

Summary of Consultee Comments with Swale Borough Council Responses

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
Mr	Richard	Lunniss		<p>1. Have Members read and understood the SPD and its wider ramifications?</p> <p>2. Will the comments be considered by the LDF Panel which approved the draft or independent members?</p> <p>3. Will there be further consultation on any proposed changes to the SPD?</p> <p>4. 'Comments should be replaced by suggestions or objections</p> <p>5. Is 200 responses sufficiently representative?</p> <p>6. Concern over closure of St Michaels Rd; negative impact on rest of town; alternative route when M2 closed; appears to have been U-turn on benefits of closure.</p> <p>7. Bridge over railway closed to certain types of traffic - connections with Milton Creek minimal - how can this be resolved without a new bridge?</p> <p>8. Sittingbourne Industrial estate is empty because sitting tenants given notice to move on.</p> <p>9. Tree planting on Ave Remembrance - they have only just been removed.</p> <p>10. Page 15 photos are in the wrong sequence</p> <p>11. Page 17 Family home included in an area of poor enclosure, poorly defined and under utilised space.</p> <p>12. Para 2.3.1 – reducing journey time to London by approx 10 minutes is a weak argument for creating a catalyst for major regeneration. Young professionals more likely to choose East London post 2012.</p> <p>13. Page 38 Map – Location and size of main superstore block is massive. Block light ; overlooks and blights property. The other commercial building on West side of Tesco block is also too close and too big. Access to central car park – opening times? St Michaels closed but will not be a quiet road because of this.</p> <p>14. Buildings on south side of St Michaels Rd will be too tall, block natural light and public rights of way.</p> <p>15. Para 4.4.7 – does not want cafes and restaurants with hordes of noisy drunks outside home.</p> <p>16. Para 5.2.4. Will cycle paths / pedestrian paths be shared – these are dangerous and accidents have occurred.</p>	<p>1. Yes members approved this document for consultation - following several presentations to successive meetings during its development . That decision was ratified by Executive. Similarly Executive will take the final decision to adopt the SPD.</p> <p>2. Both - see answer No. 1</p> <p>3. No, the statutory regulations for consultation on a Supplementary Planning Document have been complied with.</p> <p>4. Comments is a wider term and could even include omissions.</p> <p>5. Some 422 written comments have been received ranging from a line or two in support to very long and detailed letters. All have been answered.</p> <p>6. The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential. The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard. There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does. A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward. Much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.</p> <p>7. See 6 - a vehicular link over the railway is not</p>	Sittingbourne Town Centre Masterplan SPD		STC1

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				<p>17. Façade along east – west route south of railway should be well lit – result in more light pollution and higher council tax bills and greenhouse gas generation.</p> <p>18. Para 5.2.13 Four storey buildings on south side of town square would further block natural light and overlook this property.</p> <p>19. Bridge over railway would be over 6 meters high and result in overlooking.</p> <p>20. Buildings between railway and Eurolink way are too high and would result in overlooking.</p> <p>21. Para 6.3.2 St Michaels Rd shown as a neighbourhood street with frontage activity and loading and unloading – resulting in lorries parked outside the house.</p> <p>22. para 8.2 Not achieved planning obligations to date so little hope of this in future.</p> <p>23. Page 103 – traffic calming – how will this be achieved - road humps are noisy.</p> <p>24. Para 8.3.33 want veto on any detailed planning brief for the Eastern gateway area.</p> <p>25. No more housing - not considered.</p> <p>26. What is time frame for construction - over what period?</p> <p>27. Bilght to personal property not considered.</p> <p>28. public not given sufficient opportunity to understand and comment on proposals.</p>	<p>needed. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.</p> <p>8. Sittingbourne Industrial Estate was run down and not well used or attractive to modern industries.</p> <p>9. Many of the trees on Ave Remembrance were diseased and a risk. Green landscaping is a key feature for improving the appearance and feel of the town centre.</p> <p>10. the purpose of the photos is to illustrate the range of building styles to be found, not necessarily an actual sequence.</p> <p>11. Yes this is an accurate description of the area as a whole in urban design terms - it is not always possible to disaggregate the townscape to the level of an individual house for description.</p> <p>12. With good quality design and regeneration, Sittingbourne, and this part of Kent has a totally different offer to East London, which will be attractive to many and an easy travel time is a key factor in such decision making.</p> <p>13. the maximum storey height proposed any where in the central core are is 4 storeys - similar to the old cinema and Swale House. These do not cause overlooking and are much closer than the new retail block would be. The massing and scale of the main retail block is large and will need careful design. The access to the central car park is likely to be from the western end of St Michaels Rd. servicing is likely to be from the east - far fewer vehicle movements than the western end and way fewer than exist now on the A2. moreover servicing times can be controlled via conditions on planning permissions if appropriate.</p> <p>14. These are unlikely to be as large as the old cinema or Swale House - probably more like the apartments opposite Bell Centre. Given width of St Michaels Rd, overlooking and loss of light no worse and in fact less worse than currently if cinema building removed.</p> <p>15. Pubs in the High Street attract some problems now because there is little alternative to drinking establishments for leisure. Different types of café and restaurant and leisure activities are an essential part of a successful town centre and</p>			

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					<p>have received wide support in this consultation.</p> <p>16. Cycle/ footways are designed to separate the two to Kent Highway standards (usually by signing and are given different surfaces for safety reasons).</p> <p>17. All of the new development will need to be well designed and lit where appropriate. This can take advantage of the latest energy saving and minimal light polluting technology.</p> <p>18. Buildings on south side of town square are too far away to affect commentators property and need to address the square and make best use of this key location..</p> <p>19. The form and nature of the bridge over the railway and the way it is integrated into development on either side of the railway does need careful design. Policy B27 of the Adopted Local Plan expects the bridge link will be retail lined or similar. However, there could be issues relating to costs/viability and practicability which suggest that a retail lined bridge may not be appropriate. In these circumstances, the Council would expect a full review of design options aimed at maximising the integration of the Milton Creek area with the town centre core area south of the railway line. The bridge design should secure the potential for a well used and attractive pedestrian and cycle friendly route, be well lit and landscaped and provide for secure and safe use during night as well as day. It is considered that a bridge width of at least 15m should be provided to ensure such integration.</p> <p>20. Buildings between Eurolink Way and railway would be more than 55 metres from the rear boundary of houses on north side of St Michaels Rd - significantly further than building of similar height such as the old cinema.</p> <p>21. A neighbourhood street is significantly quieter than the current A2, and more so in this case since there is no through traffic. Loading would depend on what business locate in the remainder of St Michaels Rd and whatever is needed for any houses.</p> <p>22. Planning obligations are negotiated at the time of planning application and can only apply to infrastructure needs arising directly from the new development.</p> <p>23. Design of traffic calming will come at planning application stage - but humps are not the only or</p>			

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					<p>most effective means.</p> <p>24. Any proposals for development in any part of the SPD area will be subject to notification and agreement between developers and landowners where site assembly is an issue. Any one can comment on a planning application.</p> <p>25. Swale Borough must identify land for housing numbers identified in the South East Plan - brownfield land should be used before greenfield and Sittingbourne is identified as part of the Thames gateway growth area. Housing is an important use for the town centre to ensure that there is activity and 'passive surveillance' after business hours.</p> <p>26. The Northern Relief Road bridge section is a key piece of infrastructure and this will be on site from September 2009. Implementation of other phases will depend to a large extent on market conditions and the precise nature of any proposals. Until those are known, detailed engineering and project planning will not be undertaken. It is expected that all of the regeneration plans could be spread over 10 - 15 years in phases, with the town centre core leading.</p> <p>27. Planning blight is a specific area of planning law and has very specific triggers, none of which are implicated by this SPD.</p> <p>28. There has been an initial round of consultation in 2008 during preparation of the SPD and a further 6 week period for comment supported by exhibitions on the draft SPD itself; and significant local media coverage.</p>			
Mr	Paul	Squire		<p>Regen plans bear no resemblance to what public want and concerns not addressed.</p> <p>Improvement to traffic flows not served by proposed closure of St Michaels Rd. Latter should be widened to 4 lanes and speed limited to 20mph.</p> <p>Not realistic to bridge railway and put more retail north of the railway - likely to become a deserted ghetto.</p> <p>Too much retail dominated by Tesco. Should retain current retail facades and put large retail units in behind them.</p> <p>Insufficient leisure, employment and education -</p>	<p>All of the regeneration will need to be market led - there is no public money readily available to fund this. Public concerns and desire are taken into account, but any scheme must be economically viable.</p> <p>It is not possible to achieve the retail footprints which will attract modern developers to the town with St Michaels Rd in situ and certainly not if it were to be widened. This would create an even bigger barrier between the station and the town and the new community who will be living to the north of the railway. Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road</p>	Sittingbourne Town Centre Masterplan SPD		STC3

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				<p>need a college rather than just a campus. Secondary schools are full and a new one is needed now.</p> <p>Too much housing - much of it empty.</p>	<p>Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel price over the longer term.</p> <p>Retention and integration of as many of the historic buildings on the High Street into any new scheme is essential and made clear in the SPD document.</p> <p>No commercial development will take place to the north of the railway unless it is commercially viable. There is a whole new community planned for the this area. It is imperative that it is linked by a good quality pedestrian and cycleway bridge to the station and the town centre.</p> <p>The SPD document makes provision for leisure and culture and the revised version of the SPD document will be emphasizing these matters - however, their provision will be largely through private enterprise and is in turn dependent on getting enough people into the town centre for it to be viable in the first place.</p> <p>The SPD and the Swale Borough Local Plan (2008) allocated ample land for employment. Sittingbourne has never been a strong office market location - but sites can easily be made available for this if demand is there.</p> <p>A further education college and improving skills of the local workforce is seen as essential by the Borough Council and ways to ensure that a site is reserved for this is a priority.</p> <p>Kent Education Authority have commented on the SPD. Most of the e housing which will generate further school pupils is not likely to be built for 5 - 10 years. School capacity; population projections and new developments are monitored and as the timing and nature of development proposals firm up, the Education Authority advise on what further capacity will be needed to meet the needs of the</p>			

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					new development. In the present difficult economic situation activity on many residential building sites has ceased. The South East Plan nevertheless requires Swale to identify sites for 10,800 dwellings over the period 2006 - 2026 - this is not negotiable and is seen as part of the wider Kent Thames Gateway regeneration.			
Mr	Hugh	Gibbon		Interesting concept but hope that there is a balance between the interest of ecology and the need for built development.	Noted. Further work is being undertaken to refine the relationship of the regeneration areas to the wildlife habitats in the Swale Estuary which are protected under European law. This is likely to require careful management of recreational access to the Creekside areas.	Sittingbourne Town Centre Masterplan SPD		STC4
Mr	Adam	Fox		Support for the SPD proposals. My wife and I moved here in April last year (from London) and we can probably count on one hand the amount of times we have visited the town centre. That is because there is nothing there! If we need to go shopping, we go to Maidstone, Rochester for cinema and London for nights out. The council has been very imaginative in the use of the bridge to deal with the difficulty caused by the train line, the square will enhance the sense of community and if leisure facilities/cafes/bars will be developed it will make it a pleasant place to be. It is also worth thinking about the all of the extra jobs that development of this scale will bring to the town. I'm looking forward to it already!	Support noted.	Sittingbourne Town Centre Masterplan SPD		STC7
	S	Levack		Town needs new secondary school not primary; hospital not doctors surgery. Leisure facilities for all ages - bowling; cinemas, restaurants. Cheap parking not green spaces in centre of town. Fill up the shops we already have before building new ones. More roads not closed ones More houses not needed - cant sell the ones already built	The SPD document makes provision for leisure and culture and the revised version of the SPD document will be emphasizing these matters - however, their provision will be largely through private enterprise and is in turn dependent on getting enough people into the town centre for these to be to be viable in the first place. Retention and integration of as many of the historic buildings on the High Street to any new scheme is essential and made clear in the SPD document. However these units are not attractive to modern retailers, or they would be in use even before recession. .Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and	Sittingbourne Town Centre Masterplan SPD		STC8

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					<p>especially industrial traffic will therefore be taken out of the town centre at an early stage. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel price over the longer term. Car parking to serve the town centre and a separate for rail commuters will be provided however.</p> <p>The health authorities have been consulted on these plans. They do not have any plans for further hospital provision at Sittingbourne. A health centre will be necessary to serve the new community at Milton Creek.</p> <p>Kent Education Authority have commented on the SPD. Most of the housing which will generate further school pupils is not likely to be built for 5 - 10 years. School capacity population projections and new developments are monitored and as the timing and nature of development proposals firm up, the Education Authority advise on what further capacity will be needed to meet the needs of the new development.</p> <p>In the present difficult economic situation activity on many residential building sites has ceased. The South East Plan nevertheless requires Swale to identify sites for 10,800 dwellings over the period 2006 - 2026 -this is not negotiable and is seen as part of the wider Kent Thames Gateway regeneration.</p>			
Mrs	Heather	Tingey		<p>Support for the plans generally and hope that it will be successful. need more leisure facilities eg complex with cinema, bowling and restaurants such as TGI Friday/ Nandos / Frankie & Bennys. Cut down number of card and charity shops in the town centre - retail offer is very limited and uninteresting.</p>	<p>Support noted.</p> <p>The SPD document makes provision for leisure and culture (including a cinema) and the revised version of the SPD document will be emphasizing these matters - however, their provision will be largely through private enterprise and is in turn dependent on getting enough people into the town centre for it to be viable in the first place.</p> <p>It is not possible for the local planning authority to actually 'stop' a particular type of shop - the emphasis has to be on providing the sort of accommodation that modern and hopefully more interesting retailers will want to locate in and hence attract more people to the town centre, which in</p>	Sittingbourne Town Centre Masterplan SPD		STC10

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					turn helps creates a better situation for smaller and independent retailers, restaurants etc to also thrive.			
Mr	Anthony	Ambrose		Support for town centre regeneration as retail offer not of the quality that Maidstone or Medway offer. Hopes that a leisure complex could also be included including cinema restaurants and bowling. Road network needs to be sorted out especially in the vicinity of the station as unable to cope with current traffic load.	Support noted. The SPD document makes provision for leisure and culture (including a cinema) and the revised version of the SPD document will be emphasizing these matters - however, their provision will be largely through private enterprise and is in turn dependent on getting enough people into the town centre for it to be viable in the first place. .Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage and traffic still needing to come into the town centre will be re-routed. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.	Sittingbourne Town Centre Masterplan SPD		STC11
Mr		Newin		Support the regeneration in general to bring Sittingbourne up to standard of other market towns and encourage local people to shop here. Important to ensure that the right infrastructure is also in place as well as housing and retail. Would especially like to see junior and secondary high school; GP practice alongside the health centre; Green spaces and landscaped areas; Cinema and leisure complex; improvements to the Swallows Centre; Support for museum and heritage centre as area so rich in history.	Support noted. The implementation and phasing section of the SPD is being revised to get a better co-ordination between infrastructure and the various phases of development. A health centre will be needed to serve the new community at Milton Creek and it is envisaged that this will be a GP centre. Further work has been undertaken on art, culture and heritage in the area and the findings will be used in preparing the final version of the SPD. The SPD is working towards concentrating heritage in the vicinity of the Creek head and the Light Railway. There is opportunity for other leisure uses including cinema and similar in the town centre - although these are	Sittingbourne Town Centre Masterplan SPD		STC12

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					<p>dependent on private operators investing on the town. The Swallows Centre has recently had some refurbishment, but has spare capacity at the present time. There would be ample land available for further facilities to the north of the railway if demand is there and funding permits in the future.</p> <p>Landscaping and introducing green space to the new community and as far as possible into the town centre is a fundamental part of the design principles in the SPD, to achieve a pleasant and successful environment which will also be robust enough to help with climate change and offer opportunities for wildlife and bio diversity.</p> <p>Kent Education Authority have commented on the SPD. Most of the housing which will generate further school pupils is not likely to be built for 5 - 10 years. School capacity population projections and new developments are monitored and as the timing and nature of development proposals firm up, the Education Authority advise on what further capacity will be needed to meet the needs of the new development.</p>			
Mr	Michael J	Morley		<p>Support for regeneration plans generally - without them the town will stagnate and die. Concerned about impact of new housing on town centre transport system (although aware of SE Plan obligations). Many of new residents are likely to work away from Sittingbourne and this is likely to impact on east -west routes even with M2 and Northern Relief Road. Must be adequate leisure and entertainment facilities to ensure that the centre is vibrant after shop closing time . Will also provide revenue for local businesses and employment. Adequate well designed town centre car parking a must; or consider park and ride, perhaps using the Light Railway so that has a dual source of income. Support for cleaning and regeneration of the Saxon Shore Way on the West bank of the Creek and hope that this can be extended to the East bank.</p>	<p>Support noted.</p> <p>Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term. The new housing areas will be designed specifically with this in mind.</p> <p>The new high speed rail links to London will be available from December 2009 and it is anticipated that new residents may well be using this service. Again, cycling and walking and bus routes to the station will be facilitated but improved commuter parking facilities are also being pursued through the SPD. Longer term improvements to the M2 are being examined through the emerging (Borough wide) Core Strategy part of the Local</p>	Sittingbourne Town Centre Masterplan SPD		STC13

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					<p>Development Framework.</p> <p>The SPD supports and allows for entertainment and leisure facilities - development of a better night time economy is seen as essential.</p> <p>Car parking to serve the town centre is envisaged through multi storey provision and underneath the main shopping core and will need to meet the best design standards for security and layout.</p> <p>The masterplan proposes a consolidation of existing car parking sites in the town centre. This will go along way to evening out parking demand patterns that currently exist, where demand is focused on a small number of smaller car parks with others being little used. Park and ride is not being pursued at this time because this only really works where you have restricted town centre parking. Sittingbourne is currently well served by parking, but not all of it in the right place.</p> <p>The Milton Creek Parklands project is progressing the restoration of access to the Creek on the west / north bank. The SPD is proposing green areas on the south side adjacent to the Creek which will function as floodplain; and for wildlife protection, as well as for carefully managed public access.</p>			
	Mark	Foster		Support for the plans and looking forward to having a centre which can compete with Maidstone and hopefully have some big name retailers.	Support noted thank you.	Sittingbourne Town Centre Masterplan SPD		STC14
	Andy	Carr	Terry and Carr Ltd	Concern at loss of St Michaels Rd as local firms need direct route through town to get to jobs. Grid lock occurs if there is any incident or blockage on the road network currently. Parents taking kids to school also a significant factor.	It is not possible to achieve the retail footprints which will attract modern developers to the town with St Michaels Rd in situ. Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. Local town centre traffic is only being directed around Eurolink Way, barely 250 metres to the north. Planning for the longer term future has much more emphasis on enabling people to walk and	Sittingbourne Town Centre Masterplan SPD		STC15

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					cycle short distances (especially to school), both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.			
Mr	Adrian	Murison		Supports the regeneration plans. Good opportunity to bring the Light Railway into the town centre near the main station and also operate as a Park and Ride facility.	Support noted. The Light railway originally served the Sittingbourne Mill site. It is not entirely clear that the benefits of such a service would outweigh the costs of constructing what would be an expensive and complex new piece of infrastructure. The rail corridor would have to compete with a 15 minute frequency bus service and it is doubtful that a park and ride using the railway would be an attractive proposition. However, the masterplan seeks to preserve the railway as a heritage attraction. To upgrade it to a park and ride facility, with the modern specifications for rolling stock and so on would considerably dilute its heritage value and require a potentially significant upgrade of track	Sittingbourne Town Centre Masterplan SPD		STC16
	Celia	Smith		General support for regeneration plans, but some reservations about impact on local infrastructure. A249 junctions are particularly congested in early morning peak time, with more housing coming at Iwade. is more housing a good idea in this regard? What happened to further relief road at Teynham?	Support noted. Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. The South East Plan requires Swale to identify sites for 10,800 dwellings over the period 2006 - 2026 -this is not negotiable and is seen as part of the wider Kent Thames Gateway regeneration. The town centre will be making a significant contribution to this, and will reduce the need to travel by car for short every day journeys for residents and allow for an enhanced bus network. The development of Sittingbourne town centre will increase the amount of employment opportunities locally, so this in itself can reduce demand for commuting to neighbouring towns. The housing in the town centre will be in close proximity to the rail station and bus services. However, it is recognized that residential development can increase demand for car travel and the Council are working with the Highways Agency and Kent County Council to explore	Sittingbourne Town Centre Masterplan SPD		STC17

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					<p>what can be done to improve Junction 5 of the M2</p> <p>The relief road mentioned at Teynham is assumed to be the Bapchild Link - which will be provided to support development north of the railway. Any other scheme to provide a bypass for Teynham will not be progressed because it would not meet the criteria of the Local Transport Plan (LTP). It will not receive funding because there are many other projects across the County that deliver LTP objectives, so this would almost certainly not gain sufficient priority to warrant funding.</p>			
	Eileen	Vaines		Support for retention of the SKLR ; great to see retention of this part of heritage and should be an asset for tourist attraction.	Support noted - will hopefully be part of a wider heritage / tourism area around the Creek head.	Sittingbourne Town Centre Masterplan SPD		STC18
			CABE	CABE has no detailed comments on SPD, but emphasize the importance of good design and embedding this in all planning documents to secure the delivery of high quality development of the right type in the right place at the right time.	Noted - the Borough Council sees design quality as critical to the success of the town centre regeneration and has sought to ensure that principles of good design which reflect local context, character and aspirations are emphasized in the SPD.	Sittingbourne Town Centre Masterplan SPD		STC19
	Lynne	Agius		Does not agree with closure of St Michaels - this route is too busy and so is Eurolink Way in peak hours. Would slow down east-west trips to the A249 / Key Street even further.	<p>Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. This will free up a significant amount of highway capacity in the town centre, which gives the opportunity to look at a major interventions such as removing St Michaels Road from the network and create a much more coherent town centre development opportunity.</p> <p>Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term. The town centre will therefore be much less congested with the new infrastructure in place either for the use of Eurolink or a more direct link with the A249 via the NRR.</p>	Sittingbourne Town Centre Masterplan SPD		STC20
	Matt	Kinnear		Support for regeneration - town centre is currently a blot on the landscape. Quality shopping in small and medium sized stores such as Next Animal , Ann Summers; a	Support noted - provision of modern facilities should attract some better quality retailing to the town. Much of the High Street is a Conservation Area and has some good Listed Buildings. The challenge is to find alternative uses for	Sittingbourne Town Centre Masterplan SPD		STC21

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				<p>large department store; plus multi screen cinema and wine bars / restaurants. Needs to be properly designed.</p> <p>High Street should be knocked down - shops are not attractive to modern retailers and likely to become vacant and derelict like Bell Centre.</p> <p>Need to block stores like Wilkinsons and Pound stretcher as these do not attract the ABC 1 professionals to stay in the town.</p> <p>Bus services need to be regular and frequent including evenings and weekends to be successful and able to navigate housing estates. Impact of additional commercial traffic on A2 / A249 and SNRR? When will this be provided.? New slip road onto M2 London bound near Chestnut St could alleviate congestion.</p> <p>Iwade housing estates could be linked via Kemsley and Bobbing to Sittingbourne especially useful at peak times.</p>	<p>these if retailing is no longer viable in them. There are examples of good quality shops trading from old buildings in other towns (eg Guildford) but viability depends on the overall health of the town centre; new and old; and mix of uses complementing each other.</p> <p>Provision of bus services noted as key element of the plan. If demand exists to make a particular route, then bus operators likely to consider it.</p> <p>SNRR bridge section will be on site from September 2009 for completion in 2011.</p> <p>The Council are working with the Highways Agency and Kent County Council to explore what can be done to improve Junction 5 of the M2.</p>			
Mr	Michael	Baldwin	Sittingbourne Society	<ol style="list-style-type: none"> 1. Whole of SNRR should be in place before St Michaels Rd closed as the A2 acts as a backup for the M2 in case of an accident. The coldstore and HGVs at Teynham make this essential. 2. Roads to the south of the High Street indicated as a through route by Tesco's - no indication of how these routes would be improved if St Michaels Rd closed. 3. The two railway bridges at Milton Rd and Crown Quay Lane should be widened. 4. Unconvinced that the modelling undertaken and resulting traffic management recommendations is robust enough to support the regeneration proposals and doubling of traffic. 5. Green space appears to mainly private - public space is in the vicinity of the Creek which is a long way out of town. 6. Two way buses would degrade the historic environment of the High Street. 7. Plans do nothing for East Street which is likely to become dead. 8. Masterplan is a compromise which does not link the various elements together. - look to East Street for major new retail development. 	<ol style="list-style-type: none"> 1. The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because a new and more direct route into Eurolink. This will reduce the traffic traveling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential. 2. The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard. 3. There are no proposals to widen these bridges because initial modeling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does. 4. A significant amount of modeling - indeed more than is 	Sittingbourne Town Centre Masterplan SPD		STC22

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>usually required at masterplan stage has been undertake. However, at more detailed proposals come forward much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.</p> <p>5. Public open space will be provided in accordance with the design advice in the SPD and to the standards required by Local Plan (2008) policy to meet need from the new residential areas.</p> <p>6. Refurbishment of the High Street will be an essential part of ensuring that this proposal can work. Other traffic would be entirely excluded from the High Street, so it is not a return to the previous situation.</p> <p>7. The retail core of the town centre is likely to become more focused around the station area. It is even now too 'thinly spread' to be robust. The East Street area adjacent to Bell Lane does have the potential for major redevelopment and improvement with the focus more on residential than retail. Shops and businesses providing a local service may continue to do so, as even now they are not closely related to the town centre.</p> <p>8. The SPD is focused around a new centre which is the station square. This is a good central point for the existing town and the new communities planned for the north of the railway. There is insufficient space to provide new retail facilities of the scale needed in the East Street area and this is not well related to public transport and the rest of the town. The Masterplan seeks to link the areas north and south of the railway and to integrate the new an High Street shopping areas through careful design and layout.</p>			
Mr	David	Hodges		<p>Support for inclusion of heritage quarter in the SPD. Especially wants to emphasize retention of all sections of the SKLR . Surrounding the SKLR terminal with commercial and employment uses may jeopardize public access, Three storey residential use between viaduct and Creek may be affected by steam trains, flood risk and industrial land contamination. More green space sought on</p>	<p>Support noted.</p> <p>Detailed design and layout will be matters for planning application stage. This will need to be high quality as well as economically viable, so there will need to be commercial and residential development to complement the heritage uses and make the land economics viable. The residential use is shown as three storey in the vicinity of the Creek so that living accommodation is not situated on the ground</p>	Sittingbourne Town Centre Masterplan SPD		STC23

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				eastern side of the site.	floor. Green space is being shown alongside the Creek both as flood mitigation area and for biodiversity - but these issues must be balanced with viability for the project to have any chance of progressing.			
Mr	Michael	Lorkins		Support for the plans. Particularly closing St Michaels which is felt to sever the town and the Forum Centre was poorly designed and cut across pre-existing network. Current plans address this. However, feels creating north south links goes against the grain of previous evolution - historically the 'desire line' is east - west travel. Routes under the railway at Mill Way and Crown Quay Lane need improvement - expensive but could be paid for by new housing. These routes are more important than the new pedestrian link over the railway as they would open up the land for commercial development in St Michaels Rd. Plan need to have more integration of new shopping centre with the old High street and make use of historic alleyways and need to be shown on pedestrian routes.	Support noted. The need to integrate north and south is driven by the need to reuse and regenerate the brownfield land to the north of the railway and integrate the new community which will be living there - as far as possible encouraging non-car transport. The commercial development in St Michaels Road is not of the nature that requires these bridges to be improved. Access for servicing the retail development will be from the Crown Quay Lane direction. The new north south pedestrian link would provide a much more preferable alternative for the new homes to the north than creating new car borne trips. The improvement of the railway bridges would be extremely expensive and take a considerable length of time to deliver when bearing in mind that a railway service must be maintained. The importance of the pedestrian circulation routes between new and older shopping areas is a critical part of integrating the old and the new. The Masterplan and the pedestrian network plan attempt to illustrate this. It will be a critical consideration for any planning proposal which is submitted for the town centre core.	Sittingbourne Town Centre Masterplan SPD		STC36
	Margaret	Brooker		Expect the Plan to prioritise the needs of residents over through traffic, which has reduced the quality of life in Sittingbourne over recent decades. Few facilities at Milton Regis and the route from Milton Regis to Sittingbourne is hazardous for pedestrians. Mill Way / St Paul St and station area need to be made safe for pedestrians. road layout and crossings need to be of a good standard for pedestrians (Staplehurst Rd is very poor). Support a good bus station to increase the use of buses as part of improved public transport (eg Keighley bus station in West Yorkshire with enquiries; ticket sales; Express coach stop; and drop off points). Should be planning for sustainable transport and good pedestrian access to all new development.	Support noted. A key theme of the regeneration is to promote public transport and design and site new development in such a way as to maximise walking and cycling to promote sustainable transport and development overall. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term. With the delivery of the northern Relief Road this will go some way to remove through traffic from the town centre. The routes into the town, and indeed access to the retail park and other areas on foot will be significantly improved	Sittingbourne Town Centre Masterplan SPD		STC43

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					by the proposal to remove the roundabouts and replace with traffic signal controlled junction (with pedestrian and cycle facilities).			
	Stuart	Downs		<p>Concerned that Crown Quay Lane is shown as the only access point to Eurolink Industrial Estate. Bottleneck under railway bridge especially for HGVs - what measures are in place to ensure this doesn't get worse.</p> <p>Traffic light phasing works in favour of Bell Road - which is a minor road.</p> <p>Smell from sewage works needs to be addressed.</p> <p>New cinema and theatre needed - could double as conference facilities.</p> <p>Support for the retention and use of Light Railway - important piece of heritage - link to the town station and country park?</p>	<p>Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage.</p> <p>Phasing of traffic lights and management of traffic around the town centre will be subject to review depending on the outcome of detailed modelling. If St Michaels Rd is closed in the centre of the town - the priorities at this junction will be completely altered in any event.</p> <p>Southern Water advise that no additional capacity is required at the sewage works as a result of the proposed development.</p> <p>The SPD includes opportunities for the provision of leisure and entertainment facilities, but it should be noted that the majority of investment would have to come from the private sector.</p> <p>The SPD seeks retention of the SKLR, linking from the Creek head (with a cluster of 'heritage' and complementary uses) and will link with the Church Marshes Country Park.</p>	Sittingbourne Town Centre Masterplan SPD		STC44
	Rob	Cope		<p>Extremely important to retain SKLR as a visitor attraction including the terminus and viaduct as well as the Country Park section.</p>	<p>Noted - the SPD provides the opportunity for retention of the SKLR. The terminus area at the Creek head is envisaged as part of a heritage area with other supporting uses.</p> <p>This is a Supplementary Planning Document and as such cannot write policy to retain or allocate land for a specific use which is not already in the Local Plan 'parent policy' (this would be contrary to the development plan statutory regulations). The SPD goes as far as it can in seeking to retain the corridor for leisure and informal transport purposes</p>	Sittingbourne Town Centre Masterplan SPD		STC45

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
	Robert	Baldock		<p>1. East / west traffic will not use the SNRR, but will cut through the town using St Paul's ST and the Milton Creek Estate Road via the building shown ad the pavilion. Crown Quay Lane under the railway is too narrow to accommodate 2 lane HGV traffic. Sharp bends in vicinity of new quay side square and in the vicinity of the viaduct (which is believed listed).</p> <p>2. Only two narrow links under the railway, plus public disinclination to walk will lead to rush hour congestion.</p> <p>3. Plan shows new block layout which suggests demolition of Swallows Centre.</p>	<p>1. and 2. Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. The Milton Creek Estate will be traffic calmed to 20 mph and there will be no through route for vehicular traffic other than Eurolink Way.</p> <p>Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term. The town centre will therefore be much less congested with the new infrastructure in place either for the use of Eurolink or a more direct link with the A249 via the NRR. IL???</p> <p>2. The railway viaduct is not listed.</p> <p>3. The block layouts on the Masterplan are indicative only. South of the High Street there is opportunity to rationalise and improve the collection of public buildings in this area if funding permits. This is likely to be a longer term possibility - the Swallows Centre still has spare capacity and has had some refurbishment during 2009.</p>	Sittingbourne Town Centre Masterplan SPD		STC46
	Phillippa	Parrett		As part of a healthy town please could you confirm whether private breastfeeding places have been included in the town restructuring. Mothers often travel to Bluewater for this facility and it would be a good draw to keep local mums shopping locally.	This would be a matter for detailed planning application stage.	Sittingbourne Town Centre Masterplan SPD		STC47
	Nicola	Goodrum		Believes that marina development on the Creek would generate a significant amount of investment but this is being blocked by bridging the Creek. Would be building on the heritage and unique heritage of the town. has been very successful in other places such as Queenborough and Whitstable.	<p>The SPD does provide opportunity to recognise and celebrate the heritage of the town in the vicinity of the Creek Head, with the SKLR, possible area for museum and other complementary uses. This would link directly to the Church Marshes Country Park. Carefully managed access to the Creek (because of European standard wildlife reserves) is also being promoted via the SPD and the Milton Parklands project.</p> <p>With regards to the NRR bridge crossing, this issue was the subject of a major highways Inquiry where the inspector agreed to the lower height bridge link.</p>	Sittingbourne Town Centre Masterplan SPD		STC49

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
	Alan	Cole		<p>General support for the SPD but needs more refinement.</p> <p>Support for use of Creek and heritage quarter and town square could become major amenities and housing close to town centre will be good in reducing travel to the station.</p> <p>Town is not attractive enough to be a tourist destination in its own right and does not have enough shopping to compete with other centres. Two hours free parking in the centre may help as would a bus / train interchange - could then maybe compete with Hempstead Valley.</p> <p>Careful attention will need to be given to impact on High Street. East Street unlikely to survive as part of the retail centre.</p> <p>Define what is meant by 'learning campus'</p> <p>Traffic circulation likely to be a big issue -- plans don't make it clear what will happen to traffic with closure of St Michaels Rd. Should not be re-routed via Ave of Remembrance.</p>	<p>Support noted - there is a balance to be struck between putting essential principles into the SPD and leaving detail to come forward as part of detailed planning applications.</p> <p>Car parking policy for a new town centre has not yet been addressed.</p> <p>It is likely that the retail core will contract to a much more concentrated area around the station square / Forum. The SPD already contains key guidance about linking the new development back into the High Street, so that it can benefit as much as possible from well designed retail 'circuits' and increased pedestrian traffic. Even now East Street is probably not part of the main retail centre - many of the shops are providing much more local neighbourhood services, so with increased housing in the area over the longer term, they may continue in that role.</p> <p>The 'learning campus' was envisaged as a college of further education and could be combined with other public buildings and facilities in one complex near the centre of the town. Improving educational attainment and skills of the local workforce is seen as an essential part of economic regeneration. Improvements to school capacity required as a result of new housing development will also need to be provided either within existing sites or by provision of new schools.</p> <p>Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term. The SPD also states how traffic circulation is envisaged at sections 6.3.4 - 5 (and expressly states that no adverse impact on the Ave of Remembrance will be acceptable).</p>	Sittingbourne Town Centre Masterplan SPD		STC61
	Dominick	Veasey	South East England	The regional planning body is of the opinion that the Document is in general conformity with	Noted.	Sittingbourne Town Centre Masterplan		STC62

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
			Partnership Board	adopted Regional Spatial Strategy (RPG9 and Alterations) and also the emerging RSS (the draft South East Plan), submitted to the Secretary of State on 31 March 2006.		SPD		
	Michael	Barton		Light Railway is of great cultural interest.	Noted - SPD retains the SKLR corridor and there is opportunity for it to be a key part of the heritage area envisaged for the Creek head and to link with the Church Marshes Country Park.	Sittingbourne Town Centre Masterplan SPD		STC63
Miss	Rachael	Bust	The Coal Authority	No specific comment on the SPD	Noted.	Sittingbourne Town Centre Masterplan SPD		STC71
Mr	Andrew	Weekes		Endorses the need for regeneration of the town. Allowing low level bridge and thereby precluding marina development is very short sighted - did not feel consultant's report dealt with the issue imaginatively.	Comments noted. the decision on the nature of the Creek bridge crossing was made outside the arena of this SPD (by an independent inspector on the design of the Northern Relief Road). With regards to the NRR bridge crossing, this issue was the subject of a major highways Inquiry where the inspector agreed to the lower height bridge link. The provision of the SNRR is an essential element in the regeneration of the town.	Sittingbourne Town Centre Masterplan SPD		STC72
Miss	Fay	Martin	RSPB	RSPB has serious concerns over impacts of proposed development on European protected sites on Medway and Swale Estuary and Marshes SPAs. The Appropriate Assessment identifies adverse effects and proposes mitigation, including the provision of alternative green space and access management. Impacts of disturbance are not currently dealt with in the Masterplan. If it cannot be judged that there will not be an adverse effect, the further tests (no less damaging alternative solutions, imperative reasons of overriding public interest and compensation) in the Habitats Regulations must be met. Recommend a robust and deliverable mitigation framework be included in the Masterplan (see comments on the AA) and should include: - the presently available evidence for quantifying the current and predicted recreational and other urbanisation impacts on European Sites - justification for proposed mitigation measures	Comments noted. Further work is being done on the AA, with additional data being made available. The SPD is unlikely to be able to specify precisely where open space is to be located (and any capital works likely to be needed) other than in the immediate vicinity of the Creek, where it has a dual role as flood mitigation land. The (publicly funded) Milton Creek Parklands project is taking a more strategic role in managing recreational access to the Swale estuary area as part of the wider "Greening the Gateway" initiative and the SPDF will be cross referencing this. In addition it is proposed that the SPD could mention that the majority of the Milton Creek area should be the subject of an outline planning consent which should specify issues including: <ul style="list-style-type: none"> the position and function of open space - formal and that intended as flood mitigation area, which is likely to also have a role in nature conservation (given that much of the Creekside 	Sittingbourne Town Centre Masterplan SPD		STC73

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				<p>and standards (likely to comprise open space provision and access management)</p> <ul style="list-style-type: none"> - methods for securing funding - location of open space; - and details of capital works or enhancement measures necessary <p>If mitigation for adverse effects on European sites is not intended to be addressed in the Masterplan (for example, if the Council intends to produce a separate SPD to deal specifically with mitigating adverse effects), then this needs to be explicitly stated in the Masterplan.</p>	<p>is currently built development, this would be compensatory;</p> <ul style="list-style-type: none"> • the spine road and associated structural landscaping • the position of the bridge over the railway • a S.106 agreement for apportioning costs for these elements across the development. <p>Action: Amend the SPD to make appropriate provision for mitigation of effects of development on sites protected under the Habitats Regulations, through seeking and outline consent for the Milton Creek area.</p>			
	Chris	Hall	Trenport Investments Ltd	General support for the SPD and proposals to enhance the appearance, status and perception of the town.	Support noted.	Sittingbourne Town Centre Masterplan SPD		STC74
	Bill	Gergus		<p>Concern about closure of St Michaels Rd. Northern Relief Rd is ok for industrial traffic but not for local access to shops and houses. Eurolink Way already at capacity and pinch points under the railway bridges at either end. Would be better to improve St Michaels not close it. Should be trying to use empty shops on High Street not building new ones, which local people don't want.</p>	<p>It is not possible to achieve the retail footprints which will attract modern developers to the town with St Michaels Rd in situ and certainly not if it were to be widened. This would create an even bigger barrier between the station and the town and the new community who will be living to the north of the railway. Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. The SPD has been the subject to significant traffic modelling to satisfy the Kent Highways Authority that the development proposals are possible in highway terms. In addition, as detailed planning applications start to come forward, they will be required to submit full Transport Impact Assessments and proposals to ensure to the satisfaction of the Kent Highway Authority that the capacity of the highway network is not exceeded following each stage of development.</p> <p>Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.</p> <p>The shops on the High Street are not attractive to modern</p>	Sittingbourne Town Centre Masterplan SPD		STC78

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					retailers - and the town as a whole does not offer sufficient for either retail investors or most shoppers - otherwise market conditions would have ensured that the High Street premises are occupied. A bold scheme is therefore required or further decline appears inevitable. This consultation exercise has indicated that there is very considerable support for the regeneration of the town centre and provision of new shopping and other facilities - although variation in opinion as to how that can be achieved.			
Miss	Joanna	Jermy		<p>Found High Street exhibition useful.</p> <p>Agree that larger retailers such as M&S and Next are needed - Wilkinsons has done well and that is a larger unit. However, the High Street should be well incorporated with new development and encourage both small and large shops.</p> <p>Light Railway should be retained - very strongly regarded by local people; redevelopment of Milton Creek and more green space provision should feature prominently.</p> <p>Feels that it is important that new houses are provided - people always need somewhere to live, whether owned or rented and it is better to build these on unused and dilapidated sites rather than large out of town estates where people must rely on cars to get around.</p> <p>Existing traffic system around St Michaels Rd encourages bottlenecks; SNRR and Swanstree Ave extension may help - but the closure of St Michaels and alternatives do need to be carefully considered.</p> <p>Plans will never be able to please everyone, but delay is only likely to result in further decline of the town and it will not be an attractive place to be - so regeneration potential should be encouraged.</p>	<p>Comments and general support for regeneration noted.</p> <p>It is a key requirement of the SPD that the new retail development should be well integrated with the High Street to create interesting 'retail circuits'.</p> <p>The Light Railway is intended to be retained as part of a heritage area focused around the Creek head.</p> <p>Housing has a key role in the regeneration of the brownfield sites in parts of the town centre and Milton Creek and also contribute to meeting the Borough's share of the regional housing allocations.</p> <p>Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. The SPD has been the subject to significant traffic modelling to satisfy the Kent Highways Authority that the development proposals are possible in highway terms. In addition, as detailed planning applications start to come forward, they will be required to submit full Transport Impact Assessments and proposals to ensure to the satisfaction of the Kent Highway Authority that the capacity of the highway network is not exceeded following each stage of development</p>	Sittingbourne Town Centre Masterplan SPD		STC80
Mr	Richard	Adam		Support for the recognition of the Light Railway in the SPD and the barge museum - but concerned about the mention of viability of the railway - this should not be in question provided that the track	<p>Support noted - the Borough Council supports retention of the SKLR.</p> <p>There is no specific Local Plan policy to protect the railway</p>	Sittingbourne Town Centre Masterplan SPD		STC81

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				bed and viaduct are protected from development by planning policy.	<p>corridor (regrettably the Mill closed too late for this issue to be promoted through the Local Plan public inquiry).</p> <p>This is a Supplementary Planning Document and cannot write such policy (this would be contrary to the development plan statutory regulations). The SPD goes as far as it can in seeking to retain the corridor for leisure and informal transport purposes.</p>			
Mr	Richard	Calvert		<p>CAB notes that their centre at Station St Sittingbourne suffers from overcrowding and poor accessibility, including poor accessibility for disabled clients.</p> <p>SPD provides the opportunity to provide a better premises and service for residents - ideal location would have good access, near to transport hubs and the town centre where, for instance, solicitors, banks and benefit offices are also situated.</p> <p>The natural fit would be with the learning campus and civic centre in either of the two suggested sites on the draft document, although some degree of physical and perceived separation from 'the council' is preferred.</p>	<p>Comments noted.</p> <p>The preferred option is to locate civic and public services in a central location, possibly within a Gateway facility - which would need to be achieved through a mixture of public and private sector partnership and funding. If this does not prove achievable, then reviewing the possibilities on publicly owned land in Central Avenue may provide a way forward.</p>	Sittingbourne Town Centre Masterplan SPD		STC91
Ms	Sarah	Hopkins	Bee Bee Developments Ltd	<p>General support for the regeneration proposals. Concern that retail / housing regeneration envisaged for the Bell Centre and south eastern end of the High Street is not deliverable as retail uses will be concentrated in the Station Square area and this part of the town centre will need to complement rather than compete with it.</p> <p>Therefore propose that this site could accommodate either the civic/leisure/health/education proposals identified in the SPD as part of a mixed use proposal, and better reflect the allocation of Policy MU7 of the Local Plan.</p> <p>Propose that this should be a landmark building and that the building heights in Fig 4.4 should be increased to allow for this.</p>	<p>It is acknowledged that the eastern end of the High street is unlikely to attract prime retail investors if the town centre core development goes ahead. This end of the High Street is faring poorly in the unfavourable economic climate, so other complementary uses will need to be sought in accordance with Policy MU7.</p> <p>The first preference for the main learning and skills and other civic activities is to locate at the core, or if this is unachievable to use land already in public ownership around Central Avenue.</p> <p>This does not rule out such uses for this location - residential development in accordance with Policy MU7 is also likely to be an element of uses for this site.</p> <p>A landmark building does not necessarily have to be high - good quality design and layout should achieve this. The three storeys shown at Fig 4.4 is in keeping with the adjacent development opportunities at the eastern end of the town centre and would not overwhelm other adjacent development.</p>	Sittingbourne Town Centre Masterplan SPD		STC93

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					Action: Adjust SPD to reflect more flexible uses for the Bell Centre end of the High Street in accordance with Policy MU 7.			
Mr	Howard	Moore	Highways Agency	Highways Agency state that they can no longer be expected to cater for unconstrained traffic growth generated by new development and we therefore encourage development proposals which incorporate measures to reduce traffic generation at source. In the Swale region we have the responsibility for the M2 incorporating Junctions 5, 6 and 7, the A249 north of M2 Junction 5 and the A2 east of Junction 7.	Noted. Planning for the longer term future of the town in the SPD has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.	Sittingbourne Town Centre Masterplan SPD		STC105
Mr & Mrs	Adrienne & Graham	Hills		Concern that closure of St Michaels Rd will impact on traffic flows on Chilton Ave and South Ave which are already congested at certain times of the day. Stopping non local traffic in this area will be crucial. Support the attempts to regenerate the town centre but this must be done in a way which is sympathetic to the historic buildings and integrates the new with the old (Canterbury and Whitstable are cited as successful local examples).	Support noted. Sittingbourne does not have the benefit of such strong and well established tourist attractions as the two towns mentioned, but the principle of integrating new and old in a sympathetic way is seen as extremely important and the SPD does try to emphasize this particularly in its design principles for the town centre core area. The residential streets to the south of the High Street are not suitable for increased amounts of through traffic and the SPD recognises this at section 6.3.4 and states that any development proposals will have to illustrate that they will not adversely affect sensitive streets in this area. On a strategic level, the regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. Circulation of local traffic around the town will be focused on Eurolink Way and the remaining parts of St Michaels Rd. There will need to be improvement to some junctions and signage to manage this. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.	Sittingbourne Town Centre Masterplan SPD		STC128
Mr	Richard	Feasey	Kent County Council	Support for the aims of regenerating Central Sittingbourne and KCC keen to work with the Borough Council to implement these aims.	Support noted.	Sittingbourne Town Centre Masterplan SPD		STC142

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
	Nick	Philpott	Environment Agency	Environment Agency generally very supportive of the document and the underlying sustainability and Green Charter principles. Key issues to be borne in mind in planning development are: Groundwater Borehole 1A adj to Laburnum Place / railway and St Michaels Rd (licensed to Kemsley Mill for water abstraction). Borehole 5A located in Mill Way Transition area. North of the commercial uses area proposed for housing is underlain by historic landfill - further information is available from Env Agency on this.	Support noted. These pieces of information are noted and will be of use at the planning application stage.	Sittingbourne Town Centre Masterplan SPD		STC195
Mr	Nigel	Jennings	Natural England	Support for the SPD and regeneration of the town centre in sustainable manner and the Green Charter setting out minimal standards in this respect. Natural England are concerned that there is not sufficient evidence that the proposed development would not have likely significant adverse effects on nearby European protected sites. More info gathered on current situation so that disturbance factors can be assessed and to inform mitigation measures.	Support noted. Further information and assessment is being included within the Appropriate Assessment supporting this SPD. Changes to the phasing and implementation section will also be incorporated, which will recommend that a consortium approach to the development north of the railway be taken at outline planning application stage which would enable a comprehensive approach to be taken in respect of avoidance and mitigation measures in line with the AA. Action: SPD to be amended in respect of supporting AA and implementation which will allow for better documentation of European protected sites which will inform appropriate avoidance and mitigation work required at planning application stage; and the fact that this will be done on a comprehensive basis for the Creek area.	Sittingbourne Town Centre Masterplan SPD		STC196
			Tesco Stores	General Support for the aims and objectives set out in the SPD. However, there is insufficient flexibility in the SPD around redevelopment of the Forum Centre, justification for St Michaels Road closure, details of the proposed east-west link, type and detail of railway bridge link, northern relief road phasing, and, phasing and mix of uses. The draft SPD also contains some very specific design criteria which is considered unnecessarily rigid.	General support for aims and objectives noted. In order to achieve the aims and objectives of the SPD, which is to achieve a major regeneration of the town centre and a successful new community to the north of the town centre, not just a new superstore. The SPD sets out a number of principles for design and redevelopment which the Borough Council believes is essential for working towards integrating new development with the best of the old and a creating successful town. The Borough Council does not believe that this can be so effectively achieved by leaving this scale and extent of development to come forward in a series of piecemeal planning applications. This is entirely in accordance with Local Plan policy and national policy in PPS1 which emphasizes the need for	Sittingbourne Town Centre Masterplan SPD		STC207

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>good design and a co-ordinated approach and the Borough Council believes that the SPD has the right balance in providing important principles for planning applications to work to.</p> <p>The phasing and delivery section is being revised following further study, to facilitate a more comprehensive approach and realistic relationship to essential infrastructure provision.</p> <p>Action: Phasing and delivery section of SPD to be revised to reflect a more realistic relationship between phasing of development and key infrastructure requirements.</p>			
	Steve	Griffiths	Kent Fire and Rescue	<p>Kent Fire and Rescue Service are generally very supportive of the regeneration plans and feel it has a good balance between ambition and achievability to improve quality of life for Sittingbourne residents.</p> <p>KFRS is keen to work with developers to ensure sustainable and safe development through defensive measures such as sprinklers to prevent fire damage.</p> <p>KFRS also needs to ensure that the new developments do not affect emergency response times and therefore ask to be engaged on detailed plans for the regeneration as they emerge.</p> <p>KFRS also accept the need for regeneration but believe that this may also impact on traffic congestion in the Sittingbourne area, which may in turn compromise safety and needs to be part of a wider road safety education campaign.</p> <p>In summary - keen to support the proposals but point out that community safety matters is as important as physical change.</p>	<p>Support noted.</p> <p>Emergency response times were a key issue to check before proceeding with the SPD and the emergency services will continue to be engaged as the detailed planning proposals start to emerge.</p> <p>The broader themes of community safety for roads and fire and accident prevention will be embedded in the principles of good and sustainable design and the plethora of other building regulation and design advice which needs to be taken into account at planning application stage. However, a few words could be added to section 7.5.8 of the SPD to add clarity to this theme.</p> <p>Action: Add a few words on community safety and engagement of emergency services to section 7.5.8 of the SPD.</p>	Sittingbourne Town Centre Masterplan SPD		STC225
			Barratt Strategic Land	<p>General support of the town centre regeneration as this is vital to support and provide benefits to existing and new residents.</p> <p>Disagree with the estimate of 52% of the dwellings coming forward as apartments as there is no market for these and reliance on this level of flats will not deliver a reliable supply of housing land.</p>	<p>Support noted.</p> <p>Within and close to the town centre core area, apartments are the only practicable way to provide new housing and it is both desirable and appropriate to do so to ensure vitality in the area after business hours and has other benefits such as passive surveillance.</p> <p>The demand is unlikely to be all family houses with gardens - population projections for the Borough to 2026 show a continuing decline in household size to 2.1</p>	Sittingbourne Town Centre Masterplan SPD		STC230

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>persons. A mix of small and larger an different types of dwelling will be needed.</p> <p>The SHLAA is beyond the scope of this SPD although the interim (Dec 2008) study indicates a very healthy supply for more than the next 10 years and no inflexibility in land supply is anticipated as a result of this SPD.</p>			
Mr	John	Feetam	Sport England	<p>Sport England state that sport and recreation can make an important contribution to area based documents such as Area Action Plans. Proposal as in such documents should provide a firm basis for assessing how such facilities should be funded and what potential there is for developer contributions.</p>	<p>This document is an SPD pursuant to the policies of the Local Plan (2008), which in turn was based on appropriate studies for sports provision. These parent policies allow for the provision of leisure facilities and Policy C3 sets out specifically what new open space including sport pitches should be provided with new housing. This is included in the schedule of developer contributions in the SPD.</p> <p>The Borough Council's Leisure Service indicate that there is spare capacity at the Swallows Centre to cater for indoor sports requirements for the immediate future. A longer term and Borough wide perspective of sports requirements will be undertaken in the context of Core strategy which is already in hand.</p>	Sittingbourne Town Centre Masterplan SPD		STC235
Mr	Paul	Sharpe	LaSalle Investment Management	<p>Support for the complex document to guide the regeneration of the town centre.</p> <p>Town centre provides a key focus for the residents of the town and that Kent Science Park provides essential employment. The relationship between the two is therefore an important and mutually beneficial one.</p> <p>Suggest that the implementation may be better broken into more and smaller discrete and therefore more manageable development projects.</p> <p>Also feel that Sittingbourne may not have sufficient 'critical mass' in terms of population to support the step change promoted by the SPD. Greater growth for the town is necessary to promote Sittingbourne up the hierarchy of centres.</p>	<p>Support noted. A regenerated town centre is necessary to support the level of housing growth allocated to the area by the South East Plan.</p> <p>The complexity of the regeneration aims, not least from a construction and engineering perspective is not well served by breaking it down into smaller projects; if earlier stages are not to fetter achievement of the overall vision in time and could result in piecemeal development of a disjointed and poorly integrated nature. That said, the phasing and delivery section of the SPD is being revised to better coordinate phasing of development with essential infrastructure.</p> <p>This SPD is pursuant to the development allocations in the Local Plan (2008). Proposals for further growth for the town above and beyond that allocated in the Local Plan is beyond the scope of the SPD and would need to be considered through the LDF Core Strategy.</p>	Sittingbourne Town Centre Masterplan SPD		STC240
Mr	Graeme	Clark	Bellway Homes	<p>Land in ownership of Bellway Homes SE is not correctly shown on Page 30.</p> <p>A significant proportion of the ownership is</p>	<p>Land ownership map will be updated prior to publication of</p>	Sittingbourne Town Centre Masterplan SPD		STC257

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				<p>shown as falling within Creekside open space are on the masterplan, which is not a satisfactory outcome for the landowner, given that there is no satisfactory delivery mechanism for this open space.</p> <p>This represents an inefficient use of brownfield land which may then in turn result in undue pressure for the release of further greenfield sites in the Borough.</p>	<p>the final version of the SPD.</p> <p>The Creekside open space is designed to serve a number of purposes including recreation space, provision of a wildlife buffer zone in view of the proximity of the sites to European protected sites and representations from the statutory bodies responsible for those interests; and the fact that part of the area is functional floodplain; and additional land may be required to provide satisfactory flood mitigation arrangements. This is a complex set of issues to balance and it is recognised that a different delivery mechanism will be needed to deal with the Milton Creek area and essential supporting infrastructure in a more comprehensive way. This may need to be progressed, for example, by means of a consortium of developers at least at outline planning application stage, where some of the necessary detail can be crystallized. The SPD phasing and infrastructure section will be revised to reflect this.</p> <p>The priority and efficient use to be afforded brown field sites is not disputed, but the special circumstances of each location may have a bearing what can be achieved. The delivery mechanisms outlined above should provide the means to make the most efficient use of brownfield land at the level of treating the Milton Creek area comprehensively.</p>			
	Roger	Flury	Watling Tyres	<p>General support for regenerating the Town Centre, but Watling Tyres directly affected by proposals to close St Michaels Rd.</p> <p>Business is very dependent on passing trade and high visibility from the A2 - closure would dramatically affect this.</p> <p>If car access to the superstore is from the eastern end of St Michaels this would ameliorate the impact to a degree, but arrangements for signage and access during any building phase would be essential.</p> <p>A fleet of emergency vans also operate from this site; and delivery vehicles from small vans to large trucks also need to access the site to enable trade to continue successfully.</p> <p>Hope that Swale Borough Council will respect these concerns and look forward</p>	<p>Comments noted many of the details needed to address these points properly will unfortunately not be known until planning applications are submitted.</p> <p>It is likely that if the Masterplan is implemented in the way shown, that redevelopment of this area will become necessary. The preparation of detailed planning applications will require any developer to inform and negotiate with landowners at a very early stage. Project planning should ensure that any business moves can be planned well ahead and secure new premises as they are a vital element of the regenerated town centre.</p>	Sittingbourne Town Centre Masterplan SPD		STC269

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
	Clive	Eglinton	Chalkwell Coaches	<p>Support maximising bus access to the High Street and Station area.</p> <p>Concerned that the SPD is an overview and that important details for operation and for engineering purposes are not addressed to facilitate two way buses in the High Street. Specifically these include:</p> <p>High Street would need to be restricted to two-way buses only during hours of operation - this would be likely to be eroded by shops requiring service access; taxis and wedding and funeral traffic amongst others. Fears that enforcement would not be forthcoming or practical.</p> <p>Six metre wide carriageway would be insufficient to accommodate 2 way buses which are 2.9 metres wide including their wing mirrors and allowing for clearance room and avoidance of the kerb.</p> <p>There are a number of pinch points along the High Street where overhang of bus wing mirrors may be a hazard to pedestrians.</p> <p>Station St is a particular problem in providing sufficient space for buses to swing around the corners into and out of the High Street.</p>	<p>The purpose of the masterplan is to establish the principles for development. In relation to the High Street the principle of two way bus flow in the High Street is one of those key principles. While a number of the points raised would typically be dealt with during the next stage where more detailed design work would be undertaken. The masterplan will be redrafted in relation to these aspects to provide flexibility in routeing options should aspects of what is shown in the final version become difficult to deliver due to technical constraints.</p> <p>As we move through this design process we will make sure that the promoters of development regularly engage with the bus operators. The design and bus routeing in the High Street/Station Street as shown in the masterplan is indicative.</p> <p>Action: Add flexible wording to SPD to ensure that two way buses on the High Street is deliverable given these concerns and should this not prove to be the case an acceptable alternative will need to be demonstrated.</p>	Sittingbourne Town Centre Masterplan SPD		STC270
	A	Hyams	APM Metals	<p>Longstanding local employer and award winning recycling company located at corner of Eurolink Way and Crown Quay Lane.</p> <p>Regeneration plans look like they would include this site, and some discussion has taken place with potential developers but so far not the Council.</p> <p>The biggest problem would be finding suitable alternative premises, gaining planning permission and having the new premises ready to move straight into and suitable compensation for the transition.</p> <p>Developers have purchased and demolished land adjacent, and progress halted in current economic climate. Poses a security risk and general situation creates uncertainty for future business planning.</p>	<p>It is likely that if the Masterplan is implemented in the way shown, that redevelopment of this area will become necessary. The preparation of detailed planning applications will require any developer to inform and negotiate with landowners at a very early stage. Project planning should ensure that any business moves can be planned well ahead and secure new premises as they are a vital element of the regenerated town centre.</p>	Sittingbourne Town Centre Masterplan SPD		STC271

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
	Malcolm	Spalding	Arriva	<p>General support for the closure of St Michaels Rd provided the practical issues in creating a two way bus system on the High Street can be overcome. Specifically these are:</p> <ul style="list-style-type: none"> - 6.5 metre road width is the minimum for buses to pass safely whilst allowing for wing mirror clearance and pedestrian safety at the kerb edge. - the need for access for delivery vehicles and enforcement of any related Traffic Regulation Orders to ensure that this is very limited or outside of normal working hours.. - the space for buses to be able make the necessary manoeuvres at the junction of Station Street and High Street. - Concern that the scheme may receive approval in principle and that insurmountable problems in these matters are encountered at the detailed design stage - for example specifying 2 metre footways through out. 	<p>The purpose of the masterplan is to establish the principles for development. In relation to the High Street the principle of two way bus flow in the High Street is one of those key principles. While a number of the points raised would typically be dealt with during the next stage where more detailed design work would be undertaken.</p> <p>As we move through this design process we will make sure that the promoters of development regularly engage with the bus operators. The design and bus routeing in the High Street/Station Street as shown in the masterplan is indicative. The masterplan will be redrafted in relation to these aspects to provide flexibility in routeing options should aspects of what is shown in the final version become difficult to deliver due to technical constraints.</p> <p>Action: Add flexible wording to SPD to ensure that two way buses on the High Street is deliverable given these concerns and should this not prove to be the case an acceptable alternative will need to be demonstrated.</p>	Sittingbourne Town Centre Masterplan SPD		STC275
Mr	R P	Phillips	M-Real	Representations made on behalf of MReal site which is up for sale may be taken up by new owners of the site of sale occurs during SPD preparation.	Noted - consultation on the SPD is now effectively complete for all contributors and the document should be amended and published in autumn 2009.	Sittingbourne Town Centre Masterplan SPD		STC276
Mr	R P	Phillips	M-Real	MReal site to west of Milton Rd Mill Way is outside the SPD area, but is referred to in the document and shown on some of the plans. Rummey feasibility study for redevelopment of that site, whilst having no legal planning status is well supported by technical studies which could be made available.	Noted - the Mreal ownership straddles the SPD area boundary. The SPD clearly notes at para 5.6.2 that the Mill site is outside the SPD area but, the inter-relationship of what might happen there and what happens within the SPD area cannot be ignored and some basic assumptions have been made for testing which drew on the information provided by the Rummey study. It is relevant to show the position of the Mill complex in some of the plans to provide context for what the SPD is proposing.	Sittingbourne Town Centre Masterplan SPD		STC278
Mr	R P	Phillips	M-Real	SPD is by nature aspirational and there are likely to be further planning and consultation issues. MReal landholdings are a number of parcels of land which offer the opportunity for early progress on a large scale basis independent of the rest of	The SPD is pursuant to adopted Local Plan (2008) policy and seeks to implement that in a properly phased and organised way such that appropriate and timely infrastructure is in place to support each phase of development. It is therefore essential that a holistic	Sittingbourne Town Centre Masterplan SPD		STC307

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				the SPD area. Rummeys feasibility study was worked out in the context of all of the potential north of the railway and set out a number of planning principles which are complimentary to the SPD work. local Plan policies specify a quantum of employment which if not met at Milton Creek could be provided off-site and the Mill site could contribute to this.	approach is taken to the SPD area rather than allowing development in piecemeal fashion resulting in unsatisfactory development, which could actually detract from the achievement of good quality regeneration of the town for several generations. The Mill site is covered by employment protection policy in the Local Plan in any event.			
Mrs	J	Baker		Agrees need for improvement of town . Concerned about closure of St Michaels - where will traffic go - Ave of Remembrance blocked at peak times; access to Fairview Rd estate? Impact on Fire and Ambulance station? Free short term car/coach park on St Michaels rd. What about pick up / drop off area for the station? Access to High Street for elderly , disable and those with small children if shut traffic and servicing for shops. Empty shops in listed buildings in the High Street likely to deteriorate further - people would still like a High Street to shop in close to homes. Support for redevelopment of Milton Creek area but what about heritage retention of Barge Museum and Light railway?	Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. The SPD states that any redevelopment proposals must not impact on either the environment or traffic conditions in the Avenue of Remembrance area. Car parking will be provided for the town centre. The masterplan proposes a consolidation of existing car parking sites in the town centre. This will go along way to evening out parking demand patterns that currently exist, where demand is focused on a small number of smaller car parks with others being little used. The new station square will still allow for pick up and drop -off for the station and will link up better with the bus services. Two way bus services on the High Street will involve restricted access for service and other vehicles - this has been successfully implemented in many other towns. The Emergency Services have been consulted during the preparation of the SPD and have indicated that the proposals are acceptable and they will work with developers and the Council to ensure that response times to new and existing developments in accordance with their standards. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely	Sittingbourne Town Centre Masterplan SPD		STC310

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>increases in fuel prices over the longer term. The town centre will therefore be much less congested with the new infrastructure in place either for the use of Eurolink or a more direct link with the A249 via the NRR.</p> <p>The High Street is run down and with a high level of vacancies partly due to recession and partly because these buildings are simply not attractive to larger modern retailers. People have consequently chosen to shop elsewhere and a major change is needed if the town centre is to be successful once more. This may mean accepting that some of the High Street will need to change use, perhaps to allow small offices or residential (on upper floors) or other uses. Attracting investment to the town with new development is the best chance of getting other small businesses in to use and restore the High Street.</p> <p>The SPD provides for a 'heritage' area near the Creek head and the Light Railway terminal which would be a good site for a museum and other complementary uses. Some funding towards this may be possible from developer contributions within the SPD area.</p>			
Mr	M A	Barnett		<p>Objects to the following: A new Station square 416 homes within the town centre core area 1070 homes within the Milton creek area or within historic Milton. Change of road layout in Mill Way area as it is safe currently. 620 homes in Mill Way area. Object to any change to the town centre road network as it is running well at the moment No public consultation on road closure such as at Highsted Rd currently. Disregard for public open spaces and parks. Wants a public inquiry.</p>	<p>Sittingbourne Town Centre is in a state of severe decline - even before the recession people preferred to spend some 75% of the money they have available for shopping in other towns. The Paper Mill has closed and there is a large amount of old industrial land which needs to be re-used.</p> <p>Large scale and substantial change is needed if the town is to be restored to a pleasant place to live and work. Changes to the road network will be essential to accommodate this.</p> <p>The Borough Council is obliged to identify sites for new housing by the South East Plan. Redeveloping sites in and around the town centre and Milton Creek is a good way to achieve this and to bring new investment to the town. Public open space provision within the town and at Milton Creek is an integral part of the SPD and will vastly improve on the old industrial landscape. The historic part of Milton Regis is a Conservation area and is not part of these plans.</p>	Sittingbourne Town Centre Masterplan SPD		STC311

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>The current road works at Swanstree Ave / Highsted Rd are part of the Fulston Manor development and would have been the subject of public consultation on these planning applications - they are not part of this SPD.</p> <p>This is a Supplementary Planning Document - which sets out in more detail how the policies of the Local Plan (2008) will be implemented for the town centre. The Local Plan was subject to public inquiry in 2006 -2007. Under the law SPDs are not subject to public inquiry.</p>			
Mrs	Francis	Brady		<p>Would like to see retention of Art Deco facade of cinema in High Street if possible for an arts centre.</p> <p>Also the Victorian HQ buildings on the Mreal Paper Mill site, which are much more interesting than modern building frontages.</p>	<p>Noted - both buildings have great character and historical interest, but neither are Listed Buildings. The cinema is in poor condition and restoration would depend on an economic use being found for it.</p> <p>The Mill site is unfortunately outside the SPD area - although it would undoubtedly add to the interest and character of any future uses of that site if the historic buildings could be retained.</p>	Sittingbourne Town Centre Masterplan SPD		STC312
Mr		Cheesman		<p>Town centre Plans look exciting.</p> <p>Concern over the proposed change of use of car park to rear of Baptist Church to residential which would affect church goers.</p> <p>Also would like to see more provision for cyclists and cycle lanes.</p>	<p>Support noted - thank you.</p> <p>The town centre will be supported by new car parking. The masterplan proposes a consolidation of existing car parking sites in the town centre. This will go along way to evening out parking demand patterns that currently exist, where demand is focused on a small number of smaller car parks with others being little used. Sittingbourne is currently well served by parking, but not all of it in the right place.</p> <p>Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term. Chapter 6 of the SPD goes into much more detail on this and the cycle networks envisaged are shown on page 93 and aim to link the town from north to south and east to west in this way.</p>	Sittingbourne Town Centre Masterplan SPD		STC313
	D J	Denny		<p>Need to know how car parking for severely disabled residents of the High Street area could be provided for if it is converted to 2 way buses with restricted access for other vehicles.</p>	<p>The design and bus routeing in the High Street/Station Street as shown in the masterplan is indicative. The masterplan will be redrafted in relation to these aspects to provide flexibility in routeing options should aspects of what is shown in the final version become difficult to deliver due to technical constraints or other considerations, such as the degree of access necessary for other High Street</p>	Sittingbourne Town Centre Masterplan SPD		STC314

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					users.			
Mrs	Jacqueline	Devonald		Concerned about the impact of closing St Michaels Rd on traffic especially at peak times. Egress from Eurolink to A2 is especially difficult and would probably be best to delay closure of St Michaels until Bapchild Link of SNRR is in place. Likely to gridlock otherwise.	Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Traffic bound for the M2 and especially industrial traffic will therefore be taken out of the town centre at an early stage which should create sufficient capacity to allow the regeneration to begin. The phasing section of the SPD is being refined to ensure that essential infrastructure is provided to support development at the right time.	Sittingbourne Town Centre Masterplan SPD		STC315
	Margaret	Embleton		Heritage and regeneration should be tastefully combined. Need a vibrant town, but also to retain local identity and character. Important to retain barge museum, SKLR and heritage in paper and brick making. Change in road system and access to railway and issue - will take longer to get to the station from Murston. High speed trains to St Pancras will result in cuts to other services and additional journey time across London. Access to premises in the High Street will be affected by closure to ordinary traffic. Town centre shopping must be affordable and easy to access by car. Country parks and open spaces will be good for morale and encourage outdoor activity, but are not spoilt by transport systems which don't blend in with nature. Schools and medical facilities already overstretched.	Noted - the SPD sets out to ensure that new development is properly integrated with the best of the old to create interesting retail 'circuits' which link back into the High Street. The SPD indicates a 'heritage quarter' near the Creek head and SKLR terminal which could accommodate such uses. The rationalisation of the road system will actually improve the bus - rail interchange. Additional commuter car parking will be provided to take advantage of the new high speed train link to London. New cycle and pedestrian links will be built into the scheme to serve north and east of the town. Provision of train services is in the hands of the operators and beyond the scope of this SPD. Service access to High Street premises will need to be provided for as the scheme is developed and may involve restrictions to certain hours as is the case in many other town centres. The masterplan proposes a consolidation of existing car parking sites in the town centre. This will go along way to evening out parking demand patterns that currently exist, where demand is focused on a small number of smaller car parks with others being little used. Park and ride is not being pursued at this time because this only really works where you have restricted town centre parking. Sittingbourne is currently well served by parking, but not all of it in the right place. Open space will be required for the new housing and a high	Sittingbourne Town Centre Masterplan SPD		STC316

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					standard of public realm expected within the town centre itself. Walking and cycling is particularly encouraged in linking the new community north of the railway with the town centre and with the Country Park. The latter is the subject of a major project in the Milton Parklands project.			
	K.P	Fitzgerald		<p>Questions the new traffic circulation on the High Street and Station area and whether St Michaels Rd continues under the town centre development. Will there be a new bridge under the railway west of the station?</p> <p>Why is the existing retail area not coloured on the map except for the small area opposite St Michaels Church.</p> <p>Why does retail area have to go north of the railway - lots of empty shops and space to expand the Forum centre.</p> <p>Moving St Michaels Rd closer the railway would free up more space.</p> <p>The more compact a shopping area is, the more likely it is to be successful - if it is too spread out then people likely to visit only one or two shops rather than browse the whole centre.</p>	<p>The purpose of the masterplan is to establish the principles for development. In relation to the High Street the principle of two way bus flow in the High Street is one of those key principles. Access to and from the station will be rationalised and a bus /station interchange is envisaged. The design and bus routeing in the High Street/Station Street as shown in the masterplan is indicative. At planning application more detailed design work will be undertaken and this will include matters such as what degree of access there will be for service and other traffic (but it is not likely that ordinary traffic will be allowed access to the High Street during bus operation hours.</p> <p>It is not possible to achieve the retail footprints which will attract modern developers to the town with St Michaels Rd in situ and therefore the proposal is to close it. Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.</p> <p>It is not likely that a new vehicular bridge will be made under the railway - this should not be necessary once the SNRR is in place.</p> <p>All of the development will be market led and therefore development north of the railway will not take place unless there is demand for it. The effect of the regeneration proposals in the medium term is therefore to provide modern retail accommodation in a more concentrated area around the centre of the town. This will be well integrated</p>	Sittingbourne Town Centre Masterplan SPD		STC317

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>back into the High Street, but it is accepted that the retail core area will probably not have the same extended east - west coverage as it had prior to the current recession. The small units historic buildings on the High Street have not attracted modern retailers and therefore the town centre as a whole has not fared well in terms of retaining trade. Alternative and complementary uses will be needed for some of these buildings such as residential or small office uses.</p> <p>The Masterplan Map shows the main redevelopment opportunities - much of the High Street is not coloured because of the fact that it is a Conservation Area and has a number of Listed Buildings. The best way to ensure their continued use is to increase the strength of the town centre overall.</p>			
	Bill	Gergus		<p>Concern over closure of St Michaels Rd - Eurolink Way is already at capacity - the relief road is ok for industrial traffic but not for local traffic trying to get to houses or local shops. A2 should be improved instead.</p> <p>People don't want new retail buildings - lots of empty premises on the High Street which could be used instead.</p>	<p>It is not possible to achieve the retail footprints which will attract modern developers to the town with St Michaels Rd in situ and certainly not if it were to be widened. This would create an even bigger barrier between the station and the town and the new community who will be living to the north of the railway. Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.</p> <p>Many of the units in the older buildings in the High Street are too small or the wrong shape to attract modern retailers - this was the case even before recession. As a result the town centre lacks strength and over 75% of the money local people have available to spend is being spent in centres other than Sittingbourne - so it would not be unreasonable to assume that most people do in fact want better retail facilities.</p>	Sittingbourne Town Centre Masterplan SPD		STC318
	Ian	Hill		Town will need a cinema and other indoor pursuits such as theatre and 10 pin bowling.	The SPD does deal with leisure and cultural facilities at paras 4.4.6 - 9 and they are seen as a critical part of a	Sittingbourne Town Centre Masterplan		STC319

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					successful town centre. There would also be ample space north of the railway for other types of indoor sport and leisure facilities.	SPD		
Mr	John	Hindle		<p>General support for the improvement of the town centre but hopes that it does not become a 'no go' area after business hours like Basildon or Stevenage. Should retain historic buildings and character in the High Street.</p> <p>Concern about closure of St Michaels Rd. HGVs in the town centre are a particular hazard especially re the narrow bridges under the railway. Blockage of the bridges would be a major problem for the emergency services. The Bapchild Link is essential to take through traffic from the east and should be in place before the closure of St Michaels Rd.</p> <p>Pedestrian and cycle access to the station from the eastern side of town is not obvious from the plan, but essential if St Michaels Rd is closed.</p> <p>Support for bus / rail interchange, unless St Michaels closed in front of the station.</p> <p>Location of the town square outside the station could endanger public events if clashing with rush hour traffic.</p> <p>Two way buses on High Street a retrograde step from safety point of view.</p>	<p>Support noted. getting a good mix of uses to ensure that the town is not deserted after business hours is extremely important and is an integral principle of the SPD. Part of this is integrating new development with the old. Much of the High Street is Conservation Area and a significant number of the buildings are Listed. Even if these premises are not attractive for many modern retailers, improving the overall strength of the town centre should enable viable new uses to be found for them.</p> <p>Para 4.4.9 and the Masterplan indicate the area around the Creek head and SKLR terminal as a possible location for a heritage quarter which would be a logical place for a museum and other ways to celebrate local history.</p> <p>It is not possible to achieve the retail footprints which will attract modern developers to the town with St Michaels Rd in situ and certainly not if it were to be widened. This would create an even bigger barrier between the station and the town and the new community who will be living to the north of the railway. Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term. The delivery of the northern Relief Road will go some way to remove through traffic from the town centre. The routes into the town, and indeed access to the retail park and other areas on foot will be significantly improved by the proposal to remove the roundabouts and replaced with traffic signal controlled junction (with pedestrian and cycle facilities).</p> <p>The masterplan does show retention of an east-west cycleway and pedestrian link between the retail</p>	Sittingbourne Town Centre Masterplan SPD		STC320

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>development and the railway which could also be used for emergency vehicles and services.</p> <p>The emergency services have all been consulted on the preparation of the SPD and have not raised any insurmountable problems.</p> <p>The town square will be separated from the bus interchange , but it is an important focal point for the town centre.</p> <p>Should the High Street become two way for buses, other traffic access would become restricted. This would allow for more logical bus circulation around the town and to the station. The design of the bus routeing in the High Street/Station Street as shown in the masterplan is indicative. The masterplan will be redrafted in relation to these aspects to provide flexibility in routeing options, should aspects of what is shown in the final version become difficult to deliver due to technical constraints.</p>			
	EC & HM	Hobday		<p>Support for regeneration - with reservations: Concern over possible loss of car parking south of High Street. Commuter car parking north of railway of no use for town centre and will be full of commuters. Loss of car parking in a green age is silly. Bridge over railway must be suitable for all users including the elderly and disabled. New shops must be safely accessible to pedestrians - not like the Retail Park north of railway. Heritage of Milton and Sittingbourne must not be lost in regeneration.</p>	<p>Support noted.</p> <p>The masterplan proposes a consolidation of existing car parking sites in the town centre. This will go along way to evening out parking demand patterns that currently exist, where demand is focused on a small number of smaller car parks with others being little used. The SPD provides the opportunity for decking the Sainsbury's car park. It is unlikely that the Swallows site will be redeveloped in the near future. Further car parking to serve the shopping centre will be underneath the new development. It is intended that commuter car parking will be re-provided north of the railway and this traffic will therefore be kept out of the town centre core area.</p> <p>Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.</p> <p>The design of the bridge over the railway and its access must be safe and suitable for all users at all times.</p> <p>The new retail development is intended to be very much</p>	Sittingbourne Town Centre Masterplan SPD		STC321

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					part of the existing town centre and the design should integrate the new with the best of the old. much of the High Street is a Conservation Area. A 'heritage quarter' is also proposed for the area around the Creek head which could be focused on the Light Railway and provide a location for a museum and other complementary uses. The SPD proposals regeneration proposals do not affect Milton Regis.			
			Homestart	Family support charity unit based at Phoenix House support regeneration plans and support the SPD in retention of civic uses and improvement over time. Request that para 4.4.7 be expanded to include quality 'and range' of civic and community uses in this location. Para 5.2.28 refers to retention of uses and redevelopment over time. Para 8.3.15 is inconsistent with the above as it refers to redevelopment and refurbishment of town centre sites and civic buildings to the south of the High Street.	The SPD does give support to retention and improvement of the range of civic uses and wording can be added to reflect that. However, the ways in which this may be achieved may need flexibility in the use of buildings and land to achieve better quality premises which are economically feasible. Clustering complementary uses together is likely to be a constructive way forward. It is not the intention to redevelop all of the sites to the south of the High Street for retail, but regeneration of uses and the fabric of the town may well involve the need for redevelopment and flexibility in location over a long period of time. Action: Para 4.4.7 could be expanded to include mention of the 'range' of civic uses and be more consistent with other sections of the SPD in that this could involve redevelopment over time.	Sittingbourne Town Centre Masterplan SPD		STC322
	Alan	James		Support for retention of SKLR and retention of heritage of the town, with opportunities for museum focused around the Creek and railway terminal. Railway can become an important link with the Country Park.	Support noted - the SPD indicates a 'heritage quarter' in the vicinity of the Creek head and railway which could be supported by other complementary uses. The link to the Country Park is important which is recognised in the SPD and through the Milton Parklands project.	Sittingbourne Town Centre Masterplan SPD		STC323
	Frederick	Littlewood		Retain historical legacy of town especially in the High Street. Don't like idea of two way buses in High Street. Plan is too vague to understand and makes comment difficult. Concern that Tescos will only do the store element of their plan and then disappear and Phases II and III will never materialise - is this the only financial backing available? Affordable housing and accommodation for the elderly is needed especially near to the town centre. Need some large employers to be attracted to the town as well as some quality retailers. Parks and leisure facilities also needed.	The SPD All of the regeneration will need to be market led - there is no public money readily available to fund this. It is the intention that getting the town centre back up to a 'critical mass' will encourage people to shop here and so more quality retailers may be attracted. Any scheme for the town centre core area (which is likely to happen first) will have to demonstrate that it has made provision in design and engineering terms for the bridge and other facilities which will come later. Leisure facilities are allowed for in the SPD and are an important part of a successful town centre - but again most of this will have to come from private investment. Parks and open space will also be an essential part of any new	Sittingbourne Town Centre Masterplan SPD		STC324

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>development.</p> <p>Retention and integration of the historic buildings on the High Street into any new scheme is essential and made clear in the SPD document.</p> <p>Two way buses in the High Street is the preferred way to free up sufficient space to create the new retail area. Access for other traffic would be likely to be severely restricted.</p> <p>The SPD has to be finely balanced to be flexible enough to allow for good schemes to come forward at the planning application stage, but also clear enough about key issues and principle which those planning applications must observe.</p> <p>The SPD and the Swale Borough Local Plan (2008) allocated ample land for employment. Sittingbourne has never been a strong office market location - but sites can easily be made available for this if demand is there</p> <p>The SPD document makes provision for leisure and culture and the revised version of the SPD document will be emphasizing these matters - however, their provision will be largely through private enterprise and is in turn dependent on getting enough people into the town centre for it to be viable in the first place.</p> <p>Up to 30% of new housing will be affordable in accordance with Local Plan (2008) policy and it is likely that specialist elderly accommodation will be provided. there are likely to be many suitable sites at the edge of the town centre, which will be well served by buses.</p>			
	Barry	Mansel		<p>East Street: make totally one way from South Avenue (East- West).</p> <p>All shops: to have rear access areas for loading and un-loading.</p> <p>Modernise: All shops by re-build programme, as in other major town centres, (i.e. Maidstone, Ashford)</p> <p>Rubbish Tip: move to Ridham Marsh/ Dock area (to clear smell and seagulls from the area).</p> <p>St. Michaels Road: keep open and two- way traffic, (vital link to A2 when M2 closed between</p>	<p>East St - Making the whole street one-way would not actually contribute much in terms of overall traffic circulation.</p> <p>Some of the older properties in the High Street have no rear access - servicing arrangements for new development can be designed in.</p> <p>The SPD allows for redevelopment of Forum and area to St Michaels and the Bell Centre complementary uses..</p>	Sittingbourne Town Centre Masterplan SPD		STC325

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				<p>J5- J6 due to major accidents), and, still available for the vital Emergency services. (I bet nobody has consulted them).</p> <p>Proposed Town Square: parking be Multi- storey and share with Rail station, (between station boundary and current fire station, (the whole area alongside railway embankment).</p> <p>Present High Street: Pedestrianise whole length, available to emergency vehicles only, or, access between shops from the rear. This could then be ideal for street markets (i.e. French, Belgium, an local markets, including street festivals).</p> <p>Sittingbourne Paper Mill Site: turn the site into Historical Town Museum, (i.e. Paper making, Barge Museum, S.K.L.R.W.W.II. etc).</p> <p>All, New Learning Campus': to proposed site.</p> <p>Potential School Site: move to Adult Training Centre site with jobs and skills centre adjoined.</p> <p>All Buses: routed along St. Michaels Road, (as currently on Saturdays).</p> <p>Central Avenue Car Park: made into Blue Badge Parking Area only.</p> <p>Bus Service: for whole area on Sundays, (currently very sparse).</p>	<p>Much of the High Street is a Conservation Area and conservation of historic buildings and integration of the best of the old with the new should ensure that the centre retains some character as with Maidstone and other examples.</p> <p>The bin truck depot north of the railway may be moved or reconfigured to make space for commuter car parking. The KCC waste transfer facility at the end of Gas Road is outside the Plan area and KCC have no plans to move it.</p> <p>It is not possible to achieve the retail footprints which will attract modern developers to the town with St Michaels Rd in situ and certainly not if it were to be widened. This would create an even bigger barrier between the station and the town and the new community who will be living to the north of the railway. Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term. the emergency services have been consulted throughout the SPD preparation and have not raised any objection to this.</p> <p>There is likely to be some multi storey car parking in the vicinity of the new town square, and a large car park to serve town centre shopping underneath the new development. The town square is intended to be a mainly open space for events which could include a market.</p> <p>To facilitate the other changes the High Street is likely to have to accommodate two-way buses - it would be hard for the elderly and disabled to access parts of it without this.</p> <p>Part of the paper Mill site is outside the SPD area (unfortunately it didn't close until after the Local Plan was finalised). However the Wharf site and the SKLR terminal is suggested for a heritage Quarter in the SPD which could</p>			

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					<p>be accompanied by a museum and other complementary uses.</p> <p>The school site shown for the new community at Milton Creek is likely to be a primary school and therefore needs to be at the centre of the community it will be serving. the learning and skills centre will be serving the whole Borough and needs a more central location close tot he station and bus station.</p> <p>Disabled parking spaces will be provided in all parking areas through out the town centre.</p> <p>The bus operators are private companies - it is essentially a business decision as to whether it is worthwhile to provide a new service to a particular area at a particular time. It is intended that the new residential areas should be well served by buses however.</p>			
Mr	Malcolm	Moore	CPRE (Swale)	<p>General support for regeneration - however. Concern about closure of St Michaels Rd - SNRR / Eurolink Way will not take all of displaced traffic and some will use sensitive Roads to the south of High Street. - Suggest putting St Michaels under the new store at the town centre.</p> <p>Two way buses on the High Street likely to be a retrograde step with very narrow pavement and preclude street events and markets. Masterplan looks like Methodist church would be redeveloped by Tesco store and new road through Swallows centre.</p> <p>plan suggests that nearly all town centre car parking would disappear and result in extra pressure on adjacent residential areas.</p>	<p>The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard. Schemes which cannot demonstrate this are likely to be refused.</p> <p>The masterplan proposes a consolidation of existing car parking sites in the town centre. This will go along way to evening out parking demand patterns that currently exist, where demand is focused on a small number of smaller car parks with others being little used. A large car park is to be provided under the new shopping area and there is the possibility of adding another deck to the Sainsbury car park. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.</p> <p>The prospect of putting St Michaels Rd underneath the new development has been considered. This would create some extremely unattractive (and probably unsafe) areas of townscape, accessible only by car.</p>	Sittingbourne Town Centre Masterplan SPD		STC326

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>To facilitate the other changes the High Street is likely to have to accommodate two-way buses - it would be hard for the elderly and disabled to access parts of it without this. The town square is intended to be a mainly open space and focal point for the town for events which could include a market.</p> <p>The Masterplan is not a blueprint, but it does think boldly and to identify redevelopment the longer term - up to 20 years or so for the regeneration of the town centre as a whole.</p>			
Mr	Ronald	Mortimer		<p>Concern about closure of St Michaels Rd - even with SNRR there will be too much local traffic from new houses and gridlock will result. Cost to ratepayer of moving Council offices? Close High Street to all vehicles between the hours of about 10 am - 5.30pm. Station Square a good idea, may give the impression of being hemmed in by tall buildings. Multi storey car parks are a waste of money and a fiasco.</p>	<p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because a new and more direct route into Eurolink. This will reduce the traffic traveling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p> <p>It may be more economical to put all council and civic uses together to free up land for redevelopment for other uses - no additional public money is available, so judicious use of land in council ownership is necessary.</p> <p>To facilitate the other changes the High Street is likely to have to accommodate two-way buses - it would be hard for the elderly and disabled to access parts of it without this.</p> <p>Town square is an idea which is very common in Europe - the maximum building height suggested is 4 storeys (many in the current High street are 3) and this would not be too overbearing around the square.</p> <p>Well designed multi storey car parks save space and work well in most other modern town centres (eg Maidstone Fremlin Walk)</p>	Sittingbourne Town Centre Masterplan SPD		STC327
	MJ	Fisher	Nelson Policies	<p>Support for regeneration plans, but business and local employer adjacent to the Fountain pub likely to be crucially affected by redevelopment plans. Closure of ST Michaels Rd is immediately outside, but unclear whether the pub and business would be left in situ or are to be included within the redevelopment.</p>	<p>It is likely that if the Masterplan is implemented in the way shown, that redevelopment of this area will become necessary. The preparation of detailed planning applications will require any developer to inform and negotiate with landowners at a very early stage. Project planning should ensure that any business moves can be</p>	Sittingbourne Town Centre Masterplan SPD		STC328

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					planned well ahead and secure new premises as they are a vital element of the regenerated town centre.			
	Richard	Newman		<p>Pleased that the retention of the SKLR line is in the Masterplan. It is a key part of the industrial heritage of the area; and the viaduct is a most striking and undervalued part of that. Deserves wider support.</p> <p>Concern about new housing development in the Milton Creek area in view of likely effects of climate change over the next 50 years or so.</p>	<p>Support noted. The SKLR could form a key part of the 'heritage quarter' proposed for the area around the Creek head. The reinstatement of the bridge link into the Mill site is something that would need to be progressed independently from the masterplan.</p> <p>The Borough Council has been working closely with Environment Agency on a Strategic Flood Risk Assessment and specifically on the production of this SPD. The final wording of the SPD at section 2.5 will be adjusted slightly to take their latest advice on board and then phasing and delivery of the Milton Creek proposals will be revised to build in provision for flood avoidance and mitigation. planning applications will need to be in accordance with this.</p>	Sittingbourne Town Centre Masterplan SPD		STC329
	John	Paul		<p>Wants more commitment to a heritage centre for all local history and heritage societies to use. Important focus for new and existing residents to understand history and culture.</p>	<p>Additional research undertaken on arts and culture recommends provision of a heritage centre in the wharf side area alongside the SKLR terminal as part of the 'heritage quarter' proposed by the draft SPD.</p> <p>This would have to be funded by developer contributions from all development within the SPD area - but the SPD can be amended to reflect this.</p>	Sittingbourne Town Centre Masterplan SPD		STC330
	Linda	Pearson		<p>Thinks the regeneration plans are fantastic and people should be encouraged to spend their money locally rather than other towns.</p> <p>More positive outlook required to counteract the 'doubters' eg focus on the number of new jobs during construction and subsequently, and the new facilities and amenities which will benefit the town.</p> <p>Transport system needs to be really well planned - trains to London are getting busier and if buses are more regular and safe they will be well used.</p> <p>Suggest pedestrian along the High Street completely to encourage people to wander and browse as well as do their shopping.</p> <p>Policing and security must be good to avoid antisocial behaviour by the minority which would undermine the improvement efforts.</p>	<p>Support noted thank you. There are many positive benefits likely to come from regeneration - getting the ball rolling is the most difficult part and ensuring that the early phases allow maximum flexibility for those to follow.</p> <p>The new high speed trains to London are likely to attract more people to live in the area. The train operators and Network rail are key consultees on the SPD and whilst it is up to them to determine services, hopefully they will respond to the opportunity for increased business. The new estates and reconfigured town centre are intended to allow for a more logical bus services - at the present time this does involve keeping the High Street open for buses. However, integrated the High street with the new development and using the new square as a focal point should also contribute to making the town a more pleasant place to browse.</p>	Sittingbourne Town Centre Masterplan SPD		STC331

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					CCTV will be an integral part of the regenerated town centre and the Police service are also consultees on this SPD. Achieving a good mix of uses so that the town is still busy after shopping hours is also important to achieve 'passive surveillance' which helps with security.			
	Jan	Perry		<p>Closing St Michaels Rd is not sensible - gridlocked at peak times - improve things as they are.</p> <p>More houses cannot be supported - not enough space or infrastructure to support them.</p> <p>Shops closing down - why would nay more want to come here?</p> <p>High St should remain as it is.</p>	<p>It is not possible to achieve the retail footprints which will attract modern developers to the town with St Michaels Rd in situ and certainly not if it were to be widened. This would create an even bigger barrier between the station and the town and the new community who will be living to the north of the railway. Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.</p> <p>Retention and integration of the historic buildings on the High Street into any new scheme is essential and made clear in the SPD document. Doing nothing is not an option as the High Street was in decline even before the current recession. Improvements to the remainder of the town are unlikely to be forthcoming without fresh investment.</p> <p>New houses will not be permitted unless the infrastructure to support them is or can be put in place at the right time. Some of this will need to be funded by developers and this is laid out in the implementation section of the SPD.</p>	Sittingbourne Town Centre Masterplan SPD		STC332
	RJ	Pollicott		<p>Concern about closure of St Michaels Rd - needs a southern relief road from Key Street to Bapchild first.</p> <p>I like the town square layout and the prospect of the town actually being worth going to.</p>	<p>A southern relief road would be incredibly costly both in terms of finance and impact on the environment.</p> <p>Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild</p>	Sittingbourne Town Centre Masterplan SPD		STC333

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.</p> <p>Support noted.</p>			
	Sid	Sait		Need a decent swimming pool in Sittingbourne - Swallows isn't really good enough - no diving facilities - now a chance to get one.	<p>The Swallows centre has just had some refurbishment. It may be possible to provide a new leisure centre and pool facilities at some point in the future, but all of the town centre regeneration will need to be supported by private investment, so funding remains an issue.</p>	Sittingbourne Town Centre Masterplan SPD		STC334
	Clare	Sharn		<p>Pleased to see attempt to improve Sittingbourne as so many new residents in the area in recent years. Queries appearance and siting of units adjacent to new homes at Kemsley Fields (Swale Way which are very ugly and overlook homes).</p>	<p>Support noted.</p> <p>Regrettably the Kemsley Mill Swale Way area is outside the scope of this SPD - if a planning permission for development there has been incorrectly implemented then it is an enforcement matter, but regret this is unlikely to be so.</p>	Sittingbourne Town Centre Masterplan SPD		STC335
	AF	Sharp		<p>All major roads need to be widened through the town or regeneration will cause catastrophic jams. Currently extremely congested especially at school run time. More traffic on the roads generally plus new houses in Sittingbourne will lead to gridlock - St Michaels Rd should not be closed - railway bridge is very narrow for HGVs. Sittingbourne is an alternative route when there are problems on the M2. SNRR will not eradicate the problem - Staplehurst Rd was supposed to do this and it didn't work. New retail premises will lead to High Street becoming even more desolate and loss of small traders.</p>	<p>It is not possible to achieve the retail footprints which will attract modern developers to the town with St Michaels Rd in situ and certainly not if it were to be widened. This would create an even bigger barrier between the station and the town and the new community who will be living to the north of the railway. Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.</p> <p>The High Street is run down and with a high level of vacancies partly due to recession and partly because these buildings are simply not attractive to larger modern retailers. People have consequently chosen to shop elsewhere and a major change is needed if the town centre is to be successful once more. This may mean accepting</p>	Sittingbourne Town Centre Masterplan SPD		STC336

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					that some of the High Street will need to change use, perhaps to allow small offices or residential (on upper floors) or other uses. Attracting investment to the town with new development is the best chance of getting other small businesses in to use and restore the High Street.			
	Peter	Morgan	Swale Seniors Forum	Offer historic correspondence on the redevelopment of Milton Creek area. Feel very strongly that Tesco should not be in charge of this development because of their poor track record in quality of development elsewhere and tactics of sterilising land so competitors cannot develop it.	Offer of information noted - but development proposals must proceed on the basis of most up to date policy and research. Tesco or any other developer will be required to work up development proposals which are in accordance with the SPD and be able to illustrate that they do not prejudice the development of other land in a way which is also in accordance with the Borough Council's expectations and policy. Any proposals which cannot meet those requirements and contribute to the regeneration of the town as a whole, will be refused.	Sittingbourne Town Centre Masterplan SPD		STC337
	R	Tomsett		Support for the regeneration of the town centre. Concern about closure of St Michaels and resulting congestion and pollution. Currently gridlocks even if a small incident, forcing rat running through unsuitable streets. SNRR including the Bapchild link should be complete before closing St Michaels Rd or traffic will simply be stranded in Eurolink Estate. Southern Relief Rd eg extended the Swanstree Ave extension through the Homewood Avenue and the A2 would assist.	Support for town centre regeneration noted. It is not possible to achieve the retail footprints which will attract modern developers to the town with St Michaels Rd in situ and certainly not if it were to be widened. This would create an even bigger barrier between the station and the town and the new community who will be living to the north of the railway. Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Remaining local vehicular traffic will use Staplehurst Rd / Eurolink Way and Crown Quay Lane. There will be provision for two way buses on the High Street (and limited access for vehicles servicing High Street premises Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. A significant amount of modeling - indeed more than is usually required at masterplan stage has already been undertaken. However, as more detailed proposals come forward much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.	Sittingbourne Town Centre Masterplan SPD		STC338

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.</p> <p>A southern relief road of the type suggested was mooted many years ago but not pursued because of the impact on residential areas to the south of the town centre. It was dropped in favour of the Northern Relief Rd, which is a much bigger road and designed to serve the industrial areas to the north as well as through traffic.</p>			
	DW	Sillifant		<p>Support for regeneration. Not clear how east-west through traffic to be catered for - surely not via Crown Quay Lane? Pick up area at the railway station? Adequate car parking provision on the edge of town?</p>	<p>Support noted.</p> <p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p> <p>The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard.</p> <p>There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward, much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is</p>	Sittingbourne Town Centre Masterplan SPD		STC340

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>appropriate.</p> <p>The masterplan proposes a consolidation of existing car parking sites in the town centre. This will go along way to evening out parking demand patterns that currently exist, where demand is focused on a small number of smaller car parks with others being little used. It is also possible for example to add a deck to the Sainsbury car park.</p> <p>There will be drop off / pick up zone by the station and commuter car parking on the north side of the railway.</p>			
Mrs	ER	Sillifant		<p>Support for provision of more quality shopping in Sittingbourne and not having to leave town for this.</p> <p>Car parking likely to be an issue - previous multi storey was not popular.</p> <p>Will there be taxi ranks and drop off at the station?</p> <p>Will cars be allowed onto the High Street with two way buses?</p>	<p>Support noted.</p> <p>The masterplan proposes a consolidation of existing car parking sites in the town centre. This will go along way to evening out parking demand patterns that currently exist, where demand is focused on a small number of smaller car parks with others being little used. It is also possible for example to add a deck to the Sainsbury car park. there is no reason why well designed multi -storey car parking cannot be successful (eg Maidstone Fremlin Walk)</p> <p>There will be drop off / pick up zone by the station and commuter car parking on the north side of the railway.</p> <p>The purpose of the masterplan is to establish the principles for development. In relation to the High Street the principle of two way bus flow in the High Street is one of those key principles. It is likely that access for other vehicles would need to be restricted and the precise nature of these restrictions would be dealt with during the next stage where more detailed design work will be undertaken.</p>	Sittingbourne Town Centre Masterplan SPD		STC341
Mrs	M	Richards		<p>Too much housing planned.</p> <p>Two way buses in High Street ok to help traders but of the opinion that it is being allowed to die.</p> <p>Insufficient for youth - square could be used for events - but also need skateboard park; cinema and bowling alley.</p> <p>Bridge and car park would become a hang out for yobs</p> <p>Doubts that quality retailers will come to the town as it has no heart now.</p> <p>Waste of money to move civic centre.</p> <p>Milton Creek liable to flooding.</p>	<p>Swale Borough must identify land for housing numbers identified in the South East Plan - brownfield land should be used before greenfield and Sittingbourne is identified as part of the Thames gateway growth area. Housing is an important use for the town centre to ensure that there is activity and 'passive surveillance' after business hours.</p> <p>The High Street is run down and with a high level of vacancies partly due to recession and partly because these buildings are simply not attractive to larger modern retailers. People have consequently chosen to shop elsewhere and a major change is needed if the town centre is to be successful once more. This may mean accepting</p>	Sittingbourne Town Centre Masterplan SPD		STC342

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>that some of the High Street will need to change use, perhaps to allow small offices or residential (on upper floors) or other uses. Attracting investment to the town with new development is the best chance of getting other small businesses in to use and restore the High Street.</p> <p>The SPD does make provision for leisure activities and open space - they are an essential part of a successful town. The proposed square is ideal for outdoor events, markets and performances - this is stated in the SPD. Commercial leisure facilities like cinemas and theatres have to be provided and run by the private sector and this in turn depends on getting people into the town for shopping and other activities.</p> <p>Careful design and cctv will be used to avoid crime - the police are consulted on major new development proposals.</p> <p>Moving the town hall and consolidating public services in the same area or even building will free up land to be sold for other uses and save money in the longer term.</p> <p>The Borough Council has undertaken a Strategic Flood Risk Assessment with the Environment Agency and prepared these plans in consultation with them. The SPD will be modified to take on board their updated advice and all development in the Milton Creek area will be required to contribute to design standards and flood mitigation measures to serve the whole Creek area.</p>			
	RD	Browning		<p>Support for the town square idea. However, closure of St Michaels will cause problems - Bapchild will be subject to additional HGVs from SNRR. Park Rd and Ave of Remembrance would also suffer from additional traffic. Proper one way system more important than new town centre.</p>	<p>Support noted - but without radical change, including to transport system Sittingbourne will continue to decline.</p> <p>It is not possible to achieve the retail footprints which will attract modern developers to the town with St Michaels Rd in situ and certainly not if it were to be widened. This would create an even bigger barrier between the station and the town and the new community who will be living to the north of the railway. Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. Bapchild will not have any more HGV traffic than currently as that coming from the A249 will access Eurolink directly</p>	Sittingbourne Town Centre Masterplan SPD		STC343

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>from the SNRR as soon as the Creek section is complete.</p> <p>The SPD states at section 6.3.4 that any development proposal which would have an adverse traffic impact on the sensitive streets to the south of the town centre will not be acceptable.</p> <p>Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.</p>			
	Roy	Gosling		<p>Very negative view of whole masterplan. Too many houses, not enough infrastructure/ school / health centre etc. Insufficient car parking. No road improvements - congestion already at school turnout time.</p>	<p>Swale Borough must identify land for housing numbers identified in the South East Plan - brownfield land should be used before greenfield and Sittingbourne is identified as part of the Thames Gateway growth area. Housing is an important use for the town centre to ensure that there is activity and 'passive surveillance' after business hours. There are plenty of examples of housing next to industrial estates eg Murston , Milton, Charlotte Street area and there is the opportunity with regeneration to build in better design and landscaping.</p> <p>The SPD shows provision for new health centre and primary school at Milton Creek; there is an allocation for a secondary school at Quinton Road.</p> <p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p> <p>The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard.</p> <p>There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change</p>	Sittingbourne Town Centre Masterplan SPD		STC344

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward, much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.</p> <p>The masterplan proposes a consolidation of existing car parking sites in the town centre. This will go along way to evening out parking demand patterns that currently exist, where demand is focused on a small number of smaller car parks with others being little used. It is also possible for example to add a deck to the Sainsbury car park.</p> <p>Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances (such as school runs), both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.</p>			
	Magnus	Ganson		Support for regeneration but concern for effect of closure of St Michaels. Bad now but with addition of 2000+ new houses road system likely to gridlock at peak times.	<p>Support noted.</p> <p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p> <p>The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard.</p> <p>There are no proposals to widen the railway bridges</p>	Sittingbourne Town Centre Masterplan SPD		STC345

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward, much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.</p> <p>Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances (such as school runs), both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.</p>			
	Matthew	Deith		Support for the regeneration plans - vibrant mix of uses and the high speed rail link will add great value for all residents.	Support noted - thank you.	Sittingbourne Town Centre Masterplan SPD		STC346
	Ashley	Childs		<p>Support for regeneration - as soon as possible! High Street needs to be modernised, whilst keeping historic buildings.</p> <p>More quality shopping and green spaces would be a great asset for locals and bringing in outside business.</p> <p>Severe congestion around Sittingbourne also needs urgent attention.</p>	<p>Support noted.</p> <p>The SPD document makes provision for leisure and culture (including a cinema) and the revised version of the SPD document will be emphasizing these matters - however, their provision will be largely through private enterprise and is in turn dependent on getting enough people into the town centre for it to be viable in the first place.</p> <p>The integration of new development particularly to the south of the railway with the High Street is a theme running throughout the SPD and the design approach has been at pains to emphasise that the new development must be knitted back into the High Street. Moreover if the closure of St Michaels Road proceeds this means that there will be an early focus on physical re-modelling and improvement of the High Street to accommodate buses.</p> <p>Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild</p>	Sittingbourne Town Centre Masterplan SPD		STC347

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage and traffic still needing to come into the town centre will be re-routed. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.			
	CE	Childs		Support for the regeneration plans - should bring a lot of trade to the town and surrounding area. Pleased to see retention of some buildings. Quality retailers would be an extra bonus to the town.	Support noted - thank you . Much of the High Street is a Conservation Area with a number of Listed Buildings. It will be an important aspect of the new proposals to ensure that the new is well integrated with the best of the old.	Sittingbourne Town Centre Masterplan SPD		STC348
	MJ	Holton	A Thomsett (Fishmongers)	Needs clarification about rear access for servicing to the Thomsett Fishmongers Zaki and other shops in the High Street. Will access to Forum area be retained from the High street as currently with the alley adjacent to 112 High Street.	Retention of as much rear servicing to the High Street as possible is desirable especially of the option to proceed with a two way bus system is followed. The exact layout would need to be worked into any development proposals for the area to the north of the High Street. Retaining existing pedestrian links and creating new ones to the Forum area is seen as fundamental to the success of regenerating the town and making sure that the High Street is properly integrated into a new retail 'circuit' .	Sittingbourne Town Centre Masterplan SPD		STC349
Cllr	G	Whelan		Station square size needs to be bigger 100 x 50 metres more appropriate to accommodate events, and hard and soft landscaping and market area.	Agree that 50 x 20 metres is much too small to be useful. The SPD states at 5.2.12 - 13 that the square should be at least 50 metres deep from station to retail development, but does not specify the east - west dimension to allow for design flexibility. The concept of the station square as a focal point for the regenerated town centre has been well received by the public and development proposals will need to illustrate how this can be achieved.	Sittingbourne Town Centre Masterplan SPD		STC350
		Mount		Approaches to the town are very dull - needs more trees to make it look more inviting.	Noted - trees and landscaping will be an integral part of each phase of the development. The SPD also has some very detailed information on their value for air quality, climate control and importance to wildlife.	Sittingbourne Town Centre Masterplan SPD		STC351

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
	DA	Cummings		<p>Support for regeneration in principle. Good to develop Milton Creek but not too high (3 storeys max) Should have free parking under the Tesco site. Detailed planning applications should be the subject of further public consultation. What happened to plans for a secondary school to the north of the town - will be needed with additional housing development. What is Plan B if Tesco or others pull out due to recession?</p>	<p>Support noted.</p> <p>Most of the residential development proposed for the Milton Creek area will only be two or three storeys (three may be needed closest to the Creek to avoid having living accommodation at ground floor level). The areas closest to the railway may be able to accommodate 4 storeys to blend in with the town centre.</p> <p>Car parking pricing will be determined once the schemes for the town centre are worked up in more detail - there are few, if any other towns of the size of Sittingbourne who offer free town centre parking.</p> <p>All planning applications are open for public comment and there will be great interest and a longer response time for those coming forward for the town centre.</p> <p>The Local Plan (2008) does allocate land at Quinton Road for a secondary school.</p> <p>The town centre regeneration will have to be driven by private sector investment in partnership with the public sector; and getting the phasing and delivery right - this is how the SPD can assist. The process begins with commencement of work on the Northern Relief Road bridge section from September 2009. However, the economic climate does have an influence on progress - it will be important to strike the balance between insisting on good quality schemes which do not preclude additions at a later date and realistic expectations should recession persist for the longer term.</p>	Sittingbourne Town Centre Masterplan SPD		STC352
	Alan	Best		<p>Rear servicing has not really been considered. Properties on the northern side of the High Street have a building proposed behind them removing rear access. How will HGVs from the east of Sittingbourne get under the Crown Quay Lane bridge? There should be parking still available on the south side of town. Concerned about traffic/environmental quality in Bell Road/Avenue of Remembrance and Park Road.</p>	<p>Retention of as much rear servicing to the High Street as possible is desirable especially of the option to proceed with a two way bus system is followed. The exact layout would need to be worked into any development proposals for the are to the north of the High Street.</p> <p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the</p>	Sittingbourne Town Centre Masterplan SPD		STC353

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				<p>Loss of Globe & Engine and The Fountain pubs is regrettable and seems unnecessary. There are mature trees next to St Michael's Road - can these be retained? St John's building is not shown. Will this historic building be retained? The former barge building (in Jewson's yard) should be retained for an alternative use. East and northern elevation to proposed Tesco building will need very careful handling and should be highlighted.</p>	<p>masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p> <p>The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard.</p> <p>There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertake. However, as more detailed proposals come forward. much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.</p> <p>The masterplan proposes a consolidation of existing car parking sites in the town centre. This will go along way to evening out parking demand patterns that currently exist, where demand is focused on a small number of smaller car parks with others being little used. It is also possible for example to add a deck to the Sainsbury car park.</p> <p>The detail of buildings and trees for retention in the St Michaels Rd are will be matters for planning application stage and the merits of retention weighed against the practicalities of achieving a good scheme which treats the area holistically rather than in a piecemeal way..</p> <p>The point about the northern and eastern elevations of the man town centre retail buildings is partially covered in para 5.2.6, but this could be expanded to highlight the point.</p> <p>Action: Add a few words to para 5.2.5 - 6 which highlights the need for careful treatment of the northern and eastern elevations of the new town</p>			

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					centre retail blocks.			
Mrs	J	Manouch		I am concerned about traffic. Lorries in particular not being able to go under the existing rail bridges. Crown Quay Lane. Eurolink Way. They don't use this route now because of height restrictions, how can they in the future?	<p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p> <p>There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertake. However, as more detailed proposals come forward. much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.</p>	Sittingbourne Town Centre Masterplan SPD		STC354
	Mr & Mrs	Conway		Traffic nightmare. High Street will die because town pushed north. All amenities are "potential". Develop/improve the High Street as your first priority.	<p>Retention and integration of the historic buildings on the High Street into any new scheme is essential and made clear in the SPD document. The High Street is run down and with a high level of vacancies partly due to recession and partly because these buildings are simply not attractive to larger modern retailers. People have consequently chosen to shop elsewhere and a major change is needed if the town centre is to be successful once more. This may mean accepting that some of the High Street will need to change use, perhaps to allow small offices or residential (on upper floors) or other uses. Attracting investment to the town with new development is the best chance of getting other small businesses in to use and restore the High Street.</p> <p>It is not possible to achieve the retail footprints which will attract modern developers to the town with St Michaels Rd in situ and certainly not if it were to be widened. This would create an even bigger barrier between the station and the town and the new community who will be living to the north of the railway. Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road</p>	Sittingbourne Town Centre Masterplan SPD		STC355

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.</p> <p>All of the regeneration will need to be market led - there is no public money readily available to fund this. Public concerns and desires are taken into account, but any scheme must be economically viable.</p>			
	David R	Lewis		<p>Anything to improve the town centre would be good. It needs a complete re-vamp including something different such as a closed high street with cafes and smaller specialist shops, plus some well know names. We do not necessarily need more homes in towns and the schools are currently undersubscribed. Any development needs to be in character - not blocks of flats, useless for older residents.</p>	<p>Support noted - this level of change is what the SPD sets out the framework for.</p> <p>Swale Borough must identify land for housing numbers identified in the South East Plan - brownfield land should be used before greenfield and Sittingbourne is identified as part of the Thames gateway growth area. Housing is an important use for the town centre to ensure that there is activity and 'passive surveillance' after business hours. There will be a variety of home types and sizes in the town centre and Milton creek areas. The SPD does not envisage any development of more than 4 storeys anywhere and much of it is 2 or 3 . Specialist elderly persons accommodation is quite often in the form of low rise apartment buildings. Good quality design is essential and integrating the new with the best of the old is a priority.</p>	Sittingbourne Town Centre Masterplan SPD		STC356
	Colin	Barber		<p>The creek is potentially a very attractive facility. I understand the pollution issues. Could there be a way of inserting a weir/lock into the creek to retain a level of water rather than the creek draining with the tide?</p>	<p>The SPD does seek to make more of a feature of the Creek especially at the Creek Head and introduce public access in a sensitive way - this is also being pursued through the Milton Parkland project.</p> <p>The Environment Agency have advised against disturbing the Creek bed because of the pollutants buried in the mud and the effects this could have on the European protected wildlife habitats in the Swale and Medway estuary and fisheries further down the coast. The inter tidal parts of the Creek are also used by wading birds from these protected areas and parts of it are nature reserves in their own right. Natural England have also stressed the importance of leaving these habitats as undisturbed as possible.</p>	Sittingbourne Town Centre Masterplan SPD		STC357
	Louise	Hopkins		It all looks fantastic, I have lived in Sittingbourne	Support noted - much of the regeneration relies on private	Sittingbourne Town		STC358

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				for seven years and love the town, but it does need regenerating and the plans are great. Now - less talking and more doing!	sector investment, so we hope recession will not delay things too seriously. The Northern Relief Road bridge section should be under construction from September 2009 and this is a positive and essential first step.	Centre Masterplan SPD		
	Mr & Mrs	Brunt		As a family we are very pleased the SKLR is included in the plans. Its an important piece of heritage and links the head of the creek to the Swale. This opens up the possibilities for interest into ecology, biodiversity and conservation. We feel access around the creek is of importance as the Saxon Shore way is unpleasant in parts.	Support noted. Sensitively managed access to the Creek, including improvements to parts of the Saxon Shore way is also being pursued through the Milton Parkland project.	Sittingbourne Town Centre Masterplan SPD		STC359
Mrs		Stanley		Effects of new development on the High Street; Bell Centre and East Street?	<p>The High Street is run down and with a high level of vacancies partly due to recession and partly because these buildings are simply not attractive to larger modern retailers. People have consequently chosen to shop elsewhere and a major change is needed if the town centre is to be successful once more. This may mean accepting that some of the High Street will need to change use, perhaps to allow small offices or residential (on upper floors) or other uses. Attracting investment to the town with new development is the best chance of getting other small businesses in to use and restore the High Street.</p> <p>The Bell Centre is an opportunity site for redevelopment or major refurbishment.</p> <p>The shops in East street function more as local neighbourhood shops rather than as part of the town centre, and may benefit from any new residential development at he eastern end of the High St.</p>	Sittingbourne Town Centre Masterplan SPD		STC360
Mrs	L	Reynolds		Query on transport - if St Michael's Road is shut will the 'Cool Chain' lorries be able to drive under the railway bridge at Crown Quay Lane?	There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.	Sittingbourne Town Centre Masterplan SPD		STC361
	Gail	Hayes		Support for the regeneration plans; regrets any closure of High Street businesses ; and looking forward to some modern leisure facilities.	<p>Support noted.</p> <p>The High Street is run down and with a high level of vacancies partly due to recession and partly because these buildings are simply not attractive to larger modern retailers. People have consequently chosen to shop elsewhere and a major change is needed if the town centre is to be successful once more. This may mean accepting</p>	Sittingbourne Town Centre Masterplan SPD		STC362

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					that some of the High Street will need to change use, perhaps to allow small offices or residential (on upper floors) or other uses. Attracting investment to the town with new development is the best chance of getting other small businesses in to use and restore the High Street.			
	CS	Couchman		How will new retail survive if the High Street is dead - should retain it for its character and reduce rates to help shopkeepers. Will the bridge over the railway be wide enough for vehicles to service shops on it? What would be rateable value of them?	The High Street is run down and with a high level of vacancies partly due to recession and partly because these buildings are simply not attractive to larger modern retailers. People have consequently chosen to shop elsewhere and a major change is needed if the town centre is to be successful once more. This may mean accepting that some of the High Street will need to change use, perhaps to allow small offices or residential (on upper floors) or other uses. Attracting investment to the town with new development is the best chance of getting other small businesses in to use and restore the High Street. Retention and integration of the historic buildings on the High Street into any new scheme is essential and made clear in the SPD document. Shop business rates are set by Government not the Borough Council. Policy B27 of the Adopted Local Plan expects the bridge link will be retail lined or similar. However, there could be issues relating to costs/viability and practicability which suggest that a retail lined bridge may not be appropriate. In these circumstances, the Council would expect a full review of design options aimed at maximising the integration of the Milton Creek area with the town centre core area south of the railway line. The bridge design should secure the potential for a well used and attractive pedestrian and cycle friendly route, be well lit and landscaped and provide for secure and safe use during night as well as day. It is considered that a bridge width of at least 15m should be provided to ensure such integration.	Sittingbourne Town Centre Masterplan SPD		STC363
Mr	Peter	Mantle		Great! Great! Great! At long last. Thank you.	Support noted - thank you.	Sittingbourne Town Centre Masterplan SPD		STC364
Mrs	E	James		Post 16 education. Bike paths to be included in scheme.	The Learning and Skills centre is intended to offer a broader base of skills training for adults. Funding for this is	Sittingbourne Town Centre Masterplan		STC365

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>unlikely to be available in the short to medium term, but provision of a site within the town centre is viewed as a critical objective to support the future economic regeneration of the town and the Borough.</p> <p>The model for delivering the overall service may be that the facility in the town centre will provide ore teaching space, with sign posting to other training facilities in the town such as KSRC and the construction skills centre in Bonham Drive.</p> <p>Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term. Page 91 - 93 of the SPD illustrate the proposals for a cycle way network.</p>	SPD		
	Georgia	Hayes		<p>More ponds and space for wildlife (frogs under pressure from disease). Use empty shops for wildlife learning centre.</p>	<p>Chapter 7 and Appendices G and H to the SPD go into a lot of detail about planning to include biodiversity into the design of the new development. Sustainable Urban Drainage Systems (SUDS) with systems of ditches and ponds are likely to represent a very good opportunity for pond life.</p> <p>A heritage and museum area is envisaged around the Creek head and this may be a very good location for a local wildlife exhibition / appreciation centre. It may be a possible use for an empty shop in the short term if appropriate funding is available.</p>	Sittingbourne Town Centre Masterplan SPD		STC366
Major	Robert	Jepson		<p>No mention of churches and spiritual role in the town centre and no land set aside for church in new housing area. Salvation Army would like to relocate but not mentioned in the plan. Health of children not addressed.</p>	<p>The SPD is principally a land use planning and design document - it does recognise the historic church buildings and their role in the town. The SPD also refers to the need for community buildings and uses which include places of worship. The leading bodies of major religious groups are 'standard' consultees for planning documents, but there have been no specific approaches from them so far. It is usual for a group to undertake their own site search and then seek planning advice and permission if necessary.</p> <p>The SPD has been the subject of a Health Impact Assessment undertaken by the local primary care trust. This is at the level of making sure that the design and layout of new development encourages good health for example by provision of green and open space and by encouraging cycling and walking rather than car use for</p>	Sittingbourne Town Centre Masterplan SPD		STC367

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					short everyday journeys.			
Mrs	DA	Paine		General support for new development, but would like to see High Street and East Street shops retained. Disabled access and parking needed to the High Street. Also still need town centre car parking.	<p>The High Street is run down and with a high level of vacancies partly due to recession and partly because these buildings are simply not attractive to larger modern retailers. People have consequently chosen to shop elsewhere and a major change is needed if the town centre is to be successful once more. This may mean accepting that some of the High Street will need to change use, perhaps to allow small offices or residential (on upper floors) or other uses. Attracting investment to the town with new development is the best chance of getting other small businesses in to use and restore the High Street. The East Street shops function more as local neighbourhood shops rather than as part of the town centre and they may actually benefit from additional housing at the eastern end of the town centre.</p> <p>The masterplan proposes a consolidation of existing car parking sites in the town centre. This will go along way to evening out parking demand patterns that currently exist, where demand is focused on a small number of smaller car parks with others being little used. It is also possible for example to add a deck to the Sainsbury car park. Special needs parking for the High Street would need to be considered if the option to have two way buses in the High Street is pursued.</p>	Sittingbourne Town Centre Masterplan SPD		STC368
Mrs	G	Knight		As a long term vision it looks promising. Very dependant on infrastructure being in place quickly, i.e.: Northern Relief Road. Concerns around attracting retail stores. Tesco superstore is not exactly thrilling. Please make sure new car parks are in place before closing old ones - also new library and will there be a cinema?	<p>The phasing and implementation section of the SPD is being revised to clarify the delivery of key pieces of infrastructure at the right time to support the phases of development. The bridge section of the NRR will be on site in September - and this is a positive and essential first step.</p> <p>Tesco or any other superstore is a means to bring the investment into the town which will then hopefully attract other retailers and businesses - it is to get the ball rolling.</p> <p>The SPD document makes provision for leisure and culture and the revised version of the SPD document will be emphasizing these matters - however, their provision will be largely through private enterprise and is in turn dependent on getting enough people into the town centre for it to be viable in the first place.</p> <p>Discussion is ongoing with KCC property, KCC service providers and the Borough Council to explore how public</p>	Sittingbourne Town Centre Masterplan SPD		STC369

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					services should be delivered in a regenerated Sittingbourne. This is a complex area and may require different working practices within and across organizations. Public services also contribute to vitality in a town centre.			
	Emma	Seager		Cinema would be good. Bowling alley if permitted. Boutique. Little stores in high street.	<p>Attracting investment to the town with new development is the best chance of getting other small businesses in to use and restore the High Street - which would be ideally suited to small shops and boutiques as demand for them builds up.</p> <p>The SPD document makes provision for leisure (including a cinema) and culture and the revised version of the SPD document will be emphasizing these matters. However, their provision will be largely through private enterprise and is in turn dependent on getting enough people into the town centre for it to be viable in the first place.</p>	Sittingbourne Town Centre Masterplan SPD		STC370
	D	Howes		Please don't close St Michaels Road. It'll be chaos.	<p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p> <p>The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard.</p> <p>There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward. much</p>	Sittingbourne Town Centre Masterplan SPD		STC371

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.			
	Mr	Ward		No bus to Chatham or Medway, only to hospital, and they are like gold-dust. Better transport links.	The bus companies are private operators - if there is sufficient demand for a route to be economically provided they may do so. The SPD is mainly concerned with improving the transport links around Sittingbourne, as part of the drive to encourage people to stay and use the regenerated town centre. Transport links to London will be improved with the high speed trains from December 2009.	Sittingbourne Town Centre Masterplan SPD		STC372
	Joanne	Povey	The Bay Leaf	Market to be retained near high street. High Street not to be forgotten and used and become one with new development. No food and drink businesses in new development - utilise what high street currently offers. Don't close leisure centre whilst redeveloping. Business rate support and advertising for the high street. Get the right type of housing - families.	The station square is an ideal location for a market. It is a key requirement of the SPD that any development schemes for new retail should be well integrated with the High Street. Business rates are beyond the scope of the planning document. The town is likely to see a very significant amount of new housing over the next 15 - 20 years and this is likely to generate demand for a variety of eating and drinking venues, not least as part of the evening economy of the town. There are no plans to close or move the leisure centre in the short or likely and provision of a new facility would depend on funding being available. Regeneration of the area to the south of the High Street is not essential to allow the main town centre area development to progress. There will be a mix of different types and size of homes across the town centre and Milton Creek including family homes (although the average household size in Swale in common with the rest of Kent continues to fall and is likely to average just over two persons per household in less than 20 years time).	Sittingbourne Town Centre Masterplan SPD		STC373
	KA	Starkey		Living near Bapchild I feel that the re-development of the town centre relies on the approval of the Link Road and holds a gun to the head of the residents affected, this shows lack of consultation about the road and massive housing developments that will follow, lowering the quality of life in the area. Why no additional link to the M2 as well?	The bridge section of the SNRR will be on site in September 2009, following a major public inquiry in autumn 2008. The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be	Sittingbourne Town Centre Masterplan SPD		STC374

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					needed, and further work will be undertaken to establish when this becomes essential. Kent Highway Authority intend to run public consultation on the Bapchild Link section later in 2009.			
Mr	BN	Darmon		Concern about parking to access High Street churches for the disabled; and for big events like weddings and funerals.	<p>The purpose of the masterplan is to establish the principles for development. In relation to the High Street the principle of two way bus flow in the High Street is one of those key principles. More detailed design work would be undertaken at detailed design stage and this will need to include special access. The design and bus routeing in the High Street/Station Street as shown in the masterplan is indicative. The masterplan will be redrafted in relation to these aspects to provide flexibility in routeing options should aspects of what is shown in the final version become difficult to deliver due to technical or access constraints.</p> <p>The masterplan proposes a consolidation of existing car parking sites in the town centre. This will go along way to evening out parking demand patterns that currently exist, where demand is focused on a small number of smaller car parks with others being little used. It is also possible for example to add a deck to the Sainsbury car park.</p>	Sittingbourne Town Centre Masterplan SPD		STC375
	Mark	Greenstreet		Support for regeneration of the town centre. Object to Tesco on north side of railway as this would decimate the High Street.	<p>Support noted.</p> <p>The Local Plan policies which support the SPD are very clear that the town centre should be the priority for regeneration and then if there is demand the town centre can extend to the north over the railway. Current economic conditions make this unlikely in the short - medium term and Tesco are focusing their interest to the south of the railway.</p>	Sittingbourne Town Centre Masterplan SPD		STC376
Mr & Mrs		Fathers		Please can we have green areas in retail section - pavement cafes, music etc. Also large concert area/theatre. On the creek side Milton Park toilets (specially for the fishermen around the lake!). Refreshment. Picnic area.	<p>Landscaping (hard and green) is a critical part of good design and is emphasised in the SPD. The station square is proposed as a focal point for the centre where events could be held. Concert / performance space is also acknowledged as a need in the SPD and the recent Arts and culture research undertaken for the town centre and could be accommodated provided appropriate funding is in place.</p> <p>Sensitively managed improvements to access to the Creek is also being pursued currently through the Milton Parkland project which does have government funding.</p>	Sittingbourne Town Centre Masterplan SPD		STC377
	Julie	Wilkins		Sittingbourne needs a high support needs toilet	Noted - consideration of special needs for disabled	Sittingbourne Town		STC378

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				with hoists to allow people to stay out longer, than being confined to their house.	people is a compulsory part of the detailed design process as planning applications are prepared.	Centre Masterplan SPD		
Mrs	Joy	Scott		<p>General support for regeneration - please get on with it. No more houses. Retain old Mill building and reuse. Put leisure and recreation facilities close to Creek. Old and new Sittingbourne should be well integrated. Traffic congestion from Key St to town centre likely to get worse with more people visiting.</p>	<p>Support noted</p> <p>Swale Borough must identify land for housing numbers identified in the South East Plan - brownfield land should be used before greenfield and Sittingbourne is identified as part of the Thames gateway growth area. Housing is an important use for the town centre to ensure that there is activity and 'passive surveillance' after business hours.</p> <p>The Mreal Mill site is unfortunately outside the SPD area, but hopefully the site can be re-used, whilst retaining the most attractive buildings.</p> <p>There will be open space in the Milton Creek Area and the Milton Creek Parklands project is seeking to provide sensitively managed access to the Creek. However, this is a sensitive area for wildlife so activities will need to be low key and not encouraged in the most sensitive wildlife areas (used by birds at nearby estuary sites protected under European law).</p> <p>Integration of the new shopping area with the High street and the new community at Milton Creek are key themes in the SPD. They do present tough design challenges, especially for the bridge over the railway - but this is fundamental to the success of the town in the longer term.</p> <p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. From the A249. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p>	Sittingbourne Town Centre Masterplan SPD		STC379
	David	West		<p>Concern about underground / multi storey car parks - crime hot spots. Concern about effect of ST Michael's Rd closure on traffic circulation (especially under railway bridges) and to south of High street. Could consider a Park and Ride scheme?</p>	<p>There are examples of well designed multi storeys (eg Fremlin Walk in Maidstone) - good design is essential for the whole scheme to work.</p> <p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site.</p>	Sittingbourne Town Centre Masterplan SPD		STC380

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p> <p>The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard.</p> <p>There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward, much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.</p> <p>The masterplan proposes a consolidation of existing car parking sites in the town centre. This will go along way to evening out parking demand patterns that currently exist, where demand is focused on a small number of smaller car parks with others being little used. Park and ride is not being pursued at this time because this only really works where you have restricted town centre parking. Sittingbourne is currently well served by parking, but not all of it in the right place.</p>			
	S	West		<p>Multi storey car parking Sittingbourne was disgusting, but shoppers car parks essential - need to be pleasant to use. Why do Council offices need to move again? What junction improvements will be made?</p>	<p>The masterplan proposes a consolidation of existing car parking sites in the town centre. This will go along way to evening out parking demand patterns that currently exist, where demand is focused on a small number of smaller car parks with others being little used. It is also possible for example to add a deck to the Sainsbury car park. Good design is essential and there are many recent examples (</p>	Sittingbourne Town Centre Masterplan SPD		STC381

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>eg Fremlin Walk at Maidstone).</p> <p>Swale House needs extensive refurbishment if long term running cost are to be kept manageable. Moving the town hall and consolidating public services in the same area or even building, will free up land to be sold for other uses and save money in the longer term.</p> <p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken already to satisfy the Highway Authority that the proposals are feasible . However, as more detailed proposals come forward. much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed for highway management is appropriate.</p>			
	R	Sills		<p>Support for town square idea. Two way buses in High Street inappropriate. Will High Street become more residential? Important to make the best of the Creek with a quayside square - do we need commercial on top of it? How would Green space and pavilion be used?</p>	<p>Support noted.</p> <p>The purpose of the masterplan is to establish the principles for development. In relation to the High Street the principle of two way bus flow in the High Street is one of those key principles. While a number of the points raised would typically be dealt with during the next stage where more detailed design work would be undertaken.</p> <p>The High Street is run down and with a high level of vacancies partly due to recession and partly because these buildings are simply not attractive to larger modern retailers. People have consequently chosen to shop elsewhere and a major change is needed if the town centre is to be successful once more. This may mean accepting that some of the High Street will need to change use, perhaps to allow small offices or residential (on upper floors) or other uses. Attracting investment to the town with new development is the best chance of getting other small businesses in to use and restore the High Street.</p>	Sittingbourne Town Centre Masterplan SPD		STC382

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>The quayside square provides a great opportunity for heritage and access to the Creek. The development will need some supporting development to make it viable which could include uses such as residential and small scale offices or commercial plus cafe / restaurant and small shops.</p> <p>The pavilion idea is likely to be transferred over to the 'heritage' quarter - it was envisaged as an educational / interpretation centre about the Creek. The new residential development will need to provide sufficient open space for sports pitch and play area, but there may also be Green space closer to the Creek which could have a number of functions including wildlife zones, informal open space; and some of it will have a dual function as floodplain.</p>			
Mrs	S	Sills		<p>Regeneration has cautious support. Does not think High St will regenerate with large new retail centre behind it, unless large numbers of new residents. Two way buses will preclude cafe culture.</p>	<p>The High Street is run down and with a high level of vacancies partly due to recession and partly because these buildings are simply not attractive to larger modern retailers. People have consequently chosen to shop elsewhere and a major change is needed if the town centre is to be successful once more. This may mean accepting that some of the High Street will need to change use, perhaps to allow small offices or residential (on upper floors) or other uses. Attracting investment to the town with new development is the best chance of getting other small businesses in to use and restore the High Street. Key principle of the SPD is to ensure that the new development is well connected to the High Street to enable 'retail circuit' to be created.</p> <p>The purpose of the masterplan is to establish the principles for development. In relation to the High Street the principle of two way bus flow in the High Street is one of those key principles. While a number of the points raised would typically be dealt with during the next stage where more detailed design work would be undertaken.</p>	Sittingbourne Town Centre Masterplan SPD		STC383
Mrs	Jan	Blackman		<p>We need a proper swimming pool which can be used for hydrotherapy, aquarobics etc. Great exercise for less mobile people, allowing them to improve stamina and heart strength, leading to a healthier lifestyle (and less drugs with any luck). We also need a large leisure area with multiple</p>	<p>The SPD does make provision for leisure activities and open space - they are an essential part of a successful town. The proposed square is ideal for outdoor events, markets and performances - this is stated in the SPD. Commercial leisure facilities like cinemas and theatres have to be provided and run by the private sector and this</p>	Sittingbourne Town Centre Masterplan SPD		STC384

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				use buildings for all ages to have access to activities of all types.	<p>in turn depends on getting people into the town for shopping and other activities.</p> <p>Currently, the Swallows Centre has spare capacity; and whilst provision of more or renewed public leisure facilities are not ruled out, there is unlikely to public funding to do so in the short to medium term.</p>			
	Sarah	McGrorty		<p>Exciting! Only one concern: the closure of St Michael's Road - what havoc will it cause the rest of the town? It will cause chaos! It is a heavily used road - there needs to be an alternative - the other 'link road' leading to the Eurolink will not cope at all!</p>	<p>Support noted.</p> <p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink (building starts in September 2009). This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p> <p>The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard.</p> <p>There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertake. However, as more detailed proposals come forward. much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.</p>	Sittingbourne Town Centre Masterplan SPD		STC385
	RC	Harris		<p>Do not kill the high street. Keep the history of the town. Make the town for the elderly easy to reach and do not be controlled by big supermarkets.</p>	<p>The High Street is run down and with a high level of vacancies partly due to recession and partly because these buildings are simply not attractive to larger modern retailers. People have consequently chosen to shop elsewhere and a major change is needed if the town centre</p>	Sittingbourne Town Centre Masterplan SPD		STC386

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>is to be successful once more. This may mean accepting that some of the High Street will need to change use, perhaps to allow small offices or residential (on upper floors) or other uses. Attracting investment to the town with new development is the best chance of getting other small businesses in to use and restore the High Street.</p> <p>Much of the High Street is a conservation area and historic buildings will be retained.</p> <p>The SPD proposes a heritage area around the Creek Head and the Light Railway which would also celebrate and retain the heritage of the area in paper, brick making and its other built and natural heritage.</p> <p>The main purpose of the SPD is to set out planning and design principles to achieve a successful town as a whole, not just a successful supermarket.</p>			
	Jeremy	Hutchinson		<p>Great ideas. The more new ideas for Sittingbourne and Milton the better. Hopefully the character of the 'old' high street could remain with restaurants, jazz bars etc, while the ultra modern new high street will bring ultra modern ideas.</p>	<p>Support noted thank you.</p> <p>The High Street is run down and with a high level of vacancies partly due to recession and partly because these buildings are simply not attractive to larger modern retailers. People have consequently chosen to shop elsewhere and a major change is needed if the town centre is to be successful once more. This may mean accepting that some of the High Street will need to change use, perhaps to allow small offices or residential (on upper floors) or other uses. Attracting investment to the town with new development is the best chance of getting other small businesses in to use and restore the High Street. The sort of uses mentioned would also be ideal to contribute to the vitality and viability of the area in baseness hours and for the evening economy.</p>	Sittingbourne Town Centre Masterplan SPD		STC387
Mrs	PM	Wardrop		<p>Support for retail plans. Need a cultural/arts facility - a quality multi-purpose building which could attract quality theatrical performances/music/children's entertainers etc. Coupled with a central museum, art galleries etc. Without these you will not succeed in attracting the idiosyncratic small quality shops that good small towns are famous for. Good quality cheap public transport for the town centre area.</p>	<p>Support noted.</p> <p>The SPD document makes provision for leisure and culture and the revised version of the SPD document will be emphasizing these matters (following recent research on their importance)- however, their provision will be largely through private enterprise and is in turn dependent on getting enough people into the town centre for it to be viable in the first place. The SPD also provides for a 'heritage area' close to the Creek head and the Light Railway terminal, which offers a suitable location to</p>	Sittingbourne Town Centre Masterplan SPD		STC388

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>consolidate celebration of built and natural heritage and appropriate supporting uses.</p> <p>Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term. Improvement of bus circulation and enabling the operators to provide services to new neighbourhoods is also an integral part of the design principles.</p>			
Mrs	NE	Fulwood		Concern over closure of St Michael's and traffic circulation.	<p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p> <p>The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard.</p> <p>There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertake. However, as more detailed proposals come forward. much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.</p>	Sittingbourne Town Centre Masterplan SPD		STC389
	Caroline	Petley		I asked before and never received a reply	It may not be possible to give an answer on the future of	Sittingbourne Town		STC390

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				What is going to happen to The Fountain and The Globe and Engine?	individual buildings with any certainty until planning applications are being worked up in some detail. It is desirable to try and retain buildings of character and avoid unnecessary disruption to businesses. However, difficult decisions may have to be made to enable a really good comprehensive scheme to go ahead rather than a piecemeal approach.	Centre Masterplan SPD		
	Anthony	Young		Support for Creek side. Too many houses at Milton Creek. SNRR should be in place first so that Mill Way / Grovehurst can be downgraded. High street regeneration should have priority over new development. Two way buses on High Street wont work due to need for service access to shops at eastern end.	Support noted. Swale Borough must identify land for housing numbers identified in the South East Plan - brownfield land should be used before greenfield and Sittingbourne is identified as part of the Thames gateway growth area. Housing development is also necessary to support other infrastructure provision. The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential. A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward. much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate. The High Street is run down and with a high level of vacancies partly due to recession and partly because these buildings are simply not attractive to larger modern retailers. People have consequently chosen to shop elsewhere and a major change is needed if the town centre is to be successful once more. This may mean accepting that some of the High Street will need to change use, perhaps to allow small offices or residential (on upper floors) or other uses. Attracting investment to the town with new development is the best chance of getting other small businesses in to use and restore the High Street. The purpose of the masterplan is to establish the principles for development. In relation to the High Street the principle	Sittingbourne Town Centre Masterplan SPD		STC391

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					of two way bus flow in the High Street is one of those key principles. Detailed issues including access fro shop servicing would be dealt with during the next stage where more detailed design work would be undertaken. The design and bus routeing in the High Street/Station Street as shown in the masterplan is indicative. The masterplan will be redrafted in relation to these aspects to provide flexibility in routeing options should aspects of what is shown in the final version become difficult to deliver due to technical constraints.			
	Alison	Forster		Load of rubbish! Used old map to compare!!	Comments noted but no reasons given.	Sittingbourne Town Centre Masterplan SPD		STC392
	Daniel	Brothers		I think that the Sittingbourne Reborn project is a very good idea but I think that you will need to include more tourist attractions like a bowling alley and a GOOD cinema. Also I am intrigued into what will make Sittingbourne unique for it is this that will attract all the tourists	Support noted. The SPD does make provision for leisure activities and open space - they are an essential part of a successful town. The proposed square is ideal for outdoor events, markets and performances - this is stated in the SPD. Commercial leisure facilities like cinemas and theatres have to be provided and run by the private sector and this in turn depends on getting people into the town for shopping and other activities. Sittingbourne is unlikely to become a major tourist destination; but that said the SPD also proposes a heritage area based near the Creek head and the Light Railway terminal drawing on local built and natural heritage and linking up with the Country Park, so there is emphasis on conserving and celebrating local character for residents and visitors.	Sittingbourne Town Centre Masterplan SPD		STC393
	Eve	Ivory		Sittingbourne desperately needs regeneration. It is dying that is why it needs pride. There is nothing to have pride in at the moment and if you don't drive the cost of travelling to another town is ridiculous.	Comments noted - Sittingbourne has not fared well in the current recession and long term restructuring of the industrial base of its economy. The High Street is run down and with a high level of vacancies partly due to recession and partly because these buildings are simply not attractive to larger modern retailers. People have consequently chosen to shop elsewhere and a major change is needed if the town centre is to be successful once more. the SPD is promoting major change to try and redress this, but also seek a good quality scheme which integrates the new with the best of the old and has a good mix of uses to bring back some vitality as well as economic viability.	Sittingbourne Town Centre Masterplan SPD		STC394

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
	Tim	Bell		<p>General support for regeneration. Concern over Junction 5 capacity. Would like more detail on Milton Creek / Saxon Shore Way development as there are some very ecologically fragile habitats there - improved access would be welcomed. Retail mix may not be feasible without a town centre management team.</p>	<p>Support noted.</p> <p>The development of Sittingbourne town centre will increase the amount of employment opportunities locally, so this in itself can reduce demand for commuting to neighbouring towns. The housing in the town centre will be in close proximity to the rail station and bus services. However, it is recognized that residential development can increase demand for car travel and the Council are working with the Highways Agency and Kent County Council to explore what can be done to improve junction 5.</p> <p>The Milton Parklands project is being pursued independently from this project to provide and manage access to the Creek and Country Park in a sensitive way, mindful of the ecology. For the Milton Creek area itself, the SPD is to be revised to better address these matters at delivery stage and will be seeking an outline application covering the whole of the Milton Creek area, so that the Creekside can be comprehensively addressed across all land ownerships.</p> <p>TCM would be a good way to continue to promote and develop the town - once the initial investment and planning stage is under way - but its provision is beyond the scope of this SPD.</p>	Sittingbourne Town Centre Masterplan SPD		STC395
	Hannah	Brothers		<p>I think that eco-friendly homes are a good idea. I do also think that we need more retail. All of our toyshops are closed and we are at the moment losing about 3 shops per year! The roads in the town are also very narrow at places and need widening</p>	<p>Support noted.</p> <p>Widening roads within the town is probably not the best answer - it simply encourages more cars. Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.</p>	Sittingbourne Town Centre Masterplan SPD		STC396
Mrs	J	Spain		KCC Services especially the library needs to be improved - no other central pint for community	Discussion is ongoing with KCC property, KCC service providers and the Borough Council to explore how public	Sittingbourne Town Centre Masterplan		STC397

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				services.	services should be delivered in a regenerated Sittingbourne. This is a complex area and may require different working practices within and across organizations. The contribution of public services to the vitality of the town centre and for residents old and new is extremely important.	SPD		
	Richard	Colpus		Support for housing on cinema site but concern at loss of car parking for the Church at St Michaels Rd and Crown Quay lane.	The masterplan proposes a consolidation of existing car parking sites in the town centre. This will go along way to evening out parking demand patterns that currently exist, where demand is focused on a small number of smaller car parks with others being little used. It is also possible for example to add a deck to the Sainsbury car park.	Sittingbourne Town Centre Masterplan SPD		STC398
	Janet	Gardner		As the representative of St John Ambulance in Sittingbourne we are very concerned with the proposed demolition of our HQ in St Michaels Road. The building is over 300 years old and perhaps should be conserved. I would appreciate information regarding its proposed future.	It is likely that if the Masterplan is implemented in the way shown, that redevelopment of this area will become necessary. The preparation of detailed planning applications will require any developer to inform and negotiate with landowners at a very early stage. Project planning should ensure that any business moves can be planned well ahead and secure new premises as they are a vital element of the regenerated town centre.	Sittingbourne Town Centre Masterplan SPD		STC399
	Valerie	Tyler		More parking facilities needed at East Street end. Entrance to Sittingbourne needs to be made more desirable Most of all something needs to be done about pollution in East Street. More green areas, spaces and fresh air please to give quality of life. People before money please.	The integration of green spaces and tree planting is an integral theme for the SPD, which have an important role to play in sustainable development and responding to climate change as well as being aesthetically pleasing. The masterplan proposes a consolidation of existing car parking sites in the town centre. This will go along way to evening out parking demand patterns that currently exist, where demand is focused on a small number of smaller car parks with others being little used. Park and ride is not being pursued at this time because this only really works where you have restricted town centre parking. Sittingbourne is currently well served by parking, but not all of it in the right place. All of the regeneration will need to be market led - there is no public money readily available to fund this. Public concerns and desires are taken into account, but any scheme must be economically viable.	Sittingbourne Town Centre Masterplan SPD		STC401
Mrs	L	Hawks		High Street decline incomprehensible - high rents an issue? One way traffic system is poorly coordinated by signals - leading to peak time congestion. NRR	The High Street is run down and with a high level of vacancies partly due to recession and partly because these buildings are simply not attractive to larger modern retailers. People have consequently chosen to shop	Sittingbourne Town Centre Masterplan SPD		STC402

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				needs to be complete before redevelopment commences.	<p>elsewhere and a major change is needed if the town centre is to be successful once more. This may mean accepting that some of the High Street will need to change use, perhaps to allow small offices or residential (on upper floors) or other uses. Attracting investment to the town with new development is the best chance of getting other small businesses in to use and restore the High Street. Rental values are beyond the Borough Council's control, but should come down in difficult economic times.</p> <p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p> <p>The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard.</p>			
Mr	Graham	Hawks		Support for regeneration of Sittingbourne - Milton Regis and north of the A2 is also in need of uplift. Concerns about traffic circulation in gas Rd and Mill way even now. Egress to the tip needs improvement.	<p>Support noted. The SPD covers the Milton Creek and Mill Way area to the north of the A2. Milton Regis is excluded from the SPD area - much of this is Conservation area in any event and is not suitable for redevelopment.</p> <p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p> <p>The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard.</p> <p>There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review</p>	Sittingbourne Town Centre Masterplan SPD		STC403

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward. much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.</p>			
Mr	Richard	George		Fantastic for local regeneration, job creation, attraction of key service industries, retail merchandise and social improvement to the overall quality of life in and around Sittingbourne. Get started please!	Support noted - thank you	Sittingbourne Town Centre Masterplan SPD		STC404
	Mark	Morley		I would like to see: Cinema - multiplex Better clothing offer	<p>The SPD does allow for a cinema - the leisure facilities are an essential part of a successful tow centre. Commercial leisure facilities like cinemas and theatres have to be provided and run by the private sector and this in turn depends on getting people into the town for shopping and other activities.</p> <p>Using the supermarket to get the investment coming ion to the town to improve facilities will hopefully attract more and better quality comparison good shopping (which includes clothing).</p>	Sittingbourne Town Centre Masterplan SPD		STC405
	Patricia	Brownlow		Concerns are: Attracting shops that customers want to use i.e.: quality. Also traffic flow.	<p>Using the supermarket to get the investment coming ion to the town to improve facilities will hopefully attract more and better quality comparison good shopping (which includes clothing).</p> <p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p> <p>The Borough Council consider that through traffic should</p>	Sittingbourne Town Centre Masterplan SPD		STC406

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard.</p> <p>There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward. much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.</p>			
	P	Marshall		Some very good ideas! It would be great if the SKLR could link up with the country park as a destination.	<p>Support noted.</p> <p>The SKLR will be linking up with the Country Park. Sensitive access to the park and the Creek area is also being pursued through the Milton Parklands project which currently has public funding. The SPD will be cross referencing this.</p>	Sittingbourne Town Centre Masterplan SPD		STC407
Mrs	F	Edwards		If St Michael's Road is closed by the fire station how will the Fire Brigade be able to turn out in an emergency? Thus putting lives in danger.	All of the emergency services have been consulted during the writing of the SPD and have not raised any concerns about the possible re-routing of traffic around the town.	Sittingbourne Town Centre Masterplan SPD		STC408
	J	Davidson	North Kent Rail User Group	Traffic enforcement. Ensure no right turns are enforced. Need all traffic lights will be intelligent.	A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward. much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate. Enforcement will be policing matter	Sittingbourne Town Centre Masterplan SPD		STC409
Mr	B	Smith		Must have proper transport centre please. Must have buses back in high street. Please we must have proper bus service to retail park Need cinema please as described in plan. (P.S Staff great)	<p>Support noted thank you.</p> <p>The SPD does allow for a rail bus interchange and a more logical bus circulation around the town. That should include the retail park and eventually the new development to the north of the railway.</p>	Sittingbourne Town Centre Masterplan SPD		STC410

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					The SPD document makes provision for leisure and culture (including a cinema) and the revised version of the SPD document will be emphasizing these matters - however, their provision will be largely through private enterprise and is in turn dependent on getting enough people into the town centre for it to be viable in the first place.			
	Celia	Rumble		Need GP centre in the Snipes Hill area - bus service to nearest available one is inadequate. No pavement between Milton Pipes and Asda.	<p>Snipes Hill is outside the SPD area. However, allows for a new medical centre in the Milton Creek area. bus services should be more logical and improved as a result of the new development.</p> <p>Improving pedestrian networks is a key feature of the SPD and the Milton Pipes area to the west of Mill Way is one which should be upgraded as that area is redeveloped.</p>	Sittingbourne Town Centre Masterplan SPD		STC411
	Vicki	Mayatt		<p>Closure of St Michael's Road has traffic implications. Two bridges under railway (i.e.: 1 near station, 1 near SBC offices) will be massive bottlenecks. Lorries will still get stuck there by mistake.</p> <p>Roads are very haphazardly thought out in Sittingbourne.</p> <p>Also there should be a central site for a museum, not just barge museum.</p>	<p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p> <p>The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard.</p> <p>There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward. much more in depth work will be carried out to satisfy both the</p>	Sittingbourne Town Centre Masterplan SPD		STC412

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>planning and highway authorities that what is proposed is appropriate.</p> <p>The SPD does make provision for a 'heritage quarter in the area around the Creek head and the SKLR terminal which would be a good location for activities celebrating local heritage including museum and complementary uses. Further research has been undertaken on arts and culture in the town and this provision will be emphasised in the final version the SPD.</p>			
Mrs	Francis	Brady		<p>Overall scheme looks good. Bridge linking other side great.</p> <p>Important when getting to detail i.e.: green spaces, trees, benches, squares around housing- not house upon house.</p> <p>Bowling alley?</p> <p>Arts theatre in old cinema?</p> <p>Things for teenagers.</p> <p>Detail important for everyday living and avoid "ghettos" in 20 years.</p> <p>So far scheme v. good.</p>	<p>Support noted.</p> <p>Green spaces and open areas will be a key part of the design for new neighbourhoods and there is already a lot of emphasis on this in the SPD (especially in the Appendices on sustainable development). Good quality design is also a key requirement.</p> <p>The SPD document makes provision for leisure and culture and the revised version of the SPD document will be emphasizing these matters - however, their provision will be largely through private enterprise and is in turn dependent on getting enough people into the town centre for it to be viable in the first place. Bowling and cinema are two of the uses specifically mentioned. A performance / arts centre has also been specifically identified - this could be either as part of a multi purpose civic hall arts centre, or even as a temporary use for the old cinema (the latter building is in poor condition and likely to become very expensive to maintain).</p>	Sittingbourne Town Centre Masterplan SPD		STC413
	A	Hinde		<p>Some great ideas but the residents of Sittingbourne need to see change happening quickly otherwise they will lose faith. The town centre improvements are crucial.</p>	<p>Support noted. A key piece of supporting infrastructure - the bridge section of the NRR is on site from September 2009, which is a positive start. However, all of the town centre regeneration will need to be market led - there is no public money readily available to fund this, so the general economic situation will have a bearing on how quickly progress can be made. It is important though to have the plan ready and be clear about what is essential for a successful regeneration.</p>	Sittingbourne Town Centre Masterplan SPD		STC414
	Jane	Barker		<p>Looks very interesting and positive re-development for Sittingbourne. Will wait to see how things progress.</p> <p>Like walking and cycle routes.</p>	<p>Support noted.</p> <p>Planning for the longer term future has much more emphasis on enabling people to walk and cycle short</p>	Sittingbourne Town Centre Masterplan SPD		STC415

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				Would prefer more alternative use of transport eg: bus services like Fastlink in Dartford/Gravesend.	distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term. The new development will be designed with bus transport in mind which should enable the operators to respond with good services.			
	Vicki	Mapes		Would like to see more things for teenagers. Have you thought about having trams going through the town?	<p>The SPD does make provision for leisure activities and open space - they are an essential part of a successful town. The proposed square is ideal for outdoor events, markets and performances - this is stated in the SPD and will be emphasised in the final version. Commercial leisure facilities like cinemas and theatres have to be provided and run by the private sector and this in turn depends on getting people into the town for shopping and other activities.</p> <p>Trams are an attractive idea, but the systems are extremely expensive to set up in relation to the size of the town and there is insufficient space to run them alongside the bus network.</p>	Sittingbourne Town Centre Masterplan SPD		STC416
	Mrs	Jones		Bus service to Quinton. Improve the shopping area. Somewhere for the teenagers to go and be safe. Jobs for people. Reborn Sittingbourne before its too late.	<p>All of the regeneration will need to be market led - there is no public money readily available to fund this.</p> <p>Improvement of the shopping area is the crucial part of the SPD which will hopefully kick start the rest of the regeneration.</p> <p>The SPD does make provision for leisure activities and open space - they are an essential part of a successful town. The proposed square is ideal for outdoor events, markets and performances - this is stated in the SPD. Commercial leisure facilities like cinemas and theatres have to be provided and run by the private sector and this in turn depends on getting people into the town for shopping and other activities.</p> <p>The SPD and the Swale Borough Local Plan (2008) allocated ample land for employment. Sittingbourne has never been a strong office market location - but sites can easily be made available for this if demand is there.</p>	Sittingbourne Town Centre Masterplan SPD		STC417
	Mrs	Cooper		Leave St Michael's Road open. Bring Asda nearer town as they keep trying to.	<p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the</p>	Sittingbourne Town Centre Masterplan SPD		STC418

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p> <p>The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard.</p> <p>There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward. much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.</p> <p>The SPD provides for a major superstore unit at the centre of the town - it does not and cannot specify what retailer(s) may occupy it.</p>			
	Alexander	Wardrop		<p>Plans generally look very appealing. Big emphasis on commerce and retail and perhaps not enough on culture. Museum is a little way out of the centre - perhaps needs to be more central like Rochester's. What is needed is a multi-purpose (community) cultural centre - useable mainly as a theatre but with enough space for other projects. A good model would be the Brook Theatre in Chatham.</p>	<p>Support noted.</p> <p>The SPD makes provision for a heritage district in the vicinity of the Creek head which will build on local heritage of the Light Railway, barge, paper and brick making, plus other heritage.</p> <p>The SPD also make provision for leisure activities and open space - they are an essential part of a successful town. The proposed square is ideal for outdoor events, markets and performances - this is stated in the SPD. Commercial leisure facilities like cinemas and theatres have to be provided and run by the private sector and this in turn depends on getting people into the town for shopping and other activities. Further research has also been undertaken on the culture issue and the revised SPD will be making recommendations for provision of</p>	Sittingbourne Town Centre Masterplan SPD		STC419

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					performance space as part of a multi purpose civic building with a central location - appropriate funding will however be a key issue.			
	Mrs	Williams		<p>Few shops left and struggling. Good department stores are a necessity and to show willing should be encouraged to open as soon as possible. Free parking would also encourage people to stay.</p> <p>Closing St Michaels will cause congestion especially when the M2 is closed.</p> <p>Insufficient school and hospitals to support new housing.</p>	<p>The High Street is run down and with a high level of vacancies partly due to recession and partly because these buildings are simply not attractive to larger modern retailers. People have consequently chosen to shop elsewhere and a major change is needed if the town centre is to be successful once more. It is not possible to achieve the retail footprints which will attract modern developers, in particular a good department store, to the town with St Michaels Rd in situ and certainly not if it were to be widened.</p> <p>There are very few town centres the size of Sittingbourne with free parking - this is likely to be abused by commuters and would not provide any contribution towards maintenance or security.</p> <p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p> <p>The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard.</p> <p>There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward. much more in depth work will be carried out to satisfy both the</p>	Sittingbourne Town Centre Masterplan SPD		STC420

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>planning and highway authorities that what is proposed is appropriate.</p> <p>The housing numbers are required to meet the Borough's obligations on respect of the South East Plan. Provision is made for a school and medical centre at Milton Creek and an allocation has been made in the Local Plan (2008) for a secondary school at Quinton Road. The local health care trust have been a consultee on the preparation of the SPD and have not raised any issues on respect of hospital capacity.</p>			
	DA	Cummings		<p>Main car park needs to be free or low cost. High Street must be reinvigorated at the same time as the Forum is redeveloped. Car park behind St Michaels Church is church land and probably cant be built on - but new housing could boost church congregation . Two way buses in High Street may not be a good idea as rules out quick stop shopping.</p>	<p>There are very few town centres the size of Sittingbourne with free parking - this is likely to be abused by commuters and would not provide any contribution towards maintenance or security.</p> <p>Church land is not necessarily debarred from development and in some situations has been actively promoted by the church authorities. As with all of the regeneration it will be dependent on market conditions and a suitable scheme which is acceptable to all parties and in planning terms.</p> <p>The High Street would have to be remodelled before any redevelopment of the Forum area could commence.</p> <p>The purpose of the masterplan is to establish the principles for development. In relation to the High Street the principle of two way bus flow in the High Street is one of those key principles. While a number of the points raised would typically be dealt with during the next stage where more detailed design work would be undertaken. The masterplan will be redrafted in relation to these aspects to provide flexibility in routeing options should aspects of what is shown in the final version become difficult to deliver due to technical constraints.</p>	Sittingbourne Town Centre Masterplan SPD		STC421
	P	Blundell		<p>Agree with idea but cannot see how roads south of the railway line will manage without St Michael's Road. It is hard to see how the final piece of the Northern Distributor Road will be finished inside 10 years, which will mean to the east of the town the only main connection will be through the rail tunnel to the east side. This also has a problem with the tall lorries only allowing one-way flow.</p>	<p>Support noted.</p> <p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this</p>	Sittingbourne Town Centre Masterplan SPD		STC422

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>becomes essential.</p> <p>The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard.</p> <p>There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward. much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate</p>			
Mrs	Lynne	Hollis		<p>Facilities and entertainments in the town centre especially for young people not afforded sufficient emphasis. Cinema needed to reduce travelling for entertainment.</p>	<p>Paras 4.4.6-8 of the draft SPD refer specifically to the need for further cultural and leisure facilities for the town and specifically refers to the need for a modern multi screen cinema in the town centre core area.</p> <p>Since publication of the draft SPD, further work has been undertaken on the type of arts and culture needed in the town centre.</p> <p>A project plan has also been advanced to use the old cinema building in the High Street for an arts centre including dance and music studios as wells as retaining cinema use. The building is in a poor state of repair and does not contribute to the physical regeneration of the town centre.. However, this would be an acceptable use for the short to medium term until market conditions improve sufficiently to allow for the redevelopment of the cinema building and alternative accommodation for these facilities to be provided</p> <p>Action : The arts and culture content of the SPD section of the SPD will be revised and expanded; and specific reference will be made to the potential for the use of the</p>	Study Area		STC5

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					old cinema building as an arts and entertainment centre in the short to medium term.			
Mrs	Heather	Tingey		Aerial photo of Masterplan is difficult to interpret.	The aerial photo is a useful representation of how the town looked at the outset of this exercise, but is rather small scale to fit into the document. Four or five labels of key features around the site may help interpretation without obscuring the information beneath. Action: Add four or five reference points (High Street; Station; Creek; Milton Pipes Site; Crown Quay Lane; East Street; Swallows Centre)	Study Area		STC9
Mr	Michael	Lorkins		Expand the study area so that alternative ways of crossing the railway can be considered other than those shown. Include land from the underused car park in the west near Sacred Heart Church. the redundant MReal paper mill site. To the east look east of Crown Quay Lane and car showroom sites for crossing place.	The Masterplan area is defined by Policies AAP 7, AAP8 and B27 of the Swale Borough Local Plan (2008). The Masterplan has Supplementary Planning Document status under the Town and Country Planning Development Plan Regulations and as such is unable to allocate further land - it can only add detail to what is included in the 'parent policies' of the Local Plan and how they are to be delivered. It is regrettable that the Mill site closed just too late to be included in the Local Plan Review, although the Town Centre SPD has taken account of likely redevelopment proposals for the site. Creating additional vehicular crossings over or under the railway is prohibitively expensive and extremely difficult in engineering terms, and would be likely to render the whole town centre scheme undeliverable.	Study Area		STC35
Mr	Paul	Nicholls	Sittingbourne Retail Park Ltd	Support for inclusion of Sittingbourne Retail Park within the SPD area and straddling the Mill Way and Milton Creek sub districts.	Support noted	Study Area		STC110
	A	Hyams	APM Metals	Requires confirmation that junction improvements at Eurolink Way and Crown Quay Lane will not require land take from the APM Metals site.	It is not yet possible to confirm the exact configuration of the junction improvements since no detailed design drawings have been prepared. This will be at p[planning application stage.	Study Area		STC272
Mr	John	Feetam	Sport England	Support for the provision of new high quality leisure and cultural facilities within the SPD vision.	Support noted.	DELIVERING A STEP-CHANGE FOR SITTINGBOURNE	1.2	STC236
Mr	Paul	Sharpe	LaSalle Investment Management	Endorses vision and objectives for high quality vibrant Sittingbourne Town Centre. Believes that an expanded Kent Science Park has a symbiotic relationship with an improved town centre and that therefore the former helps to underpin the town centre regeneration objectives.	Support for STC objectives noted. Some expansion of the Kent Science Park is allowed for in Policy AAP ? of the Swale Borough Local Plan (2008). expansion beyond that indicated in the policy would need to be considered through the Local Development Core Strategy and is beyond the scope of this SPD.	DELIVERING A STEP-CHANGE FOR SITTINGBOURNE	1.2	STC241
				Support for the vision for Sittingbourne Town	Support noted.	Paragraph	1.2.4	STC120

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
			Sainsbury PLC	Centre; and priority afforded to regeneration of the retail area south of the railway for the Forum and Station Square.				
	Rose	Freeman	The Theatres Trust	Support for the SPD vision	Support noted	Paragraph	1.2.4	STC139
Mr	Paul	Nicholls	Sittingbourne Retail Park Ltd	Supports underlying objectives to make STC a more attractive centre and to claw back current levels of retail leakage to other centres. In current economic climate it could be difficult to realise these ambitions and therefore best use should be made of development opportunities within the Retail Park.	<p>Support for objectives noted.</p> <p>The vision in the SPD will take some 10 -15 years to implement and therefore has a time horizon well beyond the current difficult economic situation.</p> <p>The Local Plan Policies (AAP7, AAP8 and B27) upon which this SPD is based are quite clear that regeneration of the town centre to the south of the railway should be the first priority before any expansion to the north of the railway takes place. The two will need to be fully integrated by means of the bridge link described in Policy B27. The Retail Park could have a role to play in the future of the town centre and will be better integrated with it once the bridge link is in place</p> <p>The Masterplan currently shows the western corner of the Retail Park as a possible redevelopment area for other commercial uses - this is not likely to be realistic and the SPD will be amended to show the Retail Park as it is currently laid out. However, opportunities wherever should be explored to integrate the retail park with any surrounding new development</p> <p>Action: Amend SPD plans to show current layout of Sittingbourne Retail Park and add reference for need to integrate retail park with surrounding new development where possible.</p>	THE OPPORTUNITY	1.3	STC109
			Tesco Stores PLC	Disagree that the Forum Centre has outlived its usefulness and requires redevelopment. An appropriately designed refurbishment scheme to the exterior of the building and improvement of links to the new development and the High Street represent a quick win for revitalising the town centre. SPD should therefore be re-worded to state that refurbishment of the Forum Centre is preferred.	<p>The closure of St Michaels Rd to accommodate new development is a massive and costly undertaking in itself. The opportunity to maximise the benefit for the whole town centre should be taken. It is accepted that the vision for a step change in the quality and quantity of the offer of the town centre facilities as a whole will take 10 - 15 years to deliver.</p> <p>The addition of one large store complex and minimal</p>	Paragraph	1.3.4	STC209

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					cosmetic improvement to the existing outworn and uninspiring centre is unlikely to achieve that objective and may even work against it.			
			Tesco Stores PLC	Support for the concept of closing St Michaels Rd - seen as essential to improve the quality and quantity of the retail offer within the town without it, as it would be difficult to create the commercially viable footplates required by modern retailers otherwise. this is fundamental to regeneration of the town centre. Closure of St Michaels also allows for improvement of the public transport hub and provision of bus stops better linked to the High Street.	The SPD recognises the importance of providing a suitable area to meet new retail occupier requirements and extension of the town centre; and that closure of St Michaels Rd could assist in that respect. It is considered that the SPD already gives considerable weight to this issue and the rationale behind the proposal.	Paragraph	1.3.7	STC208
			Tesco Stores PLC	Support the principle of an east - west link, but 9 metres is unnecessarily wide for an emergency vehicle and cycle route; and could undermine the urban design and other benefits which accrue from the closure of St Michaels Rd. Design and route of the east-west link should be left until planning application stage. Detail of the treatment of the route and building elevation facing the railway should be left until planning application stage.	<p>The Copuncil considers 9m to be an appropriate width given the likely practical usage and design issues involved. However, should a developer come forward with more restrictive width, they would need to demonstrate clearly how the route would cope with its usage and that a quality desgned route can be brought forward.</p> <p>It is a key objective of the SPD that re-developing the area to the south of the railway should secure a an attractive safe and reasonably direct east- west link for cycling and for emergency, and service maintenance vehicles.</p> <p>This may not be the only solution. The SPD can recognise this and allow for alternative solutions if they meet the requirements for securing a safe and attractive route which does not compromise the requirements of the emergency and service maintenance vehicles. The attractiveness of the route and treatment of any adjoining building elevations is a key part of the gateway to the town centre for rail users and for users of the cycleway. It is entirely appropriate for the SPD to highlight this.</p> <p>Action: Amend SPD to indicate that other solutions to the east - west link may be acceptable subject to the important design principles set out in the SPD being satisfied.</p>	Paragraph	1.3.8	STC210
	Anne	Ryback		Concern over closure of St Michaels Rd and increase in congestion.	The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed,	Paragraph	1.3.9	STC400

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>and further work will be undertaken to establish when this becomes essential.</p> <p>The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard.</p> <p>There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward, much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.</p>			
	Klaire	Lander		Support for linking town centre with countryside and coast. More open space and public access to the Creek.	<p>Support noted.</p> <p>A significant amount of open space is to be provided adjacent to the Creek, not least because this is part of the functional flood plain and it not suitable for vulnerable built development such as residential use.</p> <p>The principle of improving public access to the Creek, is embedded in the SPD and is being pursued with public money through the Milton Creek Gateway Landscape Project. This will ensure that the need for access and recreation is carefully managed so as not to cause damage to the important wildlife habitats in and around the Swale estuary which are protected under European law. The final version of the SPD will be amended to cross refer to these issues in more detail.</p> <p>Action: SPD will cross refer to the Milton Creek Gateway Landscape Project and include additional wording on the managing access to minimise the impact of demand for recreational access on special protected areas.</p>	Paragraph	1.3.11	STC64

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
			Tesco Stores PLC	<p>The supporting text to Policy B27 of the Local Plan does not explicitly require the bridge Link over/under the railway to accommodate retail units, as long as it does provide a high quality north south cycle and pedestrian link. It is appropriate that the SPD recognises the integration of development north and south of the railway as an important urban design objective. However, more consideration needs to be given to cost and practicality issues including the uses to the north of the railway; level changes on both sides; servicing requirements; viability and other financial and structural costs.</p> <p>The SPD is too detailed on the design of the bridge link and this should be deleted. More flexibility is required in the way the need for the bridge is set out.</p> <p>The need for the bridge only arises when development north of the railway has reached a certain level and flexibility is therefore needed in respect of design and timing.</p>	<p>Local Plan Policy B27 is clear insofar as it requires a substantial pedestrian and cycle link across the railway to be provided and is expected to accommodate retail units or similar active uses. This position was underlined in the Local Plan Inspector's Report (2007). There may be some interpretation of how this is to be realised having regard to design, structural and viability issues (which the SPD already acknowledges).</p> <p>However, the bridge link remains a crucial element in the strategy to integrate the town centre expansion proposals to the south of the railway with the new residential community to the north. Information on the bridge design in the SPD provides one potential solution which highlights the issues to be addressed. Alternative and possibly better solutions may exist which meet the essential criteria and some wording change could be introduced to reflect this. Nevertheless, the principle remains that a high quality bridge must be secured which connects directly with the retail led scheme to the south of the railway.</p> <p>The issues of timing and phasing of development will be dealt with more extensively in a re-drafted phasing chapter of the SPD. However, it is essential that suitable integration of development north and south of the railway occurs. Therefore, from a planning perspective, the retail led land allocations to the north of the railway should be considered comprehensively with that to the south, even if subsequently development in these areas is built out within different phases.</p> <p>The timing of the delivery of the bridge would be subject to understanding the detail of the proposals for north of the railway. Local Plan Policy B27 already sets out some parameters for this. The Borough Council envisages that land immediately to the north of the railway will be retail led, although it acknowledges that other uses may be acceptable to contribute to the mix subject to economic circumstances and achieving a vibrant mix of uses here. The SPD text will be amended to account for this.</p> <p>Action: The SPD text will be amended to</p> <ul style="list-style-type: none"> • Indicate more flexibility on solutions the design of the bridge link, subject to the essential criteria of quality and integration 	Paragraph	1.3.13	STC211

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>being met.</p> <ul style="list-style-type: none"> • Wording on the mix of uses to the north of the railway will be amended to state that development immediately to the north of the railway is expected to be retail led, but the mix of uses may be amended to include other appropriate uses subject to economic considerations and achieving a vibrant mix. • The phasing section of the SPD will be revised. 			
			Tesco Stores PLC	<p>It is accepted that development of the town centre core may be linked to provision of the Sittingbourne Northern Relief Road (NRR) Creek Crossing section. However, the Bapchild link is not likely to be required to be delivered prior to the commercial core and consequently should be linked to a residential quantum to be agreed at planning application stage.</p>	<p>It is agreed that the NRR Creek Crossing section will need to be in place before major commercial development occurs in the town centre. It is also accepted that the Bapchild link may not necessarily need to be in place prior to the delivery of major town centre commercial development, although early delivery could be beneficial.</p> <p>However, the SPD is dealing with the town centre as a whole and the Bapchild link will need to be in place before the main northern residential development is built out. It is possible that some small and peripheral sites north of the railway may be able to come forward prior to completion of the Bapchild link, subject to further detailed traffic impact testing.</p> <p>In order for the SPD to give proper guidance on this matter, to the satisfaction of the Highway Authority (and on likely developer contributions to the Bapchild link). It is considered to be too important and too late to leave this vital issue to piecemeal planning applications and the SPD will be clarified in this respect.</p> <p>Action: SPD to be clarified as to relationship of phasing of development to the north of the railway and provision of the Bapchild link of the NRR.</p>	Paragraph	1.3.16	STC212
Mr	Paul	Nicholls	Sittingbourne Retail Park Ltd	<p>Not in accordance with the Local Plan Policy AAP8 or national planning policy guidance as the SPD does not illustrate the links (pedestrian, cycle and public transport) between Sittingbourne Retail Park and the proposed new retail development. Gaps between the buildings have been left for this purpose. In so doing the SPD should recognise the existing operational requirements of the Retail Park including servicing</p>	<p>The SPD recognises at para 5.3.13 that the Retail Park is unlikely to undergo any major change in the foreseeable future, but seeks to provide routes which could link to the area in a way which is flexible to allow for the potential of redevelopment in the longer term. The SPD needs to remain flexible to deal with changing economic circumstances and therefore cannot be too prescriptive in the type of development which will abut the Retail Park or the precise way in which it may be linked to it. This will</p>	RELATIONSHIP TO THE LOCAL PLAN	1.4	STC114

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				and delivery.	<p>need to be an issue for the planning application stage. However, a sentence could usefully be added to para 5.3.13 to recognise that in the interim appropriate cycling and walking links with the new development should be allowed for.</p> <p>Action: add a sentence to para 5.3.15 to allow for appropriate cycle and pedestrian links between the new development at Milton Creek and the Retail Park.</p>			
Mr	Brian	Lloyd	CPRE (Kent)	<p>General support for the SPD and especially for the higher capacities for residential development on brownfield sites than were estimated in the Local Plan (2008). Concerned that some development sites are being promoted (especially in the eastern and Western gateways which are not Local Plan allocations and would wish to have the opportunity to challenge any figures put forward via the SHLAA process as this could otherwise prejudice the LDF process. The SPD does not seem to accord with the intention of Policy AAP7 of the Local Plan to put a strategy in place to manage the impact of new development to the north of the railway on the High Street and consequent process of change over the longer term.</p>	<p>Support noted.</p> <p>Policy H2 of the Local Plan (2008) allows for any suitable site within an existing settlement to come forward for redevelopment for housing. Beyond illustrating the broad uses the Policies AAP7, AAP8 and B27 do not illustrate precise locations for housing development or prescribe the quanta. It is therefore entirely in accordance with the local plan policies to indicate how the town centre regeneration could be achieved. As part of the longer term regeneration of the town centre the SPD has illustrated the regeneration potential over the next 15 years or so. There will still be an opportunity to comment on the SHLAA as the LDF Core Strategy is progressed.</p> <p>The integration of new development particularly to the south of the railway with the High Street and area to the south of that is a theme running throughout the SPD and the design approach has been at pains to emphasise that the new development must be knitted back into the High Street. Moreover if the closure of St Michaels Road proceeds this means that there will be an early focus on physical re-modeling and improvement of the High Street to accommodate buses. This is in addition to a Conservation Area Appraisal which is being pursued in partnership with English Heritage, which in turn will identify key issues to be addressed in the detail of any regeneration schemes being advanced.</p> <p>Town centre management initiatives are beyond the scope of this SPD.</p> <p>The transition period is likely to be over protracted</p>	RELATIONSHIP TO THE LOCAL PLAN	1.4	STC226
Mr	Neill	Tickle	AmicusHorizon Ltd	Support for the consultation process	Support noted.	THE PROCESS	1.5	STC249

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
Mr	Alan	Barham	Sittingbourne Community College	Could have presented exhibition to secondary schools - important to engage young people and stem outward flow of young people.	There were presentations to primary and secondary school age young people during the consultation process. The exhibition at 34 High Street was open on a number of Saturdays and after school hours and extensively publicised with media articles and newsletters delivered to all homes in Sittingbourne. Regrettably resources are limited as to how much can be undertaken in such an exercise; and there was even criticism of that the programme was too elaborate!	THE PROCESS	1.5	STC261
Mr	Richard	Feasey	Kent County Council	Highlights a number of historical facts and features dating back to pre-historic times which could be highlighted in this section. Highlights the need for provision for archaeological investigation to be made in areas of potential prior to permission being granted for redevelopment schemes, especially in the vicinity of the Creek. Support for the improvement of access to and enhancement of the Creek; provision of a heritage centre and Creek interpretation centre (pavilion); and for retention of Light Railway as means of retaining and enhancing historic features.	Comments noted - conservation of heritage has been a strong theme during consultation and represents an important way to integrate new and old and some more detail of these features could usefully be added.. Policy E16 of the Local Plan will apply to development proposals in areas of archaeological potential, but that could be cross referenced in this section. Action: Section 2.1 Could be expanded to include more detail on built heritage and cross refer the need to be aware of the potential for needing to undertake archaeological investigation in key areas of interest.	HISTORIC CONTEXT	2.1	STC143
Mr	Richard	Feasey	Kent County Council	Para 2.1.6 is in the wrong order	Noted. Action: Recast para 2.1.6 to improve accuracy.	Paragraph	2.1.6	STC144
Miss	Debbie	Salmon	Kent Wildlife Trust	Para 2.1.8 should say that Milton Creek is a Site of Nature Conservation Interest and should be protected from recreational pressure.	The AAP7, AAP8 and B27 Policy allocations were tested through the Swale Borough Local Plan public inquiry and deemed to be of sufficient importance to local regeneration objectives to be included in the Plan despite proximity to the Creek Sites of Local Nature Conservation Interest are covered by Policy E12 of the Local Plan, which does not specifically mention recreational impact. The SPD cannot create new policy statements. The Milton Creek Parklands project as part of the Greening the Gateway initiative, will seek to manage recreational pressure none the less and will be cross referred to in the SPD. Action: Para 2.1.8 to be amended to state that the Creek is a Site of local Nature Conservation Interest.	Paragraph	2.1.8	STC121
Mr	R P	Phillips	M-Real	Figure 2.1 shows some of Mreal site as 'Creek' when it has been used until recently for various	Figure 2.1 is not intended to be a map of future uses - only as a tool for understanding how the area has developed	Existing Land Uses / Character Areas	Figure 2.1	STC279

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				industrial processes and is therefore a brownfield redevelopment opportunity.	and functioned to date. Figures in subsequent chapters indicate potential future land uses.			
			Tesco Stores PLC	Suggest adding an additional category of key urban design objectives to Table 1 on Viability - to reflect a viable mix of commercial development mix and unit size to ensure vibrancy and activity for the town centre.	Viability is specifically mentioned as part of the criterion on Diversity within the Table. and, indirectly in adaptability where the ability to respond to changing economic and technological conditions is recognised. This is one of the objectives which need to be balanced in the overall design framework, and it is considered that it has been sufficiently recognised.	Paragraph	2.2.1	STC214
Mr	W	Wallis	Kent Police	Mention of designing out crime should be included in Table 2.1 as a key objective for urban design, with use of the Secured by Design principles.	This issue falls within the heading 'Quality of the Public Realm' which includes safe spaces and routes as part of its objective. There are many objectives to be balanced to create an attractive and safe town centre. Many of the details covered by Secured by Design will not be apparent until planning application stage.	Urban Design Objectives	Table 2.1	STC92
Mr	Richard	Feasey	Kent County Council	Biodiversity should be included as a key urban design objective in Quality of the Public Realm in Table 1.	The biodiversity issues and some of the specific ways to promote it are covered in the Green Charter at Chapter 7 of the SPD. Table 1 therefore only needs a few words as a 'marker'. Action: Include a reference to public realm which promotes the interests of biodiversity where possible.	Urban Design Objectives	Table 2.1	STC145
Mr	R P	Phillips	M-Real	Clarification on operational section of SKLR.	Comment noted; detailed layout of sites will be for planning application stage.	Paragraph	2.2.6	STC280
Mr	R P	Phillips	M-Real	M-real Wharf area with Creek frontage offers opportunity for public access to Creekside in a short - medium timescale.	Comment noted. The phasing schedule for the SPD is being revised, but feasibility of development will be related to necessary infrastructure improvements.	Paragraph	2.2.7	STC281
	Julie	Argent	Police Architectural Liaison Officer	Opportunity to redesign High Street - dark alleyways could be improved to improve community safety.	The High Street is a Conservation Area with many listed buildings and the alleyways are part of this built heritage, so care needs to be taken with any improvement scheme. That said the overall improvement of the town centre and integration of the new with old should make for much better 'permeability' and natural surveillance of all parts of the town centre. well designed lighting should be a part of this.	Paragraph	2.2.13	STC53
Mr	Paul	Nicholls	Sittingbourne Retail Park Ltd	Retail Park is edge of town as opposed to out of town and within the 400m walking catchment plan shown in the SPD. As such, the Retail Park development opportunity should be addressed by the SPD.	The Retail Park is currently, for all practical purposes, an out of town facility, being relatively cut off from the town centre other than by car access. With the town centre regeneration successfully implemented, the site will be an edge of town centre site. The Local Plan and this SPD specifically identify a number of town centre sites which are envisaged to come forward within the development plan period to deliver the town's convenience and comparison	Paragraph	2.2.15	STC112

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>goods retail needs and play a critical role in regenerating the town centre and integrating the areas to the north and south of the railway. The Retail Park has a complementary role to this but is not integral to it in the foreseeable future.</p> <p>The Retail Park planning consent is conditioned for bulky goods retailing only. The potential for other retail development at this location within the Local Plan period would need to be justified by means of an impact assessment to satisfy PPS6 (or the emerging PPS4). Additional retail development in this location ahead of the proposals being advanced by Policy B27 of the Local Plan, would undermine the proposals for the regeneration at the heart of the town and as such are not seen as a robust and appropriate way to plan for the revitalisation of Sittingbourne Town Centre.</p>			
Mr	Richard	Feasey	Kent County Council	Support for alternative modes of transport to the car.	Support noted	Paragraph	2.2.16	STC146
Mr	R P	Phillips	M-Real	Landmark building referred to on Mill site is not listed and lies outside the SPD area	Comment noted. The headquarters building on the Mill site, although not listed is attractive and part of the town's heritage.	Ease of movement	Figure 2.3	STC282
Mr	Richard	Feasey	Kent County Council	Support for the reference to versatile buildings which can adapt to changing demands.	Support noted.	Paragraph	2.2.24	STC147
			Tesco Stores PLC	Figure 2.5 should be stated as being indicative only and/ or supporting technical analysis shown.	Figure 2.5 would not have been included in the SPD if it had not been supported by technical analysis. In fact the supporting text points out that there are relatively few landmarks and viewpoints to assist in navigating around the town centre. Whilst the importance of legibility in creating an attractive and successful town centre is noted and the current viewpoints illustrated, no conclusions are drawn about how these should be treated in development proposals, nor is the possibility of creating new and attractive landmarks ruled out. The SPD therefore retains an appropriate level of flexibility.	Legibility	Figure 2.5	STC215
Mr	R P	Phillips	M-Real	Disputes residential potential of Mill site as being higher than the 450 dwellings (at 40 dwellings per hectare) assumed in the SPD. Has capacity somewhere between 450 and 900 top end proposed in consultants' study to be determined through more detailed study..	The 900 dwelling capacity figure would be achievable only through multi-storey blocks of flats across the site. This form of housing does not meet local needs nor market profile of the area and does not accord well with Local Plan policy to retain employment use on the site. Even delivery of 450 unit would imply a significant number of flatted units on the site. At 40 dwellings per hectare the site would meet national and regional targets for the most efficient	Legibility	Figure 2.5	STC283

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					use of land and therefore a realistic view has been taken on the minimum likely yield of the site for the purposes of this SPD. Although regrettably it is outside the SPD area, the impact of the Mill site is potentially significant both in terms of potential future use and of course in townscape terms. Further research is being carried out into potential housing sites in the Borough Council's Strategic Housing Land Availability Assessment.			
	Julie	Argent	Police Architectural Liaison Officer	Car parking areas to be designed in accordance with Safer parking award in mind.	Comment noted - this is a detailed matter which would be dealt with at planning application stage.	Paragraph	2.3.7	STC54
Mr	Richard	Feasey	Kent County Council	Support noted. Suggests mention of pedestrian network hub in this section; and the illegibility of the path through the churchyard from St Michaels Rd.	This section of the SPD is about analysing what is currently there and strengths and weaknesses. the St Michaels / Eastern Gateway area has potential for significant improvement over the longer term and the possibilities are addressed in section 5.5. of the SPD.	Paragraph	2.3.8	STC148
	Klaire	Lander		Support for prioritisation of cycle ways and pedestrian network. Cycle lanes should be provided on the Sittingbourne Northern Relief Road and Staplehurst Road.	Support noted. Beyond the town centre the extension of cycleway networks will be a matter to be taken up through the LDF Core Strategy. Cycle routes will be provided on the northern relief road and Kent County Council are delivering a range of cycle projects across Sittingbourne as part of their Local Transport Plan.	Paragraph	2.3.9	STC65
Mr	Richard	Feasey	Kent County Council	Suggests that this section mention re-routing National Cycle Route 1 over the new SNRR to avoid the town centre, but connected with links via Milton Creek. Para 2.3.9 needs correction in extent of cycle route along Mill way and Eurolink Way.	Agreed. Action: Para 2.3.9 to be amended to reflect correct current extent of cycle routes on Mill Way and Eurolink Way.	Paragraph	2.3.9	STC149
Mr	R P	Phillips	M-Real	Suggest more detail added to Landownership plan in respect of MReal holdings, including small plots to the south of the main railway.	This plan is intended to give an idea of the complexity and fragmentation of even the main land ownerships in the area - it is not necessary on this plan to go into the minutiae of ownership of every parcel. Land ownerships in some cases do straddle the SPD boundary. Action: A little more information could be added to the plan to aid understanding of the main components of the MReal complex of Mill Site , Wharf Site and railway corridor.	LAND OWNERSHIP	2.4	STC277
Mr	Paul	Nicholls	Sittingbourne Retail Park Ltd	Amend Landownership plan to state ownership of Retail Park.	On initial approaches by consultants, some landowners wished details to remain confidential - however can be amended to state ownership on basis of this comment. Action: add ownership detail of Retail Park to Land ownership plan.	Land Ownerships	Figure 2.13	STC118

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
Mr	W	Wallis	Kent Police	Support for recognition of flood risk. Schemes should be designed to avoid flood risk and be accompanied by a site flood risk assessment.	Support noted - the SPD sets this requirement out at para 2.5.8	FLOODING	2.5	STC101
			Barratt Strategic Land	In sufficient detail to ascertain whether flood risk can be adequately addressed in proposed residential areas in Milton Creek. No SFRA to test what uses could be acceptable in this location	Milton Creek was allocated for residential development in the Local Plan (2008) and subject to scrutiny at public inquiry. Since then an SFRA has been prepared in partnership with Environment Agency. The Environment Agency have supported (subject to minor change) the approach of the SPD to flood risk and residential development at Milton Creek taken by the SPD. More detailed flood risk assessments and appropriate design and layout will need to be addressed at the planning application stage.	FLOODING	2.5	STC233
Mr	Graeme	Clark	Bellway Homes	Concern that land in floodplain (Zone 3b) at Milton Creek could be sterilised for development due to flood risk. Environment Agency indicated prior to purchase that there would be no objection to development subject to the final level of the land being at an appropriate level. Although this advice pre-dates the current version of PPS25, the Environment Agency were confident that this would not affect their view on the proposed development. Para 2.5.7 of the SPD also refers to a major area of functional floodplain to be created from currently developed land. There is felt to be no distinction between the Bellway land and the remainder of the land allocated for development at Milton Creek in terms of flood risk. If tidal flooding occurs, the whole site will flood and not just any newly created floodplain. New flood plain is therefore felt to be unattainable and cannot purport to represent a sustainability benefit to justify the PPS25 exceptions test.	Since the Environment Agency issued advice to Bellway Homes (over 3 years ago), there has been significant change to PPS25 in respect of flood risk policy and a SFRA has been carried out in partnership with the Environment Agency. The EA have indicated their agreement (subject to minor amendment) of the way in which flood risk has been approached in this SPD.	FLOODING	2.5	STC258
	Nick	Philpott	Environment Agency	Suggest additional wording to para 2.5.6 to clarify Zones 3a) and 3b).	Noted . Action: Amend para 2.5.6 to better reflect the flood zone definitions.	Paragraph	2.5.6	STC205
	Nick	Philpott	Environment Agency	Minor amendments and clarification to the development principles in para 2.5.8 recommended.	Comments noted. Action: Amend points 2 and 4 of para 2.5.8 in	Paragraph	2.5.8	STC206

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					accordance with Environment Agency recommendations.			
			Barratt Strategic Land	SBC should not rely on the town centre and Milton Creek to meet housing requirements under the emerging RSS. Greenfield sites will be needed as well.	The SPD area has a number of brownfield housing land allocations which have been recently confirmed through the Swale Borough Local Plan (2008). These (and other significant unallocated sites) brownfield sites within and abutting the SPD area, will, in accordance with local and RSS policy, come forward to contribute to the housing land requirements and regeneration objectives for the Swale (Kent Thames Gateway area). Beyond the Local Plan horizon date (2016), the LDF Core Strategy will determine the development strategy, in accordance with RSS and based on SHLAA and other pieces of evidence base.	HOUSING	2.6	STC234
Mr	Neill	Tickle	AmicusHorizon Ltd	<p>Agree and support findings of the SHMA represented in the SPD.</p> <p>Timing of core area development of residential units must be coordinated with key set of amenities and facilities in the town centre to attract people to live and or work in the Borough to avoid flat vacancies.</p> <p>SPD should set out a formula and management to allow for commuted sums to other sites; if alternative land is to be provided off-site then this should be equal in location.</p> <p>Calculations used in Swale to identify sums for RSLs to pay developers for affordable housing are out of date - and alternative formula needs to be identified.</p> <p>Para 2.6.24 of the SPD on design should include some words about meeting funding requirements of Homes and Communities Agency at the time of delivery.</p> <p>SPD should include a caveat that developers should not build out the affordable units prior to those for market sales - affordable units should be in clusters spread throughout blocks to ensure balanced and sustainable communities.</p>	<ul style="list-style-type: none"> • Support noted • The Town Centre regeneration is essentially commercially led. However, the point of producing the SPD is to ensure that there is a good mix of uses amenities and facilities to make a successful and attractive town centre where people will want to live and work. The housing for the town centre is expected to be integrated (on upper floors) of other uses to a degree and will therefore be provided at the same time as other key activities. • Commuted sums for affordable housing are accepted only exceptionally under Local Plan policy and the Borough Council does not wish to extend this practice by setting out a formula to deal with it. If an alternative site is to be identified to 'commute' affordable housing requirements, this can similarly be identified and transferred through a planning agreement at planning application stage . • The updating of the Swale calculations for the price an RSL should pay a developer for affordable housing are a Housing Service management issue and are more appropriately contained in the emerging Swale Housing Strategy, so that they will have Borough -wide applicability. This could be cross referenced in the text. • A few words could be added to para 2.6.24 to state that if HCA funding is to be sought, then design will need to reflect HCA design criteria 	HOUSING	2.6	STC250

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>current at time of delivery.</p> <ul style="list-style-type: none"> Paras 2.6.14-15 deal with the issue of even distribution of affordable housing in small clusters throughout a development, but also allow for some flexibility and innovative approach to tenure types during the difficult economic climate prevailing. <p>Action: Add a few words to para 2.6.24 to reflect HCA design matters; and cross reference other Swale housing policy guidance.</p>			
Mr	R P	Phillips	M-Real	Disputes residential potential of Mill site as being higher than the 450 dwellings (at 40 dwellings per hectare) assumed in the SPD. Has capacity somewhere between 450 and 900 top end proposed in consultants' study to be determined through more detailed study.	The 900 dwelling capacity figure would be achievable only through multi-storey blocks of flats across the site. This form of housing does not meet local needs nor market profile of the area and does not accord well with Local Plan policy to retain employment use on the site. Even delivery of 450 unit would imply a significant number of flatted units on the site. At 40 dwellings per hectare the site would meet national and regional targets for the most efficient use of land and therefore a realistic view has been taken on the minimum likely yield of the site for the purposes of this SPD. Although regrettably it is outside the SPD area, the impact of the Mill site is potentially significant both in terms of potential future use and of course in townscape terms. Further research is being carried out into potential housing sites in the Borough Council's Strategic Housing Land Availability Assessment.	Paragraph	2.6.3	STC284
	Julie	Argent	Police Architectural Liaison Officer	All new housing should be built to Secured by Design principles.	The appropriate balance between achieving good and interesting design, layout and landscaping and compromising a development scheme in the interests of limiting opportunities for criminality will be dealt with at the detailed planning application stage.	Paragraph	2.6.5	STC51
			Tesco Stores PLC	Strategic Housing Market Assessment advises that there is little need for flats at the present time, but in view of the long delivery phase (5 - 10+ years) some flexibility should be left in the text to allow for adaptability to market conditions. Flexibility in affordable housing numbers is welcomed but there should also be flexibility in the tenure type in the text. Prescriptive mix of market housing type is not helpful in the current market situation - should be left to the market to dictate what is viable .	<p>Para 2.6.8 of the SPD refers to the findings of the SHMA that in common with many towns in Kent the market is saturated with flats and developers are not seeking to build these. The SPD presents a balanced view that flats will be the most appropriate form of housing for the town centre core and in some other locations , but advantage must be taken where possible to provide a range of other house types which are appropriate in terms of the delivery of a successful town centre; local demographics; the market and some aspirational housing.</p> <p>Para 2.6.15 of the SPD seeks to maximise flexibility in numbers and tenure type of affordable housing , particularly in the town centre core area. For</p>	Paragraph	2.6.8	STC216

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					<p>the remainder of the SPD area, affordable housing is sought in accordance with Local Plan policy and identified local needs.</p> <p>The SPD does not attempt anywhere to prescribe the type and size of market housing unit to be provided .</p>			
Mr	Brian	Lloyd	CPRE (Kent)	<p>Support the general aim to seek 30% affordable housing in the SPD area which is in accordance with Local Plan policy. SHMA justifies amending policy to seek 40% of all new housing as affordable.</p> <p>Concern that despite significant need within Sittingbourne, the SPD will reduce provision within the town centre core.</p> <p>Important that the town centre meets its share of affordable housing or an unfair burden will be placed on other areas.</p>	<p>The emerging (East Kent) SHMA study and additional work focused on Sittingbourne Town Centre identifies a need for affordable housing which is greater than the total strategic housing requirement for the Borough. Clearly it is unrealistic to expect to meet all of this and the recommendation to seek 40% will have to be tested through the LDF Core Strategy process as it currently has no basis in planning policy.</p> <p>Within Sittingbourne Town Centre, a number of important planning and regeneration objectives must be balanced. A key issue is achieving a high quality development which is economically viable and which will still be attractive and successful in a few decades time. This is not, at the current time, compatible with a high proportion of affordable flatted development at the core of the town centre. Para 2.6.14 together with 2.6.22 seek to build sufficient quality and flexibility into the scheme to achieve those objectives.</p> <p>Moreover, the type of affordable dwelling need identified (para 2.6.19) is predominantly for houses rather than flats - the former cannot practicably be provided in the town centre core area. Realism on overall numbers and the provision of flats of sufficient quality to be able to move between tenures is therefore the best way forward to secure regeneration in the current economic climate. All other parts of the SPD area will be expected to make a full contribution to affordable housing in accordance with prevailing planning policy.</p>	Paragraph	2.6.11	STC228
Mr	R P	Phillips	M-Real	<p>Reference to affordable housing being easier to achieve in current climate could be misled.</p> <p>Important to assess sites on an individual basis and in terms of current market. Affordable housing requirement likely to block schemes if unrealistic.</p>	<p>Para 2.6.12 reflects experience elsewhere, that the only housing which is proceeding in the current climate is affordable, which is enabling some house builders to keep 'ticking over'.</p> <p>Paras 2.6.12-15 and 2.6.21-23 in particular illustrate the Borough Council's awareness for the need for flexible and innovative solutions to the affordable housing issue.</p> <p>Overall, it remains an important longer term planning and</p>	Paragraph	2.6.12	STC285

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					corporate objective to apply adopted policy in meeting affordable housing needs as far as practicable. These are clearly set out in the Local Plan and S.106 SPD, and it is up to developers to factor them in at the earliest stages of a development project.			
Mr	Nigel	Jennings	Natural England	Support objectives especially in respect of enhancement of natural environment and promotion of foot and cycleway access to them.	Support noted	VISION AND OBJECTIVES	3	STC197
Mr	Neill	Tickle	AmicusHorizon Ltd	Agree and support SPD objectives.	Support noted.	VISION AND OBJECTIVES	3	STC251
Miss	Debbie	Salmon	Kent Wildlife Trust	Support for new and improved public spaces and green infrastructure consideration. Objects to SPD on basis of housing and access to Milton Creek and impact on bird populations and combined effects on SPA bird populations.	Support noted. The Swale Borough Local Plan (2008) allocates land at Milton Creek in Policy AAP8, for housing and other uses. The Local Plan was subject to scrutiny at public inquiry and was also the subject of an Appropriate Assessment for impact on European habitats. The principle of development and regeneration in this part of the Kent Thames Gateway has just been re-affirmed with the adoption of the South East Plan (2009). The principle of allocation of these areas for housing and related uses is not therefore an issue for debate in this SPD which takes the Local Plan as it's 'parent policy'. An Appropriate Assessment has also been carried out for the SPD, and no insurmountable problems identified. A Strategic level approach is being taken to managing recreational access within the Kent Thames Gateway in the Greening the Gateway initiative. Specifically, the Shiels Flymm document sets out how recreational access may be managed in the context of the Milton Creek area.	Paragraph	3.1.2	STC122
Mr	Richard	Feasey	Kent County Council	Vision needs to add reference to Sittingbourne becoming an attractive and interesting town.	Action: add reference to Sittingbourne becoming an attractive and interesting town to fourth bullet point of vision.	Paragraph	3.1.2	STC150
Mr	Ross	McCardle		Queries eco-credentials of development on a floodplain.	Many major towns and cities built in the vicinity of rivers and estuaries face similar issues. The SE Plan allocates significant growth to be achieved in large part through regeneration of such areas to the Kent Thames Gateway of which Sittingbourne Town centre forms part. Swale has undertaken a Strategic Flood Risk Assessment in partnership with the Environment Agency which will assist in steering vulnerable development away from functional floodplain zones. The SPD is seeking to provide additional functional floodplain where there was previously	Paragraph	3.1.3	STC26

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					built development and to maximise provision of green spaces, and measures such as SUDS which, assist in management of runoff. Site specific flood risk assessments will be needed at planning application stage to identify specific mitigation measures.			
	Julie	Argent	Police Architectural Liaison Officer	Wants mention of community safety and designing in safety in objectives, as seen to be an important part of creating a sustainable and attractive town centre	A new objectives section is to be added on sustainable development to support Chapter 7 of the SPD - the latter mentions community safety. Action: Incorporate community safety into new sustainability objectives.	OBJECTIVES	3.2	STC50
Miss	Debbie	Salmon	Kent Wildlife Trust	Support for creation of public spaces through the town. Object to SPD because it is not a high enough level document to protect the SPA.	Support noted. The Swale Borough Local Plan (2008) allocates land at Milton Creek in Policy AAP8, for housing and other uses. The Local Plan was subject to scrutiny at public inquiry and was also the subject of an Appropriate Assessment for impact on European habitats. The SPD takes the Local Plan as its parent policy. An Appropriate Assessment has also been carried out for the SPD, and no insurmountable problems identified. The principle of development and regeneration in this part of the Kent Thames Gateway has just been re-affirmed with the adoption of the South East Plan (2009). A strategic level approach is being taken to managing recreational access within the Kent Thames Gateway in the Greening the Gateway initiative. Specifically, the Shiels Flymm document sets out how recreational access may be managed in the context of the Milton Creek area. The SPD performs a vital role in translating these higher level policies into a more detailed guide for delivery of the development allocated to this part of the Kent Thames Gateway.	Paragraph	3.2.1	STC123
Mr	Richard	Feasey	Kent County Council	Objective 6 should read interchange with the train station for consistency with introduction. The eco agenda is in the vision, but has no supporting objectives - would be useful if it was a sub heading alongside those for design, planning and transport. Objective 4 should also include mention of historic qualities of Milton Creek.	Agree some tightening up of vision and objectives needed. Action: Clarify Objective 6 to include bus and rail interchange. Add a new objectives section on sustainable development. Add the historic element to conservation objectives for the Creek.	Paragraph	3.2.1	STC151

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			Tesco Stores PLC	Requests a further planning objective to add further emphasis to retail provision.	This objective is dealt with in an appropriate and balanced way under Objectives 3 and 4.	Paragraph	3.2.1	STC217
Mr	Ian	Jarrett		Seeks retention of Light Railway viaduct and even extension of railway into the centre of the town, as part of tourism offer to complement new retail development.	The white arrow on the Concept Plan is not a proposed physical route - it illustrates an objective to improve links between the town centre and Milton Regis. The SPD objectives do not refer to removal of the railway viaduct. It is unlikely that highway and other development land requirements would allow for extension of the SKLR to the centre of town. However, the SPD is being revised to strengthen the concept of a conservation and heritage quarter and quayside square in the vicinity of the Creek head, which should be complementary to SKLR operations.	Concept Plan	Figure 3.2	STC2
Mr	John	Feetam	Sport England	Support for design principles which encourage walking and cycling networks and especially the bridge over the railway which should provide greater ease of movement and awareness of the location of the Swallows Centre. Recommends Sport England design guidance to encourage participation in physical activity.	Support noted. There is already a plethora of design guidance available which should inform detailed development proposals, but this could be included as part of a glossary on useful sources.	THE MASTERPLAN: GUIDING PRINCIPLES	4	STC239
Mr	Neill	Tickle	AmicusHorizon Ltd	Amicus Horizon agree and support the principles	Support noted.	THE MASTERPLAN: GUIDING PRINCIPLES	4	STC252
Mr	Ross	McCardle		Guiding principles are not specific to Sittingbourne - local knowledge should be used to generate these and get a development which is relevant to context and character of Sittingbourne, rather than a place to fill with shops.	The hard fact remains that the regeneration of Sittingbourne will have to be commercially led and in turn that means making the place more attractive to modern retail investors. Good urban design principles are universally applicable and for the most part the chapter does try to use local reference points and examples.	Paragraph	4.1.1	STC30
	Klaire	Lander		Where will traffic diverted from St Michaels Rd go?	The transport infrastructure is shown at Chapter 6 of the SPD. The Sittingbourne Northern Relief Road will take through traffic and traffic for the Eurolink Industrial Estate. Remaining local vehicular traffic will use Staplehurst Rd /	Illustrative Masterplan	Figure 4.2	STC66

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>Eurolink Way and Crown Quay Lane. There will be provision for two way buses on the High Street (and limited access for vehicles servicing High Street premises).</p> <p>There will be new and enhanced pedestrian and cycle routes through the town centre and linking the north and south sides of the railway.</p>			
Mr	Paul	Nicholls	Sittingbourne Retail Park Ltd	Commercial redevelopment shown for the southwestern corner of the Sittingbourne Retail Park not justified in the SPD.	<p>The consultants preparing the plan had been requested to restore this part of the town to reflect the status quo. Although this part of the townscape is uninspiring, and adds little to vitality of the town centre because it serves mainly car-borne clientele, the Borough Council do not realistically envisage change of the nature suggested over the life span of the SPD. The error remaining on the map is therefore an oversight.</p> <p>Action: Masterplan to be amended to show status quo for the south western corner of the Retail Park.</p>	Illustrative Masterplan	Figure 4.2	STC115
Miss	Debbie	Salmon	Kent Wildlife Trust	Support for cycle and pedestrian routes and seeks ways in which they could also be made wildlife friendly.	Support noted - further comment at 4.4.6	Paragraph	4.2.1	STC124
			Tesco Stores PLC	<p>Inclusion of need for links from High Street to new retail core unnecessary in SPD and should be left to planning application stage.</p> <p>Position of landmarks not justified and can be left to detailed planning application stage.</p> <p>Large commercial footprints essential to secure new retail investment, but developers should not be required to adhere to the solution shown in the Masterplan.</p> <p>Retail frontage to civic square should be allowed for.</p>	<p>Creation of links from the High Street to the new retail areas north and south of the railway are fundamental elements of this SPD and the Local Plan policy it is based upon, to ensure that a successful and attractive town centre with old and new facilities properly integrated is created, not just a new superstore.</p> <p>There are relatively few landmarks and viewpoints to assist in navigating around the town centre. Current landmarks are illustrated, and the possibility of creating new ones at key points in the new development areas is suggested on the structuring plan (page 42). Their nature and precise location is not specified, so the SPD retains an appropriate level of flexibility, whilst ensuring that new townscape with character and distinctiveness is created.</p> <p>The solution for blocks shown on the Masterplan is one solution which encompasses the essential principles described in the text - there may be other solutions which achieve this. In any event the Masterplan may be adjusted to reflect new possibilities which have been brought forward as a result of the consultation process.</p> <p>The Land Use plan (page 47) already shows retail</p>	Paragraph	4.2.1	STC218

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					uses fronting onto the civic square.			
			Development Planning Partnership	Requests that term 'Primary Frontage' is clarified in relation to Fig 4.3 and Fig 4.6 Magistrates Court open to moving elsewhere to allow for redevelopment of the current site within the town, providing a suitable location which meets the Court Building Design Guide can be provided. Since the original site is within an area of high pedestrian footfall it is considered suitable for a variety of uses including retail, leisure, employment and high density residential use.	Fig 4.3 Primary Frontage represents the frontage with highest pedestrian footfalls. A simple re-labeling of Fig 4.3 will clarify this. The flexibility of the Magistrate's Court to moving to a suitable alternative location is noted. The regeneration of the town centre including the area to the south of the High Street will need to be driven by commercial initiative. It is intended that the new retail focus of the town should be around the new civic square and the railway crossing. However, residential or leisure and other employment uses of a scale appropriate to the location are not ruled out by the SPD.	Structuring Plan	Figure 4.3	STC134
Mr	Richard	Feasey	Kent County Council	Little public green space around the town centre on plan shown on page 42.	Not all of the green spaces are shown on Page 42 - the Land Use plan on page 47 is a more reliable guide. There are limited opportunities for creating new public green space within the town centre core area. 'Greening' the town centre will need to rely on innovative approaches to street planting, green routes, green walls and similar. Action: Check maps for consistency of approach in illustrating public and private green space.	Structuring Plan	Figure 4.3	STC152
			Tesco Stores PLC	Welcome support for higher densities in town centre development, but is too prescriptive in setting out building height guidance for specific locations and should be deleted from SPD and left to planning application stage.	The whole point of the SPD is to ensure that major new development is integrated in an harmonious and attractive way with the older and relatively small scale town centre. The guidance in the SPD on these issues is seen as an essential framework for the preparation of planning applications for good quality and attractive new development which will merge comfortably with the best of the existing townscape.	DENSITY, GRAIN, HEIGHT AND SCALE	4.3	STC219
	Klaire	Lander		Too much development is above 3 storeys and would not respect the scale of buildings within the town and new development would be over dominating. Intimate feel of town would be lost.	Providing for increased development density at the core of the town is an important element in increasing the scale and importance of the place and increasing intensity of use and vitality. The Sittingbourne area is expected to see further significant housing development over the next 10 years or so and needs a town centre to complement this. This can be achieved particularly around the proposed new square at the centre. The open square and spaces between building are as important as the buildings themselves in achieving a good design and offsetting the height and massing of the new development.. There are also particular design challenges at the town	Heights	Figure 4.4	STC68

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>centre, where the new development must also incorporate the new bridge over the railway and Eurolink Way to link with development on the north side of the railway, which does involve development at 3 storey level.</p> <p>The High Street is a Conservation Area with many listed buildings and the character of this will need to be preserved , whilst allowing for the new investment around it which will ensure its continued use and survival.</p>			
Mr	R P	Phillips	M-Real	Para 4.3.4 fifth bullet reference to ground floor of buildings being 4 metres floor to ceiling height too prescriptive and should be looked at on merit.	<p>In the case of commercial and retail buildings the additional height at ground floor level is to provide contrast and is good design practice, particularly at the town centre core and generally meets modern retailer design and layout demands and creates a more spacious and elegant feel</p> <p>In residential areas where they may be potential for conversion, this would be good practice to ensure quality and flexible buildings .</p>	Paragraph	4.3.4	STC287
Mr	G	Randall	Conservative Association	Cable broadband companies should be invited to install equipment during any construction.	Noted such provision is likely to be essential to serve the new town centre and operators are generally invited to install equipment at planning application stage.	SERVICES AND FACILITIES FOR ALL	4.4	STC132
Mr	Richard	Feasey	Kent County Council	<p>Support for the new station square and civic square to provide a physical and community focus for the town.</p> <p>Important to locate a Gateway, library and Skills Plus facilities in retail positions, as they generate high footfall and benefit the vitality and general health of the town centre. Registration and adult learning facilities also benefit from town centre locations although they are not as location critical.</p>	<p>Comments noted. Discussion is ongoing with KCC property, KCC service providers and the Borough Council to explore how public services should be delivered in a regenerated Sittingbourne. This is a complex area and may require different working practices within and across organizations. The contribution of public services to vitality is noted.</p> <p>The Masterplan will be amended to allow for more flexibility in provision of this his</p> <p>Action: Revision of Masterplan figure to allow for greater flexibility in type and nature of Gateway -type facility.</p>	SERVICES AND FACILITIES FOR ALL	4.4	STC154
Mr	Richard	Feasey	Kent County Council	KCC support the closure of St Michaels Road as it would give pedestrians easy access to the station and the town centre. This is likely to be dependent on the Creek Crossing / Eurolink section of the Northern Relief Road being in place and traffic studies to demonstrate feasibility solutions to local circulation problems.	Support for the concept noted. Any development scheme to the south of the railway which involves the closure of St Michaels Road, will be subject to the completion of the SNRR Creek Crossing / Eurolink section. Traffic modelling to date indicates that with this in place local circulation issues are soluble.	Paragraph	4.4.1	STC153

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Mr	Ross	McCardle		Retail lined bridge will look very different from the vision in reality as it will need to be vandal and security fenced and extremely uninviting at night - could wind up as being as bad as the old underpass from the Forum to the station.	Comments noted - the design of the bridge is challenging - not least because of the change in levels which it needs to address and the viability of getting a retail lined bridge in accordance with Local Plan policy. However, it will need to be much more substantial than a simple footbridge over the railway - this will be completely unacceptable. The bridge will be a key link between the new development to the north of the railway and the town centre to the south. Good design, security and necessity of remaining open at night are important considerations. The SPD has made suggestions and identified the key issues, but cannot be more prescriptive about design until the precise form and nature of uses immediately north and south of the railway crystallise in planning applications.	Paragraph	4.4.4	STC27
Mr	Paul	Nicholls	Sittingbourne Retail Park Ltd	Retail park ignored by SPD on a number of concept plans. Proximity to new focus of town centre means that range of goods sold there could be extended within individual units. Improving the Park's attractiveness to a wider range of retailers commonly found on other retail parks. This is a missed opportunity and should be written into the aims of the SPD.	<p>The Retail Park currently functions as a bulky goods retail complex and the units are subject to planning conditions restricting retailing to his form of goods. The Park is currently quite inaccessible other than by car.</p> <p>The main thrust of Local Plan Policies AAP7 AAP8 and B27 are focused on regenerating and improving the retail offer and attractiveness of the town centre in a holistic way, but particularly through a step change in the provision of non bulky comparison goods shopping.</p> <p>The Local Plan policies and this SPD focus on how new provision should be focused first on the area around the station and links to the new development on the north side of the railway and carefully integrated with the existing High Street. Retail feasibility advice is that the town centre needs to concentrate it's retail offer and improves the quality to achieve these aims - spreading the retail facilities over a wider area, is likely to weaken the centre as a whole.</p> <p>Allowing a wider range of goods at the Retail Park would undermine the objectives set out above, even with a pedestrian link over the railway in place. It is somewhat distant from the town centre core and it does not offer the quality and quantity of opportunity needed to effect a step change for the whole town. If permitted in the short term, it could prejudice the provision of development needed to regenerate the town centre as a whole and provide the vital</p>	Land Uses	Figure 4.5	STC113

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					north south link over the railway.			
Mr	Paul	Nicholls	Sittingbourne Retail Park Ltd	Retail Park identified as having future development potential; not pursued with landowner or clarified.	<p>The Local Plan Policies (AAP7, AAP8 and B27) upon which this SPD is based are quite clear that regeneration of the town centre to the south of the railway should be the first priority before any expansion to the north of the railway takes place. The two will need to be fully integrated by means of the bridge link described in Policy B27. The Retail Park could have a role to play in the future of the town centre and will be better integrated with it once the bridge link is in place</p> <p>The Masterplan currently shows the western corner of the Retail Park as a possible redevelopment area for other commercial uses - this is not likely to be realistic in the short to medium term and the SPD will be amended to show the Retail Park as it is currently laid out.</p> <p>Action: Amend SPD plans to show current layout of Sittingbourne Retail Park. JF - what was outcome of meetings with SRP owner -devel aspirations???</p>	Land Uses	Figure 4.5	STC116
Mr	R P	Phillips	M-Real	Fig 4.5 Indicates that the part of the M-Real Wharf area which is included with the Retail Park as an area with 'future potential' is in fact available to come forward in the short term.	<p>Noted - the notation covering the Retail Park is to be removed.</p> <p>Action: Retail Park to be shown as per status quo on the masterplan.</p>	Land Uses	Figure 4.5	STC288
	Rose	Freeman	The Theatres Trust	Support need for evening economy so that town centre does not become dead when shops and offices closed. Seen as a fundamental part of urban renaissance to ensure vitality beyond working hours. Balance needs to be found between commercial and leisure needs.	Comments noted - an additional piece of research on arts and culture has been undertaken and consulted upon to support the town centre regeneration and the final version of the SPD will cross refer to it.	Paragraph	4.4.6	STC140
Mr	Chris	Jewell	Swale Arts Forum	<p>Support mention of Market Place for the Arts - need for multi purpose facilities, performing arts and meeting spaces. see this as integral to vibrancy and vitality of the town especially the evening economy. Would like to see this facility at the centre of the retail area and not edge of town centre as currently on Masterplan.</p> <p>SPD has no reference to planner and architects working with creative artists to achieve wider creative input.</p> <p>SPD has no reference to culture as a central role building sustainable communities. It is seen as essential to attract the right people to create a vibrant town and there needs to be something to</p>	<p>Support noted - the SPD is likely to be revised in terms of its indicative layout at the centre.</p> <p>The draft SPD is the prime means for interested parties to input to the preparation of the town centre masterplan. During this phase an arts and culture study for the town centre has been undertaken by specialist consultants (and has been the subject of a separate consultation exercise). Its findings will be incorporated into the final version of the SPD where possible. There will be further opportunities for involvement at the detailed planning application stage as various phases of development come through. The actual development proposals will be primarily commercially led (and therefore the Borough</p>	Paragraph	4.4.6	STC260

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				<p>attract such people in the first place. Section 8 of the SPD even suggests that if funding for such uses is not available then the decision to allocate space for them may be reversed.</p>	<p>Council will not necessarily have control over the entire scheme development process). However, the Borough Council will have partnership role as a landowner and as specific parts of the town centre redevelopment come forward where there are suitable opportunities for creative artists to become involved, then this can be invited.</p> <p>The importance of cultural facilities to a successful town centre is fully recognised - under the area analysis of the town this is highlighted as a current weakness of Sittingbourne. As stated above, further research has been carried out into the provision of arts and culture on the town and the findings will be used to inform the final version of the SPD. Section 8 is realistic about funding for these essential parts of the town centre in the current difficult economic climate and is at pains to point out that space should be reserved for their provision.</p> <p>Action: The SPD masterplan layout will be revised and may result in a concentration of civic and cultural uses closer to the central area. The findings of the additional research into art and culture will be used to inform the final version of the SPD.</p>			
Mr	Alan	Barham	Sittingbourne Community College	<p>Arts and culture some what understated in the SPD. All forms of culture essential in establishing sustainable communities. Civic and community areas and Market place for arts on the masterplan are too distant from the retail heart to deliver vibrant day and night time economy. No provision for involvement of working with artists in design process, especially on public realm and with young people. Suggest that improvement and expansion of existing facilities may be incorporated into the regeneration - for example the community sports centre at Sittingbourne Community College could become a sports and social club for new employers attracted to the area. In design terms keen to see a real change for the town - not just a makeover which will make Sittingbourne look like any other place. Feel that 2- storey car parking with retail over may create</p>	<p>Support noted - the SPD is likely to be revised in terms of its indicative layout at the centre.</p> <p>The draft SPD is the prime means for interested parties to input to the preparation of the town centre masterplan. During this phase an arts and culture study for the town centre has been undertaken by specialist consultants (and has been the subject of a separate consultation exercise). Its findings will be incorporated into the final version of the SPD where possible. There will be further opportunities for involvement at the detailed planning application stage as various phases of development come through. The actual development proposals will be primarily commercially led (and therefore the Borough Council will not necessarily have control over the entire scheme development process).However, the Borough Council will have partnership role as a landowner and as specific parts of the town centre redevelopment come forward where there are suitable opportunities for creative artists to become</p>	Paragraph	4.4.6	STC263

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				<p>dead space - surface car parks are unsightly but do have activity and are therefore lively. Opportunities to involve young people important.</p>	<p>involved, then this can be invited.</p> <p>The importance of cultural facilities to a successful town centre is fully recognised - under the area analysis of the town this is highlighted as a current weakness of Sittingbourne. As stated above, further research has been carried out into the provision of arts and culture on the town and the findings will be used to inform the final version of the SPD.</p> <p>There is no reason why existing facilities could not be improved and expanded subject to appropriate planning permissions. However, it is unlikely that this will be sufficient to cater for the new communities expected.</p> <p>One of the main points of the SPD is to try and set the framework to achieve major change for the town for a good quality, attractive and vibrant new place, whilst retaining the best character of the old. The challenge is to achieve this on the ground in a way that is also viable for investors. Surface level car parks are indeed unsightly and not an efficient use of land - as the current situation in Sittingbourne bears witness. With good design and layout and location of uses; and increasing the opportunity for walking and cycling around the town, hopefully the vibrancy and activity can be achieved by means more valuable and attractive than car parking, however well laid out and landscaped that may be.</p> <p>Some special presentations have been done to schools during the preparation of the SPD and engagement on a wider basis on the Borough Council's Core Strategy has been ongoing with the Youth Forum.</p>			
	Rose	Freeman	The Theatres Trust	Offers expert advice on possibility of new performing arts space as it evolves.	Comments noted.	Paragraph	4.4.7	STC141
Mr	Richard	Feasey	Kent County Council	Suggests that para 4.4.7 contain mention of Adult Social Services facilities to address needs created by the new Milton Creek development.	<p>Request noted.</p> <p>Discussion is ongoing with KCC property, KCC service providers and the Borough Council to explore how public services should be delivered in a regenerated Sittingbourne. This is a complex area and may require different working practices within and across organizations. The Masterplan will be amended to allow for more flexibility in provision of this.</p>	Paragraph	4.4.7	STC155

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					Action: Revision of Masterplan figure to allow for greater flexibility in type and nature of Gateway -type facility, which could include adult social services.			
			Tesco Stores PLC	Masterplan places civic, leisure, skills and learning and cultural uses on to the station square. Whilst there may be good reason to support the location and mix of uses, has to be tested for viability and operational requirements of user and operators. The need for a primary school at Milton Creek subject to a trigger number of family houses is accepted, but location needs more analysis in terms of viability and access.	<p>The co-location of public uses is supported by operators both on cost savings and locational grounds. These uses generate a high footfall and a location adjacent to public transport and the retail centre would generate a symbiotic relationship with both.</p> <p>The location of the school is not precisely fixed but has had regard to flood risk zones. there is also benefit in locating the community services and facilities at the heart of the new neighbourhood to provide a focal point for the community; passive surveillance; and to encourage walking and cycling from all parts of the new community to access them.</p>	Paragraph	4.4.7	STC220
Mr	Richard	Feasey	Kent County Council	Clarification as to where planned new Council Offices may be located and new learning campus. Would be useful to clarify this as future provision of KCC Services would look to co- location where possible with other public sector uses.	<p>Co-location of public sector uses is a sensible objective for use of space and funding. At time of drafting the SPD, the Borough Council had not finalised decisions on a possible future location and therefore these options were put into the draft for discussion.</p> <p>Discussion is ongoing with KCC property, KCC service providers and the Borough Council to explore how public services should be delivered in a regenerated Sittingbourne. This is a complex area and may require different working practices within and across organizations. The contribution of public services to vitality is noted.</p> <p>The Masterplan will be amended to allow for more flexibility in provision of this.</p> <p>Action: Revision of Masterplan figure to allow for greater flexibility in type and nature of Gateway -type facility.</p>	Paragraph	4.4.8	STC156
Mr	R P	Phillips	M-Real	SKLR has no operational rights over the track and station within the SPD area.	Comment noted. The Borough Council supports retention of the SKLR as part of a heritage oriented new development in this part of the town.	Paragraph	4.4.8	STC289
Mr	Richard	Adam		Support for heritage comments including SKLR. Concerned about reference to viability of railway - should be ok provided the track bed is protected by planning policy.	<p>Support noted - the Borough Council supports retention of the SKLR.</p> <p>There is no specific Local Plan policy to protect the railway</p>	Paragraph	4.4.9	STC82

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>corridor (regrettably the Mill closed too late for this issue to be promoted through the Local Plan public inquiry).</p> <p>This is a Supplementary Planning Document and as cannot write such policy (this would be contrary to the development plan statutory regulations). The SPD goes as far as it can in seeking to retain the corridor for leisure and informal transport purposes.</p>			
Mr	Richard	Feasey	Kent County Council	Caveats made at para 4.4.9 regarding future viability of the railway and external funding for heritage and culture in the Milton Creek area are understood but should not weaken clear intent for this area.	Comments noted - a balance has to be struck between indicating firm intent to secure this route for leisure and heritage and practical courses of action which will help avoid sterilisation of land, or worse, inappropriate development proposals which would be difficult to deflect in the absence of a deliverable alternative.	Paragraph	4.4.9	STC157
	Robert	Newcombe	Sittingbourne and Kemsley Light Railway Ltd	Support for the retention of the SKLR at para 4.4.9, but concerned at the use of the word viability, as there is no reason to suppose that it will not continue to be viable. SPD should not mention viability as it should simply set out what is achievable given the will of the planning authority and its partners.	<p>Support noted - the Borough Council supports retention of the SKLR and the final version of the SPD will be clarifying the ideas around a heritage centre.</p> <p>There is no specific Local Plan policy to protect the railway corridor (regrettably the Mill closed too late for this issue to be promoted through the Local Plan public inquiry).</p> <p>This is a Supplementary Planning Document and as such cannot write policy to exclude the track bed from all other types of development (this would be contrary to the development plan statutory regulations). The SPD does also have to be realistic about what is deliverable and the means to do so, or it could be open to legal challenge. The SPD goes as far as it can in seeking to retain the corridor for leisure and informal transport purposes.</p>	Paragraph	4.4.9	STC264
Mr	Paul	Sharpe	LaSalle Investment Management	Clarification of learning and skills centre to be provided in town. Kent Science Resource Centre Park also provides undergraduate course leading to foundation degrees. KSP could be further complemented by aspirations for education provision in the town centre.	<p>The Learning and Skills centre is intended to offer a much broader base than science based skills. Funding for this is unlikely to be available in the short to medium term, but provision of a site within the town centre is viewed as a critical objective to support the future economic regeneration of the town and the Borough.</p> <p>The model for delivering the overall service may be that the facility in the town centre will provide more teaching space, with sign posting to other training facilities in the town such as KSRC and the construction skills centre in Bonham Drive.</p>	Paragraph	4.4.10	STC244

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Mr	Alan	Barham	Sittingbourne Community College	Support for the Learning Campus and working with Canterbury College to see how the provision of linking vocational provision centres in schools and business estates around the town and would like to be involved with this debate.	Support noted . The provision of adult and vocational training may have to take a more pragmatic and innovative route, since the current difficult economic climate may delay provision of a purpose built centre.	Paragraph	4.4.11	STC262
			W M Morrisons Supermarkets PLC	Morrisons not currently seeking an outlet in the town centre, but don't rule it out in future. Concern at the effect for a proposal for 20,227 sq m foodstore might have on other centres within the Borough. need for additional convenience floorspace in Sittingbourne is limited. SPD should be supported by robust evidence base which demonstrates need for store proposed and impact on surrounding centres.	Comments noted. It is acknowledged that the town centre regeneration is likely to be led by a major convenience store operator. Specialist advice during the Local Plan Inquiry indicated that there was scope for at least 4,000m2 convenience floorspace within the town. Any additional convenience floorspace beyond 4,000m2 would need to be supported by an impact assessment and the viability case for supporting such a level of convenience floorspace in order to provide the critical mass to support the SPD's wider objective of increasing comparison floorspace offer for the town centre. This coupled with the longer timescales envisaged and the increase in the size of the local market from increased residential development may strengthen demand sufficiently to present a more broad based and attractive opportunity to the investment market .	OVERALL MIX AND QUANTUM OF USES	4.5	STC138
			Tesco Stores PLC	Overall quantum of 2519 residential units over the masterplan area if too low and too prescriptive. Will be built out over a long period of time and should not set an upper limit. Further analysis and testing should be allowed for at a future date.	The purpose of the SPD is to illustrate how the Local Plan Policies AAP7, AAP8 and B27 are to be implemented. Phasing , infrastructure, transport modelling and other fundamentals cannot be properly assessed in a way which will ensure a properly planned and successful outcome for the whole town centre without reasonably informed estimates of the quantity and location of various uses. In the case of residential quantity this is based on a realistic assessment of the sites available; known constraints; infrastructure and amenity requirements; and research on local housing market conditions. The SPD in no way limits eventual provision, but it will be imperative to ensure that supporting infrastructure for significantly increased numbers above this estimate is in place or can be provided in an appropriate and timely way.	OVERALL MIX AND QUANTUM OF USES	4.5	STC221
Mr	Richard	Feasey	Kent County Council	Proposed new floorspace of 65,000 sq m (52,000 allowing for demolition) is considered large for Sittingbourne even allowing for projected growth	The prime objective of local plan policy and the SPD is to	Paragraph	4.5.2	STC158

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				<p>over the next 10 -15 years. Acknowledge the need to claw back leaked expenditure. The SPD doesn't indicate what retail assessment has guided - the allocation of 12,500 sq m for the area to the north of the railway; - what planning period the retail space is to be provided over; - the mix of comparison and convenience floorspace - the former is very important in achieving the claw back and change of role in the network of centres objective. KCC support prioritising the area to the south of the railway to extend the existing town centre core. References to opportunities to develop a foodstore at para 8.3.12 and expanding the existing Sainsbury's at 5.2.29 pose a risk that if all of the convenience floorspace options come forward, the shopping offer will be overly weighted towards this, when as the LDF Retail Topic Paper indicates, the primary issue is to improve the comparison shopping offer. The Local Plan referred to a strategy for the management of change in the High Street Bell Centre areas. The SPD could clarify the overall approach to management of this change and expectations for the future core retail area of the town centre following the introduction of the new retail quarter.</p>	<p>deliver a step change in the quality and quantity of the retail offer in Sittingbourne to claw back retail leakage - the figures are commensurate with those suggested in the Local Plan. Delivery may be over longer term and there is opportunity to review the situation via the Core Strategy if changes as a result of prolonged economic recession renders this aspiration undeliverable in its entirety. More flexibility in the wording of the SPD will be introduced to reflect this possibility. However, the area to the north of the railway can provide an extension to the town centre provided it can be demonstrated that it will be to the benefit of the whole town centre and it is vital that the bridge link is provided to link the two.</p> <p>Updated retail assessments may be required as part of planning applications.</p> <p>The period over which all of the retail development is to take place is envisaged as the longer term 10 - 15 years, although the Local Plan policy upon which this is predicated has a 2016 horizon date. Development to the south of the railway is dependent upon the Northern Relief Road Creek Crossing and it is likely that only a very limited amount of development to the north of the railway will be possible in advance of the Bapchild Link section.</p> <p>It is acknowledged that the town centre regeneration is likely to be led by a major convenience store operator. Specialist advice during SPD preparation indicated that although comparison floorspace offer was very limited, increasing foodstore representation on the town could be helpful in attracting other comparison retailers to the town, especially if a foodstore could greatly assist in delivering financially viable scheme. This coupled with the longer timescales envisaged and the increase in the size of the local market from increased residential development may strengthen demand sufficiently to present a more broad based and attractive opportunity to the investment market .</p> <p>Support for prioritisation of area to the south of the railway noted.</p> <p>Further indication of how the High Street is to be managed is given at section 5.2. However, the Borough Council is likely to be undertaking a Conservation Area Appraisal review in partnership with English Heritage, which will</p>			

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					inform future development and improvement schemes. Any proposals for the new retail quarter will need to integrate with and attend to the public realm in the High Street as part of that scheme. Planning policy beyond delivery of the new retail quarter will be a matter for LDF Core Strategy and beyond. The approach to town centre management is being considered, but is beyond the scope of this SPD.			
Mr	R P	Phillips	M-Real	Estimated capacity of 2519 homes is very specific.	The figures are based on Local Plan allocations and estimates of likely yield from other opportunity sites. Experience through extended monitoring of allocated sites and windfall opportunities indicates that residential yields are almost always higher than estimated in development plans.	Paragraph	4.5.3	STC290
Mr	Richard	Adam		Supports retention of SKLR and strengthened cluster of heritage attractions in Milton Creek area.	Support noted.	Paragraph	4.5.5	STC89
Mr	R P	Phillips	M-Real	Aspirations for heritage attraction are laudable, but appears that no heritage places that seem to offer a viable operational entirety.	This is rather a sweeping statement. Many tourist and heritage locations function with a mix of uses which provide attractive and vibrant locations. There is no reason why a 'heritage quarter' could not work well alongside other complementary uses in this location..	Paragraph	4.5.5	STC291
Miss	Debbie	Salmon	Kent Wildlife Trust	<p>Kent Wildlife Trust want a detailed green infrastructure to be formulated ensuring connectivity between habitats and having the following features: Open spaces with ditches and ponds rather than trees as these are more typical of Sittingbourne area and will attract appropriate species. (trees appropriate for the town centre area). Within the development near the Creek more parks and naturalised public areas to be created to attract people away from the Creek to avoid disturbance to wading birds. All open spaces, what ever their function to contain corridors or stepping stones of natural habitat. Support for Green Grids at para 7.5.9. These should contain habitat strips rather than hard and soft surfaces as suggested at 4.6.1. Support for green routes and the Paper Trail concept, but more detail needed on the habitat to be created and detailed diagram identifying further routes to ensure connectivity. Milton Parklands Project could form basis for connected green infrastructure. All major routes including St Michaels Rd, Crown</p>	<p>The purpose of the SPD is to provide key development principles, not to set a rigid blueprint for layout and design. Many of these detail will not be known until planning application stage.</p> <p>There appears to be a basic conflict between the aims of the SPD, and the Greening the Gateway/ Milton Parklands initiatives which seek to open the Creek for public access and the KWT position which seeks to deter this.</p> <p>The use of trees on main routes and within built developments has a number functions besides encouraging a particular type of biodiversity - these include air quality; counteracting the effect of climate change by providing shade; and of course play a key role in providing character and interest within built up areas and offering some landscape structure to new areas of townscape where there is currently none. It will be for more detailed planning applications to work within this broad structure. Initiatives such as the Milton Parkland project will also offer more detailed advice on managing access and habitats and this will be cross referenced in the final version of the</p>	LANDSCAPE AND PUBLIC REALM	4.6	STC125

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				<p>Quay Rd and central spins road in Milton Creek should have wide grassland strips at either side of carriageway and at central reservation to increase habitat availability and permeability.</p> <p>Route planned south of High Street has no suggestions for biodiversity enhancement.</p> <p>Within retail sector of Milton Creek grassland creation preferred to tree planting.</p> <p>Further details requested for design and maintenance of green walls and roofs.</p>	SPD.			
Mr	Nigel	Jennings	Natural England	<p>Support for the principle of incorporating open spaces within the town and linking them to adjacent neighbourhoods, making it easier for pedestrian and cycleway access.</p> <p>Streetscapes can also be made more attractive and encourage biodiversity through planting of native tree species and linking green spaces.</p> <p>Green roofs and walls will complement the provision of green spaces and assist in mitigating climate change.</p>	Support noted.	LANDSCAPE AND PUBLIC REALM	4.6	STC198
			Tesco Stores PLC	<p>Concept of maximising setting and access to Creek, generally supported, but should be mindful of impact on ecology and some of these spaces maybe better as semiprivate.</p> <p>Green routes back to town centre are supported in principle but plan showing extension of saltmarsh would need to reviewed for practicality and viability.</p> <p>Detail on size location and design of station square is unnecessarily prescriptive and should be left to planning application stage.</p> <p>Comments on the form of development including tree lined avenues and landscaped central reservations are acceptable as conceptual ideas, but are too detailed for the SPD and should be left to planning application stage.</p>	<p>Development within close proximity to the Creek and semi-private space could arguably have a worse impact on ecology due for example to the impact of domestic pets.</p> <p>The extension of salt marsh is promoted in recognition of flood risk assessment and climate change mitigation as well as in the interests of biodiversity.</p> <p>The station / civic square is envisaged as the new focus and central point for the town. It is therefore vitally important that it be good design and quality and in the correct location to fulfill this role. The SPD is therefore not considered too prescriptive in this respect.</p> <p>Similarly the design and landscaping approach to the main routes serving the town centre and new neighbourhood offer a key opportunity to introduce townscape structure and character where there is none; as well as all of the air quality, climate mitigation and biodiversity benefits that such features offer. Some of the most attractive pieces of townscape in Sittingbourne are similar (eg Bell Lane and Ave of Remembrance). This is therefore seen as an extremely important structural feature for regenerating the townscape.</p>	LANDSCAPE AND PUBLIC REALM	4.6	STC222
Mr	David	Hodges		Paper Trail concept doesn't include mention of the SKLR, but feels that it should because it was an	The Paper Trail is a concept coined for green infrastructure and links between he Creek and Country Park and the	Paragraph	4.6.1	STC25

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				<p>integral part of the paper industry and could form a part of the trail route for outward or return journeys. Could also provide easy access to the Country Park. Therefore essential that terminal is retained close to town centre and signposted for visitors.</p> <p>Also supports emphasis on pedestrian / cycling and public transport at the town centre. Essential to have an easy bus- train interchange. The east west cycle way between the curtailed St Michaels Rd and the station is an essential route but requires careful design to avoid becoming an unpleasant alleyway.</p> <p>Segregation of pedestrians and cycleways along these routes as per common European practice is essential to avoid conflict between user groups.</p>	<p>town centre. However, there is no reason why this idea could not be widened to include heritage and greenspace in a wider way. Some of these ideas are being developed through the Milton Creek Gateway landscape Project which will be cross referenced in the SPD and there will be more on heritage in the final version of the SPD.</p> <p>Support for alternative modes of transport noted. Design issues are extremely important to ensure increased use and successful scheme - guidelines will be set out in the SPD, but detail will come with key planning applications for each phase.</p> <p>Action: Cross refer to Paper Trail concept in heritage and access parts of the SPD.</p>			
Miss	Debbie	Salmon	Kent Wildlife Trust	Kent Wildlife Trust objects to level of access proposed for Milton Creek.	<p>The area is part of the Kent Thames Gateway growth area which has been confirmed recently in the South East Plan. This SPD delivers allocations which have been extensively discussed through the Swale Borough Local Plan (2008) process. The Green the Gateway project of which the Milton Creel Parklands project forms part has been set up to facilitate and manage recreational access to the Creek areas.</p>	Paragraph	4.6.1	STC126
Mr	Richard	Feasey	Kent County Council	<p>Para 4.6.1 could reference the brick making heritage.</p> <p>Reference to using green space to benefit biodiversity is welcomed - could also recognise benefits of creating and maintaining connectivity between habitats through creation of parks and green links.</p>	<p>Comments noted. The connection of habitats and sensitively managed access to the riverside areas is being pursued separately through the Milton Parklands project - although the SPD can cross reference this.</p> <p>Action: Add few words to para 4.6.1 to enhance the concept and function of the paper trail.</p>	Paragraph	4.6.1	STC159
	Robert	Newcombe	Sittingbourne and Kemsley Light Railway Ltd	Include mention of the SKLR in the Paper Trail section as it is integral to this part of the heritage.	<p>The Paper Trail is a concept coined for green infrastructure and links between the Creek and Country Park and the town centre. However, there is no reason why this idea could not be widened to include heritage and greenspace in a wider way. Some of these ideas are being developed through the Milton Creek Gateway landscape Project which will be cross referenced in the SPD and there will be more on heritage in the final version of the SPD.</p> <p>Action: Cross refer to Paper Trail concept in heritage</p>	Paragraph	4.6.1	STC265

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					and access paras of the SPD.			
Mr	R P	Phillips	M-Real	Paper trail is a sensible aspiration; but the SKLR corridor is too narrow to run trains and a footway / cycle link.	The SPD does not propose to have the SKLR corridor for both the railway and a footway/ cycle link at the same time. The first preference is to retain the SKLR which could be one way of accessing the riverside, along with other routes from the town centre. However, if this does not prove top be possible then the corridor itself should be retained for cycle and pedestrian access.	Paragraph	4.6.1	STC292
Mr	Richard	Feasey	Kent County Council	Para 4.6.3 Climate change can have an impact on biodiversity and needs to be taken into account in designing green corridors.	These matters are being taken into account in the Milton Creek Parklands project and would need to be taken into account at detailed planning application stage. This is taken into account in the Green Charter section of the SPD which underpins the whole SPD and will also be covered by EIA at application stage.	Paragraph	4.6.3	STC160
Mr	R P	Phillips	M-Real	Plan gives the erroneous impression that the Paper Mill comes within the remit of the SPD.	Comment noted - it is considered that there are sufficient caveats in the SPD to explain the policy position in respect of the Paper Mill site. It is useful to indicate its position as a reference point on a map and also to convey the point that it is an important site which the SPD must acknowledge, even if it cannot write planning guidance for it.	Paper Trail Concept	Figure 4.7	STC293
	Nick	Philpott	Environment Agency	Undercroft car parking proposals need to be aware of the possible flooding risk which may result from reduced abstraction from local boreholes (following closure of paper mill). Any disturbance to quality of groundwater during construction work will also need to be considered.	Noted - the boreholes formerly used by the paper industry have been re-assigned for abstraction for potable water supplies. Disturbance to aquifers is covered by Policy E2 of the Local Plan (2008) and is a matter that would be covered in detail at planning application stage.	DISTRICTS	5	STC202
Mr	Neill	Tickle	AmicusHorizon Ltd	AmicusHorizon agree and support the content	Support noted.	DISTRICTS	5	STC253
Mr	David	Hodges		Table 5.1 refers to the railway as a barrier to the Creek. Railway not seen as a barrier to the Creek - fences and retail outlets are more of a barrier. Proposed housing will create much more of a barrier than already exists.	Table refers to the railway as separating the town centre from the Creek. One of the key principles of the SPD is to create more linkages between the north and south of the town and to create properly managed access to he Creek and link through to the Church Marshes Country Park. Creating better and more attractive green routes through any new community will be an important way to achieve this.	Summary of the potential for each district	Table 5.1	STC24
Mr	Ross	McCardle		Support the principle of providing greater retail opportunity within the town and rationalising the layout of the centre. However, will need to be carefully managed so as to retain the High Street as a viable retail / recreation destination.	Support noted. At the present time the High Street is not competitive or attractive to modern retailers or leisure investment, so significant change is necessary if Sittingbourne is to claw back and retain retail expenditure which is currently leaking away. It is likely that this may mean contraction of the retail area to a more central area and flexibility around uses for the eastern and western	Summary of the potential for each district	Table 5.1	STC29

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					extremities of the High Street. A key feature of the SPD is that any new retail development must be carefully integrated with the High Street. Some refurbishment will be necessary to accommodate two way buses if that option materialises; and English Heritage are keen to work in partnership with the Borough Council on a Conservation Area Appraisal.			
	Robert	Newcombe	Sittingbourne and Kemsley Light Railway Ltd	In appropriate reference to viability of SKLR in the table.	There is no specific Local Plan policy to protect the railway corridor (regrettably the Mill closed too late for this issue to be promoted through the Local Plan public inquiry). This is a Supplementary Planning Document and cannot write such policy (this would be contrary to the development plan statutory regulations). The SPD goes as far as it can in seeking to retain the corridor for leisure and informal transport purposes.	Summary of the potential for each district	Table 5.1	STC266
Mr	Richard	Feasey	Kent County Council	Maybe contamination and flooding and other constraints to address. Given time lapse for housing delivery, vision could also refer to zero carbon standard housing which is likely to be standard by that time.	These matters are covered in the Green Charter Chapter 7 - the Borough Council will be seeking high standards of sustainable construction for this area regardless of when it gets built out. If national standards have become more exacting at the delivery stage, then they will have to be complied with in any event.		Table 5.2	STC161
Mr	David	Pritchard		Support for positive mention of SKLR and believes that this could be a key part of a heritage area.	Support noted - a heritage quarter supported with other uses will be pursued in the final version of the SPD.		Table 5.3	STC79
Mr	Richard	Adam		Retention of the SKLR supported - should be no question of viability provided the trackbed is protected by appropriate planning policies.	There is no specific Local Plan policy to protect the railway corridor (regrettably the Mill closed too late for this issue to be promoted through the Local Plan public inquiry). This is a Supplementary Planning Document and cannot write such policy (this would be contrary to the development plan statutory regulations). The SPD goes as far as it can in seeking to retain the corridor for leisure and informal transport purposes.		Table 5.3	STC83
Mr	Richard	Adam		Support SKLR as a distinctive local feature, but disagrees that it is a barrier to the Creek.	Currently the area is not particularly 'legible' and it is not easy to read access to the Creek (especially for people with no local knowledge) beyond the SKLR and current commercial uses. Promotion of a 'heritage quarter' including the SKLR in the vicinity of the Creek head through the SPD may go a long way to overcoming this perception and increasing access to the Creek.		Table 5.3	STC90
	Chris	Hall	Trenport Investments Ltd	Essential to get the link right between the new development and the High Street - unless integrated the latter could decline further as business is drawn away tot he new development. the nature of the High street may have to change	Comment noted - the SPD and Local Plan policy is at pains to emphasise the importance of the linkages, but it is likely that the High Street will probably change in the manner suggested, but does have a valuable built heritage to assist in this.	TOWN CENTRE CORE AND STATION GATEWAY	5.2	STC75

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				possibly becoming more of a leisure orientated area with more restaurants, cafes and public houses etc, based on a more traditional / historic environment, as has happened in other towns where large new retail developments have taken place.				
			Development Planning Partnership	The Magistrates Court at the corner of Park Road and High Street, whilst not actively seeking a move, would be open to suggestions for relocation, providing that any such location would be within 10-15 minutes walk of a good public transport service and 10-15 minutes walk of a car park.	Comments noted.	TOWN CENTRE CORE AND STATION GATEWAY	5.2	STC133
			Development Planning Partnership	Whilst the Magistrates Court is at present unaffected by development proposals - any surrounding redevelopment would need to respect the operational requirements of the court (eg potential for overlooking and vandalism). The night time economy is of concern in this respect.	Comments noted - these are amenity issues which would be taken into account with any planning proposal. The night time economy and introducing housing into the town centre can also have a beneficial effect in increasing passive surveillance to back up CCTV.	TOWN CENTRE CORE AND STATION GATEWAY	5.2	STC135
Mr	Richard	Feasey	Kent County Council	The large block (for the supermarket will be difficult to integrate with the town centre. Maintenance of permeability important via north south alleyways. Active frontage may be difficult to achieve if retail is at second floor level above car parking. Station forecourt has become cramped improvements to the main station square would be beneficial. Square needs to be enclosed by high quality buildings which should be brought out in the text.	Comments noted. There are design challenges involved in dealing with the level changes required to incorporate the bridge over the railway. Topography can be used to a degree to situate car parking under the new retail area. High quality buildings and landscaping / public realm will be essential throughout this part of the town centre to ensure a successful scheme.	TOWN CENTRE CORE AND STATION GATEWAY	5.2	STC162
Mr	Richard	Feasey	Kent County Council	No objection in principle to the closure of the A2 St Michaels Road - but there are pre-requisites for this: 1.The Sittingbourne Northern Relief Road Milton Creek Crossing is open to traffic; and h development appropriately phased and linked to the opening to traffic of the Bapchild link. The latter is currently expected to be solely funded by development. 2.The traffic management schemes around the town centre to facilitate the closure of St Michael's Road must be in place and open to traffic before St Michael's Road is closed. 3. An increase in traffic as a result of the master plan development using the Avenue of Remembrance will not be acceptable. 4. The proposals include alterations to existing	Most of these issues are covered at section 6.3 of the SPD, but will be set out in a more logical and phased way in the final version of the SPD. 1. Noted - will be included in a revised phasing chapter. 2. Noted - ditto 3. Noted - protection of the amenity of the Ave of Remembrance and other sensitive residential streets are a key concern of the transport chapter. 4. Noted - this is an issue which will only be able to be resolved as more detailed designs are worked up.. Kent Highways are content with the principles, subject to further	Paragraph	5.2.4	STC163

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				<p>junctions e.g. conversion of roundabouts to signal junctions. It has yet to be fully demonstrated these are adequate and can be achieved within the existing highway limits. If additional land is required it could affect the overall viability of the traffic management measures.</p> <p>5. A number of issues raised with Buchanans, the consultant responsible for the modelling work associated with the master plan have, at the time of writing, yet to be resolved.</p> <p>6. Links to the A249/M2 in particular the Staplehurst Road link and the London Road/Key Street routes, to the west of the town centre, need to be assessed as part of the proposals and measures introduced as necessary to facilitate all modes of transport.</p> <p>7. Mourners' vehicles at St Michael's Church regularly 'close' the High Street. It is not clear how this is to be accommodated in the traffic management scheme.</p>	<p>more detailed work as the planning stage commences. All of the improvements likely to be required will be listed in the final version of the SPD to enable those issue to be taken into account.</p> <p>5. The modeling work has been undertaken in conjunction with Kent Highways, but do agree that more work will be needed to fully conclude. This more detailed work will be a requirement in the lead up to and assessment of planning applications</p> <p>6. Kent Highway Services have commenced a project to look at the strategic road network and how it relates to Sittingbourne. This will include a review of highway signage strategy to favour more appropriate routes and consider reclassification of the road network</p> <p>7. This is a detailed aspect that will be considered as proposals for the High Street are developed. Provision for such events can be considered as part of any future traffic regulation orders that may be required.</p>			
Mr	Richard	Feasey	Kent County Council	<p>1. The concept of the re-designed east-west route along St Michaels Road is supported as a key link for sustainable access and should be a central hub for walking and cycling in Sittingbourne. Suitable levels of cycle parking would be required in this area and a clear and comprehensive signing scheme for the town implemented.</p> <p>2. The document rightly identifies a clear requirement for direct North/South sustainable transport links focusing around the train station.</p> <p>3. Doubts over the capacity for cycling across the new bridge over railway - needs more research. If it is not considered possible to include cycling on this link then significant improvements will be required to the routes along Eurolink Way and Crown Quay Lane.</p> <p>4. To shift the modal split in the town centre away from car travel to cycling and walking, incentives to encourage people onto new cycling and walking routes need to be considered in the Masterplan</p>	<p>1.-4 Support for north south sustainable travel link to focus on the station noted. The SPD is considered to be reasonably clear in its overall strategy to maximise sustainable modes of transport. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.</p>	Paragraph	5.2.6	STC164
	Klaire	Lander		<p>Parking at ground floor and first floor levels will crate blank and uninteresting facades facing the street like Wilkinsons and Forum currently do.</p>	<p>This is a key design issue and the intention is that the car parking will be below the retail levels, taking advantage of the topography in this area. The retail levels will have to deal with the changes in height necessary to get the bridge link over the railway, but a key issue about the creation of</p>	Cross section through the new east west link	Figure 5.3	STC70

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					the station square is to have active uses fronting it to create a new focal point for the town.. Figure 5.4 gives a better perspective.			
Mr	Richard	Feasey	Kent County Council	Arrangements for green walls maintenance along east west link will need to be provided for as they are prone to vandalism and litter.	These are matters for planning application stage and would apply to green walls anywhere. In addition, the town already has cctv surveillance which could be adjusted / enhanced for the new areas .	Cross section through the new east west link	Figure 5.3	STC165
	Julie	Argent	Police Architectural Liaison Officer	Multi level / underground car parking can introduce safety issues and design must be carefully thought out deter crime / terrorism.	Noted - multi level car parks are the only practicable way of accommodating a reasonable level of parking in a modern centre and safety is an integral part of its overall success. there are many examples of good practice to draw on and this will be addressed at application stage.	Paragraph	5.2.7	STC55
	Julie	Argent	Police Architectural Liaison Officer	Learn from other poor examples of railway bridges eg within Faversham Recreation Ground. Should be wide and well lit.	The bridge link is a key feature designed to link the communities to the north and south of the railway. It will be a major feature capable of 24 hour use and surveillance.	Paragraph	5.2.17	STC56
Mr	Richard	Feasey	Kent County Council	New retail lined bridge identified as a key north / south link or walking and cycling but no mention of cycling provision on the bridge in this section or indication of how it links to St Michaels Rd. Looks like cycling could be accommodated could be accommodated, but needs some wording in this section as to how it would be incorporated.	The cycling network is dealt with in greater detail in Chapter 6 (transport). St Michaels Rd itself will be closed although a new east/ west link for walking and cycling closer to the railway is proposed. Para 5.2.10 also makes it clear that the north south bridge will be for pedestrians and cyclists. It is not possible to be any more specific about the design of the bridge at this point - this will be a matter for planning application stage. The SPD is clear that any development proposals for the town centre core area must allow for the bridge and that it must accommodate pedestrian and cycle movement and all that entails.	Paragraph	5.2.17	STC166
	Julie	Argent	Police Architectural Liaison Officer	Opportunity to improve community safety in the High Street.	Comment noted. The High Street is a Conservation Area and will need careful and sensitive treatment to accommodate and integrate both two way buses and links to the new development, so there are a number of planning objectives to be balanced.	Paragraph	5.2.26	STC57
			Sainsbury's	Sainsbury's support the idea of store expansion in situ and decked car parking. However given constraints on site so not feel that development wrapped around car parking is feasible and ask that this be deleted from document.	Comments noted. At this stage it is preferred to retain maximum flexibility in the SPD. Any additional decking to the car park in this location would need to be of a high design standard and quality in any event.	Paragraph	5.2.29	STC130
	Klaire	Lander		Drop off and taxi rank for station should be clarified.	These are set out at para 6.5.1 of the SPD. Detailed design and layout will be a matter for planning application stage.	Paragraph	5.2.33	STC67
Mr	Howard	Moore	Highways Agency	Milton Creek likely to deliver largest number of houses and is furthest from town centre and public transport links. Closest to Northern Relief Road and greater potential to use sections of the A249 to the north	HA may have misunderstood Masterplan. No direct vehicular links are proposed from Milton Creek to the NRR. The whole point of the Milton Creek development is to facilitate walking and cycling links with the town centre and the station - the latter being the focal point of the town	MILTON CREEK	5.3	STC107

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				of the Key St junction. SPD doesn't mention public transport links to Milton Creek - suggest that this would help to reduce car dependency.	and the new development. It is also intended that the Milton Creek area will be served by bus links to the improved town centre. This could be made more explicit especially in Chapter 6 in the public transport section. Action: Clarify the intention that the Milton Creek district be served by buses in Chapter 6 of the SPD (in addition to he walking and cycling links which are a fundamental part of the design and layout of the new community).			
Miss	Debbie	Salmon	Kent Wildlife Trust	<p>Kent Wildlife Trust object to the SPD. SPD is not a high enough level document to protect Milton Creek LWS and the Swale Estuary - it should be re-cast as a DPD. There should be strategic protection on a Swale and Medway Estuary level given all development planned for this area.</p> <p>Main issue is recreational pressure on bird populations feeding and roosting sites. Current plans for Milton Creek with new development and opening the Creek for public access in the Milton Creek Parkland project likely to cause untenable damage to SPA bird populations. Mitigation to ANGSt standard suggested in the Appropriate Assessment not incorporated in SPD.</p> <p>Failure to protect or mitigate damage to SPA puts Swale BC in contravention of European Directive on this matter.</p> <p>Access to Creek should be limited to viewing points only. Thick brakes of vegetation should be retained to provide bird refuges. Paths should guide people away from Creek and SPA connecting to other tributaries and open spaces and onto Church Marshes. Should be no pedestrian or cycle access across the Creek as this would disturb birds. Boating on the Creek should be discouraged. Events at the Creek head would disturb wading birds with light and noise. Parks planting and furniture should not be established beside the Creek as this will impact on the LWS conservation interest.</p> <p>Damage to specific species likely to result from diversion of Saxon Shore Way along banks of Creek and allow direct access to SPA.</p> <p>NRM 5 of the SE Plan provides for protection of wildlife sites with highest being afforded to international sites.</p> <p>Want strategic landscape enhancement for all</p>	<p>The SPD is resting on the recently adopted policies of the Swale Borough Local Plan (2008). The allocations in respect of the town centre and Milton Creek were the subject of thorough discussion during that process. Moreover the Local Plan was also the subject of an Appropriate Assessment. The South East Plan confirms the Kent Thames Gateway as a growth area and the policies within the sub regional framework confirm the role of Sittingbourne as a centre for housing and employment with the emphasis on the regeneration of brownfield land. Awaiting a Core Strategy would only repeat ground already recently covered by the Local Plan and could arguably provide a weaker policy base than the Local Plan, as other parts of the LDF in respect of detailed allocations and updated development control policies would not be in place at the same time. Moreover current GISE advice is to pursue strategic allocations such as the town centre in core strategies and then seek delivery via SPDs. The format timing and composition of an LDF suite of documents is in any event, a matter for the Local Planning Authority to determine.</p> <p>The Strategic Greening the Gateway project has been set up with the specific intention of managing recreational pressures in the KTG and implements Policy KTG7 of the South East Plan. The Milton Creek Parklands project is one element of this and has a substantial amount of public funding; and specifically includes the provision of recreation and public access. It is unlikely that S.106 monies will be easily justifiable unless the need for a specific litigator measure can be directly attributable to a particular development proposal, which is not already met by this scheme. The apparent insistence on further AA and additional data gathering at every level in the planning process and a further 'strategic' level scheme is unrealistic.</p> <p>There is clearly conflict between the aims of those policies</p>	MILTON CREEK	5.3	STC127

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				<p>Kent Thames Gateway authorities to deal with the cumulative effects of development planned for this area.</p> <p>All of Milton Creek phased in one go - should be built in small phases to minimise disturbance to birds at any one time.</p> <p>S.106 SPD should be used to raise money from developers to fund mitigation management and monitoring monies.</p> <p>If a DPD there would be an obligation for a fully connected Green Grid directing people into enhanced open spaces.</p>	<p>which promote growth and regeneration in this area and those concerned with protecting wildlife habitats and a pragmatic balance will have to be found</p> <p>Further additions are being made to the AA supporting this SPD and a n AA is also being carried out in respect of the Milton Parklands project plan. The Borough Council believes that an appropriate course of action to deliver strategic development sites has been taken and that the Parkland s project will provide an appropriate vehicle to manage recreational pressure.</p> <p>Since this has come on stream since the consultation draft of the SPD it will be cross referenced in the final version of the document along with any amendments to the AA supporting the SPD.</p> <p>Action: Cross refer to Milton Creek Parklands project in SPD and add appropriate recommendations from AA in respect of mitigation. Scott Wilson stuff???</p>			
Mr	Nigel	Jennings	Natural England	<p>Natural England state that provision of open space around the Creek for flood mitigation is appropriate and provides an accessible multi purpose open space buffering the development from wider countryside. Care required to ensure that development does not result in any loss of inter tidal habitat or disturbance of SPA birds using the Creek. Recommend that further data is collected on this prior to SPD adoption so that impact / mitigation can be assessed.</p> <p>Creek sediments are highly polluted and any development works affecting them should be kept to a minimum.</p> <p>Parts of Milton Creek are within Flood Zones 3a and 3b and in view of climate change and flood risk, may be more appropriate to expand the green area between Milton and Sittingbourne which would enhance the area and mitigate / avoid the effects of development on SPA birds.</p>	<p>Support in principle noted. Appropriate Assessment will review bird data recently collected in connection with Northern Relief Road Crossing section and incorporate it and any appropriate amendments to that or SPD.</p> <p>Position on Creek sediments noted - a cautionary note could be included in this respect, although no major works to the Creek bed itself are expected as a result of the SPD.</p> <p>An SFRA has been undertaken and he draft SPD reflects the latest Environment Agency advice based on this. There are challenges from developers who wish to build closer to the Creek side. Further EA advice is being sought.</p> <p>Action: Amend AA and SPD to take account of further data from NRR studies and, where appropriate AA and SPD. Include some words in SPD on avoidance of any disturbance to the Creekbed sediments.</p>	MILTON CREEK	5.3	STC199

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
	Nick	Philpott	Environment Agency	Support measures to clean up the Creek. Any new bridges spanning the Creek must be clear spanning to allow movement of the river itself and wildlife. Mitigation must be put in place to avoid disturbance of contaminated sediments. EA support the high standards set out in the Green Charter for water resources especially high BREEAM standards for non residential development. Suggest non acceptance of residential schemes of less than Code for Sustainable Homes level 3.	Support noted. A sentence will be added in respect of non disturbance of sediments and clear span bridging. It is likely that national standards will mean that any thing less than Code 3 will be unacceptable by the time Milton Creek is built out.	MILTON CREEK	5.3	STC204
Mr	Paul	Sharpe	LaSalle Investment Management	Flood risk is not given sufficient emphasis in this part of the SPD.	An SFRA has been carried out in partnership with the Environment Agency and mitigatory flood plain has been included adjacent to the Creek. Design and height of other buildings planned for Milton Creek have been written in accordance with EA advice. No objection has been raised by them to the SPD in this respect. There are developers keen to extend built development closer to the Creek than the SPD suggests.	MILTON CREEK	5.3	STC243
Mr	Graeme	Clark	Bellway Homes South East	Draft SPD is not acceptable as it stands due to the failure to allocate sufficient land for housing development, and the absence of appropriate delivery mechanisms for open space. Creation of accessible open space along the Creek appears to be a key objective. Not incompatible with housing allocation but much harder to achieve with continuation of existing uses. Creekside open space not mentioned in the vision for Milton Creek at Chapter 5 and no delivery mechanism set out. All of Bellway housing option land to south of Creek unlikely to fund open space as value of site even fully developed barely exceeds existing use value. If this open space is to be provided then a link with and some means of delivery from other development areas would also be necessary as part of the overall regeneration scheme. Therefore request that it is essential that the initial outline application for the development of Phase 3 should encapsulate the entire area so that: (i) value can be equalised across the whole site regardless of the proposed use of any particular part of the site and (ii) the associated legal agreement can make provision for the full range of planning	Extent of built development has been arrived at in consultation with Environment Agency and latest SFRA data and the need for mitigatory flood plain. The vision for the Milton Creek area doe mention at bullet point 4 that the Creek will be opened up for further access, although this could be clearer. Appendix F: Planning Obligations (page 154-5) does refer to off-site public realm improvements and the apportionment of costs between different uses. More work is in hand on revising the phasing and development contribution aspects of the SPD and some more specific work could be done in this respect and appropriate wording added, to include the possibility of a consortium approach to the outline planning of the area to the north of the railway.. Action: Amend the vision for Milton Creek to include specific mention of open space at the Creekside; amend phasing and development contribution sections to make more pragmatic reference to provision of this essential piece of green infrastructure and how it is to be delivered, including reference to a consortium approach to delivery of the whole area to	MILTON CREEK	5.3	STC259

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				benefits and obligations necessary to comply with the SPD.	the north of the railway .			
A	Hyams	APM Metals	Unclear how the redevelopment of Milton Creek Area will impact on respondents' site and industrial business - inclusion of commercial units include retention of current site. Although preference is to remain in situ, due to nature of business could take some time to find and gain permission for an alternative site due to need to be in compliance with Kent Waste Local Plan. Not involved in landowner consultations in advance of SPD drafting.	Comments noted. It is unlikely that this site would be a vital early part of regeneration of the wider Milton Creek district. Although a valued part of the local economy, over the longer term it makes more sense to try and locate heavy industrial processes from residential and leisure uses to get the most benefit from the regeneration effort for the area as a whole. It is likely that the impetus to redevelop any part of the area beyond the town centre core area will come from private sector as part of a larger scheme and this will probably not occur until the economic situation is more favourable. It is regrettable that not all landowners could be included in initial consultations - effort was focused on the largest and most critically located ones. This consultation exercise on the draft SPD made as broad ranging as possible to include all others with a direct or indirect interest.	MILTON CREEK	5.3	STC273	
Mr	Paul	Nicholls	Sittingbourne Retail Park Ltd	Support for identification of Milton Creek as a location for new retail development as part of an expanded town centre.	Support noted.	Paragraph	5.3.1	STC111
Mr	Richard	Feasey	Kent County Council	For consistency with 5.3.12 section should mention requirement for walking and cycling routes to be provided within the central spine. Para 5.3.1 should mention that use of SUDS and swales should also have a dual purpose for biodiversity.	The detail of transport networks is at Chapter 6. The underpinning themes of sustainable development in respect to biodiversity is covered at Chapter 7 and in some detail on specific suitable measures for drainage and biodiversity at Appendix H of the SPD.	Paragraph	5.3.6	STC168
Mr	Richard	Feasey	Kent County Council	Support for encouragement of lifetime homes.	Support noted.	Paragraph	5.3.9	STC169
Mr	John	Feetam	Sport England	SPD notes provision of primary school and other community uses at Milton Creek; and community uses including the leisure centre at Swallows in the town centre. No indication whether sports provision to meet demand from 3000 additional dwellings will be adequately met.	Public open space and sports pitches in accordance with Local Plan policy will be required to meet demand from the additional housing. Other indoor leisure and sporting facilities can be accommodated to the north of the railway should there be sufficient demand for either public or private sector provision .	Paragraph	5.3.10	STC237
	Klaire	Lander		Support for improving public access to the Creek and links to the Saxon Shore Way.	Support noted - the SPD will also be cross referencing the Milton Creek Parklands initiative which will be delivering some of this objective.	Paragraph	5.3.12	STC69

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
Mr	Richard	Feasey	Kent County Council	Management of Green Link to and from Milton Creek should enhance and maintain biodiversity.	These issues are fleshed out in the Green Charter at Chapter 7 of the SPD and in the Green Infrastructure advice at Appendix G of the SPD	Paragraph	5.3.12	STC170
Mr	R P	Phillips	M-Real	SPD should recognise (para 5.3.13) that the Sittingbourne Retail Park is unlikely to be redeveloped in the lifetime of this SPD.	Noted - the SPD Masterplan will be revised to show status quo in this location. Action: Amend para 5.3.13 to be consistent with revised Masterplan land uses.	Paragraph	5.3.12	STC294
Mr	Richard	Feasey	Kent County Council	Bridges over the Creek should be shown as pedestrian and cycle not just pedestrian to be consistent with transport and introductory chapters.	The two bridges shown are illustrative. The Milton Creek Parkland project identifies provision of one which would be for cycles and pedestrians. It may not be possible or desirable to deliver more given ecological sensitivities. Action: Check desirability probability of link to Saxon Shore way over Creek for bicycles and pedestrians.	Illustrative Masterplan: Milton Creek	Figure 5.13	STC167
	Paul	Crampton		Object to loss of the cinema building as loss of an example of Art Deco architecture - can the facade not be retained and restored in front of new use such as residential. Explore possibility of listing.	The cinema building is in a poor state of repair, and the elevations to Crown Quay Lane and St Michaels Rd are unattractive. Even the facade has been degraded. Suggestions have been made to re-use the building for leisure uses on a short to medium term basis, but for the longer term either a substantial amount of money would need to found to restore the facade, if feasible, to front a new complex, or completely replaced with a better modern use. There is no reason why this should not be an attractive high quality building to lift and regenerate the eastern end of the High Street.	EASTERN GATEWAY	5.5	STC48
	G J	Bausola	Crown Quay Motors	Wants clarification of statement opportunities for reconsidering use of buildings and land in the Eastern Gateway and how this will be taken forward in terms of consultation with existing landowners. Vehicle showrooms not the most efficient use of land.	The parcel of land on which the Borough Council offices and vehicle show rooms and a vacant site sit, potentially form a logical parcel for redevelopment for uses, probably with a large element of residential which would be more appropriate to the edge of town location and improve the appearance to this entry to the town. The key element in bringing a scheme forward which would be attractive to the market would be the removal of the Council offices.. However, any such scheme would need to be market led.	Paragraph	5.5.2	STC245
	Robert	Newcombe	Sittingbourne and Kemsley Light Railway Ltd	Support for the principle of this section and would work to provide a green corridor in parallel to the railway. Concern about mention of viability.	There is no specific Local Plan policy to protect the railway corridor (regrettably the Mill closed too late for this issue to be promoted through the Local Plan public inquiry). This is a Supplementary Planning Document and as such	MILL WAY TRANSITION / FRINGE AREA	5.6	STC267

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					cannot write such policy (this would be contrary to the development plan statutory regulations). The SPD goes as far as it can in seeking to retain the corridor for leisure and informal transport purposes. It must make reference to viability, firstly to say that the railway is supported, but if for whatever reason the railways ceases to exist in its current form, then the corridor is not lost. The feasibility of dual or treble purpose use of the corridor would need to be health and safety vetted by the respective authorities (eg Kent Highways for cycle routes and the Rail Inspectorate for railway uses).			
Mr	R P	Phillips	M-Real	Object : MReal Wharf area is shown as open space with public links through - this is an inefficient use of land and not in accordance with general policy for re use of brownfield land. Not viable given existing use. Such uses would benefit other land owners and if such community benefits are to be pursued, then development contributions for such would need to be collected from other areas. Early redevelopment for a beneficial use would contribute more to regeneration. Not achievable to seek regeneration of the modern take away restaurants at west of Retail Park as shown on Masterplan. SKLR terminal and viaduct corridor are a barrier to gain access to whole of western side of the Creek and the light railway is no longer operational over the section of track running through the action area plan. The demolition and removal of these would confer significant benefits for overall regeneration of the town; and the removal of the viaduct would also improve headroom on the public highways which pass beneath it. A substantial tract of land in the north of the plan is not covered by notation in the masterplan.	A modest amount of the Wharf Area adjacent to the Creek is shown as green space an reference to the main plan will indicate that this is the case for all of the Creekside. This is in response to flood risk and climate change considerations; ecological issues; as well as the vision for the whole town to restore and bring the Creek back as a key feature of the town centre. Phasing and developer contributions to achieve this will be revised in the final version of the SPD, but is already mentioned in Appendix F for off site public realm improvements. The SPD has looked at the town centre and Milton Creek as a whole and specifically addressed how these opportunities can be integrated to form good quality, attractive new townscape which is an essential part of viable regeneration. The Retail Park will be returned to status quo on the revised masterplan, as there is little chance of redevelopment in the short to medium term. It is unclear which tract of land in the north is being referred to without notation - that in Milton Pipes ownership has been indicated as necessary for their operational use, with the exception of Craft Marsh (also in their ownership), which is an important ecological site. Consequently no notation for alternative uses is shown on that area.	MILL WAY TRANSITION / FRINGE AREA	5.6	STC286
Mr	R P	Phillips	M-Real	SPD goes into some detail on sites outside SPD area.	SPD regrettably cannot go into detail for sites outside its boundary, but the SPD would be weakened if it did not at least recognise the importance of the opportunity sites abutting it and attempt to allow for their impact.	Paragraph	5.6.1	STC295
Mr	Richard	Adam		Historic buildings on Paper Mill site should be listed and their retention promoted through	Comments noted, but new Conservation Area is beyond the scope of this SPD.	Paragraph	5.6.2	STC85

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				creation of a Conservation Area which should also include the former light railway link between the viaduct and the historic mill site adjacent to the light railway.				
Mr	R P	Phillips	M-Real	I would reiterate the fact that there are no buildings of architectural or historic interest on the mill site.	Whilst not listed, there are some attractive historic buildings on the Mill Site.	Paragraph	5.6.2	STC296
Mr	Richard	Adam		SKLR is already a tourist attraction and viability not in question provided the trackbed is protected by appropriate planning policy. Once redundant pipes are removed, corridor would provide sufficient space for SKLR and walking and cycling.	There is no specific Local Plan policy to protect the railway corridor (regrettably the Mill closed too late for this issue to be promoted through the Local Plan public inquiry). This is a Supplementary Planning Document and as such cannot write such policy (this would be contrary to the development plan statutory regulations). The SPD goes as far as it can in seeking to retain the corridor for leisure and informal transport purposes. It must make reference to viability, firstly to say that the railway is supported, but if for whatever reason the railways ceases to exist in its current form, then the corridor is not lost. The feasibility of dual or treble purpose use of the corridor would need to be health and safety vetted by the respective authorities (eg Kent Highways for cycle routes and the Rail Inspectorate for railway uses).	Paragraph	5.6.3	STC86
Mr	R P	Phillips	M-Real	No longer any operational steam railway along the service corridor within the SPD area. Corridor could contribute to pedestrian and cycle links as a green corridor.	SKLR is expected to resume service along the track within the SPD area in 2010. The most up to date situation will be accommodated in the SPD. IL?	Paragraph	5.6.3	STC297
Mr	Richard	Adam		Support for the proposals to develop a cluster of tourist and cultural attractions provided developments are not detrimental to retention of the railway or other historic buildings in and around the Creek head.	Noted - these are assets, which together with some new development to house them and supporting facilities, could be mutually beneficial to each other.	Paragraph	5.6.4	STC87
Mr	R P	Phillips	M-Real	Queries acceptability of putting residential and commercial occupiers close to a steam railway.	The SKLR does not run full time and is a light railway as opposed to one carrying commercial or industrial traffic. The siting and design and landscaping of the residential blocks can be fine tuned at planning application stage. It is likely to be significantly less intrusive to residential use than a modern electric mainline track, which thousands of dwellings new and old are stuck with.	Paragraph	5.6.4	STC298
Mr	Richard	Adam		Paragraph 5.6.5 supported provided that the proposed developments are not detrimental to retention of the light railway or other significant heritage features along the banks of Milton Creek.	Noted - again there is no reason why these uses should not be complementary. It is expected that any development proposals will be in accordance with the SPD.	Paragraph	5.6.5	STC88

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
Mr	Richard	Feasey	Kent County Council	The concept of a "public realm" area around and connecting to new quayside square is supported. With the correct facilities and design this area has potential to become a destination for recreational tourism. Specific mention of shared use of paths to allow for sustainable access to the railway/Saxon Shore Way/Town Centre and Church Marshes Country Park would be warranted. This would provide a desirable off road cycling/walking route from the bridge on the Sittingbourne Northern Relief Road to the town as well as encouraging healthy lifestyles and supporting tourist and cultural interests surrounding the Railway terminus.	Support noted.	Paragraph	5.6.5	STC171
Mr	R P	Phillips	M-Real	Service corridor viaduct is a barrier to tracts of land on the west side of the Creek - owner of service corridor would be able to look at further to contribute to regeneration of the area.	Comments noted.	Paragraph	5.6.6	STC299
Mr	Richard	Feasey	Kent County Council	Bridge should be shown as a pedestrian / cycling bridge for consistency with other parts of the document.	Noted. Action : add cycling to bridge on plan.	Illustrative Masterplan: Mill Way Fringe / Transition Area	Figure 5.17	STC172
	Chris	Hall	Trenport Investments Ltd	Early completion of the SNRR important for the town centre and Milton Creek regeneration. Trenport own a significant part of the Bapchild link section and could facilitate its early construction as part of a proposed development at NE Sittingbourne. Phasing of sections of the SNRR inconsistent between para 6.3.9 and Table 8.1.	Development on unallocated sites outside the SPD area will be a matter for the emerging Local Development Framework Core Strategy. The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential. The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard. There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown Quay Lane bridge operates satisfactorily, and with reduced	SUSTAINABLE TRANSPORT AND STREET STRATEGY	6	STC76

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward. much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.</p> <p>The phasing and delivery section of the SPD is being revised for the final version.</p>			
Mr	W	Wallis	Kent Police	<p>Transport infrastructure. It is important for Kent Police, as well as the other emergency services, that adequate infrastructure is in place to ensure that they can respond quickly to incidents and have good accessibility to custody suites to ensure maximum productive time on frontline duties. New and existing development should' therefore be provided with adequate transport infrastructure. New development should also be located where it is accessible to services.</p>	<p>Noted - the regeneration of the Town Centre and Milton Creek is a sustainable location close to the main centre. Transport infrastructure to support the new development over the next 10 - 15 years will be a pre-requisite of each major phase.</p>	SUSTAINABLE TRANSPORT AND STREET STRATEGY	6	STC102
Mr	Howard	Moore	Highways Agency	<p>Acknowledge the main principles of the SPD in designing for alternative modes of transport to the car and separating through traffic from local traffic. Support for improvements to public transport, pedestrian and cycle provision and their links to the station and Milton creek.</p> <p>The SPD seeks to attract major new retailers to the town and Sittingbourne therefore has the potential to become a major attractor for shopping and leisure trips, which implies an increase in trips undertaken by any mode of transport or on foot into/out of the town centre from other parts of Sittingbourne and potentially from further afield. This could involve an increase in traffic on the A249 and M2.</p> <p>The SPD proposes changes to the road network in Sittingbourne town centre and highlights the potential for the Northern Relief Road to become a bypass to the town centre. Traffic which is generated by proposed new development could utilise the Northern Relief Road in preference to town centre roads and the A2 as a route to/from</p>	<p>Support for promotion of non car transport noted.</p> <p>The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential.</p> <p>The Sittingbourne Saturn model has been used as a basis for assessing implications of development at a strategic level, and has been used to examine the benefits of the Northern Relief Road to enable DfT funding to be drawn down. A new modelling platform will be created to support our LDF, so in time this will become the base for testing development proposals.</p>	SUSTAINABLE TRANSPORT AND STREET STRATEGY	6	STC106

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				the A249. Proposed development could result in a change in traffic flows on sections of the A249 to the north of the Key Street junction. It is considered important that the scale and nature of these potential traffic effects are established using suitable modelling tool such as the Sittingbourne Transport Model.	The point about the development of Sittingbourne is that it will help to reduce trips away from the area by providing improved retail and additional employment in the town. So, while this may slightly increase the traffic flows on the A249 north of Sittingbourne - where there is ample spare capacity - it will also reduce out commuting and potentially contribute to a reduction in pressure on M2 junction 5. This of course will need to be tested through traffic modelling.			
Mr	Howard	Moore	Highways Agency	Highways Agency state that SPD is generally a sustainable proposal supported by a tariff approach to provide for improvements in the transport network which is itself supported as a sound approach.. If the development proposals put forward in the SPD are fully realised, there is potential that additional traffic could be generated into/out of Sittingbourne which could possibly utilise part of the neighbouring trunk road network. We recommend that the SPD masterplan proposals are assessed using the Sittingbourne Traffic Model to ascertain the scale and nature of any impact which may occur as a result of proposed development on the A249 Key Street, Bobbing and Grovehurst junctions in addition to M2 Junction 5.	The SPD implementation and delivery chapter is being revised to clarify further the phasing of development and provision of essential infrastructure to support it. The Sittingbourne Saturn model has been used as a basis for assessing implications of development at a strategic level, and has been used to examine the benefits of the Northern Relief Road to enable DfT funding to be drawn down. A new modelling platform will be created to support our LDF, so in time this will become the base for testing development proposals.	SUSTAINABLE TRANSPORT AND STREET STRATEGY	6	STC108
	Graham	Ledger		Concern about closure of St Michaels Rd. feels that the whole of the SNRR including Bapchild Link should be complete before this. Castle Rd / Eurolink Way and Mill way congestion serious now and exit from Castle Rd to Sittingbourne will become worse if Bapchild Link not completed first.	The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential. A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward. much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.	SUSTAINABLE TRANSPORT AND STREET STRATEGY	6	STC137

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
Mr	Richard	Feasey	Kent County Council	KCC fully supports the modal change towards sustainable transport choices that the master plan portrays and pursues. In particular the "Paper Trail" is an exciting prospect. The walking and cycling links along the edge of the creek will make a significant contribution towards encouraging healthy lifestyles, ecology, tourism and traffic sustainability. The designs are encouraging and would provide a valuable asset for the town.	Support noted.	SUSTAINABLE TRANSPORT AND STREET STRATEGY	6	STC173
Mr	Richard	Feasey	Kent County Council	<p>East St - Highsted Ave/Avenue of Remembrance - Chilton Avenue</p> <p>KHS are continuing to implement new cycle routes and it is important the master plan proposals provide links to this and funds the appropriate parts of the network.</p> <p>Cycle Parking in the Town Centre</p> <p>As a new shared space is envisaged in the town centre, the provision of sufficient covered cycle parking at shared space locations should be taken into account</p> <p>AS mentioned in the Masterplan, provision should be made for cycling and walking routes on any alterations to road layouts or new roads. Most routes in the town currently are not user-friendly for pedestrians and cyclists.</p> <p>Need to consider cycle parking provision on the High Street.</p> <p>Multi-storey car parks should include secure cycle parking.</p> <p>Retail bridge - Cycle parking facilities need to be planned on both sides of the bridge.</p> <p>Plans for secure, covered cycle parking at the proposed developments in the town centre need to be included in accordance with cycle parking standards.</p> <p>Cycle parking at public open space areas needs to be included.</p> <p>Links to Station</p> <p>The current links to and from the station for pedestrians and cyclists and the mobility impaired - i.e. under the railway bridge at Milton Road - are not user-friendly or DDA compliant.</p> <p>At the station free covered cycle parking as well as that for season ticket holders should be included. Experience elsewhere shows that this encourages and increases cycling and modal shift away from the car.</p>	<p>Comments noted - a number of the points are already made in the SPD in the sections on pedestrian and cycleway networks. these could be clarified and sharpened a little more to ensure the key principles are made. the finer detail of location and design may need to left for detailed development proposals.</p> <p>Action: Ensure that key design and infrastructure principles for walking and cycling are included in the relevant sections of the SPD.</p>	SUSTAINABLE TRANSPORT AND STREET STRATEGY	6	STC175
Mr	Neill	Tickle	AmicusHorizon	AmicusHorizon agree and support the strategy	Support noted.	SUSTAINABLE	6	STC254

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
			Ltd			TRANSPORT AND STREET STRATEGY		
Mr	Richard	Feasey	Kent County Council	Para 6.2.1 needs addition to meet the needs of the disabled; suggest adding to bullet 3 "Promoting great streets where movement and place user demands are resolved on a street by street basis, with pedestrian facilities, particularly for those with impaired mobility ,a non-negotiable requirement on all streets".	A few words could be added to this part of the SPD to include the needs of the disabled. Action: Add a few appropriate words to section 6.2 to allow for disabled users.	Paragraph	6.2.1	STC176
Mr	Ross	McCardle		Objects to closure of St Michael's Rd because: Scheme is just a glorified access to superstore. Access for remainder of town centre is via the two railway bridges at either end of St Michaels Rd, which are currently inadequate and jam frequently at peak time or with minor blockage anywhere on system. Initially this scheme was unacceptable - what has changed? Does not believe SNRR will alleviate these problems - will only remove HGVs - sheer weight of cars at peak time is the problem. New dwellings are likely to be car dependent whatever the design intention and will worsen the problem. Full pedestrianisation of High Street would be preferable. Sees no point in two way buses - bus routes are meant to be circuitous. High Street renovated only 15 years ago - functions adequately - pointless to dig it up again to provide access to Tescos - should explore more sensible route.	It is not possible to achieve the retail footprints which will attract modern developers to the town with St Michaels Rd in situ and certainly not if it were to be widened. This would create an even bigger barrier between the station and the town and the new community who will be living to the north of the railway. Regeneration of the town centre is dependent on the Sittingbourne Northern Relief Road Creek section which is on site from September 2009. Development to the north of the railway will be largely dependent on the Bapchild section of the NRR being in place. Through traffic and especially industrial traffic will therefore be taken out of the town centre at an early stage. Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term. The opening of the SNRR across the Creek provides a significant shift in traffic patterns in the town because of a new and more direct route into Eurolink. This will reduce the traffic travelling through the town to access the site. There will become a point in the development of the masterplan that the full NRR to Bapchild will be needed, and further work will be undertaken to establish when this becomes essential. The Borough Council consider that through traffic should be discouraged from using routes to the south of the town centre such as the Avenue of Remembrance. Instead, through traffic will be directed to use Eurolink Way because it is of a much higher standard. There are no proposals to widen the railway bridges because initial modelling work, in conjunction with a review of the main routes in and out of the town will change demand patterns, particularly at Milton Road. The Crown	Paragraph	6.3.4	STC28

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					<p>Quay Lane bridge operates satisfactorily, and with reduced HGV movements from the opening of the NRR should operate better than it currently does.</p> <p>A significant amount of modelling - indeed more than is usually required at masterplan stage has been undertaken. However, as more detailed proposals come forward, much more in depth work will be carried out to satisfy both the planning and highway authorities that what is proposed is appropriate.</p> <p>The purpose of the masterplan is to establish the principles for development. In relation to the High Street the principle of two way bus flow in the High Street is one of those key principles. While a number of the points raised would typically be dealt with during the next stage where more detailed design work would be undertaken. The masterplan will be redrafted in relation to these aspects to provide flexibility in routeing options should aspects of what is shown in the final version become difficult to deliver due to technical constraints.</p>			
Mr	Richard	Feasey	Kent County Council	<p>It is important that the High Street remains fully integrated into the redeveloped town centre and does not suffer from the focus of the town shifting northwards towards the creek.</p> <p>New development should be sympathetic to the Conservation Area and the Listed and other historic buildings in the town centre.</p> <p>The requirement for the design of a high standard of streetscape in the High Street is fully supported.</p>	Comments Noted	Paragraph	6.3.4	STC178
Mr	Michael	Lorkins		<p>High Street should not be open for buses as would be unsafe for small children and families - should be pedestrianised.</p>	<p>The purpose of the masterplan is to establish the principles for development. In relation to the High Street the principle of two way bus flow in the High Street is one of those key principles. While a number of the points raised would typically be dealt with during the next stage where more detailed design work would be undertaken. The masterplan will be redrafted in relation to these aspects to provide flexibility in routeing options should aspects of what is shown in the final version become difficult to deliver due to technical or irresolvable safety constraints.</p>	Paragraph	6.3.5	STC37
Mr	G	Randall	Conservative Association	<p>Objects to any car free dwellings - excuse to build more flats.</p> <p>Car free not a valid approach in Sittingbourne and unlikely to be in foreseeable future.</p> <p>Lack of car parking leads to dispute and the need for enforcement.</p>	<p>Planning for the longer term future has much more emphasis on enabling people to walk and cycle short distances, both from the point of view of public health but also from the point of view and climate change and likely increases in fuel prices over the longer term.</p>	Parking	6.4	STC131

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				Maximum car parking standards leads to slum creation and no-go zones for families. If flats have to be built should be one storey higher to provide undercroft parking. All development should have extra land allocated adjacent for car parking contingency. Developers should not be allowed to build on existing car parks before new infrastructure provided - must be legally required rather than 'encouraged'.	Residential car parking standards will be in accordance with the guidance provided by KCC revised standards due to be published in 2009 or whatever is current at the time of relevant planning applications. A mix of housing types and sizes will be expected across the SPD area to meet needs of all sections of the community.			
			Tesco Stores PLC	General principle of 1 parking space per 25 sq m of commercial space and minimal for residential schemes is considered appropriate, but text should reflect the need to be flexible on a per planning application basis depending on type of accommodation and mix of uses.	New KCC vehicle parking standards are expected to be issued in 2009 and these (or whatever standard is current at the time applications are made) will be used as a guide for parking standards. Car parking requirements will be set against the overall transport strategy set out in the SPD and relevant policy.	Parking	6.4	STC223
	Julie	Argent	Police Architectural Liaison Officer	All car parks should be designed to the Safe Parking award standard - for eg Fremlin Walk Maidstone.	Noted - all development will be required to be of high design and quality.	Paragraph	6.4.1	STC58
Mr	Richard	Feasey	Kent County Council	KCC will be updating the residential car parking standards later in 2009 and urges local planning authorities to adopt them.	Noted - these will be important guidance but their status will have to be pursued outside of this SPD.	Paragraph	6.4.7	STC179
Mr	Richard	Feasey	Kent County Council	Page 87 - It would be useful if the map could include some street names so that the places referred to in para 6.3.6 can be easily found	Noted. Action: Seek to include some street names on the street network map to provide reference points to link back to para 6.3.6	Future Street Network	Figure 6.1	STC180
Mr	Richard	Feasey	Kent County Council	All bus links in and around town centre including links with other towns should be reconsidered. Incentives to local people to encourage sustainable transport eg time saving cycle routes; bike to work schemes and bus discounts for local workers; working with employers to enforce travel plans; and providing less parking spaces in the centre of town.	Noted.	PUBLIC TRANSPORT	6.5	STC177
			Barratt Strategic Land	Support the importance of the railway station as the focus of public transport interchange for the town and the need to simplify bus routing around the town. Pages 89 - 90 do not create direct bus links to the station. Current arrangements require buses to turn back on themselves creating more circuitous routes and longer trips.	Transport corridors are only one element required to make a successful town centre and which the station; bus station and associated station square are a focal point, it is totally inappropriate that transport routes should dominated the town centre as suggested by a route back to the High Street via what is now The Forum. This would totally negate the opportunity to provide the site area required to attract modern retailers to the town - which is essential if	PUBLIC TRANSPORT	6.5	STC232

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				No reason why bus access could not be promoted more directly via the proposed redeveloped Forum Centre or via some other route that would avoid buses looping back on themselves in this manner. Master plan should make strong public transport corridors an explicit structuring element of the overall scheme. The present reliance on a very challenging 'two way bus arrangement on the High Street that must be proved' (paragraphs 6.5.4 and 6.5.5) allied with the proposed dog leg link to the railway station is in our view an insufficient response to the imperative in a low carbon future to promote comprehensive new public transport infrastructure, higher rates of modal change and a modern high quality interchange.	any of the proposed regeneration is to be economically feasible. In addition the turning space required by buses would mean significant damage to the High Street Conservation Area. The interchange facility would be designed to accommodate any turn back facilities required by bus routes. Indeed, the masterplan does provide the opportunity to review bus routes as a whole across the town centre			
Mr	Paul	Sharpe	LaSalle Investment Management	Support for provision of public transport interchange and real time information for travellers. Suggest that improvements to the domestic rail services be exploited to the maximum for the benefit of the town centre and with that in mind to facilitate linkages to Kent Science Park.	Noted.	PUBLIC TRANSPORT	6.5	STC242
Mr	Ian	Jarrett		Railway station building is a valuable historic building. It must be the most prominent building on the new station square and must not be dominated by new development around it.	The station building is likely to be retained , but is not of sufficient scale or impact to be the most prominent building in the station square. The space in this critical focal point will need to be well used.	Paragraph	6.5.1	STC33
Mr	Ian	Jarrett		Railway station building is a valuable historic building. It must be the most prominent building on the new station square and must not be dominated by new development around it.	The station building is likely to be retained , but is not of sufficient scale or impact to be the most prominent building in the station square. The space in this critical focal point will need to be well used.	Paragraph	6.5.1	STC34
Mr	Ian	Jarrett		Suggest exploring potential for use of SKLR as a park and ride facility from Shoppe and Kemsley. May need extension and parking facility in vicinity of A249. Precedent in case of East Lancashire (Bury). would provide a dual role for railway and contribute to multi modal transport.	The Light railway originally served the Sittingbourne Mill site. It is not entirely clear that the benefits of such a service would outweigh the costs of constructing what would be an expensive and complex new piece of infrastructure. The rail corridor would have to compete with a 15 minute frequency bus service and it is doubtful that a park and ride using the railway would be an attractive proposition. However, the masterplan seeks to preserve the railway as a heritage attraction. To upgrade it to a park and ride facility, with the modern specifications for rolling stock and so on would considerably dilute its heritage value and require a potentially significant upgrade of track.	Paragraph	6.5.2	STC32
Mr	Ian	Jarrett		Recognise bus transport is important, but two way buses on High Street could be a backward step as buses are noisy and dirty - better to pedestrianise the High street completely.	The introduction of 2 way bus services in the high street will be the subject of much more detailed design as proposals come forward. The environment within the high street will form a key consideration during the development	Paragraph	6.5.4	STC31

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				High Street has some important building and must not be forgotten. Use space currently occupied by ugly buildings (eg Wilkinsons, Superdrug, Iceland) to provide green walkways to new shopping centre where these stores could be re-accommodated.	of options The SPD sets out the Borough Council's intention that the High Street must be well integrated with the new development; and of course this mean that there will need to be careful account of any effect on the High Street Conservation Area and Listed Buildings. Subject to those considerations, if the market conditions are right, there would be nothing to stop redevelopment of the less attractive buildings in the High Street.			
Mr	Richard	Feasey	Kent County Council	Page 90 Figure 6.2. It is considered that East Street should be the primary bus route. The eastern section of Eurolink Way and Castle Road could potentially be a secondary bus route.	There should be enough flexibility provided within the masterplan to allow transport operators to have options in the most appropriate way to deliver their services. This will be included in the final version of the SPD.	Bus Network Plan	Figure 6.2	STC181
Mr	Richard	Feasey	Kent County Council	General support for green links and pedestrian routes out to Church Marshes Country Park. This will need pedestrian links across the Creek as well as the railway and should link up with NCR1. Should be covered cycle parking and picnic benches along the new trail. The east-west walking / cycling route parallel with railway will be along blank north elevation of the retail store - not interesting or pleasant. More north south routes using historic alleyways - few around new superstore.	Support noted. Links may be provided across the Creek, but will need to respect ecology. Access and facilities covered by the Milton Creek Parkland project and will need to respect ecological sensitivities. The design challenges posed by this route are recognised and solutions set out in Chapter 5. Use of north south routes to integrate new development with the old for pedestrians and cyclists is noted in Chapter 5.	WALKING AND CYCLING	6.6	STC174
Mr	Nigel	Jennings	Natural England	Natural England support improved access for pedestrians and cyclists	Support noted.	WALKING AND CYCLING	6.6	STC200
Mr	R P	Phillips	M-Real	There is a significant opportunity for a major contribution to general permeability of pedestrian and cycle links throughout the regeneration area by utilisation of the Service Corridor within my client's ownership. However, there would be direct conflict if there were intentions for an operational railway.	The masterplan supports the operation of the light railway within the service corridor. The masterplan also states that should the railway become unviable in the longer term then the corridor would be retained for the use as a cycle and pedestrian corridor.	WALKING AND CYCLING	6.6	STC300
	Robert	Newcombe	Sittingbourne and Kemsley	SKLR support the pedestrian links to the Light Railway and Milton Regis, and keen to work with	Support noted. The reinstatement of the bridge link into the Mill site is something that will need to be progressed	Paragraph	6.6.2	STC268

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
			Light Railway Ltd	the LPA for a successful outcome. Suggest value could be added to the scheme through re-instatement of the bridge over Mill way and alteration of Sittingbourne Viaduct station site to provide a footpath directly to Milton Creek.	independently from the town centre masterplan.			
	Chris	Hall	Trenport Investments Ltd	Figure 6.4 is inconsistent with para 6.6.3 as East street/ High Street are not shown as part of the primary or secondary cycle network.	Noted - these should be shown as secondary routes. Action: Amend Fig 6.4 accordingly.	Paragraph	6.6.3	STC248
Mr	Richard	Feasey	Kent County Council	Page 92 Figure 6.3. Bell Road, leading to two secondary schools and the Hospital, should be considered a Primary Walking Route.	Agreed Action: Amend Fig 6.3 accordingly.	Pedestrian Network	Figure 6.3	STC182
Mr	Richard	Feasey	Kent County Council	Figure 6.4 Cycle Network - The figure appears to miss out the secondary cycle routes along High Street and East Street. This is mentioned as a key link in both the sustainable transport section 6.3.4 and the cycling section 6.6.3. Fig 6.4 Should be clear that the High Street is open to cyclists and to taxis.	Agreed Action: Amend Fig 6.4 accordingly	Cycle Network	Figure 6.4	STC183
	D	Wiffen		Support for inclusion of SKLR in alternative transport routes - important part of heritage and for tourist attraction. Important to continue to support them.	Support noted.	Paragraph	6.7.2	STC339
Mr	Nigel	Jennings	Natural England	Support for Green Charter from Natural England. For development to be sustainable in the face of climate change it will need to reduce carbon emissions, make efficient use of natural resources and promote biodiversity.	Support noted.	'GREEN CHARTER'	7	STC201
Mr	Brian	Lloyd	CPRE (Kent)	Support for Green charter. However, feel that 7.3.3-4 on Code levels and BREEAM standards offer a get out clause for developers which enables them to meet a lower standard. Para 7.45 is non committal in provision of renewable energy and low carbon technology.	Support noted. The SPD goes as far as it can in advising this respect in the absence of adopted policy either in the Local Development Framework or at national level which specifies minimum standards.	'GREEN CHARTER'	7	STC227
Mr	Neill	Tickle	AmicusHorizon Ltd	AmicusHorizon agree and support the green charter	Support noted.	'GREEN CHARTER'	7	STC256
Mr	Richard	Feasey	Kent County Council	Suggests that the sections on Code for Sustainable home and BREEAM could be strengthened given the national timescales for implementing minimum standards and likely implementation of much of the housing in the	Noted - it is considered that the SPD goes as far as it can in this respect given current national policy and the fact that there is no adopted DPD policy requiring a tighter standard. If either of these policies are in place prior to detailed planning permission being in place, then they will	CODE FOR SUSTAINABLE HOMES AND BREEAM	7.3	STC185

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				SPD. National planning policy guidance (PPS1 Supplement) suggests that measures to accelerate implementation of the national timetable through planning policy should, in the first instance, be promoted through a DPD rather than supplementary guidance.	be required to comply with them.			
			Tesco Stores PLC	It is welcomed that the council recognise that code level 4 as a minimum requirement could have significant cost implications and would accept code level 3, if a cost analysis warrants this. The cost of residential development needs to be considered in view of market conditions at present and as well as affordable housing requirements, other infrastructure requirements and S106 costs, and additional sustainability requirements can be onerous of not considered as a holistic development approach.	Noted - it is considered that the SPD goes as far as it can in this respect given current national policy and the fact that there is no adopted DPD policy requiring a tighter standard. If either of these policies are in place and require a higher standard prior to detailed planning permission being in place, then development proposals will be required to comply with them.	CODE FOR SUSTAINABLE HOMES AND BREEAM	7.3	STC224
Mr	R P	Phillips	M-Real	Over zealous application of Code for Sustainable Homes may frustrate regeneration of the area. Even at Code Level 4 there are issues which are in conflict with the requirements of occupiers.	Comments noted. More stringent Code requirements are expected to become statutory in time. Measures to assist with compliance are expected to become cheaper. Ultimately climate change and energy efficiency are serious matters which need to start being addressed as soon as possible.	Paragraph	7.3.3	STC301
Mr	Richard	Feasey	Kent County Council	KCC have only budgeted for BREEAM "Very Good" standard for all its new service buildings. To build these to "Excellent" standard as indicated by para 7.3.4, alternative external funding sources would need to be identified (as per policy set out in Vision for Kent 2006-2026 pp27-29).	Comments noted.	Paragraph	7.3.4	STC184
Mr	Richard	Feasey	Kent County Council	Support the identification of the opportunity for a decentralised district energy system, but SPD needs to be bolder in its expectations for this and show how the Borough Council might lead this. SPD should indicate best location for a CHP. Network could be founded initially on the core retail development. Opportunity for regeneration of a town centre of this scale to provide a viable district energy system to act as an exemplar for Thames Gateway. Cant be left to Expectations from Developers section as likely to result in a fragmented and unsuccessful approach unlikely to deliver the critical mass to achieve viability. Will require leadership and innovative thinking from the Borough Council and any development partners.	Support noted Agree that references should be added to put the onus on a developer(s) to consider in liaison with SBC and KCC the opportunities and practicalities of introducing sustainable for decentralized energy provision.	DECENTRALISED ENERGY AND LOW AND ZERO CARBON TECHNOLOGIES	7.4	STC186

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				SPD should make provision for improvement in the sustainability of existing buildings within the town centre. eg by connection to a future district energy system and perhaps linked to this the roll out of measures that improve building performance and lower carbon footprint. SPD could cross refer to Kent Design for sustainable building matters.				
Miss	Debbie	Salmon	Kent Wildlife Trust	<p>Swales and SUDS can be used as connections within the Green Grid so long as they are biodiverse and protect the quality of the environment within the creek. Ideally this should involve a system of French drains, swales, reedbeds and balancing ponds, which then feed into the Creek.</p> <p>Support for enhancement and protection of ecology in Appendix E1.</p> <p>Objects to Appendix G1 as this has the focus for green infrastructure for human access rather than maintaining and improving biodiversity. This is interpretation of green infrastructure is not in accordance with Policies NRM5, CC8 and PPS9. Specifically object to full recreational access to Milton Creek LWS area and Swale Estuary and Marshes SPA areas - access should be limited to these. Open space should be used and owned by the community but natural areas should be protected from overuse. Increases in biodiversity and natural areas should be created throughout the area, not just where deficiencies in natural space occurs. Amenity, play and open space should incorporate natural habitat creation or enhancement if included in the green infrastructure.</p>	<p>SUDS design noted, although the detail of this will need to be a matter for planning application stage.</p> <p>Support for Appendix E1 noted.</p> <p>The South East Plan also allocates the Kent Thames Gateway as a growth area and the regeneration of Sittingbourne is specifically mentioned as a key element in this in the sub regional policies. A balanced view therefore needs to be taken of natural and regeneration objectives. The Greening the Gateway initiative is intended to assist with managing recreational pressures within the Thames Gateway and the Milton Parklands project specifically addresses the issues in respect of the Sittingbourne area within this. The SPD will set out a framework for mitigating impact on biodiversity and work together with the Parkland scheme to control and manage access, whilst protecting the most sensitive areas. However, it is unrealistic to expect to curtail access completely and it is unlikely that every green space can also be managed for biodiversity .</p>	Paragraph	7.5.6	STC129
Mr	Richard	Feasey	Kent County Council	Page 100 Para 7.5.6 adapting to climate change - developments should ensure that the impact of climate change on biodiversity is considered and that, where appropriate, habitat connectivity is retained.	<p>Noted</p> <p>Action: Add an additional bullet point to 7.5.6 to acknowledge the impact of climate change on biodiversity.</p>	Paragraph	7.5.6	STC187
Mr	Brian	Lloyd	CPRE (Kent)	Chapter 8 on delivering the Master Plan is vague, lacks certainty and stresses the difficulties and potential viability/feasibility of the development. Even Table 8.1, which seeks to explain the	A substantial amount of additional work has been done on the phasing and implementation of development and supporting infrastructure and this section will be	DELIVERING THE MASTERPLAN	8	STC229

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				relationship between development and infrastructure works, is unclear as it does not quantify the development that is dependent on specific infrastructure provision. As a result it is difficult to understand what will be delivered where and when, and how the delivery of the various development sites is related. We consider that this chapter needs to be reconsidered to give a clearer indication of the likely delivery scenario, including indicative timescales linked to locations and quantities of development. It would also be appropriate to up-date this as the situation becomes clearer.	substantially revised in the final version of the SPD. Action: Revise and clarify Chapter 8.			
			Barratt Strategic Land	Feel that the timing for the development of the SPD areas is very over optimistic and could take up to 20 years to deliver significant parts of it. Should focus on delivery of the town centre core and leave the remainder for further testing and phasing as and when appropriate infrastructure can be brought forward especially the SNRR, which is reliant on public funding. SFRA may also impact on deliverability. This will open up a medium term hole in the housing land supply, which could necessitate greenfield release.	The SPD is concerned with delivering allocations made in the Local Plan (2008) and although they will be delivered over a longer time scale, it is unsatisfactory to leave the important regeneration areas to the north of the railway to come forward in a piecemeal manner. The Interim SHLAA (2008) illustrates a housing land supply in excess of 10 years with green fields identified for the medium term in the Local Plan (2008). The SHLAA and strategy for the longer term is a matter for Core strategy and beyond the scope of this SPD. The bridge section of the SNRR is being publicly funded and will be on site in September 2009. The Bapchild Link will need to be funded at least in part from development contributions and the SPD has a key role to play in coordinating this. The phasing and delivery section of the SPD is being revised following further study, to facilitate a more comprehensive approach and realistic relationship to essential infrastructure provision. Action: Phasing and delivery section of SPD to be revised to reflect a more realistic relationship between phasing of development and key infrastructure requirements.	DELIVERING THE MASTERPLAN	8	STC231
Mr	Neill	Tickle	AmicusHorizon Ltd	AmicusHorizon agree and support the aims of delivery	Support noted	DELIVERING THE MASTERPLAN	8	STC255
	Julie	Argent	Police Architectural Liaison Officer	The Design and access Statement should include clear measures on how the approach will help design out crime and improve community safety.	These issues are covered in a the Kent Design SPD document which need not be repeated here.	Paragraph	8.1.3	STC59

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Mr	Richard	Feasey	Kent County Council	Page 101 Para 8.1.3 - Scoping survey and recommended species surveys - the surveys should also include recommendations for mitigation (where relevant) and enhancement. Surveys may be included within an EIA but where an EIA is not relevant, scoping surveys, and where appropriate specific surveys, should be included.	Noted - this section is likely to be reduced as general advice is available on submitting planning applications which does not need to be reproduced here.	Paragraph	8.1.3	STC188
	Nick	Philpott	Environment Agency	Environment Agency recommend (in accordance with PPS23) that preliminary risk assessments with regard to ground contamination from current or historical land uses are sought at outline application stage in view of the extensive industrial history of much of the SPD area.	Noted. Action: Include recommendation that this type of investigation should be considered at outline application stage.	Paragraph	8.1.5	STC203
Mr	W	Wallis	Kent Police	Support for developer contributions to police and emergency services commensurate with size of new developments	Support noted.	PLANNING OBLIGATIONS	8.2	STC104
	Susan	Solbra	Southern Water	Major new development is proposed in the SPD and investment will be required to the local sewerage and water distribution systems to provide additional capacity. These improvements will need to be funded by the development in accordance with Ofwat policy. This approach ensures that the infrastructure is paid for by those who directly benefit from it, and protects existing customers who would otherwise have to pay through increases in general charges. Support for 7.5.7 on water efficiency; 8.3.3 - development dependent on necessary infrastructure being in place; Appendix F - development contributions for off-site utility infrastructure. A detailed assessment of foul and combined sewer capacity will need to be carried out. However Southern water advise that there are likely to be shortcomings on the sewerage system and the need for separation of foul and surface water drainage. A strategic main is currently being installed around Eastern Sittingbourne and the indications are that the water supply system serving the town is robust. However, detailed checks will need to be made as individual proposals come forward and developers will need to requisition a connection if	Support noted. Chapter 8 and Appendix F can be amended to include detail of the local water supply and wastewater infrastructure requirements. Action: Amend SPD to include Southern Water recommendations	PLANNING OBLIGATIONS	8.2	STC136

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				<p>capacity in the local water distribution system is insufficient to serve proposed development. Development design must conserve underground infrastructure or alternatively it may be possible to divert at the developers expense. Proposed changes to the SPD to reflect these issues are:</p> <ul style="list-style-type: none"> * Removal of surface water which currently drains to the combined sewerage system, unless proved to be impractical. * Demonstration of adequate sewerage capacity (surface water and foul water), or, if capacity is insufficient, requisitioning of a connection to the nearest point of adequate capacity, as specified by Southern Water. * Demonstration of adequate capacity in the water supply distribution system, or, if capacity is insufficient, requisitioning of a connection at the nearest point of adequate capacity, as specified by Southern Water. * Submission of Drainage Impact Assessment and Infrastructure Statement. * Protection of existing underground sewers and water mains, and provision of easements to secure future access for the purposes of maintenance and upsizing. * Legally binding arrangements to ensure long-term maintenance of SUDS. * Amend Appendix F to include water distribution mains 				
Mr	John	Feetam	Sport England	<p>Sport England has concerns on how the provision and contributions sought for outdoor sports facilities are calculated (S106 SPD), along with the apparent omission of indoor sports provision from the STC document. Consequently this draft SPD does not adequately demonstrate that the needs arising for sporting provision from the development of up to 3,000 new dwellings will be adequately met. Sport England is aware that the Swallows Leisure Centre falls within the area covered by the SPD. However, it is unclear whether the leisure centre has adequate spare capacity to cater for the demand that will be generated by the proposed development for such indoor sporting provision. As presented within our response to the Developer Contributions SPD, Sport England's Sports Facilities Calculator suggests that a</p>	<p>SBC Leisure Services advise that there is spare capacity at the Swallows Centre, which is unlikely to be exceeded in the short to medium term . Work currently in hand to inform indoor leisure provision will feed into the Core Strategy and, if necessary, provision for demand arising from the latter stages of the town centre development can be addressed then.</p>	PLANNING OBLIGATIONS	8.2	STC238

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				population of 1000 people in Swale may generate a demand for 10.28sqm of swimming pool space and 0.28 sports hall courts. Whilst the projected population increase resulting from the 3,000 dwellings may be unknown it is Sport England's opinion that it will place considerable additional demands on the existing sporting provision within the area.				
	Chris	Hall	Trenport Investments Ltd	Concern that developer contributions will be sought for education even if there is capacity in existing establishments.	Swale BC is guided by the Local Education Authority at the time of planning application as to what educational facilities can fairly and reasonably be required as arising from the needs of the proposed development. However, the scale of the proposed regeneration at Sittingbourne Town Centre is very likely to result in the need for a new primary school and the education authority have also specified that contributions for adult education should be included in the SPD as a separate item.	PLANNING OBLIGATIONS	8.2	STC246
Mr	Richard	Feasey	Kent County Council	Section 8.2.3 and Appendix F - The historic and cultural facilities in the Milton Creek area should be included in the framework for developer contributions. Section 8.2.3 Support for statement that new development is only permitted where the proper provision of services and infrastructure improvements can be made to meet the needs arising from the developments concerned, or contributions are obtained. A distinction should be made in the list of community facilities under the heading 'Education' between primary and secondary schools (one heading) and adult education.	Support noted. Action: Amend text accordingly	Paragraph	8.2.3	STC189
Mr	Richard	Feasey	Kent County Council	Section 8.2.7 - change second bullet point to "On-site archaeological evaluation and mitigation (investigation, recording and preservation of important features). Section 8.2.7 - fourth bullet should include monitoring of site where mitigation has been carried out.	Noted. Action: Include reference to 'on –site archaeological evaluation into revised Section 8.	Paragraph	8.2.7	STC190
	Chris	Hall	Trenport Investments Ltd	There will need to be a relocation of a number of businesses from the regeneration area of the town centre. Land to form Eurolink Phase V at North East Sittingbourne needs to be allocated to help to facilitate this.	The allocation of land at Meres Court in the Local Plan (2008) is beyond the scope of this SPD and would need to be pursued through a separate planning application.	PHASING AND IMPLEMENTATION	8.3	STC247
Mr	R P	Phillips	M-Real	Phasing of the Mreal Mill site should be acknowledged as being prior to any of the SPD sites.	The Mreal site itself is beyond the scope of this SPD. However, any development proposals which would fetter the implementation of the Local Plan / SPD proposals	PHASING AND IMPLEMENTATION	8.3	STC302

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					would be unlikely to be approved; and moreover may attract significant infrastructure needs which would be better provided as a more comprehensive approach to the town centre .			
Mr	Richard	Feasey	Kent County Council	Fig 8.1 indicates different phases of development but does not have time scale or implementation periods attached to them especially in regard to the quanta of development proposed for housing and retail in each phase and how it links with key pieces of infrastructure eg SNRR	Noted - this section will be substantially re-written in the final version of the SPD. Action: Revise phasing and implementation section.	Phasing Plan	Figure 8.1	STC191
			Tesco Stores PLC	Text should be more flexible in respect of acknowledging a number of potential other uses to the north of railway depending on market conditions, and also that phasing needs to be mindful of this. The masterplan should also consider that this space could be used for other uses, should its full retail potential not be viable. The phasing plan shows the retail core, north and south of the railway to be delivered as phase 1 (a & b), with High Street works as phase 2. There are a number of costly infrastructure requirements, and the phasing plan would need to reflect this and other practicalities such as site ownership, quick win development to act as a catalyst for wider regeneration and other factors. To define the delivery of the retail to the north and the bridge as phase 1b, may be optimistic in respect of finding an appropriate retail operator and current market conditions	Noted - this section will be substantially re-written in the final version of the SPD. Action: Revise phasing and implementation section.	Phasing Plan	Figure 8.1	STC213
	A	Hyams	APM Metals	Seeks clarity as to whether premises will be in Phase 2 or 3 of development. Demolition of surrounding Phase 2 area has given area a desolate appearance which is not conducive to business.	Noted - this section will be substantially re-written in the final version of the SPD. Action: Revise phasing and implementation section.	Phasing Plan	Figure 8.1	STC274
Mr	R P	Phillips	M-Real	Mreal Wharf site can be redeveloped at an early stage and should not be prejudiced by lack of progress in other areas.	The town centre regeneration must be done in an holistic rather than a piecemeal manner to achieve a successful town for the future. The phasing and implementation section is being substantially revised, but key pieces of infrastructure may dictate the order in which development can happen to ensure overall success .	Paragraph	8.3.23	STC303
	Chris	Hall	Trenport Investments Ltd	Clarity needed between text and Appendix F on what developer contributions will be required towards Phases 2 and 3 of the Northern Relief	Noted - Phase 2 - The Creek Crossing is being met out of public funding and will be on site from September 2009.	Paragraph	8.3.28	STC77

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				Road.	<p>The Bapchild link has no public funding at present.</p> <p>This section of the SPD will be substantially re-written in the final version of the SPD.</p> <p>Action: Revise phasing and implementation section.</p>			
Mr	Richard	Feasey	Kent County Council	<p>Page 116 The Strategic Rail Authority was abolished in 2006.</p> <p>Page 116 Structure Plan - in view of the imminent demise of the Structure Plan this entry might also note that the Structure Plan will be superseded by the RSS (South East Plan) in 2009</p>	<p>Noted - the SPD will be updated accordingly.</p> <p>Action: Update Glossary</p>	APPENDIX A: GLOSSARY	A	STC192
Mr	Richard	Feasey	Kent County Council	<p>No indication for phasing and timing of residential development and impact on education provision. It is expected that the new development likely to generate 420 primary and 300 secondary pupils. Taking into account forecast available capacity in all of the relevant town centre schools post 2012/13 together with the pupil numbers coming from other housing developments with recent planning permission, or that are being considered, the net requirement for pupil places becomes 188 primary and 420 secondary places. This will necessitate new primary and secondary school infrastructure. KCC will have to ascertain how this new infrastructure can be realised once a housing trajectory for the town centre development area is compiled. This could comprise expansion (albeit limited) of the existing school facilities or new schools. The SPD indicates an allowance for a new school site in the Milton Creek district, the precise benefit of which needs to be assessed between KCC and the Borough Council. The KCC Building Schools for the Future programme would need to acknowledge, and be informed by, the outcome of this SPD in order to ensure that the requisite number of secondary school places is available when the new build programme in Swale is implemented.</p>	<p>Noted .</p> <p>The SHLAA (due end of 2009) will be apportioning some phasing to housing provision in the town centre. The SPD does make provision for a primary school in the Milton Creek area and the Local Plan (22008) allocates land for a secondary school at Quinton Road (north of the railway). Continuing close liaison with KCC Education Service should enable relevant provision to be brought forward as the regeneration progresses.</p>	APPENDIX D: POTENTIAL DEVELOPMENT QUANTUMS	D	STC193
Mr	R P	Phillips	M-Real	<p>1745 sq m for culture and heritage (Block 25 Mill Way area) seems excessively large and single storey building poor use of town centre site.</p>	<p>The storey height in this area is indicated as 3. Cultural and heritage uses in the vicinity of the Creekside could form and attractive and viable new area of townscape especially if mixed with compatible and complementary uses. Quanta may need to be re-calculated following</p>	APPENDIX D: POTENTIAL DEVELOPMENT QUANTUMS	D	STC304

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
					revision of masterplan.			
Mr	Michael	Lorkins		Blocks 100, 101, 102,103, 104 should not be for residential as this will be too noisy but should be considered for commercial/high quality office promoting office space near to the railway station with good connections to London, Dover/Europe and supporting the day time economy. Blocks 101,102,103 and 104 should not be considered for a multi Cinema as the activity in and around the building creates a feeling on non activity	The blocks 100 -104 are in the town centre core area. Sittingbourne does not have a strong office market and it is unlikely that there will be in the foreseeable future. Offices do not contribute to the night time economy or passive surveillance and vitality of the town centre after closing. Blocks 101 -104 are unlikely to be the cinema. However a cinema does contribute to night time economy and vitality of a town centre.	Broad development quantum: Milton Creek	Table D.1	STC41
Mr	Paul	Nicholls	Sittingbourne Retail Park Ltd	Para 4.5 and Appendix D should be revised to confirm whether or not the Retail Park is included.	The figures in the development quantum represent new development and do not make allowance for any change tot he Retail Park	Milton Creek: Development Blocks	Figure D.2	STC117
Mr	Michael	Lorkins		Blocks 94, 95, 96 ,97 should be considered for high quality office as retail would split the retail offer whilst offices would support the day time economy of the town and benefit from very good rail connections to London and Dover/Europe.	Blocks 94 - 97 are part of Milton Creek area. It is unlikely that there will be sufficient demand for either retail use or office development in the foreseeable future for this area, so the SPD will need some flexibility on their uses	Broad development quantum: Western Gateway	Table D.3	STC40
Mr	Michael	Lorkins		Block 113 should be considered as an area for an improved road link under the railway with a new bridge.	Unlikely to be feasible due to wayleaves over / under railway and disruption to services which would be prohibitively expensive.	Broad development quantum: Eastern gateway	Table D.4	STC38
Mr	Michael	Lorkins		Block north of 144 and 140 (outside SPD area) should be considered as part of new roundabout link.	These blocks are in the Eastern Gateway. The extent of the SPD area is defined in the Local Plan 'parent' policies and cannot be amended. Any planning application would need to include a full up to date traffic and highways assessment which should identify the need for highway network improvements	Broad development quantum: Mill Way Fringe / Transition Area	Table D.5	STC39
Mr	Michael	Lorkins		Blocks 22- 25 are close to the sewage works and may be better as light industry. Scrap metal yard may need relocation - viability?	These blocks are a considerable distance from the sewage works (parts of Milton Regis are the same or even closer). Redevelopment of other industrial uses may biome viable at some point in the future.	Mill Way Fringe / Transition Area: Development Blocks	Figure D.5	STC42
Mr	R P	Phillips	M-Real	Too prescriptive a framework for the SPD - should be a degree of flexibility and individual elements to be treated on their merits so SPD does not become out of date with changing circumstances.	There are key design elements which are essential to the overall framework of the SPD and creating a town centre which is comprehensively planned rather than a series of ad hoc changes and development which do not relate well to each other.	APPENDIX E: STREET DESIGN THEMES AND DESIGN RESPONSES	E	STC305
Mr	R P	Phillips	M-Real	Appendix F Planning Obligations - it does seem to me that this has not been fully thought through in that one of the potential interpretations is that there should be no development north of the	Chapter 8 and Appendix F will be substantially revised in the final version of the SPD. However, a holistic view will be taken and it may be that it is inappropriate to allow some development to come forward out of sequence if it	APPENDIX F: PLANNING OBLIGATIONS	F	STC306

Title	Given Name	Family Name	Company / Organisation	Summary	Response Comments	Title	Number	ID
				railway without a pedestrian / cycle bridge over this. Clearly there are areas of the SPD that represent conventional brownfield opportunities and in particular there is no logical reason why the M-real Wharf site cannot come forward at an early date prior to provision of those facilities which are more closely aligned to the core aspiration of the extension of the town centre to both sides of the railway. Likewise the proposals for upgrading of Mill Way and junction improvements are predicated upon a variety of assumptions and if it can be properly demonstrated that some early regeneration does not necessitate these, then matters should be treated on their merits.	would fetter provision of essential elements of the masterplan.			
	Julie	Argent	Police Architectural Liaison Officer	S.106 monies for community safety probably best dealt with at pre-application stages for each stage of development. CCTV and improved taxi ranks likely to be needed.	Noted - taxi ranks should be part of the overall design for the town centre core area.	Planning Obligations	Table F.1	STC60
	Julie	Argent	Police Architectural Liaison Officer	Design and Access Statements should illustrate how designing out crime considerations have been taken into account.	Noted - there will always need to be a balance of these issues with other important planning objectives in any scheme.	APPENDIX G: SUSTAINABLE DESIGN and CONSTRUCTION	G	STC52
Mr	Richard	Feasey	Kent County Council	The relationship between the conclusions of the CEN Report and the provisions of the SPD should be made clear.	Noted. Action: Reference to CEN report to be added where appropriate	APPENDIX G: SUSTAINABLE DESIGN and CONSTRUCTION	G	STC194
Mrs		Mulholland	National Grid	No comment from National grid as interest not affected.	Noted.			STC6