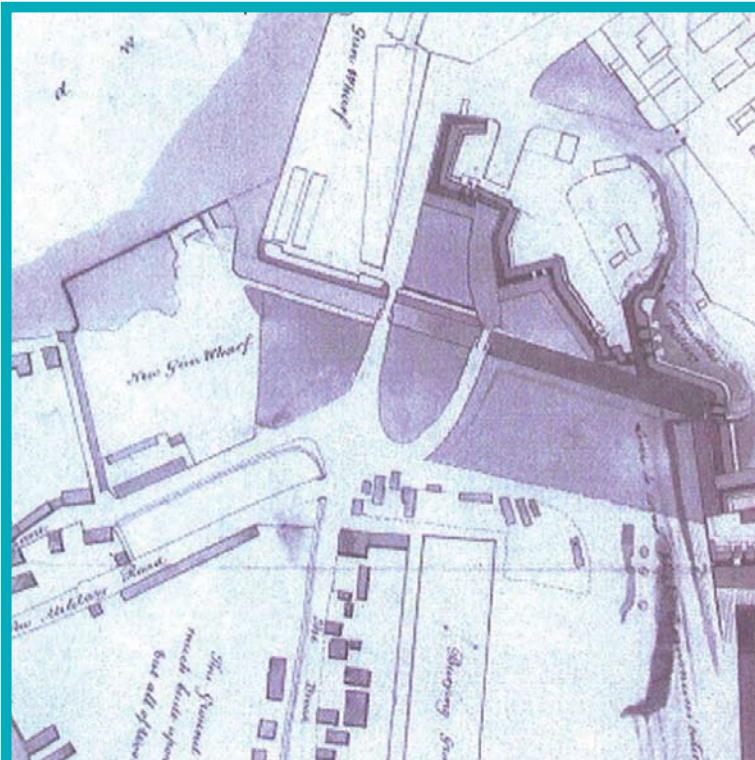


FIGURE 3.6 – THE CHATHAM WATERFRONT IN 1813



View of Waterfront Park

Waterfront Promenade

To reinforce its identity as the focal point for art and entertainment in the area, informal public street performances will be encouraged here. Special paving materials are to be used to demarcate the promenade. Bespoke lighting and materials should also be used along this frontage while aiming to declutter the public realm.

Street lighting should be integrated into the building facades. Removing lamp posts could increase the sense of openness and improve pedestrian access and circulation in this busy area. Pedestrian corridors between buildings should be seen as extensions of the activities in the buildings with design materials and landscape elements blurring the boundaries between interior and exterior space.

The hard landscape of this area should be refined and sophisticated with one type of paving material and slab size unifying the spaces between the buildings and their interiors. This simple and bold approach allows text to be incorporated into the paving as signage or a wayfinding device, or as a playful narrative of the waterfront's heritage.

Where pedestrian corridors are generous enough, landscape elements such as trees and seating should be provided to create an extended green corridor linking open space to the town centre. Where corridors are too narrow for planting, water features can be used to animate an otherwise uneventful journey. Vertical art installations could also be used to add light at night and an interesting sculptural presence in daylight hours.

Pedestrian Boulevard

A spacious pedestrian link is proposed to connect the town centre with the waterfront and provide a 'front door' space for the new cultural facility. In contrast to the Waterfront Park the pedestrian boulevard will be primarily hard landscape with seating, planting and water features designed as integrated artwork. Below ground is a utility corridor which is likely to restrict the use of large trees, however smaller trees in containers will be encouraged. Therefore shade and shelter from the elements should be provided with structures which are also designed as integrated art works. This space along with the waterfront promenade is to be the primary public experience of Chatham waterfront and therefore, high-quality design and materials, such as local stone, should set the standard for the regeneration of the area.

This space also provides for emergency and service access, to the cultural facility and other uses.



Great Lines City Park

Together with the dockyard and surrounding fortifications, the Great Lines City Park forms a unique historic landmark that is of such significance that it is part of the area proposed for World Heritage status. However the Great Lines is underused and currently suffers from patches of dereliction, poor access and substandard facilities. The park has great potential amid Chatham's regeneration and could become Great Lines City Park, a world-class space where residents and visitors alike come to relax, play and engage with history and nature.

The flat plateau of the Great Lines City Park is intended to remain natural in style as the soil here is rich and tall grasses provide important wildlife habitats. The landscape should avoid appearing over maintained around paths so as not to detract from its rural appeal. Uncut grasses may help define path edges and create the desired effect. Paving should be designed to flow through the landscape, creating a sensitive and compelling rhythm along the walk to the naval monument.

Detailed proposals for the Park are being developed separately but with full regard to this development brief.



The Barrier Ditch



Natural landscape

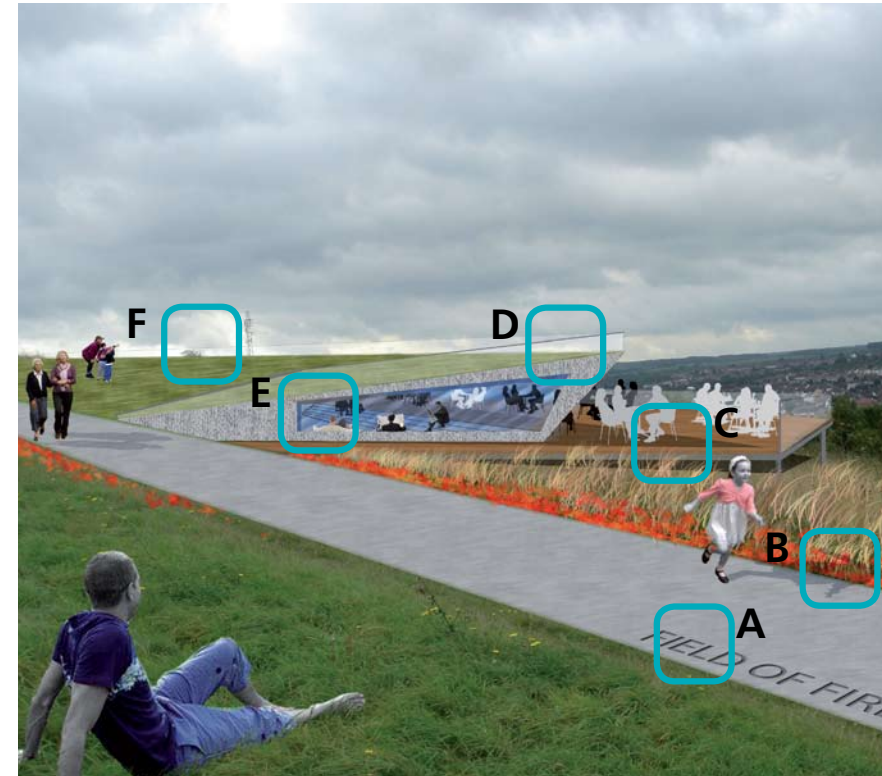
- A Text integrated into the paving as wayfinding
- B Seasonal planting to reinforce Heritage Walk
- C Outdoor seating sensitively suspended over landscape
- D Viewing platform created on upper terrace
- E Internal space with wireless connectivity
- F Extension of green space on roof of interior space



Viewpoint



Existing site photo



Design description

FIGURE 3.7 – VIEW OF INTERIOR SPACE CREATED NEAR GREAT LINES

Orchard Villas Green

To improve pedestrian movement throughout Chatham, lateral and cross-lateral routes are proposed.

To further attract pedestrians along this route from the town centre to Victoria Gardens, it is proposed that the underused space near Orchard Villas be enhanced to create Orchard Villas Green. This enhanced park should become a new key destination along the route and a place for relaxation. The area has many residential, community and educational facilities, yet there is little effective communal green space for residents and visitors. Potential exists to develop a community hub built around a café for example.



Café in the park



A place for relaxation

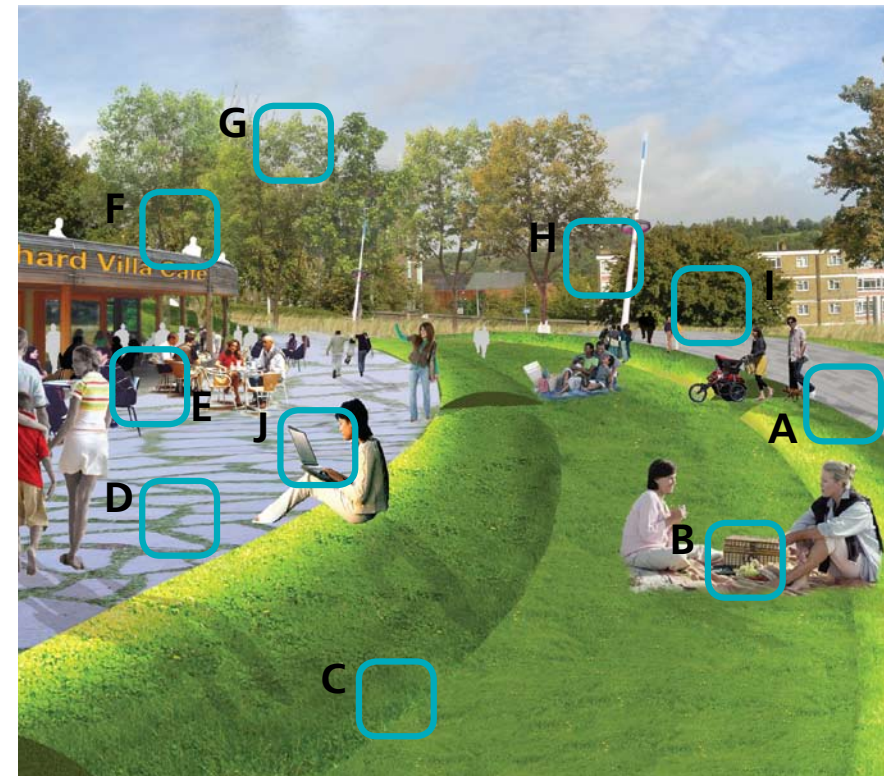
- | | | | |
|----------|--|----------|-------------------------------|
| A | High quality paving | G | Additional tree planting |
| B | Picnic and gathering space | H | Vertical wayfinding elements |
| C | Sculpted landforms | I | Long grass 'meadow' planting |
| D | Paving with 'green joint' to slow pace | J | Wireless connectivity at café |
| E | Café built into existing topography | | |
| F | Accessible roof terrace to café | | |



Viewpoint



Existing site photo



Design description

FIGURE 3.8 – NEW LOCAL CAFÉ TO REINSTATE ORCHARD VILLAS GREEN

Chatham Railway Station Square

The arrival experience of visitors is a vital element in the reinvention of Chatham's urban public realm and in signalling that dramatic change is underway. Where many visitors will gain their first impressions of the town, the railway station and its surroundings should showcase the design quality and ambition of 21st century Chatham.

By creating a shared-surface public square outside the station, the pedestrian would be presented with a sense of arrival, and the opportunity to orient themselves and absorb the views and atmosphere of Chatham.

Colourful walls may mark the entrances to the station providing a welcoming public space. Complemented by bold seasonal planting and high-quality materials and design, this area could become a dynamic extension of the station.



Temporary art as seating



Welcoming public space

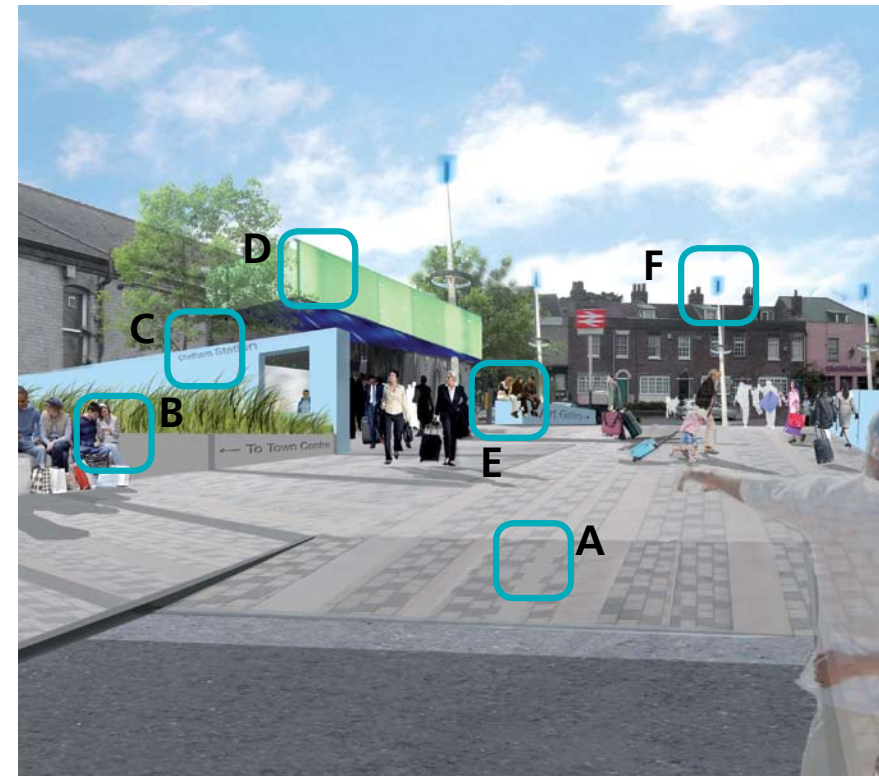
- A Raised pedestrian crossing as public square to station
- B Informal seating to raised planters with wayfinding integrated
- C Coloured vertical walls
- D Retro-fitted architectural feature to station entrance
- E Versatile seating elements with wayfinding
- F Vertical wayfinding elements



Viewpoint



Existing site photo



Design description

FIGURE 3.9 – CHATHAM STATION ENTRANCE



3.6 DETAILED ELEMENTS OF THE PUBLIC REALM

Cultural Trails

The public realm is to be designed to celebrate Chatham's rich history. This may be achieved through a series of interpretive walks that link the waterfront through key destinations of Chatham's colourful past. Historic and architectural treasures have been fundamental in shaping Chatham as we see it today, yet this heritage is currently lost from the public realm due to lack of clarity of access.

New cultural trails are proposed that will link the main attractions via short or extended routes. The topography on the routes could provide the visitor with dramatic views across Medway. The cultural trails will offer knowledge on the history of Chatham and potentially generate a greater market for each attraction by increasing footfall.

The trails themselves should contain clear way-finding elements embedded in the streetscape. Many of the main attractions can be given prominence through a standard design information board or plaque telling the history of the site. Trails should be designed to orient visitors easily and without excessive hindrance by fast-flowing traffic.



Chatham's culture and heritage should be celebrated

Paving

A consistent arrangement of paving through a hierarchy of types and scales of materials should be used throughout the public realm to improve negotiation of the public spaces. Paving materials can be used to help create distinct areas, and selecting from a limited palette will provide continuity to the look and feel of the town. The same paving sizes should be used with variations in texture, tone and colour marking the transition between spaces. A high quality of craftsmanship in installation and overseeing the installation is imperative – this goes for installation of all materials.

An overarching materials palette will be developed for the hierarchy of public realm associated with streets and spaces with a focus on natural materials. New development should be responsive to the existing architecture, historic and modern. Attention to detail should be paid in selecting appropriate paving materials because they have a strong sensory quality and help portray the character and feel of a place. Variations in texture can add a renewed quality and warmth. Colour and tonal variations can define the boundaries of space and indicate the mood and speed at which a space is walked upon. A consistent arrangement of paving should be used throughout the public realm to increase the ease of orientation around Chatham.



High quality paving material with a limited palette providing continuity to the look and feel of the Town Centre

Signage

A comprehensive wayfinding and signage strategy is to be developed with information provided at decision-making junctions. To reduce visual clutter, signage should be minimised in favour of clear pedestrian routes using cues in the public realm hierarchy as the secondary wayfinding approach.

Street Furniture

Carefully selected street furniture can help in creating a sense of place. Elements such as seating, tables, litter bins and lighting have a big visual impact and should be logically placed throughout the city and fit in with the character and quality envisaged for Chatham. A clean and clearly related family of street furniture can aid in visually decluttering streets and squares; thereby giving Chatham a stronger identity and making it a more vibrant place. Conversely, certain elements of street furniture, such as pedestrian barriers, bollards and vertical posts will be minimised.

Public Art

Public art can be an essential component in creating a sense of place. Artworks could be sited throughout the public realm and, along with being interesting and attractive, they can be useful in marking key orientation points on the cross-current of movement from Orchard Villas to the Great Lines and from the waterfront to the Great Lines.

A selection of these art pieces might also perform as functional items such as cycle racks, seating and water features. It is suggested that an artist could be involved at the outset instead of commissioning on an ad-hoc basis.

Planting

Seasonal planting could be a key addition to the landscape. By choosing flowers that bloom at different times of the year and planting them throughout the public realm, the character of Chatham will change seasonally. To increase biodiversity and reduce maintenance costs, indigenous planting would be favoured.



Public Art is a key component in creating a sense of place

3.7 MANAGEMENT AND MAINTENANCE OF THE PUBLIC REALM

The effective management of the public realm requires a proactive approach to issues such as events management, street trading and security.

Events Management

New development around the waterfront has great potential to become a major leisure and cultural tourist destination. Creating a lively and evocative space throughout the seasons will be events such as dance, theatre, open-air cinema, markets, book fairs and street performances. Management for such occasions may need to include advertising, crowd control and the provision of temporary structures. It is currently necessary to apply for a temporary events notice before an event is staged and the number of events is restricted to five per year. This limitation is incompatible with a vision of vibrant public spaces that showcase numerous events each week and will need to be revised.

CCTV

Cameras are already in operation on the High Street. They are run by Medway Council via a control room and provide 24 hour live monitoring and direct links to the police station. The control room has a direct connection to over 100 radio transceivers in shops along the High Street and at the Pentagon Centre. There are plans to expand this scheme with the deployment of up to 500 radios across Chatham.

Street Trading

A licensing procedure was introduced in 2006 to control illegal street trading; this is welcomed as it facilitates the introduction of speciality markets to enliven the streetscape and makes it easier to ensure the quality of goods sold.

Maintenance

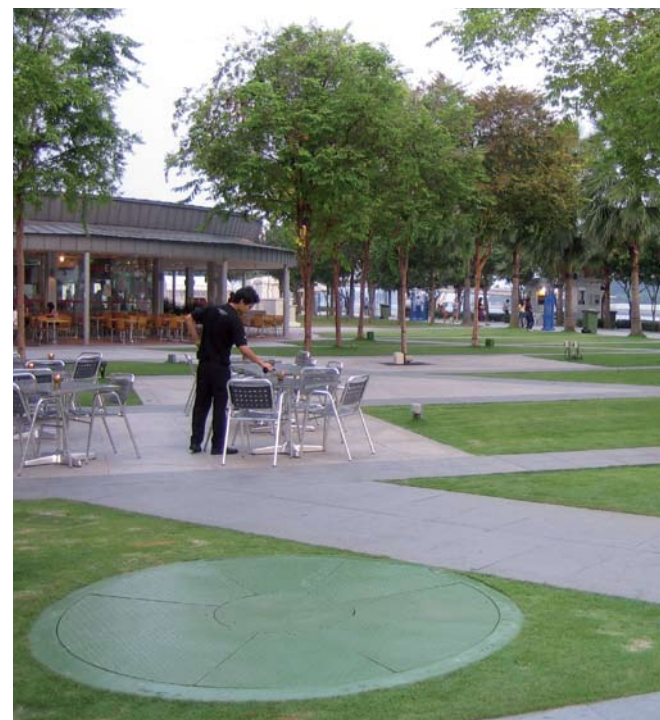
A well-maintained and managed public realm is essential for delivering the aspirations for Chatham Centre and Waterfront. Benefits include:

- A clean environment which is perceived as a safer environment;
- A rapid response to graffiti and vandalism to discourage such activity and provide a cared-for environment;
- A rapid response to repairs, such as broken lamps or benches, to prevent accidents;
- People and businesses respond positively to a well-maintained and managed public realm, an attractive place can make a contribution to creating a more vibrant and active economy.

3.8 DELIVERY OF MANAGEMENT AND MAINTENANCE OF THE PUBLIC REALM

Medway Council has a strong role to play in the delivery of a high-quality public realm but there may be flaws in a system managed totally by the public or private sector. A system run wholly by the public sector often faces funding issues, as is currently the case in Chatham. Meanwhile, management by the private sector can fall short of the truly open and public atmosphere that Chatham is striving for.

A joint public/private management system that can work effectively is a Business Improvement District (BID). BIDs exist with the sole remit of managing, maintaining and improving the public realm. A strong pattern is that BIDs tend to be successfully created where there is a strong town centre management scheme already in place with a high-quality public realm. Focus should therefore be on improving the current mechanism in Chatham before any new structure is proposed.



High quality public realm



4. ACCESS AND MOVEMENT

4.1 STRATEGY

The transformation of Chatham requires an effective and sustainable transport strategy. While Phase 1 of the new two-way system introduced in September 2006 has helped in improving movement and connectivity, further investment is required to improve access to the town centre and waterfront. The aim of the access and movement strategy is to improve accessibility by all modes of transport from walking and cycling, to rail, bus and car. Aims and objectives include:

- Improving pedestrian links between the main shopping areas, the waterfront and the railway station;
- Increasing priority for public transport through an enhanced bus facility, including real-time information and incorporating bus priority at key locations in the network;
- Enhancing wayfinding and directional clarity for visitors accessing Chatham by car through a clear vehicle access strategy and rationalisation of car parking and signage;
- Rationalising and enhancing the current car parking arrangements through concentrating provision in a reduced number of high-quality, larger car parks;
- Introducing directional signage, including variable message signing;



Enhanced bus facilities

- Strengthening the physical and visual connectivity between the two halves of the High Street through the removal of Sir John Hawkins Way flyover;
- Improving permeability for east-west movement by pedestrians and cyclists across the town from New Road to the Great Lines and breaking down the barrier of the ring road;
- Introducing high quality and well located road crossings, improved connectivity for pedestrians, safer routes and links for cyclists and secure cycle parking to improve access to the central area;
- There is an aspiration to link Chatham with Medway City Estate in the north of the Development Brief area by cable car or a pedestrian footbridge;
- Delivering a high-quality public realm so that walking becomes a pleasurable experience in the centre and waterfront, including improved access to the urban green spaces.



Secure and attractive cycle parking

Improving Movement for all Modes

Chatham is well connected by rail and direct services to London, Rochester, Gillingham and the surrounding areas. However, current facilities at Chatham railway station are poor with limited parking and much work needs to be undertaken.

Medway holds a significant position in sub-regional transport networks. Recent works, such as new and improved highway links to the Medway area from the M2, improved junctions along the A2 and the presence of the Medway Tunnel, encourage through-traffic to use other routes with the aim to considerably reduce traffic passing through Chatham.

While acknowledging the need for access to the town centre by car, a concerted effort is to be made to reduce the negative impacts associated with traffic in the area, to be balanced by improvements in the operation of public transport.

Following the introduction of two-way working in September 2006, the ring road has now opened up the town centre for motorists while delivering improved facilities for pedestrians. However, there is still much work to be done to reduce severance and improve links for all modes.

Fundamental to the regeneration and transformation of Chatham Centre and Waterfront have been decisions to remove the Sir John Hawkins Way flyover, relocate the main bus facilities and improve the main pedestrian linkages. Their importance to the regeneration of the centre and waterfront areas as a thriving heart to Medway cannot be underestimated.



High quality public transport

*depending on future proposals for the Sir John Hawkins Way site

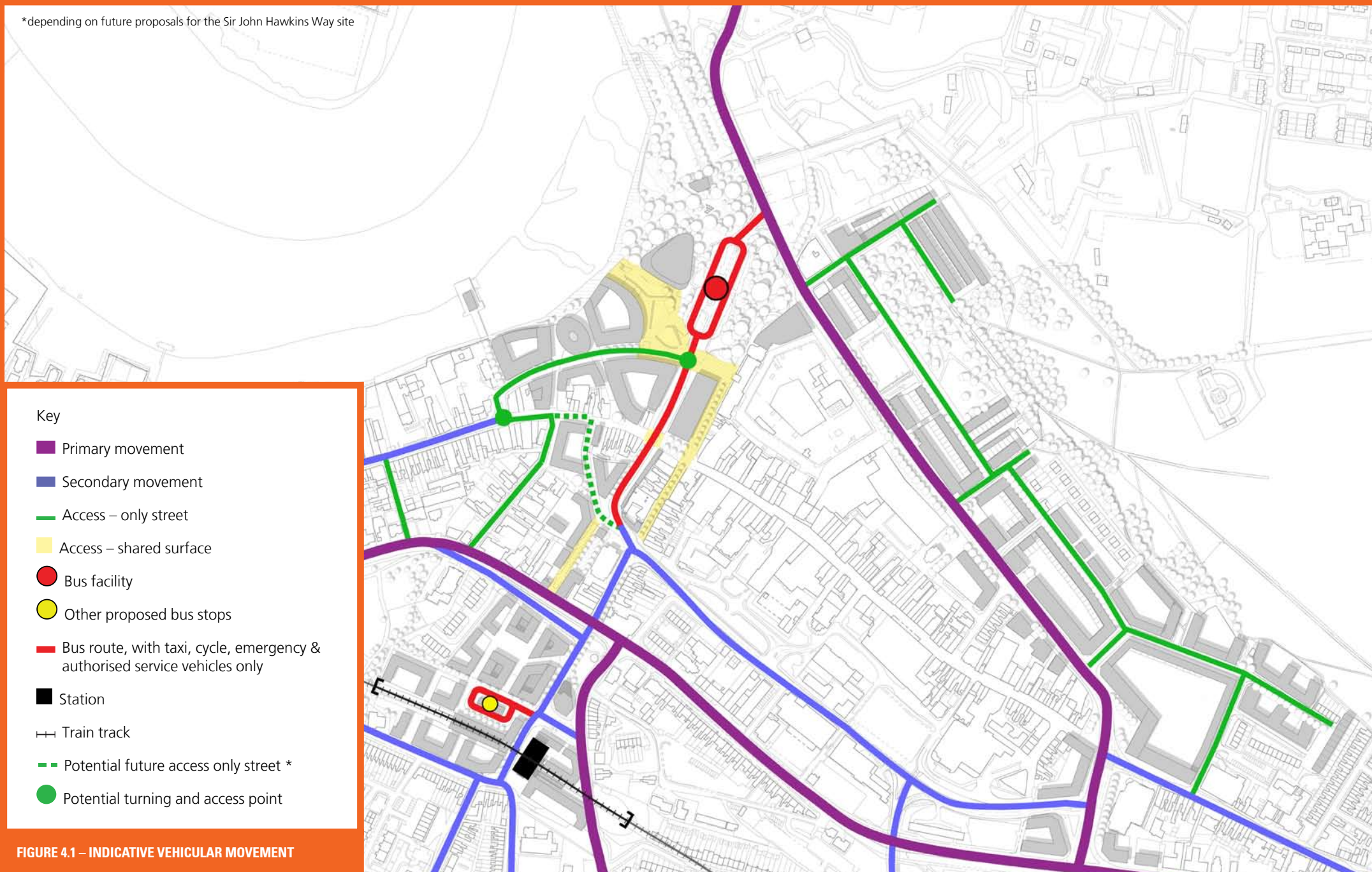


FIGURE 4.1 – INDICATIVE VEHICULAR MOVEMENT

4.2 REALISING ACCESS AND MOVEMENT

The Brook

A key aim of the masterplan is to secure comprehensive public realm and environmental improvements throughout the neighbourhood to realise attractive access and movement for all users. Pedestrian and cycle movement focuses on the provision of a high-quality public realm to ensure a high-quality walking and cycling environment which would also be beneficial to the driver. The key proposals include:

- Transforming the character of the Brook to become an attractive, pedestrian-friendly and cycle-friendly boulevard environment with a high-quality public realm, shaded by trees. Improved appearance should help to encourage further inward investment and foster a greater sense of ownership and surveillance.
- Realigining the junctions where Best Street and the High Street meet Union Street. This will rationalise traffic movements and create additional capacity in this location.
- Enabling the area outside of Tesco at Union Street to become a civic square linking the boulevard to the pedestrianised High Street which would become a focus for day and evening activities, a place for public events, provide areas to sit outside and relax and include improved pedestrian crossings.
- Upgrading space at the Brook Theatre and the Paddock to create a gateway to the residential neighbourhood of the Brook as well as the Great Lines. The pedestrian and cycle crossing should be as direct as possible.
- Enhancing public access to the Great Lines with an additional pedestrian route at the north-west end of Whiffens Avenue leading up to Fort Amherst.
- Widening of The Brook whilst improving the pedestrian environment and creating a more permeable network, improving pedestrian crossings and potentially providing a third major crossing along The Brook, either in front of the Pumping House or at a future entrance to the Pentagon. This crossing would link through to the High Street and to the Great Lines.
- New residential developments be served by shared surface roads or, where this is not possible, tree lined streets with wide footways and 20mph traffic speed restrictions. This would emphasise that the immediate environment of housing is an area with priority for pedestrians.
- Closing the gaps of the national and local cycle network. Special attention is given to detailed design and signage of the link from the Town Hall Gardens/ Whiffen's Avenue to the national cycle route along Globe Lane and on the upper High Street. The most direct connection is The Brook, which is to incorporate a cycle route.
- The Brook being well served with several bus routes however, major changes to the bus organisation in Chatham are proposed and when the bus facility is moved from the Pentagon Centre to the proposed location

in front of it, new bus stops will be provided along The Brook adjacent to the shopping centre.

- Rope Walk being realigned to create a coherent building line and to achieve an improved urban enclosure of the Town Hall Gardens and the street. Like all new residential streets in the area, it should be given a shared surface treatment.
- The natural slope to the east side of The Brook creates a good opportunity to access the sites from the side roads into split level parking facilities. Otherwise controlled on-street parking facilities should be provided for residents.

Waterfront

The principal access point to Chatham waterfront is the River Medway; both from historical and strategic points of view. Today, the majority of visitors approach by car, bus or by foot and the new development should link well into the wider network of roads and footpaths.

- Primary pedestrian access is to be provided from the High Street, via Pedestrian Boulevard or from the Great Lines Park via the new Waterfront Park.
- Medway Street is to be an access only route for private or delivery vehicles and only buses and authorised delivery vehicles will be permitted

through-access.

- Sir John Hawkins Way and Globe Lane will become a public transport corridor with the new dynamic bus facility proposed on Globe Lane.
- All streets within the Waterfront Development Area are to have shared surface, giving priority to pedestrians and cyclists.
- There is to be provision for taxi pick-up and drop-off points.
- A new and continuous waterfront promenade should immediately integrate Chatham with the wider surroundings and draw visitors who seek to either pass between Rochester to the Historic Dockyard or spend their time in Chatham. The promenade would be accessible to pedestrians and cyclists providing an improved link to the national cycle network.
- Car parking should be accommodated within each building block and could be within ground level podiums, wrapped on all sides by uses that provide active frontage onto the streets and decked with garden courtyards to serve as private open spaces for building occupants.
- Further parking is to be provided at some on-street locations and can prove useful as drop-off and pick-up spaces.
- Dock Road car park is to be retained and should prove useful to visitors of the park, the Great Lines Park and visitor's centre, and other facilities provided along the waterfront.

- The general levels of parking provision as well as the existing facilities themselves are to be reviewed in the course of developing the area wide parking strategy.
- A bus lane is to be introduced at the junction of The Brook and Globe Lane in order to improve bus journey time reliability. Other than access for emergency and authorised service vehicles, Globe Lane and Sir John Hawkins Way is to be restricted to buses, cycles and taxis only in both directions.
- Improvements are proposed to National Cycle Route Number 1 where it runs through the waterfront area ensuring good connections with local cycle routes.

Station Gateway

Street design should seek to balance available space between different users. Particular emphasis is placed on walking and cycling as preferred modes to move around, consistent with the urban character and density of the area. The proposed new pedestrian street parallel with Railway Street will work in conjunction with existing streets to provide increased permeability.

The two-way working on the ring road has created a number of opportunities in the Station Gateway area. Not least in improvements to the

legibility of the town but also potential reductions in traffic on certain roads, including Best Street.

In the short term there is an opportunity for a better pedestrian arrival experience from the existing railway station. These improvements should create a more direct pedestrian route. This will require the careful coordination of junction control and crossing improvements.

A solution has been developed for the highway space around the Alexandra public house. Proposals seek to rationalise the road system in this area, and include the widening of Gibraltar Hill to create a stronger link to the A2, to increase capacity and improve the pedestrian environment.

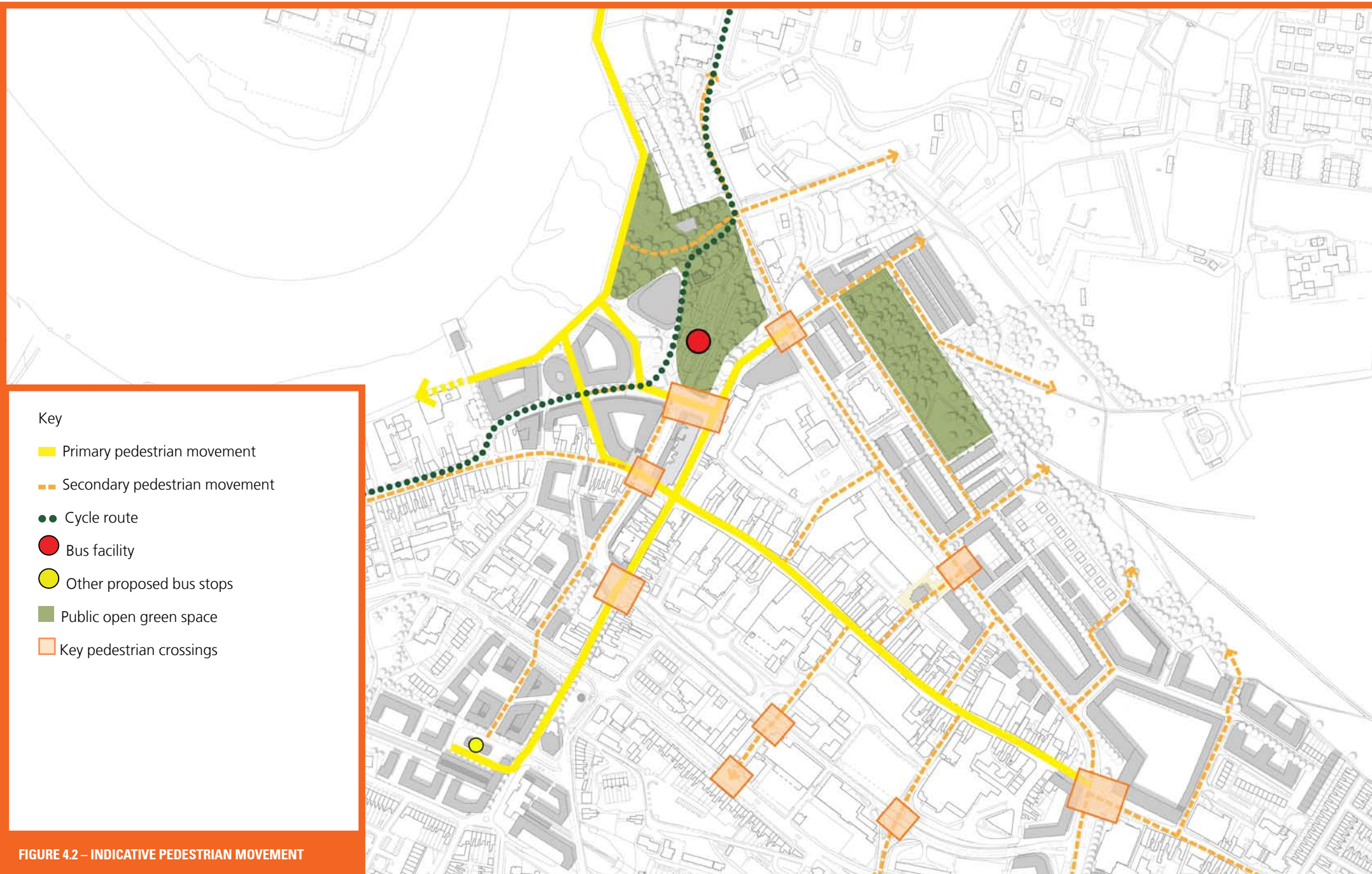


FIGURE 4.2 – INDICATIVE PEDESTRIAN MOVEMENT

4.3 PEDESTRIAN AND CYCLE MOVEMENT

Relocation of the bus facility and further highway alterations should promote a pedestrian-focused walkable environment with enlarged footways and improvements to hard and soft landscape. A combination of new and improved junction and pelican crossing points would ensure pedestrian and cycle movements are adequately catered for, with more and clearer options for crossing the street.

The removal of the flyover and the reduction of through traffic from Lower High Street and Medway Street should also contribute to a safer pedestrian and cycle friendly environment to the waterfront with good access to the new bus facility.

Pedestrians currently have limited, poor quality and indirect route choices when moving between the railway station and shopping area. While a significant number of the bus services stop at the rail station it is intended that the opportunities to interchange will be addressed to a large extent with the relocation of the main bus facility to the area in front of the Pentagon Centre. Within the centre and waterfront area, significant improvements to the quality and legibility of the public realm would also make pedestrian movement more attractive.

National Cycle Route Number 1 runs down Dock Road and across Chatham's waterfront towards Rochester. In addition there are two local cycle routes, one route comes from Gillingham and the Medway Hospital via the Great Lines and the other also comes from Gillingham, but runs along Chatham Hill to Luton Arches. Connections between Route 1 and these local routes and opportunities to further extend the local routes should be explored.

While the Phase 1 highway scheme has delivered some notable improvements to the pedestrian environment, cycle provision remains poor and must be addressed. Cycle priority routes should be developed on key routes into Chatham and barriers for cyclists removed by the incorporation of controlled and uncontrolled crossing facilities where appropriate at junctions and on heavily trafficked routes.

To promote cycling for every day errands, sufficient, safe and secure parking facilities must be provided. These should be located at the gateways to pedestrian zones, shopping facilities and special destinations, e.g. the cultural facility and at places that have good natural surveillance and are close to the place of interest.

An additional component is a possible pedestrian and cycle crossing over the River Medway to link the centre and waterfront to Medway City Estate to the north. This connection would further reduce reliance on the car for the significant business community at Medway City Estate and ultimately promote a future generation of development and reinvestment on the north side of the river.



Cycle friendly environment

4.4 BUS FACILITY AND ROUTES

It is proposed to replace the existing bus station at the Pentagon Centre with a modern, surface-level, high-quality bus facility adjacent to the Waterfront Park along the route of Globe Lane. The new bus facility will be significantly more passenger friendly. It is to be based on modern, high-quality dynamic stand allocation principles and technologies which are tried and tested in mainland Europe. In addition high quality stops would be located on The Brook and in the High Street near Luton Arches. The bus facility is intended to integrate seamlessly into the various traffic controlled bus ways in the surrounding streetscape.

The proposals include bus priority at key locations and will provide reliable and direct access to destinations in Chatham and elsewhere in Medway.

An island design suits the DSA concept for the new bus facility, as passengers can wait in a central area with an array of facilities grouped in a single location. To enhance safety and security in the bus facility, surrounding new development should provide active and live frontages around the Waterfront Park. With a large central island, there is scope for eight DSA bus stops on the island perimeter with a further eight DSA on the edge of the bus facility. In addition to this, five bus stands for layover are to be provided along Sir John Hawkins Way. This will add flexibility to bus operations and provide an element of future proofing. The bus facility will also necessitate two-way bus operation on Sir John Hawkins Way, with a turning area at the southern end.



High quality bus stops

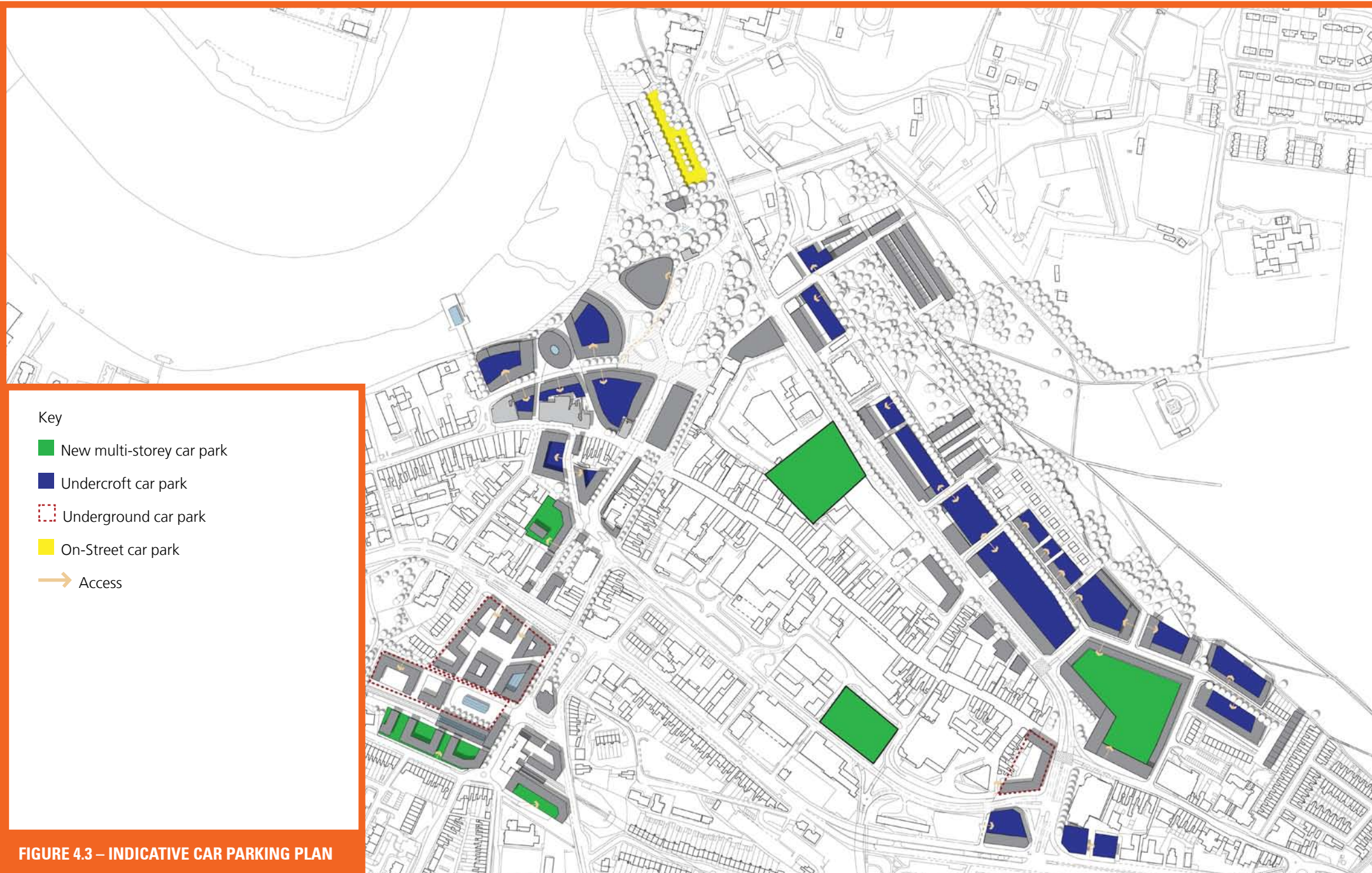


FIGURE 4.3 – INDICATIVE CAR PARKING PLAN

4.5 CAR PARKING

The need for park-and-ride facilities in Chatham has been identified as part of a broader movement strategy. The proposals for the masterplan area would facilitate Globe Lane being used as a route for park-and-ride bus services.

Horsted (located on the Rochester Airport site) is the only current existing park-and-ride site in Medway but at present is operational on Saturdays only. It is proposed that there will be a doubling in the number of car parking spaces at this site and that it will also operate on weekdays. It will link with a new facility at Whitewall Creek, next to the Medway Tunnel, providing a range of services.

The Local Transport Plan 2006 for Medway aims at a more sustainable transport system, promoting modes of transport other than just the car. Part of this concept is to gradually reduce long-term parking in the town centre in favour of a park-and-ride system and to rationalise short-term parking. However, it is intended that the overall number of parking spaces available to visitors and shoppers be increased. At present, short-term (and long-term) parking facilities are dispersed across the town, causing signing problems and additional traffic resulting from drivers searching for a free car parking space. In Chatham, the aim is to rationalise car parking to three multi-storey car parks in the town centre. This would free up the existing surface car parks at Whiffen's Avenue, Town Hall Gardens and Cross Street for development.

The parking standards for the masterplan are set within the context of a wider parking strategy for Chatham town centre as a whole.



Park and ride facilities



5 SUSTAINABLE DEVELOPMENT

5.1 PURPOSE AND AIMS OF SUSTAINABLE DEVELOPMENT

Sustainable development is a fundamental issue that needs to be incorporated from first conceptual thoughts, through to all the stages of the design process. It cannot be achieved through the mere addition of technologies to a building or development that is, in itself, unsustainable and any attempts to do so are necessarily costly. For this reason, the masterplan process provided for the identification of sustainable development objectives and principles appropriate to Chatham at a very early stage, including economic, social and environmental enhancements in accordance with the aspirations of the Council's Community Plan. The framework of objectives and indicators developed in early 2005 for the Sustainability Appraisal/Strategic Environmental Assessment of the Medway Local Development Framework was considered appropriate for this purpose. This framework was adopted to guide the development of the options put forward in this document and accompanying technical report.

This section describes, under broad thematic headings, a number of key sustainability strategies, features and technologies, some of which will require further consideration during the detailed design stage.



20% of new energy demand to come from local renewable sources

5.2 OVERARCHING BUILDING STANDARD

Ensure all non-residential buildings are designed to meet BREEAM 'Very Good' and all homes meet Code for Sustainable Homes level '3 star' and assess the feasibility of achieving Excellent and '4 star' results.

Post-construction reviews will test whether standards have been achieved. The Government's standards for low-zero carbon homes must also be met as part of updated Building Regulations, with zero carbon homes being achieved by 2016.



Sustainable housing

5.3 EFFICIENT AND RENEWABLE ENERGY SUPPLY

The mix of uses lends itself to a community based Combined Heat and Power or Trigenation scheme but an area-wide feasibility study is required. A renewable energy source, such as local biomass is preferred and the energy requirements across developments should be pooled to increase the scale and improve the feasibility of the system. 20% of new energy demand should come from local renewable sources. Potential new renewable sources include a biomass-powered CHP, photo-voltaic powered street furniture, photovoltaics and solar water heating on roofs and facades, ground source and water source heat pumps and local large scale renewable installations.

As an alternative a regionally significant district heating scheme is being actively investigated by E.ON in connection with its proposals for a replacement power station at Kingsnorth. This could potentially provide sufficient capacity to serve the equivalent of 100,000 homes across much of North Kent, including Chatham. This could also cater for local power sources feeding into the network, for example, local CHP facilities. Developers should monitor progress with this exciting project taking account of the considerable potential it offers.

5.4 WATER

Residential development is expected to meet at least the minimum standard for water consumption in the Code for Sustainable Homes level 3 – currently 120l/p/day.

Non-residential development is expected to meet at least half the credits in the water section of the relevant BREEAM version.



Green and brown roofs will be included where appropriate

5.5 ECOLOGY AND BIODIVERSITY

The Waterfront area contains a number of mature trees that add significantly to the local scene and the current biodiversity of the area. However, given their maturity it will be important to plan for their gradual replacement as part of a comprehensive planting and biodiversity strategy for the Waterfront area. Sensitive features and habitats, such as the mud flats, should be protected. The proposed environmental improvements to key public open spaces within the neighbourhood, such as the Town Hall Gardens and the Great Lines, should seek to protect and enhance local biodiversity including identifying appropriate opportunities to provide new habitats.

Creation of green links between the town centre, the Riverside Park and the Great Lines City Park should aim to maximise ecological connectivity.

Green and brown roofs and facades should be included where appropriate along with accessible green courtyards and gardens.

5.6 MATERIALS AND WASTE MANAGEMENT

All new development proposals are encouraged to use appropriate high-quality materials and architectural design standards, including the use of low embodied impact building materials which are wherever possible locally sourced, reused or recycled.

Construction methods should be designed and undertaken to minimise waste and maximise reuse and recycling.

Recycling storage systems must increase the potential proportion of waste recycled.

New developments will be encouraged to use the river to transport building materials and waste, including through the use of planning conditions where appropriate.

5.7 SUSTAINABLE COMMUNITIES

The inclusion of a range of housing types and tenures, including family and affordable homes, will help to ensure the local community is diverse, sustainable and balanced, while providing the critical mass to contribute to spending on local services and facilities and adding to the vitality of the neighbourhood.

The masterplan seeks to enhance the current role and function of The Brook neighbourhood, transforming it into a vibrant, mixed-use urban quarter with new opportunities for increased economic activity to complement the town centre.

The greater range of economic activities within the area will attract inward investment and employment and training opportunities.

Public realm and building refurbishment/redevelopment proposals will improve the general appeal of the neighbourhood. Improvements should aim to re-establish the area's distinctive character and attractiveness, help reduce the fear of crime and improve the quality of streetscapes for all.





6. DELIVERY

THIS CHAPTER ADDRESSES ISSUES RELEVANT TO THE DELIVERY OF THE THREE MASTERPLANS.

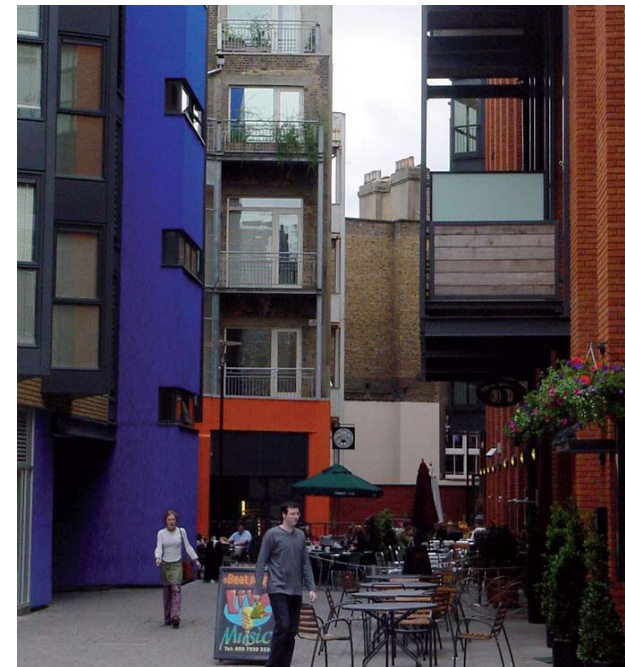
6.1 PHASING

The phasing of development will be dependent on a number of factors, including but not limited to:

- Viability and market appetite;
- Land ownerships;
- Timing of Infrastructure Provision;
- Planning; and
- Competing schemes.

In the first three years the Council will be concentrating on improvements to the road network and implementation of the proposed bus facility. During that time it is anticipated that some key development sites will start to come forward and Medway Renaissance will focus its resources on those that can be expected to have a catalytic effect in each of the three masterplan areas. Taken as a whole, the proposals identified in this brief are expected to take around 13 years to realise but this will depend on market conditions and other factors.

A detailed phasing plan is not considered appropriate but, as indicated above, the Council and its partners will give priority to schemes that will maximise wider regeneration opportunities.



6.2 SECTION 106

Developer Contributions (S106)

Developers will be expected to make relevant and appropriate Section 106 contributions. The Medway Council's policy is set out in 'saved' Policy S.6 of the Medway Local Plan 2003.

The Council has also adopted a Guide to Developer Contributions as a supplementary planning document. The guide is designed to inform developers about what the local planning authority is likely to require with new development in Medway, including Chatham. The full document can be viewed and downloaded from the Council website at: www.medway.gov.uk/S106

Intending developers should refer to the Guide at an early stage and the Council will enter into 'without prejudice' negotiations at the pre-application stage. It should be noted that the guide requires the submission of an Affordable Housing Plan on all relevant developments.

Early discussions regarding S.38 and S.278 highways agreements are also encouraged.

Priorities for Chatham Centre and Waterfront

While the Guide to Developer Contributions is a starting point, there are certain priorities that will be applied in relation to Chatham. The following provides an overview of what is likely to apply:

Affordable Housing

- 25 per cent affordable on site.
- mix of 60 per cent social rent and 40 per cent shared ownership.

In terms of the unit types across the whole area the council will seek to achieve the following mix:

- 10 per cent four-five bed;
- 20 per cent three bed;
- 30 per cent two bed;
- 40 per cent one bed.

This breakdown of housing tenure and size is to be regarded as a guide. Four/five bed affordable housing in Chatham town centre is unlikely to be required. The exact percentages for each site will be determined following discussion between the Housing Strategy & Development Team, Development Control and the developer and will be secured through a Section 106 agreement.

Transport and Travel

Developers will be expected to make a contribution to cover the movement needs generated by their development, in particular those costs which cannot be met from the public purse. The Guide to Developer Contributions outlines various obligations which may be required.

Car Parking

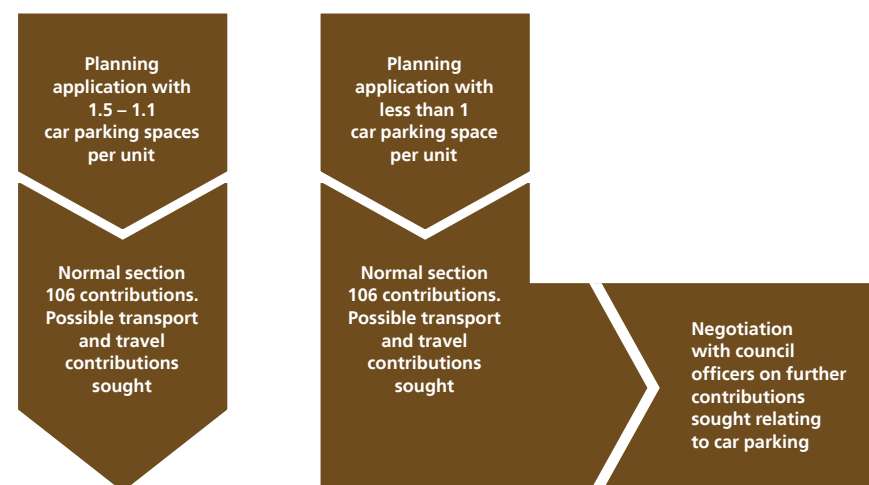
Medway Council produced parking standards in May 2001 for private cars for land-use classes A1, B1, C3, D1 and D2. These take account of guidance in PPG13, PPG3 and RPG9. Current policy states in areas of high transport accessibility an average maximum of 1.5 car parking spaces per dwelling will be provided.

Current developments are achieving figures around 1.1 car parking spaces per dwelling. This is the target figure for the town centre and this will be the starting point for negotiation. If less parking is proposed the developer will be expected to provide contributions of an equivalent value to secure alternative provision.

As indicated earlier this could include off-site multi-storey car parking facilities, intelligent messaging systems, new bus services, cycle lane provision, car clubs and disabled car parking bays. As the flowchart, Figure 6.1 opposite suggests, all planning applications will be subject to the standard contributions sought for travel and transport related infrastructure. In the instance that developers put forward schemes with less car parking than current policy, the council will negotiate for off-site provision. This will be determined on a case by case basis.

Figure 6.1

Parking for other use classes such as A1, B1, D1 and D2 are also defined in the Medway Council parking standards. Parking which is proposed lower than these standards will also be subject to further Section 106 contribution negotiations.



Public Realm and Open Space

Medway Council will look at a variety of approaches for funding required to deliver the good-quality public realm and open space proposed within the Brief. This will include:

- Section 106 funding;
- Direct developer funding;
- Outside funding sources.

Currently the developer contributions policy outlines two sources of funding associated with public realm and open space where provision cannot be provided on site. The first is for open space: off-site provision of outdoor playing space. Open space includes equipped play facilities, informal open play space, formal open space for sport and parks such as the Great Lines City Park. A standard tariff is suggested for developments of 10 dwellings or more where there is no, or unsuitable, on-site provision of outdoor playing space made.

The standard charge is: £766 per person, charged on the basis of the average occupancy rate of 2.45 persons per dwelling.

The second is for the public realm. Public realm includes the streets, squares and public rights of way located within Chatham Centre and Waterfront, Gillingham, Strood, Rochester and Rainham town centres that are owned and maintained by Medway Council.

All new developments above certain thresholds (see Part 1, item 5.1, Section 106) are expected to contribute towards improvements to public realm in their immediate vicinity, in order to upgrade the setting and character of the new development and achieve significant improvements to surrounding existing areas.



Direct Developer Funding

Some developments will have a direct relationship to areas of open space and public realm. Certain developments, such as that proposed for the Tesco site, are likely to benefit from the provision of adjacent open space and therefore would be expected to fund their provision directly.

Outside Funding Sources

Medway Council will seek funding for certain open space and public realm works from statutory bodies such as CLG. In particular improvements to Riverside Gardens, to create a new waterfront park could be funded this way.

Proposed Contributions

The plan, figure 6.2 shows the area of improvements to the public realm within the Development Brief area. By using this plan to identify areas and by using current costings for open space and public realm provision, approximate costings for the Chatham Development Brief open space and public realm provisions can be created. It is proposed that a detailed Public Realm Palette will be developed to further inform the cost and treatment of the public realm.

Community Safety

Funding may also be required for community safety. Possible examples of where contributions might be sought include:

- Provision of CCTV in well-used pedestrian areas and publicly available car parks associated with commercial developments;
- Improvements to street lighting along alley or pedestrian ways adjoining new residential development;
- The provision of a police drop-in point in conjunction with a neighbourhood community facility;
- The contributions sought will be based on actual costs.

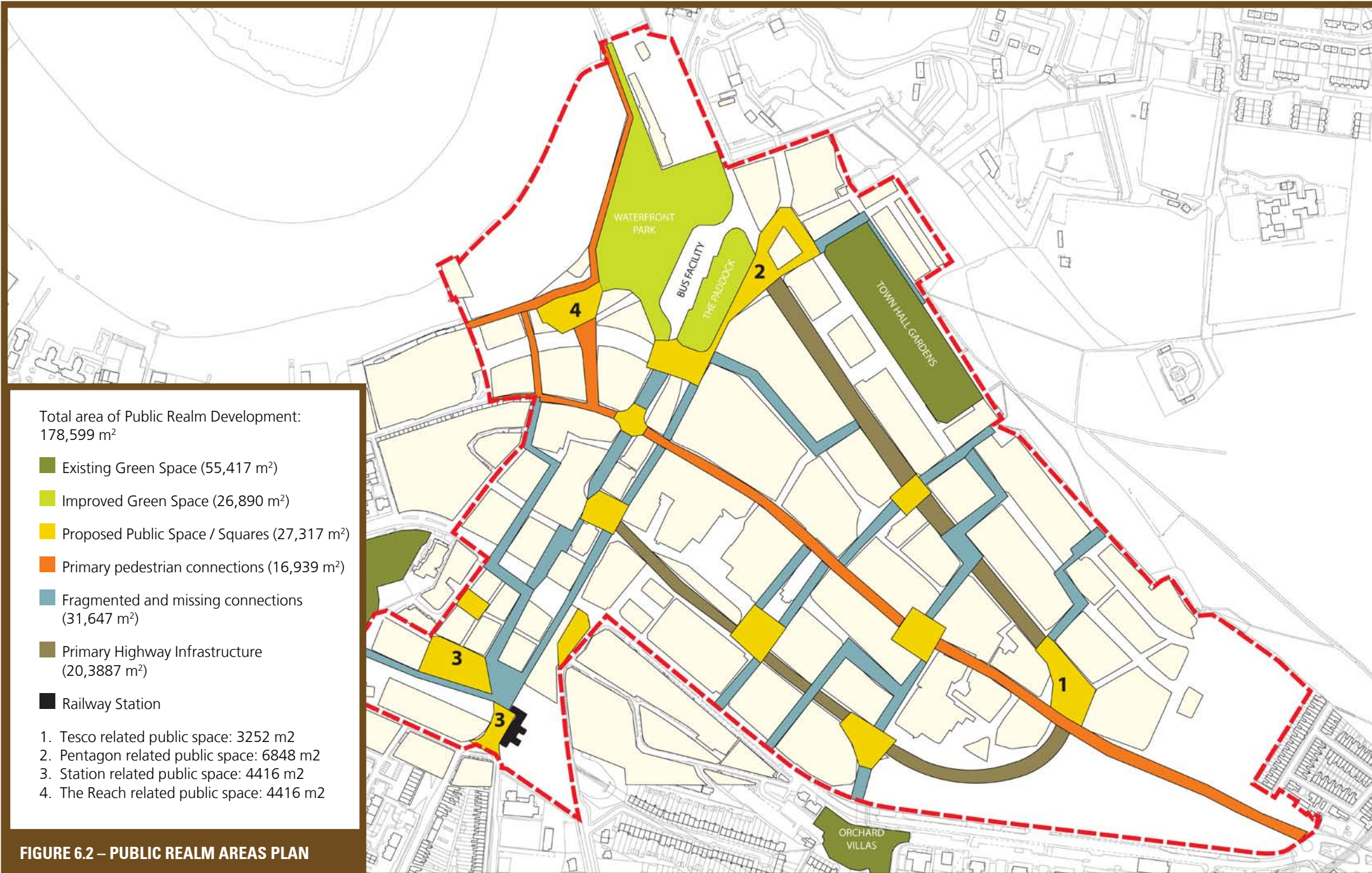


FIGURE 6.2 – PUBLIC REALM AREAS PLAN

6.3 PLANNING APPLICATIONS

The Council encourages all potential applicants to enter into pre-application discussions at as early a stage as possible. This can assist in identifying all relevant issues before detailed designs are drawn up and allow Medway Renaissance to consider whether it can facilitate discussions with other relevant parties and so on.

Given the complexity of town centre development sites and the need to achieve consistency in the treatment of the public realm, car parking, etc., outline planning applications will need to be accompanied by sufficient supporting information. In particular the wider context of the site in question should be fully considered and illustrative material supplied showing movement corridors, key views, etc.

'Major' applications should be subject to public consultation, undertaken by the developer, prior to a formal application being submitted. Further details are included in the Council's Statement of Community Involvement



6.4 PROMOTING DEVELOPMENT

As indicated above, Medway Council as the local planning authority for the area, will take a positive approach to development in Chatham, subject to it advancing the objectives for the area as set out in this Brief.

Other sections of the Council will also take a proactive approach, led by Medway Renaissance. Key areas of activity are likely to include:

- Facilitating discussions and negotiations between landowners;
- Identifying potential development partners;
- Seeking grant and other funding for advance infrastructure and other works;
- Using a variety of statutory powers where there are agreed needs and public benefits;
- Access to transport models, flood information, etc.;
- Promoting proposals to external audiences, including government departments and the investment community.

This again emphasises the need for intending developers to approach and involve relevant sections of the council at a very early stage.

Related considerations are discussed briefly below.

Viability / Market Appetite / Take-Up

This perhaps presents the greatest risk/challenge to the schemes and both macro and micro economic conditions are clearly relevant. While assessments carried out in the preparation of the masterplans show that the proposed schemes are broadly viable, market profile/perception and take-up is starting from a relatively low base in Chatham. Factors such as rail improvements reducing journey times to London, competitively priced residential accommodation and lifestyle factors should assist in marketing Chatham as a destination and be viewed favourably by the market. Ideally all partners involved in the regeneration of the town centre will deliver positive and consistent messages.

Land Ownership & Site Assembly

To assist in timely site assembly, the Council will consider the use of compulsory purchase orders (CPO's) in addition to private treaty negotiations with private landowners. However the cost implications and lengthy legal procedure of CPO often renders this method as a last resort as a land acquisition strategy.

Delivery Vehicles

Delivery arrangements must be suited to implementing the proposed patterns of development. The council will contribute planning powers, land and development and regeneration skills. Funding from the public sector may also be required, but in many cases there will be a need to engage private sector funds, development expertise and entrepreneurship in an effort to ensure that schemes are delivered. Partnership arrangements between public and private sectors will be critical, and this is likely to take the form of joint venture agreements between Medway Council and development partners. Other partners will need to be engaged in the delivery of particular elements of some of the masterplan areas (for example Network Rail in relation to the Station Quarter).

Infrastructure

Investment in infrastructure will not only be integral to supporting the development, but will contribute to the success of the schemes envisaged. Developers will need the comfort that their schemes will be serviced to an appropriate level and the market will also need to be informed that the support infrastructure is in place to assist in marketing schemes. Public sector funding may be critical in supporting off-site, abnormal infrastructure costs that cannot be borne by development schemes in relatively marginal locations.

Planning

As a supplementary planning document this Brief will carry significant weight in all relevant planning decisions.

To further assist developers a range of supplementary documents and guidance is to be provided.

6.5 DELIVERY MECHANISMS

Design Codes

It is envisaged that a range of design codes will be developed to aid residential development.

Design Competitions

Design competitions can serve the function of not only delivering a high-quality scheme, whether it be public realm or built form, but should also help to raise the profile of Chatham in the eyes of professionals and the public.

Streetscape Manual

Achieving consistency of streetscape and public realm across a town when a number of developers are delivering this in association with their development can be a challenge. Therefore there is considerable benefit in providing developers with a streetscape manual with which they have to comply.

Design Review

Design review of detailed schemes coming forward will be undertaken by CAFE or the South East Region Design Panel managed by the Kent Architecture Centre. The review involves an assessment of a scheme's process, as well as an understanding of the scheme within its surrounding context. Such things as the proposed massing, urban grain, density, the ease of movement within and through the scheme and the quality of the public realm, architecture and materials, would be considered and reviewed.

The team involved in the production of this document is led by EDAW and includes the following: Llewelyn Davies Yeang, Maccreanor Lavington, Urban Initiatives and EDAW. All were appointed to prepare masterplans to stimulate and guide the development of each of these areas. Consultants Mott MacDonald and DTZ were also appointed to provide transportation and economic feasibility advice on delivery.

APPENDIX A

STATEMENT OF CONSULTATION – MAY TO JULY 2007

This Statement has been produced to provide a short overview of the consultation process, comments received between May to July 2007 and the responses made in the Chatham Centre and Waterfront Development Brief (previously referred to as the Chatham Centre and Waterfront Supplementary Planning Document), and to comply with the requirements of Reg 18(4)(b) of the Town and Country Planning (Local Development) (England) Regulations 2004.

Process

The consultation undertaken in the preparation of this document complied with the Local Development Framework Statement of Community Involvement.

Early stakeholder engagement was an important part of the masterplanning process. It enabled open communication between Medway Council, key partners, landowners and community members about the implications of the potential change in the urban fabric and also prepared stakeholders for formal consultation of the Chatham Centre and Waterfront Development Brief. Workshops were facilitated by EDAW in August and November 2006 to further develop the vision and principles for Chatham Centre and Waterfront and to ensure effective integration of the key themes of the proposals. The outcomes of these workshops were integrated into the draft documents for consultation.

The consultation involved:

- Briefings for MP's and ward members;
- Consultation with Statutory consultees;
- Distribution of consultation leaflets and feedback forms to town centre businesses, local residents and commuters at Chatham railway station;
- Staffed exhibitions at the Pentagon Shopping Centre every Wednesday from 12 noon to 6pm and every Saturday from 10am to 4pm between 23 May and 30 June 2007;
- Meetings and workshops with local stakeholder groups;
- Adverts in the local press and a legal press notice;
- Copies of the draft documents in local libraries, main Council buildings and contact points;
- Documents available on the council web site. (www.medway.gov.uk/chathamischanging);
- Local radio announcements and items on regional television news;
- Youth service text messages and copies of the brief sent to the Youth Parliament and a presentation to the Youth Parliament;
- Notification letters sent to LSP members, and attendees of the two design summits that were held in August and November 2006.

A feedback form was prepared for consultees to complete. It is estimated the staffed sessions in the Pentagon attracted 3,000 visitors and approximately 500,000 across Kent and Medway would have been contacted indirectly via the press and regional news. Analysis of the postcodes of a sample of visitors to the exhibition has shown that residents from across Medway attended the event. Extensive community and stakeholder involvement therefore informs this final adopted document.

Response to the Consultation

A total of 122 responses were received from individuals, including local residents and businesses. The external stakeholders which responded in the consultation period included:

- Arriva;
- Brompton Conservation Association;
- Chatham Historic Dockyard Trust;
- DHA Planning for the Kent Police Force Estate Surveyor;
- English Heritage;
- Environment Agency;
- Fort Amherst;
- GVA Grimley for Staples;
- Medway Industrial Archaeology Group;
- Network Rail;
- PPS for Halfords;

- RPS for the Pentagon;
- Savills;
- Thames Gateway North Kent;
- Wilkinson;
- The Highways Agency;
- MHS Homes;
- Atis Real (acting on behalf of their client, Land Securities Trillium, freeholders of The Crown Building, Brook Street, Chatham);
- Montagu Evans;
- Kent Wildlife Trust;
- Kent Police.

The Council departments which responded in the consultation period included:

- Development Control;
- Adult Services;
- Tourism & Heritage Service;
- Children's Services;
- Theatre & Arts Service;
- Design & Conservation;
- Development Control;
- Integrated Transport;
- World Heritage & Great Lines City Park.

Comments and Responses

A selection of key themes and issues raised by the consultation responses are listed below, with the action taken as a result of the comments, including any changes that have been incorporated into the revised Chatham Development Brief.

S106

Clarification of the relevant and most up-to-date council planning guidance on developer contributions was sought by many consultees. A review has been undertaken with council officers and a concise section in the Delivery chapter of the Development Brief now highlights the priorities for Chatham Centre and Waterfront. In addition a link to the most up-to-date Developer Contributions Policy on the council's website is provided.

Planning Policy

A number of consultees requested further clarity of the relevant planning policies applicable to the project. A review was undertaken and amendments were made. A comprehensive list of the relevant policies is included as Appendix B.

Car Parking

Further clarification was sought by consultees on the proposals to re-provide spaces which would be lost from car parks proposed for alternative development and on the proposed car parking provision within each of the three masterplans. As a result of these comments an overarching strategy for how car parking should be dealt with across the whole of the Chatham Centre and Waterfront area has been developed. This is outlined in the S106 section in the Delivery chapter and indicates how car parking should be addressed in line with the current council car parking policy.

Heritage

A number of comments were received on heritage, in particular the need to make further reference to the World Heritage Site and provide recognition of the maritime and military heritage. Further wording has been added to address this issue.

Transport

A number of comments were received on the location of the bus facility in particular in respect of the proximity of the proposed location to the Pentagon Shopping Centre, the High Street and the railway station. As a result of these comments a further consultation exercise was undertaken on a potential alternative location. The revised masterplan for the Chatham Centre and Waterfront now illustrates the new location for the bus facility on Globe Lane.

Cultural facilities and theatres

A range of comments were provided by the council arts and theatre service on the current provision of theatre space in Chatham and needs of the community for the future. Many of the comments are very detailed and are more relevant for inclusion in any detailed development briefs which may be produced specifically for the cultural facilities.

Flood issues

Comments were raised in the consultation on the proposed manual mechanism for flood protection in the Waterfront masterplan. As a result of further consultation with the Environment Agency a review was undertaken which has led to the incorporation of a wider range of flood protection approaches such as raising ground levels and the use of flood protection in buildings.

Masterplan Design

Generally comments on The Brook and the Station Gateway masterplans were supportive. Comments regarding the proposed location of the bus facility within the Station Gateway area have been referred to above.

There were many comments on the three Waterfront masterplan design options. The detailed comments raised in the majority of responses were regarding the tall building proposals. Concerns ranged from the impact on heritage and overshadowing and, from an environmental and biodiversity perspective, the impact on the river and mud flats. As a result of these comments a workshop was held with English Heritage and the Environment Agency to discuss their concerns. The outcome of the workshop has been to identify a zone for taller buildings that is in line with the Council's Tall Building policy requirements. This zone for taller buildings was approved by cabinet in December 2007.

APPENDIX B

PLANNING POLICY CONTEXT

National Planning Policy Sustainable Communities Plan

The Government's Sustainable Communities Plan, 2003, (SCP) that seeks to provide for successful, thriving and inclusive communities, urban and rural, across England is the 'top-down' policy driver for the redevelopment of Chatham. New and expanded communities should be sustainable, well-designed, high quality and attractive places in which people will positively choose to live and work. 'Sustainable communities' are defined as those that have:

- a flourishing local economy;
- strong leadership able to respond positively to change;
- engagement and participation by local people, groups and businesses;
- a safe and healthy local environment with well-designed spaces;
- sufficient size, scale and density and the right layout for development;
- good public transport and other infrastructure;
- buildings that can meet different needs over time, minimising the use of resources;
- well integrated mix of decent homes of different types and tenures to support a mixed and balanced community;
- good quality local public services;

- a diverse, vibrant and creative local culture;
- a sense of place; and
- the right links with the wider regional, national and international community.

Thames Gateway

To support the economic success of London and the wider south east and to ensure that the international competitiveness of the region is sustained, the SCP identifies the Thames Gateway as a significant area for growth in the longer term.

The Thames Gateway is a significant opportunity for regeneration close to London. Medway occupies a key location within the Thames Gateway and has therefore been targeted as a prime place for redevelopment.

Planning Policy Statements

The following planning policy statements (PPS) must be taken into account in preparing this SPD:

PPS 1: Delivering Sustainable Development is the Government's overarching planning policy for the delivery of sustainable development.

It states that: 'Sustainable development is the core principle underpinning planning. At the heart of sustainable development is the simple idea of ensuring a better quality of life for everyone, now and for future generations.'

PPS 3: Housing sets out the Government's key housing policy. The goal is to ensure that everyone has the opportunity of living in a decent home, which they can afford, in a community where they want to live. To achieve this, the Government is seeking to:

- 'achieve a wide choice of high quality homes, both affordable and market housing, to address the requirements of the community;
- widen opportunities for home ownership and ensure high quality housing for those who cannot afford market housing, in particular those who are vulnerable or in need;
- improve affordability across the housing market, including by increasing the supply of housing; and
- create sustainable, inclusive, mixed communities in all areas, both urban and rural.'

PPS 6: Planning for Town Centres states that 'the Government's key objective for town centres is to promote their vitality and viability' by:

- 'planning for the growth and development of existing centres;
- promoting and enhancing existing centres, by focusing development in such centres; and
- encouraging a wide range of services in a good environment, accessible to all.'

In order to deliver the Government's objective of promoting vital and viable town centres, development should be focused in existing centres in order to strengthen and, where appropriate, regenerate them. Amongst a

range of other objectives it also identifies the need to:

- 'promote social inclusion, ensuring that communities have access to a range of main town centre uses, and that deficiencies in provision in areas with poor access to facilities are remedied;
- encourage investment to regenerate deprived areas, creating additional employment opportunities and an improved physical environment;
- promote economic growth of regional, sub-regional and local economies;
- deliver more sustainable patterns of development, ensuring that locations are fully exploited through high-density, mixed-use development and promoting sustainable transport choices, including reducing the need to travel and providing alternatives to car use; and
- promote high quality and inclusive design, improve the quality of the public realm and open spaces, protect and enhance the architectural and historic heritage of centres, provide a sense of place and a focus for the community and for civic activity and ensure that town centres provide an attractive, accessible and safe environment for businesses, shoppers and residents'.

PPS 9: Biodiversity and Geological Conservation requires that local authorities take an integrated approach to planning for biodiversity and geodiversity when preparing local development documents; ensuring that they reflect and are consistent with, national, regional and local biodiversity priorities and objectives.

It states that 'the re-use of previously developed land for new development makes a major contribution to sustainable development by reducing the amount of countryside and undeveloped land that needs to be used. However, where such sites have significant biodiversity or geological interest of recognised local importance, local planning authorities, together

with developers, should aim to retain this interest or incorporate it into any development of the site.’

PPS 12: Local Development Frameworks sets out the Government’s policy on the preparation of LDF in accordance with the Planning and Compulsory Purchase Act (2004) and Town and Country Planning Regulations (2004).

The LDF is intended to deliver the spatial planning strategy for the local planning authority’s area. It is made up of development plan documents (DPD) and supplementary planning documents (SPD). The LDF also includes a statement of community involvement (SCI), local development scheme and annual monitoring report and together with the regional spatial strategy, it provides the essential framework for planning matters within the local authority’s area.

PPS 22: Renewable Energy sets out the Government’s approach to achieving both climate change and renewable energy. The aim is to cut UK’s carbon dioxide emissions by some 60% by 2050, with real progress by 2020, and to maintain reliable and competitive energy supplies.

The increased development of renewable energy, alongside improvements in energy efficiency and the development of combined heat and power will make a vital contribution to these aims. Development proposals can facilitate these aims in terms of the location, scale, design and through other measures.

PPS 23: Planning and Pollution Control reiterates the Government’s commitment to creating sustainable communities. The aim is to ensure appropriate policies and proposals are provided in Local Development Documents for dealing with the potential for contamination and the remediation of land so that it is suitable for the proposed development/use.

PPS 25: Development and Flood Risk requires that ‘flood risk is taken into account at all stages in the planning process to avoid inappropriate

development in areas at risk of flooding, and to direct development away from areas at highest risk. Where new development is, exceptionally, necessary in such areas, policy aims to make it safe without increasing flood risk elsewhere and where possible, reducing flood risk overall.’

Planning Policy Guidance

The following planning policy guidance (PPG) must be taken into account in preparing this SPD:

PPG 13: Transport provides guidance for ensuring land use planning effectively delivers the Government’s integrated transport strategy. The key objectives are to:

- promote more sustainable transport choices for both people and for moving freight;
- promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling; and
- reduce the need to travel, especially by car.

Local authorities should assist in delivering these objectives by:

- actively manage the pattern of urban growth to make the fullest use of public transport, and focus major generators of travel demand in city, town and district centres and near to major public transport interchanges;
- locate day to day facilities which need to be near their clients in local centres so that they are accessible by walking and cycling;
- accommodate housing principally within existing urban areas, planning for increased intensity of development for both housing and other uses at locations which are highly accessible by public transport, walking and cycling;

- ensure that development comprising jobs, shopping, leisure and services offers a realistic choice of access by public transport, walking, and cycling, recognising that this may be less achievable in some rural areas;
- ensure that strategies in the development and local transport plan complement each other and that consideration of development plan allocations and local transport investment and priorities are closely linked;
- use parking policies, alongside other planning and transport measures, to promote sustainable transport choices and reduce reliance on the car for work and other journeys;
- give priority to people over ease of traffic movement and plan to provide more road space to pedestrians, cyclists and public transport in town centres, local neighbourhoods and other areas with a mixture of land uses;
- ensure that the needs of disabled people as pedestrians, public transport users and motorists - are taken into account in the implementation of planning policies and traffic management schemes, and in the design of individual developments; consider how best to reduce crime and the fear of crime, and seek by the design and layout of developments and areas, to secure community safety and road safety; and
- protect sites and routes which could be critical in developing infrastructure to widen transport choices for both passenger and freight movements.

Local planning authorities should take a more pro-active approach in delivering more sustainable transport solutions. New development should help to create places that connect with each other in a sustainable way, providing the right conditions to encourage walking, cycling and the use of public transport. People should come before traffic. Places that work

well are designed to be used safely and securely by all in the community, frequently for a wide range of purposes and throughout the day and evening.

PPG 15: Planning and the Historic Environment sets out the role of land use planning in protecting historic buildings, conservation areas, and other elements of the historic environment. It emphasises that conservation and sustainable economic growth are complementary objectives and should not generally be seen in opposition to one another. Most historic buildings can still be put to good economic use in, for example, commercial or residential occupation.

The design of new buildings intended to stand alongside historic buildings needs very careful consideration. In general it is better that old buildings are not set apart, but are woven into the fabric of the living and working community. This may be achieved by ensuring new buildings are designed to respect their setting, follow fundamental architectural principles of scale, height, massing and alignment, and use appropriate materials.

PPG 16: Archaeology and Planning seeks to ensure that local authorities play a crucial role in safeguarding archaeological heritage through their development control functions. PPG 16 requires that local authorities consider whether archaeological remains exist on a site where development is planned, and the implications for the development proposal, at an early stage before formal planning applications are made. Positive planning and management can help to bring about sensible solutions to the treatment of sites with archaeological remains and reduce the areas of potential conflict between development and preservation.

Regional And Sub-Regional Planning Policy

Regional Planning Guidance

Medway is presently governed by Regional Planning Guidance for the South East (2004) (RPG9) and it promotes the Thames Gateway as a priority area for regional economic regeneration. It recognises that development in the Thames Gateway will benefit from planned transport infrastructure improvements such as the Channel Tunnel Rail link, by facilitating significant inward investment over the longer term.

RPG9 is supplemented by the Thames Gateway Planning Framework (RPG9a) (1995) and it identifies Chatham Maritime as being one of key areas development opportunities. RPG3b/9b "Strategic Planning Guidance for the River Thames" also provides useful guidance.

The South East Plan (Draft)

Medway is due to be governed by the Draft Regional Spatial Strategy (RSS) for the South East of England, known as 'The South East Plan'. Once adopted, it will replace RPG9.

The vision to 2026 is to become the 'healthy region': to ensure that it remains economically successful and an attractive place to live for future generations. Development is to be focused in urban areas, with a target of at least 60% of new development in the region to be on previously developed land.

The Draft Plan identifies 21 highly accessible major urban areas which provide a wide range of employment, service and leisure facilities for their surrounding hinterlands. These Regional Hubs will be the focus for investment in transport and provide opportunities to create well designed higher density 'living centres', to promote urban renaissance. Chatham is one of these hubs and the town centre is identified as one of 10 across the region that will be subject to significant change.

Kent Thames Gateway Sub-Regional Policy

The Draft South East Plan includes a sub-regional policy for Kent Thames Gateway that applies to Medway. It strongly emphasises the need for new infrastructure investment and for development to include social and economic regeneration, through maximising the use of urban and previously developed sites as a first priority. In particular, it highlights the need to concentrate new dwellings, employment and services within the Medway urban area at riverside sites and to set high standards for sustainability and the design of new development, reflecting the historic character of the area.

The key issues are the creation of:

- a flourishing local economy;
- effective engagement and participation of local people;
- a safe and healthy environment with well designed public and green space;
- sufficient size and scale and density to support basic amenities;
- good public and other transport, both locally and linking to other centres;
- a well integrated mix of decent homes;
- good quality services including education, training and health;
- a 'sense of place', and
- the right links with the wider regional, national and international community.

The most relevant policies to this SPD are:

Policy KTG1 suggests that of approximately 48,000 new dwellings to be distributed within the Sub-Region between 2006 and 2026, about 15,700 of them will be located in Medway. Of the 15,700 new dwellings, 7,500

of them are expected to be completed by 2016, with the balance of 8,200 dwellings completed by 2026. These housing targets have implications for the Chatham Centre and Waterfront development in terms of the creation of strategic sites for investment.

Policy KTG6 also proposes that major developments should achieve a broad balance between housing and jobs in urban areas.

Policy KTG7 emphasises the importance of taking advantage of locating housing, employment and community services where they are accessible by a choice of transport, including locations serviced by the CTRL domestic services, especially at Chatham.

Policy KTG8 refers to developing Chatham as a major town centre, acting as a regional hub for concentrating new mixed retail, leisure and service uses.

Policy KTG9 requires that strategic flood risk assessments are conducted for major development sites in Medway to ensure development is planned to avoid the risk of flooding.

Policy KTG10 ensures that development is of the highest standards of design and best practice is adopted in the use of sustainability techniques – that provision is made for functional urban green spaces.

Policies KTG11 and KTG12 give priority to significant improvements in both rail and road connections and the timely implementation of infrastructure to support growth.

Kent And Medway Structure Plan

At present, in the absence of an adopted RSS, the most significant statutory planning document is the Kent & Medway Structure Plan (2006). Jointly produced by Kent County Council and Medway Council, it sets out the current strategic planning framework for guiding decisions on development, transport and environmental matters to 2021. Its purpose is to guide

the preparation of Local Plans and LDFs and therefore must guide the preparation of this SPD. This Plan carries forward the aims of the Thames Gateway Planning Framework RPG9 (1995) and the previous Kent Structure Plan (1996).

Central to the Structure Plan is the desire to improve economic, social and environmental well-being through the promotion of a more integrated, better designed and more sustainable pattern and form of development.

Key guiding themes of the Structure Plan are:

- Nurturing Kent's environment and resources;
- Fostering prosperity;
- Securing quality, investment and infrastructure for regeneration and development;
- Enhancing choice, opportunity and accessibility.

In making decisions about the future pattern of development, local authorities have a statutory obligation to assess proposals against criteria defined by Policy SP1. The most relevant criteria for masterplanning Chatham Centre and Waterfront include:

- using and re-using land and buildings for development more efficiently;
- protecting and enhancing features of importance in the natural and built environment;
- reducing the need to travel, encouraging the availability of a choice of transport, reducing growth in dependence on the road network and fostering good accessibility to jobs and services for all sections of the community;
- encouraging high quality development and innovative design that reflects Kent's identity and local distinctiveness and promoting healthy, safe and secure living and working environments;

- fostering balanced and timely provision of housing, employment, infrastructure and community services to meet the social needs of the community and to help maintain and develop well functioning settlements;
- supporting the retention and growth of Kent's employment and investment in a manner that contributes to a sustainable pattern of development, and
- responding to the implications of long term climate change by: advancing the conservation and prudent use of energy, water and other natural resources; minimising pollution and assisting the control of greenhouse gas emissions; safeguarding areas of potential flood risk from development.

More specifically the proposed development of Chatham Centre and Waterfront should seek to address the following policy objectives:

- The majority of new development will be concentrated in towns of Major Urban Areas, which includes Chatham (Policy SS1);
- The importance of following a sequential approach in prioritising the development of previously developed land and/or buildings before greenfield (Policy SS4);
- Development which assists Kent's town centres to be prosperous, safe, vibrant and with high standards of design and maintenance will be supported (Policy SS5);
- The need to improve major/principal urban areas through landscaping, traffic management, improvements to connectivity to, and within, these areas and the provision of services and facilities that serve local needs (Policy SS6).

The Structure Plan is driven forward through local plan policy and is supplemented by guidance issued by central and local government, and government appointed bodies such as CABI (the Commission for Architecture & the Built Environment). Particular publications by CABI that provide best practice advice on planning for sustainable development include:

- Delivering great places to live: 20 questions you need to answer (2007);
- Guidance on tall buildings (Consultation draft January 2007);
- New things happen: a guide to the future Thames Gateway (2006);
- The principles of inclusive design. (They include you.) (2006);
- Design and access statements: how to write, read and use them (2006);
- Creating successful masterplans: a guide for clients (2004).

Local Planning Policy

Medway Local Plan

The Medway Local Plan (adopted 2003) sets the local planning policy framework for this SPD. It will be replaced by the Local Development Framework. The Local Plan is guided by the community's core values and sustainable development principles relating to the promotion of economic, physical and social regeneration and also improving the environment. It emphasises the creation of an urban renaissance, through the redevelopment of brownfield sites within the urban area.

The Local Plan includes the strategic objective to develop Chatham into the thriving city centre of Medway with high quality designed mixed use development comprising a range of housing, retail, leisure and community facilities, and thus becoming a major sub-regional centre able to compete effectively with its neighbours.

The following policy applies to the Development Framework area:

Policy S5 establishes that ‘the council will permit initiatives to enhance the attraction of the town centre. These may include environmental improvements, improved access for public transport, cyclists and pedestrians and access to the riverside’.

Medway Local Development Framework

Under the new development plans system all local authorities are required to prepare and keep under review a local development framework (LDF). The LDF consists of a portfolio of documents instead of a single plan. It includes development plan documents, which will be subject to public examination by an independent inspector; and supplementary planning documents, which will not need to be subject to a public examination. These documents will be prepared in accordance with a programme that is incorporated into a local development scheme (LDS).

Medway’s development plan documents (DPDs) will consist of the following:

- Core Strategy: containing the vision and strategic objectives for the area and including strategic land allocations;
- An Action Area Plan (AAP for the new settlement of Cahttenden/Lodge Hill;
- One further DPD covering all remaining land allocations and any necessary development control policies;
- Proposals Map: illustrating, on an ordnance survey base, all the policies and proposals contained in the other documents, and
- A number of Supplementary planning documents will be prepared alongside these documents, including this Chatham Centre and Waterfront SPD in order to provide more detailed guidance. It is also supported by a Statement of Community Involvement explaining the

consultation process that will be followed and Sustainability Appraisal demonstrating the contribution that the DPDs will make to the achievement of sustainable development.

Statement Of Community Involvement

The Statement of Community Involvement (SCI) is the first development plan document to be approved by Medway Council. In preparing development plan documents, the Council is required to meet a minimum level of public involvement under the Town and Country Planning (Local Development) (England) Regulations 2004. The SCI sets out, in a formal way, the arrangements for how people can get involved in the preparation of local development documents. Central to the SCI is to ensure that all sections of the public, including local groups and organisations, are actively involved throughout the plan making process.

The SCI is therefore relevant to the preparation of this Chatham Centre and Waterfront SPD. However, because SPDs are not a statutory requirement only one period of public participation is required and they do not need to follow the full consultation procedure required for DPDs. The SCI states that consultation will be directed towards those bodies, organisations and individuals with a particular interest in an SPD area or subject.

Core Strategy (Draft)

Medway Council is in the process of preparing a core strategy development plan document that sets out the council's spatial strategy for how Medway will be developed in the future

Building Height SPD

The Local Plan and emerging Local Development Framework is supported by more detailed guidance. In particular, Medway's Building Height Policy, which was adopted as a SPD in 2006 provides guidance for ensuring new high buildings within Medway are of the highest quality, and are in the most appropriate locations. The Medway Waterfront Renaissance Strategy defines Chatham Centre and Waterfront as an appropriate location where higher buildings should be proposed.

Medway Council recognises that as part of Medway's growth, high quality designed land mark buildings will be needed to promote an exciting image for Medway's waterfront regeneration sites and in delivering more sustainable working and living environments. However, great care will need to be taken to protect the historic built environment and the unique landscape and riverside setting of Medway.

Development Contributions Guide SPD

A Development Contributions Guide has been prepared by Medway Council that is a supplementary document to Policy S6 of the Local Plan. Developers are expected to have had full regard to the guide before submitting planning applications to the council.

The Guide aims to assist developers, speed the decision making process and ensure consistency, transparency and accountability. Planning Obligations or Agreements and Unilateral Undertakings are normally entered into in accordance with Section 106 of the Town & Country Planning Act 1990 (as amended). New development should be sustainable and this means it should provide capacity and new facilities to meet the needs of new residents. The council has therefore put in place systems and arrangements to aid the process to be followed in determining contributions and sets out the technical details for most services for which contributions may be sought.

Pentagon Centre Development Brief

Medway Council, in partnership with Dunedin Property Limited, then owners of the Pentagon Shopping Centre, commissioned a team of planning, urban design and architecture specialists, led by David Lock Associates, to explore how the Pentagon Shopping Centre might be refurbished and extended in a way that can bring new benefits and opportunities to Chatham Town Centre.

The scope of the refurbishment and development is to improve the market appeal of the Centre and its integration with the surrounding town centre, including enhancing pedestrian movement. In particular, three main opportunities are identified:

- Refurbishment of the centre that entails reviewing and consolidating floor space through relocating the bus station; reorganising existing retail units (particularly on the upper levels), and reviewing the existing entrance points, malls and internal spaces (including Pentagon Court) to improve pedestrian circulation through the centre;
- Mixed use extension of the centre to Soloman's Road which involves the demolition of the existing Brook car park; redevelopment of existing retail units fronting the High Street; provision of high quality parking, and some residential development;
- Mixed use extension of the centre fronting The Paddock which involves redeveloping the area currently used by buses accessing the centre; reclaiming highway land to provide a fresh and attractive development frontage, and some residential development;
- There are also a number of wider public realm proposals connected with the refurbishment and extension of the centre which will come forward as part of the wider Development Framework. It is essential that future development within and around the Pentagon Centre takes place in a co-ordinated way.

Medway's Local Transport Plan (LTP)

This document aims to reduce the use of cars and encourages cycling, walking and public transport as alternatives. This approach is fully supported by national, regional and local government policies, such as the Medway Local Plan adopted version 2003. Medway's LTP seeks to deliver six overarching priorities:

- to tackle congestion;
- to deliver improved accessibility;
- to make our roads safer;
- to improve air quality;
- to deliver sustainable regeneration;
- to contribute to improving the health of Medway's residents.

OTHER RELEVANT GUIDANCE AND POLICY DOCUMENTS

Guidance Documents

Safer Places, The Planning System And Crime Prevention.

This guide is not solely about crime prevention. It is about making places that are safer, but also better in a number of other ways. This means it is concerned with the promotion of safe, sustainable and attractive environments that meet the full set of planning objectives. In short, it is about good planning in general, and its particular role in tackling crime and the fear of crime. The guide's aim is to show how good planning can contribute to crime prevention and the creation of safer places and hence to well-designed, sustainable communities. We need to create environments which people want to occupy and use, creating a strong and positive sense of communal identity.

Secured By Design

Secured by Design is a police initiative to encourage the building industry to adopt crime prevention measures in the design of developments to assist in reducing the opportunity for crime and the fear of crime, creating a safer and more secure environment.

Current government planning policy strongly supports this principle and makes clear that community safety is an integral part of the design agenda. Planning Policy Guidance note 3 (PPG3) calls upon local planning authorities:

“to promote design and layouts which are safe and take account of public health, crime prevention and community safety considerations”.

Seeing The History In The View; A Method For Assessing Historical Significance Within Views – Draft For Consultation

English Heritage is developing a method to assess the historical significance of views, systematically and consistently.

The proposed method draws on English Heritage's Conservation Principles for the sustainable management of the historic environment. Part 1 describes a method of assessing the historical significance of a view that would be applicable whatever historic assets may be visible in it. Part 2 describes how English Heritage would assess the likely impact of specific development proposals on particular views.

Manual for Streets

Manual for Streets provides new advice for the design and creation of residential streets. It recognises the need to transform the quality of streets and spaces and advocates the need for a new approach - streets should be designed to consider, not only the needs of vehicles but primarily the needs of pedestrians and cyclists. A key recommendation of the Manual is that more consideration should be given to streets as high quality 'places' and that street should be considered within and as part of their context.

