



Star Hill to Sun Pier

PLANNING + DESIGN STRATEGY

Supplementary Planning Guidance
Adopted May 2004

Forward

The next few years will see large-scale change and regeneration all along Medway Waterfront. The Council's two most immediate projects are the regeneration of Chatham Centre and Waterfront as the cultural and commercial centre of Medway, and the new urban quarter of Rochester Riverside. However – as the principle connection between these two areas, Star-Hill Sun pier is also important. In its own right the area has considerable potential. It has a distinct and unique character that was recognised by designation as a conservation area in 1985, and an outstanding underdeveloped riverside. This strategy aims to build on these qualities to give Star Hill- Sun Pier a new economic and cultural lease of life as a interesting, varied and vital quarter with a mix of housing and small scale creative industries.

The strategy has been drawn up in consultation with local people, developers, public agencies, private organisations and community groups. It is a comprehensive strategy; weaving together a number of principles to do with design, land use, economic development, transport, and community safety.

Certain issues, such as flood management and transport, are partly dependant upon a strategic approach across the whole of Medway waterfront. The Council is in the process of commissioning flood management study across the built up area of Medway Waterfront, and is carrying out a 'Transport for Medway' study that could see changes to the transport network along the Waterfront, including within the Star Hill- Sun Pier area. The Star Hill to Sun Pier Planning and Design strategy therefore provides interim guidance pending completion of these studies. The intention is to enable regeneration to proceed.

This guide cannot achieve change by itself. We hope that it provides a platform that inspires and stimulates a high standard of planning and design when development takes place in the historically sensitive Star Hill to Sun Pier area.

Councillor Mrs Jane Chitty

Regeneration & Renewal Portfolio Holder, June 2004

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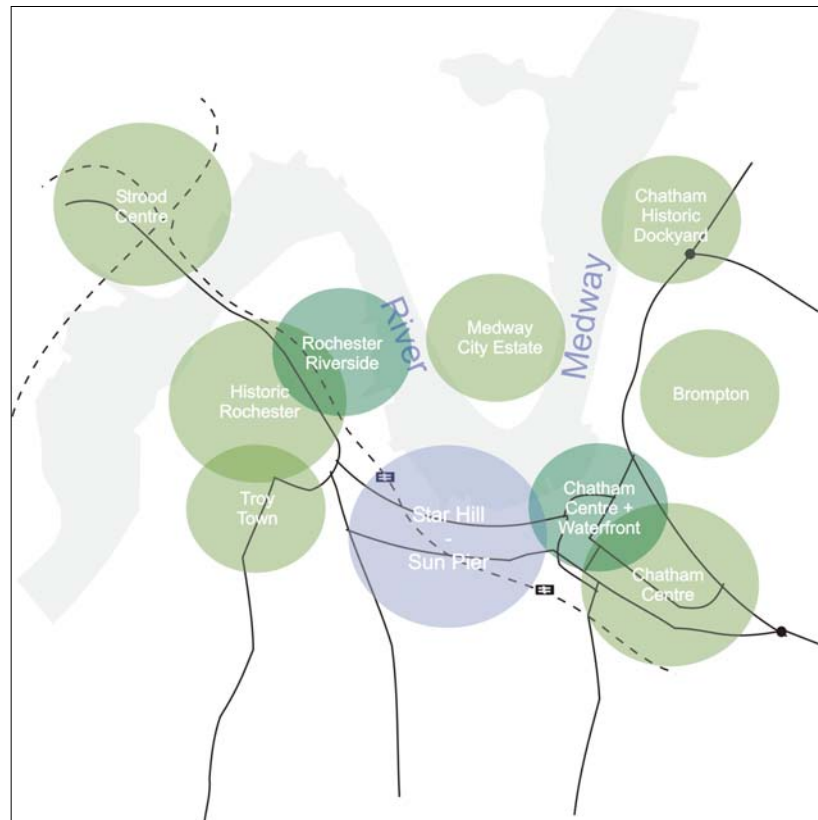
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[1] Star Hill to Sun Pier in the wider context

1.1 Introduction

Star Hill-Sun Pier is a special and unique part of Medway that presents a series of challenges and opportunities. At a strategic level, the area links the centres of Rochester to the west and Chatham to the east - Figure [2]. The dominant urban form is the long, gently curving High St between these two centres, bounded by examples of late Georgian and early Victorian terraced buildings and a number of distinguished individual 18th century buildings. These are intersected by a number of lanes which connect the High St to the steep escarpment, topped by New Road to the South and to the River Medway with its former industrial buildings and wharves to the North. The area covers approximately 13 hectares and includes Rochester Railway Station.

Changes in shopping and industrial trends, together with the fact that, as a through route, the Rochester and Chatham High Street has long been secondary to New Road, have meant that the area has declined economically. Many of its buildings have fallen into disuse and disrepair and low value uses such as second hand car lots have appeared along the High St. Town ward, within which Star Hill Sun Pier is located, is an area of low income and employment and poor housing as compared to national averages. However, the area has considerable potential. It has a distinct and unique character. As a key riverside location the traditional tight urban grain continues to support a variety of uses – housing, shopping and industrial that add to the richness of character and diversity.

In addition, Star Hill Sun Pier forms the principal connector and development corridor between two of the council's key strategic regeneration initiatives of 'Chatham Centre and Waterfront', and 'Rochester Riverside.' Within the context of these initiatives, and particularly a thriving and dynamic Chatham Centre and Waterfront serving a population of 250,000 people, Star Hill-Sun Pier will have a valuable role as an interesting, attractive, and diverse area that is a destination in its own right and link between key urban areas.

Key factors or influences on the area, some new, can be summarised as:

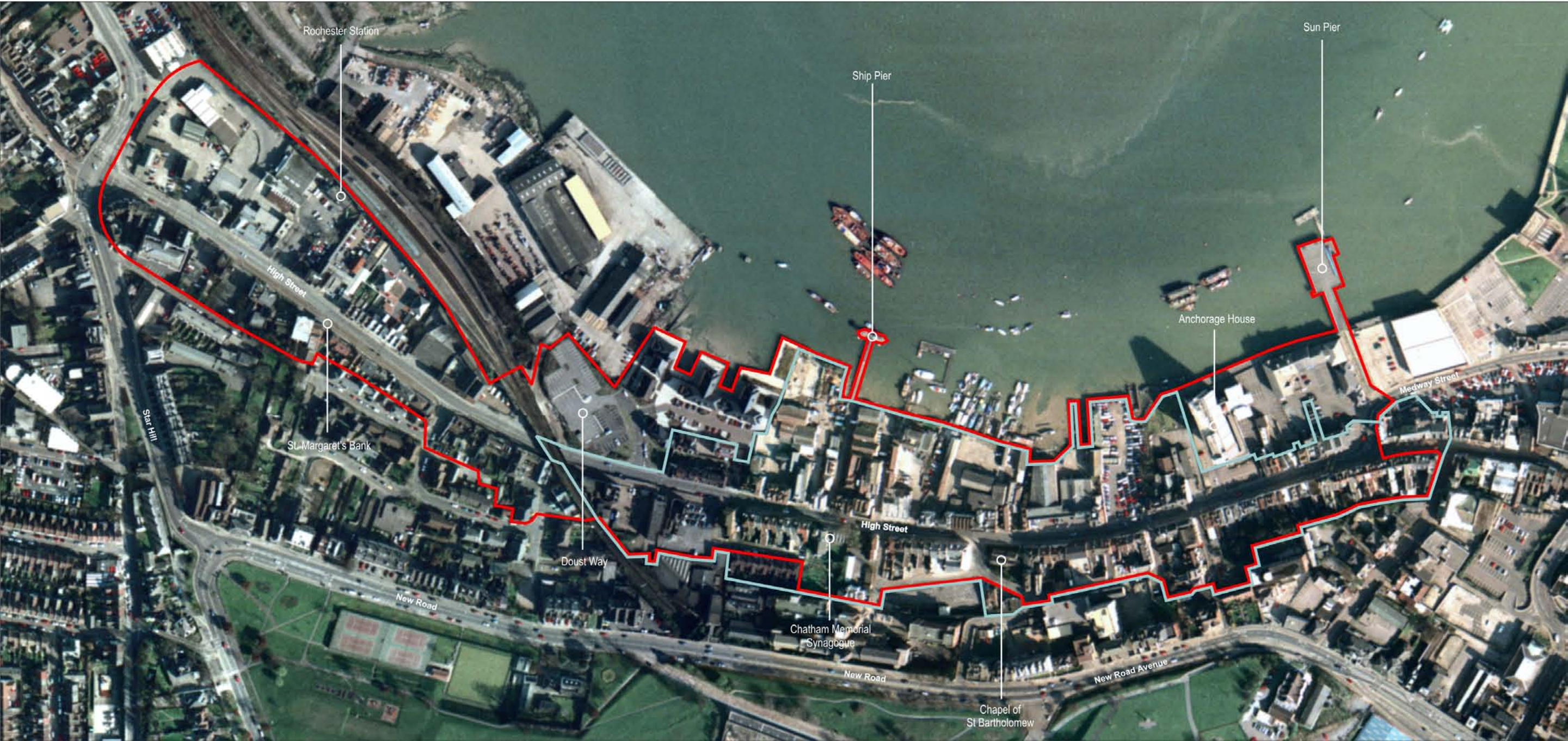
- the importance of this area had not been widely recognised until designation as a Conservation Area (1995)
- levels of vacancy, and under-use are significant – a result of changes in shopping and industrial trends and the areas peripheral location on the edge of major centres;
- property and rental levels are low, making it difficult to attract investment, particularly in empty buildings;
- poor perception of the area, particularly in personal safety and security terms, including the town's principal red-light district.;
- a multiplicity of land ownerships exists meaning that new developments are piecemeal rather than large single scale;
- complexity coupled with a multiplicity of land ownerships has made restoration and new development difficult;
- renewed interest in business, workspace and housing development;
- emergence of the evening economy and in particular food and drink; and
- attractiveness of the area, allied to cheap rents and the proximity of Kent Institute of Art and Design may help in the establishment of 'creative industries' in the area.

1.2 Purpose of the Strategy

There is a need to promote and shape development and regeneration that makes the most of the opportunities and character of the area. It is important to sustain its historic environment whilst giving it a new and appropriate economic future within the context of a regenerated wider Medway Waterfront. This strategy provides **guidelines and policies for the long-term management and development of the Star Hill Sun Pier area.**

Figure 2: Star Hill Sun Pier Area

- Star Hill-Sun Pier
- Townscape Heritage Initiative





1.3 Structure of the Strategy

This strategy is organised in three main parts:

Part One: Setting the Scene sets out the strategic objectives that will guide further development.

Part Two: The Strategy for Planning + Design sets out guidance and a set of principles for the mix of uses, location, layout, form and appearance of development, whether it is buildings, streets or spaces.

Within Part Two, analysis is organised under 5 key themes:

- Uses:** the mix and location of land uses and integration with existing services and facilities
- Form:** the layout, form and appearance of buildings and spaces between them
- Spaces:** the locations and type of open spaces, landscaping and public realm works
- River:** qualities and opportunities for river walks and spaces, focal points and flood risk
- Movement:** the network and pattern of pedestrian and cycle routes, public transport and vehicular traffic, including parking provision

Part Three: Bringing it all Together indicates the requirements for planning applications, addressing the principles established in Part Two and ends with a conclusion on possible funding sources to help deliver change.

1.4 Consultation

As Figure 3 shows opposite, the advice and support of key interest groups and individuals has been vital to the success of the strategy process. Consultation has occurred with local businesses, developers, landowners and residents. A planning workshop was held on 3 December 2002, which involved approximately 55 people representing community and professional groups and a public exhibition on proposals took place in July 2003.

1.5 Status

This strategy will be adopted as Supplementary Planning Guidance. It will complement the Adopted Version of the Medway Local Plan 2003 as the statutory basis for the consideration of new development proposals.

It provides a comprehensive policy framework for the consideration of planning applications and for the management of the area. However –t he wider area is subject to change as the Medway Renaissance gathers pace. Within this context two issues are current and will affect the area. First, the issue of flood management is crucially important, not least in protecting lives and property but in respecting the historic value and qualities of the area and the need to think more deeply and sensitively about the environment we want to create. The council is in the process of carrying out a flood management study that will help establish strategic flood defence measures. Second, major changes to the transport network and infrastructure around Chatham Centre and Waterfront will have an impact on Star Hill Sun Pier. Again, no decisions on this have been taken and work by external consultants together with the council will help look at the range of possibilities.

For these reasons, this Planning and Design Strategy will hold the status of interim supplementary planning guidance while work progresses on aspects of flood management and the transport network. Although advice on these matters may be subject to revision, the Council does not regard this as precluding regeneration.

[3] The Star Hill to Sun Pier strategy process



351 High St, building on the at risk register



Shops on the High Street, Chatham end

1.6 The Strategy Objectives

The five strategic objectives that will guide development in Star Hill-Sun Pier are:

- **Reinforce the unique identity and historic character:** securing the retention and restoration of the inherited abundance of historic buildings and architecture together with the protection and enhancement of urban structure that underpins the area's character. Enabling a high standard of design that sees the improvement of the riverfront and sympathetic development of gap sites.
- **Produce a vibrant, mixed use place:** developing a mixed-use economy, particularly along the High St, in order to create a vibrant, diverse, successful and safe place.
- **Celebrate the public realm:** creating an attractive and safe public realm based on its historic structure making the most of the area's riverside location. Restoration of historic alleys and establishment of a sensitive river frontage and riverside walk to be used by pedestrians and cyclists are key elements as are links to the green areas around Fort Pitt.
- **Promote the riverfront:** attracting people and activity to the riverside as a key asset, protecting and enhancing views of the river and developing a riverside walk as a safe and secure place.
- **Produce a people-friendly place that is easy to get to, through and around:** enhancing existing pedestrian and vehicular routes and creating new ones that are direct, safe and pedestrian focussed.

1.7 Policy Review

National and Regional

Increasing emphasis on planning and design is being pursued at both national and local level. Government advice can be found in Planning Policy Guidance Notes (PPG's and PPS's), circulars and other advisory documents such as 'By Design' (2000), 'By Design - Better places to live: a companion guide to PPG3 (2001)' and for new development in historic areas 'Building in Context' (2002) produced by CABE and English Heritage. References are provided at the end of this report.

The Local Development Plan









The statutory basis for the consideration of new development proposals is the 2003 Medway Local Plan with policies relevant to the strategy area shown in Figure [4]. Policy H5 of the plan identifies five sites suitable for housing development, two of which are on the riverside. The council wishes to see mixed-use developments in the area that include commercial, housing and some shopping uses. Developers should familiarise themselves with the range of local plan policies affecting development in the area and Part Three of the strategy.

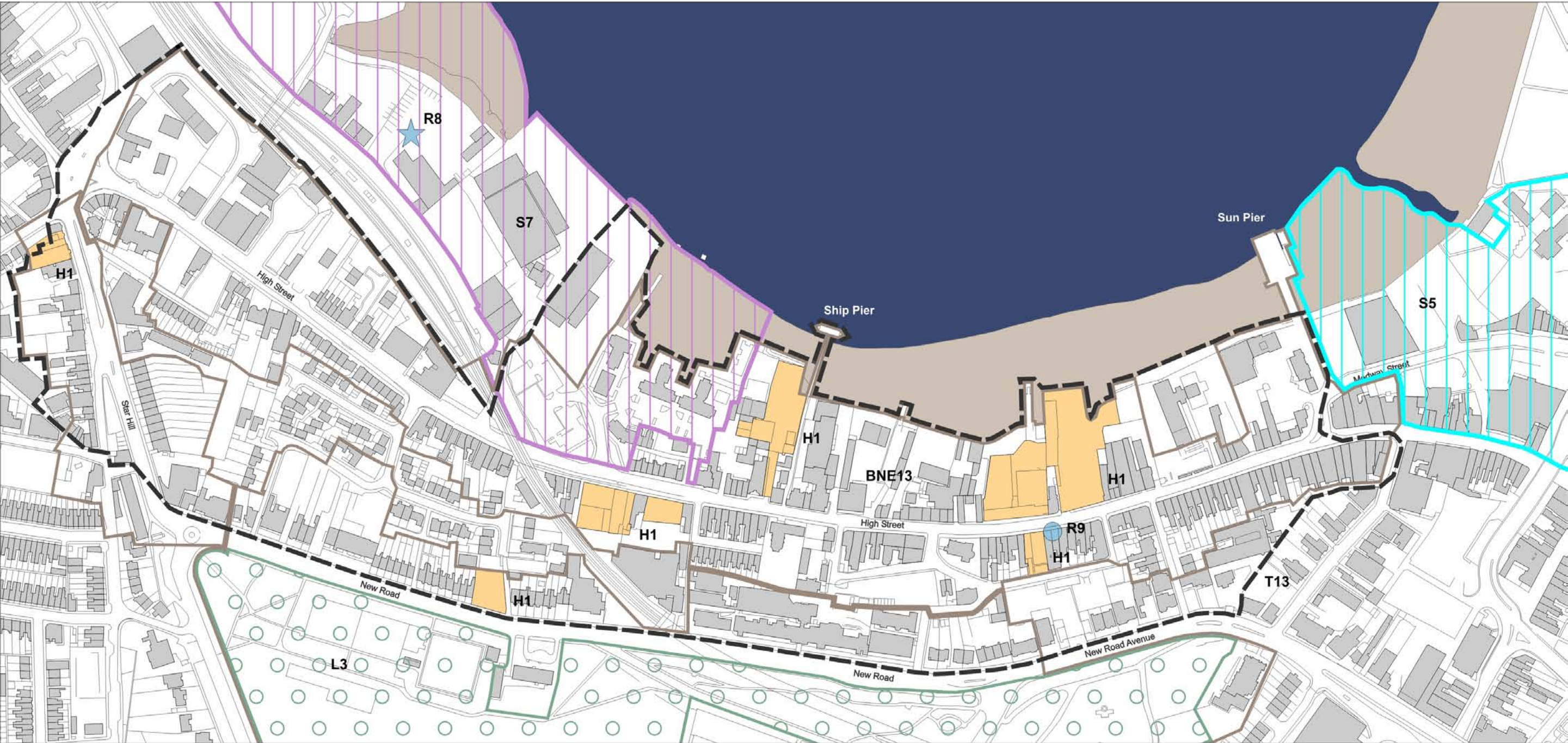
North Kent Tidal Encroachment Policy

The Environment Agency, Kent Area, has produced policy on encroachment on the tidal Medway. It seeks to resist works that cause encroachment where these, individually or cumulatively, may lead to one or more of the following:

- reduced storage volume of the river;
- change to the flow of the river causing damage to flood defences, foreshore, banks and fisheries;
- reduced access to the river and its flood defences;
- loss of damage to river habitats;
- reduced river corridor open space and damage to local landscape character;
- pollution entering the wider environment;
- loss of damage to the river's archaeological heritage; and
- reduced opportunities for river-based recreational pursuits.

Figure 4: Local Plan Policies- Star Hill Sun Pier Area

-  S7. Rochester riverside
-  S5. Medway's "City" centre riverside
-  H1. Proposed housing development
-  T13. Transport policy area
-  BNE13. Existing conservation area
-  L3. Protection of open space
-  R8. Proposed local retail facilities
-  R9. Local centres, village shops & neighbourhood centres



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The Environment Agency encourages the provision of an enhanced river corridor and the re-establishment of its foreshore. More details of the encroachment policy can be found in Appendix [A] at the end of this report.

1.8 Links to Other Regeneration Initiatives

North Kent Area Investment Framework (AIF)

The North Kent Area Investment Framework seeks to provide an integrated approach to the development of the region over the next 30 years. The Medway area is identified as one of four 'Zones of Change' in the North of the region. One of the key aspirations for Chatham, which sits geographically and strategically at the heart of Medway, is to see it become the major focus for an urban renaissance within the Thames Gateway area. It will be critical in developing Medway as a centre of learning, culture, tourism and high technology. The development of a creative industries cluster and landmark cultural building are also identified as priorities within the AIF.

Medway Waterfront Renaissance Strategy

This strategy sets out the policy direction for the Waterfront Area for the next 20 to 25 years. Star Hill Sun Pier represents one of the key opportunity areas within the 11km stretch of land adjacent to the River Medway.

Chatham Centre & Waterfront Development Framework

Chatham Centre and Waterfront is the largest and most significant city centre regeneration project in North Kent. The regeneration of Chatham Centre is a catalytic project which will bring about huge benefits in its own right as well as create the dynamic environment needed for the future development of Medway. It will provide a thriving waterfront city centre with high quality retail, culture and civic core, employment opportunities, and housing appropriate to a city of a quarter of a million people. The council has appointed EDAW to lead on the production of a Chatham Centre and Waterfront Development Framework that will help deliver the council's objectives. It is anticipated that Cabinet will approve the framework in June 2004.

Townscape Heritage Initiative (THI)

This is a grant-giving programme for the repair and regeneration of the historic environment supported by the Heritage Lottery Fund and council that covers the strategy area east of the existing railway bridge. A total of £1.6 million will be available in grant aid, which is expected to start in April 2004. Grants will be wide-ranging, the details of which are provided in Part Three.

Rochester Riverside

Is one of several major regeneration schemes in the heart of Medway. This prominent 30 hectare brownfield site with a long frontage close to the centre of historic Rochester lies immediately to the west of Star Hill-Sun Pier. Development will provide a wide range of homes and jobs, a much needed quality hotel and school and a lime long riverside walk which will open up this part of the river to the people for the first time.

Star Hill-Sun Pier will benefit from all these initiatives and contribute significant value to them. The High St and riverside walks in particular will link the two initiatives of Chatham Centre and Waterfront and Rochester Riverside.

1.9 A Vision for Star Hill-Sun Pier

Our vision for the area is to work alongside partners to deliver investment, development and opportunity that recognises:

"Star Hill-Sun Pier as place of variety, characterised by a high quality streetscape, access to the river and appropriately scaled and designed buildings. New uses will bring vitality and complement the existing range of activities making the area attractive and safe, both during the day and night time. The Conservation Area and historic fabric will be restored and enhanced by the best in modern design. It will become an integrated part of the wider urban, economic and cultural fabric of Rochester and Chatham."



Development Framework for Chatham Centre and Waterfront, 2004 (draft)



Conversion of former riverside warehouse for housing purposes with spectacular panoramic views of the river

Turning the vision into reality and securing change will require significant new public and private sector investment over a sustained period. There will be opportunities in the commercial, shopping, housing and leisure sectors as well as in tourism, education and the creative industries. The council will work with potential investors and users of historic buildings to encourage their sensitive conversion and after-use.

The council has already adopted a leading role in securing the refurbishment and return to effective use of many listed and non-listed historic buildings in Star Hill-Sun Pier though this is only a start. It has, together with English Heritage invested over £1.1 million on projects over the past five years under the Conservation Area Partnership Scheme, which came to a close in 2002. The council, together with the Heritage Lottery Fund, will continue this investment in the historic fabric through the Townscape Heritage Initiative.

1.10 Issues and Opportunities for Star Hill-Sun Pier

The key issues and opportunities for the area that emerged following a planning workshop held in December 2002 are set out below. Attendees included people representing the local community, landowners, developers and other professional groups.

STRENGTHS

- Conservation Area status
- Heritage of listed and non-listed buildings
- Capability for conversion of buildings
- Townscape Heritage Initiative funding
- Location adjacent to Chatham and Rochester centres
- Developer interest in key sites
- Riverfront context and setting
- Consensus for change and improvement

OPPORTUNITIES

- Conservation of historic buildings and structures
- Market demand for city centre living
- Further development interest in key sites
- Develop a balanced mixed-use area
- Improved connections and linkages to neighbouring areas
- Promote an evening economy
- Create gateway experiences (such as the Star Hill junction and at Rochester Rail Station as a major public transport node)
- Establish local interest and representation
- Produce a master plan
- Better parking provision
- Create a safer environment
- Establish riverside walks

WEAKNESSES

- Areas of vacant, derelict and under-used buildings and land
- 'Peripheral' location adjacent to Chatham and Rochester centres
- Competition for limited space between different transport forms
- Narrow pavement and carriageway width along the High St
- Poor visibility for drivers emerging from access points
- Multiplicity of ownership
- Prostitution and drug taking
- Reputation as unsafe area

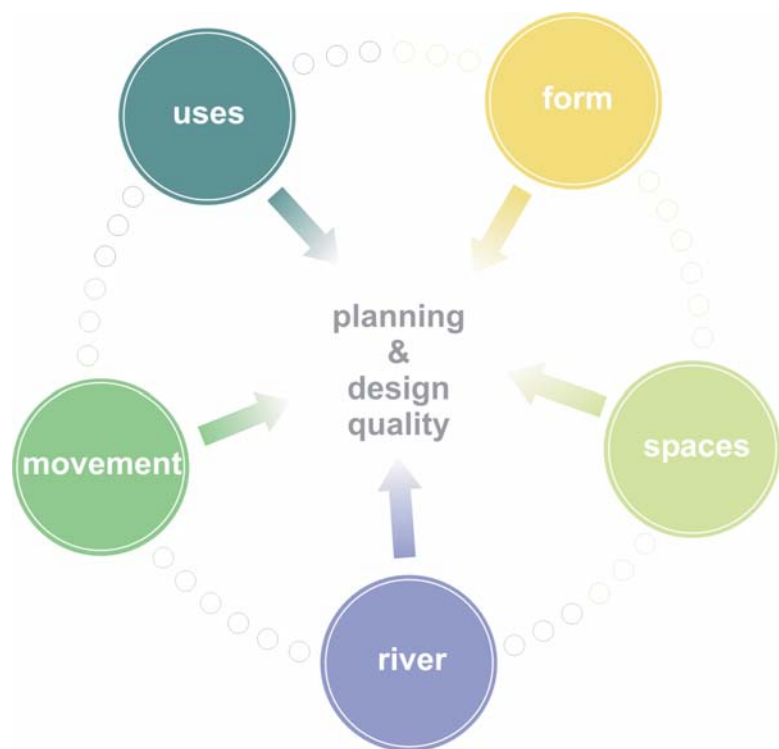
THREATS

- Vacancy, dereliction and under-use
- Low investment fails to unlock opportunities
- Inappropriate development
- Flooding
- Erosion of Conservation Area and townscape character through unsympathetic development
- Lack of financial understanding and viability in development schemes, especially for historic buildings and their repair/ redevelopment

2.1 The Strategy

This Strategy for Planning and Design provides the underlying principles by which further development should be organised. It lays down the planning and design guidelines the council will expect developers and investors to follow when developing proposals for the area. The guidelines will be underpinned by council grants for the restoration of historic buildings and economic development grants (more details can be found in Part Three).

In many cases, the strategy aims to build on the underlying character-giving qualities of the area, identified throughout this report. The strategy is illustrated in Figure [5] overleaf and is supported by the themes outlined in the Design and Development Guide below.



Strategy guidance key five-point coverage

2.2 Design and Development Guide

This Design and Development Guide is intended to provide advice on the type and mix of uses, location, layout, form and appearance of development, whether it be buildings, streets or spaces within the area. The aim of the guidance is to ensure that development is implemented in accordance with the overall vision and philosophy of the Strategy for Planning and Design.

This guidance is not intended to be a rigid blueprint for how Star Hill-Sun Pier must be developed. Rather, it offers a flexible framework for all those involved in place-making – architects, developers, landowners, landscape architects, engineers, urban designers, general public and other public and private agencies - that can explore a range of approaches that draw inspiration from the area's indigenous character and so define a character and feel for development.

This Guidance is divided into the five main design themes of:

Uses:

the mix and location of new land uses and integration with existing uses, services and facilities

Form:

the layout, form and appearance of buildings and the spaces between them

Spaces:

the locations and type of open spaces, landscaping and public realm works

River:

the qualities and opportunities for river walks and spaces, focal points and risk from flooding

Movement:

the network and pattern of pedestrian and cycle routes, public transport and vehicular traffic, including parking provision

Figure 5: Development Strategy Map

Opportunity sites:












'High Street'

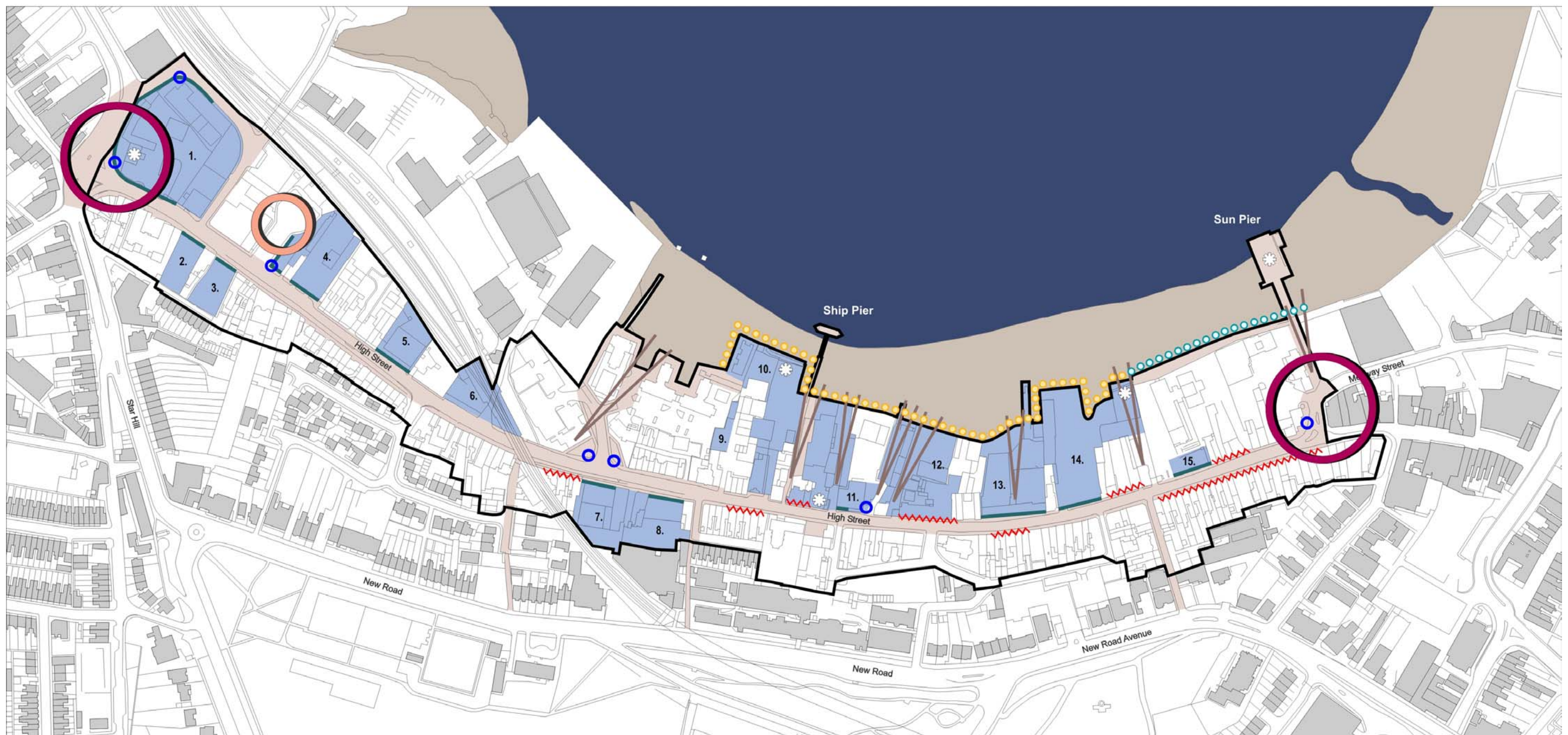
- 1. Star Hill + High Street Gateway
- 2. 230 High Street, Rochester
- 3. 240 High Street, Rochester
- 4. 233 to 235 High Street, Rochester
- 5. 259 to 261 High Street, Rochester
- 6. Railway Arches

- 7. Private Car Park Opposite Doust Way
- 8. 344 High Street, Rochester
- 15. Anchorage House

'Riverside'

- 9. Old Foundry Lane
- 10. Cook's Wharf
- 11. Hulke's Lane + Warehouses
- 12. Sufferance Wharf
- 13. 1 to 33 High Street, Chatham
- 14. Mid-Kent Wharf

	Development opportunity site		Opportunity for new riverside walkway to increase public access + profile of river
	Reinstate primary building frontage to complete perimeter block		Existing riverfront access improved
	Gateway location suitable for appropriate landmark, quality development to announce area		Public realm enhancements
	Station entrance marks important arrival + destination point		Prominent corner that demands emphasis
	Existing views of river maintained + enhanced to reinforce waterfront context + setting		Possible key shopfront improvements for group value
			Potential new landmark + focal point



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Specialist shop on the High St, where more should be encouraged

2.3 Uses

■ encourage mixed uses

The current mix of land uses is shown in Figure [6]. A mix and variety of uses is fundamental to the success of the area and the retention of its interesting, diverse character. This mix should be consistent with the recent PPS6 issued by Government 'Planning for Town Centres.' There will be a continued role for predominantly 'alternative' shopping facilities, particularly in the specialist sector where the catchments of such facilities extends beyond the local area. This is already evident through the dance studio, model railway shop and piano restorers. As part of this mix, the existing moorings as part of Letley's Yard close to Ship Lane should be retained, including access from the High St as this enhances the unique character and identity of the riverside.

As a local centre, Star Hill Sun Pier should continue to provide a range of small shops that meet the day-to-day needs of people. This should include, amongst other shops, a local food store (such as a Tesco Metro), newsagent, a sub-post office and pharmacy. Other facilities might include a laundrette. Cafes, restaurants and kiosks will be encouraged along the riverfront on the riverside walk, subject to satisfactory provision being made for servicing these premises and on strict controls on opening and licensing arrangements. However, in line with Policy R17 of the Adopted Medway Local Plan, changes of use from retail (Class A1) to financial and professional services (A2) or food and drink (A3) at ground floor level will not be permitted where the addition of such a use would cumulatively have an adverse effect on the character, retail function and visual amenity of the area. The council will resist an over-proliferation of food and drink uses.

The area is home to a number of small-scale employment uses. These are key and where redevelopment proposals come forward every effort should be made to ensure that employment numbers are retained in the area.

■ developing the cultural and creative industries

The council's developing strategies for Chatham Centre and Waterfront and 'Cultural Strategy', together with the presence of Kent Institute of Art and Design and the growing population of students within the area mean that there is scope to develop a thriving creative / cultural industries sector. This could be based on culture and learning, business sectors and clusters, the knowledge economy, creative industries, evening economy and supporting technology.

The range of existing historic buildings and warehouses provide some of the possible preconditions for establishing the buildings, floor space and setting that might encourage creativity to flourish. The strategy seeks to develop a mixture of small-to-medium-scale businesses (shops, studios, workspaces), cafes and bars as well as housing that provides a level of self-sufficiency and diverse base of activities and opportunities within the area.

















■ evening economy

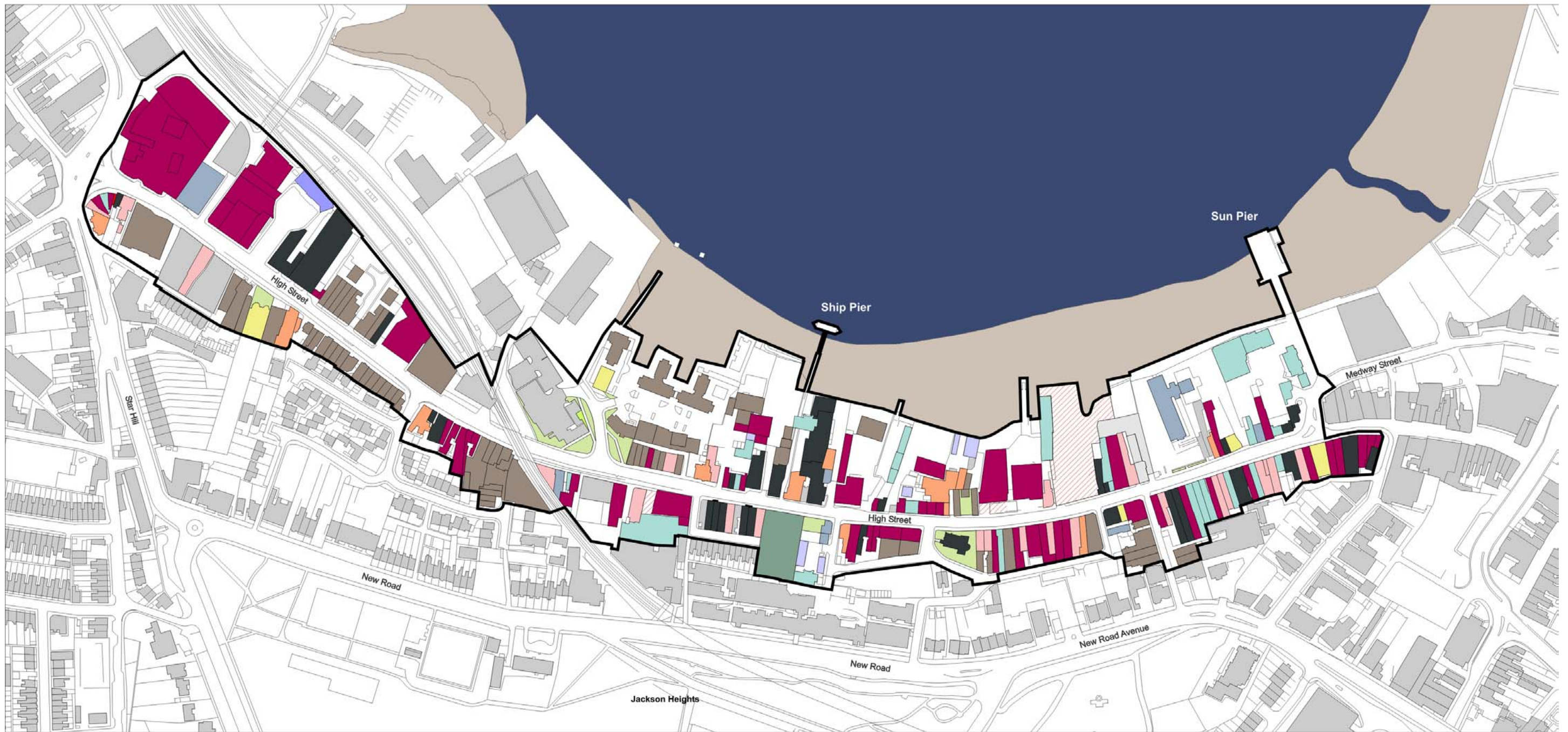
The council wishes to encourage:

- a better range of shopping facilities, including specialist shops;
- learning activities, such as internet cafes, small scale art, heritage projects and craft galleries, artists studios, lifelong learning resources and workshops; and
- leisure and entertainment activities that are not centred around the consumption of alcohol and high spending levels. This may include locally initiated cultural events such as film clubs, jazz clubs, writer's evenings and events such as festivals.

The growth of the evening economy also raises important issues over the management of the area. It needs to grow in a way that avoids the potential problems of conflict and anti-social behaviour (for example noise). In terms of land and building uses, this means that it may not be appropriate to place a pub or nightclub next to housing development. Strict controls on opening and licensing arrangements will be applied to any additional pubs that may be proposed for the area.

Figure 6: Current Landuse Map (May 2004)

- | | | | | | |
|---|---------------------------------------|---|--------------------------------------|---|------------------------------|
|  | Retail + shops |  | Warehouse + storage |  | Places of worship |
|  | Car Sales (open forecourt) |  | Vacant property or unused land |  | Open space / parks / gardens |
|  | Business + offices + light industrial |  | Car park |  | River |
|  | Restaurant / café |  | Railway station |  | Mudflats |
|  | Entertainment + leisure |  | Education + training | | |
|  | Housing |  | Community + health + public services | | |
- *Land uses shown relate to ground level only



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277 High St, a recent quality refurbishment that respects the original building detail

The Chatham Town Centre Improvement Scheme (TCIS) currently being developed by the council is a potential source of finance to encourage economic activity and diversity alongside general environmental improvements for businesses in the area. The aim is to provide retailers and businesses with financial incentives, in the form of interest free loans or grants. The scheme is currently being finalised and those interested should contact the council's Economic Development Team. Further details are provided in Part Three.

■ social inclusion

Mixing tenures can promote social diversity and the strategy seeks to spread different building types and tenures across the area. New housing developments should include a range of house types and sizes that will be attractive to a wide range of potential occupiers. However, a high proportion social housing exists in the area. The Council will not therefore seek to apply its normal proportion of 25% affordable housing in the area, although 12.5% provision of key worker housing will be appropriate for developments of over 25 dwellings. Any affordable housing should be fully integrated within development and not be obvious through location, segregation or the design of buildings.

■ active frontages

The activity generated from shops, restaurants, bars and cafes provides frontages which add interest and vitality to the area. In general new development facing onto the High St will be expected to add to this vitality by providing shop fronts at ground floor level. There will also be a presumption in favour of retaining existing shop fronts. Grants will be available for the restoration or installation of traditional shop fronts.

■ make use of the upper floors

All parts of a building should be used with space above the ground floor whether shops, offices or community facilities in active use.

2.4 Form

■ promote sustainability

Development should be designed and constructed to conserve natural resources and minimise pollution in the layout, construction and ongoing use of buildings. Developments should be robust enough to accommodate a change in use during their lifetime. Developers and their architects should familiarise themselves with 'Kent Design – a guide to sustainable development' and South East of England Development Agency's 'Sustainability Checklist: for developments in the South East' for more information.

■ strengthen identity and create a distinct sense of place

The design of buildings, streetscape and landscape in the area should draw inspiration from the many historic and distinct qualities already in place. For example the alleys and lanes between the tight urban blocks give Star Hill-Sun Pier its unique sense of identity. Developers and their designers are encouraged to add to the historic environment with sensitive high quality and contemporary architecture and landscaping of our time. This can signal the area as one embracing investment, innovation and creativity.

Where a traditional design approach is taken, the exact replication of details in the area (not a stripped down pastiche) will be required. Standard, 'off-the-shelf' solutions will have no place.



One of the lanes that link the High St directly with the river



Warehouses on the 'back lands' highlight the industrial character of the area

There are three distinct areas that make up the existing urban structure Figure [7];

High St

A number of distinguished individual 18th century buildings are located along its length. In many cases the High St buildings have interesting historic rear extensions, which project into the industrial 'back lands' areas and fit into the established grain. Behind this on the north side there is a network of alleys and lanes that provide access down to the river and afford glimpses of it from along the High St. It is a key objective of this strategy that these should be retained and re-instated where they have been lost. Hulke's Lane provides an excellent example.

The terraced form of the High St has been punctuated in places by undistinguished modern development, often with an uncharacteristic horizontal emphasis and by the use of gap sites used for parking and car sales. These offer key redevelopment opportunities. In contrast to this around Rochester Station and Anchorage House to the west much of the traditional grain has been lost by 1970's planning, favouring spread out buildings, dominated by vehicular access and parking with poorly enclosed spaces.

From the High St to the River

The character of the area is also dependent on the warehouses and workshops located on the back lands between the High St and riverfront. These buildings are the key components of the former industrial character of this area. For this reason there will be a presumption in favour of retaining them. They are particularly useful in terms of determining the appropriate scale, massing, setting and complexity of development, and in defining the underlying structure of alleys between the High St and the river. Their industrial character and the need to build upon that character offer the opportunity to retain a diversity of uses in a special setting.

From the High St to New Road

This part of the strategy area is dominated by the steeply sloping topography that provides a dramatic setting for many of the buildings located on the south side of the High St and towards New Road. While there are generally fewer alleys and lanes and routes than on the north side of the High St these provide valuable views.

Several sites are suitable for modest development that will serve to complete and reinstate the High St frontage. The escarpment is dominated by the red brick Victorian St. Bartholomew's Hospital. Despite significant changes in the delivery of local health services, the main building of the hospital will remain in its present use although some ancillary buildings may become available for development in the future.

■ use land efficiently to create a visually dense urban environment

The area is largely characterised by a tightly organised, compact urban form. While densities vary from one part of the area to another the overall 'feel' of development should be distinctively urban in character. Development should aim to maximise land usage providing a mix of housing and business, commercial and specialised shopping uses where suitable.

■ conserve the best parts

This strategy seeks to ensure that development relates sensitively to its context. The strategy area falls entirely within the Star Hill to Sun Pier Conservation Area, designated in 1995. There are currently 38 buildings or structures of architectural or historic interest which are shown in Figure [8] and listed in Appendix B.

The Georgian and Victorian buildings along the High Street and the Victorian industrial buildings between the High Street and the river are all significant in terms of the character, pattern of development, and historic development of the area. They are valuable in setting a standard for new development, and in dictating appropriate scale and layout. Within this context, the conservation area designation that enables the protection of these buildings should not be seen as a barrier to creativity. It should be seen as a challenge that acts as stimulus for imaginative design which is specific to the characteristics of its site.

Whilst the council realises that buildings cannot be retained in all cases, it expects to see every effort made to retain and bring historic buildings, listed and non listed, back into use. New development should be arranged around older buildings and integrated with the overall pattern of development in the area. Where new development is proposed on larger sites that include older buildings, the council will seek to apply planning conditions to ensure the retention and restoration of existing

- Diluted Grain:**
1970's linear, infill buildings and broad, poorly enclosed spaces










Fine Grain:
tight-knit, building lines close to street edge, short to medium block lengths

Industrial/ Maritime Grain:
compact in places, some large blocks relating to past uses, warehouses and buildings abut the river
- Loose Grain:**
traditional grain substantially lost, dispersed buildings, dominated by vehicular access and car parking

Building footplate



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- | | | | |
|---|---|---|---|
|  | Star Hill to Sun Pier Conservation Area |  | Roman and early medieval settlement of Rochester city centre |
|  | New Road Rochester Conservation Area |  | Roman roads leading to Canterbury and Maidstone |
|  | Star Hill Conservation Area |  | Early urban centre (Chatham) |
|  | Listed building |  | Medieval almshouse, chapel and hospital and post medieval almshouse/ hospital |
|  | Notable building | | |



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A 'jagged', interesting skyline created by the historic riverside buildings and warehouses

historic buildings prior to the completion and marketing of the new build element. Star-Hill Sun Pier is covered by additional planning controls over quite small changes to existing buildings- such as changing windows or roof materials. Full details of these controls are given in Appendix [C].

The strategy area contains no scheduled ancient monuments. It is likely however, that there is below ground archaeology present and developers should carry out necessary investigations at the appropriate stage of development proposals.

■ appropriate massing and scale

The careful design of changes of scale between buildings is essential to preserve, enhance and create new views in the area. The scale of buildings must add to the sense of enclosure – the relationship of buildings and the spaces between them - that is apparent, especially along the High St and at appropriate points on the riverfront.

■ building lines, continuity of frontages and set-backs

One of the chief influences on the character of the High St is the degree of enclosure that is given by the common building line and tight urban grain. These characteristics should be maintained in any further development, particularly where gap sites are redeveloped.

■ building heights and skyline

The scale and form of roofs of development requires careful consideration if they are to add to the current interest and variety in the skyline. The building heights of new development should normally relate to their immediate neighbours and context.

The built form across much of the area is consistently 3-4 storeys and sets an important scale for new development. The scale of buildings is higher on the back land areas and near the riverside where large warehouse buildings provide an interesting contrast. Anchorage House represents the tallest building in the area at 10 storeys. The relationship of this office building to the smaller scale historic fabric is a difficult and uneasy one.

There may be scope for creating interest and variety along the riverfront with taller buildings but these should do so on a narrow footprint characteristic of the area. In no circumstances should such buildings appear 'slab' like or monotonous in design.

Fine views can currently be obtained at locations along the waterfront together with strategic views across the area to Rochester Cathedral and Castle. The area is also visible from Fort Pitt. Such views should be preserved and enhanced wherever possible.

■ building widths

There is a very strong vertical emphasis and rhythm created along the High St, because of the early Victorian terrace buildings and at St. Margaret's Bank. These typically have a narrow frontage of between 5 to 10 metres. This emphasis will be encouraged in any new development that fronts the High St in order to retain its character and scale of development. Workshops and warehouses tend to be positioned at right angles to the river along the alleys and lanes and this general approach to layout and design should again set the context for new development.

■ fronts and backs

Building fronts should overlook streets and spaces and private rear areas back onto other private spaces. Buildings that present their backs to public routes should be avoided. It is recognised though that the tight layout in the area may make this difficult. It is here that the flair, skill and expertise of designers should come into play in addressing issues of privacy, overlooking and surveillance.

■ privacy and overlooking

Privacy will be important to ensure that residents in Star Hill-Sun Pier feel comfortable in their own home. This will be difficult given the tight, compact urban form of the area, especially in the back lands and care needs to be taken to ensure that all private areas are not exposed. Public areas and alleys should be overlooked.

■ **façades, good proportions and friendly shop fronts**

Care in the way the individual parts of a building are designed and fitted together is an important element of quality. Work to existing façades, including shop fronts along the High St should remain faithful to the original features and proportions of buildings where possible, especially in the case of listed buildings and other notable historic buildings. The design of the component parts of a building need to be well balanced and this relates to windows, doors, roof forms, chimney stacks, paint work or render, lintels and cornices, materials and finishes. It should be remembered that the quality of development is all too often spoilt by poor attention to detail. The council will use planning conditions to ensure that all new and refurbished shop fronts are of a design suitable for the historic context.

Building standards and techniques are constantly evolving and careful attention needs to be paid with regards to how new development sits alongside the historic fabric with for example, ceiling heights, window sizes and the treatment of ground floor frontages.

In the case of shop fronts, the use of external security roller shutters will not be acceptable as these give a 'dead' and 'cold' appearance to the public realm. Alternative approaches to shop front security will be encouraged, such as internal perforated shutters, the use of laminated glass and by lighting inside shop fronts.

2.5 Spaces

■ **a variety of distinctive spaces**

The design of quality spaces between buildings is as important as buildings themselves. Public spaces, like the guidance provided on form should be based on the historic character of the area. The tight and compact historical development of the area has resulted in what could be termed a 'hard' landscape. There are no major open spaces though the small green space opposite 351 High St is an important asset.

As new development in the area is required to be based on the historical compact urban form this is likely to result in the creation of a series of pocket open spaces such as courtyards rather than major public spaces, particularly focussed around the network of alleys and lanes. Developed sensitively, with safety and security in mind, these routes can provide both an element of surprise with glimpses of the river as seen from the High St, as well small-scale spaces located at the riverside edge and within the back lands that are appropriately enclosed by buildings. The role of spaces should be obvious so that they become attractive, well used and supervised. This is important if people are to be aware of where they can go at all times of the day and night.

■ **public and private spaces clearly distinguished**

All spaces between buildings should be designed positively, with clear definition between the public and private realms. Clear definition will help maximise the 'ownership' of such places by the people who use them. The personalisation of space with the use of privately maintained seasonal hanging baskets, window boxes and plant pots will be encouraged.

■ **landscaping and open space as an integral part of design**

Landscape design and open spaces should be recognised as an integral part of all development. Left over spaces will need to be designed out. No part of a site or area should appear to be an afterthought and the approach to access roads and parking areas should be dealt with as part of an overall approach to landscape design.

■ **use of materials in the private and public realm**

The use of local materials, building methods and details is a major factor in enhancing local distinctiveness and reinforcing character. Materials should be selected from the range of regional materials characteristic of Kent and local palette evident at Star Hill-Sun Pier. Importantly, the materials used must not be 'suburban' in character but instead reflect the urban and 'hard', robust character of the area. In any development, material changes and detailing should be applied in a way that explains a building.

■ **make the most of public art and street furniture**



Random use of a variety of materials undermines visual quality and order



Quality traditional surface materials that add character



Uninviting and 'sterile' riverside walk that needs to be avoided in the future



Pedestrian routes need to be direct, safe and well lit if they are to be used

The design of public art and street furniture needs to reflect the urban 'hard' character of the area and be inspired by the local community. Key considerations will be the maintenance, durability of materials, ageing process and safety. Contemporary statements could also be made. It is important that no projects are dropped into the area without appropriate consultation with the local community. Locations within Star Hill-Sun Pier especially suitable for public art include the High St, riverside and gateways to development and public spaces.

■ a well lit urban environment

Lighting plays an important role in bringing emphasis, interest, ambience and safety to places. Designers should aim to enrich the area in an attractive way, selecting and locating light stands so that they enhance the streetscape rather than detract from it or cause unnecessary clutter or light pollution. Locations requiring careful lighting will include public routes and spaces, car park areas and along the riverside. To secure an increased sense of safety within the area, the council may wish with developers in the case of new developments to install additional safety cameras linked to a CCTV system. The use of sensor security lights will be resisted given the tight built form of the area and need to avoid unnecessary light pollution and nuisance.

Advice on acceptable lighting and street furniture can be found in the council's 'Star Hill to Sun Pier - Public Realm Design Guide' currently being developed (May 2004).

2.6 River

■ flood risk and defence

The Star Hill to Sun Pier area is subject to tidal flooding under the 200 year surge tide event (5.48 metres above Ordnance Datum Newlyn- see appendix A). This places it within the 'High Risk Flood Zone' as set out in Planning Policy Guidance Note 25: 'Development and Flood Risk.' Developers and designers are therefore recommended to have early discussions with the Environment Agency and the Council regarding proposals for the area. The Council recognises that, given the piecemeal nature of brownfield development sites in the area and the need to bring historic buildings back into use, it may not be possible to provide comprehensive

flood protection on a site-by-site basis. Never-the-less a Flood Risk Assessment (FRA) must accompany planning applications. The FRA results will inform the mechanisms and design solutions through which an application site will be defended

from tidal flooding or the effects of flooding mitigated. As a minimum designs will have to incorporate the following features as a means of mitigating the effect of floods and safeguarding lives:-

- bedrooms to be 6.0m above datum level. This may mean that some existing buildings will require to be converted to duplex apartments if they are to be used for housing purposes. Where it is chosen to provide car parking under buildings as a means of raising habitable accommodation, great care must be taken to ensure that the public frontage is not dull or hostile
- means of escape for residents to higher ground. This may demand raised walkways / balconies. Such features should be fully integrated into the original concept and design of the building and /or the public realm. 'Add on' features will be strongly resisted
- accommodation below flood level will require to be 'hardened' against flooding by the use of impervious materials. It may be possible to incorporate flood defences into the fabric of buildings.

In order to safeguard the historically distinctive character of this area, flood defences should not cut off views and access to the rivers from within the area and should not to isolate existing historic buildings. This will demand imaginative designs that fully ingrate the built environment and public realm with flood defences.

A licence is required from the Environment Agency for permission to build within 15m of the river- front. However, In order to provide the robust and varied character of the area it will be appropriate to have new development forward of this line, subject to appropriate mitigation measures and the agreement of the Environment Agency.

■ a walkable riverfront

The opportunity exists through new development to provide interest and amenity around a network of riverside walks. Developers of riverside sites will be required via section 106 agreements to provide a section of river walk for an extent of the river frontage to restore public access to a standard set by the council. This should be based on using the existing alleys and lanes that are a key feature of the area and in creating new routes where appropriate.

Key features of the riverside walk will be:-

- sufficient width to allow access for maintenance vehicles but with pinch points to create variety and interest;

- construction of a specified palette of robust, low maintenance materials, railings and lighting;
- retention of the existing jagged form of the riverfront. Building out into the river and 'smoothing off' of the riverbank will be resisted; and
- a comprehensive lighting scheme.

Further details on this can be found in the council's 'Star Hill to Sun Pier - Public Realm Design Guide' currently being developed (May 2004).

■ an attractive and inviting riverside

Development must add to the visual attractiveness and appeal of the area as a public place. Forms of embankment such as concrete planks or sheet-steel piling will be resisted since they are dull and can produce a monotonous riverside environment. More sensitive materials such as timber piling, brick and ragstone walls or slopes will be encouraged.

■ biodiversity

The traditional approach advocated above provides crevasses on the brick / rock or timber facings which can provide habitats for invertebrates and plant life. Existing and replacement defences should also be softened to provide opportunities for biodiversity- for example timber fending can be placed over existing sheet piles with an aggregate backfill.

The river habitat comprises intertidal mud and sand. This is a priority habitat under the UK and Kent Biodiversity Action Plans. A main priority of Kent BAP is 'to maintain the are of intertidal mud ensuring no net loss, except to natural processes...' In general, therefore, it will not be appropriate to reclaim areas of mud or river for development.

Existing buildings may provide opportunities for bats and must be surveyed by a licensed surveyor before demolition or refurbishment. If bat roosts are identified a mitigation and compensation package needs to be developed in conjunction with the Kent Bat Group.

The High Street (Chatham end)
with on-street parking down one
side

2.7 Movement

■ easy to get to and move through

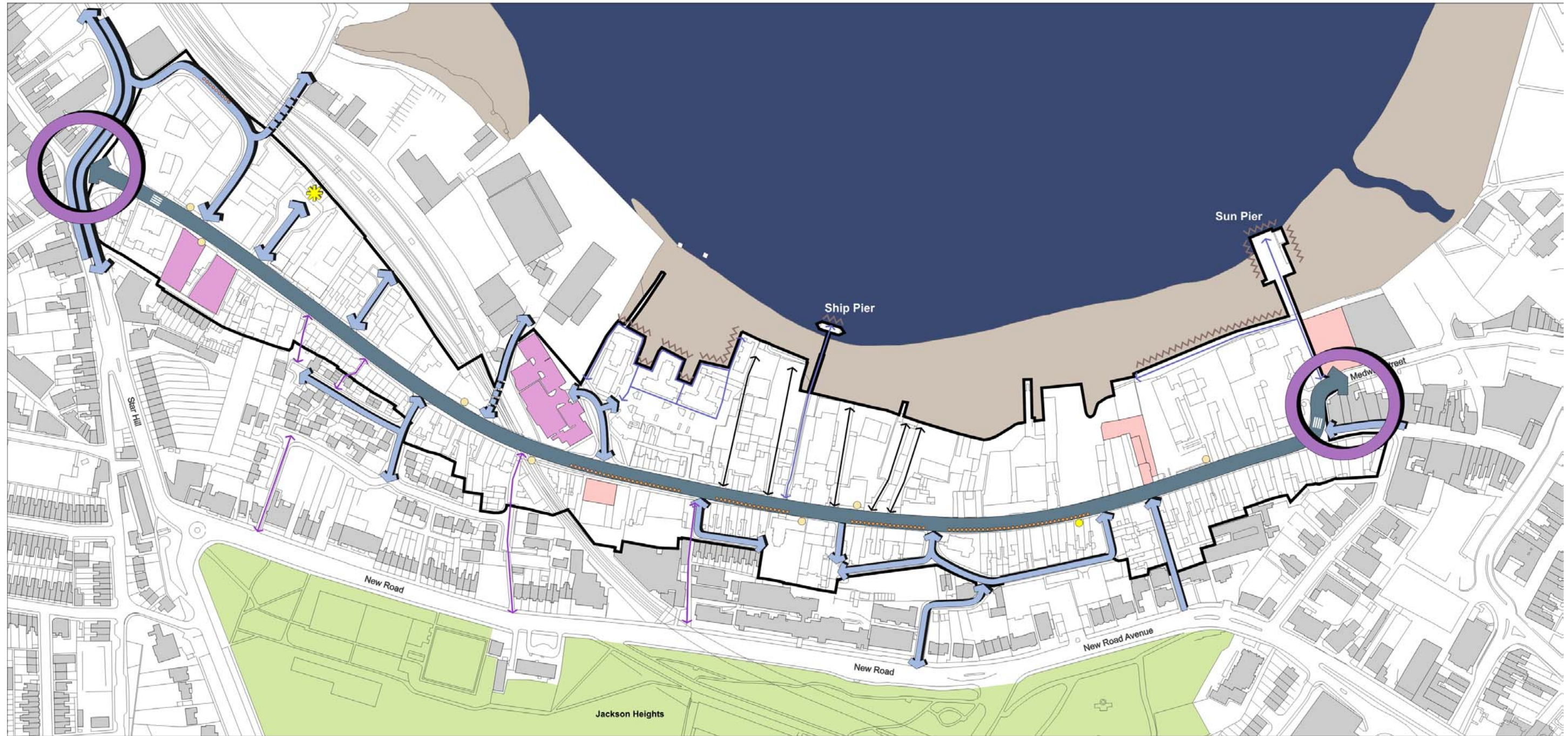
Star Hill-Sun Pier must become a place that encourages people to stop, experience and engage in. It should become a place in it's own right and not merely a means of getting from one destination to another. The junctions between major roads, Star Hill and Medway St / High St, Chatham are especially sensitive and are capable of new memorable development that can provide a strong definition and identity, reflecting their status as gateways to the area.

As part of the Chatham Centre and Waterfront Development Framework currently being prepared by consultant's on behalf of the council, a number of traffic management options are being investigated and tested. These options are at an early stage of development and are likely to have an impact on the wider area that includes Star Hill-Sun Pier.

■ alleys and lanes

The retention of regular connecting lanes and alleys is key to ensuring that the wider area is connected to and benefits from access to the river. Boundaries and materials to the lanes and alleys should provide a clear distinction between public and private space, using walls, railings or changes in surface materials such as traditional paving and granite sets to develop character. Within the Townscape Heritage Initiative area (from Doust Shipyard to Sun Pier) grants may be available for re-instatement of traditional materials. Planning agreements with developers of major schemes will be used for the reinstatement of traditional materials in the alleys and lanes.

- | | | | | | |
|---|----------------------------------|---|-----------------------------------|---|---|
|  | Main vehicle route |  | Public (Council) car parking area |  | Railway station |
|  | Secondary vehicle route |  | Private car parking area |  | Bus stop |
|  | Major vehicle node |  | On-street parking |  | Pedestrian crossing |
|  | Pedestrian accessible waterfront |  | Private access to waterfront |  | Jackson Heights - major public recreational space |
|  | Public access to waterfront |  | Other pedestrian connection | | |



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■ traffic movement and access

Vehicular movement should be convenient, safe and pleasant, but provided in such a way that it is consistent with achieving an attractive, high quality urban environment.

The High St is the dominant urban form that provides an east-west connection that runs through the area. The High St acts as an important traffic route and forms an important connection with Chatham Centre via Medway St at present. Figure [9] shows the current pattern of movement within the area including streets, alleys and lanes, public transport and links to the surrounding areas.

However, further development within the Chatham Centre and Waterfront area may lead to changes to the movement network affecting Star Hill-Sun Pier and beyond. This strategy will be updated as appropriate to reflect these revisions.

As already mentioned access and in particular visibility splays from many of existing alleys and lanes along the High St do not meet current highway safety standards. In general it will not be appropriate to demolish buildings in the area to increase visibility. Suitable alternative measures will therefore need to be found and could for example include pavement build-outs and the redistribution of on-street car parking on appropriate sides of the High St. Such measures are likely to have a wider impact on traffic circulation and for this reason developers are encouraged to discuss proposals with the council's highways team at the earliest opportunity.

Further advice on access can be found in the council's 'Star Hill to Sun Pier - Public Realm Design Guide' currently being developed (May 2004).

■ design for ease of walking and cycling

Pedestrian and cycle routes should be provided that are convenient and direct to local facilities and places of interest such as the riverfront. Convenient cycle storage should be incorporated into new development.

■ travel plans

Significant development proposals will need to submit a travel plan with planning applications that demonstrate how they have taken into account the need for sustainable transport and a reduced reliance on the use of the private car. Consideration should be given to how people will travel to and from the site and what provision or measures need to be put in place to best achieve this. This should be done in a manner appropriate to the nature, scale and key characteristics of the site in question.

■ the impact of surface car parks should be minimised

The location, design and treatment of surface car parks should have as low an impact on the streetscape as possible. Appropriate boundary treatments, such as tree planting or walls, such as that used opposite Rochester Rail Station can help screen these areas where they may otherwise undermine the sense of enclosure and continuity with the street frontage.

■ accommodating parking

Accommodating car parking positively within the area is one of the key design challenges. Developers and their architects are advised to avoid a single solution to parking and instead encourage the integration of a wide range of approaches – parking within the curtilage of development, basement and rear courtyards. The council's maximum parking standards will apply for all sites in the area (Appendix D). Scope exists to reduce the maximum standards where travel plans demonstrate alternative options, possibly aided by developer contributions towards off-site highway improvements or public transport. Where redevelopment takes place on the rear of a site that would result in the loss of parking serving property which fronts the High St, the council will use planning conditions to reinstate parking to a level to be agreed.

It is recognised within this strategy that the provision of sufficient short-term visitors parking is essential to sustain the present and future shopping, leisure and cultural uses. The retention of visitor car parking at Eason's Yard is recognised as being important given the development potential at Rochester Riverside and need for connections to surrounding areas.

■ signage

All signs must be well designed and sensitively located to avoid clutter and confusion. Signage may be best fixed to walls and buildings where it can be clearly



Carriage arch provides a solution to getting parking for houses off the High St and out of view

seen. Free-standing signs and street furniture should be kept to a minimum wherever possible.

■ off-site improvements to transport infrastructure

Committed sums will be sought from developers, where appropriate, to secure off-site improvements to transport infrastructure, traffic management, public transport and cycling measures, the need for which arises from the proposed development.

■ off-site improvements to the public realm

Committed sums will be sought from developers, where appropriate, to secure off-site improvements to the public realm which includes open space, recreation and play provision, the need for which arises from proposed development.

■ commitment to management and future maintenance

Developers and their architects will need to demonstrate how development will be managed and maintained following completion. The council will be prepared to adopt currently un-adopted alleyways and the riverside walk provided these:-

- give access to substantial number of houses;
- connect the High St to the riverside walk; and
- are constructed and lit in accordance with the council's standards and specification (refer to council's 'Public Realm Design Guide').

Where the Council is prepared to adopt area of the public realm as outlined above, it will expect committed sum payments for their ongoing maintenance. Developer should submit details setting out long-term management and maintenance regimes for all areas of open space and public realm which are not to be adopted (including car parks) as a part of the planning application.

- retain and restore historic buildings;
- maintain the distinctive urban form set by narrow plot widths and continuity of frontages;
- protect and enhance the setting of alleys and lanes off the High St and the framed glimpses of the river these provide;
- encourage excellence in modern architecture;
- set the highest quality of public realm;
- support the functional activities and character associated with the secondary shopping area by providing active frontages;
- promote the evening economy, creative businesses and cultural activities;
- repair and reinstate the building line, normally to pavement edge, to mend existing gaps in the High St;
- ensure that the height and scale of new development relates to and is sympathetic to adjoining sites and buildings;
- ensure that public access, for pedestrians and cyclists, is provided along and to the river;
- protect, enhance and create where appropriate clear views of the river to reinforce the waterfront and urban context;
- create a riverside walk along the riverfront to introduce structure, variety, interest and focus;
- improve the pedestrian friendliness of key routes and spaces; and
- ensure that all public space is assigned a positive use that reinforces the historic character and grain of the area.

More detailed information is available in the council's supporting 'Star Hill-Sun Pier Public Realm Design Guide.'

2.8 Summary of Design Guidance

Development opportunities associated within the area should be based upon the following planning and design objectives that aim to:



233 to 235 High St



Railway arches

2.9 Opportunity Sites

A number of possible development sites have been identified within Star Hill-Sun Pier, of which the majority are north of the High St on the riverside. The major development opportunities can be grouped into two main categories:

- High St
- Riverside

It is stressed that whilst these sites represent development opportunities it will be up to the owners and developers to come forward with their proposals. In the following section each site is considered within these categories to illustrate the ways in which the development principles for the area could be achieved. These are indicative only and should not be read as the design solutions for individual sites.

High St

1. Star Hill-Sun Pier Gateway

One of the important gateways to the area on the corner of Star Hill and High St, Rochester, this 0.63 hectares site occupies a prominent position with frontages to Star Hill, Bardell Terrace, Furrell's Road and High St. The site is suitable for a mixed, mainly commercial development that addresses the prominent corner. There is also scope for a local food store, such as a Tesco Metro, on this site or close to the Railway Station. Active frontages, shops at ground floor, should be provided with the massing and scale of development responding to the Former County Court (Grade II listed building) in the south-east corner. Parking could be provided within an internal courtyard or at the rear of the site, with links to the rail station. The intention should be to signal the entrance to Star Hill-Sun Pier through the form, design and architectural detail of development. This may include scope for a tall building. Access for vehicles using Bardell's Terrace should be retained.

2. 230 High St

Infill housing as set out in the Local Plan, which reinstates the building line along this part of the High St. Development should be two to two and a half storeys in height with the building proportions, materials and fenestration in keeping with that of St. Margaret's Bank. Private car parking should be provided within an inner courtyard and access obtained through a feature such as a carriageway arch.

3. 240 High St

As with 2, infill housing that continues the common building line and responds to the fine streetscape and rhythm set by the elevated St. Margaret's Bank.

4. 233 to 235 High St

One of the key gap sites along the High St, where housing development should aim to reinstate the broken building line and tight urban character. Any housing should reflect the scale and height of Bourne Court, at three storeys, with the opportunity to provide additional units towards the rear of the site, retaining 233 High St.

5. 259 to 261 High St

Currently used for plant and machinery hire, this single storey flat roof building provides a break in the urban form that is out of keeping with the character of the area. It could be replaced with a new development, flexible in use, possibly with a ground floor commercial frontage, which completes and encloses this section of the High St. The recently restored Leech Court for housing sets an important context.

6. Railway Arches

The railway arches are currently in light industrial use, but could be redeveloped primarily for café, bar / restaurant use that makes a positive outdoor space along the High St. Any development should take into account housing amenity of neighbouring Leech Court. One option is to create a high quality landscaped area framed by tree planting that lets activity spill out onto the High St.



Hulke's Lane and its collection of traditional riverside warehouses

7. Private Commercial Car Park Opposite Dust Way

A 0.17 hectare site, currently used for car parking. There is an opportunity to provide additional student accommodation or housing that would complement that already in the area or the site could be developed for commercial / light industrial / workshop / studio space. Any redevelopment should provide an attractive street frontage and be three storeys in height.

8. 344 High St

As with 7, this 0.18 hectare site could support additional housing or become a focus for a hub of business activity linked to the universities. This might include the relocation of the works, 344 High St at the rear of the site to create a more significant development.

15. Anchorage House

A new entrance building, flexible use (shops / commercial / office), would mend the current gap in the frontage formed by Anchorage House. This should be filled in to re-establish the tight urban pattern of development and reduce the visual impact of the existing building from the High St. Alternatively, the area in front of Anchorage House could be re-designed as a small public space for use by office workers and the general public. The space should have a hard (paved) character to it.

Riverside

9. Old Foundry Lane

This gap site along Old Foundry Lane would be suitable for a housing or light industrial, workshop style development that fits in with the high plot density and random character of surrounding development. Any redevelopment should respond to the scale of Sedgemoor House at 4 storeys to the immediate west as well the group of three to one storey buildings to the east. Development should present an attractive aspect to Old Foundry Lane. Planning approval was given in mid-2003 for a part 3/4 storey block containing 6 two-bedroomed flats with parking at ground floor level.

10. Cook's Wharf

This is a prominent riverside site to the west of Ship Pier. A predominantly housing development on the site would be acceptable, subject to an appropriate level of amenity and public access being secured. Alternatively, a mixed scheme may be appropriate with some commercial uses developing an attractive landmark setting to complement Ship Pier. A riverside walkway should be provided that links with Dust Way and Ship Pier, taking advantage of strategic views to and from the river.

Any redevelopment of this site should respond to the scale of surrounding development, ensure that linkages are made with the adjoining sites and present an attractive frontage to the river. Vehicular access into the site should be from Cook's Wharf.

11. Hulke's Lane + Warehouses

This High St and riverside site of 0.32 hectares contains a group of listed buildings fronting the High St and underused warehouses to the north and river's edge. The refurbishment and reuse of the listed buildings is essential. The site is suitable for mixed housing and other uses that sees the warehouses converted and brought back into active use. This should enable a positive frontage to both Ship Pier and Hulke's Lane, responding to the strong historical and the riverside context and in particular reinstatement of historic street surfaces. Hulke's Lane should be improved to provide a quality, publicly accessible route into the site.

The opportunity exists to replace the single-storey building currently used as a bicycle shop with a mixed use development of offices/ shop units on the ground floor and housing above.



Mid-Kent Wharf (Anchorage House to right)

12. Sufferance Wharf

As with 13, this 0.25 hectare site contains a group of listed buildings fronting the High St and warehouse at the centre. The site could be redeveloped for mixed uses, with a predominant arts and craft theme. These activities could be organised around a new urban space, in a thoroughly modern and distinct yard or warehouse style setting. The plot density should be relatively high to reflect the original grain and character with development right up to the river's edge. The aim should be to draw people towards the river and to knit the High St with the parallel waterfront. The refurbishment and reuse of 363 to 377 High St is essential. Traditional façade improvements should continue to provide an active street frontage. Access should be gained off the High St with car parking provided and screened within the site.

13. 1 to 33 High St, Chatham

This 0.5 hectare riverside site is currently used for car sales and as a garage. The site is suitable for housing / commercial / shops / leisure uses. Development should maximise the potential of the riverside location whilst respecting the pattern of adjoining buildings and in particular the Grade II Listed Sir John Hawkins Hospital and Almshouses. The opportunity exists to create a focal point at the riverfront with views created right through the site. Consideration in the design of development must be given to forming an active frontage to the High St. Alternatively, the site should be incorporated within and take advantage of, linkages on the adjoining sites.

14. Mid-Kent Wharf

This is a 0.32 hectare, prime riverside site, currently used for the sale of cars. The open character represents a clear break in the High St that could be mended. As with 13, it is suitable for a mixed-use development, predominantly housing that provides a frontage to both the High St and riverfront making use of the existing buildings towards the rear of the site. The opportunity exists to create a riverside walk defined by landmark development that links it to adjoining sites. The existing street pattern should be maintained and developed.

3.1 Project Checklist + Planning Submissions

The following project checklist contains useful key questions for applicants to consider when analysing their proposals. The list in Figure [10] is intended to be a guide only, to assist in the 'planning' of the site and tool for enabling development proposals to come forward that acknowledge site characteristics, patterns of movement of people and vehicles, routes and linkages and the wider context and setting.

For all development within Star Hill-Sun Pier applicants should pay particular attention to design quality. Applicants will be expected to consult any other relevant bodies, such as the Environment Agency and English Heritage prior to submitting an application. Planning applications for new development will require to be supported by the following additional information:

- design statement setting out the overall design approach and analysis of the urban design context that addresses issues set out in the checklist. This should specifically state how the proposed development would preserve or enhance the character of the area; and how it fits in with the guidance in this document;
- street / alley / riverside elevations and sections showing existing buildings on either side of the development, sufficient to allow the proposals to be judged in context;
- where buildings can be judged to be higher than surrounding development – accurate and realistic representations of the appearance of the building in all significant views affected, near, middle and distant, including the public realm and the areas around the base of the building;
- traffic assessment and information on servicing for significant development proposals; and a
- sustainability statement that sets out how the proposal addresses key principles set out in 'Kent Design: a guide to sustainable development.'

These requirements are not exhaustive and in some circumstances further contextual information may be required. Without clear, detailed quality material described above, it would not be possible to carry out a proper assessment of the architectural quality and impact of the proposal on the area. Due to the area's status as a Conservation Area outline applications will not be acceptable.

3.2 Implementation

The evidence in Parts One and Part Two of this strategy show that the improvement of Star Hill-Sun Pier is beginning to take place, but it still has a long way to go. The success of the Planning and Design Strategy depends on a productive private/public/voluntary sector partnership. The council cannot achieve the objective of a successful renaissance alone. Unless the principles set out in this strategy are shared by all involved in the process of place-making the objective of successful development and design will prove elusive.

Developers and landowners should refer to these principles when commissioning design work. At the same time, architects, urban designers and landscape architects working within the principles should feel more confident in influencing clients and in the likely success of their proposals.

Funding Sources

In seeking to deliver change, a number of potential funding sources are available for development within the Star Hill to Sun Pier area. Of these, the recent Rochester and Chatham Riverside Townscape Heritage Initiative is the most important.

Rochester and Chatham Riverside Townscape Heritage Initiative (THI)

The council has been successful in gaining approval for THI status, for an area that covers the land east of the railway bridge in Star Hill Sun Pier. The THI is a grant-giving programme for the repair and regeneration of the historic environment supported by the Heritage Lottery Fund. A total of £1.6 million is available in grant aid from the scheme which is due to start in mid 2004 and will run for 5 years.

Grants will be available for the following works;

- Structural and external repair of historic buildings
- Reinstatement of architectural features (e.g. windows and traditional shop fronts)
- The repair and reinstatement of lost public realm works (e.g. the reinstatement of stone paving slabs)
- Restoration and creation of green spaces

Grants will vary depending on the particular project. The council is already targeting buildings suitable for aid, with priority given to buildings of architectural or historic interest in a poor state of repair. Those interested in finding out more about the initiative are advised to contact the Design and Conservation Team at the council.

Chatham Centre Improvement Scheme

A council initiative, the Chatham Centre Improvement Scheme aims to help businesses in Chatham including the Star Hill Sun Pier area (High St), to bring about physical improvements and enterprise development. A total of £600,000 will be available in grant-aid over three years. It is expected that grants will normally be up to 25% of the costs with a minimum of £5,000 and a maximum of £20,000. Works eligible for funding will include improvements to sign boards and fascias, illumination of buildings, installation of displays in empty shops, business support and funding towards other projects.

Local Heritage Initiative

Through the Local Heritage Initiative, grants for a minimum of £3,000 up to £25,000 are available to community groups wishing to develop heritage projects. To qualify, projects must focus on investigating, explaining or caring for archaeological, natural, built or industrial features, or the customs and traditions that make up the unique history of an area. There is no requirement for a group to provide finance or to have special skills. Applications should be made as a group, whether already established or set up specifically for the purpose, to the Local Heritage Initiative. The scheme is devised and run by the Countryside Agency on behalf of the Heritage Lottery Fund.

Planning Obligations

As a guide to designers and developers, set out below is a summary of likely planning agreements and conditions that will be required by the council in development. This list is not exhaustive and other planning obligations will arise on a site-by-site basis.

<i>Section 106 Requirements:</i>	<i>Page Ref</i>
Provision of a section of river walk for an extent of the river frontage to restore public access to a standard set by the council.	18
Reinstatement of traditional materials in the alleys and lanes.	19
Long term maintenance of the public realm which comprises the riverside walks, open spaces, and in most cases the alleys.	22
Off-site improvements to the public realm which includes open space, recreation and play provision.	22
Off-site improvements to transport infrastructure, traffic management, public transport and cycling measures.	21
Installation of safety cameras linked to a CCTV system.	18
<i>Planning Conditions:</i>	<i>Page Ref</i>
To ensure the retention and restoration of existing historic buildings prior to the completion and marketing of any new build element.	13-16
Developers should carry out necessary investigations of below ground archaeology at the appropriate stage of development proposals.	16
Where redevelopment takes place on the rear of a site that would result in the loss of parking, in particularly to any part of the fronting the High Street, to reinstate parking to an agreed level.	21
To ensure that all new and refurbished shop fronts are of a design suitable for the historic context.	17
To restrict the use of external security roller shutters on shop fronts.	17
To control the hours of operation/ opening times of any additional pubs or bars proposed.	10

<p>What is the vision for the site? What are the aims and objectives for development? How will the development contribute to the life of Star Hill-Sun Pier?</p> <p>Is there a design statement to accompany the development? Does this cover: analysis of the site and wider setting; policy review; planning and design principles and concept; illustrations of the proposed urban form, including plans and elevations, photographs and sketches in three dimensions (perspectives).</p> <p>How has the nature of the site's context been investigated and understood? Are patterns of land use and movement dealt with as well as the physical characteristics?</p> <p>What are the key characteristics of the site? How have these informed the design?</p>	<p>Is the development mixed use or is it a single use site? Is the range of uses/ single use appropriate to its location?</p> <p>Does the development make sense in relation to neighbouring and future development? Does it leave options open or sterilise areas?</p> <p>Does the layout and design allow for future adaptation to meet changing demands?</p> <p>How are any differences between daytime and night time activity addressed?</p> <p>Are all parts of the site assigned a positive use?</p>	<p>use</p>
<p>How does the density of the development relate to that of existing uses and the tight compact urban form and surroundings?</p> <p>Does the design respect the mass, scale, height and rhythm of its neighbours?</p> <p>Has the development taken into account its impact on views and vistas on the wider setting? Does the design protect, enhance, disrupt or propose new such features in the urban landscape?</p> <p>Is there clear evidence of thoroughness in the detail of the design – of the individual building elements and spaces and the interface between them?</p> <p>What materials are used? How do the materials proposed relate to those of the surrounding buildings and area? Is the range of materials and palette of colours appropriate to the location?</p> <p>Does the development preserve or enhance the aspects of character or appearance of the historic setting established by Conservation Area status? If the design impacts on the setting of a listed building how has this been dealt with?</p> <p>Is there clear evidence in the architecture and space planning to create a distinctive and quality place?</p>	<p>Is the development well - connected to existing routes and facilities, and in particular the need for developing a riverside walk?</p> <p>Does the development forge new links and reduce severance? If so, are these direct, attractive connections that promote safety and security?</p> <p>What is the approach to car parking?</p> <p>Does the development provide for all types of movement, including access for means other than the car?</p> <p>Does the development protect, enhance or provide new spaces responding to the recognisable variety of historic alleys, wharves, streets and riverside?</p> <p>Is there a clear visual distinction between public, semi-public and private spaces?</p> <p>Does the development promote public art, such as sculptures, lighting and other features of interest to enhance the setting of spaces and buildings? Has the local community been involved?</p> <p>Is landscape design recognised as an integral part of the design? Is there a landscape plan addressing future maintenance and management?</p>	<p>movement</p>
<p>form</p>	<p>Does the development respond to the significant value of the riverside setting?</p> <p>Are opportunities to establish riverside pedestrian routes taken?</p> <p>Is a positive aspect to the riverside maintained wherever possible?</p>	<p>space</p> <p>river</p>

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PPG25: Development and Flood Risk

Department for Transport, Local Government and the
Regions, 2002

Conservation Areas in Medway – a guide to the law and our policy

Medway Council, 2002

CABE Space

This extract presents the Tidal Encroachment Group's policy on encroachment on the Tidal Thames, Medway and Swale. The policy is based on a policy adopted by Thames Region of the Environment Agency for those parts of the Tidal Thames that fall within Thames Region. They are seeking to adopt this policy for the Tidal Thames that falls within Southern Region and to extend it to the Tidal Medway and Swale.

The Policy

The Environment Agency (Kent Area) will resist works on the Tidal Thames, the Tidal Medway and the Swale, that cause encroachment where these, individually or cumulatively, may lead to one or more of the following:

- Reduced storage volume of the river;
- Change to the flow of the river causing damage to the flood defences, foreshore, banks and fisheries;
- Reduced access to the river and its flood defences;
- Loss of or damage to the river habitats;
- Reduced river corridor open space and damage to local landscape character;
- Pollution entering the wider environment;
- Loss of or damage to the river's archaeological heritage;
- Reduced opportunities for river-based recreational pursuits;

Through discussion with the Agency, creative alternatives to encroachment can be found which benefit the environment and offer no threat to flood defence. The agency welcome early consultation on riverside proposals with the aim of achieving sustainable development which enhances the environment. The Agency will encourage the provision of an enhanced river corridor and the re-establishment of its foreshore. It will welcome those aspects of development which lead to:

- Opportunities to retreat flood defences and increase the storage volume of the river;
- Enhanced opportunities for fisheries and other ecology;
- Restored, conserved and enhanced landscape character as appropriate;
- Improved access to the river and its flood defences and increased visual connectedness to the river;
- Conservation and promotion of the river's archaeological heritage;
- Creation of new, environmentally acceptable flood defences at no cost to the Agency;
- Increased opportunities for river-based recreational pursuits;
- Wider environmental benefits which promote sustainable development.

Note 1: Developments that encroach onto the foreshore, but which are purely river dependent and encourage such activities as river transport and boating, will be examined on their merits. Other than in exceptional circumstances, all other forms of encroachment will be resisted by the Agency.

Note 2: In any case in which the principle of encroachment is accepted, the developer will be expected to conduct appropriate surveys and design any works to mitigate their effect and compensate for any harm.

200 Year Tidal Flood Line (Environment Agency)



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APPENDIX B: Schedule of Listed Buildings in Star Hill-Sun Pier

		Grade
High Street, Rochester:	Former County Court	II
	House at rear of 321	II
	329-331	II
	333-335	II
	343-345	II
	347-349 (The Ship Inn)	II
	351	II*
	359-361	II
	365	II
	367, 369 and 371	II
	373, 375 and 377	II
	246	II
	250-254	II
	276 (Anchor House)	II
	286, 292 (The Nags Head)	II
	294-300, 300A, 302	II
	304-312	II
Chatham Memorial Synagogue	II*	
Walls, piers, railings and steps Between 368 and 374	II	
High Street, Chatham:	St. Bartholomew's Chapel	II*
	Sir John Hawkins Hospital (1-12 consecutively)	II
Hospital Lane:	Cottage to rear of 374 High St	II
	Mortuary of St Bartholomew's Hospital	II
Hammond Hill:	4	II

Conservation Areas

As well as normal planning considerations, proposed development (whether it is new buildings, extensions, alterations or the change of use of a building) will be judged by whether it preserves or enhances the character and appearance of the Star Hill to Sun Pier Conservation Area. The procedure for getting Conservation Area Consent or planning permission for work covered by an Article 4 Direction (below) is the same as for a usual planning permission, but you do not have to pay an application fee. Listed Building Consent is also needed before carrying out alterations to the inside and outside of these buildings.

Permission to demolish historic buildings along the High St frontage and in the back lands area is unlikely to be allowed. The council will instead encourage the reuse and refurbishment of existing buildings. Permission will only be given where the applicant can demonstrate that there is no possibility of reuse for the building (refer to 'PPG15: Historic Environment' for criteria). Any replacement will have to be of an exceptionally high standard of quality design sensitive to the character of the area.

Partial demolition of rear extensions will, in general be discouraged, particularly where these relate to historically or architecturally significant additions. However, some scope may exist for high quality modern replacements.

Article 4 Directions

In most areas, minor work to houses (but not flats) does not need planning permission as this is deemed as 'permitted development'. However, in the Star Hill to Sun Pier Conservation Area the council has introduced extra controls over development. This is known as an Article 4 Direction. This means that even quite minor work such as rebuilding a boundary wall, replacing roofs or windows, or painting the outside of a house need planning permission. The council will use these powers to ensure a high and appropriate standard of refurbishment and repair of buildings in the area.

Derelict buildings and vacant sites

Alongside encouraging the upkeep, restoration and re-use of buildings within the area, the council will use the following powers to tackle derelict buildings and vacant sites:

- Repairs Notice to be served on the owners of listed buildings where the building is not being properly preserved;
- Urgent Works Notice to be served on the owners of listed and non-listed buildings that have let their building fall into disrepair in order to safeguard the preservation of the building;
- Section 215 Notices requiring owners to maintain their land and buildings in a reasonable and tidy condition will be served; and
- the council has an active policy of advertisement discontinuance where adverts are seen as being harmful to the amenity of the conservation area or the character of the building to which they are attached.

Provision also exists under the Housing Acts for the council to intervene in requiring the refurbishment of derelict buildings. The council is committed to co-ordinating action under the various areas of legislation to tackle dereliction and has set up a multi disciplinary derelict buildings officer task group to ensure this.

The council's car parking standards are set out below. These standards can be varied, if necessary, in order to ensure the continued use, or successful restoration and / or reuse, of a listed building or to achieve a housing use in the upper storeys of buildings.

Land Use	Private Car Parking Spaces Maximum Permitted	Commercial Vehicle Parking Spaces Minimum Required	Cycle Parking Spaces Minimum Requirement
Housing	Max 1.5 per dwelling across the site	-	1 per 5 dwellings
Offices	1 per 30 m ²	Provision for deliveries off the public highway required	1 per 400 m ² gross floor area for staff
Financial and professional services	1 per 18m ² gross floor area plus staff parking of max 1 space per member	-	1 per 400m ² gross floor area for staff, below this level to be determined on case-by-case basis
Restaurants, cafes and banqueting halls	1 per 6m ² gross floor area plus staff parking of a max 1 space per member	Provision for deliveries off the public highway required	1 per 250m ² gross floor area for staff and customers, below this level to be determined on case-by-case basis
Public houses and licensed bars	1 per 4m ² gross floor area plus 1 per 8m ² gross floor area for off-licenses	Provision for deliveries off the public highway required	1 per 250m ² gross floor area for staff and customers, below this level to be determined on case-by-case basis
Non-food shopping	1 per 20m ²	1 per 500m ²	To be determined on case-by-case basis