



Historic England

Regeneration Delivery  
Regeneration, Community, Environment &  
Transformation  
Medway Council  
Gun Wharf, Dock Road,  
Chatham, Kent ME4 4TR

Our ref: PL00245782

Your ref:

Telephone

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Date 29 January 2018

[By email only to regeneration@medway.gov.uk](mailto:regeneration@medway.gov.uk)

Dear Sir / Madam

### **Strood Waterfront Development Brief 2017 Consultation**

Thank you for your email of 4 December 2017 inviting comments on the above document.

As the Government's adviser on the historic environment Historic England is keen to ensure that the protection of the historic environment is fully taken into account at all stages and levels of the local planning process and welcomes the opportunity to comment upon this key planning document.

Historic England is pleased to support the main aims and objectives of this document. The SPD includes a good deal of the site analysis, and sets out some clear parameters for development and identifies well defined opportunities for enhancement. The policies for new buildings and areas are appropriately indicative without being too prescriptive of the architectural tone for new development, or indeed the possible layouts for new proposals, but they do set a clear framework to deliver Medway's vision for the site. Quite a bit of that is how the development relates and responded to the historic environment (i.e. the townscape's existing character and form), and views and settings of heritage assets (such as Rochester Cathedral and Castle) across the river Medway.

We note the modest increased scale of some new development over and above the scale of demolished buildings on the former Council site but do not think this will have potential negative impacts on the historic environment or the setting of heritage assets. One exception may be the illustrative building which is significantly higher than the maximum scale suggested for development in the document, and we suggest that it may be appropriate to scale this down somewhat to achieve a more consistent townscape form – landmark buildings do not have to be high and can be signalled in other ways.

Historic England would strongly advise that the Council's own conservation staff are closely involved throughout the preparation of the Local Plan, as they are often best placed to advise on local historic environment issues and priorities, sources of data and, consideration of the options relating to the historic environment, in particular the requirement to set out a positive strategy for the conservation and enjoyment of the historic environment (NPPF para 126).

These comments are based on the information provided by you at this time and for the avoidance of doubt does not reflect our obligation to advise you on, and potentially object to, any specific development proposal which may subsequently arise from this or later versions of the plan and which may, in our view, have adverse effects on the historic environment.

Yours sincerely

*Alan Byrne*  
Historic Environment Planning Adviser



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