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.

Department for Levelling Up, Housing & Communities

Medway Council

BPTW

CREATE streets

hta

urban movement

LYALL BILLS & YOUNG

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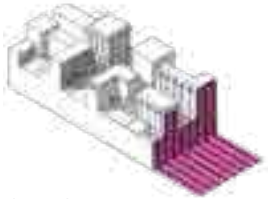
Volume III - A

3.0 Coding Plan & Area Type Guidance

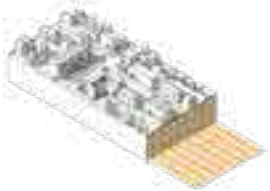
3.1 Medway Coding Plan

A coding plan is a plan that shows the area of the local authority to which the design code will apply to, and it divides this area into a series of areas types. Area types are areas of character that will be used to set common parameters in the code. Each area type identifies the future character that will be realised through the delivery of the code.

The adjacent Medway Coding Plan simply identifies Chatham Centre as the only 'city' area type, based on Chatham centre being defined as Medway's City Centre within existing local policy. The below area types are based on the example area types within the NMDC and highlight the range of existing places with differing character across Medway's local authority area. These areas, beyond the City Centre area, may be subject to future design coding.



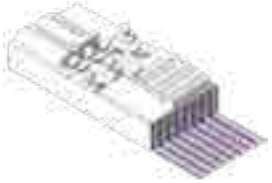
City Centre



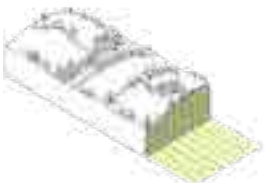
Town Centre

Neighbourhood

Village



Business & Industrial Area



Open & Rural Area

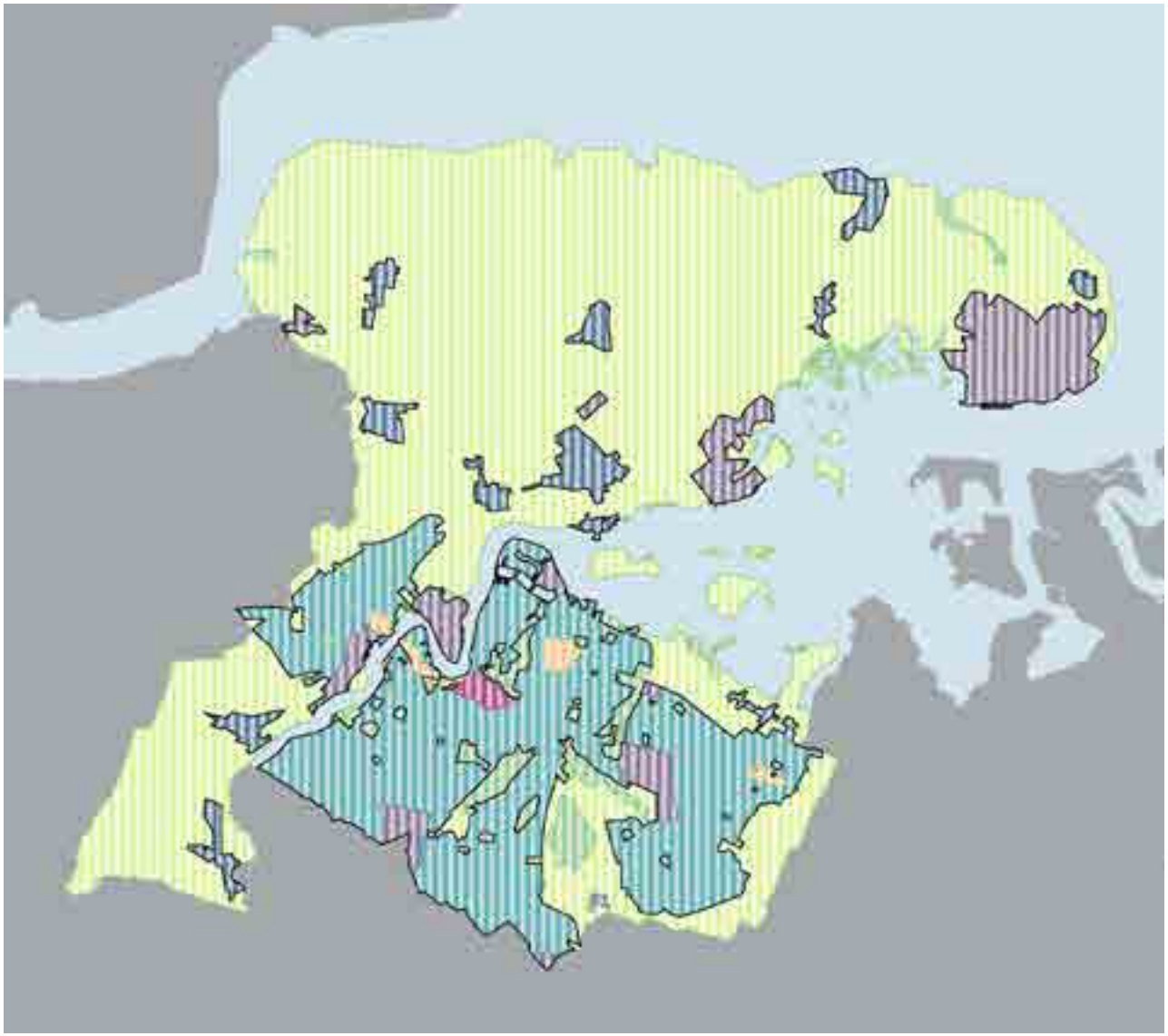


Fig.69 Medway City Coding Plan

3.2 Chatham Area Types and Coding Plan

The Chatham Centre Coding Plan defines a series of bespoke area types for Chatham Centre. Each Chatham area type is subject to specific design coding within the remainder of this chapter. Any prospective planning application will need to adhere to the corresponding Area Type Guidance, which contains both mandatory design coding and design guidance.

Please refer to the boundary and detailed analysis of each area type within the appendix to determine which area type guidance applies to specific sites. In some cases, larger sites may sit within more than one area type. In such circumstances, different portions of a single ownership will need to follow the appropriate area type guidance.

Six bespoke Chatham Area Types are defined based on local street types, existing and proposed development patterns, relationship to spaces, existing and proposed uses and local character. A detailed analysis within each Chatham Area Type can be found in the appendix.

The northern and eastern portion of the design code area forms part of the Arches (Chatham) Neighbourhood Plan and additional guidance and coding for sites within this area can be found in the 'made' plan.

To identify a site's area type, refer to Section 6.1 Chatham Centre Coding Plan in the appendix where a coding plan with lower opacity colours is available for use.

Fig.70 Chatham Centre Coding Plan

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

The Chatham Bowl

The Coding Section below illustrates a cross section of Chatham Area Types within the strong topography of Chatham Centre, which defines the 'Chatham Bowl'. This Coding Section illustrates an indicative stepping of new built form set within an existing retained and enhanced built form context, showing how massing, heights and frontages change within different area type boundaries. Example images show corresponding urban qualities envisioned with each Chatham Area Type.

The topography of the Chatham Bowl has helped to define views and maximum heights, in addition to existing context and built form.

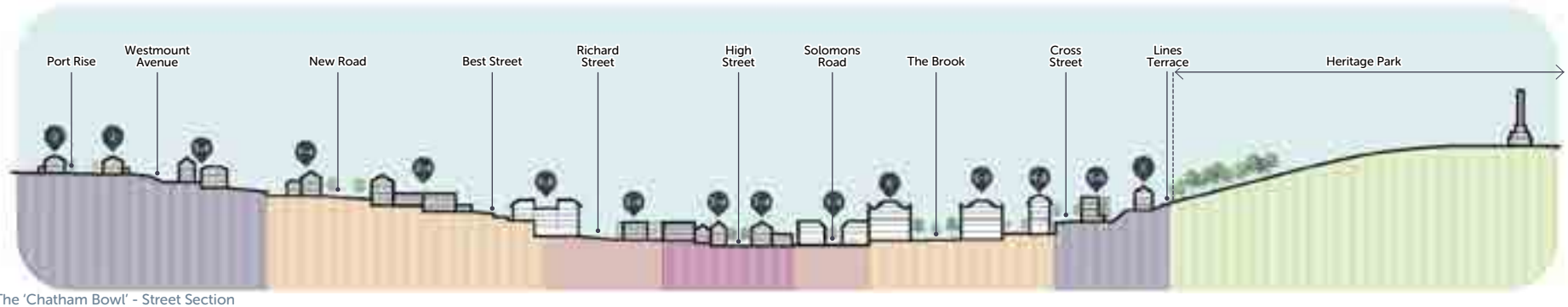


Fig.71 The 'Chatham Bowl' - Street Section

Fig.72 Precedents of Area Types

Chatham Area Types

Chatham Cross

The Chatham Cross area type comprises of High Street within the design code boundary and is bisected by Railway Street and Military Road, which link Chatham railway station as a key gateway space toward Fort Amherst. These streets form a distinctive cross shape.

Buildings fronting onto these streets retain their historic fine-grained character, with a number of local landmarks and heritage buildings that form a locally-distinctive townscape.

Waterfront

The Waterfront area type is focused on Riverside Gardens, the Riverwalk and Sun Pier, which provides the centre's outlook onto the River Medway. This area type also includes Medway Street, Globe Lane and Dock Road. There is a significant portion of open space with dedicated pedestrian spaces within this area type.

Several valued heritage buildings sit within the Waterfront area type, which that form part of the Brompton Lines and Sun Hill to Sun Pier conservation areas, including Command House, former RAFA Club and Chatham Library, which was the former Ordnance Store at Gun Wharf.

A significant portion of current regeneration is focused within the area type extent, aiming to revitalise the waterfront. This includes the development of Chatham Waterfront and the adjacent redevelopment of Mountbatten House and refurbishment of the Paddock (which both sit-within the Chatham Cross area type but front onto the Waterfront area type).

Urban Avenues

The Urban Avenues area type comprises of three key routes that run across Chatham Centre as significant through traffic routes. The three corridors are New Road, Best Street and The Brook, which includes a portion of Dock Road and Union Street. Portions of these streets have been widened in the past, causing the removal of historical buildings, resulting in an erosion of street frontages present today.

In other areas, significant portions of the historic fabric remain, including along New Road and parts of The Brook, which form part of the New Road Chatham and Star Hill to Sun Pier Conservation Area. Here the historic streetscapes create a positive setting and precedent for future change.

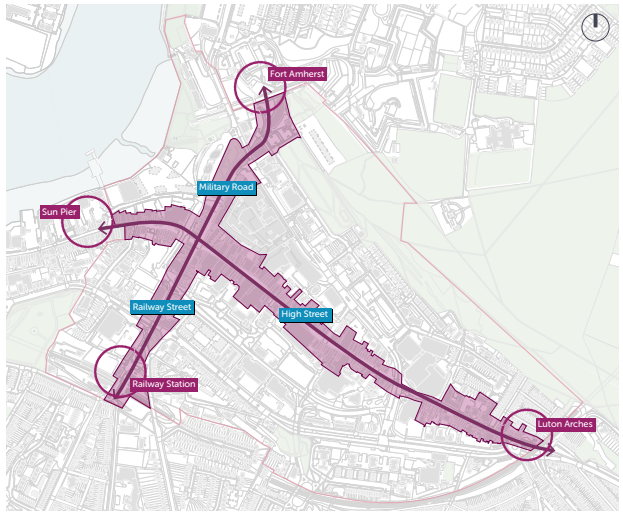


Fig.73 Chatham Cross area type extent

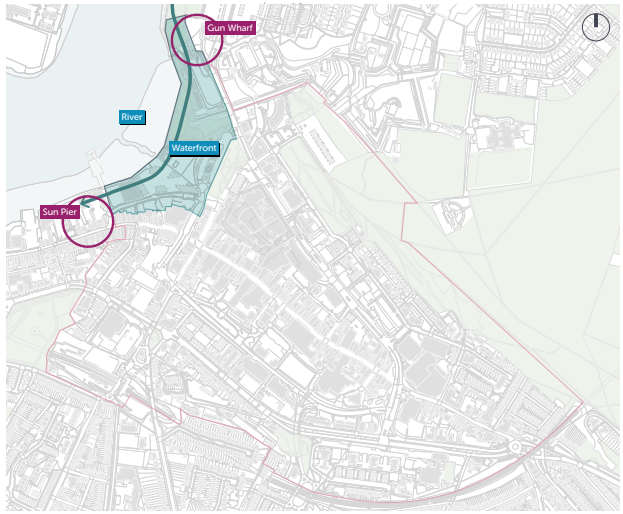


Fig.74 Waterfront area type extent

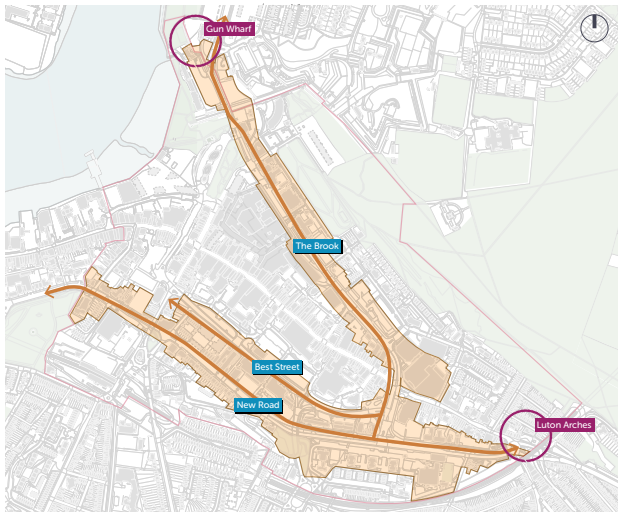


Fig.75 Urban Avenues area type extent

Streets & Spaces

The Streets & Spaces area type generally consists of current servicing parking spaces that cater to uses fronting Chatham Cross, typically located between the Chatham Cross and Urban Avenue area types as well as car parking nearby the railway station. Larger sites within this area type include the Sir John Hawkins Car Park, the area fronting Rome Terrace, sites facing Richard Street,and Solomons Road, the Wickes site as well as the Pentagon Shopping Centre.

Opportunities within this area type are typically backland plots that provide back of house services or surface car parking sites. These services are vital to the operation of many uses and must be retained, albeit set within a more attractive, safer and defined series of public streets and spaces. This allows the creation of a better network of streets and spaces with greater pedestrian priority whilst enabling enhanced connections to local destinations.

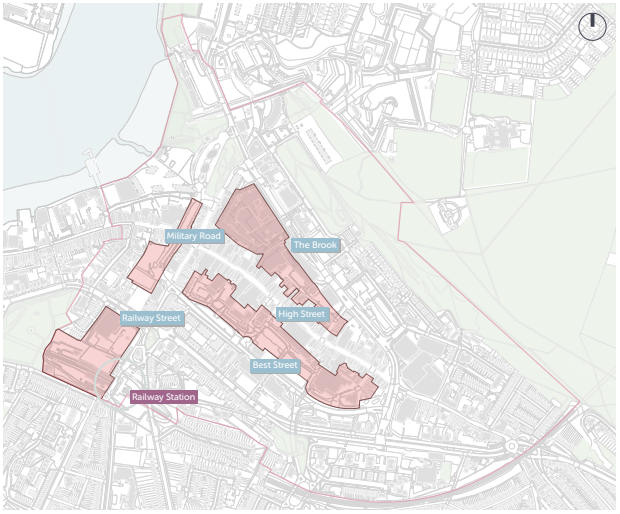


Fig.76 Streets and Spaces area type extent

Residential Streets

The Residential Streets area type consists of a range of existing residential streets located at the periphery of Chatham Centre. There are limited opportunities for change, however some areas can enable intensification of existing homes, whilst others may enable residential properties to be rebuilt at higher densities or certain locations where existing car parking may be transformed into public space with new homes overlooking the new spaces. However, a range of public realm enhancements within each residential area can enhance the quality of each place.

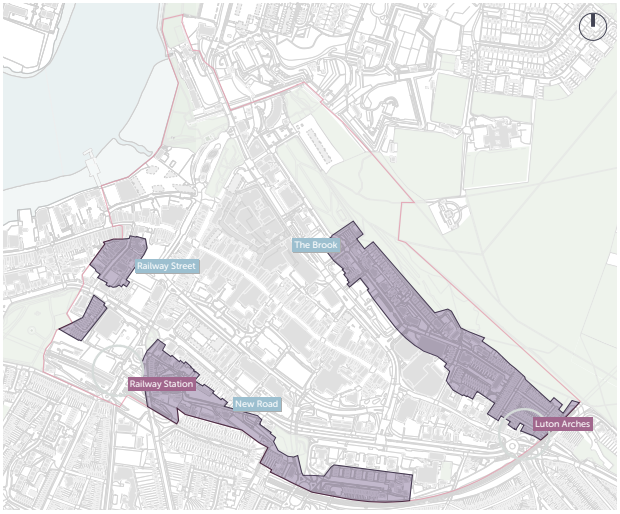


Fig.77 Residential Streets area type extent

Green Edge

The Green Edge area type is defined by a series of open spaces that defines the north eastern boundary of Chatham Centre. This includes a portion of Great Lines Heritage Park that acts as the ridge of the Chatham Bowl and the more formal Town Hall Gardens. Within these spaces, there are a number of gateway entrances into Chatham and key routes that lead towards Gillingham, Brompton and a range of local destinations including Medway Maritime Hospital and Brompton Academy. The Chatham Naval Memorial is also located in close proximity to the green ridge and provides a key focal point from many locations within Chatham Centre.

Whilst there is no built form guidance provided for this area type due to its green focus, there are opportunities to enhance the active travel, nature and public open space within and at the edges of these open spaces.

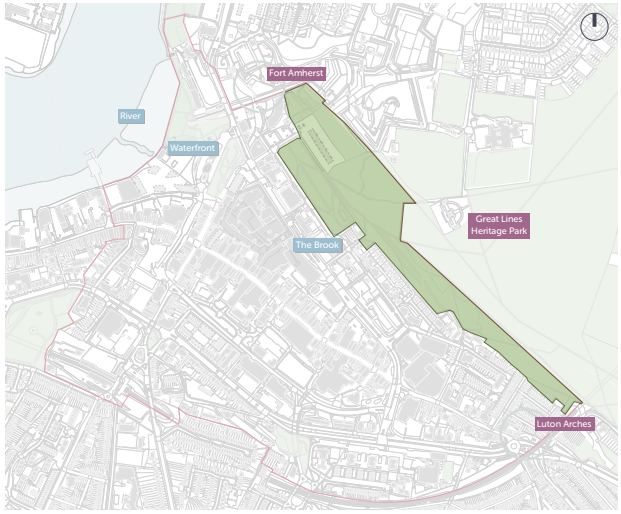


Fig.78 Green Edge area type extent

Area Type Vision, Character & Guidance

Each of the above area types for Chatham Centre is expanded in following pages to provide an area type vision that identifies the future look and feel for each area type.

The area type vision provides a written overview of the aspirations to be realised in each area type that addresses seven of the *10 Characteristics for a Well-designed Place* from the National Design Guide. This includes context, identity, movement, nature, public space, built form and use. An artist sketch further illustrates what this could look like within a general area type street or space in the foreseeable future.

Whilst context and identity are further defined through the introduction of character zones within the vision section, and further analysis of the existing context within the appendix, this information is presented to assist applicants to define their own considered response to addressing existing context and proposing a successful design with its own identity reflecting the important elements of the local character. Applicants will be able to further develop their design responses to context and identity through the required design review process and pre-application process for larger schemes. A series of 'key takeaways' addressing connections and vegetation should assist, as will the public comments collated for each area type.

The subsequent area type guidance contains the detailed design coding that addresses movement, public space & nature, built form and use. All of the design code guidance must be followed. Even if applicants are proposing a new building, the design code sections beyond built form and use should be read and followed as there are likely other aspects that will be required for most sites to address within the movement and public space & nature sections.

3.3 Chatham Cross Area Type

Vision

The vision for the Chatham Cross area type focuses on enhancing the existing pedestrian-friendly High Street, Military Road and Railway Street and celebrating local character whilst introducing a wider range of mixed uses and greenery.

3.3.1 Context

> Chatham Cross will offer a range of local and destination uses to cater to those living in Medway and for those visiting.
> A greater range of uses and events will activate streets throughout the day and week.
> Public streets and spaces will be enhanced to create more social spaces for everyone, including places to socialise and to play.

3.3.2 Identity

> Buildings with local character and those that contribute to the vibrancy of the area will be maintained and enhanced.
> New local landmarks will be introduced to complement the existing major landmarks such as The Brook Theatre, Church of St John the Divine and Chatham Railway Station.
> Existing and new pedestrian routes will help guide people to local destinations.

3.3.3 Built Form

> Alterations and extensions should respect and enhance the architecture, scale proportions and massing of existing buildings, and wider townscape, where such changes are permissible in the design code.
> New buildings must respect any setting to designated heritage and non-designated heritage assets.
> New shop fronts must be narrow, allowing multiple shops and entrances to enliven the street.
> Ground floors will be visually appealing with appropriate signage relating to human scale.
> Existing buildings should be able to be extended to relate to the scale of the predominate existing context and to enhance the building's appearance.
> New buildings will relate well to the height, proportions and massing of the existing lower rise streetscape.

3.3.4 Movement

> Streets will prioritise pedestrians and those with a range of mobility abilities.
> Streets should cater to slow cycling and wheeling.

3.3.5 Nature

> Regular Street trees will create a pleasant environment for people.
> Vertical greening will introduce additional greening opportunities along walls.
> Plants will be selected for visual interest, shading potential and benefits to wildlife.

3.3.6 Public Spaces

> New public spaces will allow for a calendar of community events.
> Smaller scale spaces and markets will enable local businesses to grow.
> New seating, lighting and other facilities will create safe and pleasant places for people to socialise and enjoy.

3.3.7 Uses

> Ground floor uses will be designed for a wide range of uses to enliven streets & spaces.
> Upper floors will contribute to the area's vibrancy with new homes and offices.

Chatham Cross - High Street , Railway Street & Military Road

Fig.79 Illustrative street view of Chatham Cross Area Type character

Chatham Cross Character Zones

Chatham Cross area type consists of two, primarily pedestrian, mixed-use corridors: High Street and Railway Street & Military Road. These areas are further divided into smaller character zones as the characteristics of each zone differ from each other.

High Street Area encompasses Character Zones 1, 2 and 3; while the Railway Street and Military Road Area encompasses Character Zones 4, 5 and 6.

Each Character Zone has a distinct set of characteristics and analysis through a series of sections, elevations and maps to better understand its urban fabric. These have led to curating the design code for each area type. Character Zones should be carefully assessed to guide new developments and redevelopment proposals, with additional information in the Appendix.

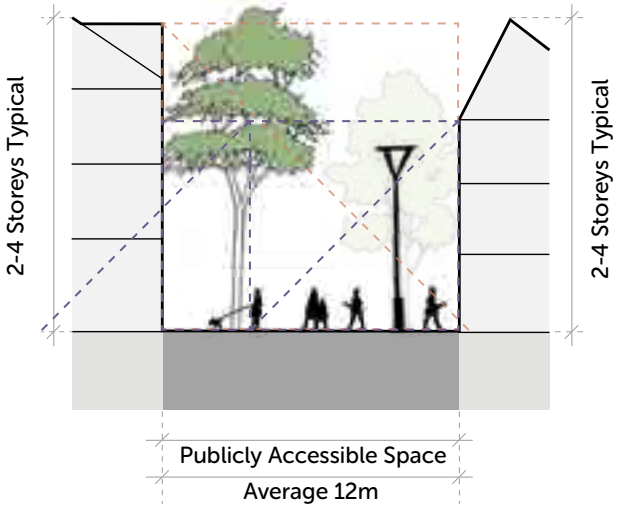


Fig.80 Chatham Cross Street Section

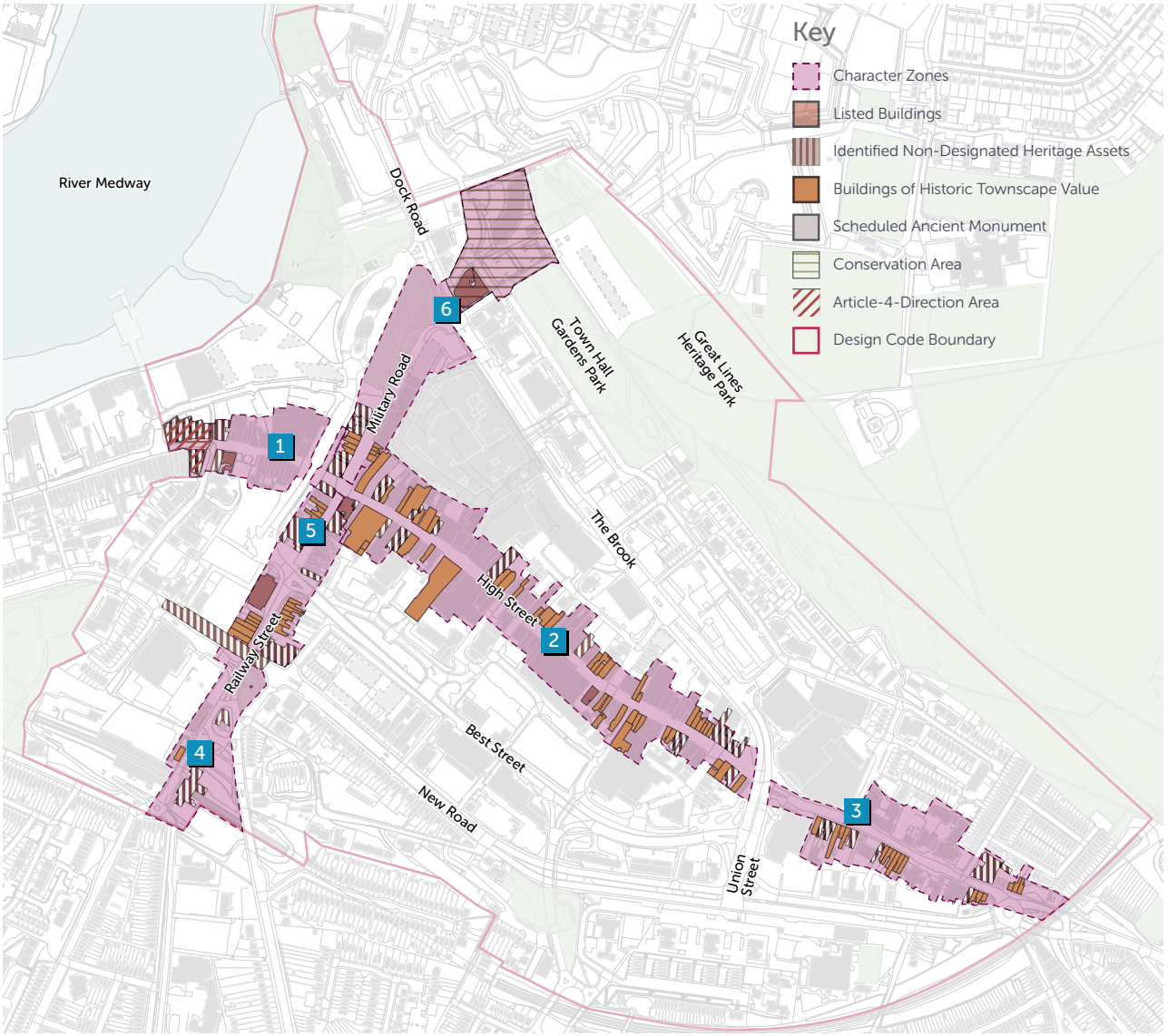


Fig.81 Chatham Cross Character Zones

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*Diagrams Extracted from the Appendix

Key takeaways

Connections

> Chatham Cross is well connected to the centre's primary streets,and has some secondary and tertiary streets that branch out from Military Street and High Street that allow ease of movement across Chatham.

> Some pathways along carriageways are not pedestrian friendly due to poor lighting and narrow streets.

> This area also connects to important historic buildings in Chatham such as the Railway Station, the Brook Theatre, Fort Amherst, Sun Pier, and St John's Chatham.

Vegetation

> The existing vegetation density is about 15% which shows the need for improved greenery and planting in the future, which is mostly publicly managed.

Potential Sites

> 20% of sites in this area have inactive frontages, a combination of non-contributing (no windows / doors or car parks) and vacant sites. 20% these sites are empty sites in this area and have the potential to be developed into public open spaces. The remaining 80% are more suited to being built related to the local site's context and scale, in the shorter or longer term.

Public comments / Vision

> There was strong public support for the Chatham Cross area type at 80%

Fig.82 Chatham Cross Street Elevations

Fig.83 Chatham Cross Public Comments

**Diagrams Extracted from the Appendix*

Movement

Footways

3.3.8 In the pedestrian zones along Military Road and High Street, pedestrians should have priority between the building lines, with a defined 2m wide safe pedestrian only zones adjacent to the buildings ,marked with a tactile edge.
Rationale: A safe and generous walking zone without obstructions promotes safe walking for a range of people with differing abilities.

3.3.9 Along Railway Street and High Street, where open to vehicles, footways must have 3m or more of clear width for walking.
Rationale: Footways need to be able to accommodate the number of pedestrians using them, as highlighted in PERS to deliver a good level of service as well as facilitating effective and inviting links to central mixed uses from the rail station.

3.3.10 Outside of pedestrian-only zones, flush surfaces (e.g. raised tables / crossings) or dropped kerbs between the footway and carriageway are required at crossing points, and must be marked with appropriate tactile paving.
Rationale: Creating an inclusive environment is essential and tactile paving enables blind and partially sighted users to engage with the street more easily.

3.3.11 Footways and pedestrian spaces must be level to be inclusive for all. Along Railway Street and the vehicular zone of High Street any required changes in level, i.e. at vehicle crossovers, must be accommodated within the servicing verge / furniture zone to bring the carriageway to footway level.
Rationale: Creating an inclusive environment is essential and creating a level environment creates better conditions for those with mobility impairments.

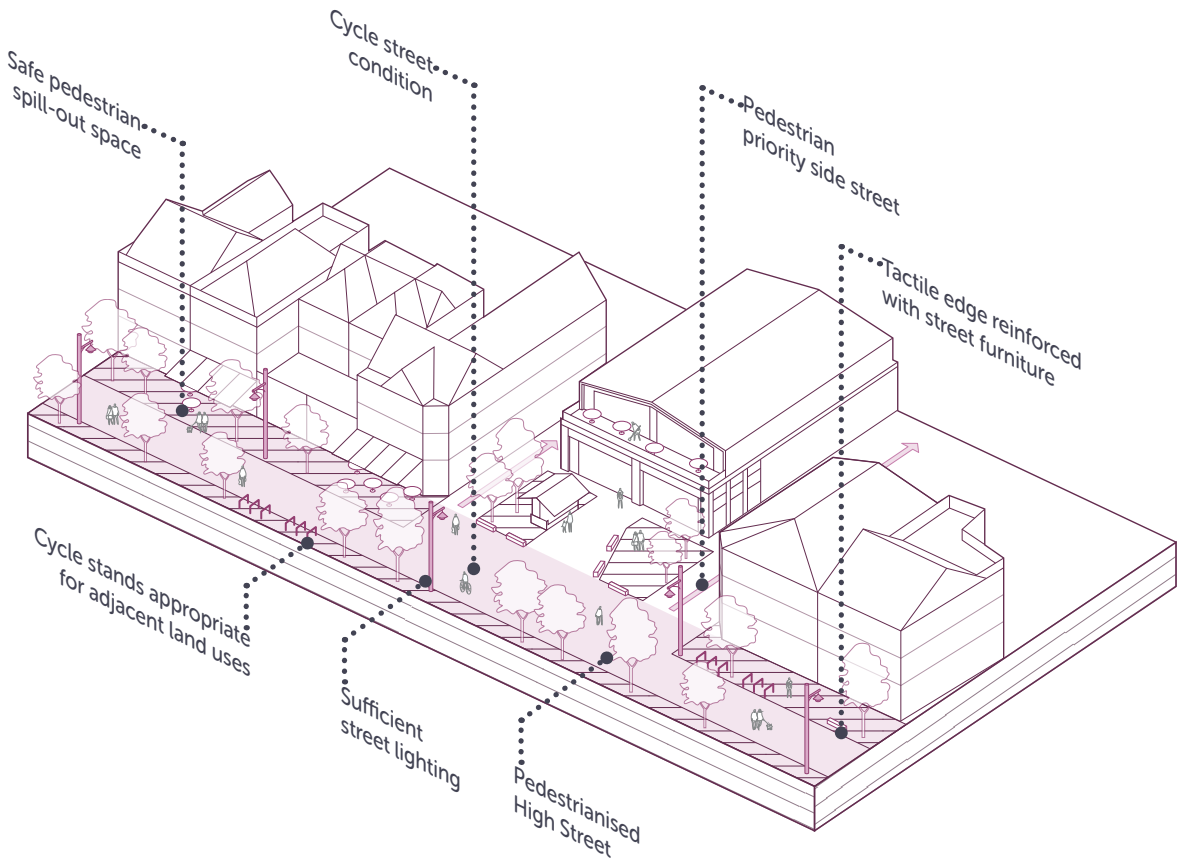

Fig.84 Axonometric view of High Street highlighting area type guidance for movement codes

*Text Provided by Urban Movement

Street Furniture

3.3.12 All street furniture should be located within a designated street furniture zone. Along Railway Street and the trafficked area of High Street this should be at the carriageway edge to accommodate any required changes in level as per 3.3.11. Within Military Road and High Street pedestrian zones this should be accommodated in the centre of the street corridor. A variety of seating, bins, cycle stands, bottle fills, and lighting should be included on all streets. An opportunity to sit must be provided no less than every 50m.
Rationale: Creating an inclusive environment is essential and ensuring that furniture does not conflict with people helps deliver this, as does the adequate provision of places to rest and have a drink of water.

Crossings and Side Roads

3.3.13 New development must contribute to improved pedestrian and cycle crossing of wider area streets. For Example, The Brook and Waterfront Way must be improved for pedestrians and cyclists from the High Street to maintain the activity and vibrancy within the centre.
Rationale: Linking across main streets is key to creating a permeable walking, wheeling and cycling network, and is in line with the national hierarchy of modes.

3.3.14 Crossing types should be chosen to promote pedestrian priority, with zebra crossings offering the strongest priority for pedestrians and cyclists. Where zebra crossings are not appropriate, measures should be taken to mitigate this so that zebra crossings can be used in such a way that maintains an attractive experience for pedestrians moving along High Street. Signal control and zebra crossings should accommodate pedestrian and cycle facilities, and must be straight across crossings in one stage where feasible.
Rationale: The experience of moving along and to High Street needs to be enhanced in order to expand the vitality and vibrancy of High Street down its full length and beyond.

3.3.15 The experience of moving along Railway Street is fragmented. Pedestrian and cycle priority must be created along Railway Street to better stitch in public transport access into the town centre. Excessive corner radii and junction splitter islands must be minimised along this route to create a stronger, pedestrian priority connection.
Rationale: Connecting the railway station into the Chatham centre makes public transport more attractive and viable. Making the journey intuitive and prioritised is key to this.

Junctions

3.3.16 Junction visibility that does not meet the standards within Manual for Streets 1 and Manual for Streets 2 (and any future Manual for Streets guidance) must not be used as a blanket objection to a junction design.
Rationale: Junction designs should be investigated on a case-by-case basis in order to achieve the optimal design for both vehicles but also pedestrians and urban character.

3.3.17 Junctions along Railway Street must be simplified to improve the pedestrian experience and aid town centre legibility. Corner radii must be reduced to their legal minimums and a design speed of 10mph should be used. The gyratory around Railway Street and Gibraltar Hill should be simplified to create a series of T-Junctions.
Rationale: For such junctions, where flows are not a key priority, space should be given to walking people rather than facilitating easier vehicle manoeuvring.

3.3.18 The minimum number of signal heads and other signalling equipment must be used. Furthermore, the use of white backing boards to signals must not be used at junctions where the speed limit is 30mph or less.
Rationale: Highways infrastructure such as signal heads create a character of urban highways and detract from the sense of pedestrian priority environment. They also detract from the visual quality of urban settings.

** Text Provided by Urban Movement*

Vehicle Crossovers

3.3.19 Vehicle crossovers must not disrupt the continuous nature of the footway or cycle track.
Rationale: Active travel should have priority in our urban environments, and vehicle crossovers erode safety and prioritise vehicles.

3.3.20 Changes in level must be accommodated within the furniture zone or through the use of a splay kerb.
Rationale: Achieving more walking and cycling and delivering greater actively travel modal shift is essential, as a result when vehicle infrastructure conflicts with walking or cycling infrastructure the design of urban streets must protect the most vulnerable users first.

Cycling

3.3.21 Segregated cycle tracks must be provided along Railway Street to connect the railway station and public transport network to Chatham centre via a safe active travel route. Along High Street and Military Road cycling must be allowed in cycle street conditions, with the design reinforcing slow cycling.
Rationale: Delivering modal shift in favour of more cycling is central to government ambitions and national guidance sets out the level of service required to effectively achieve this.

Cycle Parking

3.3.22 Cycle parking along Military Road and High Street must be provided to support adjacent business/ community activities and be provided within the central furniture zone. Cycle parking must accommodate space for a variety of cycles / hand cycles. Cycle parking must be in obvious and attractive locations and be safe and well lit.
Rationale: Creating an inclusive environment is essential and ensuring that people can use a variety of cycles depending on their needs helps to achieve this, as well as increasingly modal shift toward active travel.

3.3.23 Along Railway Street, Sheffield stands in the furniture zone must be incorporated throughout, and towards the station space created from the possible re-imagining of the gyratory around Railway Street and Gibraltar Hill, (see 3.3.17) should be prioritised for larger scale station cycle parking.
Rationale: The opportunity to create a larger zone of secure and attractive cycle parking at the station helps create a viable Mobility Hub.

3.3.24 Additional infrastructure such as repair stations should be considered alongside parking at the railway station.
Rationale: Achieving modal shift away from vehicles is essential, as a result the whole experience of cycling must be compelling for people.

Public Transport

3.3.25 Bus stops along Railway Street must be located within the carriageway lane, and not within lay-bys to create generous pedestrian space and waiting environments.
Rationale: Space for public transport should be taken from carriageway space rather than pedestrian space to enable high quality waiting environments.

3.3.26 Bus stop waiting environments must be inviting and form a compelling transport choice for people, with shelter, seating, attractive lighting, RTI displays and amenity.
Rationale: Achieving modal shift away from vehicles is essential to enable more people to use and visit Chatham centre, as a result public transport must be deigned to be an attractive option, with attractive and functional waiting environments key to this.

3.3.27 Where bus stops and cycle facilities interact along Railway Street, segregation should be maintain with pedestrian priority across cycling infrastructure, in line with LTN 1/20.
Rationale: Achieving more walking and cycling and delivering modal shift away from vehicles is essential, as a result when vehicle infrastructure conflicts with walking or cycling infrastructure the design of urban streets must protect the most vulnerable users first.

** Text Provided by Urban Movement*

Carriageway

3.3.28 Along Railway Street carriageway widths must be kept to an absolute minimum to maximise the route for pedestrians.
Rationale: Baggy carriageways increase speeds and reduce the priority that needs to be given to people walking and cycling above those driving in central locations. Delivering carriageways at the legal minimum width ensures space is efficient and that streets are designed for dwell and movement functions, rather than occasional servicing

3.3.29 Carriageways should be raised to footway level with materials highlighting the pedestrian route across streets in order to improve pedestrian legibility and protect the character along High Street.
Rationale: Creating an inclusive environment is essential and raised tables support those with mobility impairments, as well as helping to reduce speeds and protect the character of a location.

Speed

3.3.30 Speed limits along Railway Street must be 20mph, with the 85th percentile less than 20mph, through carriageway widths and other speed restriction design measures used to enforce speed limits through urban areas.
Rationale: Reducing speeds is proven to save lives in the event of a collision, as well as supporting a more urban character where divers are more aware of their surroundings.

Car Parking

3.3.31 Car parking should be primarily located within mobility hubs, linking public transport and quality active travel infrastructure for connections into High Street and Military Road.
Rationale: Achieving modal shift away from vehicles is essential, key to this is reducing the amount of prime street space given over to storing vehicles, which in turn increases safety, footfall and a relaxing environment.

3.3.32 No on-street parking along Railway Street should be allowed to facilitate better bus priority.
Rationale: Parking needs to be designed in the context of the whole, with space priority following the hierarchy of road users.

3.3.33 Any parking bays should be at footway level or if at carriageway level detailed in a contrasting material from the carriageway to visually narrow vehicle running lanes.
Rationale: Footway level bays allow for the space to be used as footway space when not in use, but also keep the carriageway at a consistent width to help reduce speeds and increase safety.

EV Charging

3.3.34 EV charging must be provided within Mobility Hubs, particularly around the railway station.
Rationale: To enable a reduction of trips into the mixed central area, Mobility Hubs should be useful interchange points and EV charging will promote quieter and more sustainable vehicular travel.

Servicing

3.3.35 Refuse collection vehicles must not dictate the layout of any street, with movements being accommodated utilising all space within kerbs rather than the width of a lane.
Rationale: Streets should be designed for every day activities so that they support people and city life. Infrequent activities should not define a place.

3.3.36 Along Railway Street, drop-off / pick up should be designed out, instead offering this within a Mobility Hub.
Rationale: In line with the hierarchy of road users, streets should be designed to accommodate and protect pedestrians and then cyclists before vehicles.

3.3.37 Loading and servicing along Military Road and High Street should be accommodated outside of pedestrian peaks, with morning delivery and evening delivery accommodated only.
Rationale: Streets should be designed to facilitate access but in a way that servicing and access does not damage the experience for the majority of using the street.

** Text Provided by Urban Movement*

Public Spaces & Nature

The legibility of the route from Chatham Railway Station to the Chatham High Street, waterfront and Great Lines Heritage Park will be enhanced to facilitate synergies amongst, mixed uses, heritage sites and open spaces.

Priority will be given for pedestrians along the route and a series of spaces will be established around focal and historic buildings to provide 'stepping stones', giving punctuation, and creating spaces for people to enjoy and to appreciate Chatham's heritage.

These spaces include: The Station arrival square, St John's Chatham, the Paddock, the Brook Theatre and historic entrance to Fort Amherst.

Urban greening will be introduced throughout Chatham Cross with widespread tree planting within streets and new public spaces as well as the introduction of an integrated network of SUDS to create an attractive green and biodiverse corridor that links Victoria Gardens through to the waterfront, Town Hall Gardens and Great Lines Heritage Park beyond.

Play

Refer to area wide guidance for context and overarching guidance on play (Page 48-49).

3.3.38 Within the Chatham Cross Area Type, play should be located in nearby open spaces which can be reached within the relevant walking distances as set out in overarching play guidance. These include equipped play spaces set within open spaces at Victoria Gardens and the Waterfront.

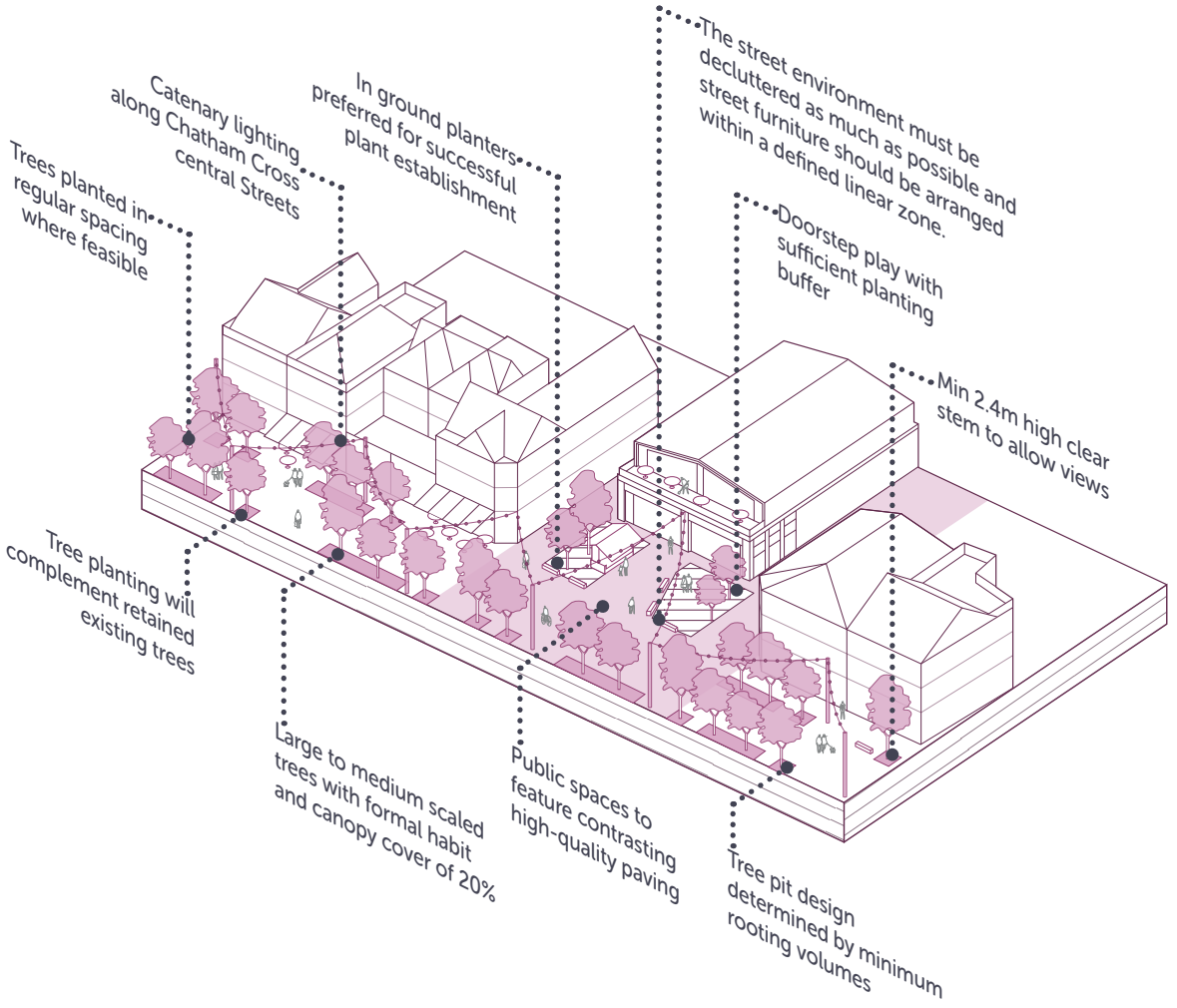

Fig.85 Axonometric view of High Street highlighting area type guidance for public space & nature codes

*Text Provided by HTA

Rationale: Distribution of equipped play provides facilities within the Fields in Trust recommended catchment areas for Chatham Centre with appropriate buffers from adjacent residential areas and within attractive green locations for children.

3.3.39 Within Chatham Cross, doorstep play will be integrated into the new public square by Emmaus Church and in the square adjacent to St John's Church (see Streets and Spaces area type guidance). Typically, these will cater for young children up to the age of 5. However, thought must be given to provide play for older children including teenagers. Design should be developed in conjunction with community engagement to ensure that it meets the needs of the community.
Rationale: Small scale play must be integrated into open spaces to increase their appeal and use by a diverse range of people.

3.3.40 Any 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 playable environment. 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.
Rationale: To ensure that play provision for children living in new developments is provided by the developer.

SUDS

3.3.41 SUDS must form an integral part of the public realm design for Chatham Cross and may take a variety of approaches from rain gardens through to permeable paving and increased soft landscape (including trees). These shall be

Typology	Main Pedestrian Routes	Green Avenues
Location	High Street/Military Road/Railway Street	Waterfront Way
Target Canopy Cover	20%	30%
Arrangement	Regular spacing where feasible or as required to achieve target canopy cover. Planting will complement retained existing trees.	Typically planted in informal groups within SUDS features. More formal arrangements may be used to highlight junctions and frame feature buildings.
Species range	A more limited palette of mixed native and non-native species selected for optimal biodiversity enhancement as well as resilience to impacts of climate change.	Mixed native and non-native species selected for optimal biodiversity enhancement as well as resilience to impacts of climate change.
Tree characteristics	Large to medium scale trees with formal habit. Canopy spread to suit location. For example, high pollards or crown lifting that maximises opportunity for openness when moving at street level.	Mixed large to medium and small sized trees. Form can range from feathered to standards. Where used within SUDS features, trees must be tolerant of salt spray and periodically wet and dry conditions.
Accessories and surface treatment	Tree guards and grilles, with underground guying and a means of irrigation. Porous self-binding gravel to tree pits in hard surfaces. Refer to guidance by the London Tree Officers Association. See appendix.	Trees to be planted in soft / rain gardens.
Specific management requirements	Min. 2.4m high clear stem to allow views of shop fronts, with the aim of further crown lifting works as trees mature to provide a high canopy and openness at street level. Potential pollarding of appropriate species. Guarding and grilles during establishment to be adjusted and/ or removed once trunk is of sufficient diameter to prevent inclusion and damage. Tree pit surfaces to be topped up, where self-binding gravel is used at a later stage.	Maintain sight lines / visibility splays at junctions. Canopies to be maintained clear of carriageways.

** Text and Diagram Provided by HTA*

incorporated as linear features and in new spaces such as the arrival square of the railway station and Emmaus Church Square as rain gardens.
Rationale:SUDS help mitigate flooding and should be of sufficient capacity to manage water and simultaneously create a strong and biodiverse green link.

3.3.42 SUDS will be designed to not only provide surface water attenuation, but will also form biodiverse corridors linking green spaces and habitat.
Rationale: Implementation of SUDS along streets and in key public spaces will create a green biodiverse corridor that links Victoria Gardens through to the waterfront, Town Hall Gardens and the Great Lines beyond and will help with sustainable urban drainage

Trees

3.3.43 Refer to the above chart and diagram (Fig.85) for tree requirements; area wide guidance for trees (Page 45-46); and appendix for technical requirements for tree pit design, rooting volumes and further detailed guidance.
Rationale: In order for trees to live, grow and flourish, a range of technical requirements must be followed across Chatham Centre. :

Other planting types

Refer to site wide guidance (Page 46-47). In addition to the site wide guidance, the planting within Chatham Cross also must adhere to the following codes.

High Street, Railway Street and Military Street

3.3.44 An overarching and coherent planting strategy and plan must be developed for these streets with a minimum of 50% evergreen planting or planting with special winter interest. Any public or private development coming forward along these streets is to adhere to this planting strategy and plan or demonstrate likely compliance to a future plan, if not already developed. Plants should be pruned to maximise benefits derived from their attributes.
Rationale: The planting must provide a unifying and identifiable character for the High Street and Military Road. The high percentage in evergreen and winter interest plants will ensure that even smaller planting beds provide year-round interest and impact.

The Paddock

3.3.45 The Paddock must have its own unique planting character and areas nearby should take inspiration from the style, look and feel of The Paddock planting without directly copying The Paddock plant list or plant arrangement. The uniqueness of The Paddock planting scheme must be safeguarded. Plants should be pruned to maximise benefits derived from their attributes.
Rationale: The planting must provide a special, identifiable character for The Paddock.

Emmaus Square and Square Adjacent to St John's

3.3.46 Refer to small squares in Streets and Spaces (Page 142)

Surfacing and hardscape

Refer to Hard Landscape section (Page 47) within the area wide guidance.

Public squares and key destinations

3.3.47 Chatham Cross must feature high-quality paving that differentiates the key destinations along Chatham Cross from pedestrian linear routes and will signal a change in environment and sense of arrival. The different surfacing around key structures will highlight the uniqueness of the buildings.

3.3.48 Key materials should include:

> High Street: Natural stone paving, natural stone kerbs and banding. Natural stone setts can be used as highlights.

> Squares and Spaces: Natural stone paving and banding within squares, with the distinction of black painted ironwork around heritage buildings.

> Tree pits in hard surfaces to High Street and squares have natural stone sett surrounds with self-binding porous gravel adjacent to trunks.

> Streets: Textured concrete flags with natural stone kerbs and banding in accordance with Chatham Placemaking Public Realm materials.

Rationale: To create a hierarchy of spaces and differentiate important places and buildings.

*Text and Diagram Provided by HTA

Street Furniture and Wayfinding

3.3.49 Appropriate street furniture and signage should only be included when necessary for reasons of safety, orientation or comfort of residents and visitors. The street environment must be decluttered as much as possible.
Rationale: The presence of unnecessary street clutter and redundant signage frequently obstructs the free movement of pedestrians and visually detracts from the environment.

3.3.50 Street furniture should be arranged within a defined linear zone within the street.
Rationale: A defined zone for street furniture will keep an unobstructed route for the convenient and comfortable passage of pedestrians.

3.3.51 The materiality of the street furniture must reference Chatham's history and be contextual. It shall be traditional in design and colour, avoiding the use of 'modern' style materials, fixtures and furniture.
Rationale: To reinforce Chatham's sense of place and highlight its distinctive local character and heritage.

3.3.52 Catenary lighting used as functional street lighting.
Rationale: To provide a distinct identity and character as well as declutter the street scape.

** Text Provided by HTA*

Built Form

Building Blocks / Type

3.3.53 Existing contributing buildings which are defined as heritage and non-designated heritage assets and those positively contribute to the local streetscape, must be retained. Heritage assets and non-designated heritage assets may not be extended. Other buildings without heritage status may be extended, however should this prove unviable the Council can agree for their redevelopment (and recycling of materials)
Rationale: Heritage and non-designated heritage assets have historical significance within Chatham and should remain and be enhanced. Other contributing buildings offer positive townscape characteristics and should be retained where this is possible.

3.3.54 Corner Buildings must address side elevations with the primary frontage fronting Chatham Cross primary streets. Façades must be chamfered, where two streets meet(small pedestrian lanes are extended), demonstrating reference to local precedents, based on geometry and size.
Rationale: Chamfered corners and clear primary elevations help to liven the streets of Chatham Cross and promote local character.

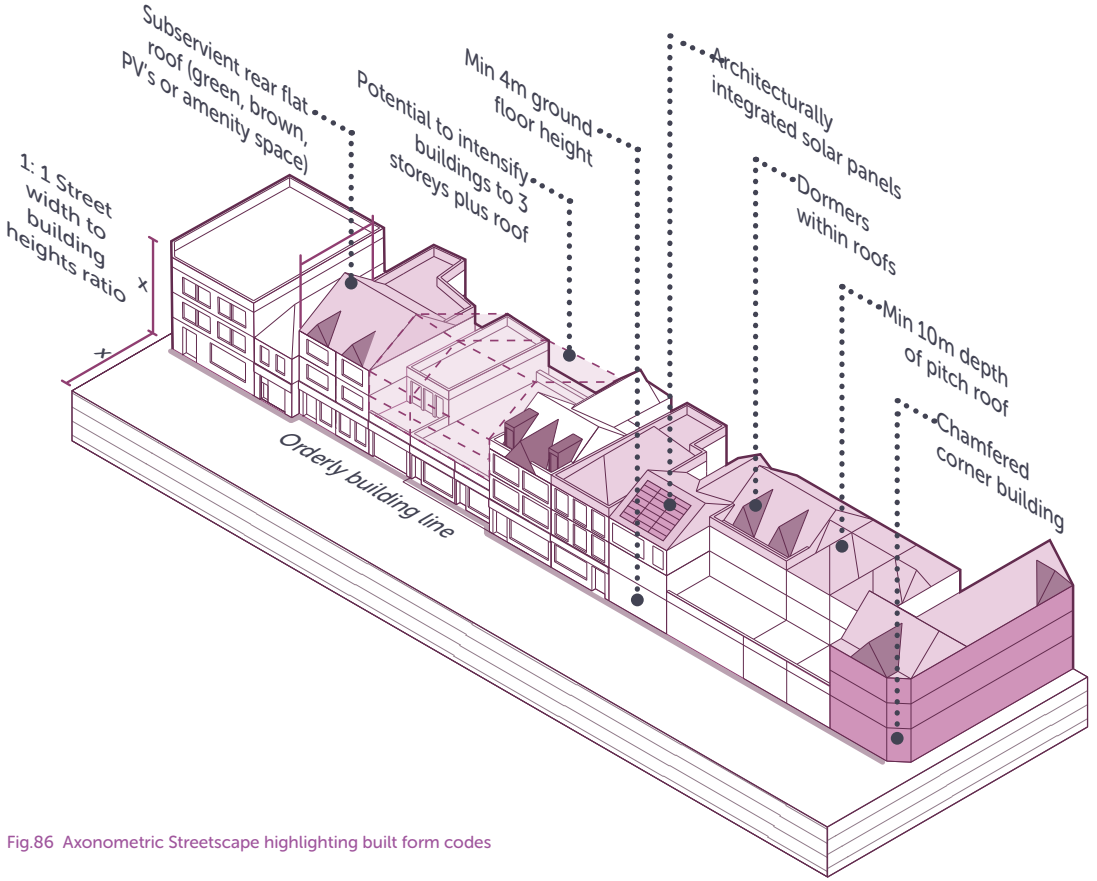

Fig.86 Axonometric Streetscape highlighting built form codes

Plots

3.3.55 If any site is wider than 12m along the street frontage, it must be divided into smaller plots, with a minimum plot width of 6m to a maximum of plot width of 12m. Two plots may have combined floors above the ground level (up to 24m in width) however the ground floor must be designed to be easily divided into distinct ground floors for the future. (i.e., addressing separate doors, separate shop front façades, refuse storage and HVAC Systems.) Where two plots are combined, the exterior façades must appear as distinct, separate façades.
Rationale: Maximum plot sizes creates a regular rhythm along the streets and ensures that the buildings of Chatham Cross remain fine grained and create a visually interesting streetscape.

3.3.56 Each plot must have an independent development.
Rationale: Independent developments dictates that the architectural language of the buildings remain different and also re-enforces the existing fine grained character within Chatham Cross.

3.3.57 If a plot continues from High Street to a service street at the rear frontage, it can be designed as a single building, but each building must address the design coding corresponding to each area type for each frontage.
Rationale: Having a rear frontage following its corresponding coding ensures that designs follow a set of coding to deliver the respective visions for corresponding area types.

Building Heights

3.3.58 Building heights can rise up to 3 ½ storeys (including ground floor and the ½ storey as development within the roof). Height must be less than the predominant width of the street in front of the plot. (i.e., height can rise to a maximum of a 1:1 height to width ratio). Opportunity sites and non-contributing buildings can be built/ rebuilt up to this height, whilst 'Buildings of Historic Townscape Value' can be extended to this height if the extension enhances the overall façade design. Heritage assets and non-heritage designated assets cannot be extended vertically.
Rationale: Low-rise building height limits creates an urban setting that is contextual to the width of the street.

3.3.59 Cornice/building heights should reflect the existing variation within the Chatham Cross area type. Where a site adjoins different heights on either side of the plot, new cornice heights can conform to either or neither. Where adjacent plot heights are the same, it must vary in height by a minimum of 300mm to promote variation in height.
Rationale: Varying rooflines gives Chatham its interesting townscape and is visually interesting , reflecting local character.

3.3.60 Floor to ceiling heights for ground floor uses can range from 4-5m,however, this height can align with the taller, adjacent ground level height if its height is less than 4m on either side of the plot.
Rationale: A taller floor to ceiling height on the ground floor creates a pleasant space to be used by a wide spectrum of mixed uses; at times aligning ground floor heights with an adjacent property may be desired and create visual harmony.

Building Lines

3.3.61 Building lines need to follow adjacent building site edges and frontages; either adjacent building line to a plot can be adhered to for new buildings, however, the new building line must conform to one or the other.
Rationale: Building lines often slightly vary along key streets within Chatham Cross. Adhering to one adjacent building line avoids the creating of unusable street spaces that may be used for antisocial activities, and creates stepped uniformity in the streetscape

3.3.62 Mid-block plots should be developed with buildings that extend fully to side plot boundaries through a traditional party wall condition, in order to provide a 100% street frontage along the full width of the plot.
Rationale: Building on all 100% of the plot frontage provides the close knitted fine grained streetscape present along Chatham Cross streets.

3.3.63 Current side ginnels/service routes should be retained and enhanced for public use. Redeveloped buildings adjacent to a current route should have active frontage along the side elevation and have at least a 2m set back from the site boundary. The route must be open to the sky and unobstructed above for the majority of its length.
Rationale: Publicly accessible pedestrian routes provide greater permeability and active frontages provide safer routes.

Roofs

3.3.64 Roofs are required along all frontages along the Chatham Cross, referencing existing roof forms and pitches up to a building depth of 10m. It is

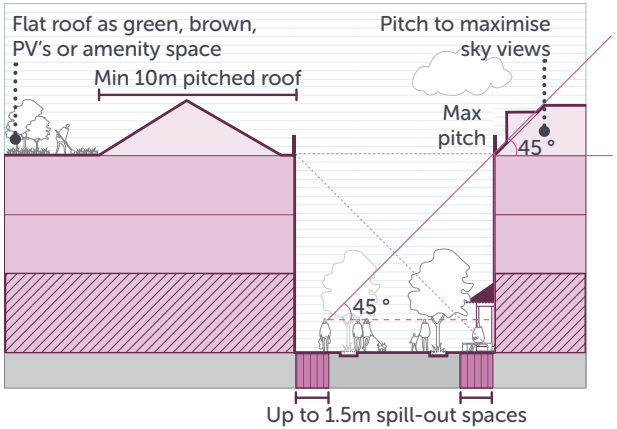

Fig.87 Indicative Chatham Cross street section

encouraged to occupy the roof space as usable floor space through the introduction of dormers and lights.
Rationale: Roofscape help to create a crown on buildings, reflect local character and provide the '5th elevation' as viewed from higher level points within Chatham Centre

3.3.65 Flat roofs may be used beyond the minimum 10m roof depth on mid-block plots (i.e.: not corner plots, excluding small pedestrian routes). However, flat roofs must be subservient to the pitched roof and must be usable as an amenity space, living green roof or brown roof with PV panels where PV panels occupy at least 50% of the flat roof.
Rationale: Mandating flat roofs to be usable and beyond the 10m roof depth creates a more visually interesting roof line viewing from both the streets of Chatham Cross and from the upper levels of Great Lines Heritage Park.

3.3.66 Roof design and pitch should demonstrate consideration for maximizing solar gain to allow for solar panels or future installation of solar panels.
Rationale: Maximising potential for PV panels promotes in-built sustainability potential.

3.3.67 Solar panels, if visible from the public realm, must be designed as an integral part of the roof. For example, this may mean panels are designed to cover the entire southern pitch and integrate with building/ roof detailing. For non-designated heritage buildings, solar panels are only permissible on rear elevations or roof valleys, however, solar slates can be used as an alternative, where possible. On Designated heritage, more considered approaches are required and PV panels may not be appropriate.
Rationale: Having well integrated solar panels on roofs ensure developments remain visually pleasing and do not detract from local character.

3.3.68 Roof plant should be architecturally concealed (including from upper-level views) and should not be visible from the streets of Chatham Cross.
Rationale: Having architecturally concealed roof plants would create a more aesthetically pleasing roof scape when viewed from the streets of Chatham Cross.

Façade treatment

3.3.69 Vertical extensions must create a coherent façade. A satisfactory design review panel process/ outcome will be required to demonstrate successful façade design and wider townscape integration.
Rationale: Vertical extensions greatly impact the visual perception of a building and considered design is required to reference and enhance the overall composition of façades fronting onto streets and spaces, considering overall massing, composition, fenestration , proportions, rhythm, symmetry and balance, materiality and detailing.

3.3.70 New shopfronts should reflect the age and architectural design of the building, referring to Medway's Guide to Shop-front advertising for historic buildings (and any future updated guidance). Where architectural design is more contemporary, reference to scale, proportion and lighting must be adhered or demonstrated as compliant in spirit of the guidance.
Rationale: Adhering to Medway's guide to shopfront advertising ensures that historical proportions of a commercial front is respected and showcased. For all other buildings, the guidance allows the shop fronts to be coherent to the wider street context.

3.3.71 Where proposed fronting onto Chatham Cross streets, balconies on upper storeys must be inset. Juliet balconies and winter gardens are allowed only if the balcony space becomes additional usable space within each residential home.
Rationale: To ensure projecting balconies do not contrast with the existing character of buildings within Chatham Cross

3.3.72 Ground floor frontages must be active with 40-80% glazing to provide visual interest.
Rationale: So that mixed-use ground floors can provide visual interest and create safer neighbour surveillance along streets.

3.3.73 Shutters must be internal and have at most 25% opacity.
Rationale: To maintain visual interest and create an interesting streetscape throughout the day and night even after business hours.

3.3.74 Buildings must have front doors every 6m or less.
Rationale: A fine grained frontage, with front doors every 6m or less, provides active frontages to create more vibrant and safer streets and provides regular activity to both mixed-use and residential uses.

3.3.75 Separate residential entrances must be provided fronting onto High Street, Military Road and Railway Street.
Rationale: Residential entrances fronting onto the key streets of Chatham Cross encourages greater vibrancy of these mixed-use streets throughout the day and week.

Fig.88 Indicative Chatham Cross street elevation

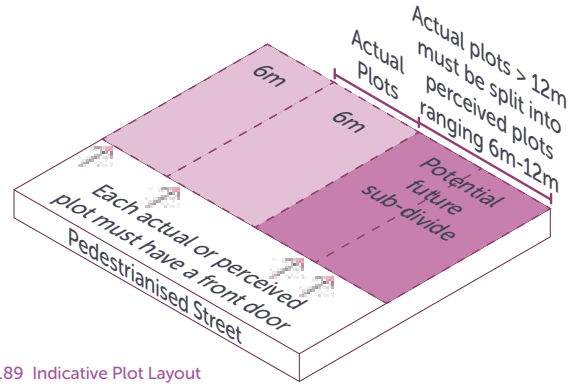

Fig.89 Indicative Plot Layout

Uses

Use of Land

3.3.76 Throughout Chatham Cross, appropriate mixed uses (i.e., not residential), must occupy all ground floors fronting High Street, Military Road and Railway Street.
Rationale: To increase footfall and promotes vibrancy.

3.3.77 Public mixed uses (like cafe, restaurants, pubs and retail) will be encouraged to use privacy stripes as spill-out spaces
Rationale: Spill out space to enliven the public realm during business hours.

3.3.78 Office space and new residential homes are the preferred uses for the upper floors in new development, above ground floor vertical extensions and the re-use of existing underutilised upper floors.
Rationale: Providing office and residential uses on the upper storeys of a building that complement active ground floor mixed uses activates Chatham Cross with different users throughout the day and week contributing to vibrancy and, sense of safety.

3.3.79 Spill outs spaces of up to 1.5m are encouraged along front façades, subject to specific licensing requirements.
Rationale: Spill out spaces help to activate the street scene, adding vibrancy and contributing to more visually appealing ground floor mixed uses.

Community

3.3.80 High quality schools for people of different ages should be provided and easily accessible by the community that it serves. School spaces should be designed flexibly to allow for further community use beyond education.
Rationale: High quality schools enable people of all ages to engage in education and other activities that are provided at the school's flexible spaces. This reduces the exclusivity of a school to only children and enables a better sense of community.

3.3.81 Flexible spaces such as halls and hubs should be promoted to cater for different community uses such as worshipping, cultural events and education.
Rationale: Flexible spaces nurture a sense of community and promotes inclusivity

3.3.82 Local independent shops will be encouraged for ground floor mixed-use frontages, especially outside of the 'retail core'.
Rationale: This encourages local businesses to grow, increase local employment and create a feeling of local community.

3.3.83 Larger medical facilities should be accessible along the Chatham Cross to provide an accessible location from a wider area, whilst more local facilities, such as local GP surgeries, should be provided in central, convenient locations to cater to the growing residential population.
Rationale: Provision of accessible medical facilities ensures that people of all ages and ability can receive the necessary ranges of healthcare.

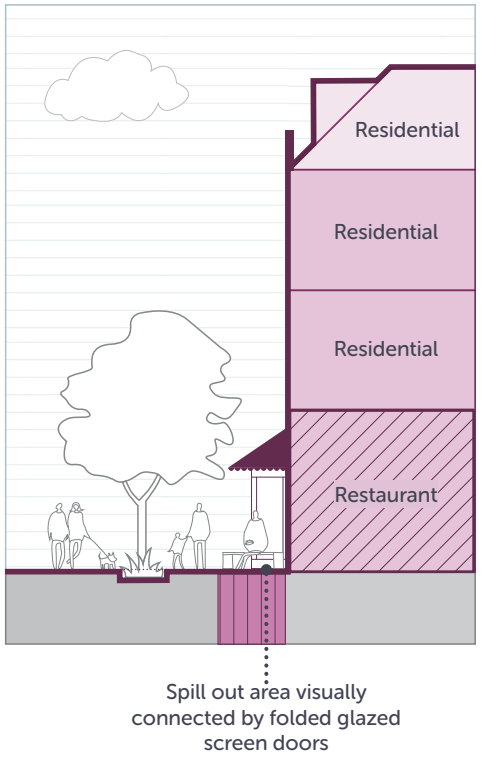

Fig.90 Indicative Chatham Cross street section highlighting uses codes