

## TOWN CENTRE VISIONING – THEMES AND OBJECTIVES

### Theme A: Town Centre Living

THEME	OBJECTIVES	ACTIONS	DELIVERY TIMESCALES
TOWN CENTRE LIVING	<b>A1</b> To achieve a predominately residential frontage on the western bank of the River Medway, i.e. linking the Scotney Gardens and Hart Street residential developments. Specific sites of interest for residential (with some high end leisure use) were the St Peters Street business park, Broadway shopping centre and Lockmeadow Leisure Complex.	<b>A1.1</b> Work with landowners to consider the long term future of these sites including the potential for residential redevelopment.	Long
		<b>A1.2</b> The allocation of these sites in policy should the landowners support any potential residential redevelopment.	
		<b>A1.3</b> Work with Land Securities to determine the long term future of the Lockmeadow Entertainment Centre.	Long
	<b>A2</b> Improvements to the environmental and general quality of the housing stock in close proximity to the Town Centre.	<b>A2.1</b> Determine which areas of housing in close proximity to the Town Centre are the focus of any interventions.	Medium
		<b>A2.2</b> Determine what improvements are required to bring up the standard of housing in the areas identified in A2.1.	Medium
		<b>A2.3</b> Establish the best methods for delivering the identified improvements in each target location and the delivery of these.	Medium
		<b>A2.4</b> Work to improve take up of government, national and borough grant schemes in the targeted areas.	Short
	<b>A3</b> Ensure the Maidstone Prison site remains a functional part of Maidstone Town Centre.	<b>A3.1</b> Work with colleagues from HM Prison Service to determine the long term future of Maidstone Prison.	Long
		<b>A3.2</b> The allocation of this site in policy should the HM Prison Service choose to withdraw from the site.	Long
		<b>A3.3</b> The inclusion of Maidstone Prison as part of the 'One Public Estate Programme' across Kent.	Long
	<b>A4</b> Bring forward key housing sites within the Town Centre.	<b>A4.1</b> Where they exist, develop business cases to support direct intervention into the Town Centre housing market, which without consideration given to the wider regenerative and community benefits wouldn't normally be considered from a solely commercial point of view.	Medium

## THEME B: EMPLOYMENT AND RETAIL

THEME	OBJECTIVES	ACTIONS	DELIVERY TIMESCALES
EMPLOYMENT AND RETAIL	<b>B1</b> Set out commercially astute proposals for the future role of the town centre as a retail destination which should specify the actions required to secure Maidstone's position in Kent's retail hierarchy.	<b>B1.1</b> Establish a granular level understanding of the retail market in the Town Centre and the needs and wants of retailers in the short, medium and long term.	Short
		<b>B1.2</b> Proactively seek mid and high end retailers to come and locate in Maidstone Town Centre and continue to market the Town Centre to a wide audience.	Short
	<b>B2</b> Consolidation of the Town Centre retail and leisure offer to the eastern side of the River Medway.	<b>B2.1</b> Work with appropriate land and property owners to ensure attractive and appropriate Town Centre sites come forward for retail occupation.	Long
	<b>B3</b> The establishment of a clear narrative around the type and nature of retail / leisure we want to see in the Town Centre, relative to that which we want to see at Junction 7 to ensure that both can exist in harmony for the benefit of Maidstone.	<b>B3.1</b> Work with the developer to ensure any redevelopment plans for Newnham Court compliment the Town Centre retail environment.	Short
	<b>B4</b> To continue working with and influencing The Mall re-development plans.	<b>B4.1</b> Work with Capital and Regional to bring forward each phase of their redevelopment plans.	Long
	<b>B5</b> To continue working with and influencing SOLUM Regeneration over the redevelopment of Maidstone East.	<b>B5.1</b> Work with SOLUM Regeneration and KCC to bring forward the Maidstone East site and surroundings in line with the aspirations for that part of the Town Centre.	Short
	<b>B6</b> Set out commercially astute proposals for the future role of the town centre as an office location which should specify the actions required to secure this role.	<b>B6.1</b> Establish a granular level understanding of the office market in Maidstone and the short, medium and long term actions to sustain and secure this.	Short
	<b>B7</b> Look at opportunities for public sector consolidation of office space in the Town Centre to create an office quarter that would provide a magnet for the development of prime office accommodation.	<b>B7.1</b> Work with Kent County Council and other public sector bodies to see what opportunities are available through Kent's participation in the 'One Public Estate Programme' in Maidstone.	Short
		<b>B7.2</b> Work with public sector bodies in Maidstone Town Centre to determine the future of their buildings / land in-	

		line with the Town Centre Vision.	
	<b>B8</b> Ensure better quality office accommodation is retained within Maidstone going forward.	<b>B8.1</b> Work with office accommodation owners to ensure the office accommodation on offer meets the needs of Maidstone businesses.	Short
		<b>B8.2</b> Where they exist, develop business cases to support direct intervention into the Town Centre office market to ensure adequate provision remains within the Town Centre and the wider regenerative benefits this would have.	Medium
	<b>B9</b> To bring forward key regeneration sites within the Town Centre to ensure the Town Centre remains vibrant and appropriate for 21 <sup>st</sup> century living.	<b>B9.1</b> The creation of a list of key opportunity / regeneration sites within the Town Centre.	Short
		<b>B9.2</b> Where they exist, develop business cases to support direct intervention into the Town Centre market to ensure sites are regenerated and the Town Centre benefits more widely from the investment and improvement.	
	<b>B10</b> Support for the creation of a diverse Town Centre supporting the needs of its residents, businesses and visitors.	<b>B10.1</b> Encourage leisure and community uses and active shopping areas in secondary streets to improve the vitality and viability of the Town Centre, through diversification.	Short

## THEME C: CULTURE & LEISURE

THEME	OBJECTIVES	ACTIONS	DELIVERY TIMESCALES
CULTURE & LEISURE	<b>C1</b> The creation of a cultural quarter around the Archbishops Palace.	<b>C1.1</b> Define options for enhancing the cultural area by the Archbishops Palace (and other areas of the Town Centre) to ensure access to this part of Maidstone's heritage is available to all.	Short
	<b>C2</b> Linking the above cultural quarter ideas with the redevelopment of the old Peugeot Building, the River Len and the area to the rear of Bank Street and the Peugeot Building.	<b>C2.1</b> Work with Peugeot to understand the short term future of the building.	Short
		<b>C2.2</b> Understand the land ownership in this area (including the wider hard-standing areas behind Bank Street) and investigate the uses to which the site could be put.	
		<b>C2.3</b> Consider purchasing the old Peugeot Building and surrounding land should there be a business case for doing so.	
	<b>C3</b> Consideration of a potential cultural attraction for the Town Centre possibly associated with high quality housing on the Lockmeadow Leisure site.	<b>C3.1</b> Determine the need for, and preferred type of cultural attraction for the Town Centre and the potential locations and costs for these options.	Long
	<b>C4</b> Relocation of the leisure offer currently available at Lockmeadow into the core Town Centre area.	<b>C4.1</b> Work to ensure Town Centre sites and redevelopment allows for the integration of leisure uses back into the core town centre area.	Long
	<b>C5</b> Ensure a vibrant cultural offering is provided in the Town Centre.	<b>C5.1</b> Delivery of the Festivals and Events strategy and the development of a calendar of activities and events throughout the year in the Town Centre focusing on a range of activities including music, dance, food, exhibitions etc.	Short

## THEME D: PUBLIC REALM & CONNECTIVITY

THEME	OBJECTIVES	ACTIONS	DELIVERY TIMESCALES
PUBLIC REALM & CONNECTIVITY	<b>D1</b> Phase 3 of the Town Centre Public Realm work in Gabriels Hill, Earl Street and the North end of Week Street.	<b>D1.1</b> Commission an Economic Impact Assessment of the Phase 3 works to include a review of the impact of Phase 1 and Phase 2.	Medium
		<b>D1.2</b> Develop the Phase 3 projects to achieve full planning permission, ready for delivery.	
		<b>D1.3</b> Delivery of the Phase 3 works.	
	<b>D2</b> Consider implementing a programme to update shop frontages on the secondary streets within the Town Centre through the provision of grant funding and design briefs and to consider how this can be applied in other parts of the borough, so the whole borough also benefits.	<b>D2.1</b> Identify key secondary roads in Maidstone Town Centre for targeting.	Short
		<b>D2.2</b> Determine the work needed on each individual street taking into account its heritage, conservation status and location within the Town.	
		<b>D2.3</b> Develop though liaison with stakeholders, design guidelines and briefs to guide the programme of shop frontage updates on each individual identified secondary street to ensure each street targeted retains its own individual character.	
		<b>D2.4</b> Based on the interventions determined in D2.2 and D2.3 develop ways of delivering and securing these improvements on each street individually. This may take the form of grant or loan funding or the introduction of planning guidance.	
	<b>D3</b> Improved integration of the river frontage into the Town Centre and improving the ability for movement between the river frontage and the Town Centre.	<b>D3.1</b> Work with KCC to ensure that the Gyratory Widening Project seeks to deliver improved integration and public realm benefits in addition to its principal aim of improving access over the gyratory system.	Short
		<b>D3.2</b> Work with KCC to improve the appearance, maintenance and feelings of safety in the underpasses.	Short
		<b>D3.3</b> Work with KCC to determine a series of accessibility	Medium

		improvements for pedestrians going from the Town Centre, over Royal Engineers Way, to the River.	
	<b>D4</b> Moving forward, ensuring future development embraces and integrates onto the river frontage, instead of turning its back on the river.	<b>D4.1</b> Ensure development briefs and policy for the Town Centre make reference to the importance of the river and the type, nature and linking of development close to it.	Short
	<b>D5</b> Ensure connectivity between new development and the Town Centre public realm.	<b>D5.1</b> Ensure any planning applications for development within the Town Centre and surrounds consider public realm, connectivity with town centre streets and linking with the local built environment.	Short
	<b>D6</b> Delivery of a digital high street, embracing all the benefits on online shopping and the digital revolution.	<b>D6.1</b> Implement a free Town Centre WiFi solution to enable any visitor to Maidstone Town Centre to connect and interact digitally whilst in the Town Centre.	Short
		<b>D6.2</b> In conjunction with D6.1 develop other digital interaction elements such as apps and signage to further promote the digital high street movement and 'clicks to bricks'.	Medium

## THEME E: TRANSPORT

THEME	OBJECTIVES	ACTIONS	DELIVERY TIMESCALES
TRANSPORT	<b>E1</b> Improved rail provision to enable quicker and more frequent access to London.	<b>E1.1</b> Continue to work with South-Eastern to make the case for improved, more frequent services to London Victoria and the City.	Medium
		<b>E1.2</b> Work with Network Rail, South-Eastern and the Medway Valley Line to ensure the continued provision of High Speed Services from Maidstone West to the end of the current and into the next franchise period.	Medium
	<b>E2</b> Consideration of the consolidation of Maidstone West and Maidstone Barracks into a single more prominent station.	<b>E2.1</b> Discuss with Network Rail, South-Eastern and the Medway Valley Line whether continuing to provide two stations in Maidstone on this line is beneficial.	Long
	<b>E3</b> Establishment of the “reality and myths” of congestion in the town centre.	<b>E3.1</b> Take the outcomes and research from the ITS to educate and publicise the actual congestion and parking issues in the Town Centre and offer ideas and alternative transport solutions for people visiting the Town.	Short
	<b>E4</b> Improved sustainable access options for people coming into Maidstone Town Centre.	<b>E4.1</b> Work with KCC to deliver the ‘Sustainable Access to Maidstone Employment Areas’ scheme; improving the riverside towpath along the River Medway between Aylesford and East Farleigh.	Short
		<b>E4.2</b> Continue to act to improve access to the Town Centre including walking, cycling and public transport.	Medium
		<b>E4.3</b> Improve access for all across the Town Centre	Short
	<b>E5</b> Improved cohesion and understanding between multiple providers of transport services which affect the Town Centre	<b>E5.1</b> Using our strategic leadership role, to work with other parking providers (specifically at key times of year e.g. Christmas) to ensure complementary provision throughout the Town Centre.	Short
		<b>E5.2</b> Work through the Quality Bus Partnership to continue to provide the best possible bus service for residents and visitors to access the Town Centre.	
	<b>E6</b> Potential reconsideration of the All Saints Link Road.	<b>E6.1</b> Discuss and understand with KCC the costs and benefits that would come about from the creation of the All Saints	Long

		Link Road.	
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