



# Gun Wharf Masterplan SPD

For Medway Council  
November 2010

**BDP.**



Medway  
Renaissance



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### Foreword

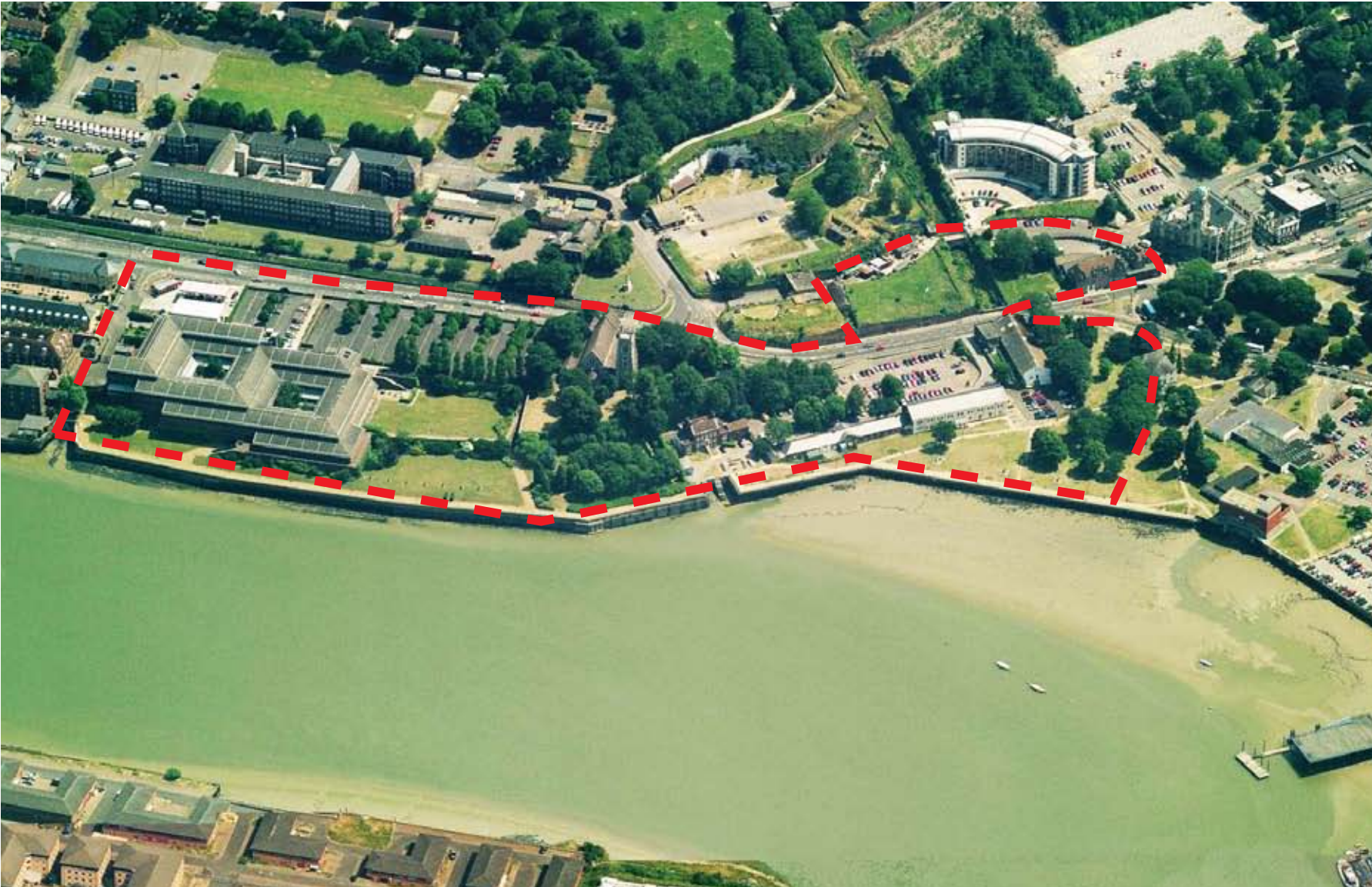
Medway Council adopted the Gun Wharf Masterplan as a Supplementary Planning Document on the 7 September 2010. It has been prepared to inform the public, potential investors and stakeholders interested in the regeneration of this area of Chatham town centre. As an adopted supplementary planning document the masterplan will carry considerable weight in the determination of future planning applications.

A draft masterplan was the subject of a comprehensive programme of consultation in accordance with the provisions of the Planning and Compulsory Purchase Act 2004. Careful consideration has been given to all the responses received and a separate consultation statement is available that summarises all the comments received during the consultation and the Council's response to them. The Council is grateful for all the interest expressed and it will continue to work closely with all the parties as specific development proposals come forward.

The masterplan conforms with 'saved' Medway Local Plan policies S1, S5 and S9 and is complementary to:

- The Chatham Centre and Waterfront Development Framework Supplementary Planning Guidance 2004,
- The Pentagon Centre Development Brief Supplementary Planning Document 2006.
- The Chatham Centre and Waterfront Development Brief Supplementary Planning Document 2008.
- The High St/Best St Masterplan Supplementary Planning Document 2010





*Bird's Eye View of the Gun Wharf Study Area*

# 01

## INTRODUCTION





## Document Structure

This SPD is broken down into the following sections:

Section 1 –	Introduction
Section 2 –	The Site and Surrounding Context
Section 3 –	The Gun Wharf Masterplan
Appendix A –	Planning Policy
Appendix B –	Site Analysis

## Introduction

The Gun Wharf masterplan Supplementary Planning Document hereafter to referred to as SPD provides guidance on how development proposals should be carried out in the Gun Wharf area of Chatham as well as forming a creative vision for its future.

In line with the Local Development Framework (LDF) for Medway, the SPD covers the period from 2010 until 2026. In accordance with PPS12 this SPD provides greater detail on the policies contained within Development Plan Documents (DPDs) and will be a material consideration in assessing development proposals within the study area.

This SPD is not a stand-alone document and should be read in conjunction with other national, regional and local planning policy including the saved polices from the adopted Medway Local Plan (2003) saved policies (2007) and the emerging Core Strategy, which will supersede the Local Plan when adopted. Appendix A provides a summary of the key planning policies affecting the study area.

In terms of national policy guidance relevant to town centres, the SPD has been prepared in the context of:

- Planning Policy Statement 1 (PPS1) – *Delivering Sustainable Development*;
- Planning Policy Statement 3 (PPS3) – *Housing*;
- Planning Policy Statement 4 (PPS4) – *Planning for Prosperous Economies*;
- Planning Policy Statement 5 (PPS5) - *Planning for the Historic Environment*
- Planning Policy Statement 9 (PPS9) – *Biodiversity and Geological Conservation*;
- Planning Policy Statement 12 (PPS12) - *Local Spatial Planning*
- Planning Policy Guidance 13 (PPG13) – *Transport*;
- Planning Policy Guidance 17 (PPG17) – *Open Space, Sport and Recreation*
- Planning Policy Statement 25 (PPS25) – *Development and Flood Risk*
- Statement (2009)
- Chatham Centre and Waterfront Development Brief SPD (2008)
- Medway Council Retail Needs Study (2009)
- Chatham Public Realm Design Code (2009)
- Gun Wharf Archaeological Desk Based Assessment (2004)
- Draft Gun Wharf Archaeological Desktop Assessment for Council Offices Site (2009)
- Brompton Lines Conservation Area Appraisal (2006)
- Pentagon Centre Development Brief (2005)
- Gun Wharf Conservation Area Character Appraisal (2006)
- A Building Height Policy for Medway SPD (2006)
- Medway Strategic Flood Risk Assessment (2006)
- Chatham Dockyard and its Defences World Heritage Site Management Plan

A number of other key documents are referred to and have been used as an evidence base for the production of this strategy. These include:

- Medway Local Plan Saved Policies (2007)
- Medway Core Strategy Issues and Options Paper (2009)
- Medway Regeneration Framework 2006 – 2016 (2004)
- Medway Economic Development

## The Adopted Chatham Centre and Waterfront Development Brief (2008)

The Chatham Centre and Waterfront Development Brief (CCWDB) SPD was adopted in 2008. The document provides a vision and masterplan options for an area covering: the Waterfront, the Station Gateway and The Brook and Upper High Street.

Part of the Gun Wharf masterplan study areas falls within the boundary of the adopted development brief. As such, the Gun Wharf masterplan has been developed in accordance with the CCWDB and expands on the previous development proposals to provide further guidance for areas that were not included in the original study.

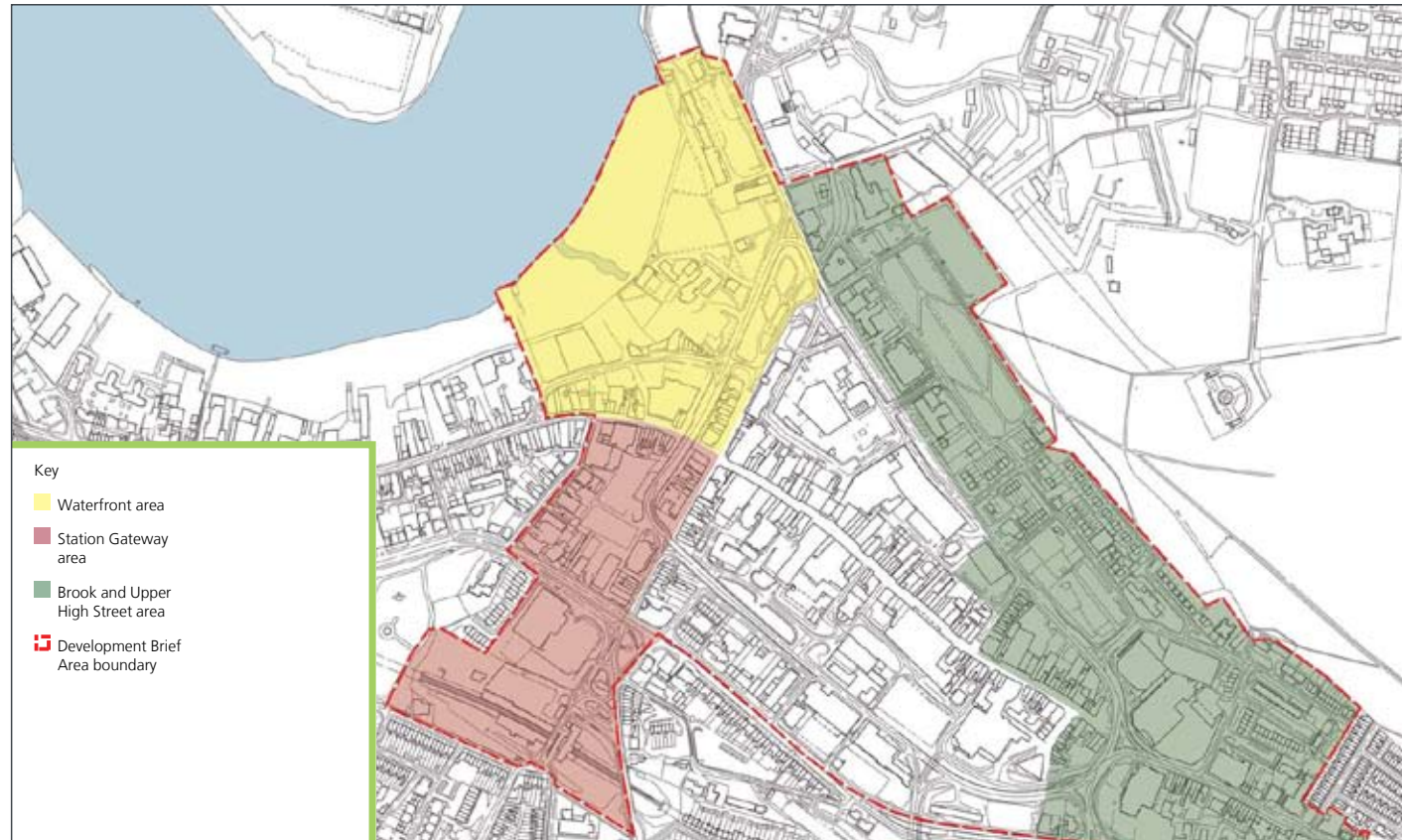


Figure 1.1: Study Area for the Chatham Centre and Waterfront Development Brief (2008)



## Consultation

This SPD is a result of a collaborative process between Medway Council, Medway Renaissance and other key stakeholders.

Stakeholder and public consultation has been undertaken as part of wider consultation on a number of other planning documents including the adopted CCWDB and the Core Strategy. This SPD has been informed by a comprehensive programme of consultation in accordance with statutory provision including consultation with the following:

- English Heritage
- Kent County Council
- The Environment Agency
- Chatham Historic Dockyard
- Consultants undertaking the High Street / Best Street Study

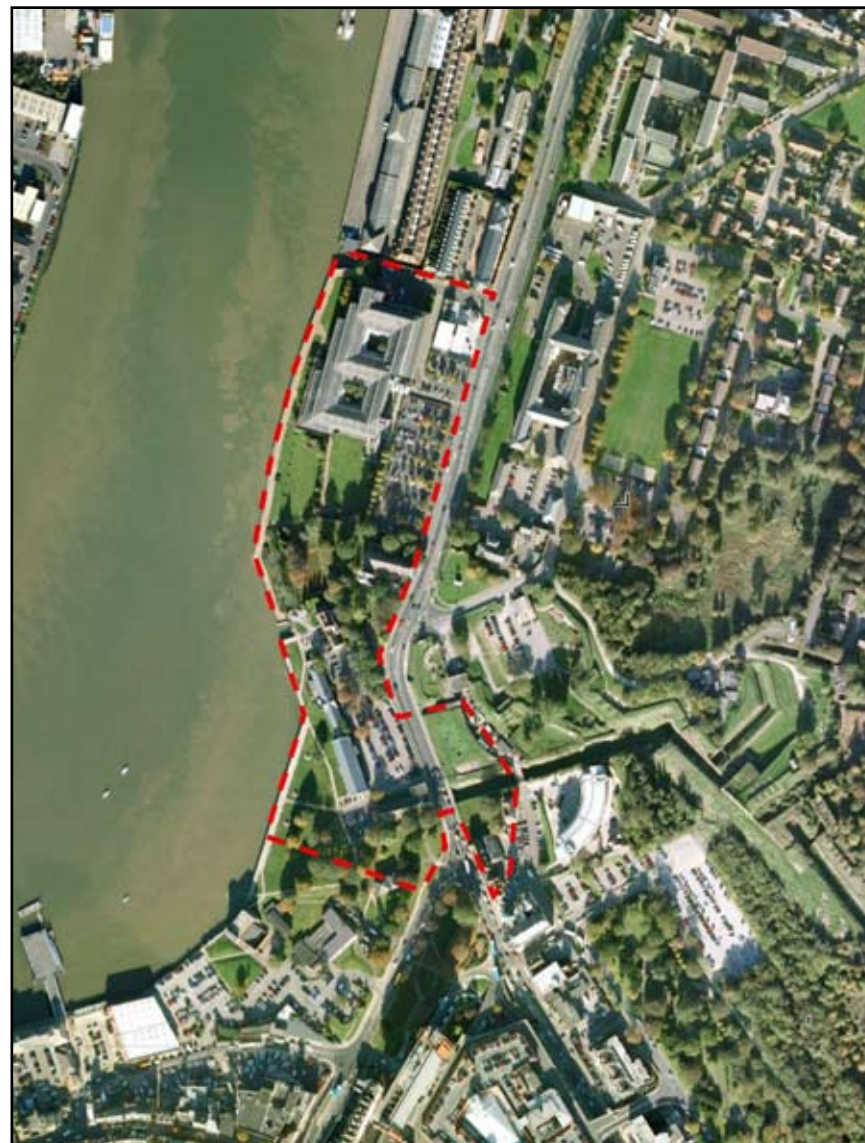


Figure 1.2: Aerial View of the Gun Wharf Area

# 02

## SITE CONTEXT





## The Strategic Context: Gun Wharf in Chatham

Chatham is located on the River Medway close to Gillingham and Rochester. The town centre has good transport connections and is linked in an east west direction by the A2 which connects the town with Canterbury to the east and London to the west. Chatham is also well-connected by rail with direct links to London Victoria taking approximately 45 minutes to 1 hour. The recent introduction of High Speed One, the fast domestic service to St. Pancras, has further enhanced the rail link to London.

Chatham is recognised in the Medway Local Plan (2003) as a major sub-regional centre with the highest concentration of retail and service units of any defined centre in Medway. Chatham is also recognised as having significant potential for growth in its range of town centre uses. In addition, Chatham is located in the Thames Gateway Regeneration Area and is covered by the Thames Gateway Delivery Plan (2007) which recognises Chatham's potential for significant growth in employment and housing.

The recently produced town centre retail study (Nathaniel Lichfield and Partners, 2009) recognises that Chatham needs a critical mass of 30,000 sq m gross of additional comparison retail floorspace to compete effectively with other large centres and approximately 5,000 sq m of convenience floorspace. Medway Council has recently commissioned a SPD for the High Street / Best Street area of the town centre which is being prepared in parallel with this study and is looking at options for how the additional retail floorspace might be accommodated within the town centre.

The Core Strategy Issues and Options Paper (2009) identifies Chatham as having certain weaknesses including a retail sector which is concentrated on the lower end of the market. It is also noted that there are a number of independent retailers in the busiest shopping areas which implies the town centre may be suffering from low demand for representation.

In land use terms, the Medway Economic Development Statement (2009) identifies the Chatham Centre and Waterfront area as being able to accommodate new civic, cultural and leisure facilities.

In 2005 Consultants for Medway Council investigated opportunities for new cultural facilities in Medway. The results of this report were used to inform the CCWDB which highlighted the potential for the new facility to be located as part of the Waterfront Park. Further detailed studies are required to assess the potential for this site to accommodate such a facility. However, the 2005 study also highlighted that the ordnance site might be suitable for this type of facility.

The previous studies carried out to date indicate that Chatham has significant potential for growth as a major regional centre. It is also recognised that there is a need for additional uses which support the evening / night time economy like restaurants and bars. The economic statement specifically refers to the idea of positively improving the image of the area, including developing the evening economy and more creative use of the River.



## Gun Wharf: Historic Development and Context

The Gun Wharf site is located approximately half a mile to the north of Chatham town centre and half a mile to the east of the railway station.

The site is recognised as being the original location of the Tudor Dockyard. However, its main significance is as a partially complete 18th and 19th Century ordnance complex where cannons and ordnance were stored. The principal surviving buildings are the Carpenter's Shop and Armoury, the Machine Shop (now Chatham library). The former Storekeepers House (now the Command House pub). The Brompton Lines Conservation Area Character Appraisal provides further information on the heritage assets within Gun Wharf.

The below-ground archaeology is of international significance due to the combination of the location of medieval Chatham, the site of the first Tudor Dockyard and the ordnance use. The early origin of naval shipbuilding in Medway gives the Gun Wharf character area a unique, international significance within the Brompton Lines Conservation Area.

The remainder of the Gun Wharf site – principally the area occupied by Medway Council offices is also within the conservation area. Although all

historic above-ground features have been lost it is recognised there may be surviving below-ground archaeology. This part of the site is in an extremely prominent setting in immediate proximity to the storehouses of the Historic Dockyard. The Council building itself is of some significance as a good example of mid 70s office architecture. The building's considerable architectural merit is that, despite its size, it is a discrete neighbour to the Dockyard.

The conservation area also takes in St Mary's Church - an important landmark on the high ground overlooking Gun Wharf. It was founded before AD 905 and indicates the site of medieval Chatham. Although no longer a church the building retains its historic fittings and is Grade II listed. The church remains a significant reminder of the pre-military origins of Chatham.

There is a possibility that parts of the original docks, wharfs and buildings of the Tudor dockyard are preserved intact under the current buildings and car park. The foundations of the demolished Ordnance buildings may also be preserved intact under the car park.

The remaining buildings on the Gun Wharf site are a fragment of what was

once a sizable depot. The Command House, Carriage Shed and Store are of interest both architecturally and historically, particularly as they are rare examples of surviving ordnance buildings. Riverside One is of limited interest as a representative of the later stage of building in the yard. Any historic interest that the building does have should be considered along side the interest in the barrier ditch below it.

Chatham Lines is also included within the Conservation Area. The Lines was constructed in 1756 during the Seven Year war against the French and is a system of linear defences and trenches. It is constructed rising up the scarp hill above the dockyard and north down the dip slope to rejoin the estuary at St. Mary's Island. The Lines provides a key part of Chatham Dockyard's aspect and setting. The ditch west of Dock Road is separately designated as a scheduled monument from the rest of the ditch that forms part of Fort Amherst.

(Brompton Lines Conservation Area Character Appraisal, 2006)





### Surrounding Heritage Assets

The site and surrounding context has a rich heritage which creates a sense of identity for the town centre within the region. The following key heritage assets are recognised as falling adjacent to the site:

- Fort Amherst (Scheduled Ancient Monument)
- Kitchener Barracks
- The Great Barrier Ditch (Scheduled Ancient Monument)
- Great Lines Heritage Park
- Chatham Historic Dockyard



Fort Amherst



The Great Barrier Ditch

The World Heritage Nomination Site contains a complete range of buildings and structures, archaeological remains and surviving open areas that are associated with the period of Chatham's greatest global significance - from the heyday of the age of sail (1700 to 1820) and the early period of the age of steam (1820 to 1865).

The Chatham World Heritage Partnership is currently applying for part of Chatham to be considered for World Heritage Status. The boundary of the proposed designation includes all of the above heritage assets and emphasises the international cultural and historic significance of the area (figure 2.1).



Figure 2.1: Chatham Dockyard World Heritage Site Nomination

KEY	
	Proposed World Heritage Site Boundary
	World Heritage Buffer Zone
	Conservation Area
	Great Barrier Ditch
	Great Lines Park

## Adjacent Development Opportunities

As well as having a number of important heritage assets the site is also located adjacent to a number of significant sites with development potential, these include:

- **Kitchener Barracks** – It is likely the barracks will come forward during the lifetime of this plan for major redevelopment as a residential site. If the site is redeveloped for housing this will place increased importance on the Gun Wharf site to create a high quality link to the waterfront and town centre.
- **Riverfront Land between Sun Pier and Rat's Bay Pumping Station** – This site is located adjacent to Gun Wharf and is recognised as part of the Chatham Centre Waterfront Development Brief SPD (2008) as being suitable for a mix of uses.
- **The Pentagon Centre** – The Pentagon Centre Development Brief (2005) provides a framework for how the Pentagon Centre should be redeveloped to improve retail opportunities.
- **The Bus Station** – Work has started constructing a new bus station adjacent to the Gun Wharf site.
- **Chatham Historic Dockyard and Interface Land** – The Historic Dockyard provides an important heritage and tourism asset for the whole of Medway. The dockyard also provides an important employment site for small businesses as well as residential accommodation. The Local Development Scheme identifies the production of a SPD for the Chatham Interface Land and Historic Dockyard. The SPD will consider the relationship of the Interface Land to adjacent areas, land use mixes and establish design principles for the area.

All of the above development opportunities place an increasing emphasis on the Gun Wharf site to provide a strong supporting role, in creating an important linking site within Medway.



Computer generated image of the new bus station



Chatham Historic Dockyard (left) and The Pentagon Centre (right)



## The Study Area

For the purposes of preparing the Gun Wharf masterplan, the site has been split into two sub-areas which include the Ordnance site and the Civic Quarter. This section below provides a brief overview of the two areas.

### The Ordnance Site

The Ordnance site comprises:

- The Riverside Surface Car Park (134 spaces)
- Riverside One Council Offices
- Chatham Library
- The Command House Pub

This area of the site was previously included in the Chatham Centre and Waterfront Development Brief SPD (2008). The development brief recognises the potential of this part of the site as being suitable for a mix of uses including civic, cultural and restaurants and cafés.

### The Civic Quarter

The Civic Quarter comprises:

- Medway Council's Headquarters
- Large Surface Car Park for Council Staff
- St. Mary's Church
- Dock Road Petrol Filling Station

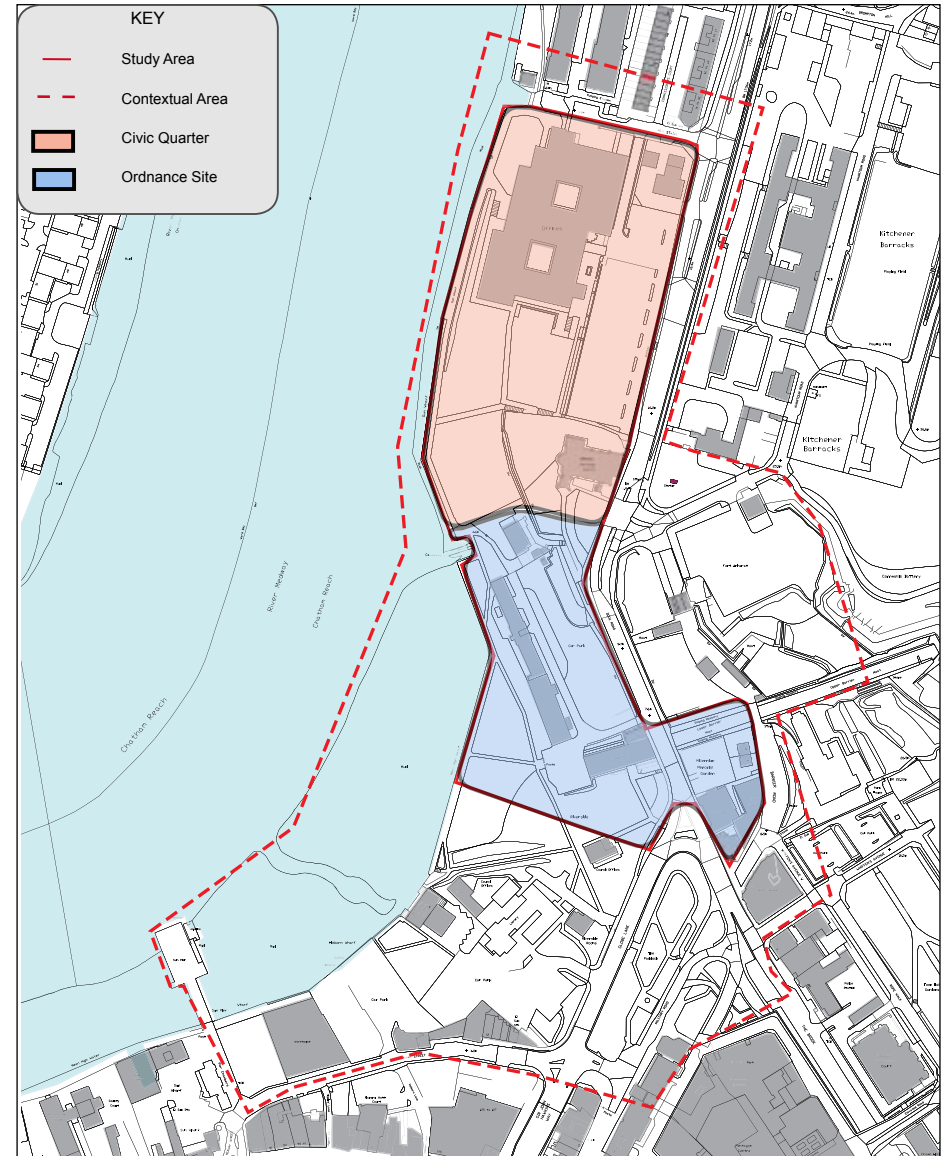


Figure 2.2: The Study Area Boundary and Surrounding Contextual Areas

## Site Analysis

This section provides a brief overview of the main weaknesses and constraints facing the study area. They are derived from a review of previous studies and from a detailed site analysis. Appendix B provides further information.

## Weaknesses and Constraints

- New building heights must be sensitive to surrounding heritage assets to maintain strategic views in to and out of Gun Wharf
- Historic firing lines need to be preserved which places constraints on building scale, including heights
- Some sites under private ownership limit short-term development potential
- Poor quality frontages on to Dock Road
- Areas of average quality and unused public open space
- The site is at risk from flooding which constrains the type of development that can be proposed at ground floor level
- Steep topography and level differences create barriers to movement
- Large areas of surface parking restrict active frontages and development potential of the site
- Some low quality buildings which would benefit from refurbishment and redevelopment e.g. Riverside One and Pumping Station
- Dock Road acts as a barrier to movement
- Riverside walk is not a clearly defined or high quality public route
- Significant below-ground archaeology across the site may make future development more onerous



*Areas of Unused Open Space*



*Some Low Quality Buildings*





Figure 2.3: Weaknesses and Constraints



## Strengths and Opportunities

This section provides a brief overview of the main strengths and opportunities which could be capitalised on to promote regeneration in Gun Wharf.

- Chatham is recognised as a major regional growth centre which means that the potential of opportunity sites like Gun Wharf need to be maximised to provide a range of supporting and ancillary uses
- The site is predominantly council-owned land which maximises opportunities for redevelopment
- The masterplan area contains a number of historic buildings which contribute to a distinct character, create a sense of place and are of international significance
- Opportunities exist to bring heritage assets back into use e.g. St Mary's Church
- There are a number of important adjacent development opportunities which will increase critical mass around Gun Wharf
- Take advantage of the site's waterfront location to maximise waterfront amenity space
- Create new routes through the site to link with adjacent development opportunities and the town centre
- Areas of under-used open space with opportunity for redevelopment
- Opportunities to increase access to high quality public transport with bus station development
- Use the river site to link the site strategically with other centres up and down the river
- Opportunities to improve the Riverside Walk to contribute to a high quality public realm
- Opportunities to reinstate and reinterpret the Great Barrier Ditch



*Listed Buildings: Heritage Assets*



*Opportunities to Improve Riverside Walk*

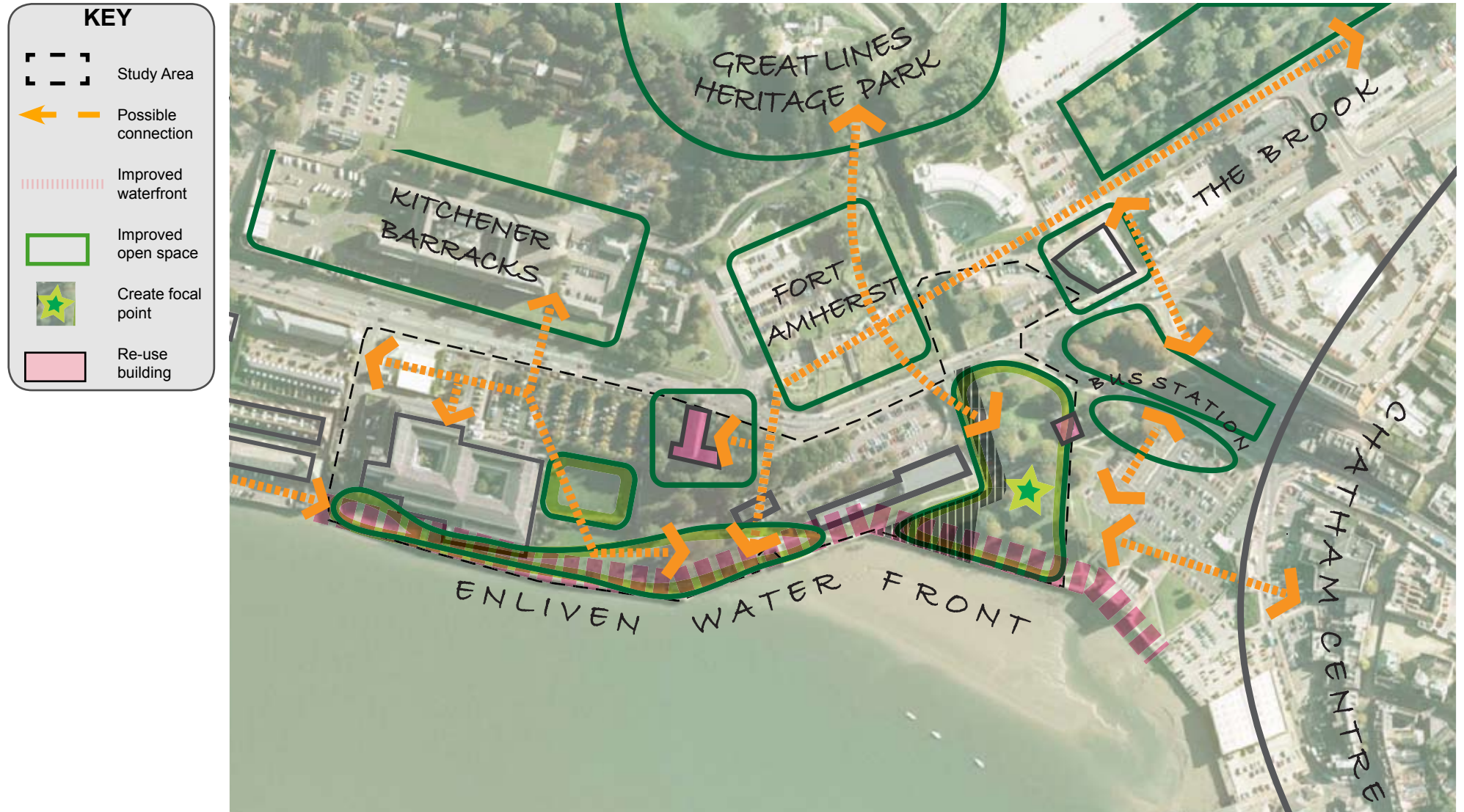


Figure 2.4: Strengths and Opportunities

# 03

## THE MASTERPLAN





## Introduction

It is recognised that there are a number of future studies which will inform the long term vision and masterplan for Gun Wharf. Of critical importance is a strategic review of flood defences for the whole of Medway and a car parking strategy for Chatham town centre. At the time of adoption these strategies are currently under preparation and as such the current masterplan proposals have been designed to maintain flexibility.

For the purposes of this SPD the masterplan proposals present a series of development opportunities which can be considered independently of the emerging studies. A number of longer term opportunities are also considered which can be implemented based on the results of the future studies.

## Common Assumptions

**Parking** - The CCWDB (2008) states that car parking should be rationalised through the creation of a reduced number of high quality car parks. A car parking strategy for Medway is currently being prepared which will inform subsequent development in the Gun Wharf masterplan area.

**Flood Defence Heights** - Current flood defence heights range between 4.0 - 5.0 metres along the River. The Environment Agency have confirmed that the required standard of flood protection is based on the 1 in 200 year (2110) flood level of 6.17m AOD. There are also certain sensitivities and guidelines relating to the type of uses that can be provided in areas where flooding is likely to occur. At the time of adoption of the masterplan Council appointed consultants, Scott Wilson were preparing the Medway Flood Defence Strategy which will further inform future flood defences in the study area.

## The Gun Wharf Masterplan

The Gun Wharf masterplan highlights a range of potential development opportunities. For convenience, the masterplan has been divided into two separate areas: The Ordnance Site and The Civic Quarter.

## Masterplan Objectives

In light of the site appraisal and review of other studies, the following are considered to be the key development principles that this SPD must address:

- New civic and cultural facilities to support Chatham as a major regional growth centre
- New office space to support civic use associated with Council offices
- New restaurants and cafes to enliven the waterfront
- Build on the historic character and sense of place through better interpretation and presentation of the heritage assets
- Contemporary development that is sensitive to the site's heritage and historic development
- Enhancement and improvements to public open space to encourage greater use of public spaces
- Public realm improvements to enhance waterfront area to improve connectivity and increase footfall
- New opportunities for river transport to strategically link the site
- Better pedestrian links between Gun Wharf and the Town Centre
- Better connections with Great Lines Heritage Park, Fort Amherst and Kitchener Barracks to integrate the site with adjoining sites
- Overall visual enhancement of the site to enhance views from around Medway

## The Vision

A crucial starting point to the SPD is the development of a vision, which directs its purpose and enables the SPD's implementation to be monitored. Building on the strengths and opportunities previously identified, the following vision has been developed to guide future development on the Gun Wharf site:

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



## Urban Design Principles

High quality design is important in creating vital and viable places. A number of urban design principles guide the masterplan, these are summarised below:

- New development must be sensitive to historic buildings and heritage assets
- Scale and massing must be appropriate especially in terms of building heights
- Active frontages to create overlooking and provide natural surveillance
- Public realm improvements to facilitate easier access and movement
- New access routes created through the site to increase permeability
- Improvements to the Waterfront to enhance the pedestrian and cycle environment
- Integrate the Waterfront Park with the bus station to encourage movement between Gun Wharf and the town centre and encourage greater use of public transport
- Development that has a strong structure with spatial enclosure and active frontages reinforcing pedestrian routes
- A series of well-linked spaces and routes through the site to increase permeability and open up the site
- Creation of new site lines and vistas to improve legibility and encourage people to use the site
- Increase and improve public open space to encourage use of the area

### Connections and Movement

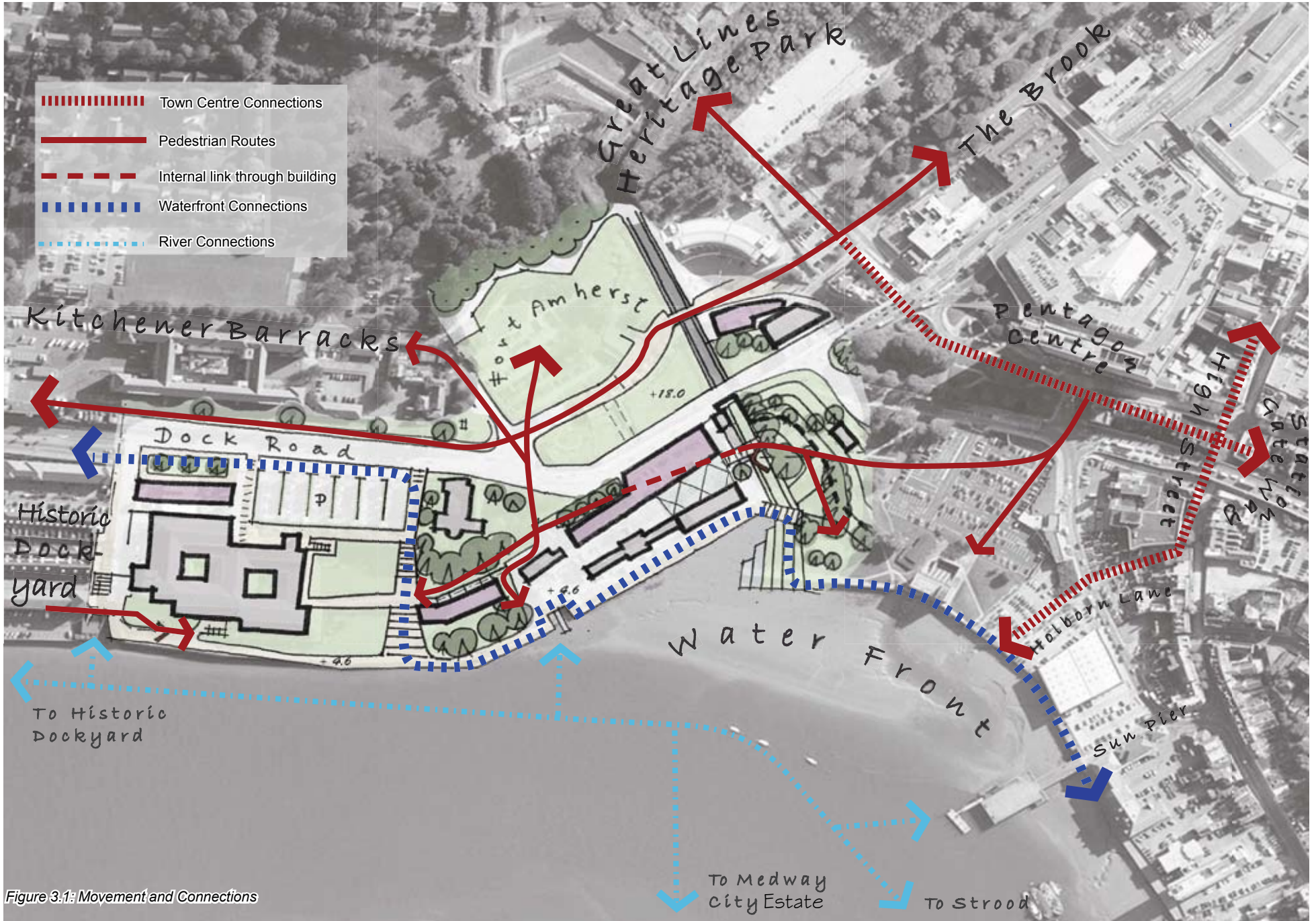


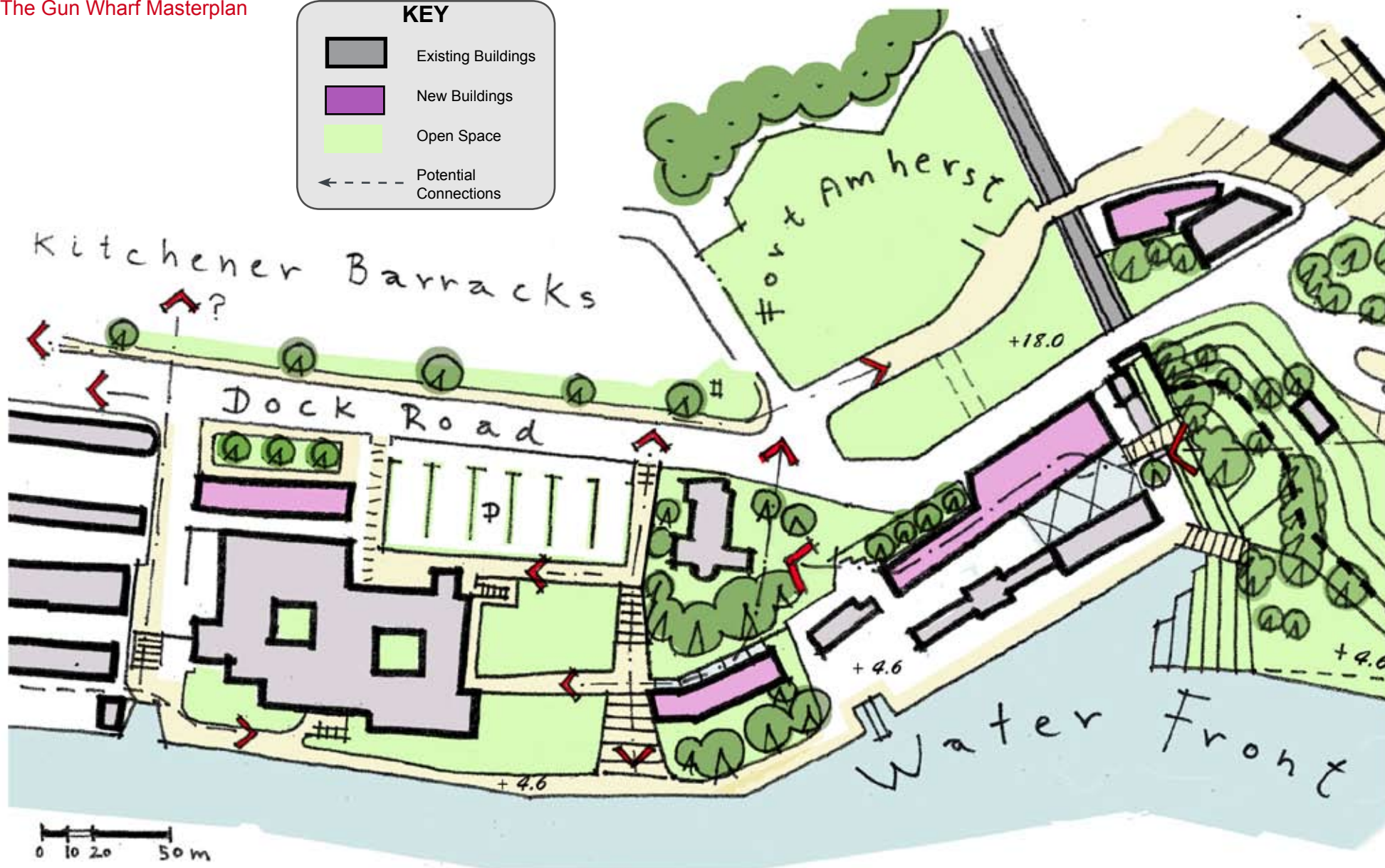
Figure 3.1: Movement and Connections



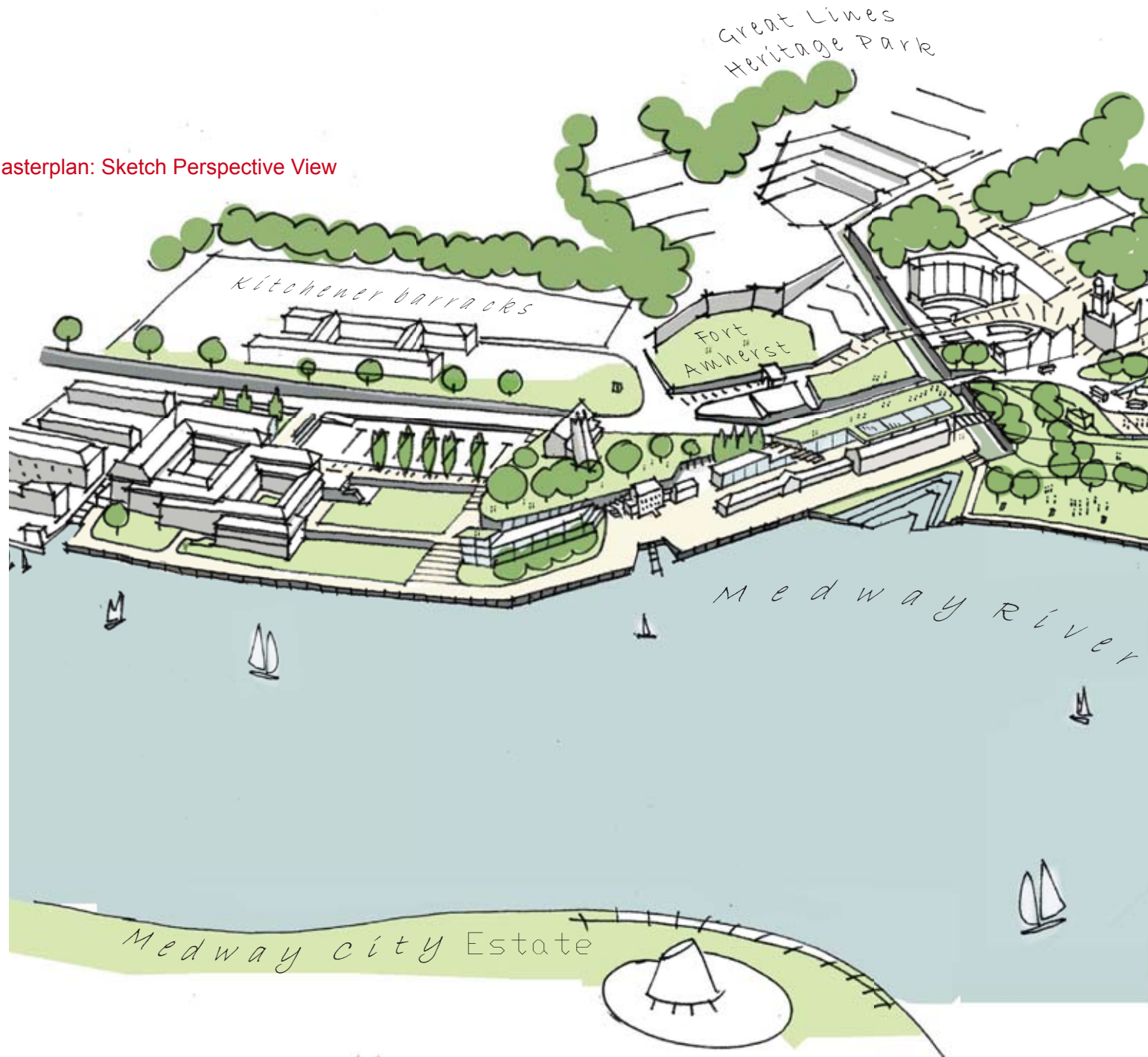
The Gun Wharf Masterplan

**KEY**

- Existing Buildings
- New Buildings
- Open Space
- Potential Connections



Gun Wharf Masterplan: Sketch Perspective View





## The Ordnance Site

The following development opportunities have been identified for the Ordnance Site:

- Removal of Riverside One Council building
- Library (ordnance building) retained
- New civic facilities to the east of the car park linked to library, potentially with covered atrium
- New building could accommodate a range of uses including:

“information portal” development with improved library facilities

performance venue with events space suitable for cultural use e.g. exhibition space, dance studios etc.

- Less sensitive uses at ground floor level to areas at risk from flooding
- Access and servicing provided to new buildings from Dock Road





## The Ordnance Site

- Surface car parking retained but reduced and re-provided as undercroft car parking
- Riverside waterfront public realm improvements
- Reinstatement and historic re-interpretation of the Barrier Ditch to include new landscaping
- New building provided adjacent to the Army Careers Information Office suitable for commercial / residential uses



*The Ordnance Site: Chatham Library and Riverside Surface Car Park (left) and the front of Riverside One*

## Barrier Ditch

There are a number of options for how the Barrier Ditch might be treated in the future, including:

- The ditch could be landscaped with the possibility of terracing the land down towards the waterfront to improve amenity
- The ditch could be flooded and a water feature created with bridging points provided to enhance access between the Ordnance Site and the Waterfront Park area

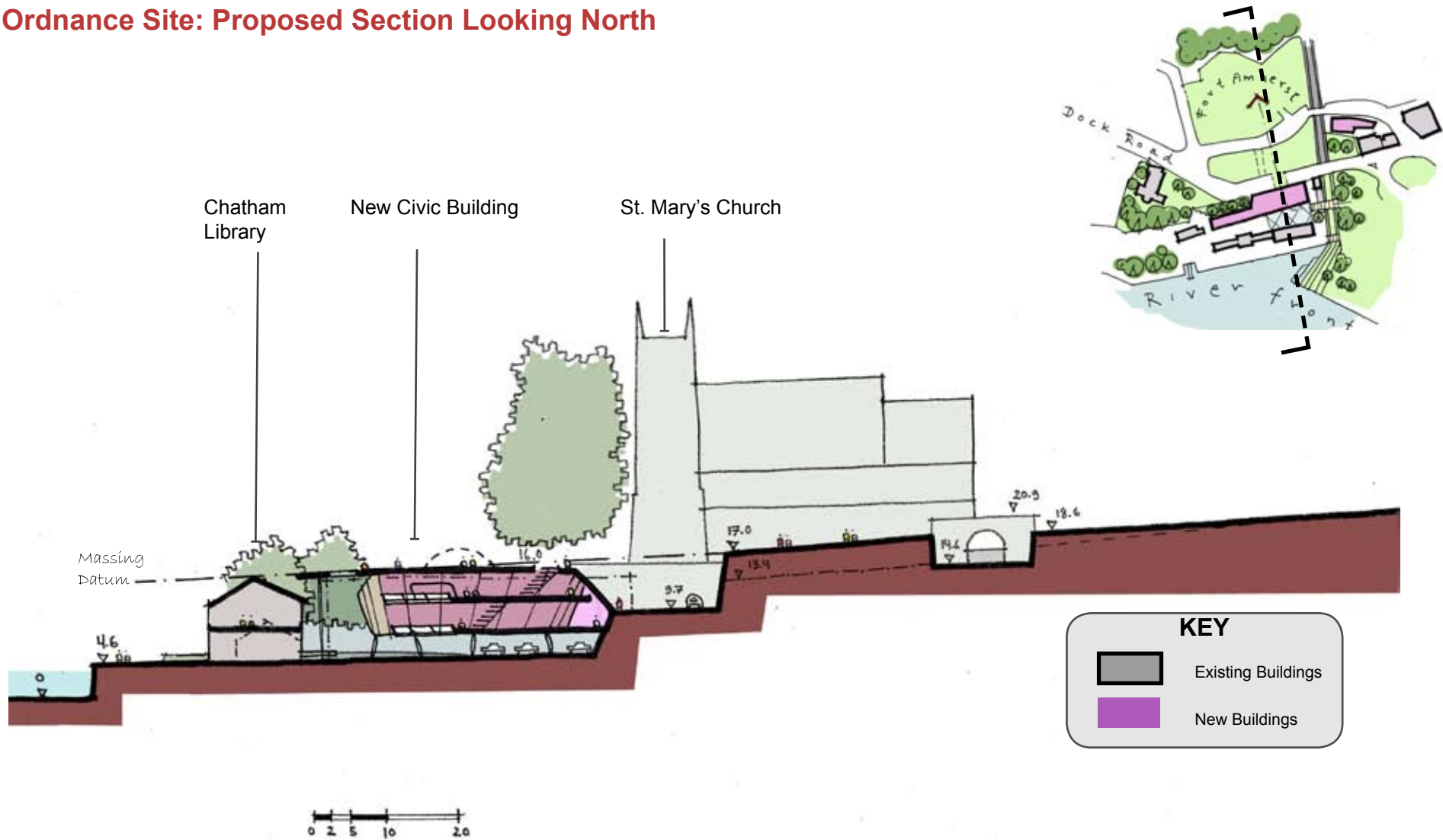


*The Ordnance Site: The Rear of Riverside One and Command House Pub*

## The Ordnance Site: Existing Section Looking North



### The Ordnance Site: Proposed Section Looking North

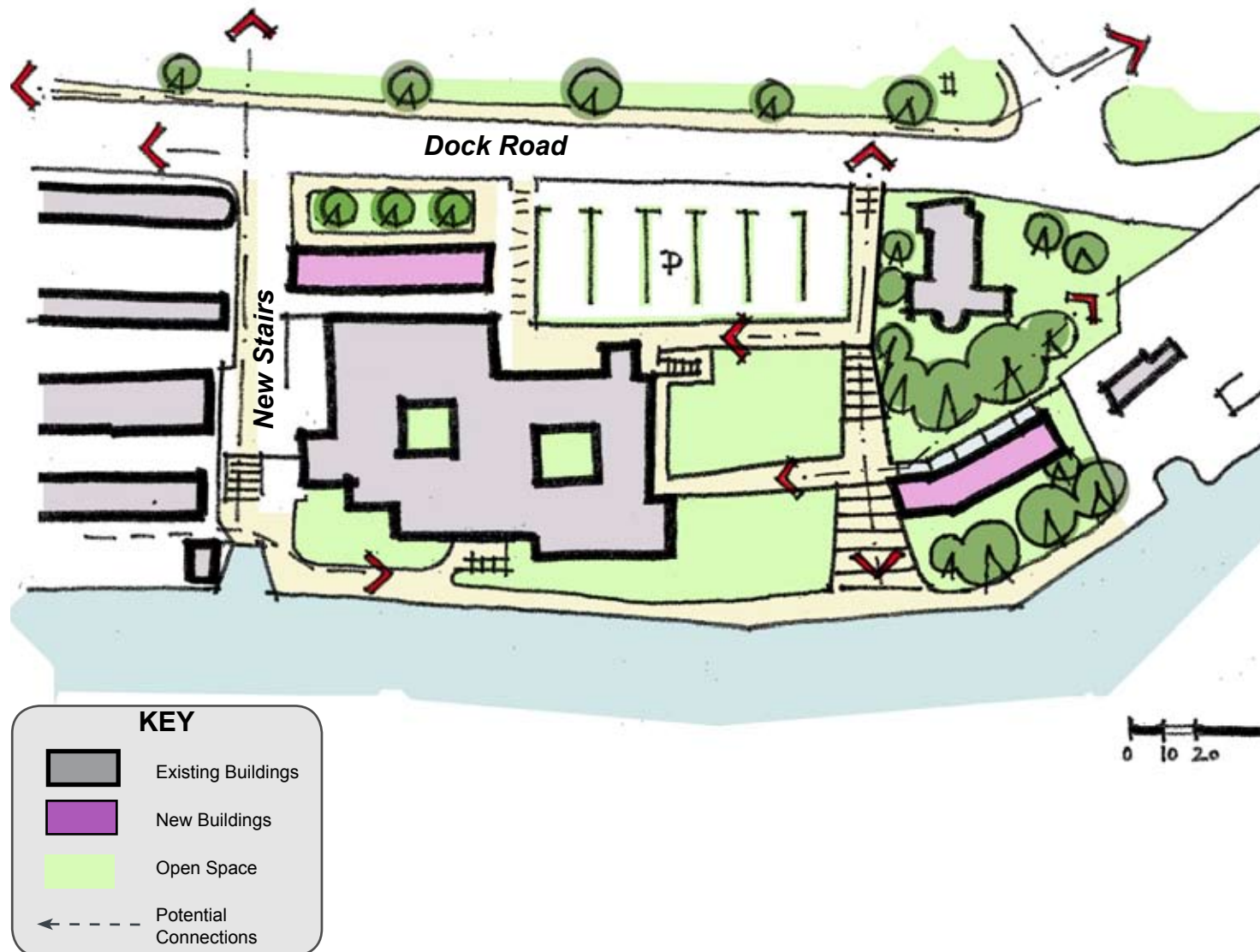




## The Civic Quarter

The following development opportunities have been identified for the Civic Quarter:

- Identify new use for St. Mary's Church
- Improve pedestrian links across Dock Road
- Petrol Station redeveloped for commercial use
- New development on the petrol station site creates public courtyard on to Dock Road
- New active frontages created on to Dock Road
- Council offices retained as existing layout
- Council surface car parking retained



## The Civic Quarter

- New waterfront development creates active uses along the waterfront including cafes / restaurants on ground floor with commercial space above
- Better pedestrian links to the east towards Kitchener Barracks
- New pedestrian link through the Churchyard between the waterfront and Dock Road
- Improvements to waterfront public realm to encourage use and draw pedestrians towards the site from the town centre
- Improved permeability through and around the site by creation of new pedestrian links including links with Kitchener Barracks

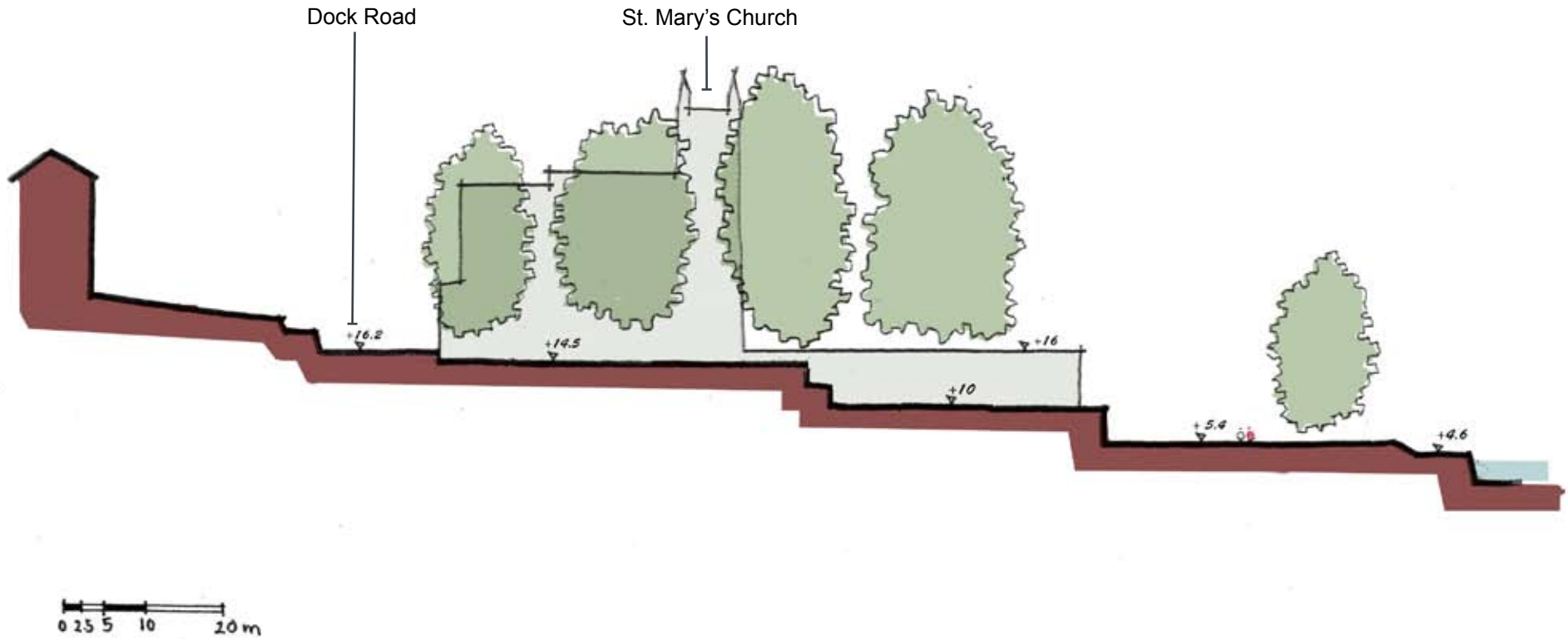


*St Mary's Church (left) and The Riverside Walk around the Council Offices (right)*



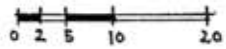
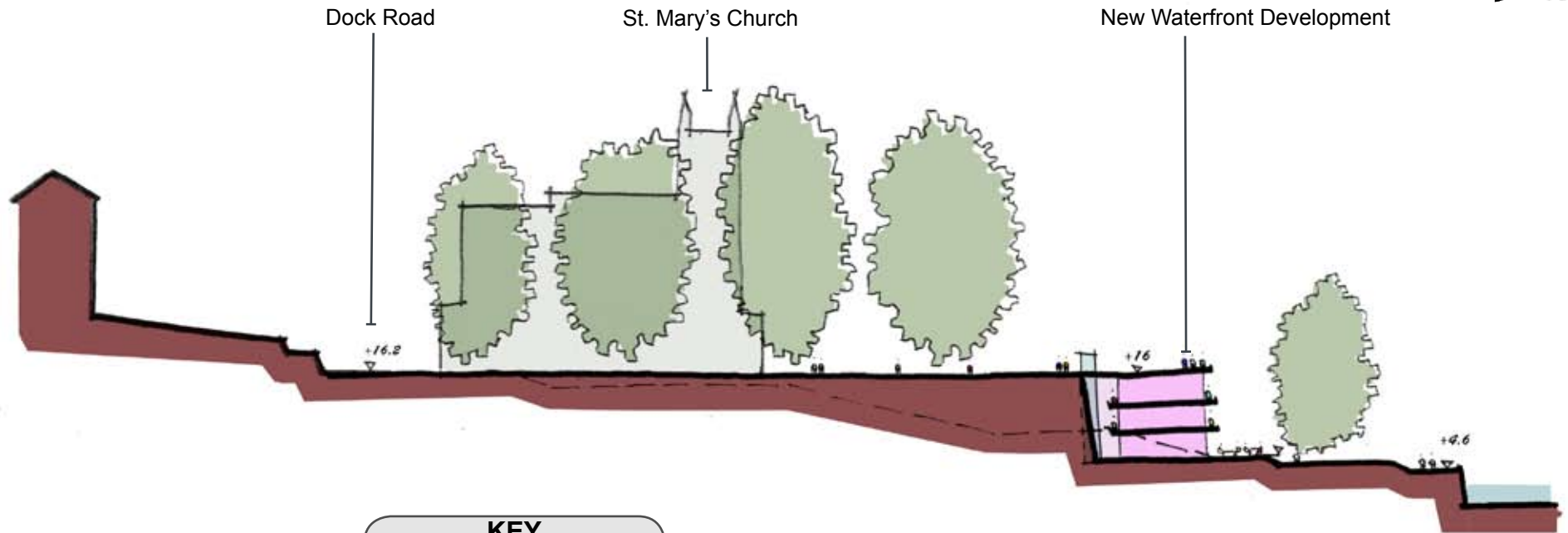
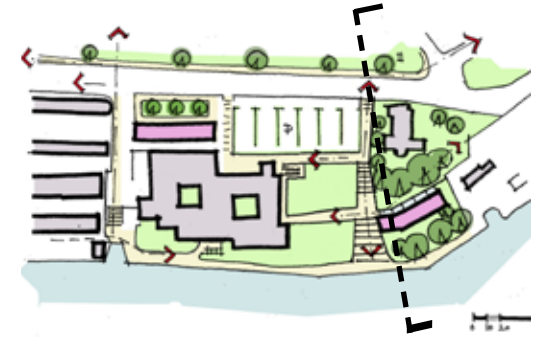
*Medway Council headquarters*

## The Civic Quarter: Existing Section







### The Civic Quarter: Proposed Section looking south



**KEY**

-  Existing Buildings
-  New Buildings

## Long Term Opportunities

This section of the report builds on the proposed masterplan and presents a number of options which could come forward but are linked more closely to the evidence gathering which is currently taking place. The opportunities have been highlighted in order to maintain future flexibility.

### Ordnance Site

In 2005 Consultants for Medway Council investigated opportunities for new cultural facilities in Medway. The results of this report were used to inform the CCWDB which highlighted the potential for the new facility to be located as part of the Waterfront Park. However, the 2005 study also highlighted that the Ordnance Site might also be suitable for this type of facility. As such, the Gun Wharf masterplan SPD recognises the following longer term opportunities for the Ordnance Site:

- Opportunity to redevelop the library building while retaining frontages as part of the provision of a new cultural facility
- Opportunity for larger cultural facility

### Civic Quarter

There are a number of potential longer term development opportunities which the Council may wish to consider for the area around the Council offices.

- Opportunity for Council surface car park to be removed but re-provided as underground car parking space
- Underground car parking could be provided on one or two levels with access to the Waterfront from New Stairs
- Creation of new stair route to provide a link from Waterfront to New Stairs and on to Dock Road
- Council building retained and enhanced with the addition of new office space
- Better one-way links from the Historic Dockyard to the waterfront
- New public courtyards opening out onto Dock Road
- New public open space strengthens pedestrian links through the site
- Large public open space courtyard in place of existing Council surface car parking to re-interpret the historic development pattern of the Parade Ground, fronting areas of public open space in courtyards
- New public route created between the waterfront, through the site towards Kitchener Barracks

### St. Mary's Church

St. Mary's Church is an important focal point and acts as a significant landmark for the historic core of Chatham.

As such, the Church should be preserved in any future proposals for the study area. It is therefore considered important to find a sustainable future for the church by identifying a viable use for the site. This will require further investigation but could include one or a combination of the following land uses:

- Museum and Heritage Centre
- Community facilities
- Offices and Conference facilities

There is currently a lack of car parking facilities serving the church and if it is to be brought back into viable use, the possibility of shared car parking facilities with Medway Council Headquarters should be explored.

**Artist's impression - view towards Chatham Library**





## River Transport in Medway

A number of previous studies have looked at opportunities for improving river transport connections to improve movement along the River Medway including locations like the Medway City Estate, Chatham Town Centre, Rochester Town Centre and the Interface Land to the north of the Historic Dockyard.

### Short Term

Based on the need for a number of linkages it is considered that a river-taxi would be the most suitable form of transport. This option would provide an opportunity for multiple linkages up and down the river. The existing piers could be utilised for the river-taxis to dock.

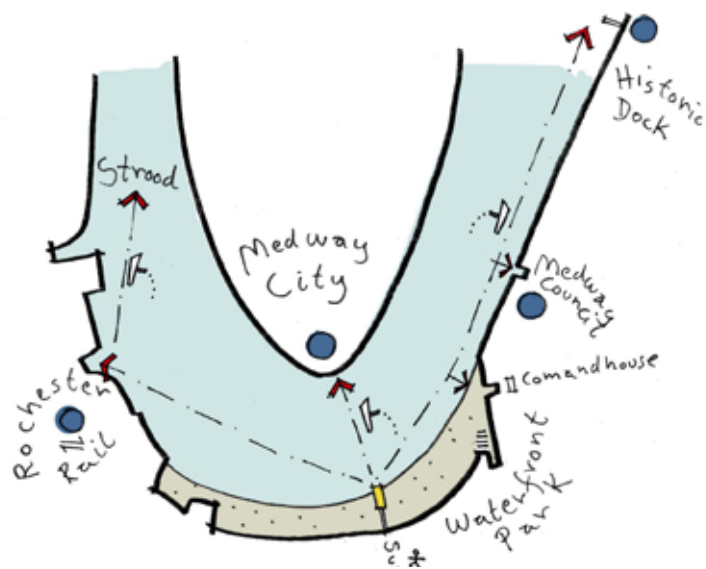
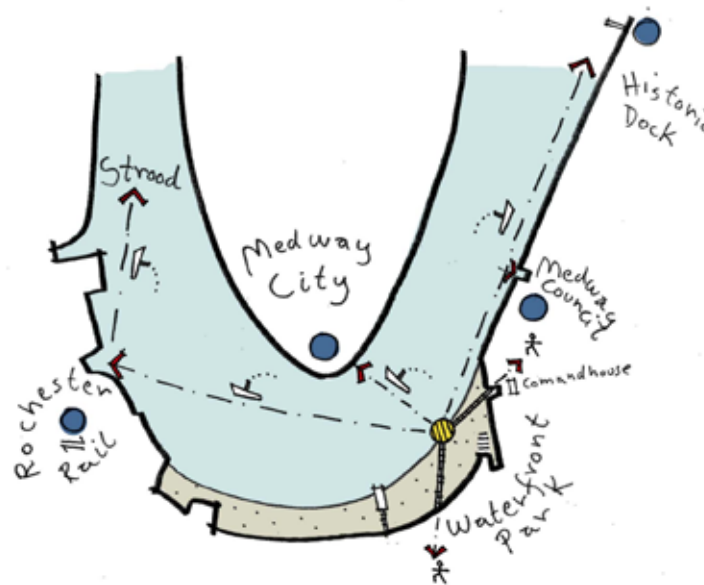


Figure 3.2: Ideas for River Transport

### Long Term

In the longer term, this could be supplemented with a more permanent structure such as a floating pontoon which links to the mainland at different points. Piers could also be provided to facilitate pedestrian movement across the River. This could also include the potential for new uses associated with a floating pontoon e.g. restaurants and cafes with views across the river.



## Detailed Guidance

### Flood Risk

The most up to date flood risk study for the area is the Medway Strategic Flood Risk Assessment (2006). This identifies that parts of the site are located in flood risk zone 3 (high probability of flooding). For the purposes of this SPD it is assumed that the flood defence measures will be developed in line with the adopted CCWDB which recognise that the primary design objective is to *“connect Chatham town centre physically and visually. The flood protection measures must not counter this with pure engineering solutions, but rather an integrated design approach”*

A review of the 2006 Strategic Flood Risk Assessment is currently underway by consultants and its findings will inform the redevelopment of the masterplan area. A number of potential flood defence solutions have been considered as part of the masterplan although these will need further consideration in light of the results of the strategic flood risk assessment review and consultation with the Environment Agency.

The site analysis reveals that part of the study area is at risk from 1 in 200 year flood events (appendix b). To take account of this new development should provide less vulnerable uses on the ground floor of new buildings. In accordance with PPS 25 (table D.2), less vulnerable uses are considered to be:

- Shops
- Restaurants and cafés
- Hot food takeaways
- Offices
- General industry
- Storage and distribution; and
- Assembly and leisure

In areas at risk of flooding, any habitable rooms should be located above ground floor level.

It is also acknowledged in PPS25 that developments which include areas which are designed to flood e.g. car parking and amenity areas will need to provide appropriate flood warning and instructions so users and residents are safe in flood events. This should include signage highlighting the susceptibility of sites to flooding. Local Plan policy CF13: *Tidal Flood Risk* provides further detailed guidance on the specific requirements relating to new development in flood zones.



Gun Wharf Flood Defences

Car parking in areas of flood risk is only acceptable if appropriate flood warning and signage is proposed. Entrances to car parks should be designed so they do not fill up with floodwater in times of flood and car parks should not be subject to flood depths of more than 300mm. The ability to move cars out of the car park, within the flood warning time, to an area of safety also needs to be assessed

All planning applications coming forward within the flood risk zone would be expected to be accompanied by a site-specific flood risk assessment to demonstrate how new development takes account of the risks posed from flooding. Developers should identify opportunities to reduce the overall level of flood risk in the area through the layout and form of the development, and the appropriate application of sustainable drainage techniques

## Ecology and Open Space

The Gun Wharf site currently provides limited areas of publicly accessible open space. The open space is of average quality and certain areas are in need of significant improvement. The CCWDB seeks to significantly improve the waterfront park area with a new high quality area of publicly accessible open space. Redevelopment proposals around the Gun Wharf site should seek to significantly increase the quality of open space in the study area in line with PPG17 to create high quality areas that improve the site's relationship with the waterfront.

The site's location adjacent to the waterfront and significant areas of public open space provide opportunities to promote ecology and biodiversity as part of open space improvements. Enhancements to the Waterfront Park and different treatment options for the Barrier Ditch should be exploited to increase opportunities for new habitats for flora and fauna in line with guidance provided in PPS9 and Local Plan policy BNE 22: *Environmental Enhancement*. This could include new areas of planting which promote opportunities for biodiversity.

One of the key objectives for the Thames Gateway is to deliver an EcoRegion which includes:

- Provision of adequate environmental infrastructure
- Efficient use of resources
- A high quality environment
- Mitigation and steps to taken to adapt to climate change
- Management of flood risk



Opportunities for Biodiversity and Open Space



## Heritage and Conservation

In line with PPS5 and local plan policies BNE12 - 18, listed buildings and their settings should be protected and enhanced through new development.

This level of protection includes proposals for re-use of listed buildings which must be accompanied by a listed building application. This will be particularly relevant should any proposals for re-use of St Mary's Church come forward.

Attention should also be paid to the setting of the key views identified in the adopted Buildings Heights Policy for Medway SPD (2006). This will include ensuring that the scale and massing of new buildings is appropriate, especially with regard to building heights.

It is also recognised that there are a number of other important townscape features such as historic firing lines associated with Fort Amherst which should be preserved. The Gun Wharf Character and Historic Assessment provides further information.

## Archaeology

The archaeological desk based assessments carried out for Gun Wharf (2009) reveal that the site has a high potential for below-ground archaeology.

The study recommends that, given the probable presence of nationally significant remains on the site, there would be a presumption in favour of preservation in situ, as required under PPS5. An early archaeological involvement in the design process is therefore recommended to qualify the nature of the archaeology on site and allow an appropriate mitigation strategy through design or preservation by record to be developed.

Through consultation on the SPD, English Heritage and Kent County Council have expressed a preference for archaeological excavation and evaluation of some parts of the site. The results should be used to inform and assess the suitability of any proposals coming forward for the site.

The Oxford Archaeology Desk Based Assessment (2009) highlights significant potential for buried archaeology in the surface car park close to Chatham Library. Foundations for any new building could have an impact and this would be increased if for example underground parking was proposed. Field evaluation may confirm that substantial below ground disturbance e.g. basements are not

acceptable or, if they are, that the costs of archaeological mitigation might be so high as to be prohibitive.

PPS 5 Policy HE6 provides the relevant policy context for below-ground archaeology and states that applications must contain sufficient information to demonstrate the significance of the heritage asset and assess the impacts upon it.

## Design

Design and Access Statements are statutory documents that must be submitted alongside any planning application for development proposal. In the case of Gun Wharf, they should be clear in demonstrating how their design has been developed but how it fits into the site's particular historic character and context.

Of particular importance is to ensure that the design of any new buildings is of the highest quality and sensitive to the surrounding heritage assets and their settings. This should include consideration of the scale, height, massing, alignment, materials and use of any future development. The PPS5 Practice Guide provides the following guidance on the key criteria to be assessed in design terms:

1. The significance of nearby assets and the contribution of their setting
2. The general character and distinctiveness of the local buildings, spaces, public realm and the landscape
3. Landmarks and other features that are key to a sense of place
4. The diversity or uniformity in style, construction, materials, detailing, decoration and period of existing buildings and spaces
5. The topography
6. Views into and from the site and its surroundings
7. Green landscaping
8. The current and historic uses in the area and the urban grain

To ensure that development proposals are responsive to the historic context of the study area, the Design and Access Statement should include an assessment of the impact of the proposal on heritage assets as part of the design concept. It should detail the sources and expertise that have been consulted (Policy HE6) to demonstrate how the proposed scheme relates to the relevant principles and policy guidance.



*Historic photograph of Gun Wharf*

## Key Views

The Gun Wharf site is within and adjacent to a number of important heritage designations and contains a number of listed buildings. A building height policy for Medway SPD recognises that there are a number of important strategic views into Gun Wharf. These include:

**View 5** - From Doust Way in Rochester Riverside looking towards Gun Wharf

**View 6** - From Bath Hard Wharf a key public space within the proposed development of Rochester Riverside

In addition, there are two views out of Gun Wharf, these include:

**View 1** - From Fort Amherst towards Rochester

**View 2** - New Gun Wharf looking towards Rochester

Future planning applications within the study area should include a townscape and visual impact assessment to demonstrate how proposals respond to the surrounding context and are appropriate in terms of scale.



Figure 3.3: Key Views into and out of Gun Wharf from the "building height policy for Medway" SPD (2006)



## Car Parking

There are a number of short-stay surface car parks in the study area. These car parks are not the most efficient use of space and impact on the character of the area. There is a significant opportunity to redevelop some of these car parks in line with the adopted Waterfront Development Brief SPD (2008) which recognises that short-term car parking should be rationalised. However, it is intended that the overall number of parking spaces available to visitors and shoppers be increased.

Peter Brett Associates have been commissioned by Medway Council to prepare a comprehensive parking strategy for Medway. The purpose of the Parking Strategy is to provide the Council with a robust parking framework for the future taking in, parking in new development, parking policy, parking provision and parking management and operation. A key element of the strategy is a Chatham parking plan. The parking plan considers the current parking stock within Chatham, it considers the parking places currently available to visitors to Chatham and it looks at the implications on the current parking stock resulting from the emerging proposals for development within the key masterplan areas and as a result of the changes proposed to transport and travel within Chatham and the Medway towns. The parking strategy will help to inform the long term opportunities for Gun Wharf.



*The site has a number of surface car parks which could be used more efficiently*

# 4

## APPENDICES



## Appendix A - Planning Policy

### National Guidance

**PPS 1: Delivering Sustainable Development** is the Government's overarching planning policy for the delivery of sustainable development. It states that: 'Sustainable development is the core principle underpinning planning. At the heart of sustainable development is the simple idea of ensuring a better quality of life for everyone, now and for future generations.'

### PPS4: Planning for Sustainable Economic Growth

Planning Policy Statement 4 (PPS4) sets out the Government's comprehensive policy framework for planning for sustainable economic development in urban and rural areas and includes guidance on town centres. PPS4 emphasises the need for local authorities to maximise opportunities for town centre growth in order to create vital and viable places.

**PPS 9: Biodiversity and Geological Conservation** requires that local authorities take an integrated approach to planning for biodiversity and geodiversity when preparing local development documents; ensuring that

they reflect and are consistent with, national, regional and local biodiversity priorities and objectives. It states that 'the re-use of previously developed land for new development makes a major contribution to sustainable development by reducing the amount of countryside and undeveloped land that needs to be used. However, where such sites have significant biodiversity or geological interest of recognised local importance, local planning authorities, together with stakeholders and developers should seek to promote opportunities to enhance biodiversity.'

### PPS 5: Planning for the Historic Environment

Sets out the government's position on planning for the historic environment, and includes the following key objectives:

- to provide a single comprehensive approach to the complete range of heritage assets
- to consider heritage building and monuments as a landscape rather than a barrier to development
- to highlight the design potential for built heritage to contribute to local place-shaping and act as a catalyst for change

### PPS 25: Development and Flood Risk

requires that flood risk is taken into account at all stages in the planning process to avoid inappropriate development in areas at risk of flooding, and to direct development away from areas at highest risk. Where new development is, exceptionally, necessary in such areas, policy aims to make it safe without increasing flood risk elsewhere and where possible, reducing flood risk overall.'

**PPG 13: Transport** provides guidance for ensuring land use planning effectively delivers the Government's integrated transport strategy. The key objectives are to:

- promote more sustainable transport choices for both people and for moving freight;
- promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling; and
- reduce the need to travel, especially by car.

Local authorities should assist in delivering these objectives by:

- actively manage the pattern of urban growth to make the fullest

use of public transport, and focus major generators of travel demand in city, town and district centres and near to major public transport interchanges;

- locate day to day facilities which need to be near their clients in local centres so that they are accessible by walking and cycling;
- accommodate housing principally within existing urban areas, planning for increased intensity of development for both housing and other uses at locations which are highly accessible by public transport, walking and cycling;
- ensure that development comprising jobs, shopping, leisure and services offers a realistic choice of access by public transport, walking, and cycling, recognising that this may be less achievable in some rural areas;
- ensure that strategies in the development and local transport plan complement each other and that consideration of development plan allocations and local transport investment and priorities are closely linked;
- use parking policies, alongside other planning and transport



measures, to promote sustainable transport choices and reduce reliance on the car for work and other journeys;

- give priority to people over ease of traffic movement and plan to provide more road space to pedestrians, cyclists and public transport in town centres, local neighbourhoods and other areas with a mixture of land uses;
- ensure that the needs of disabled people as pedestrians, public transport users and motorists - are taken into account in the implementation of planning policies and traffic management schemes, and in the design of individual developments; consider how best to reduce crime and the fear of crime, and seek by the design and layout of developments and areas, to secure community safety and road safety; and
- protect sites and routes which could be critical in developing infrastructure to widen transport

choices for both passenger and freight movements.

Local planning authorities should take a more pro-active approach in delivering more sustainable transport solutions. New development should help to create places that connect with each other in a sustainable way, providing the right conditions to encourage walking, cycling and the use of public transport. People should come before traffic.

### **Thames Gateway Regeneration Area**

To support the economic success of London and the wider south east and to ensure that the international competitiveness of the region is sustained, the SCP identifies the Thames Gateway as a significant area for growth in the longer term.

The Thames Gateway is a significant opportunity for regeneration close to London. Medway occupies a key location within the Thames Gateway and has therefore been targeted as a prime place for redevelopment.

### **Medway Local Plan Saved Policies**

The Medway Local Plan (adopted 2003) sets the local planning policy framework for this SPD. It will be replaced by the Local Development Framework. The Local Plan is guided by the community's core values and sustainable development principles relating to the promotion of economic, physical and social regeneration and also improving the environment. It emphasises the creation of an urban renaissance, through the redevelopment of brownfield sites within the urban area. The Local Plan includes the strategic objective to develop Chatham into the thriving city centre of Medway with high quality designed mixed use development comprising a range of housing, retail, leisure and community facilities, and thus becoming a major sub-regional centre able to compete effectively with its neighbours.

The following saved local plan policies are relevant to the study area. Please refer to the Local Plan Proposals Map for further information.

#### **POLICY T15: PARKING STRATEGY**

In the Chatham town centre Transport Policy Area, as defined on the proposals map, long stay car parking

for those using the town centre and who need access to their car during the course of the working day will be provided around the edge of the town centre in publicly available spaces. Long stay parking for those who do not need such access will be provided at suburban Park and Ride sites. Provision for short-stay car parking will be made in publicly available spaces close to the shopping streets within Chatham town centre.

In the Gillingham, Strood, Rochester and Rainham Transport Policy Areas, as defined on the proposals map, the council will provide short stay publicly available car parking close to the core of the shopping centres. In the Star Hill/Sun Pier Transport Policy Area as defined on the proposals map, short stay publicly available car parking will be provided in less sensitive locations that do not adversely impact upon the character of the area.

Commuted sums will be sought, where appropriate, to secure improved accessibility to sites by all transport modes generated by development. These payments will be used to assist the provision of appropriate transport choices. Such choices may include Park and Ride projects or assistance to the provision of bus, rail, cycling, taxi or pedestrian infrastructure.

Proposals which would lead to the removal of private off-street car parking spaces in Chatham town centre will be permitted where to do so would not conflict with other policies of this plan.

#### POLICY L3: PROTECTION OF OPEN SPACE

Development which would involve the loss of existing formal open space, informal open space, allotments or amenity land will not be permitted unless:

- (i) sports and recreation facilities can best be implemented, or retained and enhanced through redevelopment of a small part of the site; or
- (ii) alternative open space provision can be made within the same catchment area and is acceptable in terms of amenity value; or
- (iii) in the case of outdoor sports and children's play space provision, there is an excess of such provision in the area (measured against the n.p.f.a. standard of 2.4 hectares per 1,000 population) and such open space neither contributes to, nor has the potential to contribute to, informal leisure, open space or local environmental amenity provision; or
- (iv) in the case of educational establishments, the development is

required for educational purposes and adequate areas for outdoor sports can be retained or provided elsewhere within the vicinity; or

(v) the site is allocated for other development in the local plan.

#### POLICY S5: MEDWAY'S "CITY" CENTRE

Chatham town centre will be developed as the major, multi-use 'city' centre for Medway. Sites to cater for new retail development are allocated within the town centre, and any major comparison retail proposals should be located here. Qualitative improvements to convenience goods provision, which are well related to the core area, will be permitted.

A range of other uses appropriate to a town centre location will also be permitted, provided that they contribute to the centre's vitality and viability and are consistent with the requirements of the retail policies of this plan.

The council will permit initiatives to enhance the attraction of the town centre. These may include environmental improvements, improved access for public transport, cyclists and pedestrians and access to the riverside.

Land at the riverside, as defined on the proposals map, will be released for riverside open space and for mixed-use development. This could include Class C3 residential uses; Class A1 and A3 shop, restaurant and pub uses; Class B1 business; and Class D1 and D2 leisure uses.

#### Medway Local Development Scheme (2008 - 2011)

The Medway LDS identifies a number of key documents that will be produced as part of the LDF process. These include:

- Core Strategy - Due for adoption in June 2012
- Medway Proposals Map - Due for adoption in 2011
- Chatham World Heritage Site Management Plan (June 2010)
- Chatham Interface Land and Historic Dockyard Development Brief SPD - currently in progress

#### Medway Core Strategy (2010)

Medway Council is in the process of preparing a core strategy development plan document that sets out the council's spatial strategy for how Medway will be developed in the future.

#### Building Height SPD

The Local Plan and emerging Local Development Framework is supported by more detailed guidance. In particular, Medway's Building Height Policy, which was adopted as a SPD in 2006 provides guidance for ensuring new high buildings within Medway are of the highest quality, and are in the most appropriate locations. It also sets out the methodology for determining the detailed acceptability of tall buildings and their effect on strategic views and landmarks. The Council will continue to use this in assessing proposals for buildings that are 18m or more in height or which impact on strategic views. The Medway Waterfront Renaissance Strategy defines Chatham Centre and Waterfront as an appropriate location where higher buildings should be proposed.

Medway Council recognises that as part of Medway's growth, high quality designed land mark buildings will be needed to promote an exciting image

for Medway's waterfront regeneration sites and in delivering more sustainable working and living environments. However, great care will need to be taken to protect the historic built environment and the unique landscape and riverside setting of Medway.

## Pentagon Centre Development Brief

Medway Council, in partnership with Dunedin Property Limited, then owners of the Pentagon Shopping Centre, commissioned a team of planning, urban design and architecture specialists, led by David Lock Associates, to explore how the Pentagon Shopping Centre might be refurbished and extended in a way that can bring new benefits and opportunities to Chatham Town Centre.

The scope of the refurbishment and development is to improve the market appeal of the Centre and its integration with the surrounding town centre, including enhancing pedestrian movement. In particular, three main opportunities are identified:

- Refurbishment of the centre that entails reviewing and consolidating floor space through relocating the bus station; reorganising existing retail units (particularly on the

upper levels), and reviewing the existing entrance points, malls and internal spaces (including Pentagon Court) to improve pedestrian circulation through the centre;

- Mixed use extension of the centre to Soloman's Road which involves the demolition of the existing Brook car park; redevelopment of existing retail units fronting the High Street; provision of high quality parking, and some residential development;
- Mixed use extension of the centre fronting The Paddock which involves redeveloping the area currently used by buses accessing the centre; reclaiming highway land to provide a fresh and attractive development frontage, and some residential development;
- There are also a number of wider public realm proposals connected with the refurbishment and extension of the centre which will come forward as part of the wider Development Framework. It is essential that future development within and around the Pentagon Centre takes place in a co-ordinated way.

## Medway's Local Transport Plan 3 (LTP)

This document aims to reduce the use of cars and encourages cycling, walking and public transport as alternatives. This approach is fully supported by national, regional and local government policies, such as the Medway Local Plan adopted version 2003. Medway's LTP seeks to deliver six overarching priorities:

- to support Medway's regeneration, economic competitiveness and growth by securing a reliable and efficient transport network
- to support a healthier natural environment by contributing to tackling climate change and improving air quality
- to ensure Medway has good quality transport connections to key markets and major conurbations in Kent and London
- to support equality of opportunity to employment, education, goods and services for all residents in Medway
- to support a safer, healthier and more secure community in Medway by promoting active lifestyles and by reducing the risk of death, injury or ill health or being the victim of crime

## Development Contributions Guide SPD

A Development Contributions Guide has been prepared by Medway Council that is a supplementary document to Policy S6 of the Local Plan. Developers are expected to have had full regard to the guide before submitting planning applications to the council. The Guide aims to assist developers, speed the decision making process and ensure consistency, transparency and accountability. Planning Obligations or Agreements and Unilateral Undertakings are normally entered into in accordance with Section 106 of the Town & Country Planning Act 1990 (as amended). New development should be sustainable and this means it should provide capacity and new facilities to meet the needs of new residents. The council has therefore put in place systems and arrangements to aid the process to be followed in determining contributions and sets out the technical details for most services for which contributions may be sought.



## **Statement Of Community Involvement**

The Statement of Community Involvement (SCI) is the first development plan document to be approved by Medway Council. In preparing development plan documents, the Council is required to meet a minimum level of public involvement under the Town and Country Planning (Local Development) (England) Regulations 2004. The SCI sets out, in a formal way, the arrangements for how people can get involved in the preparation of local development documents. Central to the SCI is to ensure that all sections of the public, including local groups and organisations, are actively involved throughout the plan making process.

The SCI is therefore relevant to the preparation of this Gun Wharf SPD. However, because SPDs are not a statutory requirement only one period of public participation is required and they do not need to follow the full consultation procedure required for DPDs. The SCI states that consultation will be directed towards those bodies, organisations and individuals with a particular interest in an SPD area or subject.

The following documents should also be used to influence the design of any proposals coming forward within the study area:

### **Safer Places the Planning system & Crime prevention (ODPM 2004)**

### **Safer Places- A Counter Terrorism Supplement (CLG 2009)**

### **NACTSO (National Counter Terrorism Security Office) -Crowded Places & guidance**

## Appendix B - Site Analysis

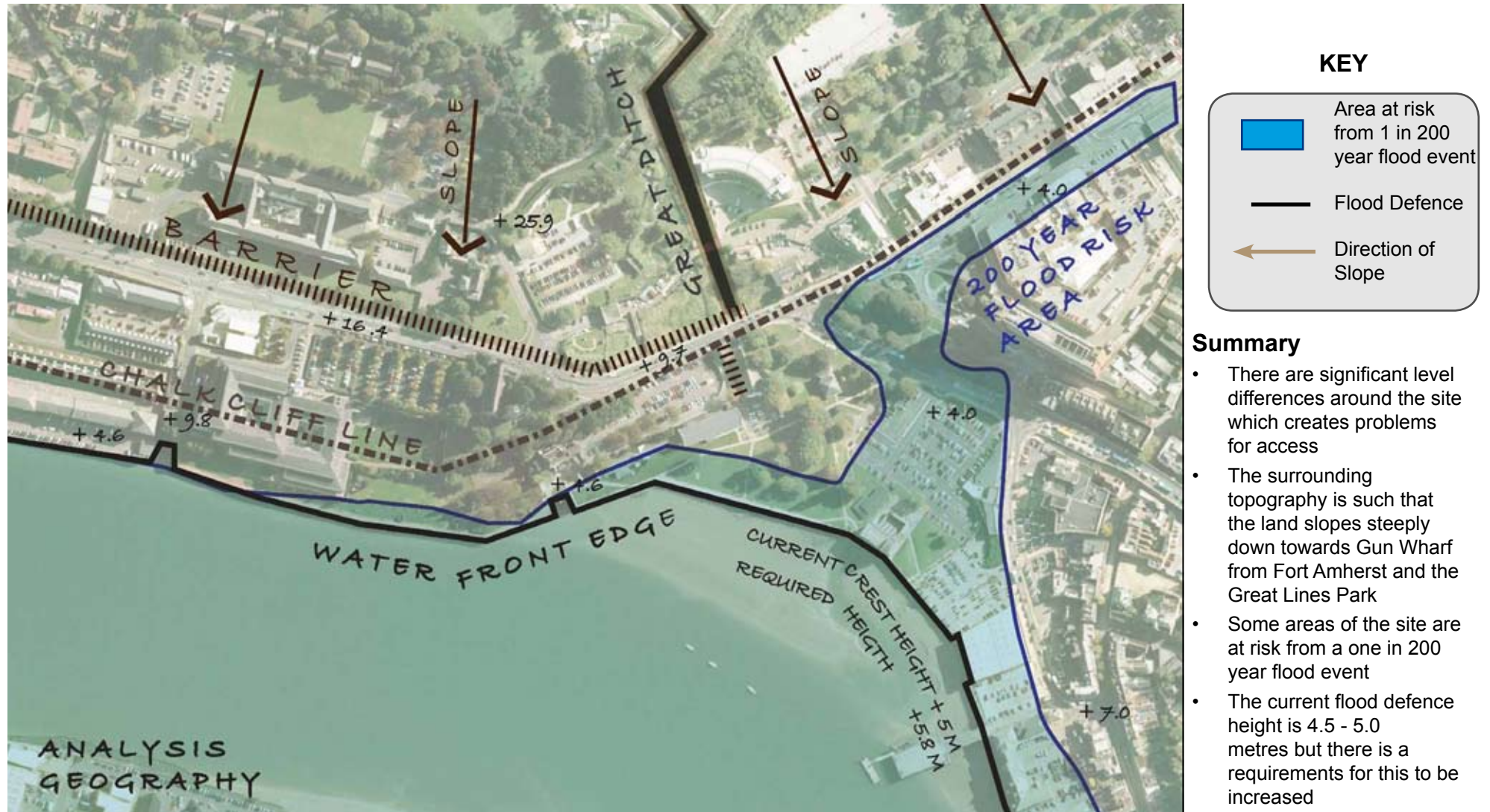


Figure B.1: Topography and Flood Risk





Figure B.2: Land Ownership and Uses

### Summary

- Most of the site is in Council ownership including the surface car parks
- The petrol station, St Mary's Church, the Command House Pub, the Watts charity building and the army careers information office are in private ownership
- A large proportion of the site is publicly accessible open space and amenity areas. However, these areas are of average quality
- Much of the site is in civic use





**Summary**

- There are a number of surface car parks within the study area which limit opportunities for active frontages and restrict development potential of the site
- Dock Road provides the main vehicular route through the site
- Access to the Council offices and Chatham library is from Dock Road

Figure B.3: Movement and Car Parking

