

medway waterfront



renaissance strategy
2004

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introduction



The River Medway is one of Medway's greatest assets. It provides the backdrop for many of the most exciting development opportunities in the south-east of England, which will transform Medway into a new city of learning, culture, tourism and high technology. A major step in this urban renaissance is to develop key regeneration areas along the River Medway to create a modern, exciting waterfront city with Chatham Centre and waterfront at its heart. The revival of Medway's Waterfront provides a unique opportunity to reconnect the city with the river and to continue to diversify the local economy, for the benefit of existing communities as well as new ones.

There has already been significant regeneration along the waterfront. The developments already begun at Chatham Maritime, together with those to commence shortly at Chatham Centre and waterfront and Rochester Riverside represent the first phases in an ambitious 20-year programme. But now there is a new momentum: Medway has been designated as a growth area within the Thames Gateway, the Office of the Deputy Prime

Minister has provided £57 million for regeneration projects, and work has started to revitalise Chatham Centre and Waterfront as the commercial and civic heart of the city.

The Medway Waterfront Renaissance Strategy has been prepared by Medway Council in association with the Medway Renaissance Partnership. It sets out a development strategy for the waterfront for the next 20 years which brings together, and builds upon, other planning guidance already in place. It is the first phase of an overall regeneration framework for Medway. The Waterfront's full potential will be realised with commitment and investment from all our partners, public and private. Together we can achieve the renaissance of Medway Waterfront into a thriving, beautiful city of which we can all be proud.

what is Medway Waterfront?



Medway occupies a key location in the Thames Gateway, providing substantial opportunities for growth within a unique historic and natural setting.

About 50 kilometres to the south-east of London, with a population of nearly 250,000, Medway is the second largest conurbation in the south-east. The main urban area is concentrated on the banks of the River Medway. Chatham Centre and waterfront is the strategic urban centre, with other centres at Strood, Rochester, Gillingham and Rainham.

Medway Waterfront is the focus for Medway's regeneration activity, with over 900 hectares of brownfield land across 14 sites, spanning 11 spectacular kilometres of the River Medway.

It extends from the new M2 bridge in the west, encompassing Strood, Rochester, Chatham Historic Dockyard and Fort Amherst, Chatham Maritime and the universities, to Gillingham Waterfront in the east. At its heart is Chatham Centre and waterfront.

We want to create a new linear waterfront city, composed of a series of urban quarters. Each quarter will contribute its own particular sense of place to the overall character of the waterfront. Chatham Centre and waterfront will become the strategic commercial, civic and cultural centre for Medway's 250,000 residents and beyond.

Amongst Medway Waterfront's unique characteristics are:

- a series of spectacular meanders of the River Medway, framed by steep escarpments, create the opportunity for stunning views and visual connections between the urban quarters
- substantial areas of green spaces, largely a result of the military fortifications associated with the Chatham Historic Dockyard, form a distinctive backdrop to the urban areas
- the River Medway is both a busy working river (one of the ten busiest rivers in the UK) and an important ecosystem. The intertidal sand and mudflats are particularly important as a food source for migrating birds and as spawning grounds for fish such as sea bass

- the undeveloped coast and internationally significant wetland further downstream is designated as a Special Protection Area for migrating birds. The North Kent Marshes on both sides of the river provide dramatic landscapes and wildlife habitat as well as being used as grazing land
- the waterfront includes some of the most intact and finest historic features. Rochester castle and cathedral are among the oldest in the country and Rochester's historic High Street contributes significantly to the environmental quality of Medway Waterfront. During the mid-17th century the Historic Dockyard at Chatham became the Royal Navy's pre-eminent shipbuilding and repair yard. Chatham's naval and military heritage is amongst the most important in the world and the Government has included it on a list of locations to be nominated to the United Nations for World Heritage Site status.



unique

For the waterfront to play a more meaningful role in the structure of Medway it must harness its intrinsic assets to create new opportunities, whilst also retaining its traditional economic role as a corridor for river-related business and industry.

relationship to other regeneration opportunities in Medway

This strategy is the first part of an overall regeneration strategy for Medway. We have chosen Medway Waterfront as the focus for our regeneration programme because it contains the greatest concentration of brownfield sites.

A new settlement of approximately 5,000 houses is proposed for an area of Ministry of Defence land at Chattenden, on the Hoo Peninsula. Development is likely to take place after 2006, but it will contribute significantly to achieving housing targets in Medway and will require effective transport links to the waterfront and other centres.

Gillingham, although outside the waterfront area, remains an important district centre. Its role in regeneration needs to be clearly defined as part of the next phase of the regeneration strategy.

stunning views and visual connections between the urban quarters

the need for change



In 1984, the Royal Navy ended its long association with the River Medway and the Historic Dockyard, with devastating effects on the Medway community. Since then, a systematic programme of public and private investment has helped to rebuild the local economy. This included the creation of Medway City Estate as an enterprise zone, the development of Chatham Maritime as a flagship residential, higher education and commercial quarter, and the redevelopment of the Historic Dockyard itself, under the management of the Chatham Historic Dockyard Trust.

Medway Council has made economic, physical and social regeneration one of its top priorities since its inception in 1998. We are committed to a planned and creative approach to the physical regeneration of previously developed sites, together

with economic policies designed to attract and support the widest possible range of industry and business. We recognise that regeneration is about people as well as places, enhancing quality of life for Medway's communities.

Medway Waterfront presents a unique opportunity to refocus development towards the river and improve public access to it.

It is also an opportunity to concentrate new development in existing urban areas and reduce the pressure to build on greenfield sites. Medway Waterfront represents almost 17 per cent of the total urban area in Medway, but currently contains only five per cent of the population. Clearly, there is substantial capacity to redevelop these key sites.

Medway Waterfront contains some of the more deprived wards in Medway. Its re-development will enable social, as well as physical, regeneration.

Our partners also recognise the strategic importance of regeneration to the health and well-being of Medway. The

Community Plan highlights the key role of waterfront regeneration in achieving our urban renaissance.

We and our partners, particularly the South East England Development Agency (SEEDA), have been working hard to rebuild the local economy since the closure of the Naval Dockyard in 1984. We have encouraged the development of financial and business services; high technology manufacturing; and transport and distribution; as well as retail, education, construction and tourism. Our role is broader than just attracting and developing industry. We need to promote Medway's inward investment potential, help Medway's people to develop their skills and job prospects, and generally promote Medway as an attractive place to live, work and visit.

A key to future success will be to foster a learning economy. Greenwich and Kent Universities, together with the Kent Institute of Art and Design, Mid-Kent College and the Royal School of Military Engineering (RSME), provide the potential to develop a world-class further education sector.

urban



The housing needs of our communities are evolving as the population ages and the economy changes. We recognise the need to develop balanced communities by providing a range of tenure and dwelling types that include affordable housing.

We need to plan for significant increases in traffic in the future, especially with the redevelopment of Medway Waterfront. Chatham Centre and waterfront is identified as a regional transport hub within the south-east region, which is also a reflection of Medway's strategic location in the Thames Gateway. As part of this strategy, we are aiming to reduce the dominance of car use, integrate different forms of transport, improve our public transport systems and encourage walking and cycling.

Average temperatures in Medway are likely to increase by between 2 and 4 °C by the end of this century. Increasingly warmer and drier summers will put pressure on our water resources, and wetter winters will increase the chance of flooding. Our wildlife and agriculture could also be affected.

The Government has acknowledged the importance of Medway as a focus for regeneration in the Thames Gateway. Through the Sustainable Communities Plan, it has allocated £41.6 million for the regeneration of Chatham Centre and waterfront and Rochester Riverside and for the development of proposals for a major transit scheme in Medway. Greenwich and Kent Universities have also been given £15 million to achieve their goal to accommodate 6,000 students by 2006.

The Government has set ambitious targets for housing and jobs in Medway with a potential capacity for 16,000 homes and 23,000 additional jobs. It also recognises that these targets should not be achieved at the expense of Medway's natural and cultural assets. The River Medway estuary's unique landscape character and internationally significant ecology, together with its built heritage, constitute a major contribution to Medway's overall environmental quality.

a key to future success will be
to foster a learning economy

what we want to achieve



Medway Waterfront represents an unparalleled regeneration opportunity to create a series of distinct urban quarters, focussing on the River Medway. It will become a distinctive place, well known and loved for its beautiful buildings and open spaces, riverside walks and historic environment, complemented by the best in contemporary design. We want to create a beautiful place for people to use and enjoy, for the benefit of all the community. Development of the waterfront will provide the catalyst for the wider regeneration of Medway.

The renaissance of Medway's Waterfront will be based on sustainability principles: we aim to achieve a better quality of life for all members of the community, now and for future generations, integrating social, economic and environmental objectives.

The Medway Waterfront Renaissance Strategy establishes the policy direction for the Waterfront for the next 20 years.

It sets out:

- an overall development strategy for the waterfront
- a series of outcomes and actions to achieve the strategy objectives
- common themes and regeneration priorities linking the different areas
- the role of each individual area in relation to the waterfront and its development potential

There are six themes:

quality and design

Create a beautiful waterfront city, with inspiring architecture and public open spaces, and a sense of local distinctiveness

Achieve high quality development which embraces innovative and sustainable design, construction and resource management techniques

Promote Medway's unique maritime heritage and encourage the integration of new with old in a sensitive way

sense of place

Develop and maintain a strong sense of identity, civic pride and belonging, by harnessing the best qualities in the built, natural and social environment

Reconnect our urban spaces with the river - physically, visually and culturally

Create a people friendly environment that is safe and secure and accessible for all



regeneration

the river

Encourage a mix of industrial, recreational and leisure uses on the river, whilst protecting its important ecological and landscape character

Make the most of opportunities to increase public access to the river, ensuring that new development enhances its attractiveness, views and overall appeal

economy and learning

Enhance competitiveness and develop a mixed economy with opportunities for inward investment and learning

Develop and foster cultural, knowledge and creative employment and activity

Develop Chatham Centre as the strategic civic, office, community and retail centre of Medway and beyond

housing and community

Provide a mix and balance of house types and sizes that will be attractive and affordable to a broad cross-section of the community

Promote diversity and choice through mixed-use development that strengthens neighbourhoods with modern facilities and accessible local services

transport

Develop fast and efficient transport links between houses, jobs, services and key destinations

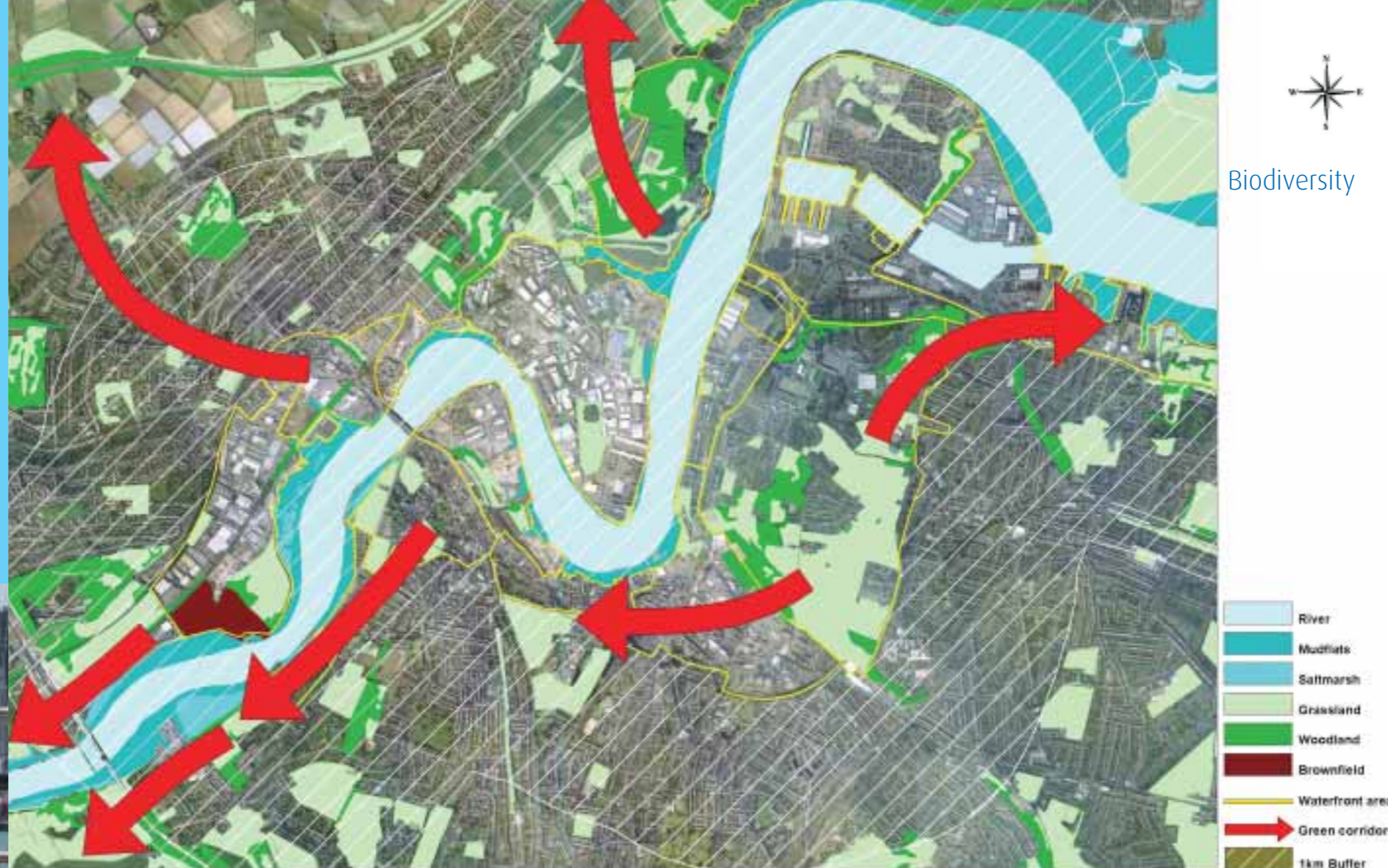
Widen transport choice and improve public transport

Encourage direct and safe walking and cycling routes that connect key waterfront attractions/ destination

the renaissance of Medway's Waterfront will be based on sustainability principles: we aim to achieve a better quality of life for all members of the community, now and for future generations, integrating social, economic and environmental objectives



challenges and opportunities



quality and design

Improve the quality of the built environment along the Waterfront and enhance Medway's local distinctiveness

Create safe environments – safety is of key concern to residents and students

Encourage innovative design in new development, following the tradition of innovation in building technology created by the Historic Dockyard

Create a high quality public realm which improves access to the river, links the waterfront sites and encourages healthy activities, such as walking and cycling

Set high standards of sustainable building design, to improve health and quality of life, by increasing personal comfort (through the use of natural light, views etc) and reducing negative environmental impacts

Respect and enhance the historic and architectural values of Medway Waterfront

the river

Transform the role of the river from barrier into a connecting element for new development and infrastructure, physically and visually

Maintain a range of activities on and along the river: employment, housing, leisure and recreation

Balance development with conservation of the river's ecological resources and landscape values

Protect biodiversity through the creation of wildlife corridors and other open spaces

Protect development from flooding by locating and designing buildings appropriately and, where necessary, erecting flood defences

Plan for climate change so that new development is designed to minimise flood impact and mitigate effects that contribute to climate change, for example by including energy efficiency measures

sense of place

Acknowledge that people's sense of belonging and pride in areas is made up of the natural landscape, built environment and experiences over time – existing communities' views about places will be different from those of newcomers

Create a strong identity based on the area's cultural significance

Take advantage of being close to London, without losing our 'Medway' identity

Find new uses and a new future for historic buildings and areas. There is a place for conservation-led regeneration, which will contribute to the tourist and visitor business economies

Encourage new and distinctive buildings and structures, which will have an important role in signifying renaissance and strengthening identity. There is scope for at least one bold 'iconic' building to act as a symbol of the new Medway Waterfront

economy and learning

Ensure that future development allows local people to gain access to better employment opportunities

Encourage mixed uses and a range of employment activities on Medway Waterfront

As well as protecting existing employment, provide new opportunities that are flexible and able to respond to market trends, especially in the high technology and knowledge sectors

housing and community

Medway's economy depends on the contribution from key workers, students, graduates and others, all of whom need access to affordable housing. Almost a fifth of households in Medway have someone with a special need

Provide more one- and two-bedroom dwellings in the future to cater for the increasing number of older people and single person households



transformation

Foster the role of the Universities at Medway, Kent Institute of Art and Design and colleges as important drivers for economic change

Provide job, housing and leisure opportunities for graduates to encourage them to stay in the area

Plan carefully to cater to future demand for wharfage and waterfront employment land

Ensure that all the town centres complement, rather than compete, with each other

Encourage development which will attract more visitors, without compromising the quality of the local environment

Encourage 'Lifetime homes' to build-in flexibility to accommodate changing needs over time

Provide community facilities and services, together with adequate transport systems

Ensure that existing communities benefit from regeneration, particularly areas fringing the Waterfront. Gains from increased land and house prices should not be offset by reduced housing affordability for existing and incoming communities

transform the role of the river from barrier into a connecting element for new development and infrastructure, physically and visually





transport and movement

Develop a sustainable transport plan for the future through the Transport for Medway project

Encourage people to use public transport, walk or cycle, instead of using their cars. We recognise that improvements to public transport will be needed to achieve this.

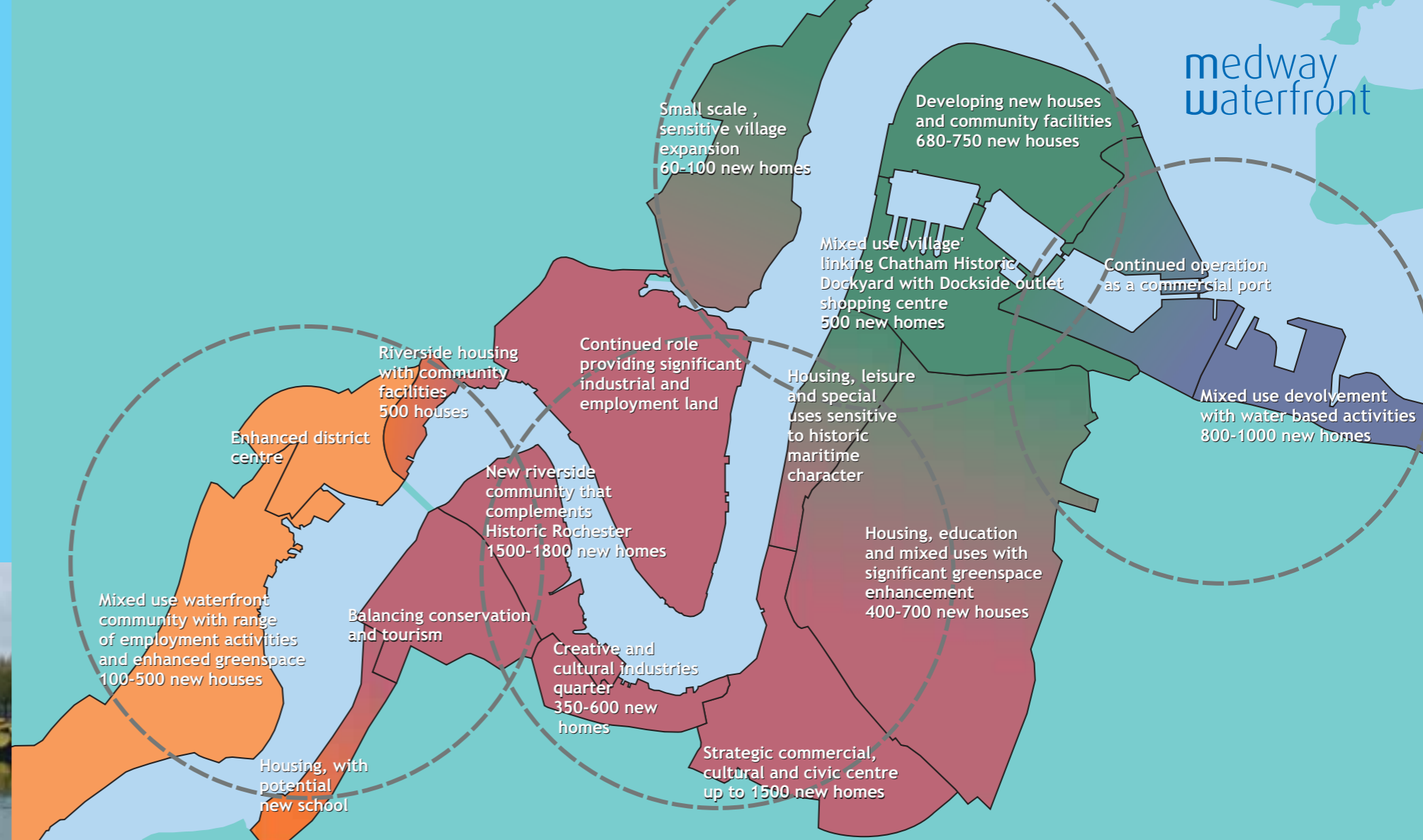
Improve rail links to and from London and to Stansted and Gatwick airports

Improve links between waterfront regeneration sites, particularly between Rochester Riverside, Strood, Chatham Maritime and the Historic Dockyard

Integrate pedestrian and cycle routes with open space and riverside access

Investigate opportunities in the future for water transport and a pedestrian/public transport bridge linking Chatham Centre and waterfront with the north bank of the river, via Medway City Estate

a strategy for Medway Waterfront



Over the next 20 years Medway Waterfront will accommodate between 6,000 and 8,000 additional dwellings of mixed size and tenure, at a rate of about 300 dwellings per year.

Each regeneration site will contribute its own special elements to create Medway Waterfront as an exciting riverside destination. Each site has different natural and built characteristics and different development opportunities, ensuring complementary, rather than competing, uses.

The sites will be connected through a chain of high quality public spaces, with a walkway and cycleway on both sides of the river and hubs of activity to attract people to the waterfront. We want to create new links along and across the river, with the potential for river transport in the future and the creation of a pedestrian and public transport bridge linking Chatham Centre and waterfront with Medway City Estate. The bridge will form an iconic gateway to Chatham Centre and Waterfront and play an important role in enabling physical and visual connections

between developments on both banks of the river. It will also be the connecting element between greenspace corridors on the north and south banks of the river, creating a critical hub for Medway's green grid and public access to the waterfront.

Revitalising Chatham Centre and waterfront is the focal point of the Waterfront Renaissance Strategy. It will become the commercial, civic and cultural heart of both Medway Waterfront and Medway as a whole. Rochester Riverside will deliver the greatest proportion of new housing on Medway Waterfront, complemented by business and other uses. Together with Star Hill to Sun Pier and Medway City Estate, they will form the central core of Medway Waterfront.

An enhanced Strood town centre and greenspace at Temple Marsh will serve surrounding new waterfront communities and businesses.

The role of Gillingham town centre will be supported by the development of mixed uses and a range of water-based activities at Gillingham Waterfront.

The creation of a university and college quarter within a potential world heritage site will be the cornerstone of Medway's economic regeneration. We will be promoting the development of creative and cultural small businesses on the Waterfront to provide job opportunities for graduates and create a more attractive cultural environment to attract students to the area. We will also be requiring the design of new schools to allow for easy community access both in and out of school hours.

We aim to generate over 10,000 additional jobs on Medway Waterfront, by earmarking strategic employment sites and encouraging mixed uses as a basis for inward investment. Our emphasis will be on creating start-up and grow-on space for small and medium-sized businesses at key locations, and establishing a creative and cultural industries quarter within the Star Hill to Sun Pier area.

The ultimate number of homes will depend on the capacity of the transport infrastructure to support additional development.



The Universities at Medway, Mid-Kent College and the Kent Institute of Art and Design form the major catalyst for creating a learning and knowledge economy.

We will encourage significant additional investment in transport infrastructure to underpin new development.

The strategy is underpinned by the following policies:

The river is the unifying feature of Medway Waterfront. We intend to maintain a mix of uses on, and along, the river. New development will maximise the opportunities the river has to offer: visual, natural, economic and social.

We will ensure that new development is as sustainable as possible, in that it:

- is energy efficient
- minimises the use of resources, both in construction and operation
- uses renewable sources for at least a proportion of its energy needs
- is designed to reduce reliance on the private car
- includes a level of affordable housing at or above 25% of the total development

- includes the necessary social infrastructure: schools, community and health centres, meeting places and small-scale shops

The waterfront location means that all sites are subject to some level of tidal flood risk. The development response must be to locate uses and design buildings appropriately, with the erection of flood defences where necessary.

We will encourage the sensitive integration of modern development with the existing built environment. There is the potential for a number of landmark buildings or features, and one outstanding iconic structure.

We will support developments that foster the use of public transport and encourage walking and cycling; and those that improve public access to the waterfront.

A 'percent for place' policy will encourage developers to invest in public art, public spaces and lighting.

Local construction and labour will be used as far as possible in new development activity.

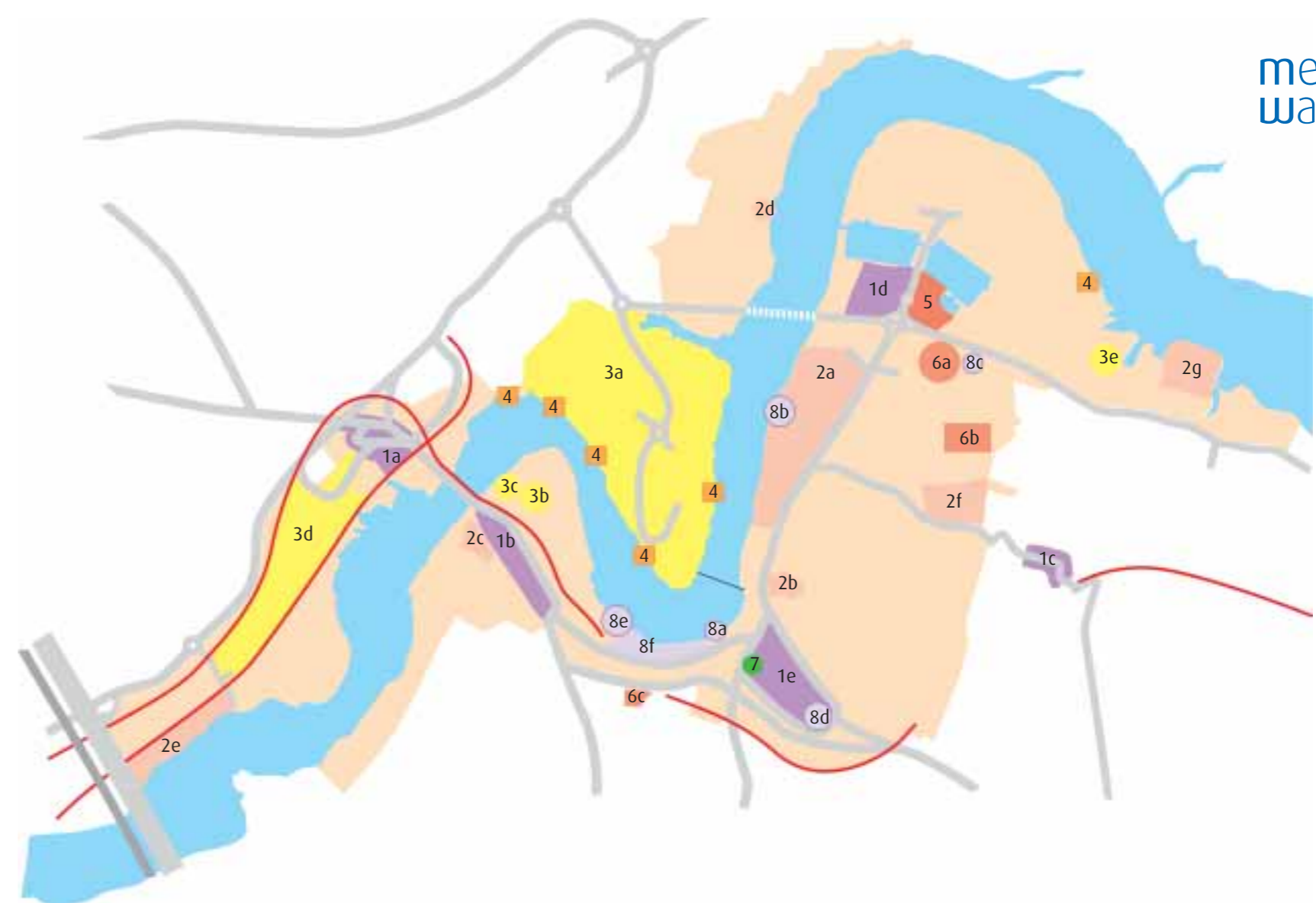
We will encourage mixed uses as part of development, to avoid isolating housing from services and employment opportunities.

We will ensure that existing communities benefit from the regeneration of Medway Waterfront, particularly through access to new jobs and services.

The council will determine the level of contributions that will be required from developers towards schools, open space, community facilities, affordable housing and transport, as part of development of the waterfront.

The strategy will be used to inform the council's emerging Local Development Framework (LDF), which will replace the Local Plan in 2007.

economic activities and drivers on Medway Waterfront



economic activities and drivers on Medway Waterfront

The Universities at Medway, Mid-Kent College and the Kent Institute of Art and Design form the major catalyst for economic regeneration and creating a learning and knowledge economy. The university and college quarter will be complemented by the establishment of a new civic hub, with a library and learning resource centre, at Chatham Centre and waterfront.

Small business space and support will be provided at Sun Pier, Chatham Historic Dockyard, Chatham Maritime, Chatham Centre and waterfront and Rochester Riverside. Star Hill to Sun

Pier will be the focus for a new creative and cultural industries quarter.

There will be enhanced retail opportunities at Chatham Centre and waterfront and a clear retail hierarchy will be developed for the centres of Strood, Gillingham, Rochester and Rainham.

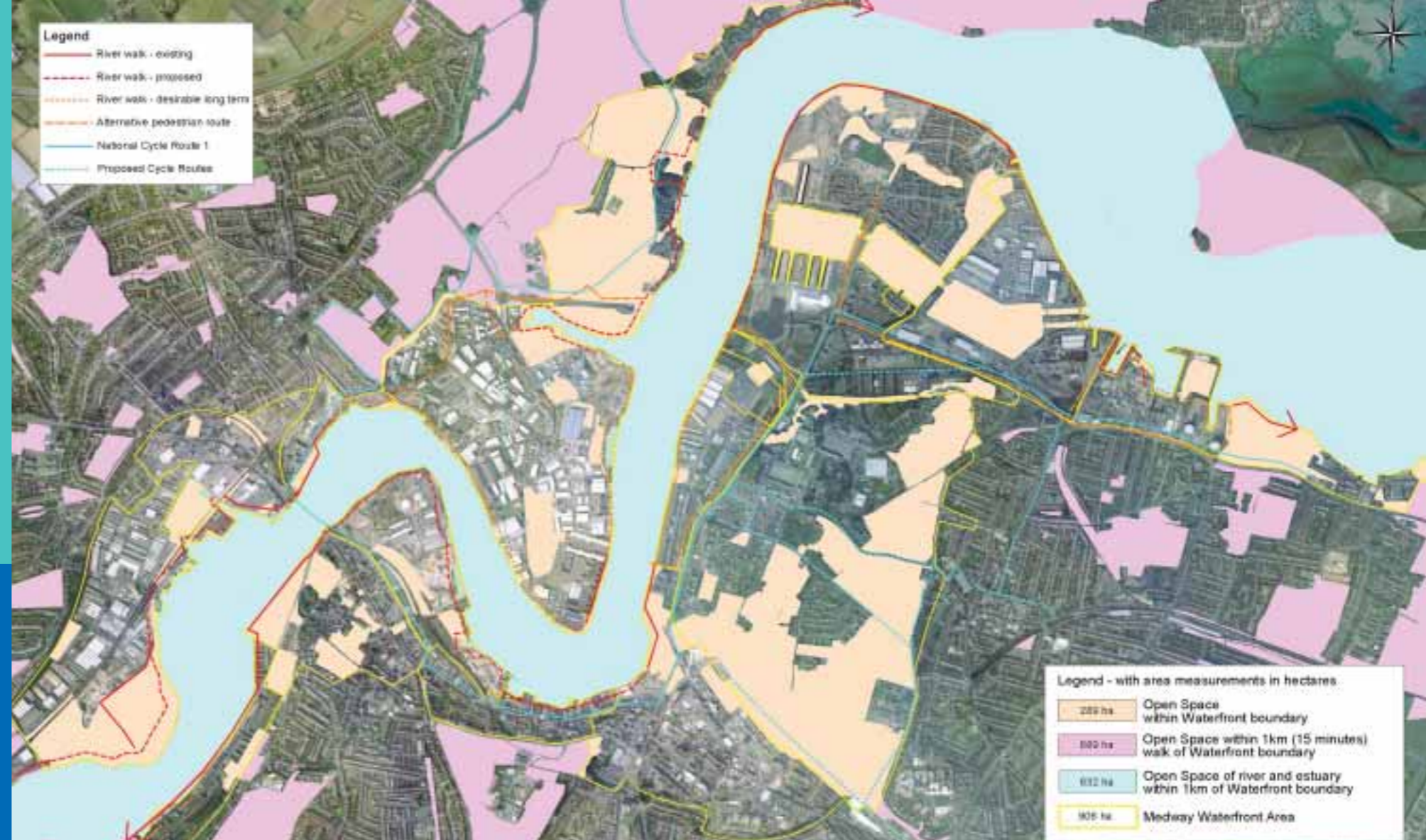
We will continue to support and develop key employment areas, the tourism industry, water-based industries and activities and office development. Leisure and recreation facilities will provide greater public access to the river and waterfront, together with income-generating opportunities.

location of economic activities

- 1 retail**
 - a Strood
 - b Rochester
 - c Gillingham
 - d Dockside Outlet Centre
 - e Chatham Town Centre
- 2 tourism and leisure**
 - a Chatham Historic Dockyard
 - b Fort Amhurst
 - c Historic Rochester
 - d Upnor Castle
 - e Medway Valley Estate
 - f Black Lion
 - g Strand
- 3 business estates**
 - a Medway City Estate
 - b Castle View Business Estate
 - c Rochester Riverside
 - d Temple Industrial Estate
 - e Gillingham Waterfront
- 4 water-based industries**
- 5 office development**

economic drivers

- 6 learning and knowledge**
 - a Universities at Medway
 - b Mid-Kent College
 - c Kent Institute of Art and Design
- 7 civic hub at chatham centre and waterfront**
- 8 small business space and support**
 - a The Hatchery, 85 High Street, Chatham
 - b Innovation Centre, Chatham Historic Dockyard
 - c Medway Enterprise Hub, Chatham Maritime
 - d Chatham Enterprise Gateway
 - e Rochester Riverside Enterprise Gateway
 - f Creative/cultural industries quarter



Medway Waterfront will form one of four high profile 'green grid' corridors through Medway's urban areas. Open spaces will define, separate and connect waterfront Sites, and link them to the wider countryside.

public spaces – natural and built

Medway Waterfront will form one of four high profile 'green grid' corridors through Medway's urban areas. Open spaces will define, separate and connect waterfront Sites, and link them to the wider countryside.

Consistent with sustainability principles, development on the Waterfront should be accommodated with no overall net loss to biodiversity.

Open spaces will be linked as far as possible with the proposed riverside walk and cycleways.



- Key Attraction / Destination
1. Upton Castle
 2. Dockside Centre
 3. University of Greenwich
 4. Strand Leisure Park
 5. Chatham Historic Dockyard
 6. Royal School of Military Engineering / Museum
 7. Black Lion Leisure Centre
 8. Fort Amherst
 9. Brook Theatre (Former Town Hall)
 10. The Lines
 11. Medway Hospital
 12. Pentagon Centre
 13. R1AD
 14. Mid Kent College
 15. Rochester Cathedral
 16. Rochester Castle
 17. Medway Valley Leisure Park
 18. Medway City Estate
- ↪ Key VeloRoute
- ▨ Potential footbridge linking banks
- Public Transport Interchange (Rail/ CTRL station)
- ▬ Channel Tunnel Rail Link
- ▬ Railway Line
- ▬ National Cycle Route 1
- ▬ Proposed Cycle Routes (Waterfront Focus)
- ▭ Park and Ride

transport

Strategic transport considerations include:

Develop proposals for a major public transport scheme linking regeneration sites and existing development

A potential new public transport/pedestrian/cycle bridge linking Chatham Centre and waterfront with Medway City Estate, to facilitate access to the Hoo Peninsula

Remove the Chatham gyratory system, with associated relocation of the bus station and improvements to pedestrian circulation

Redesign the Strood gyratory system

Create a network of unbroken cycle routes to complement the riverside walk, link regeneration sites and connect main shopping centres with major routes

A series of park and ride sites around the edge of the waterfront, such as Whitewall Creek, to help bring people into the area and grow public transport use

achieving our objectives



There are a number of projects we will be carrying out over the next six months to 2 years to achieve the strategy objectives:

quality and design

Prepare a design statement for Medway Waterfront, incorporating:

- the role of individual sites and their contribution to sense of place
- scale of buildings
- the role for modern architecture
- how views and landscapes can be incorporated into site design
- connections to the river
- how ecological values and historic fabric can be protected
- sustainable design principles
- the role of public art

Develop a framework of 'new generation' greenspaces designed and managed to ensure sustainable provision of urban habitats, access and recreation.

the river

Prepare an economic strategy for the river addressing:

- current and future demand for wharfage
- opportunities to transport materials and waste
- identification of measures necessary for environmental buffers

Prepare an access strategy for the river front to provide a signposted riverside walk and cycleway on both banks of the river. The strategy will include:

- connections to other routes
- its existing and planned route
- contributions from developers
- features along the route such as public art, open spaces, access to piers and possible alternative routes
- the relationship of the route to existing and new open spaces and development.
- a design guide for different areas along the route.

Prepare a climate change strategy for Medway Waterfront, including:

- standards for energy efficiency and water use
- opportunities to use renewable energy sources
- standards for construction methods and materials
- mechanisms to reduce reliance on private transport
- flood management

- provide resources for communities to undertake participatory cultural and marketing projects

Investigate World Heritage site status for the Chatham Historic Dockyard, Fort Amherst and the Lines.

economy and learning

Seek funds for the proposed relocation of Mid Kent College. This will enable consolidation of the College curriculum and

space

- protection of biodiversity
- criteria for building design

Undertake strategic flood risk assessment to:

- identify areas of the Waterfront likely to be subject to flooding
- assess the likely impact of proposed new developments on flood risks downstream
- ensure protection of important biodiversity and nature conservation areas
- develop a strategy to avoid the threat of flooding or ensure that future development is appropriately protected

sense of place

Undertake a design and engineering feasibility study for a pedestrian and public transport bridge linking Chatham Centre and Waterfront with regeneration sites on the north bank of the river via Medway City Estate.

Carry out a series of 'participate to innovate' projects with communities and new investors in key Waterfront sites, which will:

- define the key elements of place for each site
- identify new ideas and opportunities for investment and marketing

provision of a range of high quality facilities for students.

Through a review of the council's economic development strategy:

- identify strategic employment sites along the waterfront
- encourage the provision of start-up and grow-on accommodation for small businesses, especially creative and technological industries
- investigate opportunities for clustering of businesses, including marine-based industries
- encourage inward re-location to office accommodation
- work with displaced businesses along the waterfront to relocate to suitable premises, including Kingsnorth and Grain

Prepare a retail strategy, which will:

- identify the relationship between Chatham Centre and waterfront, Strood, Rochester, Gillingham and Rainham, the overall capacity and offer, and an appropriate mix of functions for each
- assess the capacity of each centre to accommodate the proposed range of retail and commercial activities and level of expansion proposed (if any)
- analyse the impact on other centres of proposed changes to the retail and commercial offer in Chatham Centre and waterfront;



identity



and

- assess potential market requirements for each centre and the potential range of retail and commercial provision, including bulky goods retail

housing and community

Undertake a housing market analysis, which will:

- assess local housing needs
- identify the most appropriate types of housing for Medway Waterfront
- identify the target market and the extent to which new housing will meet local need
- assess whether we should be aiming to replace existing housing stock or concentrate on new build

- analyse the effects of new housing on the Medway market and implications for affordability

Prepare neighbourhood action plans for All Saints and Twydall, and a further two areas, yet to be announced. A key aspect of these plans will be to ensure that people from existing communities have access to employment opportunities on the waterfront.

Redefine the role of Gillingham as a hub for regeneration by:

- implementing a range of environmental enhancements in the town centre to boost investor confidence
- undertaking a feasibility study of the potential of Gillingham as a small business hub.



transport and movement

Take forward Phase 1 of the Transport for Medway project, which will:

- identify existing travel patterns and assess future travel needs
- design an appropriate transport system for Medway as a basis for a major scheme bid to government and the private sector
- devise specific short-term improvements to public transport and the highway system, including parking

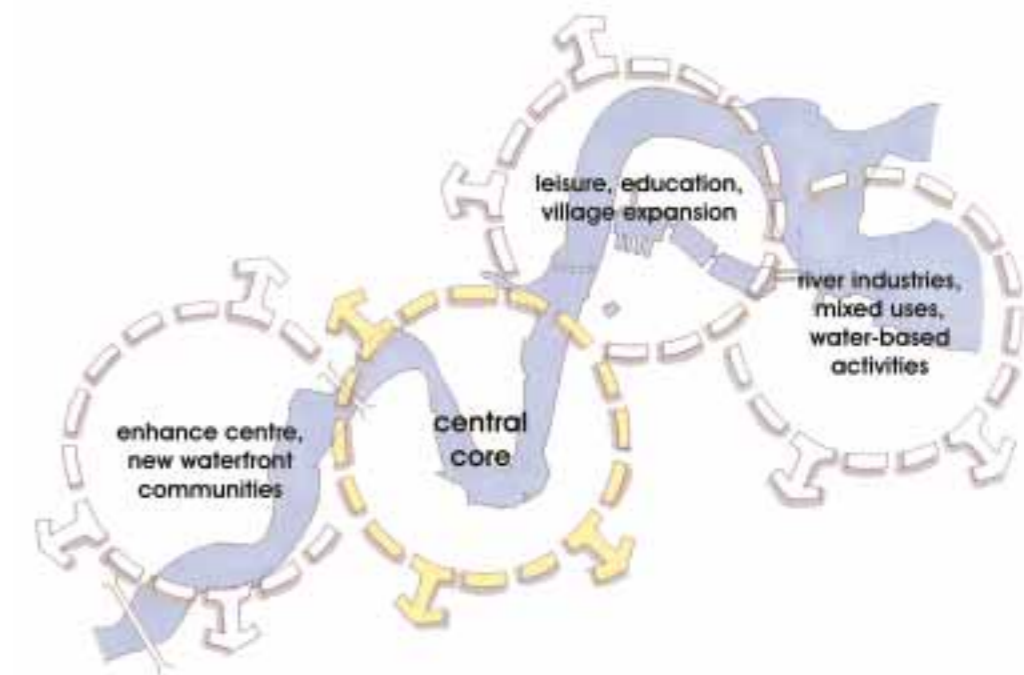
Phase 2 of the project will include a detailed scheme design; submission of a Transport and Works Act order and public inquiry; and the start of a land acquisition programme to implement the scheme.

Reprioritise movement within Chatham Centre and waterfront to

reduce the severance between the centre and the river and integrate the centre with Chatham station.

Work with rail operators to refurbish Chatham and Rochester railway stations in preparation for Channel Tunnel Rail Link (CTRL) domestic services.

the waterfront quarters



potential

This strategy aims to emphasise the links between individual sites, both along and across the river, whilst acknowledging that each regeneration site has a unique contribution to make to the renaissance of Medway Waterfront.

There are four 'clusters' of regeneration sites with distinct characteristics and potential.

consolidating the central core



This is a diverse area containing a number of centres of activity, each with distinctive features – Chatham Centre and waterfront, Rochester Riverside and Star Hill to Sun Pier, which provides the link between these two main centres. Chatham Centre and waterfront and Rochester Riverside together form the centrepiece of Medway’s regeneration strategy. Medway City Estate is a key employment area –6,000 people currently work there.



the regeneration priorities are:

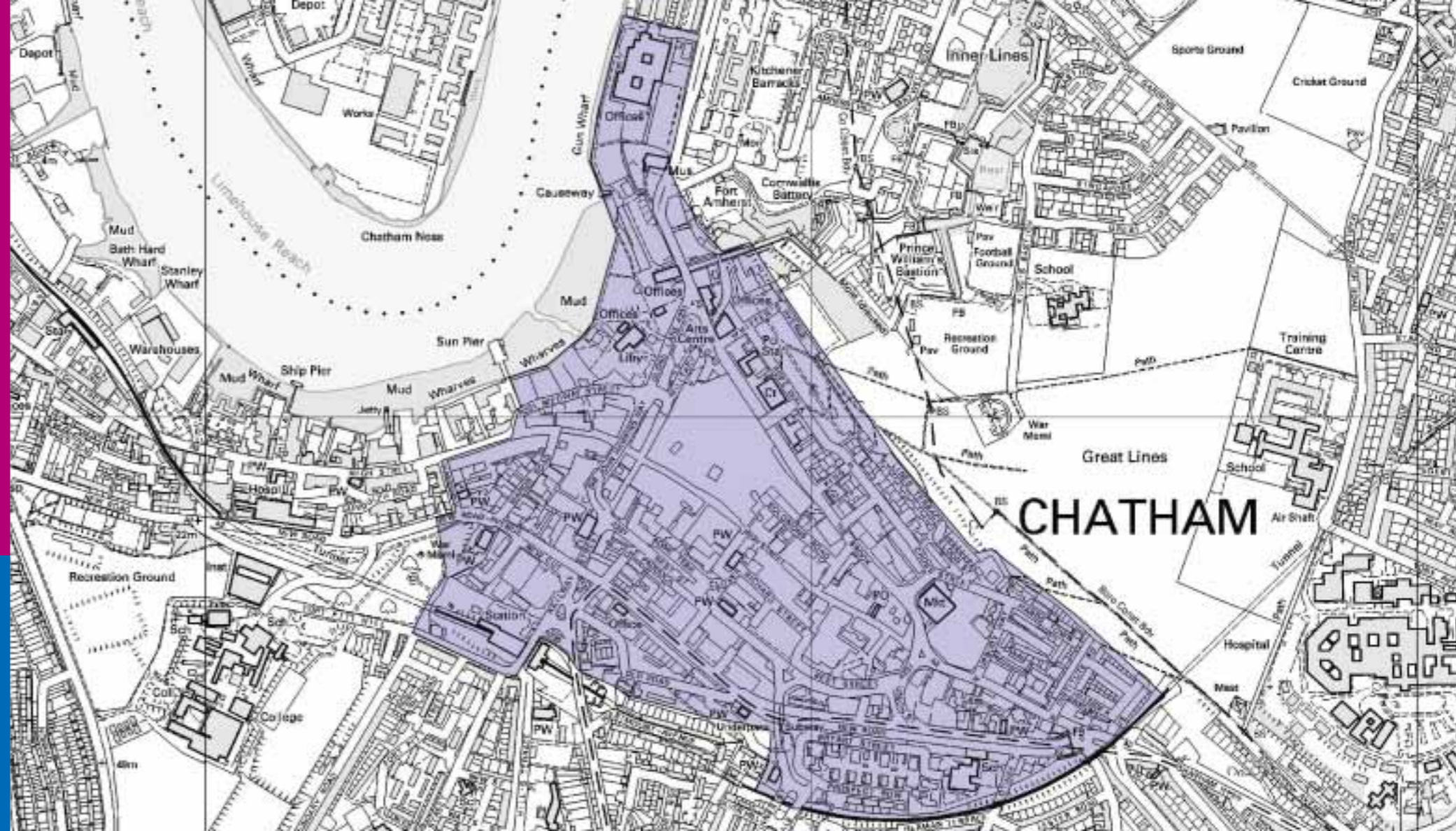
- transform Chatham into Medway Waterfront’s strategic commercial, cultural and civic heart
- develop housing and employment at Rochester Riverside
- create a quarter from Star Hill to Sun Pier which has cultural vitality
- enable historic Rochester to continue as a key heritage and tourism location
- undertake environmental improvements within Medway City Estate
- create a pedestrian/cycleway/public transport link from Chatham Centre and waterfront to Medway City Estate

development summary

new dwellings (approx)	3,350-3,900
new jobs (approx)	3,820-4,500
development period	2004-2024
total site area	64 hectares

Chatham Centre and waterfront

strategic commercial,
cultural and civic centre



total site area
64 hectares

current waterfront character

Chatham is already Medway's major shopping centre. However, it does not yet have all the attributes of a thriving and vibrant centre of a forward-looking and successful 21st century city. It is a centre with a wealth of history and its role as a strategic centre for trade and as a Naval Dockyard provide townscape and civic assets to celebrate.

A development framework is in place to guide future development and investment in the area.

role in the waterfront strategy

Chatham Centre and waterfront will be at the centre of the waterfront renaissance, reaching its full potential for delivering the shopping, leisure and cultural destination of choice for over a quarter of a million people in Medway.

proposed uses

- mixed-use
- commercial
- shopping (expansion and refurbishment of the Pentagon Centre, new food store and small-scale shopping space)
- housing
- cultural and creative
- education - central library and learning
- civic hub
- waterfront park, riverside promenade and public square
- high quality public realm



aspirations and opportunities

- greatly improve shopping and leisure facilities in Chatham
- introduce a range of new housing to increase community activity in the area
- create a new focus for civic activity in the heart of the Centre
- promote creative and cultural activity and business development, including inward investment, particularly at the Waterfront and in the Lower High Street
- strengthen the relationship and physical links between the High Street area and the waterfront
- establish a linked network of quality public open spaces, particularly at the waterfront and The Paddock
- manage traffic and reconfigure highways infrastructure to minimise traffic impacts on the central area and surroundings
- greatly improve public transport facilities serving the Centre
- enhance and rationalise car parking throughout the Centre
- improve connections for pedestrians and cyclists, particularly to and along the waterfront

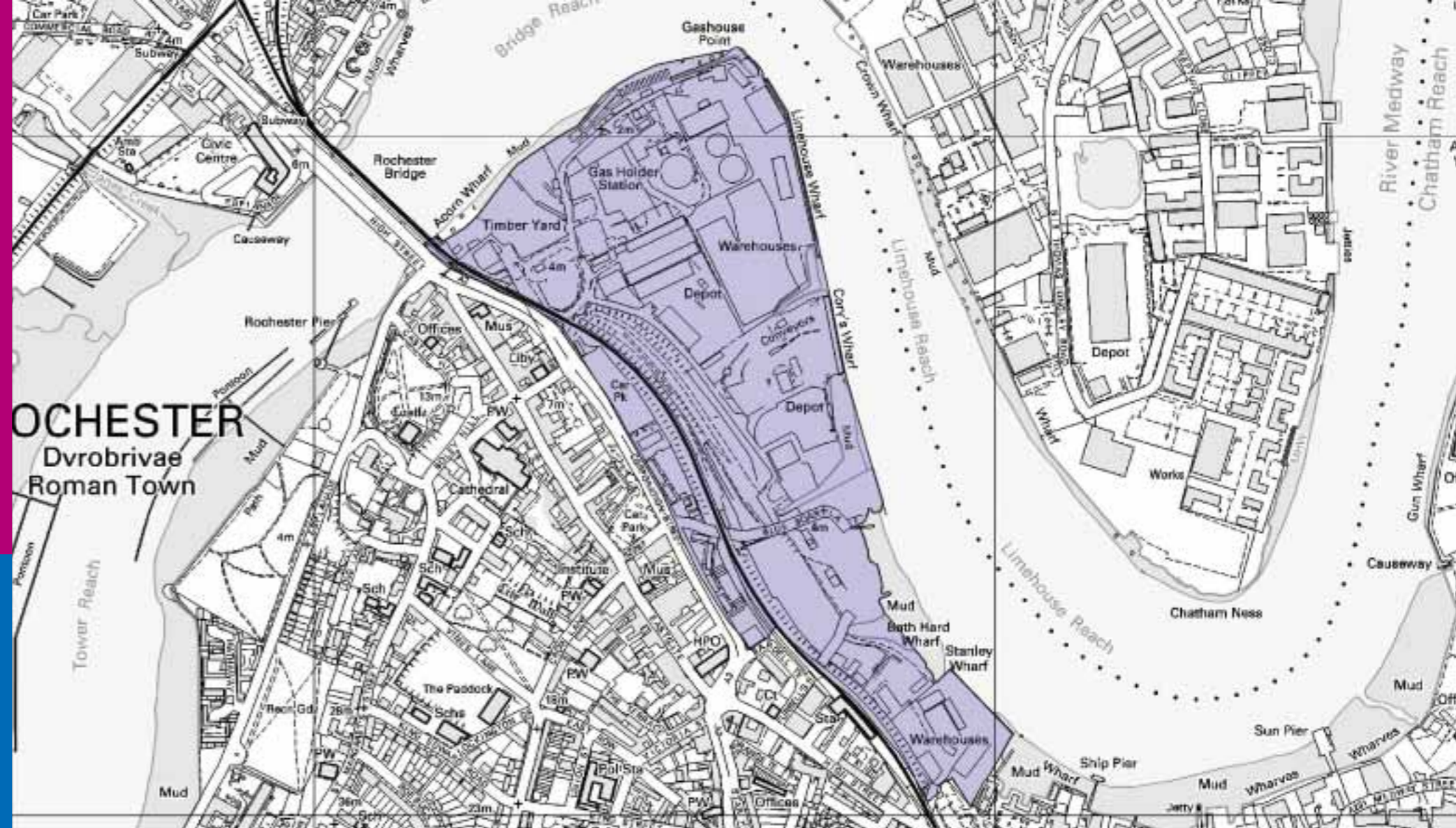
summary

new dwellings (approx.):	1,500
new jobs (approx.)	3,000
development period:	2004-2024

Rochester Riverside

new riverside community
that complements
historic Rochester

total site area
30 hectares



current Waterfront character

Rochester Riverside is located on the north-eastern boundary of historic Rochester. It has a 1.6 km long frontage to the River and is enclosed on its western and southern boundaries by the railway line and embankment.

Largely industrial but now vacant, being the site of the original town gas works, the area is awaiting regeneration following land assembly through the use of Compulsory Purchase Order (CPO) powers by the council. Although the site is hidden to those travelling along the A2, to those using the train it presents a very poor image of the heart of the waterfront area.

role in the waterfront strategy

Rochester Riverside offers a genuine opportunity to create a new riverside community at the heart of the waterfront that complements historic Rochester and opens up a significant length of the river frontage to public access.

proposed uses

- housing
- office
- hotel/ Conference centre
- primary school
- local leisure/ shopping (to complement historic Rochester and support the growth of Star Hill to Sun Pier immediately to the east)
- riverside walk
- public open spaces
- Aspirations and Opportunities
- create distinct area (sub-areas determined by new urban structure/ bridges/ embankment/ riverside and dominant land uses)
- ensure connection and integration within area by opening it up to historic Rochester, especially for pedestrians



vitality

- improve vitality east of Corporation Street and the railway embankment which acts as a barrier to views and movement
- develop a rich mixture of land uses (dominant and secondary) that includes significant housing, office, hotel/ conference centre, primary school and leisure/ local shopping complementary to historic Rochester functions
- retain and enhance setting of existing businesses of Castleview Business Estate, Acorn Shipyard and PB Printing
- realise potential for prestige riverside development
- improve access to and circulation within the area for pedestrian, public transport and private car (Gas House Road, Furrell's Road, Bath Hard Lane and Doust Way entrances)

- improve access and use of riverside via a river wall with land raising to avoid flooding
- provide a variety of public and private spaces for appropriate environmental, cultural and recreational uses building on prominent Gashouse Point and Bath Hard Wharf
- preserve and enhance views along riverside and to landmarks of Cathedral, Castle and Fort Amherst
- improve gateways to the area (emphasising symbolic potential of bridges and railway arches)
- encourage a more ingenious (and discrete) approach to car parking that responds positively to the issue of flood management

summary

new dwellings (approx.):	1,500-1,800
new jobs (approx.)	550-800
development period:	2004-2012

Star Hill to Sun Pier

creative and cultural
industries quarter

total site area
13 hectares



current waterfront character

One of Medway's key conservation areas, Star Hill to Sun Pier forms the principal connector and development corridor between the major regeneration initiatives of Chatham Centre and waterfront, Rochester Riverside and Historic Rochester to the east and Rochester Riverside to the west.

The gently curving High Street runs through the area. It is bounded by examples of late Georgian and early Victorian terraced buildings, intersected by lanes which connect it to the river and former industrial warehouses and wharves. However, changes in shopping and industrial trends, together with the fact that as a through route it has long been secondary to New Road, have meant that the area has declined economically. Many of its buildings have fallen into disuse and disrepair and the environmental quality is low.

role in the waterfront strategy

A destination in its own right, Star Hill to Sun Pier will also provide a quality corridor linking the key centres of Chatham Centre and waterfront, Rochester Riverside and Historic Rochester. Development should build on the area's outstanding historic environment whilst giving it a new economic and cultural lease of life geared towards the small-scale creative industries sector.

The council has prepared planning and design guidelines for managing change in the area. In addition, a Townscape Heritage Initiative grant-giving programme worth £1.6 million has been secured from the Heritage Lottery Fund for 2004-2007. This will help pay for the repair and restoration of the historic environment, to bring buildings back into productive use.



proposed uses

- mixed use – refurbishment and restoration of historic buildings and warehouses as well as new build opportunities
- commercial
- housing
- small-scale creative and cultural activities
- education
- riverside walk

aspirations and opportunities

- protect and enhance distinctive historic character and qualities (especially the compact urban form, skyline, pattern of lanes and alleys)
- maintain repair and restoration work to the historic buildings and warehouses alongside opportunities for new development

- encourage excellent modern architecture
- realise potential for improvement to gateways at Star Hill junction to historic Rochester and Medway Street to Chatham Centre and waterfront
- retain and enhance lanes and alleys with views to the river
- strengthen the integration of land use mix in the area (enhance role as a local centre and focus for small-scale creative activities as well as housing)
- improve environmental quality of the High Street and building frontages
- ensure that the High Street and routes within the area are safe and people-friendly
- improve existing riverside pedestrian links and seek to create new ones where appropriate
- ensure planned maintenance of buildings, riverside walks and spaces to achieve and retain consistent quality

summary

new dwellings (approx.):	350-600
new jobs (approx.):	200-400
development period:	2004-2010

historic Rochester

balancing conservation and tourism



summary

new dwellings (approx.):	Shop-top-infill only
new jobs (approx.)	50-200
development period:	2004-2024
historic rochester	

total site area

38 hectares

current waterfront character

Historic Rochester represents Medway's ancient origins. Since Roman times Rochester has been an important strategic river crossing on the road from London to Canterbury and Dover. The Norman castle, standing on an escarpment overlooking the river, dominates the skyline together with Rochester Cathedral (the second oldest in the country). The area's strong associations with Charles Dickens draw many tourists to Medway.

Historic Rochester is recognised as a townscape of national importance, but it also acts as a service centre for the local population, including The Esplanade and, in the future, Rochester Riverside. Much of the character and charm of Rochester High Street is due to the number of small independent retailers offering a range of food and other goods and services.

role in the Waterfront strategy

Historic Rochester will continue to act as a major tourist draw and as the focus for cultural events such as the Dickens Festival. It will be important to carefully balance tourism and commercial aspirations with heritage protection and enhancement.

proposed uses

- specialist retail
- residential development above shops
- cultural events
- education
- riverside leisure

aspirations and opportunities

- make better use of the castle and other historic buildings to attract tourists
- encourage the fullest economic use of vacant properties to enhance the retail offer and restore the historic fabric
- enhance Corporation Street to complement development at Rochester Riverside
- possibly re-develop the car park as a site for markets
- improve accessibility for tourists and visitors by moving the coach park to Corporation Street

Medway City Estate

continued role providing significant industrial and employment land



current waterfront character

Medway City Estate is a key employment area in Medway, home to 600 businesses employing more than 6,000 people. It is also at the geographic centre of the waterfront.

It is an important catchment area for the enhanced commercial and retail offer at Chatham Centre and waterfront.

The proposed park and ride facility at Whitewall Creek will provide a key public transport interchange on the north bank, with opportunities for improved pedestrian and public transport access to the south bank via the Medway Tunnel and the proposed pedestrian/public transport bridge.

role in the waterfront strategy

Medway City Estate will continue as a strategic waterfront employment site.

There is potential to improve the connections between the estate and key regeneration sites at Strood and the Upnors, but also across the river.

proposed uses

- commercial and industrial
- possible bulky goods uses
- possibly introduce other uses, eg cafes, to extend into evening economy

aspirations and opportunities

- environmental enhancements, such as lighting and landscaping, to make the most of riverside location and views to historic Rochester and Chatham Historic Dockyard
- pedestrian and public transport bridge to Chatham Centre and waterfront
- improve internal vehicular and pedestrian/cycle circulation, including public transport routes east-west
- improve wharfage
- park and ride site at Whitewall Creek
- riverside walk
- improvements to open space

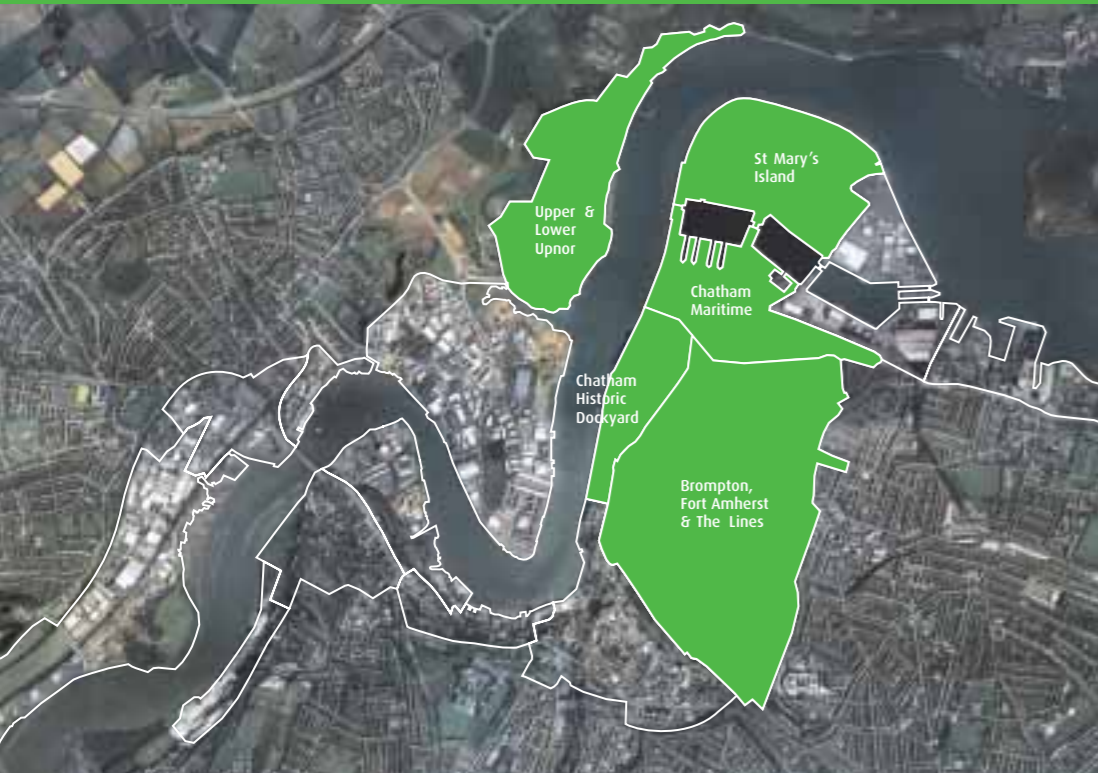
total site area

106 hectares

summary

new dwellings (approx.):	N/A
new jobs (approx.)	20-100
development period:	2004-2024
university and college quarter	

university and college quarter



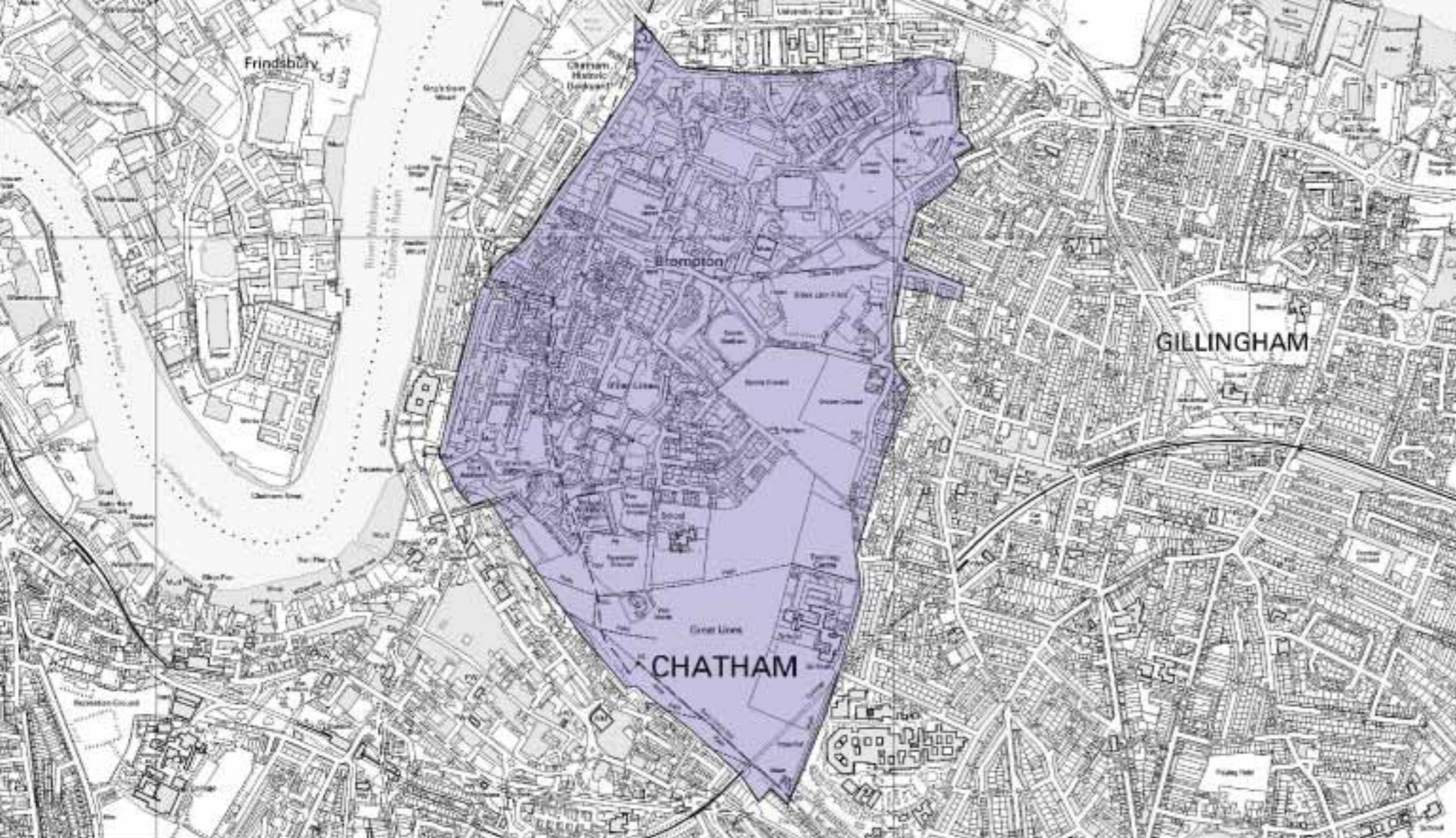
The council will be working closely with its partners – SEEDA, the Historic Dockyard Trust, Greenwich and Kent Universities, Mid-Kent College, and the RSME – on the further development of residential development, commercial and special uses in this area. These will complement the role of Chatham Centre and waterfront as the heart of the city of Medway.

regeneration priorities are:

- develop a university and college quarter to include the relocation of an expanded Mid-Kent College
- continue to celebrate Chatham Historic Dockyard as a unique naval heritage attraction with innovative business and tourism activities
- continue to develop Chatham Maritime as a leisure destination which complements the universities and Chatham Centre and waterfront
- enable sensitive small-scale village development at Upper and Lower Upnor
- investigate World Heritage status

development summary

new dwellings (approx)	1,640-2,050
new jobs (approx)	720-1750
development period	2004-2024



Brompton, Fort Amherst and The Lines

housing, education and mixed uses with significant greenspace enhancement

current waterfront character

Brompton and The Lines occupy a prominent hilltop, which forms a wooded backdrop to Chatham Centre and waterfront and the Historic Dockyard. Defensive ditches and ramparts (The Lines, dating from the 1750s and intended to protect the Dockyard from landward attack) zigzag across the site and terminate with the bastion of Fort Amherst overlooking Chatham. Much of the hilltop has been left clear to provide a 'field of fire' from the defences. This field remains in use as sports grounds and public parks, and forms an important green space and buffer between Gillingham and the rest of the Medway Towns.

Military installations include the Georgian army barracks, now the headquarters of the Royal School of Military Engineering (RSME). Brompton Village evolved to serve the needs of the Dockyard and the Army barracks. It remains an attractive enclave and local centre today. Collectively, the Dockyard, Brompton, and The Lines form the most complete example of a Georgian Dockyard with its defences.

role in the waterfront strategy

Disposal of out-of-date MoD stock offers the opportunity to expand overall housing provision and to improve the environment of the area. The partnership of RSME with Mid-Kent College will see the establishment of enhanced training facilities, which, together with the expansion of Universities at Chatham Maritime, will result in a significant 'education quarter' of strategic Medway-wide importance. These changes will offer opportunities to open up public access to the fortifications, secure their long-term preservation, promote a better appreciation of the history of the area, and promote a renewed civic pride.

total site area

176 hectares

enhance



summary

new dwellings (approx.):	400-700
new jobs (approx.)	250-750
development period:	2004-2014

proposed uses

- housing
- further education facilities
- enhanced access to open spaces and fortifications
- enhanced leisure facilities

aspirations and opportunities

- high quality housing, building on the character and success of Brompton, with its elegant Georgian town houses
- integrate the new Mid-Kent College/ RSME campus into the area, establishing a 'multiversity'
- increase appreciation of the area's historical and cultural significance, increase visitor numbers
- enhance The Lines' role as a public open space and park
- improve pedestrian and cycle links to Chatham Centre and Waterfront and Chatham Maritime



Chatham historic dockyard

housing, leisure and special uses sensitive to historic maritime character

current waterfront character

In the custodianship of an independent charitable trust, the Historic Dockyard is the most complete Georgian and Victorian former Royal Dockyard in Britain and is of world significance. Since the closure of the Royal Naval Dockyard in 1984 a programme of repairs and refurbishment has created a mixed use site which is a successful tourist destination in its own right. It now contains more than 100 small businesses and organisations and some 400 residents. Students of all ages study at the University of Kent's outstation in the restored Clock Tower building. Approximately 2,000 people use the site daily – equivalent to 700,000 per year.

role in the waterfront strategy

The Historic Dockyard celebrates Medway Waterfront's unique naval heritage, with its collection of storehouses, dry docks and covered slips. It was an area in which great innovation in

building technology took place and should be a source of inspiration for innovative new design.

It has potential for a range of tourism and leisure uses, and to improve public access to the river.

proposed uses

- leisure and tourism activities
- small business development
- aspirations and opportunities
- developments which celebrate Medway's maritime history
- establish conservation and design principles for the site as a whole and for the use and re-use of existing buildings and artefacts
- provide for pedestrian, cycle, vehicular and public transport access to be co-ordinated with proposals for Chatham Maritime and improve linkages with Chatham Centre and waterfront

total site area
26 hectares

Chatham Maritime and St Mary's Island

major leisure developments
at Chatham Maritime to
complement housing at St
Mary's Island



total site area

136 hectares

summary

new dwellings (approx.):	680-750
new jobs (approx.):	100-250
development period:	2004-2024

current waterfront character

Chatham Maritime is the name given to the major part of the former Royal Naval Base situated on the elbow of the bend in the River Medway marking the transition from the main river to its estuary. It was, from 1986-1996, one of several Enterprise Zones designated in Medway. Significant investment over the last ten years has enabled the creation of a new, high quality environment. The former Pembroke Barracks buildings are now occupied by the University of Greenwich; a joint venture with Kent University will take the student population to 6,000. At St Mary's Island 850 new houses have been completed, with a further 200 houses under construction.

role in the waterfront strategy

Chatham Maritime is a showpiece living and working environment with buildings of innovative and eye-catching designs. The use of modern building materials, together with the best in contemporary architecture creates a fresh, vibrant atmosphere.

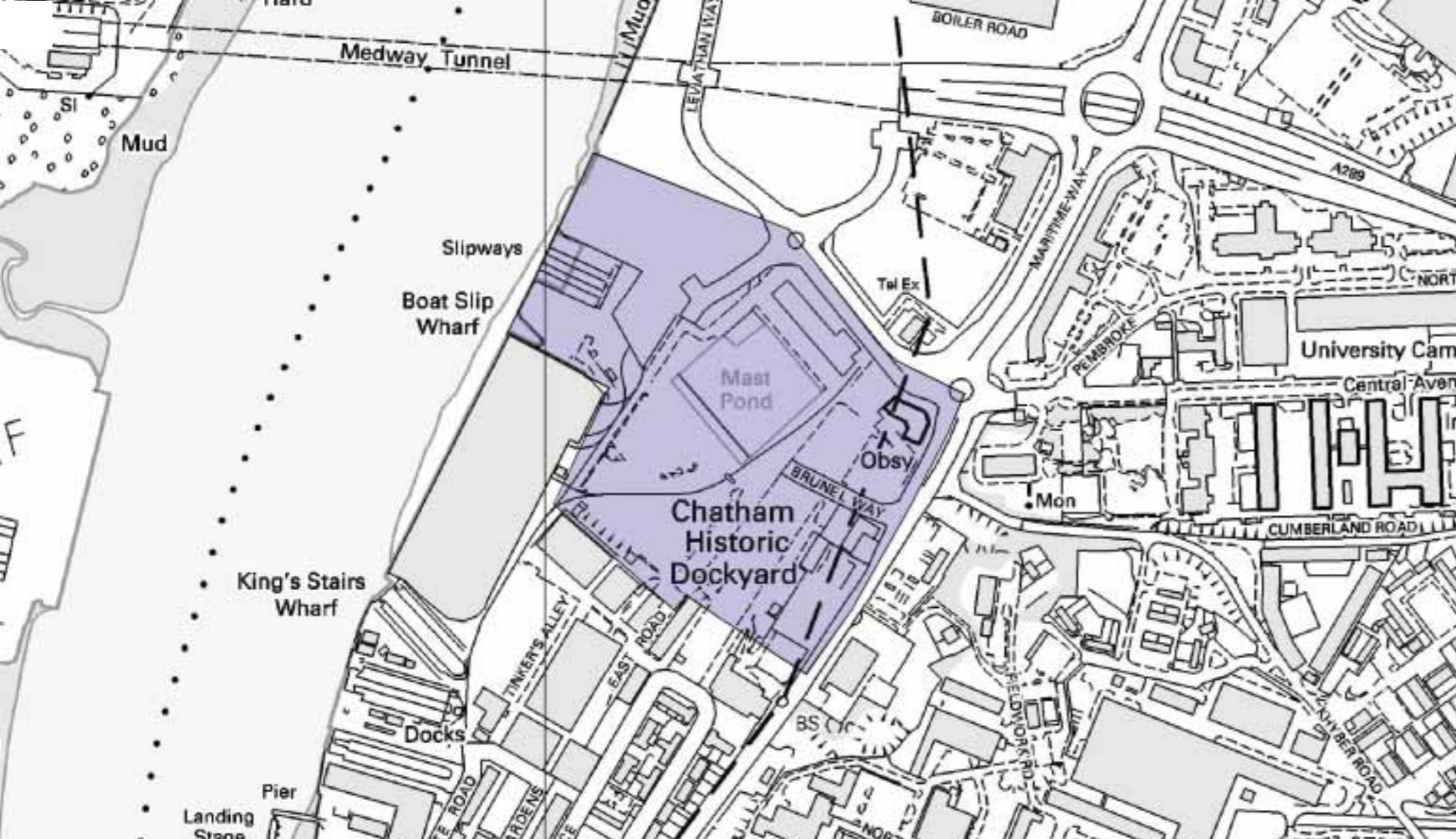
It combines leisure, retail, business and office projects with major university development. SEEDA's brief is to make Chatham Maritime into a world class example of excellence in development and design, which complements the enhancement of Chatham Centre and waterfront.

proposed uses

- university expansion
- office development
- hotel and conference facility
- housing
- leisure, entertainment and tourism uses

aspirations and opportunities

- integrate development into the adjoining Historic Dockyard, with complementary uses, co-ordination of cycle and pedestrian links and shared visitor car parking
- encourage small scale residential development south of Basin 1 to add visual interest, improve security and ensure activity outside working hours
- make the site as a whole more attractive to modes of transport other than the private car
- build on the special character introduced onto the site by Greenwich University, with a range of ancillary facilities
- protect the important wildlife areas adjoining St Mary's Island



the 'interface' land

mixed use 'village' linking Chatham Historic Dockyard with Dockside outlet shopping centre

current waterfront character

The site extends to, and includes three historic buildings, the North Mast Pond, and some seven hectares of cleared, largely flat land falling westward to the river. It straddles the boundary of Chatham Historic Dockyard and Chatham Maritime.

role in the waterfront strategy

This site presents an opportunity for a stunning mixed development that complements rather than competes. SEEDA has proposed that the site may be developed as housing with commercial and leisure support projects that create a sense of place adding to the greater integrated destination environment. The area is not deemed suitable for retail development and therefore is unlikely to become a major motivator of visits in its own right.

proposed uses

- housing
- commercial and leisure uses
- office uses

aspirations and opportunities

- a high-quality, sustainable, mixed-use 'village' providing scale and significance and a lively, vital atmosphere: a combination of ground-floor commercial and leisure use in the heart of the site, together with a good level of residential and (possibly) office use
- a seamless integration of the site between the Historic Dockyard and the Dockside outlet shopping centre with strong pedestrian links, providing and encouraging visitor-flow between the two
- connectivity between Chatham Maritime and the Historic Dockyard

total site area

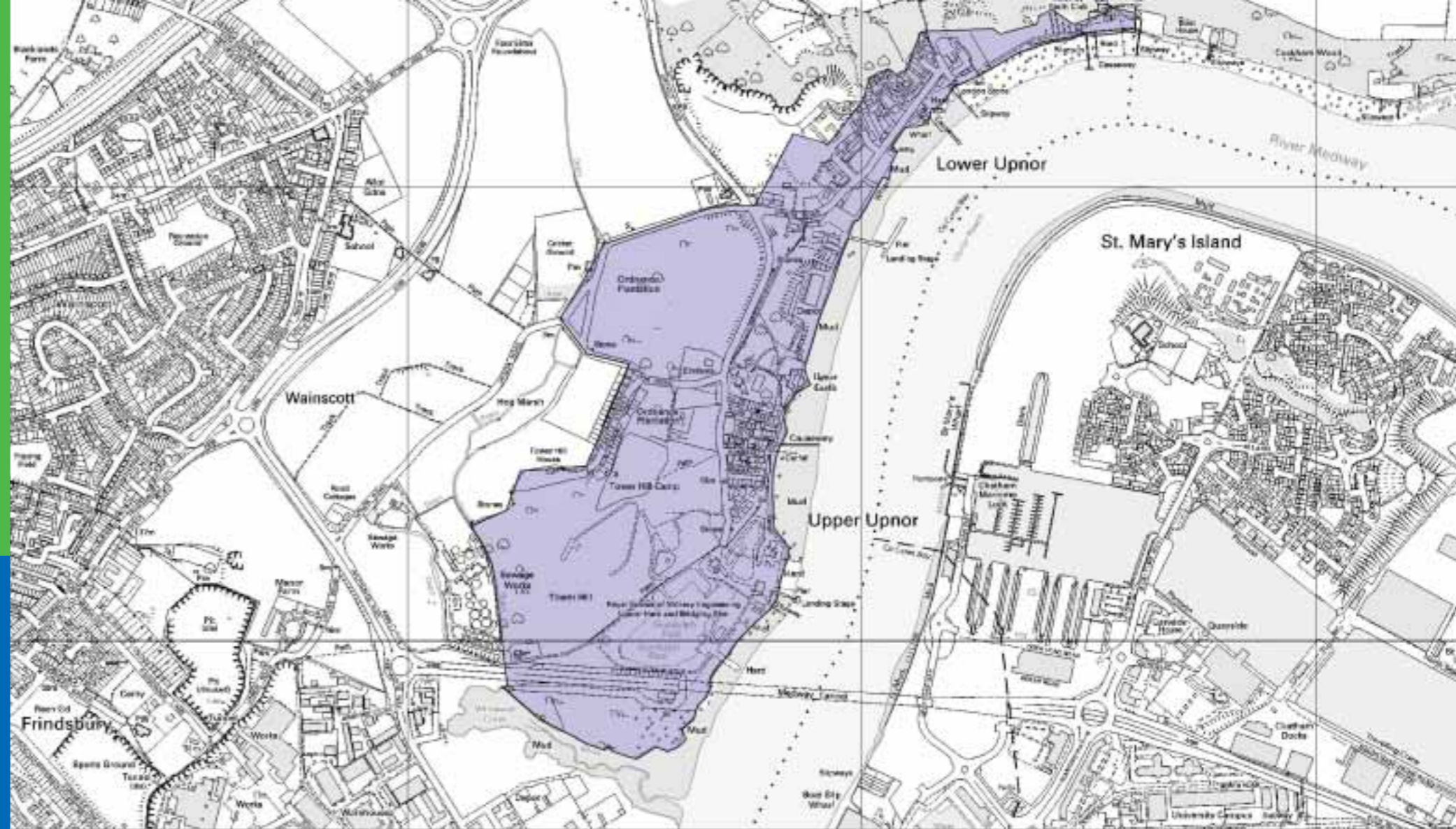
8.4 hectares

summary

new dwellings (approx.):	500
new jobs (approx.)	150-350
development period:	2004-2014

the Upnors

small-scale, sensitive
village expansion



total site area

70 hectares

summary

new dwellings (approx): 60-100

new jobs (approx): 20-100

development period: 2007-2019

current waterfront character

The Upnors are two small villages separated by nationally important Upnor Castle (dating from 1559) and the mid Victorian Ordnance depot. The setting for the villages and the castle, by the river, and with the rural backdrop of the woods of the Tower Hill/ Beacon Hill ridge, is idyllic. Upper Upnor itself is of 17th century origin with an attractive and historic High Street leading down to the river and castle. Moorings, yacht clubs, and boats provide a 'nautical' feel to Lower Upnor.

Low-key military installations and compounds occupy the flood plain between Upper Upnor and the Medway tunnel. Again, Tower Hill provides a distinctive wooded backdrop.

role in the waterfront Strategy

Disposal of Ministry of Defence land on the flood plain offers the opportunity to develop the village of Upper Upnor and provide new employment opportunities and community facilities for new and existing residents. At the same time, views across the river to the Upnors are a characteristic of many areas of the Medway

waterfront. The protection of this setting is important in maintaining the distinctiveness of Medway waterfront as a whole, and the scale of development will be critical. The natural values of the Upnors could be used to provide recreational opportunities and act as 'environmental capital' for the rest of the waterfront sites. In any case, the rural character of this site should be maintained.

The council and the RSME will work with the Upnor Society and Frindsbury Extra Parish Council to develop a planning brief for the villages. This will guide future development in the area and assist in ensuring that community aspirations are met.

proposed uses

- housing
- community facilities
- enhanced visitor facilities
- small-scale employment uses
- restaurant, leisure and boat uses



Aspirations and Opportunities

- integrate new housing, flood defence and access roads which are sympathetic to the character of the villages
- preserve the distinct character of the Upnors, in particular their secluded rural setting and unspoilt river frontage
- increase public access to the waterfront
- maintain and enhance ecological significance of mud flats and marshes
- provide enhanced community facilities –village shop(s), hall and doctors surgery
- develop the castle as a visitor attraction
- improve parking and access for visitors and tourists
- provide access to Lower Upnor by riverboat

building waterfront communities around a distinctive centre



This area is currently largely industrial in character. Some residential development has already been completed at Strood Riverside and there is a modern out-of-town leisure facility at the southern end of Strood Waterfront. Access to the industrial areas and Temple Marsh public open space is poor. Complex transport issues affect all three sites and by tackling them together we can maximise development opportunities.



development summary

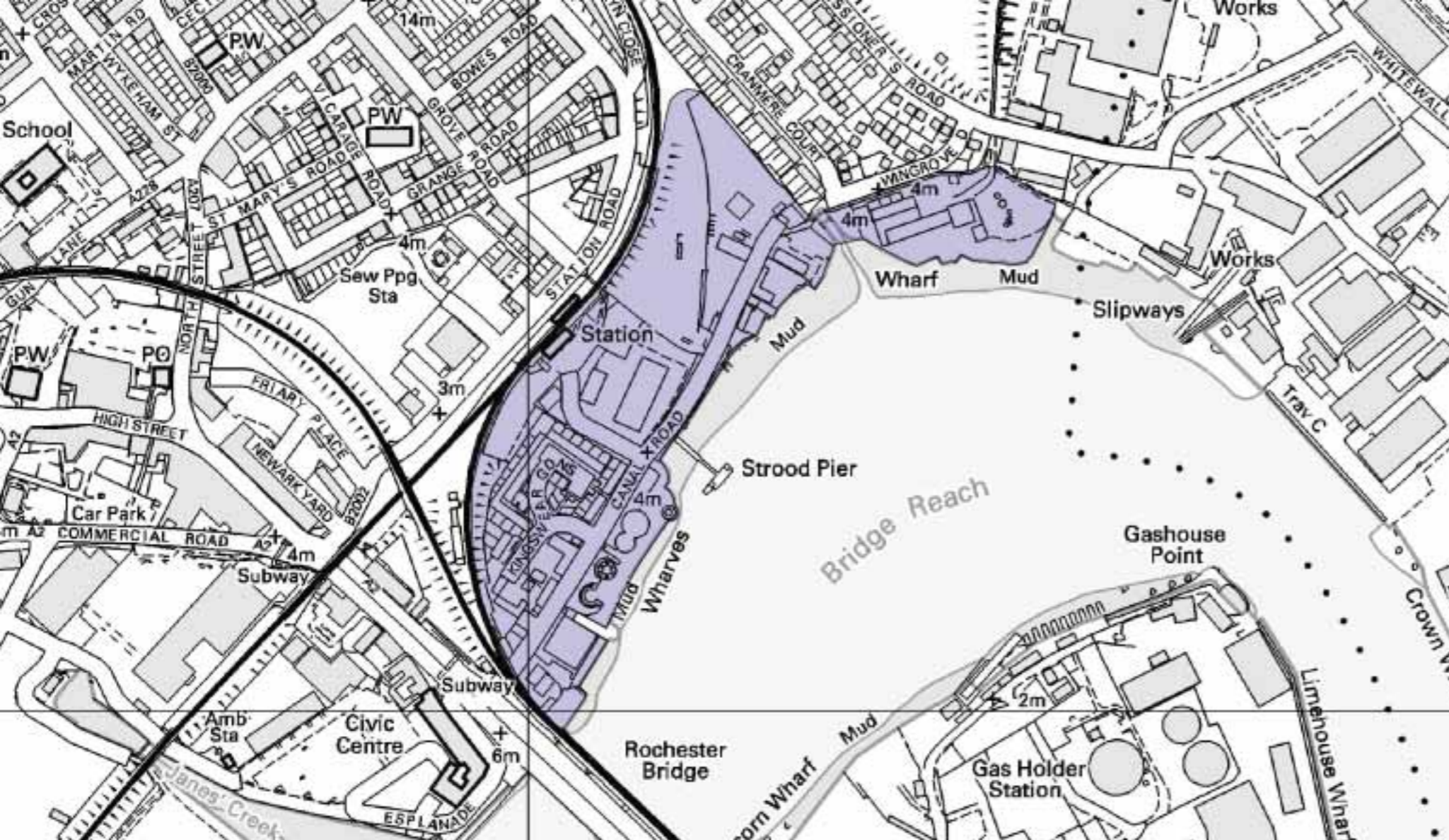
new dwellings (approx)	700-1,200
new jobs (approx)	260-500
development period	2004-2024

regeneration priorities are:

- develop an integrated solution to complex transport and infrastructure issues affecting all sites
- reinvigorate Strood Centre as a focus for its local community
- provide new housing at Strood Riverside
- develop Strood Waterfront as a waterfront community with local employment opportunities
- improve access to the major public open space of Temple Marsh
- support riverside housing at The Esplanade with a new primary school

Strood Riverside

riverside housing with community and leisure facilities



current waterfront character

Bounded by the river to the south and east and the main railway line to the west, the site is currently used for a variety of industrial uses. There are pockets of vacant land and buildings. A first phase of development has been completed, providing housing association accommodation and a large riverside play area.

The area has stunning views across the river to the castle and cathedral and is placed close to Stood town centre and Stood station. The existing access road is unadopted and poorly maintained and access to the riverside is limited.

role in the waterfront strategy

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.

proposed uses

- housing
- community facilities
- riverside walk

aspirations and opportunities

- a quality well designed residential development, which takes advantage of the views to the castle and cathedral
- improved access to waterside with provision of riverside walk and cycle path
- improved access and enhancement of entrance to railway station
- improvement to highway network to serve the area
- provision of community facilities to serve the existing and emerging community
- preserve and enhance views along the riverside
- achieve flood protection along significant stretch of riverside

total site area

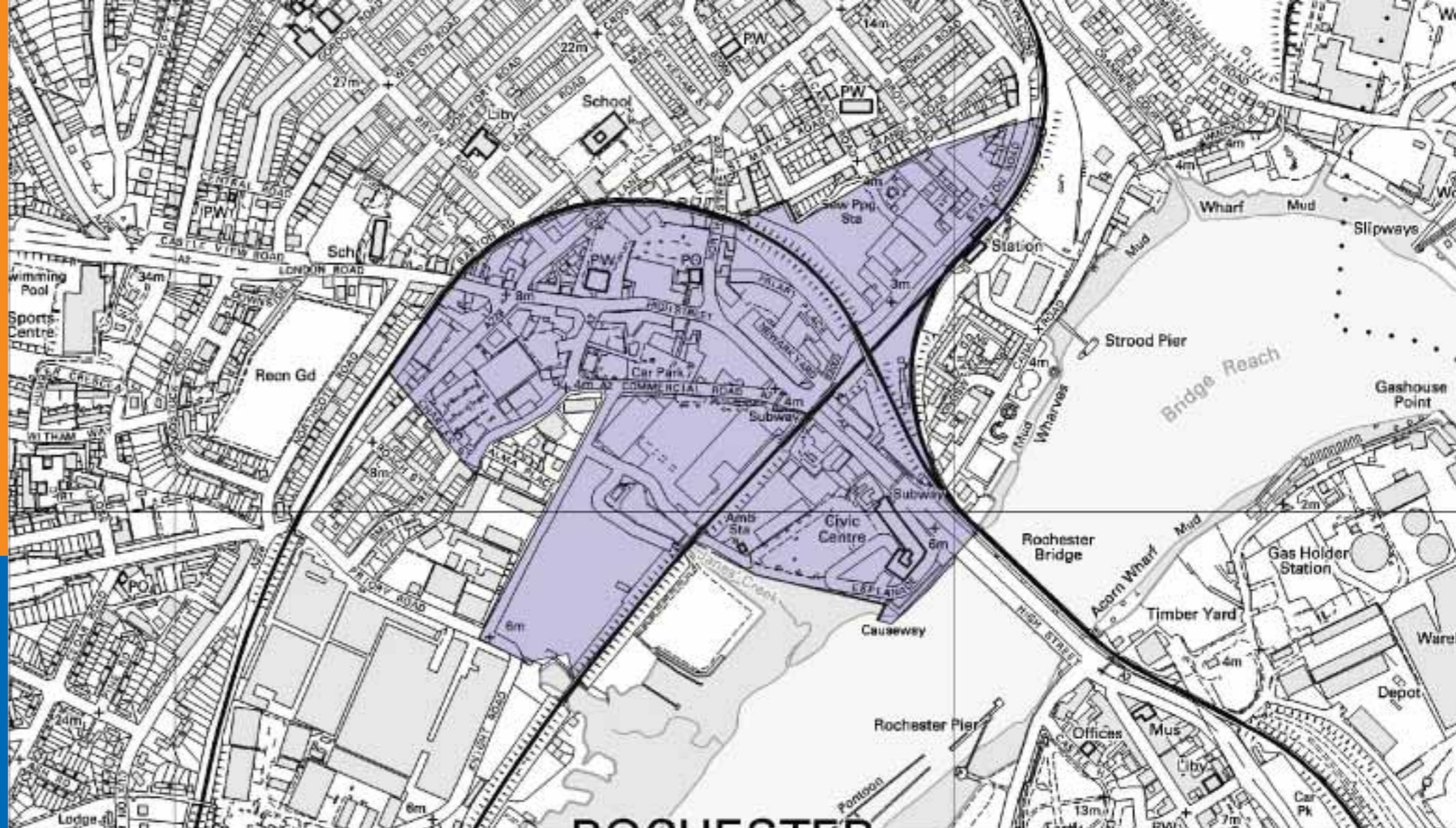
10 hectares

summary

new dwellings (approx.):	500
new jobs (approx.)	10-50
development period:	2004-2008

Strood Centre

enhanced district centre



total site area

30 hectares

summary

new dwellings (approx.): potential for 100-200 new homes

new jobs (approx.): 100-200

development period: 2005-2015

current waterfront character

Strood is a well established local district centre which serves existing communities both within and beyond Strood. The environment is poor and dominated by the motorcar. The centre is characterised by unrelated sites and poorly accessed facilities, with little local identity and image. Strategically it serves as a major gateway into the waterfront.

role in the waterfront strategy

The town centre has a vital role to play in ensuring that developments to this part of the waterfront are adequately served by a quality local centre and that opportunities for waterside development are maximised.

proposed uses

- retail
- commercial/leisure
- public open space
- housing

aspirations and opportunities

- 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 utilising Civic Centre area.

Strood Waterfront

mixed use waterfront community with range of employment activities and enhanced greenspace



current waterfront character

Redevelopment has already begun in the southern part of this predominantly industrial site, with the creation of modern industrial units and a major out-of-town leisure park. Vehicular access to and within the site is limited due to the low height and narrow width of the railway bridges and the often poor geometry of the approach roads. There are a number of existing employment premises of low quality in the area. The area overlooks Rochester Cathedral and castle and includes a significant area of open space with river frontage.

role in the waterfront strategy

This site provides an excellent opportunity for a mixed use development that can contribute to the regeneration of this part of the waterfront, achieve the creation of a quality open space and riverside walk and assist in the integration of existing and emerging communities in Strood. A quality development here will greatly enhance the environment of the area.

proposed uses

- housing
- light and general industrial and warehousing
- community facilities
- open space
- sports facilities
- possible new station at Temple Marsh

aspirations and opportunities

- housing, including affordable housing
- provide a riverside walk
- improve vehicular circulation south of Strood Centre
- establish a new station on the Medway Valley Line
- improve the setting for Temple Manor and improved access to Temple Marsh public open space
- construct appropriate community facilities
- encourage office, light industrial, general industrial and warehousing development
- appropriate sports facilities

total site area

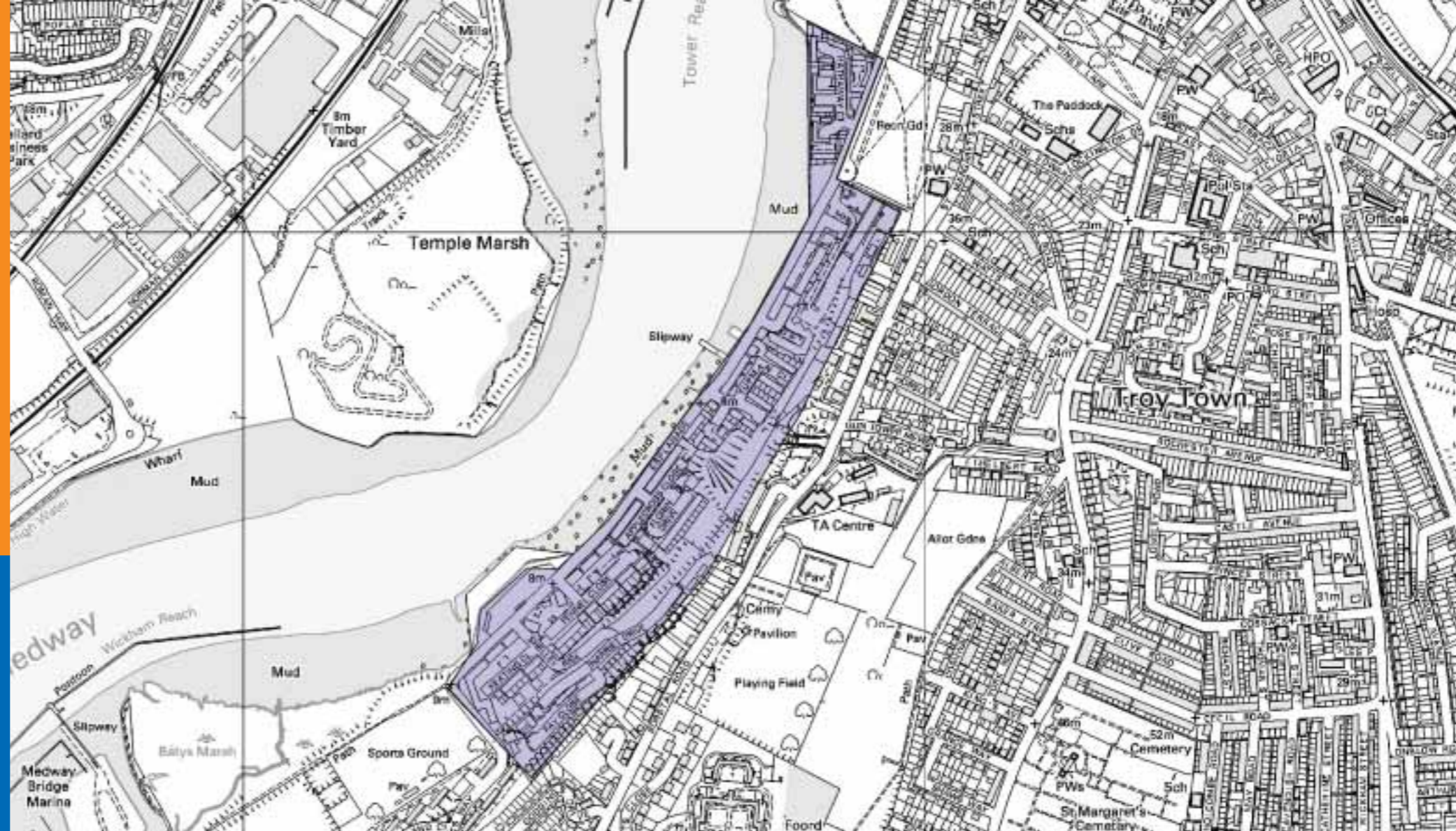
98 hectares

summary

new dwellings (approx.):	100-500
new jobs (approx.)	150-250
development period:	2004-2024

The Esplanade

housing, with
potential new school



total site area

17 hectares

summary

new dwellings (approx): N/A

new jobs (approx.): N/A

development period: 2004-2024

current waterfront character

The Esplanade is a development of modern waterfront housing set among attractive riverside parks with wider views across the river and up the Medway valley.

role in the waterfront strategy

Housing development is now complete. There is potential for re-development of an existing school site to the north of Manor Lane, Borstal, to serve the development. The proposed re-development will include community facilities, including a community sports and recreational facility.

proposed uses

- school and community facilities

aspirations and opportunities

- potential re-development of school

focus for mixed use water-related activities



The regeneration of Gillingham Waterfront and refurbishment of Gillingham Pier offer an opportunity to re-open links between Gillingham town centre and the waterfront. There may also be opportunities for clustering of water-related industries connected to Gillingham Pier and Chatham Port. This quarter adjoins the internationally important Medway Estuary and marshes and any development will need to be sensitively managed to minimise downstream impacts.



regeneration priorities are:

- develop Gillingham Waterfront developed for housing, leisure and employment uses to complement Gillingham town centre
- develop a range of water-related activities connected to Gillingham Pier
- maintain employment levels
- continue the well-established riverside workings at Chatham Port into the foreseeable future
- respect and protect ecological and wildlife values along the river

development summary

new dwellings (approx):	800-1,200
new jobs (approx):	200
development period:	2004-2024

Gillingham Waterfront

mixed use development with water-based activities



total site area

32 hectare

summary

new dwellings (approx):	800-1,000
new jobs (approx):	200
development period:	2005-2010

current waterfront character

The riverside area stretches from the Chatham dockyard east to Danes Hill and incorporates both public and private water based leisure facilities, vacant former industrial sites, housing and commercial uses. It is close to the densely populated North Gillingham area and lies between the river and the Gillingham North Relief Road. Access points to the river are unconnected.

role in the waterfront strategy

This area provides the opportunity for mixed use developments, including marine activities, and increased public access to the river. It can also play a role in improving the environment, significantly raising the quality of development and contributing to the provision of community services in the area.

proposed uses

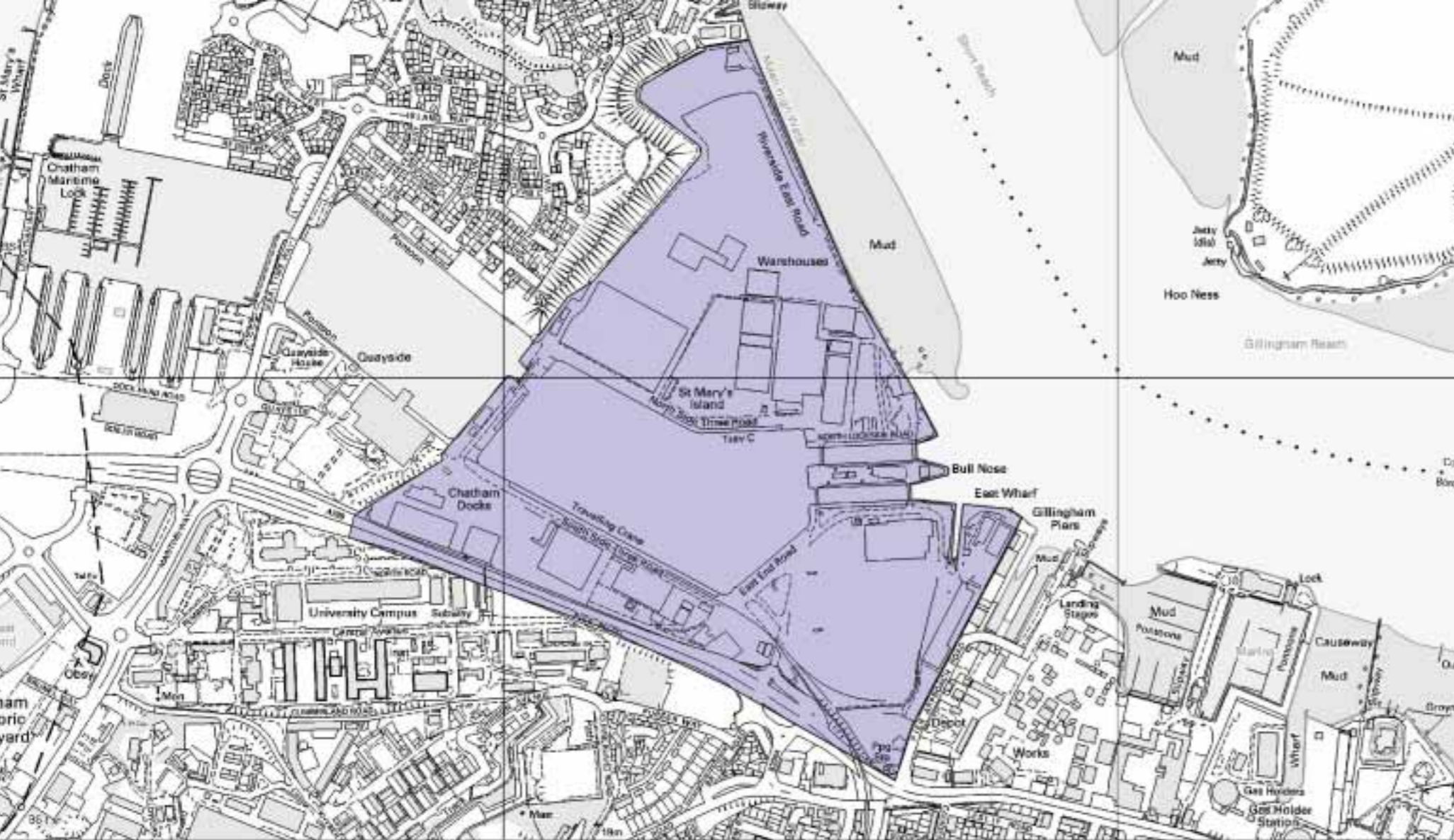
- housing
- light industrial and warehousing
- marine activities (business and leisure)
- community facilities
- commercial
- riverside walks/open spaces

aspirations and opportunities

- creation of a high quality mixed use environment
- maintenance and long-term management of the public facility at the Strand and Gillingham Pier
- integration of marine businesses where appropriate
- enhancement of the natural environment
- increase public access to the river
- provision of community facilities for the existing and emerging communities

Chatham Port

continued operation as a
commercial port



current waterfront character

Chatham Port, owned by the Mersey Docks and Harbour Company, covers part of the former Chatham Naval Dockyard. It operates very successfully as a commercial port, handling timber and paper-related products and offering ship-repairing facilities. The owners have expressed interest in expanding the port operation and further developing facilities.

role in the waterfront strategy

Chatham Port has the potential to offer cargo-handling capacity that is lost further upstream, through the re-development of Waterfront sites such as Rochester Riverside.

There may be opportunities for clustering of water-related industries around the port, for example at Gillingham Waterfront.

proposed uses

- commercial and industrial

aspirations and opportunities

- expansion of cargo-handling and marine industries
- potential strategic wharfage site

total site area

57 hectares

summary

new dwellings (approx.):	N/A
new jobs (approx.):	Unknown – potential expansion
development period:	2004-2024

implementation plans for Medway Waterfront



Regeneration of the waterfront is central to achieving Medway's urban renaissance. It is acknowledged as a priority in the community plan. We will be implementing the programme of actions outlined in section 6 'Achieving our objectives' over the next six months to four years (depending on the funding source), although the precise timing has yet to be determined. Public and private investment is also required in order to develop waterfront sites to their full potential. Funding from the Office of the Deputy Prime Minister, through the Sustainable Communities Plan, will be crucial to achieve development objectives within the Strategy timeframe. It is anticipated that those projects requiring funding through Phase 2 of the Sustainable Communities Plan will start in April 2006.

All strategies will involve thorough consultation, both independently and, where applicable, through the LDF process.

Appendix 1: Implementation programme

Project	Timescale for preparation	Links to other initiatives	Implementation mechanism	Proposed funding source(s)
waterfront-wide projects				
Quality and Design				
Medway Waterfront Design Statement	July -Dec 2004	LDF	Incorporation into LDF	Medway Council work programme
Climate change strategy	May- Feb 2005	Review of Kent Design/new corporate sustainability programme	Incorporation into LDF	Various sources
Landscape and view corridors strategy	July -Dec 2004	Component of Medway Waterfront Design Statement	Incorporation into Medway Waterfront Design Statement and Local Development Framework	Medway Regeneration Delivery Unit (MRDU) consultancy budget
Framework of 'new generation' greenspaces	Provisional start date Apr-06	Greening the Gateway Regional Park Medway 2026 regeneration strategy	Incorporation into LDF	Sustainable Communities Plan Phase 2: 2006-08
The river				
River Medway economic development strategy	July-Sept 2004	LDF Medway economic development strategy	Incorporation into LDF	MRDU consultancy budget
Riverside Walk Strategy	June-Dec 2004	LDF Medway cultural strategy	Incorporation into LDF	MRDU consultancy budget
Medway Waterfront recreation strategy	July 2004-Jan 2005	LDF Medway local transport plan Medway facilities strategy Medway cultural strategy	Incorporation into LDF	TBC
Strategic flood and biodiversity assessment and associated works	Dependent on Environment Agency work programme prov start date April 2006	LDF Medway economic development strategy	Incorporation into LDF	Sustainable Communities Plan Phase 2: 2006-08
Sense of place				
Pedestrian/public transport bridge design and engineering feasibility study	Provisional start date Apr-06	Greening the Gateway, Medway local transport plan, Chatham Centre and Waterfront Development, Framework, Rochester Riverside Masterplan	Incorporation into LDF	Sustainable Communities Plan Phase 2: 2006-08

Project	Timescale for preparation	Links to other initiatives	Implementation mechanism	Proposed funding source(s)
Participate to innovate projects	Oct 04 – April 05	Greening the Gateway Chatham Centre and waterfront Development, Framework, Rochester Riverside, Masterplan, Medway economic, development strategy	Marketing and events	MRDU consultancy budget
Economy and learning				
Review of Medway Council economic development strategy	June-Dec 2004	LDF Medway local transport plan	Incorporation into LDF	Medway Council work programme
Medway town centre retail strategy	June-Dec 2004	LDF Medway local transport plan	Incorporation into LDF	MRDU consultancy budget
Mid Kent College relocation	Provisional start date April 05	Redevelopment of Royal School of Engineering	Incorporation into LDF	Sustainable Communities Plan Phase 2: 2006-08
Housing and community				
Housing market analysis	June 04-Feb 05	Draft Regional Housing Strategy Oct 2004	Incorporation into LDF	Sustainable Communities Plan Phase 2: 2006-08
Neighbourhood Action Plans for All Saints and Twydall and the residential area between the Brook and the Great Line	Completion for All Saints Aug 04 Completion for the rest Nov 04	Medway 2026 regeneration strategy	Delivery of specific improvement projects Employment of a Sustainable Community Officer Delivery of specific Improvement projects	“SEEDA EU, stakeholders, Council Resources.”
Gillingham Town Centre project	Provisional start date Apr-06	Medway 2026 regeneration strategy	Incorporation into LDF	Sustainable Communities Plan Phase 2: 2006-08
Transport				
Transport for Medway	Jan 04-Mar 08	LDF Medway local transport plan Medway 2026 regeneration strategy Chatham Centre and Waterfront Development Framework Rochester Riverside Masterplan	Incorporation into LDF	Sustainable Communities Plan Phases 1 & 2: 2003-08

Project	Timescale for preparation	Links to other initiatives	Implementation mechanism	Proposed funding source(s)
Chatham Centre and Waterfront Development Framework	Jun 03- Mar 08	LDF Medway local transport plan Medway 2026 regeneration strategy Rochester Riverside Masterplan	Incorporation into LDF	Sustainable Communities Plan Phase 1: 2003-05
Rochester/Chatham CTRL station refurbishment	Provisional start date Apr-06	Medway local transport plan Chatham Centre and waterfront Development Framework Rochester Riverside Masterplan		Sustainable Communities Plan Phase 2: 2006-08
Area-based projects				
Chatham Centre and Waterfront Development Framework	Jun 03- Mar 08	LDF Medway local transport plan Medway economic development strategy Medway 2026 regeneration strategy Rochester Riverside Masterplan	Incorporation into LDF Phase 2: 2006-08	Sustainable Communities Plan
“Rochester Riverside: river wall and land remediation, further land purchases and second phase of housing”	Provisional start date Apr-06	LDF Medway local transport plan Chatham Centre and waterfront Development Framework		Sustainable Communities Plan Phase 2: 2006-08
Strood Centre and Waterfront	Provisional start date Apr-06	LDF Medway local transport plan Medway economic development strategy Chatham Centre and waterfront Development Framework Rochester Riverside Masterplan	Incorporation into LDF	Sustainable Communities Plan Phase 2: 2006-09

The table below is a summary of the planning approach for each individual site. Detailed planning briefs for some areas, such as Chatham Centre and Waterfront and Rochester Riverside, have already been prepared. All areas are referred to in the Medway Local Plan. Anticipated completion dates are indicative only. All planning mechanisms required the dedicated resources of Medway Council, as well as external funding sources.

Appendix 2: Delivery plan for renaissance sites

Character area	Site area	Role within the Waterfront	Development period	Approximate number of new homes	Approximate number of new job opportunities	Delivery mechanism	Anticipated completion date	Funding source
Chatham Centre and waterfront	64 ha	Strategic commercial, cultural and civic centre	2004-2024	Up to 1,500 (draft Development Framework, Feb 2004)	3,000 (North Kent AIF)	Development framework (to be adopted as SPG) Planning briefs for selected sites (to be adopted as SPG /SPD)	July 2004 Dec 2004	ODPM through Sustainable Communities Plan
Rochester Riverside	30 ha	New riverside community that complements Historic Rochester	2004-2012	1,500-1,800, including 300 lower cost homes	550-800	Development brief and urban design framework (to be adopted as SPG)	May 2004	ODPM through Sustainable Communities Plan SEEDA funds MC capital funds
Star Hill to Sun Pier	13 ha	Creative and cultural industries quarter	2004-2010	350-600	200-400	Star Hill to Sun Pier Planning and Design Strategy (to be adopted as SPG, then AAP)	June 2004	Heritage Lottery Fund (£1.6m) and MC capital funds
Brompton, Fort Amherst and The Lines	176 ha	Housing, education and mixed uses with significant greenspace enhancement	2004-2014	400-700	250-750	Development strategy (to be adopted as SPG, then SPD) Management Plan for Fort Amherst and The Lines Planning briefs	May 2005 June 2005 May 2007	RSME PPP/Holdfast Consortium

Character area	Site area	Role within the Waterfront	Development period	Approximate number of new dwellings ¹	Approximate number of new job opportunities	Delivery mechanism	Anticipated completion date	Funding source
Chatham Historic Dockyard	26 ha	Housing, leisure and special uses sensitive to historic maritime character	2004-2014	200-300	200-300	Chatham Historic Dockyard draft conservation plan		Chatham Historic Dockyard Trust SEEDA
St Mary's Island	65 ha	Major leisure developments at Chatham Maritime to complement housing at St Mary's Island	2004-2011	680-750 new dwellings (800 already built)		St Mary's Island masterplan		SEEDA
Maritime and The 'interface' land	79.4 ha	'village' linking Chatham Historic Dockyard with Dockside outlet shopping centre		250-600 already with planning permission)	250-600	(prepared by SEEDA) Chatham Maritime Masterplan (prepared by SEEDA)		
Strood Riverside	10 ha	Riverside housing with community facilities	2004-2008	500	10-50	Strood Riverside marketing brief done. Detailed Masterplan and planning application to be prepared by development partner Development partner to be selected	Nov 2004	Medway Council
Strood Centre	30 ha	Enhanced district centre	2005-2015	Potential for 100-200 dwellings pending a full study	100-200	Development strategy (to be adopted as AAP) Medway LDF	2010	Medway Council

Character area	Site area	Role within the Waterfront	Development period	Approximate number of new dwellings ¹	Approximate number of new job opportunities	Delivery mechanism	Anticipated completion date	Funding source
Strood Waterfront	98 ha	Mixed use waterfront community with range of employment activities and enhanced greenspace	2004 - 2024	100-500	150-250	Strood Waterfront development brief (SPG becoming AAP)	May 2004	Medway Council
The Upnors	70 ha	Small-scale, sensitive village expansion	2007-2019	60-100	20-100	Planning brief	May 2007	RSME PPP/Holdfast
Gillingham Waterfront	32 ha	Mixed use development with water-based activities	2005-2010	800-1,000	200	Gillingham Waterfront planning/development brief	June 2004	Medway Council
Waterfront sites other than key regeneration sites								
Historic Rochester	38 ha	Balancing conservation and tourism	2004-2024	Shop top/ infill only	50-200	Medway Local Plan/LDF	Continuing	Medway Council
Medway City Estate	106 ha	Continued role providing significant industrial and employment land	2004-2024	N/A	20-100	Medway Local Plan/LDF	Continuing	
The Esplanade	17 ha	Housing, with potential new school	2004-2024	N/A	N/A	Medway Local Plan/LDF	Continuing	
Chatham Port	57 ha	Continued operation as a commercial port	2004-2024	N/A	Unknown – potential for expansion			

Application of a 33% multiplier to aggregated site numbers reflects the creation of indirect jobs and generates a total figure of 9,500.

A further uplift of 5% has been applied to take into account the following factors:

- Proximity to City of London - The continuing output growth in the performance of the City of London as an international Finance and Business sector hub drives the South East Economy
- The move towards subcontracting/downsizing/rationalisation among major employers is leading to an increase in support employment located in small offices in town/city centres.
- Potential improvements in connectivity to the City of London will make it easier for companies in the business services/other services sectors to participate in the city of London driven SE economy.

The application of this uplift will result in a total figure of 9975 new jobs.

Note. The total number of jobs in the strategy area will be much greater; this table only looks at new jobs created as part of this strategy.

This strategy has been produced by Medway Council in association with Medway Renaissance Partnership and with the support of the Office of the Deputy Prime Minister.



