

Historic Rochester Conservation Area Management Plan

Adopted September 2010



CONTENT

MANAGEMENT PLAN

INTRODUCTION	3
STRENGTHS, WEAKNESSES, THREATS AND OPPORTUNITIES	
STRENGTHS	3
Spatial Pattern	3
Strategic Views	3
Associations	4
Architecture	4
City Walls	4
Archaeological	5
Trees and Open Spaces	5
Public Realm	5
WEAKNESSES	6
Gateways	6
Negative Buildings	7
Gap Sites	7
Architecture	8
Negative Features	9
THREATS AND PRESSURES	9
High Street	9
Blue Boar and Epaul Lane Car Parks	9
Open Spaces	10
OPPORTUNITIES	11
Potential for New Development	11
Star Hill Entry to High Street	11
High Street	11
Memorial Garden	11
Victoria Street	11
The Castle	11
Castle Gardens	11
St Margaret's Street	11
City Walls	11
Path from Love Lane to Esplanade	11
The Esplanade	11
Corporation Street	11
Strategic Views	11
General	11

MANAGEMENT TOOLS	12
Conservation Area	12
Technical and Urban Design Guidance	12
The Decision Making Process	12
Assessing Development Proposals - A Matrix	12
Criteria	12
Local List	13
Unlisted Buildings	13
Enforcement	13
Buildings at Risk	13
Strategic Co-ordination	13
Monitoring	13
Funding and Resources	13
CONCLUSION	13





MANAGEMENT STRATEGY

INTRODUCTION

This chapter develops the Conservation Area Appraisal by setting out policies, strategies, and proposals for the preservation and enhancement of the area.

The first section contains an outline of the strengths, weaknesses, threats and opportunities for Historic Rochester Conservation Area. Referring to specific issues, the management plan considers how the character and appearance of the conservation area can be preserved or enhanced. The second section considers how the plan could be implemented.

The Council strongly supports the role of cultural heritage in enriching people's lives. In terms of maintaining sustainable environments, heritage is at the forefront. Heritage led regeneration is a vital and hugely popular part of the local and national economy.

STRENGTHS, WEAKNESSES, THREATS AND OPPORTUNITIES

STRENGTHS - Key Characteristics to Preserve or Enhance

The strengths can be summarised below.

Spatial Pattern

- The little altered 'herringbone' pattern of lanes connecting with the High Street and St Margaret's Street should be

retained their in present form as indispensable. These streets and lanes express a way of life when any wheeled traffic was at best primitive and are therefore essential to the character of the area.

- The meandering roads and pathways that interlink Rochester Castle, Cathedral and Boley Hill create interest and provide a high degree of pedestrian legibility and permeability.
- The rich visual experience, spatially as well as architecturally, of Black Boy Alley.
- The distinctive plan form of the Cathedral precinct, including the highly unusual siting of its Cloister and relationship of the complex to the surrounding area. A clear visual relationship between the Cloister remains and the Cathedral which has group value. Historic interest of the Precinct.
- The informal pattern of plots and building forms on Boley Hill and Cathedral Precinct, of itself and in contrast with the regular, continuous terraces on the High Street, Victoria Street, the Terrace and Minor Canon Row. Both the "open" and "closed" succession of views generated by these patterns adds interest.
- Continuous frontages and highly consistent building line, enclosing the High Street, Victoria Street, and St Margaret's Street

PRINCIPLES

- The interrelationship of spaces contributes visually to the character of the area, and to a sense of place.
- The footprint of any new building should fit into the urban context of the area and where possible relate to the existing 'grain'. Any undue set back of the building line may seriously prejudice the continuity of the street scene. New development should respect the 'grain' of the area by reflecting, in it's design, the linear pattern of traditional plots. Alleyways and passages should be retained.
- There should be a presumption against developing large houses and their grounds to intensify the use of such sites or to assemble back gardens for backland development as such development erodes the spatial character and setting of historic buildings.

Strategic Views

- Long or wide views into the conservation areas from surrounding places, of the skyline, roofscape and layout of the town punctuated by the Cathedral spire, Castle Keep and St Margaret's Church tower.
- Views of the River Medway, All Saints, Frindsbury and Chalk Cliffs from elevated vantage points within the conservation area.
- Narrow, sloping streets and structures terminating views, providing enclosure and intimate experience of place.
- Quirky glimpses between buildings from various points of the conservation area.

PRINCIPLES

- The views and vistas within, into and from the conservation area are important to their visual character and unique setting.
- New buildings, street furniture, and other developments should have regard to their impact on key views in accordance with national planning guidance and local policy.
- *Seeing the History in the View: a method of assessing heritage significance within views* by English Heritage should form the basis of assessment.
- Special attention should be paid to the roofscape of new development to maintain variety and interest.



Associations

- Cultural and Historic Associations. Although intangible, these associations amongst many others provide a historic record of Rochester and form an important part of the character and interest of the area.

Architecture

- The wide variation of building types, reflecting the multi-layered built heritage, in particular on the High Street. Grand civic and commercial buildings including the former Guildhall, Conservancy Office, Corn Exchange, and Eastgate House reflected Rochester’s prestigious and wealthy status.

PRINCIPLES

- All buildings should contribute to maintaining a sense of historical continuity and authenticity
- Maintain and prevent erosion of architectural detail in all buildings

ACTIONS

- Encourage local partners to develop a tourism strategy built on existing town trails and site interpretation in line with proposals recommended by Rochester Heritage Interpretation Partnership: Heritage Masterplan for Rochester

City Walls

- Remains of ancient City Walls that link present day Rochester with its origins as a walled town, are essential to the city’s identity.

PRINCIPLES

- Walls contribute to Rochester’s ancient associations.
- Maintain and where possible enhance setting and access to extant walls.
- Ensure preservation of buried wall remains.



Former Guildhall



Old Corn Exchange



Eastgate House



Archaeological

- Remains of undisturbed archaeological deposits from Rochester’s long history

PRINCIPLES

- Rochester is of national importance and has a high potential for increasing knowledge of its late Iron Age, Romano-British, Saxon and medieval antecedents.
- In accordance with PPS5, where an application site includes archaeological interest, due consideration should be given to archaeology, including desktop assessments and/or field evaluation and an assessment of the impact of the proposal.

ACTIONS

- The local planning authority / Design and Conservation team should work with all sectors and stakeholders to ensure due consideration is given to archaeology with highway and other environmental works. An advice note on archaeology will be prepared for statutory undertakers.
- Encourage site interpretation of archaeological remains in line with proposals recommended by Rochester Heritage Interpretation Partnership: Heritage Masterplan for Rochester.

Trees and Open Spaces

- As well as being historically significant in their own right, the landscape quality, including existing trees of the castle gardens and ditch, Kings Orchard, the Vines, and Churchfields provide attractive green areas within the conservation area and enhance the setting of nearby buildings.
- The trees at Boley Hill, College Yard and the Vines provide interest in the streetscene and softening of hard-landscaping.

PRINCIPLES

- Trees and open spaces are a major part of the character of Historic Rochester Conservation Area, and are a valuable public amenity.
- Presumption in favour of preserving trees, as well as public and private open spaces that have great character and significance. Inappropriate development erodes character and harms the setting of historic buildings. The acceptability of the principle of any development on open space should be determined in the first instance, by a full assessment of the significance of the open space, followed by full discussions with Medway Council and English Heritage.

Public Realm

- Desirability of consistent historically appropriate street furniture, lighting and floorscape.

PRINCIPLES

- Appropriate and well designed street furniture with consistency of design and materials provide a sense of unity and authenticity in the conservation area.
- The provision of any replacement benches, rubbish bins and other essential items of street furniture should form part of an integrated public realm strategy in which the design, such as form, colour and materials, is co-ordinated with the street lighting and floorscape.



Consistent design of Street Furniture

WEAKNESSES – Loss, Intrusion, Negative Factors

The area has many problems associated with lack of adequate or correct maintenance and poor inward investment. This inevitably results in the physical and visual degradation of buildings, shop fronts and the streetscape:

Gateways

- The entry from Star Hill gives visitors the erroneous impression of a rather depressed town, characterised by difficult access due to heavy traffic, poor quality buildings (Barclay’s bank), poor shop fronts and ill-considered public realm design (guard rails, floorscape, clutter of signs, lights and other objects). Although defined by the attractive buildings to the northwest, it lacks a sense of enclosure to the northeast and pedestrian routes are confusing and difficult to negotiate. Overall, this primary arrival gateway to the town lacks coherent visual impact and fails to generate a memorable sense of arrival.
- The approach from Rochester Bridge provides a memorable gateway, but suffers from poor public realm design (guard rails, floorscape, clutter of signs, lights and other objects) and is heavily dominated by traffic making the pedestrian routes difficult to negotiate.

PRINCIPLES

- Gateways into the conservation area are important as they create the first impression of the conservation area.

ACTIONS

- The Local Planning Authority should where possible and practicable promote the enhancement/ redevelopment of buildings that make a negative contribution to the quality of the conservation area in accordance with national planning guidance and local policy. See map 6.
- Rationalise and reduce street clutter. Bollards, highway railings, lighting columns, litterbins, benches, information panels, service cabinets and other street furniture should be kept to an absolute minimum. An integrated public realm strategy should include co-ordinated form, colour, location and need for all objects.
- Place further restrictions on vehicle access to the High Street on Sunday’s. Consultation shows that Traders welcome extending pedestrianisation of the High Street to include Sunday’s.
- Including a cycle lane in any replanning scheme for Corporation Street would encourage more cycle use and remove conflicts on the High Street. The introduction of a high quality public transport system along Corporation Street and the possible relocation of the station may reduce traffic and parking demand within the core conservation area.
- Measures to reduce or eliminate trader and worker parking demand within the core, in favour of Corporation Street should be examined, together with measures to improve pedestrian access from Corporation Street car parking to the core.



Gateway from Star Hill, which fails to generate a memorable sense of arrival



Gateway from Rochester Bridge with poor public realm design and dominated by traffic

Negative Buildings

- Barclay's bank is sited in a prominent location and is inappropriate in scale, design and materials.
- 7-9 Crow Lane. The architectural character of the building has little merit, and does not reflect the character of Crow Lane through architectural details, materials, or building line.
- 47-49 High Street. A new building would offer the opportunity to respond to the scale and massing of its neighbours and restore the characteristic building line.
- 25-31 Corporation Street, and former petrol station. These buildings have little architectural merit, and their current location disconnects the buildings and their uses from the High street. The strategic use of this site has been considered in conjunction with the Corporation Street Development Framework. An extant permission for a hotel with restaurant has not yet been implemented.



Barclay's Bank, a negative contribution to the conservation area



25-31 Corporation Street, buildings of little architectural merit



7-9 Crow Lane, incongruous in the streetscene



Vacant, former Petrol Station, Corporation Street

Gap Sites

- The gap sites at Blue Boar Lane and between 48 and 56 High Street are alien to the established character of the High Street. There is historic precedent for a building on these sites, and its development could have a potentially positive impact on the character of the High Street, subject to ensuring no overall loss of accessibility to High Street trading premises.



47-49 High Street, an opportunity site,

PRINCIPLES

- Negative buildings and gap sites present opportunities for enhancement through good development, subject to ensuring a high level of accessibility.
- A presumption against alterations to buildings which adversely affect the character and appearance of the conservation area.
- Have regard to *Building in Context: new development in historic areas* by English Heritage and CABE.



Architecture

- Erosion of detail and poor maintenance, especially to unlisted High Street buildings, appears largely due to ownership/tenure turnover and/or vacancy.
- Painting of brick and stone masonry should be actively discouraged and where possible reversed.
- Ad-hoc accumulations of cables across some buildings should be rationalised and where possible hidden.
- Recognise the importance of controlling advertising and illumination, seeking removal of discordant, bizarre, multiple or ad hoc signs, banners, A-boards etc. which detract from and cheapen both building and street character.



The Bull C.1890



The Bull C.1910, alterations including removal of detail and painted brick



Ad-hoc accumulation of wires



The Bull 2008, further alterations and advertisements

PRINCIPLES

- Encourage best practice in repair, reinstatement of features and compatible alternations. Consider preparing a special conservation manual.

ACTIONS

- Discourage neglect which causes decay and increases repair costs. Work closely with building owners to ensure security and good repair wherever possible. Invoke powers to assess harm and issue urgent works notices where necessary.
- Resist loss of historic features in all building, including unlisted ones. Give consideration to introducing Article 4 Directions to bring "permitted development" for single family houses under planning control where they are at risk of harmful change to their external appearance.
- Consider introducing additional advertisement controls. This could be achieved by removing 'deemed consent' under Section 7 of the Control of Advertisement Regulations 2007 or by introducing An Area of Special Control of advertisements under Section 20 of the Control of Advertisement Regulations
- Continue to closely control adverts. Resist inappropriate or unauthorised appearances. Seek removal, reduction or replacement of discordant signs as appropriate.
- Provide detailed guidance on advertising in the conservation area through a Supplementary Planning Document.
- Promote as appropriate enhancement/redevelopment of buildings that do not make a positive contribution to the quality of the conservation area.



Negative Features

- Corporation Street marks the eastern edge of the conservation area. Its negative impact on the setting of the area requires a major, yet sensitive mitigation project as outlined in the Corporation Street Development Brief. The west side consists largely of car parks and unintentionally exposed backs of buildings. A derelict petrol station presents an opportunity for enhancement. Corporation Street is a physical and visual barrier between the ancient core and its historic riverside setting and is now a regeneration area. Heavy traffic, utilitarian lighting, furniture and hard surfaces dominate the scene. By discouraging visitors to stop in the city it has a depressing effect on the economy.



Birdcage Walk, a tree lined avenue. Example for Corporation Street that would enhance the existing negative edge

- but can increase anti-social behaviour. Higher earning uses may also drive out small retailers, reducing quality and choice.
- Increased security demands such as solid roller shutters deaden streets, create hostile night time environments and may conceal criminal acts inside buildings from view.

PRINCIPLES

- Security measures should exclude solid shutters which produce an inactive frontage in line with PPS 5 Historic Planning Practice Guide
- Alarm boxes, security lighting, CCTV cameras should be as unobtrusive as possible.

ACTIONS

- Further study of current problems and causes of vacancies, under-use and fabric decay.
- Consider policy limiting concentration and overall percentages of A3 (restaurant and cafes), A4 (drinking establishments) and A5 (hot food takeaways) uses on the High Street.
- Consider a shopfront security guide which includes appropriate security measures in the conservation area.

ACTIONS

- The local planning authority should work with all sectors and stakeholders to progress and implement the Development Brief for Corporation Street and inform the wider development at Rochester Riverside to ensure a successful connection with the conservation area.
- Include measures to improve pedestrian crossings and identify gateways into the city.

THREATS AND PRESSURES

High Street

- Changeable economic activity, leading to vacancy, high ownership/tenure turnover. This discourages confidence and lack of pride, which can impede maintenance, degrade shop fronts, and encourage inappropriate alterations and uses.
- The diversification of the retail sector into specialist and tourist related shops is an essential contribution to the High Street and conservation area's vitality and character. Accommodation, leisure facilities, good shops and restaurants in or within walking distance of the core should cater for all types of visitors and budgets. A high concentration of food and drink establishments, assists night-time vitality,

Blue Boar and Epaul Lane Car Parks

- Large town centre car parks diminish character and exacerbate conflict. Review of options in conjunction with Master Plan measures could offer mitigation and enhancement.

ACTIONS

- Co-ordinate replanning of Blue Boar car park with Corporation Street Development Brief, with a view to reinstating appropriately scaled and designed frontage buildings, and forming a civic space or market square.



Open Spaces

- Open spaces at Love Lane, The Paddock and Kings Orchard may be viewed as having development potential. The appraisal concludes that these open spaces are significant to the historic character of the conservation area and setting of listed buildings.

PRINCIPLES

- Presumption in favour of preserving public and private open spaces that have great character and significance. The acceptability of the principle of development should be determined, in the first instance, by a full assessment of the significance of the open space, followed by discussions with Medway Council and English Heritage on development
- Proposed developments surrounding or visible from open spaces to take account of their impact on the character of the spaces(s) concerned.
- *Building in Context: new development in historic areas* by English Heritage and CABE should be a particular guide for a high quality, consistent, practical approach.



Kings Orchard, the line of the Roman Wall



Kings Orchard, a green setting of The College and Rochester Cathedral

OPPORTUNITIES

Places change incrementally. In time the cumulative impact can be positive or negative. Every development should be designed with appropriate attention to detail in mind for its contribution to future vitality and quality.

Potential for New Development

- The building analysis has identified negative and neutral buildings. Any proposal to develop should be expected to enhance the character of the area.
- Encouragement of hotels and leisure development close to the conservation area would fulfil an acknowledged need for these facilities, catering for visitors and local residents.

Star Hill entry to High Street

- Barclays Bank facelift incentive; pedestrian priority at road junction; public realm design project.

High Street

- Shop front improvements; reuse of vacant upper floors above shops for sustainable use and an increase in natural surveillance and vitality; sensitive development in gap sites; reinstatement of lost architectural detail.

Memorial Garden

- The Memorial Garden enjoys a central location. Stronger definition of space with tree planting to provide shade as well as seating to encourage use as a meeting place.

Victoria Street

- Shop front improvements, reuse of vacant shops and upper floors for sustainable use and an increase in natural surveillance and vitality.

The Castle

- The Castle is one of the main attractions for visitors. Progress and implementation of its Conservation Plan including further research into historical interpretation, preservation and improved visitor facilities.

Castle Gardens

- Conservation Plan to include a long term, co-ordinated strategy to facilitate cultural events to enhance the Castle's setting.
- Planting should use local and regional species where appropriate.

St Margaret's Street

- Appropriate repair and maintenance of walls.

City walls

- Further research, consolidation, setting improvements, proactive presentation.

Path from Love Lane to Esplanade

- Improve link to form a more pleasant route; improve access to waterfront.

The Esplanade

- The river is hidden from large parts of the City. The inclusion of the Esplanade enhances the link between Historic Rochester Conservation Area and the river, and has considerable potential to contribute to the economic as well as cultural and historical regeneration of the City. There is also a good opportunity to provide external interpretation of the bridge and river in line with proposals recommended by Rochester Heritage Interpretation Partnership: Heritage Masterplan. The park can also be used to view an estuarine habitat.

Corporation Street

- Potential to form a key gateway, linking both High Street and Rochester Riverside by tackling current dereliction and mending the torn edge of the ancient core. Sensitive development of vacant sites through Corporation Street Development Brief.

- As part of the public realm under the Council's direct control, consideration should be given to commissioning the preparation of a scheme for redesigning this road as a civic-quality thoroughfare with appropriate traffic calming, traditional floorscape materials, footways and careful edge planting and active frontages. It should be strongly linked to both the core and the regeneration area, facilitating pedestrian permeability at several places.
- The Development Brief for Corporation Street will provide opportunities for development along the entire length of the street.

Strategic Views

- Identify and raise awareness of the importance of strategic views. Consider the inclusion of these views within the Local Development Framework and policies to protect these views. Consider specific policies targeting building height, form, materials, etc within defined strategic views. Identify and progress specific enhancement opportunities.

General

- Create a coherent public realm strategy for the High Street which includes the rationalisation of traffic signs and street furniture, consistent and historically appropriate floorscape materials and street furniture and recommendations for car park improvements.
- Consideration should be given to the value of skilful floodlighting of certain buildings, features and spaces in the conservation area to highlight historic or architectural features. A lighting strategy should be developed by the local authority and local partners. Where possible, the fittings should be designed to avoid damage to the historical building and clutter.
- Many buildings in Rochester feature in Charles Dickens' literature. This could be built upon in conjunction with proposals recommended by Rochester Heritage Interpretation Partnership: Heritage Masterplan for Rochester.



MANAGEMENT TOOLS

Conservation Areas

Conservation Area Consent is needed for the total or substantial demolition to non-listed buildings within the conservation area. Planning permission is needed for all material changes to the external appearance of any non-single family building.

Additional controls in conservation areas require planning permission for certain householder developments including cladding; dormer windows; certain volumes of extensions, high satellite dishes and antennae. In addition, the Council should consider the use of Article 4 directions. This means that planning permission will be required for all specified changes to the external details or appearance of houses within the conservation area.

Technical and Urban Design Guidance

Design guides are desirable to inform building owners of best practice with regard to maintenance, repair and reinstatement, as well as what the Council is likely to consider acceptable by way of alteration and extension of property.

Following the appraisal, issues that have emerged and which may benefit from further guidance include:

- shopfronts,
- security
- advertising, signage and lighting
- repair and maintenance of historic buildings
- the appraisal's observations present a strong case in favour of preparing

a guidance document for future highways and other public realm works. The objective would be to ensure that design, including layouts, furniture and materials are fully co-ordinated and appropriate to the character of the conservation area.

In the interim, the IHBC/SPAB guide, *A Stitch in Time*, downloadable from the IHBC website, is recommended for publicising and distribution.

The Decision Making Process

All Council departments involved in decisions affecting change within the Historic Rochester Conservation Area should understand the significance of conservation area designation and its special interest.

Assessing Development Proposals – A Matrix

Although making judgments about buildings can never be a perfect science, the primary characteristics which define Rochester can form a basis for measuring a building's relative value, i.e. whether its preservation is essential, highly desirable, tradable for a greater benefit or negative. Any listed building is by definition considered essential. The next three categories can be set within the English Heritage conservation area guidance as positive, neutral and negative.

The criteria set out below are derived from the predominant characteristics of positive buildings in Rochester. Assessment of any existing building or development can be measured against them. A score of 9 or more is a positive score; 5-9 is neutral, below 5 is negative. Condition should generally be disregarded, but loss of original features (including poor alteration) can be scored under ornament. Most buildings in Rochester will have a positive score. Some buildings may display more than one characteristic, depending on the elevation being assessed, for example rear elevations not intended to be prominent may have been opened up to view over time. It is, therefore, only a guide and must be applied with careful judgement and with caution, particularly where it may be difficult to exclude received values.

Criteria

Grain/scale

Does its plot size relate to the surrounding pattern?
Is the scale of its elements easy to relate to human scale?
Is the general height to eaves or parapet between 2 and 3 storeys?
Is it a good neighbour to listed or acknowledged important buildings?

Use

Is the use or mix appropriate for its location?

Verticality and expression

Is the façade well articulated?

Does it express a hierarchy of internal heights or volumes?

Facing materials

Are the primary facing materials of stucco, brick or stone and do they harmonise with or complement their neighbours?

Roof form

Is the roof pitched, behind a brick parapet or mansard roofs? Is the angle of pitch appropriate?

Roof materials

Are roof coverings hand made clay tile, natural slate or other historically appropriate material?

Windows and doors

Are they historically authentic hardwood, painted softwood or metal? Do they present or retain appropriate glazing proportions, bars or leaded lights?

Front boundary/ground floor

Does the building/group retain its original front boundary treatment, period shop frame or ground floor elevation?

Architectural quality

Is the building the work of a particular architect of regional or local note?

Does it suit the period of the building?

Is the building appropriately detailed, carefully crafted, and visually interesting?

Is it recognisably of good and durable quality?

Does this quality alone outweigh any inappropriate elements?

Can it be described as fine architecture whether or not it contrasts with its neighbours?

Ornamentation

Does the building have any ornamentation? Does it suit the period of the building?

Is it of good quality?

Significance

Does the building have any special cultural, social or historic associations with which local people can identify?

Colour

Does the facing material or applied decoration harmonise with or compliment its neighbours?

Identity

Is the building type legible? Does it look like what it is?



Local List

Due to their historical associations, siting, architectural style and visual interest, there are many buildings that are of significance to the history and character of the environment. However, they may possess insufficient interest to warrant statutory listing. Local Authorities have the power to include buildings on a local list and develop policies to protect these buildings from inappropriate change or development. Although there is no statutory designation, their inclusion on a local list can be a material consideration when determining a planning application.

Application of the Matrix criteria could facilitate the compilation of a schedule of buildings worth of inclusion on a local list.

Unlisted Buildings

In accordance with Planning Policy Statement 5: Planning and the Historic Environment, there should be a presumption in favour of retaining unlisted buildings that make a positive contribution to the character or appearance of the conservation area.

Building Analysis: Plan 6

Any proposals that include the demolition of such buildings should be assessed against the same criteria as proposals affecting a listed building. The quality of the replacement building should also be taken into consideration.

Enforcement

Where the necessary consents are not sought or historic buildings are allowed to deteriorate into disrepair the Local Authority can pursue a programme of appropriate legal action using powers available under the Town and Country

Planning Act, 1990 where this may be deemed necessary. The powers available include:

- Taking enforcement action against unauthorised development – planning contravention notices / breach of condition notices / enforcement notices / stop notices / and injunctions; and
- Serving Section 215 notices that set out the steps that need to be taken to remedy the situation, and the time within which they must be carried out.

Buildings At Risk

The majority of buildings within the conservation area are maintained to a good standard. Due to signs of structural movement, Priors Gate is listed on the Buildings at Risk register.

Where buildings degenerate, The Local Authority has or can acquire powers under Sections 48 and 54 of the Planning (Listed Building and Conservation Areas) Act, 1990 where it may be deemed necessary to serve repairs or urgent works notices for the preservation of listed and unlisted buildings in conservation areas. The Council can undertake such works itself and recover the costs from owners who fail to comply with statutory notices, or may seek to compulsorily acquire the building or site.

Strategic Co-ordination

Implementing the Management Plan requires that all Council staff concerned with the built environment should be encouraged to take an active role in developing, advancing and implementing the management strategy and the following project programme for the conservation area:

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- Implementation of the existing Medway Retail Strategy
- Continued refinement of the Medway Tourism Strategy
- Development of a public realm strategy to ensure appropriate street furniture, street lighting, planting and floorscape
- Development of a lighting strategy to highlight features of architectural and historic interest at night
- Implementation of the Corporation Street Development Brief
- Implementation of Rochester Castle Conservation Plan and the Rochester Cathedral Conservation Plan

Monitoring

Changes in the appearance of conservation areas resulting from both the implementation of approved schemes and permitted or unauthorised alterations, as well as the condition of the area's physical fabric, should be monitored regularly. The effects should be reviewed and policies modified or specific action proposed where necessary to deal with current issues. Monitoring should also include following up and publishing information from time to time on the local authority's progress on implementing the proposals included in the management strategy for the area. It is important that the Management Strategy is reviewed within five years of its adoption. The review process should be accompanied by public consultation.

Funding and Resources

The preservation and enhancement is a shared responsibility involving Kent County Council, Medway Council, local groups, residents and businesses. The principle burden, however, falls on the local planning authority, and it is essential that the authority commits adequate resources to enable it to exercise the aforementioned powers and responsibilities.

Other possible sources of funding could include:

- Developer funding through Section 106 agreements.
- Charitable trusts and government agencies
- Through the application of Section 215 Untidy Site notices

CONCLUSION

The assessment of positive and negative indicators concludes that the majority of buildings in the area make a positive contribution to the conservation area. They have retained most of the original form and good quality architectural features and details.

Adoption of the Management Strategy will:

- a- assist the Council in taking a more proactive role in preserving and enhancing the character of the conservation area and,
- b- convey the Council's commitment and intentions to stakeholders.



