

3.1 DEVELOPING THE VISION

3.1.1 Our vision for the future of Sittingbourne Town Centre and Milton Creek is:

3.1.2 *“Sittingbourne will be transformed into a thriving, competitive and prosperous town through:*

- *a major enhancement in the quality of the retail offer and attractiveness as a shopping destination, with new and improved public spaces and buildings of architectural excellence;*
- *new, wider ranging and high quality local and town-wide services, leisure and cultural facilities and attractions, balancing innovation with traditional*

values, meeting the needs of current and future residents;

- *establishing the town as a leading centre for learning and skills in North Kent;*
- *building on and enhancing its unique local character and heritage, built form and the rediscovery of Milton Creek in order for Sittingbourne to become an attractive and interesting town; and*
- *the creation of a vibrant new community and lifetime neighbourhood at Milton Creek.*

3.1.3 *Sittingbourne will be at the forefront of the eco-agenda and a model of sustainability. The Town Centre and Milton Creek will be a place of opportunity where people from all backgrounds will want to live, work and visit”.*

Figure 3.1 3D Visualisation of masterplan looking north west over the Town Centre



3 VISION AND OBJECTIVES

3.2 OBJECTIVES

3.2.1 Following from the baseline analysis and the consultation undertaken a series of overarching objectives have been established. These are set out below, with more detail on how they should be interpreted in sections 4 and 5. Central to these is the achievement of a step change to the image, identity and attractiveness of the town.

DESIGN

1. To introduce new high quality public spaces and buildings into the town
2. To ensure new development is of an appropriate scale and form to reflect Sittingbourne's character, diversity and context
3. To integrate new development with special features of the town, including the High Street conservation area, building on the town's historical development, heritage and culture and historical links to the Creek, for example, by pursuit of the Paper Trail concept.
4. To respect and enhance the natural environment and qualities of Milton Creek
5. To make physical and thematic links between the redevelopment of Milton Creek and Sittingbourne Town Centre
6. To incorporate community safety into high quality design.

PLANNING

1. To create a thriving mixed-use town centre with an attractive environment
2. To increase and widen the range and mix of facilities in the town, with particular emphasis on culture and education, skills and job opportunities
3. To improve the quality of the town centre's retail offer, developing the required quantum in the town centre through a retail core to the north and south of the railway line joined up by

a landmark bridge over the railway line.

4. To improve and encourage the vitality and viability of the retail offer including local independent traders as well as national chains
5. To redevelop brownfield sites and inappropriate uses around Milton Creek with a mixture of land uses and housing tenure types, forming a new sustainable community
6. To encourage the revival of the town through incremental and phased discrete projects, using funding and support from various sources to deliver change. Refurbishment and improvement of the existing town centre core will need to be undertaken in advance of, or at least at the same time as any development to the north of the railway to ensure integrity of the whole town.

TRANSPORT AND MOVEMENT

1. To meet the access needs of all
2. To simplify and increase the legibility of the major movement structure through the town
3. To improve north south connections across the railway line, between the town centre, the Creek and Milton Regis, reducing the dominance of roads and other physical barriers to movement
4. To create a network of well-defined streets and spaces
5. To make it easier and safer to get around, especially on foot and by bike
6. To ensure the provision of a high quality and accessible public transport system with emphasis on good bus links and provision of a bus / rail interchange.

SUSTAINABILITY

1. To provide new development which will be an exemplar in sustainable design and construction.

Figure 3.2 Concept Plan



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