

Appendix B

TITLE	Strood Waterfront Development Brief
DATE	26.03.18
LEAD OFFICER	Beth Westwood

1 Summary description of the proposed change

Medway Council is refreshing the 2006 Strood Riverside Development Brief with the Strood Waterfront Development Brief 2018, to account for the national change in planning policy and economic climate. The revised development brief includes Strood Riverside, former Civic Centre and Kingswear Gardens sites. It is intended to adopt the Strood Waterfront Development Brief as a Supplementary Planning Document (SPD). The SPD will provide guidance and parameters for future planning applications on key principles such as building densities, building heights, public realm and greenspace provision. The Development Brief has been progressed in tandem with the flood defences to ensure opportunities provided by the new infrastructure can be capitalised upon, such as realigning Canal road, to maximise the amount of greenspace along the riverfront. The river walk/cycle route will promote active transport and be accessible by all. A central theme of the Development Brief is providing a healthy environment for residents, which is encouraged by promoting interim uses that involve the community and by the design principles outlined for the end development. The document highlights the importance of dementia friendly designs and active design principles, which are endorsed by Sport England and feature throughout the document.

2 Summary of evidence used to support this assessment

An 8 week consultation has been carried out in line with Medway's Statement of Community Engagement. A large number of stakeholders and services have inputted into the document, Public Health's comments highlighted the importance of community gardens and benches to reduce loneliness, especially within the elderly and encourage an active lifestyle for all. This has been reflected in the guidance, with provision for a variety of open spaces throughout the development.

Feedback from the consultation identified residents concerns that future development would place additional strain on resources/services including, schools and hospitals. The Development Brief outlines that S106 contributions will be needed to expand existing infrastructure. Capacity of existing road network was also raised. Options to mitigate the impact of the development will be addressed in a planning application, with the context of the Local Plan's Strategic Transport Assessment. The Development Brief does, however, recommend a series of measures to reduce the impact of development on the road network. This includes reduced car parking standards and set delivery times for businesses (outside of peak times), which will reduce congestion and improve air quality.

Diversity impact assessment

The majority of comments were in support for regenerating the under utilised sites for housing and recognised the benefits developing the brown field sites in the town centre.

3 What is the likely impact of the proposed change?

Protected characteristic groups (Equality Act 2010)	Adverse impact	Advance equality	Foster good relations
Age		✓	✓
Disability		✓	✓
Gender reassignment			✓
Marriage/civil partnership			✓
Pregnancy/maternity			✓
Race			✓
Religion/belief			✓
Sex			✓
Sexual orientation			✓
Other (eg low income groups)		✓	✓

4 Summary of the likely impacts

The guidance will affect the existing communities surrounding the development and the future communities living in the development. The design principles encourage a positive change and regeneration of brown field sites. The Development Brief specifies greenspace provision and the need for communal areas and facilities for the community, which are accessible to all. The Development Brief provides for 25% affordable housing, increasing the affordable housing provision in the area. Concerns were raised by the residents surrounding the sites during the construction phases of the housing development. Planning applications will need to address these issues. The Development Brief does encourage meanwhile uses centred around existing residents.

The Development Brief emphasises the importance of integrating the community via communal and public open spaces, by designing spaces to be

used by all. These spaces are to provide a safe environment for socialising, relaxation and leisure activities, helping to build an inclusive community. The design principles have taken into account fostering relations and accessibility requirements for all user groups e.g enhanced wayfinding and access to the river, including appropriate use of materials, helping those with mental health and physical disabilities.

The Development Brief includes Kingswear Gardens, to highlight the potential of the site. If Orbit and Moat Housing Associations redeveloped Kingswear Gardens it would impact current residents in Kingswear Gardens. The council would encourage the housing associations to liaise with their residents to inform them of programmes and provisions being made.

5 What actions can be taken to mitigate likely adverse impacts, improve equality of opportunity or foster good relations?

Public consultation has been carried out to enable stakeholders and residents a chance to input into development guidance.

A consultation report of the findings from the public consultation and how the Development Brief has been amended or addressed the issues raised will be published.

The Strood Waterfront webpage has been and will continue to be updated, to ensure residents are kept informed.

Consultation procedures are being followed to enable the Strood Waterfront Development Brief to be adopted as a Supplementary Planning Document (SPD). The SPD will provide guidance for developers, attracting investment to the area, with design principles centred on healthy living, accessibility, sustainable transport and greenspace which will help foster good relations between residents.

6 Action plan

Action	Lead	Deadline or review date
Public Consultation	BW	29.01.2018
Amendments to Development Brief post consultation	BW	30.03.2018
Adopt SPD	BW	19.06.2018
Publish Consultation report	BW	27.06.2018
Update Council website	BW	Ongoing

7 Recommendation

It is recommended to proceed with the adoption of the Development Brief as a SPD, in order to facilitate the regeneration of the area with a high quality development.

The action plan will be implemented to ensure that the public are kept informed.

8 Authorisation

Assistant Director

Date

26.03.18

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