



A Building Height Policy for Medway, part 2:

Appendix A

Strategic Views and Landmarks

Introduction

Refer to the visual analysis section of *Building Heights Policy, part 2* when using this appendix.

Protection of strategic views - a managed approach to change:

This section illustrates strategic views and approach experiences and identifies key features within each view. The significance of each viewpoint and each view is outlined together with an outline of the how the Council will seek to manage change in the areas encompassed by each view.

Medway has a number of landmark buildings of historic and cultural importance. It is important to understand how development proposals will impact upon both strategic and local views towards these landmarks. The buildings are described in the second part of this appendix.

Using this section:

This section should be used by the designers and developers of higher building proposals in two ways:

- The process of designing higher buildings should take into account the features identified within each strategic approach or local view. How this has been done should be explained via a comprehensive design statement as a component of a planning application;
- Proposals for higher buildings within the identified strategic views will require a thorough visual analysis, including accurate visual representations (AVR's), of the proposals within the wider context identified by this document. Designers should refer to the guidance in part 1 of 'A Building Heights Policy for Medway' for the required methodology.

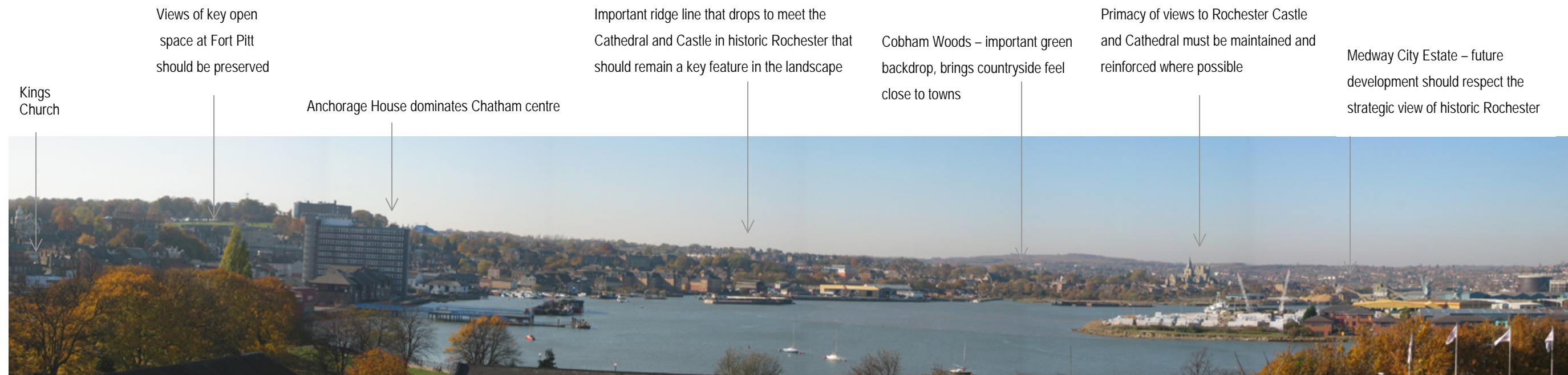
Strategic Views: location of viewpoints



Viewpoint and associated page number

- 1 – page 5
- 2 – page 6
- 3 – page 7
- 4 – page 8
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Approach view: M2- page 21
Approach view: A228- page 22



VIEW POINT

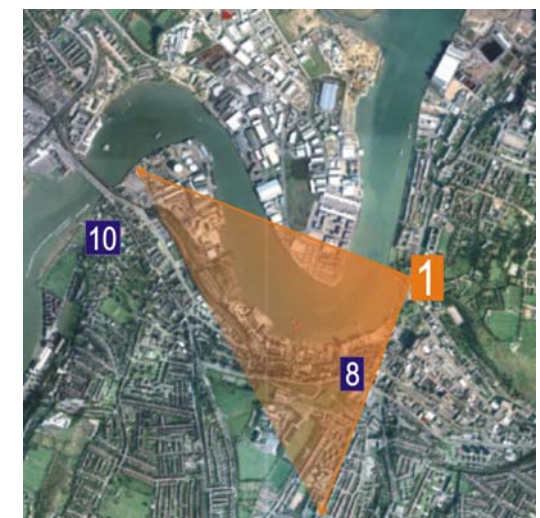
Fort Amherst – popular visitor attraction and important elevated open space

VIEW DESCRIPTION

Looking west - view upstream over Chatham to Rochester. The slab form of Anchorage House is dominant (partially obscuring Fort Pitt Hill) and out of keeping with the fine grain townscape of the Star Hill – Sun Pier area. The ridge slopes down following the curve of the river to meet Rochester Cathedral and Castle grouped together. Cobham Woods provides the distant green backdrop to historic Rochester.

MANAGEMENT STRATEGY

- Protect skyline formed by Fort Pitt Hill and Cobham Woods
- Protect ridgeline that drops to meet Castle & Cathedral
- Protect view of Castle & Cathedral through careful design and siting of development at Rochester Riverside and Medway City Estate
- Protect open view of the curve of the river (development at Medway City Estate and Chatham Centre & Waterfront should respect this)
- Long term replacement of Anchorage House?



LANDMARK BUILDINGS

10: Rochester Castle and Cathedral
8: Kings Church

Anchorage House dominates the skyline due to its scale

St Bartholomew's Hospital

Star Hill and Sun Pier conservation area: attractive former industrial foreshore

Rochester Riverside is a mayor regeneration area

Major landmarks of Rochester
Castle and Cathedral

Long-term redevelopment of Medway City Estate offers opportunities but needs to take account of views connecting Rat's Bay, Chatham with historic Rochester and Castle and Cathedral in particular

Existing office and commercial uses along the Riverside present a poor impression and fail to make the most of the unique setting



VIEW POINT

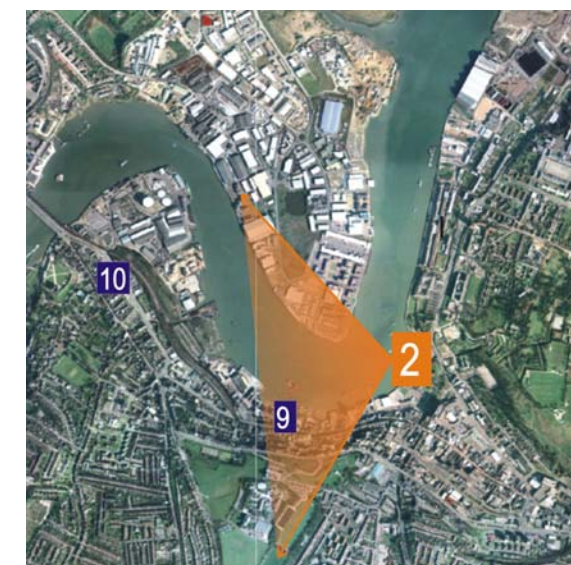
New Gun Wharf, Chatham – a future major public open space with the redevelopment of Chatham Centre

VIEW DESCRIPTION

Riverside view looking northwest, across Chatham Ness (Medway City Estate) to historic Rochester with important landmarks of Castle and Cathedral dominant on the skyline. Development on Medway City Estate detracts from the view of this landmark grouping.

MANAGEMENT STRATEGY

- Protect view corridor to Rochester Castle & Cathedral (development at Rochester Riverside should take This into account)
- Future development on Medway City Estate should not detract from the view to Historic Rochester – it should enhance and emphasise the view
- Protect green backdrop formed by Broom Hill through careful design and siting of new development on Medway City Estate



LANDMARK BUILDINGS

- 10: Rochester Castle and Cathedral
9: St Bartholomew's Hospital



VIEW POINT

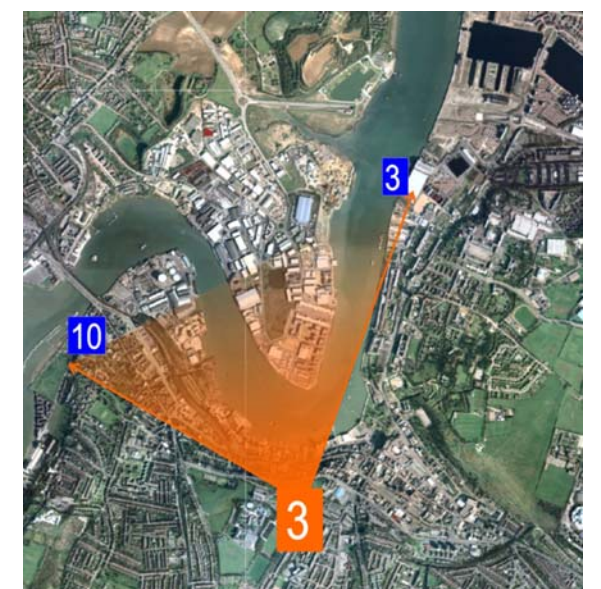
Fort Pitt – popular open space on high ground and identified as a key green space

VIEW DESCRIPTION

Looking north - view downstream of Medway City Estate, Lower Upnor and Chatham Historic Dockyard, and upstream of Rochester And Strood (a similar range of views are obtained from Jackson's Recreation Ground immediately west of Fort Pitt). An important panoramic view that shows the dramatic sweep of the river and important green ridges. The Castle, Cathedral and Historic Dockyard are key landmarks.

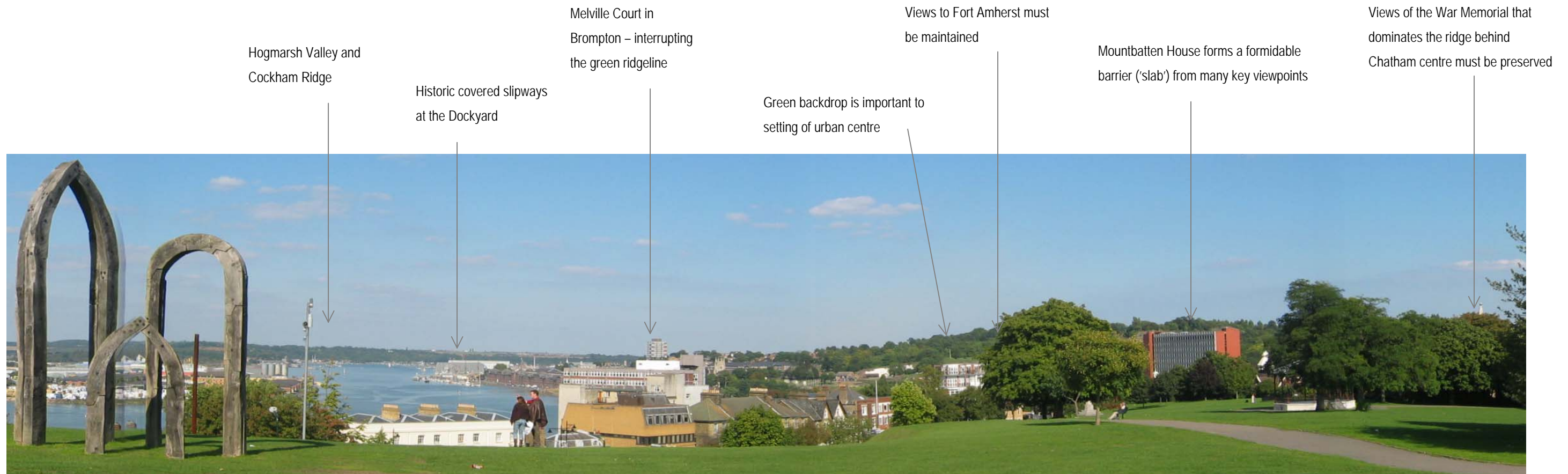
MANAGEMENT STRATEGY

- Protect view corridor to Rochester Castle & Cathedral
- Protect view to Historic Dockyard (requiring careful development in Star Hill – Sun Pier area and Chatham Centre & Waterfront)
- Protect green ridgelines at Broom Hill, Frindsbury chalk cliffs and Cockham Ridge
- Restrict higher building development in Star Hill – Sun Pier area to protect open view of the curve of the river



LANDMARK BUILDINGS

- 10: Rochester Castle and Cathedral
3: Covered Slips



VIEW POINT

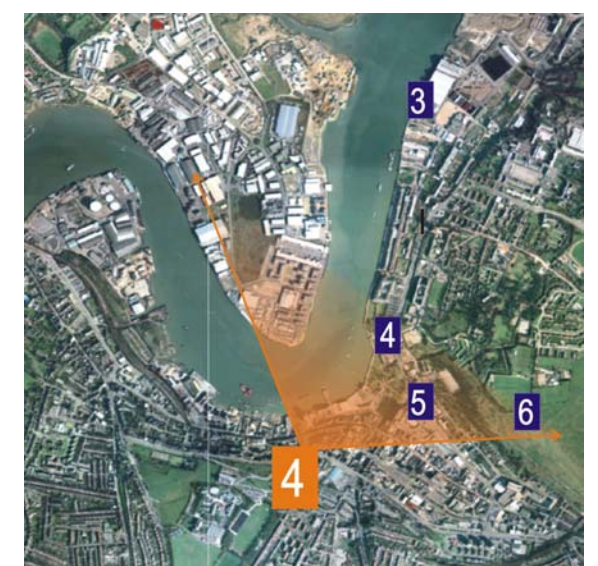
Fort Pitt - Popular open space on high ground and identified as a key greenspace

VIEW DESCRIPTION

- Sweeping view looking east towards the Great Lines.
- Demonstrates the importance of the green backdrop to Chatham formed by the Great Lines and Fort Amherst. War memorial on the Great Lines is an important landmark visible over a wide area.
- Melville Court, although quite distant, is prominent as it rises above the green ridgeline and is at variance with the character of the area. The huge slab form of Mountbatten House is the dominant feature, blocking views of a large area of Fort Amherst..

MANAGEMENT STRATEGY

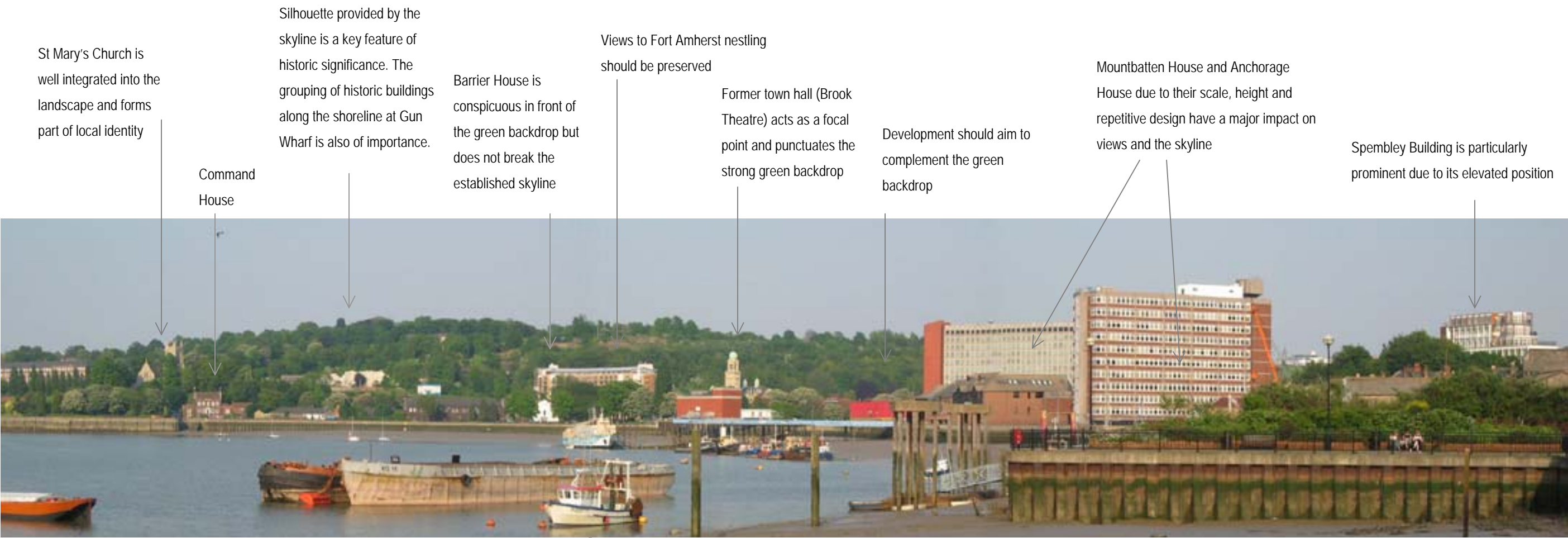
- Protect view of War Memorial on Great Lines through careful siting and design of higher building proposals in Chatham Centre & Waterfront
- Protect green ridgeline formed by Fort Amherst and Great Lines – again through sensitive development within Chatham Centre and the Star Hill – Sun Pier area
- High building of Melville Court does not justify further high buildings in this area.



LANDMARK BUILDINGS

- 4: Church of St Mary
- 6: War Memorial
- 3: Covered Slips
- 5: Brook Theatre

Viewpoint 5: Doust Way- riverside open space



VIEW POINT

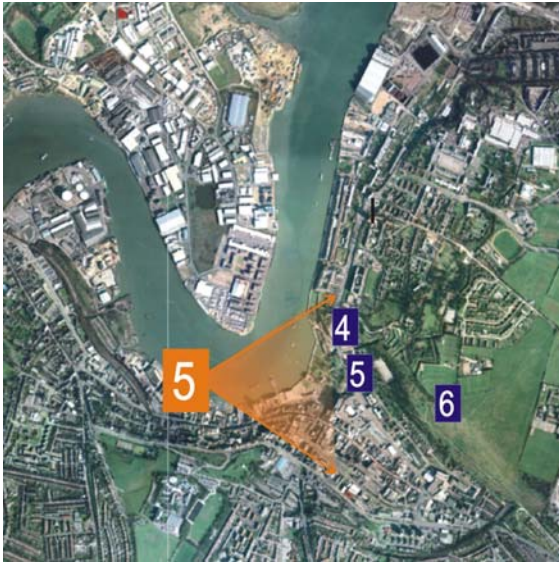
Doust Way – riverside open space adjacent to entrance of major regeneration area of Rochester Riverside

VIEW DESCRIPTION

- View of Chatham Centre and The Great Lines. Fort Amherst creates a dramatic backdrop to Chatham with
- key landmarks of St Mary's Church and Brook Theatre nestled into the hillside.

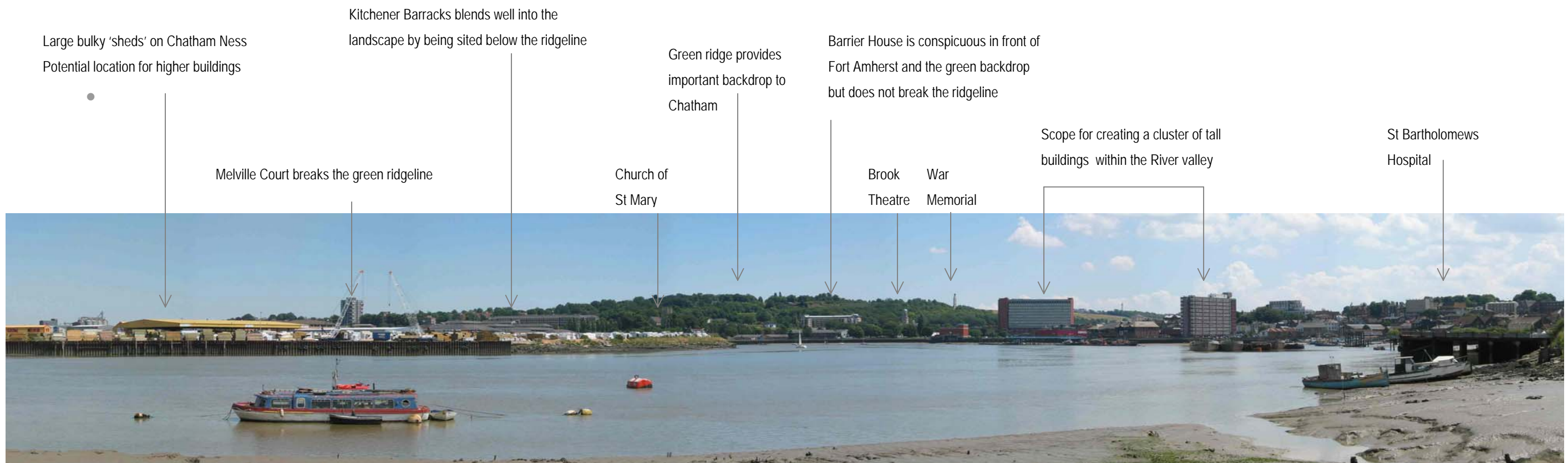
MANAGEMENT STRATEGY

- Protect views to landmarks – St Mary's Church, Gun Wharf and Fort Amherst, and Brook Theatre
- Protect green ridgeline created by Fort Amherst
- New higher buildings could create a cluster in Chatham Centre that mitigates the bulk of Mountbatten House and Anchorage House



LANDMARK BUILDINGS

- 4: Church of St Mary
5: Brook Theatre
6: War Memorial



VIEW POINT

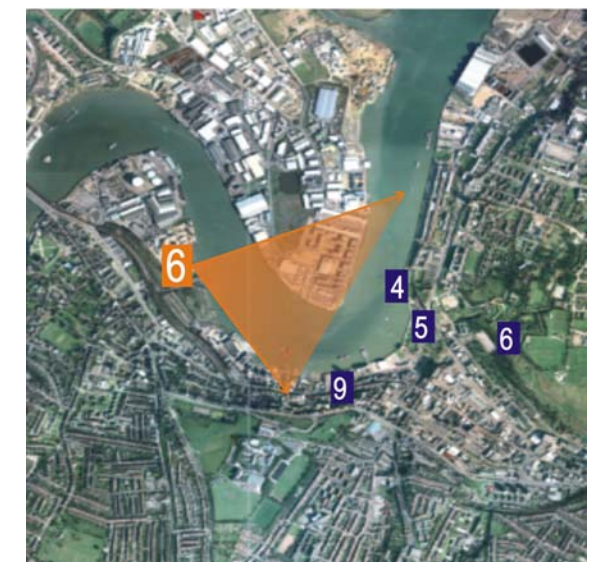
Bath Hard Wharf – a key public space within the proposed development of Rochester Riverside

VIEW DESCRIPTION

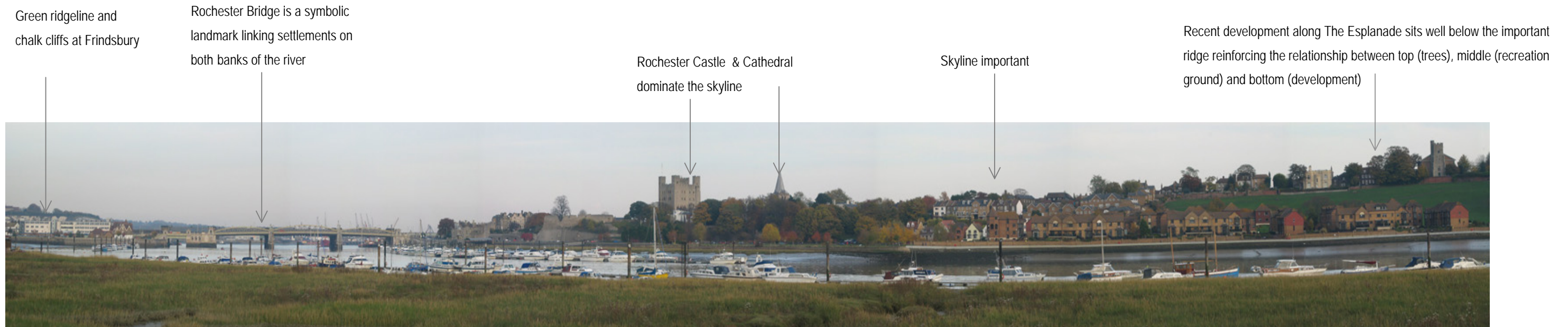
Views of Chatham War Memorial, St Mary's Church and brook theatre are key landmarks whilst Fort Amherst, Great Lines and Fort Pitt form important green ridgelines, which give a green character to Rochester and Chatham

MANAGEMENT STRATEGY

- Protect green ridgeline formed by Fort Amherst and Great Lines - future development should not break the skyline
- Protect views to important landmarks – St Mary's Church, Brook Theatre, War Memorial
- New higher buildings in Chatham Centre and Waterfront could create a cluster and reduce the visual impact of Mountbatten and Anchorage house
- Higher buildings on the tip of the Medway City Estate peninsula would block views of landmarks and topographical features and should be avoided



LANDMARK BUILDINGS
9: St Bartholomews Hospital
5: Brook Theatre
4: Church of St Mary
6: War Memorial



VIEW POINT

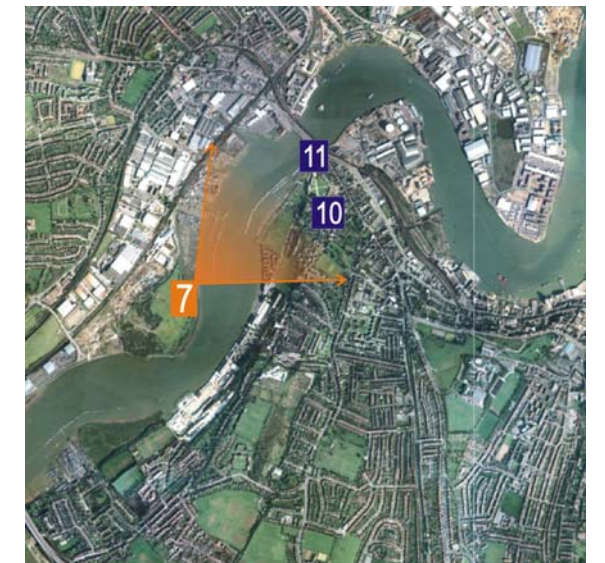
Temple Marsh – an important riverside open space within regeneration area

VIEW DESCRIPTION

View across the River Medway to Rochester Castle and Cathedral and to Rochester Esplanade. Castle & Cathedral and bridge form a dominant landmark group, complimented by the tree-lined slope of the Esplanade.

MANAGEMENT STRATEGY

- Protect views of Rochester Castle & Cathedral and Rochester Bridge
- Protect green ridgelines at Frindsbury chalk cliffs and the Esplanade



LANDMARK BUILDINGS

- 11: Rochester Bridge
12: Rochester Castle and Cathedral



VIEW POINT

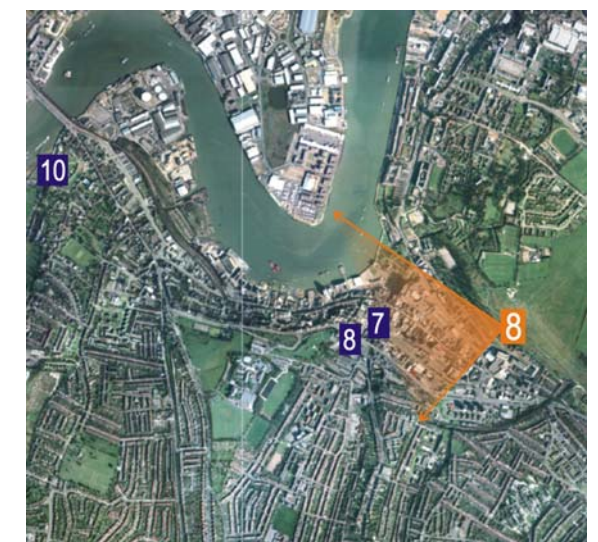
Great Lines – an important elevated open space

VIEW DESCRIPTION

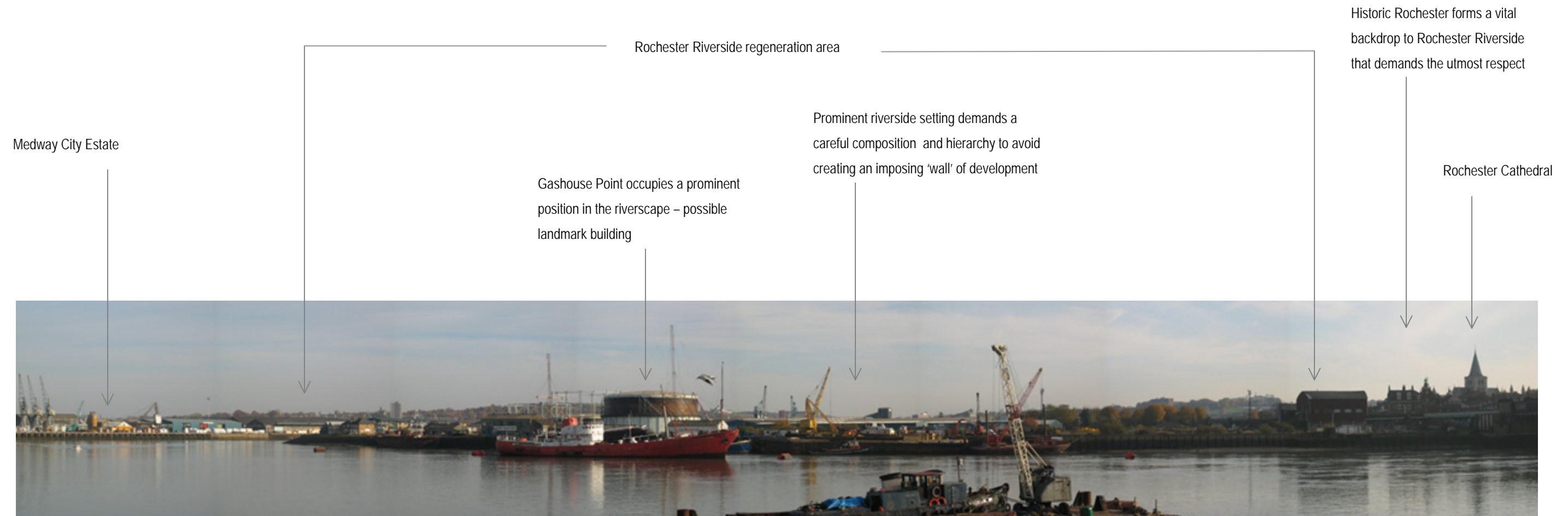
View across Chatham. Demonstrates the importance of Fort Pitt Hill and Great Lines as topographic features, with Castle & Cathedral forming a landmark group in the distance

MANAGEMENT STRATEGY

- Protect green backdrop formed by Fort Pitt Hill
- New development should continue to allow for views across the valley - from Great Lines to Fort Pitt, and vice versa.
- Protect view of Rochester Castle & Cathedral
- New higher buildings in Chatham Centre could create a cluster with Mountbatten and Anchorage Houses



LANDMARK BUILDINGS
 7: Church of St John Devine
 8: Kings Church
 10: Rochester Castle



VIEW POINT

Strood Pier – within popular riverside open space

VIEW DESCRIPTION

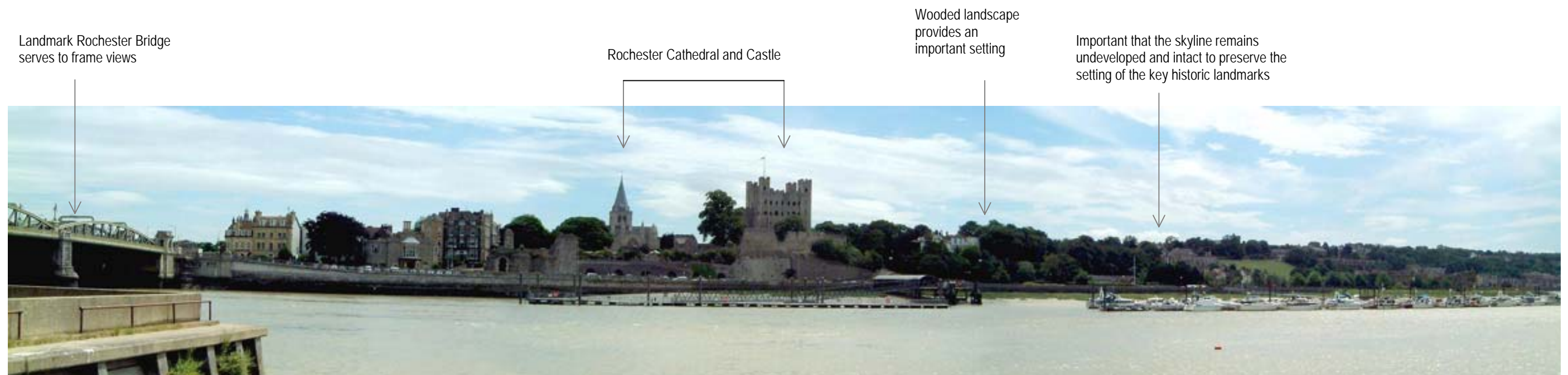
View across to historic Rochester from Strood Riverside
Sweeping view with Cathedral as a prominent landmark on the skyline

MANAGEMENT STRATEGY

- Protect view to Historic Rochester
- Protect green ridgelines at Fort Pitt Hill and Fort Amherst
- Sensitive development required at Rochester Riverside and Medway City Estate



LANDMARK BUILDINGS
10: Rochester Cathedral



VIEW POINT

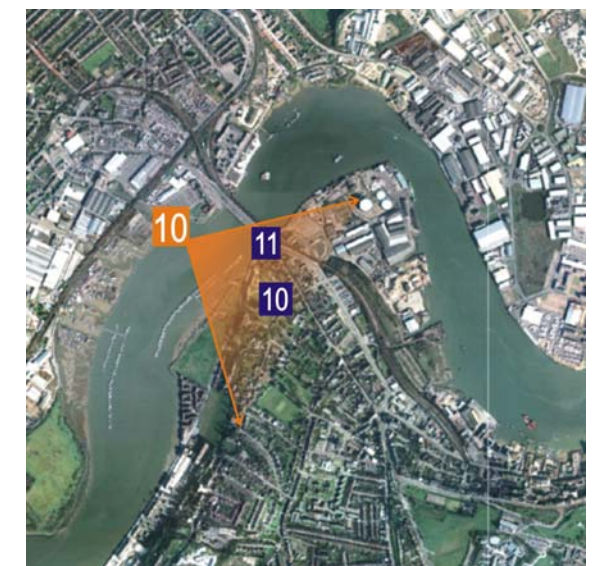
Strood Esplanade – riverside green space next to Civic Centre

VIEW DESCRIPTION

View across river to Rochester
Stunning composition of Castle, Cathedral and tree-lined ridge along Esplanade

MANAGEMENT STRATEGY

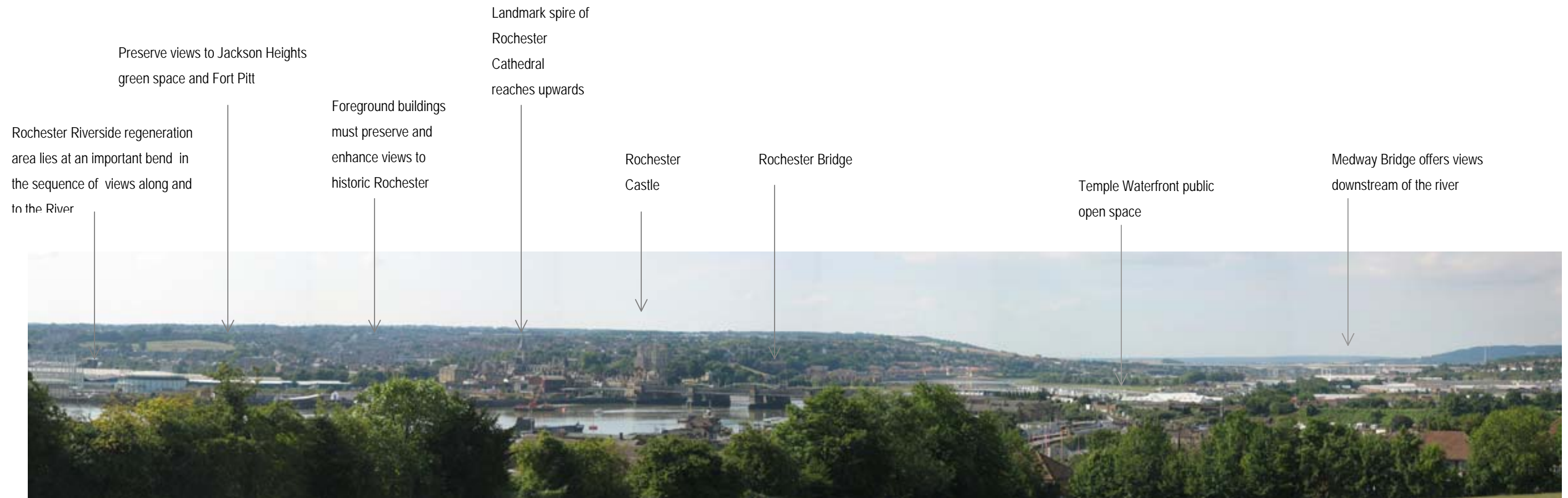
- Protect views of important landmarks – Rochester Bridge, Rochester Castle & Cathedral
- Protect green ridgeline along Esplanade
- Little opportunity for higher buildings



LANDMARK BUILDINGS

11: Rochester Bridge

10: Rochester Castle & cathedral



VIEW POINT

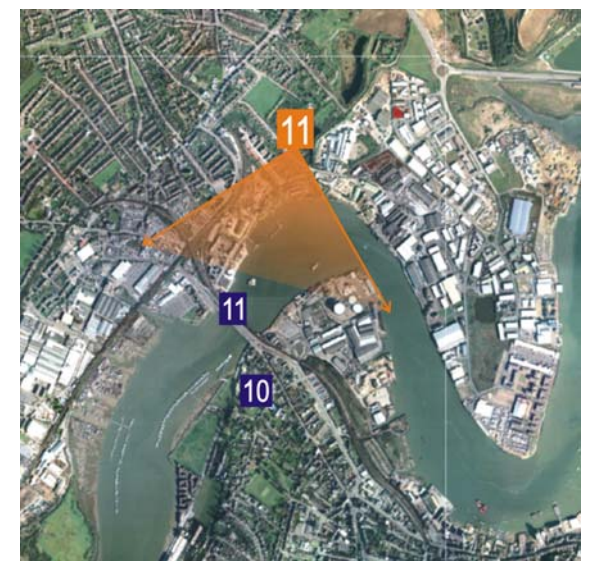
All Saint's Church and recreation ground in Frindsbury – a popular green space on high ground

VIEW DESCRIPTION

View of Chatham and Rochester
Dramatic panorama that shows the strong ridgelines that enclose the core urban area. Castle and Cathedral sit below the skyline but are still important landmarks

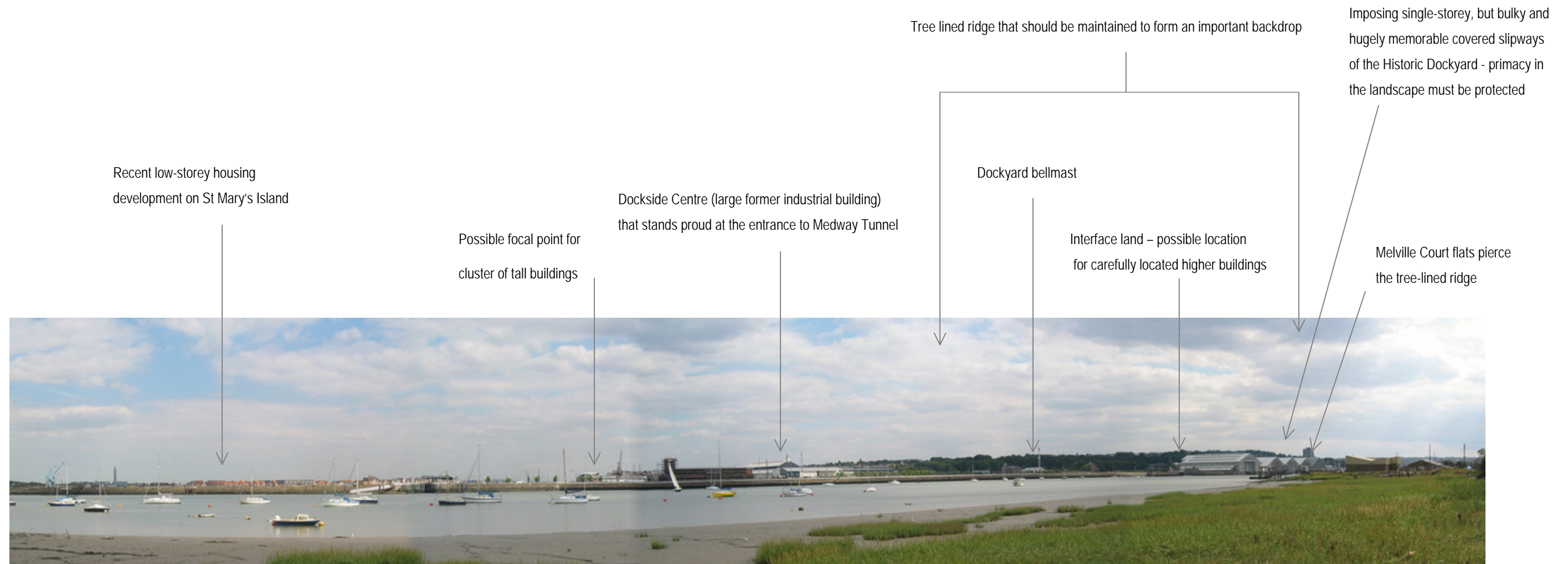
MANAGEMENT STRATEGY

- Protect view of Rochester Castle & Cathedral and Rochester Bridge
- Protect view to Fort Pitt Hill and Jackson Heights
- Development in Strood Centre, Strood Riverside and Strood Waterfront should respect key features



LANDMARK BUILDINGS

11: Rochester Bridge
10: Rochester Castle & Cathedral



VIEW POINT

Upnor Castle – an important visitor attraction

VIEW DESCRIPTION

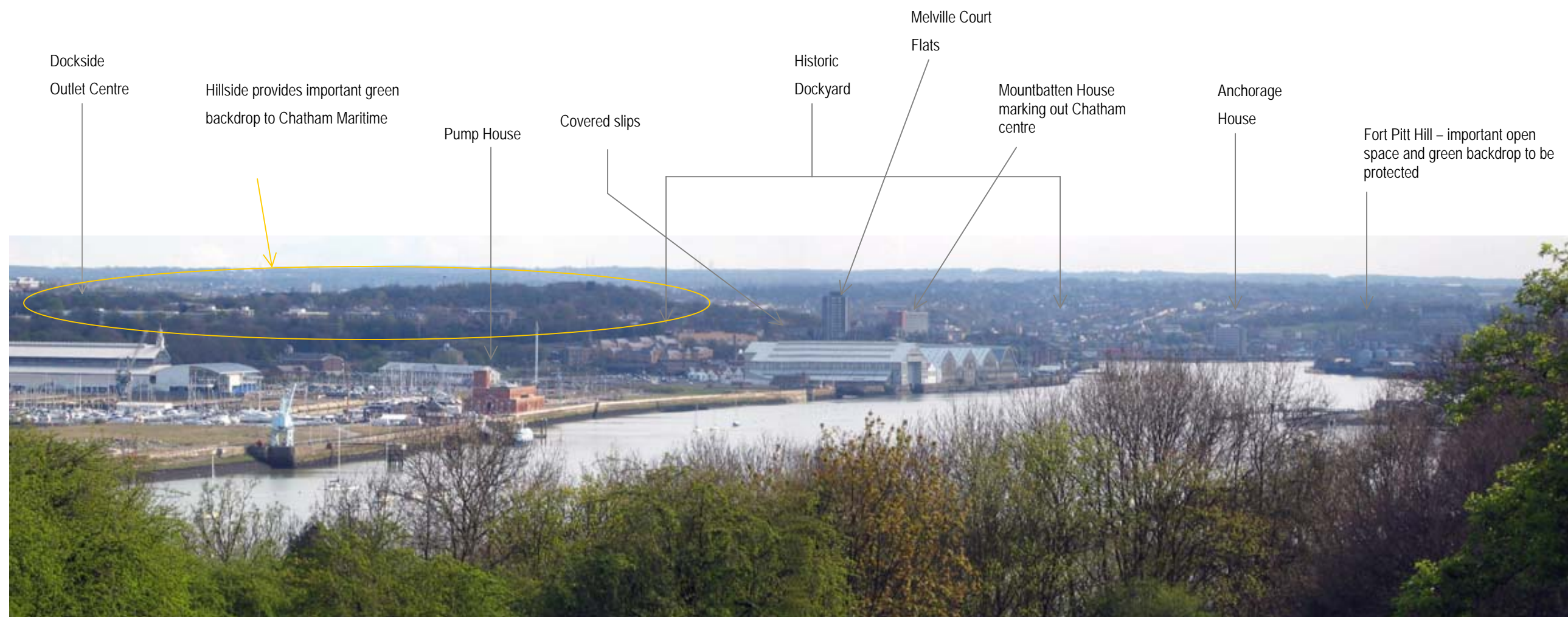
View of St Mary's Island and the river frontage formed by Chatham Historic Dockyard
A broad, flat panorama with very large and bulky former dockyard buildings set against the tree-lined ridge

MANAGEMENT STRATEGY

- Protect view to landmark buildings in Historic Dockyard
- Protect views through to green backdrop above Dockyard and interface land.
- Higher building development in Interface Land should allow for some views through to ridge above dockyard.



LANDMARK BUILDINGS
3: Covered Slips



VIEW POINT

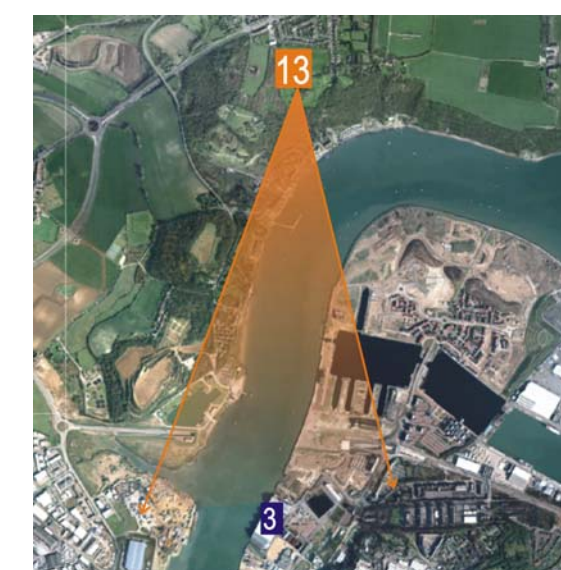
Hoo Common – a popular informal open space on high ground

VIEW DESCRIPTION

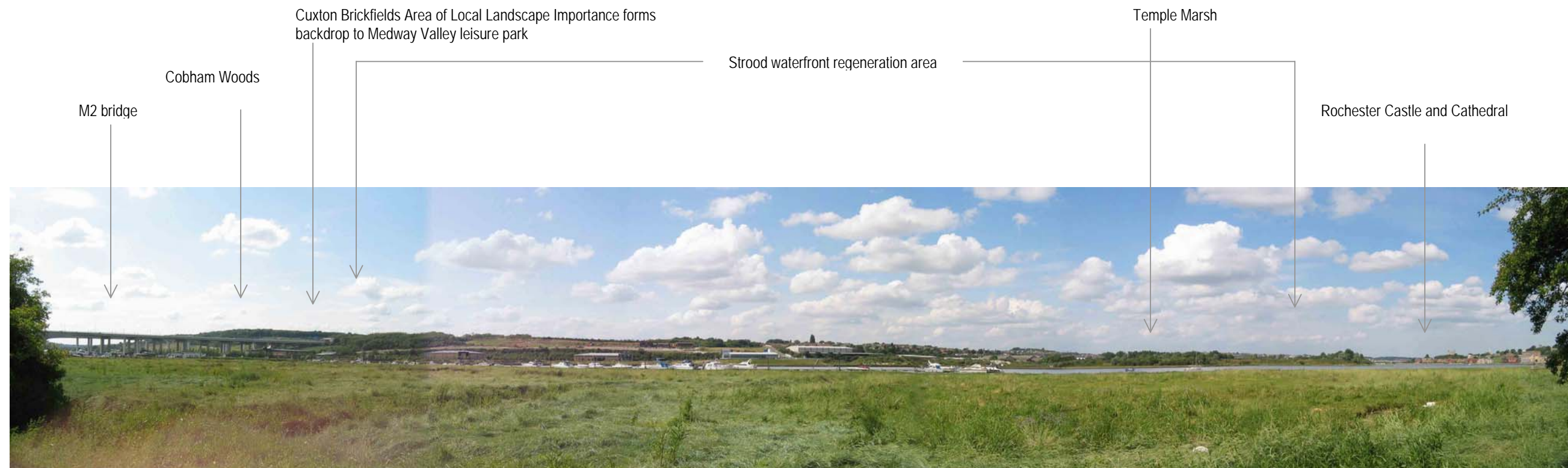
Looking south towards Chatham Maritime and Chatham Centre
Landmark buildings in the dockyard set against the tree-lined ridge lead the eye to Chatham centre.
Also shows how the core urban areas sit on the river plain, surrounded by elevated ground

MANAGEMENT STRATEGY

- Protect views of important landmark buildings in Historic Dockyard
- Protect green backdrop to Dockyard
- Protect green backdrop formed by Fort Pitt Hill
- Long term replacement of Anchorage House, Mountbatten House and Melville Court if the opportunity arises



LANDMARK BUILDINGS
3: Covered Slips



VIEW POINT

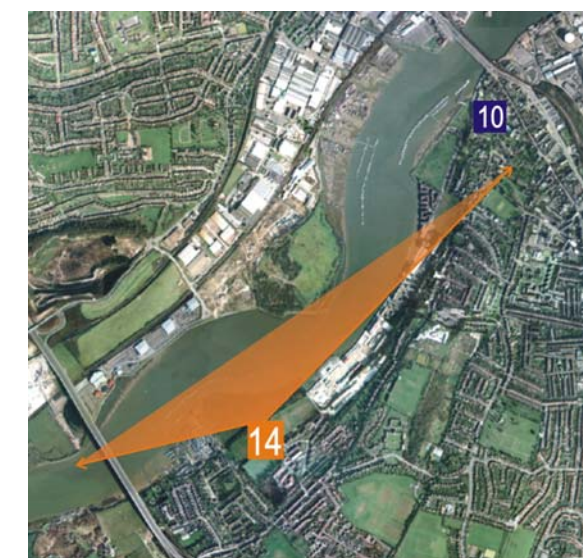
Borstal Recreation Ground – a key green space adjacent to the river

VIEW DESCRIPTION

Looking north-west towards Medway Valley Park and Temple Marsh
Land gradually falls in a sequence of green spaces from Cobham Woods, past Cuxton Brickfields and Temple Marsh, leading the eye to Rochester Castle and Cathedral

MANAGEMENT STRATEGY

- Protect view to Rochester Castle & Cathedral
- Protect green ridgeline formed by Cobham Woods and Cuxton Brickfields
- Protect key green spaces – Borstal recreation ground and Temple Marsh
- Particularly sensitive to higher building development in Strood Waterfront regeneration area



LANDMARK BUILDINGS
10: Rochester Castle

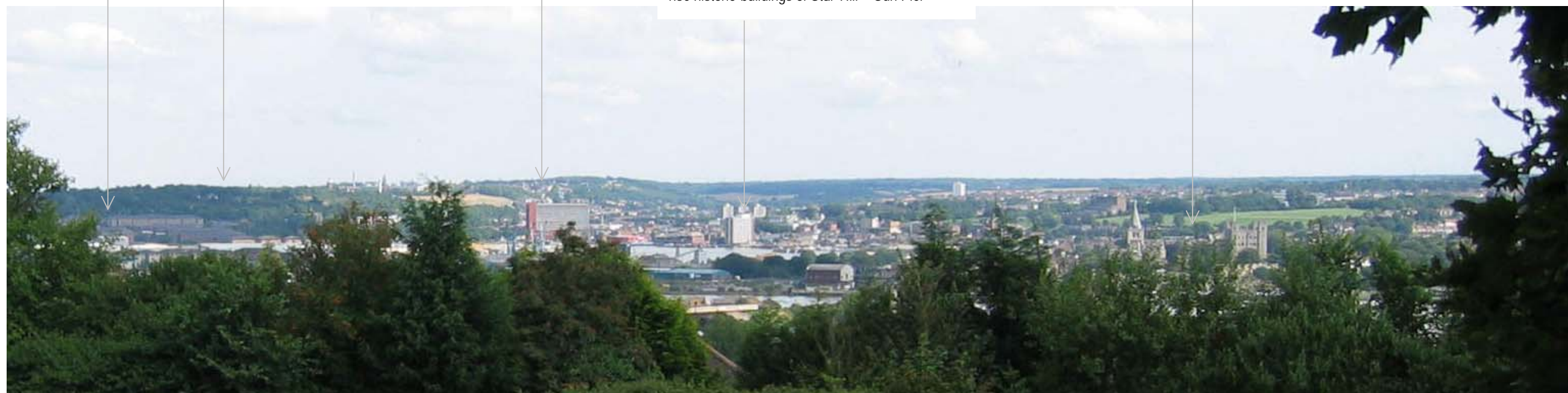
Kitchener Barracks sits below tree line

Fort Amherst and Great Lines – important topographical features forming green backdrop to Chatham

The slab form of Mountbatten House dominates Chatham centre

Anchorage House stands out amongst the low-rise historic buildings of Star Hill – Sun Pier

Fort Pitt Hill forms attractive green backdrop to Rochester Castle and Cathedral, which must retain prominence in middle ground of view



VIEW POINT

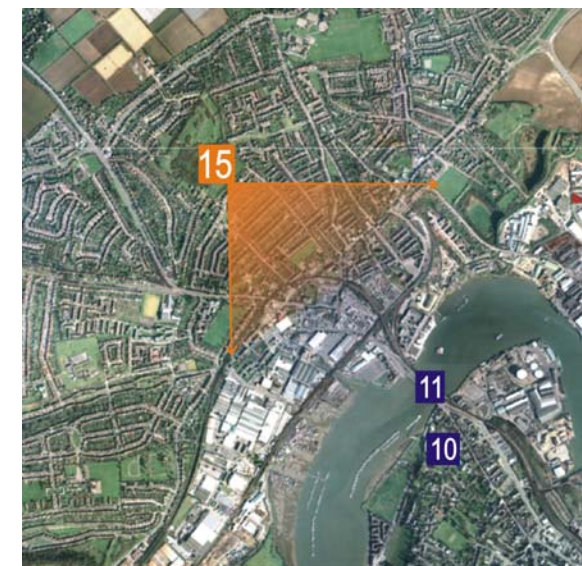
Broom Hill – elevated open space in Strood

VIEW DESCRIPTION

Looking south-east towards Chatham and Rochester, showing the sweep of the river. Fort Amherst, Great Lines and Fort Pitt Hill form an important green backdrop to the core urban area. Rochester Castle and Cathedral are prominent landmark buildings and in contrast Mountbatten House and Anchorage House dominate the Chatham centre area.

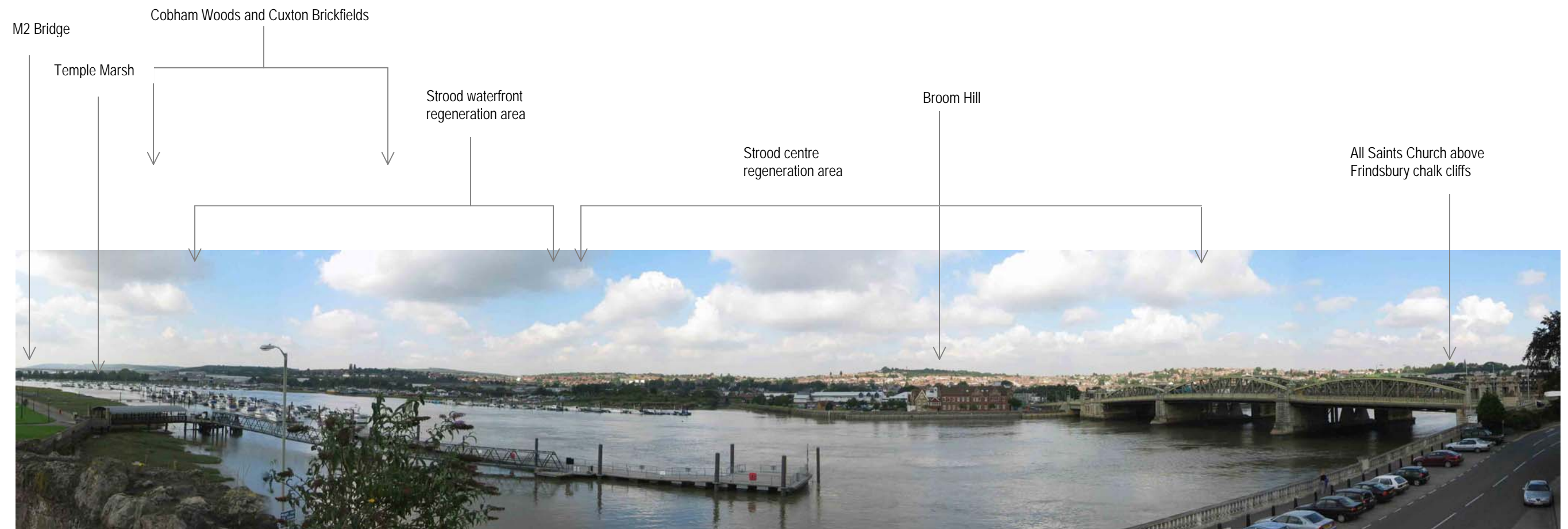
MANAGEMENT STRATEGY

- Protect view to Rochester Castle & Cathedral
- Protect green ridgelines formed by Fort Pitt Hill and Fort Amherst/Great Lines
- Scope for cluster of higher buildings in Chatham Centre and Waterfront
- Long-term replacement of Mountbatten House/Anchorage House?



LANDMARK BUILDINGS

10: Rochester Castle & Cathedral
11: Rochester Bridge



VIEW POINT

Castle Gardens – popular open space around Rochester Castle

VIEW DESCRIPTION

Looking west - a view of the low skyline of Strood between the M2 bridge and Rochester bridge showing the series of topographical features that define and provide the backdrop to the Town

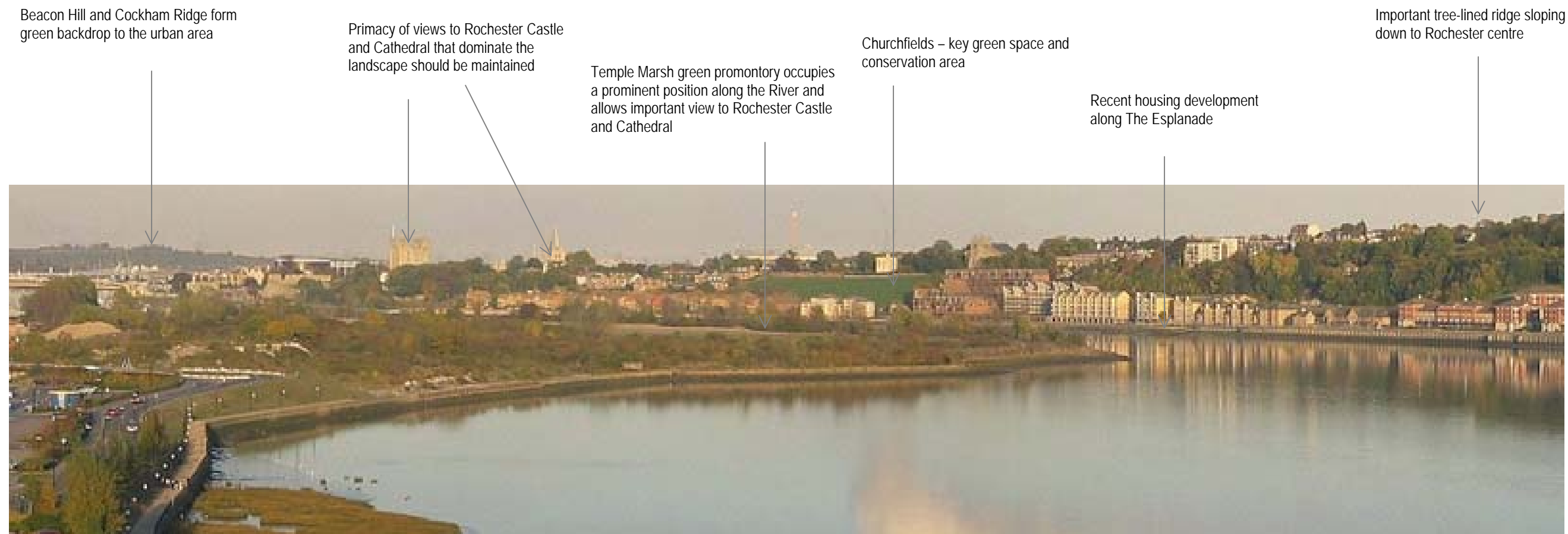
MANAGEMENT STRATEGY

- Protect green ridgelines formed by Frindsbury chalk cliffs, Broom Hill, Cuxton Brickfields and Cobham Woods
- Protect views of historic landmarks - Rochester Bridge and All Saints Church, Frindsbury
- Protect key green space at Temple Mars
- Potential for higher buildings on Civic Centre Site adjacent to the railway bridge as a gateway to Strood.



LANDMARK BUILDINGS

11: Rochester Bridge



VIEW POINT

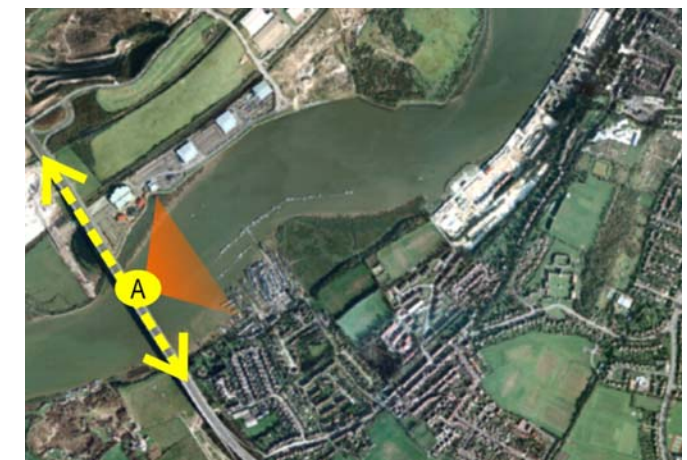
Medway Bridge-M2

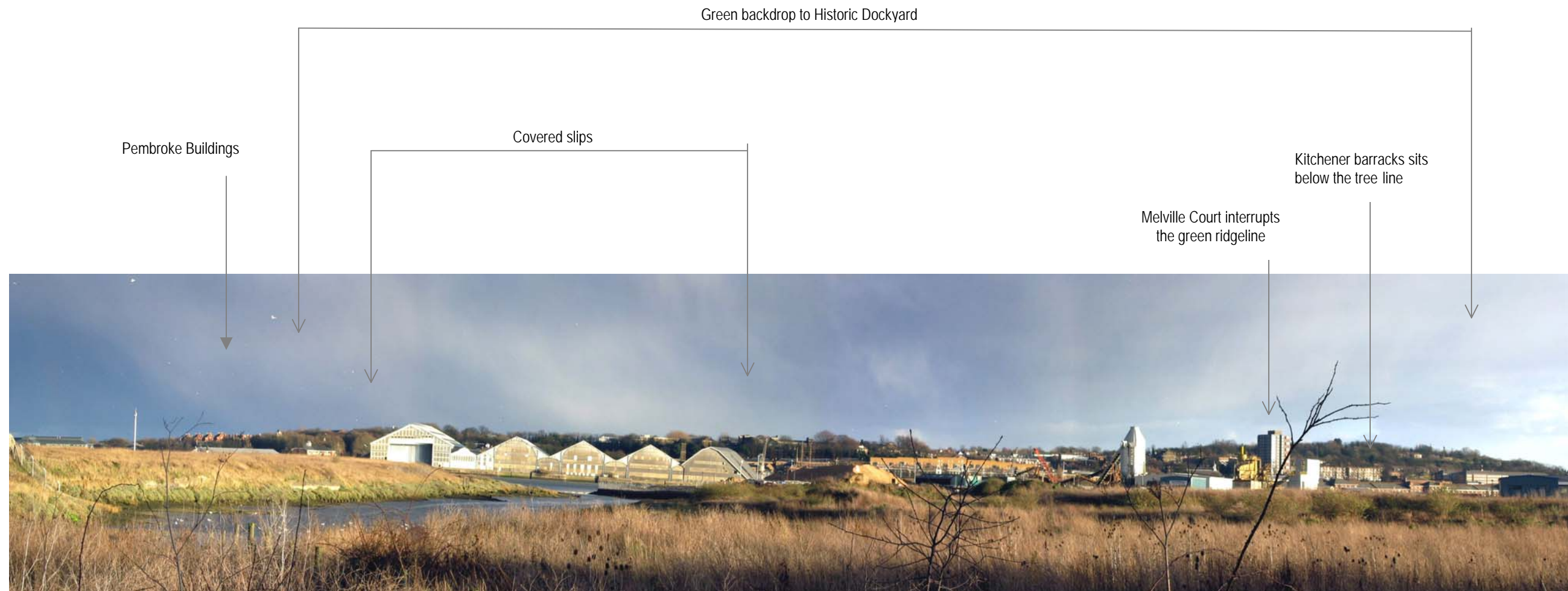
VIEW DESCRIPTION

View over the river looking downstream towards historic Rochester, Strood and Frindsbury from Medway Bridge
Dramatic view opens out crossing the valley, dominated by the river, the castle and cathedral. Important ridgelines at Esplanade and Cockham Rdige provide green backdrop.

MANAGEMENT STRATEGY

-
- Protect green ridgelines formed by Beacon Hill and Cockham Ridge
- Protect views of historic landmarks - Rochester Cathedral and Castle
- Protect key green space at Temple Marsh
- Protect key green space at Churchfields





VIEW POINT

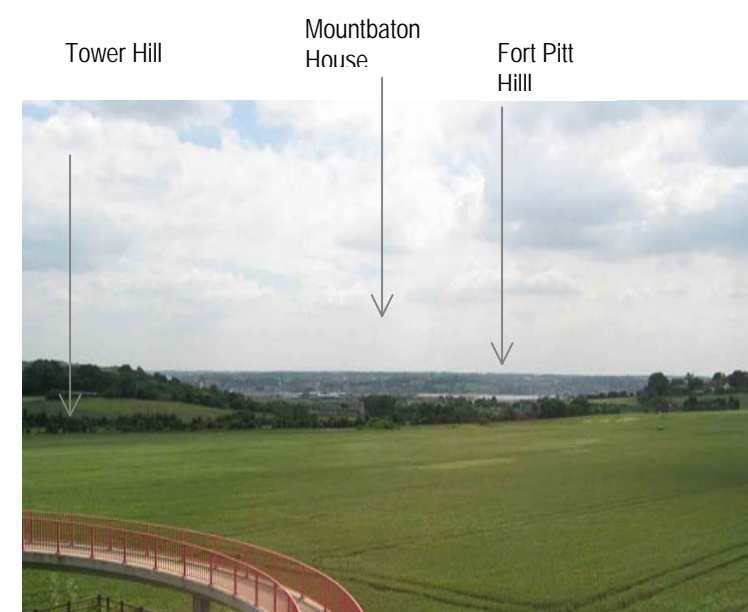
A228/Medway Tunnel Approach

VIEW DESCRIPTION

View towards Historic Dockyard and Medway City Estate from Whitewall Creek. Dramatic front-on-view of the historically important covered slips with a green backdrop that emphasises the size and form of the buildings.

MANAGEMENT STRATEGY

- Protect views of important landmark buildings in Historic Dockyard
- Protect views green backdrop to Dockyard
- Protect green backdrop



B1 - View from A228 footbridge near Wainscott School
Rochester & Chatham are visible beyond the broad sweep of the Hogmarsh Valley Area of Local Landscape Importance



B2 - View from A228 Frindsbury Hill
Hogmarsh Valley ALLI leads the eye down to the dockyard, dominated by the covered slips

Landmarks

Introduction

A landmark is a building or structure that stands out from its background by virtue of its design such that it contributes to an area's character and 'sense of place'. It can provide an important visual point of reference and emphasise the hierarchy of a place, so making an area easier to read and navigate. A landmark can also add variety and interest to a townscape.

In Medway there are a number of historic landmarks which contribute to the river scene and wider urban landscape. These are identified in the strategic views pages of this document and illustrated through the following photographs. High buildings have the potential to block views or intrude on the backdrops of landmarks. It is important to respect the settings of the existing positive landmarks and understand how future development would influence both them and their contribution to strategic views.

1 All Saints' Church Frindsbury

- Stands on top of the Frindsbury chalk cliffs, north of Strood.
- The church and cliffs are prominent features of the Medway valley landscape.
- The church steeple protrudes from its setting, creating a distinct and memorable skyline.

2 Upnor Castle

- Sits at the river edge at Upper Upnor.
- Is a strategic river landmark and is a key part of the view from Chatham Historic Dockyard
- The castle stands out against its wooded backdrop.
- Development within the immediate setting of the Castle will not be allowed, and building height of nearby proposals will be limited to protect its setting and landmark role.

3 Covered slips at Chatham Historic Dockyard

- One of the most prominent landmark groups of buildings within the Medway Valley of immense historic significance as some of the largest industrial buildings of their time.
- The buildings' landmark status in key views must be preserved. This will mean restrictions on the heights and design of buildings in close proximity.
- Preserving the setting and the backdrop to the Historic Dockyard will be very important.



4 Church of St Mary the Virgin

- Located at a raised location close to Fort Amherst.
- Strong local landmark with its tower emerging from a wooded setting to terminate the vista of The Brook and to look out over the waterfront.
- Its prominence, green backdrop and setting must be protected.

5 Former Town Hall (Brook Theatre)

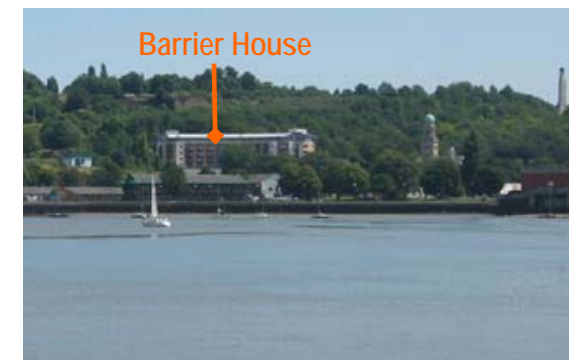
- The Brook Theatre also features distinctly in views from the west (for example Strategic Views 5 and 6).
- It is a building of local importance; its high corner turret forms a memorable element of the Central Chatham skyline, and terminating the main axis between Dock Road and Chatham Station.
- Development must not obscure such views and vistas of the Brook Theatre.

6 Great War Memorial

- This is a landmark of strategic importance in terms of views to and from Chatham.
- It stands in a prominent position on the ridge of the historic Great Lines.
- It serves as an excellent reference point, adding drama to the skyline of the Medway Valley.

7 Church of St John the Divine

- a. This Italianate church is a distinctive and important landmark within central Chatham.
- b. Buildings heights in the immediate vicinity of St Johns will be restricted to that of the main body of the church, so that the tower retains its visual prominence.



8 Kings Church

- Open and high setting along New Road, between Chatham Station and the high slopes of Fort Pitt public open space.
- Landmark within station area of Chatham. Prominent from New Road.
- Building proposals within the station area should respect local views to the church, with particular care to protect its setting along New Road.

9 St Bartholomew's Hospital

- Forms a large part of the frontage to New Road, Rochester.
- Forms an attractive foreground to views from Fort Pitt public open space.
- The central tower is a strong local landmark.
- Forms a 'wall of development' above the Star Hill- Sun Pier conservation area.
- Development to the rear of the hospital must not impinge on views of the central tower and should be no higher than the main building.

10 Rochester Castle and Cathedral

- Both are landmarks of the highest importance, both visually and historically.
- They are important components of Medway's 'image' and heritage.
- Their setting will be protected from inappropriate development and this includes high buildings.

11 Rochester Bridge

- The Victorian bridge between Rochester and Strood is of particular historical interest.
- Inextricably linked to images of historic Rochester, views of the bridge must be protected.

There are many other examples of local landmark buildings which also contribute to the character of the waterfront area. Proposal for high buildings (see Part 1) must be supported by a detailed urban design analysis that assesses the proposal's relationship to nearby landmarks. The character and setting of positive landmarks will be protected against inappropriate building heights.



Medway also contains a number of buildings which act as landmarks, but which cannot be said to contribute particularly positively to the Medway skyline. Those mentioned below are inappropriate for different reasons, and are generally a result of the insensitive block-like design of the late twentieth century.

A Melville Court, Brompton

- 14-storey building made more prominent due to its raised location overlooking the Historic Dockyard.
- Box-like form and poor design detracts from the townscape of old Brompton and Historic Dockyard and damages the historic backdrop to the Dockyard.
- A high building in this location is inappropriate - the existence of one will not justify others in its vicinity.



B Mountbatten House

- The 12-storey slab-block form dominates many views to central Chatham.
- Blocks a number of views e.g. from the waterfront to the Great Lines.
- Indicator of the higher intensity land use of an urban centre.
- Its existence may justify other tall buildings in this location as a means of mitigating its slab-like character of the building and marking the commercial centre of Chatham.



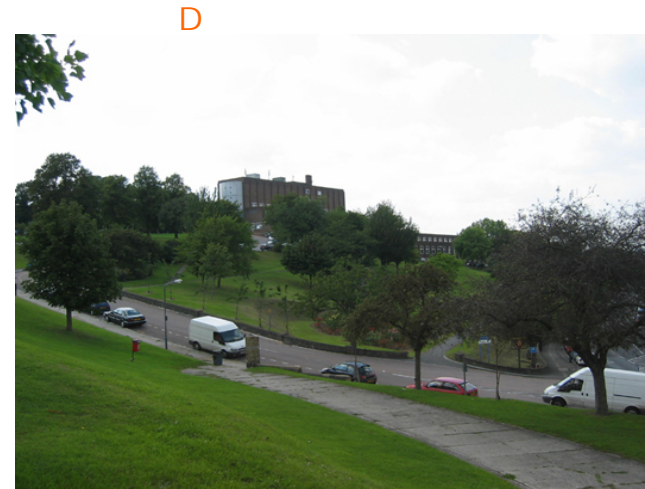
C Bryant Street, Chatham

- Three 12-storey residential tower blocks standing along the southern periphery of Chatham Centre.
- These are of low quality design and do not merit protection as landmarks.



D Kent Institute of Art and Design (KIAD)

- The green and high setting of the KIAD site make it one of the most prominent sites in Medway
- Situated on the historic open ground of Fort Pitt.
- Although not a particularly high building, it does break the natural skyline – see strategic views 1 and 8 – and dominates the surrounding landscape.
- Box-like form makes no attempt at achieving an attractive and memorable feature.
- Scope does not exist for a further landmark building. Building proposals to the rear of KIAD should not exceed existing building heights of the existing Mid Kent College immediately behind KIAD, and should have regard to the archaeological remains of Fort Pitt.



E Anchorage House

- 11-storey slab-block building damages the character and appearance of a high street area of historic importance.
- Its height and massing is at odds with the traditional tight urban grain of the area.
- It blocks many views, destroying much of the visual connection between the Lower High Street and Chatham.
- This landmark building does not set a precedent for further high buildings in the area. Its removal would be desirable.



