

# About this document

**Medway Council** was selected as one of twenty five places in England to develop a local design code as part of the **Department for Levelling Up, Housing and Communities (DLUHC)** Pathfinder Programme.

This document has been developed in collaboration with a wider consultant team, led by **BPTW**, providing urban design, design coding and architectural services with a range of team support, including, **Create Streets** on community engagement, **HTA, Landscape** on public realm and landscape, **Urban Movement** on transport and highways and **Lyall Bills & Young Architects** on testing the design code.



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Area Type Analysis
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Volume IV

# 4.0 Masterplanning Areas



## 4.1 Masterplanning Areas

A series of 'Masterplanning Areas' have been identified within the centre of Chatham. Within these areas, transformational change through new and enhanced streets, routes and spaces will provide better connections between High Street and the wider context whilst also enhancing key gateways.

This will require landowners to consider the wider area beyond their ownership boundaries to develop design proposals that contribute to the transformational change within each Masterplanning Area. The following concept plans and associated Parameter Plans aim to assist landowners to achieve this in the following four Masterplanning Areas:

- > Masterplan Area 1: Station Square to Riverside Gardens
- > Masterplan Area 2: New Road Conservation Area to Great Lines
- > Masterplan Area 3: Bryant Street to Great Lines
- > Masterplan Area 4: Luton Arches

For each area, there is an introduction that provides the overall vision for the Masterplan Area. This includes the aims and objectives, which is illustrated in a concept plan and an illustrative artist sketch.

A Parameter Plan for Movement and Public Space & Nature highlights the defined street network and associated public spaces. It identifies new streets and routes as well as existing streets, that will be improved to create more urban streets catering to a greater modal shift to more active and public transport use.

A second Parameter Plan is provided for Built Form. It defines building blocks and plots by identifying fixed, mandatory building lines as well as indicative, flexible building lines. The resulting building areas are colour-coded to cross reference the corresponding Area Type for building block or plot. The design coding associated with each Area Type under Area Type Guidance must be followed, giving detailed design coding guidance for Movement, Public Space & Nature, Built Form and Use.

Key sites with a strong design rationale could pursue the Exemplary Design Process to challenge certain Area Type Guidance design codes to demonstrate higher quality, exemplary design whilst still delivering the concept within the Masterplan Area and the spirit of the appropriate Area Type.

### Additional Masterplanning

Each Masterplan Area concept was developed from a high-level understanding of area opportunities and constraints, including an understanding of the existing street network, key desire lines, underground utility corridors, heritage and built form context. A simplified plan can be found in the Appendix.

Each Masterplan Area concept has been developed to deliver transformational change that raises aspirations for quality and delivers a step change in public realm set within a connected network of routes and spaces. Each will deliver gateway spaces and a range of new squares and spaces that requires landowners to follow the Parameter Plans in each area to coordinate design proposals to contribute to each Masterplan Area vision.

Landowners within each Masterplan Area are able to come together along with Medway Council to develop a detailed, considered masterplan that may better reflect constraints, facilitate a more coordinated/detailed design amongst sites (for example specifying the exact width of a tertiary route that adjoins multiple ownerships) and/or to coordinate with various departments within Medway Council to determine additional fixes and add certainty to the Planning application process, whilst reducing determination time.

This process will need to adhere to an agreed PPA process amongst agreed landowners and follow an agreed design review process, with Medway Council determining the sign-off process prior to application can be submitted/ determined. And the process will need to demonstrate compliance with the concept and aspirations for the given Masterplan Area.



Fig.147 Outlined Masterplan Areas

## 4.2 Masterplanning Area 1

### Artist Sketch

This masterplan aims to create a strong pedestrian friendly route linking Station Square, Church Square and Chatham riverside to establish a welcoming gateway into Chatham.

1. Multi-storey car park - creating a new link to Victoria Gardens
2. New Station Quarter with Station Square
3. Old train station
4. Pedestrian underpass to Church Square
5. St. John's Church
6. New Church Square
7. Workshops - Repaired frontage to Waterfront Way
8. Mixed-use urban block
9. Railway Street / Military Road Pedestrian
10. Corridor
11. Paddock
12. The Brook Theatre



Fig.148 Conceptual 3D Aerial View

## High Level Concept

Masterplanning Area 1 encompasses Chatham Railway Station as a primary gateway in Chatham and aims to deliver a strong pedestrian-priority route from the station to High Street and Riverside Gardens, which is the point where Chatham Centre front onto the River Medway. This also creates an enhanced route to Fort Amherst and the Historic Dockyard Chatham beyond and established an urban structure for a future pedestrian and cycle bridge to link Chatham to Medway City Industrial Estate.

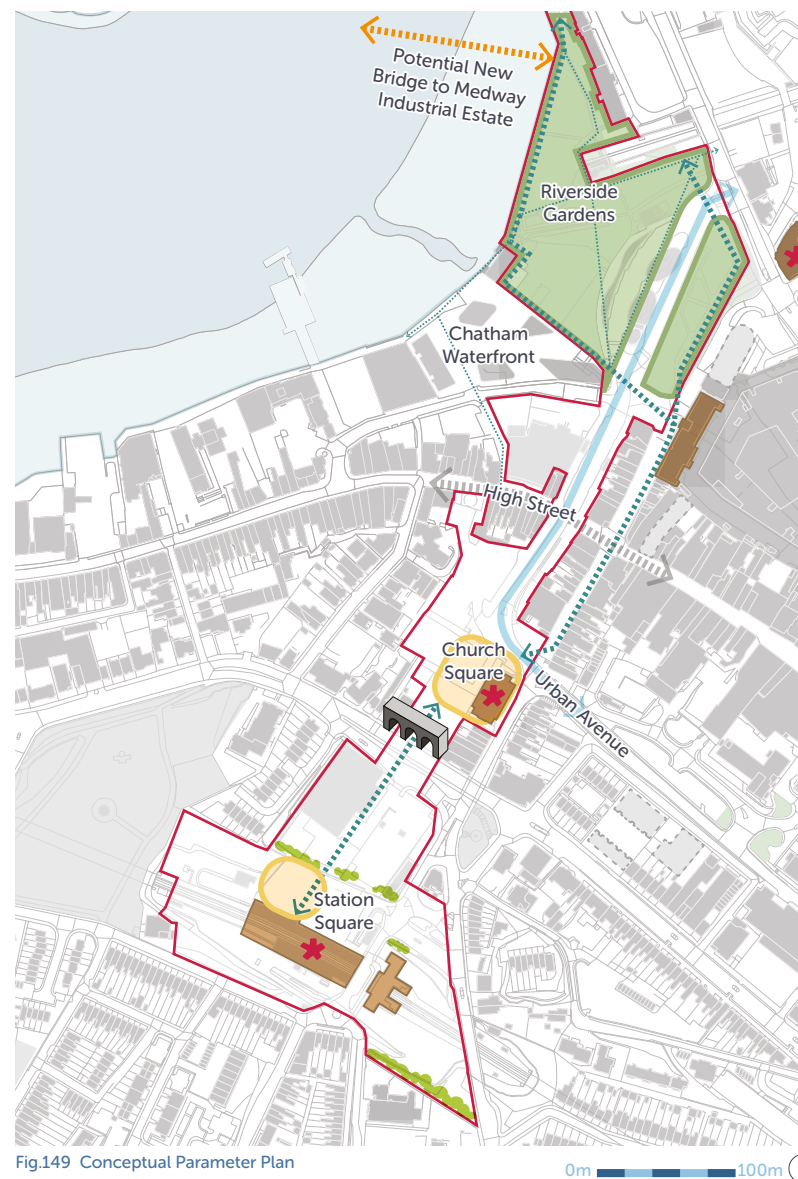


Fig.149 Conceptual Parameter Plan

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### Station Gateway

The existing pedestrian-priority Chatham Cross includes High Street (west of Union Street), Military Road and Railway Street, up to the junction with Best Street. A new Railway Station aligned with the existing open archway below New Road creates a direct, at-grade desire line from a new Station Square to Church Square, a new square enhancing the setting of St John's Chatham. Church Square creates a pivot space to connect to the pedestrian-priority portion of Railway Street, creating a transformational gateway experience into Chatham.

As part of the new station, a new multistorey car park provides a car parking structure with a landscaped upper level aligned to Victoria Gardens, which extends the landscape and provides lift/stair access via the car park circulation to Station Square. Access to the car park is aligned with Maidstone Road from the east.

Existing surface car parks, including fronting onto the platform level on either side of the tracks, provides significant opportunity to intensify this area and to deliver Chatham's mixed-use Station Quarter. New development south of the rail corridor should include a new pedestrian route aligned with Fort Pitt Street to provide a new connection to Station Square and the new railway station.

To the east of the new Station Square, and behind The Alexandra, the east-west bus and vehicular circulation is rationalised, and the exposed back of The Alexandra is repaired by introducing new development to create a small urban block.

A secondary pedestrian route from Station Square creates an additional desire line toward Railway Street at New Cut and enables a small public space to complement the setting of the Thomas Waghorn Statue.

A tertiary route aligned with Old Road provides a break into the development blocks and can act as a servicing route for fronting blocks.

### Church Square

The archway below New Road provides a defined threshold, and the adjacent, western archway should be opened to provide additional access capacity. This route will create a desire line aligned from the existing arch alignment to the western pavement of Waterfront Way, which lands into a high quality mixed hardscape and green-scape to define Church Square. Enhanced public realm with similar materials and details should extend to include the building frontages along Railway Street and Waterfront Way facing onto St John's Chatham.

A building between the arch and the church building should have its primary frontage on the upper level – its southern frontage onto New Road – with a second primary frontage on its northern frontage facing onto the new square. A strong new frontage on the western frontage of the new square should create a defined edge, with a series of service laneways to provide access for existing and new buildings.

### Waterfront Way

It is envisioned that Waterfront Way could be narrowed in the longer term, with narrowing converting carriageway space to pavement area on the eastern portion of the street. The existing exposed buildings should be repaired with small scale development as independent buildings or extensions to existing accommodation with new active frontage on Waterfront Way.

On the western side of the street, whilst new development will likely need to set back slightly to accommodate below grade servicing, this area could introduce some lower level greenery. The southern portion of this block future-proofs a longer term pedestrian/ cycle route to Manor Road, utilising an existing car park entrance, which can possibly be re-provided within the set-back block.

New strong frontage will be provided at Waterfront Way at the junction with Medway Street, creating a focal corner leading towards an enhanced Riverside Gardens.

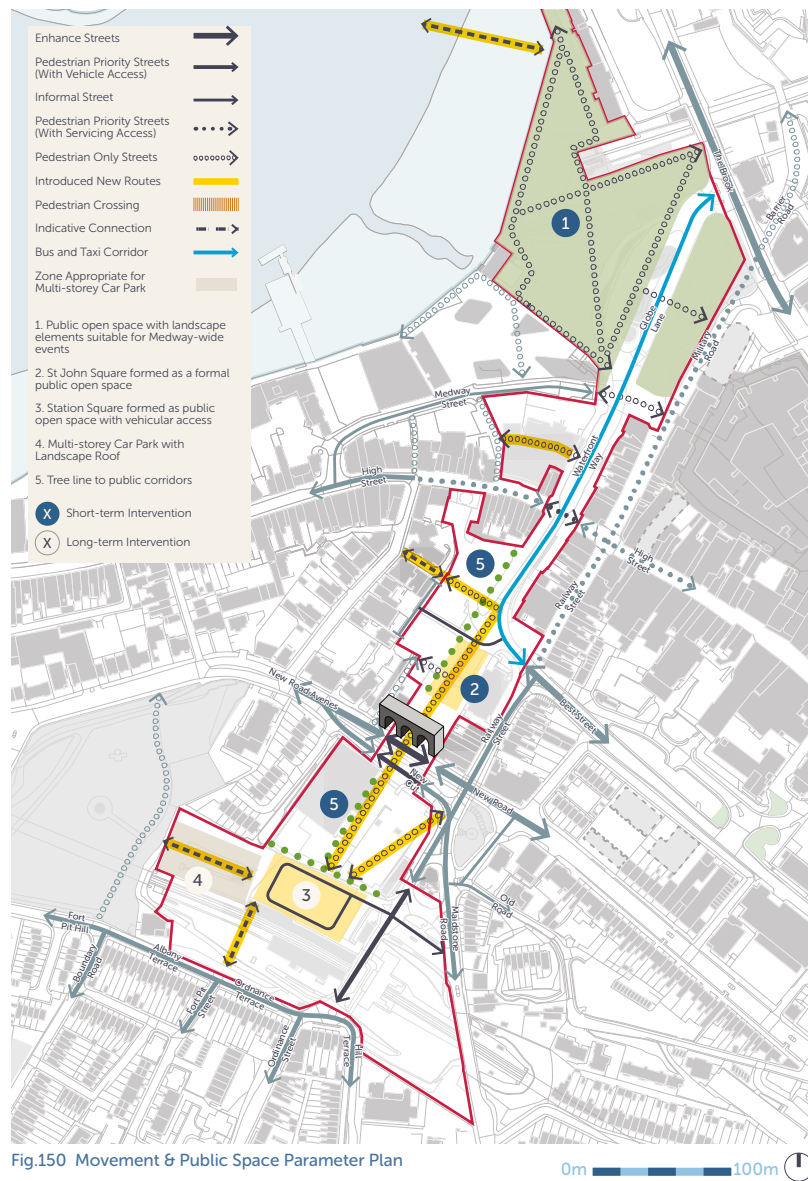


Fig.150 Movement & Public Space Parameter Plan

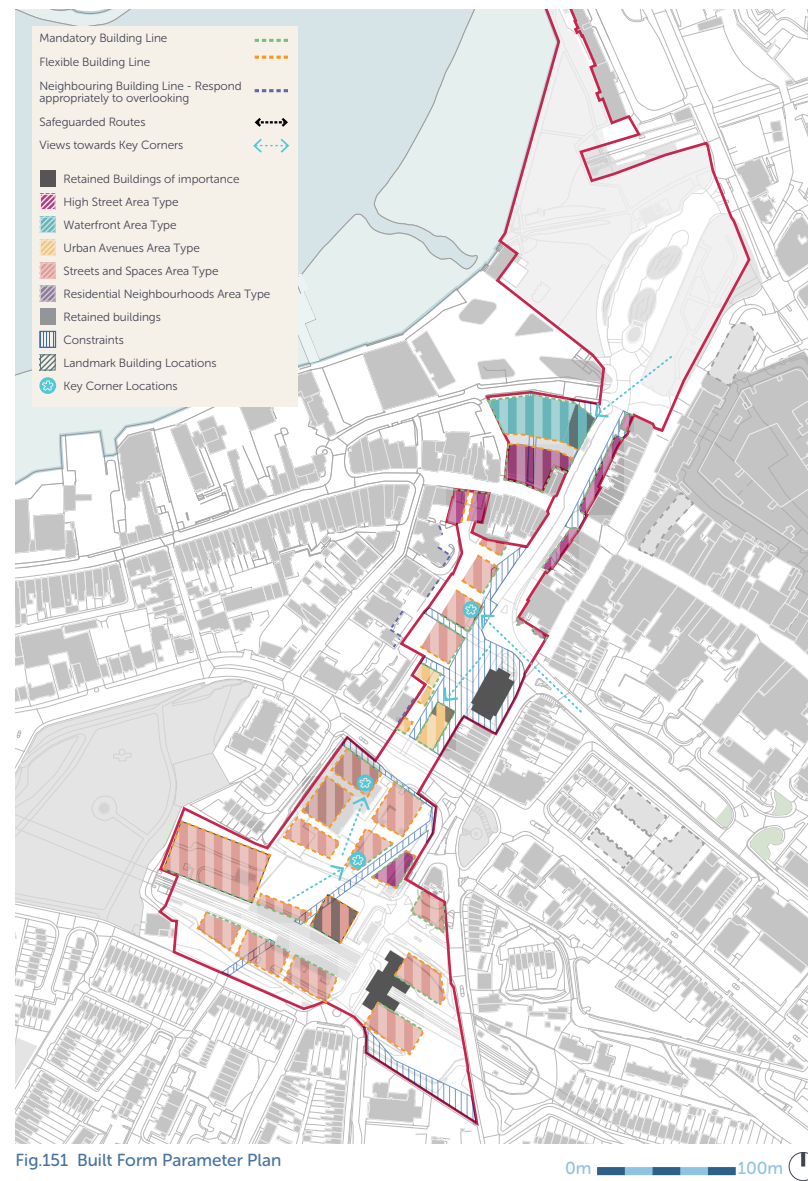


Fig.151 Built Form Parameter Plan

## Architect Code Testing

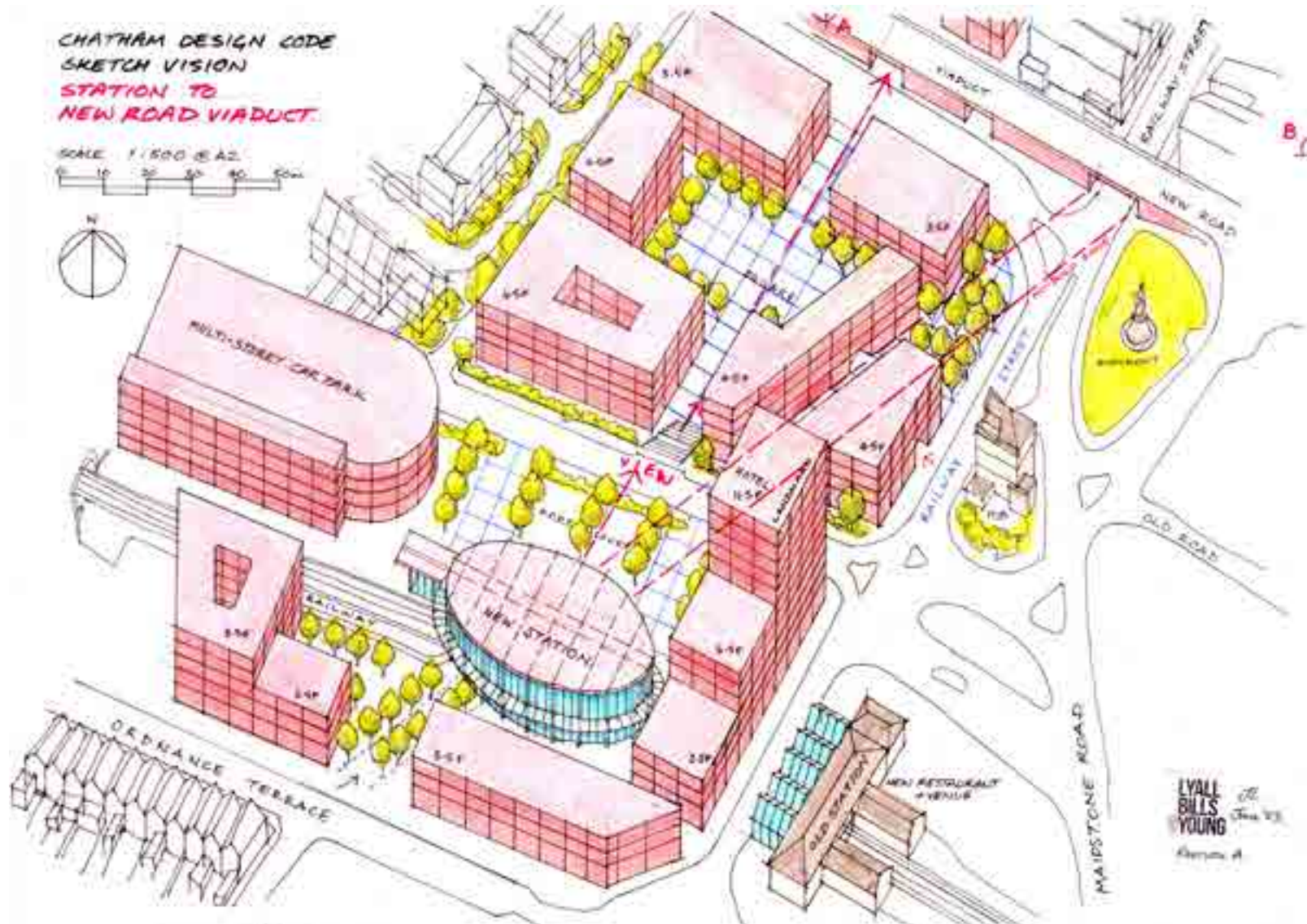


Fig.152 Architect Testing Drawing

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## 4.3 Masterplanning Area 2

### Artist Sketch

This masterplan aims to create strong pedestrian-friendly routes that link the New Road Conservation Area and new squares with the Great Lines Heritage Park to a series of connected public spaces within and adjacent central mixed uses.

1. New Road Conservation Area
2. Vertically extended private garages and redeveloped as creative work spaces
3. New landscaped open area - Clover Square
4. New mixed-use developments on Clover Street
5. New Square formed by widening High Street
6. New Market Hall
7. New public Market Square by Old Brook Pumping Station - Solomon Square
8. Old Brook Pumping Station and Pump House Green
9. Green buffer and sustainable urbane drainage along the Brook
10. New mixed-use developments replacing The Brook car-park
11. New pedestrian link between The Brook and Town Hall Gardens
12. Chatham Ragged School
13. Newly improved Gateway into the Great Lines
14. Chatham Naval Memorial

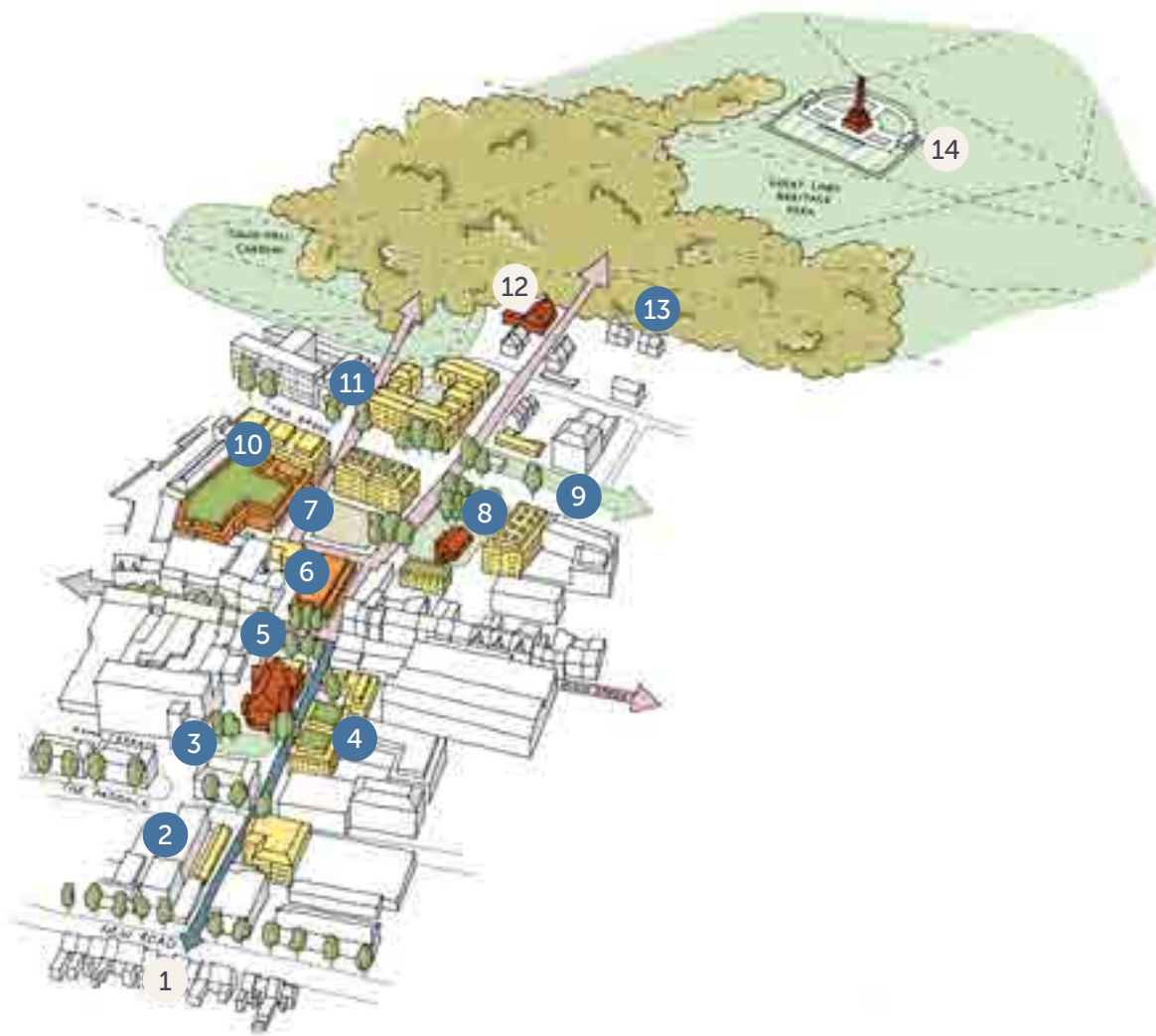


Fig.153 Conceptual 3D Aerial View

## High Level Concept

Masterplanning Area 2 creates a direct route between Great Lines Heritage Park through a series of new and enhanced pedestrian priority routes and spaces to New Road, along with a new secondary route to Town Hall Gardens. This includes a new Church Square surrounding The Emmaus Church Centre, Solomon Square as Chatham's Market Square and Pump House Green as a linking green space to a new linear landscape along The Brook that effectively connects the River Medway to a new public green space within Masterplan Area 3.

The northern portion of Masterplanning Area 2 is located within the Arches (Chatham) Neighbourhood Plan boundary, please make reference to the 'made' plan for additional guidance and coding for sites in this area.

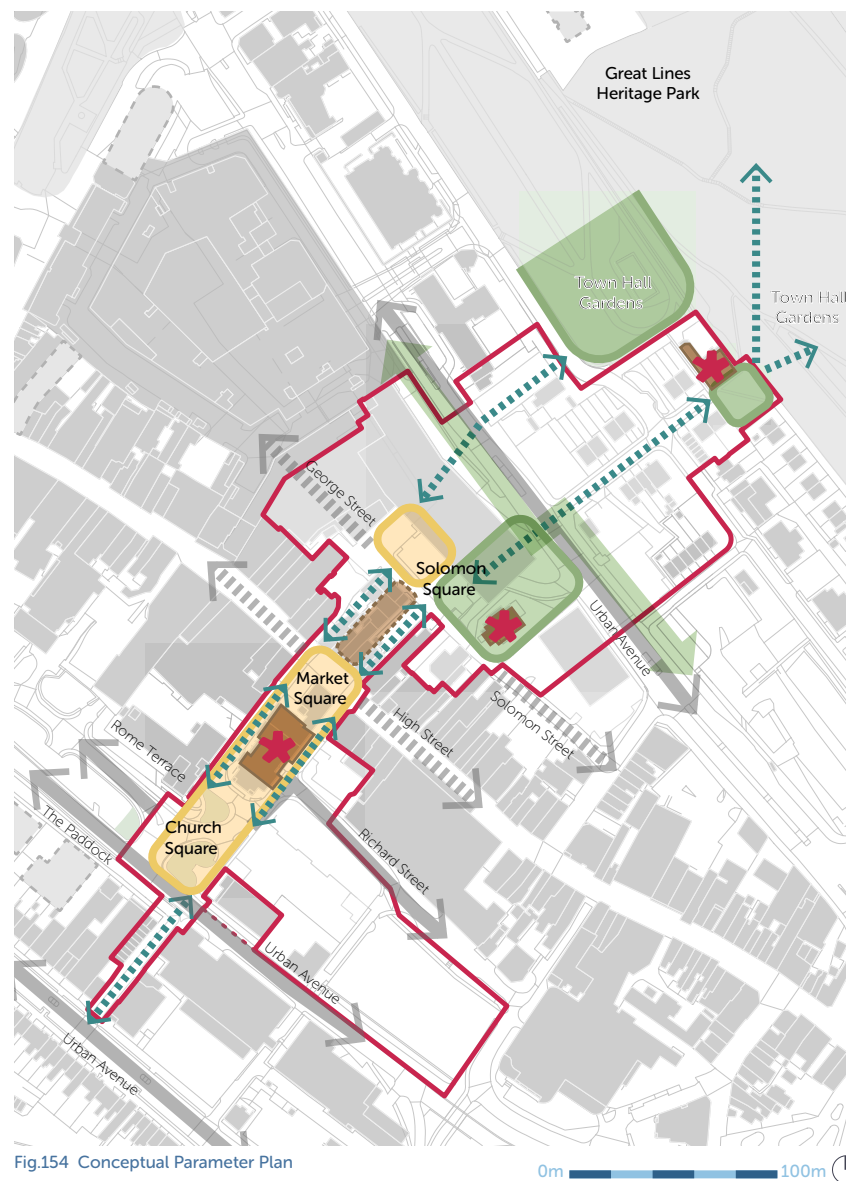


Fig.154 Conceptual Parameter Plan

### Church Square

With strong topography from Best Street to High Street, a new hardscaped and green-scaped square will unify the public realm where the Emmaus Church Centre becomes the central focus, with new future frontages facing onto this square with future frontages aligning with those along Clover Street and Meeting House Lane. The landscape will be stepped and provide spaces for people to dwell and enjoy.

Longer term plans will enable the original south western church façade to front onto the new square and the removal of the modernist building on High Street to enable the neo-classical church extension (with future new windows and access at street level) to front onto the High Street space.

The complex street and access arrangements will be simplified and integrated into the high quality public realm whilst still providing needed servicing access, where appropriate.

### Solomon Square

Existing pedestrian routes between High Street and the proposed Solomon Square will be widened, enhanced and made publicly accessible to provide improved access. The buildings between these routes could be redeveloped, possibly into a market hall or other landmark use on the ground floor that has a primary frontage on High Street and Solomon Square as well as active secondary frontages on the side elevations.

The existing multi-storey car park adjoining The Pentagon Centre will be removed to enable a direct new route to Town Hall Gardens and an enhanced route to Great Lines Heritage Park along King

Street. A redeveloped south eastern frontage of The Pentagon Centre will provide a new direct route to Solomon Square, with existing uses and services re-provided or reconsidered (this new frontage could also be the location for Chatham Market linking the shopping centre to Solomon Square).

Some re-provision of car parking can be introduced in below grade car parking below the new square and associated development that fronts onto The Brook.

### Pump House Green and The Brook Linear Landscape

The setting of the Old Brook Pumping Station and its museum will be greatly enhanced with the removal of the existing car parking structure and introduction of a new green landscape. This landscape will provide an opportunity for temporary or a light glazed structure to create a better connection to front onto The Brook, where a new linear green landscape will transform the character of the street.

This linear green fronts onto the southern portion of The Brook to the south west of the new green, and lands into The Paddock, Riverside Gardens and the Riverwalk beyond. This linear park shifts to the northern frontage of The Brook along to the north east of the new green, where it lands in a new public green space within Masterplan Area 3

### King's Garden Square

King's Garden square is a gateway green space that will be a key gateway between King Street (with enhanced public realm and trees) and Great Lines

Heritage Park, with a key desire line to the Chatham Naval War Memorial. The square will be enhanced and made more accessible to better address changes in topography.

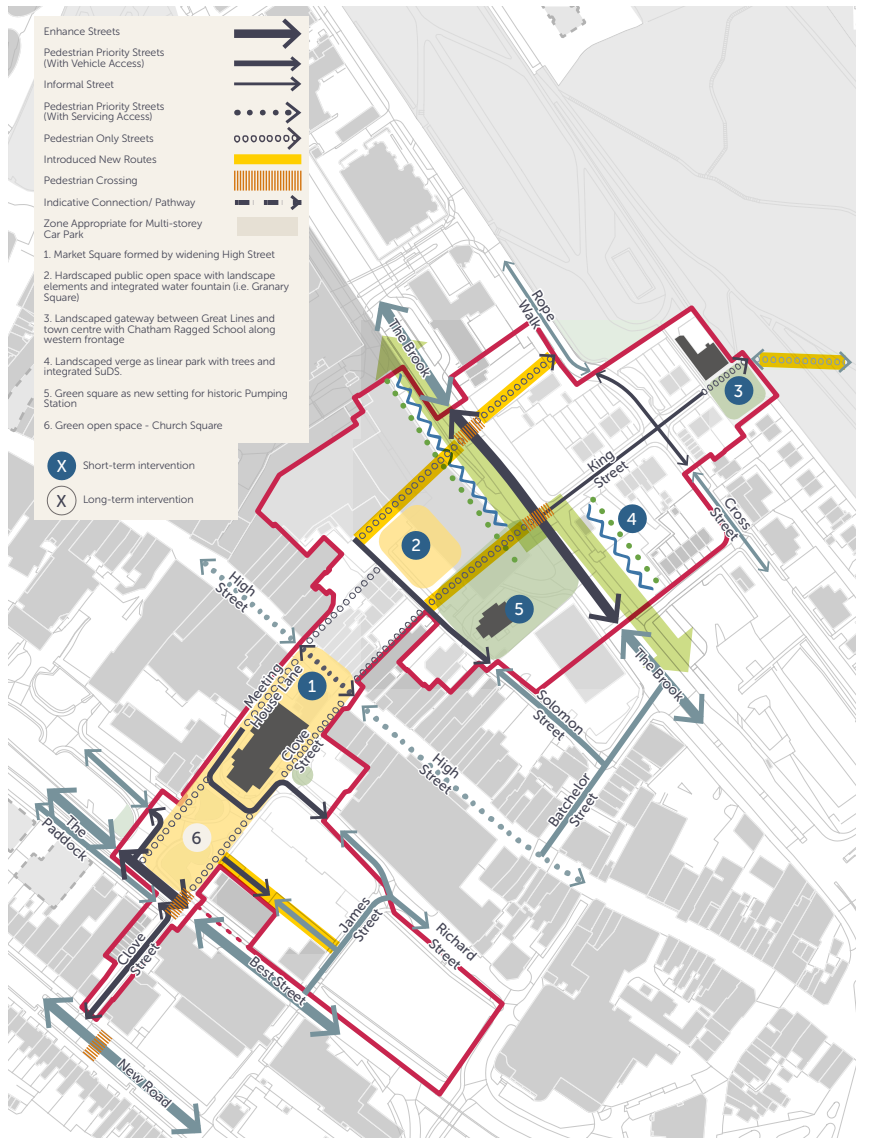


Fig.155 Movement & Public Space Parameter Plan

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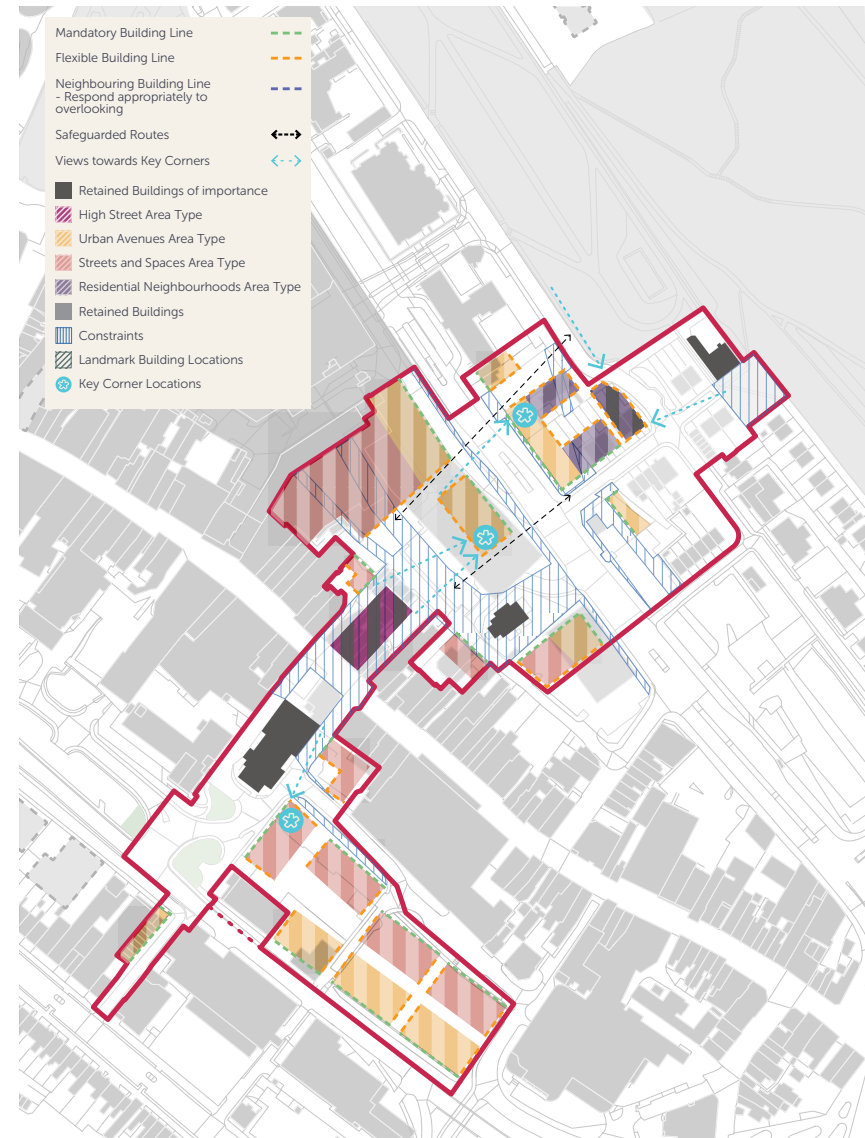


Fig.156 Built Form Parameter Plan

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## 4.4 Masterplanning Area 3

### Artist Sketch

This masterplan aims to re-imagine the vehicular network to improve the pedestrian junction between High Street and The Brook by creating a new public square which is emphasised by new landmark buildings. This encourages a safer travelling environment for both pedestrians and cyclists. The newly created square also provides a link to the Great Lines Heritage Park.

1. Bryant Street
2. New Road - Regular crossings across the urban avenue
3. The Brook and Union street reduced width to two lanes - new developments with strong frontages
4. Spotlites Theatre
5. Re-aligned Best Street releases land for larger urban blocks
6. New urban blocks addressing both Union and High Street
7. New landmark building
8. The White Lion pub - corner building of interest
9. New green public space with integrated water feature
10. New urban blocks with integrated public garage
11. Chatham Naval Memorial



Fig.157 Conceptual 3D Aerial View

## High Level Concept

Masterplanning Area 3 transforms the gateway from New Road where High Street meets The Brook along Union Street. A new welcoming City Square creates a green link across the new linear green landscape along The Brook, which connects to the River Medway and Riverside Gardens. The new square forms part of an extension of a pedestrianised High Street and creates an enhanced route to Great Lines Heritage Park and a new route to the Chatham Naval War Memorial.

Northern and eastern portions of Masterplanning Area 3 are located within the Arches (Chatham) Neighbourhood Plan boundary, please make reference to the 'made' plan for additional guidance and coding for sites in this area.

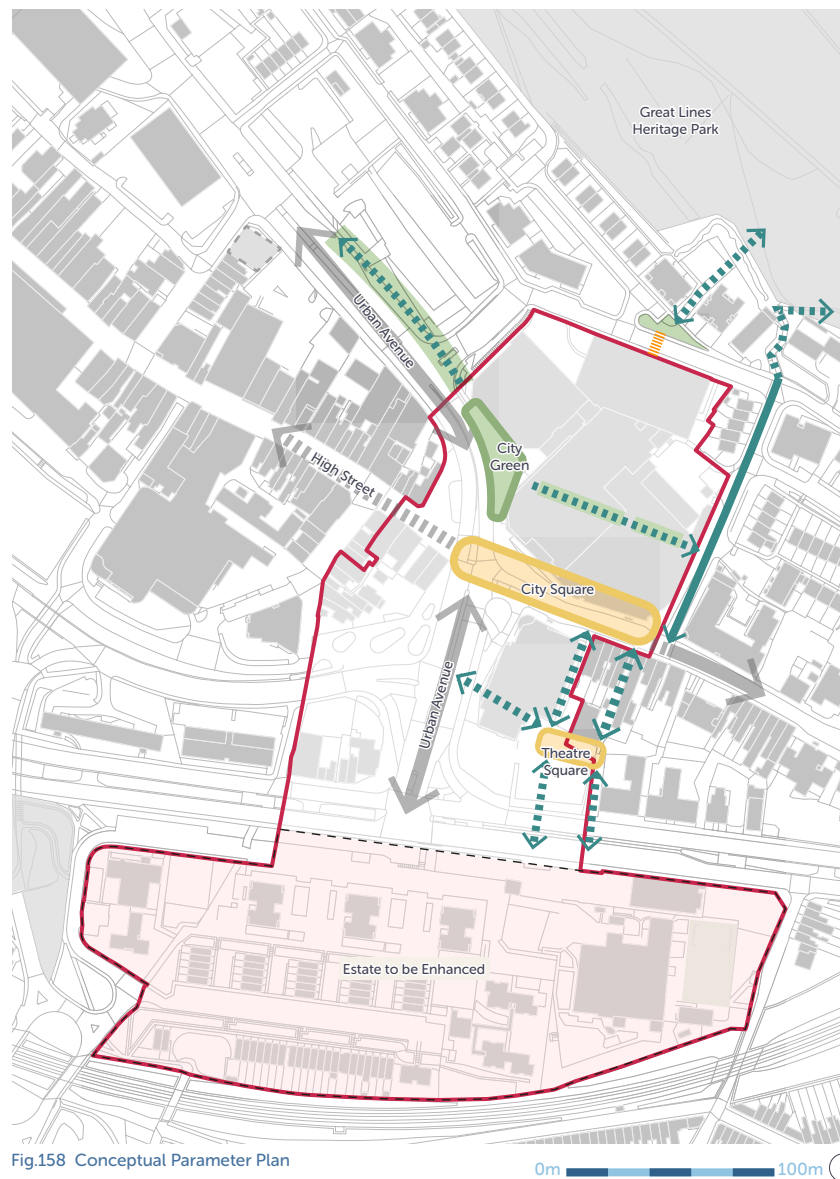


Fig.158 Conceptual Parameter Plan

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### Union Street, The Brook and Best Street

Union Street and The Brook will be downgraded from the street widths that range from 4 to 6 lanes wide within Masterplan Area 3. This will require a progressive series of improvements and downgrades that will enhance a modal shift locally, along with possible large more strategic shifts (which may limit longer term through route access to the Medway Tunnel from The Brook).

In the shorter term, slip turn lanes onto Best Street and New Road could be removed whilst the eastern portion of Best Street could be reduced to two lanes similar to the rest of the street whilst new and enhanced pedestrian crossing could assist pedestrian movements.

New development and frontages are likely to be built prior to street improvements are completed, however, as streets are downgraded, public realm will be progressively enhanced along these routes. This will include the introduction of significant street trees, SuDS, lower level greenery, additional and more generous pedestrian crossings and introduction cycle facilities (with shared pavements that may lead to the introduction of dedicated, segregated cycle lanes).

### City Square

A new City Square that creates a destination open space that links the pedestrian nature of High Street with the new linear green landscape of The Brook. High Street between Union Street and Upbury Way will become pedestrianised, with traffic being rerouted along Upbury Way, Cross Street and Slicketts Hill

This public space will create a new public space

along the eastern portion of High Street and aim to draw greater activity to this part of the centre and provide a new or enhanced route to Great Lines Heritage Park, along with a new pedestrian route that leads directly to the Chatham Naval War Memorial. The public space will be generously landscaped but also provide sufficient hardscaped space to host a range of community events, from celebratory space to farmers market days. New active frontages with a range of mixed uses will enliven the space throughout the day and week.

### Theatre Square

A range of new laneways with active and live frontages will connect Spotlites Theatre to an adjacent public square that connects to Union Street and New Road.

### Bryant Street

Bryant Street estate forms a significant part of the gateway experience of Masterplan Area 3. The existing residential towers and fronting treeline provides a key focus along New Road. It is envisioned that a wider engagement and design process should identify the longer-term opportunities to enhance the estate and adjacent uses, including the health centre and primary school. However, in the shorter term, it is envisioned that a new row of townhouses could be provided along Bryant Street, replacing the garages and parking areas fronting onto New Road.

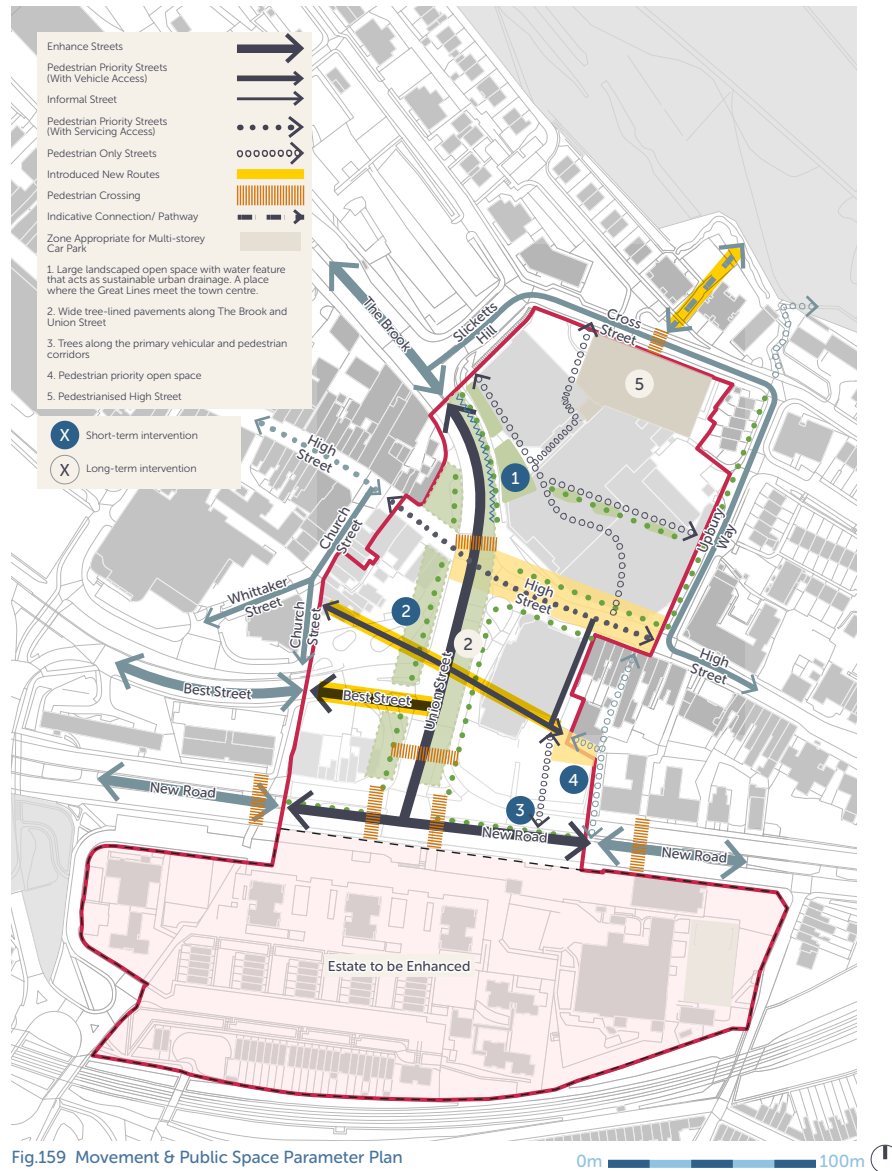


Fig.159 Movement & Public Space Parameter Plan

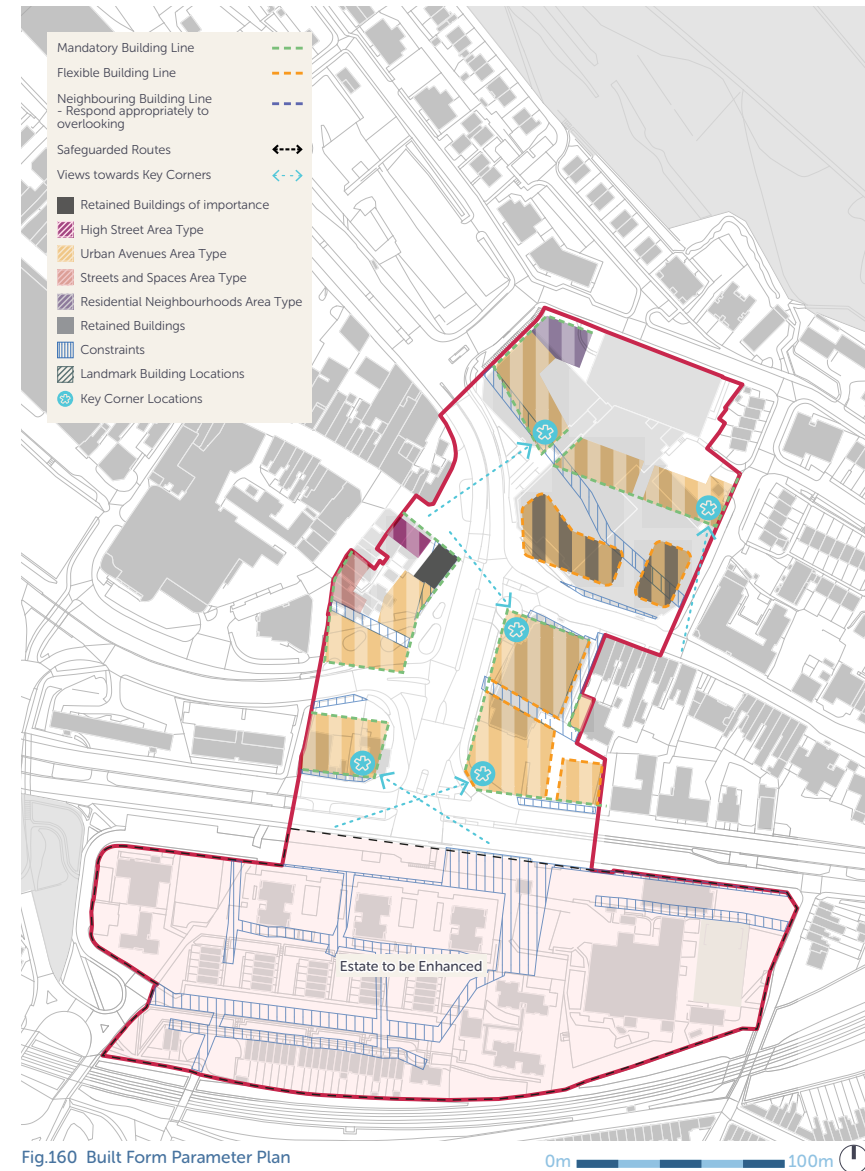


Fig.160 Built Form Parameter Plan

## 4.5 Masterplanning Area 4

### Artist Sketch

This masterplan aims to create a strong and welcoming gateway for both pedestrians and vehicles into the Chatham Centre whilst providing a new open public space by slowing down surrounding traffic.

1. Luton Arches
2. New Road - Regular crossings at grade across the urban avenue - omitted pedestrian overpass
3. Reorganised slowed-down traffic allowing for new developable land as well as open public spaces
4. Magpie Hill Road partially pedestrianized
5. New mixed-use developments frame the open spaces

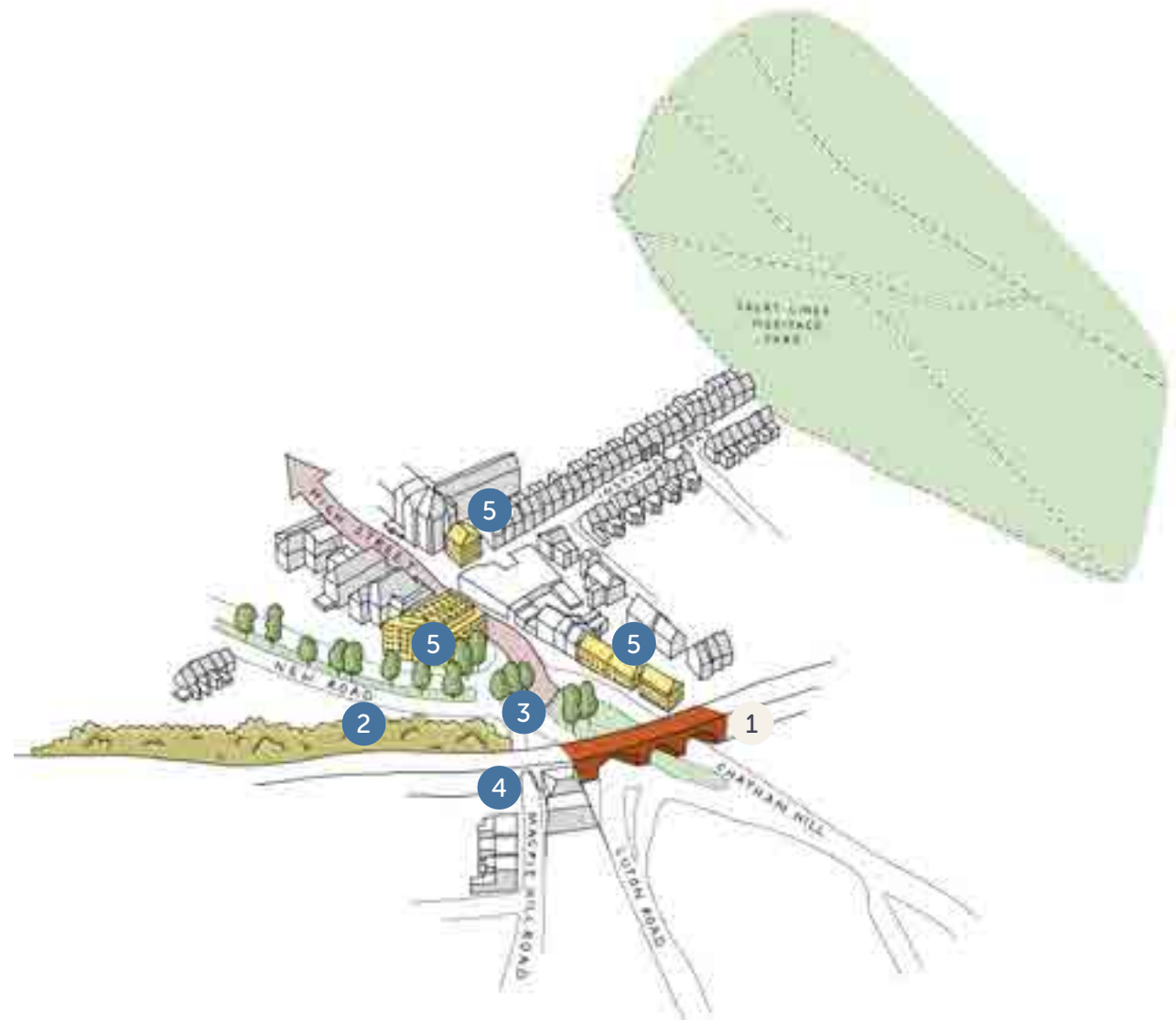


Fig.161 Conceptual 3D Aerial View

## High Level Concept

Masterplanning Area 4 focuses on the eastern gateway into Chatham centre where High Street, New Road, Chatham Hill, Luton Road and Magpole Hall Road converge at the Luton Arches. This complex junction is currently dominated by vehicular traffic, but an enhanced central space will provide a high-quality public realm setting as a gateway space. Enhancements to the nearby Institute Road will provide a better pedestrian experience into Great Lines Heritage Park.

Masterplanning Area 4 is located within the Arches (Chatham) Neighbourhood Plan boundary, please make reference to the 'made' plan for additional guidance and coding for sites in this area.

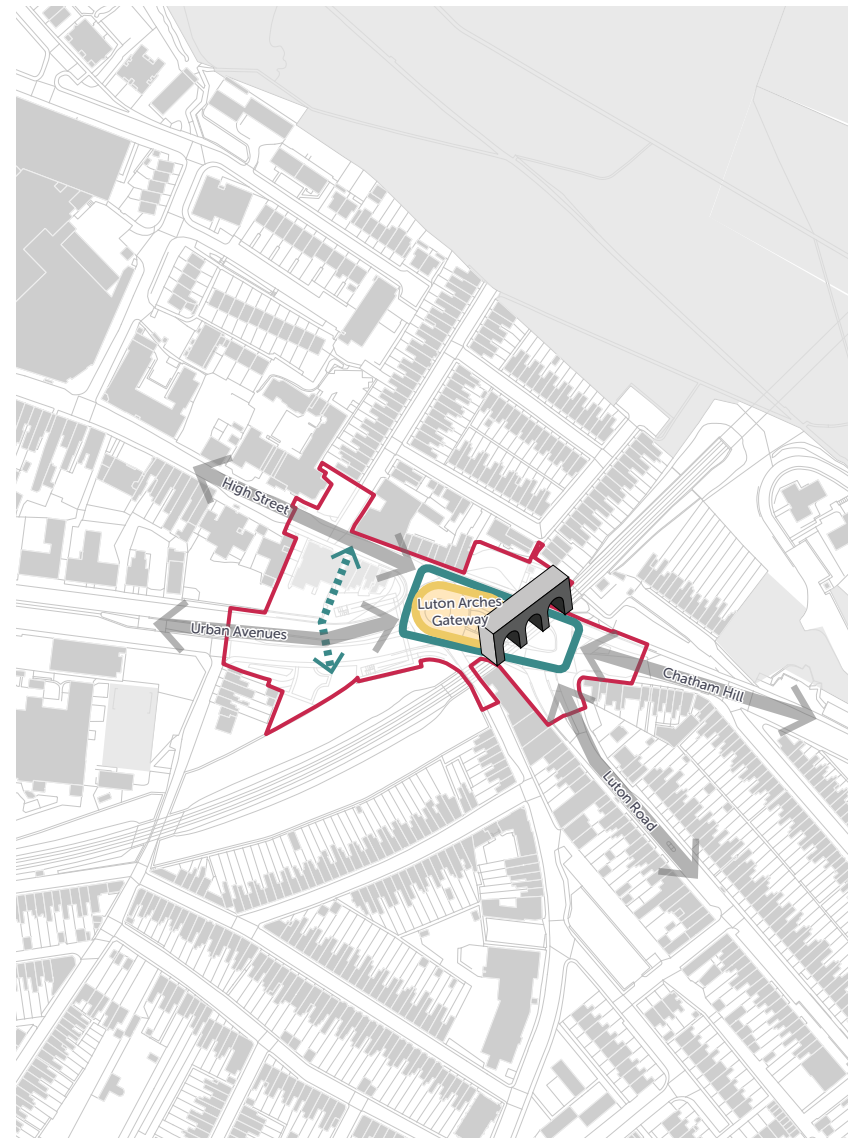


Fig.162 Conceptual Parameter Plan

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### Luton Arches gateway

A new gateway will enable the heritage arches better define the eastern gateway into Chatham Centre whilst also facilitating enhancements for those walking and cycling, including additional at-grade crossing in more convenient locations. This will better connect the centre with adjacent residential areas

In the central space the public realm will be enhanced with high quality hardscape and accentuated with green landscape to create a more appropriate setting for the Luton Arches.

### Institute Road

Institute Road provides a key entrance into Great Lines Heritage Park. Informal walking routes will be formalised, ensuring routes in the park cater to those using it. Street trees can be introduced along the street and a future pedestrian link can better connect residents south of the rail corridor to the park, as well as to High Street via a new street between New Road and High Street.



Fig.163 Movement & Public Space Parameter Plan

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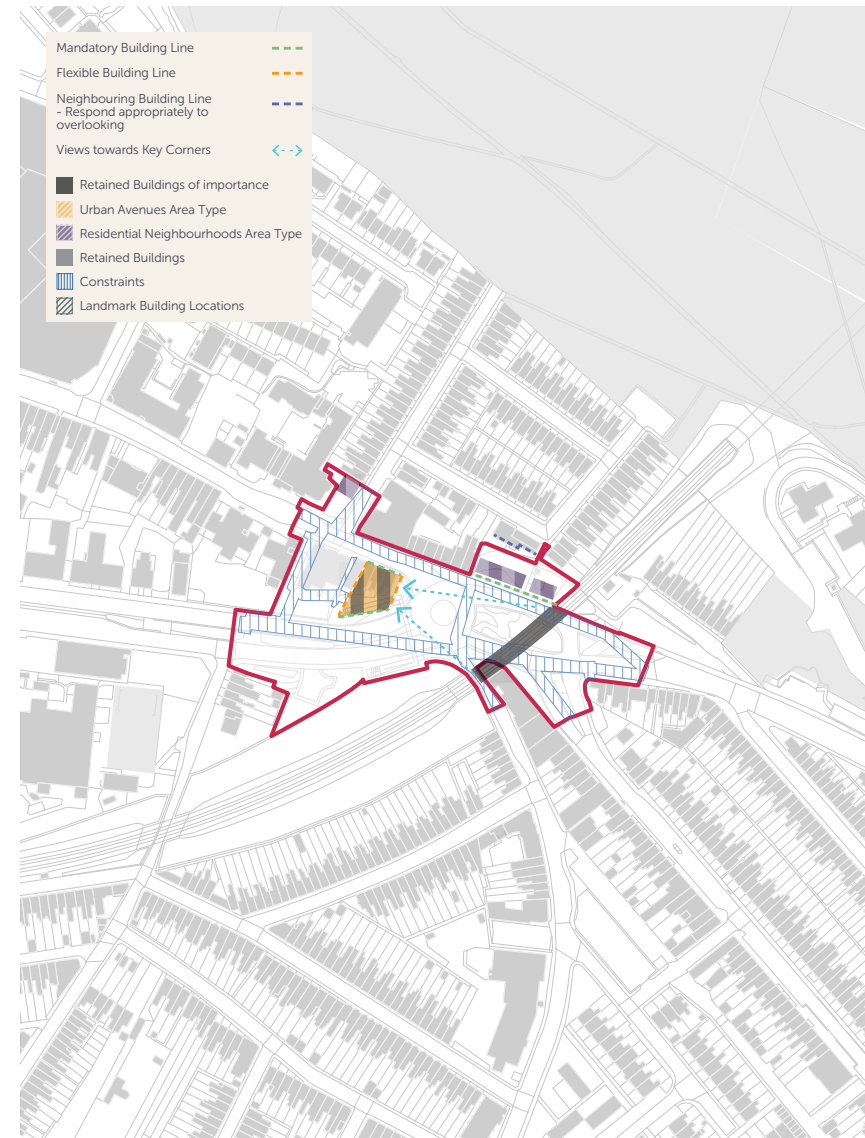


Fig.164 Built Form Parameter Plan

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