
Strood Waterfront

Development Brief

November 2017



View from former Civic Centre site across to Rochester

STROOD WATERFRONT CONSULTATION

Medway Council is refreshing the 2006 Strood Riverside Development Brief to reflect changes since 2006, including changes to national planning policy. This has resulted in the draft Strood Waterfront Development Brief 2017, which highlights refreshed aspirations for the sites and design principles.

The draft 2017 Development Brief focusses on three main sites; Strood Riverside, former Civic Centre and King-swear Gardens.

The Development Brief 2017 provides a vision and guidance for the consideration of development proposals along the Strood Waterfront area, attracting investment to further regenerate the area. It is intended that the Strood Waterfront Development Brief, once adopted will be a Supplementary Planning Document, which will provide guidance to potential developers and therefore be a material consideration in determining future planning proposals for the sites. The Development Brief itself is not a planning application but it is expected that future planning applications for these sites will follow the guidance in the Development Brief.

We want to hear your comments on the design principles in the draft Development Brief, which looks at building heights, greenspace, river walks and transport.

Your comments will shape these principles and the future regeneration of Strood Waterfront.

After public consultation your comments will be fed back into refining the draft Development Brief where considered appropriate. The revised Development Brief will then be submitted to Medway Council's Cabinet for formal adoption as a Supplementary Planning Document, which will influence future planning applications for Strood Waterfront.

HAVE YOUR SAY

The consultation period runs from Monday 4 December 2017 to Monday 29 January 2018.

Comments must be received by 5pm on Monday 29 January 2018. Public and statutory stakeholders such as Historic England and Natural England are being consulted as part of this process.

To have your say:

- Visit www.medway.gov.uk/stroodwaterfront and complete the online questionnaire.

- Paper copies will be available upon request from Gun Wharf (Council offices) the Strood Community Hub and Rochester Library. Surveys can be returned to these locations:
 - o By post to Regeneration, Gun Wharf, Dock Road, Chatham, ME4 4TR
 - o Email regeneration@medway.gov.uk

- There will be an exhibition at the Strood Community Hub, throughout the consultation period, showcasing information on the draft Strood Waterfront Development Brief.

- Public events where council officers and consultants will be present to answer any questions and receive comments are:
 - o 15.00-19.30 on 11 January 2018 Strood Community Hub
 - o 11.00-13.00 on 20 January 2018 Strood Community Hub



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Executive Summary

The council, its partners and other stakeholders have come together to agree a vision for a new waterfront community with a range of homes to meet the needs of Medway's population – all set within new and improved public spaces that take advantage of these sites' superb setting.



Map 1: Waterfront Sites

Strood Waterfront consists of a number of sites, which together make up the waterfront of Strood District Centre. Much of this area is in the control of Medway Council who now wishes to work with development partners to regenerate these sites and transform Strood's waterfront.

The Waterfront has the potential to become a stunning new face for Strood, transforming perceptions of the area and contributing to wider regeneration initiatives for the Town Centre and across the Medway conurbation.

Strood has a vibrant High Steet and locational advantages including high-speed rail services and ease of access to Kent's countryside including the Hoo Peninsula.

Moreover, the potential of Strood's location on the sweep of the River Medway with potential south-facing views across to Rochester's Cathedral and Castle has yet to be realised. Despite the Town Centre's proximity to Rochester, Strood currently sees little direct benefit from Rochester's tourism and evening economy.

Once adopted, this draft Development Brief will be a supplementary planning document (SPD), which will set the council's intentions and guide planning and investment decisions for the Waterfront's regeneration. Medway Council is both the local planning authority and the landowner for the majority of the Waterfront sites.

The Waterfront sites benefit from a series of important assets:

- Proximity to the newly improved Strood station with both convenient local services across Medway and High-Speed services into London St. Pancras;
- Highly sustainable location within easy access of Town Centre facilities;
- South facing aspect looking across the River Medway to the impressive historic sites of Rochester Castle and Cathedral;
- The council has undertaken land assembly to consolidate ownership;
- The council is investing in flood defence to prepare land for development;
- Close to Rochester's historic centre, which is a major tourist attraction;
- Waterfront development will have a positive impact on the vitality and sustainability of Strood's District Centre, helping to diversify Strood's retail and leisure offer and attracting new markets by providing greater choice. Development will improve the public realm and make the river more accessible for all Strood's residents, it will attract investment and raise property values.
- Potential for stronger connection both north and south that could reinforce the sites' assets, linking to the North Kent Marshes, Upnor, Temple Marsh and the Medway Valley.
- A development-friendly policy environment that will encourage and facilitate appropriate investment.

This Development Brief shows how Strood's Waterfront can be transformed with up to 1,600 new homes, including affordable houses and apartments, along with new businesses and public spaces. The Waterfront sites can be better connected to each other, to the Town Centre, Strood station, Medway City Estate and Frindsbury.

The Waterfront sites offer an exceptional opportunity that demands an exemplar of sustainable, waterfront development.

In recognition of the Waterfront's unique assets, Medway Council has existing and emerging policy and guidance to facilitate the aspirations for high quality development of this exceptional well positioned waterfront site with outstanding views. Medway Council's Development Plan policy for the authority is set out in the current 2003 and emerging Medway Local Plans.

This SPD sets out a clear and positive policy context with principles to guide development proposals. It is accepted that viability will be a key consideration of deliverability. The Development Brief aims to facilitate a commercially viable redevelopment which will ensure market confidence and, hence, can be delivered.

In preparing this Development Brief, the council has consulted residents, businesses and other stakeholders.

An Illustrative Masterplan has been prepared as part of this Development Brief to show the possible scale and form of development envisaged, with the consideration of transport issues (IBI Group March 2017).

1.0 Introduction

1.1 Medway Council's Local Plan Policy

This Strood Waterfront Development Brief has been prepared as an update and expansion on the council's adopted 2006 Strood Riverside Development Brief SPD. The 2017 Development Brief seeks to achieve the Strood Waterfront vision by reinforcing the planning framework and providing more detailed guidance to inform any future planning application for these sites.

The council's development plan consists of the adopted 2003 Local Plan and various supplementary planning documents. The Local Plan provides the policy basis for the various supplementary planning documents including the 2006 Strood Waterfront Development Brief and the 2009 Strood Town Centre Masterplan, both of which have relevance to this development brief. More specifically policy S1, S2, S3 and H1, H3 relate.

Strood Riverside was identified in the adopted Medway Local Plan (May 2003) as a potential development opportunity designated between two allocated housing sites (Canal Road and Commissioners Road) with the capacity for a total of approximately 200 dwellings. Following the Local Plan adoption it was felt that the Local Plan significantly underestimated the true development potential and strategic importance of the area. This resulted in the preparation of the Strood Riverside Development Brief 2006. In 2009 the Civic Centre and the Strood Riverside Development Brief areas were considered as part of the 2009 Strood Town Centre Masterplan.

National and local planning policy objectives have changed since the adoption of these SPD's and therefore planning policy for the sites requires a further update to take forward development and ensure compliance with these changes. This document (Strood Waterfront Development Brief 2017) will provide an update to the Strood Riverside Development Brief and inclusion of the former Civic Centre site. Inclusion of the former Civic Centre site provides a wider development context and the opportunity to enhance connections from the riverfront to the defined Town Centre to the north.

The council is currently preparing its new Local Plan, which will include site allocations and development management policies when finalised. Once adopted, the new Local Plan will supersede the 2003 Local Plan. It is therefore pertinent that linkage to the emerging Local Plan is also clear, which may include a designation on a proposals map and accompanying development management policies. Guidance contained in this document is therefore subject to change following the adoption of the new Local Plan.

Emerging Local Plan Key Issues

Medway benefits from a stunning landscape setting, rich heritage, high-speed train links (since the 2003 Local Plan), universities, a strategic location in the Thames Gateway, and a diverse offer of services and businesses. However there are areas which need addressing. Medway's economy and skills levels are weaker than competing areas. There are marked inequalities in health, with life expectancy shorter for our residents. Medway is often unfairly associated with negative perceptions. The town centres are not always seen as attractive destinations and vibrant hubs for community activities. Changes in the economy and how people respond to retailing has changed significantly, which requires a different response to the traditional. The scale of growth Medway is experiencing is challenging and will place increasing pressure on infrastructure, services and facilities and open spaces.

A key task for the Local Plan is to manage growth to achieve a more successful, attractive Medway with healthier communities that share in the benefits of development. Development should be seen to deliver benefits – better housing for local people, higher quality jobs, new services and facilities such as schools and parks. Growth can boost the economy, improve our town centres, turn derelict and underused land into attractive modern places to live, work and visit, and achieve the city scale facilities that Medway warrants.

Growth does not mean losing the character of the area. Medway's history, countryside and the river provide the context for future development. The natural and built environment defines Medway, and will be at the core of the Local Plan. The development strategy must show how we can provide land for housing, jobs, infrastructure and services, whilst protecting important environmental and heritage assets, retaining and strengthening the green infrastructure links for people and wildlife.

There has been much change since the 2003 Local Plan, which has relevance for Strood, i.e. introduction of HS1, demolition of the Civic Centre, changes in retail patterns, changes in the economic climate, increased housing need, etc. The Local Plan will support the regeneration of Strood to capitalise on its stunning location overlooking Rochester Castle and Cathedral, its accessibility to high speed rail and motorway links and the availability of redevelopment sites. Redevelopment of the sites presents an opportunity to address many economic and social issues whilst making the most of the waterfront.

1.1.1 Background to Regeneration

Strood Riverside was first identified as a strategic development project in 1995 and a set of development guidelines were approved by the then Rochester upon Medway Council in 1996 to guide future proposals. At this time, public funding was invested in the adjacent housing development off Canal Road using social housing grant, a scheme that has since been delivered (Kingswear Gardens Estate).

The council also began to acquire land and made a Compulsory Purchase Order (CPO) on the grounds of regeneration. The former scrap yards and car breakers on the riverside were acquired, a new river wall constructed and the Watermill Gardens open space laid out. The open space was intended to serve not just the first phase of housing, but also the site to the north when it was developed.

A previous Development Brief, which was adopted as a Supplementary Planning Document (SPD) in September 2006, was prepared to reinforce masterplan proposals for the site and to elaborate upon key planning policy guidance including the Local Plan and the Medway Waterfront Renaissance Strategy.

The 2006 Development Brief has formed the basis for this Development Brief, acting as a starting point for the analysis required to update the Development Brief. We have retained previous analysis where appropriate, however new analysis has been undertaken for the sites and where more recent data is available, baseline information has been updated.

1.2 Strategic Context and Planning Guidance

1.2.1 Corporate Guidance

The 2003 Local Plan and the emerging Local Plan fits into the context of a series of strategies, documents and plans that map out ambitions for Medway to achieve its potential as a successful vibrant modern city, that celebrates its heritage and close links to the river and countryside.

Council Plan

The Council Plan 2016-2021 sets out three key priorities for the area:

- A place to be proud of
- Maximising regeneration and economic growth
- Supporting Medway's people to realise their potential

The Council Plan promotes Medway as a great place to work, live, learn and visit, supported by strategies for culture, tourism and regeneration. The council priorities provide a strong basis for the Local Plan in planning positively for Medway's needs, boosting the economy, improving access, delivering new homes, improving residents' health and wellbeing, and caring for the environment.

Medway Regeneration Strategy

Medway has a long standing commitment to regeneration, and a number of strategies, development briefs and masterplans have informed the transformation of the waterfront and urban areas over recent decades. As the regeneration programme continues, strategies and plans need to be refreshed. A new Regeneration Strategy is being drafted for publication in 2017, and this shares the emerging evidence base and strategic objectives. It will promote and support the realisation of the ambitions set for Medway's successful growth by 2035.

1.2.2 Planning Policy

Whilst not a comprehensive list of relevant policies, the following highlights those policies in the Local Plan that will have the most influence on the use and form of development at Strood Waterfront. The emerging Local Plan policies will also need to be taken into account as it gains weight through the stages of preparation and at adoption, at which point it will replace the 2003 Local Plan.

Policy S1 (Development Strategy)
Policy S2 (Strategic Principles)
Policy S3 (River Medway)
Policy H1 (New Residential Development)
Policy H3 (Detail on the council's affordable housing requirements)
Policy H10 (Provision of a range and mix of house types and sizes)
Policy BNE1 (General principles for built development)
Policy BNE2 (Amenity Protection)
Policy BNE3 (Noise Standards)
Policy BNE4 (Energy Efficiency)
Policy BNE6 (Landscape Design)
Policy BNE8 (Security and Personal Safety)
Policy BNE22 (Environmental Enhancement)
Policy BNE23 (Contaminated Land)
Policy BNE24 (Air Quality)
Policy L3 (Existing Open Spaces)
Policy L4 (Provision of Open Space in New Residential Developments)
Policy CF 13 (Flood Risk)
Policy L11 (Riverside Path and Cycleway)
Policy T3 (Provision of safe and convenient footpaths)
Policy CF2 (Provision of new community facilities)

MEDWAY COUNCIL EMERGING LOCAL PLAN

Medway Council is preparing a refreshed Local Plan, which has been through two stages of consultation, i.e. 'Issues & Options' and 'Development Options' (Regulation 18), which took place in Jan/Feb 2016 and Jan/Feb 2017 respectively. The council will consult on the next version of the Local Plan in early 2018, with a view to adopt in 2019.

MEDWAY REGENERATION FRAMEWORK 2006-2016 (2006) The Framework provides the strategic context for regeneration in Medway to 2016.

Supplementary Planning Documents

A BUILDING HEIGHT POLICY FOR MEDWAY PART 1 AND 2 (2006)

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

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

MEDWAY COUNCIL INTERIM RESIDENTIAL PARKING STANDARDS (2010)

In 2010, the council adopted an interim document for Residential Parking Standards. This document stipulates the minimum number of car and cycle parking spaces required per dwelling, dependent on size. The guidance recognises that reductions to the standard can be considered for developments within an urban area, provided that good links to sustainable transport are available and day to day facilities are within an easy walking distance.

MEDWAY HOUSING STANDARDS

Medway Council has adopted National Housing Standards for internal residential space standards (Medway Housing Design Standards 2011).

The document provides developers, landowners and their advisors with guidance on the main principles and minimum layout and space standards that are expected in the design of new housing and in the conversion of existing properties. The Standards apply to proposals that include new dwellings of any tenure.

They do not apply to specialist housing such as student accommodation, sheltered housing for the elderly, and housing for wheelchair users.

The standards provide baseline and good practice guidance for a series of spaces and standards including those relating to Outdoor Amenity Space and Parking Provision; Shared Access and Circulation; Cycle Storage, Refuse and Recycling; Management; Dwelling Space Standards; Internal Floor Areas; Visual Privacy and Private Open Space; and Environmental Comfort.

1.2.3 Wider Guidance

MEDWAY LOCAL TRANSPORT PLAN 2011-2026 MOVING FORWARD TOGETHER (2011)

This document replaces the Medway Local Transport Plan Framework and aims to address wider social, economic and environmental challenges for the area and is closely aligned with Medway's Sustainable Communities Strategy.

KENT AND MEDWAY GROWTH AND INFRASTRUCTURE FRAMEWORK (2015)

The Kent and Medway Growth and Infrastructure Framework provides a collaborative approach to growth and infrastructure planning for the region and has been developed with Medway Council and Kent's twelve district authorities.

MEDWAY WATERFRONT RENAISSANCE STRATEGY 2004

This place-based strategy provides a 20-year framework for the regeneration of 14 key sites along the River Medway corridor. The Waterfront sites fall within the Strood Riverside and Strood Centre quarters, which, have the objective of "building waterfront communities around a distinctive centre".

Other Relevant Guidance:

Joint Health and Wellbeing Strategy 2012 – 17

Medway Preliminary Flood Risk Assessment 2011

Medway Strategic Flood Risk Assessment 2006 (updated 2011)

Medway Local Flood Risk Management Strategy 2015

Medway Surface Water Management Plan 2016

Medway SuDs Masterplanning Document 2013

Medway Air Quality Planning Guidance 2016

Dementia Friendly Communities the Built Environment Guidance 2006

1.3 The Status and Purpose of this Document

The 2017 Strood Waterfront Development Brief SPD will provide a planning framework to bridge the gap between the current Local Plan and the emerging Local Plan, recognising that time has moved on and so too have national and local objectives. It is intended that this will be adopted by the council as an SPD and thereby provide a vision and guidance for the consideration

of development proposals along the Strood Waterfront area as delineated in Map 1. It will be a material consideration in the determination of any future planning application for the site; the updated SPD will therefore be used by Medway Council for development management purposes and will also be a key document when the council markets the development site opportunity.

There are four specific objectives in preparing a Development Brief for Strood Waterfront:

- Delivery of the vision and ambitions for the regeneration of Strood as part of a wider urban development strategy.
- Amplify and update the 2003 Local Plan policy applicable to the site. There have been a number of significant changes in national and strategic planning guidance since the site was originally allocated for development and current expectations for the redevelopment of Strood Waterfront exceed those envisaged within the Local Plan.
- Facilitate and shape the redevelopment of Strood Waterfront to ensure its long-term physical, economic, social and environmental regeneration.
- Establish a coherent set of land use and design parameters to guide the future regeneration of the site. These guidelines seek to provide a deliverable strategy that will encourage private sector investment.

The development principles outlined in the council's 'Vision' for Strood Waterfront have formed the basis of an Illustrative Masterplan to test and confirm the council's aspirations for these sites can be translated into deliverable development. The Illustrative Masterplan is described in Section 6.

This Development Brief has been developed in consultation with key stakeholders and therefore represents a robust and endorsed vision for Strood Waterfront. It provides the parameters as to the scale and mix of future development and the standards for future design quality.

1.4 Format of the Development Brief

For convenience, the SPD for Strood Waterfront consists of two separate volumes:

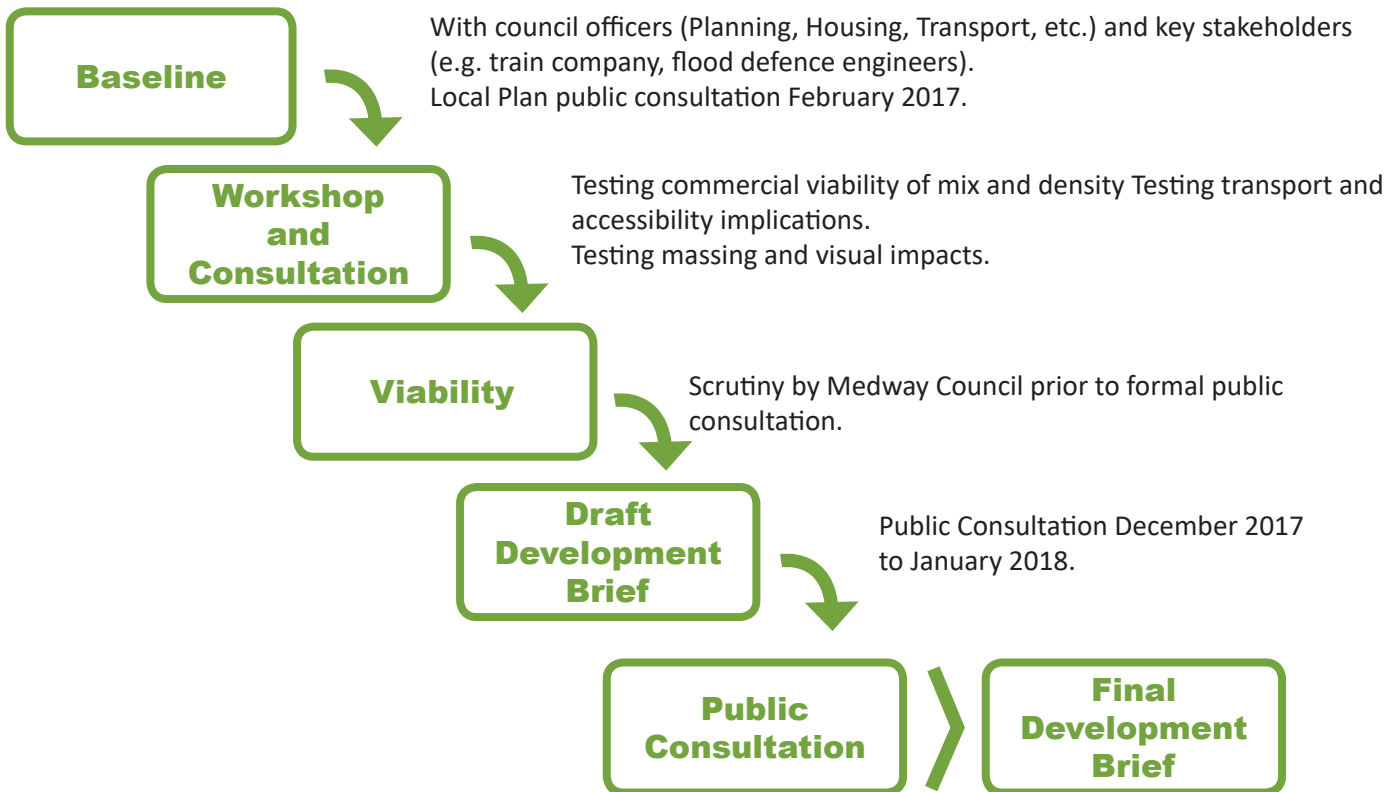
1. The Supplementary Planning Document (this document);
2. Appendices consisting of technical reports informing the preparation of the SPD:
 - Policy Reference List
 - Flood Defence Measures
 - Transport and Movement Appraisal.

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

This document seeks to establish a clear and positive policy context in which the redevelopment objectives for the area can be seen as achievable and desirable.

1.5 Process for Preparing this Document

This Development Brief has been prepared through a rigorous process of drafting and testing as outlined in the diagram below:



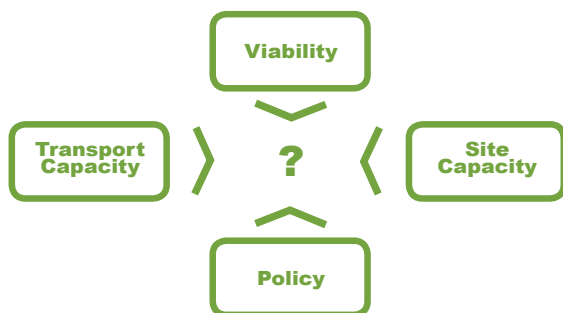
Option Testing

To confirm the deliverability of Strood Waterfront, the emerging, non-detailed options for development quantum and mix have been tested against:

- Council policy
- Accessibility and impacts on transport systems including highways
- Commercial viability

An Illustrative Masterplan was developed to test project site capacity including:

- Mix of uses and housing types including houses and apartments;
- Impacts of height and massing on key views;
- Provision of open spaces; and
- Car parking provision.



The conclusions from this testing have determined that a viable development meeting the council's policies and aspirations for the sites is deliverable.

1.6 Issues Raised as Part of Medway Local Plan Public Consultation

In association with consultation on the emerging Local Plan in February 2017, Medway Council consulted with residents, businesses and other stakeholders to identify local issues to inform the emerging planning and design principles for Strood Waterfront. Respondents emphasised the following issues:

- Improve access to Strood station and sense of arrival.
- Existing road capacity and impact of new homes.
- Improvements to the road network in front of Morrisons.
- Integration of existing Canal Road bus route.
- Majority of Strood residents said the best view is of the white cliff and All Saints Church, Frindsbury Hill.
- Maintaining existing residents' view, especially Wingrove Road.
- Boundary treatment to Cranmere Court and

Wingrove Road.

- Residents are supportive of river walk/cycle route connecting to Frindsbury Hill.
- Residents are supportive of development of the former Civic Centre site, recognising that it is currently underutilised.
- Residents from wider Strood also supported Strood Waterfront.
- Residents are in support of regenerating Kingswear Gardens, third-party land on Canal Road and Strood Pier.

In addition, local stakeholders that have been consulted regarding flood risk mitigation measures include:

- Southeastern Rail
- Rochester Bridge Trust
- Environment Agency



Strood Station Approach



All Saint's Church viewed from Commissioners' Road.

Local people will be provided further opportunities to comment as more detailed proposals are brought forward.

Any planning application for the Waterfront sites must be prepared with public consultation consistent with Medway's Statement of Community Involvement.

2.0 The Vision and Opportunity

The vision for Strood Waterfront is for the creation of a residential-led development with appropriate supporting commercial uses including leisure and food/drink opportunities to enliven street frontages and public spaces.

Strood Waterfront represents a significant brownfield redevelopment opportunity, the delivery of which has the potential to assist the wider regeneration of the town. Fundamental to this being achieved is addressing the flood risk issues in this area.

Once protected, these sites will be transformed into an area of prime, high quality residential land with potential for premium housing, offering fantastic views and access to the River Medway, Rochester Castle and Rochester Cathedral. Workspace at Watermill Wharf is the first step at creating this high quality environment. The council is investing in flood defence improvements for the former Civic Centre and Riverside sites.

The council has prepared flood risk mitigation measures for the first two phases, the details of which form a planning application in 2017 (appended as Appendix 2). It is the council's intention that agreed measures are implemented to prepare the sites for development.

Development at Strood Waterfront is a vital and complementary component to other regeneration projects elsewhere within Medway, through early delivery, it is envisaged that the sites will set benchmarks for good quality urban design and architecture.

New development will provide housing and other benefits for local people. The Waterfront development will have a positive impact on the vitality and sustainability of Strood's District Centre, helping to diversify Strood's retail and leisure offer and attracting new markets by providing greater choice. New and improved linking routes will better integrate development with the Town Centre and help consolidate the High Street shopping south of Station Road. Development will contribute to attracting investment and uplifting property values.

Our vision is based on not just transforming the Waterfront sites but also the relationship of Strood and its Town Centre to the wider Medway conurbation,

better linking Strood's High Street, the River and the residential areas east and west of the Town Centre including the Frindsbury Conservation Area. Waterfront development will improve the public realm and make the river more accessible for all Strood's residents and open views to the River and to landmarks including the Castle, Cathedral and All Saints Church on its iconic hilltop setting.

The inclusion of the former Civic Centre site within the Strood Waterfront development area provides a further development context. The former Civic Centre site has the opportunity to enhance connections from the riverfront to the defined Town Centre to the north. The former Civic Centre site provides the opportunity to create lively daytime uses including cafes.

Moat Homes and Orbit Homes aspire to bring forward the redevelopment of the Kingswear Gardens estate.

The Vision for Strood Waterfront is a part of redefining Strood within the wider Medway conurbation - its role and character, so as to play a stronger role as one of Medway's best residential locations, benefitting from excellent local shopping, transport and facilities, and a first class setting by the river.

2.1 The Opportunity

The Sites and their Status, Location, Area and Access

1. Former Civic Centre – Site Area: 3 Ha. This brownfield site is situated west of the A2 High Street and is currently used as a surface car park. Medway Council has identified the site as a residential-led, mixed-use regeneration site to meet the high demand for housing. The site contains the following uses, which will be retained:
 - Pumping station
 - CCTV facility
 - Ambulance Service crew accommodation building
2. Land in third-party ownership including properties on Canal Road, the High Street and land adjacent to Strood railway station is

also included within this Development Brief to ensure that Strood Waterfront contributes to the wider regeneration of Strood District Centre. The station is undergoing improvements to facilities including a new station building. The station site and other third-party land also offer opportunities for public realm improvements and, in conjunction with Medway Council, further development opportunities. Medway Council encourages appropriate regeneration opportunities along the High Street including creating additional routes through to the former Civic Centre site. Medway Council will hold further consultation with stakeholders as proposals are brought forward.



Map 1: Waterfront Sites



Kingswear Gardens Estate



Watermill Gardens with Frindsbury visible in distance



Riverside Tavern and Strood Riverside



Former Civic Centre Site

3. Watermill Wharf – Site Area: 0.2 Ha. Watermill Wharf is owned by Medway Council and has been developed to deliver 15 office and 18 storage units aimed at local small and medium enterprises (SMEs) and start-up businesses. The development is a satellite of the Innovation Centre Medway near Junction 3 of the M2.
4. Kingswear Gardens – Site Area: 1.5 Ha. Kingswear Gardens is situated adjacent to Strood Riverside and Strood railway station and is currently owned by Moat Homes and Orbit Homes, who are working with Medway to regenerate the site. The site is currently in use as the Kingswear Gardens housing estate.
5. Watermill Gardens – Site Area: 0.9 Ha. Public open space including sport and play facilities. The council own the freehold of part of the site and a long lease on the areas outside of the council's ownership.
6. Strood Riverside – Site Area: 5.9 Ha. Partially industrial in use. The site is owned by the council following a series of compulsory purchases. The Riverside site wraps around the Riverside Tavern public house.
7. The Riverside Tavern is in private ownership and not included in this Development Brief. This Development Brief assumes that the Tavern will continue as a public house.
8. An additional area of land in the council's ownership/long lease hold lies south of Jane's Creek. This land is currently considered to be unsuitable for development due to access constraints and flood risk. However, open space uses may be appropriate if more direct pedestrian access can be provided across Jane's Creek.

2.2 Delivering Change

Workspace at Watermill Wharf is complete and represents the start of the wider regeneration programme envisaged for Strood Waterside.

Medway Council will work with neighbouring landowners including Moat, Orbit, Network Rail / South Eastern and the Rochester Bridge Trust to deliver regeneration in a phased programme of development.

Moat Homes and Orbit Homes ambition is to bring forward redevelopment of Kingswear Gardens, therefore this land has been included within the masterplan. South Eastern Trains with Network Rail are undertaking the modernisation of facilities at Strood station including a new ticket hall.

Third party land along the southern side of the High Street adjacent to the former Civic Centre site offers potential for regeneration improvements in the longer term including additional or improved connections between the former Civic Centre site and the High Street.

To optimise development sites and deliver comprehensive regeneration, the council wishes to see development of land on Canal Road, which is currently in third-party ownership.

Medway Council will encourage proposals for temporary or 'meanwhile' uses as part of the phased delivery of the Waterfront sites. Such uses might include sport or recreational activity. Parts of the site might be used for garden nursery space to grow the trees and other plants that will be required for the later development phases.

2.3 Related Proposals

The following projects are ongoing at time of adoption:

- Strood railway station – New station building including forecourt access and landscaping.
- Commissioner's Road – planning permission for new homes and access from Commissioner's Road.
- Strood Waterfront Flood Defence Works – Planning application for construction of flood defences including realignment of Canal Road and Station Approach.

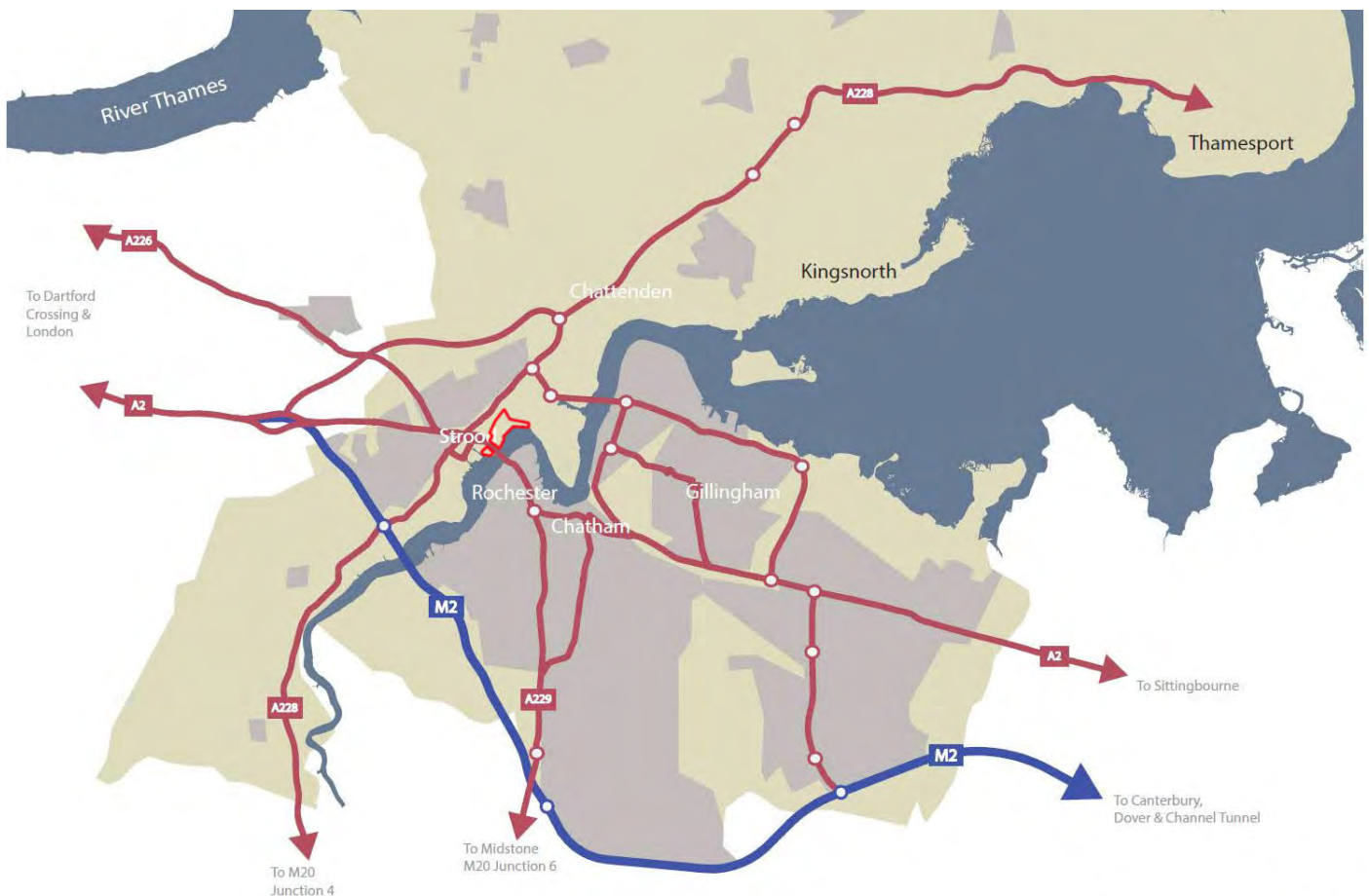
Together, these sites represent a connected sweep of Strood Waterfront, totalling over 11 Ha of development potential and which can provide better links both along the riverside and to Strood; its town centre and its railway station.

3.0 Strood Waterfront Today

3.1 Strategic Importance

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

- Strood Waterfront is located within the Thames Gateway, an area identified by the Government as an important growth area in which the focus is upon the speed of delivery of development projects whilst ensuring sustainable and well-integrated communities. In doing so it also provides a unique opportunity to promote local ownership for site development, given its location along the waterfront, alongside an established residential area, in close proximity to a rail station, bus links and Strood District Centre.
- The Government has invested significant capital resources in Strood to bring forward development and to increase the supply of housing. Investment includes a £9m Local Growth Fund (LGF) scheme in the Strood District Centre, HCA funding for the Riverside site and will include £3.5m LGF for the former Civic Centre site for flood protection works.
- The site is directly adjacent to the River Medway and located within a 5-10 minute walking distance of Strood District Centre and 10-15 minute walking distance from Rochester.



Strategic Transport Context

Map 3 : Strategic Location Plan

- The Riverside site is adjacent to a mainline railway station with frequent (every 30 minutes off-peak London service) and high-speed services to London (32 minutes) and East Kent (72 minutes).
- The sites have excellent road links via the M2 to North Kent including Ebbsfleet International and the Bluewater Shopping Centre, London and the M25/Dartford river crossing, and via the M20 to Ashford and Folkestone. On 12 April 2017 the Secretary of State for Transport announced the preferred route for a new Lower Thames Crossing under the Thames, east of Gravesend and Tilbury, which will improve access to Essex and relieve congestion at the Dartford crossing.
- The site is close to areas with significant history and character and has panoramic views across the river to historic Rochester, including the castle and cathedral, and down the river towards Chatham.
- Strood Waterfront's visibility and position in relation to Rochester and Chatham Dockyard makes its development influential as part of the wider economy, character and future of the Medway area.
- Opportunity to deliver a highly sustainable development, and establish modern quality character to Strood.

3.2 Land Form and Topography

Strood Waterfront is located on the north bank of the River Medway and lies within the historic floodplain between ridges of higher ground to the north and east, and the historic settlement of Rochester to the south. The Waterfront sites are effectively flat and require improvements to flood defences to facilitate development. Former chalk quarries around Frindsbury have left a backdrop of dramatic chalk cliffs. The Waterfront sites lie at a bend in the River Medway and the confluence with Jane's Creek, a smaller tributary.

3.3 History

The history of Strood Waterfront is best understood in the context of the history of the wider conurbation. Rochester has an ancient history associated both with the Romans and the nineteenth century writer, Charles Dickens, as well as a number of notable medieval and historic buildings. Nearby Chatham Dockyard dates back to the sixteenth century and since its closure in 1984 has been the focus of considerable regeneration work.

Strood's Waterfront has a long history of industrial usage associated with the docks and wharfage afforded by the Thames and Medway Canal and the River Medway and has also included mills, cement works, agricultural livestock markets and meat processing.

Since the arrival of the railway, the Riverside site was predominantly used for sidings and materials storage.

Map 4: 1909 Map of Strood



3.4 Land Use and Development Form

Strood railway station lies adjacent to the northern boundary of the Riverside site. Network Rail and Southeastern, the station operating company, are currently implementing an upgrade of station facilities including a new station building and an associated retail concession (as of 2017).

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

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

Medway Council has commissioned a Retail & Commercial Leisure Needs Assessment for the authority, which includes a health check and guidance for Strood District Centre.

Further south of the town centre is a retail park consisting of large warehouse outlets. A large foodstore opened in 2005 south of the retail park.

The former Civic Centre site previously accommodated administrative services for the council. The Civic Centre services have now been relocated and the buildings will be demolished and the site cleared. A CCTV control centre, a pumping station and an Ambulance Service crew facility will remain on site.

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

Rochester City Centre, which has developed niche retailing around arts and tourist-related uses, is within a 5 minute walk of the southern edge of the Waterfront and a 10

minute walk of the centre of the Waterfront. Rochester City Centre has a vibrant evening economy including pubs, bars and restaurants.

In close proximity to the northern boundary of the site lies Cranmere Court, a more recent residential cul-de-sac development of predominantly two-storey detached dwellings.

Kingswear Gardens, which lies to the south west of the Riverside site and Strood station, is a residential development currently comprising 77 homes. Adjacent to this development, along Canal Road are several older, disused two-storey properties which formerly accommodated a mix of commercial and residential uses. Collectively there is a poor visual quality to the built environment at this end of Canal Road.

Station Road, immediately to the north of the Riverside site and the railway, consists mainly of Victorian terrace blocks of smaller two-storey houses. More recent development includes apartment buildings of up to five storeys. Further north, this pattern of Victorian terraces merges into a looser arrangement of semi-detached, detached and smaller terraced houses dating from the 1920's and 1930's.

3.5 Views and Vistas

Medway Council's Tall Buildings Strategy identifies the importance of the landscape 'bowl' that forms Strood's establishes the principle of allowing taller buildings within that bowl.

Strood Waterfront represents an exceptional opportunity to enhance the waterfront prospect and benefit from the accessibility afforded by excellent public transport infrastructure. For these reasons, the Waterfront sites are considered an exception to the blanket height restriction set out in the Tall Buildings Strategy, subject to the following considerations.

Views in and out of the sites vary considerably within the wider context. Development should be managed to ensure that it responds positively to its setting, and the historic environment. The sites' visual boundaries should be considered at two scales.

1. Longer views out from the sites.

The sites sit within a natural bowl thus affording excellent views to Rochester Bridge and up and down the Medway. The views of Rochester Castle and Cathedral are of particular importance in this context, being the landmark historic buildings of heritage and cultural value. These are key attractors in the area and need to be carefully addressed without detracting from their importance.

Views are enclosed locally at a low level by the surrounding railway line, Medway Bridge, the future development of Rochester Riverside, the Frindsbury Ridge, and the white chalk cliffs of the former quarry to the north east.

The sites benefit from an open river frontage, sitting on a raised terrace at a higher level than existing water levels in the River Medway. Views out are primarily of:

- The River, including potential views across the Riverside site from Strood railway station, the entrance of which currently has no visual connection to the river,
- Significant views of Rochester Castle and Cathedral.
- Rochester Bridge.
- Views from within the Waterfront sites looking north-east to Frindsbury Church and north-west to the spire of St Mary's Church. Views from All Saints Church and Church Green, Frindsbury looking across the Riverside site to Rochester Castle and Cathedral.
- Views to Kent Downs to the north and west.
- The site's location on a bend in the River Medway provides dramatic views up and downstream including longer views to Chatham, Fort Pitt Hill/ Jacksons Field, Fort Amherst and the high ground of 'the lines'.
- Long views into the site from Chatham and the Rochester Marina and the adjacent river bank and river activity.



Map 9: Consideration of Parameters

2. Longer views into the site from sensitive viewpoints.

- Views from the historic built environment of Rochester, including the Castle and Cathedral.
- From Rochester Bridge.
- From the Rochester Riverside regeneration area including Rochester station and multi-storey car park.
- From Frindsbury Ridge which overlooks the whole site.
- From Broomhill Park looking south.
- From The 'Great Lines' / Naval Memorial.
- Potentially from the M2 Medway Viaduct.
- Potentially from Jackson's Field / A229 City Way.
- Potentially from higher ground to the north of the A289 Hasted Road.

In the longer term the aspect of Strood Riverside will also be influenced by its visual relationship with development envisaged for Rochester Riverside, located directly opposite the site.

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



View of Rochester Castle and Cathedral from Strood Waterfront



Rochester Bridge

3.9 Movement

3.9.1 Accessibility

Strategic Connections

The site's strategic location is an important asset with excellent transport links. It is well placed for access to the M2; the M20 with access to Ebbsfleet International, Ashford International, and the M25 London Orbital.

The new Lower Thames Crossing under the Thames, east of Gravesend and Tilbury will improve access to Essex and relieve congestion at the Dartford crossing. Strood railway station serves High-Speed services to London St. Pancras International and the Medway Valley and North Kent. Strood station is near the junction of these lines plus the North Kent Coast Mainline from Chatham to Victoria, which is served from nearby Rochester station.

Local Connections

At the local level, Strood Town Centre sits at the hub of three major roads:

- The A228 giving access to Grain to the north and the M2 motorway, and West Malling and Kings Hill to the south;
- The A2 giving access to London and the M25 to the west and Rochester to the east; and
- The A226 to Gravesend.

The River Medway provides part of an important leisure and commercial waterway stretching from Tonbridge to the south to the Thames Estuary to the north.

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

3.9.2 Local Connectivity

The sites have a network of walking and cycling routes which link to recreational opportunities and encourage active travel. Improvement of these routes will encourage healthy lifestyles by connecting to good quality green and blue spaces. Medway Council has initiated a recreational Medway cycle route passing through the Waterfront area, offering excellent opportunity to explore links both north and south.

The main highway access into the site is via the Canal Road junction with the A2. The junction is fairly complex, allowing access to the A2 from Canal Road and from the former Civic Centre, all within a restricted amount of carriageway space necessitating a complex arrangement of central reservation vehicle crossings, as well as provision for U-turns to be undertaken by east bound traffic.

Access to the north onto Commissioner's Road is currently via a priority junction to the east of the HGV width restriction gate adjacent to the Wingrove Drive junction. The width restriction was put in place in order to prevent heavy vehicle movements to Medway City Estate from taking place via Commissioner's Road. Access to Canal Road from Commissioner's Road is restricted to buses, taxis and bicycles only.

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

The railway lines serve to isolate the site, both visually and physically, from surrounding areas of residential development. There is no immediate vehicular access to the station from Station Road on the west side of the rail line.

Pedestrian and cyclist access from Station Road can be gained via the narrow subway to the north side of the railway station. The subway is lit but there are no CCTV cameras in the subway, only on the east side approach. There is a fairly steep ramp from the subway leading to the station ticket hall.

In general, signage to Strood station is poor. Customer car parking is provided adjacent to the ticket hall building for a total of approximately 100 cars.

Bus services run along Station Road and Canal Road to serve the railway station. A taxi rank is located outside the Station.



Commissioner's Road junction with Canal Road



Canal Road



Pedestrian underpass to Strood Station from Station Road

The Saxon Shore Way footpath / National Cycle Route 1 run adjacent to much of the site's riverside frontage linking Wingrove Drive and the Canal Road junction with the A2 High Street.

The former Civic Centre site is accessed from the east via the esplanade, which also serves business units in the undercroft of Rochester Bridge and provides maintenance access to the existing pumping station. The former Civic Centre site is also accessible from Knight Road although vehicular access is constrained by the spans of the existing rail bridge.



Pedestrian access is also available from the former Civic Centre site to the High Street.

Pedestrian links from the former Civic Centre to Canal Road across the High Street / Rochester Bridge are complicated by the carriageway layout and traffic signal phasing. A potential pedestrian link under Rochester Bridge is currently closed.

3.9.3 Highways Issues

The council has commissioned a Strategic Transport Assessment to support the new Local Plan. This will provide the evidence base for strategic infrastructure needs and mitigation requirements for each site allocation, including the Strood Waterfront site. Strood town centre is often congested, especially at peak times, and therefore measures will need to be identified to mitigate the impacts of development. The Transport and Movement Appraisal (see Appendix 2) comprises early scoping work to address these issues.

The Waterfront should form a part of the council's transport strategy that supports lower use of cars and greater use of public transport and active travel modes (walking and cycling).

The appended Transport and Movement Appraisal addresses transport capacity issues with a view to informing the overall design process and identifying potential impact mitigations.

The key insights gained during the appraisal include:

- Accesses for the scoped development potential at Strood Waterfront currently have light traffic and are under capacity;
- The surrounding road network is congested during peak hours;
- The proposed development will need to rely heavily on sustainable modes of transport. Current policies and best practice encourage and support this;
- Medway residents living in close proximity to a train station have lower levels of car ownership and tend to make fewer trips by car or van;
- In combination with progressive parking standards, lower parking provision rates are justified. Emerging trends and technologies can be used to further lower parking provision;
- Strood Town Centre is often congested, especially at peak times, and therefore measures will need to be identified to mitigate the impacts of development. The council has commissioned a Strategic Transport Assessment to support the new Local Plan. This will provide the evidence base for strategic infrastructure needs and mitigation requirements for each site allocation, including the Strood Waterfront sites.

3.10 Open Space

Strood Waterfront includes existing public open spaces: Watermill Gardens provides play and recreational uses and a smaller, landscaped space lies next to Rochester Bridge at the Esplanade.

Moreover, the river represents a substantial open space, which although it provides limited leisure activity, does open up long views and provides both a contrast to Medway's urban areas and a wildlife habitat. An existing boat club adjacent to the former Civic Centre site will need to be considered as part of the wider development proposals.

Strood Pier is in the ownership of Port of Sheerness Ltd and has been inactive in recent years. Medway Council encourage the future use of the pier for leisure activities. Strood is currently underprovided with open spaces.



Former Civic Centre site access from Knight Road



Strood Riverside Shoreline

3.11 Heritage

The survival of the historic built environment within the proposed development area is low due to the intensive mid-late twentieth century development of the site for commercial and light industrial usage. As a consequence, little built evidence of significant nineteenth and early-twentieth century activity survives.

There are no statutory constraints relating to the preservation or protection of any historic buildings or structures within the site, nor does the site lie within a Conservation Area.

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

- Rochester Bridge is a Grade II Listed structure. There has been a river crossing in this location since medieval times. The current bridge dates back to the 1850s with subsequent alterations and additions. The bridge is owned by the Rochester Bridge Trust, a registered charity created by Act of Parliament.
- The outer lock gates of the Thames and Medway Canal. These are in poor condition and are fenced off from the public. A section of shoreline separates the gates from the present walkway/ cycle route to the north.
- Strood Pier. The pier was originally intended for the unloading of cargo and is now used for the mooring of fishing vessels and other light craft. It is owned by Medway Ports.
- The Railway Tavern Public House. A two-storied Victorian public house with typical features.
- Nineteen Second World War 'Dragon's Teeth'. These are concrete anti-vehicle obstacles located in-situ on the riverside walkway north of Strood Pier and ex-situ east of the approach road to the station.
- A former Russian submarine is currently anchored offshore.

A number of historic assets are located nearby, including Rochester Castle and Rochester Cathedral to the south, and the Frindsbury and Manor Farm Conservation Area,

including All Saints Church, to the north east. These assets are all visible from the Development Brief sites.

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

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

Further archaeology screening will be undertaken through the Local Plan evidence gathering, which could provide a further steer on archaeological issues in this area.

3.12 Environment

A range of environmental issues are relevant including green infrastructure, landscape and ecology. In 2017, environmental assessments were carried out in support of flood defence works. Environmental issues that have been identified are listed below and need to be addressed as part of any planning application:

- Suitable habitat for reptile species in north-eastern presence of the Strood Riverside site, and two buildings with potential to support roosting bats.
- Medway Estuary Marine Conservation Zone (MCZ) and inter-tidal mudflat habitat adjacent to site.
- Potential archaeological remains present on both sites, including possible remains of a medieval bridge abutment on the former Civic Centre site.
- Contamination hotspots including hydrocarbons and some asbestos containing material within shallow Made Ground deposits on the Riverside site.
- Social impacts to residents during construction that could affect local people and properties, public access and amenity space, and river users.

3.12.1 Air Quality

Strood Riverside lies within the Central Medway Air Quality Management Area (AQMA), which has been declared for exceedances of the nitrogen dioxide annual mean air quality objective. Air quality will therefore be a material consideration for the development, and the impacts upon the AQMA and future occupiers of the development will require careful consideration. In response to the NPPF, Medway has developed and introduced new Air Quality Planning Guidance (2016) which provides guidance on the assessment and mitigation of air quality impacts associated with developments. The main focus of the guidance is road traffic emissions, but other sources of air pollution, such as industrial emissions, combined heat and power (CHP) plant and biomass burning may also require consideration.

The guidance has been developed to:

- Introduce a method for assessing the air quality impacts of a development which includes the quantification of impacts, calculation of damage costs and the identification of mitigation measures to be implemented to negate the impact of development on air quality.
- Tackle cumulative impacts.
- Provide clarity and consistency of the process for developers, the local planning authority (LPA) and local communities.

A detailed assessment of air quality will be required with the planning application for the Strood Waterfront Development. This shall consider impacts on future occupiers and the Central Medway AQMA, associated with all relevant sources, including transport, other combustion sources and emissions associated with construction of the development itself. The air quality assessment shall also include an air quality emissions mitigation assessment, which will determine the scale of mitigation to be provided to offset the associated increase in emissions created by the development, using the approach provided in the Medway Air Quality Planning Guidance (2016).

3.12.2 Water

Flood risk

The Environment Agency Flood Map for Planning shows that the Waterfront sites are (currently) classified as Flood Zone 3, which are areas which have a high probability of flooding. Specifically, this is land which has a 1 in 200 or greater annual probability of river flooding. This flood risk will change following ongoing flood risk mitigation measures, to reduce the risk to a lower classification more appropriate for residential development. All development proposals will therefore need to agree and respond to flood risk issues.

Medway Council has prepared flood defence proposals for the former Civic Centre and Riverside sites. These proposals, which include new sheet-piled river walls, raised land levels and associated realignments of highways and utilities infrastructure, are the subject of a planning application submitted in May 2017. Canal Road and the Station Approach Road will be realigned to optimise the requirement for temporary roadways and optimise developable site areas to the south of Canal Road and the Station Approach Road. Details of proposals are included in Appendix 2.

The Waterfront sites are located within and adjacent to areas which are at high risk of surface water flooding. This flood risk will not be mitigated by the currently proposed flood defence measures. Instead appropriately designed sustainable drainage systems (SuDs) informed by relevant policy and national and local guidance will be encouraged/sought. All development proposals will therefore need to agree and respond to flood risk issues via liaison with the lead local flood authority.

Water Quality

In consultation with the Environment Agency, the council will expect that development accords with the objectives of the Water Framework Directive (WFD) to ensure that there is no deterioration in water quality. Strood Riverside is located in a Source Protection Zone (level 2), which indicates a potential risk from development to sensitive ground-waters and to surface waters. Accordance with the WFD provides a legal framework against which to protect surface and ground-waters using a common management approach and following common objectives, principles and measures. The core objectives are to ensure that any development on the site prevents deterioration to

the aquatic ecosystem and to restore polluted surface waters and ground-waters to 'good' status in terms of ecological and chemical parameters.

3.12.3 Biodiversity

The inter-tidal area is an important habitat under the Kent Biodiversity Action Plan and any encroachment on this will need special justification or mitigation. Developers should consult with the Environment Agency on this matter.

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

Medway Council has prepared the Medway Wildlife Countryside and Open Space Strategy, which provides guidance on open space requirements for the Waterside sites.

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

Further details on the biodiversity of the site are provided in the Phase 1 Habitat Survey prepared as part of the flood defence planning application for the Strood Riverside and former Civic Centre sites.

3.12.4 Noise

NPPF policies are supplemented by additional advice contained in national Planning Practice Guidance (PPG). Revised and updated advice on how planning can help to manage potential noise impacts was published in 2014. The long term vision and aims of the Government's policy on noise is contained in the Noise Policy Statement for England (NPSE). It is considered that the principal noise source to the northern and eastern parts of the site is generated by industrial activities, the majority of which will cease

as part of the redevelopment of the area. Road traffic noise and trains also contribute to noise levels. The adjacent railway and busy surrounding roads dominate noise levels in the southern and western parts of the site, although industrial noise from the adjacent industrial estate also influences background noise levels.

The development itself is likely to generate noise, for example noise created during construction activities, noise from additional traffic movements on the local road network during operation of the development, and any commercial noise sources introduced as part of the development. These additional noise impacts will need to be considered. A noise impact assessment will be required with any planning application.

3.12.5 Ground Conditions

Past land uses at Strood Waterfront have included a range of industrial activities, some of which have caused contamination. Site investigations have been undertaken in support of flood defence measures and localised contamination has been identified and will be managed, as part of the flood defence works. Risk assessments will need to be carried out by any developer, in line with the Department for Environment, Food and Rural Affairs and the Environment Agency's technical guidance. Any area outside of the flood defence works, being developed, would need to be investigated and dealt with accordingly.

3.12.6 Utilities

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

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

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

4.0 Planning and Design Principles

4.1 Urban Quality

In the background of the current development plan and the emerging Local Plan, the following will provide further guidance on how the council wishes to pursue the delivery of Strood Waterfront. The 2003 Local Plan and national policy and guidance will provide the policy link until the emerging Local Plan is adopted. The guidance below is therefore subject to change.

Development at Strood Waterfront must be designed to realise the vision for these sites as a new, sustainable and healthy waterfront community and a place that contributes to the image and vitality of Strood. To realise this vision, development will need to:

- Integrate the new community with Strood's existing community and High Street.
- Former Civic Centre, Riverside and Kingswear Gardens sites should create a series of distinctive character areas, each with its own sense of place and identity. The residential areas, the setting around the railway station and the riverside walkway should each be clearly legible and contribute to the overall sense of place.
- Be accessible and well-connected, especially for journeys by sustainable travel modes that promote healthy activity and social interaction.
- Provide enhanced public access to the river including waterside pedestrian and cycle routes.
- Provide variety and interest, with a mix of appropriate uses, building types, landscape and architectural design. Distinctive character areas should be created that respond to each site's varying context along the River Medway.
- Provide a welcoming, attractive and safe public realm that encourages activity for all ages and is well overlooked by surrounding development so as to deter crime and anti-social behaviour.
- Create a visually coherent, dramatic and memorable waterfront prospect when viewed from Rochester and that engages with the River yet respects the scale of Rochester's historic landmarks and the wider topography of river and surrounding hills.



Map 6: Opportunities Plan

- Establish and protect visual connections at a range of scales from the local and across the Medway (e.g. between All Saints Church and Rochester Cathedral).
- Be sustainable with regard to social cohesion, economic regeneration, use and reuse of resources and materials including land and water, protection and promotion of biodiversity, and minimising energy usage and carbon emissions.
- Support the health and wellbeing of residents and visitors through well designed homes that enjoy good light and air, have access to green spaces and the ability to grow food and generally support healthy lifestyles including play and exercise and active travel. Particular care should be given to appropriate design to meet the needs of those with dementia. This will include design and location of signage and the inclusion of wayfinding and legibility cues in architectural and landscape design.

The proposal should set the standard for future development within the area and beyond. The design principles that are to be respected in redeveloping the site are set out below.

4.2 Land Use

Land uses should reflect the Waterfront’s unique assets and location including the Medway setting, dramatic views and proximity to public transport and a District Centre. Land uses should contribute to delivering the waterfront vision through the transformation of these sites into an attractive, vibrant and highly sustainable waterfront community.

From consultation with Medway Council officers, the following land uses are considered appropriate for each site:

- A variety of new homes including apartments and houses, to suit a variety of tenures and household sizes.
- A minimum of 3 Ha on site provision of open spaces including upgraded Watermill Gardens, along with circa 10 ha provision for sport, play and other activities e.g. allotment gardening, which may be provided off-site.
- Station-related retail and/or A3 food/beverage but

excluding takeaway food.

- Local shops to complement existing retail along the High Street, south of Station Road.
- Potential for a hotel with associated restaurant and bar on the former Civic Centre site.
- Appropriate supporting commercial uses on the former Civic Centre site.
- Retained Council uses on the former Civic Centre site only (CCTV control centre).
- Could include provision for a new care home to meet local needs will also be supported.

Land uses are subject to sequential testing in respect of flood risk in accordance with the Strategic Flood Risk Assessment (SFRA) 2006. Currently the sites exist within an area considered to be at a high risk of flooding but the planned flood mitigation measures will reduce the risk and therefore in (flood risk) policy terms the land uses listed above would be acceptable.

4.2.1 Development Quantum

A mix of apartments and houses along with other uses is proposed. This results in the following maximum site capacities identified as appropriate for each site.

These site capacities have been assessed against known constraints by preparing an Illustrative Masterplan described in Section 6.

The council will expect consistency of proposals with the principles of the SPD but will exercise flexibility where the developer’s proposals are responding to changing circumstances beyond their control including but not limited to national policy, the economic climate and varying market conditions. However, deviations from the SPD and the recommended land uses will need robust justification on viability, planning or other grounds.

4.3 Housing Mix and Tenure

Medway Council’s Strategic Housing Market Assessment (SHMA) 2015 provides information on housing mix needs. Local Plan Policy H10 states that on sites larger than 1 Ha in size, the provision of a range and mix of housing types and sizes will be sought. The policy continues by stating that this “will include smaller units of accommodation suited to the needs of one and two person households, the elderly or persons with disabilities and housing that can be adapted for such use in the future.”

Site	Residential (Use Classes (C2 and 3 only)	Use Classes A1, 2, 3 and 4 only)	Employment (Use Classes C1 Hotel, B1 Business only)	Public Open Space
Former Civic Centre	✓	✓ Only as continuation of existing ground floor retail parade along west side of High Street. Consideration of commercial uses, e.g. hotel and associated restaurant and bar, and commercial uses along the waterfront.	✓ Includes retention of existing CCTV and Ambulance Service crew facilities. Hotel	✓
Kingswear Gardens	✓	✗	✗	✓
Watermill Wharf	✗	✗	B1 Business space only	✓
Watermill Gardens	✗	✗ (A small café or beverage kiosk could be included as ancillary to open space usage)	✗	✓
Strood Riverside	✓	✗	✗	✓

The supporting text to Policy H10 sets out the council's stance with regard to the provision of smaller dwellings noting that: "The provision of smaller dwellings, including flats, can help to meet the continuing demand from small households that will form a significant proportion of housing demand during the plan period. It will also provide cheaper accommodation and, because it will often be provided at higher densities within the urban areas, will help to reduce the demand for the development of greenfield sites."

The Waterfront sites offer potential for extra care accommodation as part of mix of housing to accommodate a broader mix of household needs.

4.4 Affordable Housing

Medway Council's Local Plan Policy H3 affordable housing requirements 2003 states that for development "within the urban area, developments which include 25 or more dwellings or where the site area is 1 hectare or more." Medway normally expects that 25% of new homes will be provided as affordable housing, of which provision should include 60% affordable to rent and 40% shared ownership. Subject to viability, assessed on a site-by-site basis. Refer to Medway Council's Developer Contributions Guide.

Site	Site Area	Residential Capacity - up to (Dwellings)	Other uses
Former Civic Centre	3 Ha	565	Hotel, retail and bar/ restaurants
Kingswear Gardens	1.5 Ha	445	
Watermill Wharf	0.2 Ha	0	Employment
Watermill Gardens	0.9 Ha	0	Public Open Space
Strood Riverside	5.9 Ha	600	
TOTAL		1,610	

4.5 Open Space, Habitat and Landscape

The existing Watermill Gardens are designated as an open space, the loss of which is protected by Local Plan Policy L3.

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

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

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

- Residential development likely to be occupied by 100 people or more shall include well located local open space for formal recreation on-site.
- Strood Waterfront does fall within an area of open space deficiency and thus the council will seek to apply the provisions of Policy L4 in respect of any development proposal.

- A mix of on-site and off-site provision will be sought. On-site provision should include a range of spaces including children's play spaces, informal amenity spaces and a riverside walkway. In the context of Strood Waterfront, the existing open space facilities at Watermill Gardens were provided with the expectation that additional housing would be provided on the site. For this reason, it is considered appropriate to include this existing open space facility within any open space calculation.

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

Site planting and design should also, where practicable, contribute towards a wider green open space network which should incorporate elements of habitat creation including, for example, native tree planting. Strood Waterfront is to provide a range of attractive, publicly accessible open spaces, including an enhanced riverside walkway, linked by a high quality public realm. Watermill Gardens is to be upgraded including new planting, lighting and play equipment. A minimum of 3 Ha of new and improved public spaces are to be provided including:

- An arrival space linking Strood station to the river
- A focal space within the former Civic Centre site with views across the Medway to Rochester Castle.
- Waterfront spaces including improvements to the land owned by the Rochester Bridge Trust, south of the former Civic Centre site.
- A waterside space alongside Jane's Creek with

buildings set-back a minimum of 10m from the river wall.

- Local and incidental pocket parks and play areas.
- Communal gardening or allotment area within the Riverside site.
- Street trees are to be included to new routes and along the realigned Canal Road. Other, incidental planting and seating areas are to be included throughout.

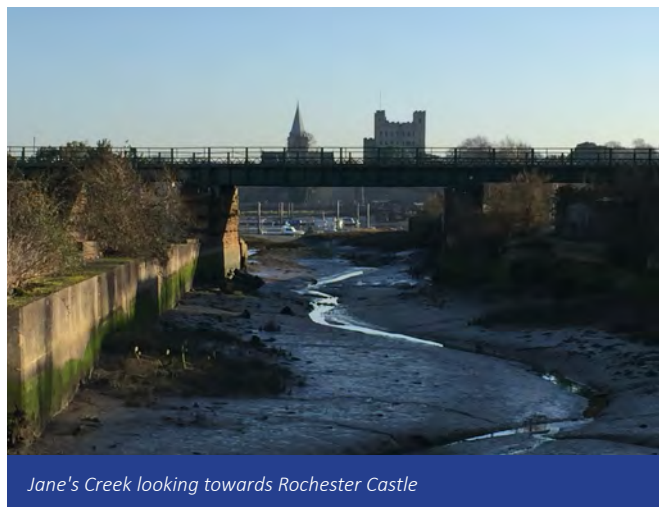
In addition and to encourage a sustainable development in the town centre location where there is a deficiency of greenspace, it would be preferable for the land adjacent to Jane's Creek to be made accessible by a pedestrian and cycle bridge, utilising this area for greenspace and improving public use. However, the council will consider alternative solutions, including offsite provision, subject to consultation at an early stage with regard to its quality and function.

Strood Waterfront is to be a safe, secure and welcoming environment for all. Buildings facing onto public areas are to provide passive surveillance to deter crime and anti-social behaviour and blank elevations are to be avoided. Public spaces are to be activated by inclusion of active frontages including entrances facing directly onto the street rather than onto parking areas.

Medway Council will encourage the inclusion of water features and public art within public spaces.

Design of public and communal open spaces should support and promote healthy lifestyles for all ages thus improving the physical and mental wellbeing of their residents, workers and visitors and encouraging social integration thereby reducing social isolation:

- Open spaces should be designed to encourage activity and tackle social isolation by providing a meeting place and supporting social interaction.
- Outdoor gyms in communal areas.
- Multipurpose garden space/s to encourage social integration, and promote healthy lifestyles. These should include sensory gardens, gardening areas for residents, communal food growing areas.
- Sheltered and extra care housing should include informal spaces such as a sensory garden, along with food growing spaces for residents' activity.
- Dementia-friendly design.



Jane's Creek looking towards Rochester Castle

Guidance on existing open spaces and future requirements are set out in the following:

- Medway Wildlife, Countryside and Open Space Strategy 2008-16.
- Planning and Design for Outdoor Sport and Play.
- Open Space PPG17 Study 2012.
- Guidance for Outdoor Sport and Play: Beyond the Six Acre Standard 2015.

4.6 The River Front, Environment and Management

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

- Existing public access along the riverbank is intermittent and of poor quality. There is potential for enhanced access through the construction of riverside walks and cycleways;
- Use as a transportation corridor, both for freight and passengers;
- Appropriate commercial, tourism, leisure, and recreational development of a high quality design along the river's edge.

Policy BNE 22 (Environmental Enhancement) states that development leading to the protection and improvement of the appearance and environment of existing and proposed areas of development, transport

corridors, open spaces and areas adjacent to the River Medway will be permitted.

Policy BNE 23 (Contaminated Land) comments that development on land known or likely to be contaminated or affected by adjacent or related contamination must be accompanied by the findings of a detailed site examination to identify contaminants and the risks that these might present to human health and the wider environment.

4.7 Movement and Connectivity

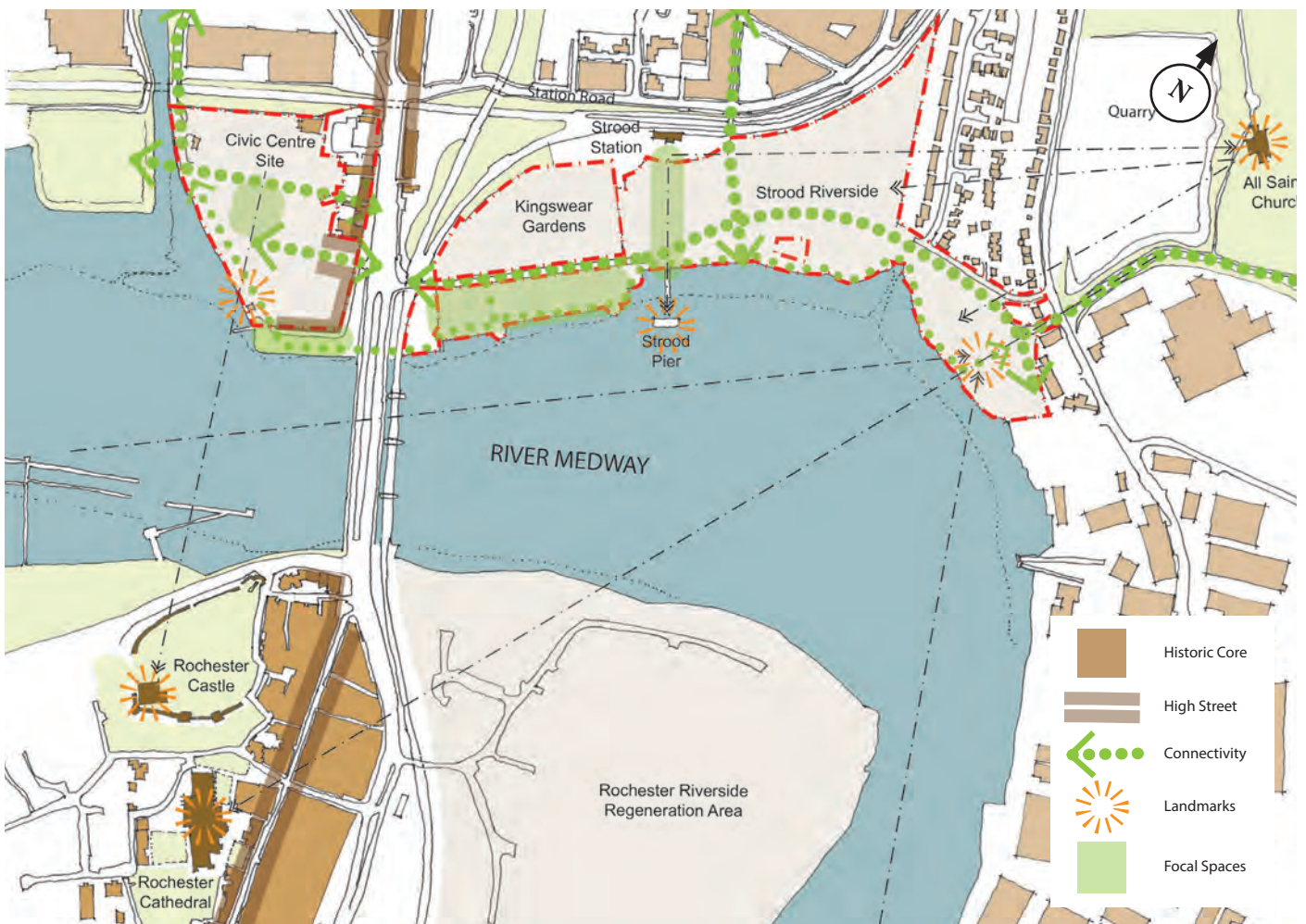
Policy T3 seeks to encourage the development of safe and convenient footpaths to link houses, schools, town centres, work places, recreation areas and public transport routes.

In accordance with Policy L11 (Riverside Path and Cycleway), development on sites fronting the river will not be permitted unless the proposals include a riverside walkway and cycleway. The walkway

or cycleway should provide continuity for users by connecting to, or facilitating future connections to, walkways on adjoining sites. The riverside footpath at Strood Waterfront should be designed and routed to minimise the impact on ecology, nature conservation and landscape, and take into account the integrity and operational requirements of flood defences.

Access for maintenance vehicles will be required to the full extent of new flood defence walls. Potential to provide pedestrian connectivity across Jane’s Creek and if possible, on to Temple Marsh should be included.

The combination of committed infrastructure improvements, justified lower parking standards, and modal shift to sustainable modes of transports could potentially allow the road network to accommodate additional traffic as a result of the proposed development. Strood Waterfront is to be a pedestrian-priority environment that promotes active mobility (walking and cycling) both within and across the Waterfront sites.



Map 7: Strood Waterfront Design Principles

The Waterfront will have a network of pathways and cycle routes connecting to amenities and new and existing open spaces throughout the development, to provide easy, attractive active travel options. This requires:

- Active travel is to take priority through new and improved walking and cycling routes including routes to rail and bus services and Strood town centre.
- All streets should be stimulating, attractive and safe environments for all users and therefore are to be designed to provide interest, animation and passive surveillance with front doors and active frontages addressing public spaces.
- Canal Road should become an attractive, tree-lined main street for the area with numerous views to and across the river. Through-routing of motor vehicles will be constrained and design speed should reflect the road's function for local access. To accommodate through bus routes, vehicle speeds will be managed by carriageway width and surfacing in preference to speed ramps. Canal Road will provide a through connection for cyclists, linking to the wider Medway cycle route.
- Development should be serviced by a network of interconnected streets providing a choice of routes. Routes are to be legible with clear lines of sight to entry and exit points. Cul-de-sacs will only be acceptable where their termination is visible from their entrance junction.
- Routes should provide vistas to local landmarks and landscape features including:
 - Rochester Castle
 - Rochester Cathedral
 - All Saints Church, Frindsbury
 - Strood Pier and the Medway
 - Jane's Creek
- Trees should provide shade, shelter and interrupt the visual dominance of parked cars. Public seating with arms should be provided on all routes at intervals of not more than 60m so that the elderly and people with disabilities can rest.
- Walking and cycling routes should be provided along the riverside linking the former Civic Centre,

Watermill Gardens and Riverside sites, and connecting with existing walking routes where possible e.g. to the Frindsbury Conservation Area. Maintenance and pedestrian access should be provided alongside Jane's Creek where buildings should be set back a minimum of 10m from the river wall.

- A riverside walkway will provide access to the waterfront for leisure and recreational purpose, to enhance the quality of the environment, making it more attractive and enjoyable.
- Improved pedestrian crossing of Canal Road from Kingswear Gardens to Watermill Gardens and from Strood station to Strood Pier.
- Existing walking routes between Canal Road and Strood railway station and Station Road should be upgraded with hard and soft landscape and lighting to provide easier interchange between bus and rail.
- Walking routes from the site of the former Civic Centre to High Street and Knight Road should be upgraded with hard and soft landscape and lighting. New routes to the High Street should be opened up if possible.
- Existing vehicular access to the Rochester Bridge undercroft and former Civic Centre pumping station must be maintained.

4.7.1 Car Parking and Servicing

Appendix 6 of Medway Council's Local Plan applies an average residents' car parking standard of 1.5 spaces per dwelling, irrespective of tenure or size. However, a lower ratio can be justified in an urban area with good links to sustainable transport and where day-to-day facilities are within easy walking distance. A scoping exercise, in the form of a Transport Statement, has been carried out and attached as Appendix 3.

Planning applications will need to make the case for lower car parking provision based on the sites' uniquely sustainable locations including excellent accessibility to public transport and local amenities.

Car parking may be provided as a mix of on plot, on-site (undercroft) and include some on-street parking spaces. On-street charging points should be provided for electric cars and e-bikes. Reserved parking spaces should be included for car clubs.

Secure bicycle storage and washing facilities should be provided for all homes including apartment buildings.

4.8 Community Infrastructure

Local Plan Policy CF2 encourages the provision of new community facilities. In light of this guidance, there will be a requirement at Strood Waterfront to provide new or upgraded accommodation for the community including healthcare. Facilities must be of an appropriate scale, have minimal impact on neighbouring amenity, and be accessible by a variety of means of transport. Community infrastructure requirements are considered in Medway Council's Medway Infrastructure Position Statement (January 2017)

Some existing primary schools in the locality have the capacity to expand to accommodate the additional children that will reside at Strood Waterfront, subject to Section 106 contributions. Similarly, additional secondary school places will be required to meet demand from the development and S106 contributions will aid the expansion of local schools.

4.9 Flood Risk Mitigation

Flood risk mitigation measures should be prepared in accordance with the following:

- Policy CF 13: Tidal Flood Risk Areas.
- Policy CF12: Water Supply
- Medway Strategic Flood Risk Assessment 2006 (updated 2011)
- Medway Local Flood Risk Management Strategy 2015
- Medway Surface Water Management Plan 2016
- Medway SUDs Master-planning Document

4.10 Air Quality Mitigation

The Medway Air Quality Planning Guidance (2016) provides a method for assessing the local emissions associated with a development, and to determine the appropriate level of mitigation required to reduce the potential effect on health and the environment. The damage costs approach used in the guidance assigns a monetary value to the associated traffic emissions generated by a development, and determines the scale of mitigation to be undertaken.

A fully detailed and costed air quality mitigation scheme is likely to be required for the Strood

Waterfront Development. The Medway Air Quality Planning Guidance provides examples of mitigation measures which should be considered, and requires the implementation of standard mitigation measures for certain types of development, including electric vehicle charging points, low NOx gas fired boilers, and construction dust mitigation.

Some examples in the guidance include:

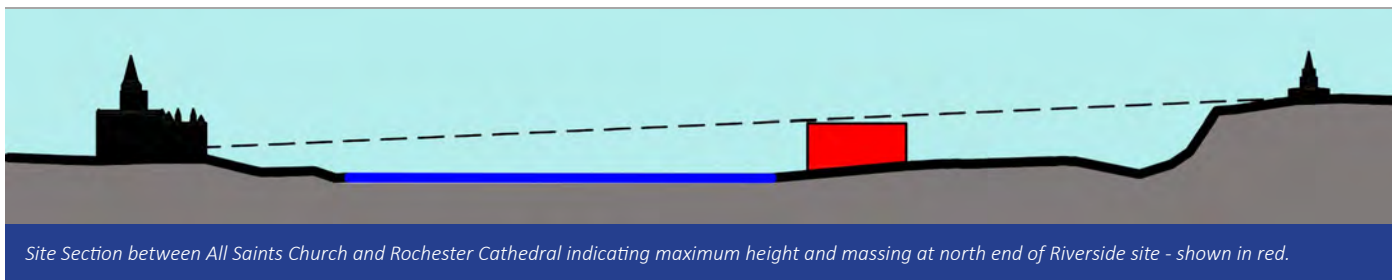
- Travel plan including mechanisms for discouraging high emission vehicle use and encouraging the uptake of low emission fuels and technologies;
- A Welcome Pack for new residents containing information and incentives to encourage the use of sustainable transport modes;
- Eco-driver training;
- Electric vehicle charging infrastructure;
- Car club provision;
- Designations of parking spaces for low emission vehicles;
- Improved cycle paths to link cycle network,
- Secure cycle storage;
- Green infrastructure;
- Ultra-low emission service vehicles;
- Bike/e-bike hire schemes

The examples provided in the guidance are non-exhaustive, and the council welcomes innovative mitigation measures to reduce emissions, reduce travel need and result in a modal shift to more sustainable means of travel.

4.11 Archaeology

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

- Archaeological monitoring of any further geo-technical work taking place on the site to establish the extent of archaeological remains.
- Careful foundation design.
- Careful siting of development. The areas close to



Site Section between All Saints Church and Rochester Cathedral indicating maximum height and massing at north end of Riverside site - shown in red.

the Canal and the 'Old Terminal' are where the more important post-medieval remains are likely to be. The proposed development layout should take these areas into account and perhaps incorporate them into areas of lower potential impact such as green spaces.

- Careful flood risk design. Flood defences should be kept to a minimum width and depth to limit the impact on archaeological deposits in the alluvial and peat layers whilst also minimising the need for extensive archaeological mitigation strategies.
- Impact on possible remaining Roman and medieval waterfront and flood defences may occur during construction of flood prevention measures.
- Mitigation strategies for any development which will impact on the buried archaeological resource.

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

4.12 Health and wellbeing

Proposals will need to demonstrate how they contribute to the health and wellbeing of those that live in, work and visit Strood Waterfront. This should include access to green spaces and contact with nature, mitigation of air and noise pollution, homes and public spaces that benefit from good standards of daylight and sunlight, promotion of active travel, accessibility for all users including provision for

those with disabilities and/or chronic conditions (e.g. dementia, diabetes).

Design should follow the recommendations of 'Active Design' (2016) published by Sport England and supported by Public Health England.

Planning applications for Waterfront sites should be supported by Health Impact Assessments.

4.13 Urban Form and Scale

4.13.1 Scale, Height and Massing

Strood Waterfront represents a unique location within Medway where development proposals must balance visual impacts on valued assets including Rochester Castle and Cathedral with the opportunity for highly sustainable and transformatory development to create a new waterfront.

Medway Council has adopted a Building Height Policy for Medway (2006), which defines buildings over five storeys as tall buildings. The guidance generally supports the heights for Strood Waterfront as one of the areas with particular emphasis on heights being appropriate closer to the District Centre, subject to careful consideration of strategic views and context.

The scale of development should be reflective of the site's accessible location, whilst also responding to the openness of the River Medway and respecting important views and vistas. In particular the following constrain maximum heights:

- Development should not break the ridge line of land north of Strood in long views from Rochester Castle battlements, Rochester station car park or Sun Pier, Chatham.
- New development should not interrupt mutual sight lines between Rochester Cathedral and All Saints Church, Frindsbury.

- Building massing should be proportionate to the scale of spaces that they address – whether intimate mews lanes or the sweep of the Medway.

The site sections and massing studies prepared for the Illustrative Masterplan show that development of up to twelve storeys will sit within the ‘bowl’ of surrounding hills without intruding into the natural ridge line in key views.

4.13.2 Landmark Buildings and Spaces

Any proposals should include visual reference points to reinforce the structure of development, add character and enhance the overall identity of the site. Opportunities have been identified for local land marking in the following locations:

- The south side of the former Civic Centre site, overlooking the Medway;
- Along the riverside near Strood station and Strood Pier; and
- At the eastern part of the Riverside site at the confluence of views south-west from the public footpath to Frindsbury, views east from Rochester Marina, and views north from Chatham.

Local landmarks can be achieved by creating distinctive and memorable buildings and the landmark term does not always imply additional building height.

4.13.3 Urban Form

Development is to be laid out to create coherent urban blocks where public and private spaces are clearly defined, public routes and spaces are overseen and rear gardens are secure.

Entrances to residential development including ground floor apartments and communal entrances should be visible and entered from the public realm. Houses and ground floor apartments should be provided with landscaped front areas to provide privacy to ground floor rooms without negating passive surveillance of public spaces from those dwellings.

To activate the public realm, support viability and aid legibility, ground floor non-residential uses should be located to face onto public spaces or routes benefitting from higher footfall.

4.13.4 Relationship to Existing Development

New development is to respect existing adjacent homes. New development should create secure blocks with clearly defined public fronts and private backs including backing on to existing rear gardens. Back to back distances to existing properties should be proportionate to building heights and not less than 20m. In general, the height of new development should scale down in proximity to existing two and three storey properties including:

- Cranmere Court
- Wingrove Road
- Riverside Tavern

4.14 Sustainability


The layout and design of buildings should maximise energy efficiency and sustainability. To ensure all homes get some direct sunlight, north-facing single-aspect homes should be avoided and to prevent overheating, solar shading should be provided for south-facing single-aspect homes.

The scheme design, which is to include limited non-residential uses, should enhance public transport options and promote sustainable and active travel modes. This includes new and improved facilities for walking, cycling and public transport including public and private bicycle parking and real-time information on bus services.

Design should preserve and enhance ecological values including:

- Protection of the ecological value of the river.
- In order to promote biodiversity, increase contact with nature and create a more attractive and varied environment, opportunities to ‘green’ buildings through integrated planting design should be pursued including roof areas and building elevations (e.g. green walls and climbing plants). Planting should be used to contribute to solar shading and filtration of air pollutants.

Sustainable Urban Drainage System (SUDS) should be provided including sufficient storm water attenuation to accommodate tide locking of existing drainage outfalls. Design should aim to reduce surface water



flood risk to the site and the surrounding area. SUDS infrastructure is to be integrated with both hard and soft landscaped areas. Proposals should be prepared in liaison with Medway Council (as LLFA and highway authority) and Southern Water.

The council prefers the inclusion of:

- Carbon Neutral energy strategy including if possible on-site renewable energy generation.
- Facilities for car club parking and electric vehicle charge points.
- Superfast fibre-optic broadband infrastructure should serve all homes and businesses.

4.15 Additional Areas for Development

Opportunities for creating synergy and maximising the regeneration benefits of development at Strood Waterfront are to be exploited, including the potential for environmental improvements or redevelopment at High Street (south of Station Road), Watermill Wharf and Station Road car park.

4.16 Phasing

Flood defence works and therefore the ensuing development work is envisaged to be comprised of at least three construction phases starting with the former Civic Centre site, then Riverside and culminating with Kingswear Gardens.

4.17 Case Studies

To provide inspiration and exemplify the quality of place that is sought at Strood Waterfront, we have included some international examples to illustrate our Planning and Design Principles.



Cranfields Mill: Ipswich's waterfront has introduced taller buildings along with older, historic elements to create variety. The waterfront provides a dramatic entry to the town visible from the main bridge entering from the south.



Urban SUDs: This example from Canada shows how effective and sustainable drainage can introduce planting into hard landscaped areas to deal with surface water flooding.



Southampton Waterfront: is being developed with a mix of luxury apartments and leisure facilities including public access to the city's waterfront. The City's vision, supported by coordinated policy and guidance including a Tall Buildings Policy, will bring £3 billion of investment, create 24,000 jobs and bring 5,000 new homes by 2030.



Vancouver: Apartment blocks can be mixed with town houses to add variety and ensure coherent street blocks. Houses present front doors onto streets and use landscaped front areas to maintain privacy and enrich the interface between public and private.



Stuttgart: Intimate, shared surface lanes provide an attractive setting for town houses whilst retaining the potential for rich landscaping.



Dublin Docks: Public art and inventive landscape design have been combined to create memorable public waterside spaces.



Hammerby: Apartment blocks take advantage of waterside setting and views by providing generous balconies. Waterside public routes are designed with a more natural character.

5.0 Highways and Transportation

A Transport Statement has been prepared to assess the potential impacts of development at Strood Waterfront and suggest appropriate mitigation measures. The Transport Statement is included in Appendix 3. To minimise the impact of the development a number of mitigation measures have been put forward for consideration, these include:

5.1 Council-wide Foundational Policies and Suggested Initiatives

Overall Strategic Transport Plan	Developing an integrated strategic plan to take account of strategic capacity considerations and the optimal use of current assets . The council has commissioned a Strategic Transport Assessment (STA) to evaluate the existing context and determine the transport implications of future developments. Other specific council-wide initiatives supporting the strategic transport plan are outlined below.
Enhancement of sustainable modes	Bus routing and headways should be further investigated, discussion with train operators regarding frequency should be held, with bike share schemes to be revisited to encourage public transport usage.
Parking Strategy Planning	The transformation of Medway into an increasingly urban place with greater land use intensity necessitates the development of robust, context sensitive parking standards that align with transportation and development objectives.
Travel Behaviour for Travel Demand Management	Use a combination of marketing and communication strategies, improved use of information technology, and the better use of existing or new channel to reach customers to elicit travel behaviour change. The proposition should be adapted to distinct traveller user groups.

5.2 Suggested Initiatives to be Implemented around the Site Area

Timeslots for Business Deliveries	Scheduled business deliveries and pick-ups within time slots can mitigate the impact of parked vehicles along high street.
Expansion of Traffic Monitoring	The ability to view traffic conditions is vital to successful traffic management. Expanded CCTV coverage is necessary to cover blind spots on what will become important traffic corridors.
Traffic Signal Control System	Signal and pavement changes mean that the SCOOT system will need to be updated, recalibrated, and potentially expanded to accommodate growing traffic volumes and ensure efficient traffic flow within Strood.
Parking Guidance	Parking guidance could be enhanced to reduce circling and maximise parking assets through technology (parking rental platforms, parking sensors, cashless payments, better wayfinding).
Electric Charging Points	Electric charging points should be provided around the area for hybrid and electric vehicles (low or zero emission) to help maintain high air quality.
Junction Modifications	<ol style="list-style-type: none"> 1. Conversion of Esplanade to a one-way relief road. 2. Signalising the Knight Road / Access intersection, or banning right-turning traffic. 3. Removal of footways and relocation of pedestrian access to convert Access Road leading to Knight Road into a two lane roadway. 4. Operating Right-out only at the High Street / Canal Road / Esplanade intersection.
Car club Schemes	The introduction of car club schemes to minimise the amount of parking provision at the development site

5.3 Site Specific Strategies

Access and car parking location	Vehicular access to the Riverside development can be divided so that the western section of Riverside and Kingswear Gardens are accessed via the High Street and the eastern section of Riverside is accessed via Commissioner's Road. This will prevent commuters from Medway City Estate from 'rat-running' through the development site thereby limiting impacts to the High Street / Canal Road / Esplanade intersection.
Further Traffic Data Analysis	Further Origin Destination data should be reviewed for all trip types to ensure a thorough analysis. The proximity of the potential development to local amenities may see the proportion of car or van trips reduced due to journeys made on foot; ultimately lowering the expected number of additional vehicles and impact on the network.
Cycle Share Scheme	An agreed cycle share scheme can be established with bicycle parking stations in visible public locations at the former Civic Centre and Riverside sites.

In summary, there is no single measure that will be able to solve the existing transport issues or those generated as a result of this new development. The solution is dependent on numerous individual measures and improvements across the Medway Towns, the area and the sites. There are opportunities to encourage interaction with strategic walking and cycling routes and to promote alternative modes of transport as follows:

- Greater use of the waterfront for leisure purposes. Creating synergy with the Saxon Shore Way and National Cycle Route 1 and promoting the site as a place to stop and spend time.
- Potential for cycle and walking leisure journeys to better link to Strood Town Centre.
- Encourage access from the former Civic Centre site to Temple Marsh. Pedestrian access along the riverfront between the former Civic Centre site and Watermill Gardens would also be encouraged.
- Improvements to the attractiveness and security of the route to Medway City Estate.
- Use of Strood Pier for ferry services or river leisure.
- Promoting a safer access route to Strood railway station, including access by bus, and ensuring that the station conforms to disability standards.



6.0 Illustrative Masterplan

An Illustrative Masterplan has been prepared to show one way that development based on the planning and design principles set out in this Development Brief might be delivered at Strood Waterfront.

The Illustrative Masterplan reflects the council's aspirations for the site and has been used as a vehicle to test the deliverability of development and confirm that the requirements of this Development Brief will be commercially attractive and viable and that likely impacts will be acceptable. It is however, acknowledged that proposals may take other forms provided that they meet the planning and design principles set out in this document.

The Illustrative Masterplan also illustrates the potential of including development on land controlled by third-party owners where this can be delivered.

The Illustrative Masterplan has been designed so as not to compromise future change on adjacent sites including

Strood station and at the High Street.

The Illustrative Masterplan assumes the use of Watermill Gardens to provide the necessary open space for the new developments.

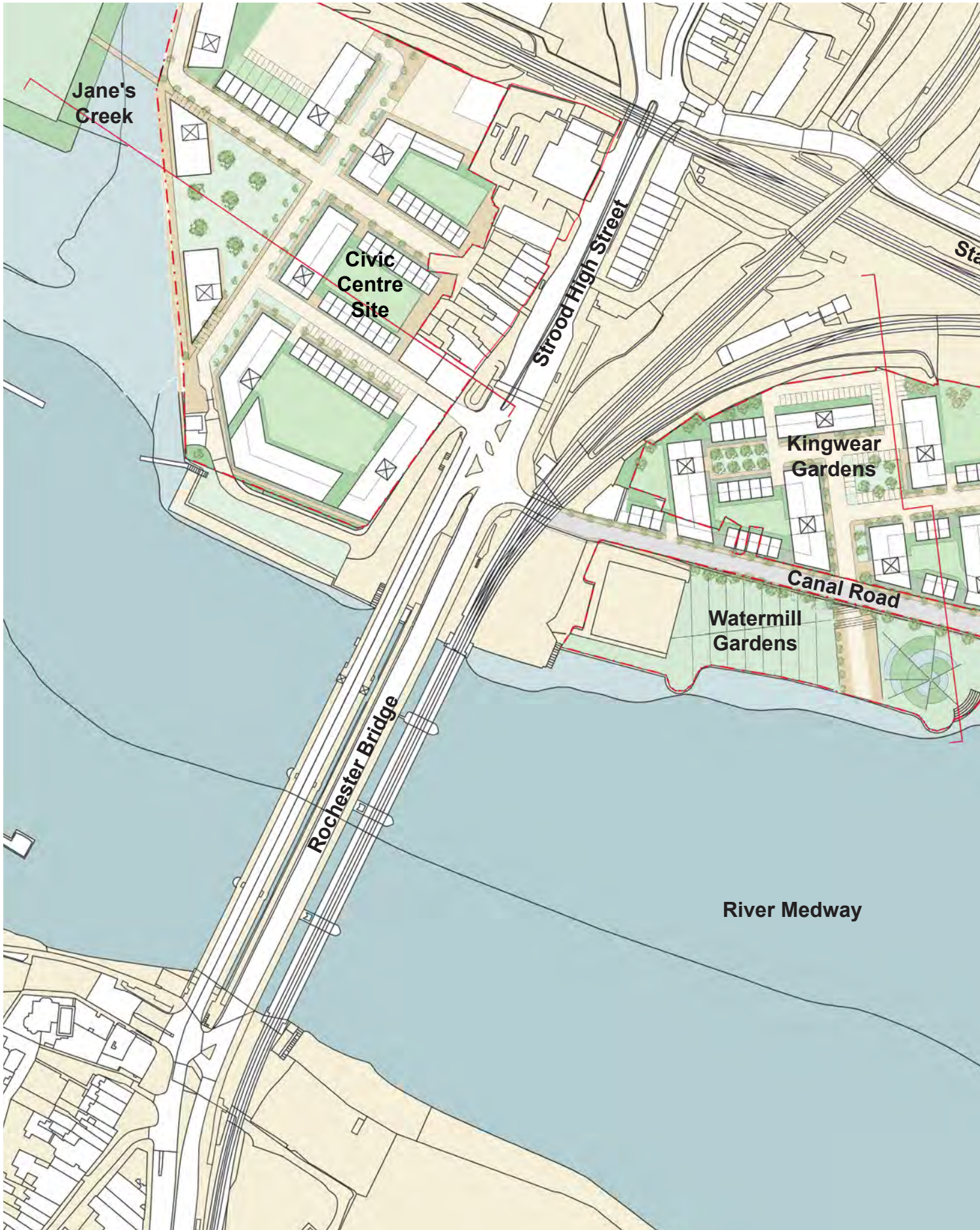
The Illustrative Masterplan has been used to test and confirm development parameters for:

- Development quantum and mix;
- Building scale, height and massing;
- Car parking and servicing; and
- Open space provision.

A 3D Massing Model has been prepared to test potential visual impacts and the legibility of the Illustrative Masterplan. The Massing Model is not intended to convey the desired architectural character of the future development.

The Illustrative Masterplan shows one way in which a complementary mix of uses can be created within a high quality environment for residential living. The Masterplan would provide the following:

Site	Houses	Apartments	Other Uses	Open Space
Former Civic Centre	52 (4-bed)	512 (1, 2 & 3-Bed)	Hotel, Retained reprovided existing Council CCTV facility and Ambulance Service crew facility. Retail	1.38 Ha
Kingswear Gardens	27 (4-bed)	418 (1, 2 & 3-Bed)	None	0.33 Ha
Watermill Wharf	-	-	Employment	-
Watermill Gardens				0.87 Ha
Strood Riverside	134 (4-bed)	468 (1, 2 & 3-Bed)	Station-related retail.	1.55 Ha
TOTAL	213	1,398		



Map 8: Illustrative Masterplan





6.1 Design Approach

The Masterplan would be delivered in phases, each with a distinct character. This will create a coherent waterfront prospect when viewed from Rochester and Rochester Bridge as well as longer views up and down the Medway.

The design of the Illustrative Masterplan takes inspiration from the two, contrasting building forms represented by Rochester's historic sites: the Castle, with enclosed keep, towers, and castellation overlooking the Medway; and the Cathedral sitting as a free-standing object against the backdrop of the surrounding townscape.

The former Civic Centre site is therefore about enclosure - the inside and the outside, and about commanding views out across the Medway. The designs of the Riverside and Kingswear Gardens sites are about a series of objects against a backdrop of urban blocks.

6.2 Former Civic Centre

The Masterplan features a central public space, located at the meeting of routes from the High Street and Knight Road into the site, partially enclosed by new homes and opening up to provide views across Jane's Creek and framed views across to Rochester Castle.

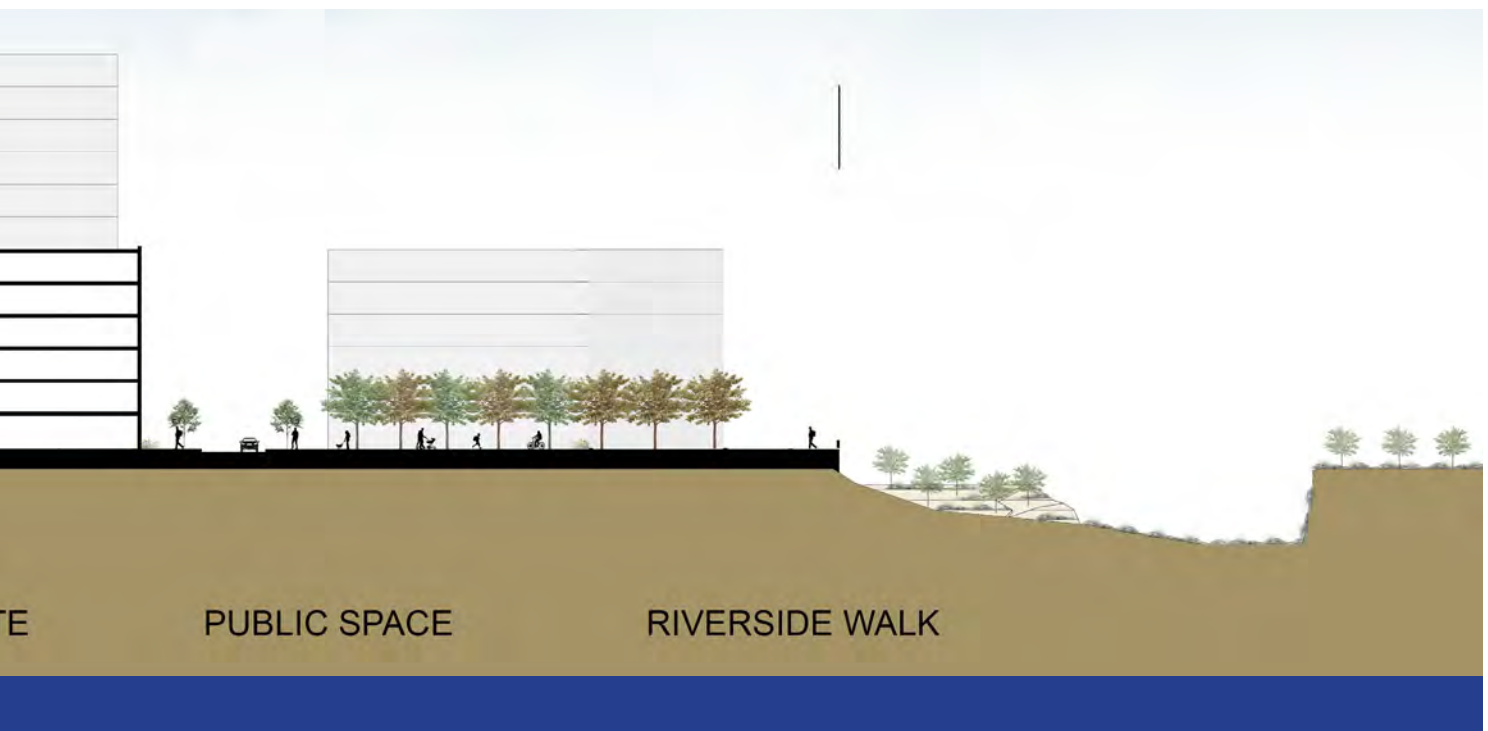
The riverside walk links a series of uses including a potential hotel with its café and restaurant, new homes and public spaces. Alongside Jane's Creek, the riverside walk widens with buildings set back 10m from the river wall to provide additional public space. Buildings help to shelter the central space from prevailing winds.

This arrangement means that the majority of homes have views of either the water (direct or oblique) or landscaped space.

A new footbridge could link across Jane's Creek to extend the riverside walk, access existing open space and provide potential for further extension of walking routes to Temple Marsh.

A mix of 4-11 storey apartment buildings and two and three-storey town houses sit along shared surface access lanes to create more intimate street spaces, while residents' parking is mostly kept out of view at the rear of the buildings. Communal amenity spaces with informal provision for children's play are created within residential blocks. Some blocks have communal spaces above car parking. These spaces include seating and planting and are shown in the sections with apertures to provide natural light and ventilation to car park areas as well as providing opportunities to include larger trees.

Small shop units are included at the junction of Esplanade



to connect the development to the shopping parade along the west of the High Street. As an alternative to some of the proposed housing, a hotel could be included facing onto Rochester Bridge with its café and restaurant at ground level looking across the river to further enliven the central public space and this stretch of the High Street, and help attract people across from Rochester.

Blocks are arranged to allow for future regeneration along the High Street and retain the potential for new and enhanced movement connection to the High Street.

6.3 Riverside

The illustrative layout responds to views into and out from the site including views from Canal Road to the Medway and from the station to Strood Pier and All Saints Church.

A new public space creates an enhanced sense of arrival at Strood station by opening up views to the Medway and making interchange with bus services along Canal Road more legible.

A series of other public spaces are created, all with a visual connection to the river.

A riverfront walk and cycle route is suggested, connecting between an improved Watermill Gardens and the existing public footpath up to Frindsbury. This route relates to a shoreline of more natural landscape treatment along the eastern end of the Riverside site.

A new north-south route through the site connects to the existing underpass to Station Road and creates a vista aligned on All Saints Church, Frindsbury.

To maximise the number of homes with a river view, let in sunlight to courtyards gardens and create long views across the site, apartment blocks are orientated perpendicular to the river. This also creates a waterfront prospect with the buildings' slimmer end elevations on view.

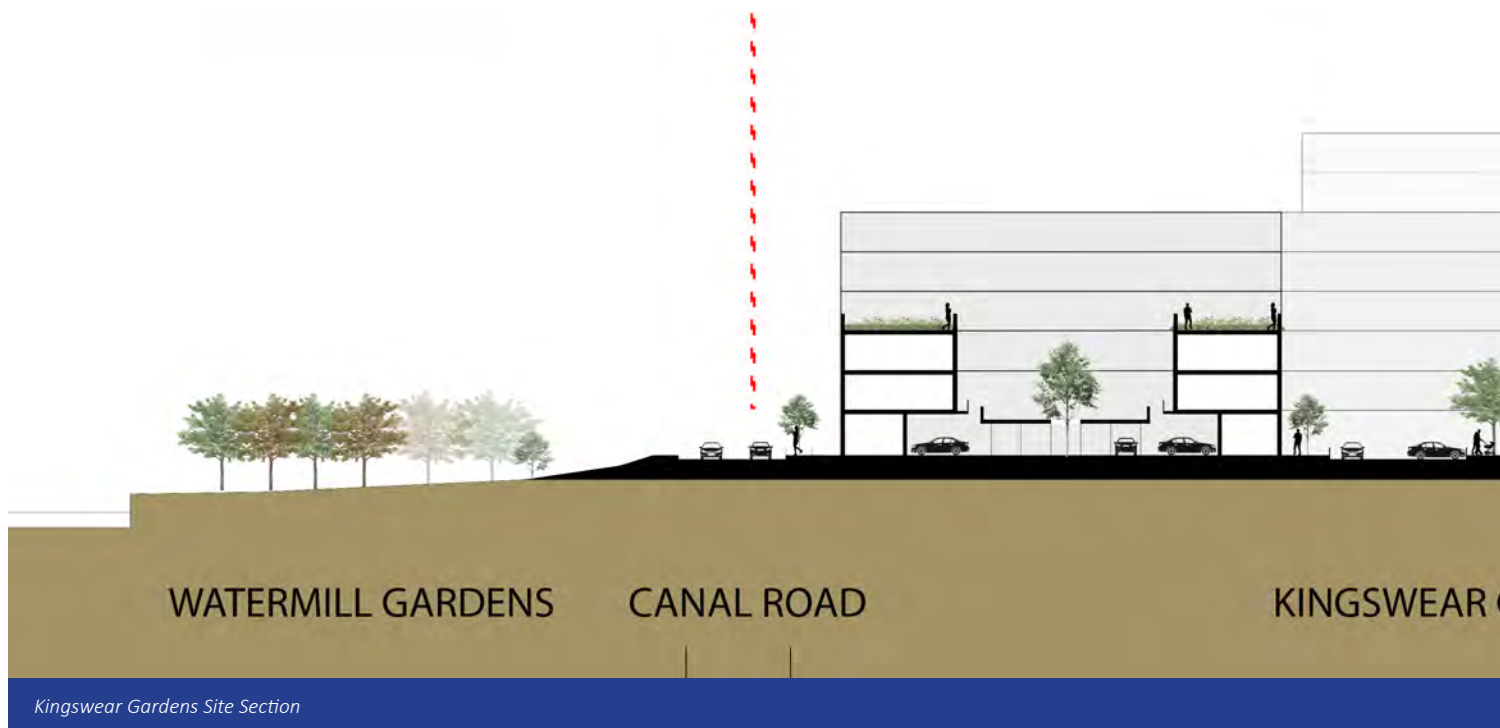
To provide diversity and choice, a variety of residential building types are suggested, in addition to apartments, town-houses and house groups of two or four homes are arranged as 'pavilions'.

These pavilions are formed of groups of four houses with roof terraces providing views across the Medway. They provide a rhythm of buildings along the waterfront and contrast with a backdrop of taller elements nearer the station and mediate with the scale of the retained Riverside Tavern.

Larger apartment buildings of up to seven storeys are set back from the waterfront to gain river views above the lower pavilions. The raised land levels created by the flood defence measures are exploited to provide discrete undercroft car parking below apartment buildings.

Massing of buildings is scaled down with a greater proportion of houses to the east of the site in order to mediate with existing houses along Cranmere Court and avoid interrupting views across the Medway from All Saints Church.

Allotment gardens are suggested for the north of the site alongside the railway.



6.4 Kingswear Gardens

The Illustrative Masterplan envisages that the existing estate will be replaced and the site combined with third-party ownerships along Canal Road.

Blocks are arranged to create a clear definition of public, private and communal spaces, maximise views of the river and face onto landscaped spaces.

The blocks combine a variety of size and type of new homes. New development could combine 5-8 storey apartment buildings with three-storey town houses with roof terraces, grouped around landscaped communal courtyards at first floor level above residents' car parking.

A focal public space sits at the confluence of a route and vista across Canal Road to a re-landscaped Watermill Gardens providing views across and along the Medway, and a new route providing more direct access to Strood station.

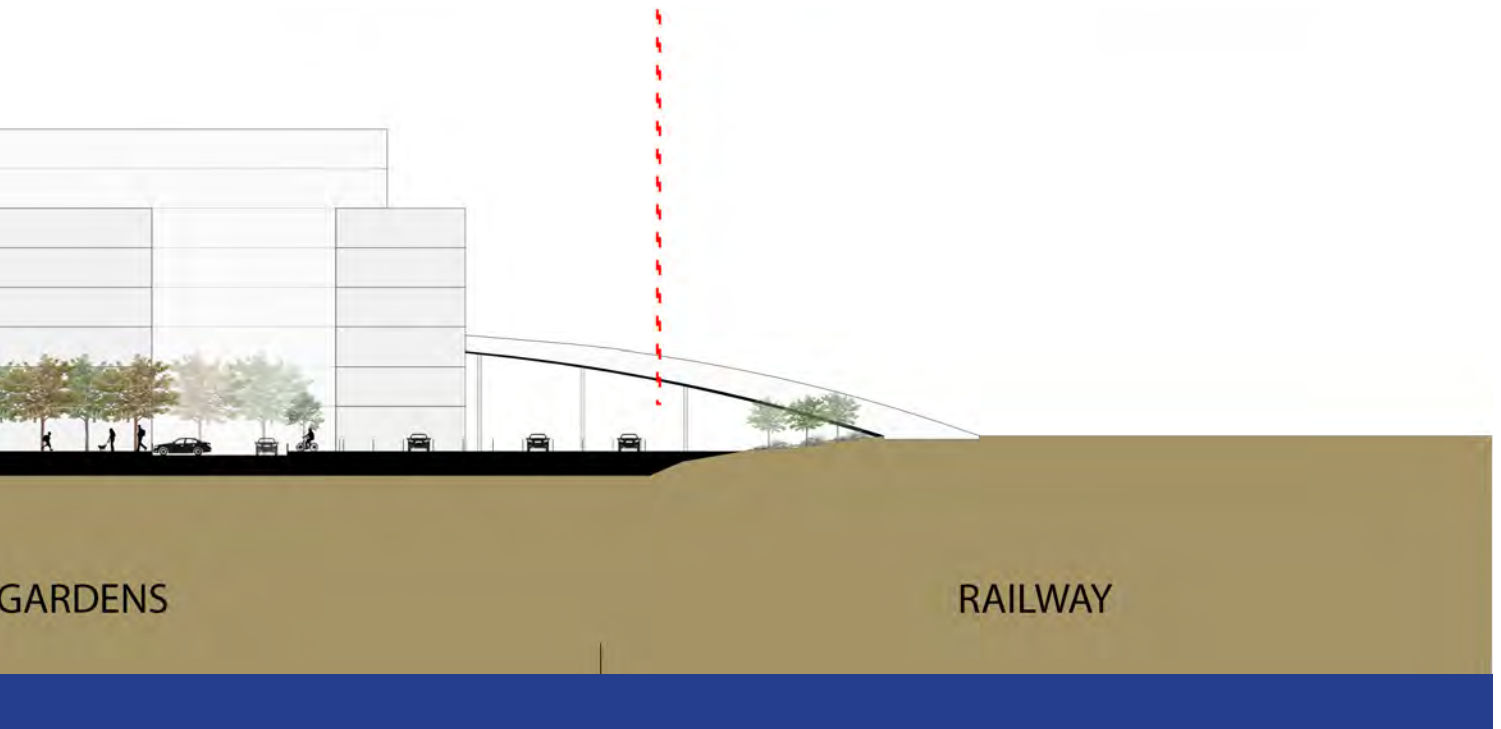
The plan includes new public and communal open spaces which can include play equipment and designed to accommodate sustainable urban drainage systems.

All homes also benefit from private open space in the form of gardens, terraces or balconies.

The illustrative plan also suggests how a disused part of the station site could be developed in conjunction with council owned land to provide additional new homes (not included in figures above).

6.5 Watermill Gardens

The Illustrative Masterplan suggests that the existing open space should be retained but substantially improved with new landscaping and facilities to serve the increased population of Kingswear Gardens and the Riverside sites. Facilities could include new play equipment, a café, public toilets and drinking water fountain as well as places to just sit and enjoy the view.



- Private open space including terraces
- Communal open space
- Public open space



Map 9: Illustrative Amenity Space Provision

6.6 Massing Studies

The Illustrative Masterplan has been modelled in digital 3D to test the likely visual impact of the Masterplan's height and massing. The Illustrative Masterplan avoids breaking the green ridge line that forms the backdrop to Strood in long views from the south and east and from important locations including Rochester Castle and Chatham and therefore confirms the maximum height guidance set out in Section 4.14.

6.7 Car and Cycle Parking

The Illustrative Masterplan achieves a parking provision averaging 0.6 spaces per dwelling. Map 11 shows locations of a combination of on-plot parking, on-street parking, small group parking areas and undercroft car parking that utilises changes in site level resulting from flood defence works.

All apartment buildings will be provided with secure communal bicycle storage and washing areas. An allocation of car parking spaces will be reserved for car club vehicles and for electric vehicle charging.

Cycle loan hubs are included within the Riverside arrival space that links Strood station to the waterfront and within the former Civic Centre public space.



Massing Study - View from Rochester Castle



Massing Study - View from Chatham





-  P3-4 Storeys
-  5-6 Storeys
-  7-8 Storeys
-  9-11 Storeys



Map 10: Illustrative Building Heights Plan



-  Undercroft car parking
-  Surface car parking



Map 11: Illustrative Parking Arrangement

