Strood Town Centre Masterplan

Written comments received during consultation held on draft masterplan 16 August – 30 September 2019



Strood Town Centre Masterplan Consultation (16th August – 30th September 2019)

Comments analysis

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| **Ref No:** | **Organisation** | **Comments** | **Response** |
| **STCM 9** | Sport and Physical Activity Service - Kent County Council | Take account of Sport England guidance. | The proposed masterplan aims to encourage a greater active lifestyle for existing and new residents through the introduction of new green spaces and extended riverside walkways. |
| **STCM 8** | Rochester Bridge Trust | Concerns relating to proposals for the continuous riverside path, management of traffic and use of the bridges and flood defence schemes. | The masterplan has been updated to reflect that a continuous riverside walk is not feasible under the bridges and that two of the three bridges need to be maintained open for vehicular traffic.  Concerns relating to the flood defences in Strood have been passed to the Council’s flood risk coordinator and they have been in contact separately. |
| **STCM 10** | Heritage & Conservation – Kent County Council | Feel that the masterplan does a good job reviewing the more recent heritage of Strood, but limited on the earlier history of the area; especially the Roman period.  The masterplan should also be mindful to protect the views of the Rochester. | The comments are noted and are being addressed through the wider Local Plan work such as the Medway Heritage Strategy. |
| **STCM 11** | Southern Water | No comments | Noted |
| **STCM 13** | National Grid | No comments | Noted |

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| **STCM 15** | Natural England | The design of any new proposals should  help contribute to improving green infrastructure, especially the vision in the Medway Green & Blue Infrastructure document. | Aspirations and key proposals for new green & blue  infrastructure are to be included and progressed through the Medway Green & Blue Infrastructure Vision document rather than the Strood Town Centre Masterplan. |
| **STCM 16** | Theatres Trust | No comments | Noted |
| **STCM 17** | Kent Police | Kent Police design team should be further consulted when detailed designs are proposed. | Kent Police will be further consulted when detailed applications have been submitted. |
| **STCM 19** | Historic England | The masterplan is generally good at reflecting the issues in the historic environment in Strood. It is recommended that Medway Council’s Conservation Team are involved in the documents  development. | Medway Conservation Team have been kept in the loop and so far no comments have been received. |
| **STCM 20** | City of Rochester Society | Any development must be supported by infrastructure. The infrastructure must be completed in time to | The Council feels that an appropriate amount of infrastructure has been reviewed. |
| **STCM 21** | Rochester & Strood MP | Positive comments in relation to the vision, especially reconnecting with the river and celebrating its assets. Concerns  are raised as the deliverability of the proposals, especially funding. | Further ongoing work on the viability of projects is in progress through the Medway Local Plan Viability report. |
| **STCM 1** | Resident A | Concerns with house boats & impact of future building works brought about through proposals | Concerns were raised to the management of houseboats in order to stop them becoming unsightly. Discussion was had with the Council’s internal River Management Team and they feel that these issues  could be overcome. Therefore the inclusion of houseboats is to be retained. |

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| **STCM 2** | Resident B | Concerns with car parking and road  improvements | The concerns relating to car parking are noted and a  decision is yet to be finalised. |
| **STCM 3** | Resident C | Concerns over the impact of the road proposals on traffic | Any road proposals are to be tested through the Council’s Strategic Transport Assessment which is part of the emerging evidence base for the Local Plan before any final decision is taken.  Wording in the masterplan has been updated to reflect the at the feasibility of transport projects proposed need  to be tested further before they are implemented. |
| **STCM 4** | Resident D | Plans are positive and supported | Noted |
| **STCM 5** | Resident E | Concerns of the level of parking to cope with the new development proposed, | Wording in the document has been changed to reflect that the car parking scenarios need to be further tested before they are finalised. |
| **STCM 6** | Resident F | Comments related only to the existing LGF road improvement scheme | Concerns noted and to be passed to the LGF scheme |
| **STCM 7** | Resident G | Make sure the views of the public are represented and improve the approach to Strood Railway Station along Station Road. | It is felt that improvements to Strood Railway Station approach along Station Road have been outlined in the masterplan (p.59) and also in the Strood Waterfront Development Brief 2018. |
| **STCM 14** | Resident H | Concerns relating to traffic and air quality implications of the masterplan | Any road proposals are to be tested through the Council’s Strategic Transport Assessment which is part of the emerging evidence base for the Local Plan before  any final decision is taken. This will test both the traffic and air quality implications of proposals. |

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