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 - B

3.0 Coding Plan & Area Type Guidance

3.4 Waterfront Area Type

Vision

The vision for Chatham's Waterfront area is to further improve the currently well-liked qualities of the Riverwalk and Riverside Gardens to cater for more leisure activities and provide more high quality public open space for the people of Medway.

3.4.1 Context

> The revitalisation of the riverwalk with a variety of events and uses should create a vibrant communal waterfront.
> A variety of flexible event spaces should be introduced to cater for public activities.

3.4.2 Identity

> Buildings with historical significance, and those contributing to local vibrancy, should be maintained and enhanced.
> Existing and new pedestrian routes combined with an engaging way finding system should help guide people to the waterfront and Riverwalk.

3.4.3 Built form

> Upcoming projects should relate well to the height, proportions and massing of the existing lower rise buildings, and celebrate local maritime heritage.

3.4.4 Movement

> Access points and routes for pedestrians, cyclists and vehicles, will be enhanced to create a more welcoming environment into the waterfront through Dock Road, Medway Street and Globe Lane.
> A safe and accessible cycle network will be encouraged to promote a more healthy and safe mode of travelling to the River's edge.

3.4.5 Nature

> Communal open spaces, like Riverside Gardens, should be enhanced through enhanced and maintained planting and softscaping
> 5.2 Plants should be selected for visual interest, shading potential and benefits to wildlife

3.4.6 Public spaces

> Public engagement with the Waterfront should be encouraged through regular communal activities, aiming to attract the diversity of Medway's communities.
> Provision of enhanced and more varied public facilities, like the Chatham Library & Community Hub and the Command House is encouraged, linking to key open spaces.
> New seating, lighting and other facilities will create safe and pleasant places for people to socialise and enjoy

3.4.7 Uses

> Inactive building frontages should be activated in the longer term with spill out spaces. Where this is not feasible, alternative uses such as pop-up shops, kiosks, performance areas can be introduced.
> Infrastructure to enable public leisure should be provided, including a range of temporary and pop-up events.

Waterfront

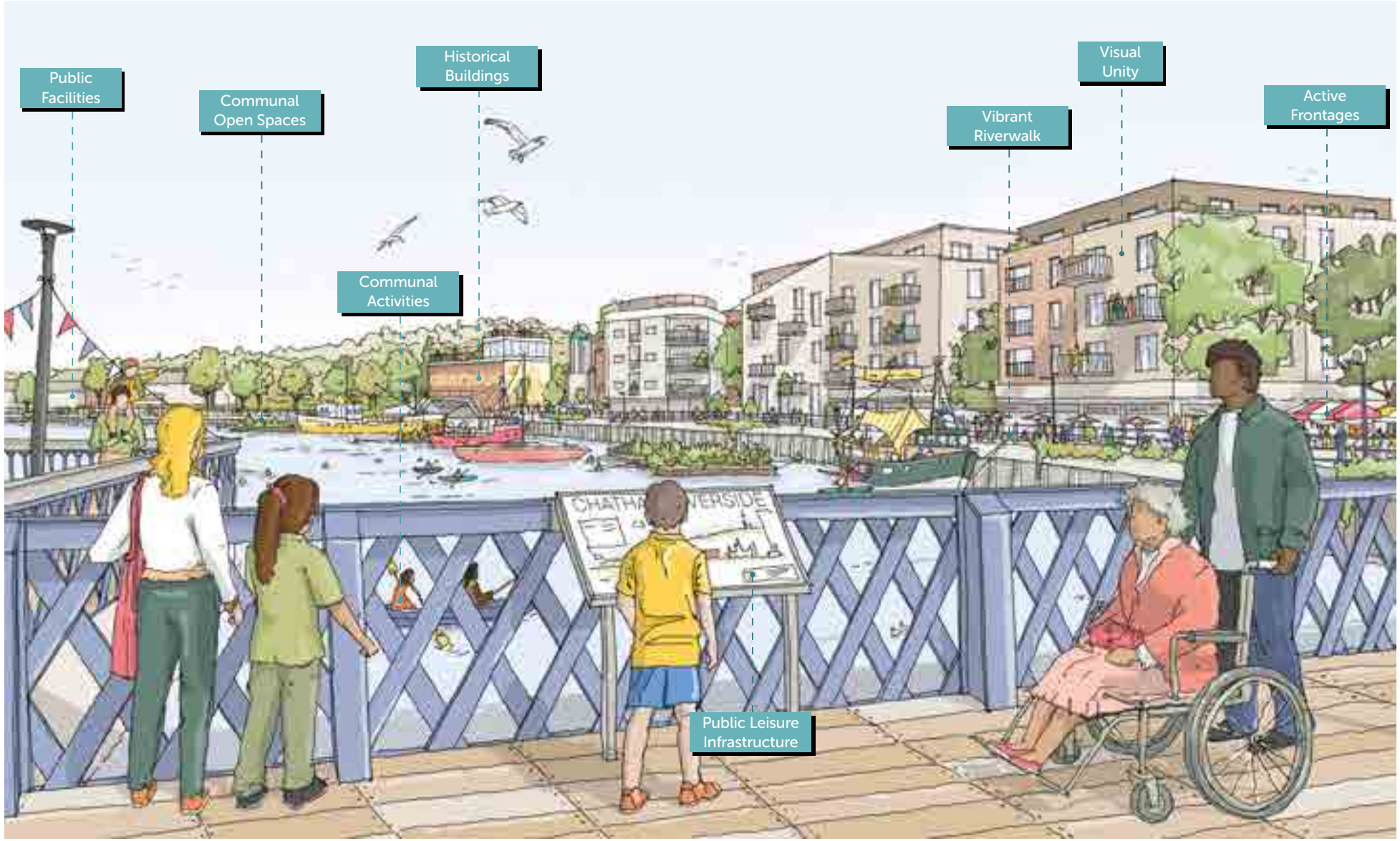


Fig.91 Illustrative street view of Waterfront Area Type character

Waterfront Character Zones

The Waterfront area type consists of the Riverside Walk and Riverside Gardens. Bounded by Medway Street, Globe Lane and Dock Road, this area type is situated adjacent to the River Medway.

Surrounded by landmarks, this area has one scheduled ancient monument (Chatham Lines, section at Chatham Gun Wharf) along with several listing buildings (Command House and former Ordnance Store) in the northern part. Furthermore, two conservation areas, the Brompton Lines Conservation Area, and the Start Hill to Sun Pier Conservation Area, fall into this area. The Waterfront is further divided into smaller character zones representing the transition in character between the more historic and more modern development and spaces, including Chatham Waterfront bus station.

Each Character Zone has a distinct set of characteristics identified through a series of sections, elevations and maps to better understand the urban fabric. Character Zones should be carefully assessed to guide any design proposals, which can be found in the Appendix.

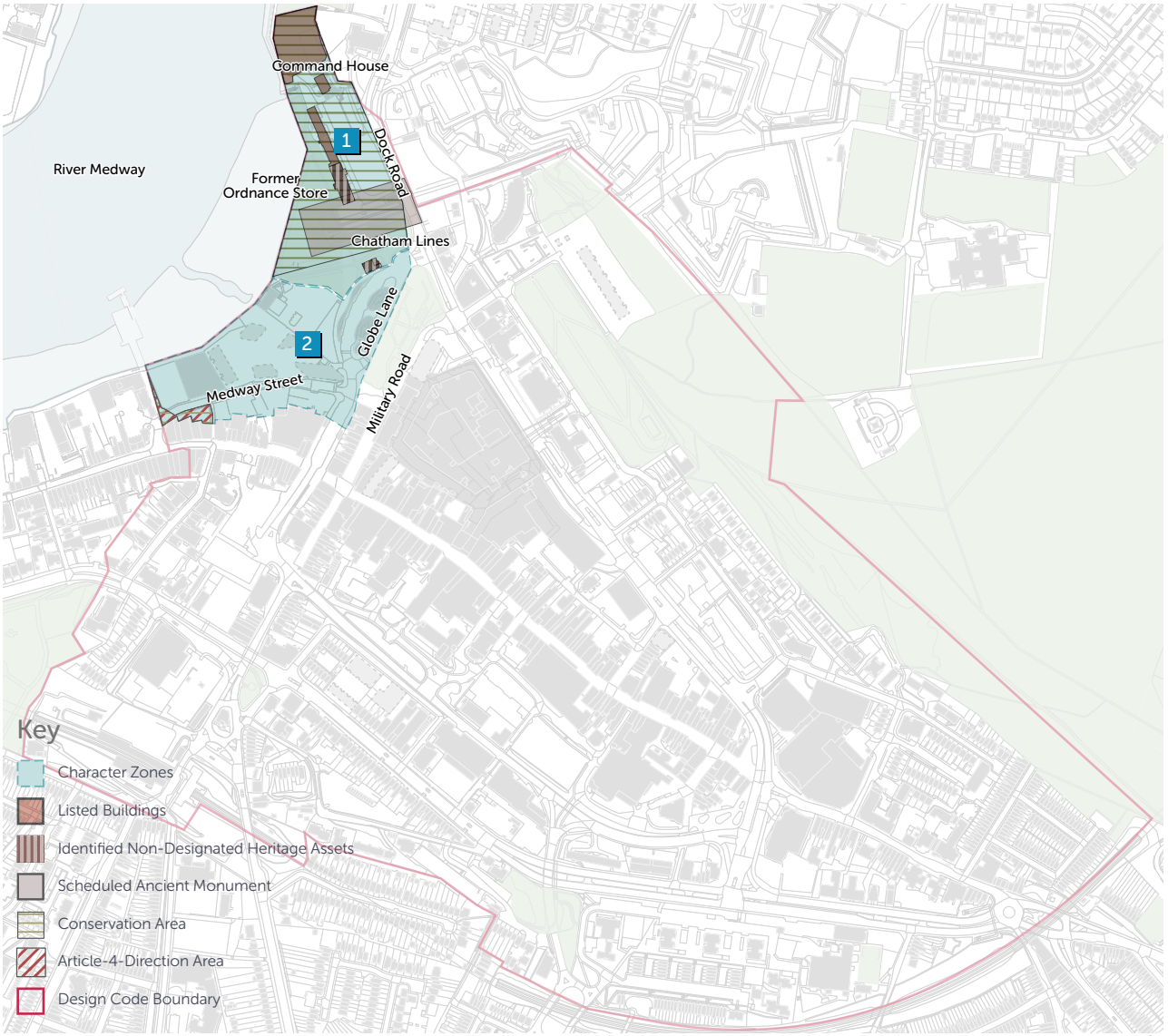


Fig.92 Waterfront Character Zones

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

Key takeaways

3.4.8 Connections

> This area is well connected for pedestrians, with fewer streets for vehicles than other areas.
> Some missing desired lines disrupt safe pedestrian routes, demonstrating, potential to improve local and wider area links, including for greater public transport use.

3.4.9 Vegetation

> The vegetation density in this area is roughly 40%, most of which is located in publicly accessible open spaces.
> The existing Riverside Gardens are well-appreciated public green spaces, which are underused but could be improved and used for wider public events.

3.4.10 Potential Sites

> There is a significant proportion (56%) of buildings with inactive frontages, illustrated by inactive building frontages, vacant sites or surface car parking sites.
> The presence of several heritage assets and features should be celebrated and reflected or referenced in future design proposals.

3.4.11 Public comments/Vision

> Public comments are embedded within the Waterfront area type vision to enhance the place as a key link between Chatham Centre and its historic riverfront.

Fig.93 Pictures of existing developments and opportunity sites

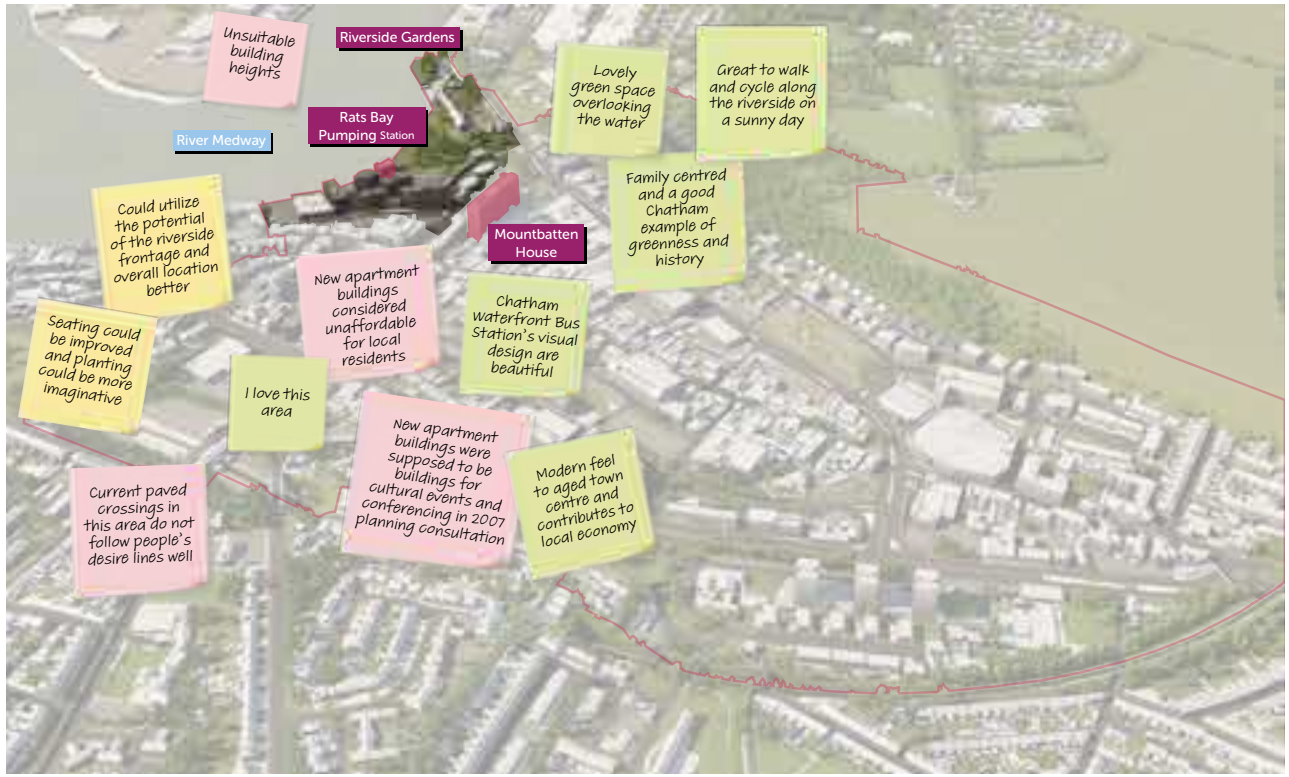


Fig.94 Waterfront Public Comments

Movement

Footways

3.4.12 Footways of at least 3m or more of clear width for walking should be developed along Globe Lane.
Rationale: Footways along Globe Lane must be designed to accommodate inclusive movement whilst also enabling people to comfortably wait for bus services.

3.4.13

3.4.14 Footways along Medway Street must have 2.5m 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.

3.4.15 Every flush surface or dropped kerb between the footway and carriageway 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.

3.4.16 Footways must be level to be inclusive for all, with any required changes in level, i.e. at vehicle crossovers, being accommodated within a 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.

Street Furniture

3.4.17 All street furniture must be accommodated within a street furniture zone at the carriageway edge, or back of footway along Globe Lane. A variety of seating, bins, cycle stands, bottle fills, and lighting should be included along Globe Lane to support public amenity. An opportunity to sit must be provided no less than every 50m along both Globe Lane and Medway Street.
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.

3.4.18 New, interactive and engaging seating should be provided along new and enhanced streets to create a unique waterfront experience and invite people to relax and use this area, day and night.
Rationale: Street furniture contributes to the attractiveness of spending time in a place, and as such key spaces should have special consideration for street furniture to make them comfortable and attractiveness.

3.4.19 Interactive, playful and more engaging furniture options should be considered along bus routes to support the bus stop waiting environment and park setting.
Rationale: Creating desirable bus stop locations increases the attractiveness and safety of public transport.

Crossings

3.4.20 Medway Street crossings must align directly with new river access points, and should give pedestrians full priority through use of zebra crossings.
Rationale: Ensuring connectivity with new pedestrian streets through development will support permeability through townscape and encourage an active place.

3.4.21 Globe Lane crossings should give full priority to pedestrians through the use of straight-across zebra crossings, accommodating both pedestrians and cycles.
Rationale: Informal streets will be designed to reduce flows and speeds whilst promoting greater pedestrian priority.

Junctions

3.4.22 Along Medway Street continuous crossings must be introduced at either ends/ both junctions meeting High Street and Globe Lane.
Rationale: Continuous crossings support pedestrian priority in line with the Highway Code and the hierarchy of road users.

3.4.23 Junction visibility that does not meet the standards within Manual for Streets 1 and Manual for Streets 2 (and any feature updates of Manual for Streets)must not be used as a blanket objection to a junction design.
Rationale: Junction designs should be investigated on a case by case basis to achieve the optimal design for vehicles as well as pedestrians and urban character.

Vehicle Crossovers

3.4.24 Vehicle crossovers must not disrupt the continuous nature of the footway along Globe Lane or Medway Street.
Rationale: Active travel should have priority in our urban environments, and vehicle crossovers erode safety and prioritise vehicles.

** Text Provided by Urban Movement*

3.4.25 Changes in level between carriageways and footways must be accommodated within the furniture zone or through the use of a splay kerb.
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.

Cycling

3.4.26 Segregated cycle tracks or cycle street conditions must be delivered along a simplified Globe Lane with cycle street conditions being delivered along Medway Street in line with LTN 1/20.
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

3.4.27 Cycle parking must be provided in context to adjacent land uses, and provide parking space for a variety of cycles. Frequent Sheffield stands should be considered as part of new development towards the river, to support active uses, as well as secure cycle hangers to support residential development.
Rationale: Creating an inclusive environment is essential and this requires ensuring that people can use a variety of cycles depending on their needs, this also contributes to modal shift towards more sustainable transport.

Public Transport

3.4.28 Globe Lane is an important street for buses and so must be designed to attract bus passengers to the street, with a simple layout of buses along a simple street typology to enhance the character of the adjacent open spaces and reduce dominance of the current bus station design.
Rationale: Space for public transport should be taken from carriageway space rather than pedestrian space.

3.4.29 Bus stop waiting environments along Globe Lane must be inviting and form a compelling transport choice for people, with shelter, seating, attractive lighting, information and amenity.
Rationale: Achieving modal shift away from vehicles is essential, as a result public transport must be deigned to be an attractive option, with waiting environments key to this.

3.4.30 Where bus stops and cycle facilities interact along Globe Lane, segregation should be prioritised and maintained through the length of the street unless Cycle Street conditions can be meaningfully created.
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.

Carriageway

3.4.31 Globe Lane should be simplified to create a street on which buses stop, rather than a bus station which can be hostile to some users.
Rationale: Baggy carriageways increase speeds and reduce the priority that needs to be given to people walking and cycling above those driving. Delivering carriageway at the legal minimum is space efficient and enables the delivery of calmer characters along streets.

3.4.32 On main desire lines across Globe Lane and Medway Street, the carriageway should be raised to footway level to support pedestrian desire lines.
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

3.4.33 Speed limits along both Medway Street and Globe Lane must be 20mph, with an inherent design speed of less.
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

3.4.34 Car parking is not a priority within the Waterfront Area and should be kept to an absolute minimum. Car parking should be concentrated in safe, appealing and well-located parking spaces that can be enclosure/integrated within a wider development. Car parking should be co-located with mobility hubs to offer convenient interfaces with public and active travel. The design of and access to car parking areas must be based on pedestrian design lines that link to key mixed use destinations.
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.

** Text Provided by Urban Movement*

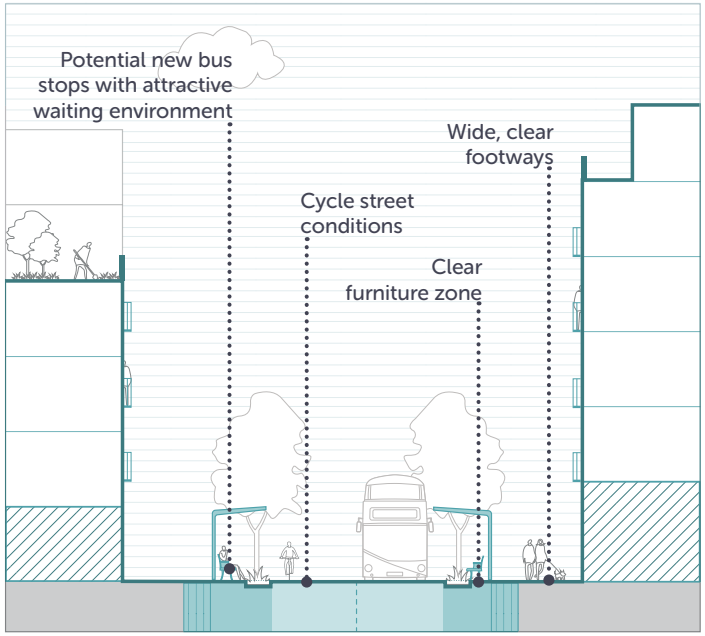


Fig.95 Indicative, proposed street section for Medway Street

EV Charging

3.4.35 EV charging for buses should be considered along Globe Lane, as part of bus stopping / waiting environments to support future EV vehicles. This should be provided in space taken from the carriageway, either within a footway build out or by occupying carriageway space.
Rationale: More sustainable vehicles should be encouraged, however in line with the hierarchy of road users, streets should be designed to accommodate and protect pedestrians first, as such vehicle infrastructure should not be placed within the pedestrian environment.

3.4.36 EV charging within lamp columns are effective locations to retrofit existing streets with EV for residential areas and should be provided for any off-street parking as per 2.4.33.
Rationale: Lamp column EV charging tends to be slower, being especially effective for overnight charging.

Servicing

3.4.37 Refuse collection vehicles must not dictate the layout of a street but movements should be 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.

** Text and Diagram Provided by Urban Movement*

Public Space & Nature

The Waterfront area the Riverside Gardens, which is the primary open space within Chatham Centre and extends from Military Road to the east along the River Medway to the Historic Dockyard; and to Sun Pier to the west, linking the Chatham centre to the river and key destinations.

The treatment of the open spaces fronting the River Medway will contribute to a coherent, integrated space that provides a key focal point for the centre.

Increasing use of the waterfront

3.4.38 Barriers to access along the waterfront shall be addressed, such as the pumping station, in order to allow people to walk along the length of the River Medway from Chatham to key destinations such as Sun Pier and The Historic Dockyard as well as Intra and beyond to Rochester.
Rationale: Use of the River Medway has been a key driver in the development of Chatham over time and still evokes a strong sense of character. With investment, the riverfront can support increased use and activity. Barriers to access along the waterfront shall be addressed, such as the pumping station, in order to allow people to walk along the length of the River Medway from Chatham to key destinations such as Sun Pier and The Historic Dockyard as well as Intra and beyond to Rochester.

3.4.39 Key development sites adjacent to Sun Pier and the river must provide enhanced access and infrastructure, encouraging visitors to engage with the river.
Rationale: Reinforce Chatham's strong sense of place and the role of the River Medway within the city.

Riverside Gardens

3.4.40 A Riverside Gardens masterplan should promote design and structure to establish a wider range of landscape types with a clear range of uses and activities, from an enhanced Riverwalk promenade, to informal grass terraces, destination play, spaces for markets, outdoor events and performance, as well as garden spaces for everyday use.
Rationale: Enhanced public realm will draw people into the centre and support the local economy. It will also encourage health and active lifestyles, contributing to wellbeing.

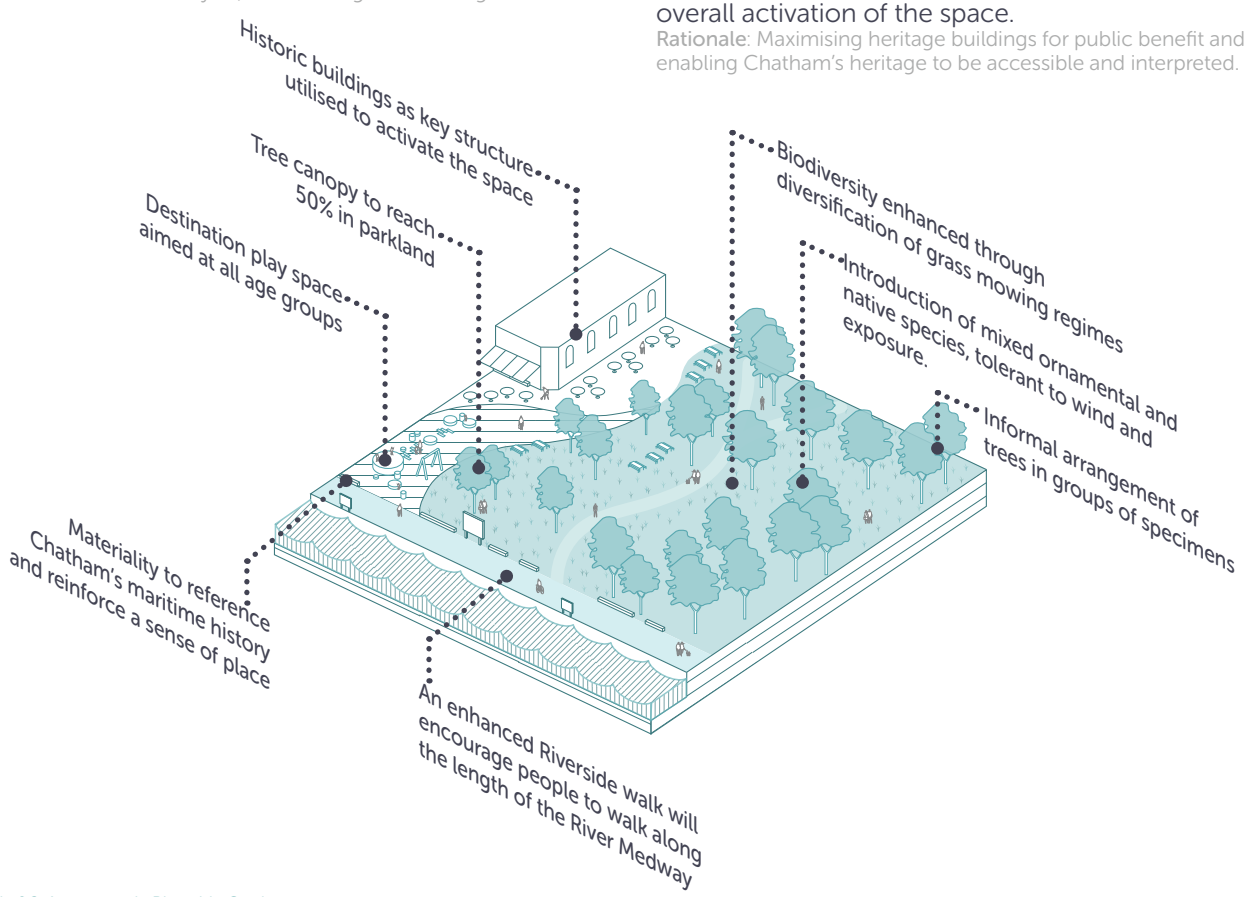


Fig.96 Axonometric Riverside Gardens

Historic Warehouses and Buildings

3.4.41 The historic buildings will act as key structures in the area. Complementary uses will help activate the outdoor space. The former Commissary Building (adjacent to the bus station) will have its setting restored and be given a more public-facing function, so that it contributes to the overall activation of the space.
Rationale: Maximising heritage buildings for public benefit and enabling Chatham's heritage to be accessible and interpreted.

** Text and Diagram Provided by HTA*

Play

Refer to area wide guidance for context and overarching guidance on play (Page 42-43).

3.4.42 A destination play space shall be provided within Riverside Gardens aimed at a wide range of age groups and abilities. As this is the largest open space in Chatham Centre, it is to be designed as an attraction for the wider area.
Rationale: Enhanced provision for children set within parkland will help increase activity within Riverside Gardens and increase the appeal of the space to a wider range of visitors.

3.4.43 New residential developments must provide a play strategy, and integrate 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 the children living in new developments is provided by the developer and promotes a diversity of future users in Chatham centre.

SUDS

3.4.44 Riverside Gardens is predominantly soft landscape, hard surfaces shall be designed to drain into areas of planting where possible.
Rationale: New hard surfaces should not contribute to localised surface water flooding.

3.4.45 New development and public spaces must incorporate SUDS. The public spaces should have a high ratio of soft landscape to hard and incorporate rain gardens and permeable paving.
Rationale: A greater ratio of soft to hard landscape will improve surface water interception and attenuation as well as benefiting biodiversity and reducing the 'urban heat island effect'.

Trees

Refer to area wide guidance for trees (Page 45-46) as well as appendix for technical requirements for tree pit design, rooting volumes and further detailed guidance:

3.4.46 The existing parkland at Riverside Gardens has good existing tree cover. Supplementary and succession tree planting is to be located preferably within soft landscape areas.
Rationale: Future-proofing canopy cover will ensure longer-term canopy cover is maintained and enhanced.

3.4.47 Where replacement tree or supplementary planting is required, larger scale parkland trees with a long-life span shall be selected to provide arboricultural legacy.
Rationale: To maintain a balance between usable open space and tree cover for the longer term.

Other Planting types

Refer to area wide guidance (Page 46-47). In addition to the area wide guidance, the planting within The Waterfront also must adhere to the following codes.

Typology	Waterfront	Development Plots
Target Canopy Cover	40%	30%
Arrangement	Riverside Gardens: Informal arrangement in groups and as specimens.	Formal tree planting along street frontages with buildings set back incorporating rain gardens where possible.
Species range	Riverside Gardens: Mixed ornamental and native species. Tolerant of wind and exposure.	Mixed ornamental and native species. Tolerant of wind and exposure.
Tree characteristics	Large scale parkland trees with long life expectancy.	Mixed medium to small scale planting.
Accessories and surface treatment	Staking or underground guying, mulching and a means of irrigation. For surface treatments, refer to guidance by the London Tree Officers Association. See appendix.	Tree guards and grilles, with underground guying and a means of irrigation.
Specific management requirements	Trees allowed to reach full genetic potential (height and canopy spread).	Maintain sight lines / visibility splays at junctions. Canopies to be maintained clear of vehicles. Where tree planting is not in SUDS, guarding and grilles during establishment to be adjusted and/ or removed once trunk is of sufficient diameter to prevent inclusion and damage.

*Text and Diagram Provided by HTA

Riverside Gardens

3.4.48 Gardens will remain predominantly grass. Biodiversity shall be enhanced through diversification of grass mowing regimes and establishment of species rich grassland to the periphery of the area to create an ecological fringe that draws inspiration from the character of Great Lines Heritage Park..
Rationale: To enhance the biodiversity of Riverside Gardens and provide a link with Great Lines Heritage Park.

New developments

3.4.49 A diverse mix of plants species must be provided that creates attractive year-round interest and structure. Planting must be drought and disease tolerant, low maintenance, attracts pollinators and is resilient to climate change. Plants should be pruned to maximise benefits derived from their attributes.
Rationale: Species chosen according to the above criteria will be resilient to pests and diseases and improve the overall biodiversity value of the area.

Surfacing and Hardscape

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

3.4.50 Lighting and hard materials shall be consistent with the Chatham Placemaking palette of surfacing materials. Street furniture shall be consistent with the treatment of Barrier Ditch and The Paddock.
Rationale: Materiality must reference Chatham's history and must be contextual, reinforcing a greater sense of place of reinforce Chatham's sense of place and highlight its distinctive local character and heritage.

3.4.51 Permeable paving should be used, wherever possible for non-adopted development areas or drained sustainably.
Rationale: To aid sustainable urban drainage and alleviate pressure on the sewer system.

Wayfinding

3.4.52 Directional signage must be provided to highlight routes to key destinations in the centre and the wider area, such as the Historic Dockyard Chatham. Wayfinding must be coherent to a city wide family of interpretation and wayfinding signage standards.
Rationale: Wayfinding and interpretation shall be provided as part of a coordinated strategy, creating greater awareness of its significance as the first Tudor dockyard within Chatham, its former use for goods and warehousing and the strategic defensive function of Barrier Ditch.

** Text Provided by HTA*

Built Form

Urban Blocks & Plots

3.4.53 Existing contributing buildings which are defined as heritage, non-designated heritage assets and those that positively contribute to the local townscape, within Character Zone 1 or 2 must be retained.
Rationale: Heritage and non-designated assets are preserved to maintain the historical significance within Chatham.

3.4.54 Ownership within a street block that includes another Area Type (i.e. Chatham Cross or Urban Avenues) must respond to each Area Type coding, which may need to be addressed within the design of a single building. The distinction between each Area Type in such scenarios can vary by 5m from the Area Type extents drawn in the Chatham Coding Plan.
Rationale: Architectural design can incorporate various Area Type codes and appear as distinct buildings and frontages whilst functioning as a single building for efficiency purposes.

3.4.55 Unbuilt plots within Character Zone 1 must retain or replace any public car parking spaces. New development should utilise the site level differences to retain and integrate the car park spaces within any proposed building.
Rationale: Retained car parking provides continued vehicle access to the Waterfront area that is better concealed within intensified new developments

3.4.56 Plots within Character Zone 2 are identified as either 'backland plots' or 'typical plots' with corresponding coding. If existing landownership includes land in both plot types, separate buildings must be proposed for each corresponding plot type.
Rationale: Plots that are (or can be perceived in plan) as 'backland plots' are those that back onto plots that have frontage on Chatham Cross (High Street) and create a transition into the Waterfront area type. Plots with primary frontage on Waterfront Way and all other plots are 'typical plots'. Separate buildings will provide clear distinction between each type of plot.

3.4.57 Frontages facing the Riverwalk or River Medway, landscaped public spaces, and vehicular streets/pedestrian lanes wider than 6 metres must be designed as active frontages with ground floor entrances.
Rationale: The waterfront area is highly visible from various views, and active elevations are important to provide activation along streets and spaces.

3.4.58 Backland plots, and associated buildings, must have a maximum width of 10m.
Rationale: Backland plots must reference the fine scale frontages along the Chatham Cross, and could mirror plot widths if feasible.

3.4.59 Two backland plots can be combined, however, ground floor units must remain distinct with separate front entrances and the perceived façades of plots prior to being combined must be distinct and vary from an adjacent plot.
Rationale: Combining plots allows for greater efficiencies with floor plans above ground level, however front façades are to be designed to reflect the maximum 10m plot width. Finer grained ground floor uses with a front door at least every 10m provides an active street-scene and provides a finer grained mixed uses.

3.4.60 Typical Plots must be a maximum of 20m wide with façades designed to reflect a perceived maximum façade width of 10m.
Rationale: Typical Plots can be larger than Backland Plots, but must visually reference fine grained plots and a vertical proportion.

3.4.61 Ground floor mixed-uses must be designed as 10m wide units with distinct front doors, however within a 20m wide plot, two ground floor units may interconnect for use as a single unit but must be easily divided into separate units in the future.
Rationale: The design and appearance of ground floor uses should facilitate finer grained uses.

3.4.62 A maximum of two Typical Plots can be designed as a single building to allow for greater efficiencies of upper floors for a maximum of 40m

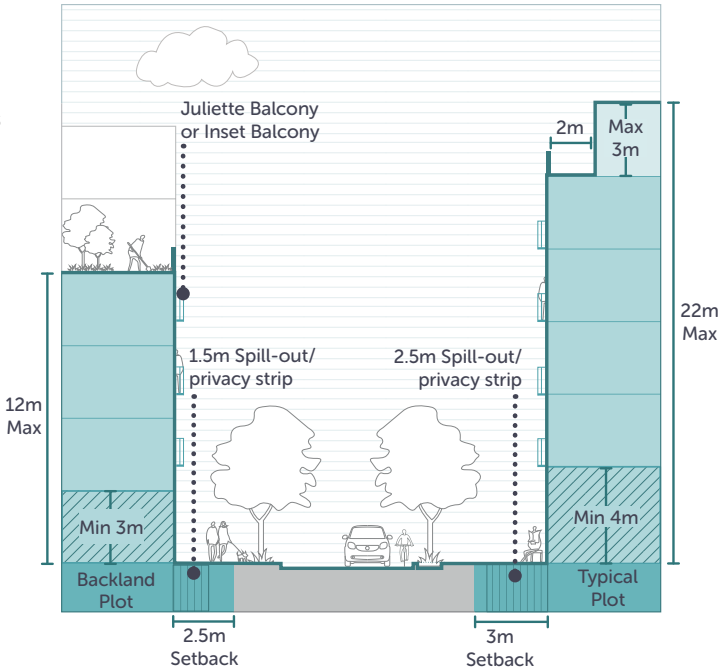


Fig.97 Medway Street Section

Fig.98 Waterfront Character Zone 2 Plot Types

along primary façades, however, façade design should be designed to define distinct plots. Ground floor uses of each plot must be designed as a maximum of 10m wide, whereby only two ground floor uses may interconnected within the interior space. A front door must be provided every 10m for ground floor uses, future-proofing long term conversion into separate ground floor units.

Rationale: Buildings should appear as distinct buildings to relate to the fine-grained plots of the area, which should be also reflected in ground floor mixed uses. Where land ownership extends beyond 40m of street frontage, a separate building must be designed to contribute to its variation of buildings along a street. .

3.4.63 Frontage of Typical Plots along secondary routes should be designed to reflect the secondary nature of the façade (i.e. differing façade quality) whilst maintaining a maximum plot width of 20m, and perceived façade every 10m . Front doors should be provided every 10m.

Rationale: Secondary frontages should respond with façades and front doors similar to the primary frontage, however with façade design that reflects the secondary nature of these façades.

Building Lines

3.4.64 In Character Zone 1 new buildings fronting Dock Road must set back 1.5m from prescribed back of pavement lines (refer to Movement and Public Space & Nature sections) to accommodate privacy strips or spill out spaces which must be designed to seamlessly merge with existing pavement.

Rationale: There are large level differences between Dock road and potential development plots which should be utilised by activating the street and creating accessible entrances directly from the pavement.

3.4.65 Backland plots must have a uniform set back of 2.5m from the boundary of the back of the pavement edge. They must provide a 1.2m privacy strip/spill out space, while the rest of the set-back should be designed as a part of the pavement to allow for regularly spaced street trees.
Rationale: A uniform line of buildings will define the street corridor and promote safe and vibrant streetscapes..

3.4.66 The building line for frontages of Typical Plots on Waterfront Way is set by the existing buildings within the urban block. All other Typical Plots must have a uniform set-back of 3m from the boundary of the public street/pedestrian path/lane to provide for a privacy strip/service lane/spill out space defined by a regular spacing of street trees.
Rationale: A uniform line of buildings will define the street corridor and promote a vibrant streetscape and the introduction of street trees will contribute to greenery, biodiversity and assist to mitigate heat gain.

3.4.67 Ground floor façades should have frequent/ multiple openings that allow for the spilling out of spaces between interior and streetscapes.
Rationale: Opportunities for mixed-uses to spill out into spill out spaces provides current or future mixed uses to activate streetscapes and contribute to the informal nature of the Waterfront area type.

3.4.68 The amount of private outdoor amenity space per home, if not provided, must be compensated by providing the space internally.
Rationale: Private amenity space is important, however where it is not possible to provide due to site constraints, quality exterior space and design considerations. Larger living spaces internally can be designed to address external shortfalls and increase the quality and quantity of residential accommodation.

Building Heights

3.4.69 New buildings in Character Zone 1 must be no taller than above-ground 1-2 storeys, measuring from the corresponding street pavement level, with ground-to-ceiling heights a minimum of 3m and a maximum of 4m and first floor floor-to-ceiling heights subservient to the ground floor. Perceived plot widths will define where buildings and façades step with topography. Additional usable space can be planned within sympathetically designed pitched roofs with dormers.
Rationale: Most of Character Zone 1 belongs to Brompton Lines conservation area and is contextually low-rise and should reflect fine grained development.

3.4.70 Backland Plot development must be no taller than 4 storeys, with ground-to-ceiling heights a minimum of 3m and maximum of 4m. Overall height cannot exceed 12m, including any parapets as measured from the pavement level. Perceived plot widths will define where buildings and façades step with topography.
Rationale: Backland Plots must not be visible from the Chatham Cross, however the step up in height to 4 storeys gives a gentle increase in height to transition to taller existing buildings on Typical plots.

3.4.71 Heights of buildings on Backland Plots should vary, typically by 0.5m from the adjacent building, or perceived façade through changes in cornice heights, shoulder heights or stepping back of massing at upper levels that reflect the 10m width plot.
Rationale: Variation in building heights contribute to the informal nature of the Waterfront area type, and reflects the variation of adjoining frontages along the Chatham Cross.

3.4.72 Typical Plot development must be no taller than 5 storeys (including the ground storey) plus an additional setback storey, or provided as accommodation in a gable. Ground-to-ceiling heights must be a minimum of 4m or maximum of 5.5m. Overall shoulder heights cannot be more than 20m, including parapets, with an additional 4m permissible for the setback roof level, or gable. Setback storeys must be set back at least 2m from any street façade.
Rationale: Typical Plots will often front onto streets facing Backland Plots and should create a balanced approach to massing that is not overbearing, whilst stepping up height including a setback story. This allows a gradual increase of height away from the Chatham Cross area type.

3.4.73 Heights of buildings on Typical Plots should vary, typically by 1m from the adjacent building, through changes in cornice heights, shoulder heights or stepping back of massing at upper levels that reflect the 20m width plot.
Rationale: Variation in building heights contribute to the informal nature of the Waterfront area type.

Roofs

3.4.74 Buildings with entrances fronting the Riverwalk must have pitched roofs with gable ends directly facing the River Medway. Angled roofs must remain within the height limits.
Rationale: Gable ends will provide a reference to the historic wharf buildings fronting the River Medway, including within the adjacent Chatham Intra area.

3.4.75 Combinations of flat roofs and pitched roofs should be encouraged across all other plots within the Waterfront Area Type. Flat roofs must be designed as planted green roofs, brown roofs with

PV panels (covering 50% of the roof) or as amenity space (hard or soft landscaped). Angled roofs must remain within the height limits.
Rationale: Flat roofs reflect the more simple building forms of the Waterfront building types. Providing green, brown or active roofscapes creates a more visibly pleasing 'fifth façade' that will be visible from upper level views.

3.4.76 Where Mansard roofs are used, upper level of each Mansard roof can either be pitched or flat, but if flat, must adhere to 3.4.73.
Rationale: The upper portions of mansard roofs can be pitched or flat with green or brown roof treatments to ensure the roofscape contributes to the overall townscape, especially from upper level views.

3.4.77 Communal amenity space provided on roof terraces can replace required private amenity space for residential accommodation, but the overall area must be provided for the total area required for private amenity space, otherwise additional private amenity space should be provided as balconies or be included as internal space beyond minimum internal space standards.
Rationale: The overall quantum of private amenity space must be provided as separate or communal space, or internal flats must be larger to accommodate shortfalls.

Façade Treatment

3.4.78 Façades must reflect plot widths (10m for Backland Plots and 20m for Typical Plots), with any permissible combined plots maintaining the appearance of distinctive and separate façade designs. Typical Plot façades must subdivide 20m façades to provide a finer grain scale, reflecting 10m wide bays or less.
Rationale: Façades should appear as separate buildings to promote the informal style envisioned for the Waterfront Type. The 10m façades (max) and 10m bays (max) are required to ensure façades maintain a strong vertical, urban proportion.

3.4.79 Façade design must emphasise vertical proportions at a range of scales from fenestration through to overall façade (and intermediate scales).
Rationale: Historic urban development in Chatham provides a strong vertical emphasis, ranging from windows to overall façade design and proportions, as illustrated by analysis stage public consultation. These qualities should be reflected in new development in the Waterfront where significant new buildings will be developed.

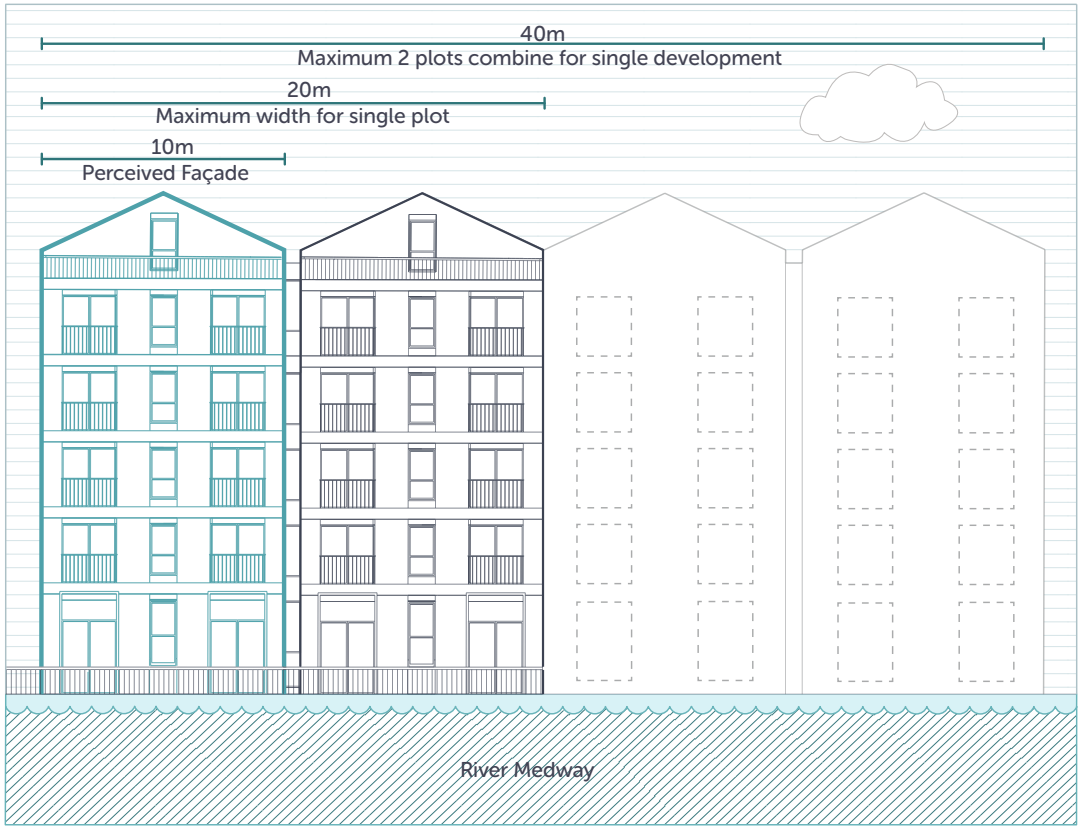


Fig.99 Typical plot frontages on River Medway

3.4.80 Corner plots must treat all public spaces, streets and routes wider than 6m as an active key frontage with ground floor entrances. The primary frontage must be located on frontage facing the Riverfront, large public space frontage, or the more primary street and reflect the quality of design, materials and detailing.
Rationale: The Waterfront area type is highly visible from many views, including from the river and upper views. Plots front onto large or important public spaces and should address each appropriately.

3.4.81 Communal entrances for lobbies to access upper floors should be located along primary frontages and must have a strong visual presence within the overall façade composition.
Rationale: The primary frontage is given priority in terms of design detailing, materials, and visual prominence, as it plays a crucial role in defining the building's relationship with the surrounding urban context. It is intended to create a positive impression and engage with the public realm. In contrast, secondary frontages are often more functional in nature and may not receive the same level of architectural treatment or attention. Key streets and routes should be activated and front doors should be clearly visible and easy to find within the streetscape.

3.4.82 Ground floor mixed uses must be designed to have individual front doors every 10m. It is encouraged that ground floor uses should have visual permeability (greater than 50% glazing on primary frontages and greater than 25% glazing on secondary frontages) and physical permeability is encouraged (including through use of multiple entrances, oversized doors, glazed garage type doors and other types of doors that promote greater links between indoor units and external spill out spaces.
Rationale: Fine grained mixed uses with greater visual and physical permeability will encourage safer streets and enable use of spill out spaces to activate streets and spaces.

3.4.83 Balconies fronting onto public open spaces (except the Riverwalk), Medway Street and Dock Road must be inset or primarily inset with a slight extrusion of a maximum of 300mm. Frontages onto the Riverwalk (facing the River Medway) should have projecting cantilevered balconies.
Rationale: Waterfront Type Area is envisioned as a large interconnected urban public space of wider-area importance. Inset or primarily inset balconies provide greater enclosure and protection from traffic impacts and overlooking, while enabling front façades to maintain a stronger uniform street edge whilst giving a sense of depth and shadow.

3.4.84 Juliet balconies must be provided for residential accommodation on upper floors where communal amenity space on roof terraces is provided in lieu of private balcony space for living spaces. Juliet balconies should be provided on non-north facing façades.
Rationale: Juliet balconies provide a greater connection to outdoor spaces to each flat when amenity space is combined into rooftop terraces. Juliet balconies on West, South and East façades enable opportunities to bring in additional sunlight into homes..

Uses

Use of Land

3.4.85 Within the Waterfront area type, ground floor frontages must be active with mixed-uses.
Rationale: Ground floor mixed-uses provide vibrant streets that contribute to the vibrancy around the River Medway.

3.4.86 Ground floor mixed use locations located at corners should have more active public uses to activate the street scene, such as cafe, restaurant or pub uses.
Rationale: Corner mixed uses provide the opportunity to create dual active frontages, and these key locations can benefit from passing trade along two routes.

3.4.87 Upper floors can be residential, including hotel and student accommodation, as well as civic, community, leisure, shared workspaces, creative studios or commercial office uses.
Rationale: Intensification of uses on upper floors, both residential and office uses, provides a critical population to access local services, shops and other uses within the primary centre of Chatham.

3.4.88 Any potential development on Sun Pier should be of public, community service, arts and performances or leisure uses and should be developed through a co-design approach with the community.
Rationale: Temporary or permanent structure is expected to be pavilion-like and should celebrate Sun Pier's heritage.

3.4.89 The Riverwalk should be activated with a range of mixed uses, including those that contribute to the nightime economy, with high-quality designed spill-out areas. Mooring of heritage boats with positive and active commercial/ retail/leisure uses is encouraged.
Rationale: A range of mixed uses provides actively throughout the day and week, whilst the river setting is an attractive location to grow Chatham's nighttime economy

Frontage

3.4.90 Corner plots must have a primary and active frontage on the public facing open space frontage. Secondary active frontages should front onto streets and pedestrian routes, .
Rationale: Buildings should provide their primary frontage and entrance(s) along all important public spaces and streets. Secondary frontages should still provide active frontages along more secondary or lower order routes.

3.4.91 Mixed use ground floors within corner buildings must provide a minimum of 60% and maximum of 80% glazing to contribute to active frontages, with the capacity of glazed areas to open out into the public realm.
Rationale: Greater glazing at corners provides more visual interest at street junctions and enables a greater visual and physical interaction between mixed-uses and public spaces.

3.4.92 Mixed use ground floors located mid-block must provide a minimum of 40% and maximum of 60% glazing and should (where appropriate) provide capacity to spill out into the public realm.
Rationale: Mid-block mixed-uses should provide sufficient glazing to allow for visual interest (and physical interaction, where appropriate) along fronting public routes and spaces.

3.4.93 Glazing of mixed-use frontages must be designed to allow for natural ventilation.
Rationale: Openable windows enable ground floor uses the potential to allow for natural ventilation that can minimise reliance on mechanical ventilation, which is less sustainable.

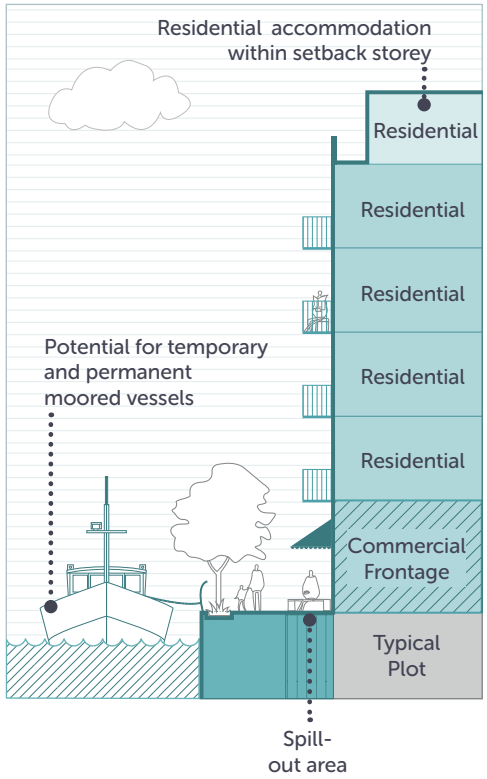


Fig.100 Riverwalk Section

3.5 Urban Avenues Area Type

Vision

The Urban Avenue area type focuses on three key vehicular routes in Chatham Centre: The Brook, New Road and Best Street. These streets are traffic-dominated and represent larger scale streets within the centre which will become tree-lined urban avenues with predominately mid-rise redevelopment with a greater modal shift to more active and public transport. Whilst each street will still maintain an important movement function for the centre, each will also transform to introduce more dwell time and enable each to become a beautiful avenue.

3.5.1 Context

> The three urban vehicular avenues should continue to provide wider area connections, as well as enhance more local connections in Chatham Cross, Waterfront, local open spaces and adjacent residential neighbourhoods by creating safe and enjoyable routes.

3.5.2 Identity

> Existing building that contribute to local, historic character will be maintained and enhanced, with new development interpreting local character to create strong place qualities for the future identify of each avenue.

> Streets should be transformed to highlight and celebrate historically significant sites and buildings, introduce new positive, vibrant streetscape qualities and contribute to a significantly greener place.

3.5.3 Built Form

> The visual cohesion along the urban avenues is disrupted by changes in scale and grain along streetscapes as well as the presence of numerous vacant and underutilised sites. New developments should reflect and interpret a range of qualities present in more celebrated historic built form.

> Vacant and underutilised sites should be developed and intensified to enhance the streetscape and contribute to the vibrancy of each Avenue.

> New developments should be high quality and relate well to the height, proportions and massing of the existing buildings and provide an interpretation of the rich heritage..

3.5.4 Movement

> Whilst each avenue is currently dominated by traffic and vehicle infrastructure, a greater modal shift can create a more people-friendly setting within Chatham Centre whilst still accommodating vehicles.

> Each avenue should provide an accessible and desirable pedestrian environment, whilst delivering a safe and user-friendly cycling environment convenient to local and area-wide destinations.

> Higher quality public transport should be promoted and encouraged to enable a greater number of residents and visitors to access and visit Chatham Centre.

3.5.5 Nature

> > Each avenue should be planted with trees that are able to grow to maturity and create a distinctive and enduring treescape for the centre.

3.5.6 Public Spaces

> Public activities should thrive in underutilised sites and contribute to local dwell time along each avenue.

> Pocket parks and other green open spaces should be integrated to support the new residential developments.

3.5.7 Uses

> Frontages along avenues that are close to the Chatham Cross should promote a range of mixed uses that complement Chatham High Street.
> Other areas should create active frontages with residential uses that are carefully designed to relate to the avenue context.
> Corner building should be active and have opportunity for spill-over public activities and encourage links between each avenue and adjacent secondary streets.

Urban Avenues - The Brook(including Dock Road and Union Street), New Road & Best Street

Fig.101 Illustrative street view of Urban Avenues Area Type character

Urban Avenues Character Zones

The Urban Avenues area type consists of three primary vehicular corridors, : The Brook (including a portion of Dock Road and Union Street), New Road and Best Street. The Brook run from the north-west of Chatham Centre to the south-east and intersects with High Street, whilst Best Street and New Road are located to the south of High Street and are roughly parallel to it, with each providing wider area connections beyond the centre.

Two conservation areas - the Star Hill to Sun Pier Conservation Area and the New Road, Chatham Conservation Area fall within this area type. Each avenue is defined by a series of character zones.

New Road encompasses Character Zones 1, 2 and 3; Best Street encompasses Character Zones 4 and 5; while The Brook &area encompasses Character Zones 6, 7 and 8.

Each Character Zone has a distinctive characteristics and a series of sections, and elevations demonstrates defining features and are the Appendix.

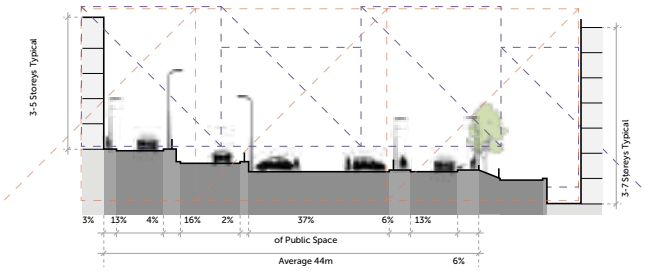


Fig.102 Urban Avenues Street Section

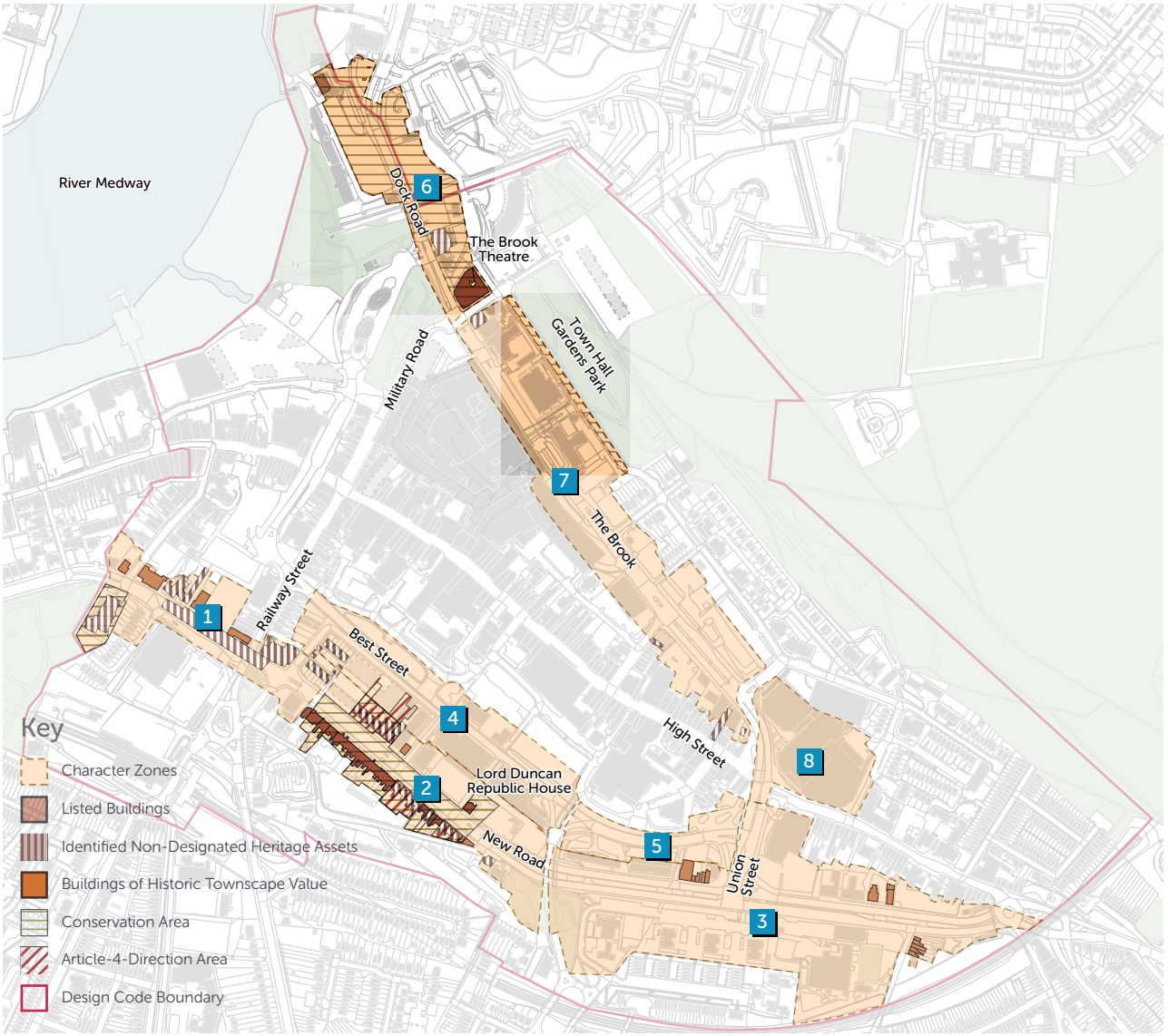


Fig.103 Urban Avenues Character Zones

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

*Diagrams Extracted from the Appendix

Key Takeaways

3.5.8 Connections

> The avenues are not well-designed for pedestrians, they mainly cater for vehicular through-traffic. Desire lines for pedestrians are often undermined by traffic engineering.

> The Brook (including Dock Road and Union Street), New Road generally have wider pavements than Best Street due to greater building face-to-face widths of these avenues. Best Street also has fewer pedestrian crossings along its length.

3.5.9 Vegetation

> Due to the scale of avenue streets, vegetation density is low at roughly 30% which enables scope for improved greenery in the future. Some trees have tree protection orders, mainly in the north-western part of the area type extent.

3.5.10 Potential Sites

> A large proportion of sites fronting onto the avenues have inactive frontages, often due to a high proportion of vacant or underutilised sites being present, such as surface car parks.

3.5.11 Public comments / Vision

> The vision for the Urban Avenues incorporates community feedback to create higher quality development and to create a more people-friendly environment, however in the current context, there were many comments identifying the potential for significant improvements.

Fig.104 Urban Avenues Street Elevations

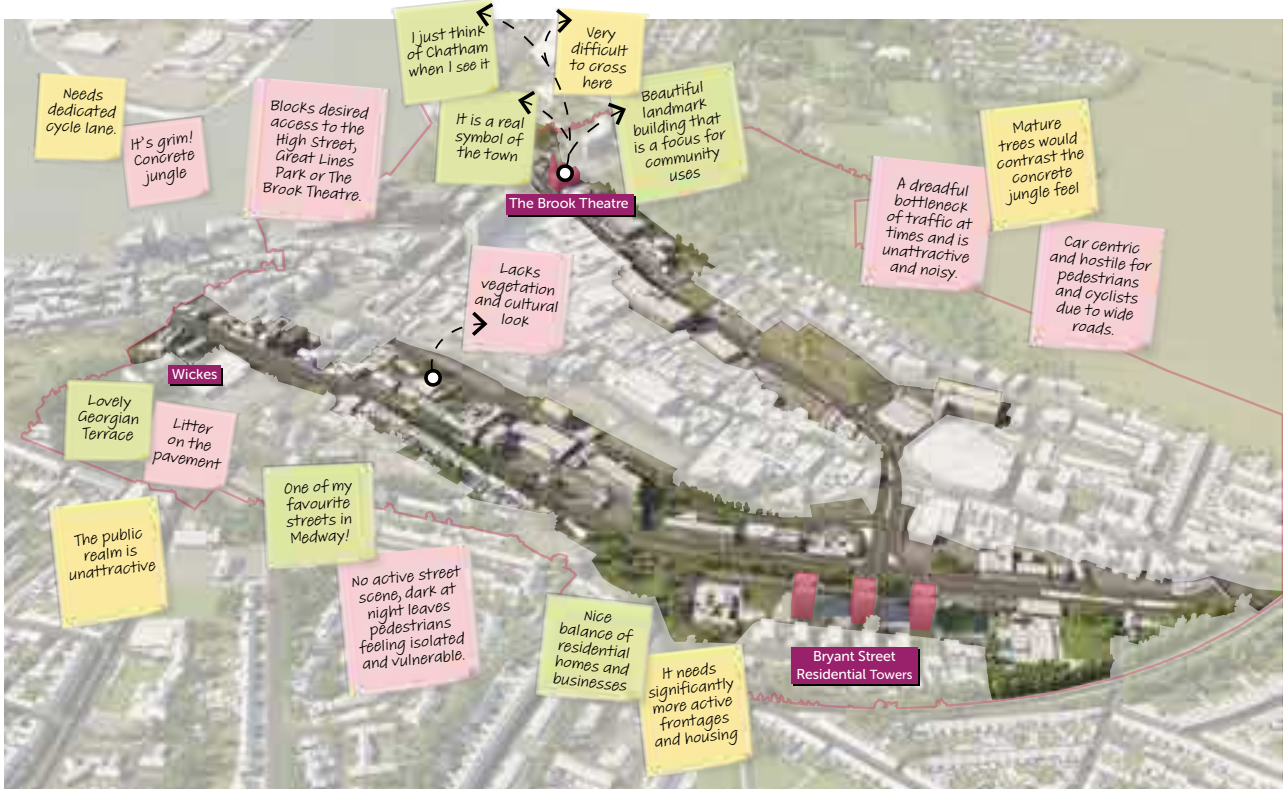


Fig.105 Urban Avenues Public Comments

**Diagram Extracted from the Appendix*

Movement

Footways

3.5.12 Footways along The Brook and New Road must have 3m or more of clear width for walking and, wherever possible separation of the walking zone from the carriageway with a planted verge rain-garden.
Rationale: Footways need to be able to accommodate the future number of pedestrians who will be increasingly using them, as well as creating a safe and welcoming environment.

3.5.13 Every flush surface or dropped kerb between the footway and carriageway 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.

3.5.14 New pedestrian routes must be created at regular intervals along plots fronting avenues, aligned with local desire lines for larger development sites. Existing pedestrian routes must be enhanced when they form part of a development site. Refer to figure 111 for indicative locations of key routes to be introduced/ enhanced.
Rationale: Regular and frequent pedestrian routes create a more walkable and permeable place for people

Street Furniture

3.5.15 All street furniture must be accommodated within a street furniture zone at the carriageway edge. A variety of seating, bins, cycle stands, bottle fills, and lighting should be included along The Brook (Dock Road and Union Street) and New Road. 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 to deliver this, as does adequate provision of pedestrian amenities.

3.5.16 Space should be reapportioned along The Brook to create relaxing, green, dwell spaces with sociable seating and play facilities.
Rationale: Creating a more interesting streetscape with opportunity to stop and relax enables people to walk more and increases footfall, in turn increasing safety as well as creating more inclusive environments for those with sensory impairments.

Crossing

3.5.17 Pedestrian crossings across The Brook (including Dock Road and Union Street) should create pedestrian priority through the introduction of zebra crossings.
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.

3.5.18 New crossings should be introduced along New Road, and should be formal signal control crossings, with a minimum width of 5m, accommodating pedestrian and cycle facilities, and must be straight across crossings in one stage.
Rationale: Enhanced streets will have higher flows and speeds of vehicle traffic requiring formal crossing facilities, and in places signalised crossings to manage vehicle flows, however pedestrian priority is still required and minimising delay for people crossing essential to achieving this.

3.5.19 Crossings along The Brook (Dock Road and Union Street) must be introduced on raised tables to increase pedestrian accessibility whilst crossings along New Road should be raised where possible.
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.

Junctions

3.5.20 At side streets continuous footway crossings must be used whenever a side street carrying fewer than 2,000 vehicles per day intersects with The Brook (Dock Road and Union Street).
Rationale: Continuous crossings support pedestrian priority in line with the Highway Code and hierarchy of road users.

3.5.21 Junction visibility that does not meet the standards within Manual for Streets 1 and 2 (and any future Manual for Streets update) 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.

3.5.22 Priority junctions along New Road and The Brook (Dock Road and Union Street) must not have right turn lanes.
Rationale: For these junctions, flows are not a priority consideration; therefore space should be given over to people and active travel as opposed to facilitate easier vehicle manoeuvring.

3.5.23 Along New Road 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 reduce the feeling of pedestrian priority that is required for Chatham Centre. This also detract from the visual quality of the urban townscape.

** Text Provided by Urban Movement*

Vehicle Crossovers

3.5.24 Vehicle crossovers must not disrupt the continuous nature of the footway or cycle track.
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.

Cycling

3.5.25 It is envisaged that Cycle Street conditions will be created along The Brook (and Union Street) at least up until Globe Lane, where cycle tracks will converge and segregation will be needed. With-Flow tracks should be investigated in line with LTN 1/20.
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.

3.5.26 Quiet parallel routes should be planned to enable routes aligning with New Road, for example along High Street and Best Street to allow for less confident cyclists to use calmer routes.
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. Creating safe and attractive quiet routes offer people more choice.

Cycle Parking

3.5.27 Cycle parking must be provided with consideration to adjacent land uses, and provide parking space for a variety of cycles, with larger parking zones provided within a landscaped public realm adjacent to civic uses such as The Brook Theatre.
Rationale: Creating an inclusive environment is essential and this requires ensuring that people can use a variety of cycles depending on their needs; this also contributes to modal shift towards more sustainable transport.

3.5.28 Along The Brook (and Union Street) cycle parking should be provided within space taken from the carriageway either in footway build outs or by occupying carriageway space.
Rationale: In line with the hierarchy of road users, streets should be designed to accommodate and protect pedestrians first, as such cycle infrastructure should not be placed within the pedestrian environment.

3.5.29 Additional infrastructure such as repair stations should be considered alongside parking areas along The Brook.
Rationale: Achieving modal shift away from vehicles is essential, as a result the whole experience of cycling must be compelling for people.

Public Transport

3.5.30 All bus stops along The Brook (and Union Street) must be located within the carriageway lane, and not within lay-bys.
Rationale: Space for public transport should be taken from carriageway space rather than pedestrian space.

3.5.31 Bus stop waiting environments must be inviting and form an attractive and compelling transport choice for people, including shelter, seating, lighting, information and amenity.
Rationale: Achieving modal shift away from vehicles is essential, as a result public transport must be deigned to be an attractive option, with waiting environments key to this.

3.5.32 Where bus stops and cycle facilities interact along The Brook (and Union Street) segregation should be maintained 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.

Carriageway

3.5.33 Carriageway widths must be kept to the absolute legal minimum along The Brook (Dock Road and Union Street), with space for one lane in each direction. Along New Road, the carriageway space must also be kept to an absolute legal minimum.
Rationale: Baggy carriageways increase speeds and reduce the priority that needs to be given to people walking and cycling above those driving. Delivering carriageway at the legal minimum is space efficient and designing streets for everyday use rather than once a week use maximises the use of space.

** Text Provided by Urban Movement*

3.5.34 The carriageway of The Brook (Dock Road and Union Street) should be raised to footway level at crossing points in order to improve pedestrian legibility and manage speeds.
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

3.5.35 Urban Avenues must be designed to reinforce low speeds through urban areas to increase safety and improve air quality. A design speed of 15-20mph is desirable for The Brook (Dock Road and Union Street) and Best Street and achieving a design speed of 30mph along New Road is desirable through the design code boundary.
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

3.5.36 Car parking should be concentrated in safe, appealing and well-located multi-storey car parking structures that are co-located with mobility hubs to offer convenient interfaces with public and active travel. The design of and access to car parking areas must be based on pedestrian design lines that link to key mixed use destinations.
Rationale: Achieving modal shift away from vehicles is essential, and 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. Modern and efficient multi-storey car parking structures in accessible locations will ensure those who are reliant on private vehicle use can effectively access the Chatham centre.

3.5.37 Any on street parking along New Road should be timed to enable efficient turnover of vehicles to support the adjacent businesses.
Rationale: Parking needs to be designed in order to deliver for adjacent uses, with time restrictions of bays reflecting how people use the facilities adjacent to them.

3.5.38 Bays along New Road should be built up to footway level and incorporated into rain gardens.
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 which help reduce speeds and increase safety.

3.5.39 Bays should be broken up into groups of no more than four spaces, separated by rain gardens and tree planting or build outs for pedestrian crossings, cycle parking, or EV chargers.
Rationale: Creating more variety along the street encourages people to walk more, and breaking up long banks of parking makes crossing the street easier and safer.

EV Charging

3.5.40 EV charging along New Road must be provided in space taken from the carriageway, either within a footway build out or by occupying carriageway space. Along The Brook adjacent sites should support EV Charging.
Rationale: In line with the hierarchy of road users, streets should be designed to accommodate and protect pedestrians first, as such vehicle infrastructure should not be placed within the pedestrian environment.

Servicing

3.5.41 Refuse collection vehicles must not dictate the layout of a street but movements should be accommodated utilising all space within kerbs rather than 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.

3.5.42 In all street environments loading / drop off space must be facilitated so as to ensure space for walking and cycling is not disturbed.
Rationale: In line with the hierarchy of road users, streets should be designed to accommodate and protect pedestrians and then cyclists before vehicles, as such vehicle infrastructure should not be placed within the active travel environment and priority for active travel must come before vehicles.

3.5.43 Loading bays along The Brook and New Road must be provided within footway level loading pads, and consideration should be given to restricting loading activities to certain times and what this space can be programmed for outside these hours (cafe seating etc).
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 which help reduce speeds and increase safety. Enabling space to be used for a variety of uses throughout the day create a more attractive and interesting environment.

** Text Provided by Urban Movement*

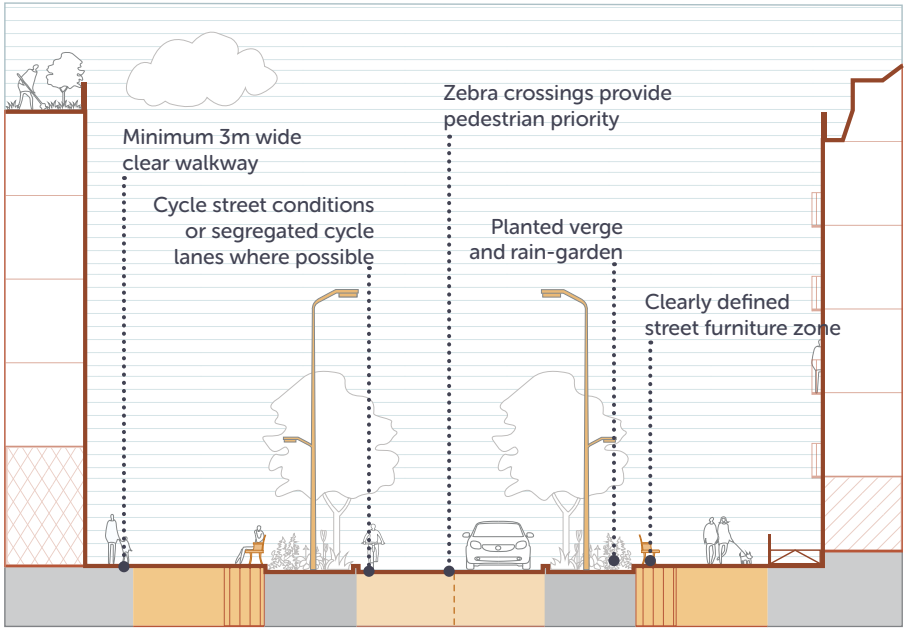


Fig.106 Illustrative street section highlighting movement codes

** Text Provided by Urban Movement*

Public Space & Nature

The Brook (Dock Road and Union Street), Best Street and New Road, maintains their critical traffic role in the short term but enhances the avenues' sustainable qualities through environmental improvements; improves accessibility and safety for a pedestrians and cyclists; as well as increasing economic and place qualities through encouraging new, active uses; and social benefits through the buildings and spaces fronting the streets.

The Brook (Dock Rd, Union St) & Best Street

3.5.44 New planting will introduce significant urban greening along each avenues' length through the introduction of rain gardens with clusters of new trees set within lower-level planting to improve surface water management, air quality and adapt to and mitigate against climate change. A significant new linear green space along The Brook will be create along the southern side of the avenue between The Paddock and the Old Pumping Station (minimum 5 metres in width), and along the northern side of the avenue between the Old Pumping Station and High Street (minimum 10 meters in width) - refer to figure 109.

Rationale: This new planting will enhance biodiversity and provide a physical separation for pedestrians and cyclists from vehicles. This will make the roads and public realm feel both greener, safer, more enjoyable and sustainable.

New Road A2

3.5.45 Exiting planting along New Road's central reservation and verges will be enhanced and improved.

Rationale: Enhanced planting will create a stronger, greener and more biodiverse corridor, which assists in mitigating and adapting to climate change.

Old Pumping Station at Solomon Square

3.5.46 An intimate smaller scale public space will be introduced around the Old Pumping Station building. This new public realm will form a key pedestrian link between The Brook via a new pedestrian crossing to the north and via the High Street with new and enahnced green pedestrian routes.

Rationale: The old pumping station is an old heritage building that should be celebrated with appropriate public space that links to the wider context.

Play

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

3.5.47 Doorstep play must be integrated within this new public space around the Old Pumping Station at Solomon Square. Play should cater for young children up to the age of 5. However, there also could be provision for older children including teenagers. Play design should be developed through community engagement to ensure that it meets the needs of the community.

Rationale: Small scale play integrated into open spaces increases their appeal and use by a diverse range of people.

3.5.48 Within new soft landscape along The Brook

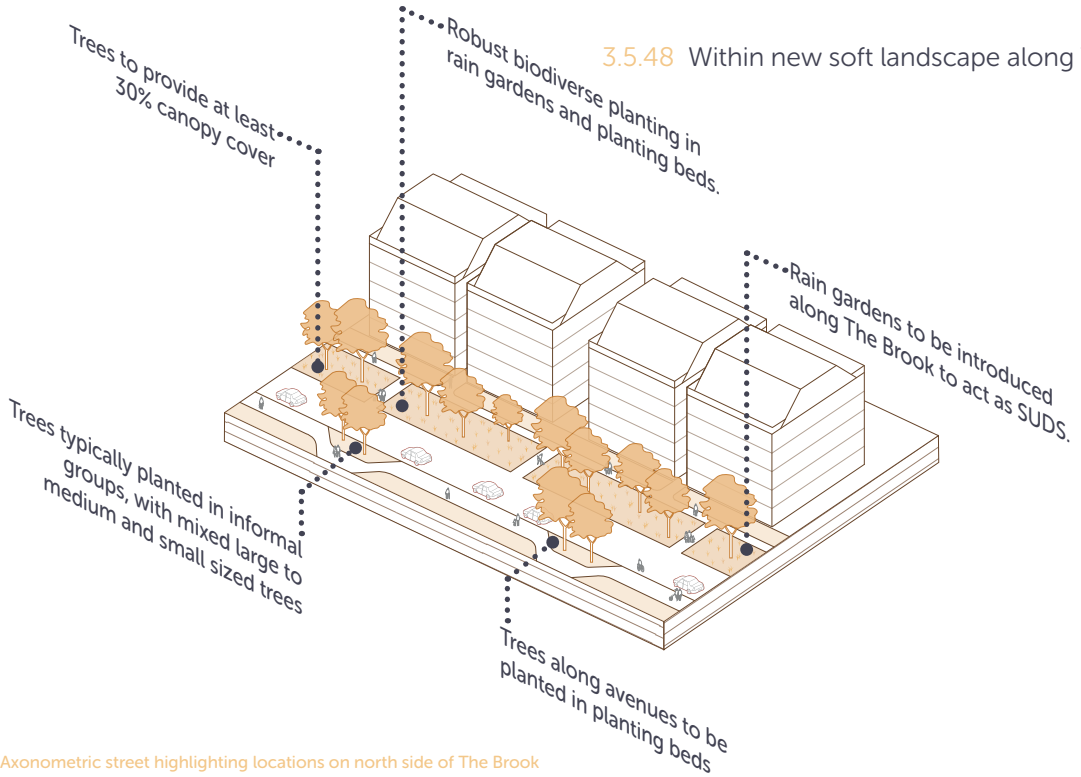


Fig.107 Axonometric street highlighting locations on north side of The Brook

*Text and Diagram Provided by HTA

and Best Street, including rain gardens or swales, imaginative incidental play should be integrated where it is safe to do so. 'Play along the way' opportunities must be installed closest to footways and designed for safety from nearby traffic.
Rationale: To create a playable landscape whilst keeping children safe.

3.5.49 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 local play provision for children living in new developments is provided.

SUDS

3.5.50 Sustainable Drainage Systems, or SuDS in the form of generous rain gardens must be introduced along the length of The Brook (Dock Road and Union Street) to contribute to environmental enhancement, biodiversity and placemaking. Implementation of rain gardens, swales and tree planting must be coordinated with below ground service constraints to ensure easements are accommodated within the design.
Rationale: SuDS are to be incorporated to improve water management, reduce surface water runoff and reduce pollution and flood risk, whilst also contributing to biodiversity.

3.5.51 Rain gardens and swales must be sized to accommodate surface water runoff and provide sufficient area/soil volume to ensure successful establishment and continued healthy growth of planting (including street trees).
Rationale: SuDS should be of sufficient capacity to manage water run-off effectively and to simultaneously support long term planting, including trees.

3.5.52 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 within Chatham's streets and spaces will create a green biodiverse corridor linking these spaces with important green infrastructure beyond that assists with mitigating and adapting to climage change.

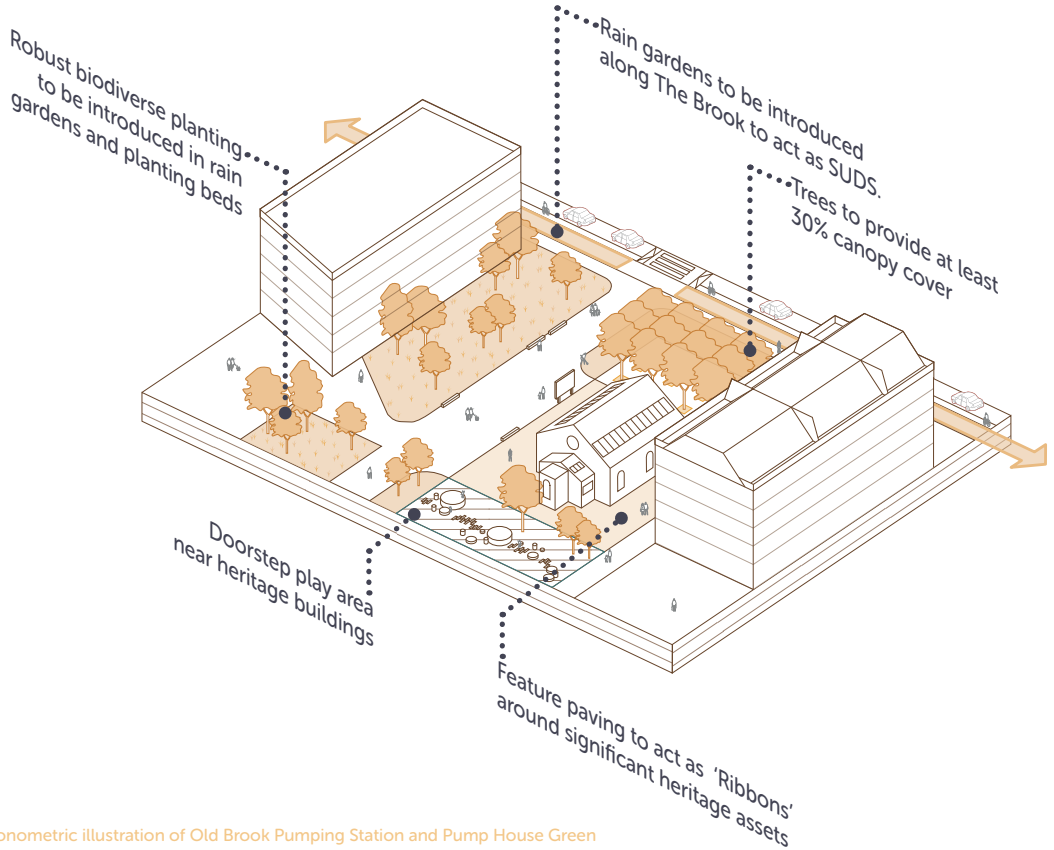


Fig.108 Axonometric illustration of Old Brook Pumping Station and Pump House Green

** Text and Diagram Provided by HTA*

Typology	Urban Avenues
Target Canopy Cover	30%
Arrangement	The Brook (Dock Road and Union Street, Best Street, New Road: Typically planted in informal groups. More formal arrangements can be used to highlight junctions and frame feature buildings. Potential to extend existing avenue planting on remaining areas of New Road to be explored. Locations to be coordinated with existing major services and easements.
Species range	Mixed species selected for primarily biodiversity.
Tree characteristics	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, drought and periodically wet and dry conditions.
Accessories and surface treatment	Underground guying, mulching and a means of irrigation. For surface treatments, refer to guidance by the London Tree Officers Association. See appendix.
Specific management requirements	Maintain sight lines / visibility splays at junctions. Canopies to be maintained clear of vehicles. Where tree planting is not in SUDS, guarding and grilles during establishment to be adjusted and/ or removed once trunk is of sufficient diameter to prevent inclusion and damage.

Tree guidance

Refer to area wide guidance for trees (Page 45-46) as well as appendix for technical requirements for tree pit design, rooting volumes and further detailed guidance:

Other planting types

Refer to area wide guidance. In addition, the planting within Urban Avenues also must adhere to the following codes.

3.5.57 A mix of plants species must be provided that creates attractive year-round interest and structure. Planting must be drought and disease tolerant, low maintenance and wildlife-attracting. Plants should be pruned to maximise their benefits.
Rationale: Species chosen according to the above criteria will be resilient to pests and diseases and improve the overall biodiversity value of the area.

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

3.5.59 Planting within SuDS should have a diverse range of low maintenance species which are tolerant of salt spray and periods of water logging and arid conditions.
Rationale: Species chosen according to the above criteria will be resilient to roadside conditions.

Surfacing and hardscape

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

3.5.60 The material selection for each avenue must be in accordance with Chatham Placemaking Public Realm materials and the hard material palette used for Corporation Street in Rochester (or other additional or updated guidance developed and agreed by Medway Council). High quality textured concrete flags must be used with a natural stone aggregate incorporated into the surface layer with natural stone kerbs and banding.
Rationale: The surface treatment across all three main avenues should be similar in materiality to create a distinct character for the Urban Avenue.

Furniture and wayfinding

3.5.61 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.

3.5.62 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.

** Text Provided by HTA*

Key

- Key Street Tree Planting
- Formally planted trees
- Destination Play Space
- Doorstep Play
- Enhanced Gateways to Park
- Routes to Town Hall Gardens
- Enhanced setting of heritage Building
- 'Ribbon' paving around heritage buildings
- Enhanced Riverside Walk
- Carriageway
- Proposed Building
- Linear Green (min 5m)
- Linear Green (min 10m)
- Rain Gardens
- SUDS
- Planting
- Green roof on Pentagon
- Key destinations
- Footway
- Pedestrian routes

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

Fig.109 Urban Avenues Illustrative Plantings Plan

Built Form

Urban Blocks & Plots

3.5.63 Urban blocks fronting each avenue must have a maximum frontage of 50-100m between public routes (streets and pedestrian routes) to provide regular access between an avenue and its hinterland. Placement should be based on wider area connectivity.
Rationale: Regular pedestrian routes, provide finer grained urban blocks and defines a permeable place that offers diversity of choice for moving around Chatham.

3.5.64 Plots along each avenue must be a maximum of 14m wide for each primary façade. Secondary frontages on secondary or other street frontages must also be a maximum of 14m wide. However, plots along each avenue may be combined to a maximum width of 50m to facilitate efficient building design layouts. Where plots are combined, façades must be designed to reflect distinctive 14m wide (maximum) façades as 'perceived plots'. Frontages along avenues that are wider than 50m must be designed as two separate buildings or more, with a minimum 6m gap between buildings.
Rationale: A fine grained frontage, with front doors every 14m or less, provides active frontages to create more vibrant and safer streets.

3.5.65 Each plot must have at least a single front door fronting onto the Urban Avenue.
Rationale: Fine grained plots create a regular rhythm, reflect a more vertical proportion and create varied and vibrant streetscapes.

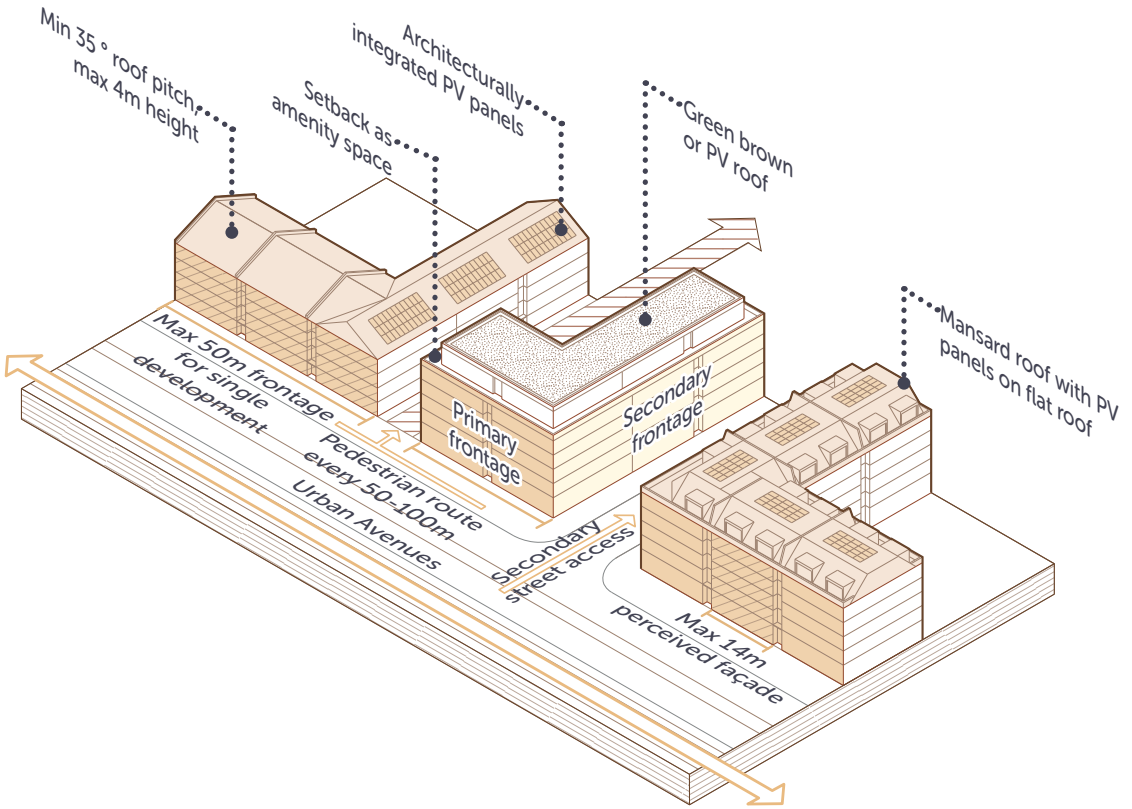


Fig.110 Axonometric Streetscape

Building Lines

3.5.66 New buildings must set back 1.5m from prescribed back of pavement lines (refer to Movement and Public Space & Nature sections) to accommodate privacy strips (or demarcated private setbacks between public pavements and the front façade) for residential uses or spill out spaces for mixed-uses. However, this required setback for buildings fronting onto the new linear landscape along portions of The Brook must increase to 2.4m (refer to code 3.5.44).
Rationale: A uniform setback creates a unifying boundary for front façades to align whilst also providing sufficient private space for a green buffer or usable spill out space for mixed uses, creating a transition between public realm and private uses.

3.5.67 Ground floor privacy strips for residential uses fronting onto Urban Avenues do not contribute to a home's private amenity space, unless they front onto The Brook's new linear landscape (refer to code 3.5.44 and code 3.5.66) .
Rationale: Privacy strips of ground floor residential uses fronting onto Urban Avenues create a privacy buffer between the busy

street and fronting homes, but do not offer sufficient quality to provide high quality private amenity space, due to outlook, proximity to traffic.

3.5.68 The amount of private amenity space required per home, if not provided, must be compensated by providing the equivalent space internally.

Rationale: Private amenity space is important, however, where site constraints and design considerations preclude its provision, larger living spaces internally can be designed to address external shortfalls to increase the quality of residential accommodation.

3.5.69 For residential ground floor uses fronting onto the linear green landscape along a portion of The Brook (Dock Road and Union Street), a 0.6m planted green buffer is required to define individual ground floor amenity space.

Rationale: The proposed, new linear landscape along The Brook creates a green setback from the busy traffic, enabling a positive outlook for ground floor amenity space for residential properties. A total privacy strip setback of 2.4m (inclusive of a 0.6m for planting) creates a green buffer between public and private space.

3.5.70 Buildings must be designed to provide a minimum of 80% frontage along each plot of 14m (a minimum of 11.2m of street frontage for a typical 14m plot). However, it is encouraged to have the maximum 100% coverage.

Rationale: A strong street frontage is important to create a sense of enclosure along Urban Avenues.

Building Heights

3.5.71 Heights range up to 6 storeys within Urban Avenues, which is inclusive of the building's ground

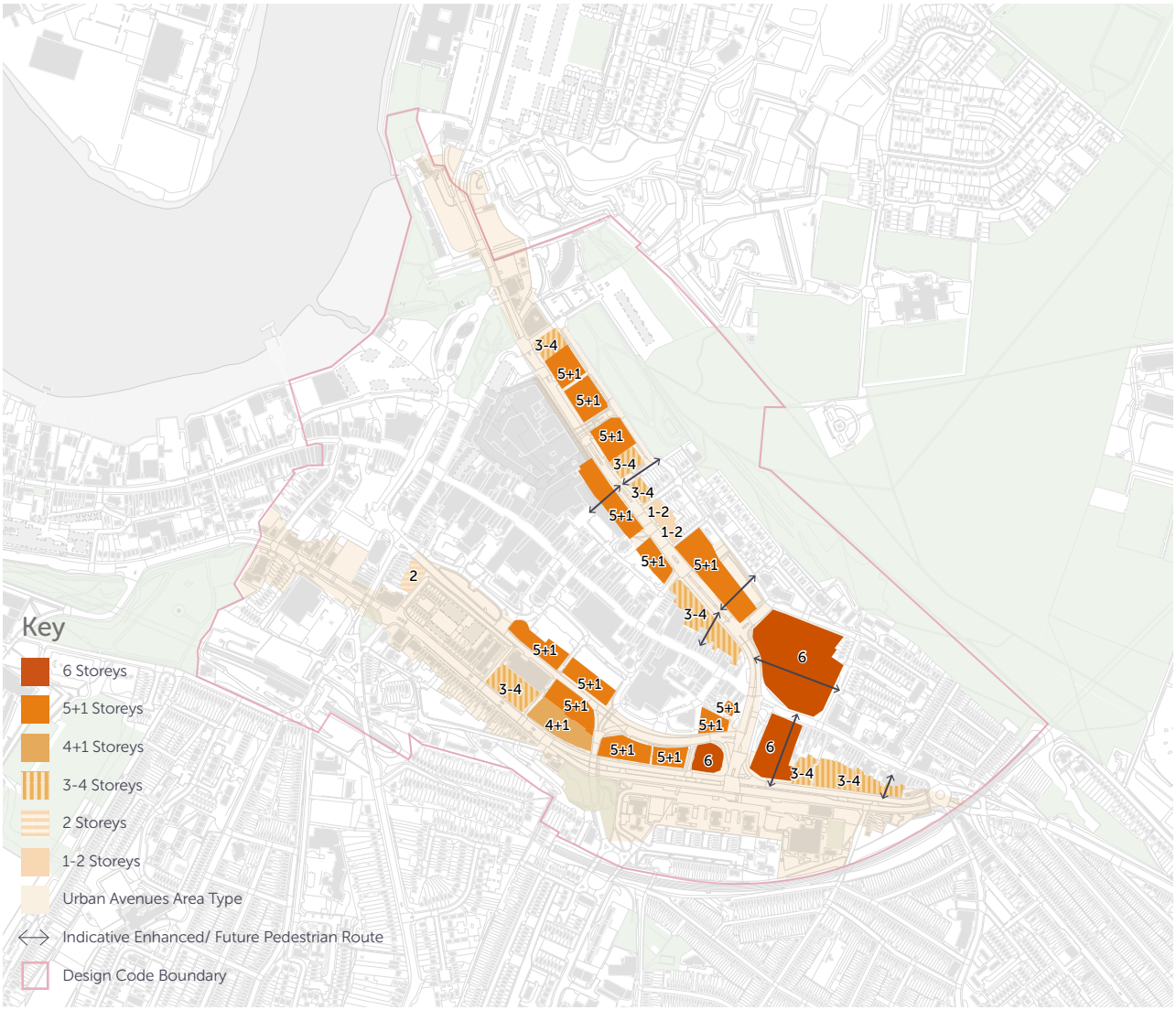


Fig.111 Urban Avenues Building Height Map

floor. In other areas, heights range from 4 to 5 storeys and allow for an additional mansard roof or set back storey which is indicated by '+1', refer to figure 111. Locations for lower heights respond to localised constraints. Conservation Areas may further restrict development heights.
Rationale: Medium rise heights create a strong sense of enclosure along the wider urban avenue routes within Chatham Centre, able to introduce a range of urban typologies including townhomes, stacked maisonettes and mansion blocks to address a range of plot depths and existing contexts.

3.5.72 Building heights must relate to the actual plot (or the maximum 14m-wide perceived plot if building plots are combined) as measured from the pavement level at the front door. Adjacent buildings (or perceived plot façades, should building plots be combined) must step with topography along existing pavements for all street frontages.
Rationale: The scale of actual or perceived frontages should step with local topography as established with existing streets and pavements and new development should reflect local development patterns and contribute to fine-grained streetscapes.

3.5.73 Ground floor flats fronting onto Urban Avenues with level access must have a minimum floor to ceiling height of 2.8m. If the accommodation is raised by up to 0.4m compare to pavement levels to address privacy, ground floor homes can have lower floor to ceiling height of a minimum of 2.4m, as long as the combined height is 2.8m.
Rationale: A taller ground to floor ceiling height of ground floor flatted accommodation, or raised ground floor, is able to provide added privacy whilst raising window heights in comparison to pavement levels, offering greater opportunities for skyward views for future residents.

3.5.74 Non-Residential ground floor uses must have a minimum floor to ceiling height of 4m.
Rationale: Taller ground floor heights for non-residential uses provides a greater sense of space, allows the potential for additional glazing to contribute to active frontages and enables greater flexibility for a wider range of future uses.

3.5.75 Ground floor residential accommodation can be provided in locations specified for 'mixed-use only locations' if it is designed to be easily converted to future commercial/ mixed uses. This requires a minimum floor to ceiling height of 4m. However, the residential dwelling can be raised above the permanent ground floor by up to 0.4m for privacy.
Rationale: Ground floor uses nearest to the central mixed use area should be mixed-use and contribute to the vibrancy of streets. However, residential uses in these locations may be more viable/ preferred. Allowing future conversion in these locations provides future flexibility.

3.5.76 Ground floor lofts (flats with bedroom(s) within the mezzanine level) and maisonettes should be encouraged fronting onto the Urban Avenues.
Rationale: Lofts and maisonettes raise bedrooms above the ground floor that front onto busy traffic streets and creates a higher quality residential accommodation.

Roofs

3.5.77 Flat roofs are encouraged; however, they must be designed as planted green roofs, brown roofs with PV panels (which must provide a minimum 50% coverage of each brown roof) or as amenity space that can be hard or soft landscaped. Pitched roofs are possible but they must have a minimum 35° pitch with a maximum eaves-to-ridge height of 4m.
Rationale: Urban Avenues are likely to have a larger portion of large footprint blocks, which will have an impact on upper level viewing corridors from the Great Lines Heritage Park and must be well-considered to create a considered townscape.

3.5.78 Mansard roofs are encouraged to create usable residential accommodation, especially within '+1' storey heights (refer to code 3.5.71). The façade-facing or lower roof level must have a 70-degree pitch/ incline and sit behind a parapet (maximum 0.3m) that is an extension of the façade. The upper-most level of a mansard roof can either be flat or pitched. If flat, it must be a usable flat roof adhering to code 3.5.77. If pitched, it must be pitched between 20 and 30 degrees.
Rationale: Mansard roofs provide an established approach to creating accommodation in '+1' storeys. The upper portions of mansard roofs can be pitched or flat with treatments to contributes to the wide townscape views.

3.5.79 Instead of a mansard roof, a setback storey is permissible to accommodate a '+1' storey. However the setback must be set back at least 2 metres behind a street-facing façade. The façade should extend vertically as a parapet that encloses the setback, which can rise 0.8 to 1.1 metres above setback space, which should be provided as residential amenity space, or as a planted/ green roof. The roof of the top setback storey level can either be pitched (minimum 35 degree pitch with a maximum eave to ridge height of 3m) or flat, which must adhere to code 3.5.77.
Rationale: Setback roofs reduce the sense of height at street level, the raised parapet masks the perception of the setback space and the considered roofscape of the top setback storey contributes to wider townscape aspirations.

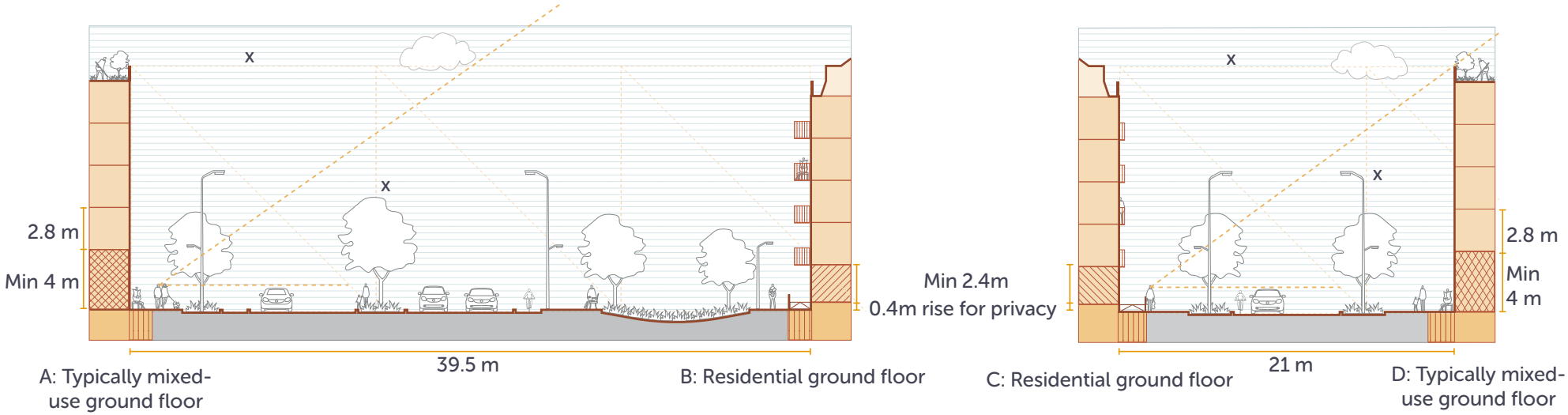
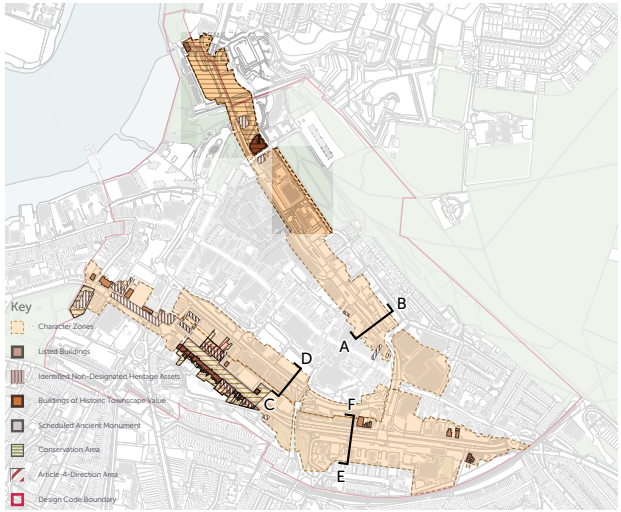


Fig.112 Urban Avenues Street Sections



Façade Treatment

3.5.80 Façades must reflect defined plot widths (or perceived plot widths if plots are combined) of a maximum of 14m. Where plots are combined, an inset link of at least 1m should distinguish between perceived plots where a communal entrance for upper storey accommodation should be provided.
Rationale: New development along Urban Avenues should reflect a finer grain frontage than the scale present in many vacant or underutilised sites. 14m enables a width that can be proportionate to the taller heights permissible within the area type.

3.5.81 Corner plots must have the primary frontage located on the Urban Avenue and a secondary frontage on the secondary street or route as defined by quality of materials, level of detail and façade fenestration.
Rationale: New buildings should front onto each Urban Avenues and architectural design should respond to the larger scale of each avenue with a more considered architectural design to celebrate the primary façade.

3.5.82 Balconies and winter gardens fronting onto the Urban Avenues must be inset or primarily inset (with a maximum extrusion of 300mm), except along plots fronting on the new linear landscape along The Brook (and Union Street) where projecting balconies are encouraged and should be 1.5m deep (refer to code 3.5.44) – See figure 113.
Rationale: Urban Avenues are wider routes with significant levels of traffic. Inset or partially inset balconies or winter gardens provide greater enclosure and protection from traffic impacts and enables front façades to maintain a stronger uniform street edge. The new linear landscape will provide a green buffer, enabling use of projecting balconies, which can create variation along the streetscape.

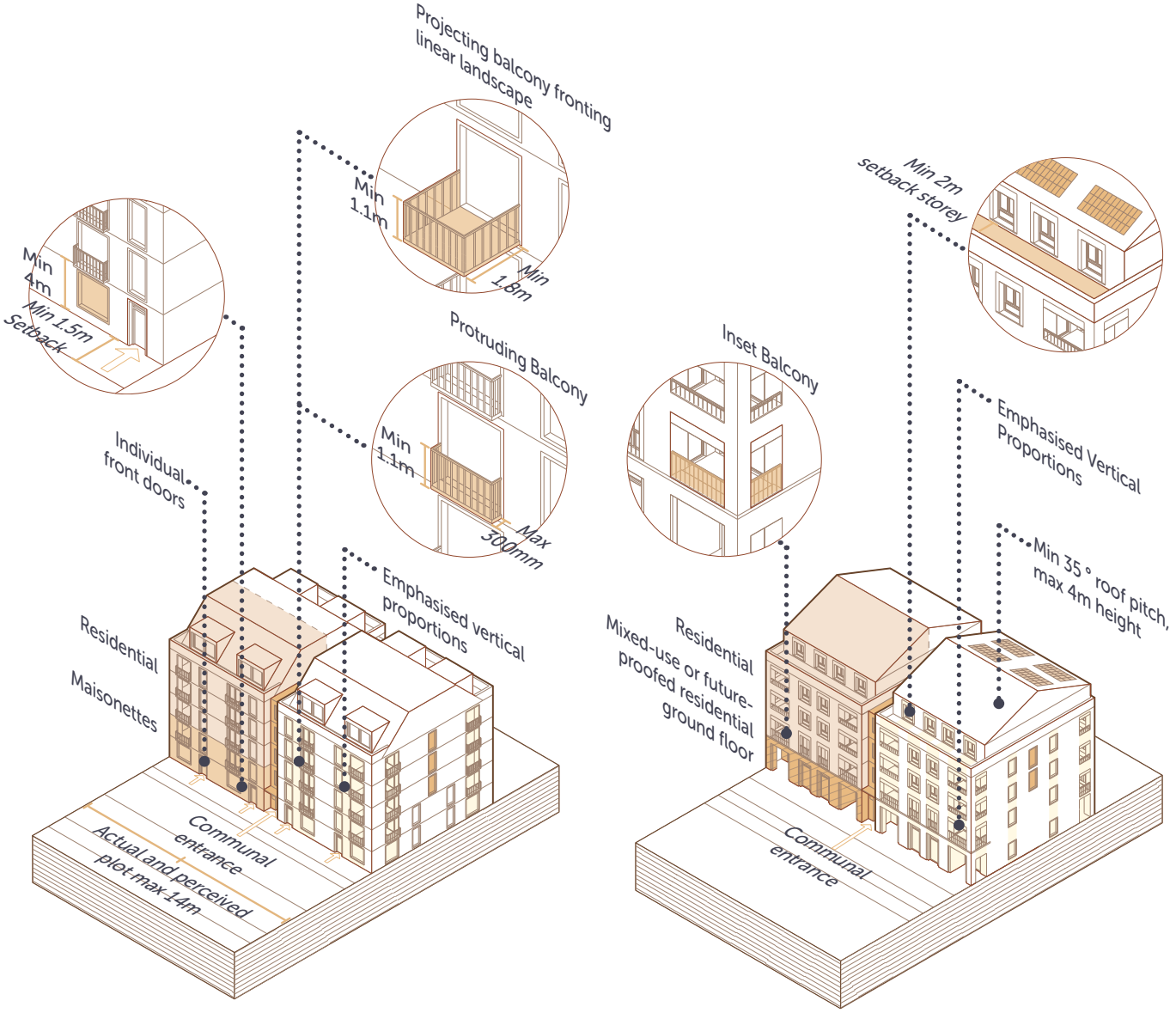


Fig.113 Axonometric Façade Treatment Diagrams

3.5.83 Façade design must emphasise vertical proportions, considering a range of scales from fenestration through to overall façade (and intermediate scales) Façade design must emphasize a strong vertical proportion through banding, introduction of vertical bays and use of other architectural techniques and must consider how this emphasis applies at a variety of scales, from overall façade banding to detailing.

Rationale: An emphasis on vertical proportions defines a fine grained façade that further defines a more human scale and proportion, which is important to address within the Urban Avenues area type, which enables sizable building to develop with the widest proposed plots within Chatham centre.

3.5.84 Ground floor residential accommodation must protect privacy by limiting overall glazing to a have a maximum of 40% of the home's front façade and window cill height must be a minimum of 0.9m from internal floor level.

Rationale: Ground floor residential uses should have sufficient visual protection from the Urban Avenues, which are busy movement corridors for vehicles and public/ active transport.

Fig.114 Urban Avenues frontages indicating types of balconies permitted

Uses

Use of Land

3.5.85 Within the Urban Avenues area type, ground floor frontages within the required (or future-proofed) mixed use ground floor area must be designed to provide for active mixed-uses, whilst ground floor uses beyond this area must be residential unless otherwise indicated (refer to Long life, loose fit flexibility section, pg 67). However, subject to adhering to coding requirements, residential ground floor uses may be permissible instead of mixed-uses where it can be demonstrated that conversion to future mixed uses would be easily accommodated.
Rationale: Ground floor mixed-uses provide vibrant streets however residential ground floor uses could be introduced that address residential quality and future-proof conversion to mixed uses.

3.5.86 Ground floor mixed uses located at corners should have more active uses to activate the street scene, such as cafe, restaurant or pub uses , and have front door access from either frontage.
Rationale: Corner mixed uses provide the opportunity to create dual active frontages, and these key locations can benefit from passing trade along two routes.

3.5.87 Upper floors must be residential or complementary mixed-use, such as a commercial office use. Bespoke residential uses, including hotel and student accommodation is possible in locations where ground floor mixed uses are permitted.
Rationale: Intensification of uses on upper floors, both residential and office uses, provides a critical population to access local services, shops and other uses within the primary centre of Chatham.

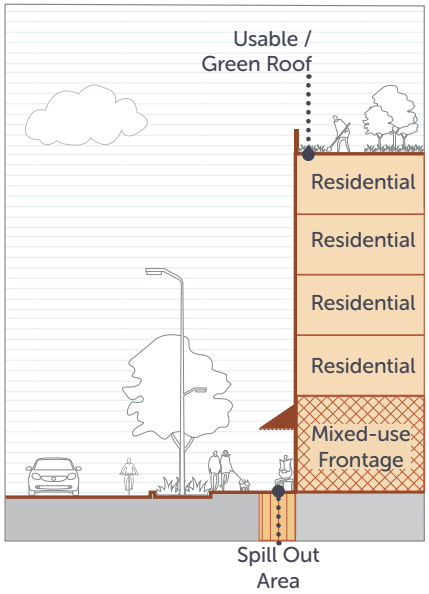


Fig.115 Street Section with Spill Out Area

Frontage

3.5.88 Corner plots must have a primary frontage on the Urban Avenue and an active frontage on the secondary street or route.
Rationale: Urban Avenues are the widest street type, therefore buildings should provide their primary frontage and entrances along each avenue. Secondary frontages should still provide active frontages along more secondary or lower order streets and routes.

3.5.89 Mixed use ground floor corner buildings must provide a minimum of 60% and maximum of 80% glazing to contribute to active frontages, with the capacity to spill out into the public realm.
Rationale: Greater glazing at corners provides more visual interest at street junctions and enables a greater visual and physical interaction between mixed-uses and public spaces.

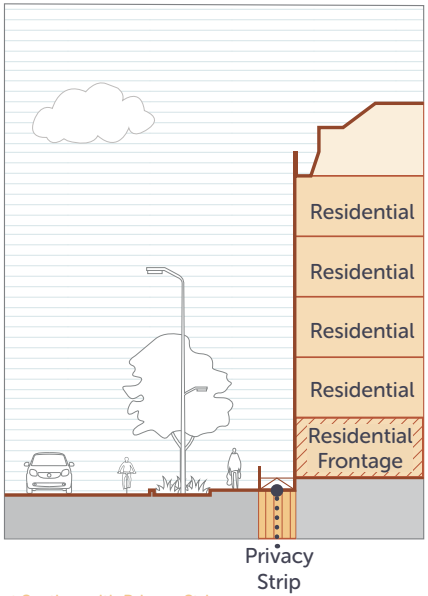


Fig.116 Street Section with Privacy Strip

3.5.90 Mid-block ground floor mixed use frontages must provide a minimum of 40% and maximum of 60% glazing and should (where appropriate) provide capacity to spill out into the public realm.
Rationale: Mid-block mixed-uses should provide sufficient glazing to allow for visual interest (and physical interaction, where appropriate) along fronting public routes and spaces.

3.5.91 Glazing of mixed-use frontages must be designed to allow for natural ventilation.
Rationale: Openable windows enable ground floor uses the potential to allow for natural ventilation that can minimise reliance on mechanical ventilation, which is less sustainable.

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