

CORPORATION STREET

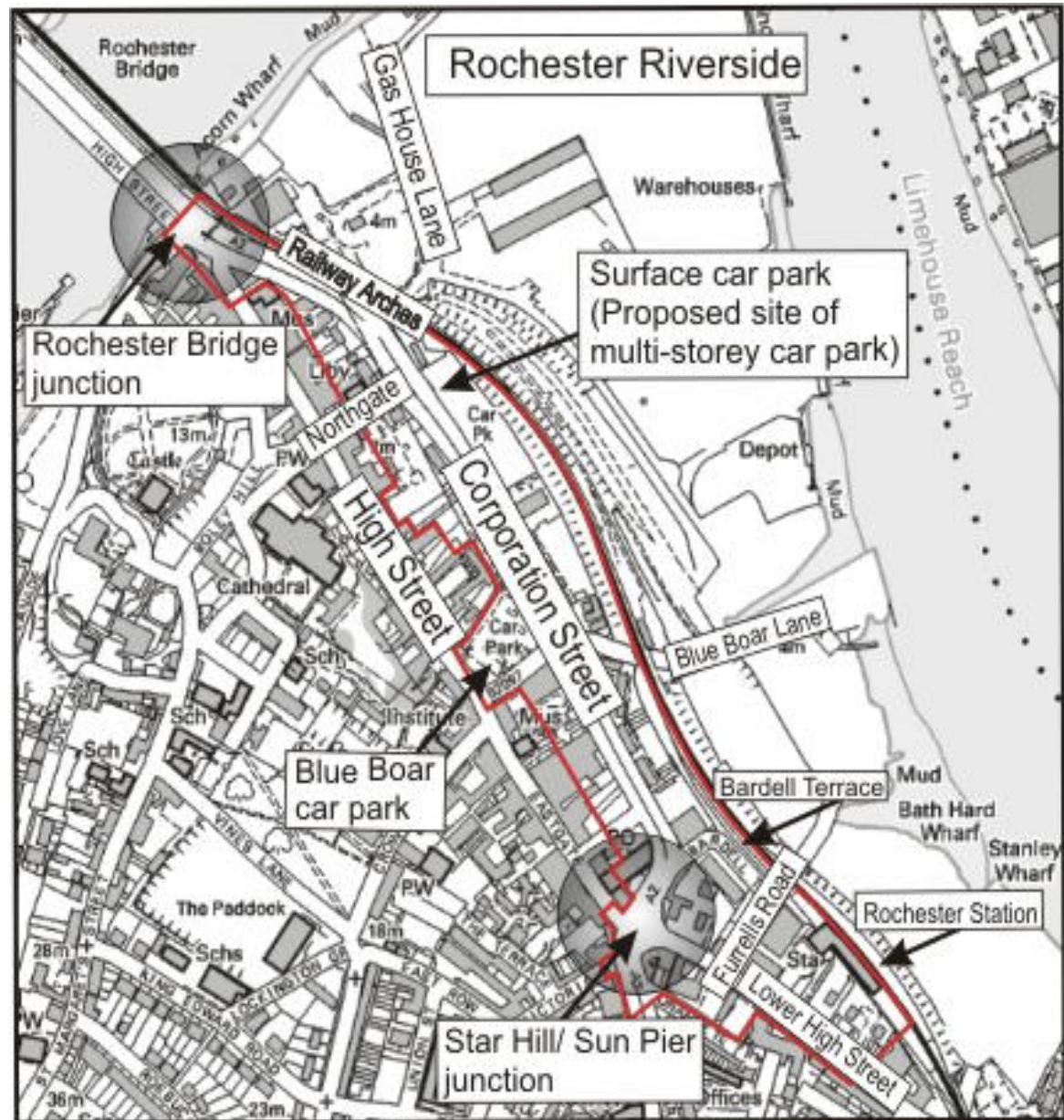
DEVELOPMENT FRAMEWORK

Supplementary Planning Document

Adopted November 2008

Medway Council





— Boundary of study area

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1.0 Introduction

1.1 Introduction

This Development Framework lays down development principles for the Corporation Street area in order to ensure it reaches its full potential as a gateway site between historic Rochester and the new neighbourhood of Rochester Riverside. The Development Framework has been adopted as a Supplementary Planning Document (SPD). Developers and architects will therefore be expected to follow the principles laid out in this document when they develop their proposals for the area. It will be used by the Council when it decides whether or not to grant planning permission .

1.2 The Study Area

Corporation Street (A2) is a major through-route that links the centres of Strood, Rochester and Chatham. Its location immediately beyond the 'gateway' of Rochester Bridge gives it great prominence. It forms the 'arrival' point for many people visiting or driving through Rochester and the wider Medway area. Despite this, the area suffers from traffic domination, some dereliction and a poor identity.



Context Plan

The area covered by this framework divides naturally into three areas:

1. The **Boulevard (Corporation Street) Quarter** stands between Corporation Street itself and the railway embankment. The relocation of the open air market from the present surface level car park in this location and a proposal for a multi-storey car park on part of the site will free up a major portion of this quarter for comprehensive redevelopment.
2. The **City Wall Quarter** is partially defined by surviving Roman and Medieval city walls. It lies immediately to the west of Corporation Street and constitutes the 'backlands' of historic Rochester. Redevelopment opportunities are limited although significant public realm improvements are desirable as a means of linking historic Rochester with Rochester Riverside.
3. This development brief also includes the area around Rochester Railway Station- the **Station Quarter**. It is used mainly for car sales and servicing and could be the subject of comprehensive redevelopment proposals.



Quarters diagram

The separation of the three areas is emphasised by the wide and busy Corporation Street itself- the focus and defining feature of the entire area.

Improvements to the streetscape and junctions along the length of the street have the potential to 'knit' together the three areas into a more coherent whole. Improvements to connections between Rochester Riverside and historic Rochester through the Corporation Street area will also of importance in helping to integrate old and new.

1.3 Objectives

Driven by development of Rochester Riverside and by interest shown by developers and landowners, the Council is ambitious about the future of the Corporation Street area. The objectives for its development were originally laid down in the Rochester Riverside Development Brief (2004) and are as follows:

- A form of development that reflects the character of central Rochester
- Integration of Rochester High Street and Rochester Riverside;

- Attractive and high quality publicly accessible open space and public realm;
- An active and vibrant environment that complements Rochester High Street and the land uses proposed for Rochester Riverside;
- Improved street-level activity along Corporation Street, with a focus at Rochester Station;
- Measures to reduce the severance caused by the railway embankment and Corporation Street.

An additional objective covering historical character and archaeological remains is appropriate:

- preservation and enhancement of the historic character which is of value, including archaeological remains.

This document amplifies the objectives above and lays down guidelines about how they are to be achieved.

Corporation Street: The Vision

An elegant tree-lined street backed by fine new architecture which forms an attractive and efficient route between key areas of Medway. In its own right it will be an attractive place to live and work, or to walk or drive through.

The new development, together with associated public realm improvements, will bolster the business and tourist economy of historic Rochester and link Rochester to the new community of Rochester Riverside.

2.0 Context

2.1 Planning Background

The framework is produced within the context of the following documents:

The Rochester Riverside Development Brief (adopted 2004) identifies part of Corporation Street for a multi-storey car park and states that development should assist in 'breaking down' barriers between historic Rochester and Rochester Riverside. It has policies on the protection of strategic views to Historic Rochester. The Development Brief recommended that a study is carried out for the Corporation Street area. This document - The Corporation Street Development Framework - constitutes this study (see box).

The present car-park within the Boulevard Quarter is a part of the *Rochester Riverside outline planning permission (MC 2004/2030)*. This lays down a number of planning 'conditions' to be satisfied by new development on this site. Where relevant, the Council will apply similar conditions for development within the wider area. The conditions cover :

- 1 replacement of public car parking;
- 2 Highway improvements;
- 3 pedestrian and cycle connections;
- 4 Sustainability;
- 5 landscaping;
- 6 restrictions on the heights of buildings along strategic view corridors to Rochester Castle and Cathedral.

The Star Hill – Sun Pier Planning and Design Strategy (adopted 2004) includes the Station Quarter. The Strategy encourages mixed uses and a strong urban form related in scale to existing development.

Medway Local Transport Plan 2006-2011 sets transport objectives including improved public transport and accessibility for pedestrians and cyclists. Corporation Street is an identified route on the Council's Quality Public Transport Corridor Project. The Council will pursue opportunities for external funding for pedestrian and cycle route improvements, and bus infrastructure improvements such as real-time information.

Extract from Page 59 of the Rochester Riverside Development Brief (adopted 2004):

To ensure that any future development or redevelopment occurring along Corporation Street complements the principles set out in this (Rochester Riverside) development brief and development proposals for Rochester Riverside, it is recommended that a study be carried out for the area identified. This study should set in place a number of key urban design principles and guidelines for future development along Corporation Street.

Regeneration Framework

The Medway Regeneration Framework 2006 provides the strategic context for regeneration activity to 2016. It highlights as priorities: 1) investment in town centres, including Rochester 2) the enhancement of railway stations and 3) the integration of new and existing communities.

Rochester Heritage Interpretation Masterplan

Non-statutory master plan commissioned by the Rochester Heritage Interpretation Partnership (Medway Council, Medway Renaissance, South East England Development Agency, Rochester Cathedral, Rochester Diocese, Rochester Bridge Trust, English Heritage, Chatham Historic Dockyard, United Reform Church). The aims of the masterplan are to ensure that the development needs of Rochester's historic quarter are addressed; that the quarter contributes to the regeneration triggered by the Rochester Riverside development; and that Rochester Riverside and historic Rochester are developed such that they contribute to a fully integrated urban centre. The study has informed much of the current development brief.



Policy diagram

The Medway Building Heights Policy (adopted 2006) discourages tall buildings (6 storeys or over, or 20m in height) in the Corporation Street area. It identifies strategic views from Chatham towards the Castle and Cathedral over the relatively low lying Corporation Street area. The Council will seek to ensure that key aspects of these views are not affected by development.

General Policies:

There are a number of national and regional policies that encourage good design, sustainable development and the provision of a high quality public realm - most notably at the national level - PPS 1 and 3 and By Design; PPG's 15 and 16 (historic environment and archaeology), PPS 25 (Flood risk) , PPS 22 (renewable energy); and at a regional and local level- Kent and Medway Structure Plan Policies ME1, SP1, SS5, QL1, QL2, QL3, L6, Medway Local Plan Policies S7, BNE1 and 4.

This development brief is an amplification of these policies applied at a site specific level.

Planning obligations—see Section 7- delivery

2.2 Environmental Issues

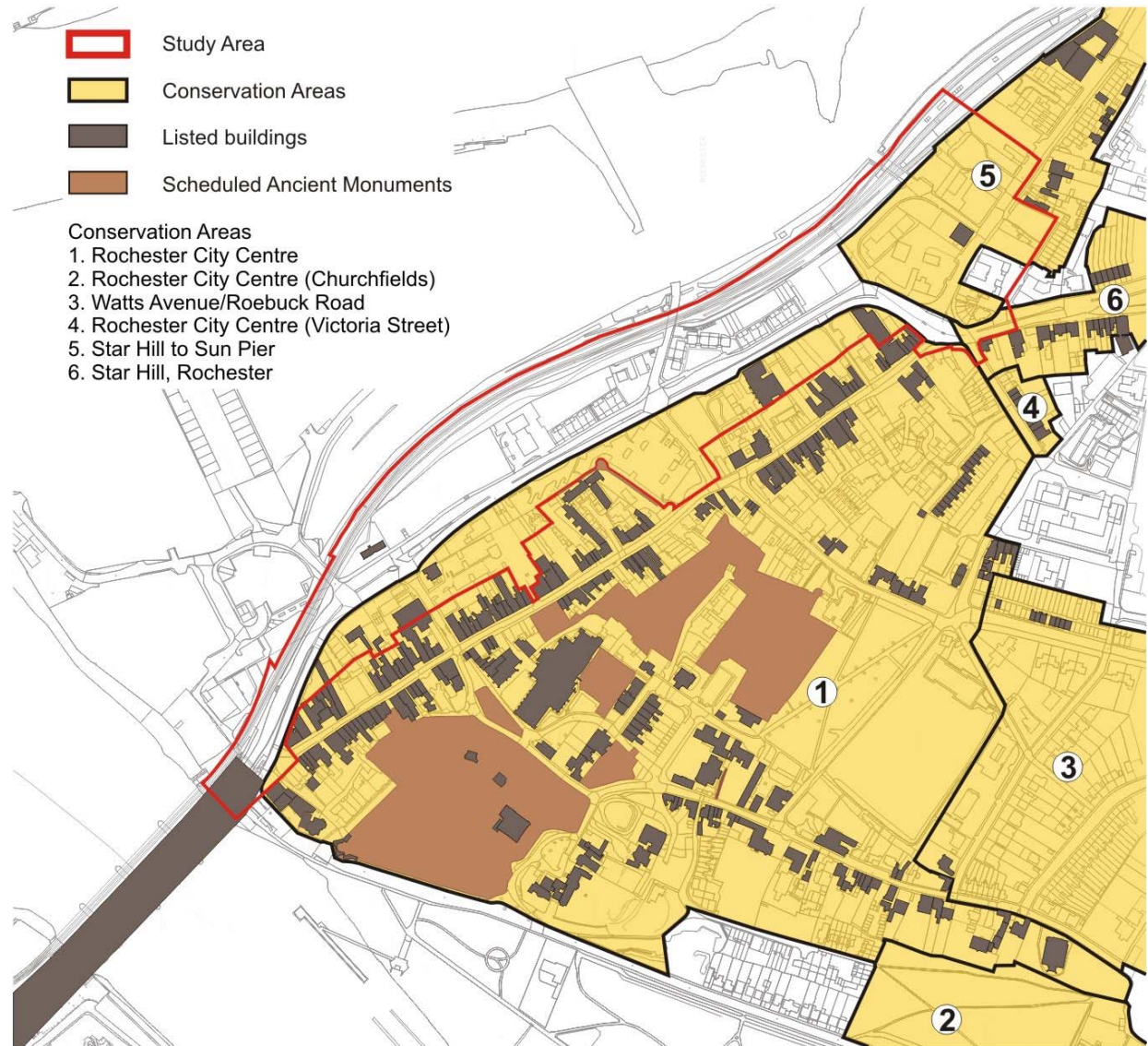
Conservation areas, scheduled ancient monuments and listed buildings.

The Station Quarter and the City Wall Quarter are within Conservation Areas. Conservation area designation should be seen as a challenge that demands creative and imaginative designs which relate sensitively to context.

Archaeology

Below ground archaeology is likely to be present— especially within the City Wall Quarter. Developers will be required to follow guidance laid down in PPG16. Desk based assessment are likely to be required prior to the submission of planning applications. Field evaluation, such as trial trenches may also be required.

The desk based archaeological report for the Rochester Riverside Planning permission and the Kent Historic Town surveys by Kent County Council provide further information. Early discussions with the Council in tandem with its archaeological consultants at the Heritage Conservation Unit at Kent County Council are recommended.



Conservation areas diagram

Noise

Both the railway line and Corporation Street generate high levels of noise. Developers should pay special attention to the location and orientation of dwellings and include measures to minimise the impact on future residents. These should be in accordance with national planning policy (PPG24), local policy (BNE3), and latest best practice.

The submission of noise mitigation proposals to the Council will be required as a condition of development.

Land Contamination

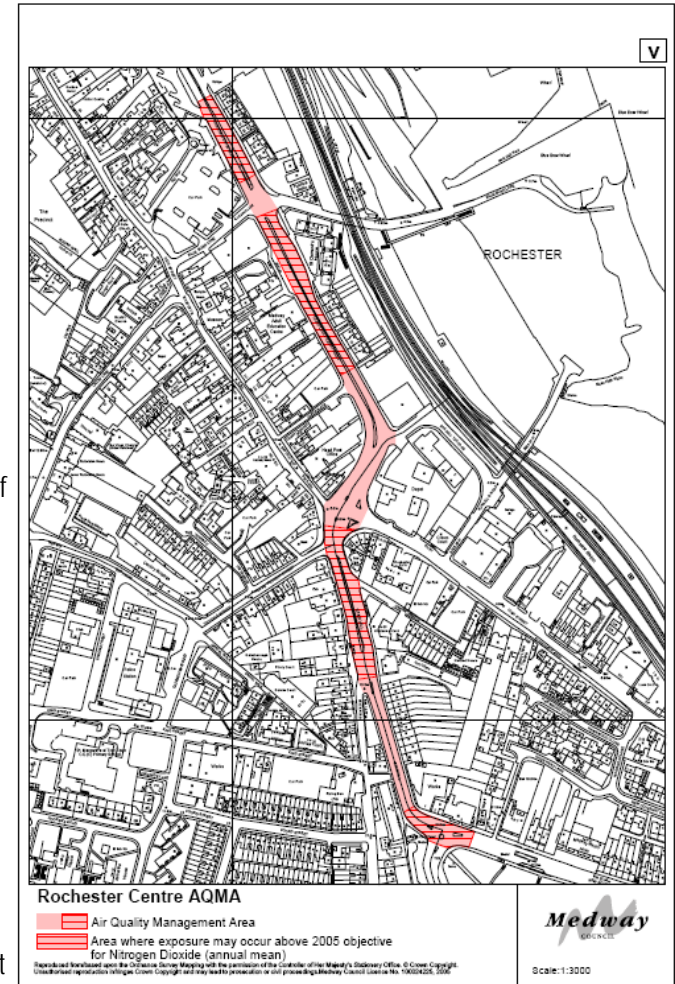
Some of the sites in the brief area will have contamination associated with former uses. Local Plan Policy BNE23 requires developers to undertake full contamination surveys. Remediation measures, if necessary, should be carried out in agreement with the Council and the Environment Agency.

Air Quality

Due to heavy slow moving traffic, A2 Corporation Street is a designated Air Quality Management Area (AQMA). An assessment of the impact of development on air quality will be required as a component of any planning application. This should be in accordance with government guidance set out in PPG 23 (Planning and Air Pollution Control) and Local Plan Policy BNE24. Measures to protect future users of development from air pollution (ventilation, location of opening windows and doors) should be considered when formulating development proposals. Early discussions with the Council's Environmental Health Department are recommended.

Flood Risk

A small section of the Boulevard Quarter in the vicinity of Bardell Terrace is shown within the currently identified flood plain. However, land raising works at Rochester Riverside mean that this land is now surrounded on all sides by higher ground. It is therefore not at risk of tidal flooding.



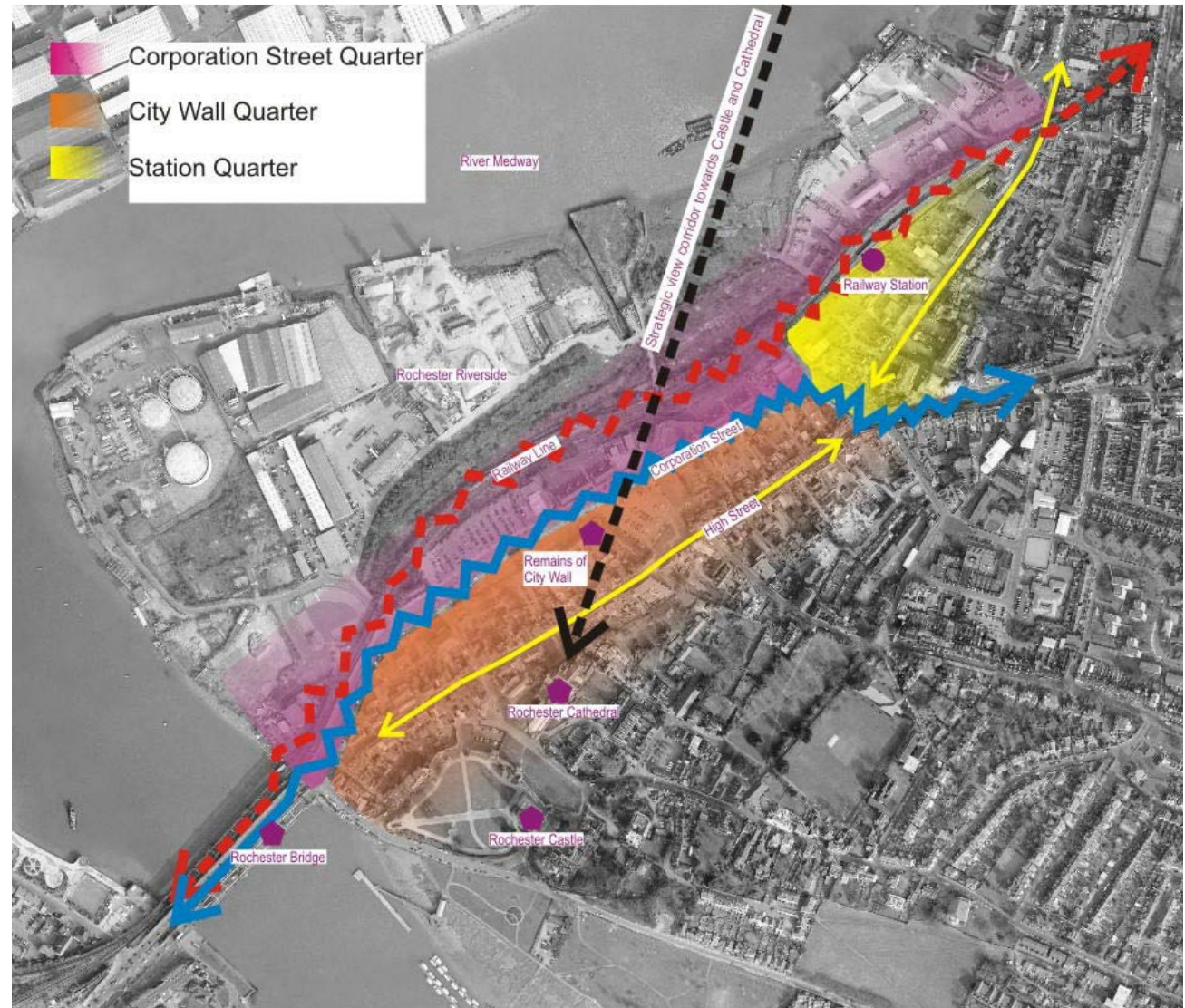
Air Quality Management Area diagram

3.0 Analysis

3.1 Existing Character and Function

The position of Corporation Street within the road network means that it is heavily trafficked. This severs the area's constituent parts- **the Boulevard , City Wall, and Station Quarters** and stops it acting as single cohesive area with, other than the highway, its own character and function. The railway embankment immediately to the north separates Corporation Street and the wider Rochester area from the massive Rochester Riverside regeneration site. Overcoming road and rail barriers will be of key importance in maximising the benefits that will accrue from the regeneration of Rochester Riverside.

Despite its prominent location, much of the area is given over to vehicle servicing and other low intensity uses. This presents opportunities for redevelopment. New land uses could bolster the economy and function of adjacent areas- especially Historic Rochester. The relatively undeveloped nature of Corporation Street (and Rochester Riverside) means that historic views over the site from Chatham in particular to the Castle and Cathedral remain intact.



The Corporation Street (Boulevard) Quarter constitutes a relatively undeveloped 'buffer' between historic Rochester and the Rochester Riverside development site north of the railway line. It provides a very poor sense of arrival to historic Rochester after the dramatic crossing of Rochester Bridge from Strood.

The railway arches adjacent to the Bridge along with the listed Hayward House immediately to the east provide the only real sense of character. These give way to a surface car park (the former open air market site) and a disused filling station.

The Quarter is split mid way by Blue Boar Lane which forms a downbeat gateway to the new Rochester Riverside development.

The eastern portion of this quarter features low scale 1920's and 30's housing development which is located very close to the busy road.

The extreme eastern end of the site, adjacent to the station quarter and the bend of the Star Hill junction, is occupied by a low key post office unit and a second-hand car lot.

Wholesale development of this quarter offers the opportunity to establish a completely new character. The term '*Boulevard Quarter*' is indicative of the Council's aspirations this Area.

Summary (Boulevard Quarter)

- *Opportunity for a new townscape character befitting the area's prominent gateway location;*
- *New gateways and connections between historic Rochester and Rochester Riverside ;*
- *Improved bus connections and traffic flows which provide balanced provision for vehicles and pedestrians;*
- *Address problems of noise and air quality for residents and users.*



Corporation Street— an important gateway into Rochester. The dual carriageway severs connections between historic Rochester and planned development at Rochester Riverside.



Low scale housing and vacant garage on Corporation Street.



Hayward House—listed building

The City Wall Quarter is part of the historic Rochester Conservation area. It is separated to a large extent from Corporation Street itself by remnants of the Roman and Medieval City Wall (a scheduled ancient monument) and its Victorian continuation. The area is punctuated by the historic pattern of low key roads and alleys connecting the High Street to Corporation Street.

The area features attractive small scale 'backlands' development of former warehouses, extended High Street premises, cleared space now forming car parks, along with bigger civic buildings - the Library, Adult Education Centre, Eastgate House and the Corn Exchange. This low key, jumbled nature is a characteristic which should be preserved. Views over roofs, and up alley ways to the iconic structures of Rochester Castle and Cathedral are also an important feature.

Blue Boar Car park, along with its associated tourist coach drop point, is the most prominent open space in the area. The massive city walls on its western boundary, together with its open aspect to Rochester High Street, means that it is an attractive and convenient place for visitor parking in particular.

Opportunities exist for a more intensive use of the car park as market place and a key arrival point in the pedestrian links between Rochester Riverside and historic Rochester. However, significant development in this location will be heavily dependant upon the provision of convenient alternative parking elsewhere.

The overall character of the area and the desirability of preserving it means that development opportunities are mainly for relatively small scale infill development.

Summary (City Wall Quarter)

- **Traditional streets and lanes;**
- **Small-scale with occasional civic highlights;**
- **The City Wall and its Victorian extension provide a strong boundary to the area;**
- **Scope for small-scale infill development;**
- **Importance of Blue Boar car park as an arrival point.**



Low key jumbled nature of the quarter with civic building in background i.e.. Corn Exchange.



Rochester High Street across Blue Boar car park. City Wall in the foreground.



Narrow alleyways are a characteristic of the City Wall Quarter

The **Station Quarter** is the focal point of views east along Corporation Street. This area is a continuation of the historic Rochester High Street and features similar traditional plot widths and building forms.

However, the area is separated from Rochester High Street and the rest of the Corporation Street area by the intimidating Star Hill Junction. This isolation explains the under-utilised, low key nature of much of the quarter– despite the presence of the station as a gateway to the wider area.

Although the Rochester Motor Company site (at the prominent Star Hill/ Lower High Street corner) has seen the clearance of traditional buildings, some fine examples remain, not least the listed former magistrates court, the station buildings themselves and buildings fronting the High Street. These and the traditional scale of buildings are important features of this part of the conservation area.

With the introduction of high speed rail services in December 2009, updated station facilities are required. Network Rail is considering options for Strood and Rochester stations.

Summary (Station Quarter)

- *Prominent location;*
- *Isolated by busy roads and junctions– important opportunities to establish better connections;*
- *Rochester Motors site– opportunity for high quality mixed use development ;*
- *Conservation area and listed buildings set an important context;*
- *Future investment in the railway station.*

Rochester Station building



Station forecourt is dominated by cars.

Rochester Motor Company site

Crown County Court (Listed)



Star Hill is a hostile junction severing connections between historic Rochester High Street and the station.

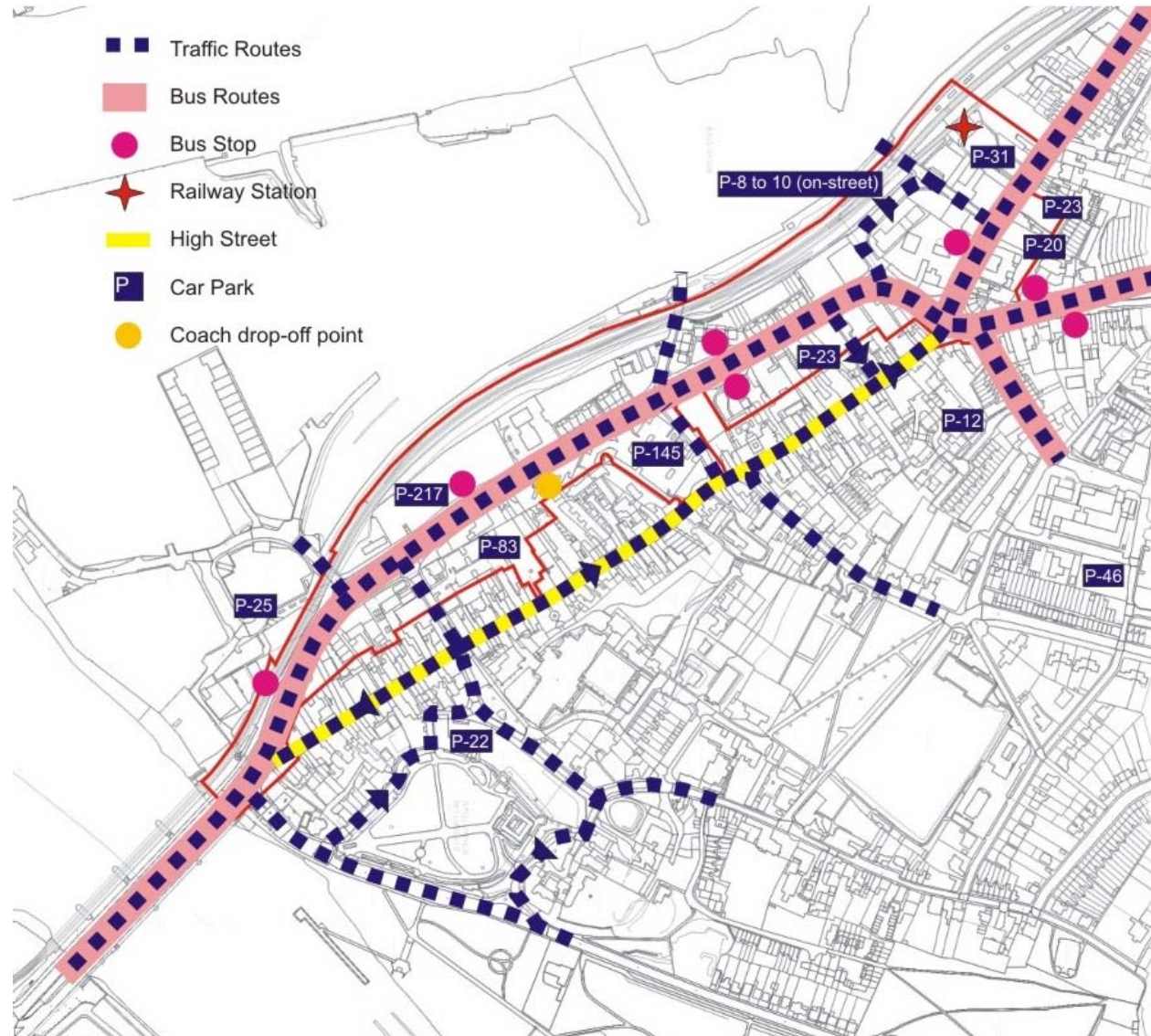
3.2 Movement and Parking

General

Corporation Street is a key transport corridor connecting the various parts of Medway. It is a busy dual carriageway road with two major road junctions at either end of the framework area- at the Esplanade and Star Hill, both of which are hostile to free pedestrian movement. The railway line immediately to the north carries mainline services to London and Canterbury. Rochester Railway Station itself is heavily used by commuters.

Public transport

Given the wide scale regeneration happening across Medway, it is important that Corporation Street meets future traffic movement demands. The provision of efficient public transport routes is vital to encourage a shift away from the private car to tackle congestion and air quality. The Thames Gateway Delivery Plan has identified funding for Quality Public Transport Corridors in Medway. Some of this funding will be targeted at providing bus priority and infrastructure improvements along Corporation Street.



Movement diagram

Network Rail is currently formulating plans for Rochester Station. These could see significant change in the area—see box.

Junctions:

Corporation Street is a dual carriageway with a more-or-less continuous central reservation. This means that providing adequate new means of access to sites is challenging. Road alteration, including rationalisation of new and existing junctions and new signal control will be necessary.

Pedestrian movement

Corporation Street and its associated junctions constitute barriers to pedestrian movement. The railway embankment also forms a barrier preventing easy access to Rochester Riverside. Improvements are also needed along Corporation Street to create an attractive pedestrian environment .

Cycle movement

A cycle route is signed through Rochester High Street against the flow of vehicular traffic. Upgrading this route as part of Route 1 of the National Cycle

Network has proved difficult. An alternative route along Corporation Street would provide a more direct link to the railway station and to Chatham. National Cycle Route 17 which links Borstal and Strood, joins Corporation Street at the Esplanade junction. This junction is in need of improvement.

Parking

The proposed development of the surface car park on the former market site plus council aspirations for a more productive use of the Blue Boar car park means that there will be need to provide replacement parking to service historic Rochester. The planning permission for Rochester Riverside therefore includes for a multi-storey car park on the former market site.

The Future of Rochester Railway Station:

From December 2009 'Javelin services' will provide fast access via the Channel Tunnel Rail Link to London St. Pancras from Medway. The existing station building is not adequate to accommodate the modern facilities associated with the new services or to deal with the projected increase in passenger numbers.

Network Rail, in partnership with Medway Council, is assessing various options for both Rochester and Strood stations. The options may affect the development of the wider area, although further information is not available at this stage.

The preferred options will not be available until April 2009. Network Rail will consult on its proposals at that stage.

Gateways

The linear nature of the site and its strategic position means that it features a number of important access points to other areas.:

1. Primary Gateways- Star Hill and Rochester Bridge Junction at either end of the Corporation Street.

- Rochester Bridge is a key gateway to Rochester.
- Improvements to Star Hill junction offer opportunities to improve the character of the surrounding area and to provide safer, less intimidating pedestrian routes from Corporation Street to other areas of Medway.

2. Secondary Gateways- railway arches at Horse Wash Lane, Gas House Lane, Blue Boar Lane and Furrells Road. These routes are vital for improved pedestrian and cycle connectivity between Rochester Riverside and Rochester. Improvements are necessary if they are to form adequate connections to Rochester Riverside.

Overall, comprehensive improvements are required to the public realm (gateways, junctions etc.) to deliver a high quality environment. The Council has identified some funding for projects although a fully costed and funded programme still has to worked out.

Summary (movement and parking)

- *Key road transport corridor;*
- *Rail corridor with station serving commuters;*
- *Need to reduce congestion and air pollution- alternatives to car travel.*
- *Poor pedestrian connectivity and environment;*
- *Key gateways require improvement.*



Star Hill junction—an important gateway into Rochester High Street from station, dominated by cars.



Furrells road- an important connection to Rochester Riverside from station area.



Key connection to a planned hotel and commercial quarter at Rochester Riverside from Corporation Street.

3.3 Overall assessment Corporation Street area

Strengths, weaknesses, threats, opportunities

(SWOT) analysis

Strengths

- 1 Gateway location and major transport artery—to rest of Medway Towns, between Rochester Riverside and historic Rochester;
- 2 Proximity to historic Rochester;
- 3 Heritage - Rochester High Street / Cathedral / Castle / City Wall // Guildhall Museum;
- 3 An established tourist destination with coach drop-off point and visitor information centre;
- 6 Good public transport connections and services;
- 7 High potential for new development;
- 8 Rochester Riverside – a new community with area-wide regeneration;
- 9 Railway arches - gateways to Rochester Riverside.

Weaknesses

- 1 Poor quality environment in parts- buildings and streetscape;
- 2 Poor connections / linkages between High Street, Rochester Riverside and station;
- 3 Severance and noise caused by railway line and dual carriageway;
- 4 Hostile road and junctions for pedestrians;
- 5 Vehicle access to sites is not straight forward;
- 6 Poor quality car parking facilities on market site (access, lighting, surface treatment, landscaping).

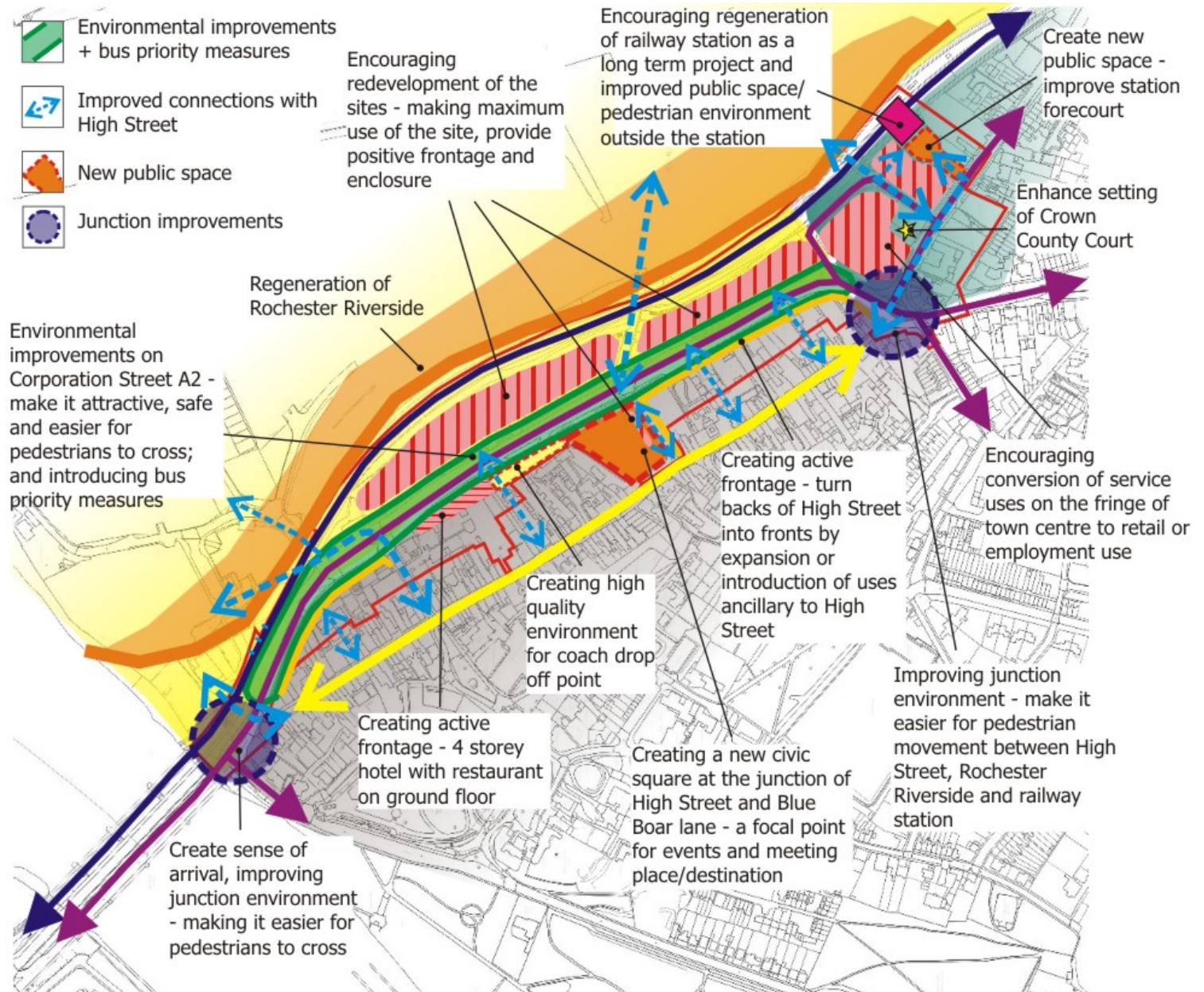
Opportunities

- Comprehensive redevelopment which radically improves character of this part of the Medway towns;
- High speed rail;
- Private sector interest;
- Improved public transport corridor.

Threats

- Multiple sites, contamination, noise and archaeological issues means that development projects are complex;
- Complex phasing for and funding for multi-storey car park and environmental improvements;
- Commercial viability of mixed use development in this location and slow down in housing market.

Opportunities diagram



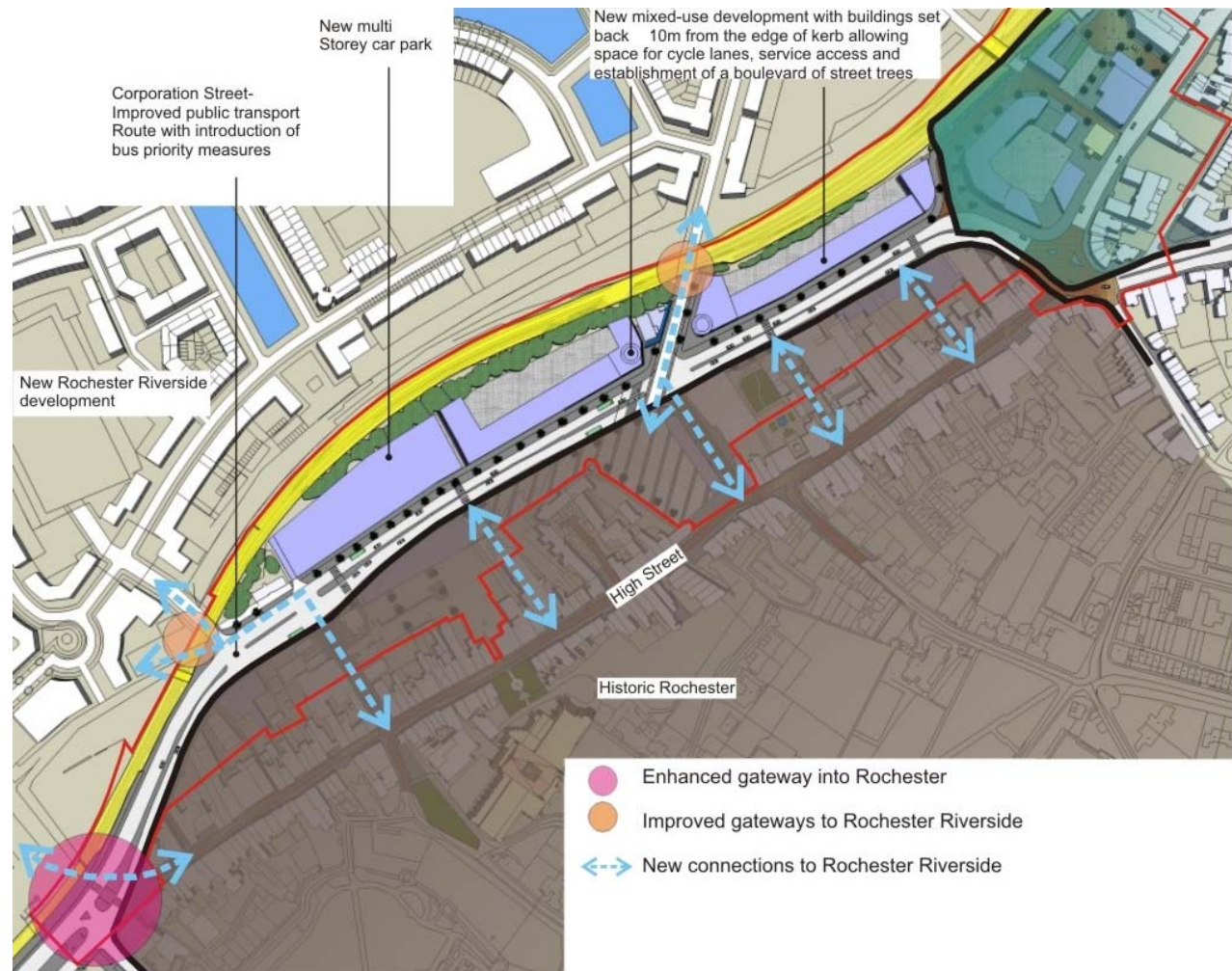
4.0 Corporation Street Quarter (The Boulevard)

This section describes the design and planning principles which must underpin development of the Corporation Street Quarter in order to meet policy and other objectives for the area .

4.1 Proposals for the Boulevard-

An attractive boulevard with a mix of office and housing and high quality public realm.

- *Gateway location;*
- *Opportunity for the establishment of a new townscape character;*
- *New gateways and connections to Rochester Riverside;*
- *Townscape relationship with historic Rochester;*
- *Mix of uses to support economy of historic Rochester;*
- *Noisy site with poor air quality.- development to be set back from the road.*



Corporation Street Quarter diagram

4.2 Development Opportunities

Underutilised sites offer opportunities for the:

- wholesale improvement of Corporation Street and repair the gaps on Corporation Street (west) and redefinition of its character,
- improvements to the public realm,
- provision of new gateways between Rochester and Rochester Riverside at Gas House Lane and Blue Boar Lane.

4.3 Building Design

4.3.1 Creating streetscapes - Ensuring elegance and coherence:

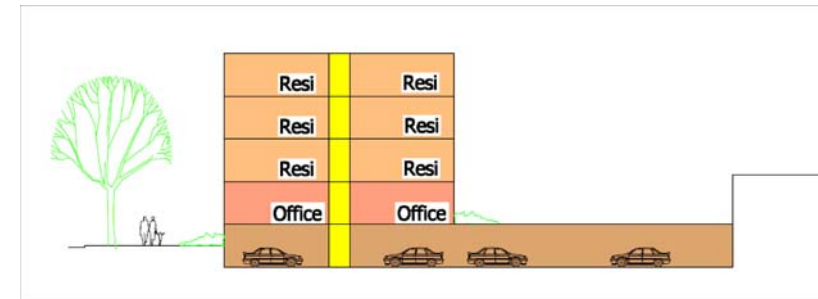
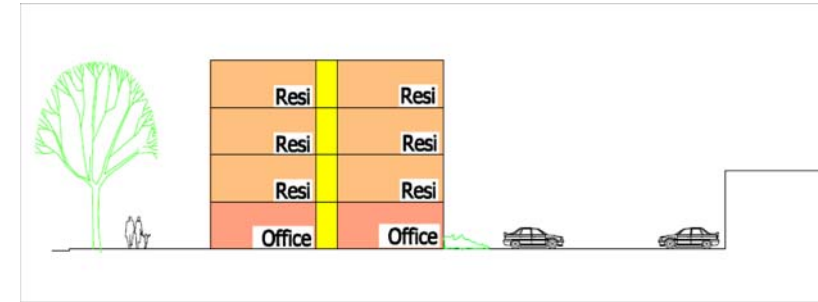
Comprehensive redevelopment provides the opportunity to make a strong architectural statement that:

- a) signals an appropriate arrival point at Rochester Riverside and Rochester and;
- b) creates a coherent and attractive character in its own right.

The above will best be achieved by buildings which conform to an overall street design as follows:

- A common building line along the length of the street (see P32);
- Common proportions, building heights, materials, and building forms;
- Attention to rhythm, proportions, materials and harmony - rather than adherence to particular styles;
- Noise and air quality issues should not lead to defensive and unattractive designs;
- In the vicinity of Blue Boar Lane, development should screen the Pumping and Electricity Stations;
- Lively frontages with frequent entrances are required at ground level along the street façade. Exposed undercroft car parking will not be acceptable.

The overall aim should be the creation of a coherent street façade that defines the character of the area.



Suggested typical sections through buildings. Common features:

- A common building line along the length of the street;
- Mixed uses and activity at ground floor of buildings;
- Similar building heights at 4-5 storeys;
- Car parking not allowed to dominate or occupy ground floor facades.

4.3.2 Scale

New buildings should:

- be subservient in scale to historic civic within the wider area- i.e. Adult Education Centre and Corn Exchange;
- establish a comfortable streetscape which is urban without being over-bearing;
- preserve key views over the site from Chatham Waterfront towards the Castle and Cathedral;
- be relatively uniform in height so as to create coherent streetscapes.

For the reasons laid out above development along the Corporation Street frontage should in general not exceed 4-storeys in height (or 13.5m) - whichever is lower). Up to 5-storeys (16.5m) at key locations within the streetscape in order to emphasise junctions and gateways may be acceptable.

The Rochester Riverside development brief and the

outline planning permission have limits on building heights in order to preserve key long distance views, preserve amenity and preserve the setting of the listed Hayward House. These are also relevant to the wider area.

Rochester Riverside Planning condition 57
(defines the acceptable height of development next to the listed building of Hayward House)

The height of the multi-storey car park shall not exceed a plane defined by a 25 degree angle drawn from a point on the south eastern wall to Hayward House facing the Market site 2 metres above the existing ground level on the south eastern elevation...

Rochester Riverside planning permission MC2004/2030- conditions on height.

The maximum height of development within Rochester Riverside (including the multi-storey car park) is controlled by planning conditions 57, 58, 59 and 60. Condition 60 limits building heights in the view-shed from Chatham to Rochester castle and cathedral to not more than 17.8m above AOD (Newlyn)- approximately 13.5 m above ground level.

The same restriction is appropriate for development in the Corporation Street area within this view corridor (generally to the west of Blue Boar Lane).

To the east of Blue Boar Lane (and immediately around Blue Boar Lane) heights are generally restricted to around 20.7 m. AOD. This restriction will also be appropriate for the wider Corporation Street area between Blue Boar Lane and Bardell Terrace..

4.3.3 Corporation Street Car Park

Designing a multi-storey car park close to valuable historic streetscape is a particular challenge:

- In order to break down the building's monolithic nature, screening the building along its Corporation Street frontage with commercial ground floors uses and single aspect flats above will be encouraged. It is however understood that this may mean that it is difficult to achieve provided that 400 to 430 public car parking spaces;
- As with other development within this quarter, the building should be on a common building line (10m from existing kerb edge);
- The new building should provide an attractive façade to Corporation Street which is capable of relating well to the buildings of Historic Rochester, and which is not overly monolithic, monotonous, or prominent. This will demand an imaginative yet subtle design. The use of load bearing brickwork and associated features will help produce a structure that does not draw undue attention itself and may well be suitable;

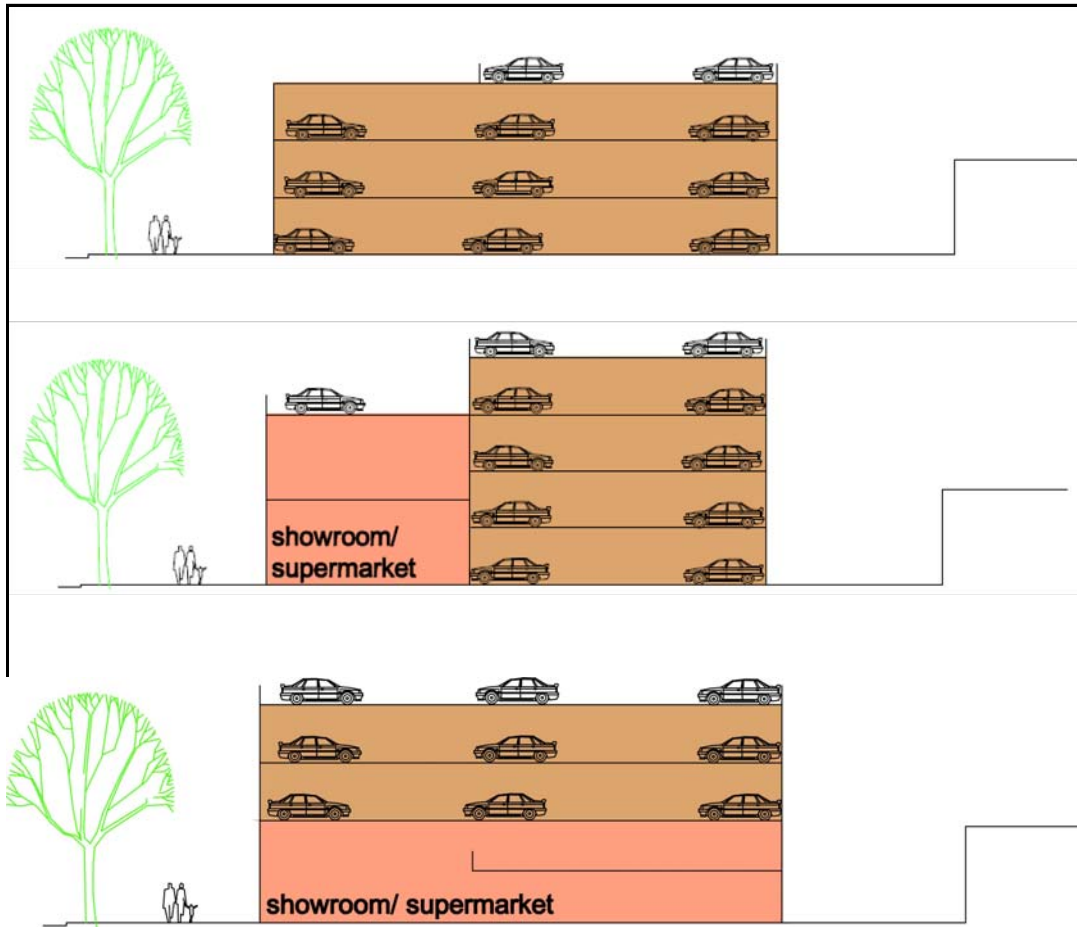
- The height of the building is controlled by condition 57 of the Rochester Riverside planning application. This controls the relationship of the car park with the adjacent listed building of Hayward House. Irrespective of this, the height of the frontage of the building should be related to the height of other proposed buildings along Corporation Street.
- Maintaining car parking whilst construction of the multi-storey car park is underway will be important in minimising disruption to businesses of historic Rochester. Consideration must be given to this at the design stage. Proposals should be accompanied by a statement which explains how this issue will be addressed.

Potential for Multi-Storey Car Park.

The outline planning permission for the Rochester Riverside includes for a 'multi-storey' car park of up to 15,500 sq m' immediately to the west of Hayward House. This is intended to replace parking that would be lost by development on Rochester Riverside and by the potential re-use of Blue Boar Car Park at historic Rochester as a permanent market square. Funding options are being investigated at present.

If site ownerships were to coalesce it would be desirable to spread multi storey car-parking across the combined sites along Corporation Street. This would allow room for other land uses (supermarket on ground floors, single aspect office or residential above) facing the front (onto the street) whilst providing in the region of 400 parking spaces.

Parking is a key part of the operation of supermarkets in particular- supermarket developers would therefore be expected to fund car park construction costs.



Multi-storey car park, Chichester- close to its historic centre. The car park is conceived as a modern 'city wall'. Sensitive use of materials and lighting create an interesting façade. Key features are extended lightwells and the use of weight-bearing brickwork.

The proposed multi storey car park on Corporation Street is in an equally sensitive location. A similarly high quality of design is expected here.

Architects: Birds, Portchmouth, Russum

Options for the Corporation Street multi storey car park.. Key features are:

- 1. Restricted building height– especially along the Corporation Street frontage*
- 2. if possible- active frontages (showroom /sports centre/ supermarket/ offices)*
- 3. 10m set back (in common with the rest of the quarter) to allow for trees, cycle paths etc.*

4.4 Land uses

The prime land use objective of developing this part of the Corporation Street area is to achieve a mix of uses which :

- a) contribute to the overall economy and wellbeing of historic Rochester;
- b) capitalises on the site's proximity to Rochester and Strood stations and the introduction of high speed train services;
- c) are compatible with the noisy and polluted environment of the area;
- d) Contribute to the economy and vitality of the wider Medway area.

To these ends:

- The site is suitable for flexible commercial space to 1) meet small-scale employment needs 2) meet the need for employment land uses within Medway 3) add to the economy of Rochester. Applications for development must contain a substantial proportion of offices– at least 1/4 of total floor area is suggested. Offices can take a number of forms–

including traditional offices, studio space, R+D, B1 and B2.

- Office, showrooms, and leisure uses (gymnasium, dance studio or similar- which serve the needs of both existing and new communities) are encouraged at the ground floor of buildings to add interest and vitality to the street scene. These are especially important at the key gateway of Blue Boar Lane as a means of attracting people along this route. It is however important that the chosen land use does not detract from or compete with the core retail and restaurant centre located along Rochester High Street.
- Noise and poor air quality create a harsh environment . Employment land uses are therefore more appropriate than dwellings. Nevertheless the council will accept some residential development as a means of assisting development viability. It will only be acceptable on the upper floors of buildings and if accompanied by noise and air pollution mitigation measures.

- The Rochester Riverside Development Brief states that showrooms of 5000 - 15,000 sq ft (for the sale of specific items - cars, kitchens etc) are acceptable at the base of the proposed multi-storey car park. As an alternative to this a small supermarket of 8,000– 10,000 sq. ft. is encouraged in order to serve the new community of Rochester Riverside as well as historic Rochester. It is likely that showroom/ supermarket developers would have to fund the majority of construction costs.

4.5 Vehicle circulation, Access and Egress

See section 7

4.6 Creating an attractive Public Street

Key to making Corporation Street an attractive gateway for residents, motorists and visitors is an environmental improvement scheme. A boulevard of trees is proposed to soften the harsh environment, create a buffer between the traffic of Corporation Street and new development, and encourage more pedestrian activity and movement. Archaeological

and geometrical constraints prevent the establishment of a substantial tree belt on the south side of the street within the City Wall Quarter, whilst services and tree maintenance requirements preclude the placement of trees on the central reservation. The main zone for street trees will therefore be immediately to the east of the present Corporation Street. Developers will therefore be expected to provide a boulevard of trees plus hard landscaping along the frontages of their sites.

4.7 Private Landscaping/ Amenity Areas

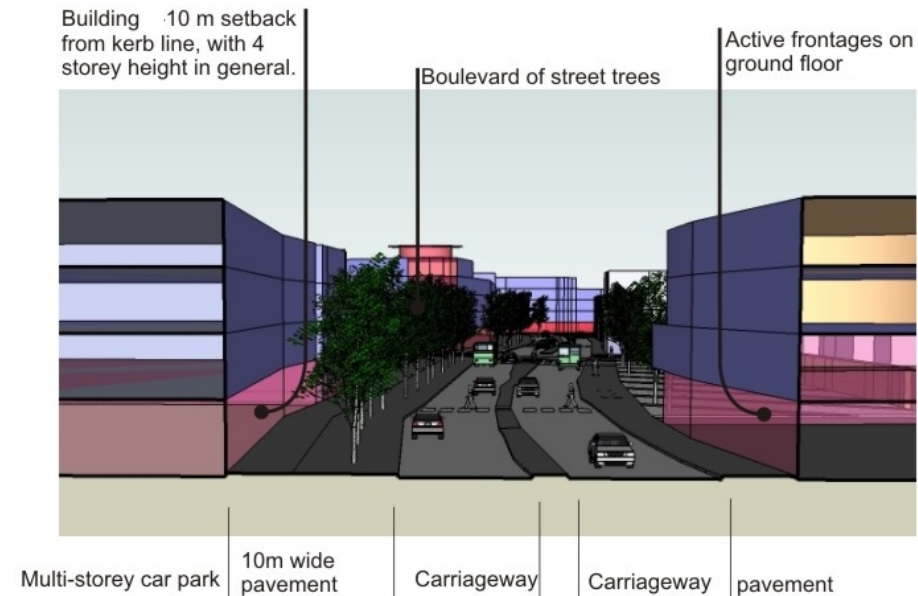
The narrowness of the Corporation Street sites is such that it will be difficult to incorporate green space or amenity areas within the sites. It is envisaged that the majority of space behind the Corporation Street frontages will be given over to car parking. This is acceptable provided that car parking and circulation are given a high quality, considered, landscaping treatment. Significant soft landscaping - trees/planted verges and buffers, etc. will be an important part of this.

Creating a boulevard

In order to:

- Provide space for pedestrians and a dedicated cycle lane along Corporation Street;
- Provide street trees to soften and improve the character of this important area;
- Allow for bus priority measures at junctions;
- Reduce noise and pollution levels within development plots;

new buildings within the quarter should be set back a minimum of 10m from the existing edge of kerb. In lieu of general contributions for upgrading the public realm (see the Council's developer contribution guide), developers will be responsible via S106 or S278 agreements for the hard and soft landscaping of this area and the provision of a cycle lane. Alterations to junctions may also be necessary.

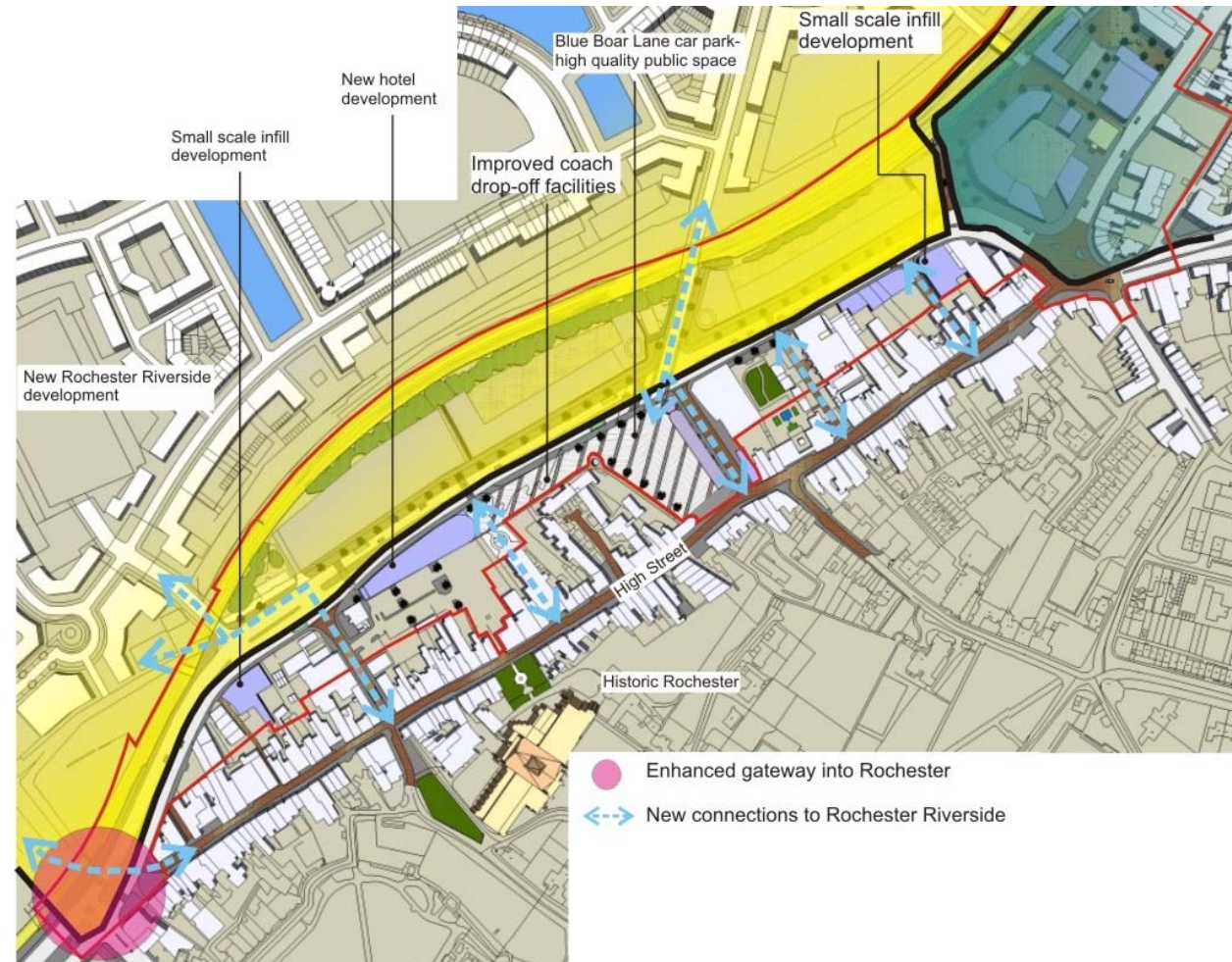


A modern day boulevard–
McCreanor Lavington Architects.

5.0 City Wall Quarter

5.1 Overview - City Wall Area

- *A rich streetscape heritage reflected in streets and lanes, and the Roman/Medieval City Wall;*
- *Small-scale with occasional civic highlights;*
- *The City Wall and its Victorian extension provide a strong boundary to the area;*
- *Scope for small-scale infill development;*
- *Views along alleys and over buildings towards castle and cathedral.*
- *Need for better pedestrian routes.*



City Wall Quarter diagram

5.2 Development opportunities

Overall the scope for redevelopment is limited.

Small infill sites- Chambers Garage, the rear of the Post Office site and Car Wash Station represent the principle redevelopment opportunities.

The development of the multi storey car park on the opposite side of Corporation Street will allow the present Blue Boar Lane car park to be reused as a Market Square. This will improve the character and vitality of the conservation area and will provide a significant focal point on the route between Historic Rochester and Rochester Riverside.

5.3 Land Use

The small scale of most redevelopment sites and their secluded position away from the main frontages of the High Street is such that :

- Small scale residential will be the main land use;
- A new small-scale hotel (four storeys of accommodation including ground floor restau-

rant) has been proposed for the car-wash site. The Council will encourage small-scale additional hotel accommodation elsewhere within the Quarter. However, parking for hotel guests is limited and additional spaces will be required. This requirement should be established by parking surveys and by discussion with the Council's Integrated Transport Department at an early stage. It may be possible to arrange for overnight parking within the proposed multi-storey car park;

- A limited expansion of retail, office and leisure uses will be encouraged along alleyways and pedestrian links as a means of making these lively and safe;
- Other than the Blue Boar Car Park the Council intends to retain its existing surface level car parks in the City Wall area.
- The coach drop-off point adjacent to the visitors information centre is an attractive and convenient facility. This will be maintained.



Corporation Street: planning permission has been given for a four storey hotel .

5.4 Building Design

The development of infill sites will require design that is particularly sensitive to its historical context. The settings of significant and listed buildings and of the City Wall are of especial importance.

- It is important to retain the historic urban grain of small narrow sites. Coalescence of sites to create larger development plots will not be encouraged. Small scale backland extensions to buildings on the High Street reinforce the informal piecemeal character of the area and should in general be retained;
- Development should seek to harmonise with the townscape of Historic Rochester without calling undue attention to itself. This will demand a modest scale so as not to compete with major set-piece civic buildings like the Corn Exchange, Adult Education Institute and Visitor Centre;
- Discrete modernist design is not ruled out, nor is the accurate replication of historic building styles. However, each design must be based on a careful analysis of the peculiarities of its site. Bland pastiche will not be acceptable.

- Significant archaeological remains may well affect building design. Early consultation with the Council is recommended.
- Historic features, such as the City Wall, its Victorian extension, and boundary walls should in general be retained. Demolition of any part of the scheduled ancient monument of the City Wall will not be permitted. Elsewhere, demolition to facilitate access should be kept to the minimum possible.
- Views along the alleyways to the Castle and Cathedral should be retained in order to enhance visual links to and from historic Rochester.
- The attractive traditional roofscape as viewed from Corporation Street and from the Cathedral and Castle is a key characteristic. New development should enhance this.

5.5 Access, Egress and parking—see section 7.



Example of modest backland development, Gravesend. This sort of scale and form is suitable for development sites within the City Wall Quarter.

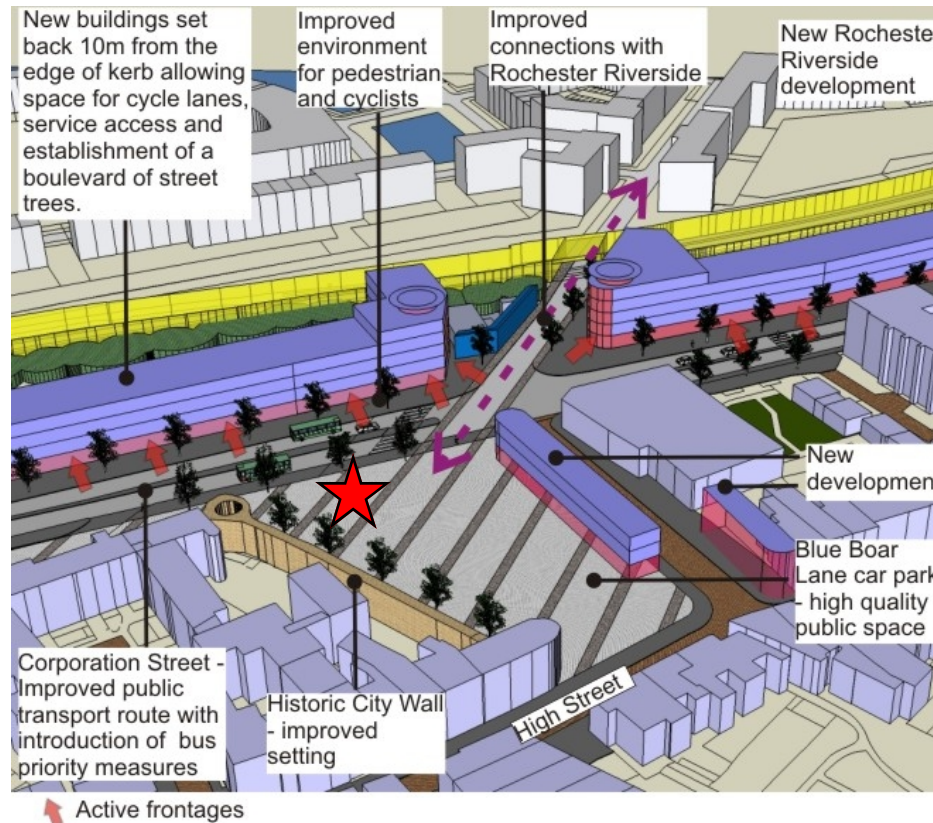
Special considerations: Blue Boar Square

The Rochester Riverside Development Brief proposes that a new civic space be provided on the site of the current Blue Boar car park. The new square will provide a better setting for the City Wall and will serve a range of uses – market, display, events, informal gathering space, as well as an element of car parking and the retention of the coach drop-off point.

Funding will be provided in part by the Rochester Riverside development. The Council will investigate:

- minor development along the Corporation Street frontages of Blue Boar car-park as a means of reinstating historic street frontages and funding a comprehensive landscaping scheme.*
- lighting and landscaping features which emphasise the City Wall as the defining feature of the area.*

The Council will consult on detailed Blue Boar Square proposals in due course.

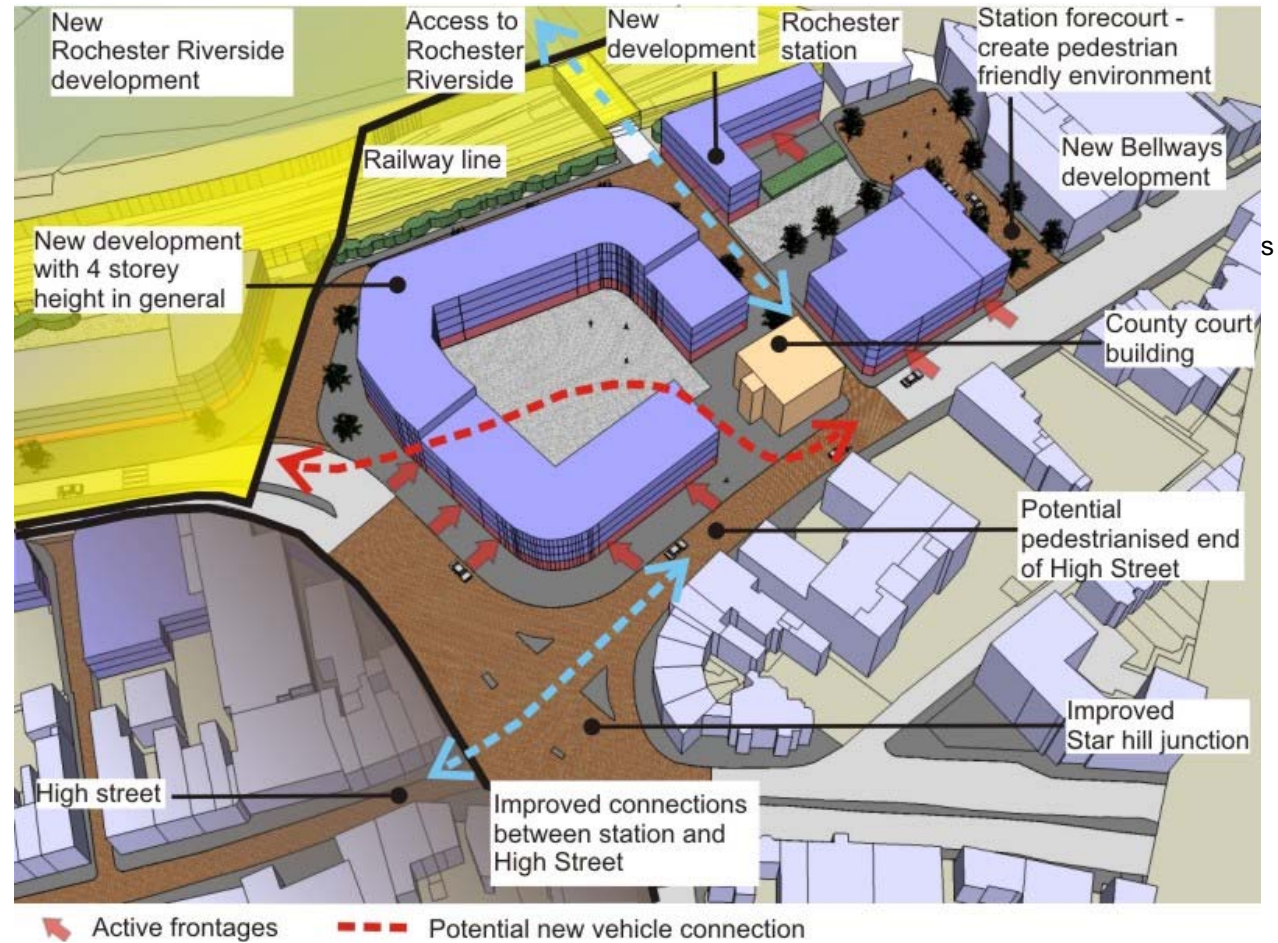


*An example of an appropriate focal point?
Flower shop & public lavatories, London*

6.0 Station Quarter

6.1 The Station Quarter—Overview

- *Prominent location;*
- *Isolated by busy roads and junctions— important opportunities to establish better connections;*
- *Rochester Motors site— major opportunity for high quality mixed use development;*
- *Conservation Area and listed buildings;*
- *Future investment in railway station;*
- *Proximity of railway embankment- need to reopen Furrels Road tunnel through embankment to Rochester Riverside— liaison with Network Rail;*
- *Noise, air quality and contaminated land issues.*



Station Quarter Diagram

6.2 Development Opportunities

The principal site within this area is located between Bardells Terrace, Furrells Road, the High Street and Corporation Street. Modern buildings and open courts associated with the car dealership represent opportunity for a more intensive form of development that marks the Star Hill Junction and forms a focal point in views down Corporation Street. Elsewhere older buildings contribute to the character of the area. Redevelopment and refurbishment offer opportunities to gain significant improvements to the area round the station and to improve pedestrian connections.

Although land ownership is currently fragmented it is important that the area is treated as a whole. Whilst the Council accepts that development can proceed without the complete coalescence of sites; it will expect new development to result in the reuse of existing buildings of note.

6.3 Building Design

Star Hill is a unique area of historical and architectural importance. Development should therefore respond sensitively to its context. The scale and character of existing buildings provides an important context for the new buildings.

- New development should reinstate building frontages along Corporation Street and the High Street in order to reinforce the traditional street pattern in the area. It is accepted that development along Bardells Terrace may be more fragmented in order to allow for access and egress and car parking in this location.
- New buildings should be designed to maintain the distinctive urban form created by narrow plot widths and continuity of frontages. This will dictate the grouping of windows, placement of entrances, and overall proportions. The modern development at 233 High Street - just beyond the station-provides an example of how this can be done.



New development along Lower High Street next to station echoes the traditional plot widths of Star hill—Sun Pier area.

- Active frontages - shops, offices, restaurants - should be provided at ground floor of the primary Corporation and High Street frontages.
- Building heights within the area are in general 3-4 storeys. This sets an important scale for new development. The height of new development should not be significantly greater than neighbouring buildings, although there may be scope for a marginally higher building facing the Star Hill junction in order to mark this focal point.

6.4 Mix of uses

- The assembled site is considered suitable for a mixed, largely commercial development that addresses the Star Hill junction corner.
- Appropriate uses would include small shops and offices, a food store, newsagent, pharmacy and uses complimentary to the Railway Station.
- As with the Boulevard Quarter (paragraph 4.4) the site is suitable for flexible commercial

space. There are already a number of small-scale employment uses (small scale retail, showrooms, offices) in the Star Hill area. This is an important part of the character and function of the area. All new redevelopment proposals should ensure that current levels of employment are retained.

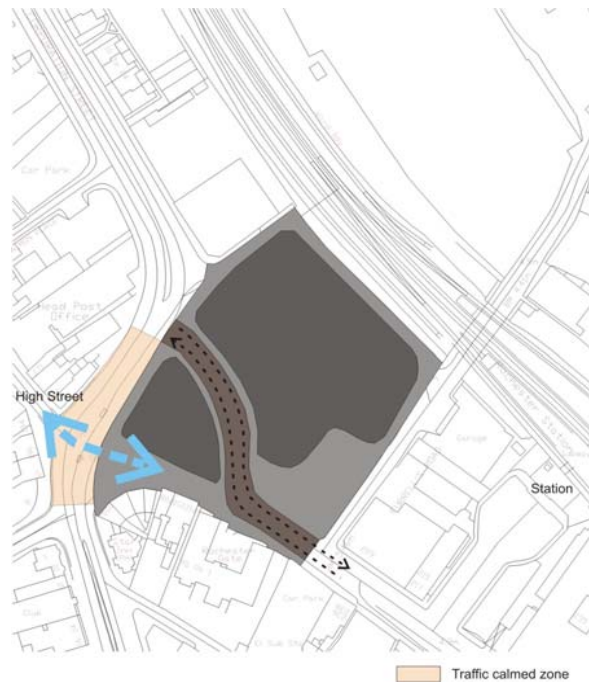
- Residential development is appropriate on the upper floors of buildings, subject to satisfying criteria with regard to noise and air quality.

6.5 Access, Egress and parking—see section 7.

6.6 Improving connections.

- At present pedestrian and cycle access to the Railway Station and the High Street is poor due to narrow pavements and heavy vehicle traffic. Redevelopment offers the opportunity to improve this and to reopen the links into Rochester Riverside through the Furrells Road Gateway. This aspect is covered in the Rochester Riverside development brief and in Local Plan Policy S7 which deals directly with the Rochester Riverside Action Area..
- Development must allow for a new pedestrian link between Bardell Terrace, Rochester Riverside (Furrells Road Gateway) and station forecourt.
- The Council will work with Railtrack to encourage environmental improvements to the Station forecourt.

- The Star Hill junction forms an intimidating barrier between the Station and historic Rochester. The potential redevelopment of the Rochester Motors site offers the opportunity to create a new connection to the Lower High Street to the east. This would allow simplification of the Star Hill junction and a vastly improved pedestrian environment. The Council will investigate all options and will seek to negotiate this route with developers (see below)



Before and after impressions of Furrells Road Gateway to Rochester Riverside—Rochester Riverside Gateway Study (April 2005).

7.0 Access, Movement and the Public realm

7.1 Objectives

The Council's prime objective is for Corporation Street to become a valued and attractive area in its own right rather than just a transport corridor. Attractive and usable pedestrian connections between new and existing communities of historic Rochester and Rochester and to the Lower High Street, are of key importance, as is an attractive environment for all users of Corporation Street. At the same time the strategic position of Corporation Street is such that it must remain an efficient transport corridor. Improvements in traffic flow are necessary to reduce noise and pollution whilst bus priority measures are a key part of Medway's overall public transport strategy.

Achieving the objectives set out above will not be easy, but is of crucial importance to the overall success of the Corporation Street area. It will demand a bold and imaginative scheme. The Council is fully committed to carrying out extensive consultation with regard to the proposals.

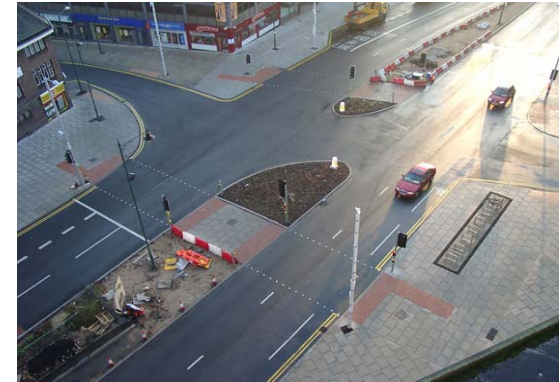
7.2 Proposals

Specific measures are as follows:

- An off-road cycle route along Corporation Street to provide a better link for National Cycle Route 1 through the Rochester area;
- 'Boulevard' Quarter development set back by 10m to allow for street trees and an improved pedestrian and residents environment. (see page 29);
- new bus priority measures at junctions;
- Realignment of carriageway, and improved crossings to improve pedestrian accessibility between Rochester High Street and Rochester Riverside;
- Alterations to the Star Hill/Sun Pier and Esplanade junctions to improve pedestrian accessibility.

The Council has been successful in a bid to government for a *Quality Public Transport Corridor*. This will provide much of the funding for the improvements.

Examples of improvement schemes elsewhere



Maid Marian Way, Nottingham - integration of pedestrian and road traffic needs:

- wide pedestrian crossings provide a direct visual and psychological link across the busy road
- Space on the central reservations– no need for staggered crossings or guard rails.



High Street, Kensington: reduction of clutter and a restricted palette of materials, street furniture and lighting create an elegant, contemporary feel.

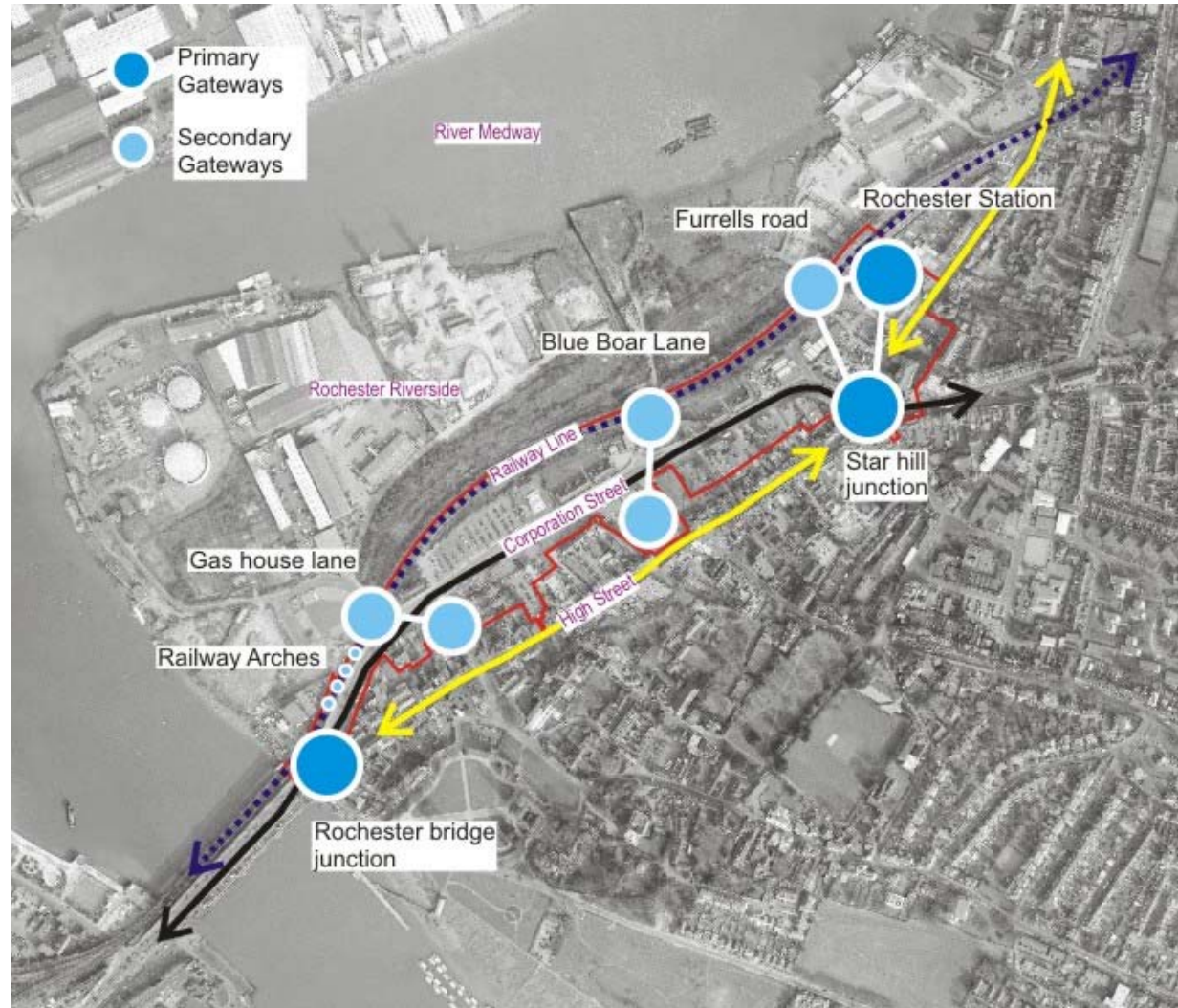
The Proposal

A bold and radical improvement scheme that fully reconciles the potentially conflicting objectives of :

- ease of traffic movement ;*
- space for bus priority measures;*
- Attractive, safe and convenient environment for all users- residents, businesses, visitors, cyclists, pedestrians and car and bus users.*

The scheme will include new priority measures, new crossing points and radically altered junctions that redress the balance between vehicles and pedestrians.

Full public consultation will be carried out on the proposed changes to Corporation Street in due course.



Gateways Diagram

7.3 Access to development sites

It is important that site access junctions do not compromise bus prioritisation and public realm proposals. Achieving access and egress from both sides of the road will be a challenge along Corporation Street **Boulevard Quarter** in particular. Junction improvements will be required– see box opposite. The Council is in the process of carrying out a comprehensive study on these challenges. As a generality, however:

- Points of access and egress onto the busy Corporation Street (**Boulevard Quarter**) should be limited in order to maintain traffic flows and minimize pedestrian/vehicle conflicts;
- The present 'left in, left out ' access arrangements along Corporation Street are unlikely to be suitable for the intensity of land use envisaged. A more radical rearrangement of site accesses is likely to be required;
- Additional service laybys will not be encouraged. Out of hours deliveries utilizing road space are an alternative;

- Access ways within sites, if required, should be well surveilled, attractive, and pedestrian friendly.

7.4 Private Parking

In recognition of the area's excellent public transport connections the Council is prepared to accept residential and commercial car parking at less than its maximum standards, provided that applications are accompanied by travel plans (commercial), car parking management strategies, and other measures to encourage sustainable travel choices.

The Council will consider shared residential and commercial parking controlled via a permit system (where this does not conflict with operational requirements). Early discussion with the Council's Integrated Transport Section is recommended.

All car parking should be designed such that it is not visible from the principal frontages of any scheme.

Rochester Riverside outline planning permission MC2004/2030 - conditions 77 and 79

77. Prior to the commencement of construction works on the multi-storey car park hereby permitted, full details for the highway improvements at the junction between Corporation Street and the ingress and egress to the multi-storey car park will be submitted, as identified in the Transport Assessment.

79. The development hereby permitted shall not be commenced until details of the strategic pedestrian and cycle network connections from the application site to the existing off-site pedestrian and cycle infrastructure adjoining the application site have been submitted and approved in writing by the Local Planning Authority.

7.5 Gateways and the Public Realm

Improvement of the primary gateways at either end of Corporation Street (Rochester Bridge junction, Star Hill junction) is necessary to improve the function and image of the area. The improvement the secondary gateways of Gas House Lane, Blue Boar Lane and Furrels Road are essential to properly connect Rochester Riverside to the rest of Medway.

The Council has produced outline strategies for these areas in the following documents:

- Hotel and Commercial Quarter masterplan for Rochester River side (draft)- covers Rochester Bridge Junction and Gas House Lane;
- Rochester Riverside Gateway Study—EDAW/ Medway Renaissance 2005;
- Landscape, public art and management studies associated with the Rochester Riverside Planning permission.

Elsewhere along Corporation Street the required building set-back along the northern edge of the street, plus associated street trees and repaving will

constitute a considerable improvement to the public realm. Further opportunities arise from the *Quality Public Transport Corridor* project. Full public consultation on these proposals will be carried out .

There is a need to ensure a coherent overall concept (including materials and detailing) which covers the entire area. The council will therefore produce an outline concept and specification to guide individual proposals.

8.0 Sustainability

8.1 Sustainability Statement

A sustainability statement must be submitted as a component for any planning application. The statement should outline development principles with regard to:

- Environmental sustainability;
 - Energy efficiency
 - Renewable energy production and use of renewable technologies
 - Water consumption and quality;
 - Domestic, commercial and construction waste recycling
 - The use of recycled materials
 - Modern methods of construction
 - re-use and recycling of buildings– particularly historic buildings.
- Renewable energy generation;
- Environmental targets - Code for Sustainable Homes (see 8.4).

8.2 Green Charter

An Environmental Assessment has been carried out for the Rochester Riverside scheme and is summarised in the *Rochester Riverside Green Charter 2006*. This lays out ambitious but realistic requirements for development of Rochester Riverside . The charter will also be of use in developing sustainable design proposals for the Corporation Street area.

8.3 The Code for Sustainable Homes

Since the production of the Green Charter, the Government has introduced the Code for Sustainable Homes. The Rochester Riverside Green Charter is broadly equivalent to Level 3. Schemes will therefore be expected to meet Level 3 of the Code (subject to the Government's timetable for the introduction of requirements for achieving higher levels of the code).

9.0 Delivery

9.1 Overview

This section is intended to chart the route from the guidance and proposals within this document towards implementation.

9.2 Delivery

The majority of change in the area will be delivered by the construction of buildings by private sector developers and investors. The council will contribute planning and regeneration skills, and will secure funding for a high proportion of public transport, public realm and accessibility improvements.

Within the Boulevard Quarter the Council can contribute land and may be prepared to consider joint venture agreements with private sector partners.

Overall, the delivery of wholesale regeneration is a complicated process dependant upon many factors. **Table 1** overleaf identifies factors underlying the deliverability of the objectives of the brief.

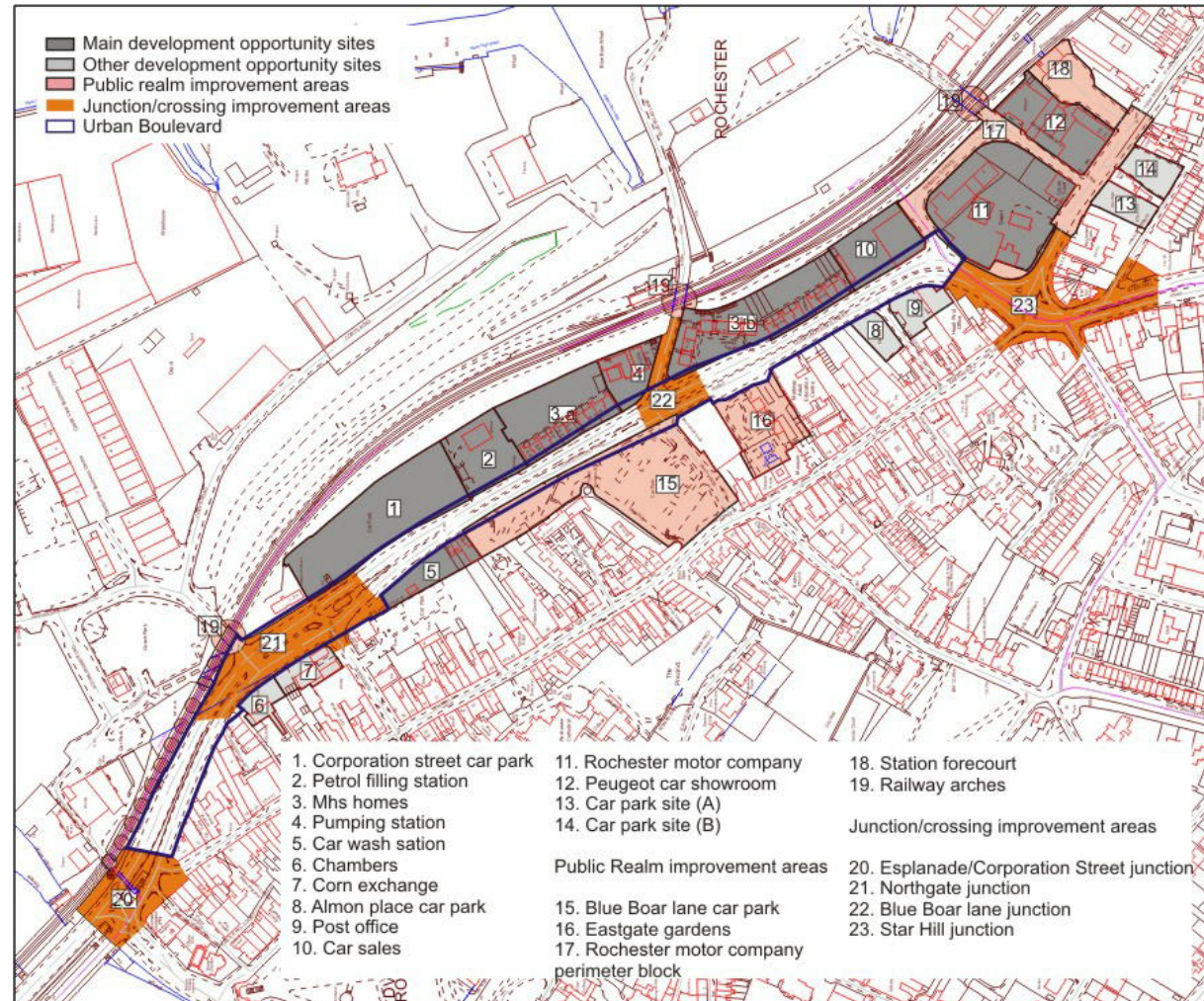


Table 1- Delivery of development sites.		
Scheme	Priority	Deliverability
<p><i>Boulevard Quarter</i></p> <ul style="list-style-type: none"> • MHS Homes (N) • MHS Homes (S) • Former market site (proposed multi-storey car park) Medway Council. • Petrol filling station 	<p><i>High:</i></p> <p>The prominent position, relatively large site areas, and under developed nature of potential development sites in this quarter means that development has the capacity to change the character and function of the wider Corporation Street area.</p>	<p><i>1) Land ownership/ assembly:</i></p> <p>The quarter has a relatively simple pattern of land ownerships with the site divided between relatively few owners. The principle landowners of the Council, MHS Homes and First Grosvenor are actively cooperating to bring forward the majority of the Quarter. Plans by the Post Office are not known at present.</p> <p><i>2) Market appetite/viability / certainty</i></p> <p>In the current climate viability presents a challenge. However factors such as the fast rail services to London St Pancras from December 2009, competitively priced residential accommodation and lifestyle factors will assist in marketing Corporation Street in the wider SE area- for both businesses and housing. The area will also gain from the momentum of the Rochester Riverside development once that gets underway. This development brief will be used to actively market the area.</p> <p>The brief encourages small scale office use for which there is an established market in Medway, along with leisure uses which are likely to prove viable when considered alongside the Rochester Riverside development. However it allows considerable flexibility in determining the precise mix of uses- thus allowing scope for varying market conditions.</p> <p>Capital receipts could pay for a proportion of the construction of the multi storey car park in the long term- however this is dependant upon the substantial completion of the Rochester Riverside development and is not likely to be deliverable in the short term. The Council is investigating funding options that would allow a shorter timescale for implementation (3-5 years).</p> <p><i>3) Development constraints:</i></p> <p>The brief requires buildings to be set back from the present building line. Detailed studies show that this does not unduly affect the quantum of development achievable on each site. The same studies show that the amount of parking achievable on each site, allied to the council's parking standards is the main determinant of the quantum achievable. The brief allows for some flexibility in the application of these standards.</p> <p><i>4) Timescales/ Targets:</i></p> <p>Construction underway on 60% (by area) of the Quarter (excluding multi-storey car park) within the next 3-5 years (2011-2013)</p>

Scheme	Priority	Deliverability
<p><i>Station Quarter</i></p> <p>Rochester Motors Station and forecourt– Network Rail Small scale businesses.</p>	<p><i>High/ Medium:</i></p> <p>Remaining historic buildings still provide a worthwhile historic character. Redevelopment of the majority of the area can reinforce this and create a business/ residential node round the railway station. The compact nature of the site means that the impact of development, whilst high, will not be of the same scale as the Boulevard Quarter.</p>	<p><i>1) Land ownership/ assembly:</i></p> <p>The quarter has a relatively simple pattern of land ownership. This means that a comprehensive scheme is achievable. Uncertainty remains over Network Rail’s plans for Rochester Railway Station.</p> <p><i>2) Market appetite/viability / certainty-</i> See Boulevard Quarter.</p> <p>Uncertainty over the future of Rochester Railway station creates uncertainty over the land available for a comprehensive development. However, the incremental nature of the land uses- small scale office/ housing—allows for some flexibility and for parts of the site to come forward for development ahead of others.</p> <p><i>3) Development constraints:</i></p> <p>Although the brief sets limits on building heights, studies show that the amount of parking achievable on each site, allied to the council’s parking standards, is the main deterrent of the quantum achievable. The brief allows for some flexibility in the application of these standards. The reuse of existing buildings of historic merit is a constraint. However most are in a viable use or are readily adaptable to a variety of uses.</p> <p><i>4) Timescales/ Targets:</i></p> <p>Construction underway on 60% (by area) of the Quarter within the next 3-5 years (2011-2013)</p>
<p><i>City Wall Quarter</i></p> <p>Small scale infill sites including car wash station, Chambers Motorcycles, rear of post office, rear of Gordon Hotel.</p>	<p><i>Medium:</i></p> <p>The Council’s strategy in this part of the historic Rochester conservation area is to manage change rather than encourage wholesale redevelopment. The reuse/ redevelopment of the few redundant sites will be encouraged. It is envisaged that the overall quantum of development to be undertaken in the area will be quite small.</p>	<p><i>Land ownership/ assembly:</i></p> <p>The quarter consists of small sites in multiple ownership. The majority of sites are in a viable use.</p> <p><i>2) Market appetite/viability / certainty</i></p> <p>Planning permission has recently been granted for a hotel on the car wash site. The Council is in discussions with developers over the redevelopment of the Chamber Motorcycle site. Together with the post office site these constitute the major development opportunities. Plans for the post office are unknown at present.</p> <p><i>3) Development constraints:</i></p> <p>The quarter’s status as an important part of the Rochester Conservation area, plus the small size of available sites, mean that comprehensive redevelopment is not achievable or desirable. The planning strategy is to encourage small scale housing development or development that reinforces leisure and business functions of Rochester High Street. Comprehensive development elsewhere with the Corporation Street area will bolster the viability of this strategy.</p> <p><i>4) Timescales/ Targets:</i></p> <p>Construction underway on all redundant parts of the Quarter within the next 3-5 years (2011-2013)</p>

Implementation of crucial **public realm improvements** will be led and coordinated by the Council and will happen in tandem with the development of the sites. Funding has been identified from a number of sources:

- Government funding via the Quality Public Transport Corridor Project for improvements to the road layout along the Boulevard.
- The Council will seek further funding public realm works from Communities and Local Government and other government sources . This particularly applies to the key gateways within the Corporation Street area.
- Developers will be directly responsible for public realm improvements (paving, street trees, lighting) to the extended footway along Boulevard Quarter.
- Developers will be responsible via S106 or S278 agreements for alterations to junctions necessary to gain access to development sites. Given that the present left in, left out access arrangements are unlikely to be suitable, extensive alterations may be necessary.

- Section 106 agreements for the funding of public realm improvements will be sought from developers within the Corporation Street and the wider Rochester area in line with the Council's Developer Contributions Guide- (Part 1, item 5.1). Where developers provide substantial environmental improvements as part of their schemes these and contributions for green space will not be sought.
- Capital receipts from the Rochester Riverside development will provide further funding, as will potential minor development on Blue Boar car park. This funding will not be available in the short term .

Due to the different funding streams and interdependence of site development with adjacent public realm improvements (particularly where land take is required from sites) public realm improvements will be carried out in several phases.

The Council is seeking high quality materials and detailing for the public realm improvements within the area. This may require commuted payments by developers to pay for the ongoing maintenance.

Table 2 (overleaf) identifies responsibilities, funding and other factors relevant to the delivery of a high quality public realm.

Table 2— Implementation of the public realm			
Scheme	Proposals	Priority / phasing/ implementation	Funding source
Corporation Street – east side - Boulevard <ul style="list-style-type: none"> • MHS Homes (N) • MHS Homes (S) • Multi –storey car park • Petrol filling station 	<ul style="list-style-type: none"> • 10m set back and Trees/ Paving/Lighting/Street furniture / cycle lane. • New junctions, pedestrian crossings, cycle lanes • Pedestrian crossings • Revised layout including bus lanes and road narrowing. 	<p><i>High priority.</i> Phase 1 will consist of revisions to road layout as part of the Quality Transport Corridor Project. This work will anticipate junction alterations for access to sites.</p> <p>The project will be designed such that:</p> <ul style="list-style-type: none"> • the land take for footways, cycle routes and street trees and associated works and; • revised junctions to give proper access to sites, <p>can come forward as separate projects associated with the development of sites.</p>	<ul style="list-style-type: none"> • Developers along adjacent front-ages. • Developers via S106– where changes to junctions are necessitated by the development. ▪ Quality Transport Corridor project.
Corporation Street – west side <ul style="list-style-type: none"> • Small infill sites 	<ul style="list-style-type: none"> • Upgrading of existing alley-ways and footpaths- lighting and repaving) 	<p><i>Medium–</i> This work can happen on an incremental basis. Funding will be sought from S106 agreements within the wider Rochester area.</p>	<ul style="list-style-type: none"> • S106 - Developer Contributions (smaller scale upgrading schemes)
Blue Boar Square Council owned car park site	<ul style="list-style-type: none"> • Potential for new development to restore historic urban grain • New civic square & market • Design competition 	<p><i>High priority</i> The upgrading of Blueboar car park as a new market square is a stand alone project which will nevertheless make a significant contribution to the wider area. Its implementation is dependant upon the provision of replacement parking within the proposed multi storey car park.</p>	<ul style="list-style-type: none"> • Council receipts from sale of development sites within the area. • Section 106 public realm contributions by developers. see Medway Development contribution guide.
Station Quarter <ul style="list-style-type: none"> • Station forecourt • Rochester Motor Company • Bardells Terrace 	<ul style="list-style-type: none"> • Trees/Paving/ Lighting/Street furniture • Reworked Star Hill junction • New route to Rochester Riverside via Bardells Terrace 	<p><i>Medium / High priority</i> Options for this junction are still being examined. Substantial improvements may be dependant upon the development of adjacent sites.</p>	<ul style="list-style-type: none"> • Planning conditions, Section 106 • Land take to enable reworked junction- developer <ul style="list-style-type: none"> ▪ Network Rail ▪ Rochester Riverside development
Gateways <ul style="list-style-type: none"> • Star Hill/Sun Pier junction • Rochester Bridge junction • Railways arches • Gas House Lane • Northgate • Blue Boar Lane • Furrells Road 	<ul style="list-style-type: none"> • Lighting • Public Art / Signage • Paving 	<p><i>High</i> High quality gateways between Rochester Riverside, Corporation Street and historic Rochester are important in successfully linking new and old communities. Implementation can be on a gateway by gateway basis as the development of Rochester Riverside progresses over a 3-10 year period.</p>	<ul style="list-style-type: none"> • S106 developer contributions (from within and out with the Corporation Street and Rochester Riverside area. ▪ Rochester Riverside development ▪ Network Rail • Government bids

9.3 Developer contributions

The Medway's Council's policy on developer contributions is set out in 'saved' Policy S.6 of the Medway Local Plan 2003. Medway Council has adopted a Guide to Developer Contributions as a supplementary planning document. The full document can be viewed and downloaded from the Medway Council website at www.medway.gov.uk/S106

The Council has the following funding priorities with regard to development within the Corporation Street area.

- affordable housing;
- Transport and travel
- Community safety
- Public realm– including commuted payments for maintenance as necessary.
- Environmental health– air quality.

9.4 Planning application requirements

Because of the sensitive location of the Corporation Street area and because of significant archaeological, transport, air quality and noise constraints- the Council will normally expect the submission of fully detailed planning applications. Outline applications will not be encouraged.

Planning applications for new development along Corporation Street will require the inclusion of the following technical documents:

- Detailed *Design and Access Statement* explaining (with diagrams and illustrations) the principles behind the scheme. The statement should draw particular attention to the design of facades, to the design of the buildings at street level, and the relationship of the design of the buildings with landscaping and the public realm;
- *Sustainability statement*– in accordance with section 8 of this brief;
- *Public realm statement* - outline specification

Policy S6, Medway Local Plan 2003.

The council will set conditions on planning permissions or seek to enter into a legal agreement with developers to provide for new physical infrastructure, social, recreational and community facilities... where the need for these arises directly from the development concerned.

Provision will be sought in proportion to the size and nature of the individual development, and will take into account the existing pattern of provision and capacity in the locality. Provision will be made on the site where this can be reasonably achieved. When this is not the case, contributions will be sought for the provision of facilities... , provided their location can adequately serve the development site or are appropriately related to it."

of materials, soft landscaping, lighting, and street furniture to be used in the vicinity of schemes;

- *a desk-top archaeological survey and report.*
For some sites with known potential for important archaeological remains, trial trenches may be necessary.
- The majority of sites will require a *transport assessment and parking management strategy* (see the Council's parking standards for thresholds governing whether an assessment is required) covering traffic movement, access, and parking - scoping to be agreed with the Council's Integrated Transport Section;
- *An air-quality survey* and the submission of *measures to tackle the issue of air quality.*
- *Employment statement* on the number of number of jobs lost and on the number of full time or full time equivalent (FTE) jobs created as a result of redevelopment.
- *A contamination survey and mitigation proposals.*

In addition to the above the Council will apply conditions that require an acoustic assessment and measures for mitigating external noise generated by the rail line and the dual carriageway.

Larger applications may require an Environmental Impact Assessment to be submitted along with the development proposals. A screening opinion should be sought from the Development Control section at the Council.

Additional information may be required. Developers are advised to consult the Council's *'Planning Application Validation Checklist* – downloadable from the Council's website.

Medway Council contacts-

Planning, Housing, Integrated Transport, Highways
and Environmental Health:

Medway Council

Regeneration Community and Culture Directorate

Civic HQ

Gun Wharf

Chatham

ME4 4TR

01634 333333

Regeneration:

Medway Renaissance

Eastgate House

High Street

Rochester

ME1 1LE

01634 337154

Archaeology:

Heritage and Conservation

Kent County Council

Invicta House

County Hall

Maidstone

ME14 1XX

01622 696861

This document was adopted as a Supplementary Planning Document (SPD) at Medway Council's cabinet meeting of 25th November 2008. It has been prepared in accordance with the provisions of the Planning and Compulsory Purchase Act 2004 and the Town and Country Planning (Local Development) (England) Regulations 2004. It is therefore a material consideration when the Council considers planning applications within the Corporation Street area.

Prior to adoption, a draft of this development framework was subject to an extensive public consultation process during August and September 2008.

Copies of the Sustainability Appraisal and Consultation Statement which accompanied the production of this document are available upon request.

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