

**REGENERATION, COMMUNITY AND CULTURE
OVERVIEW AND SCRUTINY COMMITTEE**

19 JUNE 2008

**CHATHAM CENTRE AND WATERFRONT DEVELOPMENT
BRIEF**

Report from: Robin Cooper – Director of Regeneration, Community and Culture

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Summary

This report sets out the main areas of revision to the masterplans and Development Brief for Chatham Centre and Waterfront which have been made in response to the consultation carried out last year, and asks for the views of committee on the proposed revisions before taking a report to Cabinet in July to seek adoption of the revised masterplans and development brief.

1. Budget and Policy Framework

- 1.1 The Chatham Centre and Waterfront Development Brief which incorporates the masterplans for the Brook, Station Gateway and Waterfront areas of Chatham as well as the Public Realm Strategy and Movement Strategy is compliant with the adopted Chatham Centre and Waterfront Development Framework (2004) and with the saved policies of the Medway Local Plan (2003).
- 1.2 The preparation of the Development Brief has been funded by Communities and Local Government (CLG - Thames Gateway.)
- 1.3 Reasons for urgency

This report is being brought to the committee as a matter of urgency as its views are sought before the matter is considered by the Cabinet on 15 July 2008. Significant delay could result in the scheme not being delivered within the required timescale.

2. Background

- 2.1 In May 2006 consultants EDAW were appointed to work with the Council to co-ordinate the masterplanning of key sites. The study area was divided into the following three masterplan areas:
- The Brook
 - The Station Gateway
 - The Waterfront.
- 2.2 In July 2006, masterplanners: Llewelyn Davies Yeang, Maccreanor Lavington and Urban Initiatives were appointed to prepare masterplans to stimulate and guide the development of each of the areas. Mott MacDonald and DTZ were also appointed to provide transportation and economic feasibility advice with respect to delivery.
- 2.3 The area covered by the combined supplementary planning document extends from Chatham Railway Station in the southwest to Fort Amherst in the north, to Luton Arches in the east and to the River Medway in the west. It incorporates both the 'Core Retail Area' and 'Medway's "City" Centre Riverside Allocation', as defined on the Adopted Local Plan (2003) Proposals Map.
- 2.4 The purpose of this document is to further develop the aspirations contained in the adopted supplementary planning guidance and to provide clear planning and design guidance for developing the three masterplan areas. This will provide greater certainty; encourage investors and retail and leisure operators.
- 2.5 The three masterplans will form the basis for the consideration of individual site proposals. They will prevent a piecemeal approach to development in the area, thereby realising full development potential and benefits to the local community. To support the masterplans a public realm strategy and transport and movement strategy were also produced.
- 2.6 At its meeting on the 13 March 2007, Cabinet gave approval to a six week programme of statutory consultation on the draft Chatham Centre and Waterfront Supplementary Planning Document (SPD). An extensive programme of consultation started on the 21 May 2007 and finished on the 2 July 2007. A report was considered by Cabinet on 16 October 2007 and the following decisions were taken at that meeting:
- Agreed the masterplan for the Brook, subject to any amendments required for the proposed bus station location
 - Agreed to undertake a consultation on the proposed bus station location
 - Agreed to defer the adoption of the Station Gateway masterplan pending agreement of new proposals for Sir John Hawkins Way

- Agreed that they had broad support for the redevelopment of the Waterfront but asked officers to prepare further details on the proposed location and heights of tall buildings with regard to the Council's building heights policy and the bid for World Heritage Status.

2.7 Following further work on these areas, a report was taken to Cabinet on 18 December 2007 where Cabinet agreed to the following principles:

- The location for a new Bus Station to be in the area of Globe Lane and Sir John Hawkins Way.
- That the Sir John Hawkins Way flyover be demolished and the highway along the length of the existing flyover and to the junction of Globe Lane with The Brook be closed to all traffic other than buses and taxis.
- That the masterplan for the Station Gateway be amended to show the Sir John Hawkins Way Site as a development site, capable of accommodating a building or buildings up to 6 stories in height, for a mix of uses, with "active" commercial uses at ground floor level and residential above, in keeping with the proposals on adjacent land, and Sir John Hawkins Way up to its junction with the High Street to be used to accommodate limited bus layover provision to support the bus facility.
- That the masterplan for the Waterfront Area is amended to include a zone for taller buildings within the area shown on the attached plan and the extension of the masterplan area to include the Gun Wharf area
- That further work is undertaken to develop proposals for public realm improvements across the SPD area.
- That the three masterplans and public realm strategy be combined into a single concise document for adoption as a Supplementary Planning Document in conformity with the Medway Local Plan 2003.

2.8 Following the decision in December 2007 further work on the revisions has been undertaken. The bus facility location has been finalised and further discussions have been held with English Heritage and the Environment Agency. This work has also included reviewing all of the consultation responses received to ensure that where possible the revised development brief and masterplans have had regard to the comments made.

3. Summary of Proposed Revisions

The main revisions to the masterplans and development brief are as follows:

3.1 Waterfront Masterplan

- None of the three options proposed at the draft stage have been progressed and instead an approach has been agreed with English Heritage to show a “taller buildings zone” within which taller building proposals can be considered. The masterplan has been amended to show locations where taller buildings could be located. This approach is also compliant with the Council’s building heights policy
- The new bus facility location has been incorporated into this masterplan
- The Waterfront Park landscaping proposals have been developed further
- The masterplan has also been amended to accommodate the sewer easements and to allow for the potential relocation of Rats Bay Pumping Station
- The cultural facility has been moved from the position shown in the draft plans to a location within the Waterfront Park
- Building footprints have been altered to avoid the need to realign Medway Street
- More of the older buildings on the High Street have been now been shown as retained (and an option shows how a greater proportion of existing buildings on the High Street and Military Road could be retained)
- Sun Pier is now proposed to be retained and improved
- Flood protection measures have been agreed with the Environment Agency.

3.2 Station Gateway Masterplan

- The Sir John Hawkins Way car park site is no longer required for the new bus station and is now shown as a development site for a mix of uses
- The plan has been amended to take the phase two road scheme details into account

3.3 The Brook Masterplan

- Changes here are confined to Union Street where the draft masterplan did not reflect the proposed road scheme adequately.

3.4 A presentation, explaining the revisions further will be made to the meeting, a revised masterplan layout is appended to this report for information.

3.5 The final adopted document will incorporate all of the three masterplans and the public realm and movement strategies.

4. Consultation

4.1 The development brief and masterplans were consulted upon extensively last summer and a number of responses were received from stakeholders as well as from local residents and businesses. All of the consultation responses received in this exercise have been reviewed and where possible these comments have been taken into account in the revisions to the document.

4.2 Following the initial consultation there has been continued discussions with key stakeholders including English Heritage and the Environment Agency.

5. Financial and legal implications

5.1 The adoption of the supplementary planning document incorporating the three masterplans will mean that the supplementary planning document will have a formal status and constitute a 'material consideration' to be taken into account when determining planning applications.

5.2 The Chatham Town Centre and Waterfront Supplementary Planning Document has been prepared in accordance with the provisions of the Planning and Compensation Act 2004 and the Town and Country Planning (Local Development) (England) Regulations 2004. It must conform with saved policies in the Medway Local Plan 2003.

5.3 Once the overall document is adopted, further publicity, in accordance with the regulations covering supplementary planning documents, will be required. This is to ensure it is brought to the attention of the public and all other interested parties.

5.4 The costs of producing documents, leaflets and exhibition material have been met from the approved Communities and Local Government budget. Post adoption costs can also be met from existing budgets.

6. Recommendation

- 6.1 That Members consider the proposed revisions to the masterplans and recommend to Cabinet that the revised masterplans and Development Brief are adopted.

Appendix

Revised Chatham Centre and Waterfront Masterplan incorporating all three masterplan areas.

Background papers

Chatham Centre and Waterfront Draft Supplementary Planning Document

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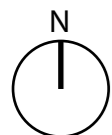
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Chatham Centre & Waterfront Development Brief



Option Plan

- KEY
- PUBLIC REALM: GREEN SPACES
 - SHARED SURFACE
 - PUBLIC REALM: HARD SURFACES
 - PATHS
 - EXISTING BUILDINGS
 - RIVER
 - PRIVATE GARDENS COURTYARD GARDENS
 - MUDFLATS
 - NEW BUILDINGS
 - HISTORICALLY SIGNIFICANT BUILDINGS



Illustrative Masterplan - Chatham Centre and Waterfront

10th June 2008

Scale NTS