

APPENDIX IV

DARTFORD TOWN CENTRE AREA ACTION PLAN PREFERRED OPTIONS (incorporating the Northern Gateway)

Compatibility Analysis - Town Centre AAP Vision & Objectives

Key:

++	Positive Compatible
+	Compatible
0	Neutral/ Not relevant
-	Potential Conflict
--	Incompatible
?	Uncertain, dependent on other factors or further details

**Town Centre Area Action Plan: Vision
 Compatibility Analysis**

	SA Framework Objectives																		
	Balanced Communities	Integrated Communities	Accessibility	Public Health	Phasing of Supporting Infrastructure	Housing	Sustainable Design and Construction	Environmental Health	Economy and Employment	Landscape	Land and Soil Quality	Biodiversity	Cultural Heritage	Minerals	Climate Change & Energy	Air Quality	Waste	Water	Flooding
Town Centre Area Action Plan: Vision	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Dartford – a place where people are paramount. A town where the built and natural environment, historic and modern, combine to provide a stunning setting for people to come and shop, meet, work, play, live or just enjoy.	++	+	+	+	0	+	+	+	+	+	0	+	+	0	0	+	0	0	0
<p>Summary: The Town Centre Area Action Plan Vision is broadly compatible with the sustainability objectives. There are no aspects of the vision which are assessed as being incompatible with the objectives set out in the SA Framework.</p> <p>The vision's focus on people ensures that it is strongly compatible with the sustainability objective on balanced communities. The intention for the built, natural, historic and modern environment to create an attractive environment for working and living is compatible with key sustainability objectives on housing, environment, biodiversity and cultural heritage.</p> <p>There is potential for the vision to be enhanced by a more explicit reference to sustainable outcomes, given, for example, that adaptability and mitigation of issues such as climate change will be intrinsic to town centre development in the future.</p>																			

Town Centre Area Action Plan: Strategy for a Revitalised Town Centre – Principles Compatibility Analysis

	SA Framework Objectives																		
	Balanced Communities	Integrated Communities	Accessibility	Public Health	Phasing of Supporting Infrastructure	Housing	Sustainable Design and Construction	Environmental Health	Economy and Employment	Landscape	Land and Soil Quality	Biodiversity	Cultural Heritage	Minerals	Climate change & Energy	Air Quality	Waste	Water	Flooding
Town Centre Area Action Plan: Strategy for a Revitalised Town Centre - Principles	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Develop a much improved shopping offer, not just in terms of quantity but also quality and choice.	+	+	+	?	?	0	0	?	+	?/-	0	0	?	0	?	?/+	0	0	0
Attract anchor stores on to major development sites to bolster existing shops and act as a catalyst for further retail investment.	+	+	+	?/-	?	?/-	?	0	++	?/-	0	0	?/-	0	?	?	0	0	0
Encourage a combination of independent and multiple stores, to help differentiate the shopping offer from other centres.	+	+	+	?	?	?	?	0	++	?/-	0	0	?/-	0	?	?	0	0	0
Define a unique identity for Dartford by giving its assets, including the historic environment, its market town status, Central Park, the River Darent and the Orchard Theatre, a higher	+	0	+	+	0	0	?	+	+	++	0	+	+	0	0	0	0	0	0

	SA Framework Objectives																			
	Balanced Communities	Integrated Communities	Accessibility	Public Health	Phasing of Supporting Infrastructure	Housing	Sustainable Design and Construction	Environmental Health	Economy and Employment	Landscape	Land and Soil Quality	Biodiversity	Cultural Heritage	Minerals	Climate change & Energy	Air Quality	Waste	Water	Flooding	
profile in the life of the town.																				
Create a more coherent shopping circuit, so that shoppers are drawn to all parts of the town.	+	+	+	+	0	0	?	+	+	?/-	0	0	?	0	?	0	0	0	0	
Refresh and renew the buildings and streetscape in the town centre.	+	0	+	+	0	0	?	+	0	++	0	0	?/+/-	0	0	0	0	0	?	
Make walking in the town centre a much more pleasant experience.	+	+	++	+	0	0	+	+	0	+	0	0	+	0	+	+	0	0	0	
Expand the range of non-shopping attractions and expand the evening economy.	+	+	+	+	0	0	?	+	+	+	0	0	?	0	0	0	0	0	0	
Provide more homes and jobs in the town centre and at the Northern Gateway to support the town's economy.	+	+	+	0	0	++	?	?/+/-	++	+	0	0	?	0	+	+	0	0	0	
Make getting to the town centre, by whatever means, easy and convenient.	+	+	+	+	0	0	?/+	+	+	0	0	0	0	0	+	+	0	0	0	

Summary:

Improving the shopping offer is strongly compatible with community and employment objectives. There is some uncertainty and potential conflicts arise with the SA objectives on townscape and cultural heritage.

Defining a unique identify for Dartford supports sustainability objectives and is compatible with the aims to enhance the townscape and provide good quality urban spaces for people to live and work.

Seeking coherence in the shopping circuit is largely compatible with SA objectives, key uncertainties relate to how the circuit would be delivered (e.g. incorporating sustainable design and transport principles) and whether it will create any negative impacts on the existing (conservation) setting of the town.

The principles to refresh and renew building and streetscape are compatible with sustainability objectives aimed at improving access, for balanced communities and they also support wider health issues. There is potential conflict with the SA objective to protect valued cultural heritage resources, however, the management of cultural resources is given priority within the town centre vision.

Principles to locate jobs and homes in the town centre are strongly compatible with sustainability objectives, in particular those on housing and employment. Focusing jobs and housing in one area also has wider environmental benefits by reducing the need to travel which provides for further compatibility between objectives and principles.

It is considered that the principles could be improved through ensuring that the Town Centre is more compatible with the sustainable design, environmental and public health SA objectives. An additional objective could refer to, for example 'a sustainable mixed-use community, where car travel is minimised, and community health and well-being are assured through safe and attractive places, and enhanced opportunities for recreation and well-being'.

Overall the town centre principles have positive implications for sustainable development principles and support aims to generate a more viable and vital town centre that is accessible and provides a high quality public realm. Potential conflicts arise primarily from uncertainties as to how key principles will be delivered. It is considered that an additional objective on sustainable communities would strengthen the AAP.