

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.



Contents

Volume I

1.0 Introduction	4
1.1 Design Code	6
1.2 Design Code Approach	7
1.3 Design Code	8
1.4 How to Use This Document	9
1.5 Public Engagement	15
1.6 Summary of early community engagement	16
1.7 Location of Chatham	18
1.8 Design Code Boundary	19
1.9 History of Chatham	20
1.10 Chatham Today	23
1.11 Uses	28
1.12 Planning Context	29

Volume II

2.0 Chatham 2050 Vision & Area-Wide Guidance	30
2.1 Vision for Chatham 2050	32
2.2 Area-Wide Guidance - Movement	34
2.3 Area-Wide Guidance - Public Space & Nature	42
2.4 Area-Wide Guidance - Built Form	50
2.5 Area-Wide Guidance - Uses	64

Volume III

3.0 Coding Plan & Area Type Guidance	72
3.1 Medway Coding Plan	74
3.2 Chatham Area Types and Coding Plan	75
3.3 Chatham Cross Area Type	80
3.4 Waterfront Area Type	96
3.5 Urban Avenues Area Type	112
3.6 Streets & Spaces Area Type	132
3.7 Residential Streets Area Type	150
3.8 Green Edge Area Type	168

Volume IV

4.0 Masterplanning Areas	178
4.1 Masterplanning Areas	180
4.2 Masterplanning Area 1	182
4.3 Masterplanning Area 2	188
4.4 Masterplanning Area 3	192
4.5 Masterplanning Area 4	196

Appendix

See separate document

Compliance Checklist
Baseline Analysis
Coding Plan
Area Type Analysis
Supplementary Guidance

Volume II

2.0 Chatham 2050 Vision & Area-wide Guidance



2.1 Vision for Chatham 2050

By 2050, the centre of Chatham will develop into Medway's city centre. Below are a series of key themes that will underpin positive future change. These themes aim to ensure change is delivered to enhance the local context and heritage and contributes to the quality of life of existing and future communities. Future change in Chatham should demonstrate how proposals embrace and contribute each of these key themes, and adhere to future Medway guidance on these themes.

Subsequent pages in this chapter define Area-wide Guidance based on the following Characteristics of a Well- designed Place: Movement, Public Space and Nature, Built Form and Uses. This Area-wide Guidance introduces key principles to guide future change, which underpins stated design coding. These principles also highlight key areas for further Council policy, guidance and initiatives to be developed to assist in delivering the vision for 2050.

1. Healthy & Connected City

A city to promote well-being and prioritise local walking and cycling and act as the centre of Medway's public transport network.

Chatham will promote health and well-being for the whole community, celebrate its historic, fine- grained streets to encourage walking and cycling and strengthening the public transport network to enhance connections across the wider area. New and existing streets and spaces will promote accessibility for those with differing abilities, which will be designed as sociable, playful, and engaging places for people of all ages.

2. Heritage Maritime City

A city to celebrate the River Medway and naval legacy.

Chatham will celebrate its rich naval heritage as the settlement that grew within the base of the 'Chatham Bowl', with adjacent fortifications rising above. The city will reconnect with its historic riverfront and celebrate its history through the design of new buildings and spaces.

4. Vibrant City of Culture

A city celebrating and supporting performances, events and installations.

Chatham is a diverse and creative place that celebrates culture in all its forms, from the everyday to one-off events, drawing the communities of Chatham and beyond. Public streets, spaces and indoor venues will cater for a range of activities whilst the city will act as a canvas to nurture and celebrate local talent.

3. Green sustainable city

A city to promote nature and a low energy and zero carbon future.

Chatham will be an environmentally sustainable city, integrating nature, greenery and water features along streets and spaces and providing connections to the River Medway, Great Lines Heritage Park and Victoria Gardens. Design will respond to Medway's declaration of a climate emergency to deliver net-zero, biodiversity net gain, local circular economy, climate resilience and sustainable water management, prioritising nature-based solutions.

5. City to Learn and Grow

A city to promote lifelong learning and opportunities to grow and prosper.

Chatham will become a city that thrives economically enabling lifelong opportunities to learn and grow for all residents. It will be a city that leverages formal education institutions to nurture students, facilitates apprenticeships across existing business networks and encourages start-ups through a range of support, networking and start-up platforms.



2.2 Area-Wide Guidance - Movement

Overview

Chatham 2050 will be a place of modern mobility where transport serves quality of life, with most journeys being made by active or public transport.

Active Travel England has set a goal of 55% of short journeys in cities and towns to be made by walking and cycling by 2035. As a city centre, Chatham has an opportunity to grow the overall modal share to prioritise active travel – walking, cycling, and wheeling – whilst also enhancing the overall public transport network to encourage more people to choose more sustainable travel and to welcome a greater number of local and wider area visitors to Chatham. This will also improve health and quality of life for residents, create safer streets and enhance the overall look and feel of streets as they are redesigned to provide enjoyable environments for people.

Four Movement Key themes will help achieve this vision:

1. Better streets and spaces for people

- > Street hierarchy and their definition that can help facilitate a modal shift to create a street pattern suitable to a city centre.
- > Provide wider area strategic links – Riverwalk to Chatham intra, crossing to medway city estate, Gillingham through great lines heritage park and the station to Victoria gardens.
- > Street design to prioritise ease of movement for pedestrians.

2. Safe cycling and wheeling for all

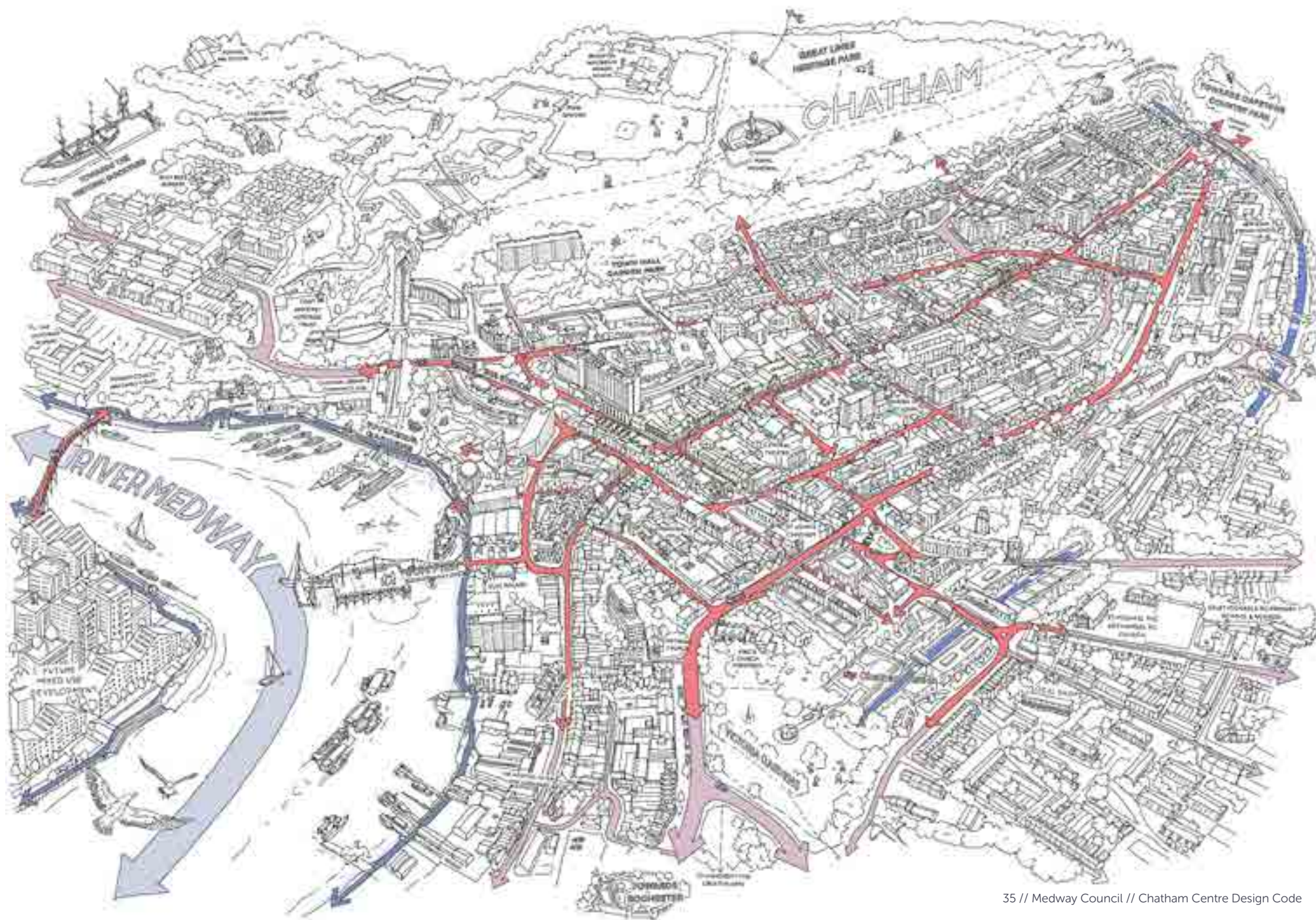
- > Street types to provide a range of safe cycling routes, and should prioritise safety between wheelers and pedestrians.
- > Convenient facilities for cyclists and wheelers including a mix of cycle parking, including high quality cycle parking infrastructure in urban centres and visitor parking on street.
- > Wheeling should include cycling, e-bikes/ cycles, scooters, shared schemes and self- and assistant- propelled wheelchairs.

3. An integrated Medway-wide public transport network centred on Chatham Centre

- > New train station that promotes better interchange to walking and wheeling with shuttle services between Medway towns.
- > Enhanced high frequency local services (i.e., bus or train stations)
- > Mobility hubs to create better connections between active and sustainable modes of local transport.

4. Vehicle use and car parking to complement active/ public transport

- > Streets designed to facilitate vehicles but reduce overall car dominance.
- > Vehicle use that supports servicing, accessibility (wheelchair users, mobility hubs), sustainability (car clubs/share, electric charging points) and visitors.
- > Appropriate new residential parking.
- > Vehicle use and car parking that complements active and public transport, supporting a stronger sense of community and safer streets.



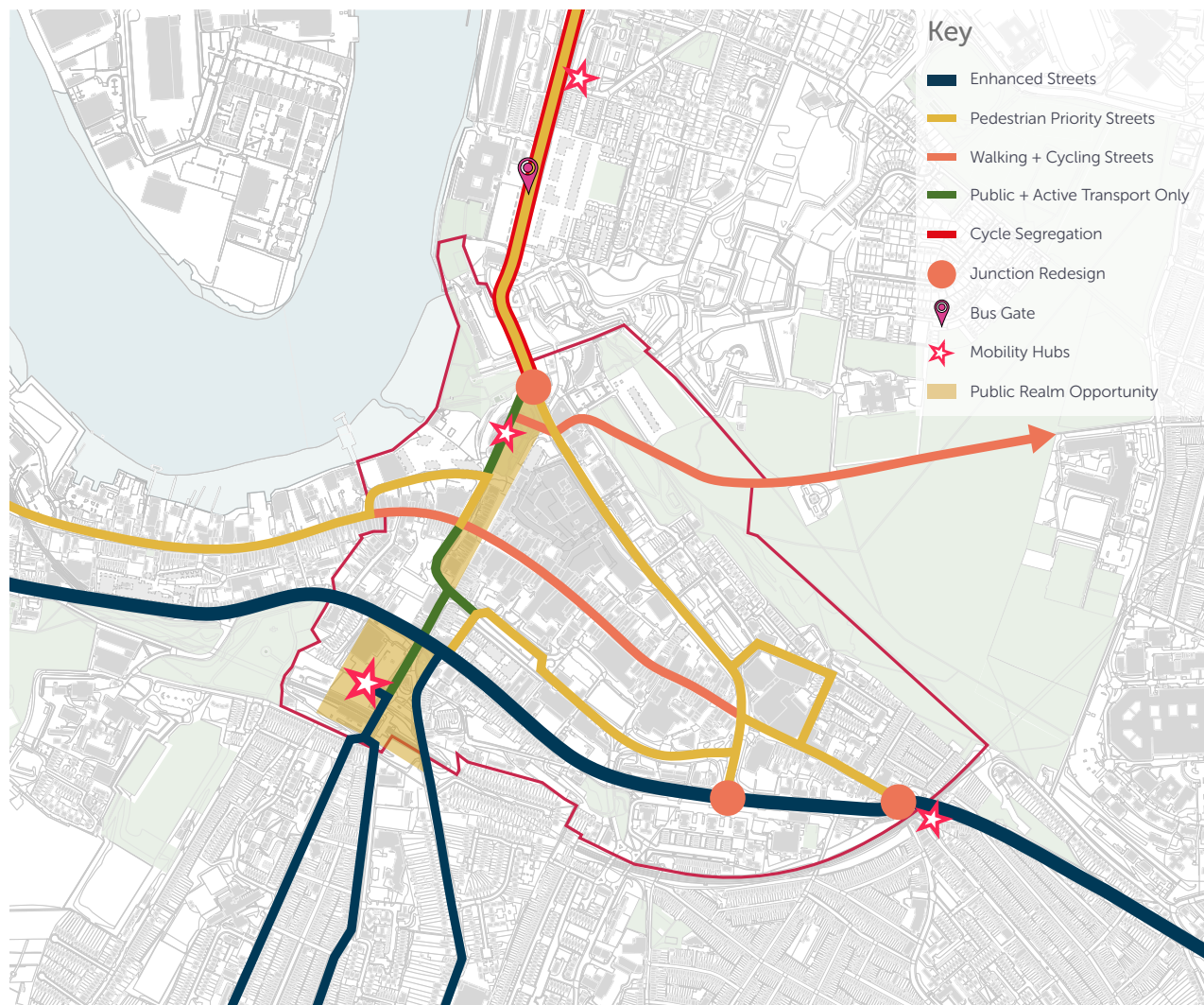


Fig.31 Movement Strategy

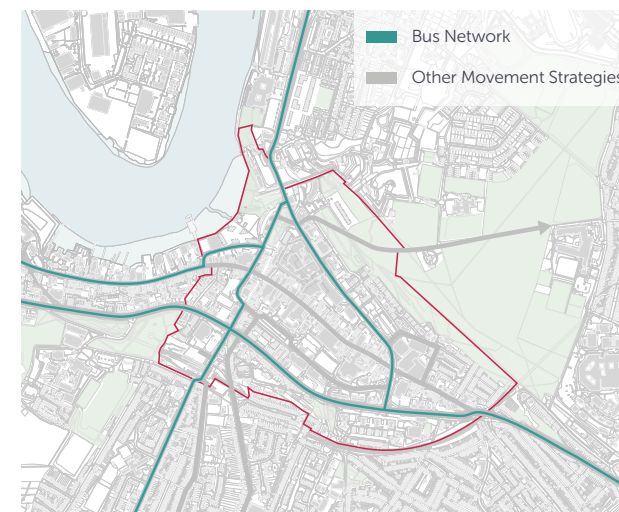


Fig.32 Bus Network

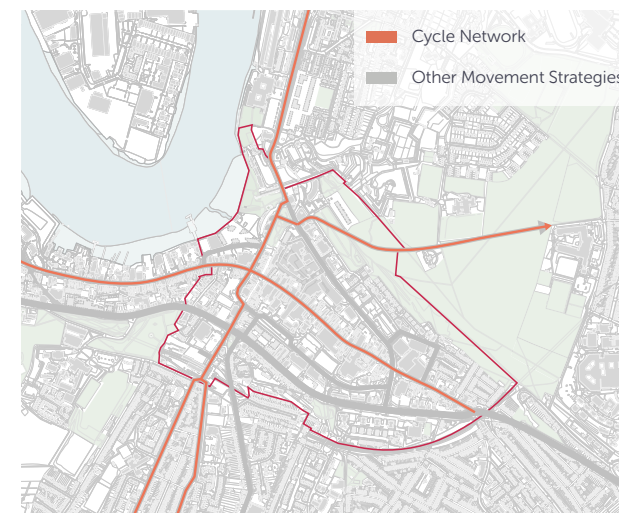


Fig.33 Cycle Network

Better Streets and Spaces for people

How streets and public spaces are shaped in urban areas has a dramatic effect on urban quality, vibrancy, safety, sense of community, prosperity, inclusiveness, and equity as well as demonstrable effects on health, happiness, and quality of life.

Highways and transport networks have two key functions: enabling movement of people and goods and making a positive contribution to the local place.

Highway and transport networks, particularly in built-up areas, account for a significant proportion of the public realm and fulfil a range of vital functions, including enabling access for all to local services, shops, and other businesses.

Creating attractive, well designed public streets and spaces will increase pedestrian activity, reducing anti-social activity and increasing safety.

Hierarchy of Road Users

As set out within the Highway Code, streets must support the UK hierarchy of road users and provide for pedestrians first. Whilst this is for motorists to be aware, this also needs to be set out in the design of streets and public spaces. This impacts streets design, where the minimum allowable space is given over to the movement of vehicles whilst maximising space for pedestrians and active travel more broadly, in order to attract people to it.

In urban centres streets should prioritise short trips by walking, wheeling, and cycling as well as business activity in a way that doesn't detract from peak pedestrian activity, whilst also enabling and inviting people to spend time in the streets and spaces.

Through movement should be focussed on streets outside of the immediate urban centre, which should also be viewed through the lens of active travel to support an area-wide active travel network. This should enable people to move between urban centres in cheaper, healthier ways such as a Riverwalk through Chatham Intra, new river crossing to Medway City Estate and more attractive and, enhanced routes to within open spaces such as Victoria Gardens or in Great Lines Heritage Park, for example to enhance links to Gillingham.

Street Types

A series of street types are proposed to deliver the movement and place qualities for Chatham's streets:

> Pedestrian Priority Environments

Pedestrian priority environments are streets with the highest place value and function and should be used in places that are supporting high (or potentially high) footfall and urban activity, and where strategic through movement can be catered for elsewhere. These environments should be designed as a pedestrianised spaces that vehicles are permitted to use, but at low speeds.

Street furniture should be placed to loosely define the vehicle movement corridor but there should be no 'carriageway' or 'footway' in the typical sense. There should be a pedestrian only clear zone next to the building edge, defined by tactile paving to allow it to be used by visually impaired people and other pedestrians who do not feel confident being in a space with the possibility of moving vehicles.

> Informal Streets

Informal Streets sit the centre of the movement and place paradigm. Some of the typical separation measures between people and vehicles (for example contrasting colours and materials and signalised crossings) are removed to create slower and more relaxed pedestrian and cycle-friendly environments.

Measures to assist with informal crossing, like central medians and low kerbs (25 - 60 mm) to define footways are encouraged. Streets should incorporate trees, rain gardens, seats, areas for outdoor dining and the legal minimum amount of road markings as behaviours should be more intuitive and communicated through design, in line with the changed streetscape character.

> Enhanced Streets

Enhanced streets are those with a greater movement focus. Enhanced streets should be designed, with a distinct carriageway separated from the footways with a 100 – 125 mm high kerb. Typical road markings on an asphalt carriageway identifies a common design language, with enhancement coming from new paving, street trees, seats and street furniture provided in a decluttered environment that affords more pedestrian priority and space for urban life. In these streets segregated cycle tracks would be required and thought should be given to priority measures for public transport.

Streets designed to encourage safe cycling and wheeling for all

Cycle Connections

Creating the conditions to attract those that do not currently cycle is essential for Medway's future modal shift, and to meet targets around sustainability and active travel.

Different street types support cycling in different ways, but in all instances cycling must be enabled and designed for to create a connected network of routes that work for people going about their daily lives, more seamlessly and easily than choosing to drive, especially for trips under 10km.

LTN 1/20 makes clear when segregation is required to create a good level of service, and when cycle street conditions can be used to create more relaxed areas for active travel. Pedestrian Priority and Informal street types would typically be supportive of cycle street conditions and Enhanced Streets needing segregation.

Creating effective links, connecting places where people want to move between through a variety of options is essential, but so is connecting neighbourhoods across key barriers if we're to unlock more 10km trips. Junctions and crossings must be designed to support the Hierarchy of Road users, creating attractive facilities for pedestrians and cyclists first.

Cycle Parking

Linking destinations and attractors together with high quality infrastructure requires effective places to stop and secure cycles to make a viable alternative to using the car. A variety of cycle parking options connected to surrounding uses must be provided in streets.



Fig.34 Residential Cycle Parking in a secure 'cycle hanger'.

Residential streets must accommodate 'longer stay' secure parking within the carriageway - typically re-purposing vehicle parking space. These make cycling more convenient as they are securely stored close to people's front door and avoids people having to store cycles indoors.

In urban centres and high streets cycle parking should be varied - to accommodate a variety of cycles and hand bikes - and frequent, ideally within a furniture zone. Bays of cycle parking should be provided in carriageway space at regular intervals to accommodate demand. Akin to car parks, cycle parking structures should also be investigated to help facilitate a greater shift to active travel.

Shared schemes should also be investigated to further increase the convenience of cycling and micro-mobility in the future, and thought should be given to geo-fencing of parking areas to reinforce the hierarchy of roads users with pedestrian space coming first.



Fig.35 Secure cycle in and out parking in urban centres.



Fig.36 Shared mobility parking in the carriageway.

An integrated Medway-wide public transport network centred on Chatham

Mobility Hubs

A variety of inviting options is the most effective way to attract people to use more sustainable modes and public transport, which means that connections between sustainable modes need to be maximised to quickly deliver a growing network.

Mobility Hubs have a crucial role to play in better connecting sustainable modes and giving people easy choices.

Mobility Hubs mean connecting public transport, active travel, and shared mobility at key points within Medway to enable transfer between these modes to open up larger journey areas. They also mean the synchronisation of timetabling, so for instance buses arrive or leave at a convenient time to get you to a train or pick you up after alighting; as well as the synchronisation of ticketing to ensure that sustainable travel is cost effective.

Rail Station Hub

Chatham's rail station is a clear example of a future Mobility Hub and so care should be taken to best connect bus and rail around a new station; as well as to create attractive active travel links to and from the station - connecting public transport into the heart of the High Street and town centre.

Frequency of services and access to appropriately located car parks, (facilitating onward bus/rail journey), will be key to a transition to greater public transport use, with a frequent and connected bus and rail service being an essential first step.

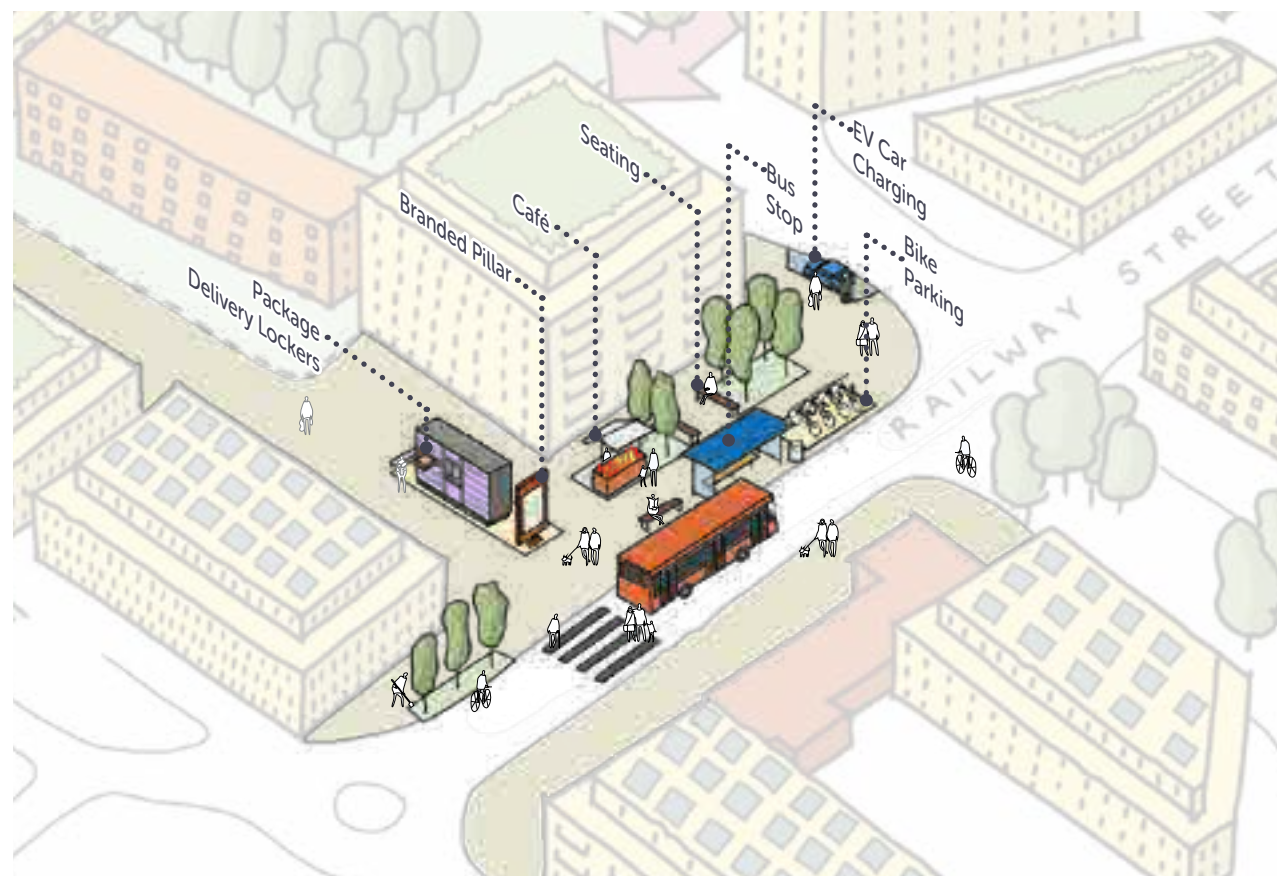


Fig.37 Rail Station Mobility Hub

Vehicle use and car parking to complement active and public transport

Vehicle street design

Vehicles provide an important movement function; however, Chatham will become a place with a greater modal shift. As part of this, street design will aim to better balance competing space needs and quality of streets. For example, this means vehicles will drive within an appropriate speed within the city centre, - 20mph for all streets. Carriageways will be designed for minimum widths, depending on vehicle requirements and other modal needs.

Servicing + Access

Servicing and access is a necessary part of urban movement and one that needs to be supported when creating vibrant urban centres. Timed loading and business access is a common way to enable business access at times when the vehicles accessing the business areas do not detract from the area to the extent that people do not visit, and should be explored for high streets.

In this way loading areas can be provided in a more flexible way, allowing vehicles to access in quieter times but in busier times the space can be given over to urban life and activity permanently. It might also be desirable to have more permanent loading areas / facilities outside of the immediate central mixed use area to support businesses and if so, these should be provided in a such a way that they are not open to abuse and in such a way as to enable quick turnaround.

Vehicle Parking

Vehicle parking in the more central areas, or storing vehicles in public space, must be balanced with providing attractive spaces for people.

When more space is given over to people - for spending time, walking and cycling - and less to cars as driving or parking space, research has shown that the absence of customers arriving by car is more than compensated by people arriving on foot or by bike if designed appropriately. As a result, parking in the more central areas of Chatham Centre need to align with mobility hubs and should prioritise equitable and sustainable access, with parking closest to the centre being offered to those with access needs as well as those in shared or electric vehicles.

Shorter stay bays - 20 minutes - should also be prioritised in urban centres to facilitate access by car to shops and services in a way that does not detract from the experience of most.

Off street parking should be prioritised elsewhere - especially for new development in residential areas - to enable safer streets, and spaces that support active travel and business prosperity.

Modern ideas around more collective approaches to car parking (such as Parking Houses and Parking Barns) as well as Mobility Hubs can facilitate parking in more democratic ways, whereby the parking of a few doesn't negatively affect the majority's experience of a place. This means in central areas, space for people should be prioritised over on street car parking.

Similarly, in residential areas, streets should be designed for local access for all, but the storage of cars ought to be accommodated elsewhere, such as on plot, without visually cluttering public areas. This enables streets to act as places for community life, and for children to safely play.



Fig.38 Timed servicing and loading enables business access but promotes pedestrian priority at peak times to create spaces where people can enjoy.



Fig.39 Residential streets that support access but prioritise safe community



Fig.40 Central Parking House, JaJa Architects.

2.3 Area-Wide Guidance - Public Space & Nature

Overview

In 2050, Chatham centre will be celebrated for its open spaces and public realm, a city-wide network which includes children's play, markets and social spaces for public gatherings and events and new green links along all streets. These interventions will provide places for people to use and enjoy and will lead to an increase in footfall and dwell-time supporting the city's economy.

To create this attractive, greener and safer environment that capitalises on Chatham's rich history and provides true benefits to local communities, the following key themes must be followed when enhancing Public Space and Nature:

1. Bringing in Nature & biodiversity

Nature will be drawn into the centre through the introduction of new green spaces, the installation of rain gardens as well as significant urban tree planting contributing to Medway's Urban Forest and increasing Chatham's canopy cover to create a robust, attractive, and biodiverse public realm that helps to mitigate climate change and flooding, as well as improves air quality and provides habitat for urban species.

2. Engaging with River Medway

Riverside landscape and infrastructure will be enhanced to enable increased use of the river and to activate the waterfront. Development will address the river's edge, so that the River Medway becomes a central focus for Chatham once again.

4. Connected open space network

Fragmentation and left over space will be reduced and repaired, creating routes and spaces that are clearly legible and easy to navigate. Historic buildings, landmarks and public art will provide focal points and markers, complemented by city-wide interpretation and wayfinding.

3. Celebrating heritage and public realm

Chatham's identity will be reinforced and interpreted within the public realm by drawing on its rich and nationally significant naval and maritime history. This includes both public spaces and settings for historic and future landmark buildings.

5. Playful and vibrant spaces

The public realm and open spaces will be clearly defined, framed and overlooked by adjacent buildings as well as used for community and cultural events, catering to the needs of a range of ages and making spaces safer.



Guidance

The adjacent plan introduces an area-wide open space network to be delivered for Chatham 2050, which incorporates the following Open Space and Nature guidance:

Biodiversity and Sustainability

Public realm enhancements and new developments will be required to contribute to the creation of an attractive biodiverse environment putting people in contact with nature, with well-integrated sustainable drainage, ecology, shading, improved air quality and outdoor space that form part of the wider green infrastructure and ecosystem services network:

Under the Environment Act (under Schedule 14), new development is required to achieve mandatory 10% Biodiversity Net Gain (BNG). At least a portion of BNG must be delivered on site, and should be incorporated into public realm and integrated into built form. In addition, 'The Green Infrastructure Planning and Design Guide' by Natural England, requires an uplift in the greening of residential urban neighbourhoods. A minimum of 40% green cover is required in new developments, implemented through interventions that aid biodiversity, including the use of biodiverse roofs, living walls etc.

New development should align with the strategic principles put forward in the 'Local Nature Recovery Strategy' which is taking shape through Kent County Council's 'Making Space for Nature in Kent and Medway'.

Sustainable Urban Drainage Systems (SUDS) must be incorporated along main routes within the 'Chatham Bowl', as well as all other streets and



Fig.41 Illustrative Plantings Plan

(Scale 1:7500 @ A4) 0m 100m

* Text and Images Provided by HTA

spaces, to manage the surface water runoff from the public realm, streets and new development areas, reducing the risk of flood and pollution and contributing to environmental enhancement, biodiversity and placemaking, such as introducing playful or integrated water features in the centre..

SUDS features shall be sized to accommodate surface water runoff and provide sufficient area/soil volume to ensure the successful establishment and continued healthy growth of trees and other plants. Implementation of rain gardens, swales and tree planting must be coordinated with below ground service constraints to ensure easements are accommodated within the design. Refer to appendix for guidance on designing with SUDS, as well as the Ciria SUDS Manual.

The Urban Forest

Refer to appendix for technical requirements for tree planting and canopy coverage.

Chatham centre will be an integral part of the Medway Urban Forest with an increased canopy cover averaging 25% to create a greener, more attractive environment that enhances biodiversity and habitat connectivity, and contributes to climate change adaptation and mitigation. For example, through increasing shade, improving air quality and intercepting rainfall.

New development must be designed to accommodate trees and mature tree canopies, so that trees contribute to placemaking, frame buildings and routes and provide landmarks and points of visual interest.

The following principles shall be applied to the selection, planting and long-term care of trees:

Achieving Canopy Cover And Creating Space For Trees

From the outset, planning of new developments must ensure adequate space for trees to achieve the designated canopy cover on the principle of 'the right tree in the right place'. Trees are an integral part of the public realm and must reach maturity in good health, achieving attractive forms and canopies.

Every effort must be made to accommodate suitable tree planting. If the required canopy cover/number of trees absolutely cannot be accommodated on site, then the corresponding canopy cover/number of trees must be provided off site at an appropriate location in closest proximity to the site.

New developments shall be required to achieve target tree canopy cover and enhance the public realm, so that streets are tree lined, buildings are framed and residents look out over a green verdant aspect.

Right tree right place

To ensure successful establishment and longevity, tree species must be appropriate to the context and be 'the right tree for the right place'. There are a wide range of factors that must be considered in their selection including location, scale and site conditions such as aspect, soils and exposure, as well as pests and diseases and aftercare. For tree species selection developers shall refer to 'Tree

Species Selection for Green Infrastructure: A Guide for Specifiers' by Trees and Design Action Group, see appendix.

Diversity and resilience in urban tree populations

Diverse tree populations are important for creating resilience against changing environmental conditions and threats from pests and diseases, as well as enhancing the biodiversity value of the Urban Forest. The urban tree population should include no more than 10% of any one species, 20% of any one genus, or 30% of any family.

Rooting Volumes And Design Of Tree Pits

For the establishment of tree planting, appropriate growing conditions must be provided. This should ensure the adequate provision of required soil volumes, soils, air and water for specific species to ensure trees fulfil their genetic potential for growth and longevity. Refer to appendix for the soil volume calculator, in addition to BS 8545 'Trees: From Nursery to Independence in the Landscape - Recommendations'.

Tree pit design and coordination with services must ensure that trees have access to native soils and that below ground conditions do not become restricted, compacted or compromised (refer to appendix for notes).

Introduction of above ground planters (fixed or moveable) should only be considered in exceptional circumstances. For example, where below ground constraints such as services that cannot be moved prohibit in-ground planting. The soil volumes of these tree planters need to adhere

to the soil volume calculator in the appendix. All trees in planters must be irrigated sufficiently and automatically.

Tree planting constraints

The position of buildings, their foundations, lighting, parking requirements and tree pits must be designed appropriately to enable tree planting to mature and achieve target canopy cover. If necessary, minor services must be moved to enable tree planting and achieve target canopy cover.

Tree Aftercare, Management and Monitoring

Post-planting management and maintenance is of vital importance in ensuring newly planted trees establish, achieve independence in the landscape, and ultimately realise their genetic potential. Nursery trees produced in ideal conditions can take time to adapt to localised planting conditions. Having been nurtured on the nursery, this care needs to continue for several years after transplanting before the tree can be considered fully independent.

A full young tree management programme with budgetary provision should be in place for all planting schemes for at least 5 years.

Other Planting Types

Think soft landscape first

In general, soft landscape areas should be maximised where possible and where appropriate to provide a more attractive green environment, aid sustainable drainage, improve microclimate and biodiversity as well as the wildlife value of Chatham Centre.

Where a buffer is required, e.g. for privacy or safety, this should be primarily achieved using soft landscape, such as shrubs or hedges, in conjunction with railings and/or walls as required.

Coherent, legible planting styles

Planting shall be used to help highlight the distinctive characters of areas within Chatham and thereby help with identity, legibility and wayfinding. There shall be an overarching planting design for each area, such as the High Street, to enhance a sense of place and legibility. Please refer to Area Type Guidance for further information.

Attractive, biodiverse and sustainable planting

Mixes of plant species must be selected carefully so that these create attractive year-round interest and structure. Planting must be drought, pest and disease tolerant, low maintenance and beneficial to wildlife and pollinators, as well as improve the overall biodiversity value of the area.



Fig.42 Mix of Plant Species



Fig.43 Planting in SuDS

Hard Landscape

Planting within SUDS

Planting within SUDS areas, such as swales and rain gardens, should be planted with a diverse range of low maintenance species which are tolerant of salt spray, drought as well as short periods of water logging and be designed to support social interaction.

Height of planting

Within forward visibility splays and directly adjacent to highways, planting must be maintained at a height no greater than 0.6m. In other locations, planting must be maintained at a height no greater than 1.2m to ensure public safety and sightlines.

Taller shrubs, grasses or hedges can be used in selected locations, but thought must be given to maintain passive surveillance and reduce the likelihood of antisocial behaviour, ensuring public safety.

Plant replacement/failed plants

Any failed planting or plants must be replaced with the same plants or more suitable species at the next planting season.

Maintenance of planting

All planting must be maintained to a high standard to allow plants to thrive independently and that the overall planting scheme looks attractive at all times, maximising benefits from their attributes.

Developers must ensure the long-term maintenance of all planting (including trees) and provide detailed maintenance plans and schedules.

Within the public realm and along streetscapes, materiality must reinforce a sense of place, through referring to Chatham's distinctive local character and heritage.

The materiality of the street and public realm furniture must reference Chatham's history and shall be traditional in design and colour, avoiding the use of 'modern' style materials, fixtures and furniture.

Materials and furniture must be selected that are visually attractive, robust and long lasting and from established suppliers / ranges so that they are easily replaceable.

Surfacing and hardscape

Surfacing materials are to be of high quality and longevity and their installation and build-up must follow state-of-the-art workmanship.

Public realm surfacing materials must be coordinated city wide and employed to highlight key destinations and routes as stipulated in the Area Type Guidance to create a hierarchy of spaces and differentiate important places and buildings.

Where possible, permeable paving and surfaces must be used to aid sustainable urban drainage.

Furniture

The public realm, including streets, must be decluttered as much as possible. Appropriate furniture and signage should only be included when necessary for reasons of safety, orientation or comfort of residents and visitors.

Wayfinding and interpretation

All wayfinding and interpretation must be implemented as part of a coordinated city-wide strategy to ensure that signage is consistent in character and avoids clutter.

Key destinations shall be highlighted through wayfinding, such as The Great Lines Heritage Park, Naval Memorial and Fort Amherst, The Brook Theatre and The Historic Dockyard Chatham, as well as other Chatham Centre destinations and facilities, including directions to car parks, bus station, mobility hubs, clearly signed cycle routes and pedestrian routes/ areas.

Play

Chatham is to be a playable child friendly city with an excellent range of play facilities from destination play spaces set within local parks and green spaces to local and doorstep play in public squares and city spaces. These spaces are to be linked by incidental play and safe walkable streets that encourage children to be active, sociable and engage in their outdoor environment, playing and learning from nature and the city's remarkable history. Chatham's new and improved play provision must ensure that children have a range of play facilities within easy walking distance of where they live.

A combination of enhanced existing play spaces and new facilities are stipulated within this guidance as follows:

Destination Play Spaces

Three equipped play spaces are to be set within existing parks and green spaces. These are strategically distributed throughout Chatham, so that they can be easily reached by children from the surrounding areas. They provide destination play within wider open space where children can play for longer periods in an attractive green location.

- > Enhanced existing play spaces: Victoria Gardens and Town Hall Gardens
- > New Play space: The Waterfront



Fig.44 Destination Play Space (Photography – Nick Harrison)



Fig.45 Doorstep Play



Fig.46 Incidental Play



Fig.47 Play within Developments (Photography - Berkeley Group)

Doorstep Play

Doorstep playable spaces will be located within new town centre spaces. These areas will contain playable objects forming an integral part of the overall design to encourage imaginative and diverse play for younger children. Doorstep play will not be formally fenced off and safety must be ensured by thoughtful design and careful positioning of play opportunities within these spaces.

New play spaces: St Johns Square, Solomons Square at the Old Pumping Station, Emmaus Church Square and, the intersection of The Brook and the High Street, following the narrowing of carriageway.

Incidental Play And Play On The Way

In addition to the formally designated play areas, the design of all public open spaces must be multi-functional, incorporating imaginative, versatile playable elements for children and young people of all ages to play and interact in a safe setting.

Play Within New Developments

New residential developments must provide a play strategy, integrating play into their proposals to ensure that there is adequate on-site provision and that they create a child friendly, safe and playful environment. For new residential development, refer to the guidance on play in the appendix for a play requirement calculator.

If the required play provision cannot be accommodated on site, then the developer is to make a monetary contribution to provide or enhance an equal amount of play off site.

2.4 Area-Wide Guidance - Built Form

Overview

Chatham Centre in 2050 will be designed for people. It will be a place to celebrate vibrant and safe streets that will encourage people to walk and explore the city. A considered built form will be required to achieve this vision.

A range of landmark buildings will define key corners, mark important spaces and highlight destinations, whilst new buildings will be designed to frame key views and promote a locally distinctive built form. Existing buildings should generally be retained and enhanced where possible, retaining embodied carbon and local character whilst enabling creative adaptive reuse. New buildings will interpret Chatham's history and contribute to the local sense of place and promote leading sustainable design principles.

To achieve this, new and enhanced buildings will focus on the following Built Form key themes:

1. Vibrant Streetscape

Chatham will be designed for people, reducing current dominance of cars and associated infrastructure, whilst promoting human scale design. Existing streets that have inactive frontages, empty undeveloped sites and significant areas of surface car parking will be prioritised for new development with active frontages to promote active streets and passive surveillance for safety. New buildings will have reduced car parking requirements and reflect the scale of the surrounding context and street type.

3. High quality design

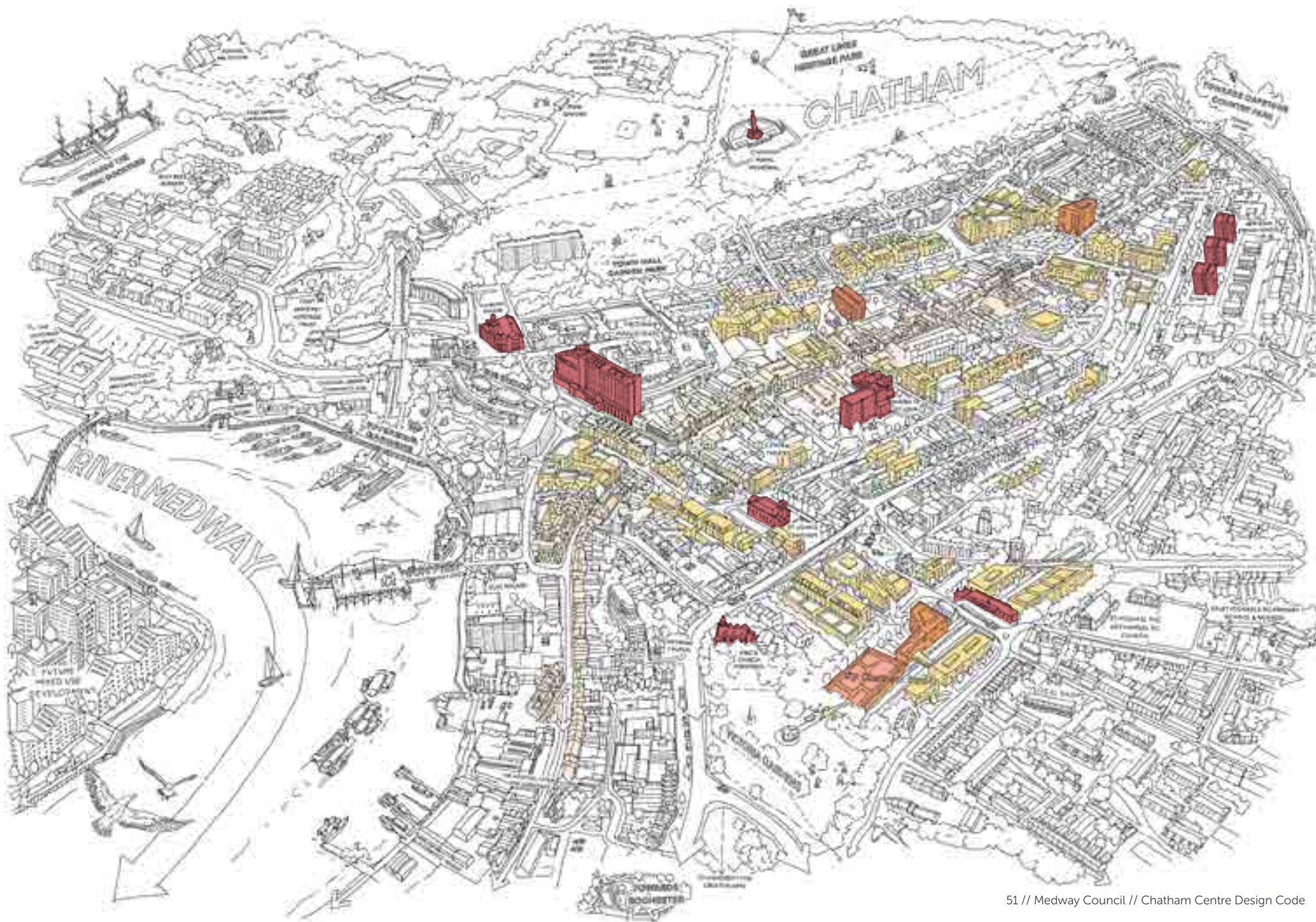
Proposals for new buildings and extensions to existing ones will need to demonstrate how their considered and high quality design positively contributes to the local setting through proactive Development Management and design review processes. The appearance of buildings should promote a locally distinctive design, contributing to Chatham's unique character, through promotion of craftsmanship, use of high quality, robust and durable contextual materials, considered detailing and a pleasing overall composition.

2. Sustainable and built to last

With Medway's declared Climate Emergency, existing buildings will be retained, enhanced and extended. Existing buildings that are beyond retention will have their materials recycled whilst new buildings will be designed based on passive principles first, then active principles. Buildings will target/ achieve Net Zero, aim for low energy/ Passivehaus standards and use local, sustainable materials.

4. Celebrate landmarks and views

Existing local landmarks and views within Chatham Centre will be protected by limiting heights and providing setbacks in certain locations to ensure a range of views contribute to the local sense of place. New landmarks will be promoted at focal points such as key corners, frontages onto new and enhanced public spaces, locations that terminate views and for important uses. The lower rise nature of Chatham will be promoted to ensure ridge line views are celebrated and fine-grained development will be encouraged to maintain upper-level views of Chatham's unique townscape.



Vibrant Streetscape

In spaces where the movement is priority, such as bus stations and railway concourses, good seating provision should be provided that enables pedestrian circulation and provides places to rest and dwell.

The character of a place is influenced not only by what buildings look like, but also the way in which buildings and spaces work together to create townscape. The relationship of buildings to streets and spaces is therefore critical to creating high quality spaces, and the following factors must be carefully considered:

- > Building height and street width
- > Continuity of frontage
- > Front boundary treatments

Building Height and Street Width

These dimensions define the overall street hierarchy. The required distances between either side of built frontage to allow for sufficient daylight is dependent on the orientation and height of individual developments.

Continuity of frontage

Continuous building frontages (such as terraced houses) result in a stronger sense of enclosure as compared to a street with discontinuous frontages (such as detached houses). More continuous building frontages tend to be associated with higher density more urban places, whereas less continuous frontages tend to reflect a more suburban or fractured character. However, the more successful places in Chatham reflect a more continuous street frontage, with a defined sense of enclosure, which often changes along a street or

along adjacent streets, creating a pleasing variety of characters within the centre.

Continuity (or lack of it) should be a conscious part of the design process to create streets with a distinctive character. Designers' considerations should include:

- > House types: the greater the number of detached dwellings, the less the continuity and sense of enclosure; the greater the number of terraced

dwellings, the greater the continuity and sense of enclosure;

- > How garden walls, garages and outbuildings are used to add to continuity;
- > The use of specific house types in corner locations; and
- > The use of landscape to reinforce continuity



Fig.48 New Street precedent with attributes highlighted to creating a vibrant streetscape

Front boundary treatments

The character of the street will be affected by the distance buildings are set back from the footway, and the treatment of front gardens. Buildings right at the back edge of the footway with no front garden result in a very strong sense of enclosure and an 'urban' feel to the street; whereas buildings set back behind large, green front gardens will enclose the street less strongly and have a quite different, more suburban character.

In addition to the setback distance, the boundary treatment itself will affect character. Fences, walls, hedges, railings or – alternatively – no boundary, all have a significant effect on character and should be designed in as part of the overall scheme.

Issues designers should also consider include:

- > Providing privacy from passers-by for residents with a change in level or small setback from the street;
- > Designing in locations for plants and other forms of 'personalisation' – 1 to 2m is often sufficient;
- > Providing a place to pause before entering or leaving the dwelling, and preventing children running directly into the road; and
- > Designing in bin stores and bike stores.
- > Design entrances to give a feeling of entering private space – e.g. ensure that buildings at the entrances to courtyards are designed to 'turn the corner' and so providing overlooking; continue buildings above the entrance;

- > Good seating arrangements should be provided in areas where movement take priority.
- > A design proposal must relate to its surrounding landscape and built form.
- > To create distinctive characteristics between streets, the continuity (or lack of) must be considered in the design process.
- > The characteristic of the overall scheme will be affected by the treatment of the front boundary therefore special consideration must be given to ensure neighbouring buildings in the same area follow a similar characteristics.



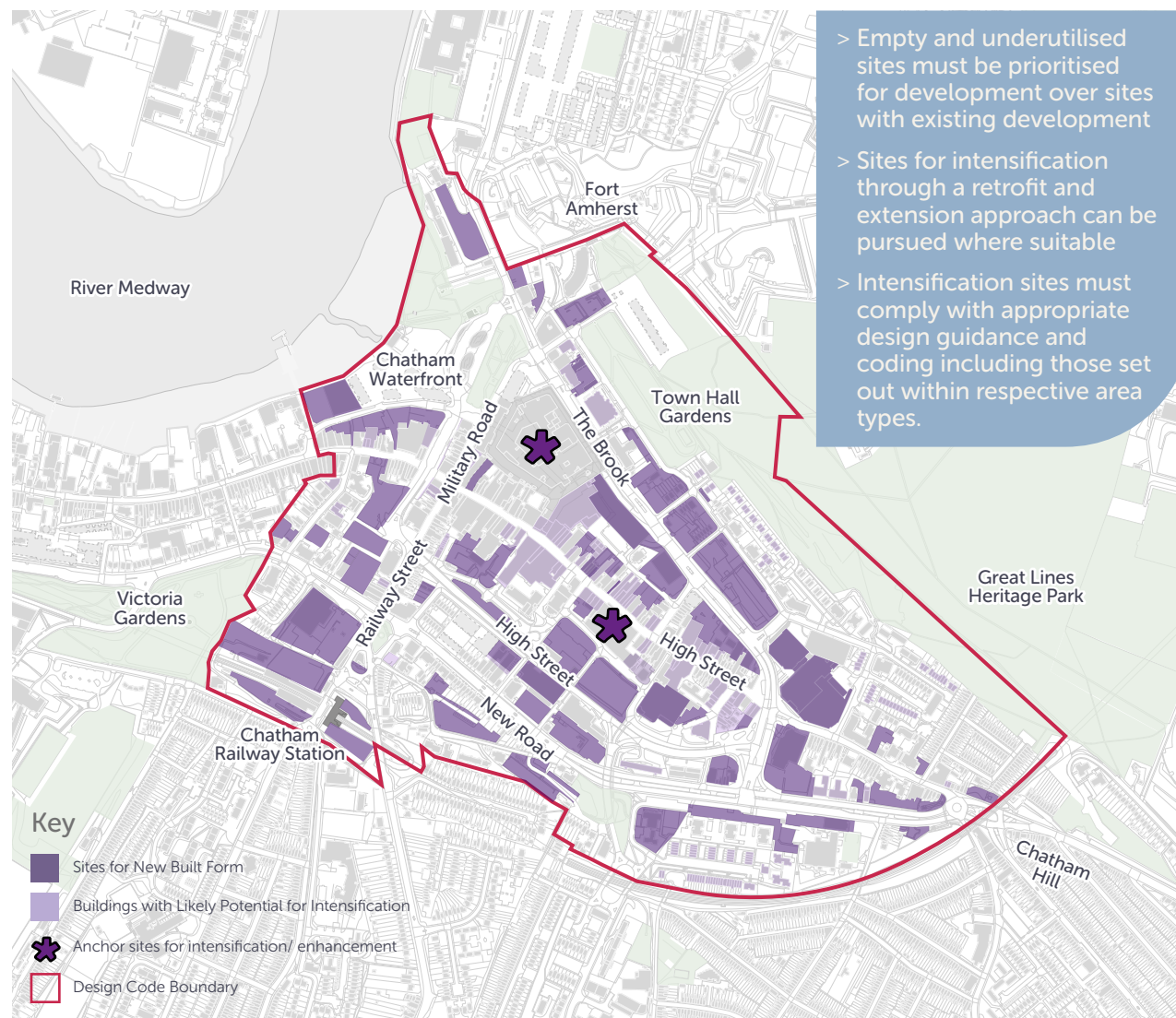
Fig.49 High Street precedent with attributes highlighted to creating a vibrant streetscape

Opportunity Sites

Existing qualities that contribute to a range of vibrant streetscapes within Chatham Centre should be replicated on empty and underutilised sites, where new high-quality development creates new positive and active frontages that contribute to street vitality and contributes to greater levels of safety.

Empty and underutilised sites should be prioritised to come forward for development. Whilst a significant number of potential sites have been identified through Baseline Analysis (see appendix), the adjacent illustrative diagram highlights shorter and longer term opportunities. Potential sites should come forward in a timely manner, aligning with the emerging local plan, including identified allocated sites. Other sites may come forward accordingly in future Plan periods.

Underutilised buildings, which can be one or more storeys, may have potential for further intensification through vertical extensions, subject to location, context and heritage. Where possible or likely, intensifying existing buildings can allow additional usable floorspace to contribute to the urban vitality of Chatham Centre through additional density and range of uses. However, the extent of potential intensification must comply with the site's area type guidance and must enhance the overall façade design and local streetscape character whilst limiting any harm. Existing portions of buildings should be enhanced as part of a wider retrofit approach, including building performance and sustainability measures. Design must be high quality and well-considered for each intensification site that must be demonstrated through a successful design review panel process.



- > Empty and underutilised sites must be prioritised for development over sites with existing development
- > Sites for intensification through a retrofit and extension approach can be pursued where suitable
- > Intensification sites must comply with appropriate design guidance and coding including those set out within respective area types.

Sustainable and Built to Last

In 2019, Medway declared a climate emergency, committing its area of influence to an action plan that will lead to a more sustainable, clean and green future. The built form within Chatham has a significant impact on the Council's goals. This is especially relevant with the ambitious aspiration to grow Chatham into a city centre by 2050, when the UK is legally required to meet its net zero carbon target (100% reduction in greenhouse gases from 1990 levels).

Sustainability is multi-faceted and requires a considered approach for built form to move towards net zero carbon, introduce more water sensitive design, promote low and sustainable energy, deliver biodiversity net gain, mitigate the heat island effect, integrate circular economy principles, promote cleaner air whilst also addressing inequities whilst creating a fairer, more equitable centre for the wider community to thrive.

Whilst the design code can start to shift how we pivot to a more sustainable future, there are many areas that Medway Council can focus on through policy and local action to deliver more sustainable cities and communities (United Nation's Sustainable Development Goals 11). Within the appendix, references point to primary and secondary objectives that the design code and subsequent Council initiatives can focus on, based on the 17 Sustainable Development Goals.

Retrofit and extension-first approach

As an existing building is often the most sustainable, existing buildings should be retained and enhanced. A process of retrofitting can be undertaken to improve energy efficiency, whilst intensification, where possible, can expand the

intensity and use of existing buildings, retaining links to the past.

For retrofit projects, obvious areas to focus on include building fabric/ insulation, heating systems and smart building systems as well as considerations on whole life carbon, recycling and reusing elements of the building and use of local materials. However, it is also important to consider natural and durable materials, especially in order to respect and restore existing building façades, which should be an objective of most retrofitted projects within Chatham Centre.

Extension projects will also require a considered approach to a well-designed façade from public streets and spaces. Any changes should respect and enhance the overall façade composition, whether the present-day façade or the building's original façade when constructed, and refer to the building's historical significance, in order to promote a design that effectively contributes to the wider townscape and to respond to the heritage of the place. Extensions should also give due consideration to orientation, solar shading, cross ventilation and other passive strategies to reduce energy demand, whilst also considering PV panels, low water use/ greywater recycling, green roofs and other sustainable measures.

New development, sustainable development

New development must be sustainable, adhering to the locally declared climate emergency, and incorporating considerations for retrofit and extensions but with greater potential to incorporate additional sustainable principles. Priority should be given to passive design strategies to mitigate its impact on the environment and

to benefit from solar orientation, solar shading, daylighting strategies, natural and cross ventilation as well as fabric-first approaches to minimise energy demand and water sensitive design and reuse. PV panels and green roofs should also be utilised.

Layouts of building should be flexible, adaptable, and embed long-life, loose-fit principles. For example, in appropriate locations, ground floor uses should be designed to easily change between mixed-uses, or from commercial to residential (and vice versa). Upper floors should facilitate easy adaptation to changing needs, such as having internal walls that are non-loadbearing.

Residential layouts should be efficient yet well-considered. Dual aspect and cross ventilation must be prioritised whilst layouts that provide more communal living spaces fronting busy public streets can enable bedrooms to be located to quieter courtyard façades, limiting noise disturbance and allow windows to remain open at night in warmer months, for example.

New development should also consider sustainable solutions that provide synergies with the other design code sections, including Movement, Public Space and Nature and Uses. This can provide additional built form sustainable outcomes, such as planting street trees to deliver solar shading benefits to new buildings, or only providing accessible and car share car parking for a new residential building nearby the railway station.

Sustainable and built to last area-wide guidance

- > Retrofitting existing buildings should focus on improving energy efficiency, building fabric/ insulation, heating systems and smart building systems.
- > For buildings being retrofitted, restoration or refurbishment of original façades with high quality, natural and durable materials should be prioritised.
- > Extensions of existing buildings, including vertical extensions, are allowed in certain locations and should embed additional sustainable measures compared to retrofitted buildings, prioritising passive measures prior to more active measures.
- > Extensions must consider incorporation of PV panels, solar shading, cross and natural ventilation, green roofs and low water use/ greywater recycling and other sustainable measures.
- > Extensions to façades fronting public streets or façades should respect and enhance original façade designs and refer to the building's historic significance. This may be achieved by, incorporating the same (or similar quality) materials and must enhance the overall façade and townscape composition whilst avoiding or minimising harm to the building's significance. This must be demonstrated by a successful design review process.
- > New development must demonstrate how sustainability measures have been tested and discounted or incorporated into the overall building, floor plan layouts, façade and roof design. Considerations should reference passive to active strategies to address low carbon, water sensitive design, orientation (solar gain, solar shading, cross ventilation, daylighting, urban/ interior cooling etc), low/ sustainable energy, biodiversity net gain, long-life and loose fit, local and natural materials and other appropriate sustainable principles.

- > Existing buildings must firstly be considered to be retain and enhanced
- > Designers must consider the impact that a project would have on the immediate and future environment of the area.
- > Other processes of improving the buildings' form, performance or layout must be considered to be undertaken at the same time.
- > Passive design strategies must always be considered before using active design strategies.
- > Sustainable design strategies should be incorporated into all designs that fulfil other goals set by Medway Council.

High Quality Design

Changes to existing buildings and proposals for new buildings will need to demonstrate high quality design, which will include positively responding to the ten characteristics of well-designed places, adherence to design coding (and relevant policy and guidance), agreeing to an appropriate series of pre-application meetings with Medway Council and undertaking a successful design review panel process. It is important to recognise that high quality design should emphasise design that demonstrates beauty, joy and relates to the built, natural and heritage context of Chatham Centre.

The Chatham Centre Design code identifies rules and guidance based on Movement, Public Space and Nature, Built Form and Uses. These address five of the 10 Characteristics of a Well-designed place. These characteristics form the basis for the National Design Guide and are embedded within the National Model Design Code.



Fig.51 10 Characteristics of a well-designed place wheel, | NMDC

Design proposals will need to demonstrate how the design positively responds to each characteristic throughout the design process and during pre-application meetings with planners. When proposals are formally submitted, corresponding Design and Access Statements should be structured according to the 10 characteristics.

Research by the Place Alliance, led by Prof Matthew Carmona identified that the design quality of completed developments in England is most positively influenced through the use of design coding and/ or design review. Design proposals will therefore need to demonstrate compliance with the Chatham Centre Design Code whilst also completing a successful design review process in order to demonstrate a considered, high quality design is achieved.

A design code application checklist must be completed for proposals, especially for those that will visually impact views from public streets or spaces (more minor works to interiors of buildings, or extensions that are not visible from street level or from upper-level views would not need to complete this checklist). The checklist will need to demonstrate compliance, or an acceptable deviation. However, any material deviation will likely require the applicant to undergo the Exceptional Design Process (EDP), which requires the applicant to demonstrate exceptional design quality for breaking elements of the design code.

Medway Council has significant experience in design review and in the future, a Chatham Centre specific design review panel may be established with specific understanding and know-how of the design of the design code. However, prior to any

established, specific panel, applicants will need to agree the design review process with Medway Council and use their preferred panel provider. Typically, larger schemes or those that are complex or located at key or sensitive sites, will require several stages of design review. And Medway Council will reserve the right to require additional design review depending on outcomes and recommendations from the design review panel.

High quality design area-wide guidance

- > Applicants should seek early advice from Medway Council for any design proposal through the pre-application process.
- > Design proposals must demonstrate high quality design and demonstrate beauty, joy and positive relationship to the built, natural and heritage context of Chatham Centre
- > Design proposals must use and structure proposals according to the 10 Characteristics of a Well-designed Place, including Design and Access Statements
- > Development that can be seen within the public realm must complete a satisfactory Design Code Checklist, as per Medway Council's determination.
- > Design proposals must undertake a design review panel process.

Celebrate Landmarks and Views

Future built form in Chatham Centre will contribute to reinforcing and defining important views from publicly accessible areas, place nodes, new landmarks where they complement key sites, vistas and open spaces. Testing using 3D modelling of views commencing with neutral baseline analysis for all projects will assist to determine detailed requirements within heights and setbacks of the Chatham Centre Design Code. Such parameters are expected to be evidenced within design processes and used proactively as a part of pre-application dialogues from the start. They must also be used for scheme generation dialogues and as a part of full justification within all outline, full and reserved matters planning applications.

The geographical area of the Chatham Centre Design Code sits within local topography as a bowl, which historically led to much of the overall town morphology since it was configured by the military who used the high surrounding rim of the bowl as an advantageous firing position against incoming invasion. This ideal military situation to defend Chatham Dockyard has been articulated within the Medway Council adopted document Chatham Dockyard and its' Defences Planning Policy Document 2015. Landscapes, forts, landmarks and relationships remain within Chatham and wider Medway pertaining to this somewhat unique military activity and it is this that gives both the DNA of Chatham townscape, it's historic backdrop and contributes significantly to the contextual place-based relevance to all TVA / TVIA and LVA / LVIA assessments.

There are four categories of views from publicly accessible areas referred to within the Chatham Design Code

1. Chatham Strategic Views (CSV) – as adopted within 'A Building Height Policy for Medway' 2006
2. Local Chatham Views (LCV) – sub-categories – currently available as a part of Pre-app officer dialogues

3 sub-categories:

- a. Upper-Level Views – additional to strategic views
- b. Mid-Level Views – from publicly accessible routes to / from the town
- c. Low level views – from streets / spaces within / around the town centre.

All proposals for development within and around the area of the Chatham Centre Design Code area will require demonstration through 3D modelling of views. Such modelling of minor schemes must include the surrounding context of at least 30M in all directions from any proposed site boundary in the first instance. Major scheme models must include the surrounding context of at least 60M in all directions from any proposed site boundary and modelling for other scheme categories will be established through officer dialogue on a case-by-case basis. Such models will be used for pre-app officer testing, scheme testing and dialogues. For some schemes Medway Council Planning Service may be able to offer potential modelling assets & assistance on a case-by-case basis and where this is built into a PPA.

- > Built Form must respond to important views.
- > Locations of future landmarks must compliments existing landmarks.
- > New built forms must limit visual intrusion.

Note: Schemes will still be required to be fully demonstrated as TVA / TVIA or LVA / LVIA technical representations & reports as required by the screening of individual cases. In all cases Medway Council as the competent authority will receive such screening / scoping and reports. As the arbiter of relevant views, Medway Council will comment upon relevant views in number and scope and therefore required model / view study extents. This will be based upon the screening & scoping exercises and 3D model pre-assessments / articulation of proposed views by development teams as a part of pre-app dialogues. (Refer to current Guidelines for Landscape & Visual Impact Assessment - Landscape Institute)

Chatham Strategic Views (CSV)

Across Medway, A Building Height Policy for Medway 2006 identifies 16 Strategic Views from fixed locations, which address the most relevant landmark buildings / features of historic & cultural importance, their setting and relevant vistas of strategic importance. Four of these views include significant portions of Chatham Centre. Three are based on fixed points on upper-levels related to past military fortifications and one is located at a lower-level along the riverside.

The adjacent four Strategic Views (extracts from A Building Heights Policy for Medway 2006) visually reference Chatham Centre. New built form should limit visual intrusion, such as that incurred by Mountbatten House built in the 1970's. The Chatham Centre Design Code limits heights. Any proposal of significant height or massing beyond that described by the code is required to enter an Exemplary Design Process (see pg 13, Code Breaking: Exemplary Design Process) and will need to demonstrate excellence for how new proposals fit within the following strategic views:

- > 1 | Viewpoint 5: Doust Way - Riverside open space
- > 2 | Viewpoint 1: Fort Amherst
- > 3 | Viewpoint 4: Fort Pitt
- > 4 | Viewpoint 8: Great Lines

Design coding within Chatham aims to ideally enhance but at the very least minimise harm to defined Strategic and Local Views. To do this, the design code promotes generally low to mid-rise development heights that are aligned with emerging Local Plan processes and contextual to the scale of existing townscape, whilst also

promoting a considered 'fifth elevation' – or roof elevation/roofscape – which can be prominent from strategic upper and mid-level views. Depending upon location, the Chatham Centre Design Code promotes more traditional pitched roofs and / or ensures that where flat roofs are used, they are designed as spaces for people and / or support environmental efficiency through the provision of PV panels and/or green and brown roofs. Roof level equipment must be hidden within architecturally designed enclosures and located at the centre of roofs wherever possible. They should be designed as a positive contribution to overall building design.

Any landmark location and / or design proposal that progresses through the Exemplary Design Process to increase height or massing beyond that described within the Chatham Centre Design Code, must demonstrate how the proposal positively contributes to / within relevant Strategic Views.



Fig.52 Strategic View Corridors



Fig.53 1 | Doust Way - View of Chatham Centre and The Great Lines. Fort Amherst creates a dramatic backdrop to Chatham with key landmarks of St Mary's Church and Brook Theatre nestled into the hillside.



Fig.54 2 | Fort Amherst - View upstream over Chatham to Rochester



Fig.55 3 | Fort Pitt - Demonstrates the importance of the green backdrop to Chatham formed by the Great Lines and Fort Amherst.



Fig.56 4 | Great Lines - View across Chatham. Demonstrates the importance of Fort Pitt Hill and Great Lines as topographic features.

Local Chatham Views (LCV)

In addition to the Medway-wide Strategic Views / Chatham Strategic Views (CSV) a number of Local Chatham Specific Views (LCV) identified by officers have been articulated to protect a number of upper, mid and lower-level views from publicly accessible areas within and around the Chatham Centre code area. These focus upon landmarks, spaces, vistas, and relationships to enhance enjoyment, wayfinding and orientation within / around the town centre.

The diagrams that follow identify a. Upper-Level, b. Mid-Level, c. Low-Level views. All relate to publicly accessible areas, whether these be routes, streets, urban spaces and/or landscape spaces. These viewpoints will be further discussed with development teams through pre-app dialogue and any subsequent Chatham Centre View Documents that may be used / adopted from time to time as a part of later view policy and guidance articulation.

Much like strategic views, all proposals for development within the area of the Chatham Centre Design Code will require demonstration of Local Chatham Views through the 3D modelling of views, within a modelled surrounding context for Minor schemes of at least 30M in all directions from any proposed site boundary in the first instance. Major scheme models must include the surrounding context of at least 60M in all directions from any proposed site boundary and modelling for other scheme categories will be established through officer dialogue on a case-by-case basis. All should also be supported by other photographic evidence for pre-app officer dialogues. The results of such deliberations must be fully demonstrated as TVA / TVIA or LVA / LVIA technical representations (Refer to current Guidelines for Landscape & Visual Impact Assessment - Landscape Institute) as required by individual proposals at planning application stage. This is to ensure appropriate massing, height, and

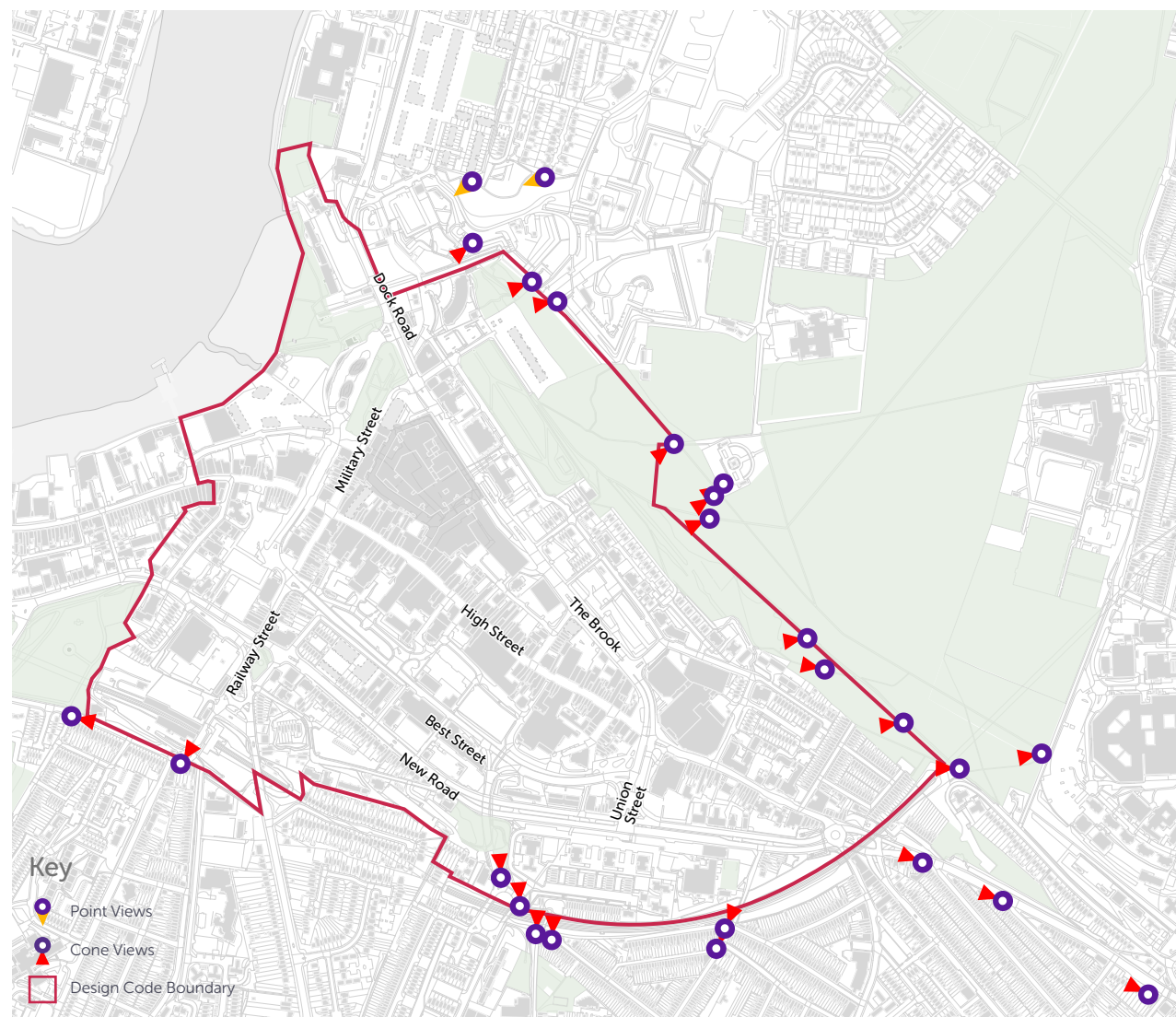


Fig.57 High Level Views

(Scale 1:10000 @ A4) 0m 100m

setbacks are able to be realistically assessed from a neutral baseline to frame / accentuate Local Chatham Views.

Once again schemes will still be required to fully demonstrate Local Chatham Views (LCV) as TVA / TVIA or LVA / LVIA technical representations & reports as required by the screening of individual cases and at planning application stage. In all cases Medway Council as the competent authority will receive such screening / scoping and reports. As the arbiter of relevant views, Medway Council will comment upon relevant views in number and scope and required model / view study extents. This will be based upon the screening & scoping exercises and 3D model pre-assessments / articulation of proposed views by development teams as a part of pre-app dialogues. (Refer to current Guidelines for Landscape & Visual Impact Assessment - Landscape Institute)

Since Chatham Centre is to receive considerable development, where design coding within a specific Area Type or in guidance for the Masterplan Areas allows for greater height or massing than the live surrounding context, views within a 3D model, TVA / TVIA or LVA / LVIA processes may identify parameters that need to be altered to facilitate local / emergent views. In all such cases the decision of Medway Council as the competent authority will prevail.

In developing the Chatham Centre Design Code, a 3D model guided the heights across and within bespoke Chatham (see pages 76 Fig 75), which align to the topography of the 'Chatham Bowl'. However, there may be certain locations subsequently identified by proactive policy / applicant height tests that can demonstrate no detrimental impact upon the surrounding context and suggest the potential for local taller landmarks or buildings that can aid legibility / wayfinding, mark key corners and / or

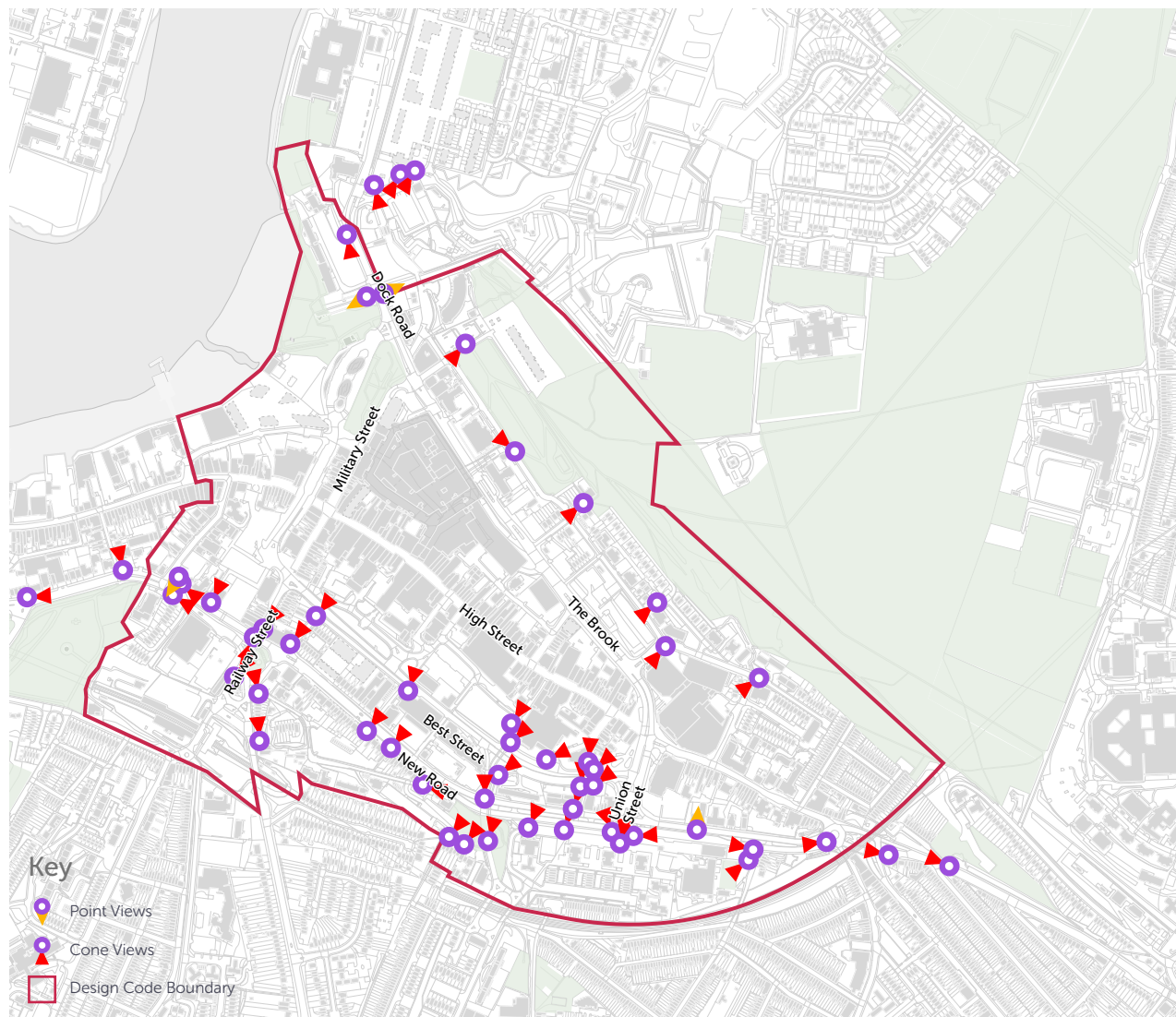


Fig.58 Mid Level Views

(Scale 1:10000 @ A4) 0m 100m

identify key uses and spaces, whilst still prompting a contextual sense of enclosure along its fronting streets. Such situations will be assessed on a case-by-case basis by Medway Council as the competent authority together with the adopted exemplary design review process. However, the ambitions, priorities and code parameters of the Chatham Centre Design Code should generally prevail unless Medway Council deem otherwise due to emergent situations on the ground. In all such cases, dialogue must be conducted through the exemplary design process, supported by adequate TVA / TVIA / LVA / LVIA justifications.

- > Design proposals must adhere to Chatham Centre Design Code height restrictions for all area types within the Chatham Centre Design Code area. Roof elevation must also be considered to enhance or minimise negative impacts on Strategic (CSV) and Local (LCV) views. Where additional height is sought through the Exemplary Design Processes, heights of new built form must generally conform to the topography of the 'Chatham Bowl'.
- > Whether Strategic (CSV) views or Local Chatham (LCV) views, all views require 3D testing to ensure design code massing, height limits and setbacks are sufficient to realise these views, with changes in form required to ensure views are enhanced / maintained by new built form.
- > New local landmark sites and applicants seeking to challenge heights and massing through the Exemplary Design Process must therefore demonstrate proposals are in-keeping with Strategic Views and enhance, promote and at the very least maintain coherence of Chatham Local Views, in their existence, legibility and essential essence.

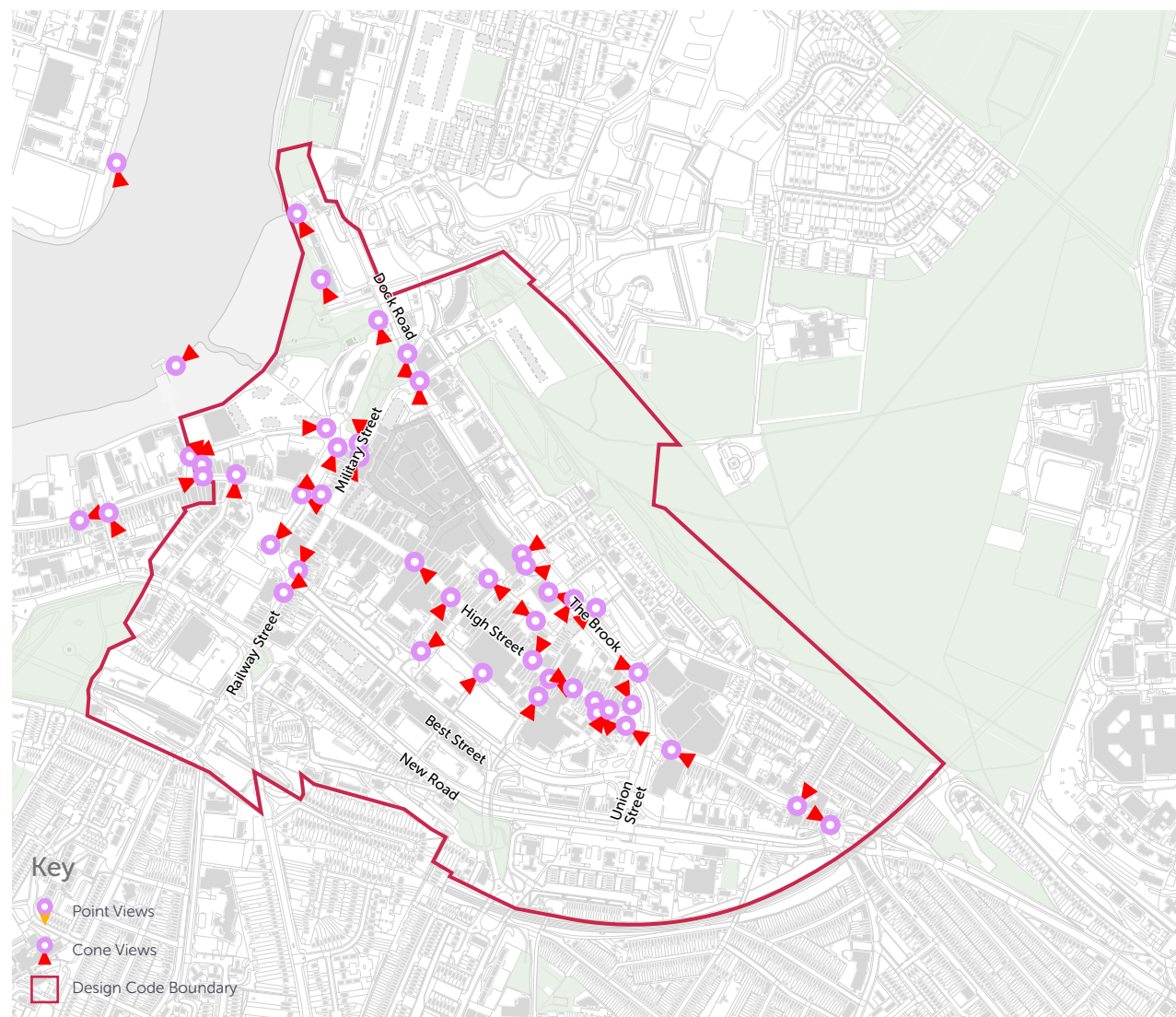


Fig.59 Low Level Views

(Scale 1:10000 @ A4) 0m 100m

2.5 Area-Wide Guidance – Uses

Overview

Chatham Centre in 2050 will be a place that offers choice and variety aiming to expand a range of destination uses for those living in Medway Council and beyond, whilst also providing convenient local neighbourhood uses for residents living in the centre and in adjacent residential areas. Uses will remain concentrated within the heart of Chatham Centre, being located within a convenient walking distance from transport hubs as well as homes in the centre, catering to both local neighbourhood needs and wider destination uses. It will enable buildings to adapt and change with needs and desires that change in time.

The centre will provide opportunities for people to start and grow local businesses and to provide sufficient space for a range of creative, productive uses to complement an enhanced retailing and service-based uses. It will grow an evening economy and leisure uses, drawing visitors from across Medway. Public spaces will be active and well-used with a range of events and temporary uses will activate empty buildings and sites, moored boats, rooftops as well as streets and spaces.

Chatham will also become a thriving urban neighbourhood, providing a wide range of homes for a diversity of ages, demographics and socio-economic groups who enjoy having the city on their doorstep.

To achieve this, new and existing buildings as well as public spaces will focus on the following Uses key themes:

1. 20-minute centre

Chatham Centre will support and grow additional and new destination uses, which complement and support a range of smaller uses. This will support Chatham as Medway's primary centre whilst also enabling a number of urban neighbourhoods to develop and thrive.

2. Long life, loose fit flexibility

Buildings will be designed to be flexible and to adapt to changing needs. This will be especially important for ground floor uses that should be able to easily change from a residential use to a commercial use in certain locations, or from a larger space to a smaller one, to promote flexibility for the future.

3. Affordable/ incubator spaces

A range of affordable, mixed-use spaces will cater to local individuals and organisations as growing start-ups and for creative and artistic uses. Restricting floor areas and plot sizes whilst promoting mixed uses in areas just outside of the central retail areas can ensure spaces remain affordable for the long term. New incubator spaces, from office and maker spaces to market stalls and railway arches, will aim to support local entrepreneurs and local student population to invest in Chatham.

4. Meanwhile and temporary uses

An overall meanwhile and temporary use strategy will enable local community groups, individuals, companies and creatives to provide a range of events, markets, food festivals and community events. This will help to activate streets, spaces and buildings throughout the centre through one-off, occasional and regular events, especially within public spaces, empty sites, vacant shop-fronts, usable rooftops and sites awaiting development.

5. Homes for all

Chatham will become a successful and desirable urban neighbourhood, providing a range of housing types and tenures to accommodate a diverse community, from students to seniors. Homes will range in size, affordability and character to deliver high quality artist style lofts, urban townhouses, multi-generational flats, pied-à-terre, custom builds and co-housing.



20-minute Centre

Chatham Centre can provide an enhanced range of uses that cater for the immediate urban neighbourhood to district uses that draw visitors from across Medway. The adjacent illustration highlights how a range of uses caters to different catchments based on distance travelled – more local uses within a short walking distance from your front door to more destination uses that will draw greater users from a larger walking (or cycle or public transports) distance

Based on the geographic size of Chatham, it is likely that a range of more local uses that should be within a short walk of residents should be provided as the number of new homes are delivered, such as provision of doorstep play and convenient stores. Other uses may expand within existing facilities including primary school spaces or GP surgeries

The 20-minute centre concept can be flexible, however as proposals come forward, and especially where ground floor mixed uses are required or encouraged, the range of mixed uses required to sustain a thriving urban neighbourhood and district centre should be delivered over time. Where possible, Medway Council should lead and facilitate the delivery of facilities to encourage a more liveable, desirable and sustainable centre.

20-minute neighbourhood area-wide guidance

Development proposals within areas where mixed uses are required, or encouraged, are to be guided by a needs-based assessment of potential local to district uses.

Larger sites should deliver larger facilities or uses that provide a greater community benefit due to the larger scale of development. Smaller sites should deliver smaller facilities or uses that cater to more local uses.

A range of well-considered local mixed uses can be integrated into existing, enhanced and new public spaces and public realm.

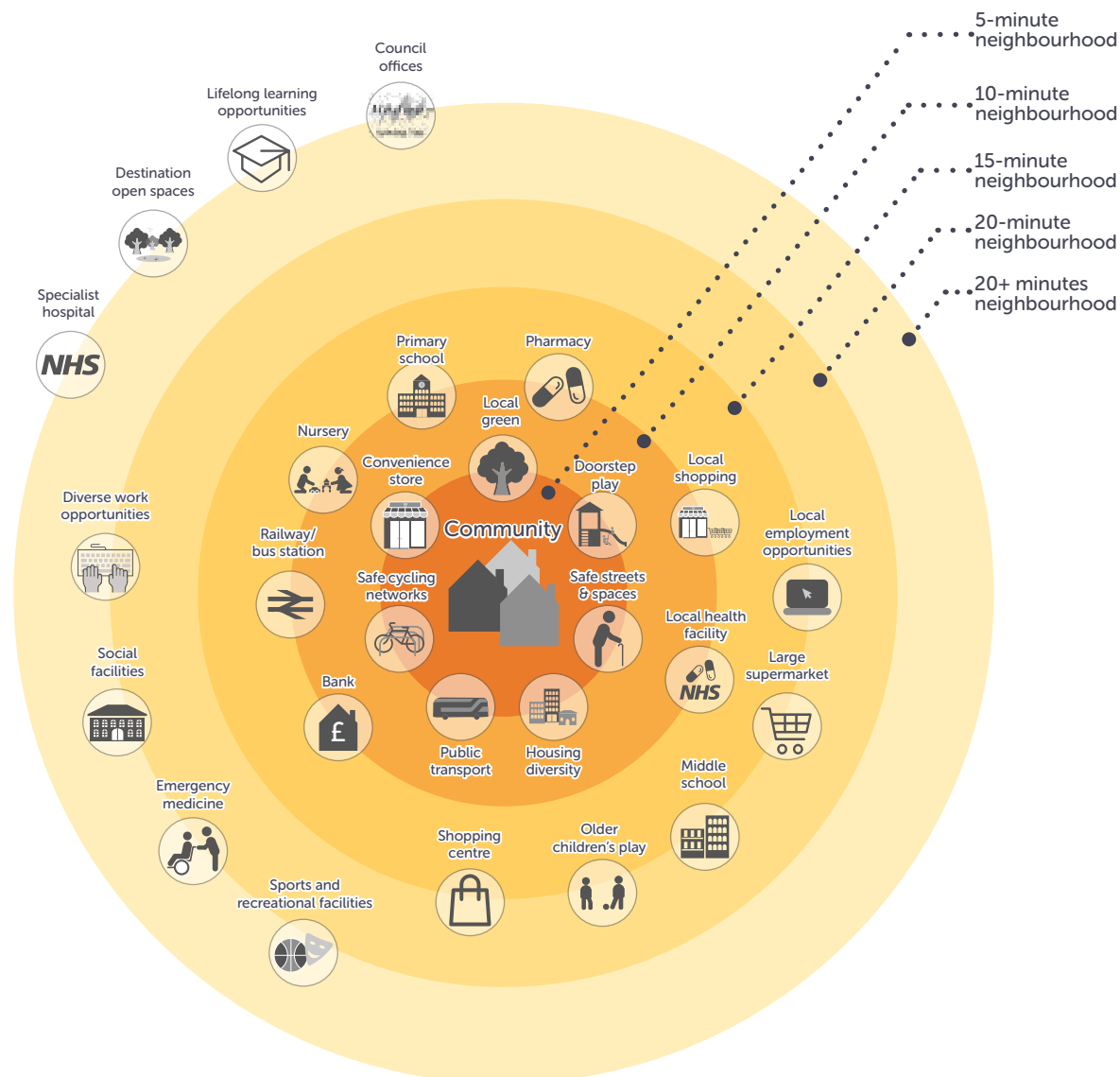


Fig.60 Principle of the 20-minute centre with some illustrative uses

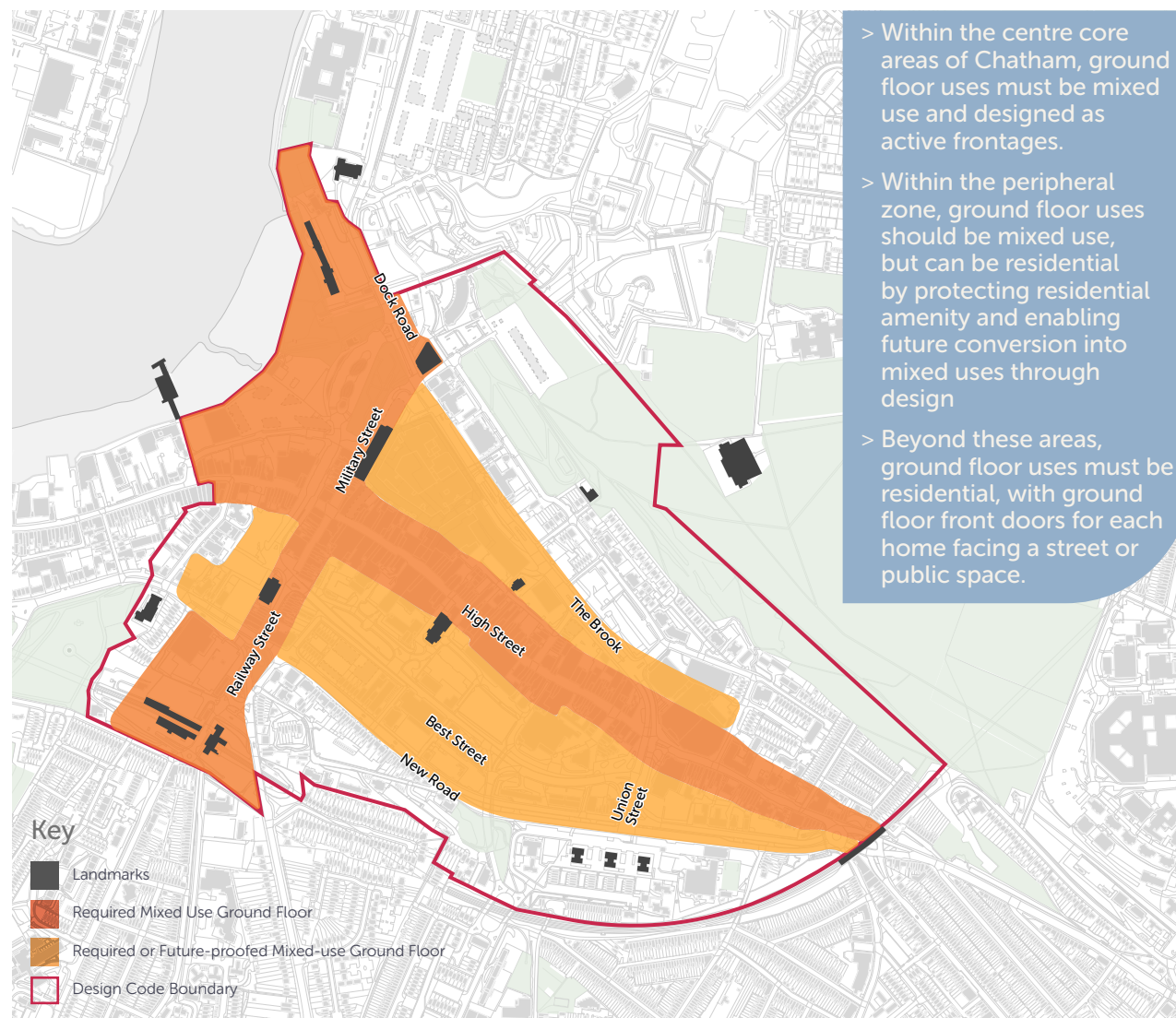
Long life, loose fit flexibility

Flexibility of ground floor uses will enable long term flexibility and change over time. Ground floor mixed uses will be required within more central areas, which is generally defined by High Street, Military Road, Railway Street, station area and riverfront. No ground floor residential uses are allowed within this area to promote a range of uses that contribute to Chatham Centre's role of primary centre and its growing role as an urban neighbourhood. The design of ground floor uses should maximise active frontages and minimise servicing areas, which must prioritise secondary or rear frontages and should be internalised as much as possible to minimise inactive frontages facing public streets and spaces

To the north east and south west of High Street, generally south of The Brook and North of New Road, ground floor uses should be mixed use as opposed to residential use. However, in this 'peripheral zone' it is permissible to develop ground floor uses that are residential through considered design that protects residential amenity whilst enabling longer term potential to easily convert these spaces to future mixed uses.

Design measures include introducing maisonettes, ground floor privacy strips, sufficient setbacks, higher ground to ceilings and raising the ground levels of residential accommodation and requiring individual residential front doors to the street. Frontages within the peripheral zone must be designed as active or live frontages to engage with the street frontages, minimising servicing areas and maximising frontages on corner plots.

Beyond these areas, ground floor uses must be residential, with street access from ground floor homes.



- > Within the centre core areas of Chatham, ground floor uses must be mixed use and designed as active frontages.
- > Within the peripheral zone, ground floor uses should be mixed use, but can be residential by protecting residential amenity and enabling future conversion into mixed uses through design
- > Beyond these areas, ground floor uses must be residential, with ground floor front doors for each home facing a street or public space.

(Scale 1:10000 @ A4) 0m 100m

Affordable Spaces

With enough intervention, Chatham has the potential to become a breeding ground for talent, innovation and collaboration. With different spaces provided at reduced rates, more new businesses are likely to be drawn to Chatham, bringing in many talents and more workforce, resulting in a boost in local economy, whilst these businesses can grow and expand.

Affordable Working and Creative Space

Co-working and creative spaces should be available to promote collaboration, networking and community based working as well as affordable 'artist' spaces. These spaces could also provide a well-resourced working environment with high quality amenity spaces catered to different types of occupiers.

Incubator Spaces

Incubator spaces could be supported for qualified start-ups to use for little to no cost. They are subsidised and aim to grow business and nurture the growth of start-ups and small businesses. Business incubators reduce barrier to enter into a market by providing early stage support and resources. This could include the introduction to networks, potential investors and business mentors. There can be a large variation of incubator spaces that cater for different industries, such as technology, creative arts, construction and many more, which can also be linked to local universities.

Affordable and incubator space area-wide guidance

- > Where ground floor mixed-uses are encouraged, mixed-uses should be provided and designed to allow for a range of affordable and incubator spaces
- > Where ground floor mixed-uses are mandated, a range of mixed-uses should be provided, including offering smaller scale and micros units as well as more affordable spaces, where possible
- > Upper floor uses of new developments, especially on larger scale sites, should explore the provision of some affordable workspace or creative studios, where permissible

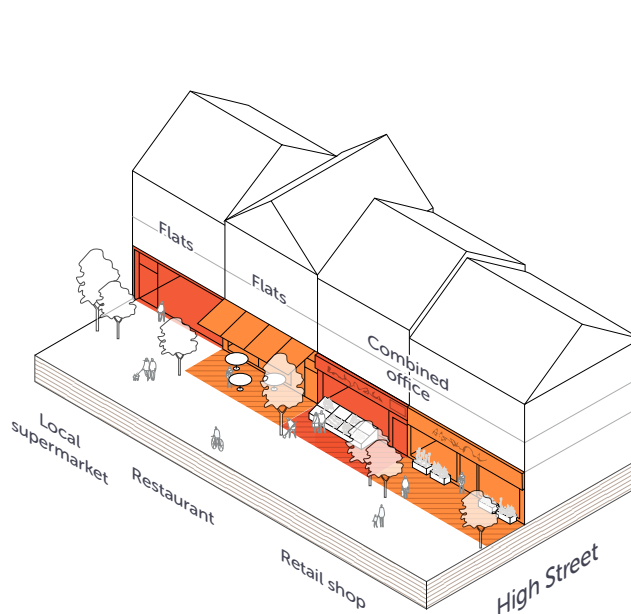


Fig.62 Illustration showing a range of illustrative High Street uses within more central areas

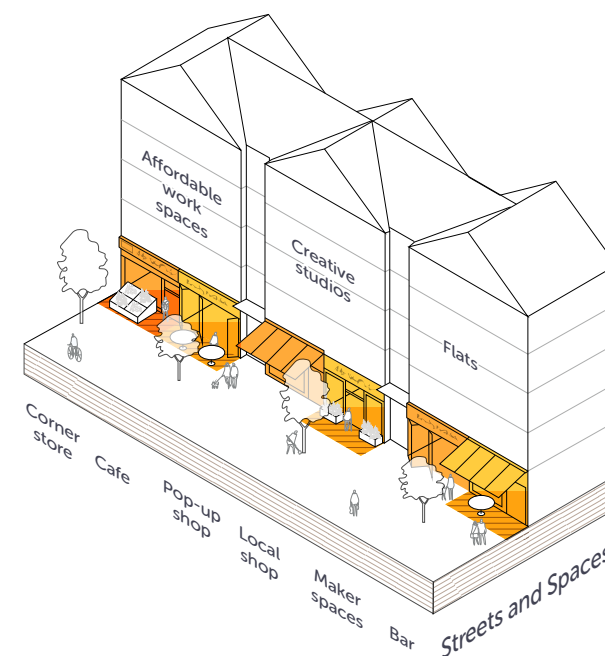


Fig.63 Illustration highlighting illustrative finer grain, local uses within peripheral areas

Meanwhile and Temporary Uses

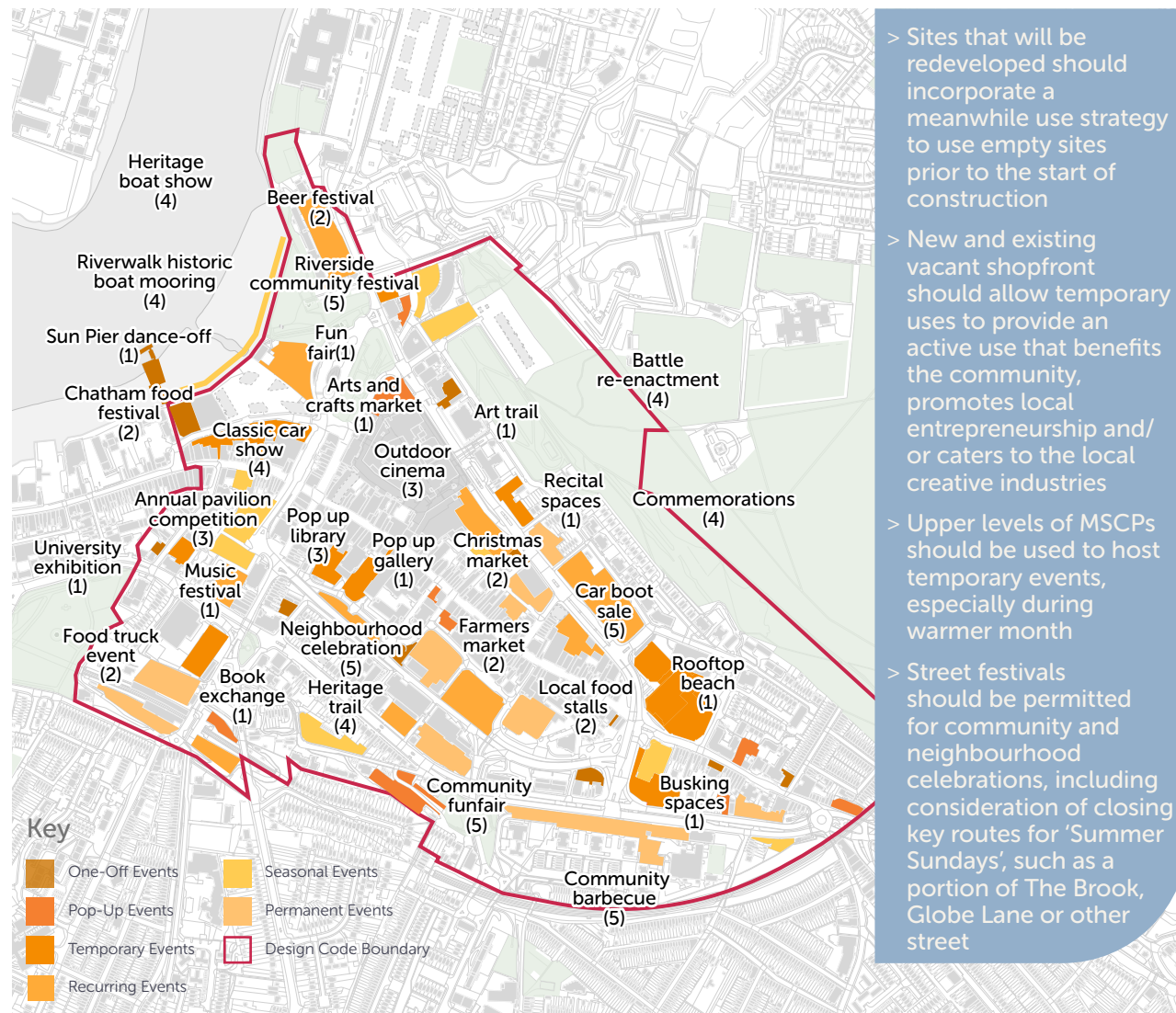
Across Chatham Centre, shopfronts, street spaces, squares, rooftops and green spaces can host a range of meanwhile and temporary uses that benefit the community. Many of the current vacant and empty spaces, in the shorter term, can be enlivened and help to contribute to a new vibrancy within Chatham. This will also create a sense of ownership by community groups, cultural and artist groups and others who may host events.

Medway Council aim to develop a Meanwhile and Temporary Use strategy to facilitate and encourage use of empty and vacant sites, empty shopfronts as well as occasional use of public spaces. The adjacent plan illustrates potential opportunity sites that could benefit from such uses and a range of illustrative uses, which can be categorised into the following groups:

- > 1. Art & Music
- > 2. Food & Beverage
- > 3. Film & Literature
- > 4. Heritage & Cultural
- > 5. Community

For greater detail about the Medway Council's strategy to economically regenerate their town centres, refer to Medway Town Centres Strategy

- > The design of new public spaces should consider how the design, associated infrastructure and layout can enable hosting of meanwhile and temporary events
- > Empty sites and those used for car parking should enable meanwhile and temporary events to provide activation (and use when there is a lower car parking demand)



- > Sites that will be redeveloped should incorporate a meanwhile use strategy to use empty sites prior to the start of construction
- > New and existing vacant shopfront should allow temporary uses to provide an active use that benefits the community, promotes local entrepreneurship and/or caters to the local creative industries
- > Upper levels of MSCPs should be used to host temporary events, especially during warmer month
- > Street festivals should be permitted for community and neighbourhood celebrations, including consideration of closing key routes for 'Summer Sundays', such as a portion of The Brook, Globe Lane or other street

Fig.64 Possible range of meanwhile and temporary events and possibly opportunity sites and spaces to host events

(Scale 1:10000 @ A4) 0m 100m

Homes for All

Chatham Centre will grow into a series of successful, inclusive and diverse urban neighbourhoods. A full range of housing types will be required to ensure individuals and families can choose to move and stay within the centre, even as circumstances and needs change in time.

New homes should offer a range of housing types, layouts and affordability and provide efficient and adaptable layouts. Long term affordability should be considered with low-energy and sustainable built form to ensure energy bills remain low. High quality construction and materials shall encourage lower maintenance costs, which should be supplemented by an efficient maintenance regime with affordable service charges, where applicable.

The design of homes should create desirable layouts, responding to the specific site, maximising opportunities for orientation, views, daylight, cross ventilation, privacy and minimising noise within interior spaces. Private and communal amenity space should be maximised, and in some circumstances, can be internalised as winter gardens or usable interior space in common rooms.

Homes for all area-wide guidance

New developments must demonstrate how local housing need relates to a range of housing types and layouts being proposed

New homes must demonstrate how long-term affordability is being addressed, including through efficient design, adaptable layouts, high quality and low maintenance materials and efficient maintenance regime

New developments must demonstrate how site opportunities are maximised to create locally-specific and desirable homes

A private amenity and communal space strategy is required for new developments to demonstrate how these spaces are meaningfully integrated into and around new homes



Fig.65 Thrle Almhouses , BPTW



Fig.67 Rochester Riverside, BPTW

New development should provide an appropriate portion of affordable housing, which is high quality and tenure-blind

Examples of Living Arrangements



Fig.66 Creek Road, BPTW



Fig.68 Heathside & Lethbridge Phase 4, BPTW

