

strood riverside

DEVELOPMENT BRIEF



September 2006



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CONSULTATION

This development brief (and the accompanying sustainability appraisal and consultation report) were subject to a 6-week period of consultation. During this period the Council welcomed comments from residents, statutory bodies and interested parties. The brief has now been amended to reflect the comments received and the amended brief has been approved by cabinet.

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Strood Riverside represents a significant brownfield redevelopment opportunity, the delivery of which has the potential to kick-start the wider regeneration of the town. It is envisaged that this under-utilised and currently isolated site will be transformed into a new and vibrant urban quarter providing an exemplar in sustainable community living. The design response should take advantage of the site's waterfront location, excellent public transport accessibility and proximity to the town centre to realise a high quality, high-density development.

Strood Riverside also represents an important early phase in the implementation of the wider Medway Waterfront Renaissance Strategy. Development is seen as a vital and complementary component to other high profile regeneration projects elsewhere within Medway and, through early delivery, it is envisaged that the site will set the parameters for good quality urban design and architecture.

The key design principles that are to be respected in redeveloping the site are as follows:

Mixed Use

Strood Riverside is to provide a complementary mix of uses within a high quality environment for residential living.

Additional Areas for Development

Opportunities for creating synergy and maximising the regeneration benefits of development at Strood Riverside are to be exploited, including the potential for environmental improvements or redevelopment at Kingswear Gardens, Watermill Wharf and Station Road car park.

Urban Form, Scale and Density

The proposal must set the standard for future development within the area. The scale and density of development should be reflective of the site's accessible location, whilst also responding to the openness of the River Medway and respecting key views and vistas.

Landmark Buildings and Key Spaces

The proposal should include visual reference points to reinforce the structure of development, add character and enhance the overall identity of the site.

Character and Coherence

A series of distinct areas should be provided. The residential areas, the setting around the railway station and the riverside walkway should each have their own distinct identity whilst also contributing to the overall sense of place.

Safety and Security

Strood Riverside is to be a safe, secure and welcoming environment for all.

Movement and Connectivity

Efforts should be made to promote Strood Riverside is to be a pedestrian friendly environment. Alternative transport modes are to be encouraged and the streetscape is to be designed such that the car does not dominate.

Open Space and Landscape

Strood Riverside is to provide a range of attractive, publicly and accessible open spaces, including an enhanced riverside walkway, linked by a high quality public realm.

Sustainability

The layout and design of buildings should maximise energy efficiency and sustainability. The scheme design is to include limited non-residential uses, should enhance public transport options, and should preserve and enhance ecological values.

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1.1 REDEVELOPMENT CONTEXT

Strood Riverside was first identified as a strategic development project in 1995 and a set of development guidelines were approved by the then Rochester upon Medway Council in 1996 to guide future proposals. At this time the Council also funded an adjacent housing development off Canal Road using social housing grant, a scheme that has since been delivered. At the same time, the site of former scrap yards and car breakers on the riverside were acquired, a new river wall constructed and the Watermill Gardens open space laid out. The open space was intended to serve not just the first phase of housing, but also the site to the north when it was developed. The Council also began to acquire land north of Canal Road and (within the revised Medway Local Plan, May 2003) extended the area allocated for housing to include Strood Dock Terminal off Commissioners Road.

In 1998 the Council's predecessors, Rochester upon Medway City Council, made a Compulsory Purchase Order (CPO) on the grounds of regeneration. The funding for the CPO land assembly has been provided from a number of sources, most significantly from monies made available under the Sustainable Communities Plan with funding set up by the Office of the Deputy Prime Minister. Funding is also available towards infrastructure improvements and a floodwall defence system.



Panorama from Rochester Castle (Site circled in red)



Kingswear Gardens



Existing shoreline



Watermill Gardens



Existing industrial use

1.2 OBJECTIVES OF THE BRIEF

The Council wishes to promote Strood Riverside as a new, high-quality residential-led development, which will complement development at Rochester Riverside opposite the site and contribute to the regeneration of Strood as a vibrant and balanced community. As noted above, the Council has assembled the site using a CPO and has a clear vision and regeneration agenda.

This Development Brief and the accompanying masterplan outline this regeneration agenda and are intended to facilitate the redevelopment of the site into a vibrant residential community offering a range of new homes of different tenure types. Development is seen as contributing to the regeneration of the wider Medway Waterfront and in helping to secure considerable private sector investment in the area.

There are two specific objectives in preparing a Development Brief for Strood Riverside. The first is the need to amplify and update the relevant planning policy applicable to the site. There have been a number of significant changes in national and strategic planning guidance since the site was originally allocated for development and current expectations for the redevelopment of Strood Riverside exceeds those envisaged within the Local Plan.

The second is the need to establish a coherent set of land use and design parameters to guide the future regeneration of the site. These guidelines seek to provide a deliverable strategy that will encourage the private sector to recognise and invest in the area's true potential.

These objectives are outlined in further detail as follows.

Responding to Current Planning Policy Context

Strood Riverside is identified in the adopted Medway Local Plan (May 2003) as a potential development opportunity with the capacity on two allocated sites (Canal Road and Commissioners Road) for a total of approximately 200 dwellings. While the Local Plan establishes the principle for residential development, the two allocations are now considered to significantly underestimate the true development potential and strategic importance of the site.

Over recent years the Government has sought to prioritise the delivery of new housing on brownfield sites at sustainable locations. Within these locations, above average density solutions are required to achieve the quantum of new housing necessary to meet essential national needs. Since the preparation of the Local Plan, the Government has also issued its Sustainable Communities Plan (2003) in which the Thames Gateway is identified as the first and the largest of four areas designed to concentrate new community growth. One of the key elements of the Plan is to address an acute housing shortage via the acceleration of the provision of housing in the Growth Areas. Up to £446 million has been allocated by the Government for investment in the Thames Gateway region alone.

Revisions to Government policy emphasis, allied with the enhanced status of the Thames Gateway, have prompted a comprehensive review of the spatial strategy for the area. The Medway Renaissance Partnership, a local regeneration partnership, has subsequently prepared a Renaissance Strategy for the Medway Waterfront. This is now expanded to cover the whole Medway area in a regeneration framework. Strood Riverside is identified in the Renaissance Strategy as an opportunity to create a significant residential-led development to complement Rochester Riverside and to contribute to the regeneration of Strood. The Strategy envisages a considerably greater scale of development than outlined in the adopted Local Plan, outlining a development capacity of approximately 500 dwellings. Medway Council supports the aspirations of the Renaissance Strategy and proposes that these be incorporated into the emerging Local Development Framework for Medway (the replacement for the Local Plan as required by the Planning and Compensation Act 2004).

It is clear, therefore, that Strood Riverside is now seen as having different redevelopment potential and benefits than previously envisaged in the Local Plan and that this potential emerges from and is supported by a range of Central Government policy guidance. Consequently there is a need to update guidance for the site's redevelopment and to provide a structure for it being brought forward.

1.0 Establishing Land Use and Design Parameters

The second purpose of the Development Brief is to facilitate and shape the redevelopment of Strood Riverside so as to ensure its long-term physical, social and environmental regeneration.

The key development and design objectives can be summarised as follows:

- The delivery of a comprehensive scheme for the entirety of the site tackling both the new build and key infrastructure requirements.
- A development capable of contributing to the creation of a sustainable community, having regard to the site's proximity to the town centre and its excellent accessibility, and which is successfully integrated with the existing community.
- A high density development reflecting the site's central and waterfront location alongside the Government's policy requirements to optimise the use of under-utilised land.
- A high quality residential development which maximises the number of homes with views to Rochester Castle and Cathedral.
- Improved access to the waterside with provision of a riverside walk and cycle path.
- Improved access to and enhancement of the entrance to the railway station and working with the rail industry to improve the station itself.
- Potential improvement to the highway network that serves the area.
- Enhancement of community facilities to serve the existing and emerging community.
- Achievement in flood protection along a significant stretch of the riverside.
- High quality design in all elements of the scheme including site layout, architecture, public spaces, materials, landscaping and routes.

- Providing a wider choice of high quality housing with a range of tenure types including affordable housing provision.
- Capitalising on the site's potential for enhanced public transport access, including guidance on how best to enhance the setting and function of the railway station as an important Medway gateway and the need to allow for a bus-only link from Commissioner's Road.
- Ensuring more environmentally sensitive development, with guidance on improving the local environment, procuring better access to the waterfront and the need to improve the environmental quality of Canal Road.
- Preserving and enhancing ecological habitats.

The document seeks to establish a clear and positive policy context in which these redevelopment objectives can be seen to be achievable and desirable in the short term. Whilst setting design parameters, the Brief is also mindful of the need for commercial viability. The Brief aims to facilitate a commercially viable redevelopment which will ensure market confidence and, hence, can be delivered in the short term.

1.3 STATUS OF THE BRIEF

This Development Brief has been adopted as a Supplementary Planning Document (SPD) and it will be a material consideration in the process of making decisions on any future planning application for the site.

The SPD for Strood Riverside consists of two separate documents:

- 1) The Supplementary Planning Document (this document);
- 2) The Sustainability Appraisal Report; and

A number of other technical reports have also been prepared by the Council to inform the preparation of the masterplan and SPD. These comprise:

- Scoping Report and Initial Sustainability Appraisal.
- Property Market Appraisal.
- Preliminary Flood Risk Assessment.
- Geotechnical Interpretative Report.
- Baseline Noise Assessment.
- Archaeological And Built Heritage Assessment.
- Phase 1 Habitat Survey.
- Transport And Movement Appraisal.
- Rail Station Options.

Each of these documents is available for inspection from Medway Renaissance upon request.

The SPD has been prepared in accordance with the Town and Country Planning (Local Development (England) Regulations) 2004, Planning Policy Statement 12 (Local Development Frameworks) and Creating Local Development Frameworks (ODPM, 2004). Now adopted this will form a material consideration when determining all planning applications for the site.

Consultation

The guidance and regulations require that the SPD is produced in consultation with the local community and key stakeholders to ensure that it represents a realistic and deliverable document with widespread support.

Medway has sought participation from as wide a selection of the community as possible that work, live and use the Medway area and to use the results of that participation in a positive way to shape the future for the area. There has been a continuous dialogue with key stakeholders and community representatives to develop a practical and achievable set of proposals for Strood Riverside. This approach recognises the Council's responsibility to have as open and inclusive a process as possible in the formulation of proposals and policies for the site.

The process of involving the public in the preparation of supplementary planning documents is set out in the Council's Draft Statement of Community Involvement (March 2005). The three key elements fundamental to this process comprise the dissemination of information, continuous community participation and a procedure for responding to the representations received. The consultation procedure has been carried out fully in accordance with the requirements of the Council's Draft SCI, the details of which are set out in full in the accompanying Consultation Report.

In particular, a workshop was held in 2005 with officers and external stakeholders (including representatives from the local community). This raised issues relating to transport, open space, appropriate uses for the site and social and economic issues. Residents and local businesses have been kept informed through three editions of a newsletter. In November and December 2005 an exhibition of the proposals including the illustrative masterplan was held at the Civic Centre, Strood. The main concerns raised by residents were:

- The impact of additional population on existing community facilities such as health and education.
- The proposed bus route from the station to Medway City Estate and how this would be enforced to prevent unauthorised use, particularly if any barrier failed in operation. The width restriction on Commissioners Road would need to be relocated.
- Parking at one space per unit would be inadequate and lead to on street parking problems; concerns about the safety of undercroft parking.
- A preference for more houses and fewer flats; many felt that residents of the latter were more likely to commit crime.
- Concern over the proportion and number of affordable housing units.
- The height of buildings proposed on the river frontage adjacent to houses at Wingrove Drive and Cranmere Court and close to Commissioners Road that would mean loss of views, sunlight and privacy. 3-storey development was felt to be more in character with the area.

PRP, the council's consultants, produced a revised plan and model to address some of these concerns and residents were invited to view these in March 2006. Although concerns about building heights remain, albeit to a lesser extent, residents appreciated the changes that had been made; in particular they welcomed the proposed extra care accommodation for the elderly and those with special needs that would meet the requirement for the social rented proportion of the affordable housing on the site. Many of the other areas of concern can only be addressed at the planning application stage.

Strategic Environmental Assessment and Sustainability Appraisal

Medway Council must comply with Directive 2001/42/EC which requires formal strategic environmental assessment (SEA) of certain plans and programmes which may have significant effects on the environment. In addition a Sustainability Appraisal is mandatory for Supplementary Planning Documents such as this strategic Development Brief. The aim of Sustainability Appraisal is to promote sustainable development within plans. In the context of this Development Brief, the Appraisal considers the social, economic and environmental implications of the proposed development against available baseline data and sustainability objectives.

The requirement to carry out a Sustainability Appraisal and a Strategic Environmental Assessment are distinct. However, both have been satisfied in the context of Strood Riverside through a single comprehensive appraisal process such that the Sustainability Appraisal meets the requirements of the SEA Directive, whilst widening the Directive's approach to include social and economic as well as environmental considerations. Collectively the two assessments test the soundness of the Development Brief by ensuring that it reflects fully both national and local sustainability objectives.

The full sustainability appraisal is attached as an accompanying report to this Brief and consultation on the Sustainability Appraisal has been undertaken alongside the SPD.

It should be noted that the preparation of SA/SEA does not obviate the need to Environmental Impact Assessment in respect of any future planning application.

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Redevelopment proposals for Strood Riverside must be drawn up with regard to the relevant national, regional and local planning policy framework. This framework includes statements of government policy and best practice guidance, strategic policies as set out in Regional Planning Guidance and local policies as contained within the Medway Local Plan and associated Supplementary Planning Documents and Guidance. A checklist of the relevant documents is attached at **Appendix 1**.

In 2004, the Planning and Compulsory Purchase Act was passed. This introduced a new system of development planning with Regional Spatial Strategies and Local Development Frameworks replacing Regional Planning Guidance, Structure Plans, Unitary Development Plans and Local Plans. This development brief will be a Supplementary Planning Document (SPD) to the emerging Medway Local Development Framework (LDF). However, as the LDF is still in the early stages of preparation the brief will be based on the Medway Local Plan 2003. It is also important to note that at the time of producing this Development Brief, Planning Policy Guidance Notes (PPG's) are in the process of being replaced by a series of Planning Policy Statements (PPS). All development coming forward as part of the future plans for Strood Riverside will need to accord with Planning Policy Statements as and when they become formally approved and should give due consideration to the most up-to-date policy requirements and supplementary guidance.

2.1 NATIONAL & REGIONAL PLANNING POLICY

This SPD has been prepared in accordance with the guidance contained in the relevant national and regional policy, in particular The Sustainable Communities Plan, PPS1 (Creating Sustainable Communities), PPG3 (Housing), PPG13 (Transport), PPG25 (Development and Flood Risk), RPG9 (Regional Planning Guidance for the South East) and RPG9A (The Thames Gateway Planning Framework).

The relevant provisions of this guidance as they relate to the redevelopment of Strood Riverside are set out in full at **Appendix 2**. An important general observation is that national policy has strengthened the focus on maximising the use of previously developed urban land and in encouraging mixed-use developments. The emphasis on the need for high quality in building design, streets, public places and materials has also been reinforced.

With regards to the particular development opportunities presented at Strood Riverside, The Thames Gateway has been designated as one of four areas in which new community growth is to be concentrated. Up to £446 million has been allocated by the Government for investment in the region. Key actions within the Thames Gateway which are directly relevant to Strood Riverside include:

- Meeting the housing challenge by increasing densities, improving the quality of the built environment and improving the mix of dwellings.
- Ensuring a strategic approach is taken to investing in key worker and social housing across the South East of England through a fund managed by the Housing Corporation.
- Bringing forward schemes to improve travel within and throughout the region.
- A commitment to delivering schemes which improve liveability.

The emerging Regional Spatial Strategy for the region, The South East Plan, has now been submitted to the Secretary of State (March 2006) and is a material consideration for development control purposes. The core regional policies are set out in Section D; and of particular interest in the context of Strood Riverside are the sub-regional policies and Section E4 which covers the Kent Thames Gateway. The South East Plan sets out a requirement to provide an additional 7,500 new homes in Medway to 2016 and a further 8,200 homes by 2026.

2.2 DEVELOPMENT PLAN POLICY

At the local level a number of policy and guidance documents are relevant to the development of Strood Riverside. Of particular relevance are the Kent and Medway Structure Plan 2006, the Medway Local Plan (2003), Kent Design (2005) and The Kent Waste Local Plan (1998). Consideration should also be given to Draft Structure Plan Review (2003) and the recently published Medway Waterfront Renaissance Strategy (2004).

Kent and Medway Structure Plan (July 2006)

The Kent and Medway Structure Plan 'Mapping Out the Future' (July 2006) has been prepared to role forward the Structure Plan to 2021 and supersedes the 1996 plan. The following references are to the 2006 document.

The overall spatial strategy for Kent and Medway is followed by Area Based Policies which set out priorities for different parts of the County. Policy NK2 (Medway) states that:

'Proposals to regenerate Medway should focus upon the Medway Waterfront including central Chatham, Rochester Riverside and at Strood.' Paragraph 3.11 further comments that: 'Urban renaissance will be accelerated particularly through the regeneration of the Medway Waterfront and through the renewal of poor quality housing. Medway Waterfront is a series of large-scale inter-linked brownfield development sites along the River Medway. It includes Chatham Centre and Waterfront and the adjacent Rochester Riverside and Chatham Maritime.'

Structure Plan policy NR9 deals with management of development and flood risk and states that:

'Development will be planned to avoid the risk of flooding and will not be permitted... if it would be subject to an unacceptable risk of flooding or where it would increase the risk of flooding elsewhere [or] if it would adversely affect the ability of the land to drain.'

Paragraph 9.46 which supports this policy deals with mitigation by design and identifies raising ground levels as a suitable measure to minimise risk in areas where it is essential that development takes place.

Kent Design – A Guide to Sustainable Development

'Kent Design' was produced originally by the Kent Association of Local Authorities in 2000 and was adopted by Medway Council for development control purposes. The purpose of the guide is to promote good design, to advise planning applicants what is required of them and to enable planning authorities to approve good schemes and refuse poor ones. The document has subsequently been amended (2005) to draw upon new policy context, references and examples.

Both the original and revised documents recognise that design and development play a key role in achieving a strong economy, creating employment opportunities, ensuring good access to services and providing safe, attractive surroundings. The guidance aims to ensure that all new developments contribute to those aims and sets out the following objectives:

Development Process

- Adopt a proactive and collaborative approach to development proposals to achieve the optimum solution for a given site.
- Seek environmentally sustainable solutions through innovative design.
- Ensure the public realm is maintained for its life cycle through formal adoption or other management arrangements.

Land Use

- Bring together residential, commercial, retail and community uses in a manner which reduces the need to travel and which improve quality of life.
- Promote the movement of people by walking, cycling and public transport to reduce car dependency and maintain and improve air quality.

Design

- Embrace local distinctiveness, promote quality and protect existing features of cultural, visual and historical importance.
- Provide a safe, healthy and secure environment for both people and property.
- Maximise the use of land by encouraging the development of recycled land and increasing density.
- Conserve natural resources and minimise pollution in the layout, construction and ongoing use of development.
- Conserve, create and integrate open space, landscape and natural habitats as part of development.

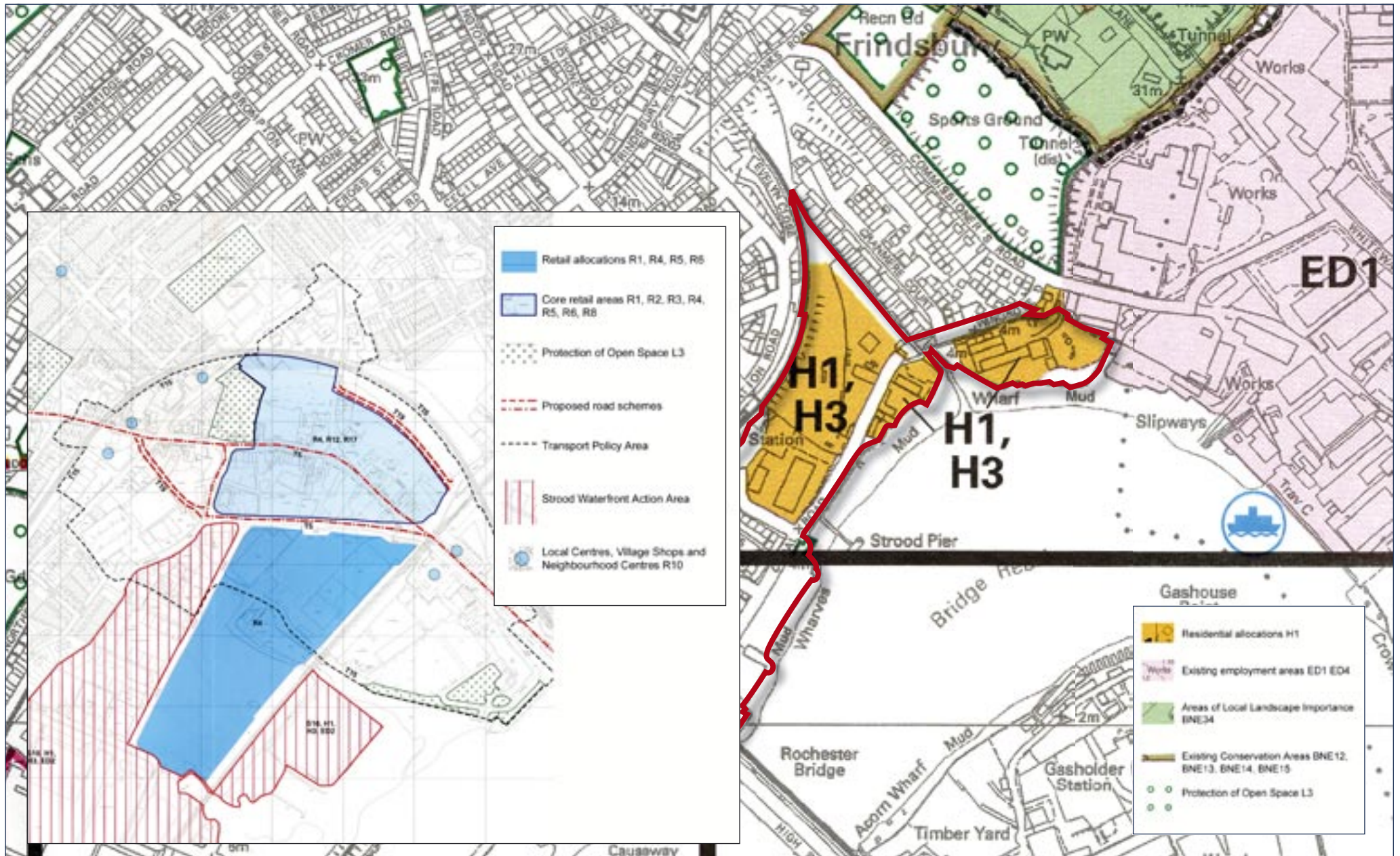
Medway Local Plan 2003

The Medway Local Plan sets out the strategy, objectives and detailed policy for guiding development in Medway. The overarching development strategy for the plan area is to prioritise re-investment in the urban fabric. This is to include the recycling of under-used and derelict land within the area, with a focus on the Medway riverside areas and Chatham, Gillingham, Strood, Rochester and Rainham town centres (Policy S1).

The implementation of this development strategy is to be guided by a number of principles:

- Maintaining and improving environmental quality and design standards;
- A sustainable approach to the location and mix of new development to support local communities (including transport measures to serve development and sensitivity in the use of energy and natural resources); and
- The adoption of a sequential approach to the location of major people and traffic attracting forms of development, including retailing, leisure, educational and health facilities.

The relevant land use designations as identified on the Local Plan Proposals Map provide a significant impetus to the regeneration of Strood Riverside and to the wider town. An extract from the Local Plan proposals map showing the relevant site-specific policies affecting the site is provided below. **Appendix 4** outlines those designations relevant to other land in close proximity to the masterplan area and which should also be taken into consideration in drawing up proposals for the site.



Extract of Local Area Proposals map and Strood Central Area map (inset)

Local Plan Proposals Map

The following section provides an analysis of the key policies that have a potential influence on the use and scale of development at Strood Riverside, while **Appendix 5** provides a checklist of all the policies in the Local Plan that will need to be taking into account in drawing up regeneration proposals for the site.

(i) Housing

Policy H1 (New Residential Development) is the key policy that designates sites for housing development. With regards to Strood Riverside the following designations and supporting notes are relevant:

Site ME254 - Strood Riverside, Canal Road (104 units)

An investigation of possible contamination is required and any necessary treatment carried out; noise impact assessment required and any necessary mitigation measures implemented; an archaeological assessment will be required; vehicular access to be provided from Commissioners Road and Canal Road but no linking them (except for possible bus link); flood mitigation measures are to be investigated and if necessary implemented; river wall to be repaired. Traffic impact assessment required.

Site ME375 - Commissioners Road, Strood (100 units)

Site to be investigated for possible contamination and any necessary treatment implemented; vehicular access to be taken from access road to the west; public access to riverbank to be provided and river wall to be provided; flood mitigation measures to be investigated and if necessary implemented; traffic impact assessment required.

The development of most of the sites in policy H1 will impose additional pressure on local primary schools and contributions may be sought for the provision of either school extensions or new schools.

Taking into account the objective of maximizing the use of the available land, Medway Council acknowledges that the development capacity of the masterplan area is likely to be significantly greater than the combined housing allocations for sites ME254 and ME375.

(ii) Affordable Housing

Detail on the Council's affordable housing requirements are provided in policy H3 which states that where a need has been identified, affordable housing will be sought as a proportion of residential developments of a substantial scale. A substantial scale is defined as follows:

'within the urban area, developments which include 25 or more dwellings or where the site area is 1 hectare or more.'

Matters to be taken into account when affordable housing is negotiated (which Medway normally expect to be provided at a level of 25% of the total number of units) will be:

- The suitability of the site for affordable housing development;
- The economics of provision;
- The proximity of local services and facilities and access to public transport;
- The realisation of other planning objectives as priorities on a site; and
- The need to achieve a successful housing development taking into account the appropriate mix of affordable housing types and the proportion of affordable housing and its subsequent management.

Agreements to permanently retain the affordable housing in this tenure will be sought.

(iii) Residential Mix

Local Plan Policy H10 states that on sites larger than one hectare in size, the provision of a range and mix of house types and sizes will be sought. The policy continues by stating that this 'will include smaller units of accommodation suited to the needs of one and two person households, the elderly or persons with disabilities and housing that can be adapted for such use in the future.'

The supporting text to Policy H10 sets out the Council's stance with regard to the provision of smaller dwellings noting that:

'The provision of smaller dwellings, including flats, can help to meet the continuing demand from small households that will form a significant proportion of housing demand during the plan period. It will also provide cheaper accommodation and, because it will often be provided at higher densities within the urban areas, will help to reduce the demand for the development of Greenfield sites.'

(iv) Residential Density

Policy H5 sets out the Council's approach towards residential density. The policy refers to guidance set out in PPG3 (paragraph 58) which requires local planning authorities to:

- Avoid developments which make inefficient use of land (those of less than 30 dwellings per hectare);
- Encourage housing development which makes more efficient use of land (between 30 and 50 dwellings per hectare net); and
- Seek greater intensity of development at places with good public transport accessibility such as city, town, district or local centres or around major needs along good public transport corridors.

The supporting text notes that public transport access points include bus stops, railway stations or locations where a concentration of public transport routes converge and states that 'Planning permission will not be given for development in town centres or close to public transport access points that are at densities more usually found in suburban areas'.

Taking into account the sustainable location of the site, adjacent to Strood Centre and with very good public transport accessibility, a residential density in excess of 50 dwellings per hectare is considered acceptable.

(v) River Medway

Policy S3 (River Medway) states that proposals which are consistent with nature conservation, landscape and hydrological policies and which have no adverse impact upon coastal archaeology will be permitted that develop the River Medway for:

- Public access along the riverbank through the construction of riverside walks and cycle-ways;
- Use as a transportation corridor, both for freight and passengers;
- Appropriate commercial, tourism and leisure development along the river's edge of a high quality design; and
- Recreational and tourism purposes.

Policy BNE 22 (Environmental Enhancement) states that development leading to the protection and improvement of the appearance and environment of existing and proposed areas of development, transport corridors, open spaces and areas adjacent to the River Medway will be permitted.

The inter-tidal habitats of the Medway are an important natural resource. Where any proposed development would affect the inter-tidal habitats, an assessment of its impact will be required. Where development is proposed that will result in any loss of inter-tidal habitats, proposals must include compensatory inter-tidal habitats sufficient to mitigate any loss.

(vi) Contaminated Land

Policy BNE 23 (Contaminated Land) comments that development on land known or likely to be contaminated or affected by adjacent or related contamination must be accompanied by the findings of a detailed site examination to identify contaminants and the risks that these might present to human health and the wider environment. Appropriate measures to reduce, or eliminate, risk to building structures, services and occupiers of the site and of adjoining sites must be agreed. Such remedial measures must be satisfactorily implemented before the development is occupied.

(vii) Leisure and Open Space Provision

The Local Plan's policies for leisure seek to fulfill the following objectives:

- To protect existing open spaces, buildings and facilities which serve a leisure purpose;
- To provide land for open space for formal and informal recreation to meet identified needs;
- To improve the quality and accessibility of existing leisure facilities and open spaces; and
- To ensure that within new developments provision is made for accessible, quality open space and play provision;

The existing waterfront gardens to the south of the site are designated as an open space, the loss of which is protected by Local Plan policy L3. Development which would involve the loss of existing formal open space, informal open space, allotments or amenity land will not be permitted unless:

- (i) Sports and recreation facilities can best be implemented, or retained and enhanced through redevelopment of a small part of the site; or
- (ii) Alternative open space provision can be made within the same catchment area and is acceptable in terms of amenity value; or
- (iii) In the case of outdoor sports and children's play space provision, there is an excess of such provision in the area (measured against the NPFA standard of 2.4 hectares per 1,000 population) and such open space neither contributes to, nor has the potential to contribute to, informal leisure, open space or local environmental amenity provision; or
- (iv) In the case of educational establishments, the development is required for educational purposes and adequate areas for outdoor sports can be retained or provided elsewhere within the vicinity; or
- (v) The site is allocated for other development in the local plan.

New residential development will also be expected to provide new areas of open space in accordance with policy L4 (Provision of Open Space in New Residential Developments). Where there is a proven deficiency, residential development proposals shall make open space provision, within an agreed timescale, in accordance with the following:

- (i) Residential development likely to be occupied by 100 people or more shall include well located local open space for formal recreation on-site at a standard equivalent to 1.7 hectares per 1,000 population and open space for children’s play and casual recreation on-site at a standard equivalent to 0.7 hectares per 1,000 population. Provision of some or all of the formal open space off-site or the improvement or extension of an existing off-site facility will be permitted where the council is satisfied that this would be a better alternative;

Strood Riverside does fall within an area of open space deficiency and thus the Council will seek to apply the provisions of Policy L4 in respect of any development proposal.

A mix of on-site and off-site provision will be sought. On site provision should fall within the typology of open spaces set out in PPG17 and should include a ranges of spaces including children’s playspaces, informal amenity spaces and a riverside walkway. In the context of Strood Riverside the existing open space facilities at Watermill Gardens were provided in the expectation that additional housing would be provided on the site. For this reason it is considered appropriate to include this existing open space facility within any open space calculation.

It is not considered reasonable to expect formal sport’s provision to be provided on site and any such contributions are to be met by means of a financial contribution.

The current formula for off-site open space contributions, which are reviewed annually, are as follows:

Type of Space	Cost per head of Population
Outdoor Equipped Play Areas (0.2ha)	£142
Informal Open Space (0.5ha)	£102
Formal Sports Provision (1.7ha)	£455

In the case of sheltered housing and special needs housing for the elderly, formal open space and children’s play/casual space will not be required. Informal open space provision will be sought on-site in lieu of the formal open space requirement.

In accordance with Policy L11 (Riverside Path and Cycleway) development on sites fronting the river will not be permitted unless the proposals include a riverside walkway and cycleway, or it can be demonstrated that the operational needs of the development would prevent this. The walkway or cycleway should provide continuity for users by connecting to, or facilitating future connections to, walkways on adjoining sites. The riverside footpath and cycle facility at Strood Riverside should be designed and routed to minimise the impact on ecology, nature conservation and landscape and take into account the integrity and operational requirements of flood defences.

(viii) Transport and Access

Policy T3 seeks to encourage the development of safe and convenient footpaths to link houses, schools, town centres, work place, recreation areas and public transport routes.

(ix) Car Parking Provision

Appendix 6 of the Local Plan applies an average car parking standard of 1.5 spaces per dwelling, irrespective of tenure or size. National planning policy advocates that car parking standards should be applied as ‘maximum’ standard. Taking into account the site’s sustainable locations a lower level of provision may therefore be considered acceptable.

(x) Community Facilities

Local Plan policy CF2 encourages the provision of new community facilities. In light of this guidance there will be a requirement at Strood Riverside to provide new or upgraded accommodation for the existing community within the site. Provision for a new care home to meet local needs will also be supported. Facilities must be of an appropriate scale, have minimal impact on neighbouring amenity and be accessible by a variety of means of transport.

It appears likely that existing primary schools in the locality have capacity to accommodate the children that will live at Strood Riverside.

(xi) Urban Design Guidance

Policy BNE1 sets out the Council’s general principles for built development. Other relevant policies include BNE2 (Amenity Protection), BNE3 (Noise Standards), BNE4 (Energy Efficiency), BNE6 (Landscape Design), BNE8 (Security and Personal Safety) and BNE22 (Environmental Enhancement).

In 2006 the Council adopted a Building Height Policy for Medway as a supplementary planning document. Part 1 is a general guide policy on higher buildings laying down a range of detailed criteria on design quality. Part 2 is a policy on locations, identifying where higher buildings might/might not be appropriate. Part 2 also illustrates key strategic views that need to be protected.

The key elements of the guidance as they relate to Strood Riverside are that new higher buildings should be on appropriate locations, of first-class design quality and enhance the qualities of their location and setting. Higher buildings are advocated as a means of achieving an intensity of development that encourages a mix of uses and facilities. The policy also requires that buildings that stand out as landmarks have active uses at ground floor level.

Local Development Framework

Medway Council is responsible for preparing a Local Development Framework (LDF) for its area that will consist of development plan documents (subject to a public examination process) and other local development documents. Ultimately the LDF will replace the provisions of the current Medway Local Plan. The council is not preparing all the necessary development plan documents at the same time but is giving first priority to the production of a Core Strategy document and a Housing and Mixed Use Development Plan Document, the latter including a number of site specific allocations.

Policy HMU16 of the Housing and Mixed Use DPD (October 2005) identifies Strood Riverside as a comprehensive riverside regeneration area with a minimum development capacity of 500 residential units. A copy of the relevant site assessment for Strood Riverside is attached at Appendix 6.

When adopted in December 2007 the Housing and Mixed Use DPD will replace the existing housing chapter of the

Medway Local Plan. Thus the site allocation for Strood Riverside as currently set out through Policy H1 of the adopted Local Plan will be superseded by Policy HMU16 of the Housing and Mixed Use DPD. It is noted, however, that the policy numbering within the emerging DPD may be subject to change at this stage.

The Medway Waterfront Renaissance Strategy

Published in 2004, the Medway Waterfront Renaissance Strategy sets out a development strategy for the Medway Waterfront for the next 20 years. The Strategy encompasses 14 redevelopment sites along 11km of the River Medway, from Strood to Gillingham, with Chatham at its centre. The objective of the Strategy is to create a series of urban quarters, each different but combining to create a new linear waterside city.

The Strategy sets out six themes which should be common to all areas and which act to reinforce links along the River; these themes are quality and design, sense of place, the river, economy and learning, housing and community, and transport.

The Medway Waterfront Renaissance Strategy states that 'Strood Riverside offers an opportunity to create a significant development to complement Rochester Riverside and contribute to the regeneration of Strood as a vibrant and balanced community and place'. The key aspirations and opportunities identified for the site, which includes the existing affordable housing to the south at Kingswear Gardens, are as follows:

- A quality well designed residential development, which takes advantage of the views to the castle and cathedral;
- Improved access to the waterside with provision of a riverside walk and cycle path;
- Improved access and enhancement of access to the

- railway station;
- Improvement of the highway network to serve the area;
- Provision of community facilities to serve the existing and emerging community;
- Preservation and enhancement of views along the riverside; and
- Achieve flood protection along significant stretch of riverside.

The Strategy suggests that the site could potentially provide approximately 500 dwellings up to 2008. The strategy also indicates that the site might accommodate between 10 and 50 new jobs.

Medway Local Transport Plan Framework

The aim of the Medway Local Transport Plan Framework is to prioritise major issues for the area regarding transport, and to implement these issues in the development of the Medway region. The key objectives of this study are:

- To increase the journey choice by public transport, by promoting and supporting enhancements to bus infrastructure and services, including improvements to reliability, punctuality, information, accessibility and quality of service;
- To seek to improve people's life chances by tackling accessibility barriers to key destinations practically for people without access to a private car;
- To ensure public transport becomes a realistic alternative choice to the private car; and
- To support the use of the River Medway as a transport corridor.

3.1 SITE LOCATION AND CONTEXT

3.1.1 STRATEGIC IMPORTANCE

Plan of Strood Riverside in the context of other Local Regeneration Strategies.

The redevelopment of Strood Riverside is considered to be of both local and strategic importance for the following reasons:

- (i) The site itself is positioned directly adjacent to the River Medway and is located within 5 to 10 minutes walking distance of Strood town centre and 10-15 minutes walking distance from Rochester. The site includes a mainline railway station within its boundaries.
- (ii) The site is located close to areas with a significant history and character and has panoramic views across the river to historic Rochester, including the castle and cathedral, and down the river towards Chatham. Rochester has an ancient history associated both with the Romans and the nineteenth century writer, Charles Dickens, as well as a number of notable medieval and other historic buildings. Nearby Chatham Dockyard dates back to the fifteenth century and since its closure in 1984 has been the subject of considerable regeneration work. Strood's riverside position near Rochester Riverside and Chatham Dockyard makes its future development highly influential on the wider economy, character and future history of the Medway area.



Strategic Transport and Connections Plan

- (iii) From a regional perspective, Strood Riverside is located within the Thames Gateway Corridor. This area is identified by the Government as a key area for growth in which the focus is upon the speed of delivery of development projects whilst ensuring sustainable and well-integrated communities. The government has invested significant capital resources from the Sustainable Communities Fund in Strood Riverside to bring forward development and to increase the supply of housing.

3.0 SITE OPPORTUNITIES AND CONSTRAINTS

site opportunities and constraints

- (iv) The site has excellent communication links. It is well placed for access to the M2 providing proximity to the new Kent Manston International Airport; the M20 with access to Ashford International and the M25 London Orbital; and the Channel Tunnel Rail Link will provide new domestic services for Medway to London via the North Kent line's junction with the CTRL at Ebbsfleet. At the local level Strood town centre acts as a hub for 3 major roads;
 - (a) The A228 to Grain to the north and the M2 motorway and West Malling to the south;
 - (b) The A2 giving access to London and the M25 to the west and Rochester to the east; and
 - (c) The A226 to Gravesend.
- (v) The site is currently under-utilised and is not fulfilling its potential in meeting the longer-term community needs of both Strood and the wider Medway region.



Plan of Strood Riverside in the context of other local regeneration strategies

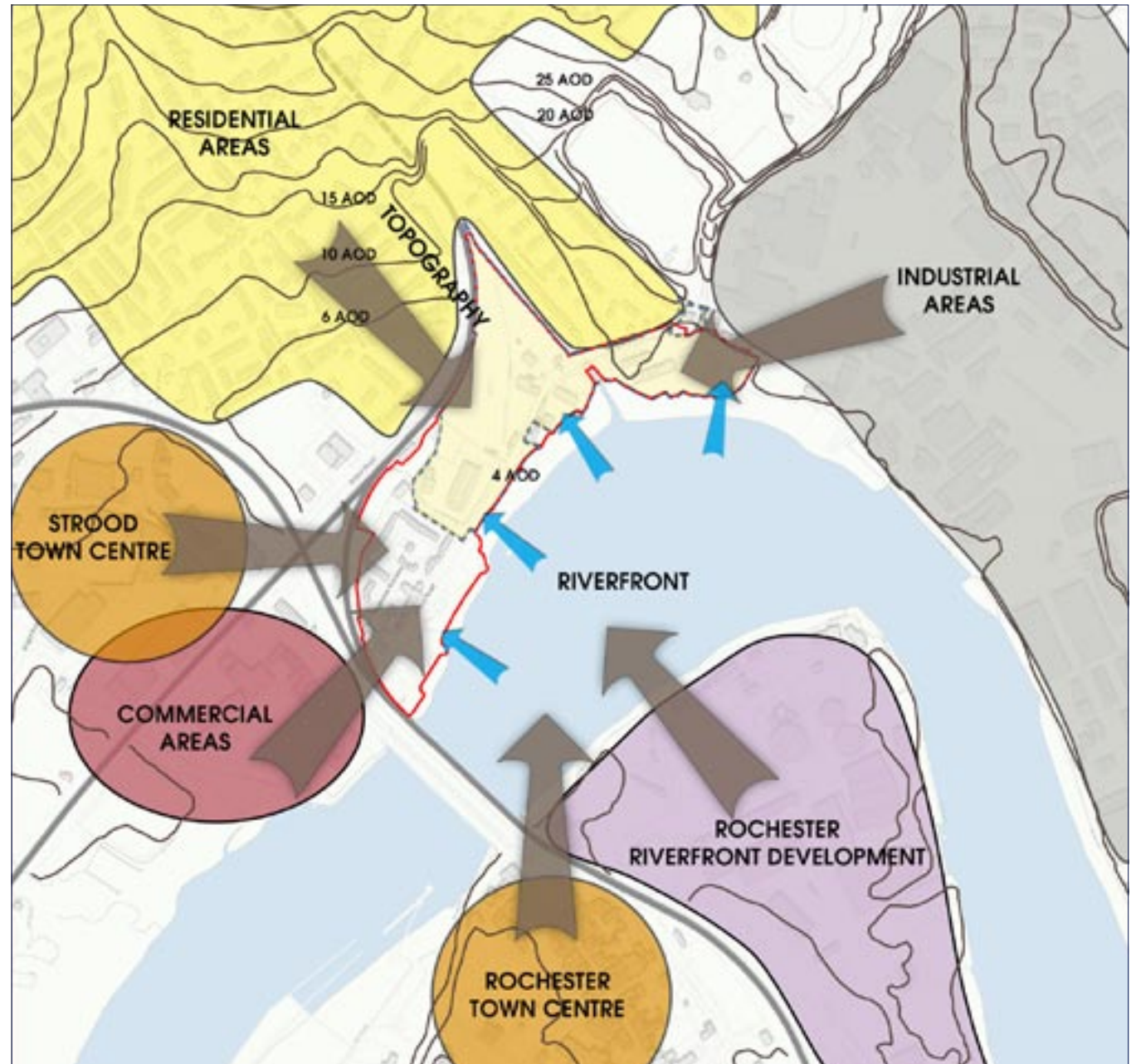
3.1.2 CHARACTER OF THE SURROUNDING AREA

There are a number of character influences and land uses that help define the Strood Riverside site and which present particular opportunities and constraints in formulating redevelopment proposals. These are set out below:

1. River Medway/Shoreline

The River Medway bounds the eastern edge of the site. Although not a significant tourist or leisure destination, Strood Pier has acted as a stopping point for passenger craft and The Saxon Shore Way footpath/cycle path runs adjacent to much of the site's riverside frontage. The intertidal area is an important habitat under the Kent Biodiversity Action Plan and any encroachment on this will need special justification or mitigation. Developers should consult with the Environment Agency on this matter.

The shoreline provides the prominent aspect for the site, affording panoramic views across to Rochester Castle and Cathedral, Fort Amherst and the high ground of 'the lines'. In the longer term the aspect of Strood Riverside will also be influenced by its visual relationship with the development envisaged for Rochester Riverside, located directly opposite the site.



Plan of Local Character Influences



Strood Pier



River Medway shoreline



View towards Rochester

2. Railway Lines and Strood Station

At present the railway line on the western boundary to the site present an impermeable barrier that physically isolates the site from its surrounding hinterland and which restricts access and connections.

At the same time, however, the railway and the station equally provide a potential opportunity in terms of optimising the site as a 'gateway' into Strood and in acting as a generator to pull activity through the site. The Council would welcome commercial development at the station if this facilitated improvements to the station itself, subject to adequate car parking being available.



Strood Railway Station



Railway line on the western boundary

3. Hinterland – Frindsbury/Broom Hill

The site sits within a bowl, contained to the north and east by the former quarry face of Frindsbury and the ridge line running through to Broom Hill. As such, from across the river the site is seen as fronting a diverse collage of residential development rising up behind the site, yet sitting below the chalk ridge line. The predominant focal point and skyline feature is All Saint's Church and the open space and recreation ground on top of the chalk cliff to the north of the site.



All Saint's Church



View from Frindsbury towards the site

Surrounding Land Uses

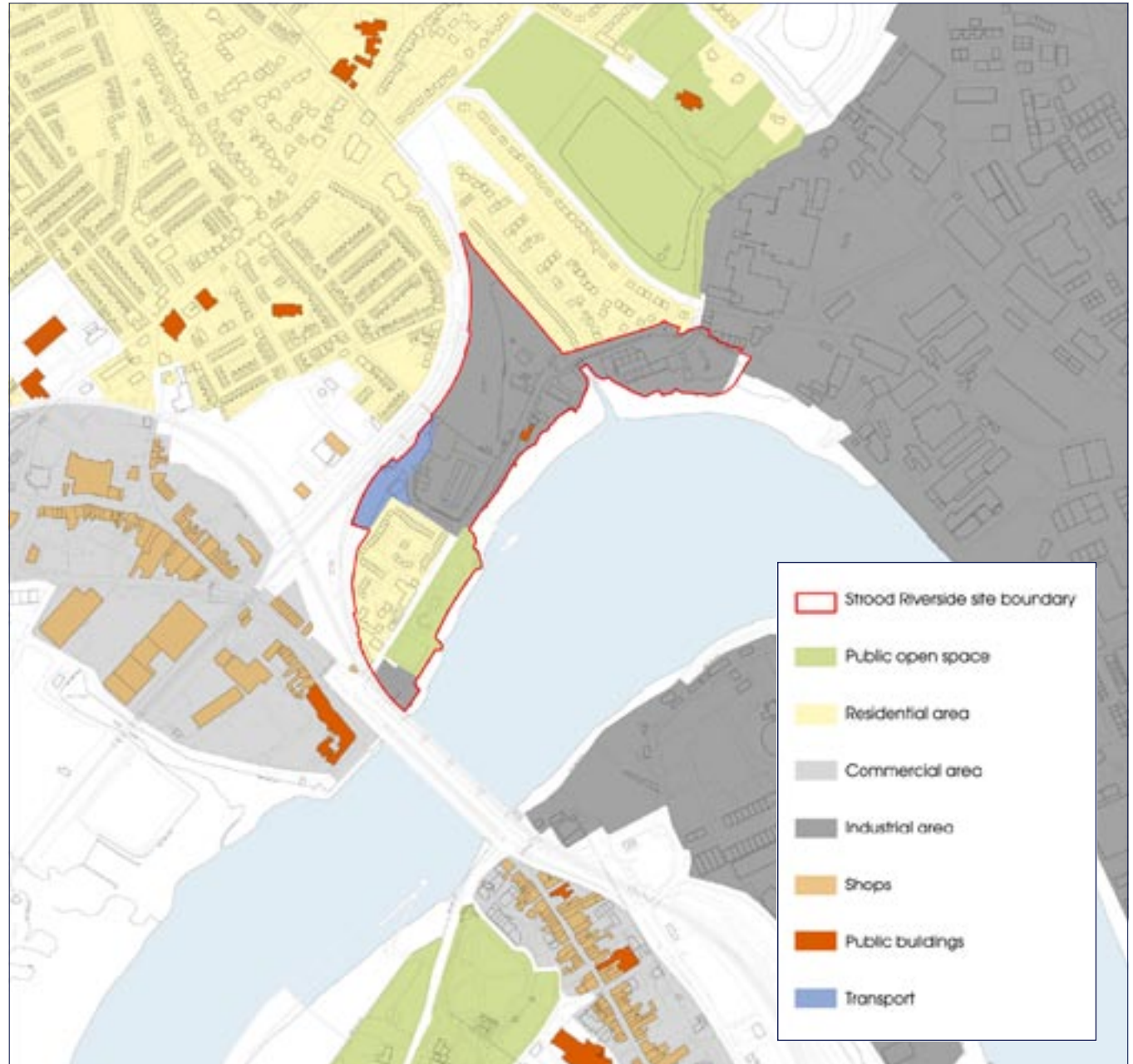
1. Retail

Strood town centre lies within a 5-10 minutes walk of the site and there is a clear relationship between the activities in the town centre and those at Strood Riverside, especially with regard to the potential offered around the railway station.

Strood town centre is defined as an Urban District Centre. Although it provides everyday basic needs, the general quality of the town centre environment is currently poor. The town is dominated by the traffic system which has evolved to deal with issues around the river crossing rather than encouraging the centre to become a place to enjoy. The Council intends to prepare a development framework for Strood in 2006-2007.

Further west of the town centre are a series of retail parks and large warehouse outlets. A large new foodstore opened in October 2005 close to the retail park, which has a significant effect on the vitality of the High Street.

Rochester City Centre, which has developed a number of niche markets around arts and tourist related uses is located within 5 minutes walk of the southern edge of the site and ten minutes walk of the centre of the site. This area is characterised by a high proportion of pubs, bars and restaurants and it has a vibrant evening economy.



Land use surrounding the site

3.0 SITE OPPORTUNITIES AND CONSTRAINTS

2. Leisure

The existing leisure uses on the site comprise Strood Pier, which acts as a stopping point for pleasure craft, and the combined footpath/cycle route of the Saxon Shore Way/ National Route 1 which runs along the river frontage.

In the mid 1990's a new 'urban open space' was implemented on part of the site fronting the river. This provides much needed activities for younger people with its ball court and children's play area. Although designed to a reasonable specification this area is not currently as well used as expected.

3. Industrial

Adjoining the site to the east is the 'Medway City Estate'. Fronting onto the water the estate provides a significant concentration of employment and industrial uses. Opportunities to enhance movement patterns for those working in the industrial estate towards Strood Station are to be encouraged.

The surrounding roads at this end of the masterplan site are not suited for the vehicular movements associated with the industrial use. This is reflected in the existing road width restriction measures to prevent heavy goods vehicles using Commissioners Road and Banks Road.

4. Residential

In close proximity to the northern boundary of the site lies Cranmere Court, a relatively new and well-maintained private residential cul-de-sac development of predominantly 2 storey detached dwellings.

Immediately to the south of the site, and falling within the masterplan area, lies Kingswear Gardens, a recent residential development comprising 100 affordable units. Adjacent to these developments along Canal Road are several older two storey properties which comprise a mix of commercial and residential uses. Collectively there is a poor visual quality to the built environment.

The adjoining railway lines serve to isolate the site, both visually and physically, from other surrounding areas of residential development. Immediately to the west of the railway is a tight Victorian terrace block comprising smaller 2 storey dwellings. Further north, this pattern of development merges into a looser arrangement of semi-detached, detached and smaller terraced dwellings dating from the 1920's and 1930's.

5. Office

Although Strood does not have a strong office market, the site lies directly opposite Strood Civic Centre, a large, purpose built premises providing office and administrative functions for Medway Council. This site is likely to become available for redevelopment in the medium term and is identified in the Housing and Mixed Use Development Plan Document (October 2005) as a potential mixed use development site.

3.2 THE SITE

3.2.1 LAND USE ZONES

Strood Riverside Land Use Zones

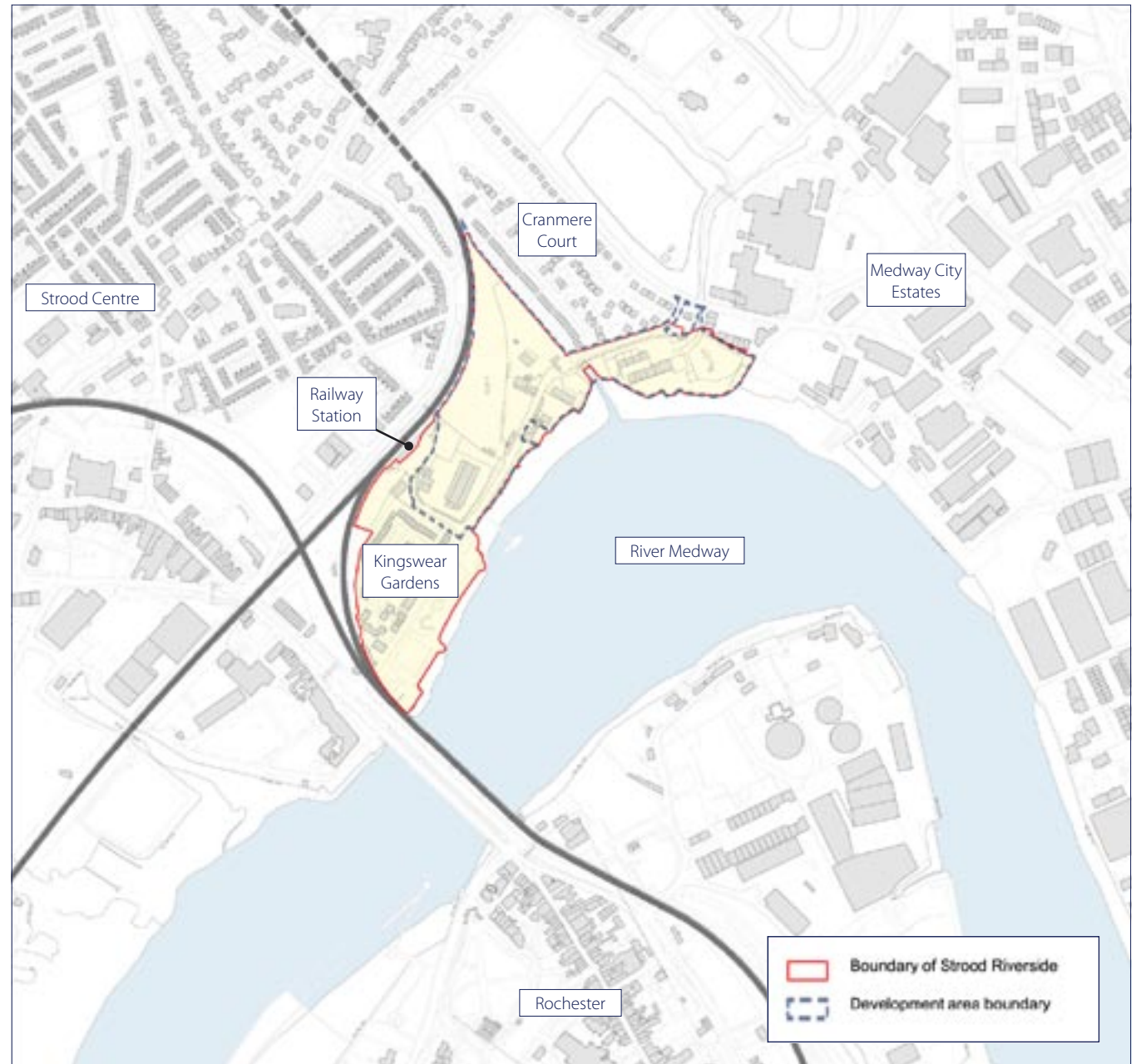
Strood Riverside is a brownfield development site lying adjacent to the River Medway and within easy walking distance of the town centre. The masterplan site is bounded by Kingswear Gardens to the south, by the operational railway lines to the west, by the Medway City industrial estate to the north and by the River Medway to the east. Access into the site is achieved via Canal Road to the south and Commissioner's Road to the north. The masterplan area is 9.3 hectares in size, but excluding the existing housing development at Kingswear Gardens and Crescent House Foyer, the total developable area extends to some 6.5 hectares. The existing site is divisible into five distinct areas, whose attributes can largely be identified by land use:

Zone One: River Frontage

Perhaps the most diverse of the identified areas, the riverside frontages takes on a variety of different uses as one moves along its banks. These uses include a relatively recent landscape park opposite Kingswear Gardens, Strood Pier, the Riverside Tavern, industrial buildings and a grassed area situated above the tidal shoreline. On the shore lie a number of mud flats which must be preserved or enhanced due to their biodiversity interest.

Zone Two: Existing Residential Development

This zone comprises an existing residential development at Kingswear Gardens which is predominantly 2 to 3 storey in height. The accommodation is occupied almost entirely as social rented accommodation and is owned by Orbit and Moat Housing Associations, locally preferred Registered Social Landlords. Despite having a presence to Canal Road the housing is largely inward looking and character and opportunities to better integrate the development are to be encouraged.



Site Location Plan

3.0 SITE OPPORTUNITIES AND CONSTRAINTS

Zone Three: Strood Railway Station

The station has a poor identity within the site, tucked away between Kingswear Gardens and a mixed use industrial area. Both the physical fabric of the buildings and the landscape quality of the area is poor. This area contains a railway car park attached to the station and a bus 'standing point' for when engineering works are in progress and a replacement bus service operates.

The railway station and its forecourt sit approximately 3 metres above the level of the riverside.

This area also includes a single storey community facility, which although well used in the past is currently closed while it is made secure.

Zone Four: Mixed Use Industrial Area

This area has historically been occupied by railway marshalling yards and transport storage depots and more recently by builder's merchants and storage operators. As a consequence of the industrial and transitory nature of these uses the environment is of poor visual and landscape quality and the area is subject to some contamination due to previous industrial activities.

Zone Five: Scrap Yard and Workshops Associated with Motor Industry

This part of the site takes on a temporary and informal character and is occupied by scrap yards, motor workshops and a chemical mixing firm. The area is likely to be subject to contamination stemming from its current and previous uses. The river edge within this part of the site is ill defined and has been subject to 'tipping', which has become used as an informal flood defence. The area is relatively exposed and has been subject to limited permanent development and is poor in physical and visual quality.



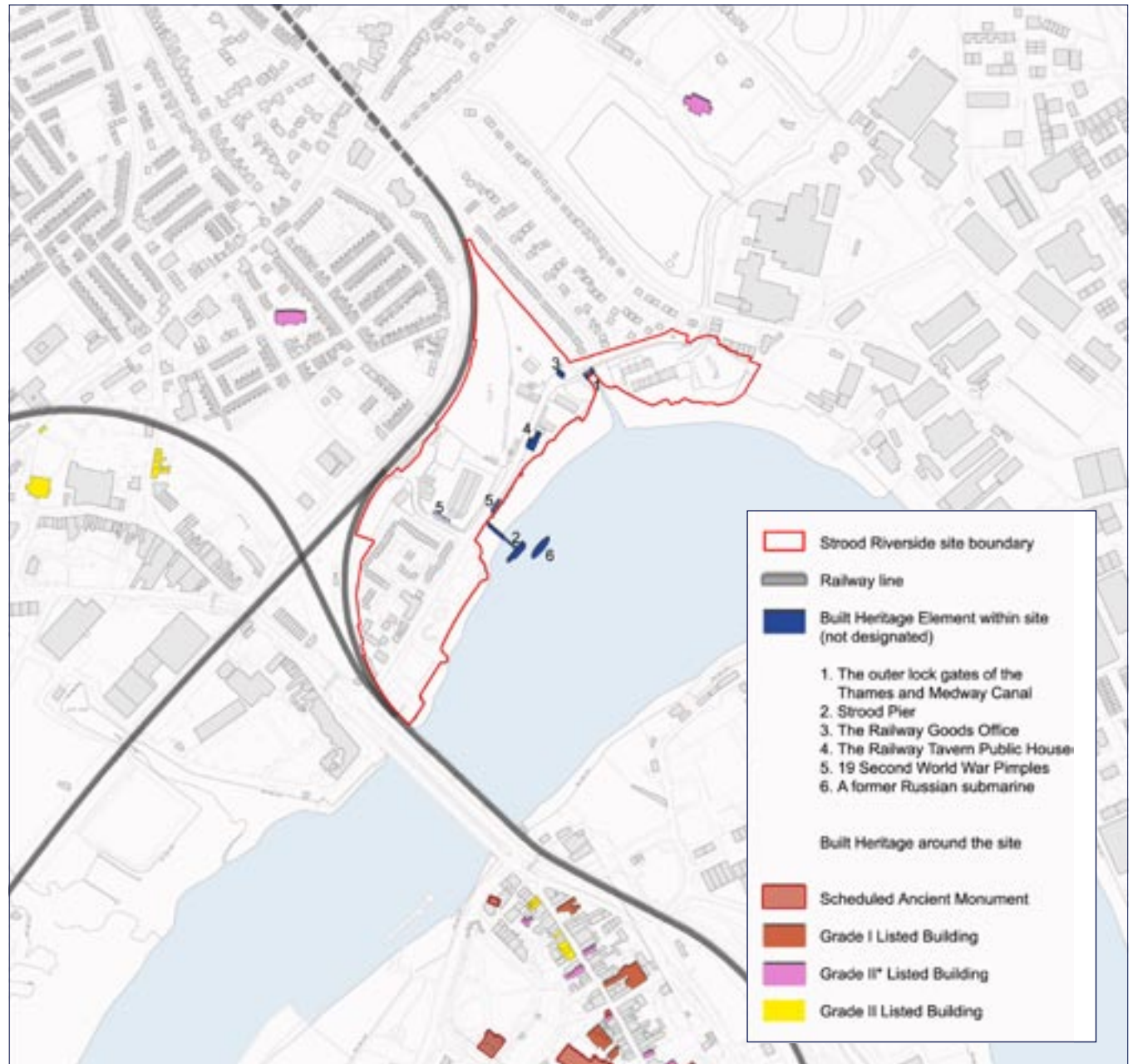
Land use zones

3.2.2 HISTORICAL CONTEXT AND CULTURAL HERITAGE

The site has a long history of industrial usage and development dates back to the early Roman period. The principal land use has been associated with the docks and wharfrage afforded by the Thames and Medway Canal and the River Medway and has also included mills, cement works, agricultural livestock markets and meat processing. Since the arrival of the railway, the site area has been predominantly used for sidings and materials storage.

Whilst the site has considerable potential and strategic value, it has endured a sustained period of decline since the goods yard and canal dock closed and the course of the Thames and Medway Canal was converted into a railway line. Today the site is occupied by a variety of industrial and commercial uses (including warehousing, plant hire, building supplies, garages, boat yards, chemical storage and scrap yards) as well as pockets of vacant land and buildings. Since 1995 the Council has acted to resolve the fractured ownership and the under-utilisation of this strategic site through a number of initiatives, including a Compulsory Purchase Order.

Overall the survival of the built historic environment with the proposed development area is low due to the intensive mid-late twentieth century development of the site for commercial and light industrial usage. As a consequence little built evidence survives of significant nineteenth and early-twentieth century activity. There are no statutory constraints relating to the preservation or protection of any historic buildings or structures within the site, nor does the site lie within a Conservation Area.



Plan of key historic influences on the site

However, there are a number of built heritage features that are of potential local significance and which might be positively integrated into the masterplan or preserved in some other way. The few surviving fragments of these elements are described below and outlined on the accompanying plan.

- 1. The outer lock gates of the Thames & Medway Canal**
These are in poor condition and are fenced off from the public. A section of shoreline separates the gates from the present walkway/cycle route to the north.
- 2. Strood Pier**
The pier was originally intended for the unloading of freight cargo and is now used for the mooring of fishing vessels and other light crafts. It is owned by Medway Ports.
- 3. The Railway Goods Office**
The Railway Goods Office originally served the railway siding.
- 4. The Railway Tavern Public House**
A two-storied Victorian public house with typical features.
- 5. 19 Second World War Pimples**
These are wedge-shaped concrete anti-vehicle obstacles located in-situ on the riverside walkway north of Strood Pier and ex-situ east of the approach road to the station.
- 6. A Former Russian Submarine**
A former Russian submarine is currently anchored offshore.

A full appraisal of the existing features of the built environment are set out in the accompanying archaeological and built heritage assessment.

Consequently the built heritage on the site should be seen as a resource and where practical should be fully utilised in the regeneration of Strood Riverside. This should be in conjunction with onsite interpretation in the form of signage and educational information.

At the same time it is acknowledged that the location of certain elements, in particular the outer lock gates of the Thames and Medway Canal, may conflict with the masterplanning of the site, restricting the location of services, roads and flood defences. If their removal is considered necessary, the position of the lock gates should be recorded in their former position using materials and artefacts from the lock (coping stones, windlass). Interpretation of the site's former history should be provided using information panels or innovative public art secured through condition or section 106 agreement.

Direct impact on the built heritage resource can be mitigated through an archaeological building recording programme and management strategy, which should be agreed with the Local Authority in advance.

3.2.3 URBAN FORM

The urban form to the north of the site is dominated by the nineteenth century residential street grid. However, given the poor physical and visual links between this area and the riverside, and the fact that this urban form is considered inappropriate for a waterside location, it is not considered necessary to follow this pattern of development.

There are two other urban areas adjacent to the redevelopment opportunity. In Kingswear Gardens, the majority of the dwellings have no connection with the waterfront. They also present a poor relationship to the street frontage and are predominantly inward looking. The buildings which rise to the equivalent of 4 storeys in height are set ½ storey above street level to mitigate against flood risk. Adjacent to these developments along Canal Road are older two storey properties which comprise a mix of commercial and residential uses. Generally this creates a poor visual quality to the built environment.

Residential development to the north of the site also fails to offer a relevant model, the two storey development making no acknowledgement of the nearby waterfront from which it is deliberately separated physically and visually.

There is therefore no argument for extending the adjacent urban form. Instead there is an opportunity to invent or import an appropriate waterfront form for future development, but which must be carefully integrated with existing development so that this is enhanced.



Examples of local urban form



Plan of local street pattern

3.0 SITE OPPORTUNITIES AND CONSTRAINTS

site opportunities and constraints

3.2.4 VISUAL AND LANDSCAPE CHARACTERISTICS

The site benefits from an open river frontage, sitting on a raised terrace at a higher level than existing water levels in the River Medway. Existing site levels range from between +3.5 metres to +5.5 metres.

The site also sits within a natural bowl thus affording excellent views to Rochester Bridge and up and down the Medway. It is enclosed locally at a low level by the surrounding railway line and Medway Bridge, the future development of Rochester Riverside and the Frindsbury ridge and the white chalk cliffs of the former quarry to the north east.

The site's visual boundaries should be considered at two levels.

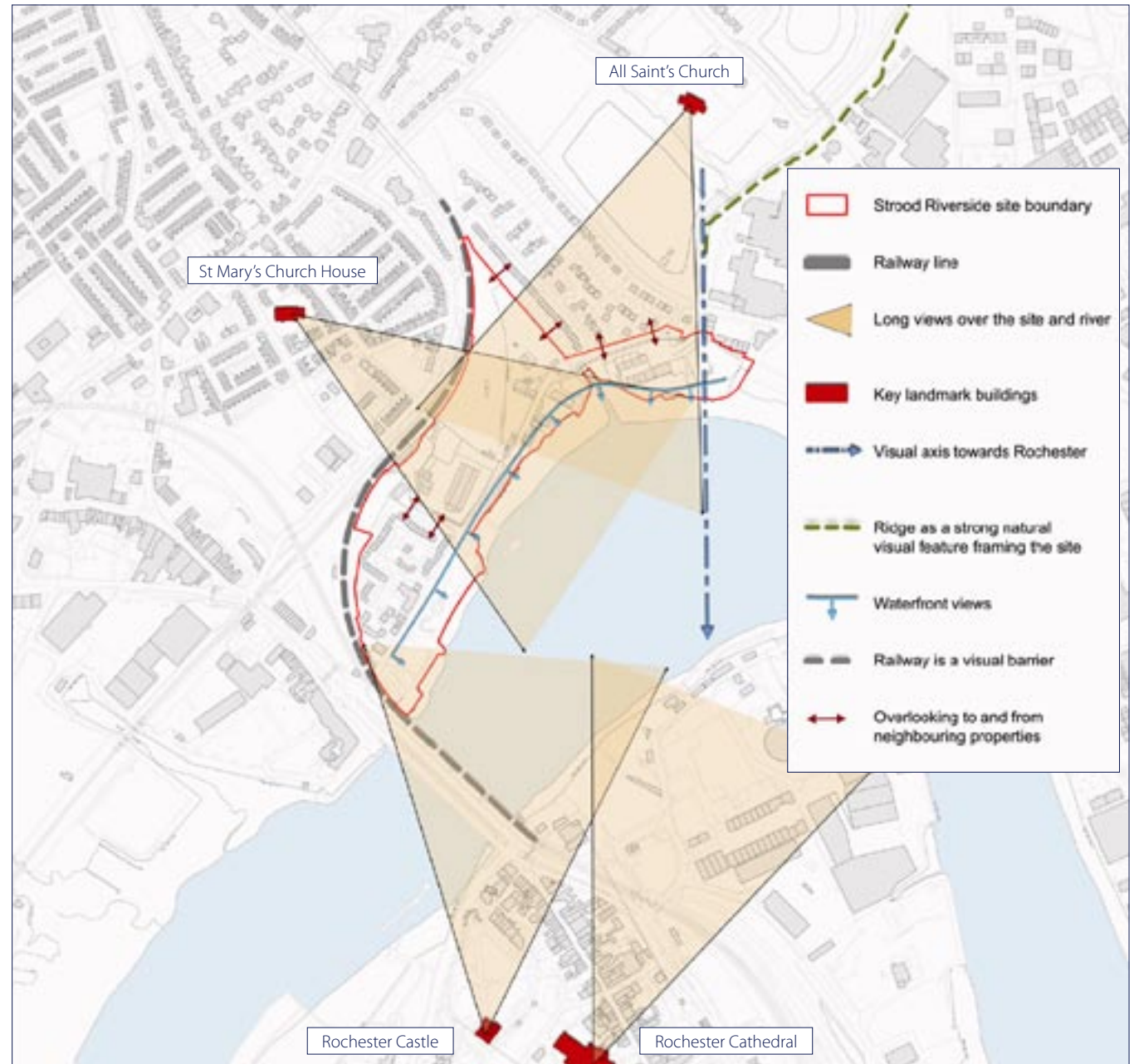
1. Longer views from the site.

They are primarily of Rochester Castle and Cathedral (Medway icons) with less significant views north east to Frindsbury Church and north west to the spire of St Mary's Church.

2. Longer views into the site from prominent viewpoints.

These will influence the location of new structures and their heights. The most important of these is from Frindsbury Ridge which overlooks the whole site. The present housing adjacent to the site at Kingswear gardens is the equivalent of four storeys from existing ground level and does not interfere in any way with the panorama. At this same time the development of Strood Riverside has the potential to impact upon the setting of, and views from the historic built environment of Rochester.

In addressing these opportunities and constraints a comprehensive visual impact assessment is required to accompany all development proposals coming forward for Strood Riverside.



Visual assessment



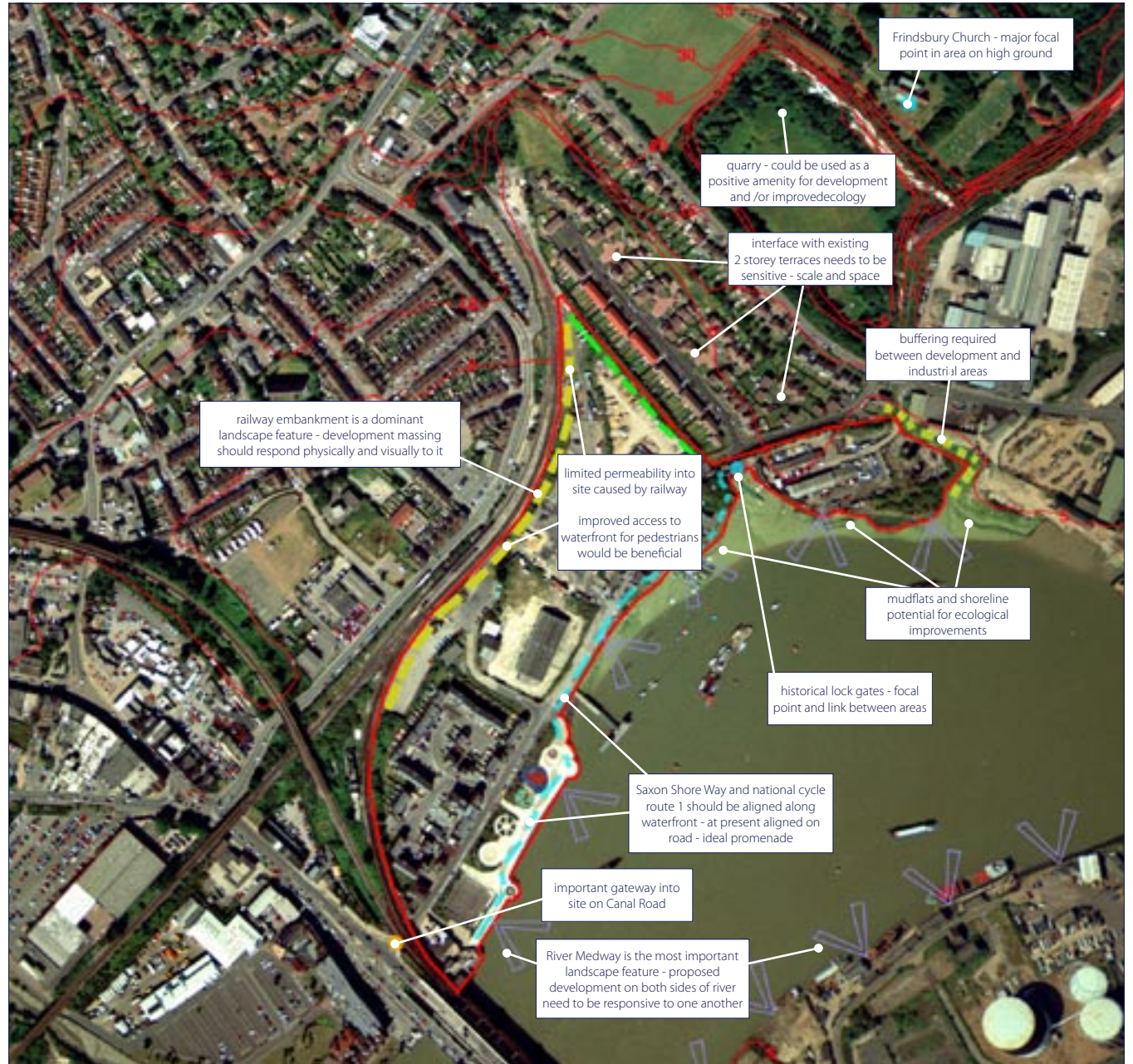
View towards All Saint's Church from Canal Road



View towards Rochester Castle and Cathedral



Panoramic view towards Summer Quay and All Saint's Church



Landscape characteristics

3.2.5 MOVEMENT AND CONNECTIONS

The site's relationship with the surrounding area is dependant on its connectivity and the ease in which local services and facilities can be accessed. Strood Riverside is typified by its constrained boundaries created by two railway lines and the River Medway, thus creating a cul-de-sac situation in access terms and restricting movement to and from the site. The current make up of the site also gives those travelling through on the Saxon Shore Way and National Cycle Route 1 with no reason to stop and spend time at Strood Riverside apart from the Riverside Tavern.

The following analysis explores the existing situation in further detail in respect of the various movement types.



Movement Framework

Vehicular Access

The main highway access into the site is via the Canal Road junction with the A2 Strood High Street. The junction is fairly complex allowing access to the A2 from Canal Road and from the Civic Centre all within a restricted amount of carriageway space and necessitating a complex arrangement of central reserve vehicle crossings, as well as provision for u-turns to be undertaken by east bound traffic. This will change when the junction of Station Road/ Commercial Road and the High Street is altered to allow Station Road/Commercial Road movements. The U-turns in front of the Civic Centre will no longer be necessary.

Access to the north onto Commissioners Road is currently via a priority junction to the east of the HGV width restriction gate adjacent to the Wingrove Drive junction. The width restriction was put in place in order to prevent heavy vehicle movements to Medway City Estate taking place via Commissioners Road.



Access via Canal Road

Bus Routes

There are no bus services on Station Road or Canal Road and therefore a bus route does not currently serve the railway station even though bus stops are provided. The nearest bus routes are on the High Street to the south of the site.

Rail Services

Strood is at the junction of 3 railway lines; the North Kent Coast Mainline from Chatham to Victoria; the Medway Valley Line and the North Kent line between Gillingham and London via Gravesend and Dartford. Strood railway station serves the Medway Valley and North Kent lines from Gillingham.

During the morning peak hour 0800 hrs to 0900 hrs, three trains run direct to London: two to Charing Cross and one to Canon Street. The journey time ranges between 1 hour 7 minutes and 1 hour 12 minutes. Nearby Chatham and Rochester Stations also provide frequent and slightly faster services to central London. From 2009, CTRL domestic services will use the North Kent Line to join the CTRL at Ebbsfleet.

Strood Railway Station

At present Strood Railway Station is located within the site with the main access to the ticket hall from Canal Road.

The station has three platforms which are accessed by an underpass under the line. Facilities at the station include waiting rooms, customer information points, buffet, public telephone and toilet facilities (no disabled toilet facilities). Customer car parking is provided adjacent to the ticket hall building for a total of approximately 100 cars.

There is no immediate access to the station ticket hall from Station Road on the west side of the rail line, as direct access to the subway running to the platforms is closed off and disused.

Pedestrian and cyclist access from Station Road can be gained via the narrow subway to the north side of the railway station. The subway is lit but there are no CCTV cameras in the subway, only on the east side approach. There is a fairly steep ramp from the subway leading to the station ticket hall. The issue of personal security is the greatest constraint to the use of this facility, particularly during the hours of darkness.



Dark and unfriendly pedestrian subway East of Strood Railway Station

Taxis

A taxi rank is located outside Strood Railway Station in front of the ticket hall building within the Master Plan Site. Observations indicate that this facility is fairly well used.

Car Parking Provision

There are currently no on-street parking restrictions within the site. Kingswear Gardens has a number of parking courts with unallocated parking taking place on a random basis.

Off-street parking in the area is limited to the railway station car park and adjacent to the basketball court area situated off Canal Road. Additional off-street parking is available at the Medway Council car park accessed off Station Road. Both the on-site station car park and the Station Road car park are only approximately 50% full during the working week. The developer will be expected to implement a controlled parking zone.

Pedestrian and Disabled Access

The Saxon Shore Way walk runs north-south through the site alongside the water front and links with both Wingrove Drive and the Canal Road junction with the A2 High Street.



Pedestrian footpath East of the site



Pedestrian Esplanade (Saxon Shore)

The section of the route to the north-east of Canal Road is level with the traffic carriageway to enable the flood gates to close. Given the condition of the carriageway and the number of industrial accesses fronting it this presents a less than desirable situation. The Saxon Shore Way then runs along the Riverside Walk towards the Riverside Tavern thus providing a fairly safe and usable route. A narrow footway crossing the old canal then links Canal Road from Wingrove Drive. This footway forms part of the Saxon Shore Way and National Cycle Route 1. Beyond the canal, to the south of Wingrove Drive the footway remains narrow and is defined by a tall coniferous hedge and an assortment of industrial users and informal boundary fences. The character of the walkway is not conducive to use as it appears too enclosed and thus unsafe.

Strood Town Centre lies less than half a mile to the west of the masterplan site. This is an important local centre giving access to a number of retail and community facilities and is generally quite vibrant throughout the week. It is the nearest retail centre to the masterplan site and has the potential to provide for a good number of the retail needs of future residents at Strood Riverside. The connectivity to Strood Town Centre by pedestrians is therefore very important and in the context of Strood Riverside the masterplan can help to enhance that connectivity.

Strood Town Centre can be accessed from the site via both Station Road and the High Street. Pedestrian access to Station Road is via the pedestrian underpass that is located north-east of the railway station and there is a pelican crossing on Station Road at the adjacent to the exit of the underpass. Pedestrian crossing facilities are also provided on the High Street in the vicinity of the Canal Road junction with a staggered 'sheep pen' control crossing on the south-east side of the A2 and a pedestrian underpass on the north-west arm of the High Street.

Cycle Routes

The Sustrans National Cycle Route 1, which extends between Inverness in Scotland to Dover, runs north-south through the site on Wingrove Drive and Canal Road. The route provides a strategic leisure cycle route designed for use by families. Much of the route through the site is currently on the carriageway. From the Canal Road junction with the A2 High Street National Cycle Route 1 heads east bound along the Rochester Bridge towards Rochester. From Wingrove Drive to the north the cycle route heads uphill to Parsonage Lane and Upnor Road.

Water Front Access and River Usage

The Medway River extends along the eastern boundary of the site and provides part of an important leisure and commercial waterway stretching from Tonbridge to the south to the Thames Estuary to the north. Currently the usage of the river Medway from Strood Pier is restricted by Medway Ports.

Summary

Notwithstanding the existing movement and accessibility constraints, there are opportunities to encourage interaction with strategic walking and cycling routes and to promote alternative modes of transport as follows:

- Greater use of the waterfront for leisure purposes. Creating synergy with the Saxon Shore Way and National Cycle Route 1 and promoting the site as a place to stop and spend time.
- Potential for cycle and walking leisure journeys to be re-routed to Strood Town Centre.
- Improvements to the attractiveness and security of the route to Medway City Estate.
- Use of the Pier for ferry services or river leisure.
- A sustainable level of on-site car parking.
- Natural traffic calming on Canal Road.
- Promoting a safer access route to Strood railway Station, including access by bus, and ensuring that the station conforms to current disability standards.



Extract from the Environment Agency Indicative Flood Plain Map
(Site outlined in red)

3.3 PHYSICAL AND ENVIRONMENTAL CONSTRAINTS

There are a number of physical, design and environmental constraints specific to the development of Strood Riverside that need careful consideration towards imaginative solutions. A series of studies have been commissioned to inform this SPD. The key site constraints identified in the course of these investigations and possible design solutions are summarised in the following sections:

3.3.1 FLOOD RISK

The Environment Agency's indicative floodplain map shows that the site falls within the indicative 1 in 200 year flood plain. All development proposals will therefore need to agree and respond to flood risk issues in line with Environment Agency advice and Planning Policy Guidance Note 25.

A number of flood defence options for the site have been considered alongside the preparation of an illustrative masterplan for the site, the implications of which are set out in full in a Preliminary Flood Risk Assessment and Flood Risk Options Technical Note.

The Environment Agency have indicated that land raising would be their preferred option providing defence from tidal flooding through removing the site from the functional floodplain. This approach would also provide a safe means to 'cap' any potential contamination risk on-site whilst maintaining the existing riverside biodiversity.

In accordance with the requirements of PPG25 and the advice received from the Environment Agency, development must accord with the following requirements:

- Defence of a residential site to a 1 in 200 year flood level
- Ground floor finished floor level:
 - 5.8 metres for normal housing where living accommodation is provided at ground floor level (1 in 200 year flood level of 5.5 metres plus 0.3 metre freeboard).
 - 6.1 metres for normal housing where sleeping accommodation is provided at ground floor level (1 in 200 year flood level of 5.5 metres plus 0.6 metre freeboard).
 - 6.5 metres for sheltered housing (has to be designed to 1 in 100 year floor level of 5.9 metres plus 0.6 metres freeboard).
- In accordance with Environmental Agency advice, open maintenance access has to be provided to a width of 15 metres from the flood defence/top of the embankment. However, it may be possible to reduce this width to 10 metres in discussion with the Environment Agency.
- A 'dry' access route is to be provided to the 1 in 200 year floor level of 5.5 metres plus ideally a 0.3 metre freeboard (i.e. 5.8 metres for vehicles).
- Mixed uses or car parking may be provided at the lower levels and as long as the site is defended to a 1 in 200 year flood level and a safe exit to the 5.8 metre level is provided. Flood protection gates will be required at the entrance to all basement parking areas.

Any proposed flood defence works must respect the site's biodiversity. In accordance with Environment Agency guidelines there should be no net loss in the existing inter-tidal habitat.

3.0 SITE OPPORTUNITIES AND CONSTRAINTS

A detailed flood risk assessment will be required to support any planning application for development on the site. All the necessary flood alleviation measures will need to be put into place prior to the first occupation of any development.

The flood defence works will be funded primarily by the ODPM through the South East England Development Agency. Land raising and possibly a small length of the river wall will be the responsibility of the selected developer.

3.3.2 CONTAMINATION

There have been a range of industrial uses at Strood Riverside in the past and some contaminating uses are still in operation. This could be potentially very damaging if a pathway is created between a source of contamination and a receptor such as humans or the River Medway. The presence of potential contaminants could also potentially affect the disposition of land uses on the site and/or the mitigation measures required to make those uses acceptable.

A preliminary ground investigation has indicated that relatively small volumes of material on site are indeed contaminated (by total petroleum hydrocarbons and high levels of methane and carbon dioxide). These will require some form of remedial treatment. Isolated areas of buried asbestos have also been encountered which will require treatment by a specialist contractor. Investigations to date have indicated that levels of soil gas are present which may require gas protection measures to be incorporated into the development. Further intrusive investigation will be required to adequately assess the site and confirm the findings of the preliminary ground investigation, together with a clearly defined development plan in order to assess the relevant quantities of material to be treated and the level of remediation necessary. Developers will be required to submit a contamination report with any planning application in accordance with the requirements of PPS23.

3.3.3 AIR QUALITY

Strood Riverside lies within 250 metres of the designated Strood Centre Air Quality Management Area (AQMA) and the Frindsbury Road AQMA within which potential exceedences of nitrogen dioxide concentrations have been recorded. Air quality will therefore need to be considered as part of the development to demonstrate the impact on the AQMA and upon prospective occupiers of the development. In undertaking this assessment consideration should be given to policies NR6 and NR7 of the Kent and Medway Structure Plan and government policy set out in PPG23 (Planning and Air Pollution Control).

An assessment of the potential impact on air quality from the Strood Riverside development will be required. Vehicular traffic is one of the principle sources of air pollution, and the change in traffic flows on the local road network associated with the operation of the development should be assessed. The construction of the development could potentially result in emissions to air, and consideration should therefore be given to the potential impact of any resulting dust.

3.3.4 ARCHAEOLOGY

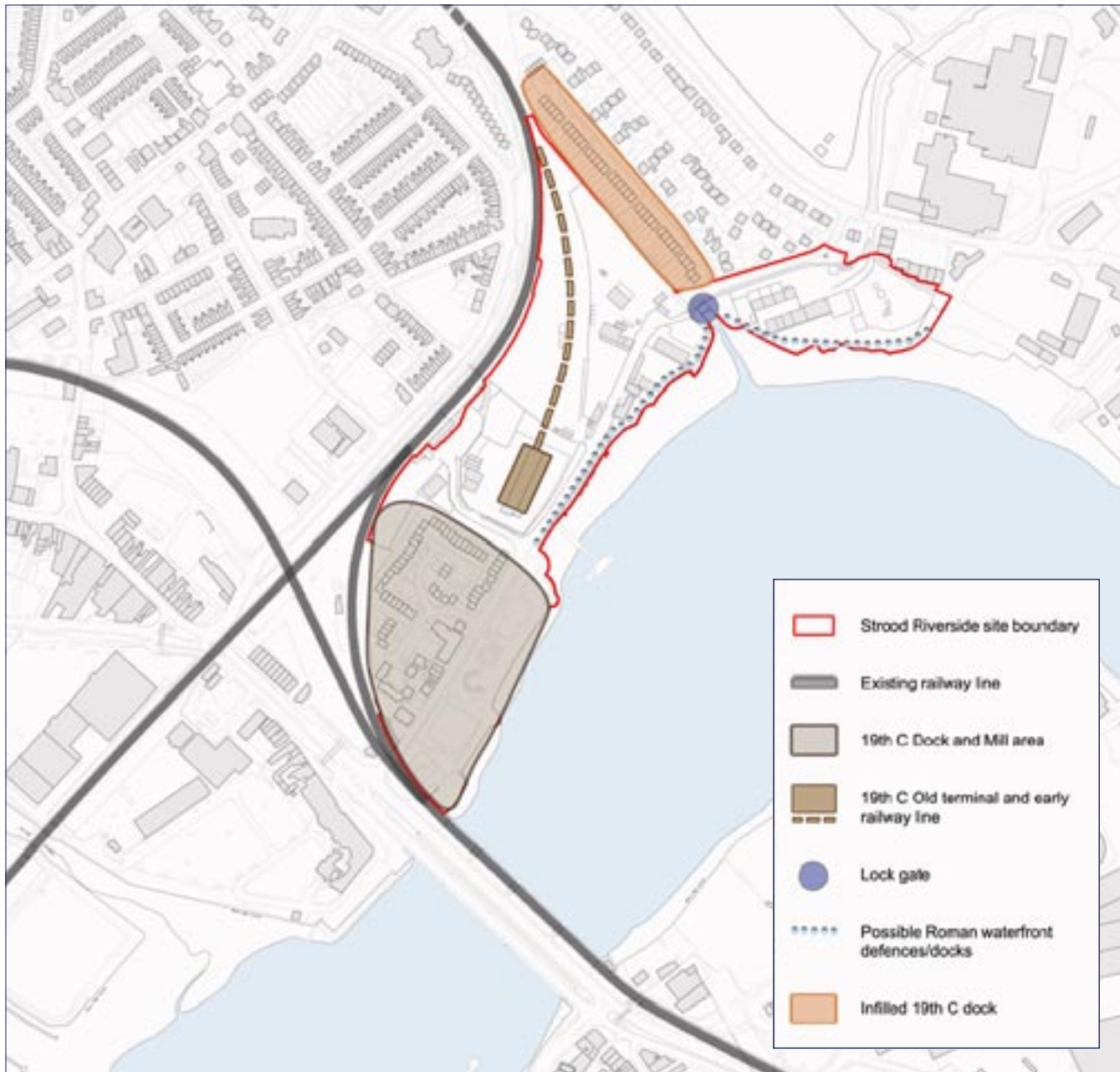
Although there are no Scheduled Ancient Monuments on the site, a recent archaeological assessment for Strood Riverside indicates that there is the potential for evidence of archaeological importance, including:

- Possible remains of Roman and prehistoric date in the alluvial and peat layers located approximately 2m below ground level and below.
- The remains of 19th century industrial buildings on the site particularly those relating to the railway and the canal.
- Flood defences of all periods may survive along the current river frontage and these may be impacted upon by new flood prevention measures.

Further evaluation and assessment is necessary to determine the significance of any archaeological potential. A full programme for this assessment should be agreed with Kent County Council and undertaken prior to agreeing the development layout. Where it is found that important archaeological and historical remains exist, it is considered that the impacts could be minimised through:

- Archaeological monitoring of any further geo-technical work taking place on the site to establish the extent of archaeological remains.
- Careful foundation design.
- Careful siting of development. The areas close to the canal and the 'Old Terminal' are where the more important post-medieval remains are likely to be. The proposed development layout should take these areas into account and perhaps incorporate them into areas of lower potential impact such as green spaces.
- Careful flood risk design. Flood defences should be kept to a minimum width and depth to limit the impact on archaeological deposits in the alluvial and peat layers whilst also minimising the need for extensive archaeological mitigation strategies. Impact on possible remaining Roman and medieval waterfront and flood defences may occur during construction of flood prevention measures.
- Mitigation strategies for any development which will impact on the buried archaeological resource.

Following evaluation there may be a need for a more detailed investigation of any important archaeological remains prior to development. The information gathered from any subsequent excavation works will be beneficial to the understanding of the development of the Strood area, especially as little archaeological investigation has taken place in the vicinity of the development site. However, all intrusive investigation or development will have an adverse effect on any archaeological deposits in the development area. PPG16 recommends that the best mitigation strategy is always to preserve archaeology in situ.



Archaeological plan

3.3.5 UTILITIES

A 24" medium pressure steel gas main traverses the site. Appropriate access to the easement will need to be maintained and this may have to be achieved by relocating the gas main.

In addition there is a large diameter surface water pumping mains crossing the site. An easement of 4 metres width on either side of the mains is required.

The developer will need to consult with the relevant utility bodies in formulating their proposals (including Southern Water and Southern Gas Networks) to ensure that the routing of all utilities pipes is addressed and to provide the appropriate protection or diversion of apparatus.

3.3.6 NOISE

It is considered that the principal noise source to the northern and eastern parts of the site is generated by industrial activities, the majority of which will cease as part of the redevelopment of the area. Road traffic noise and trains also contribute to noise levels in this location. The adjacent railway and busy surrounding roads dominate noise levels in the southern and western parts of the site, although industrial noise from the adjacent industrial estate also influences background noise levels.

PPG24 applies the concept of Noise Exposure Categories (NEC) in determining the suitability of a site for development for a sensitive end use such as housing. A baseline noise assessment for Strood Riverside site has been carried out. This concludes that the existing site is located within a NEC B and C during daytime hours and therefore noise impact needs to be taken into consideration.

3.0 SITE OPPORTUNITIES AND CONSTRAINTS

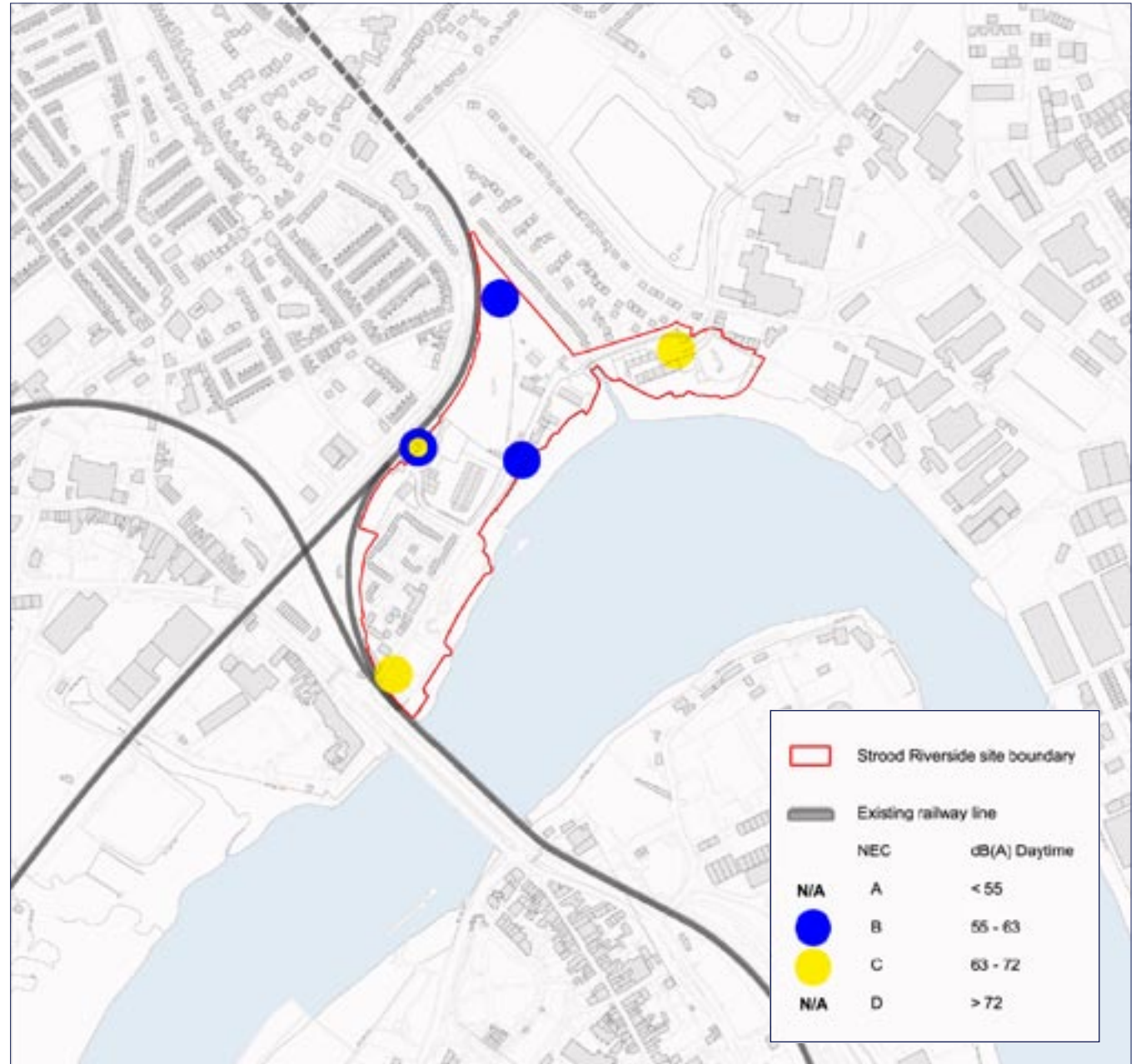
The assessment indicates that appropriate measures will be required to be incorporated into the development to mitigate potential adverse noise impacts. These could include all or some of the following:

- Double leaf masonry walls with a wide cavity;
- Double glazed windows with trickle ventilation;
- Design/construction of roofs with appropriate material selection, and the inclusion of thermal insulation to roof spaces;
- Design of the internal layout so that noise sensitive rooms face away from noise sources.

These measures entail standard building practices, and consequently there should be no impediment to the development proceeding on the grounds of noise, although planning conditions may be imposed to ensure that the effects of noise are mitigated both during the day and night. Proposals should be designed to ensure that, as far as is practicable, noise-sensitive developments are located away from existing sources of significant noise.

However, where new noisy industrial or similar development is proposed, it is necessary to ensure that it does not cause an unacceptable degree of disturbance to the amenity of the area. Noise will therefore need to be taken into account when designing the mixed use and retail development area described in section 5.2.3.

A noise impact assessment will be required.



Noise levels at key monitoring locations

3.3.7 BIODIVERSITY

The mudflats located adjacent to the site are priority habitats within the Kent Biodiversity Action Plan. Careful consideration should be given to the effect of any development on the mud flats and any changes to the retaining wall, forming the boundary of the site, should not alter the natural accumulation of mud's and silts within the area. In accordance with Environment Agency guidelines there should be no net loss in the existing inter-tidal habitat including both mudflats and saltmarshes.

Flood defences should be established at the same position as existing in order to retain inter-tidal zones. Where this is not possible, flood defences should be realigned to create new inter-tidal habitats equal or greater to that lost, thus providing the opportunity to soften the river edge and to protect the site's ecological value.

While the habitats identified within the site itself are considered to be common, and of low conservation value, it will be necessary prior to site clearance for specialist surveys to be undertaken and for necessary works to be implemented to protect existing bats, reptiles and nesting birds that may be present on the site.

Further details on the biodiversity of the site are provided in the Phase 1 Habitat Survey for Strood Riverside.

Site planting and design should also, where practicable, contribute towards a wider green open space network which should incorporate elements of habitat creation including, for example, native tree planting.

Japanese knotweed has been identified within the site boundary and a management strategy should be designed and implemented prior to development.

3.3.8 WATER FRAMEWORK DIRECTIVE

In consultation with the Environment Agency, the Council will expect that development accords with the objectives of the Water Framework Directive (WFD) to ensure that there is no deterioration in water quality.

Strood Riverside is located in a Source Protection Zone (level 2), which indicates a potential risk from development to sensitive groundwaters and to surface waters.

Accordance with the WFD provides a legal framework against which to protect surface and groundwaters using a common management approach and following common objectives, principles and measures. The core objectives are ensure that any development on the site prevents deterioration to the aquatic ecosystem and to restore polluted surface waters and groundwaters to 'good' status in terms of ecological and chemical parameters.



Mudflats along the riverfront

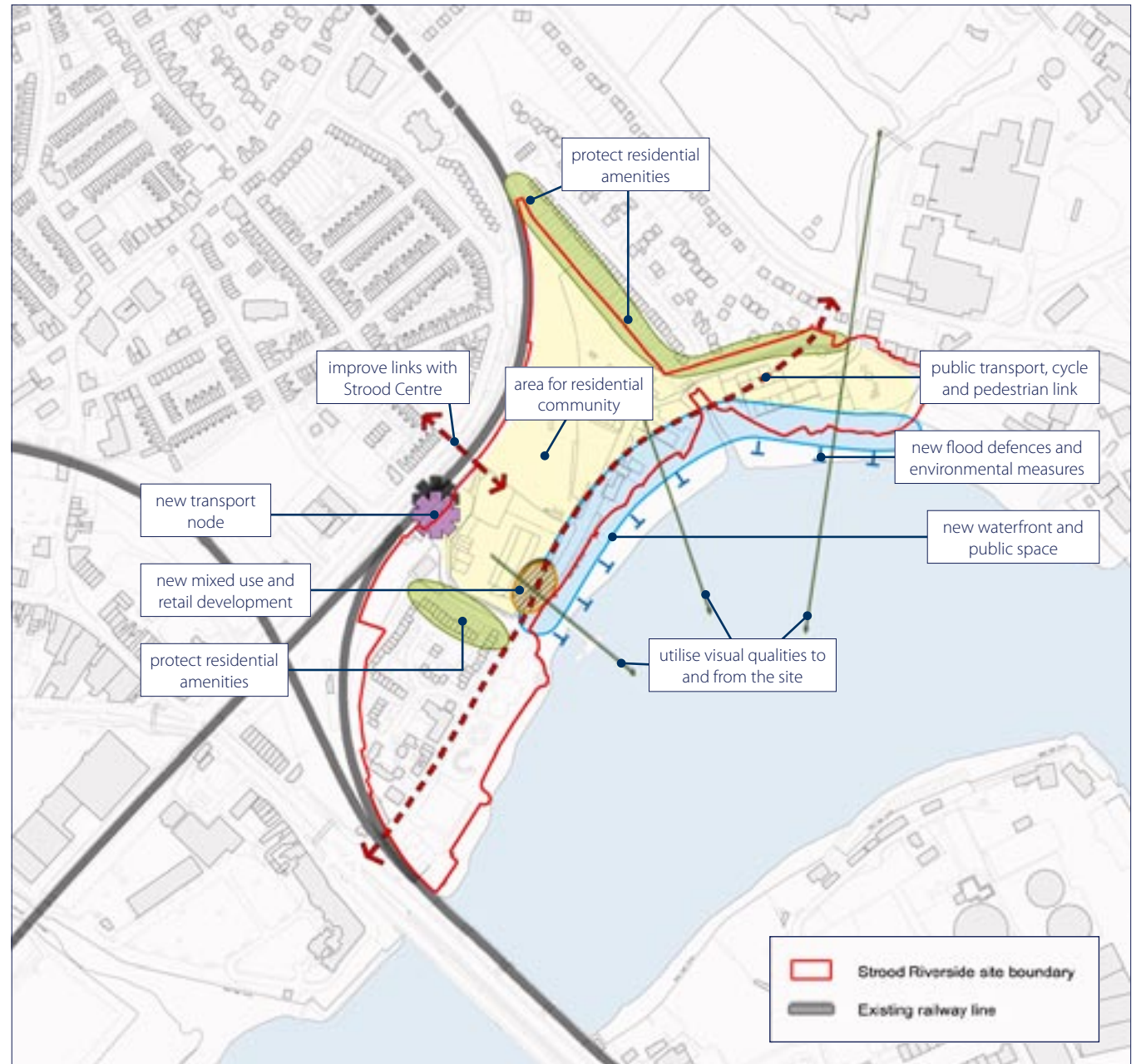
4.0 REDEVELOPMENT OBJECTIVES

redevelopment objectives

4.1 DEVELOPMENT CONCEPT

The review of the relevant planning policy context (Chapter 2) and of the site opportunities and constraints (Chapter 3) have demonstrated that the redevelopment of Strood Riverside can bring forward a great many planning, environmental and community benefits. It will return to useful life a significant area of underutilised land and allow it to make a full and positive contribution to the everyday life of Strood: a new urban community that will set high standards in design and sustainability. The site is characteristically brownfield and its redevelopment is to be strongly encouraged not only for its regenerative effects but also to reduce pressure for Greenfield site releases elsewhere.

Redevelopment will provide a kick-start to the regeneration of the wider area and will deliver a physical and environmental upgrading of what is current an unattractive and poorly presented site. The introduction of new homes, local services and community facilities will allow the site to contribute to Strood's growth needs and, more locally, to provide enhanced facilities, opportunities and environment for existing residents. A successful scheme will therefore comprise not simply an isolated development opportunity, but as a consequence of the site's strategic location, the creation of a new part of Strood town centre and the Medway waterfront. The development should knit into and work alongside existing developments, but also deliver part of the future vision of the town.



Concept plan

4.2 DEVELOPMENT COMPONENTS

The objective is to achieve a residential-led, mixed use development which responds positively to the site's constraints and opportunities and which provides an exemplar in terms of high quality design. The key elements are expected to comprise:

- A new residential community that is successfully integrated into the existing neighbourhoods. The new houses should include a mixture of homes and flats of a sufficiently high density to reflect the site's central and accessible location.
 - A mix of units sizes from 1 to 4 beds together with the inclusion of affordable housing at a level agreed with Medway Council when all costs and other planning benefits have been established.
 - An effective flood defence mechanism, which at the same time allows for the creation of active street frontages and the protection of the biodiversity of the riverside edge. The strategy will include the raising of the land and the creation of a new river wall.
 - Opening up the riverfront for public enjoyment.
 - A mix of local retail, leisure and community uses as may be viable on the site to supplement the local area market and foster economic growth. Whilst these uses might be concentrated at a central point within the scheme, it might also be acceptable for these to be distributed throughout the development, subject to satisfactory fit alongside residential.
- A new route through the site only for public transport providing enhanced access to Medway City Estate and beyond.
 - Enhanced pedestrian, cycle and visual links with surrounding areas to facilitate integration and to enhance permeability and safety. These will allow ease of movement along the Saxon Shore Way and National Cycle Route 1 and with the adjoining town centre and employment sites.
 - Private open space for the new homes, plus a range of high quality areas for public use and comprising both hard and soft landscapes.
 - Car parking to support all uses, including the needs of visitors, in accordance with locally adopted standards.
 - Improvements to the setting of Strood Station and its access, making it more attractive to users and encouraging greater use of the railway.
 - Provide a new public transport interchange at Strood station and improved bus services to Medway City Estate and the rest of Medway.
 - Use new building to improve safety and surveillance and make place welcoming for street activity.



Mixed housing types



Quality public open space

5

This section outlines the key development principles against which any future redevelopment proposal for Strood Riverside will be assessed. The principles are intended to help realise and deliver a distinct and exciting urban quarter for Strood and to better integrate the site with both the River Medway and Strood town centre. It is intended that proposals for the site should make the river front accessible to the local community, future residents and tourists alike and add value to the wider area.

The development principles outlined in this chapter will be used by Medway Council in choosing a development partner and in making development control decisions. The illustrative masterplan that accompanies this Development Brief outlines one way in which the development principles can be incorporated into a viable scheme for the site. Neither the Brief nor the illustrative masterplan seeks to impose rigid guidelines or formulae that must be adhered to, but are rather intended to establish a set of strategic parameters to guide future development proposals.

5.1 SUSTAINABLE DEVELOPMENT AND SUSTAINABLE COMMUNITIES

The Council is committed to the principles of sustainable development and to delivering the Government's sustainable communities agenda.

'Kent Design' sets out a series of sustainability themes that are to be incorporated into any redevelopment proposal for Strood Riverside. The Council also encourages applicants to review the guidance on achieving sustainable development as contained in the SEEDA Sustainable Checklist (which can be viewed at www.sustainability-checklist.co.uk.) The key aspirations of these two guidance documents are as follows:

- Promoting high density development to maximize the use of available resources
- Assessing how development is going to impact upon the surrounding community and environment throughout its entire life.
- Creating healthy, balanced and safe communities.
- Employing green transport solutions to facilitate sustainable access to jobs, shopping, leisure facilities and services, both within the development and the wider neighbourhood.
- Analysing the viability of renewable and alternative energy sources.
- Minimising the negative impact of the construction and use of infrastructure.
- Conservation of resources – promoting innovative design solutions, reusing and recycling building materials and choosing those with low environmental impacts.
- Engaging in measures to enhance the ecological and conservation value of a site.

As a brownfield site within the urban area, Strood Riverside performs well against the sequential site-selection criteria outlined in PPG3. It has the potential to deliver a high-density development with public access to the waterfront and to improve the overall environment for adjoining residents. Taking this into account development proposed for the site should maximise sustainability benefits and will be expected to adhere to the following principles:

- **Land Use**
The proposed development should provide a sustainable pattern of development that maximizes the use of this brownfield site.
- **Urban Design**
The orientation, internal layout and landscaping of the new buildings on the site should contribute to reduced energy use and make the best use of natural ventilation and sunlight.
- **Materials**
Building materials and insulation should be selected to assist thermal performance and maintain internal comfort levels. The sourcing of local materials is favoured wherever possible.
- **Landscape and Ecology**
Landscaping of the site should enhance its conservation value and should assist in micro-climatic management to reduce energy use.
- **Building Design**
Dwellings should be designed to ensure that living areas receive adequate daylight for carrying out normal domestic tasks. Emerging Council policy requires that 50% of homes be built to Lifetime Homes standards.

- **Energy Conservation**
A comprehensive energy and water strategy should be developed to reduce demand through design and specification. Proposals should assist air movement within dwellings to provide acceptable thermal conditions. Proposals that enable the energy needs stemming from the development to be generated on-site will be strongly supported.
- **Recycling and Waste**
Detailed measures for recycling and waste management should be considered at an early stage e.g. storage facilities and recycling sites.
- **Transport**
Objectives to reduce dominance on the car will be strongly encouraged.
- **Water Efficiency**
Inclusion of water efficient facilities in the proposed buildings.

Development proposals should aspire to meet best practice environmental sustainability standards developed by the BRE 'Sustainability Checklist for Development' and should meet an Eco Homes and BREEAM rating of 'very good'.

Proposals that allow for an element of the development's energy requirements to be met through on-site renewable energy sources will be strongly encouraged.

5.2 LAND USE COMPONENTS

A market appraisal undertaken in respect of Strood Riverside has indicated that there is a significant opportunity to create a vibrant residential-led development on the site. A cohesive, mixed tenure development, attracting local people and inward migration is seen as the key to success. It is therefore expected that the dominant land use will be for housing and development proposals for the site are to provide a safe and secure environment for residential living. Overall it is envisaged that the site has the capacity to provide in the region of 500-600 new build houses and flats. To meet an identified local need, it may be appropriate for an element of the housing provision to take the form of a specialist extra care home.

At the same time there is also scope to include alternative uses on the site, including for example A1 (retail uses) and D2 (leisure and community uses). The uses, which should be determined in accordance with a market viability appraisal, must be appropriate to the location of the site close to Strood town centre and should supplement and enhance the local services provision.

Certain other uses such as large-scale office accommodation are not considered feasible.



Indicative land use plan

Overall, the redevelopment of the site should meet the following land use objectives, an adherence to which will create a successful urban quarter.

- Achieving a high density predominantly residential development which meets local housing needs and supports local facilities both within the site and the town centre.
- Incorporating complementary uses that help in establishing a distinctive and sustainable residential community and which are proposed and designed in consultation with the local community. Non-residential uses might be supported at ground floor level within a new urban block where this directly fronts a defined urban square. New build residential development should be contained within housing blocks that frame high quality landscape spaces.
- Developing a safe and active street frontage within the heart of the development which will encourage evening activity and draw people into the site from surrounding neighbourhoods. Land uses should be incorporated that complement the site's location in proximity to Strood Station and the town centre.
- Creating publicly accessible open space, including a river walk/cycleway and a high quality public realm. This will create a destination in its own right and meet the needs of residents, visitors and nearby workers.

Further guidance on the potential land uses which might be incorporated within a successful redevelopment proposal is set out as follows:

5.2.1 EXISTING RESIDENTIAL DEVELOPMENT

This Development Brief seeks to ensure that the new neighbourhood being created at Strood Riverside is integrated with the existing residential environment at Kingswear Gardens and provides appropriate environmental improvements to the existing built form. The potential also exists to remodel the existing housing to maximise the degree of interaction with the new community and to address the inward looking nature of the development. This SPG will be used to ensure that any future masterplan for the site is capable of meeting these objectives.

5.2.2 NEW HOMES

Mix of Unit Types

The Council seeks to provide a wide mix of housing types and sizes in order to meet the needs of all sectors of the local community, including the provision of both smaller units and family housing. Creating the right mix will lead to the development of sustainable communities, promoting activity within the site throughout the day and providing opportunities for residents to relocate within Strood Riverside should their own housing needs change in the future.

Improved transport links to Central London and key employment areas in south east London are likely to attract young first time buyers seeking smaller unit types. Market analysis undertaken by the Council indicates that there is likely to be considerable demand for one or two bedroom flats where located in close proximity to the river frontage. Alongside this, the market analysis suggests that the site could also attract young families wishing to purchase their own homes but with good transport links to local employment.

The exact mix should be drawn up with regards to both local housing needs and market demand. However, a mix of dwellings, both high-density apartments to the south of the site and adjacent to the waterfront and perhaps family sized dwellings to the rear (positioned between Cranmere Court and the railway line), would seem most appropriate. This approach serves to reduce building heights to the south of the site adjacent to residents in Cranmere Court and to maximise the number of units that can take advantage of the river views. Opportunities to provide large ground floor gardens will be encouraged to assist in meeting the potential demand for family accommodation.

The illustrative masterplan proposes a total of 576 residential units, broken down into the following unit types:

Unit Type	Number	Percentage
1 bed apartments	170	29%
2 bed apartment	271	47%
3 bed houses	55	10%
Care home units	80	14%
Total	576	100%

The planning authority would, however, support proposals that deliver a greater number of family homes on the site.

For affordable housing provision, and in order to ensure a suitable provision of affordable family housing, the Council will seek the following mix of units:

1 bedroom units	40%
2 bedroom units	30%
3 bedroom plus units	30%

Mix of Housing Tenures

In the interests of securing mixed and balanced communities redevelopment proposals should comprise a mix of housing tenures including private for sale, social rent and intermediate/shared ownership housing. This approach provides an opportunity to avoid any social problems that have been brought about in the past by single tenured housing developments.

The level of affordable housing should be provided in accordance with the Council's adopted policies. Taking into account local need, the Council will expect a minimum target of 25% to be achieved at Strood Riverside. Of the required affordable housing the Council favours a ratio of 60:40 between social rented accommodation and shared ownership housing.

A particular need has been identified in the local area for affordable extra care accommodation. This will add to the overall balance of the residential uses within the site, leading to the creation of a mixed and sustainable community. Dependent upon the size of the proposed facility, and the extent to which the units are made available to the local authority, the provision of extra care housing may offset some or all of the social housing requirement. This is considered acceptable taking into account the existing provision of social housing for local residents within Kingswear Gardens, located immediately adjacent to the masterplan area. The proposals set out on the illustrative masterplan include an 80 unit extra care home scheme thus negating the need to provide any further social rented accommodation.

The overall tenure mix outlined within the illustrative masterplan reflects the advice set out above, incorporating the following mix of units:

Tenure Type	Number	Percentage
Private for Sale	432	75%
Shared Ownership	64	11%
Social Rent	80 (extra care acc.)	14%
Total	576	100%

In order to promote integration and social cohesion both affordable and private for sale housing should be designed and built to the same quality. No visual differentiation in the design or use of building materials will be permitted. Affordable housing should be integrated throughout the development.

Residential accommodation should adhere to current standards for disabled housing and housing for the old and retired. Development should also meet lifetime homes standards. The councils design standards are set out at **Appendix 7**.

5.2.3 COMMERCIAL FACILITIES

Consideration should be given to the potential for introducing commercial uses into the site, for example, the provision of local retail facilities adjacent to the railway station and café/restaurant uses on sites adjacent to the waterfront. In accordance with the A Building Height Policy for Medway, these commercial uses might appropriately be located at the ground floor level of any higher of landmark buildings. Consideration should be given to providing greater floor to ceiling heights on ground floors to provide the flexibility for commercial uses to operate.

Any proposed retail development will need to be in accordance with adopted local plan retail policy to ensure that the vitality and viability of existing town centre uses are not in any way threatened. On this basis it is assumed that any retail presence at Strood Riverside will comprise small-scale units only (approximately 60-65 square metres in size). The site is not considered appropriate for retail warehousing.

A property market appraisal undertaken in respect of the site has indicated that there is no scope for major office or business use. There may, however, be potential for an element of flexible workspace for live-work purposes and business start ups, particularly with the prospect of CTRL services from 2009, and these uses would be strongly encouraged. These uses might add further activity into the site and would be most appropriately located along the major routes into the site to promote ease of access. Any commercial accommodation should be designed flexibly to meet changing demands, requirements and conditions and should be capable of conversion, for example, to residential. The Council will, however, consider applying conditions on any planning permission to ensure that such space remains in commercial use unless evidence is produced that no demand exists or is likely to exist in the future.

To complement the development of Strood Riverside there may also be the potential to introduce a new multi-use centre at the gateway entrance of Canal Street which would add to the vitality of the new neighbourhood. This facility, which would be funded under the ODPM's 'Community Enterprise Hub' proposals, might utilise the railway arches and could consist of a new building overlooking the river. The centre could potentially houses business units for small and medium enterprises from the private as well as the voluntary sector. The centre could offer flexible accommodation, office space, craft units and would have shared training, reception and management facilities. Community facilities might also be provided within the centre.

5.0 DEVELOPMENT PRINCIPLES

5.2.4 TOURISM, LEISURE AND HERITAGE

The provision of cafes, restaurants and/or pubs is considered desirable within the site to provide activity both during the day and evening. Some of these uses might be suitably located alongside the waterfront to take advantage of the panoramic views and to promote the site as a leisure destination. In this regard the existing public house adjacent to the riverside is to be retained, while potential locations for café/restaurant uses might exist within a new main square opposite Strood Pier and a secondary square within the north of the site.

Consideration might also be given to the enhanced use of Strood Pier and to the provision of riverside moorings. Any such proposals should have regard to the special nature conservation interests of the estuary and the potential adverse consequences of increased recreational river use.

5.2.5 COMMUNITY FACILITIES

The provision of a new community centre to replace the existing rundown facility is strongly supported. This facility should ideally be concentrated at a central point within the scheme, subject to satisfactory fit alongside residential. Any new community facility should be flexibly designed and open to a wide range of future activities and users and be of at least an equivalent floorspace to the existing facility.

Social enterprises can act as an effective vehicle for supplying community facilities and should be actively encouraged where community services are being provided at Strood Riverside. Social Enterprises are now strongly supported by central government, recognising their ability to provide valuable community services. In this regard community facilities will also be appropriate as part of the proposed development of Watermill Wharf as a centre for small and medium sized enterprises and as a community enterprise hub.

5.2.6 PUBLIC OPEN SPACE

A hierarchy of attractive public squares and open spaces is to be created. These open spaces should provide a range of high quality recreation and amenity facilities. Proposals outlined within the illustrative masterplan include the following open space facilities:

- A new riverside walkway and cycle route.
- The provision of a main square opposite Strood Pier that acts as an arrival point into the site from the south (from Canal Road) and which provides an attractive link to the railway station.
- The provision of a further urban square at the entrance to the site from the north (Commissioners Road).
- A public space linking with the existing footpath towards All Saint's Church.
- Potential enhancements to the existing landscaped areas and playing facilities directly opposite Kingswear Gardens.
- Potential contributions towards off site formal open space and play facilities.

5.2.7 WILDLIFE AND CONSERVATION

Where possible, a series of tidal terraces should be introduced adjacent to the waterfront to soften the river edge and to enhance the ecological value of the site. An enhanced wildlife area might also be provided to the far north east of the site to protect and complement the existing channel dividing the site from the Medway City Estate.

There are also opportunities to promote the use of 'green' corridors, extending from the site to adjoining open spaces and recreational areas. One potential corridor might run from a new riverside square through to the existing footpath that links with the open spaces around All Saint's Church.

5.2.8 ADDITIONAL AREAS FOR DEVELOPMENT

There may be advantages to the scheme by incorporating the properties at 1 Wingrove Drive and 72 Commissioners Road into the development area. This would make the resolution of access into the site and the safeguarding or residential amenity easier to resolve.

The eastern side of Station Road contains a number of potential development sites including the existing car park on Grove Road, which might be available subject to future car parking demand. Additional sites such as this do not form part of the strategic Strood Riverside site, but there may be longer term implications for bringing some of this brownfield land into the wider development aspirations for the town, potentially enhancing the linkages and continuity between the site and adjoining areas. It is envisaged that a ripple effect might materialise in terms of the economic prosperity of the area once the initial phases of Strood Riverside have been brought to the market and these development may also help overcome the severance problems presently experienced by the Strood Riverside site.



Development should enhance ecological value

5.3 PRINCIPLES FOR THE BUILT ENVIRONMENT

5.3.1 URBAN FORM

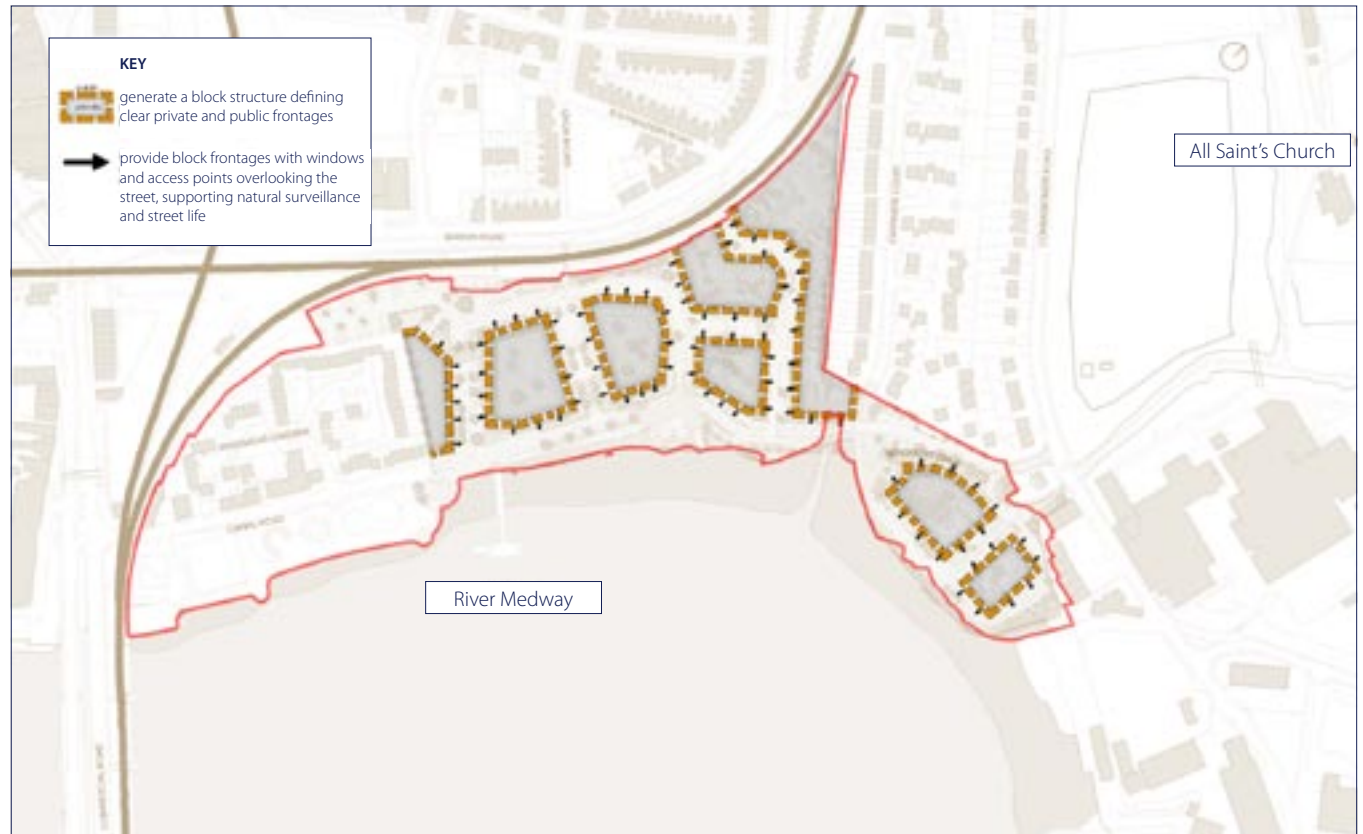
To successfully create a high quality mixed use urban quarter it is important to establish the right scale, form and density of development. The redevelopment of Strood Riverside should respond positively to the inherent characteristics of various parts of the site including:

- (i) a scale or development appropriate to the waterfront setting;
- (ii) the contours of the site and the surrounding area; and
- (iii) key views into and out of the site.

As outlined in section 3.2.3 the existing development on or adjacent to the site is not considered to provide any particular guide for the future pattern of development. Medway Council envisages that the redevelopment of Strood Riverside will instead provide an opportunity to invent or import an appropriate waterfront form. In this regard the existing self-contained nature of the site sets the context for the development of a distinctive community with its own unique identity.

In achieving a successful 'urban form' at Strood Riverside the following characteristics should be realised:

- Intensive built development, taking full advantage of the site in terms of coverage and density.
- The provision of active street frontages and, in appropriate locations, active non-residential uses at ground floor level.
- Orientating development towards the river frontage to maximize views and to enhance the overall identity of the site.



Schematic block layout plan

- Building heights appropriate to a waterfront location while protecting the amenities of adjoining residents in Cranmere Court, Wingrove Drive, Commissioners Road and Kingswear Gardens with regards to overlooking and overshadowing.
- A focus on hard landscaping and the creation of a high quality public realm.
- The provision of primary formal open spaces, contained by buildings and, perhaps, accommodating a range of vehicular and non-vehicular routes. These are to be supplemented by secondary informal open spaces (public and private) with the potential for soft landscaping.
- A range of parking options in the form of on-street, parking courts or semi-basement level provision.

The illustrative masterplan accompanying this Development Brief has established a defined solution for the regeneration of Strood Riverside based largely upon a perimeter block approach. This is considered the optimum mechanism in promoting the best use of the urban space, providing successful high quality housing, helping to create well-defined street frontages and providing an appropriate distinction between the public and private realms. To the north of the site, where the illustrative masterplan proposes that houses rather than apartments should be located, development is designed to adopt homezone principles, creating an informal street environment in which pedestrians rather than motorists dominate.

Wherever practicable the proposed urban blocks are to be framed by areas of public open space, thus providing an opportunity to enhance the setting of the development and to provide a new community focus. A new riverside walkway running the length of the site should also be provided to link these spaces and open up the river frontage.

At the same time as providing an active frontage to the river the layout should be designed to maximize activity at ground floor level. The incorporation of a mix of uses will serve to provide an important sense of movement and vitality along the main routes within the development and will also help encourage natural surveillance. Wherever possible, residential buildings should also be designed with their main access to the street to further promote activity and natural surveillance.

The proposed urban form should also draw upon potential views and frame these to provide an attractive and legible environment. One way of doing this is to ensure that the new building blocks are designed to create spaces between the buildings which in turn enhance and frame key views and vistas. The key longer term views from the site are primarily of Rochester Castle and Cathedral with less significant views north east to Frindsbury Church and north west to the spire of St Mary's Church.

While the introduction of a new urban form is supported, opportunities must also be explored to ensure that the scheme integrates positively with existing development and, wherever appropriate, draws upon key elements of the existing urban context. For example:

- (i) The historic street morphology along Canal Road may provide some clues as to the future scale and massing of development.
- (ii) Within the site itself there is a need to respect the adjacent residential developments at Wingrove Drive, Kingwear Gardens and Cranmere Court. In particular there is a need to enclose the rear garden areas of the adjacent housing development both from a visual perspective and also to improve security. It is envisaged that the rear garden areas of the proposed residential units will back onto these spaces, whilst at the same time providing suitable separation distances to protect the amenity of residents in terms of overlooking, privacy and daylighting.

The schematic block layout plan illustrates how the development principles outlined above might be successfully incorporated at Strood Riverside. The masterplan is not intended to prescribe the urban form of any redevelopment proposal, but rather to provide an indication of an approach which would be considered appropriate to the site. Alternatives are not ruled out, subject to meeting the stated development concept and principles.

5.3.2 SCALE AND DENSITY

The scale and massing of new development should respond to the site's sustainable location and to the character of existing and proposed development in the surrounding area. In line with Central Government advice, Medway Council believe that redevelopment should maximise the site's potential and aim towards an appropriately high density. A high density urban form is also seen as creating a fitting setting for a town centre waterfront site and in creating a sense of vibrancy to the development.

Based on the locational characteristics of the site, and emerging Government guidance, we consider that the site may be capable of accommodating a high density development in excess of 70 dwellings per hectare. However, this should be balanced alongside an objective to respect the character of the surrounding neighbourhood (much of which is suburban in character), to protect the amenities of adjoining residents, and to protect important views into and out of the site.

Densities should be varied throughout the site. The highest densities would most suitably be located close to the train station and alongside the waterfront. The latter will assist in providing an identity for Strood Riverside and in maximizing the highest value parts of the site. By contrast densities should be lower where adjacent to existing residential properties, particularly the two storey houses in Cranmere Court.



Indicative height and massing diagram

The true measure of what constitutes an appropriate density can only be measured with reference to the proposed scale and heights of the proposed development. Building heights should address the following objectives:

- To create a visual relationship with other developments on the river frontage and adjoining development. In this regard, the Council's Development Brief for Rochester Riverside, located directly opposite the Strood Riverside side, proposes buildings of up to 8 storeys in height adjacent to the waterfront and to the rear of the site.
- To recognise the importance of the skyline especially the Frindsbury quarry face (and the views from this higher ground) and the landmark of All Saint's Church.
- To reflect key landmark locations within the site (see section 5.3.3).
- Potential ecological impacts caused by overshadowing.

The illustrative masterplan for Strood Riverside accompanying this Development Brief is based on a visual assessment of the local area and proposes building heights that range from 2 to 6 storeys. The variety reflects differences in housing type, location and existing landscape markers as relevant to particular parts of the site. The following building height principles are established in the illustrative masterplan:

- Key landmark buildings to rise to a maximum of 6 storeys in height. These buildings should be positioned adjacent to the waterfront (incorporating non-residential uses on the ground floor) and alongside key public spaces within the proposed development. In accordance with A Building Height Policy for Medway any buildings of this height will need to be justified taking into account their location, the quality of design and their ability to enhance the qualities of their location and setting.
- Perimeter blocks to have building heights of between 3 and 6 storeys, increasing in height towards the river frontage and being lower to the rear of the site, particularly where adjacent to existing residential properties.
- Two to three storey buildings located to the very rear of the site, reflecting the provision of family housing and the proximity of low rise development within Cranmere Court.

Any future proposal for development at Stood Riverside will be assessed against a comprehensive visual analysis prepared by the applicant and taking into account the Councils Building Height Strategy.

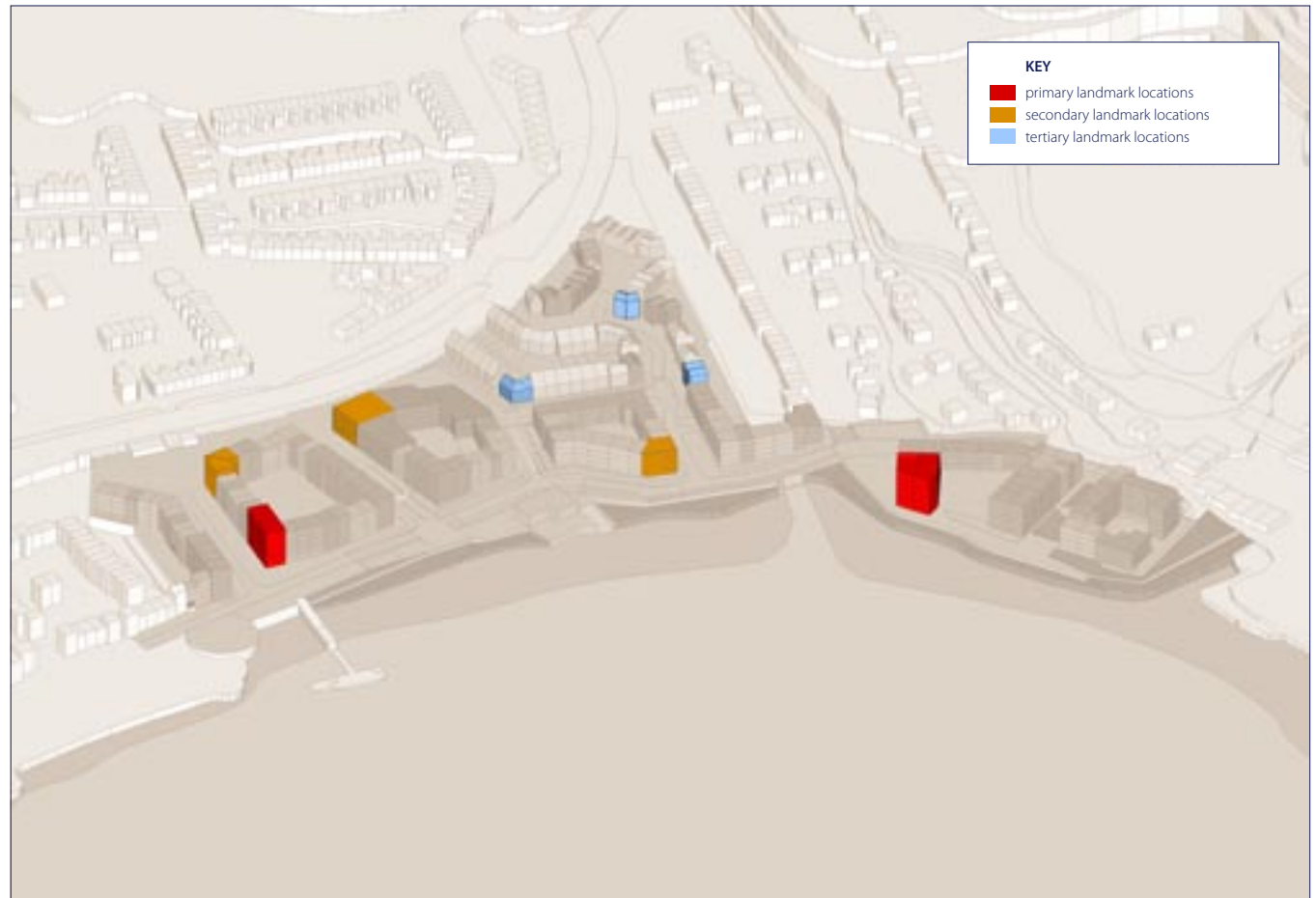
5.3.3 LANDMARK BUILDINGS AND SPACES: CREATING A SENSE OF PLACE

Prominent corners or gateways to particular parts of the site are more significant than others and at these points taller buildings might be appropriate to provide an important visual reference point for the organisation of the streetscape. These buildings are required to be well designed and distinctive, reinforcing the structure of the development and adding character and visual interest.

The illustrative masterplan includes a number of keynote buildings and public spaces to enhance the identity of the site and to generate a sense of pride as follows:

- A taller building to mark the turn in the river and to 'bookend' the development adjacent to the Medway City Estate. This building should also provide a strong focal point adjacent to a new urban square at the northern end of the site with the opportunity for mixed use activity.
- A taller townscape building to form a sense of arrival along Canal Road. This building might ideally be positioned along the important axis linking Strood Railway Station with Strood Pier might frame a new urban square. As a consequence of its strategic location within the development this building would form a key impression in the public mind. To enliven the building and the public space a vibrant commercial use might be provided at ground floor level to provide activity both during the day and early evening.

- Other taller building elements are proposed elsewhere within the site to act as gateways and identity markers. In particular there are opportunities for a landmark building adjacent to the railway station and at key points along the waterfront to break up the rhythm of the buildings. These landmark buildings might be associated with active ground floor uses (see plan on page 46).
- Civic pride is to be engendered through the provision of a series of high quality public squares and plazas located adjacent to the waterfront and fronted by residential development. The overall design is centred upon the provision of four key spaces as follows:
 - 1) An enhanced square adjacent to Strood Railway Station providing a meeting point for taxis, buses and trains and an appropriate setting down space within a high quality hard landscape.
 - 2) A main public square opposite Strood Pier, providing the key civic focus of the development.
 - 3) A secondary public square at the bend in the River Medway marking a destination from the north of the site.
 - 4) A more informal public space providing a link with the existing footpath towards All Saint's Church.
 - 5) A wildlife and landscape space to the north of the site acting as a buffer between development and the adjoining Medway City Estate.
- The waterfront in particular should be a dynamic and vibrant place, a key focal point within the development. It may be appropriate for this area to contain activity generating and destination style uses. Development is to be focused around an interesting and high quality riverside footpath and cycle way that runs the length of



Massing diagram showing potential locations for landmark buildings

the development and provides links to adjoining areas. Where roads run parallel to the walkway these should ideally be incorporated into the design to create a unified and expansive waterfront area.

Section 6 sets out in further details the design principles to be applied in ensuring that the various buildings and spaces within the site meet good place making and urban design objectives.

5.3.4 VIEWS AND VISTAS

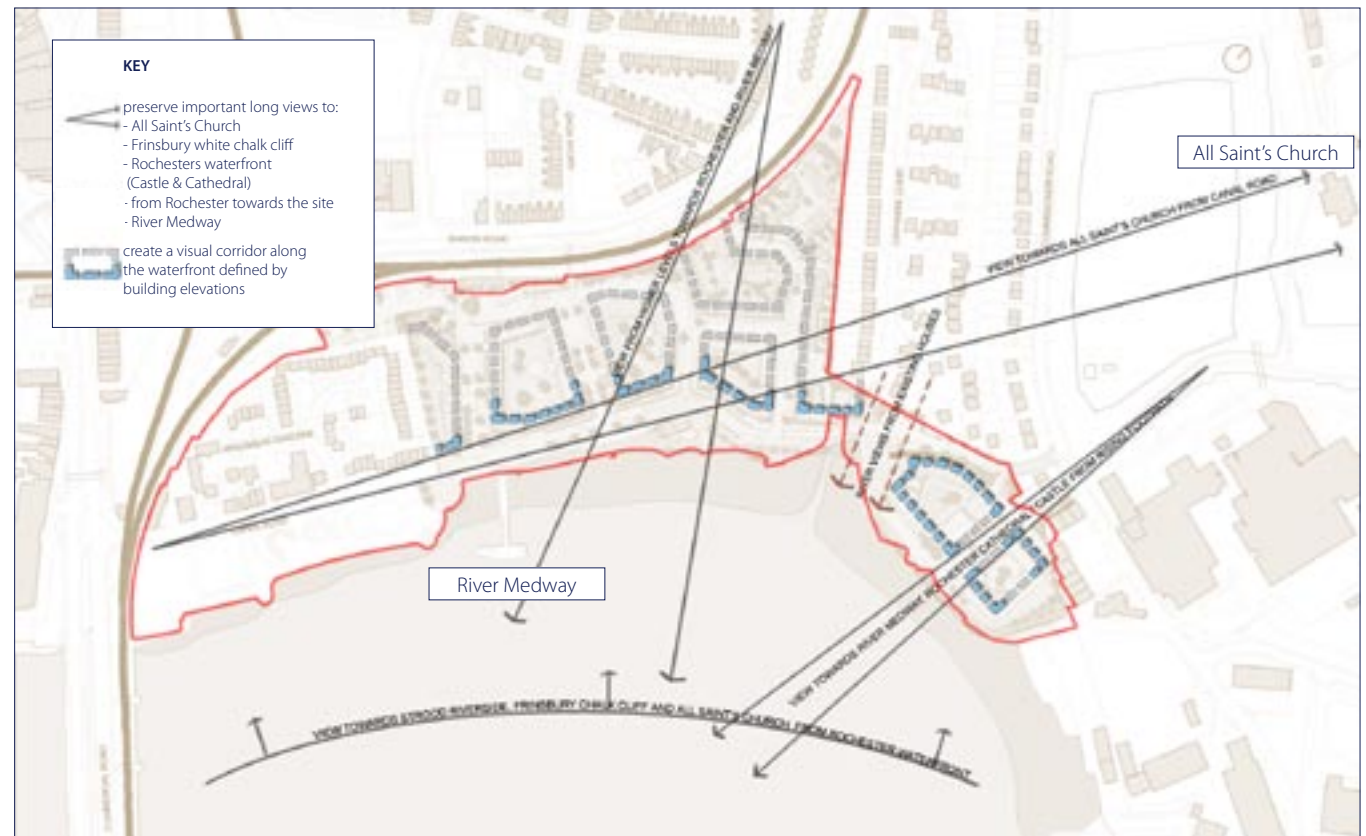
A number of important views and vistas exist within and through Strood Riverside to which development proposals must respond in a sensitive manner. The views which are to be respected, together with the key existing local landmarks, are shown on the attached plan.

Key Views and Vistas Plan

In particular, consideration should be given to longer views both from and into the site:

- (i) Longer views from the site, including those towards Rochester and along the River Medway, should inform the orientation of the proposed new urban form.
- (ii) Longer views into the site from prominent viewpoints should be considered in determining the location of new buildings and their heights.

Focusing on the latter, development within Strood Riverside has the potential to impact on the Rochester Conservation Area and its built environment, which includes statutory designated elements of national importance. These include the Rochester castle complex, Rochester Cathedral and Close, the Bridge Chapel and listed buildings on the medieval High Street and fronting North Street. There are also important views from the ridge of Frindsbury Hill which overlooks the whole site. A number of listed buildings lie in the immediate vicinity of the study area. These include St Nicolas' Church, St Mary's Church, All Saint's Church and its vicarage, and a group of listed buildings fronting North Street, Strood. These buildings are listed Grade II or II* and hence of national importance.



Key views and vistas plan

The regeneration of the Strood Riverside area should therefore be designed sympathetically to have a beneficial impact on the setting of the Rochester Conservation Area, improving the quality of key views across the River Medway to the site, which are at present affected by intrusive and low-grade industrial units. Although some consideration should be made to the existing houses in Commissioners Road and Cranmere Court as these currently enjoy some views towards the river, these are not key public views.

The site is enclosed locally at a low level by the surrounding railway line and the Medway bridge, the future development at Rochester Riverside and the Frindsbury ridge and white chalk cliff of a former quarry to the north east. There is an opportunity therefore to implement a project which is largely visually self-contained with some important sight lines optimised. Low or medium rise development will therefore have a low potential impact on the key listed buildings mentioned above due to the screening effect of intervening two and three-storey housing. The present housing on the site which is a maximum of four storeys from ground level does not interfere in any way with the panorama and could also be taken as a datum for future development with the opportunity to incorporate taller elements at key locations.

A comprehensive visual analysis of any proposal coming forward will need to be carried out accurately demonstrating the impact of new buildings on the surrounding skyline and taking into account issues relating to daylight and sunlight and microclimatic conditions. Proposals should also be informed by Medway Council's Building Height Policy, and the English Heritage/CABE joint publication Guidance on Tall Buildings, in addition to the relevant sections of Medway's Local Plan.

5.3.5 CULTURAL HERITAGE

The relationship of the Strood Riverside with the built heritage of the wider area should not be underestimated, and sensitive design will have a beneficial impact on the setting of the Rochester Conservation Area and listed buildings in the Strood and Rochester areas. Visual intrusion to these statutorily designated elements can be minimised through sensitive design, including appropriate scale, massing, detailing, and the retention of key vistas into and out of the site.

The cultural and built heritage within the site itself should also be utilised to enhance the regeneration of the area. Where possible the retention and integration of locally important elements of the built heritage might be used to enhance the regeneration of the Strood Riverside, maintaining elements of continuity and a sense of place within the context of the redevelopment of the area.

It is recommended that a Management Strategy be drawn up for retained built heritage elements, outlining their conservation, management and interpretation requirements in the context of development. Management of the built heritage should be integrated into the masterplanning at an early stage to avoid conflict with other planning disciplines such as transport and hydrology.

In the event that retention of any built heritage element is not possible, it is anticipated that an appropriate mitigation strategy for direct and irreversible impacts on the built heritage resource would include an archaeological building recording component, and provision in the scheme for onsite interpretation panels or similar.

The outer lock gates of the Thames and Medway canal do not enjoy statutory protection. It would therefore be possible to remove them if they cause insurmountable problems in the masterplanning of Strood Riverside subject to the recording and interpretation requirements outlined above. Consultation with the local authority will be required following options assessment and mitigation strategy. The function and alignment of the former Medway Canal should be acknowledged through on-site interpretation and possibly through building design.

Details of the archaeological constraints at Strood Riverside are provided in section 3.3.4 of this Brief. It is expected that a preliminary archaeological site evaluation be submitted with any planning application for the site.

5.4 OPEN SPACE AND THE PUBLIC REALM

The design of public open space is one of the most significant elements in shaping the future character of this historic site. Careful and sensitive treatment of open space and the public realm is fundamental to the quality of future development and will contribute greatly to the attractiveness and vitality of the area.

New public open spaces are to be strategically located to meet the recreational needs not only of existing and prospective residents, but also to provide accessible civic spaces for visitors and nearby workers. The open space network that is created should be a destination in its own right. The series of open spaces that might be provided are set out in Section 5.3.3 of this Brief and include a new riverside walkway together with a number of public squares. Further detail on the design standards to be adopted within these spaces is set out in Chapter 6.

To meet the Local Plan requirements new residential development will normally be expected to provide new areas of open space in accordance with policy L4 (Provision of Open Space in New Residential Developments). The level of provision usually required is equivalent to 1.7 hectares per 1,000 population of formal open space and 0.7 hectares for children's play and casual recreation. The fact that Strood Riverside falls within an area of open space deficiency means that the provision set out in policy L4 will be applied. The existing open space facilities at Watermill Gardens were, however, provided in the expectation that additional housing would be provided on the site. For this reason it is considered reasonable to include this existing open space facility within any open space calculation.

During the consultation process a number of limitations to the existing riverside park were identified, including settlement of paved surfaces, excessive areas of paving, lack of shade, and the under-utilisation of certain facilities. The redevelopment of Strood Riverside provides an opportunity address these problems. Appropriate planning contributions will therefore be sought to upgrade the facilities, to the benefit of both existing and prospective residents.

Additional children's play spaces might also be required elsewhere within the site to meet the needs of future residents, particularly those located to the north of the site. The design of any additional playspaces should be imaginative and take into account both safety and security objectives. Play areas should be actively overlooked wherever possible and designed to meet disability standards.

An element of the required open space provision, particularly in terms of playing field provision, might also be provided off-site, subject to the provision of a financial contribution towards a dedicated local facility located within close proximity to the subject site. Medway Council should be consulted as to those local initiatives towards which funds might be targeted which might include, for example, the former playing field in the quarry off Commissioner's Road.

Following discussions with the Environment Agency it is considered acceptable for open space provision to be located on land within the designated flood plain.



Indicative open space plan

The exact mix between on and off site provision is to be the matter of negotiation between the relevant parties. The calculation that will be applied in respect of any off-site provision is provided at section 2.2 of this SPD.

The future maintenance and management of the public realm (roads, footways, green spaces and parking areas) must be addressed. Adoption by the council is one approach or the setting up of a management company for this purpose funded by service charges is another. There is a specific need to set up a fund for the replacement of the river wall at the end of its design life.

5.5 MOVEMENT AND CONNECTIVITY

People's perception of the new neighbourhood will be formed by the quality of its streets, squares and spaces and by the ease and comfort with which they can move through them. The approach to movement should be designed to produce a pedestrian-favoured environment with natural traffic calming. The master plan should create a permeable layout that offers people a choice of legible and safe paths and routes through the scheme and a variety of linked spaces.

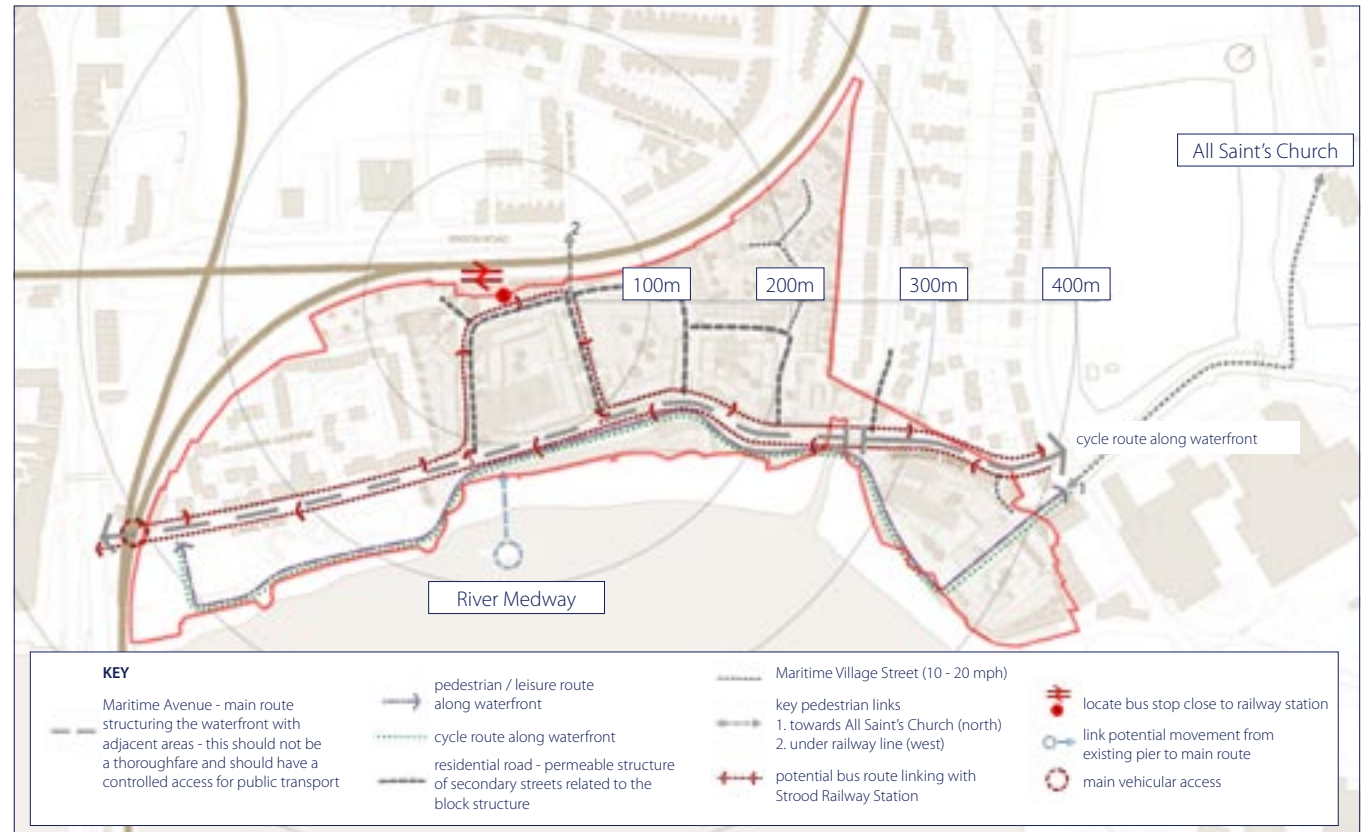
This section outlines the key development principles to be applied in determining access and movement patterns both to and within the site. Any redevelopment proposal will be considered against these objectives together with the good practice guidance set out in the DETR document 'Places, Streets and Movement'.

5.5.1 STREETS AND MOVEMENT

Site Access and Vehicular Movement

Vehicular access to the site is to be from both Canal Road and Commissioners Road, but with no link except for buses. Initial investigations indicate that no major junction improvements are required to accommodate the additional vehicle movements associated with the scale of development proposed (approximately 500-600 units). It will, however, be the responsibility of any future applicant to prepare a detailed transport assessment to provide an element of certainty as to the ability of the road network to cope with the additional development.

The planning permission for a new food supermarket in Strood town centre required traffic improvements to the High Street/Station Road junction. This could allow a longer 'green time' for traffic exiting Canal Road as the need for u-turns at the Canal Road/High Street junction will be much reduced.



Movement plan

Access onto Commissioners Road is currently via a priority junction to the east of the HGV width restriction gate adjacent to the Wingrove Drive junction. The width restriction was put in place in order to prevent heavy vehicle movements to Medway City Estate taking place via Commissioners Road, and for the current land use this does not create a problem. However, detailed consideration of the restriction would be required for a change of land use to residential, as deliveries would need to be routed via the Medway City Estate.

As part of the redevelopment of Strood Riverside, Medway Council seeks to restrict through vehicular and commercial traffic from Canal Road to Commissioners Road. To this end it is envisaged that development will take the form of two separate cul-de-sacs. To achieve this, the link from Commissioners Road is to be restricted at a convenient point within the site by means of a bus-gate or other means of enforcement, thus providing extended access only for local buses and emergency and refuse vehicles. This will avoid the site becoming a rat run for vehicles travelling from Strood to Commissioners Road and the Medway City Estate.

In line with Environment Agency requirements there must be an escape route from all accommodation to a point of high ground above the flood level. In this regard the route should be at a minimum height of 5.8 metres and lead to the higher land on Commissioners Road. It might be possible for any road adjacent to the waterfront to sit below 5.8 metres, provided that Canal Road and Commissioners Road can be linked by an alternative route within the site that meets the 5.8 metre guideline. This approach has been adopted in the illustrative masterplan proposals, the escape route running to the rear of the site via the railway station.

Street Hierarchy

To promote legibility it is important that a hierarchy of routes be achieved within the site. These are to be visually indicated through scale, enclosure and surface detailing. The illustrative masterplan outlines three street types as follows:

(i) **Maritime Avenue**

The primary feature route running along the waterfront, designed to be pedestrian friendly.

(ii) **Residential Road**

The main vehicular access to the railway station and other parts of the development. This road is raised in height to provide the primary escape route in the event of flooding.

(iii) **Maritime Village Street**

A more informal road system, adopting 'homezone' principles and where people and vehicles share the space equally.

Further details on the design and detailing of these routes is provided in Chapter 6.

5.5.2 PEDESTRIAN AND CYCLE CONNECTIONS

Priority of movement within Strood Riverside should be towards walking, cycling and the use of public transport, thus serving as an incentive towards reduced use of the car.

Within the development a legible, permeable and safe hierarchy and network of pedestrian routes should be created. The proposed development should provide improved foot and cycle links both within the development and to adjoining areas. Pedestrian and cycle permeability to Strood town centre and the Medway City Estate should be regarded as a priority.

Particular pedestrian and cycle links that should be strengthened include the following:

- Improvements to the pedestrian and cycle access from Station Road. Access is currently gained via the narrow subway to the north side of the railway station. Development proposals should be designed to address safety concerns and provide a link that is accessible to all, potentially involving the widening of the subway.
- Opportunities to provide a link with the Saxon Shore Way and the existing Civic Centre to the south of the site. This could be achieved either beneath the existing railway and road arches or via a new walkway possibly suspended over the river's edge.
- The potential of enhancing connections to Church Green recreational ground and All Saint's Church. This might be achieved by providing a stronger connection with the existing footpath to the Church.
- Providing a cycle way along the line of the National Cycle Route 1 and which might be integrated with the pedestrian walkway.

All pedestrian and cycle routes should be actively overlooked, sufficiently lit and, where appropriate, fronted by development in order to enhance safety and security.



Encourage cycling and walking

5.5.3 PUBLIC TRANSPORT FACILITIES

In addition to providing enhanced pedestrian and cycle routes, development proposals should also offer attractive public transport opportunities to all sections of the community. This is to be primarily achieved through the creation of a new transport interchange at Strood Station.

Rail

The railway station is an important focus and gateway into the development and should be treated as such. The intensification of the station brought about by the introduction of new residential development and associated mixed uses, may provide an ideal solution for both Medway and Network Rail. Although the station and the accompanying land is outside the boundary of the Strood Riverside site, considerable synergy exists, and a complementary solution is required. For example there may be opportunities to integrate the station car parking into the wider development area and to introduce appropriate landscaping. There is also scope for enhancing the station facilities in consultation with Network Rail and the Train Operating Company.

The overall station environment is poor and opportunities to enhance this area (and the overall attractiveness of using the railway) will be encouraged. The possible relocation of Strood Station is seen as part of a longer-term project. In the short-term this should not undermine the urgent need to improve the existing station and its environment.

Bus

Provision should be made for a bus route running through the site, but with a bus gate or other means of enforcement preventing through-access for private vehicles. It may be desirable for this route to run to the rear of the site, thus prioritizing the waterfront route for pedestrians and cyclists.

The proposed bus route would provide improved connections to Medway City Estate, one of Medway's largest employment areas. In the future the route may also extend to Chatham. Discussions as to the viability of this route will need to take place with the local bus operators.

A dedicated bus waiting area should be provided outside of the station (2 spaces), together with suitable space for waiting taxis and for vehicles setting down.

Travel Plan

Any planning application for the site is to be accompanied by a residential travel plan outlining the sustainable transport measures that are to be implemented as part of the development. Particular support will be given to the following initiatives:

- Individualised travel marketing.
- The formation of a car club for local residents, including the setting up, marketing and operation of the scheme.
- Subsidized public transport with services in place from the first stage of occupation (for the first years of the development).

5.5.4 PARKING STANDARDS

Car parking is required in a manner that does not dominate the streetscape or inconvenience pedestrians and cyclists or the operation of public transport. It is envisaged that car parking will be provided through a mix of on street and off street solutions. Undercroft or basement car parking will be acceptable, provided that this is not at the expense of good urban design and the need to provide active and overlooked streets. Further detailed consideration will need to be given to ensuring the security of any undercroft or basement parking areas.

Car parking provision should accord with the maximum standards set out in the Medway Local Plan of 1.5 spaces per dwellings. However, in light of its location it is considered that Strood Riverside offers considerable potential to avoid dependence on the private car for access to jobs and services. Therefore an average of 1.1 spaces per unit is considered acceptable, subject to the provision of enhanced links to the train station and an agreed residential travel plan. This level of provision accords with the car parking ratios approved in the Development Brief for Rochester Riverside, in which an average of 1.1 spaces per unit is sought. The same level of car parking provision should be provided for all forms of housing tenure, except for specialist provision eg: sheltered accommodation where a reduced standard may be applicable.

Visitor car parking should be provided for non residential uses in accordance with the Medway Local Plan standards, although the layout of the development should be designed in such a way as to prevent inappropriate parking. Car parking should in no circumstance hamper access for public transport and servicing vehicles.

It is envisaged that the existing station car park will be retained, however, proposals to better incorporate the station car park into the site will be strongly encouraged. It may also be possible to achieve the dual use of the station car park in catering for different uses at different times of the day.

The Council may in the future consider the introduction of a controlled parking zone within the site to be funded by the developer and secured as part of a Section 106 Agreement.

5.5.5 WATERFRONT ACCESS AND RIVER USAGE

The Saxon Shore Way is an important pedestrian path which runs through the site and offers the scope for considerable improvement.

The river frontage along the northern portion of the site is not currently open to the public as it is bounded by business units with no promenade. Public access is possible further south between the pier and the public house on the river frontage, although the quality of the river wall and promenade paving is poor. The river frontage alongside the children's play area and games court provides a reasonably attractive open public space with a wide promenade and high quality furniture, although some of the paving has suffered excessive settlement resulting in an uneven surface. The creation of an attractive and high quality riverside walk and cycle way to address these current limitations is seen as a key development benefit.

Currently the usage of the River Medway from the study site is limited to the occasional use of the pier for leisure and private moorings for a small number of vessels. Consideration might also be given to the relationship of the development to boat moorings, subject to positive consultation with Medway Ports Authority and the Environment Agency. These facilities might add value and enhance the riverside quality of the development.

The restoration of Strood Pier and its greater use by public pleasure craft provides an opportunity to enhance the waterfront activity within the site and would be supported by Medway Council. Medway Ports have responsibility for the operation and restoration of the Pier and should be consulted to discuss the financial viability of any such proposal.



River frontage opened for public enjoyment

5.6 UTILITIES

On Site

As outlined in section 3.3.5 of the Brief developers will need to consult with the relevant utility bodies in formulating their proposals to ensure that the routing of all utilities pipes is addressed and to provide appropriate protection or diversion. Suitable easements on either side of existing pipes will be required and these should not include buildings or significant tree planting.

Off Site

Significant off-site water mains reinforcements are required to provide adequate capacity for the proposed development. The developer should consult Southern Water to discuss these requirements.

5.7 THE DEVELOPMENT PRINCIPLES SUMMARY

The development principles outlined in this chapter, against which proposals for development will be assessed, can be summarized as follows:

The Development Concept

Development should help create a new urban community that provides a kick start to the regeneration of the wider area. The development should knit into the existing site context and set high standards in design and sustainability.

Sustainable Development

Developers should take all reasonable opportunities to maximise sustainability benefits and to reduce environmental impacts. Energy, water and waste efficiency should be maximized through good quality urban design, reducing the use of the car, the sensitive use of materials, high quality building design and the provision of local recycling facilities. An EcoHomes and BREEM rating of 'very good' should be achieved.

Building Design and Heights

To successfully create a high quality mixed urban quarter it is important to establish the right scale, form and density of development. A high density urban form is seen as creating a fitting setting for this town centre, waterfront site and in creating a vibrant development. At the same time, development must respect the character of the surrounding neighborhood and the amenity of adjoining residents, as well as protecting important views into and out of the site. Landmark buildings up to a maximum of six storeys in height may be appropriate at key locations within the site and proposals should be drawn up with regards to the Council's recently approved Building Heights Policy.

A perimeter block approach is seen as appropriate in promoting the best use of space and creating well design frontages. Consideration must also be given to maximizing activity at ground floor level and protecting the amenity of adjoining residents.

The Mix of Uses

There is a significant opportunity to create a vibrant residential led development on the site, incorporating a range of types, sizes and tenures of homes. It is envisaged that the site has the capacity to provide in the region of 500-600 new houses and flats of which a minimum of 25% should be in the form of affordable housing. The Council favours a ratio of 60:40 between social rented accommodation and shared ownership. The provision of extra care housing may, however, offset some or all of the social housing requirement.

Small scale community, retail, leisure and commercial uses should also be provided to help create a distinctive and sustainable community. There may also be the potential to introduce a new multi-use enterprise centre at the entrance to the site from Canal Street. The provision of an element of flexible workspace for live-work purposes and business start-ups would also be strongly encouraged.

Open Space, Nature Conservation and the River

To create a sense of place and to enhance the attractiveness of the site, proposals should include a series of new public open spaces, comprising both a new river walkway new public squares and the upgrading of existing spaces. Development should also maximise the leisure, recreational and ecological value of the River Medway.

In meeting Local Plan requirements the adjoining open space at Watermill Gardens may be included within the necessary open space calculation, subject to proposals to upgrade the existing facilities.

Access, Movement and Transport

Development should promote sustainable patterns of movement, taking all reasonable opportunities to encourage walking, cycling and the use of public transport and to reduce travel by car. Opportunities should be taken to provide improved pedestrian and cycle links both within the development to the station and to adjoining areas and to maximize the use of the waterfront as a leisure resource.

Vehicular access into the site should be from both Canal Road and Commissioners Road, but to avoid rat-running there should be no connection except for buses. Within the site a hierarchy of routes should be achieved to promote legibility.

Car parking should be provided through a mix of on street and off street solutions. In light of its sustainable location an average of 1.1 car parking spaces per unit will be sought at Strood Riverside.

6.1 URBAN DESIGN

This chapter builds upon the development principles outlined in Chapter 5 and provides more detailed and descriptive guidance aimed at promoting quality design solutions for this development. This chapter deals with the design guidelines by addressing the overall urban design qualities, the definition of the street sections and elevations, and the suggested image and treatments for the public realm.

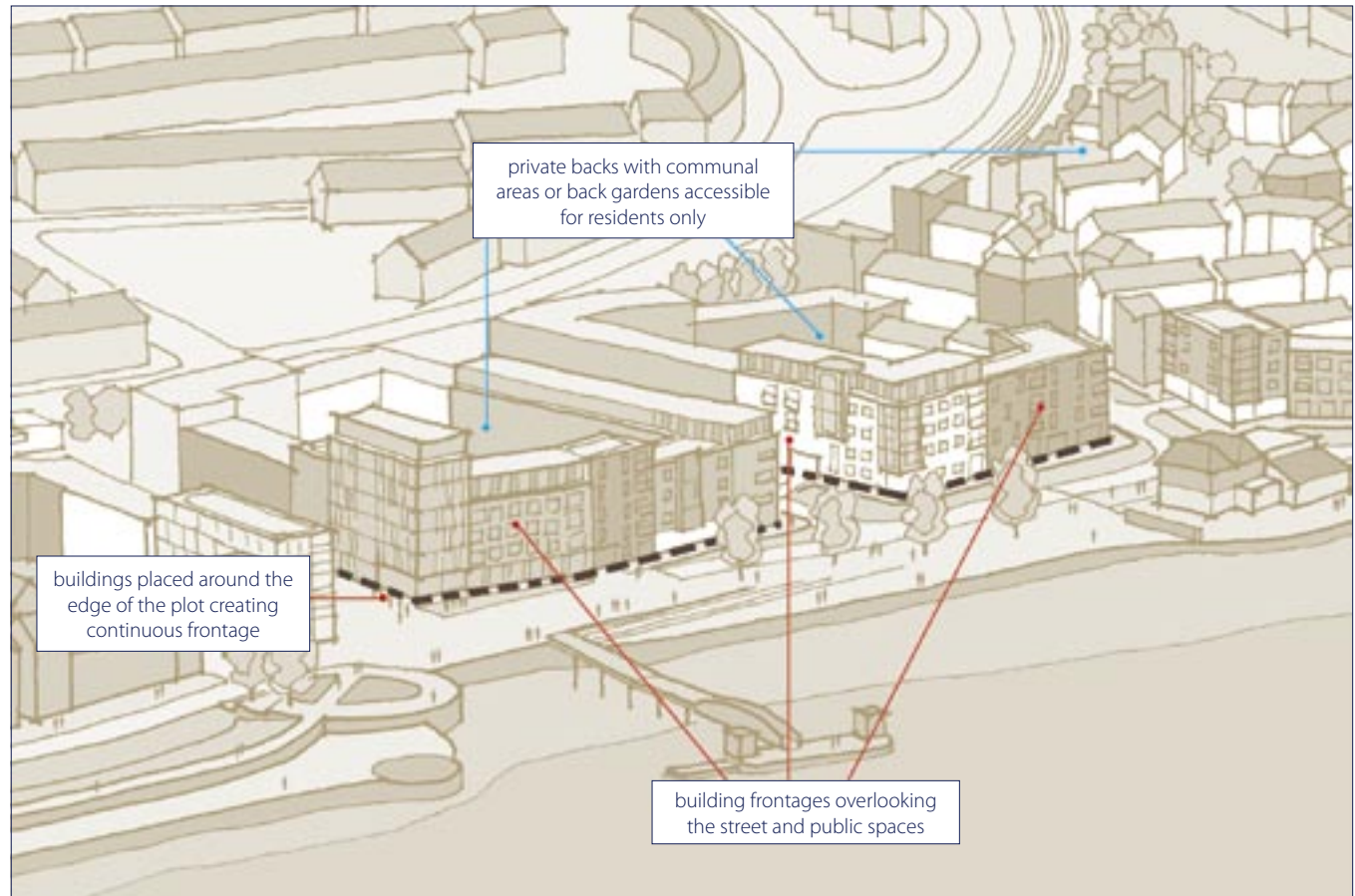
6.1.1 BLOCK STRUCTURE

The most important design principle for structuring the built form within development plots is to make a clear distinction between public fronts and private backs. Buildings that present their façade, principle entrances and rooms to the street provide life and activity. This adds to the safety and security afforded by natural surveillance over the public realm. This type of development has a strong bearing on land take and allows higher densities to be achieved without compromising design quality.

In principle, buildings should be placed around the outer edge of the development plot forming a continuous public facade with all private gardens and courtyards enclosed to the rear. Where buildings are set back from the building line the resultant space should be kept to a minimum and provide a usable public space or should remain private and be enclosed by a wall, railings or fence. Incidental 'landscaped areas' will not be permitted.

6.1.2 PRIVACY AND OUTLOOK

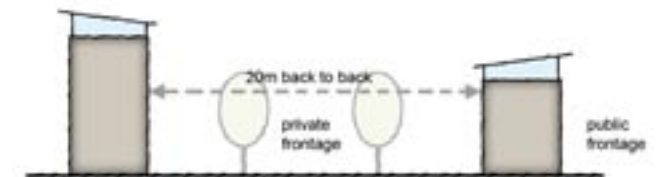
The distance between the backs of properties needs to be carefully considered in terms of privacy and to prevent unacceptable overlooking of private gardens. A privacy distance of 20m back-to-back provides an approximate rule of thumb. Closer distances will be appropriate in contexts such as the homezone areas and where windowless gable ends overlook private gardens; where screen planting is provided or where private courtyards are located.



Block structure diagram

In the past these rules were strictly enforced and often led to a compromise in the design quality and layout. The intention is to be flexible and to assess each development plot on its individual design quality.

All residential buildings should be designed to achieve a good outlook. This also applies to any extra care facilities, which should achieve a good outlook from the communal areas.



Privacy guideline diagram

6.0 DESIGN GUIDELINES

6.1.3 CONTINUITY AND ENCLOSURE

Continuous building lines along the block edge are more successful in providing good enclosure to the street, square or courtyard and generating 'active frontages' with frequent doors and windows to animate the public realm. Continuous frontages should be used as far as possible, and adhere to a common building line. It is expected that the continuous built frontage will be in the order of 80% throughout the development. This excludes the space occupied by roads and access. The intensity or length of continuous frontage will vary, however, depending on the general density and character of the plot.

Where a looser framework of buildings is required development should still comply with the perimeter block principle with apartment building frontages set back a maximum of 2.0 metres from the edge of the plot. Projections and set backs from the building line may be used to add emphasis but the function of the resulting space must be clearly defined as public or private space. In these situations the spaces between the buildings along the street edge should be enclosed by walls, railings or fences. In some circumstances the setbacks for houses could be larger but never more than 6.0m deep (refer to section 6.2.2).

6.1.4 ACTIVE FRONTAGES

Making frontages 'active' adds interest, life and vitality to the public realm. This means:

- All primary entrances and principle rooms overlooking the street;
- Minimise blank walls – where gable ends abut the street these should be specially designed to provide additional windows adding visual interest and improving natural surveillance; and
- All public buildings should front directly onto the street with principle entrances and lively internal activities clearly visible from the street.

Where public or commercial buildings are situated additional devices can be incorporated into the building façade so that a building interacts with the public realm. Views into a building provide interest to passer-by and make its function apparent, while views out provide additional 'eyes on the street' and contribute to safety. Adding visual interest and animation to facades should be done in a number of ways, including:

- The more windows and doors onto the public realm the better;
- Using transparent glass for windows, where privacy allows, rather than mirror or frosted glass that only allows occupants to benefit from views out;
- Enliven edges with balconies, bays, porches, canopies or arcades that provide a more comfortable threshold in inclement weather, prolonging activities and allowing uses to overlap onto the street;
- Clearly define public entrances with canopies or porches allowing the passer-by to orientate themselves, entrances should also be well lit and not set back from the street; and
- Where public activities are located, such as a café, pub or restaurant allow room for activities to spill out onto the street such as outdoor seating and eating.

6.1.5 BUILDING HEIGHT AND FORM

As set out in section 5.3.1 building heights will be a minimum of 2 storeys and comprised a range of building heights including 2, 3 and 5 storeys up to a maximum of 6 in key locations. Development will be predominantly apartment blocks with some areas of individual houses. Building heights will relate to street widths to create enclosure with taller buildings used to define corners and emphasise key views as set out in section 5.3.4.

6.1.6 TURNING THE CORNER



A visually prominent corner site

Corner sites are visually prominent and form an important part in the character of an area and can be used to aid orientation and legibility. A number of design approaches will be adopted to deal with these corner sites.

In the mixed use locations corners are not only visually prominent but have two facades, potentially offering more entrances to different parts of the buildings. Therefore in built form the corner should be defined in a number of ways such as;

- Ground floor active frontages;
- Locating taller buildings on corners;
- Projecting buildings forward either in plan or through the use of special treatments such as balconies and entrance features;
- Special façade treatments, such as change of material or colour to add visual prominence;
- Form a continuous street frontage with windows and entrances addressing both street frontages;
- Principle entrances should be placed on or near the apex of the corner to add visual interest and activity;
- Balconies, bay windows and special façade treatments will be encouraged to provide visual interest; and
- Where individual houses are located on corner plots specially designed buildings types will be utilised. These will provide maximum development frontages to the edge of the plot with entrances and windows along both facades. Where appropriate, 3 storey units may be used.

6.1.7 ADAPTABILITY

Flexible buildings offer occupiers the opportunity to modify and personalise their homes and workspaces. They can be altered to suit individual preferences, provide for a change of use and meet changing social and economic circumstances. All these will help prolong the viable life of a development.

It is proposed that flexible units are provided in certain key locations such as the mixed use areas. These flexible units could house residential as well as commercial accommodation (office, workshops or retail) by providing design features that allow for change of uses at a later date. Key design features will be:

- Higher ground floor to first floor heights;
- Roof spaces that can be converted to residential at a later date; particularly in the case of houses;
- Removable ground floor partitions to allow flexibility in size and configuration of ground floors;
- Larger windows;
- Consideration of possible future emergency exit arrangements; and
- Provision for ground floor toilets/washrooms.

6.1.8 ACCESS FOR ALL

Buildings and public spaces must address the needs of everyone, and especially those with pushchairs, people with disabilities and the elderly. Particular attention should be paid to the detail design of the building-street interface. All design should comply with Part M of the Building Regulations.

6.2 STREET HIERARCHY AND TYPOLOGY

This section addresses how the movement framework is structured and how the street types will delineate the character and spatial form of the development through the definition of street sections, treatment of elevations, pavement design, building alignment, private-public interface and parking arrangements.

The Strood Riverside development has been conceptualised around a hierarchical network of streets and public spaces providing an adequate permeability for the pedestrian whilst controlling and managing the movement and speed of vehicles.

We have 'themed' the street hierarchy in relation to street function and location as well as the character zones defined in section 5.5.1.

- Maritime Avenue.
- Residential road.
- Maritime Village Street.

The following pages describe the character of these streets setting out the dimensions of carriageway, pedestrian and cycle routes, tree planting, building setbacks, boundary treatments and access arrangements for plots and courtyards.

The following diagrams and text are intended to guide the design, feel and character that the development will take. This will provide a design guideline against which detailed planning applications for urban design and layout will be measured.



Street hierarchy diagram

6.2.1 MARITIME AVENUE

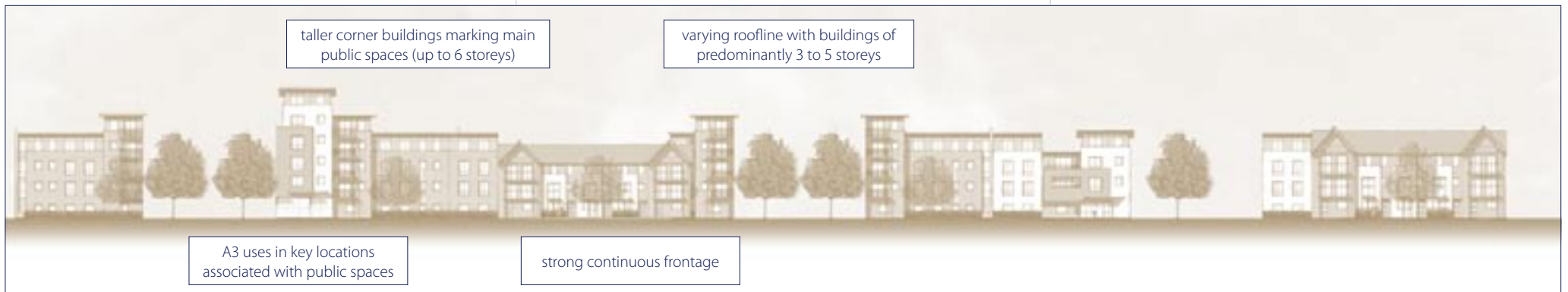
This is the primary feature route along the waterfront environment. It will be the primary street articulating the development but will not be a through route for private cars to avoid rat-running. Only buses and emergency vehicles will have through access via a controlled gate that should be located to provide an efficient control for these vehicles.

This avenue will have a spacious feel and openness related to the waterfront character. Key sections will be tree lined and landscaped to provide shade and micro-climate and will have seating arrangements for contemplation of the waterfront.

The carriageway will have a maximum width of 6.00m and where possible will have shared surfaces at key public spaces (refer to section 5.4). These public spaces should read as a whole giving pedestrian and cycle priority. Elements such as bollards could be used to delineate the carriage way. However the use of railings interrupting pedestrian flows will not be permitted.

For the maritime avenue, pavements should be treated in two different ways. The pavement adjacent to the water edge will be generous with varying widths allowing for pavement, a cycle route and a band for trees or landscaping (and meeting the necessary EA requirements. The particular design will have to respond to flooding prevention measures needed to be carried out. It is suggested that tidal terraces should be incorporated at the edge of the river/mudflats to preserve the habitat of local species and to aid flood prevention. Detailed design proposals will be assessed in consultation with the local authorities and the Environmental Agency. A dedicated cycle route will be provided along the waterfront, the routing and detail design will be agreed in consultation with Medway Council at the detail design stage.

Pavements running adjacent to the buildings along the waterfront will have a maximum width of 2.0 m or 3.0m if shared with cyclists. Additional to this there will be the building's setback with a minimum width of 2.00m for residential buildings. Mixed use at ground floor could omit this setback with the building being hard against the back of the pavement. The setback space should be used as a garden or landscaped area to provide a buffer between the pavement and the building. Boundary treatments should comprise railings or hedging up to 1.2 m high. Railings adjoining cycleways, however, should be higher.



Maritime Avenue possible elevational treatment

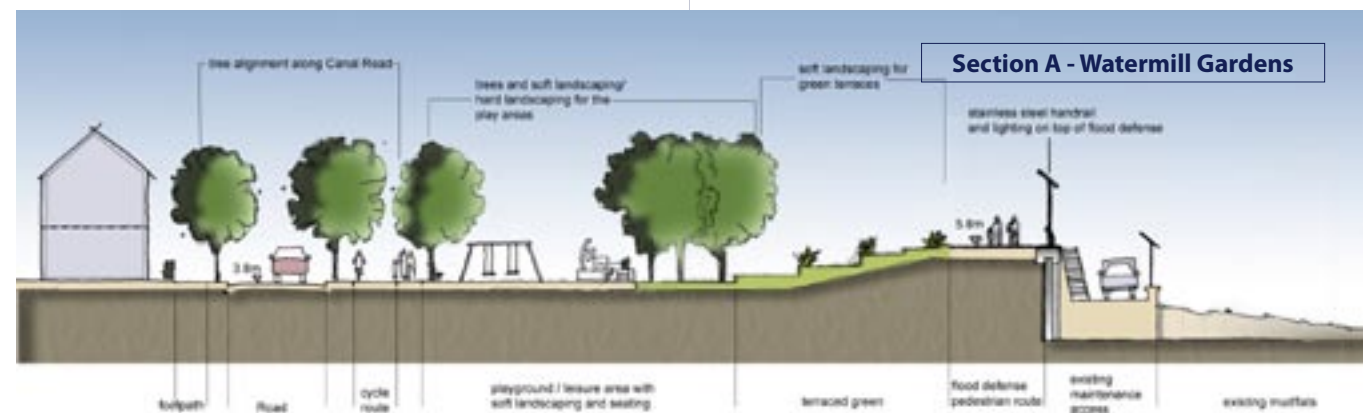
Habitable rooms need to be above the expected flooding plain; therefore raised development platforms will be created. If there is a level change between the development platform and the carriage way there should be a special treatment in the form of a sloping band of hard/ soft landscaping.

High quality surface material and street furniture will be used along the waterfront route to emphasise its importance. Materials selection and usage are discussed in section 6.3.3 and the final proposals will be dealt with at the detail design stage.

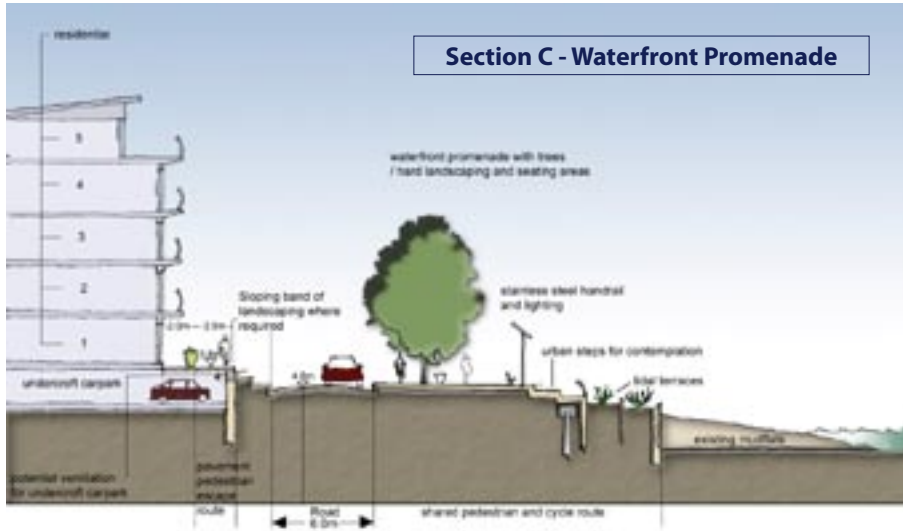
The maritime avenue should have a strong continuous frontage throughout its length. Building heights range from 4 to 6 storeys in key public spaces and mixed use locations (refer to section 5.3.2). Nevertheless heights and roof line will need to respond and respect identified key views with sensitive modelling that in some cases may need to go under the 4 storey height (refer to section 5.3.4). Buildings along the waterfront will have their primary entrance and principle rooms overlooking the waterfront in order to provide natural surveillance and activity.



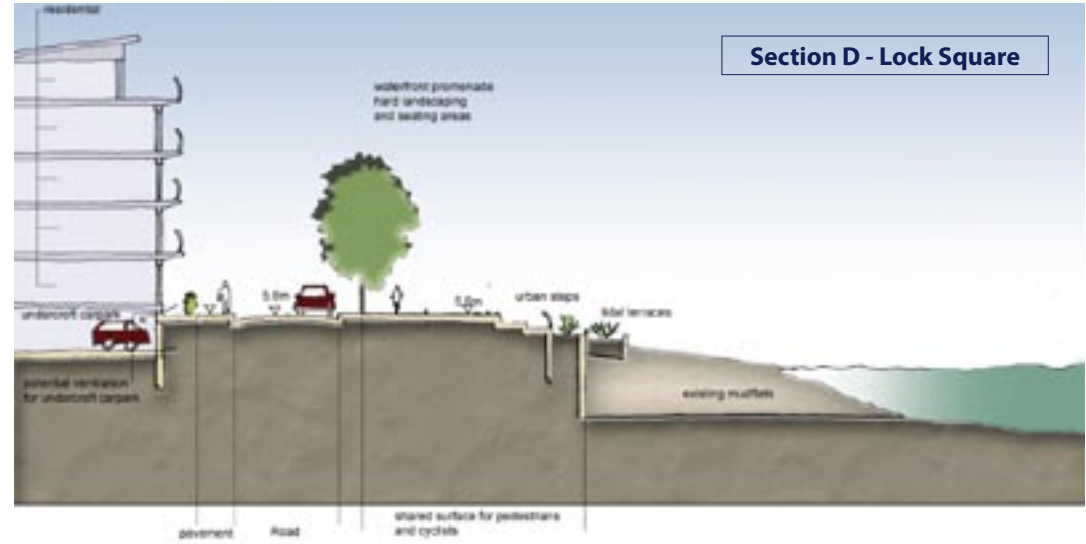
Section plan



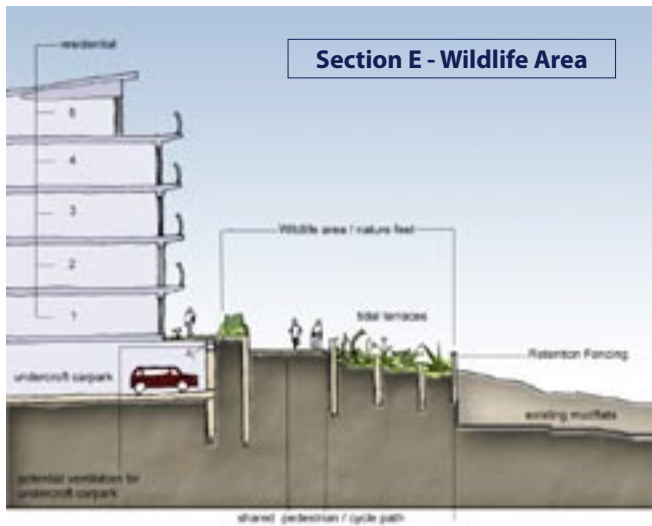
Section C - Waterfront Promenade



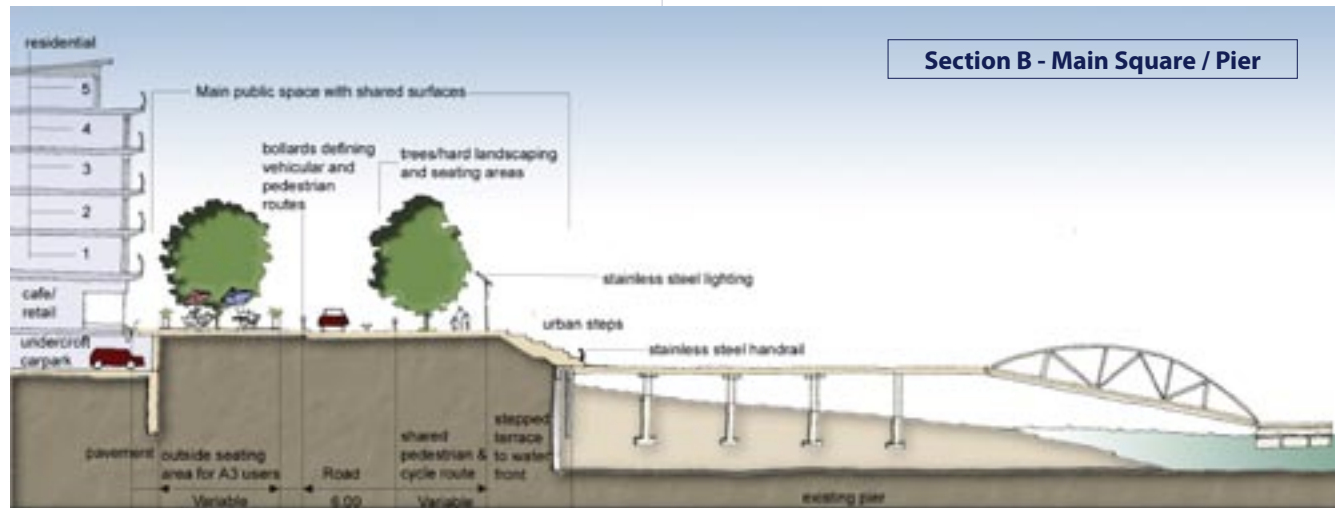
Section D - Lock Square



Section E - Wildlife Area



Section B - Main Square / Pier



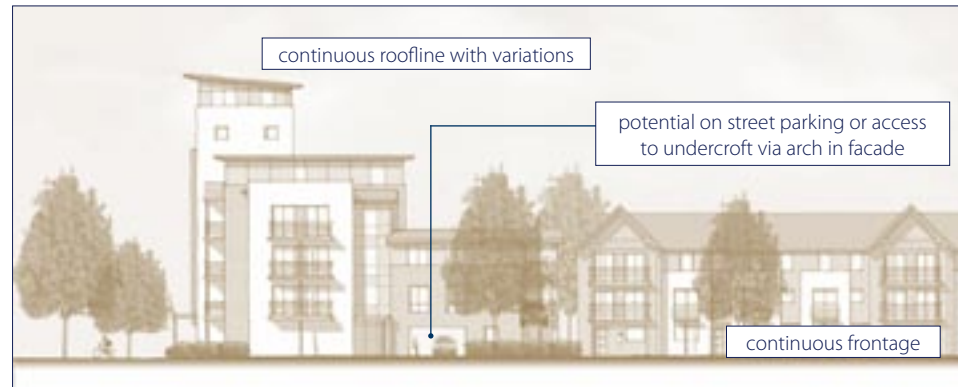
6.0 DESIGN GUIDELINES

6.2.2 RESIDENTIAL STREETS

These will provide the main vehicular access to other parts of the development plots and will be the secondary circulation system. These streets will have buildings fronting both edges of the road. The pavement will have a minimum of 3.0m wide, allowing for pavement and a band of landscaping or trees. The carriage way will be a maximum of 5.0m wide where not used by buses, increasing to a maximum of 6.0 metres for a two way road for buses. The carriage way should be designed for low vehicular speeds (15 to 20 mph), allowing for cyclists to share the carriage way with vehicles. The distance between buildings (front to front) will be no less than 21m.

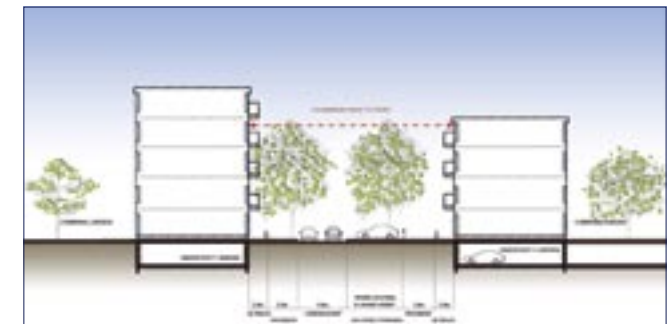
A band of on-street parking could be used in these roads adding the necessary width required for parallel or chevron parking at 45, 60 or 90 degrees. If on street parking is used, these arrangements should be used as traffic calming measures. Nevertheless the majority of car parking should be provided in undercroft or basement areas. Vehicular access to parking areas will be provided via an archway through the building facade.

These streets will have buildings on both sides of the road. Apartment buildings should have a continuous frontage (at least 80% of its length). Primary entrances and principle rooms should overlook the residential roads in order to provide natural surveillance and activity. In these roads the heights range from 3 to 5 storeys (6 storeys if it falls within a landmark location) for apartment buildings and 2 and 3 storeys for houses.



Residential street possible elevational treatment

Buildings in general will follow a building line that could have variations in order to provide interest and break the mass of the building. The majority of single houses should have a front garden with a maximum of 2.0 metre depth. However, within a single frontage it may be appropriate for up to 30% of houses to have front gardens of up to 6.0 metres. Boundary treatments should comprise railings or hedging up to 1.2 m high. Fencing or solid walls up to 2.0 m high could be permitted to enclose side gardens or parking areas, depending on assessment at the detailed design stage. Instead of fencing, however, the preferred option is to provide corner buildings addressing both streets. Frontage for buildings and houses should be continuous along 80% of its length.



Residential street sections

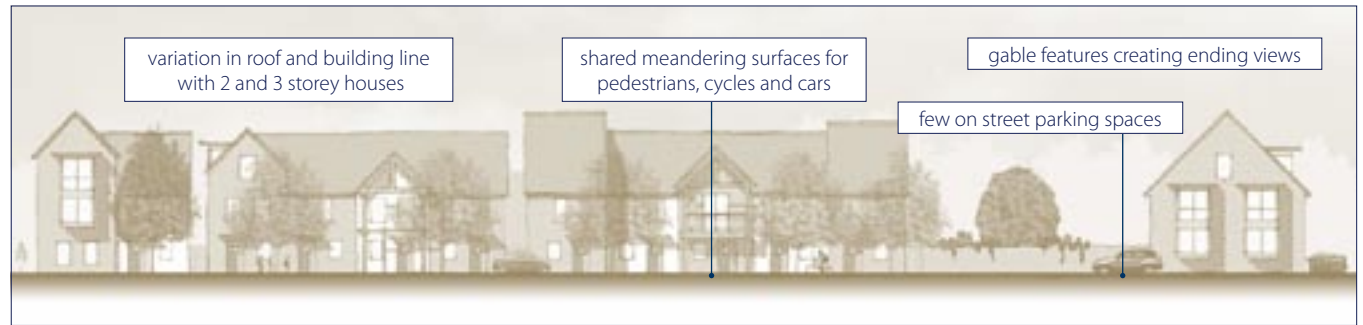
The roofline of buildings and houses should provide, in general, a visual continuity with variations contributing to enrich the townscape and frame key vistas and landscape elements.

6.2.3 MARITIME VILLAGE STREET

These will be the tertiary road system and the least formal of all having pedestrian/cycling priority and being designed with a multiuse concept. These types of streets are also known as a homezones. A home zone is a residential street where the living environment clearly predominates over any provision for traffic. The design provides space for motor vehicles, but fully accommodates the wider needs of residents. This is achieved by adopting approaches to street design, landscaping and highway engineering that control how vehicles move without restricting the number of vehicular movements.

In a home zone people share what would formerly have been the carriageway and pavements; if it is well designed, the maximum speed of a vehicle is only a little faster than walking pace (less than 10 mph). This means that other things can be introduced into the street, for example, areas for children to play, larger gardens or planting including street trees, cycle parking, and seats where residents can meet.

The forms of the buildings and blocks dictate the shape of the space rather than in a conventional street where building forms respond to highway requirements. Entrances into them should be flanked by houses with gable features which create a gateway. This should be reinforced with landscaped spaces and hard surface treatment which emphasizes that you are moving into a very different type of space. Frontage distances between buildings will be tighter in these spaces giving a strong sense of enclosure and an intimate quality. The distance between buildings (front to front) can be reduced up to 14m in order to provide the sought after enclosure.



Maritime Village street possible elevational treatment



Maritime Village street sections

Ground surface materials will be generally consistent from wall to wall creating a unified feel of shared surface space. The space will be softened with trees and pockets of planting and climbing plants and pots with specimen plants to house frontages. Play areas could be suggested within the shared surface.

The vehicular zone through the space should be forced to meander past features within it such as the trees, planting and street furniture. There should be good passive surveillance of these spaces ensuring a safe and secure quality of space within which pedestrians and cyclists, both adults and children, can move around safely. An 80% continuous frontage will be sought with building access and main living rooms overlooking the street to reinforce natural surveillance.

Car parking should be provided mainly in carports which will have a similar material and architectural treatment to the houses. A small number of spaces could be provided within the plot or on-street parking. The last option should be kept to a minimum (less than 15% of required spaces) and not concentrated in a single area.

Buildings do not need to follow a building line and variation and indentations will be sought to provide interest and movement to the facades. Heights will range from 2 to 3 storeys height and variations in roof heights will be sought to provide interest.

6.2.4 TRAFFIC CALMING

Low vehicular speeds are sought within Strood Riverside. Traffic calming is envisaged as an integral solution of road design with pedestrian and cycle priority. In principle the layout of the buildings and public spaces will take precedence over the rigid requirements of highway design. Placement of buildings, location of on street parking, bus bays and pedestrian priority areas will be used to calm traffic.

Reliance on vertical traffic calming such as speed bumps/sleeping policemen should be avoided. These are uncomfortable to passengers in private cars, public transport and cyclists. Where additional traffic calming measures are required they should be horizontal e.g. pinch points in the carriageway at pedestrian crossing points and junctions; changes in surface material from tarmac (denoting areas where the car has priority) to small element paving such as setts, block paving (denoting pedestrian priority areas). In all circumstances pedestrian crossings should be clearly visible and in convenient locations. Provision should be made for drop kerbs in all circumstances.

6.2.5 CAR PARKING AND SERVICING

Residential car parking

The necessary car parking standards are out at section 5.5.4. Car parking should comprise a combination of on-street, private courtyard, private garage and on plot parking.

For apartment blocks the need to raise ground floors for flood risk reasons provides an opportunity to satisfy the car parking needs in undercroft areas. If this is not practicable on-street parking will be sought in small pockets. Undercroft vehicular access will be provided via a secure entrance. This entrance should be through the perimeter block with development 'bridging' over the opening. This solution provides an opportunity to create communal courtyards/gardens above the undercroft carpark.

In areas of terraced housing parking will generally be sought on plot or on-street as well as some designated spaces in secure parking courtyards. For the more secluded areas of the development garage courts or integral garages and plot parking may be used.

Positioning of car parking

The manner in which car parking is arranged has a fundamental effect on the quality of the place. Vehicles will not be allowed to dominate the space or to inconvenience pedestrians or cyclists. The most appropriate place for off street car parking will be in undercroft areas. Parking within the front curtilage should be kept to a minimum as this breaks up the frontage, restricts informal surveillance and creates a fragmented and cluttered streetscape. As a guide it should not exceed 30% of the frontage.

Keeping cars in view

In residential areas a very careful balance will need to be struck between the expectations of car owners, in particular their desire to park as near their house as possible, and the need to maintain the character of the overall setting. To avoid parked cars dominating the surroundings there should generally be no more than 10 cars grouped in any one location.

On-plot parking

For some of the larger properties it will be appropriate to provide on plot parking and integral garages. Where this occurs, garages and surface parking will be located, where possible, to the side of the house so as to retain the street elevations and minimise dominance of the car. Where possible residential accommodation should be provided above garages to retain continuity of the streetscene.

Mixed use car parking

Mixed use car parking could be as part of the undercroft provision. No forecourt parking will be permitted.

Servicing and storage areas

Ideally delivery access should be directly to the building from the street in the traditional manner. Where this occurs adequate parking, loading and timing restrictions should be in place. Where service/storage areas are required they must be placed within the undercroft provision or at the rear of the building and be screened by buildings. If there are any circumstances where service/storage areas about the public realm they must be screened from view with a high quality solid wall.

6.3 PUBLIC REALM QUALITY

The public realm comprises the areas around and between buildings such as streets, squares and neighbourhood parks. An important design objective within the development will be to create a place where the spaces around the buildings are as important as the buildings themselves. A successful public realm depends on its relationship/interface with the built form as much as the quality and arrangement of the individual materials i.e. paving, lighting, street furniture etc.

It will be important to 'design out' incidental open spaces. Every space should have a clearly defined function. 'Left over' areas which are often poorly maintained or vandalised can very quickly detract from the appearance of the development and are a costly maintenance item. As such the public realm within the development will:

- Establish a clear distinction between public and private space that will help to improve safety and security and give people clear direction as to where they can or cannot go;
- Create a positive interface with the built form e.g. building frontages, windows and entrances should face onto and overlook the street and open spaces;
- Use high quality materials and planting; and
- Establish a comprehensive management and maintenance regime to look after all public realm areas.



Shore promenade



Riverside waterfront

6.3.1 LANDSCAPE APPROACH

Landscaping design has an important effect on the overall design quality, sense of place and well being of users. Landscaping can help to create microclimate as well as contribute significantly to local biodiversity through providing habitats for wildlife and planting or retaining landscapes, which also assists in reducing CO2 emissions. For Strood Riverside a comprehensive landscape strategy will be required to enhance valuable existing features and to bring improvement where needed. Landscape proposals should also aid the flooding prevention measures and the creation of habitats.



Landscape helping biodiversity

A series of landscape zones and open spaces have been identified comprising:

a) River Medway Mudflats

Habitat enhancement of the mudflats will be sought in agreement with English Nature the Environment Agency and the RSPB to increase biodiversity as well as improve their visual character.

b) Riparian Edge/River Wall Habitat Creation

Measures to increase biodiversity should extend to the river wall especially in those areas that require construction. This can include the introduction of beds and platforms for plant growth and nesting areas for birds. Timber cladding to sheet piling will attract marine creatures.

c) Riverside Walk/Promenade

A broad promenade is to be provided which includes a pedestrian walkway and a national cycle route (the Saxon Shore Way and National Cycle Route 1) as well as vehicular access and which will provide a key role in connecting the public open spaces. The area is to be seen as a promenade and not as separate entities of road, walkway and cycle route. There is considerable potential alongside the promenade for the provision of locally commissioned public art. The access requirements for maintenance walk should be designed in accordance with Environment Agency access requirements for maintenance.

Moorings for the recreational use of the river will be encouraged subject to the support of the relevant authorities.

d) Maritime Avenue

The main street taking on a boulevard character set within tree lined avenues.

e) Riverside Squares

A series of waterfront squares and gardens which link to the promenade. These spaces will comprise a range of passive facilities for strolling and sitting. The provision of outdoor event space would also be encouraged.

f) Home Zones

Living areas designed to meet and balance the needs of pedestrians (particularly children) and of vehicles.

g) Recreational Areas and Public Open Space

Amenity areas for the community should include a variety of community focused play areas and public open space for informal recreation.

h) Railway Eco-Edge

An opportunity exists to enhance the bio-diversity along the railway edge.

i) Planted Buffer to Industry

Screen planting to industrial area.

j) Private Gardens

These areas include individually owned private gardens as well as private courtyards and roof terraces/gardens.

k) Semi-Natural Hedge Boundary

Sensitive edge treatment at boundary with existing two storey housing. This may also have ecological objectives.

The overall standards for open space provision, together with the opportunities for off-site contributions, are set out in section 5.4 of this Brief. It is not possible to provide a high density development on the site and meet Local Plan standards for open space. Shortfall should be made good by improvements to or provision of off-site facilities secured through a Section 106 agreement. The reinstatement of the former playing field in the quarry off Commissioner's Road should be investigated as this has the potential to be used for playing pitches.

6.3.2 PLANTING STRATEGY

Planting should be proposed and placed so that it contributes positively to the character of the area. New streets can also be given identity and character through the use of planting. The following objectives should be met in the planting strategy for Strood Riverside:

- Over the site, planting should provide all year interest.
- All planting should be appropriate and suitable for use and add to the structure of the surrounding landscape.
- Planting should be robust and cope with a degree of disturbance.
- Opportunities for greater nature and habitat provision should be promoted, particularly for the wildlife area located at the northern end of the site.
- The planting strategy may vary between spaces and should be used to promote a hierarchy of spaces.
- An effective maintenance regime must be implemented for all planting.
- Use of native planting wherever appropriate.

6.3.3 STREETScape

The streetscape should not be characterised by a clutter of mismatched signage, lighting, street furniture and traffic control measures. These detract from the appearance of the public realm. A more holistic approach is proposed involving a co-ordinated, design, installation, management and maintenance strategy – ensuring consistency of quality, style and colour. This will involve discussion with key stakeholders, such as the local authority, highways and landscape departments and utility companies. Key design issues will be:

- Design the space so that the functions of its parts are clear and the need for superfluous signage, bollards and barriers are minimised.
- Establish a comprehensive suite of materials and street furniture to be used consistently throughout the life of the development.
- Liaise with utility companies to identify the most appropriate location of inspection chambers, manhole covers etc.

Materials

All materials within the public realm must be robust and appropriate for use. A clear hierarchy of materials must be proposed for the roads, footpaths, cycle routes and boundary treatments. With regard to surface treatments the emphasis will be on simplicity and quality of detailing.

In general roads could use tarmac, while paving kerbs, raised tables and surface treatments should be utilised to emphasize key public spaces.

A range of different materials can be used throughout Strood Riverside to help enhance the character of the areas. However the selection of materials should respond to an overall strategy. In key public spaces pedestrian, cycle and vehicular areas should have shared surfaces emphasising the pedestrian cycle priority. The mass usage of concrete block pavers will not be permitted.

Materials should be fit for purpose and easy to maintain in the long term. It would be desirable to source them locally where possible and appropriate. A compatible palette of materials will promote a positive character to each neighbourhood and bring life and a pleasant appearance to the places proposed.



Residential houses



Modern streetscape



Modern flats block on waterfront



Tidy refuse storage

Lighting

For Strood Riverside there should be a lighting strategy that enhances and differentiates the character areas. All lighting must comply with current standards and should avoid bright spots and the subsequent creation of dark shadows.

Feature lighting should be considered around works of public art and key public spaces such as:

- Waterfront promenade.
- Riverside Square.
- Strood Station Square.
- Pub Square.
- Lock Square.
- Residential squares.

The lighting regime should encourage safe use and accessibility of the different areas by night and create a welcoming environment to live in as well as to visit in the case of shops, café and restaurants. Lighting should be designed with the comfort, safety and general ambiance of the pedestrian in mind and should not be selected purely for highway illumination purposes. This often results in out of scale, ugly fittings and poor lighting quality for the pedestrian.

Light pollution must be avoided to safeguard residential amenity and to ensure that development has no adverse impact on the local ecology.



Well lit public open space



Lighting along a bank of flood protection



Public open space seating



Lighting along a canal edge

Street furniture

All street furniture must complement the materials and landscape treatments used in the different areas and contribute positively to the character of the space. Street furniture should be consistent throughout the development although distinctive elements can be introduced to differentiate key spaces.

The street furniture selected should be durable and with low maintenance requirements. Materials and design should be vandal resistant and discourage anti-social activities. The location should be sympathetic and supportive of the use and activities envisaged. Seating encourages socialisation and use of space therefore formal and informal seating should be encouraged.

The use of signage should be kept to a minimum and it must be creative and complementary of the overall design; for example floor signage and use of the materials palette to create signage should be preferred. Signage and street furniture should avoid clutter.

Public Art

Public art could be used to enhance the space. The use of art can assist in discouraging vandalism and promote a sense of appropriation of the public space. Art could make reference to historic elements, e.g. lock gates.



An example of simple but functional street furniture



A more artistic type of street furniture



Promenade railings



An example of public art

6.3.4 SAFETY AND SECURITY



An active terrace providing natural surveillance

The design and management of the public realm contributes significantly to the safety and security of a development and can assist crime prevention and minimise the fear of crime. Development should be designed in consultation with the Police Architectural Liaison Officer and the Kent Police Authority. Development should have regard to Secured by Design Standards.

Future development at Strood Riverside should conform to the following principles:

- Casual surveillance to be created through the sensitive positioning of windows, building entrances and car parking.
- Development to front streets and open space
- Active frontages to encourage street level activity and natural surveillance.
- 24 hour access of all public realm, pedestrian and cycle routes.
- Innovative lighting to guide people throughout the public realm and avoid hiding places.
- Controlled access of private car parking and servicing areas
- Ongoing maintenance of the public realm.

6.4 BUILDING FOR THE FUTURE

6.4.1 EFFICIENT USE OF RESOURCES

Using resources efficiently means that the environment can be protected and the use of energy in homes and bill for future tenants can be reduced.

Development should as a minimum achieve a BRE EcoHomes rating of 'Very Good', although aspirations to achieve a higher rating will be strongly encouraged. As a minimum developers should also meet Code Level 3 as set out in the Government's emerging Code for Sustainable Development.

Affordable Warmth

By appropriate design consideration at the right stage we can minimise the amount of heating through use of fossil fuels thereby reducing pollutant emissions, the cost to residents and the attendant health risks to vulnerable groups. Key design considerations include:

- Produce an energy strategy for the development.
- Where possible, orientate the majority of main elevations in a southerly direction.
- Provide high levels of insulation above the statutory minimum to all external elements to super insulate homes. It is the most cost effective way of saving energy.
- Provide larger windows facing south, smaller facing north.
- Consider the use of sun spaces and winter gardens.
- Consider the use of heavy structure to create a thermal store.



Sunspace taking advantage of natural light and heat

Ventilation

Controlling ventilation can reduce energy usage and minimise waste of heat whilst reducing draughts. This needs to be considered at an early stage of design so that the necessary allowance for services can be made.

- Consider low energy heat recovery ventilation systems.
- Control leakage of air through the structure by good detailing.
- Select high performance windows which allow for controlled ventilation.
- Provide shading to prevent overheating during summer months, to avoid air conditioning.
- Consider cooling provided by ground source.

Conserving Water

Clean water is in increasingly short supply and is becoming more costly. Excessive use of water puts strain on local drainage systems and treatment works and this in turn uses more energy. Through design we can reduce the amount of water used.

- Use low water consumption fittings such as dual flushing cisterns and spray taps.
- Consider rainwater harvesting or "grey water" systems.
- Low flow showers to be fitted in all homes as they use far less water than baths.
- External hard landscape areas should where possible be permeable to allow surface water to return to the ground.
- Sustainable Urban Drainage Systems (SUDS) can control surface water flows whilst adding to environmental quality.
- Consider 'green' roofs to reduce rainwater run-off.
- If supplied, specify low water use dishwashers and washing machines.

Renewable Energy

There is an increasing range of small scale local options for producing renewable energy. Whilst some of these may be too expensive at present, they will undoubtedly become more affordable and efficient in future.

- Retrofitting of photovoltaics and solar panels should be allowed for through orientation of dwellings and roof design.
- Consider provision of renewable energy source on large developments.
- Consider CHP for appropriate projects at an early stage.
- Consider 'future proofing' for renewable energy upgrades during life time of the project.

Environmentally Friendly Materials and Recycling

Careful selection of materials can contribute to the environmental credentials of the project as well as protecting present and future residents and builders from harmful effects.

- Make use of reclaimed or re-cycled materials where possible.
- Wherever possible give preference to materials from accredited renewable sources.
- Minimise use of oil-based products such as PVC and plastics.
- Consider the embodied energy contained within materials.
- Use materials and construction details with a view to future re-cycling.
- Use natural or water-based paints rather than volatile oil-based ones.
- Provide space inside homes and in communal areas for segregated waste storage.
- Use natural flooring finishes to reduce volatile organic components in the internal environment.

Locally-Sourced Materials and Reducing Waste

Making use of materials or products that are local will reduce transport costs and the use of fossil fuels as well as supporting the local economy. Careful selection of materials and well considered design can also reduce waste.

- Minimise transportation of materials by selecting local suppliers or manufacturers.
- Consider local employment opportunities where possible.
- Minimise waste in construction through careful detailing.
- Consider factory methods which are inherently less wasteful.
- Link with or influence LA's policy on recycling waste.



Photovoltaic cells providing renewable solar energy

6.4.2 DESIGNING FOR FUTURE NEEDS

The circumstances of residents will change and so will their lifestyle choices. Therefore homes should be adaptable to meet these changing requirements.

Lifetime Homes and Adaptability

The needs of households will change over time. Also, over the life of a building, space standards and ways of living may mean using the space in different ways. By careful design and construction, some of these changes can be anticipated and allowed for.

- Consider designing homes to meet Lifetime Homes standard.
- Design to meet changing needs of household during a lifetime by allocating flexible space for home working or sub-divisible bedrooms.
- Allow future re-modelling of interiors by providing full span floors and non-loadbearing internal partitions.
- Consider opportunities to use roof space at design stage.

Design for Ease of Maintenance

The design will influence the way buildings need to be managed and maintained throughout their life. Proper consideration of these aspects during the design stage can save long-term cost and disruption of residents.

- Modern methods of construction may reduce defects at handover and post-completion.
- Design with low maintenance in mind.
- Consider longevity and replacement cycle of materials.
- Consider whether materials and components likely to be readily available both now and into the future.
- Consider running costs of plant and service installations.
- Design for easy accessibility.
- Consider whole life costing in the design process.
- Consider implication of design on service charges.

Design for Ease of Management

Once the construction is completed and the defects period is over, responsibility falls to the management team. Poor design decisions can leave a legacy of high management costs. Schemes which are difficult to manage are rarely successful in the long-term.

- Consider ease of cleaning and future replacement of windows at design stage.
- Consider management and maintenance strategy at design stage through consultation with management and maintenance team.
- Consider maintenance of public areas, landscaping and open spaces.
- Consider maintenance of communal areas.
- Allow space for cleaners' storage and facilities.
- Systems and components should be easy to use and accessible.
- Design for intuitive management by users.
- Provide easily understood maintenance manuals for users.



Future needs should be taken into consideration at the design stage

7

STROOD RIVERSIDE MASTERPLAN

The masterplan and accompanying illustrations included within this section of the Brief are intended as just one interpretation of how the development principles and development guidelines outlined in the preceding sections of this Brief might be applied. Nonetheless these illustrations do demonstrate that the Council's development principles for Strood Riverside can be successfully incorporated within a suitable design solution for the site. To this end the masterplan is intended as a guide for future development proposals.



MASTERPLAN HEIGHT AND MASSING DIAGRAM



7.0

SUN STUDY ON MARCH 21ST



8 am



10 am



12 am

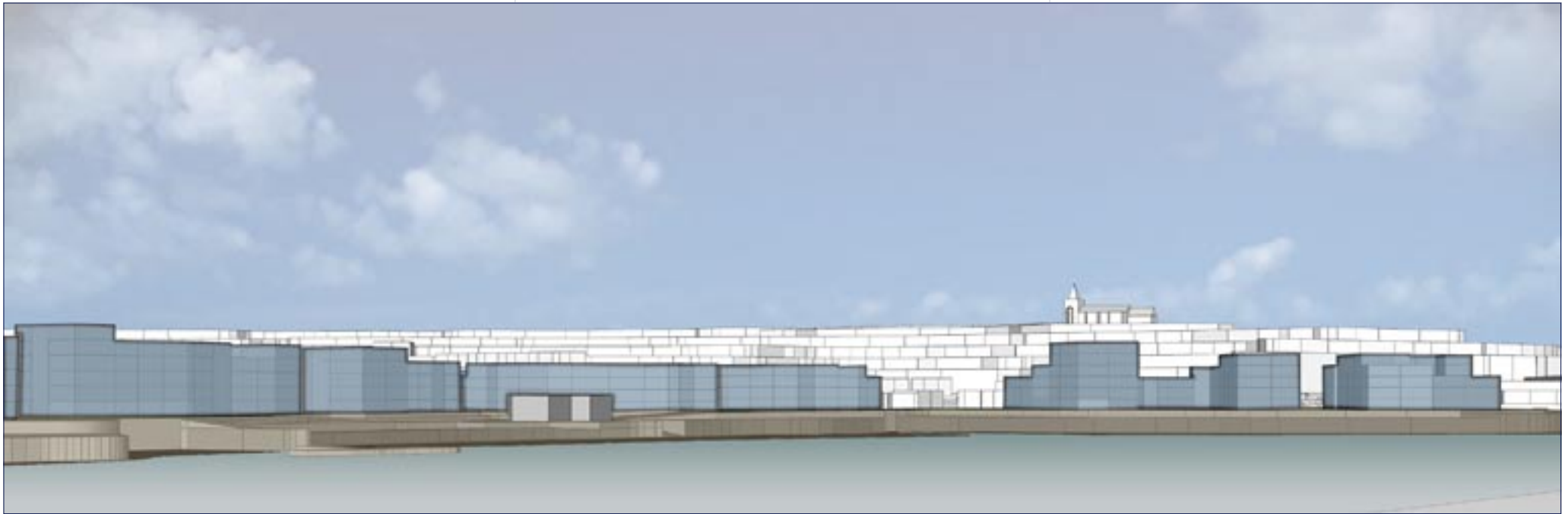


3 pm



4 pm

ROOFLINE AND MASSING STUDY - VIEW FROM ROCHESTER

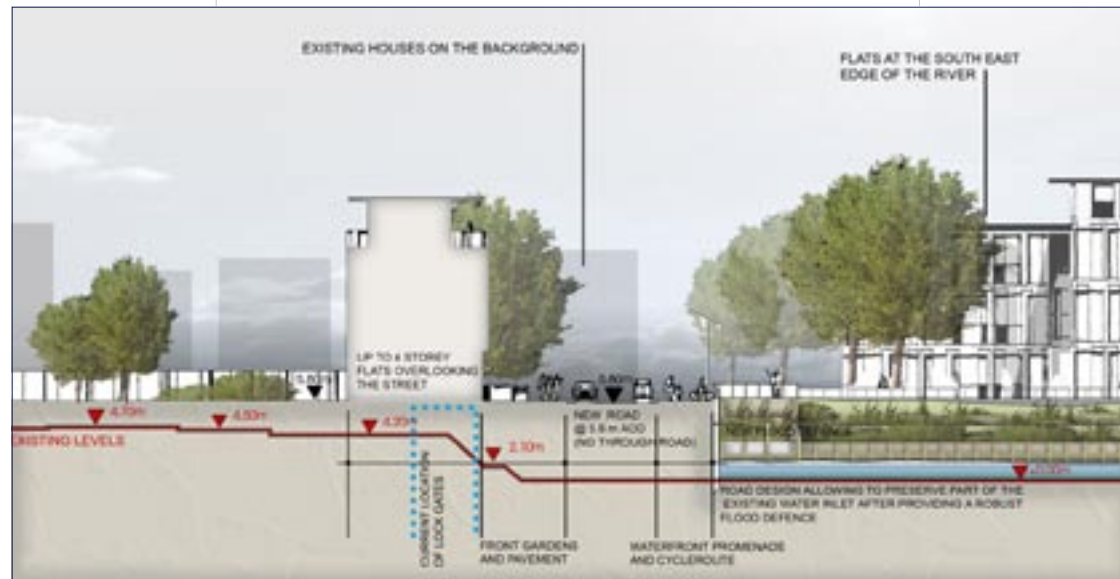


7.0

SITE SECTIONS

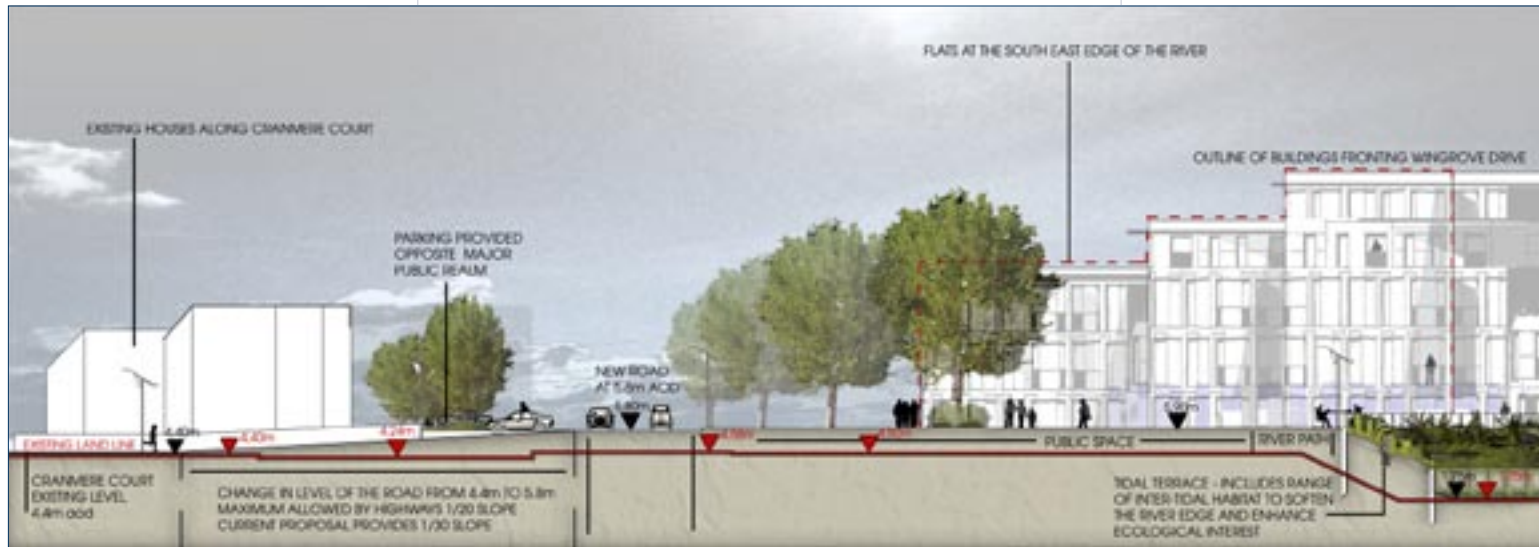


Section AA



Section BB

SITE SECTIONS



Section CC



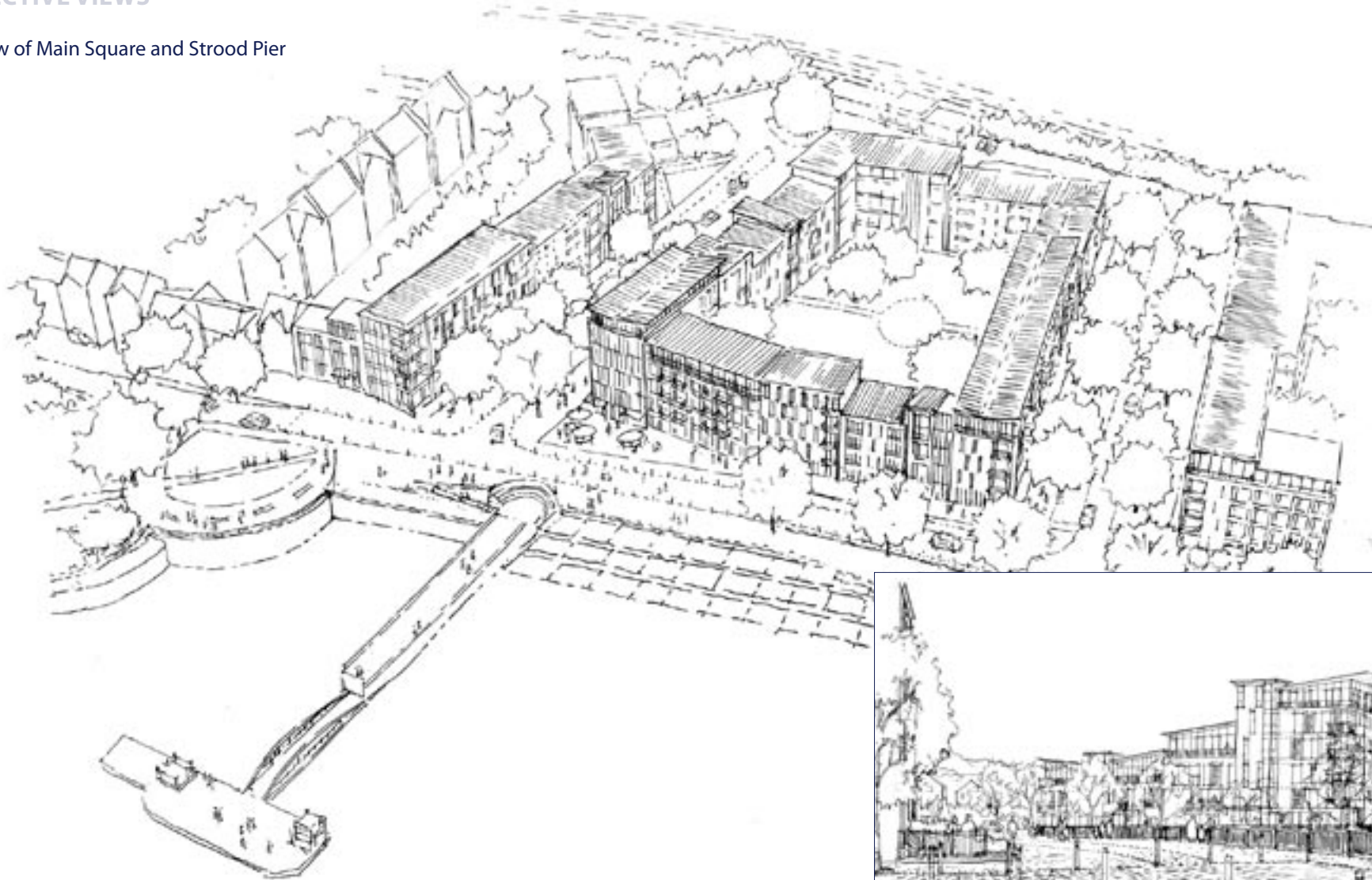
Section DD

VIEW OF THE MAIN SQUARE TOWARDS THE EAST



PERSPECTIVE VIEWS

Aerial view of Main Square and Strood Pier



View towards Lock Square from Waterfront Promenade

PERSPECTIVE VIEWS

View from a residential road towards the river



View from the Maritime Village Road towards the river

8

8.1 APPROACH TO PLANNING APPLICATIONS

Planning permission will only be granted for schemes that accord with the development plan and other material considerations such as this SPD and the accompanying masterplan.

To ensure the comprehensive development of the site the Council envisages that a single outline planning application will come forward for the Brief area. This approach will enable agreement to be reached on the principles of development for Strood Riverside, whilst providing flexibility to determine matters of detail for any later phase.

The outline planning application must include a masterplan that establishes the following development principles:

- Layout.
- Siting, scale and massing.
- Scale of development (ie number of residential units and floorspace).
- Mix of uses.
- Affordable Housing.
- Access arrangements.
- Provision of infrastructure.
- Phasing.
- Landscape and open space.

Those issues not included in the outline application will subsequently be determined by one or more reserved matters applications. The Council may accept a full detailed application for the first phase of the development in parallel with the submission of the outline application. A development agreement might also be sought between the Council and the selected developer as a further means of securing the design and implementation of development.

8.2 SCOPE OF SUPPORTING INFORMATION

The outline planning application for the site will require various supporting information as set out below:

- A planning statement to demonstrate how the proposals are consistent with the guidance contained in this SPD and other relevant guidance.
- A masterplan which sets out the proposed urban form including the street network and pattern, the form and location of the new residential blocks, public open space and communal space for residents, the mix and distribution of uses and the infrastructure requirements.
- A design and access statement including an assessment of the scale, massing, height, density, layout, materials of development and the approach taken towards sustainable design objectives. This should be accompanied by appropriate elevations and sections together with 3D illustrations, photomontages and/or computer images. Where higher buildings are proposed consideration should be given to the requirements of the Council's higher buildings strategy, which include the preparation of a visual impact assessment.
- A phasing strategy setting out the timescale of the proposed development.
- A construction method statement to demonstrate how the proposed works will be carried out to ensure continued safe access to the site (including the railway station) and to surrounding areas. Development should be undertaken in accordance with the Considerate Contractor's Scheme.
- A housing strategy providing details of the scheme with regards to market housing and affordable housing, indicating the precise quantum, mix and tenure of housing and the proposed delivery and funding arrangements.
- A detailed transport impact assessment outlining how the form and scale of development can be supported through the local road network. The transport statement should also address how the development proposal responds to the need for safe and secure access for all members of the community.
- A landscape design strategy outlining the proposed treatment of the public open spaces and other areas of hard and soft landscaping and proposals for future management and maintenance.
- A preliminary archaeological site evaluation.
- A sustainability statement, assessing the proposals against the principles set out in 'Kent Design-A Guide to Sustainable Development and demonstrating how the proposal will comply with Eco Homes and BREEAM ratings of 'very good'. An agreed waste management strategy and a site wide energy strategy should also be prepared.
- The applicant is also obliged to request a screening opinion from the Council in respect of Environmental Impact Assessment (EIA). Given the recommended scale of development and the site conditions outlined within this SPD it is envisaged that an Environmental Assessment will be required. In these circumstances a scoping opinion should also be sought from the Council prior to the submission of the outline application to confirm the content of the EIA. Any EIA would be expected to include the following:

- A Flood Risk Assessment.
- Noise and Vibration Assessment.
- Air Quality Assessment.
- Ecological assessment including Habitat and Species Survey.
- A Daylight and Sunlight Assessment.
- Townscape and Visual Impact Assessment (including impact of tall buildings on views and skyline).
- A strategy for the remediation of any on-site contamination.
- Archaeological assessment.
- A socio-economic analysis.
- A cultural facilities assessment.

In the event that an EIA is not required, the Council reserves the right to request that any of the specialist assessments referred to above nonetheless be submitted with the outline application.

- Draft Heads of Terms of a Section 106 Agreement.
- A hydro-graphic Modelling Study.

8.3 PUBLIC CONSULTATION REQUIREMENTS

The consultation conducted during the preparation of the SPD and masterplan for Strood Riverside must be continued during the planning application process.

The Council will encourage early discussion with and between all key stakeholders and residents throughout the planning process. The Council's Draft Statement of Community Involvement (SCI) sets out the Council's minimum consultation requirements. The Council will expect any application to be accompanied by a consultation statement that sets out the nature of the community involvement undertaken, the issues raised and how these have been addressed in the proposal.

The applicant should also consult with service providers and statutory undertakers at an early stage to ensure all infrastructural requirements are met.

9.1 PHASING

It is envisaged that Strood Riverside will be marketed and sold as a single site. Subsequent development will then realistically be brought forward through a series of phased development programmes. If this is the case, the phasing of development should be designed to meet the following criteria:

- Safe and clean access to new dwellings.
- Safe site access to ongoing works areas.
- Completion of whole public realm spaces and road hierarchy.
- Avoidance of the need for occupants of new flats to drive through construction sites.
- Emergency access above flood level (5.8 metres) to Commissioner's Road.
- Access to Kingswear Gardens, railway station and public house.
- Safeguarding the amenity of existing residents.

A suitable management plan is required to ensure the ongoing quality of the development throughout the various phases of development.

Prior to the habitation of residential uses, the necessary flood defences will need to be agreed with the Environment Agency and installed.

9.2 PLANNING OBLIGATIONS

For development to be sustainable it must deliver social, economic and environmental benefits both to the local community and to the Borough as a whole. Planning benefits, which are to be achieved through a legal agreement, are seen as a key way of delivering a high quality and sustainable development, mitigating the adverse impacts of the development, compensating for any loss that may arise from the development and ensuring that other policy requirements are met.

Obligations should in most cases take the form of direct on-site provision, except where the Council specify that a financial contribution might be appropriate. Financial contributions should be triggered at the start of the development process or phased to ensure the timely delivery of appropriate services and infrastructure.

The following list provides details of the type of planning obligations which may be sought in contributing to the redevelopment of Strood Riverside. These are not in order of priority and will be dependent upon the scale and type of development that comes forward and the extent to which they relate to that development:

- The provision of affordable housing units on site.
- The provision of a mix of residential unit sizes and compliance with Lifetime Homes standards.
- Off-site formal sports provision.
- The provision of additional new public open spaces, together with landscaping and public realm improvements.
- Financial contributions towards the future management and maintenance of existing and/or new open spaces;
- The provision of on-site children's play space facilities and public art.
- Contributions towards healthcare facilities and the provision of appropriate replacement community facilities.
- Environmental improvements including habitat creation.
- Potential contributions to education and youth facilities from units of 2 or more bedrooms in size.
- The provision of all new roads and works to the street network, together with the provision of public transport accessibility (eg moving the width restriction and traffic calming).
- Off-site highways works and public transport improvements, including the enhancement of the environment around Strood Station, widening of the station subway and improvements to the Canal Road entrance into the site (these are to be considered in a transport impact assessment accompanying any future planning application).
- The provision of travel plans.
- Possible subsidy for bus operation in first years of development.
- Implementation of a controlled parking zone.
- Contribution to Safer Routes to School Project.

Developers will be required to provide an Affordable Housing Plan (AHP), which will be appended to the section 106 agreement, and should illustrate/include the following:

- 25% affordable housing to be provided across the entire site;
- The sizes and types of affordable housing;
- Tenure of affordable housing to be 60% rented and 40% Shared Ownership on all sites;
- Affordable housing to be provided at agreed stages of development (triggers) to require either:
 1. One AHP to be agreed for the whole site six months in advance of the commencement of development or, in the event of phasing;
 2. The AHP for Phase 1 to be agreed six months in advance of the commencement of development and AHP's for each subsequent phase to be agreed six months in advance of the commencement of their development; and
 3. The AHP's in 1) and 2) above to be mutually inclusive and not prejudicial to the affordable housing provision for the whole site.
- Affordable homes to be coloured up in two colours (reflecting the two different affordable tenures) on a layout plan (or floor plans in the case of flats), for approval by the Housing Strategy and Development Service;
- The developer to submit floor plans and a schedule of floor areas for the proposed homes on a total tenure basis;
- To require the location of the proposed affordable homes to be shown on a site plan to be agreed.

Section 38 and 278 Agreements may also be required in consultation with the Highways Authority to enable the necessary highways works for the regeneration of Strood Riverside. Section 38 agreements will be required where new roads are created to enable the Council to adopt new roads as public highway. Section 278 agreements will typically be required where new road access points are created onto existing roads or if the development necessitates off-site highways enabling works.

9.3 LAND OWNERSHIP

In order to achieve the wider regeneration objectives set out in this SPD it has been necessary for the Council to engage in a process of land assembly and to acquire the land through Compulsory Purchase Orders. The CPO was actioned in March 2005 and the Council became owners of the site in September 2005. The site will be cleared when either flood protection works (land raising) are implemented or when a developer takes over the site.

As this SPD demonstrates, the level of intervention is such that it creates a comprehensive development area, the regeneration of which will have significant sustainability benefits.

There are small areas of land within and adjoining the site which have not been acquired. Any development proposal should ensure that a satisfactory relationship is achieved between the existing and proposed development. At the same time the proposed design should be flexible such that the masterplan can be easily and logically extended to incorporate adjoining land should this come forward for development in the future, for example, 1 Wingrove Drive, 72 Commissioner's Road, the station car park and Watermill Wharf.

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This SPD will be monitored, reviewed and updated to ensure that it remains relevant and in accordance with development plan policy.

Now adopted this SPD will become part of the Local Development Framework.

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For Strood Riverside Regeneration Matters:

Medway Waterfront Projects Manager

Medway Renaissance
Eastgate House
High Street
Rochester
Kent
ME1 1EW

01634 337166

For Development Control Matters:

Regeneration and Development

Compass Centre
Chatham Maritime
Chatham
Kent
ME4 4YH

01634 331607



APPENDIX 1

POLICY GUIDANCE CHECKLIST

It is the responsibility of applicants to ensure that development proposals for Strood Riverside comply with the key national, regional and local plan guidance, including advice set out in this SPD. The following is intended as a checklist of the policy and guidance notes considered to be of relevant to any regeneration proposal put forward for Strood Riverside.

National Policy

Planning Policy Guidance Note 3 :
Housing
Planning Policy Guidance Note 13:
Transport
Planning Policy Guidance Note 15:
Planning and the Historic Environment
Planning Policy Guidance Note 17:
Open Space, Sport and Recreation
Planning Policy Guidance Note 20:
Coastal Planning
Planning Policy Guidance Note 21:
Tourism
Planning Policy Guidance Note 24:
Planning and Noise
Planning Policy Guidance Note 25:
Development and Flood Risk
Planning Policy Statement 1:
Delivering Sustainable Communities
Planning Policy Statement 3 (Draft):
Housing

Planning Policy Statement 6:
Planning for Town Centres
Planning Policy Statement 9:
Biodiversity and Geological Conservation
Planning Policy Statement 10:
Planning for Sustainable Waste Management
Planning Policy Statement 12:
Local Development Frameworks
Planning Policy Statement 22:
Renewable Energy
Planning Policy Statement 23:
Planning and Pollution Control
Planning Policy Statement 25 (draft):
Development and Flood Risk
Circular 5/05 – Planning Obligations
Circular 6/98 - Planning and Affordable Housing
The Sustainable Communities Plan (February 2003)
Interregional Planning Statement (August 2004)
NB: The last 2 documents are non-statutory documents from Central Government that commits it to accelerating growth levels in the region beyond plan dates.

Best Practice Urban Design Guidance

Places, Streets and Movement' (The Companion Guide to DB32): DETR

By Design – Urban Design in the Planning System : DETR

By Design – Better Places to Live : A Companion Guide to PPG3; DETR/CABE;

The Urban Design Compendium : English Partnerships/The Housing Corporation; and

Safer Places: The Planning System and Crime Prevention (ODPM)

Kent Design: A Guide to Sustainable Development, KALA, 2005

The Draft Manual for Streets

Regional Policy

Regional Planning Guidance 9, March 1994

RPG9: Regional Planning Guidance for the South East: March 2001

RPG9a: The Thames Gateway Planning Framework 1995

South East Regional Spatial Strategy (draft) The South East Plan

DETR Thames Gateway Review (July 2003)

Structure Plan and other KCC documents

Kent and Medway Structure Plan (July 2006)

Kent Biodiversity Action Plan

Kent Minerals Local Plan

Kent Waste Local Plan

Local Plan

Medway Local Plan and Proposals Maps, Adopted 2003

Supplementary Planning Guidance

A Building Height Policy For Medway

Local Plan Background Documents

Local Transport Plan 2006-2011, 2006

More to Medway: Community Plan (2002-2005)

Community Safety in Medway, Medway Community Safety Partnership, 1999

Medway Children and Young People's Strategic Plan

Medway Council Housing Land Allocation Sites, Ecological Surveys (2000)

Medway Council: Housing Capacity Studies August 2000

Medway Economic Development Strategy 1999-2010

Riverside Landscape Strategy November 1995, Gillingham

Borough Council

Medway Landscape and Urban Design Framework, Topic paper 1 (final draft): Method Statement and Approach for Stage One

Kent Thames Gateway Landscape Assessment and Indicative Landscape Strategy, Cobham Resource Consultants, 1995

Local Development Framework

Local Development Scheme, March 2005

Draft Statement of Community Involvement (Submission Stage)

Initial Sustainability Appraisal, March 2005

Issues and Options Document

Medway Local Development Framework, Sustainability Appraisal and Strategic Environmental Assessment Scoping Report, February 2005

Core Strategy (Submission Stage)

Housing and Mixed Use Development Plan Document (Submission Stage)

Medway Waterfront Renaissance Strategy

Medway Waterfront Renaissance Strategy (2004)

Medway Waterfront Development Briefs

Chatham Centre and Waterfront

Rochester Riverside, 2004

Star Hill to Sun Pier, May 2004

Gillingham Waterfront, 2004

Temple Waterfront Draft, May 2006

APPENDIX 2

SUMMARY OF KEY NATIONAL AND REGIONAL PLANNING POLICY

A) NATIONAL PLANING POLICY

This SPD has been prepared in accordance with the guidance contained in the relevant national and regional policy, in particular The Sustainable Communities Plan, PPS1 (Creating Sustainable Communities), PPG3 (Housing), PPG13 (Transport), RPG9 (Regional Planning Guidance for the South East) and RPG9A (The Thames Gateway Planning Framework). Key elements of this documentation as it relates to redevelopment at Strood Riverside is provided below.

The Sustainable Communities Plan

The Government's Sustainable Communities Plan recognizes that different issues prevail across the country and to that end have produced nine accompanying documents that address problems and solutions at a regional level. Strood Riverside forms part of the Thames Gateway within the south east region.

The Thames Gateway is one of four areas designed to concentrate new community growth and up to £446 million has been allocated by the Government for investment in the region. Key actions within the Thames Gateway which are directly relevant to Strood Riverside include:

- Meeting the housing challenge by increasing densities, improving the quality of the built environment and improving mix of dwellings.
- Ensuring a strategic approach is taken to investing in key worker and social housing across the South East of England through a fund managed by the Housing Corporation.
- Bringing forward schemes to improve travel within and throughout the region.
- A commitment to delivering schemes which improve liveability with £201 million in funds up to 2006.

Stemming from the Sustainable Communities Plan has been the preparation of PPS1 'Delivering Sustainable Development' which sets out the Government's approach to the planning system (2005). The key objective is that is that the planning system should facilitate and promote sustainable and inclusive patterns of urban and rural development by:

- Making suitable land available for development in line with economic, social and environmental objectives to improve people's quality of life;
- Contributing to sustainable economic development;
- Protecting and enhancing the natural and historic environment, the quality and character of the countryside, and existing communities;
- Ensuring high quality development through good and inclusive design, and the efficient use of resources; and
- Ensuring that development supports existing communities and contributes to the creation of safe, sustainable, liveable and mixed communities with good access to jobs and key services for all members of the community.

The development of Strood Riverside will be required to achieve these national policy objectives.

Planning Policy Guidance Note 3 (Housing)

Also of particular relevance to development at Strood Riverside is PPG3 (2000) which places significant emphasis on the sustainability benefits of maximizing the use of urban land, promoting high quality design and encouraging mixed use development. The Government's objective is to ensure that everyone has the opportunity of a decent home and that there is greater choice of housing which does not reinforce social distinctions. To achieve these objectives PPG3 states that local planning authorities should:

- plan to meet the housing requirements of the whole community, including those in need of affordable and special needs housing;
- provide wider housing opportunity and choice and a better mix in the size, type and location of housing than is currently available, and seek to create mixed communities;
- provide sufficient housing land but give priority to re-using previously developed land within urban areas, bringing empty homes back into use and converting existing buildings, in preference to the development of greenfield sites;
- create more sustainable patterns of development by building in ways which exploit and deliver accessibility by public transport to jobs, education and health facilities, shopping, leisure and local services;
- make more efficient use of land by reviewing planning policies and standards;
- place the needs of people before ease of traffic movement in designing the layout of residential developments;
- seek to reduce car dependence by facilitating more walking and cycling, by improving linkages by public transport between housing, jobs, local services and local amenity, and by planning for mixed use; and
- promote good design in new housing developments in order to create attractive, high-quality living environments in which people will choose to live.

B) REGIONAL PLANNING POLICY

Regional guidance relating to Strood Riverside is set out in the Regional Planning Guidance Notes RPG9 and RPG9a.

In March 2001 the Government Offices for the South East, East of England and London published the revised 'Regional Planning Guidance for the South East' (RPG9) setting out the approach to development in the South East of England. Within the strategic framework provided by RPG9, more detailed regional guidance is provided for Strood Riverside in the Thames Gateway Planning Framework (RPG9a) (1995)

Regional Planning Guidance for the South East (RPG9)

RPG9 provides a clear vision for the South East of England; that being one of:

'encouraging economic success throughout the Region, ensuring a higher quality of environment with management of natural resources, opportunity and equity for the Region's population, and a more sustainable pattern of development' (para 3.1).

It reiterates that adopting the principles of sustainable development is particularly important across the South East to retain the economic success of the region and to protect environmental and cultural assets given the external pressures on the resources. Development should be concentrated in urban areas to help foster the urban renaissance while increased densities, a greater diversity in housing provision and the adoption of the sequential approach to development are also supported through RPG9 (paras 3.8-3.11).

Regional guidance promotes a key set of development principles for the South East. Those of relevance to the site are that:

- Urban areas should become the main focus for development through making them more attractive, accessible and better able to attract investment;
- Greenfield development should normally take place only after other alternatives have been considered, and should have regard to the full social, environmental and transport costs of location;
- The pattern of development should be less dispersed with more sustainable patterns of activity, allowing home, work, leisure, green spaces, cultural facilities and community spaces to be in closer proximity;
- Economic opportunities should be increased ... [including] positive investment strategies for the Thames Gateway;
- The development of housing should be more sustainable, providing a better mix of sizes, types and tenures;
- Development should be located and designed to enable more sustainable use of the Region's natural resources;
- There should be continued protection and enhancement of the Region's biodiversity;
- Access to jobs should be less dependent on longer distance movement; and
- Transport investment should support the spatial strategy, maintaining the existing network, enhancing access as part of more concentrated forms of development, overcoming bottlenecks and supporting higher capacity and less polluting modes of transport (para 3.5).

These key development principles are to shape the development and future role of Strood Riverside.

RPG9a The Thames Gateway Planning Framework (1995)

The Thames Gateway Planning Framework (1995) provides sub-regional guidance for the Thames Gateway region, which runs from East London through North Kent and South Essex, including Medway. RPG9a states that the Thames Gateway is an area of opportunity where housing and economic development provide great potential for growth within the region, in conjunction with environmental improvements. Previously, the area was characterised by industrial dereliction and environmental decay. RPG9a states that the designation of the 'Thames Gateway' will help foster economic, social and environmental regeneration by setting the strategic framework (para 1.4).

RPG9a states that development within the region must be sustainable and development should be of the highest quality and integrated with existing transport networks. RPG9a highlights a number of objectives for the Thames Gateway:

- to improve economic performance;
- to maximise the opportunities for new economic activity and jobs, created by improving transport connections to continental Europe;
- to work with the market; building on existing economic and community strengths, enforcing the economic base, and at the same time attracting new economic investment; strengthening existing communities as well as attracting new residents;
- to encourage a sustainable pattern of development, optimising the use of existing and proposed infrastructure and making the fullest possible use of the many vacant, derelict and under-used sites;
- to safeguard and enhance natural and man-made assets and, where necessary, raise the quality of the local environment; and
- to encourage the highest quality in the design, layout and appearance of new developments (para 1.8).

RPG9a places emphasis on the creation of partnerships to deliver key projects. Of particular relevance to Strood Riverside, RPG9a identifies the following opportunities and constraints:

- the potential for flagship projects on large sites;
- the scope for development to be located on previously used sites;
- the many fine waterfront locations which can provide attractive settings for development;
- the recognition of actual and potential contaminated land;
- high unemployment; and
- a lack of ambition and self-reinforcing cycle of environmental degradation (para 2.5).

Particularly important for the development proposals, RPG9a states that main development principles are:

- the importance of getting the right mix of development onto the major opportunity sites, in order to create vibrant communities, where the relationship between homes and places of work, commerce, relaxation and leisure are more sustainable; creating a vibrant and sustainable pattern of communities;
- the economic and environmental potential of the river and river-front and the need to avoid loss of the waterfront to developments which do not significantly benefit from a riverside location; bringing life to the river and river-front; and
- the scope for environmental improvement and economic regeneration to complement each other (para 4.3).

The development plan (the structure plan and local plans at the time when the Framework was published) was expected to 'provide for regeneration opportunities to be brought forward without conflicting with the natural and built heritage'. There are specific references to regeneration sites in Medway and more generally, 'attention should focus on the urban area for the majority of new development needs, mainly on the many waterfront sites. New development can also provide a focus for the housing regeneration necessary in the inner parts of Strood, Chatham and Gillingham.' Features of local importance, that contribute to the area's environment and character, should not be eroded - the green hillsides and backdrops of the Medway Towns are given as an example.

RPG9a also recognises the importance of the Medway Towns' historic heritage. In particular,

'Rochester Castle, the Cathedral precinct and the High Street combine to provide an historic townscape of national importance.' (para 6.10.4)

Draft South East Regional Transport Strategy (January 2003)

A Regional Transport Strategy is currently being prepared for the South East. It will represent a replacement of the transport section in RPG9 (2001). All development proposals for Strood Riverside will need to be in accordance with this emerging document.

The Strategy aims to create a high quality transport system to act as a catalyst for continued economic growth and improved quality of life for all. The following strategy objectives are of relevance:

- to improve transport infrastructure within the Thames Gateway to maximise regeneration potential and encourage economic development;
- to improve strategic rail and road links;
- to improve and develop more sustainable transport connections;
- to facilitate urban renaissance; and
- to reduce the wider environmental, health and community impact associated with the transport system by bringing forward measures to positively manage the transport system in urban areas that reduces our dependence on the private car.

APPENDIX 3

RELEVANT PROVISIONS OF THE KENT AND MEDWAY STRUCTURE PLAN (2006)

The following policy objectives as set out within the Kent and Medway Structure Plan are considered to be relevant to the future redevelopment of land at Strood Riverside.

Paragraphs 3.11 to 3.15 : A key objective of the Structure Plan is to support and improve the standard of the environment and quality of life, whilst improving the level of economic prosperity and obtaining a high quality in the standard of new development. A further objective is to preserve and enhance the environment through adopting a strategy of sustainable development.

Policy SP1: Conserving and enhancing Kent's environment and ensuring a sustainable pattern of development;

Policy E1: Protecting Kent's Countryside;

Policy FP2: Location of new or replacement employment land;

Policy QL1: Quality of development and Design;

Policy TP2: Transport and the location of development;

Policy SS4: Mixed use in town centres and inner urban areas;

and

Policy SS5: Enhancing existing communities.

Paragraphs 1.14 to 1.18: The Structure Plan supports the principles of regional guidance, recognising the need to encourage development of the Thames Gateway as it is identified as one of two of the government's 4 growth areas for the South East in Kent. A key theme in the structure plan is: Securing Quality, Investment and Infrastructure for Regeneration and Development. A number of key objectives have been developed for this:

- Providing attractive new communities which are safe, secure and convenient places for people in which to live and work and which encourage a sense of place and local distinctiveness;
- Regenerating and revitalising Kent's principal urban areas, through neighbourhood renewal, redevelopment and improving key inner urban locations;
- Balancing the provision of homes, jobs, infrastructure and community services and making sure they are provided at the right time. Ensuring development brings with it improvements in services and infrastructure;
- Promoting and investing in efficient transport that will serve future needs, tackle congestion, avoid unacceptable damage to the environment and make best use of the existing road and rail infrastructure;
- Insisting on high quality design that uses land, water, energy and other resources more efficiently and provides for changing lifestyles and preferences;
- Maintaining the character and separation of settlements through retention of the Green Belt and definition of strategic gaps.

Policy NK2: Proposals to regenerate Medway should focus upon the Medway Waterfront including central Chatham, Rochester Riverside and at Strood.

APPENDIX 4

DESIGNATIONS RELEVANT TO LAND IN PROXIMITY TO THE MASTERPLAN AREA

In addition to the site specific designations outlined in Section 3 of the Brief, the redevelopment of Strood Riverside should also be viewed in conjunction with other land use aspirations for surrounding areas. Within close proximity to the site the following land use designations as identified on the Local Plan Proposals Map are important to note:

1. Land to the east of the site is designated as an 'Existing Employment Area'. This land is subject to Local Plan Policy ED1 which seeks to resist the loss of existing employment uses. The land also forms part of the Medway City Estate which is promoted in the Medway Waterfront Renaissance Strategy as a strategic waterfront employment site. The Strategy notes that 'there is potential to improve the connections between the estate and key regeneration sites at Strood and the Upnors, but also across the river.'
2. Strood Centre is identified in the Local Plan as a Core Retail Area. Policy R4 of the Local Plan states that within the Core Area, Class A uses and other uses appropriate to a District Centre will be permitted where they support the vitality and viability of the centre.

The Medway Waterfront Strategy seeks to upgrade Strood Centre as an enhanced District Centre and indicates that the centre has a vital role to play as a gateway to the waterfront area, in ensuring that future communities are adequately served by a quality local centre and in maximising opportunities for waterfront development. The strategy defines the current centre as having a 'poor' environment, 'dominated by the motorcar' and states that 'The centre is characterized by unrelated sites and poorly accessed facilities with little local identity and image.' The main aspirations and opportunities for the centre are defined as follows:

 - Highway improvements to reduce congestion.
 - Significant upgrade to the environment.
 - Enhancement of shopping areas.
 - Framework for redevelopment sites to achieve a comprehensive integration of uses and quality streetscape.
 - Increased access to the river utilizing Civic Centre area.
3. Strood Retail Park, to the south of the core retail area, and with a frontage onto Commercial Road, is considered to warrant refurbishment. It is allocated for the following uses:
 - The replacement of the existing retail warehouse park with a Class A1 convenience store of up to 6,000 square metres; and
 - Replacement Class A1 retail warehouse floorspace on the land to the south of the existing retail park.

- Both Commercial Road and High Street are identified as road corridors on which bus preference measures will be developed.

No Development Brief for this site has yet been prepared.

- The recreation ground to the north of Commissioner's Road, together with the open space to the south east in the former quarry is subject to Policy L3 (The Protection of Open Space). Also protected by this policy is the area of open space south of the Civic Centre adjacent to the river.

- All Saint's Church and its associated grounds form part of a larger area of Local Landscape Importance to the north. This land also falls within a designated Conservation Area.

- A small parade of local shops along Frindsbury Road, directly to the north of the Brief site, is designated as a Local Shopping Centre, within which the loss of Class A retail uses is restricted by Policy R10.

- On the opposite side of the river, Rochester Riverside is identified as a Strategic Development Site and as an Action Area. The comprehensive development of this area is sought over the next ten years to provide:

- The development of approximately 1500-1800 dwellings including affordable housing, of which 300 to be completed by 2006.
- Provision of areas of open space and a riverside walk.
- A new river wall.
- Reservation of a site for a new primary school and other community facilities.
- Creation of new leisure facilities and a hotel.
- Appropriate small scale employment uses.

A Development Brief and Masterplan for the site was adopted in July 2004 and indicates that building heights of up to 8 storeys may be considered acceptable at strategic locations within the site.

APPENDIX 5

LOCAL PLAN POLICY CHECKLIST

It is the responsibility of the applicants to ensure that development proposals for Strood Riverside comply with the Medway Local Plan and guidance set out in this SPD. The following is intended as a checklist of policies that are of particular relevance to the Strood Riverside regeneration proposals, but is not an exhaustive list.

Strategy

- S1 Development Strategy
- S2 Strategic Principles
- S3 River Medway
- S4 Landscape and Urban Design Guidance
- S6 Planning Obligations

Built and Natural Environment

- BNE1 General Principles for Built Development
- BNE2 Amenity Protection
- BNE3 Noise Standards
- BNE4 Energy Efficiency
- BNE5 Lighting
- BNE6 Landscape Design
- BNE7 Access for All
- BNE8 Security and Personal Safety
- BNE9 Design of Commercial Frontages
- BNE21 Archaeological Sites
- BNE22 Environmental Enhancement
- BNE23 Contaminated Land
- BNE24 Air Quality
- BNE37 Wildlife Habitats
- BNE39 Protected Species
- BNE43 Trees and Development Sites
- BNE46 Developed Coast

Economic Development

- ED1 Existing Employment Sites
- ED10 Working From Home
- ED12 New Tourist Facilities

Housing

- H1 New Residential Development
- H3 Affordable Housing
- H4 Housing in Urban Areas
- H5 High Density Housing
- H10 Housing Mix

Retail

- R4 Retailing in Strood
- R9 Retail Provision in New Residential Development
- R12 Mixed Use Schemes
- R13 Retail Uses and the Sequential Approach

Leisure

- L2 New Leisure Facilities
- L3 Protection of Open Space
- L4 Provision of Open Space in New Residential Developments
- L10 Public Rights of Way
- L11 Riverside Path and Cycleway
- L13 Water Based Leisure

Transport

- T1 Impact of Development
- T2 Access to the Highway
- T3 Provision for Pedestrians
- T4 Cycle Facilities
- T5 Bus Preference Measures
- T6 Provision for Public Transport
- T9 River Buses and Piers
- T12 Traffic Management
- T13 Vehicle Parking Standards
- T14 Travel Plans
- T15 Parking Strategy
- T22 Provision for People With Disabilities

Community Facilities

- CF2 New Community Facilities
- CF3 Sites for Local Healthcare Facilities
- CF5 Nursing and Special Care
- CF11 Renewable Energy
- CF12 Water Supply
- CF13 Tidal Flood Areas

APPENDIX 6

HOUSING ALLOCATION AS SET OUT IN POLICY HMU16 OF THE HOUSING AND MIXED-USE DPD**Policy HMU16 Housing and Mixed-Use Site Specific Allocations**

Residential development will be permitted on the following sites, as defined on the accompanying site maps, subject to the requirements set out below.

All sites which meet the appropriate size thresholds will require the timely provision of infrastructure and services appropriate to that development.

Strood Riverside - Site Reference ME 254 and ME 375

Indicative housing capacity: 500

Development programme: 2006-11, 2011-16,
2016-21, post 2021

Status: MLP 2003 allocations
SPD?: Yes - currently under production
Housing mix and types: Affordable housing:
considering context 25%
Mixed uses: Predominately residential with
potential for leisure, retail and
community uses.

Site constraints:

- Ecology / Biodiversity considerations esp. in respect to the mudflats
- Flood Risk
- Geotechnical investigations indicate that a layer of made ground covers the site
- Transport
- Noise
- Medium Pressure gas main
- Contamination

Archaeology:

The underlying geology of the Strood Riverside site is principally Alluvium which may well contain buried and possibly waterlogged archaeological remains together with evidence of past environmental conditions. The site lies to the north of the main London to Dover Roman road and its bridge over the Medway. A possible Roman track approaching the main road from the higher ground at Frindsbury was reported to lie in the northern part of the site in 1819. By the 19th century the site had been reclaimed for a number of industrial developments including a cement works and a saw mill. The site includes the entrance to the former canal basin of the Strood to Higham canal. The former lock gates still survive on the development site and represent an interesting historic feature. Scale 3 - Significant archaeology could be dealt with through suitable conditions on a planning approval. The condition could require the preservation of important archaeological remains.

Design considerations:

- Improve connections to wider area.
- Enhance quality and range of open space.
- Enhance the existing railway station as a transport node.
- Respect, where appropriate, the site's cultural heritage.
- Resolve flood risk measures, whilst preserving an important shoreline habitat.
- Improve the river frontage with leisure/tourist activity.
- Provide a range, variety and mix of residential dwellings to supplement the local area market and foster economic growth.
- Use new building to improve safety and surveillance and make place welcoming for street activity.
- Provide other opportunities and facilities based on locational strengths.

Access/Transport considerations:

- Constrained boundaries created by two railway lines and the River Medway, thus creating a cul-de-sac situation in access terms.

Development should:

- Capitalise on the site's potential for enhanced public transport access, including guidance on how best to enhance the setting and function of the railway station as an important Medway gateway and the need to allow for a bus-only link from Commissioner's Road
- Improved access to the waterside with provision of a riverside walk and cycle path
- Improved access to and enhancement of the entrance to the railway station

LTP requirements:

HA view: It is proposed that 500 dwellings will be developed here between 2007/8 and 2021; assuming 50 are developed each year. Using first principle assumptions we would expect that 500 houses could generate as many as 5500 extra trips per day. As the site is located less than 3 km from the M2 it is likely that a proportion will use the A2/M2 corridor to travel to their destinations. Reference to 'Travel to Work' statistics indicates that this percentage could be as high as 19%.

Other requirements:

Archaeological requirements: Development with archaeological measures secured through a suitable condition on any planning consent should be possible on this site. Consideration should be given to the retention of the lock gates and entrance to the former canal basin to provide an element of historic interest in the site.

Potential Effect on Medway Schools

Site	Strood Riverside
No of Units	500
Possible primary pupil product @ 0.4	200
Nearby Infant/Junior/Primary Schools	St Mary's Strood Primary
Possible secondary pupil product @ 0.20	100
Nearby Secondary schools	Chapter, Temple
Comments on developer contributions required	-

APPENDIX 7

HOUSING DESIGN STANDARDS

The Council is committed to good quality design in affordable housing and in particular will require:

- The provision of at least 50% of all affordable homes constructed to the Joseph Rowntree Lifetime Homes Standard. Details of which are available at www.lifetimehomes.org.uk
- All affordable homes built to current Housing Corporation Scheme Development Standards (SDS), details of which are available at www.housingcorporplibrary.org.uk
- A minimum of 2% of dwellings across the site to be built to Mobility standards and meet the requirements of Housing Corporation "Scheme Development Standards" 5th Edition, published April 2003, section 1.3.1 on "accessibility" (or later editions). This provision is in addition to Lifetime Homes provision, details of which are available at www.housingcorporplibrary.org.uk
- All developments on key strategic sites will be expected to use Modern Methods of Construction.
- All schemes to achieve at least Eco-homes standard 'very good', or higher if required at the time of development. Details of which are available at www.breeam.org/ecohomes.html

- All affordable housing will be assessed against the Housing Corporation's Housing Quality Indicators (HQI) and it is extremely unlikely that any newbuild, general needs schemes with HQI indicators of less than the following will be acceptable:

Unit - Size 41%
 Unit - Layout 32%
 Unit - Noise, Light and Services 22%
 Unit - Accessibility 31%
 Unit - Energy, Green and Sustainability 71%
 (Ecohomes - Very Good)

Details of the HQI can be obtained from

www.housingcorporplibrary.org.uk/housingcorp.nsf

- The utilisation of new, innovative and sustainable materials within the build process on suitable sites and locations.
- The affordable housing development should meet the current Secure by Design standard details of which are available from www.securedbydesign.com
- Internal space standards should as a minimum comply with current Housing Corporation Scheme Development Standards, however, the Council seeks to achieve higher standards wherever possible. The following table gives indicative minimum space standards for selected dwelling types:

Type	Size m ²
1 bed 2 person	45 - 55
2 bed 3 person	60 - 65
2 bed 4 person	70 - 75
3 bed 5 person	80 - 85
4 bed 6 person	90 - 110

- Specific advice on individual sites should be sought at an early stage from the Housing Strategy & Development Service.
- The Council will wish the affordable housing to be integrated with the market housing. This is best achieved by dispersal of the affordable housing dwellings across the development. It will normally be best located in small groups of affordable housing. Integration is desirable in the development of flats wherever possible. On sites that are large enough for there to be a choice of where affordable housing might be located, the opportunity should be taken to locate it near bus routes and local facilities if these are available. Land should be provided as development progresses phase by phase taking into account the needs of both the developer and the RSL. The land should be provided without any encumbrances and with services and access readily available for connection.