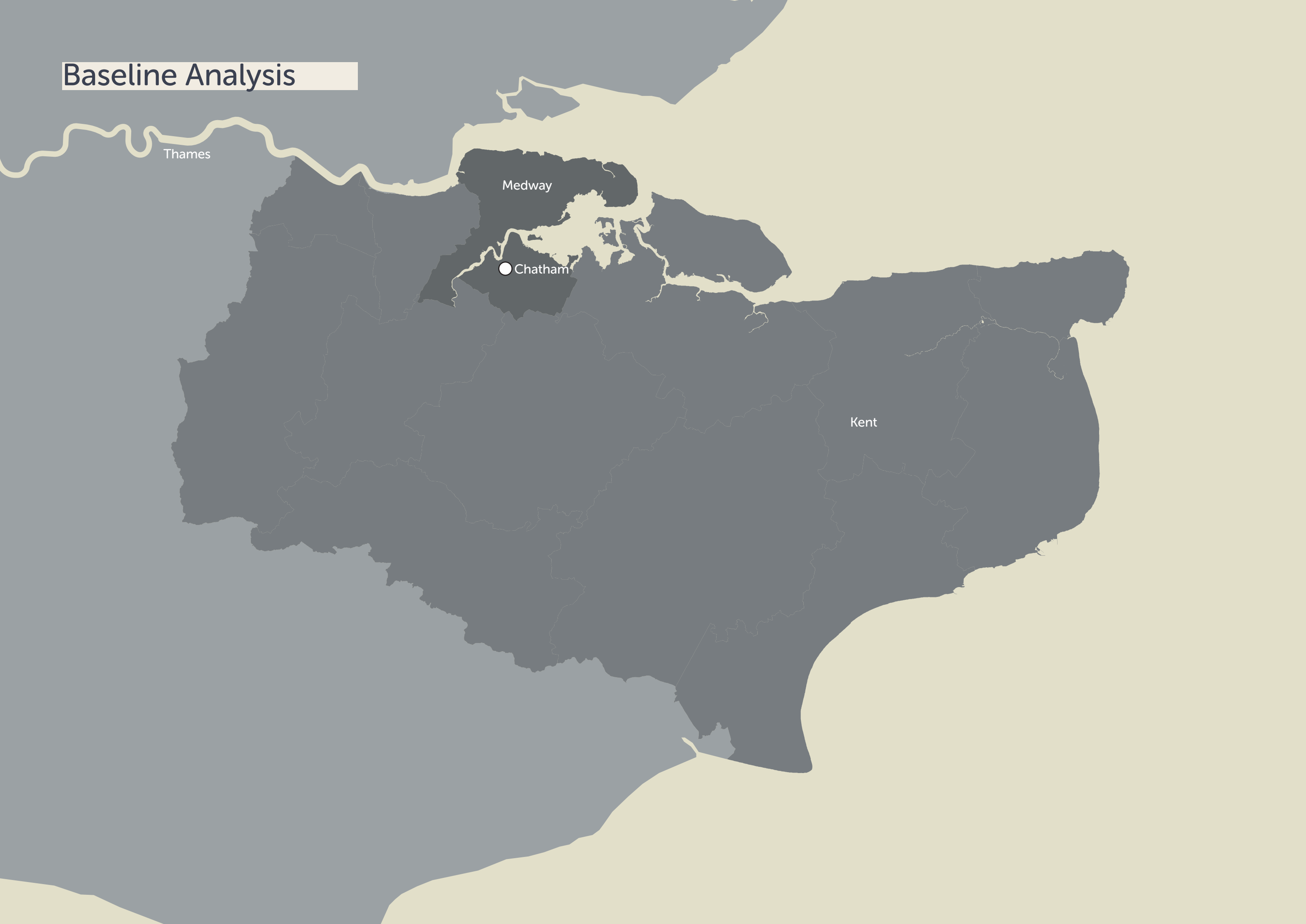


Baseline Analysis



Thames

Medway

Chatham

Kent

# Baseline Analysis Introduction

An exemplary design code for Chatham town centre is being prepared to guide its future development and regeneration. Following Medway's successful submission to the Pathfinder Programme, established by the Department for Levelling Up, Housing and Communities (DLUHC), Chatham town centre is one of 25 places selected across England to receive grant funding to develop an exemplary design code.

The Chatham town centre design code follows the approach established in the National Model Design Code, which is Government's guidance for local authorities to develop local design codes. The approach is based on three key stages: Analysis, Code and Vision.

The Analysis Stage: Baseline Information report for the Chatham town centre design code represents the work completed for the Analysis stage, which will feed into the overall engagement programme and form the basis for the subsequent Vision and Code stages.



## 2.0 Context

### 2.1 Chatham Town Centre within Medway

Record | Analysis

Chatham is a town located within the Medway unitary authority in the ceremonial county of Kent, England. The town forms a conurbation with neighbouring towns Gillingham, Rochester, Strood and Rainham.

Chatham is the administrative headquarters of Medway Council, as well as the district's principal shopping centre.

The town has important road links and the railway and bus stations are the main interchanges for the area.

Following Medway Local Plan 2003, Chatham has been allocated as Medway's primary Retail and City Centre.

Medway's 'City' centre will become the focus for the community, not only in retailing terms, but also in terms of jobs, leisure and entertainment.

#### Key

- Primary Road Network
- ||||| Railway Network
- Primary Focus of Design Code
- ⊙ Area of Influence



Fig.01 Five towns of Medway | Location Diagram

## Location

Whilst the northern portion of Medway is more rural and natural along the Hoo Peninsula, the southern portion is more urban and anchored by the Medway Towns of Strood, Rochester, Chatham, Gillingham and Rainham.

The towns grew along the historic Watling Street, later known as Dover Road, providing a London-to-Dover link across the English Channel. Today, a near-continuous high street links Strood, Rochester and Chatham, however it is the current A2 that generally aligns with the longer historic route. More recently, the M2 was constructed to divert through traffic south of the Medway Towns.

Chatham town centre is well-served by rail. The High Speed 1 provides the quickest and most direct connection to London, linking London St Pancras. The Chatham Main Line is a railway line that links the towns to London Victoria and Dover Priory, while the North Kent Line provides a link to London Charing Cross.

Fig.02 Railway Street / Military Road | Photograph by BPTW





## 2.2 History of Chatham

Chatham's history is linked to the strategic role in the defence of the country. Whilst the name was first recorded in 880 AD as Chatham, it was long a small village on the banks of the River Medway. This changed with the establishment of the Royal Dockyard in the 16th Century.

Fortifications were then built to guard the River Medway - Upnor Castle, Fort Amherst and Fort Pitt.

The Field of Fire was established in front of Fort Amherst as an open land that allows for a clear view and shot of the approaching enemy when the outer fortifications are breached. This land later became the Great Lines.

Army barracks were built to house the military personnel. In response to large manpower needs, the village of Chatham and other nearby villages grew in size.

The naval sites were of strategic importance and were walled off, however the town of Chatham grew in the valley between the upper level fortifications.



Fig.03 Extract from 1909 Ordnance Survey | Information Provided by Medway Council



## History of Chatham

The Chatham Royal Dockyard was of great significance for the Royal Navy, as it provided more than 500 ships over the course of several hundred years. It was at the forefront of shipbuilding, industrial and architectural technology.

The long and celebrated link between Chatham and the Royal Navy concluded with the closure of the Dockyard in 1984. However, the long link between function and town remain imprinted in the layout.

Part of the historic dockyard is currently mostly used as a visitor attraction.

The expansion of Medway Towns continued with the opening of Chatham Railway Station in 1858, when the London, Chatham and Dover Railway (LCDR) opened a single line eastwards to Faversham. The same year, the link with the North Kent Line at Strood was opened and the new railway reached Dover Priory in 1861. The Chatham Dockyard branch connection was made near Gillingham.



Fig.04 Gun Wharf and Marine Barracks Chatham, approx. 1900 | Medway Archives Centre



Fig.05 Military Road Chatham, approx. 1906-8 | Medway Archives Centre



Fig.06 High Street Chatham, approx. 1900 | Medway Archives Centre



Fig.07 High Street Chatham, approx. 1898 | Medway Archives Centre



## 2.3 Existing Planning Policy

### National & Regional Initiatives

#### The National Design Guide (2019)

The National Design guide (NDG) addresses the question of how we recognise well-designed places, by outlining and illustrating the Government’s priorities for well-designed places in the form of ten characteristics. These characteristics form the basis of design considerations to underpin the Chatham Design Code: Context, Identity, Built Form, Movement, Nature, Public Spaces, Uses, Homes and Buildings, Resources and Lifespan. The NDG defines and expands on each of these characteristics in detail.

- > Thames Gateway World Class Heritage – support heritage improvement within the Thames Gateway, as well as supporting the bid for a new World Heritage Site at Chatham Historic Dockyard;
- > Thames Gateway Landscapes – to identify and support delivery of landscapes of regional importance;
- > Thames Gateway Corridors – to support environmental improvements to strategic transport corridors; and
- > Thames Gateway Squares – to work with partners to identify and start work on two or three large squares;

#### National Model Design Code (2021)

The National Model Design Code (NMDC) is Government’s guidance on the production of design codes, guides and policies to promote successful design. It expands on the ten characteristics of good design set out in the National Design Guide, which reflects Government’s priorities and provides a common overarching framework for design. The NMDC guidance sets out clear design parameters to help local authorities and communities decide what good quality design looks like in their area, based on local aspirations for how their area will develop, following appropriate local consultation.

The Chatham design code approach is based on the NMDC’s coding process, covering Analysis, Vision and Code stages.

#### Thames Gateway Parklands Vision (2008)

As an aspirational vision and spatial framework, the Thames Gateway Parklands Vision seeks to outline ways in which the public, private, third sector and local government organisations can shape the future of the Thames Gateway’s urban and rural landscapes and improve the quality of life for people who live in the Thames Gateway. This vision is taken forward in the Thames Estuary 2050 Growth Vision. The Thames Gateway Spatial Framework identifies the following five key ambitions:

- > Thames Waterfront – develop a continuous Estuary Path running alongside both banks of the river, in addition to improving waterfront environments;

#### Thames Gateway Kent - Plan for Growth 2014 - 2020

This report comments on the Medway region sitting within the core of the of Thames Gateway regeneration area, which is expected to accommodate significant economic growth within the next 20 years. Its vision for North Kent is set out as:

- > An area of exciting towns and cities complemented by an outstanding natural environment, providing an exemplar of urban regeneration;
- > A thriving business centre attracting leading investors and businesses through its diverse and skilled workforce, high-quality commercial sites and local services, and accessibility to transport links and strategic routes to UK and continental markets;
- > An area of strong, integrated communities with harmony between new and existing businesses and residents – where the benefits of development and investment are shared by the whole community;
- > A vibrant cultural hub with a thriving social scene and civic pride – attracting a growing student population, bringing youth and vigour to the community.

With a focus on centres, Chatham being the primary centre can contribute toward these ambitions.

#### Thames Estuary 2050 Growth Commission 2050 Vision, 2018

<https://www.gov.uk/government/publications/thames-estuary-2050-growthcommission-report>  
Medway forms part of the north Kent Foreshore.

The area will balance delivering growth in the health sector with new jobs, new homes, a renewed focus on skills, and high quality town centres set around world class heritage and natural assets.

#### Medway Local Plan (2003)

Medway’s current development Plan is comprised on the Medway 2003 Local Plan, which is supported by various Supplementary Planning Documents. The Local Plan supports Chatham as the city centre with accompanying policies that direct significant retail and leisure proposals and any other large scale proposals to Chatham to attract visitors and further investment. The document sets out the hierarchy of centres with Chatham at the top. Various policies give Chatham primacy over other centres and therefore confirms the approach. More specifically the strategic objectives and development strategy (Policy S1, S2, S4 and S5) provides policy hooks for the preparation of the Design Code SPD as each policy identifies high quality development and high design standards.

Medway Council is presently reviewing and preparing a new Local Plan. This has gone through three stages of consultation to date, i.e. Issues & Options, Development Options and Development Strategy. The Council is currently refining the Local Plan for a further regulation 18 consultation in the summer/ autumn of 2023 with adoption anticipated in 2025. Preparation of the Design Code will, in conjunction with the emerging Local Plan once adopted and the Chatham masterplan, provide a means to ensure that development comes forward along with the quality and design aspirations to maximise the development potential in Chatham.

#### Medway’s Cultural Strategy (2014 – 2019)

This report also has relevance for Chatham as it has some heritage assets in close proximity. Culture in an important element of Medway, its community and economy. The Cultural Strategy highlights that cultural activities in Medway can offer economic opportunities, contribute to transforming perceptions of the area, and promote healthy and cohesive communities. It recognises the value of celebrating the best of Medway’s past and natural heritage whilst nurturing new activities and outlooks. This work is being reviewed in a new strategy that will support Medway’s bid for UK city of Culture in 2025.

#### The Joint Health and Wellbeing Strategy for Medway

##### (2012 – 2017)

This report seeks to improve the health of Medway’s residents with a focus on healthy eating, physical activity and supporting a dementia friendly environment. Making it easier for people to move around and access local services and facilities can address some of these inequalities. Further actions to address disadvantage across Medway, through better housing, raising education and skills levels, and employment will also contribute to reduction of health inequalities. Employment is a key factor to improving health inequalities and enabling people to live with good health for longer. In Medway there is an average healthy life expectancy of 62.2 (male) and 59.8 (female) which are both below the national average. This is mostly due to the effects of poor social determinants so improving those are vital to improving both our healthy life expectancy and health inequalities. The Health and Wellbeing strategy is at the early stages of being reviewed.

#### Medway Council Plan (2016-2021)

This report sets out three priorities:

- > A place to be proud of;
- > Maximising regeneration and economic growth;
- > Supporting Medway’s people to realise their potential;

The council plan promotes Medway as a great place to work, live, learn and visit, supported by strategies for culture, tourism and regeneration. The council priorities provide a strong basis for positively planning for Medway and more specifically Chatham’s needs, boosting the economy, improving access, delivering new homes, improving residents’ health and wellbeing, and caring for the environment. The council aims to boost economic performance through supporting local businesses and attracting inward investment, and targeting the creation of high skilled jobs.

## Town Centre Initiatives

### Chatham Centre & Waterfront Development Framework – Supplementary Planning Guidance (2004)

To deliver social and economic regeneration within Chatham, this framework proposes that any new development should be focused on the town centre and waterfront, and proposes that bold (rather than modest) transformation is required to allow Chatham to develop as the true economic and cultural centre of Medway. The framework outlines several projects and investments aimed at transforming Chatham's centre.

- > Accessibility improvements to the centre;
- > New central library;
- > New riverside promenade, improved access to the waterfront and improvements along the high street;
- > New waterfront with performing arts facility, visual arts facility, new park and hotel;
- > Over 8,000 sqm of small scale office space and leisure uses;
- > New food store of approximately 8,000 sqm;
- > Refurbishment and expansion of the Pentagon Centre – increasing floorspace by approximately 8,000 sqm;

### Pentagon Development Brief (2005)

The Pentagon Development Brief sets out parameters for extending and refurbishing the Pentagon Centre, the brief also seeks to enable an economically viable and high quality scheme which complements the Chatham Centre and Waterfront Development Framework. Three main opportunities for the extension and refurbishment of the Pentagon Centre are identified:

- > Refurbishment of the existing centre through new opportunities unlocked by relocating the bus station;
- > Extension of the centre by reclaiming highway land to provide a new development frontage;
- > Extension of the centre around Solomon's Road and the demolition of the Brook car park;

### Chatham Centre and Waterfront Development Brief – Supplementary Planning Document (2008)

This framework document intends to transform Chatham into a city centre for Medway, by developing key regeneration areas along the River Medway. To achieve this, the following objectives were outlined:

- > Appropriately scaled new development should be within prominent locations, framing public spaces creating vibrancy through the centre;
- > Taller buildings should be of high quality, minimising overshadowing of key public spaces and add to and reinforce Chatham's historical and cultural identity;
- > A sense of arrival can be established through the formation of clearly identifiable gateways and routes from the railway station which can connect via the High Street to adjoin the waterfront, through Town Hall Gardens and to Great Lines;
- > Uninviting areas are to be activated and upgraded;
- > Direct pedestrian links should be established between the High Street and the Waterfront and north-south routes should be established across the town centre from New Road to the Great Lines City park;
- > Use of existing pedestrian routes should be enhanced where possible;
- > Perimeter block development should be promoted enclosing semi-private spaces where appropriate;
- > Visual connection should be created from within and to the centre and waterfront, linking with the River Medway and the Great Lines City Park;

### Chatham 21 - Chatham High Street / Best Street Area Masterplan (2010)

This Masterplan – focusing on the High Street / Best Street area of the Chatham Town Centre seeks to create an attractive town centre, through focusing on the improvement of the overall townscape, creation of active frontages, public space provision, pedestrian links between the town centre and the waterfront, the creation of landmarks and the protection and improvement of view corridors.

### Gun Wharf Masterplan SPD (2010)

The Gun Wharf Masterplan sets out an analysis of weaknesses and constraints, strengths and opportunities, and then outlines a masterplan for The Ordnance Site and the Civic Quarter. The Gun Wharf Masterplan also sets out a vision for the precinct:

*“Gun Wharf will be an attractive civic and cultural quarter in Chatham, contributing to a Wider Medway regeneration. New development will take advantage of the site's location adjacent to the waterfront and unique assets to create an exciting and attractive destination for Chatham”*

The Masterplan proposes that any new buildings should respect the scale and importance of existing buildings, encourages enhancements to pedestrian links, river frontages and public open space, adaptive re-use of St. Mary's Church, and removal of buildings which currently detract from the overall townscape quality of the area.

### Chatham Placemaking Masterplan (2016)

The Chatham Placemaking Masterplan sets forth a public realm masterplan and implementation strategy for the improvement of the Chatham Waterfront Civic Space, which stretches from the River Medway and Riverside Pumping Station towards the Bus Station, The Paddock and the entry of the Pentagon Shopping Centre.

The masterplan sets out a long-term vision to “Make Chatham a City Centre for Medway” by establishing a powerful and distinctive identity for Chatham, which will be achieved through the following objectives:

- > Sequential Connectivity: Create an enticing, accessible journey from the station to the waterfront;
- > Enhance Identity and Sense of Place: Recover Chatham's historic core and existing qualities;
- > Destination: Create landscape infrastructure that makes a bold, attractive change to the Waterfront;
- > Delivery: Focus on achievable goals and employ deliverable solutions;

### Chatham Intra High Street Heritage Action Zone

The High Streets Heritage Action Zones scheme, backed by government funding, aims to help with the recovery of local high streets, from regenerating historic buildings to helping to engage local communities through art and cultural projects.

The Sun Pier to Star Hill conservation area has been awarded £1.6m High Street Heritage Action Zone funding from Historic England for regeneration in the area. The focus is on bringing the history and heritage of the area back to life and boosting the local economy by 2024.

### Chatham Future High Streets

In January 2021, Medway received grant funding as part of the Government's Future High Streets Fund, aiming to inject funding into the regeneration of high streets in 72 areas across England to transform high streets into vibrant hubs for future generations and to protect, and create jobs.

The funding will be invested in a number of exciting projects in the heart of Chatham including reconfiguring the first floor of the Pentagon Shopping Centre for community use; delivering a creative and collaborative workspace at The Brook Theatre to support the development of the area's creative sector; creating an innovation hub to support business start-ups and refurbishing the vacant St John's Church, which is part of the Church of England Diocese of Rochester. The Grade II listed church will be restored as a place of worship and have community areas redeveloped to provide conference and event spaces for the creative and digital sectors.

The Future High Streets Fund is also being used to transform The Paddock (the space between Chatham Waterfront Bus Station and the Pentagon Shopping Centre) into a vibrant public space for residents and visitors to enjoy. The improvements will celebrate the area's heritage and make the area more accessible.

### Town Centre Initiatives

#### The Chatham Town Centre Concept Masterplan and Delivery Strategy Report (2019)

This report has been produced for Medway in November 2019 by Gillespies.

The masterplan forms part of the evidence base for the housing potential and requirement as part of the development of the new Local Plan.

Its purpose is to provide strategic direction for Chatham with guidance, principles and clear prompts for further assessment work that any future development needs to take into account.

The Chatham Design Code aims to build upon the analysis and vision of the 2019 masterplan.

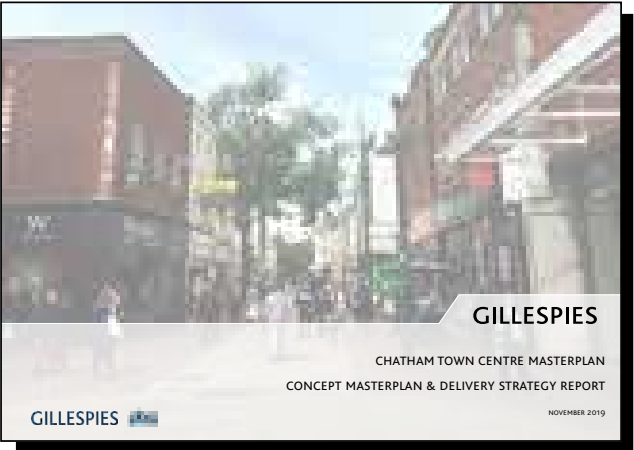


Fig.08 Chatham Town Centre Masterplan 2019 Front Page

### 3 | Vision & Concept Masterplan

#### ILLUSTRATIVE MASTERPLAN

- 1 Chatham Plaza - main square
- 2 Pumping Station Pocket Square
- 3 Chatham Creative Hubs
- 4 Student residential
- 5 Pentagon Centre
- 6 Entertainment & Leisure Hub
- 7 Health Clinic
- 8 Medway Waterfront promenade
- 9 Waterfront residential
- 10 Waterfront park
- 11 St John's Square
- 12 Sun Pier
- 13 Command of the Heights
- 14 Potential long term pedestrian link to Medway City Estate
- 15 Military Square
- 16 Medway Square
- 17 Chatham Train Station
- 18 Mountbatten House
- 19 The Paddock

- BUS STATION
- TRAIN STATION
- CHATHAM TOWN CENTRE BOUNDARY
- WIDER CONTEXT AREA

GILLESPIES



Fig.09 Extract from Chatham Town Centre Masterplan 2019



## 2.4 Design Code Boundary

The Chatham Centre design code aims to deliver an exemplary design code that defines the transformation required to deliver the 'city' qualities defined in the 2003 Local Plan.

Therefore, there are a range of spatial areas that the design code will need to consider.

### > Wider area of influence

This is the wider area that Chatham town centre will consider, generally including the surrounding settlements of Strood, Rochester, Chatham Intra, Brompton and Gillingham.

### > Immediate context

This is the area just beyond the perceived town centre and includes areas that act as the transition between the town centre and its immediate surroundings.

### > Design code boundary

This is the area that generally can be perceived as the town centre, and the main focus of the design code. This area is generally defined by the railway corridor

to the south and southeast, the ridge of Great Lines Park to the north, alignment of 'The Ditch' to the northwest, and the range of opens spaces, riverside, Sun Pier and alignment with Victoria Gardens to the west.

In existing policy, there are defined central boundaries for the retail centre and 'City' centre boundary, which links the retail core to the River Medway. However, it was viewed that a larger area should be considered to address the potential transformation of the centre.

Therefore, the three aforementioned boundaries have been introduced to highlight the functioning role of Chatham as a 'City Centre'.

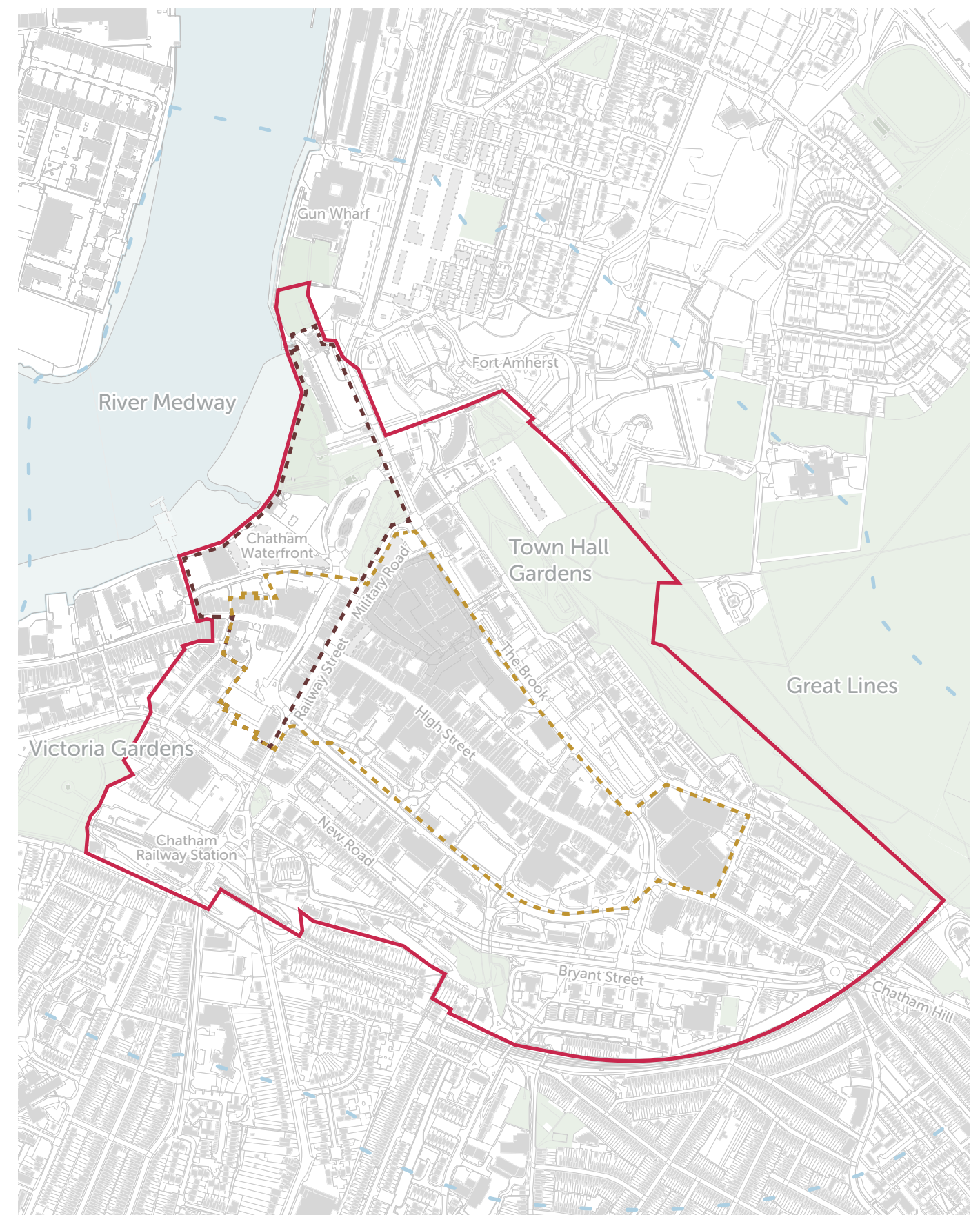


Fig.10 Red Line Boundary Diagram | Information from Medway Local Plan 2003

0m 100m



## 3.0 Natural and Built Form

### 3.1 Topography

The central core of Chatham town centre sits within a valley between two hills with steeply sloping contours to the north east and a lesser slope to the south west.

Whilst the shape of the 'Chatham bowl' played a significant role in establishing the locations of surrounding fortifications for defensive purposes at upper levels, today the change in levels contributes to a distinctive sense of place and contributes to local wayfinding within the bowl.

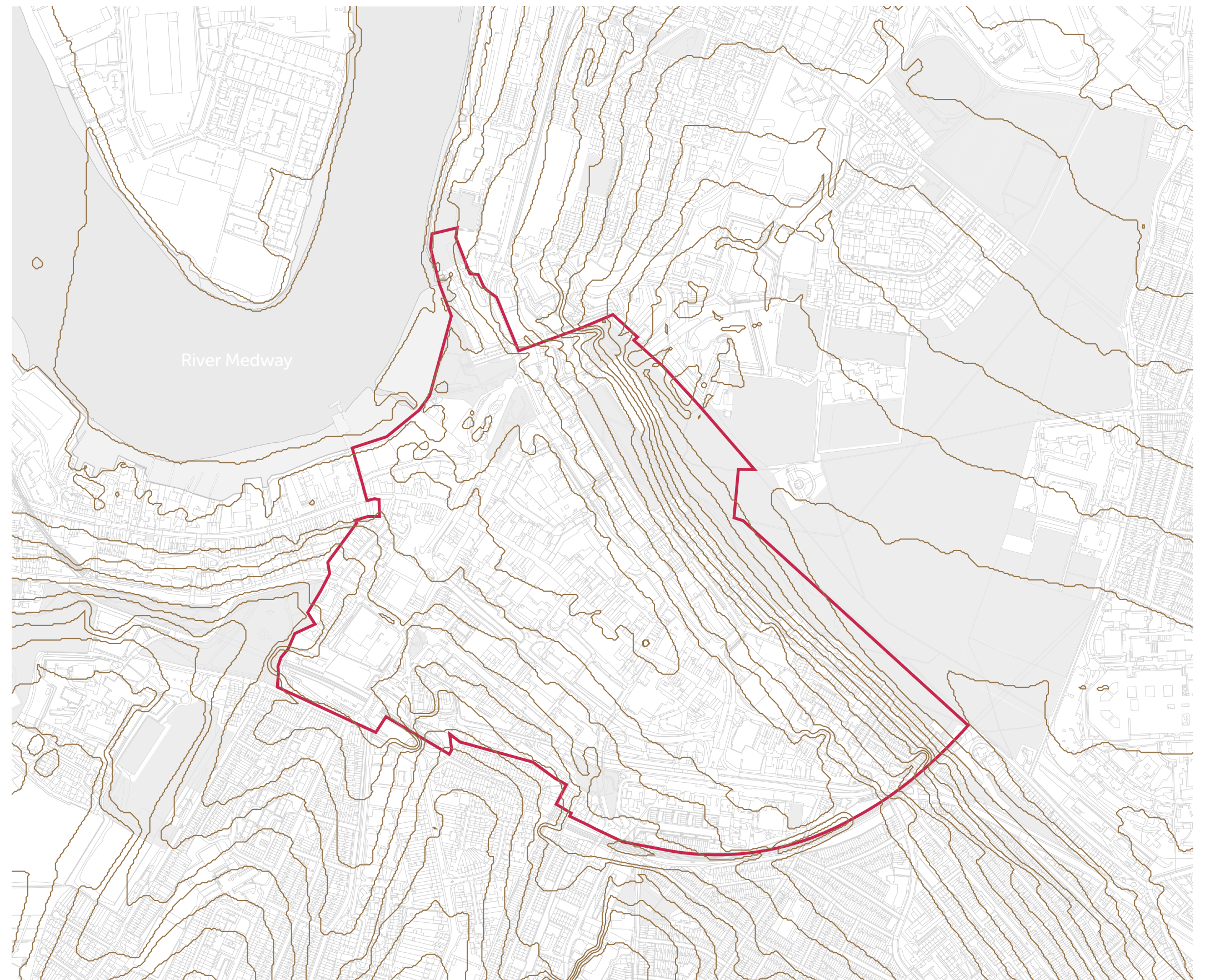


Fig.11 Topography Diagram | Information Provided by Axis Maps

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## Topography

As many gateways into Chatham are located at higher levels, many views at these points offer longer vistas.

Equally, views from more central areas within the bowl often show more distant visible ridge lines rising above and enclosing the low to medium height townscapes within the centre.



1 | View from New Road towards Fort Amherst



2 | View from Riverfront towards Rochester

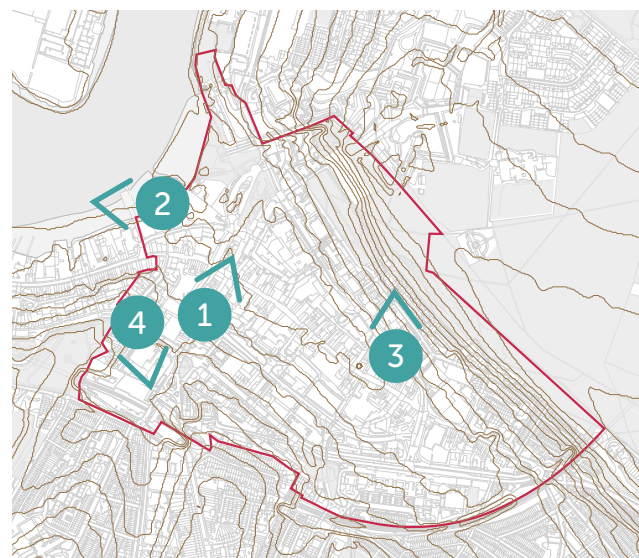


Fig.12 Examples of Chatham's Topography | Photos by BPTW



3 | View from The Brook towards North



4 | View from New Road towards Chatham Train Station



## 3.2 Natural Open Spaces

River Medway is a wide body of water adjacent to the town centre. It is both a visual and public amenity in form of the riverwalk that connects Gun Wharf to Sun Pier.

The north-eastern side of the town centre is home to the Great Lines Heritage Park overlooking Chatham offering vast views of the town centre. It is the most significant open space adjacent to the centre, however, due to topography the relationship between them is less obvious and is experienced through a series of indirect links. The Park is a large network of open spaces connecting Chatham, Gillingham, Brompton and the Historic Dockyard with pedestrian and cycle links.

### Key

- River
- Mud
- Parks & Gardens
- Playing Fields
- Play Areas
- Amenity Green Spaces
- Publicly Maintainable Highway Grass
- Design Code Boundary

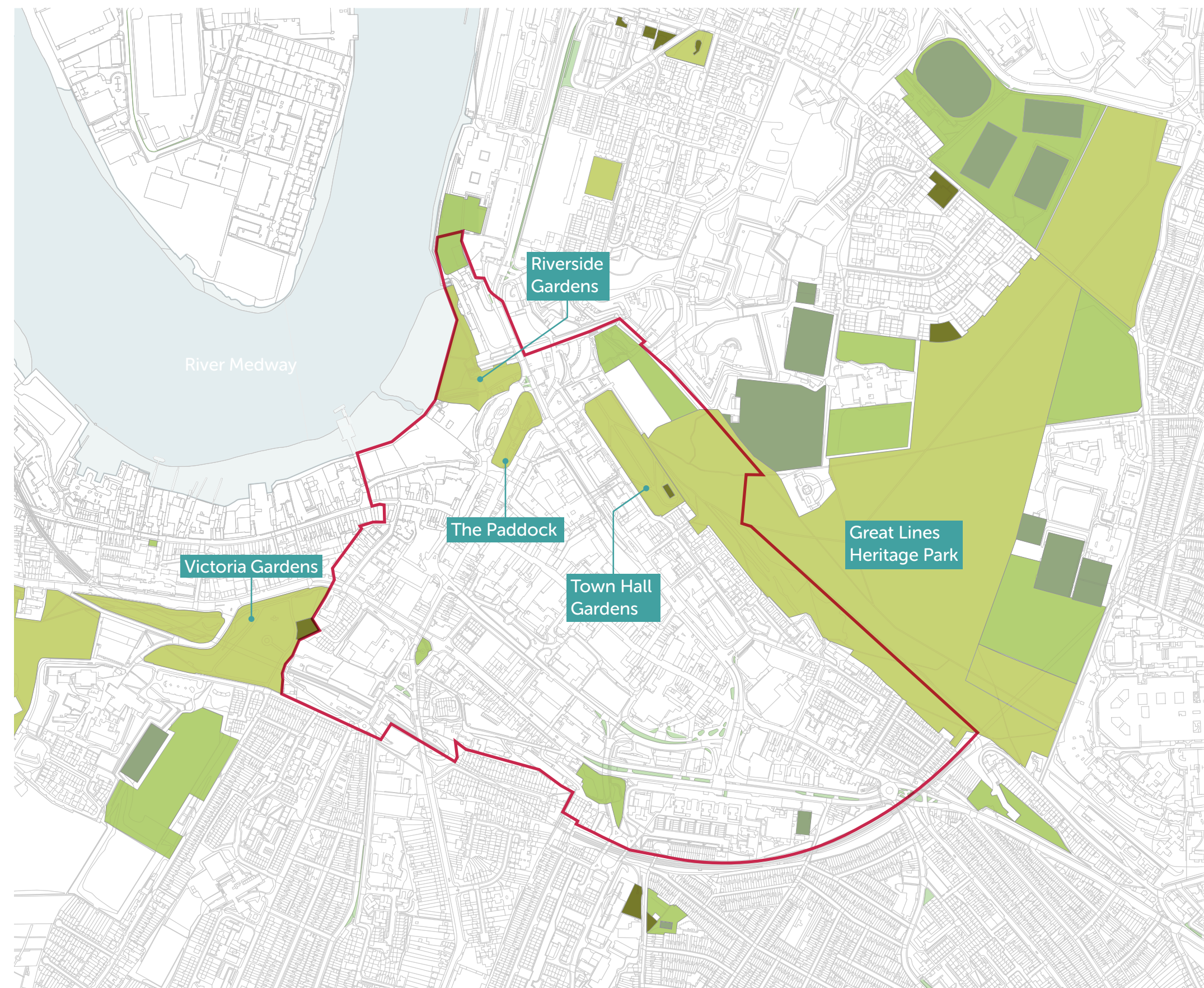


Fig.13 Open Spaces Diagram | Information Provided by Medway Council

0m 100m



## Natural Open Spaces

Victoria Gardens, forming a part of the open spaces associated with the former extent of Fort Pitt to the west of the town centre, also provides a significant adjacent open space to the town centre, however, there are topographic and infrastructure barriers, such as the rail corridor, limiting access.

Within the town centre, there is a limited number of smaller open spaces, primarily in the north: Town Hall Gardens, The Paddock, and Riverside Gardens.

The Paddock and Riverside Gardens are located within the valley and are developing a central role as main public open spaces in Chatham Town Centre. They physically connect the retail centre with the riverfront.

Town Hall Gardens are 19<sup>th</sup>-century public gardens previously used as a burial ground. The Gardens act as a key connection between Great Lines and the town centre.



1 | River Medway



2 | Riverside Gardens



3 | The Paddock



4 | Great Lines Heritage Park

Fig.14 Examples of Chatham's Greenery | Photos by BPTW



### 3.3 Trees

Trees within the public realm form an important element of the character in public spaces and along streets as well as performing important natural services.

Other than the green open spaces which are largely populated by tall vegetation, there are significant tree lines along important routes which positively contribute to the overall public space amenities and the wellbeing its users.

Tree preservation orders largely protect trees on private within the town centre.

Key






-  Trees
-  Council-maintained Trees
-  Individual Tree Preservation Order
-  Tree Preservation Order Zone
-  Design Code Boundary



Fig.15 Tall Vegetation Diagram | Information Provided by Medway Council

0m  100m 



Trees



1 | Trees providing a backdrop to town scenery



2 | Trees by the Strood and High Street junction



Fig.16 Examples of Chatham's Trees | Photos by BPTW



3 | High Street tree line



4 | Trees on the slope by New Road



# 3.4 Flood Risk

The *Old River Bourne* once flowed through the bottom of the valley formation within Chatham town centre, generally aligning with The Brook. Marshes would have flanked the former watercourse until its termination at the River Medway.

Whilst the river has long since been culverted, the lower levels of the valley remain as flood zones.

Flood Zone 2 locations have a medium probability of flooding, while Flood Zone 3 locations have a high probability of flooding.

The first pumping station was built to lift foul water from the lowest part of Chatham to the main sewer in 1929. Its function was replaced by a new one in Riverside in 1979.



Fig.17 Flood Zone Diagram | Information Provided by the Environment Agency

0m 100m



## 3.5 Urban Grain

Record | Analysis

The figure ground shows the historic, mostly fine grain pattern of development along the High Street corridor, connecting Rochester and Intra through central Chatham to Luton arches, intersected by the similarly fine grained Railway Street / Military Road corridor.

Some larger footprints highlight the range of larger scale, mixed-use developments concentrated around the High Street.

The commercial footprints are visibly larger than the residential footprints surrounding the town centre, including the Pentagon Shopping Centre.

The lack of built form, or voids, between the High Street and the surrounding residential areas are a prominent feature of the town centre.

### Key

- Built Structures
- Design Code Boundary

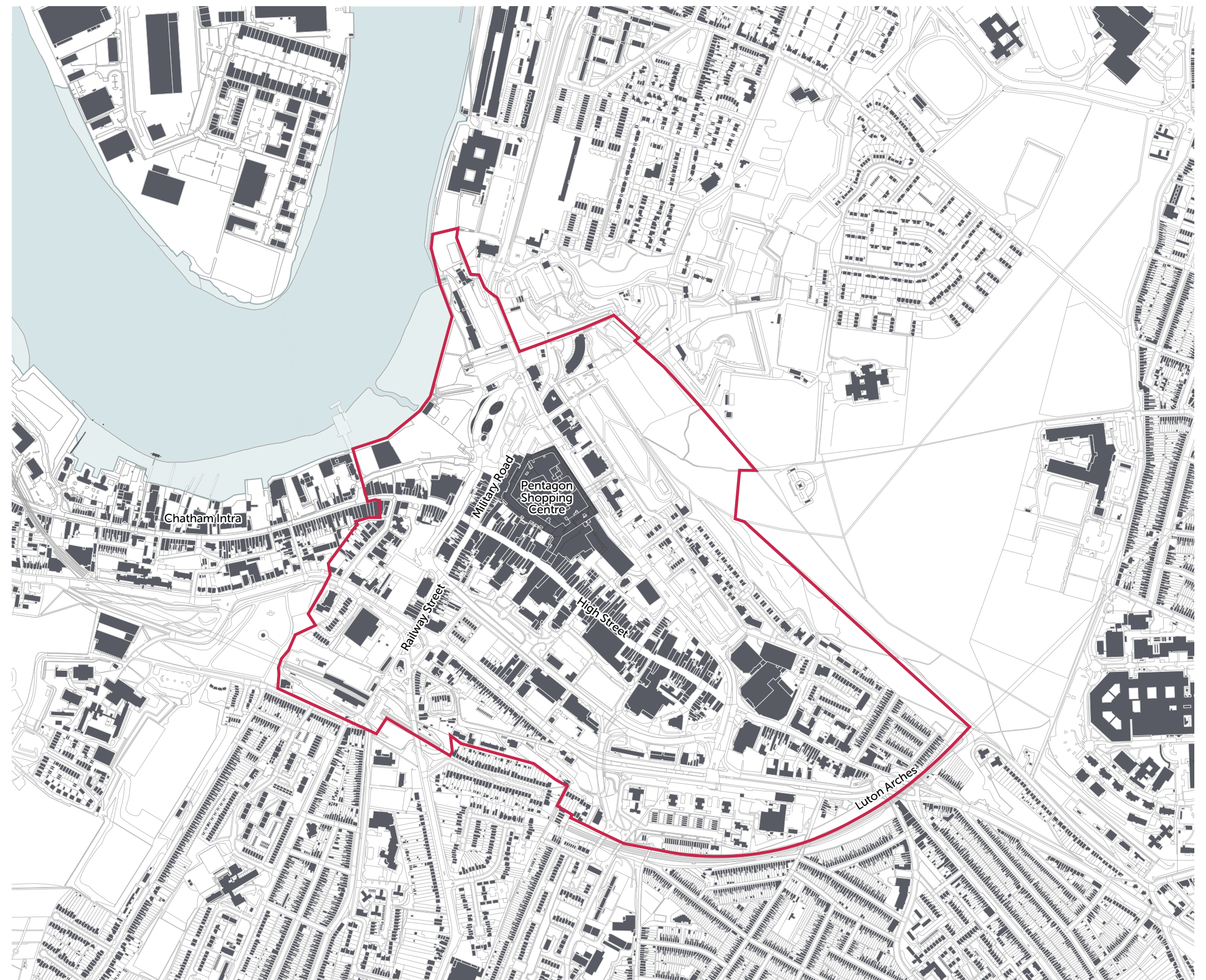


Fig.18 Figure Ground Diagram | Analysis of Built Environment

0m 100m



The Town Centre is mainly comprised of low to mid-rise buildings with some taller buildings punctuating the townscape.

Measuring buildings ground to roof, they have been separated into following categories:

- > Low-Rise (0-12m) - Typically 1-4 Storeys
- > Mid-Rise (12-18m) - Typically 5-8 Storeys
- > Tall Buildings (18+m) - Typically 8+ Storeys

The tallest building is Mountbatten House with 12 storeys above podium.

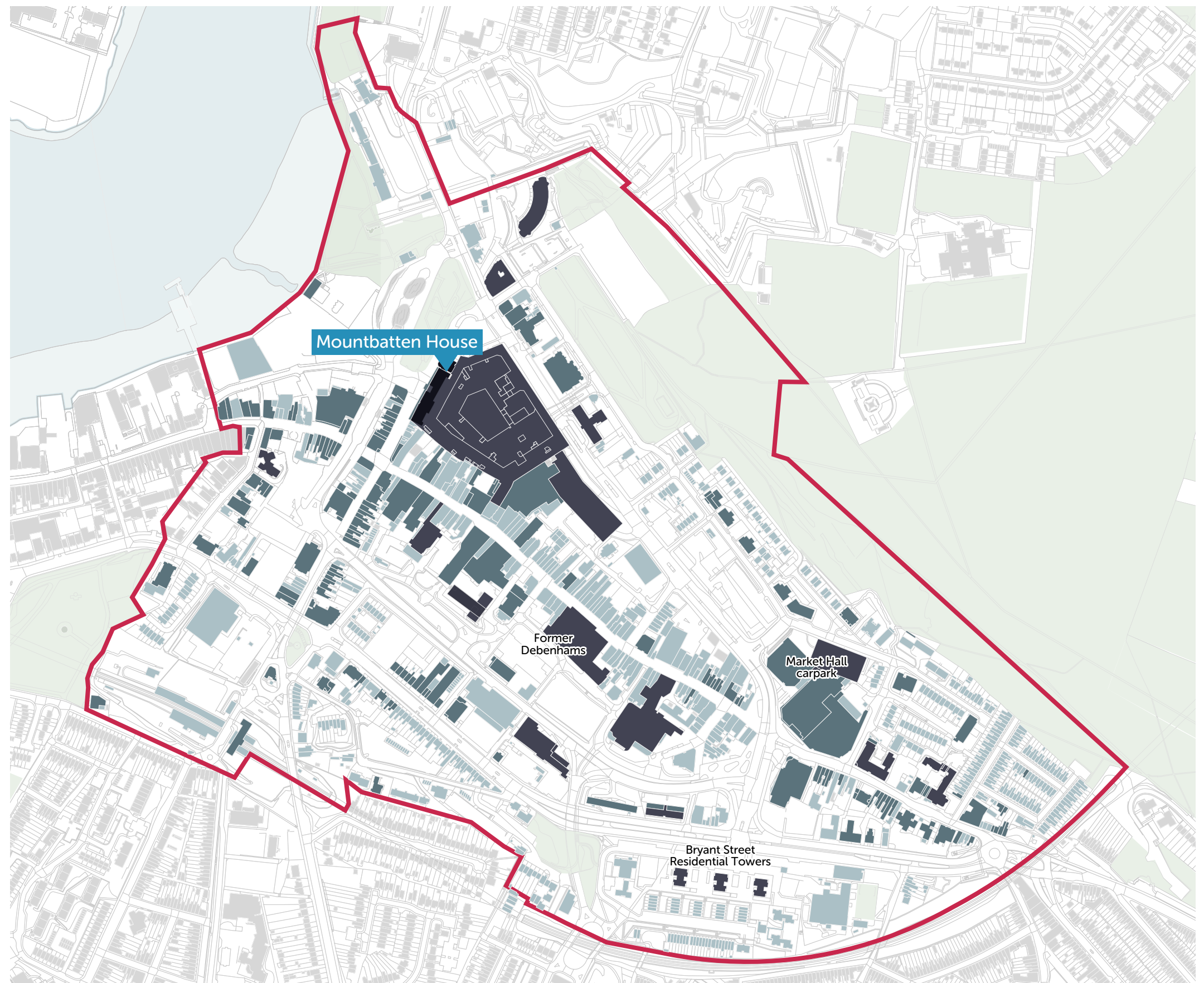


Fig.19 Building Heights Diagram | Information Provided by Medway Council

Building Heights



1 | Mountbatten House dominates the skyline



2 | Bryant Street residential towers are the highly visible edge of town centre

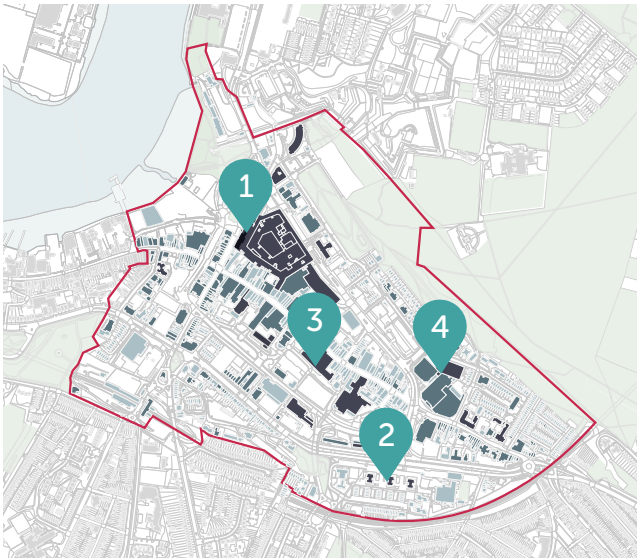


Fig.20 Examples of Chatham's Trees | Photos by BPTW



3 | High Street's generally 2-3 storey buildings are dwarfed by the former Debenhams block



4 | Market Hall carpark towers over the low height shed on the Brook




## 3.7 Strategic View Corridors

Strategic views for Chatham area have been defined by *A Building Height Policy for Medway 2006* in order to understand what kind of impact new development proposals will create in the area and upon the local and strategic landmarks also laid out in the document.

Four strategic views illustrated in the aforementioned document have been identified as relevant to Chatham town centre:

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

### Key

-  Strategic View Points
-  View Corridors
-  Design Code Boundary

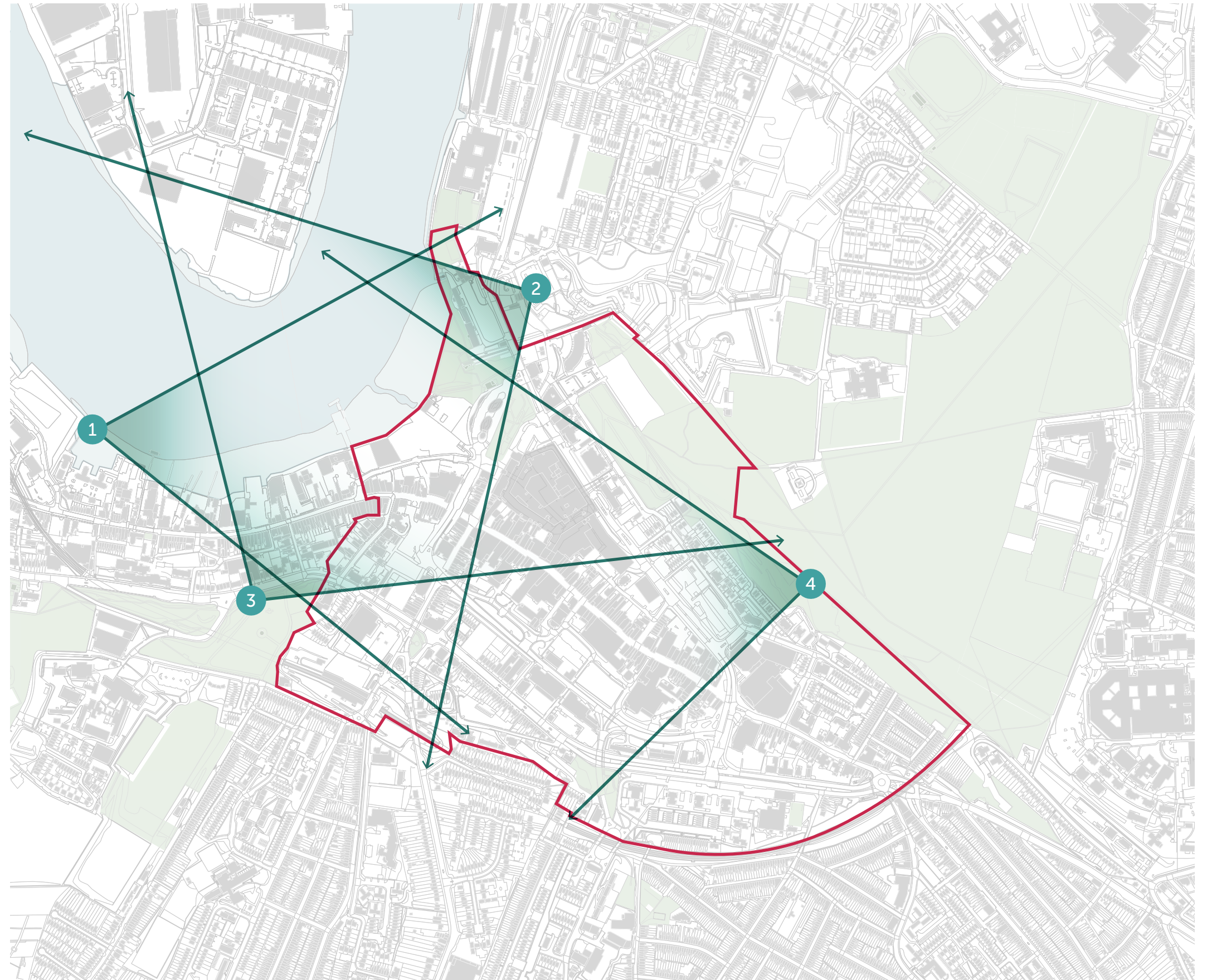


Fig.21 Strategic View Corridor Diagram | Information Provided by Medway Council

0m 100m



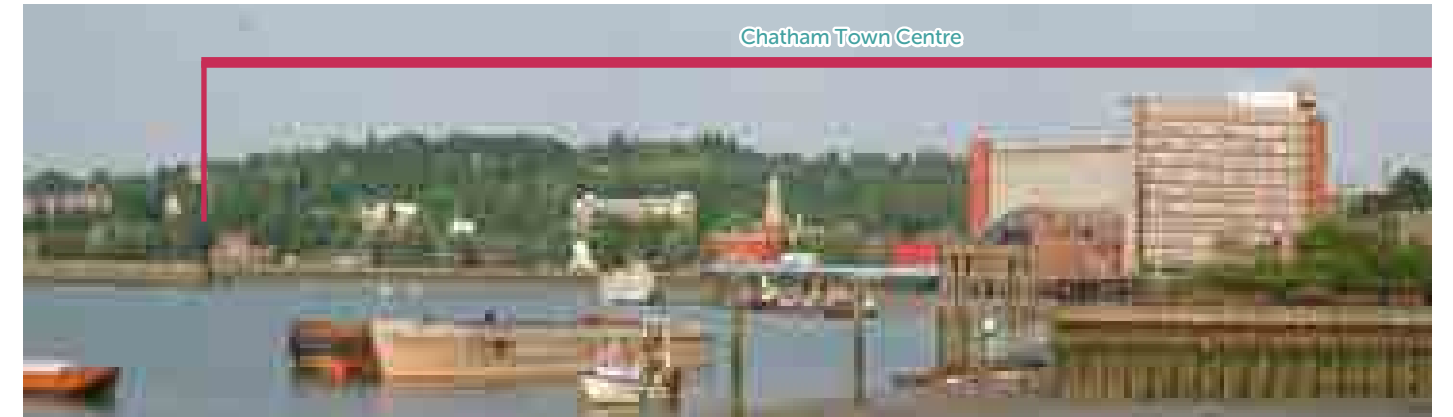
## Strategic View Points

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.

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

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

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



1 | Doust Way



2 | Fort Amherst



3 | Fort Pitt

Fig.22 Inserts from A Building Height Policy for Medway Part 2 - Appendix A | Information Provided by Medway Council



4 | Great Lines



# 3.8 Key Local View Corridors

A series of key local views have been identified as a part of emerging guidance by the Council to supplement the Strategic View Corridors across Medway.

The views have been categorised as ‘from higher ground’ and ‘from street level’.

Views ‘from higher ground’ - labelled 1-9 on adjacent diagram. They observe the town centre from the slopes of surrounding hillsides.

Views ‘from street level’ - labelled 10-12 on adjacent diagram. They offer glimpses of important landmarks and the ridge line of the Great Lines Heritage Park.

Key

X

View Points

View Corridors

Design Code Boundary

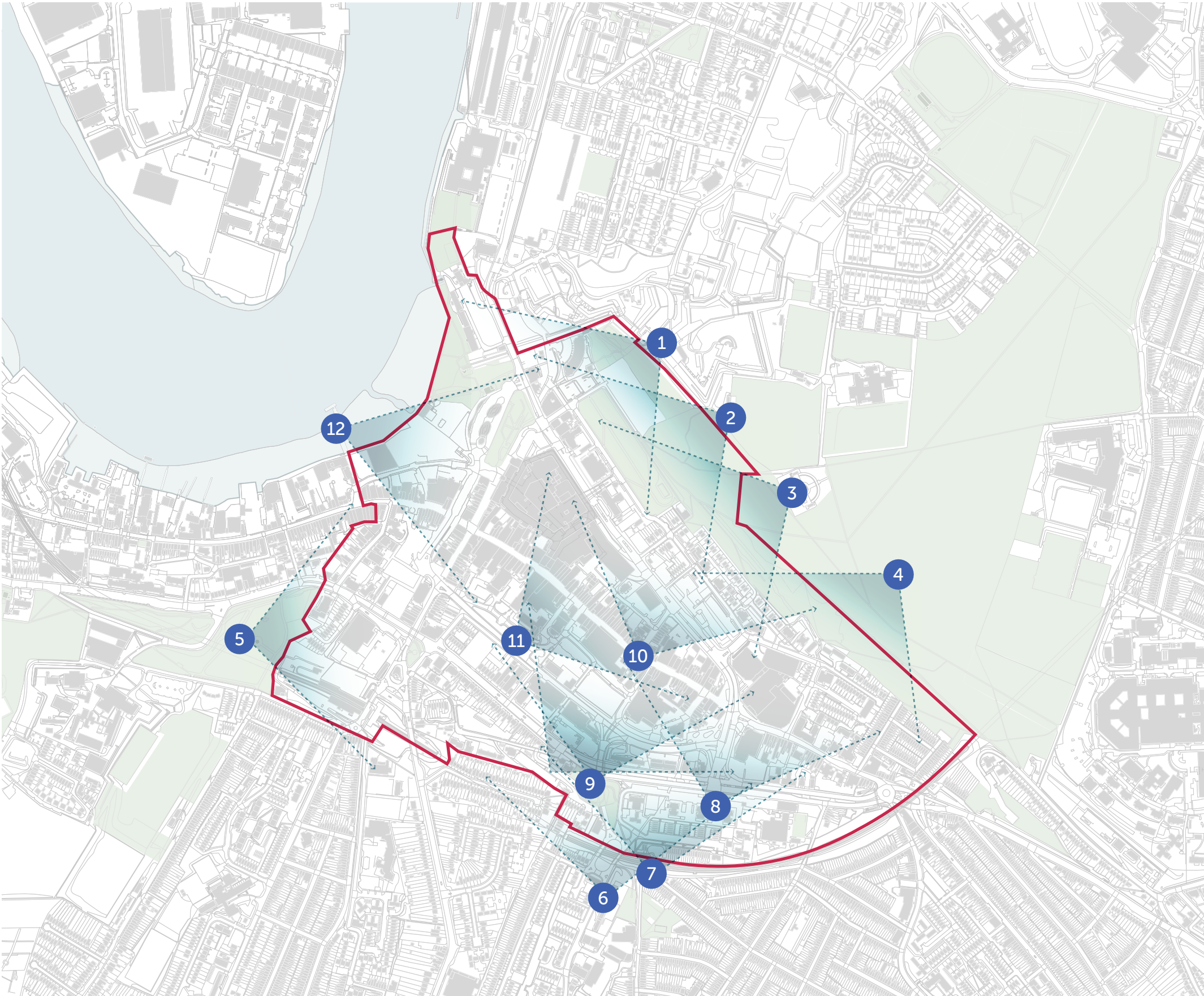


Fig.23 Key Local View Corridor Diagram | Information Provided by Medway Council

0m 100m



## Key Local View Corridors

**Viewpoints 1-4** | Views from Chatham Naval Memorial and the Great Lines.

Views of the whole town of Chatham and beyond, which provide an unobstructed open view to the wider region.

**Viewpoints 5-9** | Views from the south side of town centre.

They overlook the town centre skyline with a clear view of the Great Lines ridge and the Chatham Naval Memorial.

**Viewpoints 10-11** | Street Level Views through the urban fabric towards the Great Lines ridge the Chatham Naval Memorial.

**Viewpoint 12** | View from Sun Pier towards the town centre.

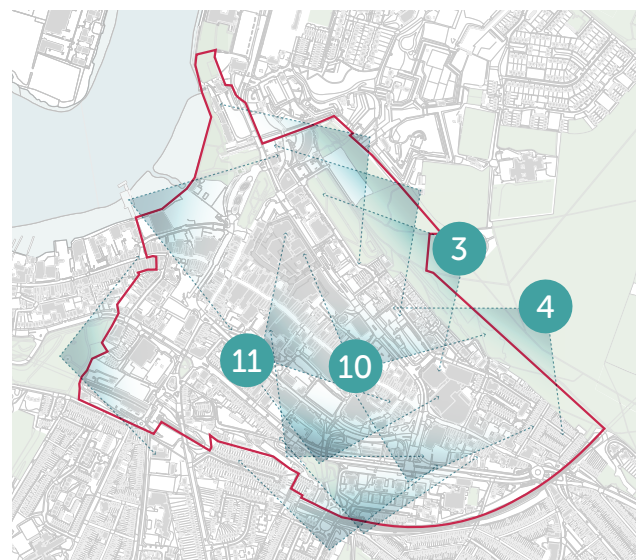


Fig.24 Examples of Key Local Views | Photographs by BPTW



View 3 | From Chatham Naval Memorial



View 4 | From the Great Lines ridge



View 10 | From High Street



View 11 | From Best Street



# 3.9 Landmarks

Record | Analysis

Landmarks are important structures and buildings that make a place recognisable and help people orientate themselves. They can be historic monuments, have a cultural value, or are simply tall and visible in the skyline.

Strategic Landmarks have been defined by *A Building Height Policy for Medway 2006* report.

Existing landmarks in the Chatham town centre that also act as gateways into the centre include the Railway Station, Sun Pier, Naval Memorial, Luton Arches and the Church of St Mary the Virgin.

The Brook Theatre, Mountbatten House and St John's Church are additional landmarks located along the historic Military Road / Railway Street alignment.

**Key**

- Strategic Landmarks
- Local Landmarks
- Smaller Landmarks
- Design Code Boundary

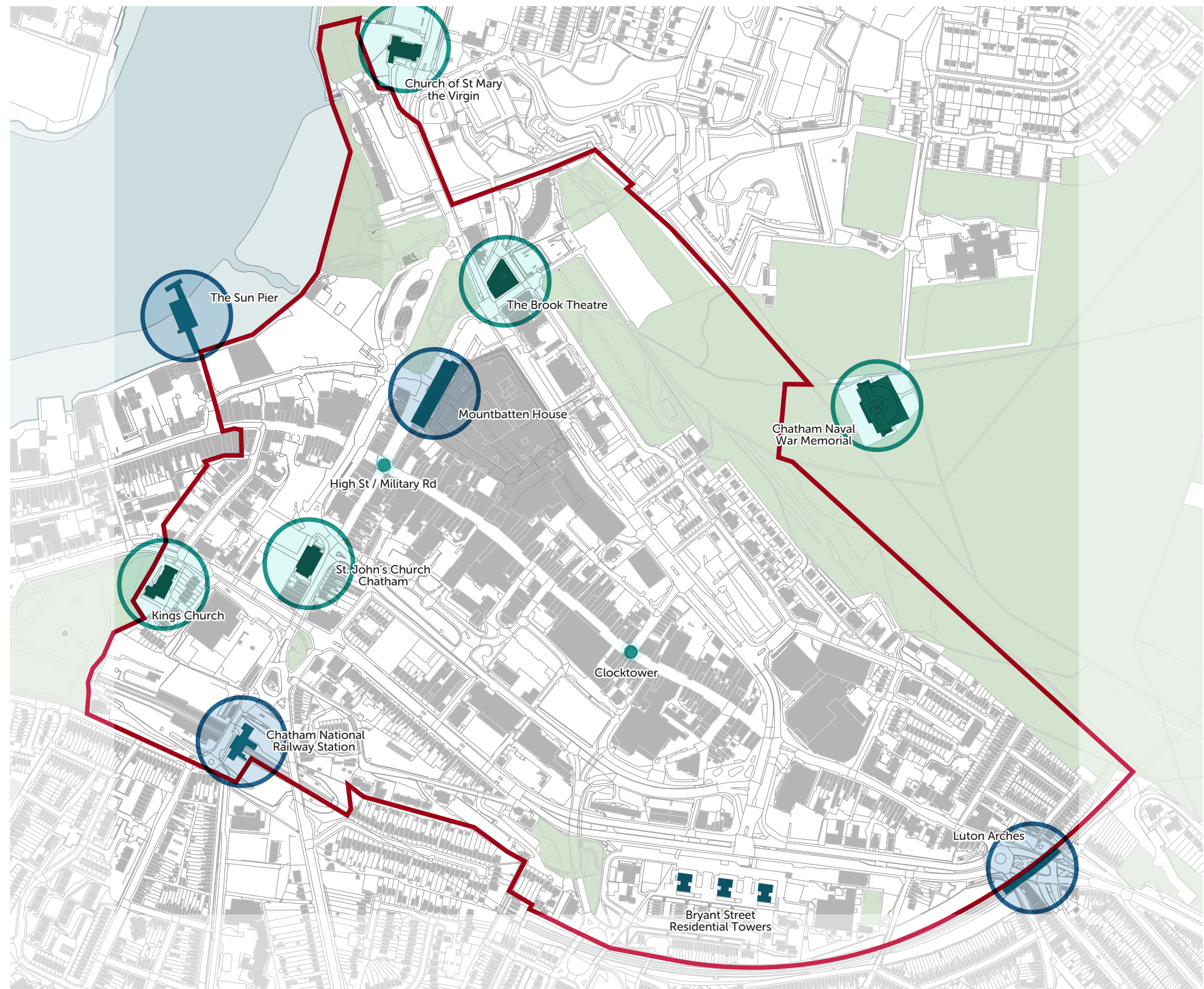


Fig.25 Landmarks Diagram | Analysis of Buildings of Focus

0m 100m



## Landmarks

Mountbatten House is the tallest structure in Chatham and is a landmark by virtue of its prominence, which is currently being refurbished as part of a wider regeneration effort to revitalise the riverfront. This will include several new landmark buildings at Chatham Waterfront.

Smaller local landmarks have been identified along key pedestrian junctions, including the intersection of High Street with Military Road, as well as the clock tower along the High Street at Batchelor Street.



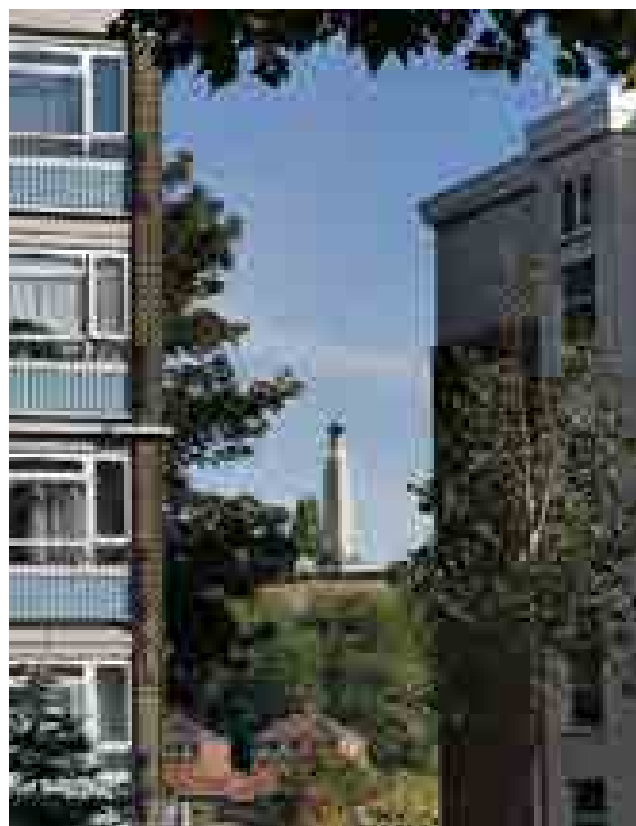
1 | The Sun Pier



2 | The Brook Theatre



3 | Mountbatten House



4 | Chatham Naval Memorial



5 | St. John's Church



6 | Chatham National Railway Station



7 | Luton Arches

Fig.26 Landmarks of Chatham Town Centre | Analysis of Buildings of Focus



# 3.10 Emerging Developments

A number of sites within the town centre have been identified as allocated sites or have existing Planning Permission.

Allocated sites from the 2003 Local Plan and additional sites, as identified in the Medway Strategic Land Availability Assessment (SLAA) 2019 report, are identified in blue on the adjacent plan.

Other sites that have received Planning Permission, with some in various stages of construction, are highlighted in yellow.

Footprints of buildings in construction are identified in the adjacent plan and will continue to be shown on subsequent pages.

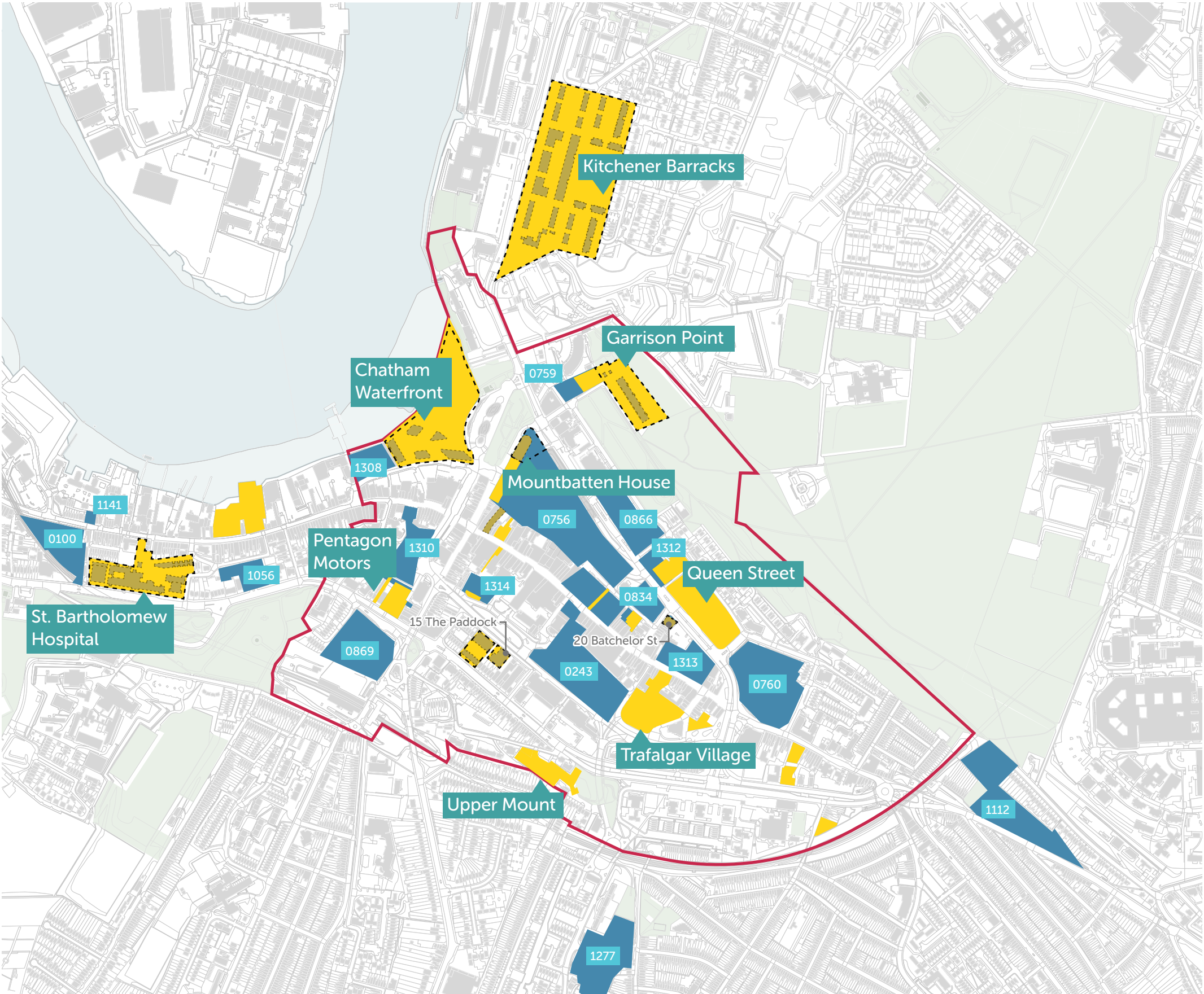


Fig.27 Emerging Developments Diagram | Information from SLAA 2019



## Emerging Developments



Garrison Point | Visualisation



Mountbatten House | Visualisation



Chatham Waterfront | Visualisation



Kitchener Barracks | In construction



15 The Paddock | In construction



20 Batchelor Street | In construction

Fig.28 Examples of Emerging Developments | Photos by BPTW; Visualisations by Medway Development Company

# 3.11 Successful Streetscapes

Successful streetscapes should define streets throughout the town centre. As the primary retail centre within Medway, successful streetscapes should primarily be mixed-use ground floors. However, contributing frontages that are residential in nature and provide 'eyes on the street' through numerous windows act as 'live frontage' and contribute to the successful qualities of streets.

The adjacent diagram highlights Coherent Streetscapes, or areas with near continuous active frontage; active frontages where there are smaller areas of active frontages; and live frontages where buildings contribute to the streetscape, but not through a mixed-use ground floor use.

Sites and frontages that are inactive or do not have buildings on them are not highlighted in this plan.

- Key
- Coherent Streetscapes
  - Active Frontage
  - Live Frontage
  - Design Code Boundary

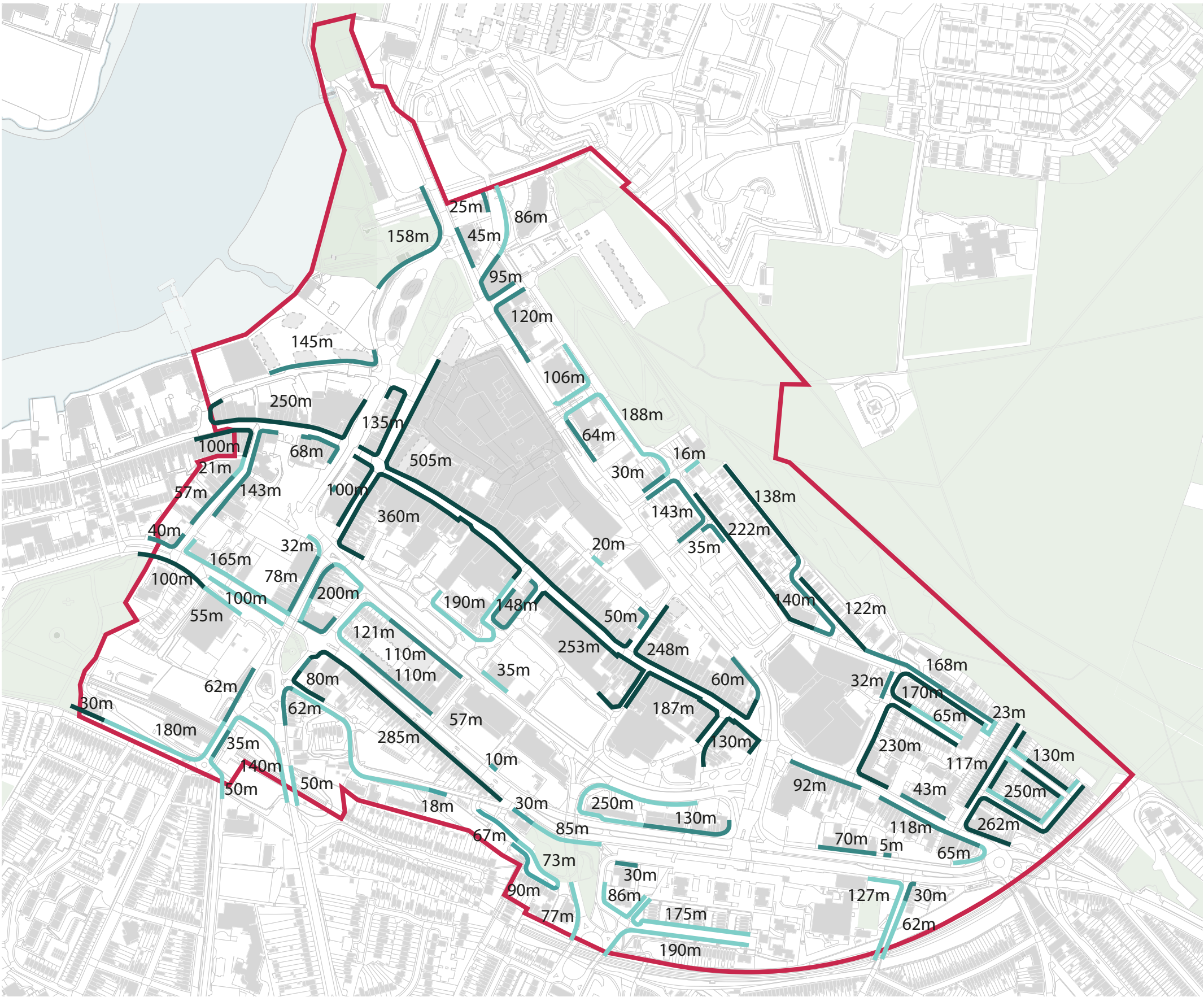


Fig.29 Contributing Frontage Diagram | Analysis of Existing Frontages



## Successful Streetscapes

- > Coherent Streetscapes
  - Significant stretches of frontage which is active, typically with mixed-use ground floor uses and has a positive impact on the pedestrian streetscape
- > Active Frontage - Segments of active frontage positively contributing to streetscape
- > Live Frontage - Positive frontages, but may be residential ground floor uses, typically with strong overlooking onto the street



1 | Military Road is an example of a coherent street



2 | Active Frontage wedged between inactive frontages

There is over 10km of successful streetscapes within Chatham town centre.

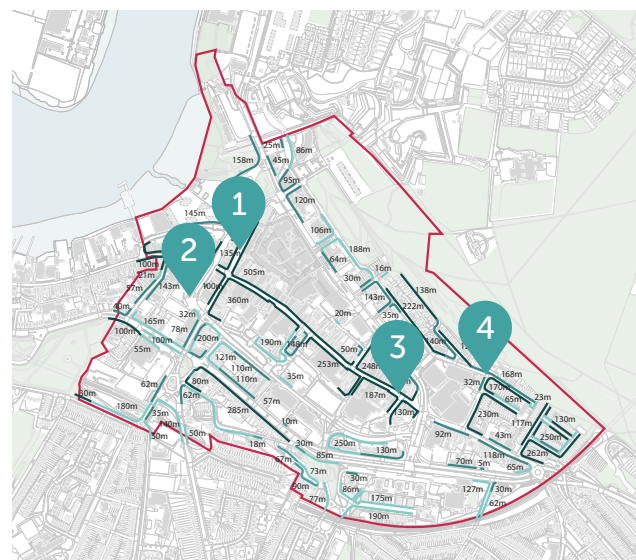


Fig.30 Examples of Contributing Frontage | Photos by BPTW



3 | Variety of offer on High Street



4 | Residential street with a multitude of destinations and overlooking

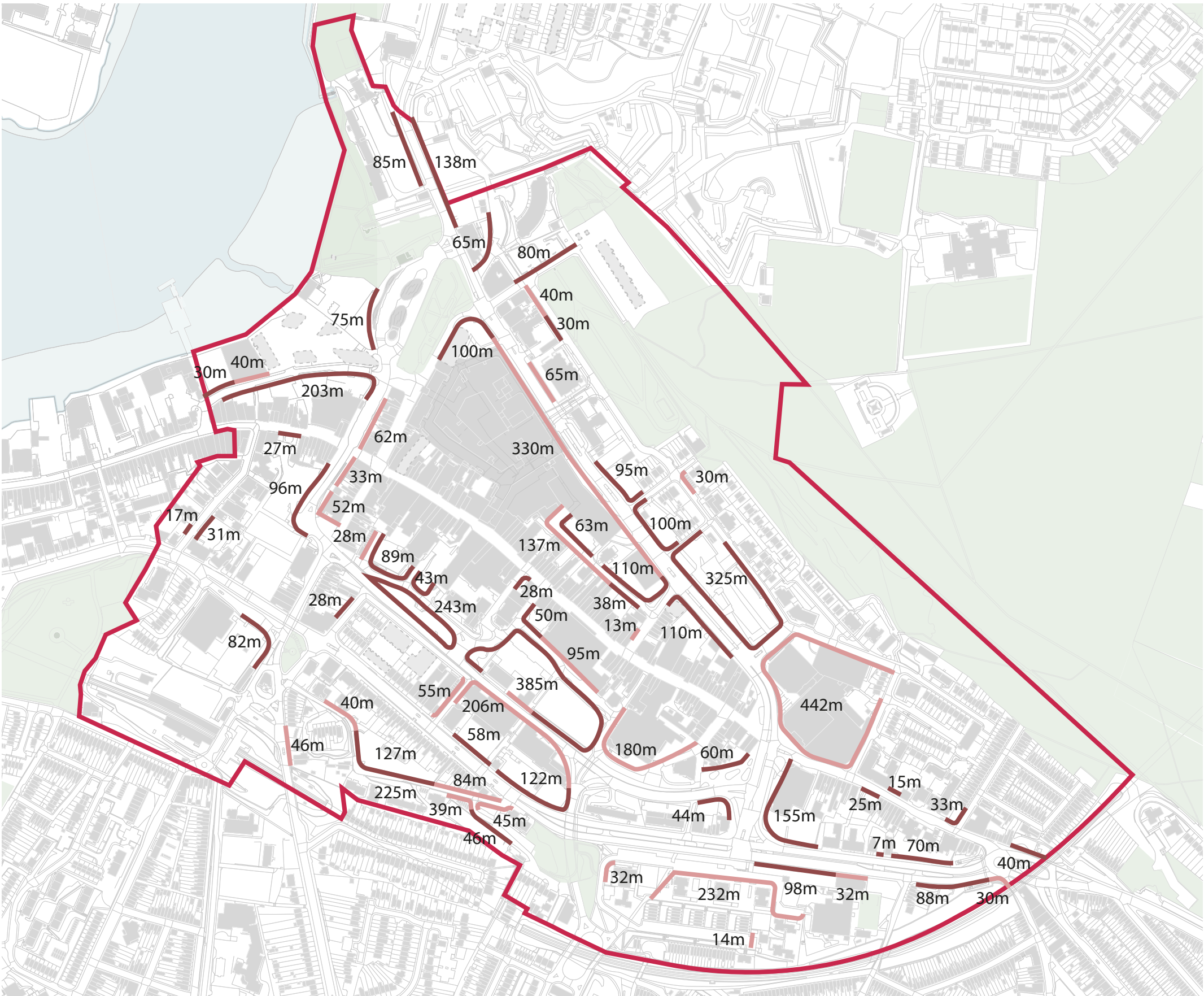


# 3.12 Inactive and Void Frontages

Record | Analysis

The adjacent plan highlights frontages within Chatham town centre that are inactive, without an active use on the ground floor with few or no windows providing overlooking, or 'eyes on the street'.

The plan also highlights unbuilt frontages, or urban voids. These are sites that remain unbuilt and may be unused or used for surface car parks.





## Inactive and Void Frontages

- > Unbuilt/Void frontage  
- 3.8km
- > Inactive frontage  
- 2.4km
- > Total of non-contributing frontage  
- 6.3 km
- > This is equal to a total of 35% of frontages that do not positively contribute to the streetscape of Chatham town centre



1 | Best Street backlands parallel to High Street



2 | Unbuilt areas adjacent to New Road and Waterfront Way

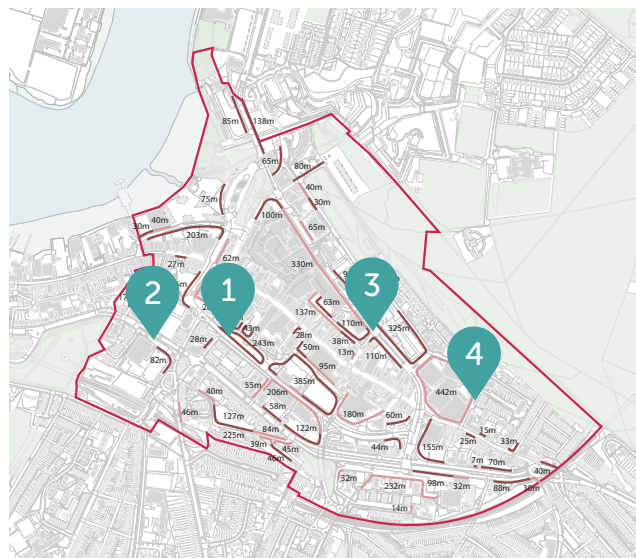


Fig.32 Examples of Non-Contributing Frontage | Photos by BPTW



3 | Inactive frontage onto the Brook opposite an empty lot



4 | Inactive frontage on Upbury Way facing a residential terrace

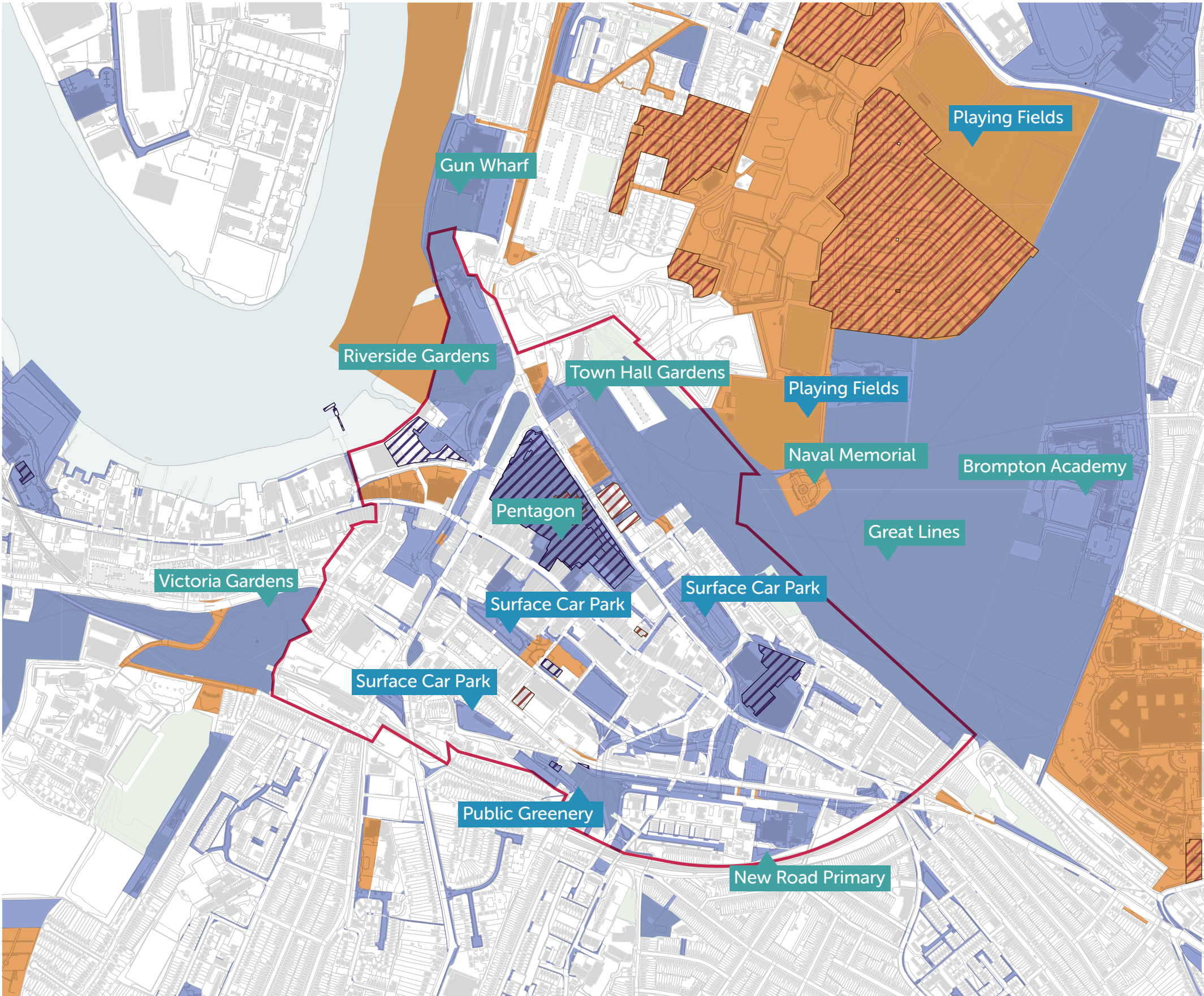


# 3.13 Public Ownership

Medway Council owns freeholds of large areas of land within the Chatham Town Centre which might greatly influence redevelopment in the area.

A significant portion of those freeholds are public green spaces, but also surface car parks and empty lots which provide the best potential for intervention.

Other public bodies, like the NHS and the Kent County Council own some significant landholdings in Chatham as well.



- Key
- Public Body Leasehold Estate
  - Public Body Freehold Estate
  - Medway Council Leasehold Estate
  - Medway Council Freehold Estate
  - Design Code Boundary

Fig.33 Public Ownership Diagram | Information Provided by Medway Council

0m 100m



Public Ownership



Pentagon Shopping Centre



Rome Terrace Surface Car Park with the Naval Memorial in the background



Empty Plot owned by NHS



Gun Wharf as seen from Sun Pier  
Fig.34 Sites and buildings in public ownership | Photos by BPTW



New Road Primary School



Slicketts Hill Car Park with Mountbatten House in the background



# 3.14 Residential Ground Floor Uses

Identifying the existing residential ground floor uses is useful to map as it highlights where the mixed-use town centre transitions to adjacent residential neighbourhoods.

Several urban neighbourhoods have formed on the edges of the town centre.

To the north, there are newer flat blocks as well as more traditional terraced and semi-detached homes located within the sloping topography.

To the south and west are typically terraced properties as well as the Bryant Street estate.

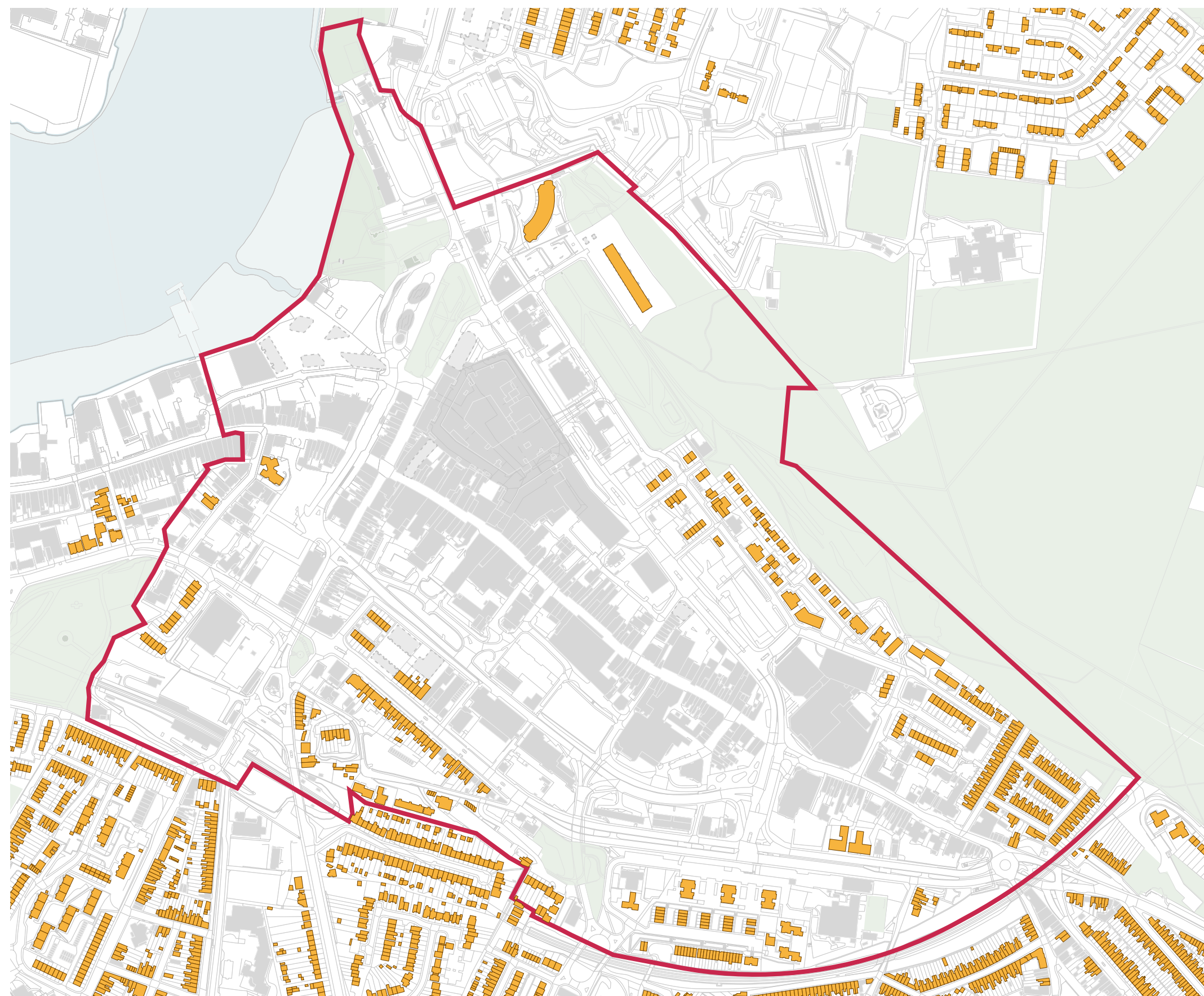
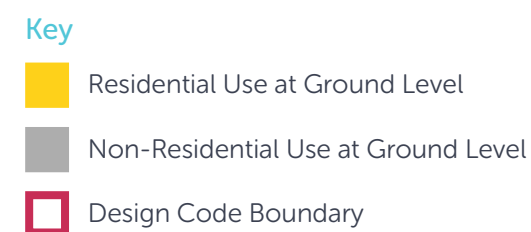


Fig.35 Ground Floor Uses Diagram | Information Provided by Medway

0m 100m

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## 4.0 Movement

### 4.1 Pedestrian Paths

Record | Analysis

Chatham has developed from a village formed along the historic High Street, which is the central pedestrianised retail street within the town centre, extending to the Luton Arches to the south-east and to Sun Pier gateway to the north-west.

Military Road and Railway Street are important pedestrianised cross streets that complement the High Street offer and link to the bus and railway stations.

Whilst there are numerous gateways into the town centre, some provide indirect or weak connections to the retail core.

#### Key

- Fully Pedestrianised routes
- Pedestrian routes shared with vehicles
- Public Rights of Way
- Gateways into Chatham Town Centre
- Design Code Boundary

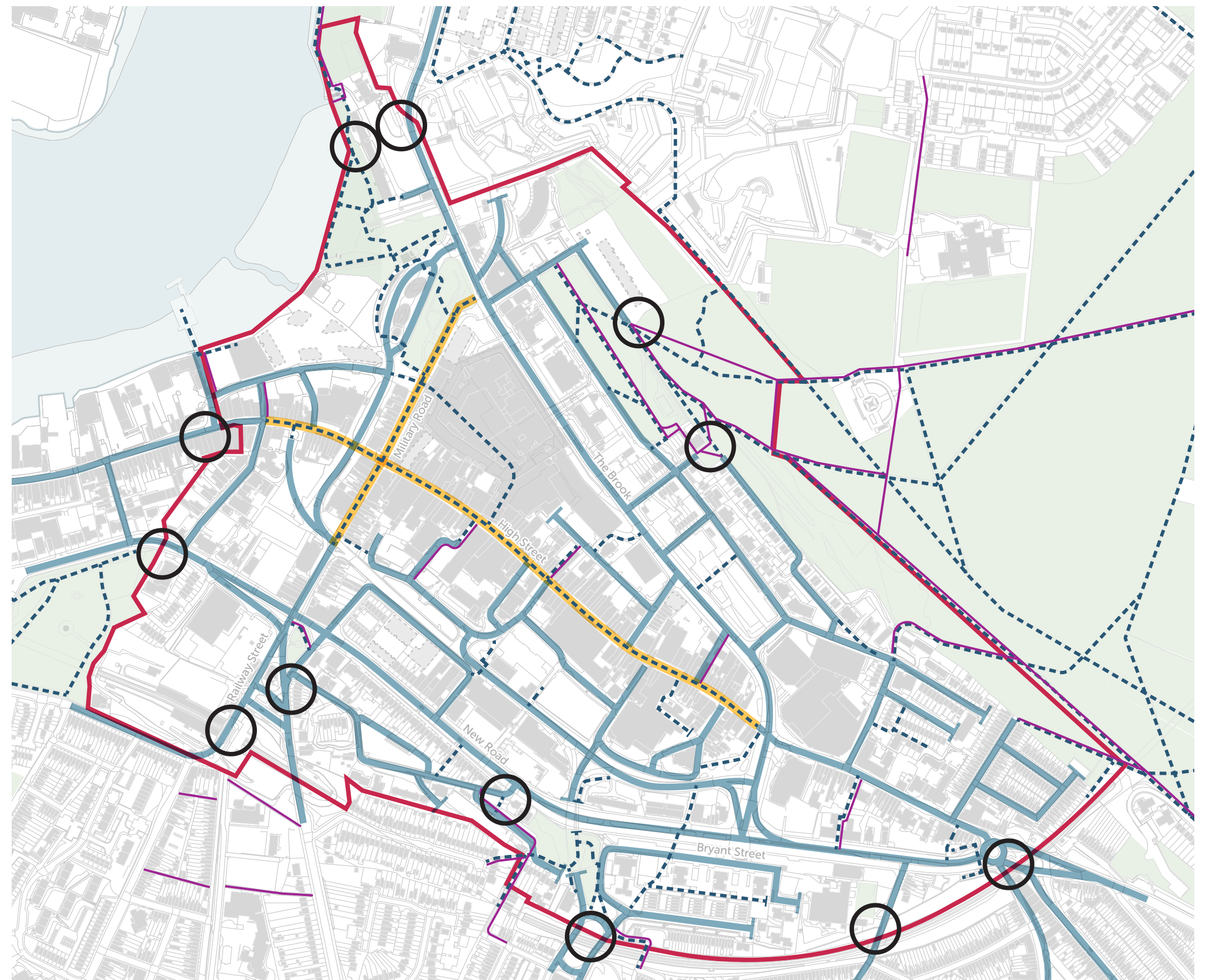


Fig.36 Pedestrian Movement Diagram | Analysis of Pedestrian Paths

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Pedestrian Paths



1 | Best Street cuts away access from The Paddock towards High Street



2 | Pedestrian High Street offers a safe and interesting route through the town centre

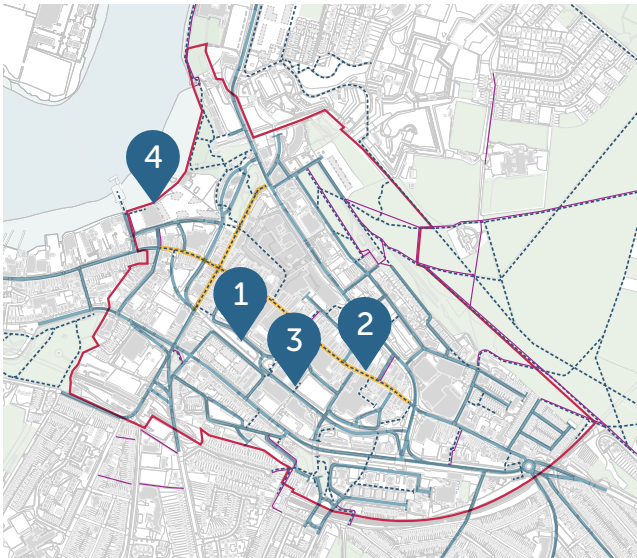


Fig.37 Examples of Pedestrian Paths | Photos by BPTW



3 | The fragmented James St used to connect Richard St with New Road



4 | The Riverwalk will connect Sun Pier with Gun Wharf



## 4.2 Cycle Routes

National Cycle Route 1 connects the Medway towns, a long distance route connecting Dover to Scotland.

Whilst Chatham has limited cycle facilities, Medway's Cycling Action Plan 2016/18 has an overall vision to make cycling and walking the natural choice for shorter trips or form a part of longer journeys.

Lack of proper and safe infrastructure combined with the dramatic topography in Chatham contributes to reliance on motorised vehicles.

### Key

- National Cycle Route 1
- On road Cycle Route
- Traffic Free Cycle Route
- - - Cycle Route to be constructed
-  Cycle Stands
- Design Code Boundary

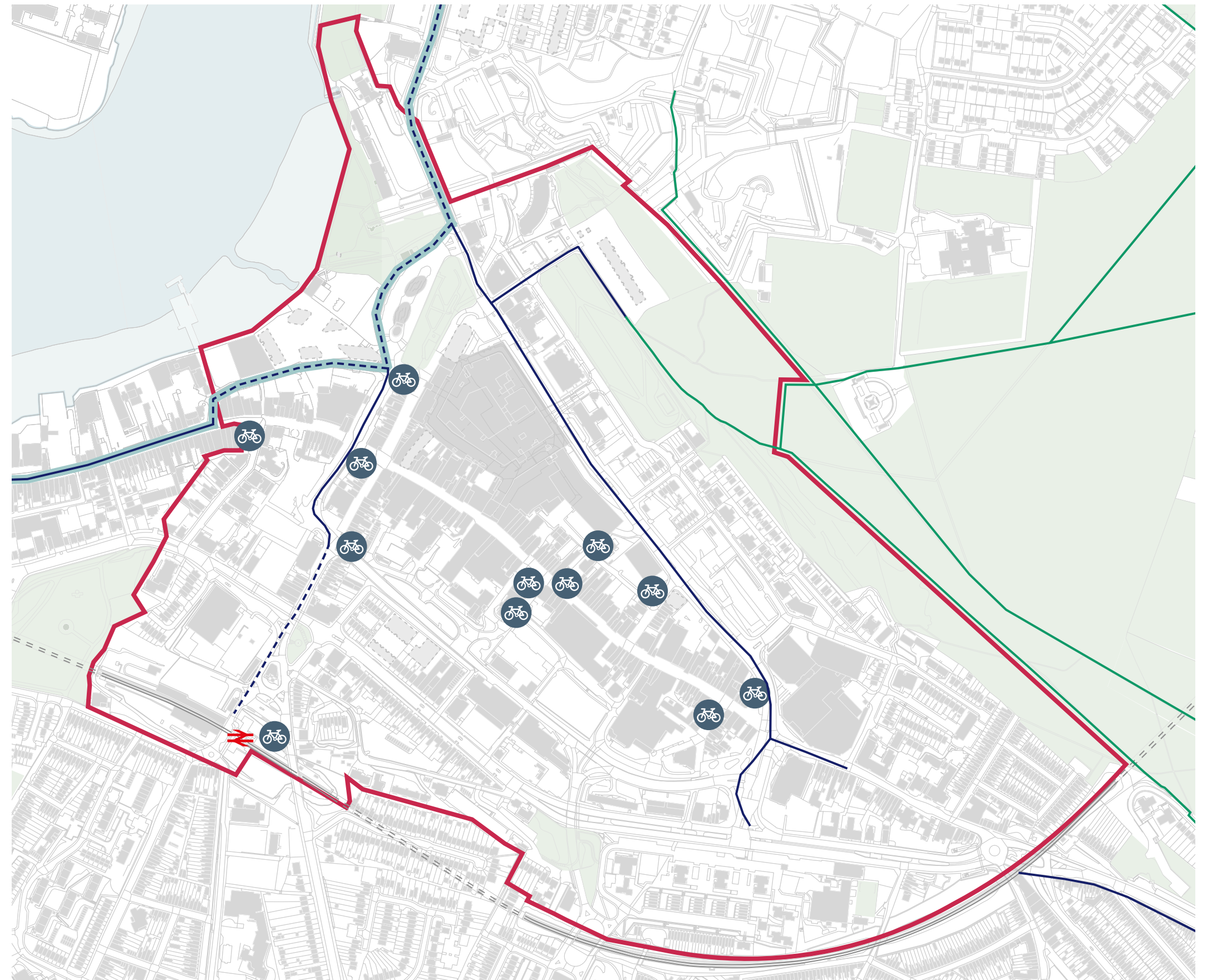


Fig.38 Cycle Network Diagram | Information Provided by Medway Council

0m — 100m 



## Cycle Routes

*Propensity to Cycle Tool* has been used to analyse bicycle usage based on information available from Census 2011.

The following depicts the number of bicycle users who mostly cycle to work on specific routes.

Current cycle infrastructure does not reflect contemporary cycling standards and does not offer segregated safe paths on most popular routes.

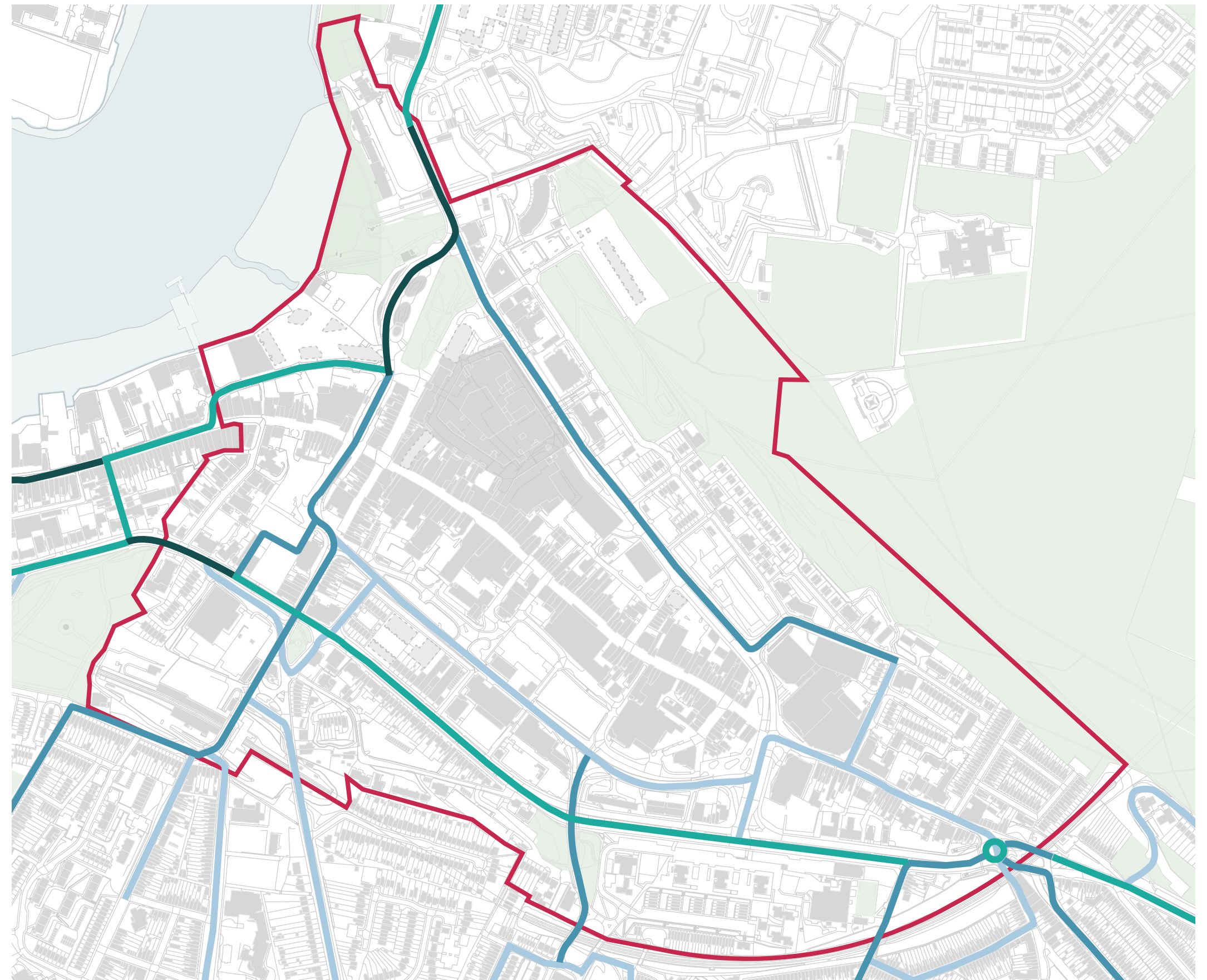
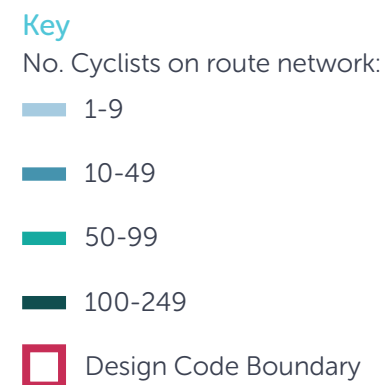


Fig.39 Potential Demand Diagram | Propensity to Cycle Tool

0m 100m



# 4.3 Public Transport

First public transport links in Chatham were established within the early years of the 20<sup>th</sup> century as tramways, which connected the five towns for almost thirty years. They were eventually replaced by buses which still run today on similar routes as part of an expanded network.

Chatham is now the transport hub of the Medway Towns. The main bus station is in the waterfront area and is a short walk away from the train station, which includes high speed rail services and links to Strood, Rochester, Gillingham and Rainham.

The majority of the town centre is within a 10-minute walk of the railway station whilst the whole of the town centre is within a 5-minute walk to a bus stop.

Key

- Bus Routes
- Bus Stops
- Taxi Rental Shops
- Bus Station
- Railway Station
- Design Code Boundary

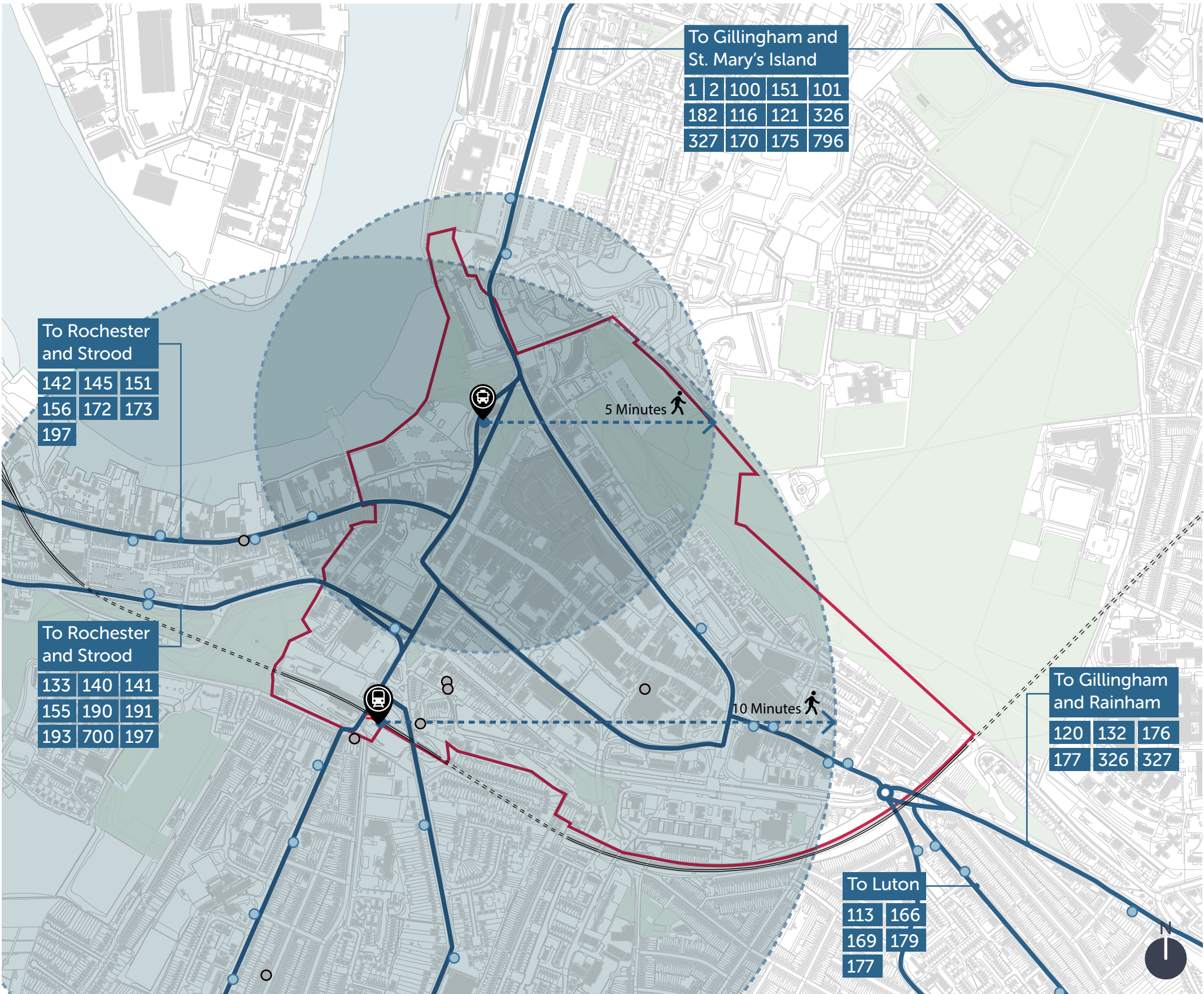


Fig.40 Public Transport Diagram | Analysis



## 4.4 Street Hierarchy

Record | Analysis

With the pedestrianisation of the retail core, peripheral streets were designed to accommodate through traffic and to provide for local vehicular access and servicing.

New Road provides wider strategic movements as part of the A2, whilst The Brook provides a key connection to the north, as Waterfront Way is limited to bus and taxi access.

Due to level changes, Best Street contributes to strategic movements by facilitating connections between Railway Street and the A2, however with a diminished role due to the dismantling of the former flyover.

A complex roundabout straddles Luton Arches where Luton Road, Chatham Hill, High Street and A2 converge to the east of the town centre.

### Key

- Primary Streets
- Secondary Streets
- Tertiary Streets
- Bus Route only
- Design Code Boundary
- (Pedestrian only)
- (Pedestrian only)

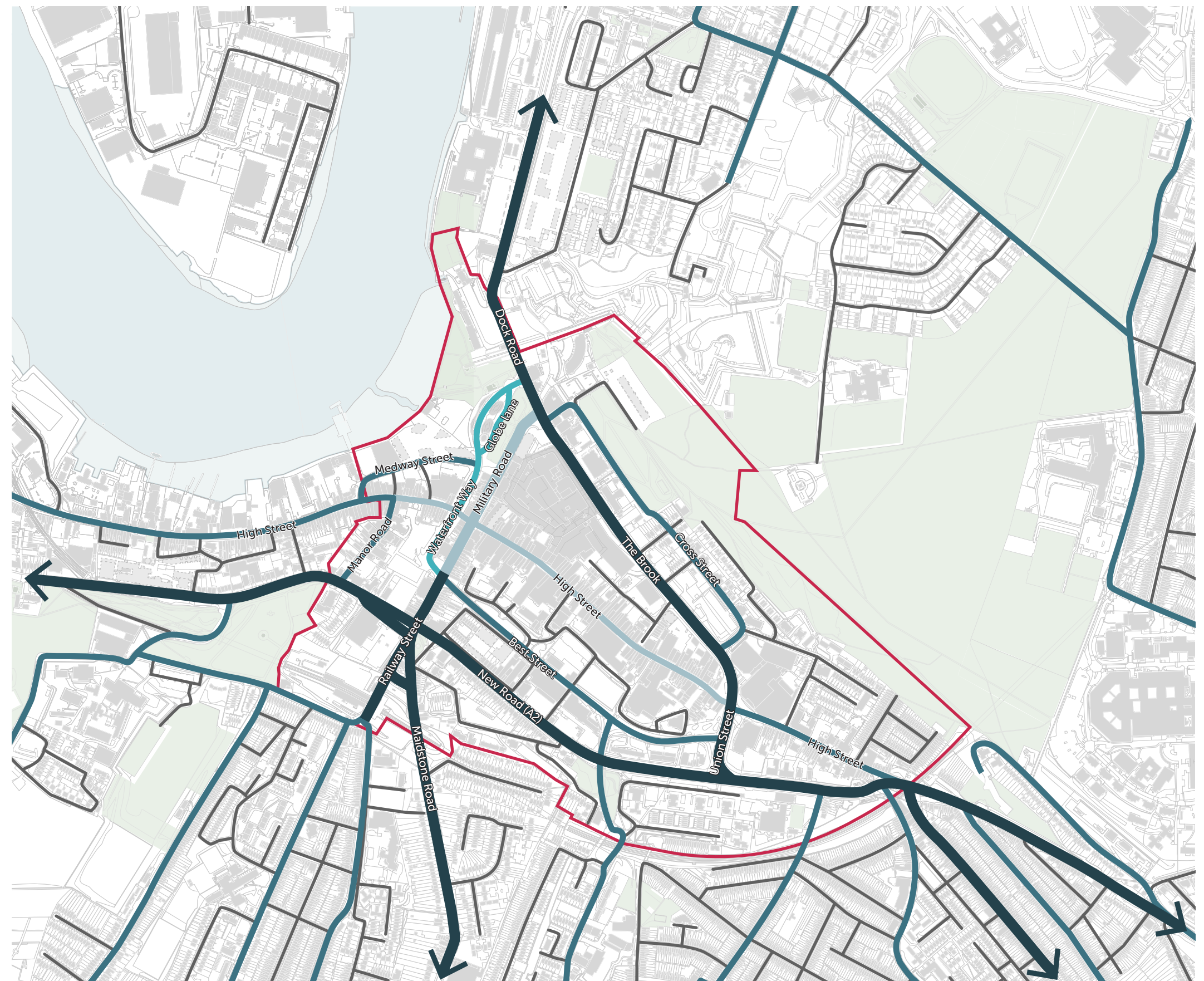


Fig.41 Street Hierarchy Diagram | Analysis

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# 4.5 Car Parks

The retail centre is surrounded by a number of surface and multi-storey car parks (MSCPs) managed by both public and private operators.

Most of the car parks are accessible directly from the key vehicular routes, such as Best Street and The Brook and aim to support the retail core.

Surface car parks in Chatham typically provide a weak sense of enclosure along fronting streets and limit the potential for active uses and overlooking. The existing MSCPs provide a greater concentration of car parking on a smaller footprint, but often their design and location may not be the most suitable.

Key

Public Surface Car Park

Private Surface Car Park

Public Multi-storey Car Park

Private Multi-storey Car Park

Design Code Boundary

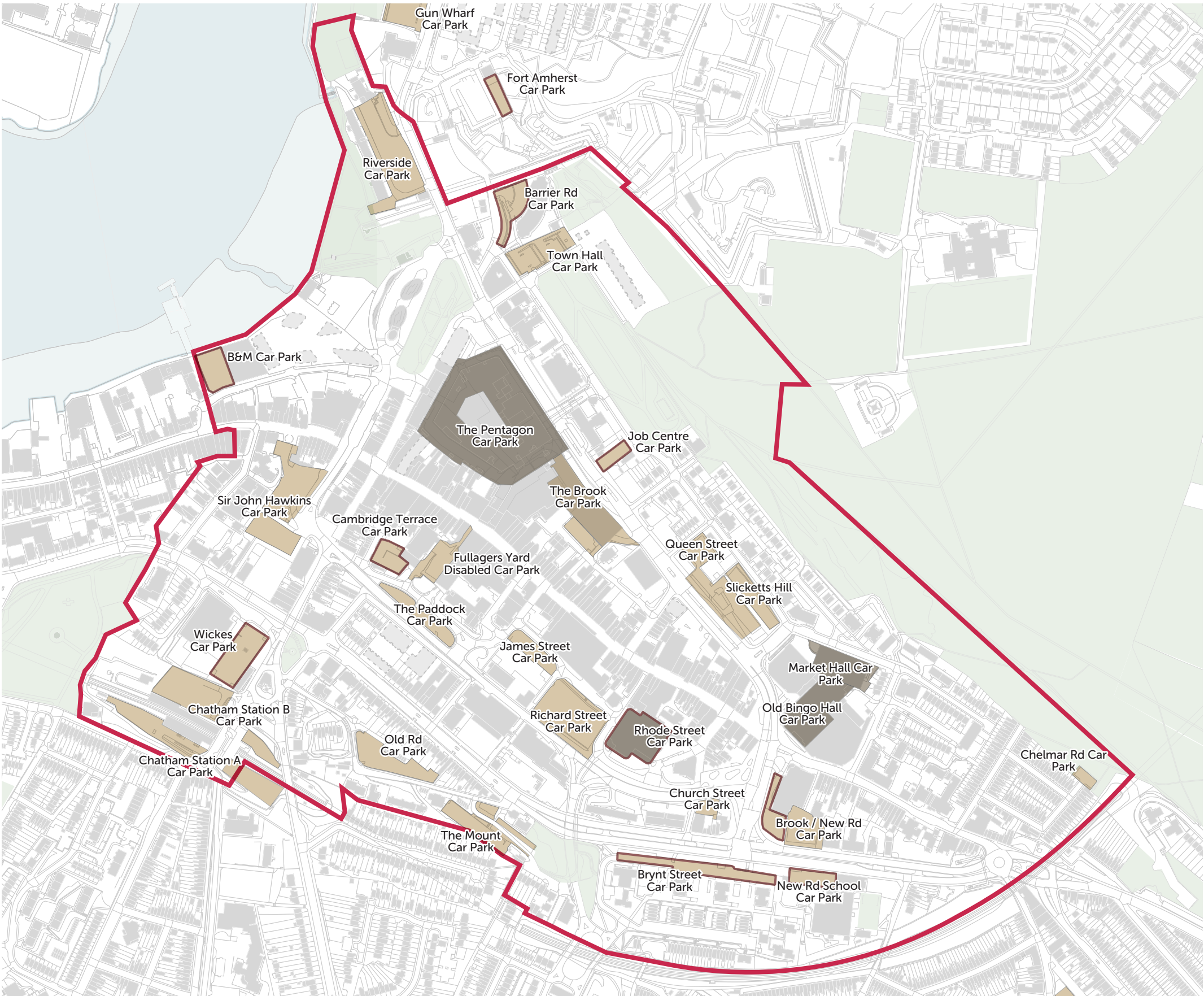


Fig.42 Car Park Diagram | Information Provided by Medway Council



Car Parks



1 | Gun Wharf car park is near one of the gateways into the town centre



2 | The Paddock surface car park is wedged between Best Street and Rome Terrace

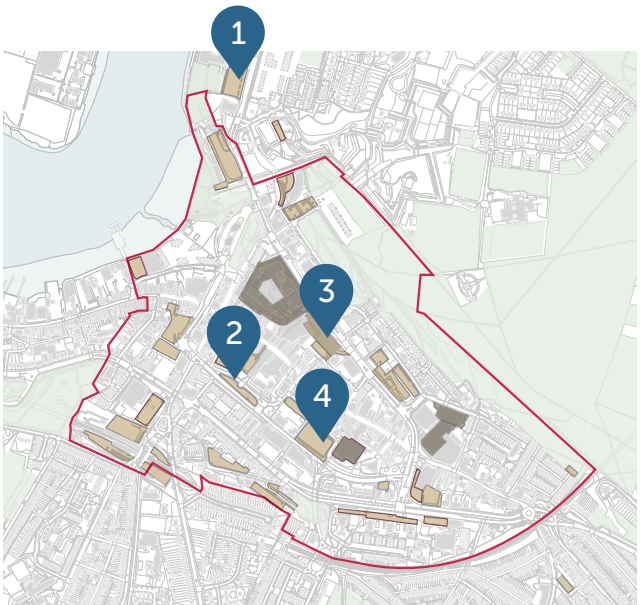


Fig.43 Car Park Examples | Photos by BPTW



3 | The Brook MSCP is visually prominent and provides an unwelcoming frontage



4 | Richard Street surface car park; Rhode Street and Market Hall multi-storey car parks in the background



## 4.6 Space Syntax Study

Record | Analysis

A study using a method called space syntax was used to assess the movement network in the town centre and within its context.

Focusing on different scales of movement around the town centre, a series of diagrams illustrate how the existing network performs, addressing a range of qualities including:

- > Spatial configuration,
- > Streets connectivity,
- > Movement pattern, and
- > Relationship between local community and its space

The findings will identify areas that the design code can address to create a more accessible, connected and walkable street pattern for the town centre.





## Space Syntax Study

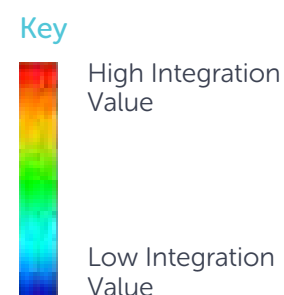
Whilst there are additional diagrams, the adjacent ones focus on important attributes to pedestrian and vehicular movement.

**Diagram 1** shows connectivity in the context of local pedestrian movement patterns. The more connected a street segment is, the greater the movement opportunities (highlighted in red).

**Diagram 2** interrogates which streets are better connected to the wider area, and how direct a pedestrian's journey can be. It highlights the Waterfront and Military Road being easily accessible by pedestrians.

**Diagram 3** shows how well streets are encouraging pedestrian movement. It shows that the Waterfront area and the Brook can be the most ideal for pedestrian engagement.

**Diagram 4** evaluates the permeability of streets and how likely people will access individual places. This map identifies Ordnance Street as the most likely passage way into and out of the Town Centre.



1 | Segment Analysis - Line Connectivity



2 | Segment Analysis - Metric Depth within Pedestrian Movement Capacity



3 | Segment Analysis - Integration plus Choice Values within Pedestrian Movement Capacity



4 | Axial Analysis - Choice Map within Pedestrian Movement Capacity



## 5.0 Heritage

### 5.1 Conservation Areas and Listed Buildings

Record | Analysis

The town centre is surrounded by conservation areas and protected buildings and sites to the north and west of the town centre, reflecting the rich military history and historic development along the River Medway. These conservation areas, which overlap with the town centre boundary, include:

- > Star Hill to Sun Pier
- > New Road, Rochester
- > Brompton Lines

Protected heritage within the town centre is more limited and includes the New Road, Chatham conservation area with several listed buildings. There are a few listed buildings across the town centre including the Old Brook Pumping Station, which is a Scheduled Ancient Monument.

#### Key

- Conservation Area
- Heritage at Risk
- Listed Building
- Scheduled Ancient Monument
- Article 4 Direction Area
- Identified Non-Designated Heritage Assets
- NDHA designs by George Bond
- Buildings of historic townscape value
- Design Code Boundary

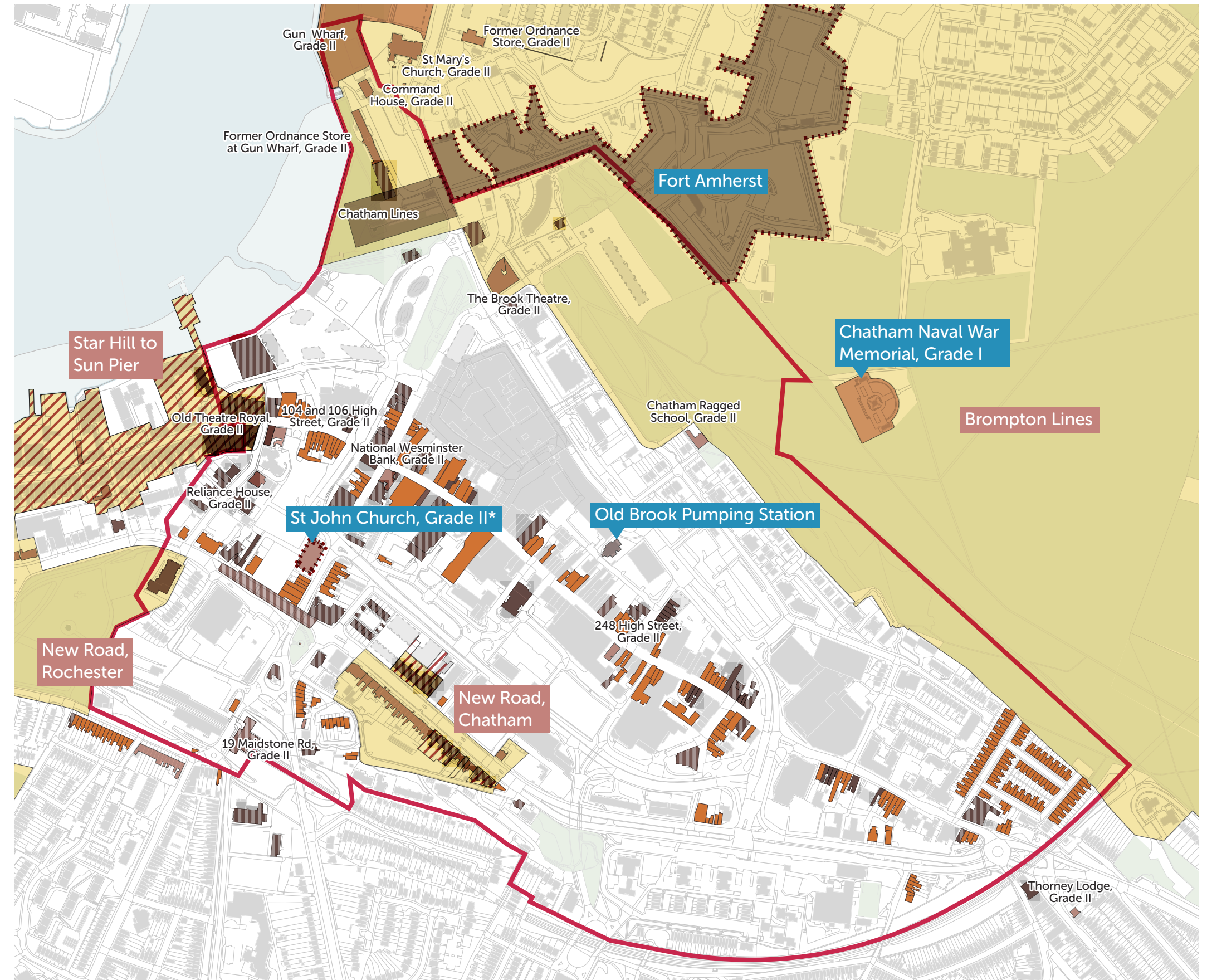


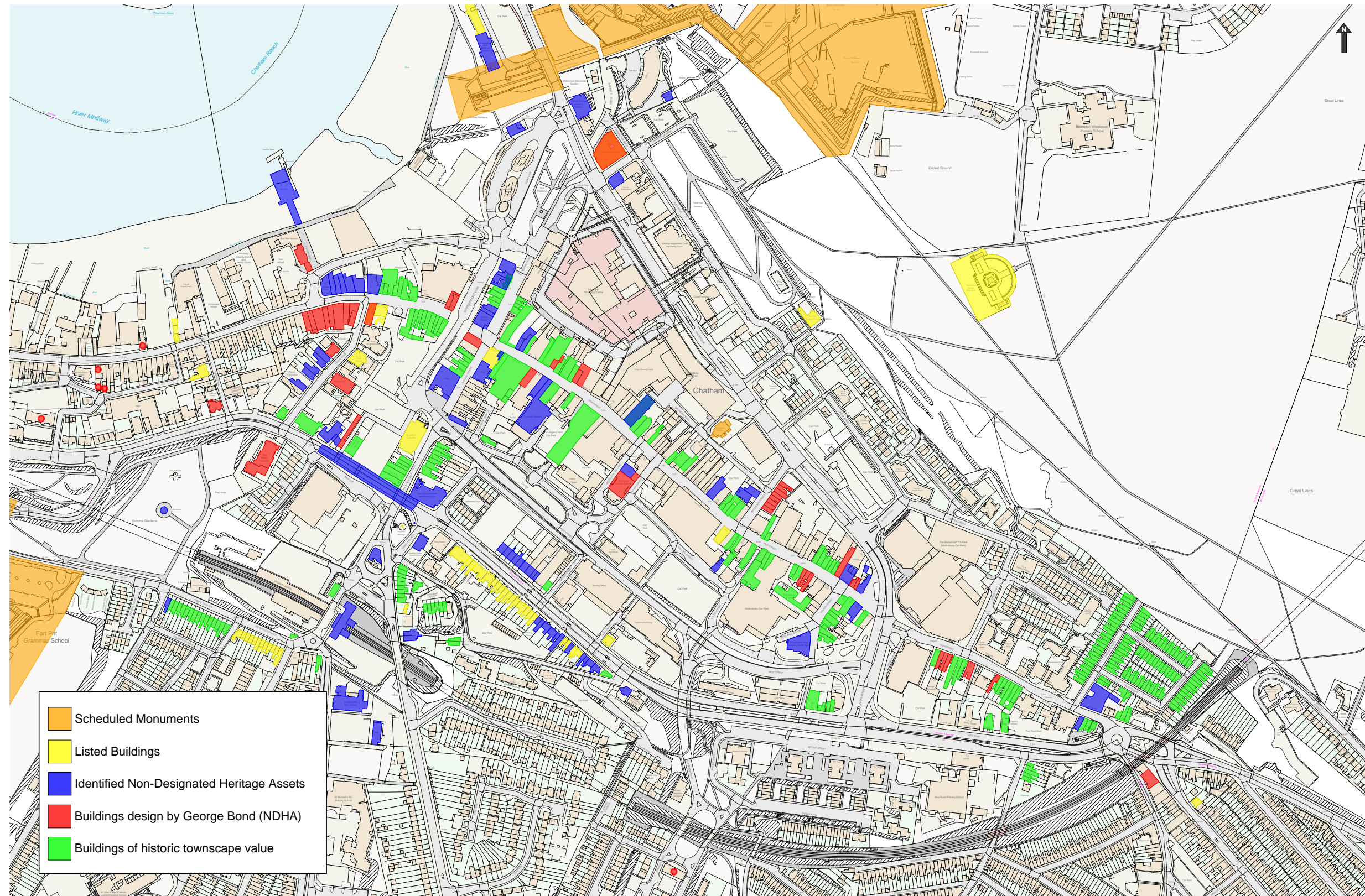
Fig.46 Heritage Diagram | Information Provided by Medway Council

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## 5.2 Buildings and Structures of Heritage Interest

Record | Analysis



DRAFT Chatham Design Code buildings and structures of heritage interest

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Scale: 1:2000  
15/09/23  
© Medway Council 2023

Fig.47 Plan for Buildings and Structures of Heritage Interest (identified non-designated heritage assets correct at time of publication and additional NDHAs are likely to be identified through the planning process) | Plan  
Provided by Medway Council



## Example of higher graded (Grade I and Grade II\*) Listed Buildings and the Scheduled Monuments

### Fort Amherst, Brompton Lines, Chatham Lines, and Gun Wharf (Schedule Monuments)

- > A key contributor to settlement in Chatham from the 18th century, with the military occupying the high ground surround the Dockyard and civilian settlement in the lower areas of land below.
  - <https://historicengland.org.uk/listing/the-list/list-entry/1021379> and <https://historicengland.org.uk/listing/the-list/list-entry/1003364>

### Brook Low Level Pumping Station (Schedule Monuments)

- > Built in 1929, now operating as a public utility and to house a collection of exhibits relating to the industrial history of Medway.
  - <https://historicengland.org.uk/listing/the-list/list-entry/1003407>

### Chatham Naval War Memorial (Grade I Listed Building)

- > One of three matching memorials (the others at Plymouth and Portsmouth) as a tribute to those who served with the Royal Navy, and the sacrifices they made in both the First and Second World Wars, commemorating those who have no grave but the sea.
  - <https://historicengland.org.uk/listing/the-list/list-entry/1267787>

### Church of St John the Divine (Grade II\* Listed Building)

- > Built as a 'Commissioners' or 'Waterloo' church in 1820-21, stands as an important landmark building.
  - <https://historicengland.org.uk/listing/the-list/list-entry/1268218>



## 5.3 Changes in Urban Fabric

Record | Analysis



Fig.48 1909 Street pattern overlay over OS map | Analysis

Over a hundred years ago, there was a finer grain street network than present today.

By overlaying the 1909 historic street pattern over today's Ordnance Survey map, street pattern changes become clearly evident.

Significant engineering works have occurred along Waterfront Way, The Brook, Best Street, Union Street and eastern part of the A2.

The creation of new streets and street widening has consumed 7.5% of the total town centre area.

Loss of historic urban fabric led to a significant number of undeveloped sites and surface level car parks. The loss of historic streets accounts for 3% of the total town centre area.

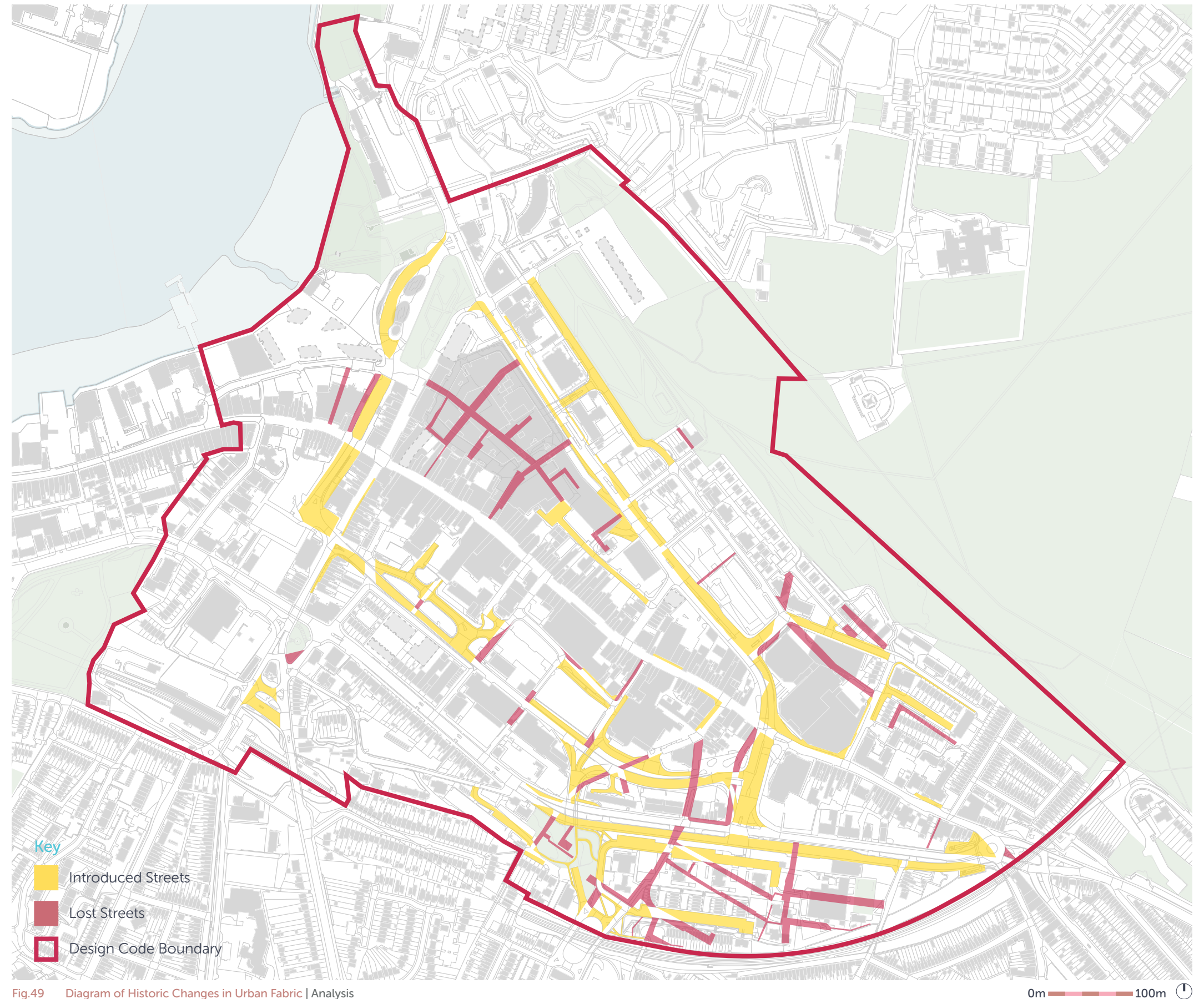


Fig.49 Diagram of Historic Changes in Urban Fabric | Analysis