

Dartford Town Centre Area Action Plan

Evaluation of Strategic Options July 2008

Dartford Borough Council

Dartford Borough Council
Planning Policy Team
July 2008

STRATEGIC OPTIONS

Evaluation of Strategic Options

This document provides an evaluation of **key strategic options** identified in the preparation of the Area Action Plan. Assessment of these options resulted in defining the Council's Preferred Options. These have been used to develop the policies in the Submission document. The Preferred Options define the range and extent of uses in the town centre and their spatial relationship with each other.

Part 2 of this document assesses the most appropriate use on each of the identified development sites, taking into account how this would support the Preferred Options and contribute to an effective distribution of uses in the town centre.

Part 1

This section considers the **strategic issues** that are important for shaping Dartford Town Centre in the future.

Spatial issues focus on:

1	the extent of retail floorspace to be provided in the town centre
2 and 5	the mix and balance of uses in the town centre and in the Northern Gateway
3	the type of evening economy to encourage
4	the distribution of car parking and bus stops in the town centre
6 and 7	the spatial relationship of land uses to each other

Note that due to similarities and to avoid repetition, some of the issues have been combined (where the same question is applied to different parts of the town centre). Issues 2 and 5 have been considered together in the same table, as have issues 6 and 7.

Also note that some issues (improving the environment and making the most of Dartford's assets) have not been assessed as they are considered to be fundamental to the regeneration of the town centre and there are not considered to be any alternative realistic options.

The **key strategic options** considered in the preparation of the Plan are identified below, together with an assessment and the conclusions leading to the Council's Preferred Approach. These Preferred Strategic Options have been developed into the more detailed Preferred Approaches which are contained in the Area Action Plan.

In carrying out the assessment the following evidence and background material was taken into account:

- findings from the evidence base:
 - Donaldsons: Dartford Retail and Leisure Study 2006,
 - Position Statement 8Cii for the South East Plan Examination in Public 2006,
 - Kent Thameside Hotel Futures 2007.
- results of Enfusion's Sustainability Appraisal.
- responses received during consultation:

- Donaldsons: Public Consultation: Dartford Town Centre and Northern Gateway Area Action Plans Production Stage Issues and Options, September 2005,
- Dartford Youth Council, May 2007,
- Town Centre Focus Day, June 2007,
- Town Centre Residents Drop-in Session, June 2007.
- policies in strategic plans:
 - Kent Thameside Community Strategy Update 2007-2008,
 - Kent and Medway Structure Plan: Mapping out the Future 2006,
 - A Clear Vision for the South East: The South East Plan Core Document, Draft Plan for Submission 2006.

Issue 1: Improving the Retail Offer within the Town Centre		
Option 1a Regenerate the town centre by increasing the net additional retail floorspace.	Option 1b Regenerate the town centre by retaining level of existing retail floorspace.	Option 1c Regenerate the town centre by allowing change of use of some retail units and consolidating within a smaller area.
Evidence Base	<p>Dartford Retail and Leisure Study forecasts a need for:</p> <ul style="list-style-type: none"> • between approximately 7,600 and 11,200 sq m additional convenience goods floorspace by 2016. • Between approximately 11,400 and 16,800 sq m of additional comparison goods floorspace by 2016. • a wider range of higher quality retailers and increased market share of expenditure. <p>These findings support Option 1a.</p>	
Sustainability Appraisal (SA)	<p>The SA identifies Option 1a as the preferred option for sustainability. It highlights that the town centre should provide a variety of types and scale of new retail floorspace.</p>	
Consultation Responses	<p>Consultation supports Option 1a as it raises the need to attract a wider customer base by:</p> <ul style="list-style-type: none"> • providing high quality retailers and a wider retail range, • ensuring a mix of multiples, small retailers and local independents, • encouraging more investment, lower rents and less vacancies, redeveloping core retail sites, e.g. Lowfield Street, 	
Strategic Plans	<ul style="list-style-type: none"> • The Community Strategy aims to increase footfall and rents whilst reducing retail yields and vacancy rates. • The Structure Plan identifies Dartford as a Principle Town Centre and supports enhanced quality, range and choice of shopping (EP14). It also supports new retail development of a scale appropriate to the size and function of the town centre and promotes the sequential approach when locating retail development (EP15). • The Draft South East Plan seeks to promote good quality development to regenerate town centres (TC1). It identifies Dartford as a Secondary Regional Centre and a focus for major retail developments (TC2). <p>Guidance supports Option 1a.</p>	
Overall Assessment	<p>Given that this assessment points towards the need for a major improvement in retailing, Options 1b and 1c are <u>not</u> supported. In particular, these options:</p> <ul style="list-style-type: none"> • will not generate sufficient retail floorspace to meet the forecast demand, • are unlikely to boost retailer confidence to invest in existing premises, • are unlikely to create an improved retail offer through reliance on existing vacancies or consolidating shops into a smaller area, • are unlikely to encourage and accommodate large multiple retailers. <p>The Preferred Strategic Option is 1a as it is likely to enable an increase in the range and quality of shops. Option 1a is developed through Preferred Approaches: 1 New Shopping Floorspace, 2 Size of Units, 3 Primary Shopping Frontage, 4 Food Stores, 5 Retail Warehousing and 11 The Markets.</p>	

Issue 2: Uses to Support the Shopping Function			
Issue 5: Balance of Uses in the Northern Gateway			
Option 2a and 5a Provide a balance of uses – employment, residential, leisure, culture, recreation.	Option 2b and 5b Provide predominantly leisure floorspace.	Option 2c and 5c Provide predominantly residential units.	Option 2d and 5d Provide predominantly work floorspace.
Evidence Base	<ul style="list-style-type: none"> • Dartford Retail and Leisure Study identifies that an increased residential population will generate demand for leisure in the future. • There is a limited supply of modern offices in the town centre at Home Gardens, Instone Road/Lowfield Street and Spital Street. There is limited demand as evidenced by few planning applications in the town centre. Crossways has developed a significant office sector. This coupled with permission for significant office development at Ebbsfleet will continue to restrict the viability of town centre office development. • There is a need for residential uses to meet the draft South East Plan requirement. The levels of housing provision identified in the Area Action Plan are commensurate with the level required to meet the overall Borough allocation. • Hotel Futures identifies a need for new hotels in the town centre, with the Northern Gateway being well suited to a budget hotel. <p>These findings support Options 2a and 5a.</p>		
Sustainability Appraisal (SA)	The SA identifies Options 2a and 5a as the preferred options for sustainability. It highlights that the mix of land uses will help to create sustainable communities and that the Northern Gateway should include employment uses as part of a mixed use scheme.		
Consultation Responses	<p>Consultation supports Options 2a and 5a as it raises the need for:</p> <ul style="list-style-type: none"> • a broader evening economy (see Issue 3 below), • a mix of leisure, hotel, housing, community, sports and open space, • redevelopment to provide more attractive facilities, • better links between Northern Gateway and the rest of the town centre. 		
Strategic Plans	<ul style="list-style-type: none"> • The Community Strategy aims to provide opportunities for local employment and meet housing targets. • The Structure Plan promotes mixed uses including retail, service, leisure, office, community, cultural and residential (QL5, SS5, EP14). • The Draft South East Plan promotes Dartford as a major town centre where further development should be concentrated (KTG8) with a mix of leisure, culture, services, retail, employment, residential, commercial (TC1) and other uses that attract large numbers of people (TC2, TC3). <p>Guidance supports Option 2a.</p>		
Overall Assessment	<p>Given that this assessment points towards the need for a variety of uses in the town centre and the Northern Gateway, Options 2b, 2c, 2d, 5b, 5c and 5d are <u>not</u> supported. In particular:</p> <ul style="list-style-type: none"> • there is no demand for large, single use office or leisure schemes, • single use schemes will not contribute towards town centre vitality. <p>The Preferred Strategic Options are 2a and 5a as they support a variety of uses. Options 2a and 5a are developed through Preferred Approaches: 3 Primary Shopping Frontage, 6 Land Uses to Complement Shopping, 7 Housing, 8 Leisure, 9 Hotels and 14 Orchard Theatre.</p>		

Issue 3: Creating a More Attractive Evening Economy	
Option 3a Pursue a more balanced economy by encouraging a greater variety of evening time activities, more family friendly activities/venues and more residential development.	Option 3b Maintain the existing mix of night time activities and continue to allow the development of pubs, bars and clubs.
Evidence Base	Dartford Retail and Leisure Study identifies that there is no real current demand for additional commercial leisure facilities but with an increased future residential population, demand for leisure will also increase. This finding supports Option 3a .
Sustainability Appraisal (SA)	The SA identifies Option 3a as the preferred option for sustainability. It highlights that: <ul style="list-style-type: none"> • a balanced day and evening economy will generate more active and vibrant streetscapes, • an increased residential presence will help to engender community safety and a shared feeling of ownership.
Consultation Responses	Consultation supports Option 3a as it raises the need for: <ul style="list-style-type: none"> • improved security, lighting, policing, CCTV, active frontages and more people on the streets, • a choice of family entertainment activities - cinema, snooker clubs, bowling alley and ice rink, • better quality restaurants and a café culture, • an improved public realm especially at the Orchard Theatre and a new Town Square, • a safe and managed evening and night time economy which controls noise, vandalism and antisocial behaviour.
Strategic Plans	<ul style="list-style-type: none"> • The Community Strategy aims to provide opportunities for local employment and to provide local facilities. • The Structure Plan supports proposals which expand or diversify service, business or leisure activities (EP14), • The Draft South East Plan promotes attractive and vibrant town centres which are the focal point of a mix of uses including leisure uses (TC1). It also seeks to promote uses that attract large numbers of people including cultural, tourism, social, community venues and leisure uses (TC2 and TC3). Guidance supports Option 3a.
Overall Assessment	<p>Given that this assessment points towards the need for a vibrant evening economy which attracts different users into the town centre, Option 3b is <u>not supported</u>. In particular:</p> <ul style="list-style-type: none"> • more pubs and clubs encourage youths into the town centre at night, which reduces the desire for other members of the community to visit the town centre after dark. • a variety of evening activities and a more balanced evening economy will not develop. <p>The Preferred Strategic Option is 3a as it will provide a mixed, vibrant evening economy with a variety of leisure activities that will attract a wider audience. Option 3a is developed through Preferred Approaches: 6 Land Uses to Complement Shopping, 8 Leisure, 9 Hotels and 14 Orchard Theatre.</p>

Issue 4: Access to the Town Centre	
Option 4a Dispersed distribution of car parking and bus services	Option 4b Improving accessibility and traffic movement around the town centre, with bus services located in easily accessible locations and car parking easily accessible from the ring road.
Evidence Base	<p>A number of weaknesses impacting on transport and accessibility issues have been identified:</p> <ul style="list-style-type: none"> • traffic bottlenecks, • poor cycle infrastructure and access, • few bus services entering the heart of the town centre, • under-utilisation of some car parking and capacity issues at others, • severance effect of the railway embankment and ring road. <p>The findings support Option 4b.</p>
Sustainability Appraisal (SA)	<p>The SA identifies Option 4b as the preferred option for sustainability. It highlights that improving the quantity of, and access to, public transport infrastructure will reduce energy consumption, improve air quality and support integrated communities.</p>
Consultation Responses	<p>Consultation supports Option 4b as it raises the need for:</p> <ul style="list-style-type: none"> • safe and attractive pedestrian and cycle routes, • low cost public transport, bus stops that maximise footfall, good public transport interchanges and integration of the railway into the town, • sustainable developments that do not cause highway capacity issues, • an improved road system and reduced traffic and congestion, • a more accessible town for the disabled, elderly and carers of children, • improved car parking including residents parking, secure multi-storey car parks, long stay car parking and a pedestrian only High Street at night.
Strategic Plans	<ul style="list-style-type: none"> • The Community Strategy aims to increase usage of public transport, reduce dependence on the car, provide local facilities and improve pedestrian and cycle access. • The Structure Plan promotes development that is well served by public transport, walking and cycling and developments that generate a large number of trips should be located where there is a good choice of transport (TP3). It also encourages better interchange facilities and bus priority measures and facilities for pedestrians and cyclists (TP9, TP11). • The Draft South East Plan favours non car modes as a means of access to services and facilities, an improved integrated network of public transport services and encourages development sites that are located and designed to reduce average journey lengths (T1). <p>Guidance supports Option 4b.</p>
Overall Assessment	<p>Given that this assessment points towards the need for an integrated approach to transport issues in the town centre, with improved accessibility, more public transport, efficient car parking and better traffic flows, Option 4a is <u>not</u> supported. In particular it will encourage a dispersed pattern of car parking and bus services.</p> <p>The Preferred Strategic Option is 4b as it provides an integrated approach for land use and transport. Option 4b is developed through Preferred Approaches: 12 Central Park, 13 River Darent, 14 Orchard Theatre, 15 Walking, 21 Local Traffic Improvements, 22 Strategic Transport Infrastructure, 23 Air Quality, 24 Buses, 25 Dartford Station, 26 Public Car Parking and 27 Cycling.</p>

Issue 6: Juxtaposition of Uses in the Town Centre		
Issue 7: Juxtaposition of Uses in the Northern Gateway		
Option 6a and 7a Development separated into different uses	Option 6b and 7b All uses intermingled	Option 6c and 7c Intermingling of uses but segregation where uses conflict
Evidence Base	<p>There is no specific local based evidence regarding conflicting land uses. However, PPG24 Planning and Noise recognises that:</p> <ul style="list-style-type: none"> the planning system has the task of guiding development to the most appropriate locations, wherever practicable, noise-sensitive developments should be separated from major sources of noise, new development involving noisy activities, should, if possible, be sited away from noise sensitive land uses, evening and night activities such as discos, night clubs, public houses, fast food restaurants pose difficulties and that noise generated within the premises, from customers in the vicinity and from traffic and car parking should not be under-estimated. <p>The findings support Option 6c and 7c.</p>	
Sustainability Appraisal (SA)	<p>The SA identifies Options 6c and 7c as the preferred options for sustainability. It highlights that:</p> <ul style="list-style-type: none"> intermingling of land uses helps to create integrated communities, conflicting land uses should be segregated in order to reduce impacts on residential safety and amenity, precincts of late night bars should be avoided. 	
Consultation Responses	<p>Consultation supports Options 6c and 7c as it raises the need for:</p> <ul style="list-style-type: none"> themed quarters and zones for different uses, control of evening and night noise and anti-social behaviour. 	
Strategic Plans	<ul style="list-style-type: none"> The Community Strategy aims to reduce crime and anti-social behaviour in Dartford. The Structure Plan promotes mixed use in town centres but also alternative locations for non-conforming uses which cause environmental disruption to residents (SS5). <p>Guidance supports Options 6c and 7c.</p>	
Overall Assessment	<p>Given that this assessment points towards the need for intermingling, but with some segregation of conflicting uses, Options 6a, 6b, 7a and 7b are <u>not</u> supported. In particular these options will not safeguard residents' quality of life from noise nuisance.</p> <p>The Preferred Strategic Options are 6c and 7c as they protect residents from potentially disturbing land uses. Options 6c and 7c are developed through Preferred Approaches: 6 Land Uses to Complement Shopping and 7 Housing.</p>	

The assessment above shows that the following strategic options are preferred and identifies how they have been developed by linking them to the relevant five key themes in Part 2 of the Area Action Plan.

Strategic Options	Relevant Key Themes
1a Regenerate the town centre by increasing the net additional retail floorspace	<ul style="list-style-type: none"> • Strengthening the Shopping Offer • Making More of Dartford's Assets
2a Provide a balance of uses in the town centre in addition to retail to include residential units, leisure, culture and recreation and work floorspace	<ul style="list-style-type: none"> • Strengthening the Shopping Offer • Uses to Complement Shopping • Making More of Dartford's Assets
3a Pursue a more balanced economy by encouraging a greater variety of evening time activities, including more family friendly activities/venues and more residential development in the town centre	<ul style="list-style-type: none"> • Uses to Complement Shopping • Making More of Dartford's Assets
4b Improving accessibility and traffic movement around the town centre, with bus services located in easily accessible locations and car parking easily accessible from the ring road	<ul style="list-style-type: none"> • Making More of Dartford's Assets • An Environment to Enjoy • Getting to the Town Centre
5a Provide a balance of additional uses including residential units, leisure, and work floorspace to regenerate the Northern gateway, whilst helping to strengthen the town centre	<ul style="list-style-type: none"> • Strengthening the Shopping Offer • Uses to Complement Shopping • Making More of Dartford's Assets
6c Intermingling of uses in the town centre but segregation where uses conflict	<ul style="list-style-type: none"> • Uses to Complement Shopping
7c Intermingling of uses in the Northern Gateway but segregation where uses conflict	<ul style="list-style-type: none"> • Uses to Complement Shopping

Part 2 Site Assessment

The key themes in Part 2 of the Area Action Plan identify the actions required to achieve regeneration within the town centre. Part 3 of the Area Action Plan identifies three quarters within the town centre, each with a different character. Within these quarters, a number of **opportunity sites** which have considerable potential for redevelopment have been identified. These sites will be the vehicle for achieving many of the changes required.

This section assesses options for different uses for town centre opportunity sites and compares them against the Preferred Strategic Options (as detailed above). The land use that performs the best in this assessment is identified in the yellow cell at the bottom of each table and has influenced the preparation of the relevant **Preferred Approaches and Submission Policies** in Part 3 of the Area Action Plan.

Note that some of the opportunity sites have been grouped together as their site characteristics are similar in nature and they are located in close proximity to each other, including:

- The Northern Gateway West, Millpond and Northern Gateway East sites
- Market Street and 47-53 High Street
- Instone Road and the Former Police Station.

For some sites, it is inappropriate to consider the whole range of land uses given the site context and/or constraints. In these instances, the reasons why have been explained.

The Holy Trinity Church Setting policy has not been appraised against alternative uses as this policy is more concerned with improving the setting of the site, rather than redeveloping it.

Station Approach: Alternative Uses Considered

Option 1 Mixed Use Development	Option 2 Retail Only	Option 3 Office Only	Option 4 Leisure Only	Option 5 Residential Only
<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> will complement rather than compete with the primary shopping area <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> will create activity throughout the day and evening <p><u>Environment to Enjoy</u></p> <ul style="list-style-type: none"> provide better facilities with a renovated station and new plaza <p><u>Town Centre Access</u></p> <ul style="list-style-type: none"> will locate homes and jobs close to the railway station, encouraging people to travel by public transport will improve walking routes to the town centre and the River Darent, encouraging linked trips to the rest of the town 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> will provide additional floorspace, helping to improve the retail offer may compete with the primary shopping area and undermine the consolidation of the shopping core will <u>not</u> make use of more sequentially preferable sites <p><u>Town Centre Access</u></p> <ul style="list-style-type: none"> may <u>not</u> ensure linked trips to the rest of the town due to the elevated topography 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> will complement rather than compete with the primary shopping area <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> will broaden the town centre economy will <u>not</u> be viable as there is limited demand for office uses, due to floorspace availability at Crossways 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> will complement rather than compete with the primary shopping area <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> will broaden the town centre economy will create a family evening economy will <u>not</u> make use of more sequentially preferable sites (cinema or bowling alleys in the town centre and sports at Acacia Hall) <p><u>Town Centre Access</u></p> <ul style="list-style-type: none"> will provide leisure facilities in an accessible location may <u>not</u> ensure linked trips to the rest of the town due to the elevated topography 	<p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> will increase the customer base will help to provide a mix of family housing and apartments will help to enliven the streets during day and night <p><u>Town Centre Access</u></p> <ul style="list-style-type: none"> will encourage walking and cycling through the town centre
<p>Meets Preferred Strategic Options 1a, 2a, 3a, 6a See Preferred Approach 29/Submission Policy 29</p>	<p>Meets Preferred Strategic Options 1a</p>	<p>Meets Preferred Strategic Options 2a</p>	<p>Meets Preferred Strategic Options 2a, 3a</p>	<p>Meets Preferred Strategic Options 2a, 6c</p>

Northern Gateway West, Millpond and Northern Gateway East: Alternative Uses Considered

Option 1 Mixed Use Development	Option 2 Retail Only	Option 3 Office Only	Option 4 Leisure Only	Option 5 Residential Only
<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> will complement rather than compete with the primary shopping area <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> will provide new homes, jobs, sports, leisure, hotel, restaurants and evening uses which can both support the shopping uses within the town centre, as well as providing some low-key complementary leisure facilities will provide a community hub with a range of education, health and social facilities to support town centre residents needs <p><u>Environment to Enjoy</u></p> <ul style="list-style-type: none"> will maximise the Millpond and the River Darent, creating a central focus and a 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> will compete with the primary shopping area and will undermine the consolidation of the shopping core will <u>not</u> make use of more sequentially preferable sites <p><u>Town Centre Access</u></p> <ul style="list-style-type: none"> unlikely to encourage linked shopping trips to the rest of the town 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> will complement rather than compete with the primary shopping area by increasing the customer base <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> will broaden the town centre economy unlikely to be viable as there is limited demand for office uses, due to floorspace availability at Crossways <p><u>Town Centre Access</u></p> <ul style="list-style-type: none"> might encourage trips at lunchtime and after work to the town centre by non-car modes 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> will complement rather than compete with the primary shopping area <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> will create a secondary leisure quarter which may compete with leisure uses in the town centre will <u>not</u> make use of more sequentially preferable sites, (cinema or bowling alleys in the town centre and sports at Acacia Hall) 	<p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> will complement rather than compete with the primary shopping area by increasing the customer base will help to provide a mix of family housing and apartments will help to enliven the streets during day and night <p><u>Town Centre Access</u></p> <ul style="list-style-type: none"> might encourage trips to the town centre by non-car modes

<p>public plaza</p> <ul style="list-style-type: none"> • will bring a better image to this part of the town • will retain/provide a flood storage facility <p><u>Town Centre Access</u></p> <ul style="list-style-type: none"> • will create a sustainable community and office/employment uses close to the town centre and with good links to it, encouraging people to access the town centre by non car modes, including walking along the River Darent footpath • will provide better linkages with the rail station 				
<p>Meets Preferred Strategic Options 1a, 3a, 4b, 5a, 7c. See Preferred Approaches 31, 32 and 33/Submission Policy 30</p>	<p>Meets Preferred Strategic Options 1a</p>	<p>Meets Preferred Strategic Options 5a</p>	<p>Meets Preferred Strategic Options 5a, 3a</p>	<p>Meets Preferred Strategic Options 5a, 7c</p>

Overy Street: Alternative Uses Considered

Option 1 Mixed Use Development	Option 2 Retail Only	Option 3 Office Only	Option 4 Leisure Only	Option 5 Residential Only
<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • may compete with the primary shopping area dependant upon the actual mix of uses <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • may compete with the town centre if shopping and leisure uses included and the Northern Gateway • will <u>not</u> make use of more sequentially preferable sites <p><u>Environment to Enjoy</u></p> <ul style="list-style-type: none"> • will maximise the setting of the River Darent • will not have sufficient space to segregate conflicting uses <p><u>Town Centre Access</u></p> <ul style="list-style-type: none"> • would provide easy walking and cycling access to the town centre 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • will compete with the primary shopping area and will undermine the consolidation of the shopping core • may provide large units suitable for retail warehouses. • will <u>not</u> make use of more sequentially preferable sites <p><u>Town Centre Access</u></p>	<p><u>Shopping Offer</u></p> <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will broaden the town centre economy • may <u>not</u> be viable as there is limited demand for office uses, due to floorspace availability at Crossways <p><u>Town Centre Access</u></p> <p>might encourage lunch time and after work trips to the town centre by non-car modes</p>	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • will complement rather than compete with the primary shopping area <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will broaden the town centre economy • will create a secondary leisure quarter which may compete with leisure uses in the town centre • will <u>not</u> make use of more sequentially preferable sites (cinema or bowling alleys in the town centre and sports at Acacia Hall) <p><u>Town Centre Access</u></p> <ul style="list-style-type: none"> • might <u>not</u> encourage linked trips to the primary shopping area due to it's edge of centre location 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • will complement rather than compete with the primary shopping area <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will increase the customer base • will help to provide a mix of family housing and apartments <p><u>Environment to Enjoy</u></p> <ul style="list-style-type: none"> • will maximise the setting of the River Darent, • will provide good standards of residential amenity <p><u>Town Centre Access</u></p> <ul style="list-style-type: none"> • will link this part of the town with the Primary Shopping Area and the Northern Gateway • will encourage walking and cycling along the River Darent
<p>Meets Preferred Strategic Options 4b</p>	<p>Meets Preferred Strategic Options 1a</p>	<p>Meets Preferred Strategic Options 2a</p>	<p>Meets Preferred Strategic Options 2a, 3a</p>	<p>Meets Preferred Strategic Options 3a, 6c See Preferred Approach 34/Submission Policy 31</p>

Orchards Shopping Centre: Alternative Uses Considered

Option 1 Mixed Use Development	Option 2 Retail Only	Option 3 Office Only	Option 4 Leisure Only	Option 5 Residential Only
<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • may provide additional floorspace and large units as part of a mixed use, improving the retail offer and encouraging multiples <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will broaden the town centre economy • will create activity day and evening • will help support and complement the Orchards Theatre <p><u>Environment to Enjoy</u></p> <ul style="list-style-type: none"> • will complement the environmental improvements outside the Orchard Theatre 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • will provide additional floorspace and large units, improving the retail offer and encouraging multiples <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will <u>not</u> introduce other uses that could help to activate the area both day and evening • will <u>not</u> help support the nearby cultural facility at the Orchards Theatre 	<p><u>Not applicable.</u></p> <p>This site is located within the Primary Shopping Area and non retail ground floor uses are not considered suitable in this location.</p>	<p><u>Not applicable.</u></p> <p>This site is located within the Primary Shopping Area and non retail ground floor uses are not considered suitable in this location.</p>	<p><u>Not applicable.</u></p> <p>This site is located within the Primary Shopping Area and non retail ground floor uses are not considered suitable in this location.</p>
<p>Meets Preferred Strategic Options 1a, 2a, 3a See Preferred Approach 35/Submission Policy 32</p>	<p>Meets Preferred Strategic Options 1a</p>			

Former Co-op Store: Alternative Uses Considered

Option 1 Mixed Use Development	Option 2 Retail Only	Option 3 Office Only	Option 4 Leisure Only	Option 5 Residential Only
<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • may help to retain an active ground floor frontage • may provide additional floorspace and a large unit, improving the retail offer and encouraging a multiple <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will help to broaden the town centre economy • may provide homes and create activity day and evening <p><u>Environment to Enjoy</u></p> <ul style="list-style-type: none"> • may help to protect/enhance the street scene 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • will provide additional floorspace and could provide large units, improving the retail offer and encouraging a multiple <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will <u>not</u> introduce other uses that will activate the area both day and evening • will <u>not</u> complement the nearby cultural facility at the Orchards Theatre <p><u>Town Centre Access</u></p> <ul style="list-style-type: none"> • may enable improved access to Westgate car park 	<p><u>Not applicable.</u></p> <p>This site is located within the Primary Shopping Area and non retail ground floor uses are not considered suitable in this location.</p>	<p><u>Not applicable.</u></p> <p>This site is located within the Primary Shopping Area and non retail ground floor uses are not considered suitable in this location.</p>	<p><u>Not applicable.</u></p> <p>This site is located within the Primary Shopping Area and non retail ground floor uses are not considered suitable in this location.</p>
<p>Meets Preferred Strategic Options 1a, 2a, 3a, 4b See Preferred Approach 36/Submission Policy 33</p>	<p>Meets Preferred Strategic Options 1a</p>			

Lowfield Street/Fairfield Pool Leisure Complex: Alternative Uses Considered

Option 1 Mixed Use Development	Option 2 Retail Only	Option 3 Office Only	Option 4 Leisure Only	Option 5 Residential Only
<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • will provide additional floorspace and large units, encouraging an anchor store • will help to improve the position in the retail hierarchy, with further retail investment <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will provide homes and community facilities, creating an active hub day and night <p><u>Environment to Enjoy</u></p> <ul style="list-style-type: none"> • will provide active frontages, integrated with a town square • will provide better pedestrian environment will enhance and activate Central Park both day and evening 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • will provide additional floorspace and large units, encouraging an anchor store • retail in the southern part of the site may compete with the primary shopping area and may undermine the consolidation of the shopping core • retail in the southern part of the site will <u>not</u> make use of more sequentially preferable sites in the primary shopping area <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will result in a loss of opportunity to provide complementary uses to support shopping 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • will undermine the objective of providing new retail space by utilising a key site in the Primary Shopping Area for non-retail uses • will undermine the consolidation of the shopping core <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will increase the customer base • will broaden the town centre economy will <u>not</u> be viable as there is limited demand for office uses, due to floorspace availability at Crossways will <u>not</u> make use of more sequentially preferable sites nearer to the rail station 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • will undermine the objective of providing new retail space by utilising a key site in the Primary Shopping Area for non-retail uses • will undermine the consolidation of the shopping core <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will broaden the town centre economy • may create a family orientated evening economy 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • will undermine the objective of providing new retail space by utilising a key site in the Primary Shopping Area for non-retail uses • will undermine the consolidation of the shopping core <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will increase the customer base • will help to provide a mix of family housing and apartments • will help to enliven the streets during day and night <p><u>Environment to Enjoy</u></p> <p>will <u>not</u> allow for active frontages at ground floor level in the Primary Shopping Area</p>
<p>Meets Preferred Strategic Options 1a, 2a, 3a, 4b, 6c</p> <p>See Preferred Approach 37/Submission Policy 34</p>	<p>Meets Preferred Strategic Options 1a</p>	<p>Meets Preferred Strategic Options 2a</p>	<p>Meets Preferred Strategic Options 2a, 3a</p>	<p>Meets Preferred Strategic Options 3a</p>

Market Street and 47-53 High Street: Alternative Uses Considered

Option 1 Mixed Use Development	Option 2 Retail Only	Option 3 Office Only	Option 4 Leisure Only	Option 5 Residential Only
<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • may retain retail frontage, improving the retail offer and consolidating the Primary Shopping Area • may consolidate the primary shopping area <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will create activity throughout the day and evening <p><u>Environment to Enjoy</u></p> <ul style="list-style-type: none"> • will create a new town square and environmental improvements • will enhance vistas of Central Park and Holy Trinity Church <p><u>Town Centre Access</u></p> <ul style="list-style-type: none"> • will encourage linked trips to the rest of the primary shopping area 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • could provide large retail units, improving the retail offer and encouraging a multiple • may provide outdoor market space to extend the shopping offer • will consolidate the Primary Shopping Area <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will <u>not</u> introduce other uses that will activate the area both day and evening • will <u>not</u> complement the nearby leisure facilities in central Park and Acacia Hall <p><u>Town Centre Access</u></p> <ul style="list-style-type: none"> • will encourage linked trips to the rest of the primary shopping area 	<p><u>Not applicable.</u></p> <p>This site is located within the Primary Shopping Area and non retail ground floor uses are not considered suitable in this location.</p>	<p><u>Not applicable.</u></p> <p>This site is located within the Primary Shopping Area and non retail ground floor uses are not considered suitable in this location.</p>	<p><u>Not applicable.</u></p> <p>This site is located within the Primary Shopping Area and non retail ground floor uses are not considered suitable in this location.</p>
<p>Meets Preferred Strategic Options 1a, 2a, 3a, 4b, 6c See Preferred Approaches 38 and 42/Submission Policies</p>	<p>Meets Preferred Strategic Options 1a</p>			

35 and 37				
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Acacia Hall Complex: Alternative Uses Considered

The site currently consists of a limited number of buildings in a green setting which includes sports fields. The site was previously owned by Glaxo Smith Kline and used as their social and recreational facility. The complex was purchased by the Council with a view to enhancing the social, sports and recreational provision provided by the site, making it publically available and integrating it with the adjacent Central Park. A large part of the site lies within Flood Zone 3a and an increase in the footprint of the built development on the site would increase flood risk elsewhere. The site lies within the Conservation Area and includes Listed Buildings. This further constrains the potential for redevelopment on the site. Whilst there is potential for some new development on the existing car park on the eastern part of the site, this location provides the opportunity for a replacement swimming pool to be built which is well-connected to the town centre and which can benefit from the synergies provided by co-location of other leisure uses on the site.

As a result of the significant constraints in terms of other uses and the Council's commitment to make the site publically available for sport and recreation, alternative uses have not been assessed.

Option 1 Mixed Use Development	Option 2 Retail Only	Option 3 Office Only	Option 4 Leisure Only	Option 5 Residential Only
<u>Not applicable.</u>		<u>Not applicable.</u>	<u>Shopping Offer</u> <ul style="list-style-type: none"> • will complement rather than compete with the primary shopping area <u>Complementary Uses</u> <ul style="list-style-type: none"> • will broaden the town centre economy • will build on the sports assets that already exist • will provide a hub of recreational facilities • potential to support town centre businesses through conference facilities 	
			Meets Preferred Strategic	

			Options 2a, 3a, 6c See Preferred Approach 41/Submission Policy 36	
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Instone Road/Former Police Station: Alternative Uses Considered				
Option 1 Mixed Use Development	Option 2 Retail Only	Option 3 Office Only	Option 4 Leisure Only	Option 5 Residential Only
<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • retail use may compete with the primary shopping area but office and residential uses could complement it • local scale retail facilities could cater for local residents and also provide an active ground floor frontage <p><u>Environment to Enjoy</u></p> <ul style="list-style-type: none"> • active uses on the ground floor could improve the quality of the streetscape <p><u>Town Centre Access</u></p> <ul style="list-style-type: none"> • will improve pedestrian access between Instone Road, Lowfield Street and the rest of the town centre 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • likely to compete with the primary shopping area and will undermine the consolidation of the shopping core • will <u>not</u> make use of more sequentially preferable sites in the primary shopping area <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will result in a loss of opportunity to provide complementary uses to support shopping in the Primary Shopping Area <p><u>Environment to Enjoy</u></p> <ul style="list-style-type: none"> • development may not be in keeping with the surrounding residential character 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • will complement rather than compete with the primary shopping area <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will increase the customer base • will help to broaden the town centre economy • will <u>not</u> be viable as there is limited demand for office uses, due to floorspace availability at Crossways • will <u>not</u> make use of more sequentially preferable sites nearer to the rail station <p><u>Environment to Enjoy</u></p> <ul style="list-style-type: none"> • development may not be in keeping with the 	<p><u>Shopping Offer</u></p> <ul style="list-style-type: none"> • will complement rather than compete with the primary shopping area <p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will broaden the town centre economy • may undermine the potential of the Orchards Shopping Centre for leisure uses, a sequentially preferable site • development may not be in keeping with the surrounding residential character <p><u>Environment to Enjoy</u></p>	<p><u>Complementary Uses</u></p> <ul style="list-style-type: none"> • will provide new homes close to the town centre • will increase the customer base • will help to provide a mix of family housing and apartments • will <u>not</u> make use of more sequentially preferable sites (cinema or bowling alleys in the town centre and sports at Acacia Hall) <p><u>Environment to Enjoy</u></p> <ul style="list-style-type: none"> • will provide development that is in keeping with the surrounding residential character • loss of opportunity to create an active

<ul style="list-style-type: none"> • will allow two way traffic along Instone Road 		surrounding residential character <ul style="list-style-type: none"> • 		frontage on the edge of the Primary Shopping Area
Meets Preferred Strategic Options 2a, 3a, 6c, providing non-residential uses are low-scale See Submission Policies 39 and 40		Meets Preferred Strategic Options 2a	Meets Preferred Strategic Options 2a	Meets Preferred Strategic Option 2a

The assessment shows that the preferred use for the majority of sites is mixed use development.

Opportunity site	Preferred type of development
Station Approach	Mixed use
Northern Gateway West, Millpond and Northern Gateway East	Mixed use
Overy Street	Residential
Orchards Shopping Centre	Mixed use
Former Co-op Store	Mixed use
Lowfield Street/Fairfield Pool Leisure Complex	Mixed use
Market Street	Mixed use
Old Council Offices/47-53 High Street	Mixed use
Acacia Hall Complex	Social, sports and recreational uses
Instone Road/Former Police Station	Mixed use but predominantly residential