

<b>Joint Transport Board Meeting</b>	<b>Agenda Item:</b>
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<b>Meeting Date</b>	10 <sup>th</sup> September 2012
<b>Report Title</b>	Faversham Creek Streetscape Strategy
<b>Portfolio Holder</b>	Cllr Gerry Lewin
<b>SMT Lead</b>	Pete Raine
<b>Head of Service</b>	James Freeman
<b>Lead Officer</b>	Natalie Earl
<b>Key Decision</b>	<b>No</b>
<b>Classification</b>	<b>Open</b>
<b>Forward Plan</b>	<b>Reference number: N/A</b>

<b>Recommendations</b>	1. That the JTB endorse the Faversham Creek Streetscape Strategy as part of the evidence base for the Faversham Creek Neighbourhood Plan and as the basis for creek streetscape enhancements in the future. The community will set the priorities for implementation through the Neighbourhood Plan process.
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## **Purpose of Report and Executive Summary**

- 1.1 This report outlines the key aspects of the Faversham Creek Streetscape Strategy, which seeks to extend town centre streetscape enhancements to the creekside area and forms part of the background to the Faversham Creek Neighbourhood Plan (NP).
- 1.2 The principal aim of the strategy is that improvements in the public realm around Faversham Creek should respond to and enhance the character and distinctiveness of the creekside area. It will form part of the evidence of the Neighbourhood Plan and it will be the community who will set the priorities for implementation through the Neighbourhood Plan process.

## **2 Background**

- 2.1 The document was commissioned by the Faversham Enterprise Partnership on behalf of Faversham Town Council and sponsored by Kent County Council, The Faversham Enterprise Partnership, the Bensted's Charity and the Faversham Municipal Charities, in December 2011.
- 2.2 Context4D were commissioned to undertake a Creek Streetscape Strategy for Faversham Creek. It continued Context4D's involvement with the public realm

of Faversham following the production of the Faversham Streetscape Strategy (2005) through appraising and developing concepts and indicative projects for the Creekside Area. The Faversham Streetscape Strategy successfully influenced the coordinated approach to improvements to street surfaces and street furniture in the town centre and this approach is being extended in more detail to Faversham Creek Neighbourhood Plan Area as an integral part of the regeneration of the area.

- 2.3 The Strategy is a practical working document with a thorough analysis of the public realm of the area, recommended guidelines, with indicative plans, visuals and indicative costings. These recommendations include the improvement of the legibility, permeability/connections to the Creek and between its banks. The recommendations are grounded in the context of Faversham and its Creek, enhancing its local distinctiveness. Thus, the heritage assets of the public realm of the area (historic surfaces, green spaces, maritime fittings, street furniture etc) have been identified and proposed for retention and enhancement.
- 2.4 The detailed preparation has been undertaken with the Faversham Joint Public Realm Working Group, which includes representatives of the Town Council, and officers from Swale Borough Council and Kent County Council and presentations have been made to the Neighbourhood Plan Steering Group. The Strategy has been endorsed by Faversham Town Council.

### **3 Summary of the Strategy**

- 3.1 The Streetscape Strategy is attached to this report as an appendix. The Strategy outlines the guiding principles regarding the improvements to the streetscape of the creekside area and establishes guidelines for the design of specific items in the overall streetscape. The Strategy also sets out guidance for creek streetscape enhancements for discrete areas of the creekside.
- 3.2 The strategy presents the main opportunities for intensive coordinated improvements around the creek. They are identified as being discrete interventions to achieve specific objectives in terms of the overall aims of the Strategy and to address one or more of the negative issues identified in the appraisal of the creekside public realm. The projects, each self contained, will contribute to the overall improvement of the creekside.
- 3.3 The projects within the Strategy include improvements to:
- Town Quay
  - The 'Square' and Quay Lane
  - Front Brents and link to path on north side of the Basin
  - Flood Lane to Brent Road
  - Improvements to the link between the south side of the Basin and North Lane
  - Stonebridge Pond viewing area
  - Crab Island to east end of Upper Brents

- Faversham Reach and Connections
- Standard Quay
- The southern end of Standard Quay and Standard Square.

- 3.4 The projects have been given an indicative costing to help the allocation of resources. The prioritisation of projects will be undertaken by the Neighbourhood Plan process.
- 3.4 In a number of cases, there are development opportunities on, or adjacent to, project sites and developers will be expected to implement, or contribute towards the proposals. In order that both the public realm projects and the proposed developments are designed to achieve environments of quality which will enhance local distinctiveness, the schemes will be coordinated through the Neighbourhood Plan.
- 3.5 Some items and projects could be undertaken by a partnership of various parties as they coordinate inputs by each. Thus, for example, a project may be funded by contributions from developers or landowners, the Town Council and the Highway Authority, amongst others.
- 3.6 It is important that future work within the public realm of Faversham Creek follows the guidance in this strategy, in order that the use of scarce resources can be maximised in contributing to its regeneration and improvement.

## **4 Alternative Options**

- 4.1 This committee could choose not to endorse this strategy; however the opportunity would be lost to influence the future streetscape of the creek area. There would be no evidence base to be used in negotiating improvements/ contributions with developers.

## **5 Consultation Undertaken or Proposed**

- 5.1 The strategy was developed through consultation with a number of landowners and businesses within the creekside area and a period of public consultation commenced with an exhibition of the draft proposals held in Faversham Market Place on 10th March 2012 and for 10 days thereafter in Faversham Library, with opportunities for responses over subsequent weeks.
- 5.2 The Strategy has been endorsed by Faversham Town Council and Faversham Joint Public Realm Working Group and it is now being presented to the Joint Transport Board for endorsement by Swale Borough Council and Kent County Council. It will act as the basis for future improvements to the public realm at Faversham Creek.

## 6 Implications

Issue	Implications
Corporate Plan	This piece of work and it's parent document 'The Faversham Creek Neighbourhood Plan' falls into the following Corporate Priorities: 1. Healthy Environment 2. Open for Business 3. Embracing Localism
Financial, Resource and Property	The identified projects will be funded through development, the Faversham Creek Neighbourhood Plan and through incremental improvements undertaken by Swale Borough Council, Kent County Council and Faversham Town Council.
Legal and Statutory	Neighbourhood Plan production will need to be in accordance with the Localism Act 2011.
Crime and Disorder	None anticipated as a result of this item, although these are matters relevant to the production of any DPD.
Risk Management and Health and Safety	None identified at this stage.
Equality and Diversity	None identified at this stage.
Sustainability	A formal sustainability appraisal of the draft Neighbourhood Plan will be completed in due course.

## 7 Appendices

- 7.1 The following documents are to be published with this report and form part of the report
- Appendix I: The Faversham Creek Streetscape Strategy 2012 (attached to the online agenda).

## 8 Background Papers

- 8.1 None.