

Appendix 4.2: Sittingbourne Town Centre and Milton Creek Masterplan

Introduction

1. The adopted Local Plan identified a major regeneration opportunity in central Sittingbourne which should be progressed by way of a masterplan SPD. Following consultation this masterplan was adopted by the Council in September 2009. The masterplan area is shown below in Figure 1:



Figure 1 Extent of masterplan regeneration area shown in adopted local plan.

2. Whilst a number of individual sites in the masterplan area were the subject of landowner submissions to the SHLAA process, it was necessary for the SHLAA to examine the masterplan area as a whole. The masterplan with its land uses is illustrated below in Figure 2.

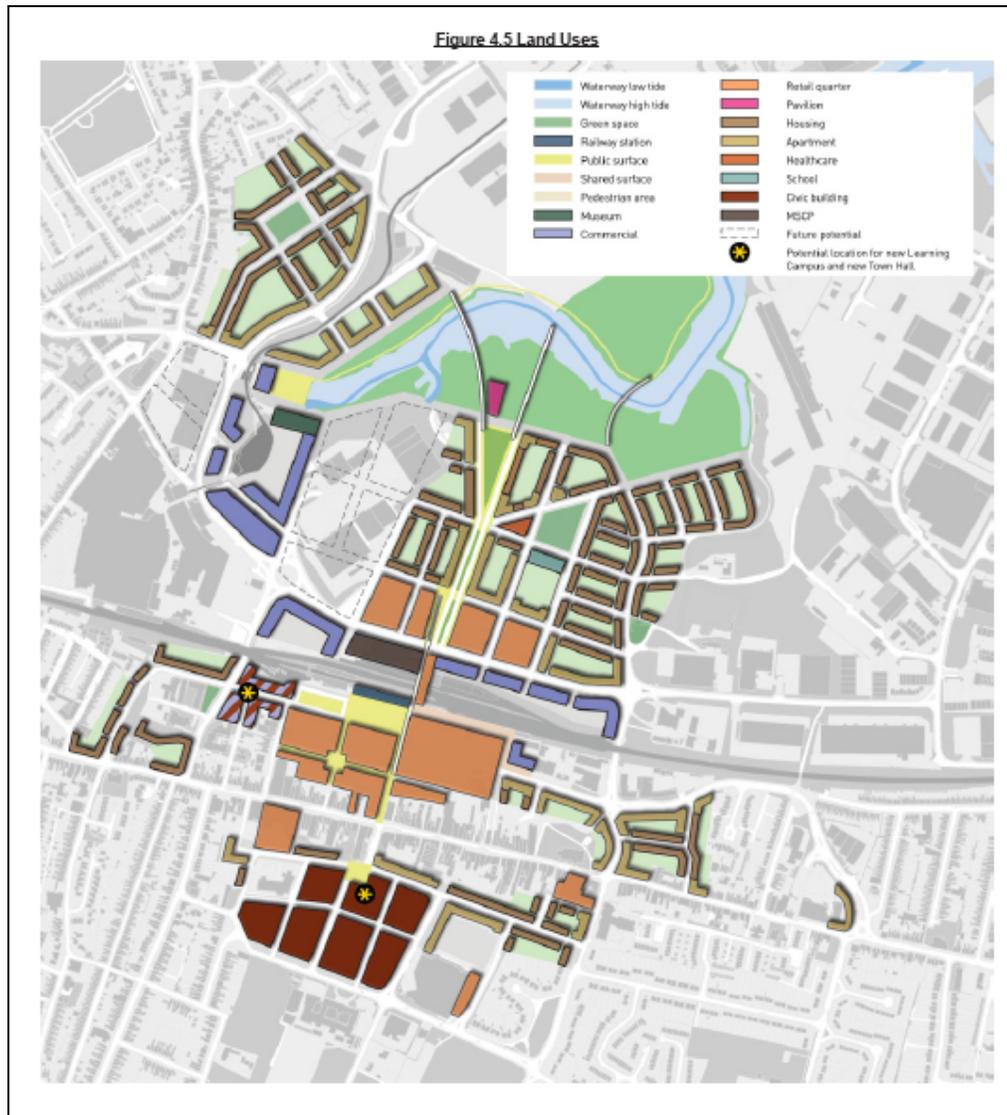


Figure 2 Masterplan land uses.

3. The masterplan breaks the area into a series of discrete districts and the Partnership considered the development potential of each separate area, having regard to any landowner submissions (highlighted) and any Local Plan allocations (highlighted). The districts identified by the masterplan are shown in Figure 3 below:

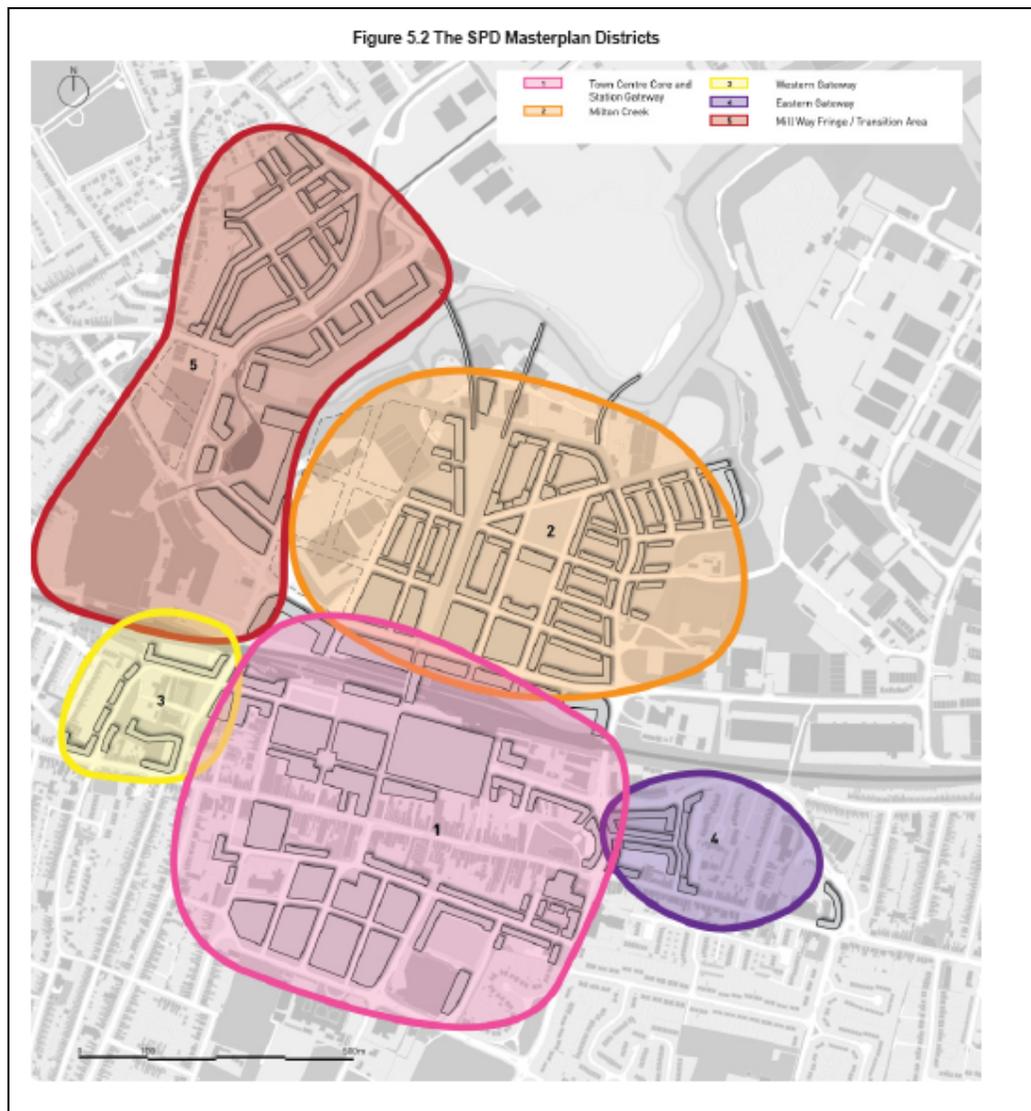


Figure 3 Masterplan Districts

4. Each district was further examined and for SHLAA purposes the boundary modified to both reflect an ordnance survey base and enable a proper assessment of delivery.

Local Plan and SPD Housing Capacity

5. The adopted Local Plan envisaged a 1,000 new homes (districts 2 & 5) arising from land to the north of the railway H5(1).43, with 500 expected to 2026. Within the town centre In addition, a number of allocations for housing were also included as shown below:

Table 1 Local Plan allocations within master-planning area.

Reference	Address	Number of units	District
H5(1).24	Land at jnc of Dover St. and West St.	6	3
H5(1).26	70-78 West St.	16	3
H5(1).29	65-71 London Road	10	3
H5(1).30	Land adj. Kingdom Hall, High Street	5	1
H5(1).31	Former Euro Forklifts Ltd, St Michael's Rd.	8	1

H5(1).33	Land and buildings at Fountain Street	12	1
H5(1).39	Car Park, Cockleshell Walk	18	3
H5(1).40	Car Park, Albany Road	20	1
H5(1).41	Bell Centre, Bell Road	40	1
H5(1).43	Land around Milton Creek	500 to 2016 (1,000 in total)	2 & 5
H5(1).45	Land rear of 51 High Street	5	1

6. The SPD examined the potential of the masterplan area identified by the Local Plan in more detail. This led to an increase in dwelling capacity from 1,000 to 2,520; largely due to the potential arising in the town centre. It should be noted that SPD quanta are again currently being revised as a result of representations received on the draft SPD. It is not anticipated that development levels will reduce, rather that changes to their distribution would be made. Future SHLAAs will need to take any further revisions into account.

7. The Local Plan allocations are 'absorbed' within consideration of each district and table 1 indicates the relevant district under which it is considered.

Other sites

8. Although considered in general terms through the masterplan process, the former Mill Way paper mill site (to the south of district 5) was not formally part of the SPD area; it having emerged as a development opportunity after the adoption of the Swale Borough Local Plan. The Partnership considered the site separately as SW336, having regard to relevant issues highlighted in this report. Similarly, land at Craft Marsh is considered separately as SW/092 - although part of the Area Action Plan identified by the adopted Local Plan, it is not the subject of masterplan proposals.

9. A number of other sites were put forward by landowners/developers and table 2 shows these below together with the relevant district within which they have been considered.

Table 2 Landowner sites within the SPD masterplan area

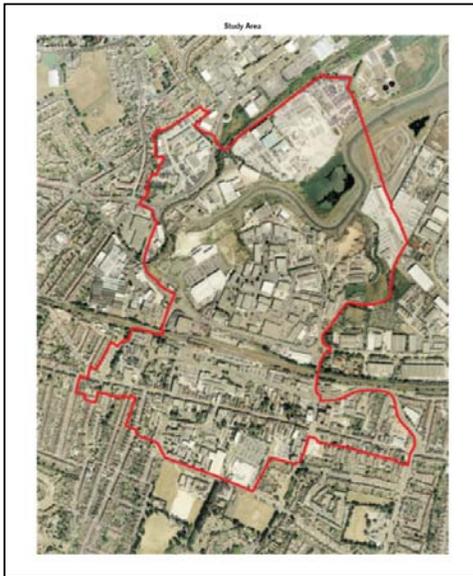
SW/002	Crown Quay Wharf, Crown Quay Lane – 32 units	District 2
SW/023	Land east side of Crown Quay Lane – 105 units	District 2
SW/110	Milton Pipes, Gas Road – Not specified	District 5
SW/111	Milton Pipes, Cooks Land – Not specified	District 5

10. Before addressing each of the districts in turn following the SHLAA methodology, the Partnership were provided with a general overview report on the proposals and issues affecting delivery. This additionally prevented repetition as each district and sub area were examined. For ease, all sites, whether failing at earlier steps are included within this appendix.

SHLAA Partnership Site Report – Overview Report

Introduction

11. This overview report used the SHLAA assessment steps as a basis in order to provide the partnership with broad conclusions that need not be repeated in detail at the district scale of assessment.



SHLAA Ref: Various

Site Address: Sittingbourne town centre and Milton Creek

Site Area (ha): 75ha

Land Owners Yield: Only 137 units specified, rest unspecified by landowners.

Density Multiplier Yield: 3,150

Local Plan Yield: 1,000 (500 to 2016)

SPD Yield: 2,520 (excluding Mill site)

General Description of Area and Proposals

12. The town centre is orientated on an east-west axis with the historic High Street comprising the retail focus of the town. This includes a range of building styles and retailers of varying size and quality. To the north of the High Street is the Forum Centre, which is a relatively small-scale shopping centre that has now outlived its usefulness and presents a poor image for the town. It has been identified as being in need of repair and redevelopment to improve its relationship with the High Street and surrounding spaces.

13. To the south of the High Street is a Sainsbury's foodstore, cluster of civic uses and facilities (including the Swallows Leisure Centre, Library and Police Station) and the (vacant) Bell Centre, a much smaller shopping centre with plans for refurbishment and reuse. Many of these uses are located within a swathe of surface car parking, representing an inefficient use of the land and poor quality, unattractive spaces.

14. Whilst Sittingbourne is the principal town centre within the Borough, it has suffered from significant retail expenditure leakage to other towns. Some 70% of all expenditure on core comparison goods is leaking from the town centre. The adopted Local Plan sought to address this by seeking to improve the quality and quantum of the retail offer in the town centre. At present, retail choice is constrained in the town centre by a lack of larger and medium sized units to accommodate modern retailer need and demand. Redevelopment of the town centre retail core thus needs to address this issue if Sittingbourne is to start clawing back retail expenditure to the town. The adopted Local Plan identified to adjacent Area Action Plans – one for the town centre, the other for Milton Creek (north of the railway). Straddling the two was a Local Plan retail allocation which envisaged that by 2016 some 31,500 to 43,000 sqm net of new core (non bulky) comparison floorspace would be made, together with around 4,000 sq m of convenience provision. Leisure and new office provision was also sought. The retail and leisure provision was proposed principally in the town centre, but with further provision north of the railway linked by a retail-lined bridge. The Area Action Plan for Milton Creek also allocated 1,000 new homes. At the time of the Local Plan inquiry, a proportion of the new retail space

was also proposed north of the railway, however when further examined as part of the SPD master-planning process a number of key evolutions were proposed:

- The majority of retail development would be able to be made south of the railway i.e. within the town centre;
- Residential development levels would correspondingly increase north of the railway; and
- Greater numbers of new housing (2,520) could also be proposed within the masterplan area, most notably within the town centre area.

15. To facilitate this development, the adopted SPD allows for the closure of St. Michael's Road (between Crown Quay Lane and Dover Street). The closure of St. Michael's Road coupled with the redevelopment of the Forum Centre generates a large area of opportunity for accommodating generous retail footprints in an attractive retail environment forming part of an increased and improved retail circuit.

16. As part of the development proposals for retail in the town centre, transport studies were undertaken that demonstrated that the closure of St. Michael's Road would not have a negative impact on the rest of the town centre in terms of traffic, congestion and accessibility; subject to the Northern Relief Road bridge link being operational first.

17. The Milton Creek area to the north of the town centre and railway line is primarily industrial in nature, reflecting the historic legacy of the Creek as a transport corridor and with manufacturing uses associated with this. Many of these uses, in particular paper making, have now ceased and represent a major opportunity for regeneration on brownfield sites in very close proximity to the town centre.

18. The Milton Creek area provides a direct link through the town centre to the surrounding countryside and coast. This is a unique local asset and the opportunity exists through the SPD to integrate and strengthen these links through the future development of the town centre and Milton Creek area. Considerable public investment in being provided in this area via the Government's Greening the Gateway Initiative.

19. The railway line forms a major barrier to movement between Milton Creek and the town centre. Connections are minimal, and those that do exist are narrow, with restricted headroom, thus compromising vehicle movements and limiting options for many vehicles including buses. They are also unattractive routes for pedestrians and cyclists.

20. The Local Plan and SPD promotes a new pedestrian and cycleway link across the railway line, integrating the north side of the tracks seamlessly with the town centre and railway station as well as opening up opportunities for redevelopment in Milton Creek. Given the height at which the bridge needs to cross the railway line there may be a need for new development in the town centre to come forward with design responses that allow for and integrate these level changes within the proposed scheme.

21. The railway station itself provides an opportunity to facilitate change. Improved services to London by train will commence shortly through the provision of high-speed domestic services to St. Pancras. Through a much enhanced service to major development areas in London and northern cities as well as national and international services, Sittingbourne will be opened up to a wider market and provide a window of opportunity within which the regeneration benefits of these services can be captured, acting as a catalyst for change in the town and a step-change in its image.

22. Development in the town centre also needs to be closely coordinated with the completion of the Sittingbourne Northern Relief Road (see step 4). The Northern Relief Road is important for the town centre and Milton Creek as it provides scope to remodel the transport network in the town, redirecting most through traffic away from the centre and reducing congestion.

23. The Local Plan identifies the need to provide a mix of new homes in the area and to ensure that all the necessary supporting social and community infrastructure, such as education and health, culture and heritage facilities are put in place.

Step 1 Overall Policy Constraints Should site progress to step 2? Yes

The site is almost wholly previously developed land and its development would contribute toward Government target of focussing 60% of all new development on brownfield land, in line with policy SP3 of the SERSS. Development would also significantly contribute toward policy KTG1 of the RSS. Although not specifically referred to by the policy, the Panel who examined the South East Plan noted that it formed part of the emerging development potential for Swale. It is considered by the Council critical to the revitalisation of Sittingbourne.

Within the masterplan area there are a number of existing uses. There are a series of town centre short and long stay car parks. The Council and Network Rail are committed to reviewing these and consolidating these into a smaller number of larger sites.

There is no existing public open space that would be lost by the proposals.

The draft Employment Land Review (ELR) notes that regeneration proposals have been spurred by the gradual acquisition and demolition of the older Sittingbourne Industrial Park (north of the railway) with many firms from this estate taking up new premises at Eurolink. It notes that there may be some potential for local businesses seeking larger or more modern accommodation and that in general Swale currently lacks any significant base of existing office-based firms. Proposals to significantly enhance Sittingbourne town centre are considered to represent the most probable office location within Swale.

Site specific comments note that in Crown Quay Lane (north of the railway line in district 2), current uses may become increasingly incompatible with regeneration proposals and that redevelopment would provide the opportunity for environmental improvements and access to the Creek.

The largest site is the Milton Pipes site, straddling two locations either side of Mill Way. Whilst the ELR notes that the Cooks Lane site was suitable to meet the needs of the existing uses, it is known that the occupier wishes to consolidate its activities onto a single site at Craft Marsh (east of Mill Way east of district 5), this would lead to the 4.4 ha site at Mill Way being available as part of the regeneration proposals.

In respect of land at Gas Road/Prentis Quay (within district 5), the ELR notes that it is serviced by the very poor quality Gas Road, with a busy junction and restricted visibility onto Mill Way. The site is characterised by a number of lower end engineering uses, and a specialist waste electrical and electronic equipment recycling facility. Flood risk and overhead pipes lead to the conclusion that it represents a constrained employment location.

Step 2 – Suitability Should site progress to step 3? Yes

As a central location the regeneration project is close to all services, although northern areas of the scheme on the south bank of Milton Creek are less well connected. However, as a major scheme it is anticipated that service provision will be enhanced and the service plan statements of Kent County Council and others indicate this.

Key constraints include transport, biodiversity and flood risk. As part of the development proposals for retail in the town centre, transport studies were undertaken that demonstrated that the closure of St. Michael's Road would not have a negative impact on the rest of the town centre in terms of traffic, congestion and accessibility. No objections have been raised by the County Council or Highways Agency, although further work would be needed to support planning applications. The timing of transport improvements, most notably completions of the central section of the Sittingbourne Northern Relief Road (the creek

crossing), are a key determinant on overall achievability. Beyond this, the bulk of development is likely to be dependent upon completion of the Northern Relief Road. In respect of Jnc. 5 of the M2, the Highways Agency has not indicated that growth is contingent upon improvements to this junction.

Whilst the proposals have the potential enhance biodiversity within the regeneration area, wildlife bodies have raised concerns relating to secondary impacts within the wider North Kent Marshes environment. The Council is establishing a clear working relationship with Natural England and dialogue is on-going. Recent discussions with Natural England suggest resolution of these issues is likely with mitigations measures proposed for the planning application stage intended to manage recreational impact through appropriate design and layout to ensure that people are directed to appropriate areas rather than sensitive ones.

The areas around Milton Creek are subject to tidal flood risk (district 2 and 5), whilst area 5 is additionally subject to a risk of groundwater flooding as a result of the closure of the paper mill. The Environment Agency has not objected to the masterplan and there is considered to be a strong likelihood that the 'exceptions test' of PPS25 would be passed. There would though be site based flood risk issues that would have a bearing on final dwelling numbers. However, it is not possible to determine these impacts at this stage and strategic level constraints are judged to have been reasonably assessed in terms of dwelling numbers to make no reduction in this step of the assessment process.

Step 3 – Availability

Should site progress to step 4?

Yes

Overall availability in the masterplan area has been reviewed by consultants CBRE.

To a greater or lesser degree, the regeneration area is affected by the full range of potential constraints on availability. There are multiple ownerships, particularly in the town centre, which is likely to result in protracted site assembly. There will be existing tenancy or lease agreements which could affect the timing of the release of the site for development as well as the willingness of owners to sell. Some sites also have no developer interest.

In broad terms these issues are significantly reduced to the north of the railway. In the body of the town centre, there are a wide range of landowners, although key sites are within the public sector. It is clear that there is willingness in principle for such parties to come together to further regeneration aims and discussions with, for example, Network Rail, have been making reasonable progress. Whilst the Council has been working with CBRE to produce a high-level road map of phasing, the more detailed critical path is less clear that can demonstrate the sequence of events necessary to unlock major housing potential in the town centre area. Furthermore, whilst public sector investment has been present in drawing up proposals, there is less evidence as to how this is being carried forward into an actual delivery plan.

In addition, there is a patchwork of smaller landowners, some of whom have development aspirations that may or may not reflect the masterplan and may in certain circumstances require do not co-ordinate with the wider masterplan, whilst some key private landowners, such as Sainsbury's, although not objecting to the masterplan, are not actively seeking to progress masterplan proposals.

Matters become clearer in the central area of district 1. Tesco/Spenhill control significant areas of land north and south of St. Michael's Road, including the current Forum Shopping Centre, whilst north of the railway they own the former Sittingbourne Industrial Park (district 2), although the eastern part of this district has developer interest from Bellway Homes. Tesco have recently asked the Council to consider allowing further employment uses into district 2 which may have a bearing upon the availability of land for housing should this view

persist beyond the short term. Any change here would be a matter for the LDF to resolve. A further issue here will be resolving the future of the recycled metal facility at the junction of Eurolink Way and Crown Quay Lane.

Elsewhere north of the railway the development sites are larger, with single ownership, mostly with development interest (Redrow Homes and Milton Pipes). Landownership is illustrated by Figure 4.

Figure 2.13 Land Ownerships

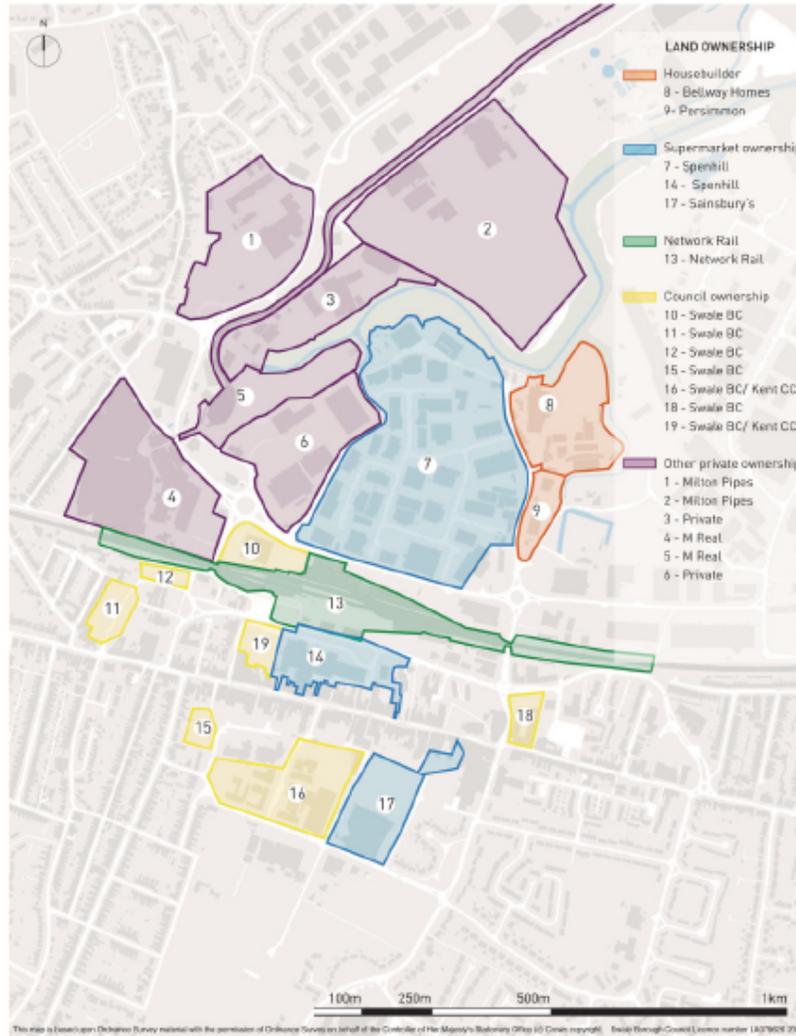


Figure 4 Broad ownership details.

Issues of availability are discussed further in respect of the individual districts, however, these issues have had a bearing upon the overall yield from the regeneration area which due to uncertainties, principally in district 1, 3 & 4. Whilst this may quickly change, for the purposes of the current SHLAA assessment it is considered prudent to reduce the overall SPD to reflect concerns over availability.

Step 4 – Achievability

Should site progress to step 5?

Yes

Overall achievability of the masterplan has been reviewed by consultants CBRE and provides what they describe as ‘a high level route map towards delivery of key proposals’. In doing so, it sets out commentary on key strategic issues (the role of stakeholders, land assembly, funding, and infrastructure requirements) as well as site specific commentary in terms of phasing, timescales and potential delivery approach.

It should be remembered that the SPD itself is intended to set a framework of development principles. From this, it is expected that more detailed proposals will evolve reflecting the key thrust of the document. The evolution of proposals will be expected to take a finer grained approach to individual development areas and sites, identifying in more detail the opportunities and constraints that will help to shape future high quality development in the area, and regenerate Sittingbourne so it becomes a more desirable place.

The current state of the UK property market is clearly a significant factor which will influence the commencement of development currently depressed. This has resulted in a significant slow down in investment, letting and development activities. The current economic climate may therefore slow down the pace of delivery, at least in the short term. It is not anticipated that significant levels of development will commence within the first 5 years. However, delivering major regeneration proposals are complex and longer term processes. Successful schemes often require a combination of CPO, land assembly, highway changes, tenant relocations and statutory permissions before they can move to a construction phase. CBRE note that many of these enabling actions can be taken early in order that when the property market returns to a more normal activity schemes can be delivered in a timely fashion.

Delivery agents

The local authorities are the key regeneration agents; they have considerable regeneration powers, in particular planning and compulsory purchase powers. Perhaps more importantly is the public sectors land ownership. They own large swathes of public buildings and car parking around district 1 and a key building to the north of the railway station that can be used to facilitate the provision of major parking provision for the town and station that can collectively begin to unlock the town centre.

Whilst KCC and Swale Borough Council are the key regeneration drivers for the SPD, other partners/stakeholders will need to play key roles in delivering the masterplan. They include:

- Other public sector bodies – the local Primary Care Trust, community groups and crucially the Homes and Communities Agency (HCA) given the potential amount of residential included in the proposals, and the infrastructure that is needed to support it.
- Transport bodies – works to Sittingbourne station will require the involvement of Network Rail and train operating companies. Likewise, the Highways Authority (KCC) will have an important role in the delivery of key infrastructure proposed for the area.
- Land owners are important to delivery, especially if they have a more active approach to dealing with their assets and developers – those parties that will eventually build out the proposals.

As indicated, some land ownership patterns underlining the SPD proposals are fairly simple, (the area around the Forum and north of the railway) with few interests present. Where such sites are identified, these could produce early wins and this is reflected in the phasing in the SPD and that recommended to the Partnership. In such situations i.e. north of the railway, constraints are not considered to have a significant bearing on viability under normal market

conditions.

For other sites, as already indicated under 'availability', the pattern of land ownership and interest is much more complex, with many freehold and leasehold interests present. These sites may be very difficult to assemble solely through private negotiation and treaty. As a result, compulsory purchase powers may be needed to secure site assembly and enable delivery. Furthermore, the nature of these sites in the town centre and the constraints associated with bring into question their viability. It is not clear at this stage as to whether any public sector partner would support land assembly or subsidy (e.g. HCA), secondly, it is also too early to judge the appetite for property related initiatives and scheme delivery vehicles e.g. development competitions and agreements, asset backed vehicles, joint ventures, community trusts etc. At present there is not the full range of the early enabling actions, outlined by CBRE, being taken which will enable the scheme to 'hit the ground running' once the economy improves.

Given these uncertainties, two options present themselves, either contributions from districts 1, 3 & 4 should be deferred to the extreme end of the SHLAA period, or that they are discounted for this SHLAA so as not to present an over-optimistic outlook of delivery. In advocating this second option, it is anticipated that a fuller picture should be capable of being produced in subsequent SHLAA's as the Council's work with CBRE and other partners continue over the next few months. That said, the catalyst role of one site coming forward should not be underestimated and it is very possible that one significant investment even in the town centre area would enable other sites to have the confidence to come forward in a 'domino effect' in and around the town centre.

CBRE have recommended to the Council that a consortium approach should be adopted for land owners/developers in some parts of the SPD area, particularly north of the railway. This could also include a land equalisation strategy. This is required to ensure that appropriate phasing, essential infrastructure, development contributions and flood and biodiversity mitigation measures can be successfully secured across the wider masterplan area. There are signs of developer acceptance of this approach north of the railway and as such this underpins the more optimistic approach that can be taken to delivery within these districts.

Key infrastructure and phasing

The other factor influencing the achievability of this major regeneration project is the timing of key infrastructure requirements are set out below.

INFRASTRUCTURE WORKS	PHASING ISSUE
Northern Relief Road (NRR)	Some capacity ahead of the NRR, but majority cannot come forward until delivery of the Milton Creek section of this road (anticipated completion 2011).
Bapchild Link to NRR	To be in place prior to the substantial part of residential development occurring in the Milton Creek area. Route shown in Local Plan subject to review and likely to lead to an alternative and more cost effective route. Other schemes are anticipated to contribute. Completion not anticipated before 2018.
High Street Improvements	To be in place prior to closure of St Michael's Road, if required. Not before 2012.
Railway Bridge Link	To be in place to provide connectivity between new housing and the town centre and in place no later than during the building out of the main Milton Creek residential area. The bridge likely to be provided by major retailer(s). Unlikely to occur in first phase of retail development and not considered likely before 2016 even with return to favourable retail market conditions.
Closure of St Michael's Road	To be in place before start of construction of new retail development north of the High Street. Taking into account current economic climate and lead in time for planning application and approval, such a start is considered unlikely before 2013.
New car parking provision	The rationalisation of parking into two locations (one at the supermarket, the other north of the station), needs to be in place to enable many of the sites in the town centre to be released. Discussions with Network Rail have been progressing well, although a funding gap has been identified. As a result, timing is not clear, but is currently considered to be either in parallel with the main retail development or shortly thereafter.
New Civic Quarter	Likely to be in the vicinity of the Station or to the west. Important to delivery of district 4, but unlikely to be in place until 2016 onwards.

In addition to these requirements, there are of course other proposed improvements to the network of infrastructure provision in the SPD area. At a more localised level, these include

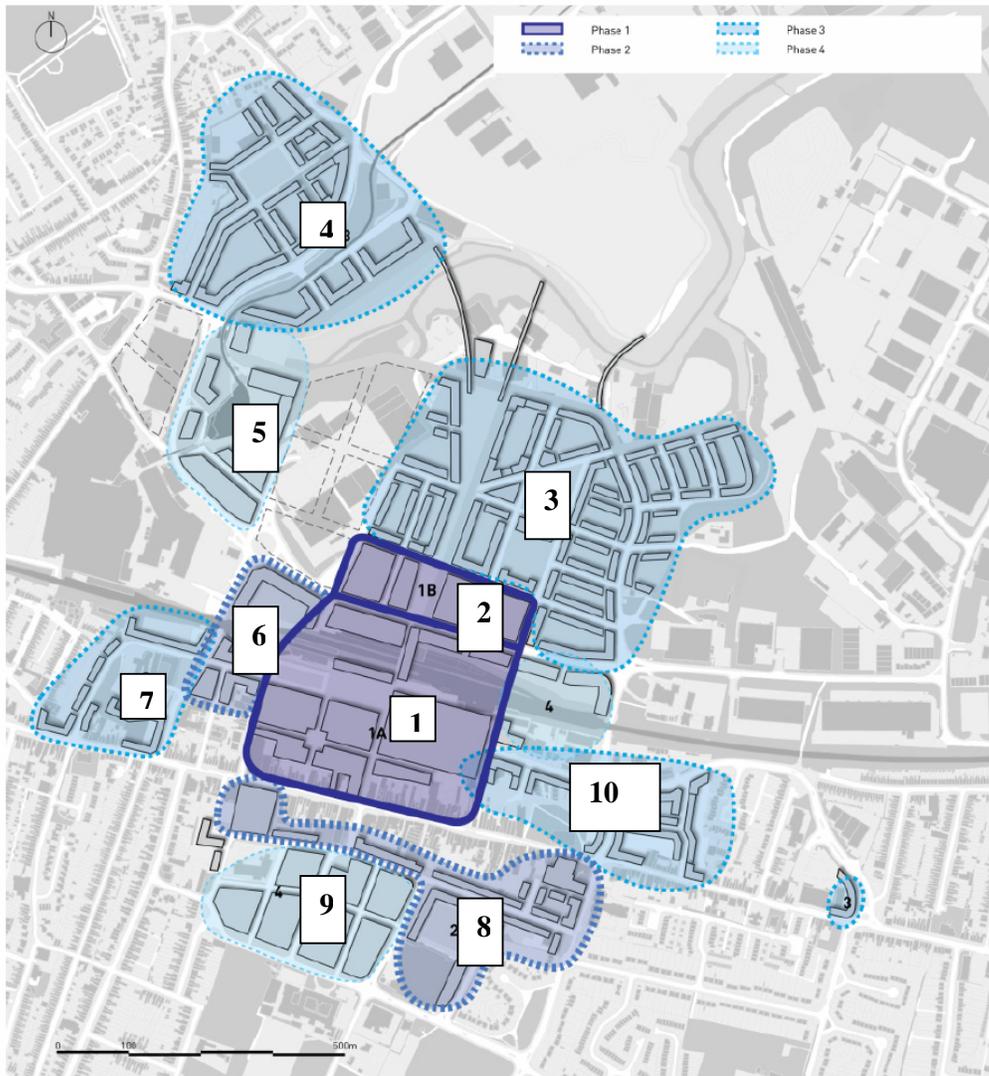
infrastructure improvements – such as to roads and junctions and new service provision such as schools, medical services etc. Public bodies have a clear and published intention to support the regeneration project with specific provision identified. It is clear however that development will be expected to make appropriate S106 contributions and as such the consortium approach advocated by CBRE will be important. Whilst there are inevitable uncertainties as to the impacts of such provision upon the viability of sites, there is considered to be sufficient flexibility within the SPD to ensure that such matters can be addressed should they arise. Whilst it is recommended that such matters may have a bearing on small sites in the town centre, and this had led to a discounting of dwelling number, a more optimistic picture is applied north of the railway, although even here the recommended phasing reflects the arrival of the key infrastructure highlighted above. The precise triggers to development relating to the amount of development that can come forward ahead of the railway bridge link and the completion of the NRR to the A2 require further examination and the assumptions built into the SHLAA will require further testing in due course.

A final factor influencing achievability here is the attractiveness of the area for developers. There is market interest in central Sittingbourne with landowner options and ownership in a substantial part of the masterplan area. Clearly much of this interest is in the potential to create an environment that is attractive for new residents in locations which at present are dominated by busy roads, industrial land, derelict sites and a neglected creek. Many of the ingredients necessary to achieve this are emerging and public sector resources are being targeted within the area. With pending High Speed Rail Services and new transport infrastructure, considerable CLG investment is also being deployed within the area as part of the Government's greening the gateway initiative, notably within the Milton Creek area.

Whilst there will be negative market perceptions within certain areas of the regeneration project, Sittingbourne is considered to be receiving sufficient public investment that will over time enable market perceptions in its central area to be changed and an uplift to be achieved. Whilst there are concerns over the future of public investment in the future, there remains, at this time, grounds for optimism.

Reflecting the above discussion, the plan below shows indicative phasing. A more detailed discussion of each area is provided in the reports to follow this overview.

Figure 8.1 Phasing Plan



Step 5 – Overall Achievability

Developable 0-6, 6-10, 11-15 years

This is a key regeneration project capable of delivering a substantial number of new homes allied to a considerable uplift in perceptions of Sittingbourne. It is suitable in terms of its potential benefits to the revitalisation of the town and in terms of the ability of it to address constraints to create sustainably located new communities. The project is supported by public sector investment and willing partners across a significant part of the regeneration area.

As with any project of this scale, and at this early stage, there are uncertainties (particularly in the current economic climate) and the SHLAA needs to find a balance between pessimism and over optimism. There can be no certainty in all regards, and uncertainties brought about by viability, land ownerships, key infrastructure and actual activity by the public sector permeate the regeneration area to greater or lesser degrees. It would not be responsible to adopt the view that all these issues will, in effect, 'come out in the wash'. At the same time it would be a false picture to assume that overall prospects were poor or even average. A balanced and cautious approach has therefore been taken in that within town centre districts, due to considerable uncertainties over delivery (fragmentation, small sites, and poor environment), little contribution can be relied upon with certainty. In contrast a more favourable view is taken north of the

railway where there are both larger sites and developer interest.

Reflecting this, dwelling numbers across the SPD are reduced from a total yield of 2,519 to 1,538 (with another 150 dwellings falling outside the 15 years SHLAA plan period), with their timing very much reflecting the phasing plan outlined in step 4. Taking into account market conditions and key infrastructure, little in the way of new housing is identified until the year 6-10, with no serious pick up of new housing till the latter part of that period when other developers are assumed to be involved to increase the critical mass of completions. Whilst only limited potential is identified within the central districts as described above, should the necessary public sector investment move forward at a greater pace, this area too could potentially contribute in years 11-15 and beyond at higher levels than recommended by the SHLAA.

It will be important to revisit the assumptions made in this report with each SHLAA.

0-5 years	0 - 1		6-10 years	5 - 6	50	11 – 15 years	10 - 11	170	15+ Years	Not Currently Developable
	1 - 2			6 - 7	100		11 - 12	220		
Yield:	2 - 3		Yield:	7 - 8	100	Yield:	12 - 13	220	Yield:	Yield:
	3 - 4		550	8 - 9	130	988	13 – 14	210	150	981
	4 - 5			9 -10	170		14 - 15	168		

District Site Reports – 1. Town Centre Core and Station Gateway

Figure 5.10 Illustrative Masterplan: Town Centre Core and Station Gateway



Figure 5 District 1 SPD illustrative masterplan for Town Centre Core and Station Gateway

For purposes of the SHLAA, this district has been broken down further into a number of sub-areas. These are taken in turn:

SHLAA Ref: SW/340

Site Address: High Street//St. Michael's Road/Eurolink Way, Sittingbourne

Site area (ha): 9.0ha

Landowner Yield: N/A

Density Multiplier Yield: 378

SPD Yield: 0



General Site Description:

Comprises main transport routes through the centre and the existing core of the town centre. SPD envisages enhanced retail focus including foodstore, anchor and comparison goods stores. The Forum Centre would be redeveloped and enlarged through closure of St. Michael's Road. Vacant sites would be utilised and car parking rationalised to support improved retail offer with supporting leisure, cultural, commercial and civic uses and a learning campus with new parking provision provided to the north east of the area. A new retail lined bridge would be provided to link with Milton Creek and a station square created to potentially include redevelopment of the rail station. Improvements to the public realm would also be provided. No housing is currently proposed.

Step 1 – Policy Constraints **Should site progress to step 2? Yes**

See report overview. A complete redevelopment for housing would not be in accordance with RSS and would need to be part of an overall mix.

Step 2 – Suitability **Should site progress to step 3? Yes**

See report overview. Specifically development here requires transport constraints to be addressed before development can take place.

Step 3 – Availability **Should site progress to step 4? No**

See report overview. Although the High Street has fragmented ownership, the remaining sites are mostly owned by Tesco/Spennyhill and Network Rail. There is developer interest and for the most part the site is considered to be available. However, the SPD does not currently promote housing. More detailed discussions with developers are encouraging the provision of housing as part of this mix, however, given the stage reached in these discussions, it would not be safe to assume a contribution, although this could be reviewed in future SHLAA's. In any event any contribution is likely to be significantly less than the density multiplier.

Step 5 – Overall Achievability

Not currently developable

0-5 years	0 - 1		6-10 years	5 - 6		11 – 15 years	10 - 11		15+ Years	Not Currently Developable
	1 - 2			6 - 7			11 - 12			
Yield:	2 - 3		Yield:	7 - 8		Yield:	12 - 13		Yield:	378
	3 - 4			8 - 9			13 - 14			
	4 - 5			9 -10			14 - 15			

SHLAA Ref: SW/341

Site Address: The Butt's,
St. Michael's Road,
Sittingbourne

Site area (ha): 1.2 ha

Landowner Yield: N/A

Density Multiplier Yield:
50

SPD Yield: 122 (inc. 18
houses). Also includes
Local Plan allocation
H5(1).31 for 8 dwellings



General Site Description:

Comprises derelict sites, dwellings owned by the fire services, some retail units on the High Street, a car park and the current cinema. The SPD envisages an arc of development involving the demolition and redevelopment of the cinema around to and including the fire service houses in St. Michael's Road. Mostly apartments are advocated.

Step 1 – Policy Constraints

Should site progress to step 2? Yes

See report overview.

Step 2 – Suitability

Should site progress to step 3? Yes

See report overview. There would be adverse development costs here involved with the redevelopment of the cinema. Part of the site is within the conservation area, although this is not considered to be a constraint. The adjacent Parish Church is listed, but there are opportunities to enhance its setting through demolition of the adjacent cinema. There may though be some concerns over the loss of this building's architecture.

Step 3 – Availability

Should site progress to step 4? No

See report overview. With the exception of the fire service houses, none of this area is within public ownership. There is no evidence of landowners wishing to develop sites, with the exception of the land in the far north east which is owned by Tesco/Spenhill and required for retail purposes. The County Council has no plans to relocate the housing for fire staff. In respect of the Local Plan allocation, the landowner is also opposed to the site being taken forward for housing. Although CPO might ultimately be an options for this area, for the reasons set out within the overarching report, at this stage, it would not be safe to assume a contribution from this sub-area of district 1.

Step 5 – Overall Achievability

Not currently developable

0-5 years Yield:	0 - 1	6-10 years Yield:	5 - 6	11 - 15 years Yield:	10 - 11	15+ Years Yield:	Not Currently Developable 122
	1 - 2		6 - 7		11 - 12		
	2 - 3		7 - 8		12 - 13		
	3 - 4		8 - 9		13 - 14		
	4 - 5		9 - 10		14 - 15		

SHLAA Ref: SW/345

Site Address: Central Avenue, Sittingbourne

Site area (ha): 4.1 ha

Landowner Yield: N/A

Density Multiplier Yield: 172

SPD Yield: 0



General Site Description:

Comprises current town Civic Quarter. SPD envisages enhanced leisure, cultural and community uses with a new east west link to improve connection with the Bell Centre to the east. No housing is proposed.

Step 1 – Policy Constraints

Should site progress to step 2? Yes

See report overview.

Step 2 – Suitability

Should site progress to step 3? Yes

See report overview.

Step 3 – Availability

Should site progress to step 4? No

Land here is solely in the control of the public sector. Although a more detailed examination of development options here is currently taking place which could conceivably introduce some new housing as part of the overall mix, there is insufficient progress at this time to consider a contribution being made.

Step 5 – Overall Achievability

Not currently developable

0-5 years	0 - 1		6-10 years	5 - 6		11 - 15 years	10 - 11		15+ Years	Not Currently Developable
	1 - 2			6 - 7			11 - 12			
Yield:	2 - 3		Yield:	7 - 8		Yield:	12 - 13		Yield:	172
	3 - 4			8 - 9			13 - 14			
	4 - 5			9 - 10			14 - 15			

SHLAA Ref: SW/343

Site Address: Bell Shopping Centre, Bell Road, Sittingbourne

Site area (ha): 0.6 ha

Landowner Yield: N/A

Density Multiplier Yield: 25

SPD Yield: 51 (25 apartments). Includes mixed use Local Plan allocation at the Bell Centre (H5(1).41) for 40 dwellings.



General Site Description:

Comprises vacant/run-down former shopping centre and offices (also most vacant). Poor quality buildings offering poor town centre image. SPD envisages mixed use development of some 1,85 sq m of retail and new housing, with a new east west link to improve connection with Central Avenue to the west.

Step 1 – Policy Constraints

Should site progress to step 2? Yes

See report overview.

Step 2 – Suitability

Should site progress to step 3? Yes

See report overview. Site is within a conservation area. There is an architecturally attractive building at the junction of Bell Road and the High Street, although the SPD allows for its retention.

Step 3 – Availability

Should site progress to step 4? No

The site is in at least two ownerships. There has been previous developer interest in the redevelopment of part of the Bell Centre, although the scheme previously permitted for offices was not viable. Other owners have not sought to bring forward redevelopment of the remainder of the site on the High Street.

A key site to kick start regeneration in this part of the town centre. Whilst a return to more favourable market conditions may allow for a revised scheme to progress on part of the site, to ensure a comprehensive scheme that will secure SPD objectives, it is probable that public intervention would be required. Given the conclusions in the overview report, it is not considered 'safe' at this time to assume a contribution, although progress over the next year should be monitored

Step 5 – Overall Achievability

Not currently developable

0-5 years	0 - 1		6-10 years	5 - 6		11 - 15 years	10 - 11		15+ Years	Not Currently Developable
	1 - 2			6 - 7			11 - 12			
Yield:	2 - 3		Yield:	7 - 8		Yield:	12 - 13		Yield:	51
	3 - 4			8 - 9			13 - 14			
	4 - 5			9 - 10			14 - 15			

SHLAA Ref: SW/344

Site Address:

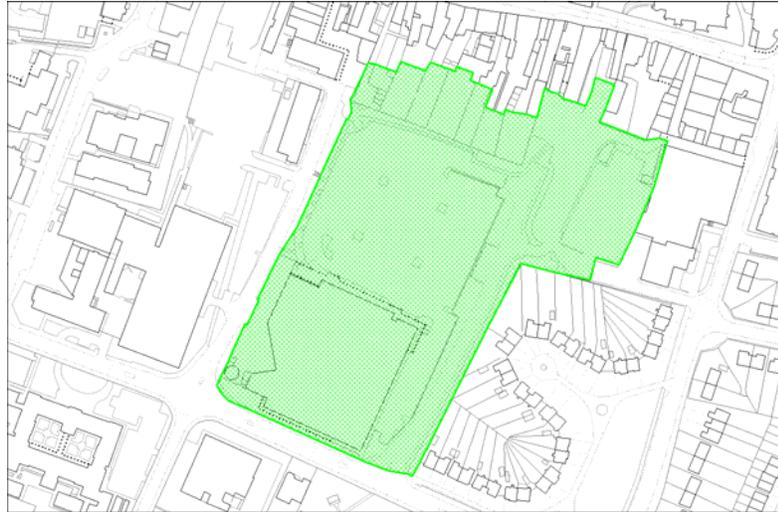
Sainsbury's, Roman Square, Sittingbourne

Site area (ha): 3.1 ha

Landowner Yield: N/A

Density Multiplier Yield: 130

SPD Yield: 136 (75 apartments). Includes Local Plan allocation H5(1).30 for 5 dwellings, mixed use allocation H5(1).41 for 40 dwellings and H5(1).42 for 5 dwellings.



General Site Description:

Site in three parts. The largest comprising a large supermarket and its car park, the second, in the north east corner, a car park for public and supermarket staff and, thirdly, a patchwork of individual landowners to the rear of the main High Street. Poor quality sites in some parts offering poor town centre image and disjointed pedestrian legibility. SPD envisages extension to the supermarket with wrap around housing around its car park, together with development on the public car park and a new east west link to improve connection with Central Avenue to the west. Housing is proposed in the plots behind the High Street overlooking the new east/west walkway.

Step 1 – Policy Constraints

Should site progress to step 2? Yes

See report overview.

Step 2 – Suitability

Should site progress to step 3? Yes

See report overview. The northern part of the site is within the conservation area and form part of the setting of a number of the listed buildings on the frontage. A number of these rear gardens have attractive trees, some the subject of TPO.

Although there is the potential for adverse impact upon the conservation area, it is assumed that this does not amount to an objection in principle to this aspect of the scheme. Indeed, a planning permission for housing was granted to the rear of No. 51 High Street, although this was not implemented.

Step 3 – Availability

Should site progress to step 4? No

Although the supermarket owner has development aspirations they are not in accord with the SPD and do not envisage housing. This together with the multiple ownership of the northern part of the site presents uncertainty at the present time. Whilst CPO could be an option for this area, with no obvious mechanism to resolve this at the present time, it is not considered 'safe' to assume a contribution, although progress should continue to be monitored.

Step 5 – Overall Achievability

Not currently developable

0-5 years	0 - 1		6-10 years	5 - 6		11 - 15 years	10 - 11		15+ Years	Not Currently Developable
Yield:	1 - 2		Yield:	6 - 7		Yield:	11 - 12		Yield:	136
	2 - 3			7 - 8			12 - 13			
	3 - 4			8 - 9			13 - 14			
	4 - 5			9 - 10			14 - 15			

SHLAA Ref: SW/349

Site Address: R/O 71-121 High Street, Sittingbourne

Site area (ha): 0.5 ha

Landowner Yield: N/A

Density Multiplier Yield: 21

SPD Yield: 71 (48 apartments)



General Site Description:

Site represents a series of backland plots at the back of premises in the High Street. Western half of the site is elevated above the access road to the adjacent post sorting office access. The sites themselves are a mix of gardens and shop staff car parking. The site is bisected by Central Avenue. The SPD proposes a series of 71 houses and apartments overlooking a new east/west walkway.

Step 1 – Policy Constraints

Should site progress to step 2? Yes

See report overview.

Step 2 – Suitability

Should site progress to step 3? Yes

See report overview. Parts of the site are within the conservation area, whilst a small area forms part of the setting of a listed building on the High Street frontage.

Although there is the potential for adverse impact upon the conservation area, it is assumed that this does not amount to an objection in principle to this aspect of the scheme. Due to the fall in levels to the south of the land to the west of Central Avenue, there may be some adverse development costs associated with development here.

Step 3 – Availability

Should site progress to step 4? No

Multiple landownership and no developer interest put the availability of this site in doubt. Whilst CPO could be an option within this area, with no obvious mechanism to resolve this at the present time, it is not considered 'safe' to assume a contribution, although progress should continue to be monitored.

Step 5 – Overall Achievability

Not currently developable

0-5 years	0 - 1		6-10 years	5 - 6		11 - 15 years	10 - 11		15+ Years	Not Currently Developable
	1 - 2			6 - 7			11 - 12			
Yield:	2 - 3		Yield:	7 - 8		Yield:	12 - 13		Yield:	71
	3 - 4			8 - 9			13 - 14			
	4 - 5			9 - 10			14 - 15			

SHLAA Ref: SW/346

Site Address: Car park, Albany Road, Sittingbourne

Site area (ha): 0.4 ha

Landowner Yield: N/A

Density Multiplier Yield: 17

SPD Yield: 35 (29 apartments). Local Plan allocation H5(1).40 for 20 units.



General Site Description:

Site is currently a well used public car park located behind the High Street and Park Road with access achieved from Avenue of Remembrance with pedestrian access through to the High Street. The SPD proposes a series of 35 dwellings and apartments at the western end of a new east/west walkway.

Step 1 – Policy Constraints

Should site progress to step 2? Yes

See report overview.

Step 2 – Suitability

Should site progress to step 3? Yes

See report overview. Parts of the site are within the conservation area, whilst a small area forms part of the setting of a listed building on the High Street frontage.

There are no constraints affecting the site, although there are some mature trees on the western boundary. There are also telecom lines across part of the site.

Step 3 – Availability

Should site progress to step 4? Yes

The site is owned by the Borough Council who have intentions to develop in accordance with the masterplan SPD.

Step 4 – Achievability

Should site progress to step 5? No

See report overview. This site cannot come forward until such times as alternative parking provision is made within the main retail proposals and/or the new car park proposed north of the station. Whilst discussions on these issues progress, there is insufficient evidence to present firm timing of any development.

Step 5 – Overall Achievability

Not currently developable

0-5 years	0 - 1		6-10 years	5 - 6		11 - 15 years	10 - 11		15+ Years	Not Currently Developable
Yield:	1 - 2		Yield:	6 - 7		Yield:	11 - 12		Yield:	Yield:
	2 - 3			7 - 8			12 - 13			35
	3 - 4			8 - 9			13 - 14			
	4 - 5			9 - 10			14 - 15			

SHLAA Ref: SW/347

Site Address: Fountain Street, Sittingbourne (including Local Plan allocation H5(1).33)

Site area (ha): 2.2 ha

Landowner Yield: N/A

Density Multiplier Yield: 92 (inc. Local Plan allocation of 12 units)

SPD Yield: 0



General Site Description:

Site is a mix of commercial premises on sites bisected by town centre roads. The largest premises, to the north of the railway, is the Council’s refuse contractor depot. Although the SPD proposes commercial and civic uses in this locality, there is an extant Local Plan housing allocation on the central part of the site for 12 dwellings

Step 1 – Policy Constraints

Should site progress to step 2? Yes

See report overview.

Step 2 – Suitability

Should site progress to step 3? Yes

See report overview. Without major re-alignment of the road, parts of this site would not be very assessable by pedestrians. That said, the site would have no significant constraints to residential development that could not be overcome.

Step 3 – Availability

Should site progress to step 4? No

The site is largely owned by the Council. However, in the light of the approved SPD, the Council is unlikely to release the allocated site, or any part of the remainder for housing, it being required either to secure new town centre parking, civic uses or improved road re-alignment.

Step 5 – Overall Achievability

Not currently developable

0-5 years	0 - 1		6-10 years	5 - 6		11 – 15 years	10 - 11		15+ Years	Not Currently Developable
	1 - 2			6 - 7			11 - 12			
Yield:	2 - 3		Yield:	7 - 8		Yield:	12 - 13		Yield:	Yield:
	3 - 4			8 - 9			13 - 14			92
	4 - 5			9 -10			14 - 15			

SHLAA Ref: SW/337

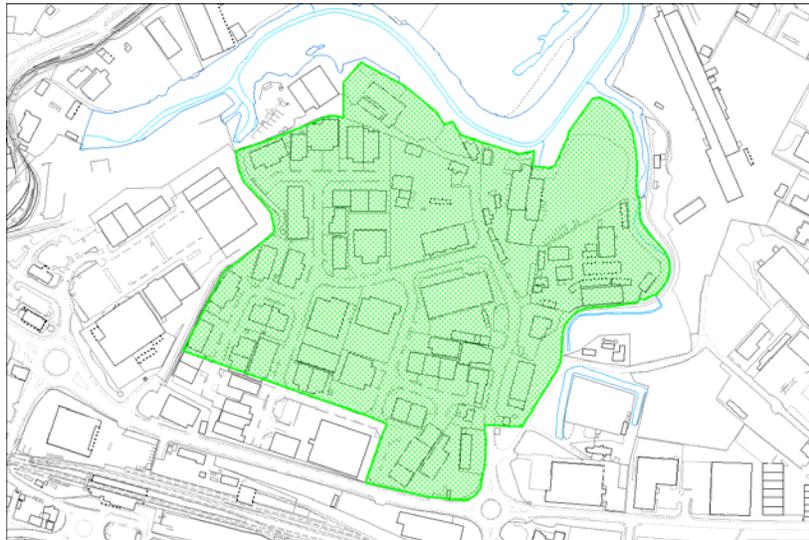
Site Address: Crown Quay Lane, Sittingbourne (also incorporating SW/002 and SW/023)

Site area (ha): 16.3 ha

Landowner Yield: 260 (incorporating SW/002 and SW/023)

Density Multiplier Yield: 685

SPD Yield: 1,070 (433 apartments). Includes Local Plan allocation H5(1).43 (part)



General Site Description:

Site represents the main area of residential development proposed within the SPD area. The site comprises a cleared former industrial estate, although some businesses are still in operation on its eastern periphery. A small undeveloped area of grassland is present in the north-east corner of the site. The northern boundary of the site fronts Milton Creek, whilst its western edge adjoins the Sittingbourne Retail Park. The site gently slopes from south to north. The SPD proposes some 1,070 dwellings together with community facilities. Within the SPD, the northern edge of the site is set back some 100 metres from the creek edge in order to assist with flood protection, but is included here in order to assess sites SW/002 (Crown Quay Wharf) and SW/023 (Land east side of Crown Quay Lane). The major Local Plan allocation H5(1).43 is included in part here, with 1,000 units distributed between this site and land further to the north in district 5.

Step 1 – Policy Constraints

Should site progress to step 2? Yes

See report overview.

Step 2 – Suitability

Should site progress to step 3? Yes

See report overview. The northern and eastern parts of the site are at risk from tidal flooding. However, the Environment Agency has not raised objections to the principle of the masterplan, although works would be required do address the issue. There are therefore sound reasons to suggest that the ‘exceptions test’ in PPS25 could be met. However, the flood risk issue does rule out development of the immediate waterfront (shown set back in the SPD) and removes the development potential of site SW/002 and reduces the potential yield from SW/023 by retaining the undeveloped northern most part of the site as flood plain.

Other constraints include contamination, although this is not likely to represent a significant issue, and transportation. The latter issue has a significant bearing upon delivery and is returned to in step 4.

Step 3 – Availability

Should site progress to step 4? No

Although there are multiple land ownerships, approximately 80% of the site is within the ownership of Tesco/Spenhill, with the majority of the remainder also in ownerships with intention to develop. Bellway Homes also have an option on land to the west of Crown Quay Lane. Although Tesco/Spenhill continues to negotiate with the Council over the detail of development of their holdings in this area, it is considered a strong likelihood that developers will bring forward schemes for housing with minimal or no public sector involvement. There is one business landowner at the junction of Eurolink Way and Crown Quay Lane who has specialist relocation issues, however, these are considered to be matters of phasing rather than in principle barriers. The consortium approach, advocated by CBRE, that will involve a land equalisation strategy, will assist with those landowners whose development aspirations have been reduced by issues such as flood risk, or where new facilities need to be provided.

Step 4 – Achievability

Should site progress to step 5? Yes

The key issue here as outlined in the overview report is the timing issue. No development is considered probable to commence until market conditions improve – perhaps 2012. By this time the Milton Creek section of the Northern Relief Road will be in place. With Tesco/Spenhill's main focus of attention on its town centre proposals, it is not assumed that any overall planning agreement to develop north of the railway would be in place before 2012 and that only a smaller number could be delivered by other owners. CBRE envisage that proposals will come forward as sub phases within an agreed detailed planning framework for the area through a consortium approach of potential developers. Completions are considered to remain low until 2016 when completion of the Sittingbourne Northern Relief Road to the A2 would enable the majority of the site to come forward. It is acknowledged that the precise figures able to come forward ahead of and after completion of the NNR are largely guesswork ahead of any detailed transport assessment. This will need to be kept under review for future SHLAA. Flood attenuation works would be required, although given the other issues; these are not anticipated to materially affect delivery. It is assumed though that there would be at least two developers, with the main developer being Tesco/Spenhill. However, it is likely that the site could be divided into a number of sub-phases, whilst the significant levels of apartments should increase the pace of completions.

Step 5 – Overall Achievability

Developable within periods 0-5, 6-10, 11-15

With the appropriate infrastructure and high quality development, it is considered that this district will represent a strong development location, likely to deliver dwellings over the SHLAA period.

0-5 years	0 - 1		6-10 years	5 - 6	50	11 - 15 years	10 - 11	100	15+ Years	Not Currently Developable
	1 - 2			6 - 7	100		11 - 12	100		
Yield:	2 - 3		Yield:	7 - 8	100	Yield:	12 - 13	100	Yield:	
	3 - 4		450	8 - 9	100	470	13 - 14	100	150	
	4 - 5			9 -10	100		14 - 15	70		

SHLAA Ref: SW/338

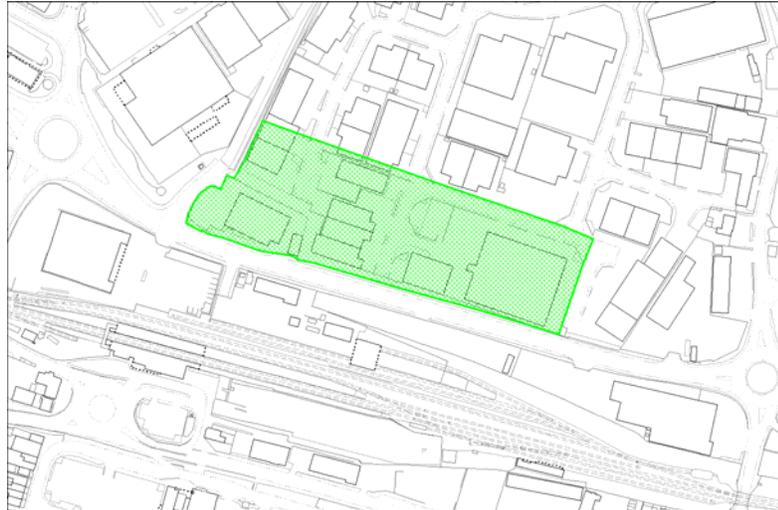
Site Address: Eurolink Way

Site area (ha): 2.2 ha

Landowner Yield: N/A

Density Multiplier Yield: 92

SPD Yield: 0



General Site Description:

Site represents a mostly cleared former industrial park. The SPD proposes the area for retail provision.

Step 1 – Policy Constraints

Should site progress to step 2? Yes

See report overview.

Step 2 – Suitability

Should site progress to step 3? Yes

See report overview. There are no serious constraints associated with the development of this area.

Step 3 – Availability

Should site progress to step 4? No

The SPD does not propose housing, neither does the landowner. The site is not therefore considered available.

Step 5 – Overall Achievability

Not currently developable

0-5 years	0 - 1		6-10 years	5 - 6		11 - 15 years	10 - 11		15+ Years	Not Currently Developable
Yield:	1 - 2		Yield:	6 - 7		Yield:	11 - 12		Yield:	92
	2 - 3			7 - 8			12 - 13			
	3 - 4			8 - 9			13 - 14			
	4 - 5			9 -10			14 - 15			

District Site Reports – 3. Western Gateway

Figure 5.14 Illustrative Masterplan: Western Gateway



Figure 7 Western Gateway

SHLAA Ref: SW/348

Site Address: Land around 'Focus' DIY, West Street/Dover Street

Site area (ha): 2.6 ha

Landowner Yield: N/A

Density Multiplier Yield: 109

SPD Yield: 162 (all houses). Includes Local Plan allocations H5(1).24 – 6 units, H5(1).26 – 16 units, and H5(1).39 – 18 units.



General Site Description:

A mix of car parks, vacant sites, poor quality shops and, most notably, a large DIY store. The area also includes a large church and specialist school. The SPD envisages streets and spaces defined and enclosed, with highways and traffic movement re-orientated. This sees left over spaces and inactive backs addressed, gateway locations enhanced and development related to local assets represented by Cockleshell Walk and Holy Trinity Church.

Step 1 – Policy Constraints **Should site progress to step 2? Yes**

See report overview.

Step 2 – Suitability **Should site progress to step 3? Yes**

See report overview. Parts of Cockleshell Walk are subject to risk of groundwater and surface water flooding, although these are not considered critical in terms of constraints. The Church is listed, although there is an opportunity to considerably enhance its setting. Individual sites may have minor constraints associated within contamination, although this is not likely to represent a significant issue.

Step 3 – Availability **Should site progress to step 4? Yes**

There are multiple land ownerships, although the Borough Council owns the car parks. However, a significant landowner is Focus DIY, who are not indicating any intention to implement SPD proposals. Indeed in the medium term, the current use may be of higher value than housing. Removal of this aspect of the development proposals envisaged by the SPD would see the number of units reduce by 43 units.

Step 4 – Achievability **Should site progress to step 5? No**

This is the major issue affecting delivery of this district. Development of the surface car parks run by the Council are dependent upon implementing the car park strategy, whilst land backing onto the railway line at the junction of St. Michael’s Road and Dover Street is also dependant upon changes to the highways being implemented. Realignment of traffic junctions and rationalisation of highway movements will be needed to improve the legibility of the area and access for all users. This is also required as part of the wider redevelopment of the town centre and the movement issues associated with this redevelopment. This is not likely to be achieved until completion of the main retail store in the town centre and as such is unlikely to be available before 2016.

Whilst it would be possible to provide a ‘best guess’ over phasing this district, uncertainties over delivery of the car parking strategy, the timing of the highway re-alignment, and the commitment of a major landowner all suggest that some caution should be applied. Whilst it is probable that progress will be made over the next 12 months, CPO may need to be an option ultimately to maximise the opportunity of this area. However, for reasons set out in the overarching report, matters are not considered sufficiently advanced at this stage to place reliance on a contribution from this district.

Step 5 – Overall Achievability **Not currently developable**

0-5 years	0 - 1		6-10 years	5 - 6		11 – 15 years	10 - 11		15+ Years	Not Currently Developable
	1 - 2			6 - 7			11 - 12			
Yield:	2 - 3		Yield:	7 - 8		Yield:	12 - 13		Yield:	162
	3 - 4			8 - 9			13 - 14			
	4 - 5			9 -10			14 - 15			

District Site Reports – 4. Eastern Gateway

Figure 5.15 Illustrative Masterplan: Eastern Gateway



SHLAA Ref: SW/342

Site Address: Swale House, Bell Road, Sittingbourne

Site area (ha): 1.5 ha

Landowner Yield: N/A

Density Multiplier Yield: 63

SPD Yield: 208 (inc. 141 apartments)



General Site Description:

This district comprises the current Council offices and car park, a car showroom and vacant site (former bus depot). It is an important site occupying a major road interchange. The SPD envisages redevelopment of the Council offices (relocating to a new civic quarter to the west). A mix of residential townhouses apartments and some commercial development is considered appropriate in this location.

Step 1 – Policy Constraints **Should site progress to step 2? Yes**

See report overview.

Step 2 – Suitability **Should site progress to step 3? Yes**

See report overview. Current and former uses are likely to give rise to some contamination issues, although these are not considered critical.

Step 3 – Availability **Should site progress to step 4? Yes**

This area is within at least three ownerships. Whilst the Council is willing to redevelop its site (once relocated), the intentions of other owners are at best unclear. In the case of the former bus depot site, the previous planning permission for a church has expired, however, it is thought that the Church still owns the site and wishes to develop it for that purpose. It is unlikely to be considered available. This, together with uncertainties over the car showrooms suggest that the yield should be reduced to 92 units; this representing the Council site.

Step 4 – Achievability **Should site progress to step 5? No**

Development of this site is considered contingent on a number of matters. The economic climate is not considered to affect timing here as much of the site cannot be delivered until land for a new civic facility is provided further to the west not before 2016. However, the site is not in the most attractive of locations and as such, its development is most probable once there are visible signs of uplift within the area as a whole. It is thus more likely to come forward in the latter part of the SHLAA period as envisaged by the SPD. Whilst delivery of the Council site would be a clear sign to the other landowners of the potential in the area, the SPD proposals do rely on land being assembled and at the present time there is little evidence to suggest that this can occur or any clear intentions to use intervention powers. These together, with uncertainties over the location of the new civic facility suggest the need for some caution for this SHLAA.

These matters can be kept under review and it is probable that a more positive picture of achievability can be presented in future reports.

Step 5 – Overall Achievability **Not currently developable**

0-5 years	0 - 1		6-10 years	5 - 6		11 – 15 years	10 - 11		15+ Years	Not Currently Developable
	1 - 2			6 - 7			11 - 12			
Yield:	2 - 3		Yield:	7 - 8		Yield:	12 - 13		Yield:	208
	3 - 4			8 - 9			13 - 14			
	4 - 5			9 -10			14 - 15			

District Site Reports – 5. Mill Way Fringe/Transition Area

Figure 5.17 Illustrative Masterplan: Mill Way Fringe / Transition Area



Figure 8 Mill Way Fringe.

This district is broken down into 2 sub-areas for purposes of the SHLAA as per below.

SHLAA Ref: SW/111

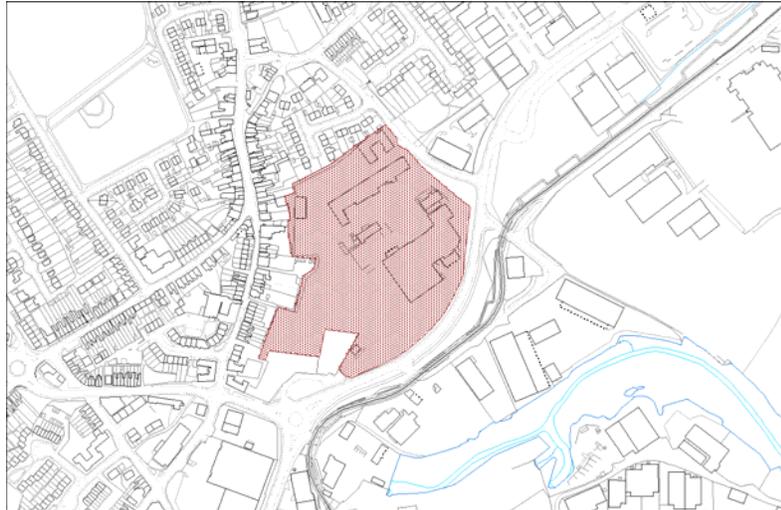
Site Address: Milton Pipes, Cooks Lane site, Sittingbourne

Site area (ha): 4.0 ha

Landowner Yield: None specified

Density Multiplier Yield: 168

SPD Yield: 431 (inc. 229 apartments)



General Site Description:

The site is currently occupied by a major concrete pipe manufacturer who wishes to relocate and consolidate its operations onto a second site in its ownership to the east (Craft Marsh). The SPD envisages redevelopment of the site for housing once this is achieved.

Step 1 – Policy Constraints **Should site progress to step 2? Yes**

See report overview. The draft Employment Land notes that this is a suitable employment, although it acknowledges that it forms part of a regeneration project.

Step 2 – Suitability **Should site progress to step 3? Yes**

See report overview. The site adjoins the Milton Regis Conservation Area and a number of listed buildings, although there is the opportunity to enhance both their outlook. There is likely to be some contamination due to historic uses, although these are not considered critical. Likewise some consideration of air quality may be relevant, although this may be offset by the removal of the current use. There are likely to be some highway constraints, although these should be overcome as capacity is provided firstly by the Northern Relief Road (Milton Creek crossing) and at the key road junctions brought about by town centre retail development. Ultimately, the full development potential will require the NRR link with the A2.

Step 3 – Availability **Should site progress to step 4? Yes**

The site is available with a willing landowner and a developer.

Step 4 – Achievability **Should site progress to step 5? Yes**

Development of this site is considered contingent on a number of matters. The economic climate is not considered to affect timing here as much of the site cannot be delivered until transport infrastructure is in place. The site is not in the most attractive of locations, but the site itself is in large part the reason for this and its redevelopment should do much to secure the area as a fairly attractive location for new housing. Consolidation of the site on the nearby site at Craft Marsh is likely to be time consuming but not likely to be significant in its own right given the lead in time due to transport infrastructure. Overall, delivery is more probable toward the latter half of years 6-10 and with a single developer taking the rest of the SHLAA period, with a raised annual average given the number of potential apartments.

Step 5 – Overall Achievability

Years 6-10 and 11-15

Investment here will make this an attractive location for housing and site constraints are not considered significant. The site is likely to come forward in the latter part of the SHLAA period due to the need to relocate the business and for highway capacity to be released by road improvements.

0-5 years	0 - 1		6-10 years	5 - 6		11 - 15 years	10 - 11	70	15+ Years	Not Currently Developable
	1 - 2			6 - 7			11 - 12	70		
Yield:	2 - 3		Yield:	7 - 8		Yield:	12 - 13	70	Yield:	Yield:
	3 - 4		100	8 - 9	30	331	13 - 14	60		
	4 - 5			9 - 10	70		14 - 15	61		

SHLAA Ref: SW/351

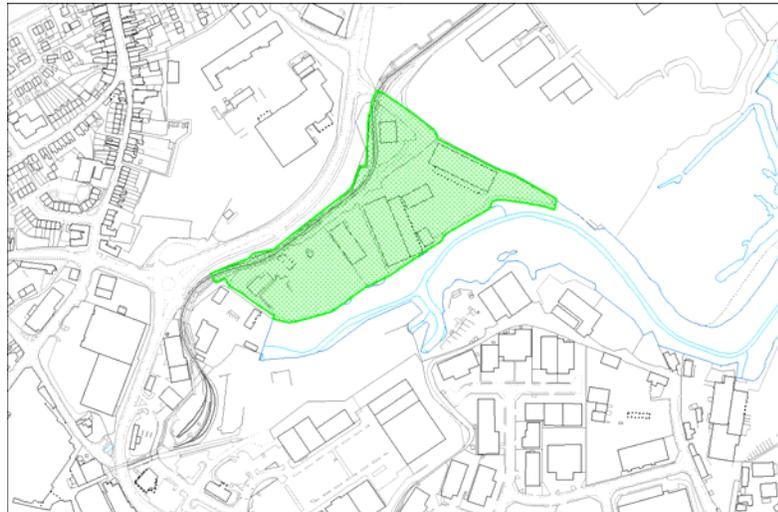
Site Address: Gas Road, Sittingbourne

Site area (ha): 3.5 ha

Landowner Yield: None specified, but part submitted as SW/110

Density Multiplier Yield: 147

SPD Yield: 187 apartments



General Site Description:

The site is characterised by a number of lower end engineering uses and a specialist waste electrical and electronic recycling facility. Access is served from the very poor quality Gas Road with a busy junction, restricted head height and restricted visibility onto Mill Way. The site fronts the tidal Milton Creek. The SPD envisages redevelopment of the site for apartments over three storeys due to flood risk.

Step 1 – Policy Constraints

Should site progress to step 2? Yes

See report overview. The draft Employment Land notes that this is a suitable employment, although it acknowledges that it forms part of a regeneration project. The sites are described as poor quality and a 'constrained employment location with limited potential for other employment uses'.

Step 2 – Suitability

Should site progress to step 3? Yes

See report overview. The main issue here is flood risk, although the Environment Agency has not objected to its inclusion within the masterplan. There is likely to be some contamination due to historic uses, although these are not thought critical. Likewise some consideration of air quality may be relevant, although this may be offset by the removal of the current uses. There are likely to be some highway constraints, most of which would be overcome as capacity is provided firstly by the Northern Relief Road (Milton Creek crossing) and at key road junctions brought about by town centre retail development. Ultimately, the full development potential will require the NRR link with the A2. The restricted head height is not thought to be a deterrent for development, although it may have a bearing on construction.

Step 3 – Availability

Should site progress to step 4? Yes

Approximately 30% of the site is owned by Milton Pipes who have submitted the site as potential housing land as part of their land rationalisation proposals. The remaining sites are established businesses with no obvious signs of moving. However, with landownership relatively simple, it is assumed that the sites would be available once visible signs of redevelopment began on adjacent sites.

Step 4 – Achievability

Should site progress to step 5? Yes

Despite its water frontage, in market terms this is not considered to be an attractive location for development until such times as there were tangible enhancements taking place on adjacent sites. Even then the site is isolated from the main body of development by overhead pipe work and the retail park on the opposite bank of the creek. Given this, the modest site constraints and the need for wider highway infrastructure to be in place, development of the site is considered unlikely to come forward before years 11-15. This is also influenced by the need for current occupiers to relocate.

Step 5 – Overall Achievability

Years 11-15

Investment here will make this an attractive location for housing and site constraints are not considered significant. The site is likely to come forward in the latter part of the SHLAA period due to the need to relocate the business and for highway capacity to be released by road improvements.

0-5 years	0 - 1		6-10 years	5 - 6		11 – 15 years	10 - 11		15+ Years	Not Currently Developable
	1 - 2			6 - 7			11 - 12	50		
Yield:	2 - 3		Yield:	7 - 8		Yield:	12 - 13	50	Yield:	Yield:
	3 - 4			8 - 9		187	13 – 14	50		
	4 - 5			9 -10			14 - 15	37		