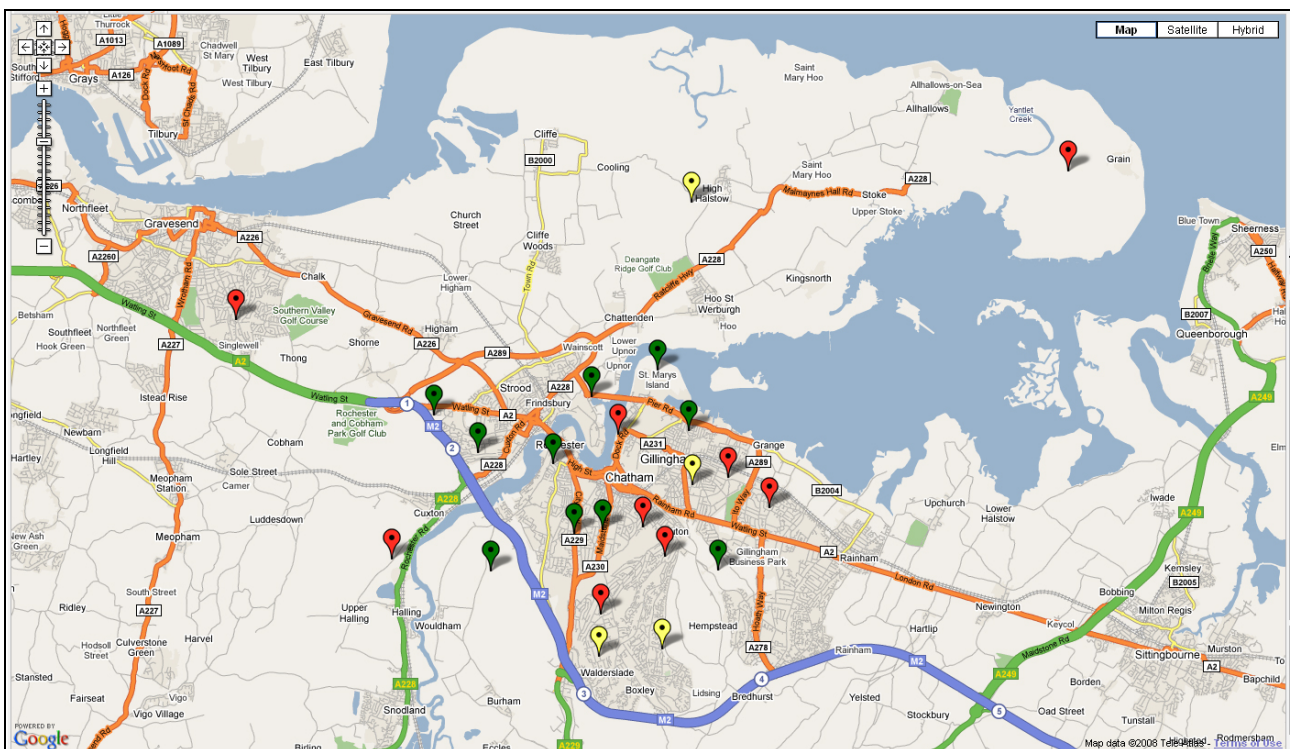


### Consultation Summary

Themes:	Connections, transport, open space, design, land use and other
Consultation Date:	4 August 2008 to 12 September 2008
No. Exhibition Attendees:	123
No. Respondents:	48
Methodology:	878 Letters and e-mails sent 6 weeks exhibition 2000 Flyers Circulated 11 Press Releases distributed Legal notice placed 4 August 2008 Briefings reaching 98 individuals Website with 362 hits

The following map shows the geographical spread (by postcode sector, which is the first four digits) of the public who were involved with the consultation. It shows clusters and not individual postcodes.

Key:	Red	Attendee to the exhibition
	Yellow	Respondent only (via letter, email or web form)
	Green	Attendee to the exhibition and a respondent



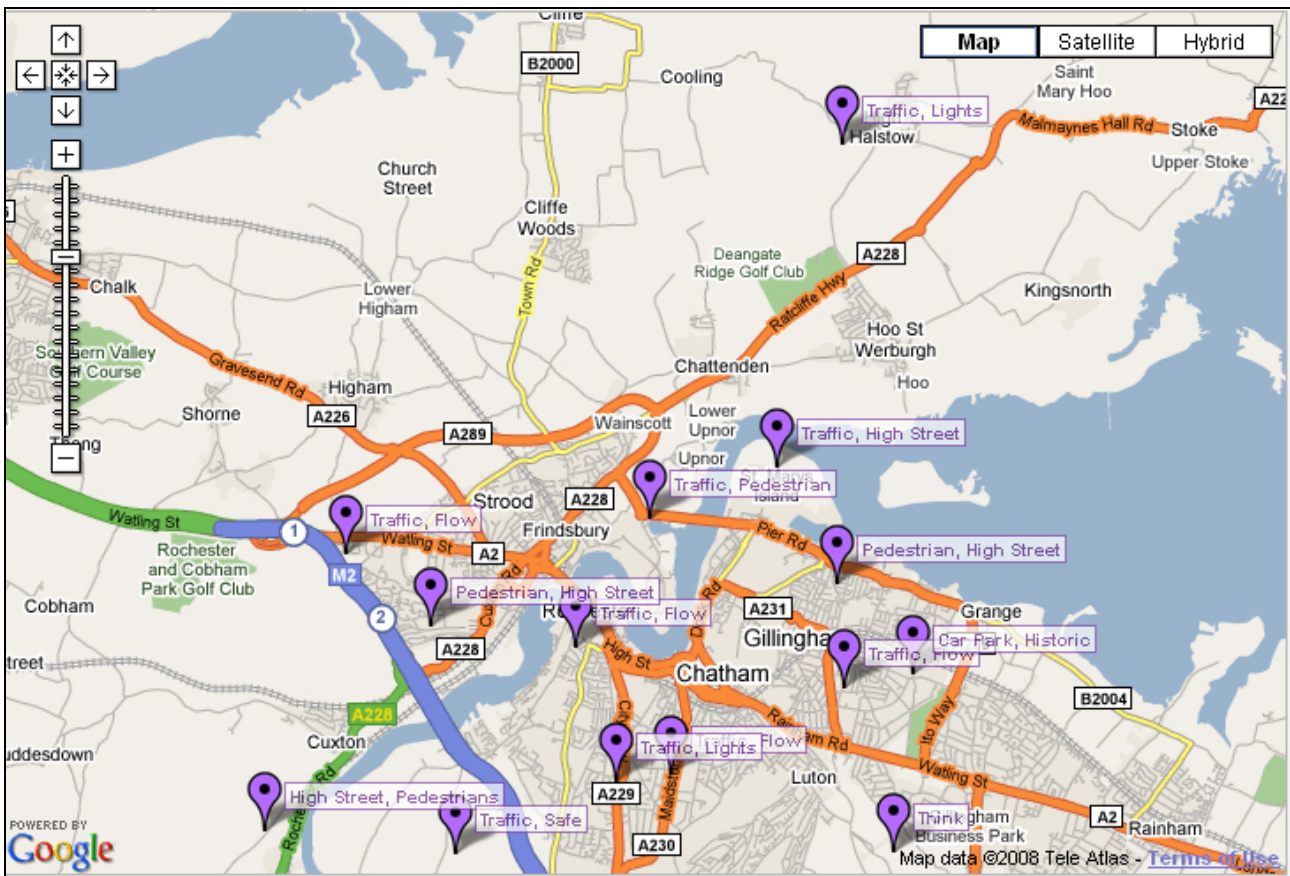
# Draft Corporation Street Development Framework Consultation Analysis

## Connections

### Summary of comments:

Maintaining the traffic flow was of importance to the respondents. There was support of additional pedestrian crossings (linking the High Street and the waterfront) as long as this does not interrupt the flow of traffic. It was felt that there are already too many sets of traffic lights so forms of pedestrian crossing without lights was preferred. There was good support of having more pedestrian friendly areas and safe routes for cyclists.

The following map shows the geographical spread of residents who commented on the connections element of the framework document. It also shows the two issues that were most important to them. The public were asked to comment on what they thought of a more pedestrian friendly environment, wider footpaths and better crossing facilities.



### Table of all comments and the Medway Council response:

Postcode	Comments	Medway Council Response
ME1 1	We see this as key to the whole proposal. Links through from historic Rochester to the Riverside Development will create a sense of connection. A clear link through to key attraction such as the Cathedral and Castle are particularly important.	Noted.
ME1 1	The framework has some very good ideas on connectivity.	Noted.

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ME1 1	The suggested wider footpaths can be provided only by demolishing houses and flats and I would not support that, neither (I think) would the residents of that community.	The landowners wish to redevelop their site. If and when this occurs the council wishes to see a wider footpath for the following reasons. (1) an off-road cycle route along Corp St to provide a better link for National Cycle Route 1 through the Rochester area. (2) street trees to soften Corp St and improve the character of this important area (3) an improved pedestrian and residents environment (4) reduce noise and pollution levels within development plots. There was support for the improvement of pedestrian routes to Rochester Riverside and for the rerouting of National Cycle Route 1 at the consultation.
ME1 1	The pedestrians that use Corporation Street do so to catch buses mainly for Bluewater. Most residents of the waterfront will have cars so wider footpaths won't make much difference.	The new development along Corporation Street will generate new uses and activity along the length of Corp St. As above.
ME1 1	Sounds ok. But access to the waterfront is restricted by the railway, probably 3 accesses. What purpose would widening footpaths achieve?.	As above. The framework also proposes new crossing points and radically altered junctions that redress the balance between vehicles and pedestrians. This will help in improving connections with the waterfront.
ME1 1	Presuming all considerations of an underpass for the traffic have been sidestepped because of cost, this proposal is the next best. However, I hope the intended development by MHS and the Council on the railway side of Corporation Street DOES reflect the architecture of Rochester and is not a modern 'compliment'. The planning permission granted to the 4 storey hotel on the other side of the Street will not give the en route traveller any sense of the Historic City they are driving by, or encourage them to stop. The proposal includes wider boulevard style pavements with tree planting, but no central beds or planting, which I think is a mistake. Central planting does not have to destroy the open feel the planners are trying to achieve, but would discourage pedestrians from running across the dual carriageway. It would also help break the wind corridor that builds up, sweeping across from the estuary and create a sense of calm for (both pedestrians and) drivers, discouraging speeding. Please ensure this proposal includes a cycle lane to stop the current	The proposals aim to redress the balance between vehicles and pedestrians and create an improved environment for all users. The proposals also include an off-road cycle route along the length of Corp St and there was support at the consultation for the rerouting of the National Cycle Route 1 along Corporation Street. The development brief requires bespoke architecture, which will create its own sense of place and character. Trees on the central reservation are impractical to maintain.
	dangers of illegal two-way cycling in the High Street.	

## Draft Corporation Street Development Framework Consultation Analysis

ME1 1	Needed. Railway line is the biggest problem, as it cannot be moved.	Noted. Railway line offer limited opportunities for connections with waterfront area that should be enhanced by creating new pedestrian friendly crossings.
ME1 1	Make safer possibly using walkways over road, maybe subways, difficult to say about wider footpaths, most people choose to walk along Rochester.	The subways and walkways will create challenges for elderly and disabled people, as well as issues related with safety and surveillance. There are various examples of these approaches that are highly unpopular.
ME1 1	It's a pleasing idea to create a new (ish) pedestrian friendly environment on Corporation Street with improved crossing facilities to connect Rochester High Street with waterfront area but not at all necessary to widen the footpaths. I understand that the bus lane plan has been dropped. At one point some years ago the flats were further away from the road until that (the road) was widened to make a four laned highway.	Noted
ME1 1	If there are to be shops, pubs, restaurants, okay. In the new development, it would seem unlikely there would be much movement between the areas	The new development along Corporation Street will generate new uses and activity along the length of Corp St. 2000 new homes are planned at Rochester Riverside that will bring life and activity to the area and the waterfront now opened to public will also generate trips from wider areas.
ME1 1	I think it's a very good idea, providing that it is in keeping with the historic nature of Rochester and is done tastefully.	Noted.
ME1 1	How is it all going to be fitted in; - wider footpaths – off road cycle routes – bus lanes as well as shops and offices who will all need off "Boulevard" loading – unloading facilities. Or perhaps the idea is to restrict commercial traffic and motorists to a single lane.	The framework include proposals for introduction of bus priority measures along Corp St and not dedicated bus lanes which is different. The proposed measures will only give priority to buses on approaching traffic signals. This will not restrict commercial traffic and motorists to a single lane.
ME1 1	Generally a good proposal BUT make pedestrian crossing at high level, ie. Over the road. Traffic congestion through Rochester and Strood is already bad with 12 sets of lights between Star Hill and Gun Lane.	High level crossings will create challenges for elderly, disabled and people with children, as well as issues related with safety and surveillance. There are examples of these approaches that are highly unpopular.
ME1 1	Generally a good proposal BUT make pedestrian crossing at high level, ie. Over the road. Traffic congestion through Rochester and Strood is already bad with 12 sets of lights between Star Hill and Gun Lane.	As above.
ME1 1	Connections with water front areas need to be well lit and vandal proof. Subways and tunnel connections would result in increased prostitution and crime if not properly designed.	Agreed. The framework includes proposals for new crossing points and radically improved junctions at ground level to connect with waterfront areas.
ME1 1	A good idea.	Noted.

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ME1 1	1.Improve Pedestrian crossings at esplanade and blue boar A2 lights. 2.Phase Corporation Street lights to improve through traffic flow. 3.Width along A2 not needed, people will cross, but width for trees – yes.	Agreed.
ME1 3	As access to the water front is going to be better than it ever has been, access across Corporation Street is important whether across, under or over. It must be safe from traffic and the drunks of Rochester.	Noted
ME1 3	As access to the waterfront is going This must happen. It is important that the present population of Rochester feels that it has easy access to the riverside, which historically it has not had. However, this is part of the A2.	Agreed.
ME2 1	better permeability through the high street to the waterfront area as well as more focus on pedestrians is needed. This could be done by more views through spaces and spaces, which are easy to read.	Agreed.
ME2 1	Very good idea. I do not drive and find safe routes for pedestrians few and far between through out Medway. I hope you bite the bullet and make beautiful Rochester High Street pedestrian only.	Noted.
ME2 1	Any development that provides better crossing facilities it to be welcomed especially for the elderly, disabled and visually impaired.	Noted.
ME2 3	Corporation Street forms part of the main through road from Strood to other parts of Medway. Whilst the Wainscot bypass and the motorway do take some of the traffic there is still a substantial amount that travels this road, particularly during school terms and build up often occur up to 9:00 am and between 3:30 and 5:30 pm. Wider footpaths would be useful. Additional crossing points would only be beneficial if they did not impede the flow of traffic. A pedestrian bridge or underpass would be better than pedestrian crossing points.	Agreed in part. The pinch point is in Strood. Council is separately looking at Strood network that will address some of the issues raised. The subways and walkways will create challenges for elderly, disabled and people with children, as well as issues related with safety and surveillance. There are various examples of these approaches that are highly unpopular.
ME2 4	This is very important to improve the environment for pedestrians. Currently it's a very noisy, dirty and intimidating atmosphere. Cycle paths should be considered in addition to pedestrian walking areas. Plenty of trees to create green to break up the traffic is good.	Noted.
ME2 4	The concept is praiseworthy, especially the need for improved crossing facilities especially – Casino vicinity. However, there are some serious concerns about some detailed proposals.	Noted.

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ME3 8	YES to 'pedestrian friendly', but with a 'SHARED USE' scheme; making people socially responsible and leading to a reduction in traffic; encourages people to walk or use public transport, slows vehicles. Stops the race to the traffic lights.	Agreed.
ME4 3	I fully support this proposal - slowing the traffic (whilst keeping it moving) is crucial to the interconnectivity between the High Street and Rochester Riverside	Noted.
ME4 3	Bus priority measures are fine, and should clearly apply to bikes and taxis (but must be monitored to avoid abuse by private vehicles, vans, etc). Replacing parking is clearly important - but it's crucial that steps are taken as part of the wider thinking to reduce traffic coming into/across Rochester.	Noted.
ME4 6	Good bus services and pleasant waiting/boarding areas are desirable but I do not approve of giving the empty buses priority over a queue of motorists. If the traffic flow is sorted out there is no need to favour any group of road users over another. Please don't move car parking away from the High Street. This is a sure way to reduce the number of shoppers and visitors!	The framework includes proposals for introduction of bus priority measures along Corp St and not dedicated bus lanes, which is different. The proposed measures will only give priority to buses on approaching traffic signals whilst maintaining traffic flows. This is important in order to provide good bus services and to reduce reliance on cars.
ME5 9	Putting the multi storey car park next to the Ward house spoils the setting of the listed building. It should be moved further east.	The Rochester Riverside outline planning permission includes for a 'multi-storey' car park on the market car park site. The planning permission puts conditions that will control height and relationship of the multi-storey car park with the adjacent listed building of Hayward House. The framework makes it very clear that a sensitive response to the design of car park in this sensitive location will be required.
ME7 1	Beneficial ideas. However would not want to see underpasses utilised for connections as they can become areas for crime or antisocial behaviour or increase fear of crime. Wider footpaths are beneficial but would not wish to see their benefit negated by use of significant numbers of tables/ chairs outside commercial uses that may narrow footpaths. Similarly there needs to be compatibility of uses to, in part, ensure safety, i.e. too many licensed premises along Corporation Street opening directly onto this primary vehicle route may cause Highway/pedestrian safety concerns, particularly without adequate number of crossing facilities. Pedestrian & cycle routes should run along side one another & the primary vehicle route. A cycle route along Corporation street may be better than through the Historic High Street.	Agreed.

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ME7 1	Adequate & safe parking for visitors and residents is required. The multi-storey should be considered & instigated at an early stage to assist cater for parking lost during development. It's suggested the Multi-storey Car park be designed to ACPO Safer parking standards. A dedicated Taxi rank, pick up/drop off area is lacking and the locality would benefit from such, as in part its inclusion may aid dispersal from night time economy.	Noted. Reference to be made to taxi provision in the document.
ME7 2	More buses to encourage less use of the car. A multi storey car park will be used by drug user, alcoholics and skateboarders unless there is security. Better links from Rochester Station to Historic areas for tourists and visitors to historic Rochester.	Noted.
ME7 3	It will be a lot easier to park and I think it's a great idea.	Noted.
ME7 4	Yes, Yes, Yes! I hate having to cross that damned road. It's just a racetrack to get from A to B in spite of 30 MPH limit. There has to be at least three safe links from the High Street area to Riverside with the least interruption to the traffic flow. Have it cycle friendly.	Noted.
ME7 4	This is most welcome. Wider, safer pavements are needed. Clear signing of the access points is required with a simplification of the many traffic lights. Closing Blue Boar Car park will help.	Noted.
ME7 4	A tastefully designed multi storey car park is essential for this area and the best place for the old market area now a long-term car park. Buses should have priority throughout Medway, safe cycles lanes installed where possible. The smooth flow of traffic is paramount and must be born in mind at all times.	Agreed.
ME7 4	I like the drop-off point on South Side of Corporation Street. A similar facility should be added on the North Side. A multi-storey car park on the lines of the Pentagon would be a disaster. Gravesend has created a pleasant car park behind Windmill Street. Why not use the market and derelict garage for a pleasant tree/landscaped car park.	Designing a multi-storey car park close to historic streetscape is challenging. The framework makes it very clear that a sensitive response to the design of car park in this sensitive location will be required. The framework encourages a multi-storey car park with active ground floor uses, an attractive facade that relates well to the buildings of historic Rochester and which is not overly monolithic. The height of the building is controlled by condition 57 of the Rochester Riverside planning permission.

### Transport

#### Summary of Responses:



## Draft Corporation Street Development Framework Consultation Analysis

There was a mixed response regarding the suggestion of the introduction of bus priority measures. There were concerns that any measures must not affect the flow of other traffic and lead to congestion.

There is broad support of a multi-storey car park (in order to ensure adequate parking on the area), however there is some trepidation about the design of the structure. It needed to be designed so it was safe and in a way that was sensitive to the area and not a concrete eyesore.

The following map shows the geographical spread of residents who commented on the transport element of the framework document. It also shows the two issues that were most important to them. The public were asked to comment on an improved public transport infrastructure such as bus priority measures and a new multi-storey car park.

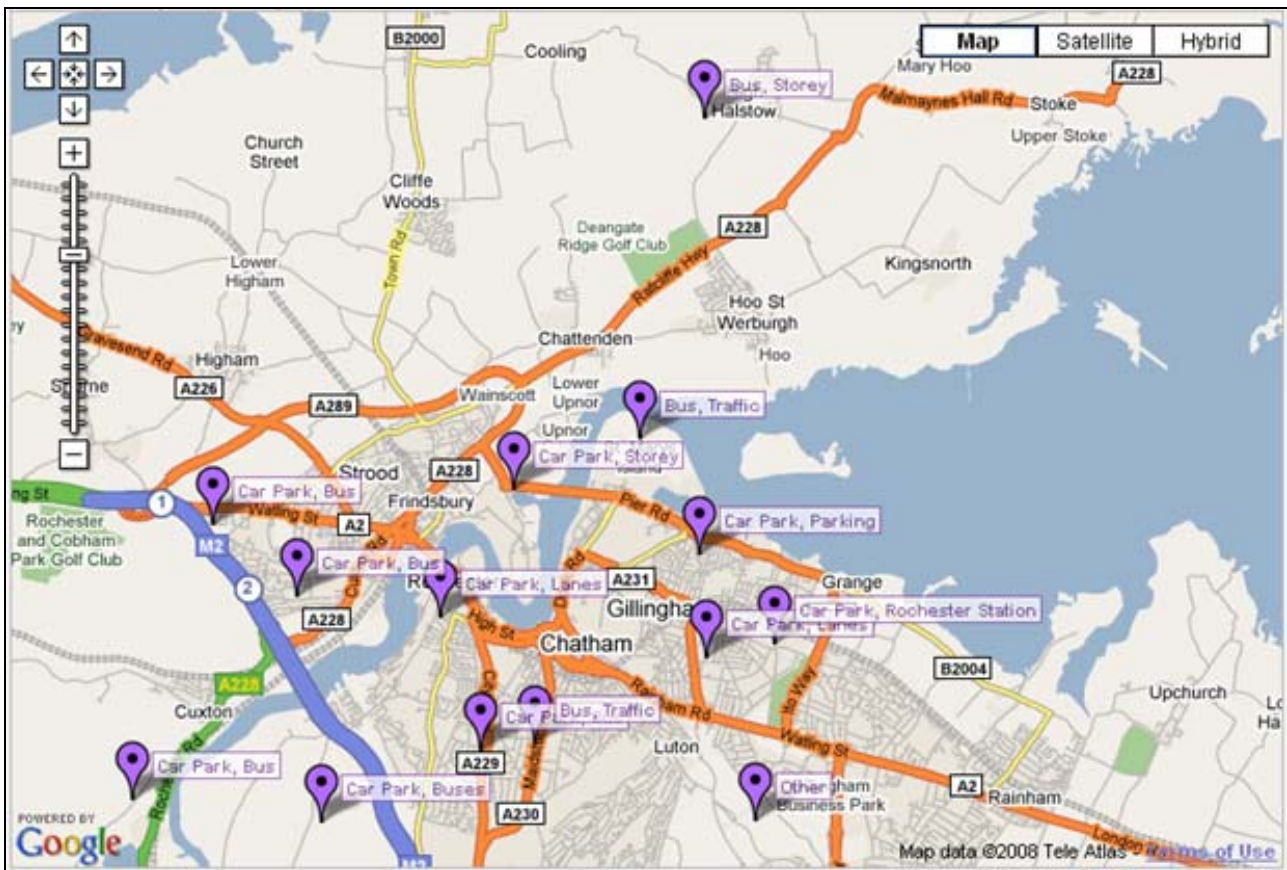


Table of all comments and the Medway Council response:

Postcode	Comments	Medway Council Response
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## Draft Corporation Street Development Framework Consultation Analysis

ME1 1

Bus Lane initiatives are really only relevant where buses are held up because of the weight of traffic at peak times. Since the introduction of the Medway tunnel, queuing in Corporation Street is minimal, usually less than an hour at each end of the day, unless, of course, there are road works. The introduction of a bus lane would certainly not help at those times and on a day to day basis would lead to MORE traffic build-up, not less. On the subject of the Multi-Storey car park, I can't quite understand the mindset of the planners and councillors. The availability of parking in Rochester will always be the barometer of the City's viability. We may have a Railway Station and busses that pass through, but people travel, often from some distance. As has happened in recent years, if incoming people consistently find difficulty in parking, they will stop coming and go somewhere more inviting. These are journeys virtually impossible by public transport, from the Sevenoaks, Tunbridge Wells and Essex areas. There are two major problems with the proposed Multi Storey car park,

It is too little, too late. The number of spaces only just replaces the number you are proposing to eliminate with the 'Market Square' idea for the Blue Boar Lane and makes no allowance for guests and staff for the 4 Storey hotel (some 60 bedrooms) which already has planning permission - aside from the fact that a new application has gone in to increase the height and bedroom capacity to 5 floors. One assumes that the hotel, of whatever height, will be built during the course of the next 3 years. Way ahead of the Councils proposed Multi Storey - something like 8 years ahead. During which time, the available car parking for shoppers to the High Street will be reduced by the use by the Hotel, which has not a single space in its plan. One can anticipate extreme congestion in Corporation Street, not only whilst it is being built, but even when complete, with deliveries, residents, coaches and taxis. The MHS/Council development, which includes businesses in the form of offices, will also generate a need for further parking.

The net-net of this is that, for from 'bolstering the local economy of Historic Rochester' in the words of Cllr Chitty, the Public Realm Improvements, will happen too late and be too small to help any retail business left in Rochester.

The framework includes proposals for introduction of bus priority measures along Corp St and not dedicated bus lanes, which is different. The proposed measures will only give priority to buses on approaching traffic signals whilst maintaining traffic flows. This is important in order to encourage use of public transport and reduce reliance on cars. A new multi-storey car park is proposed on market car park site that will accommodate parking loss elsewhere in Rochester.

## Draft Corporation Street Development Framework Consultation Analysis

ME1 1	We support the multi storey car park with sensitive design, depending on good pedestrian links across Corporation to the High Street. It also needs to be accessible from any direction of traffic flow.	Noted.
ME1 1	Good in principal but cannot understand proposals for Star Hill Corner. 'Station Quarter' block diagram shows pedestrian way through to Station. 'Star Hill junction' plans also shows a new road coloured brown cutting the corner of the old Bourne and Hillier's site.	Noted. Changes to be made in the framework to make it clear.
ME1 1	Parking in Rochester is very bad and needs improving public transport ie, buses are expensive and unreliable. A cheaper more efficient service is needed.	Noted. The framework includes proposals for introduction of bus priority measures along Corporation Street. These measures will provide efficient bus services and reduce reliance on cars.
ME1 1	Nuisance caused currently by the road traffic would be reduced by a new bridge(s) and/or tunnel(s) to give access to the area on the north of the Medway but this idea does not feature on the council's overall remit bearing in mind the Rochester Road Bridge and Strood bottlenecks.	The subways and walkways will create challenges for elderly and disabled people, as well as issues related with safety and surveillance. There are various examples of these approaches that are highly unpopular.
ME1 1	Traffic congestion will always be a problem on main roads. Too many traffic lights on Corporation Street are one big problem. Bus lane are fine for buses but take up another lane and are empty a lot of the time, alright on already wide road, not on Corporation Street. A lot of car park space taken up by commuters, not sure how much it would help locals, may be worth a try though.	Bus priority and an integral part of the council's transport plan. The framework lays down principles to enable these to be incorporated whilst maintaining traffic flows.
ME1 1	I understand that the multi storey car park is to replace parking lots at Blue Boar Lane. Its design needs care to avoid 'concrete casing' look', buses run well without specific bus lanes/? where lane is brief in length and has to merge in order to enter the town). The sound of buses is not unbearable – likewise the trains. In fact, it is companionable.	Noted.
ME1 1	My views vary on this development.	Noted.
ME1 1	You can improve all traffic infrastructures, but remember it would not improve traffic congestion, congestion is not caused by Corporation Street, it is Rochester Bridge and Strood that causes congestion.	Noted.

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ME1 1	<p>1. Bus lanes – NO.</p> <p>2. Multi-storey car park – Yes, with more cars to Riverside.</p> <p>3. Development of grass areas, not shops and offices – this is a boulevard bypass.</p> <p>4. Rehouse MHS. Flats/houses are tired.</p>	<p>The framework includes proposals for introduction of bus priority measures along Corp St and not dedicated bus lanes, which is different. The proposed measures will only give priority to buses on approaching traffic signals whilst maintaining traffic flows.</p>
ME1 1	<p>Support same, but as council says, car park will have to be of a very high standard of design.</p>	<p>Agreed.</p>
ME1 1	<p>Heavy traffic uses Corporation Street. The environment will be hard to improve. Most multi storey car parks are ugly and should be out of sight. I think that the buses are a very good service now and I use them.</p>	<p>There are proposals to introduce street trees along the length of Corporation Street on east side that will soften the environment and help reduce noise and pollution levels for residents. Designing a multi-storey car park close to historic centre can be challenging. The framework makes it very clear that a sensitive approach to the design of the car park building will be required. It is proposed that the car park along its Corporation Street frontage to be screened with active uses on ground floor and that the new building should provide an attractive facade that is not overly monolithic.</p>
ME1 1	<p>The regeneration of Corporation Street is obviously to generate more money from expensive multi storey parking. Now it is obvious why Medway council worked so diligently to make trading at the Friday market impossible with the high rents and pettyfoggery.</p>	<p>A new civic space is proposed on the site of the current Blue Boar lane car park site. The new square will serve a range of uses- market, display, events, informal gathering space, as well as an element of car parking and the retention of coach drop off point.</p>
ME1 1	<p>Good park and ride schemes linking the Dockyard would mean some people wouldn't bring their cars into the centre into the centre of Rochester. However, a lot of people will still use their cars, and of course residents will, so a multi-storey car park is essential if existing facilities are to be lost.</p>	<p>Noted.</p>
ME1 1	<p>In a city multi-storey car parking is essential. But infrastructure also essential. Rochester High Street from Star Hill to Chatham should exclude street parking. Traffic is already reduced to single lane as the road is narrow. What will happen with an increased population – usually, at least 2 cars per family?</p>	<p>Improvements to public transport infrastructure will give people choice and help reduce reliance on cars.</p>

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ME1 1	Introduction of a bus priority measure is likely to cause even further traffic congestion on an already badly congested stretch of highway, and the dual carriageway would need to be three lanes each way – including over the river – to ease traffic flow. Multi storey car park excellent idea but make high level pedestrian crossing for car park across Corporation Street (as above).	The bus priority measures along the length of Corporation Street has been proposed on approaching traffic signals whilst maintaining traffic flows. This is important in order to provide efficient bus services and thereby reducing the reliance of cars. The congestion is mostly at peak hours going north towards Strood. Council is looking at the Strood network that will address some of the issues raised. The key objective of the framework is to reduce the barrier effect caused by the dual carriageway and improve connections between historic Rochester and the new planned development of Rochester Riverside. Adding an additional lane each way will make it even difficult to cross.
ME1 1	Introduction of a bus priority measure is likely to cause even further traffic congestion on an already badly congested stretch of highway, and the dual carriageway would need to be three lanes each way – including over the river – to ease traffic flow. Multi storey car park excellent idea but make high level pedestrian crossing for car park across Corporation Street (as above).	As above.
ME1 1	Both excellent and badly needed.	Noted.
ME1 3	This is dependent on design and not ones over building. It would be wonderful if we had a train line from Strood to Chatham to leave the road as open as possible to the public.	Noted
ME1 3	I agree that we must have these, perhaps more buses or re-routing of buses to get the most of Rochester. However there will be some wait for the car park. What happens to the Farmers' Market? Could the market (old) be given a space at the bottom of the multi-storey?	The framework include proposals for a new civic space on Blue Boar Lane car park that will serve a range of uses - market, display, events, informal gathering space, as well as an element of car parking and the retention of the coach drop off point.
ME1 3	A bridge access to new buildings from new car park would be good.	
ME2 1	Bus priority measures are welcomed but must be tied to the hub upgrade in Chatham where the buses all currently converge. The multi storey car park will need to be well designed and not of excess height to ensure it does not become a barrier between the waterfront neighbourhood and the historic high street.	Noted.
ME2 1	Excellent idea. Public transport in Medway must be among the poorest service in the country, especially after 19:00hrs and at weekends.	Noted.

## Draft Corporation Street Development Framework Consultation Analysis

ME2 1	As the bus stops here for all major attractions in Rochester, access must be a priority. Car park must be replaced. Not sure where you intend putting it and how traffic will be affected by it.	A new multi-storey car park has been proposed on the existing market car park site that will accommodate parking loss elsewhere in Rochester. The delivery of the multi-storey car park is at present dependant upon s.106 monies from the latter phases of Rochester Riverside. Officers are investigating ways of bringing forward the delivery of car park.
ME2 3	Bus priority measures would possibly only be useful if the number of bus services were improved. A multi-story car park would be beneficial.	Noted.
ME2 4	Have reservations about multi-storey car parking, creating dark imposing buildings along Corporation Street. Currently multi-storey car parks tend to be used as haunts for drug addicts and public toilets by vagrants. These needs to be considered in the design if multi-storey must be in place.	Noted. Changes to be made in the framework to make it clear.
ME2 4	Multi-storey – 3 storeys from listed building to the NHS flat – ground floor parking for disabled. Higher multi storeys would have a detrimental effect on the cathedral and castle – visually given the limited width of Corporation Street transport proposals will be limited.	Rochester Riverside planning condition 57 controls the height of the multi-storey car park.
ME3 8	Multi storey car parks are ugly, why not out of sight? Develop Gas House Lane area. Make attractive parking for disabled only near to centre. The rest of us should walk from 'out-of-sight' multi. A fast bus lane/taxi lane could be shielded from shared use areas by a screen of trees/shrubs.	Noted.
ME4 3	Bus priority measures are fine, and should clearly apply to bikes and taxis (but must be monitored to avoid abuse by private vehicles, vans, etc). Replacing parking is clearly important - but it's crucial that steps are taken as part of the wider thinking to reduce traffic coming into/across Rochester.	Agreed.

## Draft Corporation Street Development Framework Consultation Analysis

ME4 6	<p>Good bus services and pleasant waiting/boarding areas are desirable but I do not approve of giving the empty buses priority over a queue of motorists. If the traffic flow is sorted out there is no need to favour any group of road users over another. Please don't move car parking away from the High Street. This is a sure way to reduce the number of shoppers and visitors!</p>	<p>Bus priority is an integral part of the Council's transport plan. The proposed measures will only give priority to buses on approaching traffic signals. This is important in order to provide good bus services and to get people out of their cars. The Rochester Riverside brief (2004) proposes that a new and attractive civic space to be provided on the site of current Blue Boar car park and a new multi-storey car park to be built on market car park site to accommodate the parking loss. The new square will serve a range of uses-market, display, events, informal gathering space, as well as an element of car parking. The framework also include proposals for new improved crossings on Corporation Street in order to make it easier for people to cross.</p>
ME5 9	<p>Putting the multi storey car park next to the Ward house spoils the setting of the listed building. It should be moved further east.</p>	<p>The Rochester Riverside outline planning permission includes for a 'multi-storey' car park on the market car park site. The planning permission puts conditions that will control height and relationship of the multi-storey car park with the adjacent listed building of Hayward House. The framework makes it very clear that a sensitive response to the design of car park in this sensitive location will be required.</p>
ME7 1	<p>Adequate &amp; safe parking for visitors and residents is required. The multi-storey should be considered &amp; instigated at an early stage to assist cater for parking lost during development. Its suggested the Multi-storey Car park be designed to ACPO Safer parking standards. A dedicated Taxi rank, pick up/drop off area is lacking and the locality would benefit from such, as in part its inclusion may aid dispersal from night time economy.</p>	<p>A new multi-storey car park has been proposed on the existing market car park site that will accommodate parking loss elsewhere in Rochester. The delivery of the multi-storey car park is at present dependant upon s.106 monies from the latter phases of Rochester Riverside. Officers are investigating ways of bringing forward the car park.</p>
ME7 2	<p>More buses to encourage less use of the car. A multi storey car park will be used by drug user, alcoholics and skateboarders unless there is security. Better links from Rochester Station to Historic areas for tourists and visitors to historic Rochester.</p>	<p>Noted.</p>
ME7 3	<p>It will be a lot easier to park and I think it's a great idea.</p>	<p>Noted.</p>



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ME7 4	A tastefully designed multi storey car park is essential for this area and the best place for the old market area now a long term car park. Buses should have priority throughout Medway, safe cycles lanes installed where possible. The smooth flow of traffic is paramount and must be born in mind at all times.	The framework makes it very clear that a sensitive approach to the design of the car park buildings in the sensitive location close to Rochester will be required. The framework also includes proposals to include bus priority measures along the length of Corporation Street. This is important to ensure efficient bus services and less reliance on cars. An off-road cycle route is proposed along the length of Corporation Street on its east side.
ME7 4	I like the drop-off point on South Side of Corporation Street. A similar facility should be added on the North Side. A multi-storey car park on the lines of the Pentagon would be a disaster. Gravesend have created a pleasant car park behind Windmill Street. Why not use the market and derelict garage for a pleasant tree/landscaped car park.	Designing a multi-storey car park close to historic streetscape is challenging. The framework makes it very clear that a sensitive response to the design of car park in this sensitive location will be required. The framework encourages a multi-storey car park with active ground floor uses, an attractive facade that relates well to the buildings of historic Rochester and which is not overly monolithic. The height of the building is controlled by condition 57 of the Rochester Riverside planning permission.

### **Open Space**

#### **Summary of comments:**

There was indeed much support for the idea of creating a new civic square on the site of Blue Boar Lane Car Park. Concerns were had around ensuring lost car parking was replaced prior to the square being created. There was also some concern about caring for the space and making sure that crime was designed out so that it should be safe. Many comments supported additional greenery across Rochester. Holding events on the space was endorsed if it was practical.

The following map shows the geographical spread of residents who commented on the open space element of the framework document. It also shows the two issues that were most important to them. The public were asked whether they would endorse the proposal of new public space on the site of Blue Boar Lane car park.

# Draft Corporation Street Development Framework Consultation Analysis



**Table of all comments and the Medway Council response:**

Postcode	Comments	Medway Council Response
ME1 1	<p>The very attraction of Rochester as a venue, is the charm of its history and the allure of its architecture. This proposal looks modern and apart from the outside of one corner of the old city wall, does not overlook the historic aspect of the City. In fact, the planners seem to want to emulate other MODERN city centres. Why? The creation of a new public space alongside Rochester High Street is an exciting, but this is the wrong site. This is not only a user friendly car park, which should be for short-term use to facilitate shoppers, but also a very windy spot, which is no pleasure to be in for many months of the year. It also fronts onto Corporation Street with traffic buzzing past. Surely the charm of Rochester is the intimate serenity of the Cathedral and Castle environs. If people are going to spend time enjoying Rochester, where would they rather be, alongside a busy road which could be a spur of any other developed town, or enjoying the essence of our wonderful City. Could more use not be made of the Moat, College Green and War Memorial garden, owned by the Cathedral, but maintained by Council?</p>	<p>The proposal for a new square was strongly supported provided that replacement parking is in place prior to the creation of the space. The new square will serve a range of uses-market, display, events, informal gathering space, as well as an element of car parking and the retention of coach drop off point.</p>

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ME1 1	It requires a clear focus and careful design so that it can be used and enjoyed by all members of the community and not abused by some. The car parking needs to be replaced, not just in number but also accessibility to shops/road for quick trips into the High Street.	A new civic space is proposed on the site of the current Blue Boar lane car park site. The new square will serve a range of uses- market, display, events, informal gathering space, as well as an element of car parking and the retention of coach drop off point. A new multi-storey car park is proposed on the existing market car park site. New/ improved crossings are proposed on Corporation Street to improve connections between these areas.
ME1 1	Need to mend bridges with market traders!	A new civic space is proposed on the site of the current Blue Boar lane car park site. The new square will serve a range of uses- market, display, events, informal gathering space, as well as an element of car parking and the retention of coach drop off point.
ME1 1	This would be a good idea so long as adequate parking is supplied nearby.	Noted.
ME1 1	The area is described elsewhere as 'a civic square' and 'a focal point'. All these expressions are too vague for a decision. Eventually another multi storey car park would be built, I feel certain.	Noted.
ME1 1	Struggling for car park space as it is. Will probably encourage out of work and drinkers and so on who sit on the High Street benches all day, discouraging families and pensioners. Will provide another open space to be used by those as above and provide revellers encouragement to stay later than usual.	A loss in parking numbers is not proposed and that any loss will have to be accommodated in the proposed multi-storey car park.
ME1 1	This promotes possibilities for various uses. Would the chartered market be considered for reinstatement? What plans are there for housing the Farmers' Market? Will the space/area be raised in (any) part? Are there proposals for: a. Seating (permanent); b. Any car parking (for vans bringing equipment to events); c. Any security arrangements? Floral displays would be an ideal addition to this area.	It is suggested that the new square will serve a range of uses- market, display, events, informal gathering space, as well as an element of car parking and the retention of coach drop off point.
ME1 1	Ideas are perfect.	Noted.
ME1 1	Depends what the public space is need for. Remember the High Street is a rough area on most days.	It is suggested that the new square will serve a range of uses- market, display, events, informal gathering space, as well as an element of car parking and the retention of coach drop off point.
ME1 1	New shops fronting High Street. 1 hour parking in reduced area behind to A2, with more grass/trees.	Noted.
ME1 1	Good – it would be nice to see a bustling Rochester Market again.	Noted.

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ME1 1	There was an open space every Friday for a market which closed through lack of customers.	It is suggested that the new square will serve a range of uses- market, display, events, informal gathering space, as well as an element of car parking and the retention of coach drop off point.
ME1 1	Definitely against, much better to remove the CASINO and extend the existing Eastgate gardens. The bonus being in the removal of the cause of much degenerate behaviour and would leave the car park for High Street shoppers and Adult Education students in close proximity.	The idea of a new public space on the present Blue Boar car park was strongly supported provided that replacement parking is in place prior to the creation of the space. A new multi-storey car park is proposed on existing market car park site, with improved connections with the high street. The casino is a legitimate business in an attractive building. There are no plans to remove it.
ME1 1	I think it's a very good idea, and it will bring in more people to Rochester if we have a permanent market, and other events being held on the open space. But the car parking issue needs to be resolved as well, as we don't have enough parking spaces now as residents.	As above.
ME1 1	Fine as an open space, but too small for the increased population that will be using Rochester High Street.	Noted.
ME1 1	This looks good but will be ruined by building a multi storey block between the space (existing car park) and the High Street. It would be much better left open to the pedestrians High Street. Leave the grassed area!	Noted.
ME1 1	This looks good but will be ruined by building a multi storey block between the space (existing car park) and the High Street. It would be much better left open to the pedestrians High Street. Leave the grassed area!	Noted.
ME1 1	Does public space = public noise, have effect on 60 plus flats in La Providence.	Noted- will be given closer consideration in due course.
ME1 3	A good idea but not taken far enough. There should be more trees and green spaces right along Corporation Street from its bridge to the Railway Station.	Noted.
ME1 3	This is a good idea but of course we need the parking spaces while the multi storey car park is built.	The implementation of new space is dependant upon the provision of replacement parking within the proposed multi-storey car park and will have to be phased accordingly.
ME1 3	Good idea but proposed new building should face Blue Boar Lane to leave larger open view from High Street.	Noted.

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ME2 1	This is a good idea but perhaps could be a flexible space to allow the farmers markets and others (formerly in the corporation street car park) to continue. Perhaps a green corridor or biodiversity trail could link this space with the new public spaces along the riverfront?	Noted. Good suggestion.
ME2 1	Very much in favour of more public space and less space for cars.	Noted.
ME2 1	If this public space is just for events then the area is too small. What is needed is open space to walk through with plenty of greenery and seating.	Noted.
ME2 3	It would depend upon the final proposal and design. There is already public space in the Vines - not necessarily well sign posted	Noted.
ME2 4	A useful public space with seating, bicycle storage, and market square potential will be an improvement on the current car parking. But it's important to retain the aspect of the beautiful city wall and not hide it behind buildings. It's a feature - use it!!!	The historic City Wall will act as a backdrop to the new open space and every opportunity to enhance its presence will be looked at.
ME2 4	Public open space here is very acceptable – but we object most strongly to any development on the South Side abutting Corporation Street – the whole area should remain open, especially to protect the city wall.	Noted.
ME4 3	Support the ideas.	Noted.
ME4 6	Car parking close to the High Street should be retained at all costs to encourage shoppers. Public spaces would be better next to the new riverbank where the view is pleasant and there's no traffic or fumes.	Noted
ME5 9	Okay but where is the Farmers' Market going?	Potentially Blue Boar Square.
ME7 1	Needs to be integrated into the overall scheme & timed right. A potential loss of parking on Blue Boar Lane needs to be counteracted by alternative close, convenient & safe parking being available. Retention of Coach drop off point is useful & is it possible this area can be used for Taxi point previously mentioned? The open space requires high quality design which is open to surveillance & has sound management/maintenance with clear rules set, as without care it could become an area for antisocial behaviour, drinkers or unacceptable behaviour.	Agreed.
ME7 2	Good idea, but an extra building on the High Street will cut the area off from the High Street. Maybe include Farmers' Market and Antique Market.	Noted.

## Draft Corporation Street Development Framework Consultation Analysis

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ME7 3	I think it will be a great new addition to Rochester.	Noted.
ME7 4	Providing it's designed for the public to relax and enjoy with adequate seating, a few trees perhaps? Stylised advertising boards for local events for ALL Medway. Smith Square in Gillingham is a poor example so please do not copy that!	Noted.
ME7 4	Excellent – it should provide a hub leading naturally to the access under the railway and to Rochester Riverside.	Noted.

### Design

#### **Summary of comments:**

Whilst there was general support for taller buildings lining Corporation Street, three to four storeys was deemed to be high enough to make sure that views were not impaired. There was little support for five storeys.

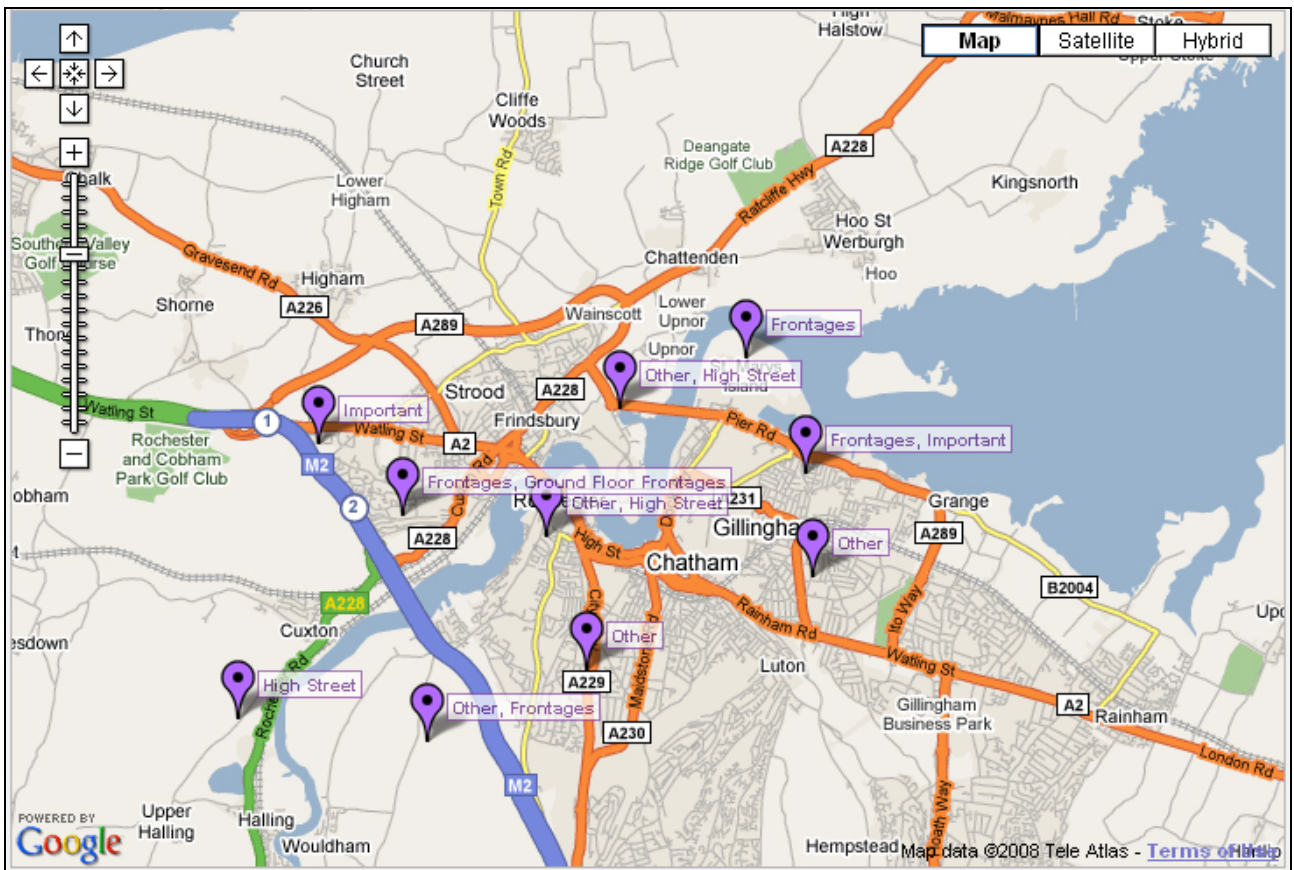
The concept of elegant architecture was not well commented upon but having a greener route through by planting trees was a favourable suggestion, as long as it was well kept and did not provide a screen for anti-social behaviour.

There was a mixed response for introducing active frontages along Corporation Street thus making it difficult to draw any conclusions.

The following two maps show the geographical spread of residents who commented on the design element of the framework document. The first map gives the two main issues that were important to the respondents when asked about their views of a tree-lined boulevard on Corporation Street, backed by elegant architecture with 4-5 stores. The second map shows the two main issues raised when asked about the importance of ground floor frontages.



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## Draft Corporation Street Development Framework Consultation Analysis

**Table of all comments and the Medway Council response:**

Postcode	Comment	Medway Council Response
ME1 1	Elegant architecture that EMULATES THE PERIOD PROPERTIES AROUND would be good. Many of the properties in Rochester are Georgian or Edwardian. Travellers using Corporation Street would get a real feel of the City if the 'new' buildings are thoughtfully designed.	Noted.
ME1 1	We support this design, particularly the height limit, so that the historic views can remain unobstructed.	Noted.
ME1 1	It would be a more attractive environment.	Noted.
ME1 1	Corporation Street is a perpetually traffic-infested main road, so trees will not prosper. I cannot imagine that most people would live or work there by choice.	The trees will soften and improve the character of this important area. The area has excellent public transport connections and improved environment will attract residents and new businesses to the area.
ME1 1	I would be pleased to see trees anywhere, but why knock down perfectly good existing places to build good places? With, I presume, shops underneath? There is no passing trade as such and would distract from Rochester High Street trade, also a parade of shops would attract the element who hang around shops all night probably obscured by the tree lined boulevard, and up to anti-social behaviour.	The Development Framework promotes a variety of showroom, retail, leisure, and office uses for Corporation Street. These are complementary to the core retail offer of historic Rochester. The desirability of office uses will be further emphasised in the Development Framework. Active frontages will provide much needed natural surveillance and thereby feeling of safety.
ME1 1	We already have trees along Corporation Street – see St Clements House. What would constitute "elegant architecture"?, the current scene of 3 storey buildings is quite enough. Four/five overall storey buildings would present a taller hostile (as you put it) barrier between Corporation Street and the new development.	Buildings of 4-5 storeys in height are necessary to ensure schemes are financially viable, and to provide an appropriately scaled frontage to the wide Corporation Street. The Rochester Riverside development brief and the outline planning permission have limits on building heights in order to preserve key long distance views, preserve amenity and preserve the setting of the listed Hayward House.
ME1 1	I have reservations.	Noted.
ME1 1	The tree lined boulevard, yes, but vandalism is invited.	The objective is to create improved environment with active frontages offering natural surveillance
ME1 1	Yes – boulevard with grass/trees. No – offices and flats. Yes – New community centre Corporation Street/Rail Line by Blue Boar Lane, but working men's club. Yes – up to 50% along Corporation Street. 3 storeys of flats to modern design set back, sold or let/MHS.	Noted. .

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ME1 1	A little concerned over the height of the new buildings. I feel that 5 storeys would certainly be too high.	Buildings of 4-5 storeys in height are necessary to ensure schemes are financially viable, and to provide an appropriately scaled frontage to the wide Corporation Street. The framework encourages 4 storey heights in general along Corp St with 5 storeys only at key nodes like Blue Boar Lane.
ME1 1	Corporation Street is a four-lane road, which has main road lighting. Tree lined boulevard I don't think so. The noise of the traffic is sometimes extreme. It doesn't worry me.	The introduction of trees will soften and improve the character of this important area. The 10 m setback with trees will help reduce the noise and pollution levels within the development sites.
ME1 1	All pie in the sky. Medway council and elegant architecture are poles apart. They gave planning consent for St Catherine's Court (Star Hill), as Corporation Street will remain as the main entry – exit road active around floor frontages (shops) will be dangerous - or ignored.	Noted.
ME1 1	See comments!!	Noted.
ME1 1	I think there is a danger of building too high! But I think overall it is a good idea, and active ground floor frontage will mean that people use Corporation Street, instead of it being just for traffic to zoom up and down!	Noted.
ME1 1	Trees very pleasant in cities. 5 storey buildings are too high. What is meant by 'active ground floor frontages'? If this means shops and restaurants – 'yes', but if it means more nightclubs and pubs and charity shops – definitely 'no'. For a large percentage of residents Rochester High Street is a 'no go area' in the evenings.	Showroom type retail outlets/ supermarket and offices that will not compete with the uses along high street are suggested.
ME1 1	5 storeys too high. What about effect on convivial view? Very important	Noted - see previous comments. The framework encourages 4 storey heights in general along Corp St with 5 storeys only at key nodes like Blue Boar Lane in order to emphasise gateways.
ME1 3	Ok to have same 4/5 storey buildings but need some variety of height/design etc. The flats opposite the Casino with their grass and trees would be all right as one side of an entrance to the Riverside.	Noted- see previous comments
ME1 3	4 storeys as in drawing is much better than 5.	Noted- see previous comments.
ME2 1	The use of soft landscaping can change the appearance of an area for the better. With regards to the height density - this would match that of the high street but care must be taken to protect historic views and the spaces between buildings are particularly important.	Noted.
ME2 1	Love it. An Esplanade on Corporation Street.	Noted.

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ME2 1	Trees would enhance the area no end. I would prefer no more than four storey buildings.	Noted.
ME2 3	This would provide an attractive back drop and improve the surroundings of the area	Noted.
ME2 4	Love the tree concept and cant wait to see ELEGANT modern buildings in Medway (not just quick build ugly modules). However, not keen on 4 or 5 storey buildings, it will obscure the view from pedestrian level across to the Historic High Street Castle and Cathedral.	Buildings of 4-5 storeys in height are necessary to ensure schemes are financially viable, and to provide an appropriately scaled frontage to the wide Corporation Street. The Rochester Riverside development brief and the outline planning permission have limits on building heights in order to preserve key long distance views, preserve amenity and preserve the setting of the listed Hayward House. The framework encourages 4-storey height in general along Corp St with 5 storeys only at key nodes like Blue Boar Lane in order to emphasise gateways.
ME2 4	Tree lined boulevard sounds attractive. Trees will need constant protection from vandals. Scale 4 to 5 storey NOT acceptable – 3 storeys would be more comfortable in surrounding areas and protect views.	Noted. As above.
ME3 8	Open public space – good. But open is sometimes 'empty/unused'. 'Amphitheatre' at Canal Road Gardens is rarely used for anything, looks 'sad'. Nice to see 'artistic street furniture' eg. Sculptures to sit in an on. Water features that people can interact with. A place for people to have fun, interact with each other, enjoy life.	The Rochester Riverside development brief proposes that a new and attractive civic space to be provided on the site of the current Blue Boar lane car park. The new square will serve a range of uses- market, display, events, informal gathering space, as well as an element of car parking and the retention of coach drop off point.
ME4 3	Tree-lined boulevard, yes. The building heights should be fixed in measurements not storeys, to avoid developers taking advantage. Heights should be in proportion with the High Street and Rochester Riverside, to provide 'visual flow' and preserve views/sightlines	Buildings of 4-5 storeys in height are necessary to ensure schemes are financially viable, and to provide an appropriately scaled frontage to the wide Corporation Street. The framework proposes that development along the corporation Street frontage should in general not exceed 4- storeys in height (or 13.5 m) - whichever is lower. Up to 5- storeys (16.5m) at key locations within the streetscape in order to emphasise junctions and gateways.

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ME4 6	Trees make it harder for motorists to be pedestrians. They drop leaves which are a hazard to cyclists when wet and need maintenance. They will have no measurable effect on air quality. Have tree-lined paths between Corporation Street and the riverside development! Any roadside development above five storeys will be out of place in Rochester, especially if glass and concrete.	The introduction of trees will soften and improve the character of this important area. The 10 m setback with trees will help reduce the noise and pollution levels within the development sites. The framework encourages 4-storey height in general along Corp St with 5 storeys only at key nodes like Blue Boar Lane in order to emphasise gateways. The framework makes it very clear that new buildings should be subservient in scale to buildings of historical civic importance within the wider area and establish a comfortable streetscape which is urban without being over-bearing.
ME5 9	Height should not be more than 3 storeys to protect the view of Rochester from the rail line, a view which hopefully will be improved following the development. The frontages should be graduated and scalloped to avoid a 'slab' frontage.	Buildings of 4-5 storeys in height are necessary to ensure schemes are financially viable, and to provide an appropriately scaled frontage to the wide Corporation Street. The Rochester Riverside development brief and the outline planning permission have limits on building heights in order to preserve key long distance views, preserve amenity and preserve the setting of the listed Hayward House. The framework encourages 4-storey height in general along Corp St with 5 storeys only at key nodes like Blue Boar Lane in order to emphasise gateways.
ME7 1	Should ensure the planting does not impede surveillance i.e sight lines, cctv, lighting, etc. Must also ensure adequate vehicle parking on site for both residential & commercial & be safe & secure.	Noted.
ME7 2	4-5 storey buildings both sides is too high, wind tunnel effect.	Buildings of 4-5 storeys in height are necessary to ensure schemes are financially viable, and to provide an appropriately scaled frontage to the wide Corporation Street. The framework proposes that development along the corporation Street frontage on the east side should in general not exceed 4- storeys in height (or 13.5 m) - whichever is lower. Up to 5- storeys (16.5m) at key locations within the streetscape in order to emphasise junctions and gateways.
ME7 3	Very important.	Noted.
ME7 4	Please clean it up, tidy it, and make it attractive so people will want to be in our new road.	Noted.
ME7 4	I fully agree with both of these objectives. BUT, tall building could hide the significant vies of the Cathedral and Castle especially from the railway. The views attract tourism.	Buildings of 4-5 storeys in height are necessary to ensure schemes are financially viable, and to provide an appropriately scaled frontage to the wide Corporation Street. The Rochester Riverside development brief and the outline planning permission have limits on building heights in order to preserve key long distance views, preserve amenity and preserve the setting of the listed Hayward House. The framework encourages 4-storey

## Draft Corporation Street Development Framework Consultation Analysis

	height in general along Corp St with 5 storeys only at key nodes like Blue Boar Lane in order to emphasise gateways.
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Postcode	Comment	Medway Council Response
ME1 1	If you are proposing retail on the ground floor, I come back to my earlier point. You have to have easy parking for retail to thrive, let alone survive. If you don't, you will soon end up with boarded-up properties which have tried and failed. Nothing (much) could look worst as an advertisement for Rochester	A multi-storey car park is proposed on the existing market car park site.
ME1 1	Relatively important. However, as the comment above states the development should not be to the expense of the local traders in the High Street.	The Development Framework promotes a variety of showroom, retail, leisure, and office uses for Corporation Street. These are complementary to the core retail offer of historic Rochester. The desirability of office uses will be further emphasised in the Development Framework.
ME1 1	As far as active ground floor frontages are concerned they would only work if occupants can be found. There are already a lot of empty units on the High Street.	The fast rail services to London St Pancras from Dec 2009, competitively priced residential accommodation and lifestyle factors will assist in marketing Corp St in the wider SE area- for both businesses and housing. The area will also gain from the momentum of the Rochester Riverside development once that gets underway.
ME1 1	Existing businesses in the High Street find it difficult to exist. Will moving commercial premises in Corporation Street further damage the High Street businesses?	The Development Framework promotes a variety of showroom, retail, leisure, and office uses for Corporation Street. These are complementary to the core retail offer of historic Rochester. The desirability of office uses will be further emphasised in the Development Framework.
ME1 1	Existing businesses in the High Street find it difficult to exist. Will moving commercial premises in Corporation Street further damage the High Street businesses?	As above.
ME1 3	It must be active or the point is lost. It can end up as a barren waste land with locks on gates and no one around other than police, drunks etc.	The fast rail services to London St Pancras from Dec 2009, competitively priced residential accommodation and lifestyle factors will assist in marketing Corp St in the wider SE area- for both businesses and housing. The area will also gain from the momentum of the Rochester Riverside development once that gets underway.
ME1 3	We need active ground floor frontages but not to lose specialist shops such as A.F Smiths.	Noted.



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ME2 1	Active street frontages improve security but could lead to attention being taken from the high street. Therefore different uses could be considered such as evening uses.	The Development Framework promotes a variety of showroom, retail, leisure, and office uses for Corporation Street. These are complementary to the core retail offer of historic Rochester. The desirability of office uses will be further emphasised in the Development Framework.
ME2 1	Not sure what you mean, but it does not sound important.	Noted.
ME2 1	It is essential for ground floor frontages to the shops or cafes.	Noted.
ME2 4	Keep the feel of the High Street and keep the buildings lower level.	Noted.
ME4 3	If you want pedestrians to use, rather than migrate through, the areas, it's crucial - otherwise you'll end up with dusty corridors like some parts of Chatham. That said, it could be self-defeating to put active frontages in areas where pedestrians are realistically unlikely to spend time/pass by.	The framework encourages residential on upper floors and commercial uses on ground floor. By and large these uses are not dependant on pedestrian footfall. The improved connections between high street, waterfront and station will also generate activity in these areas.
ME7 1	Very important and should follow primary routes allow for corners & to an extent include frontages along routes that will connect to Rochester riverside development including Furrells Ln & Blue Boar Ln. Also need to ensure overlooking of public domain from windows above ground floor.	Noted.
ME7 4	What I don't want is lower shop fronts left empty and open to vandalism (Gillingham nr library and Chatham Ritz areas).	Noted.

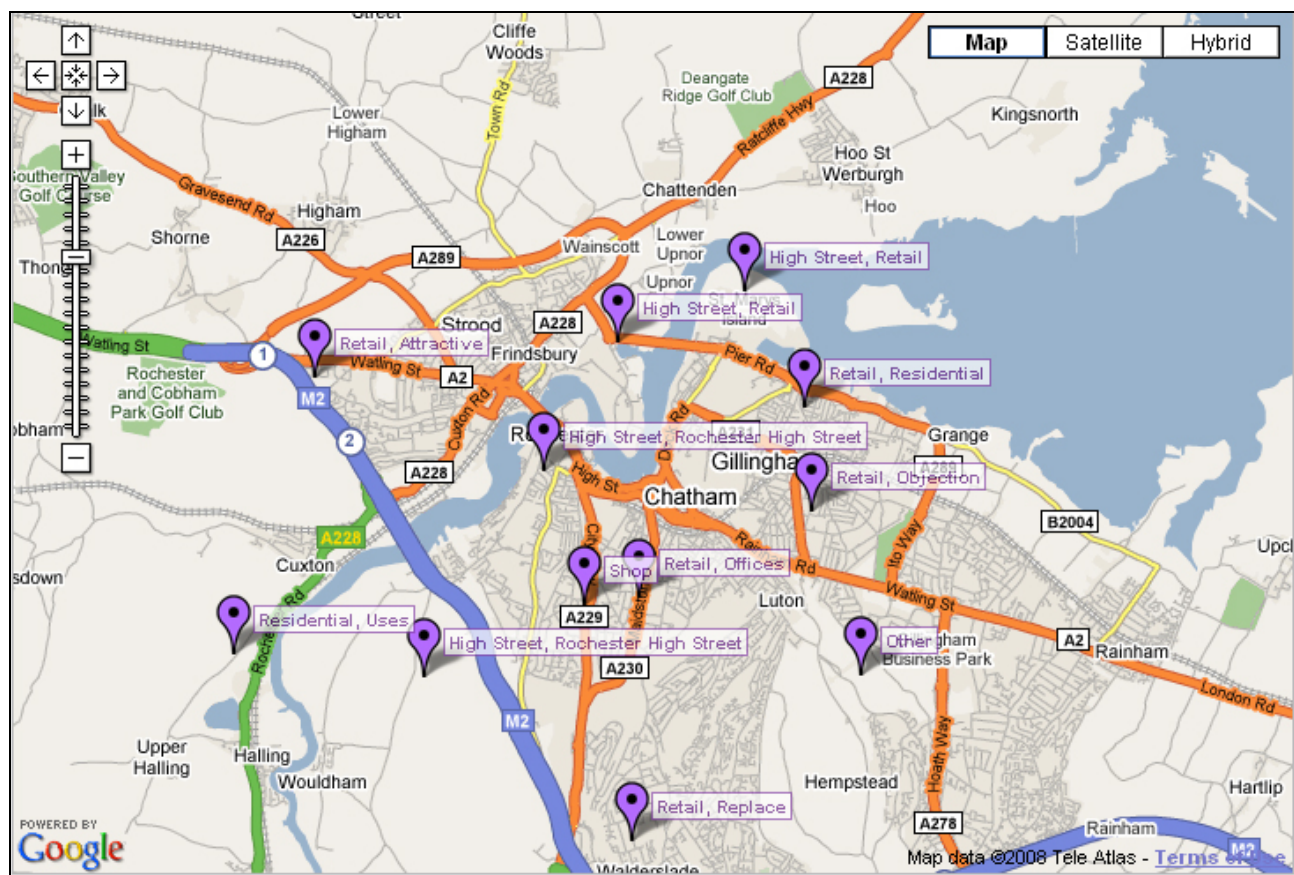
### Land Use

#### Summary of comments:

The concern about identified land uses was about ensuring occupancy all of the units created, whether this be retail, office or residential. There was broad support for having residential above, as it would increase natural surveillance of the area. There was some apprehension as to whether this meant that Corporation Street would effectively compete with the High Street.

The following map shows the geographical spread of residents who commented on the land use element of the framework document. It also shows the two issues that were most important to them. The public were asked their views on Corporation Street as a location for small scale offices, retails at key nodes and residential on upper floors.

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### Table of all comments and the Medway Council response:

Postcode	Comment	Medway Council Response
ME1 1	I think this idea could work, extending the 'working space' of Rochester. But it MUST have ease of access for deliveries and ample car parking. Residents of Rochester High Street already find parking problematic and businesses must have ease of access. They must not have to rely on public parking spaces.	A new multi-storey car park is proposed on existing market car park site.
ME1 1	Sainsbury's Supermarkets Ltd supports the opportunity for a new supermarket.	Noted.
ME1 1	Will achieve the desired vibrancy required from the Boulevard. However, it must not draw custom away from the established shops in the High Street.	The Development Framework promotes a variety of showroom, retail, leisure, and office uses for Corporation Street. These are complementary to the core retail offer of historic Rochester. The desirability of office uses will be further emphasised in the Development Framework.
ME1 1	Housing downturn may change developers' liking for flats. Business quarter might be better.	Noted- business uses will be strongly encouraged.

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ME1 1	Residential is a good idea. Offices and retail would only enhance the area if they were occupied. Empty sites would be detrimental to the area.	The framework encourages residential on upper floors and commercial uses on ground floor that will serve two purposes 1. Protect the future residents from noise and pollution levels and 2. Active frontages on ground floor will provide natural surveillance and feeling of safety.
ME1 1	Corporation Street is mainly a road people pass through to visit main shopping centres eg. Pentagon, Bluewater, Lakeside etc. Could end up like Rochester - Chatham High Street from Star Hill End to Med Street. Not busy just connects Rochester to Main shopping centre. Residential - not everyone's ideal living on busy main road.	Noted. The proposed 10m setback and trees will soften the environment and make it more attractive and liveable.
ME1 1	The High Street, Rochester, is a prime example of a location for small-scale offices; therefore there is no need for more of the same in Corporation Street. The same High Street has assorted retail outlets so why try to set up opposition (as perhaps the High Street traders could view it) in Corporation Street; opportunities exist now in High Street for more businesses to be set up in many (at present) empty shops. Residential on upper floors cannot be 100% fail proof.	The Development Framework promotes a variety of showroom, retail, leisure, and office uses for Corporation Street. These are complementary to the core retail offer of historic Rochester. The desirability of office uses will be further emphasised in the Development Framework.
ME1 1	Ideas are perfect.	Noted.
ME1 1	Area between Blue Boar Lane and Rochester Bridge, such 'land use' would be for better. But why build residential properties and tear down existing property i.e. St Clements House. A building that fits many modern developments.	The development of specific sites within the area is primarily a matter for the individual landowners. The Framework lays down principles for new development if and when landowners decide to redevelop.
ME1 1	Yes in front of Blue Boar car park onto High Street. No to Corporation Street Boulevard.	Noted.
ME1 1	Seems to be a good idea.	Noted.
ME1 1	There are small-scale offices and shops in the High Street and going along towards Chatham and in Chatham, empty. Building more doesn't convince me. Residential on upper floors – will they like the noise of the trains and traffic? It doesn't worry me.	The framework encourages residential on ground floor and commercial uses on ground floor that will serve two purposes 1. Protect the future residents from noise and pollution levels and 2. Active frontages on ground floor will provide natural surveillance and feeling of safety.
ME1 1	A good thing! Again bringing people into Rochester to work will mean they will use shops, etc. In their lunch hours.	Noted.
ME1 1	In agreement.	Noted.
ME1 1	Sounds a good idea but this may be detrimental to the life of the High Street.	Noted
ME1 3	To mix office and living space is good but the right ratio is as important. Maybe small artist's workshops would work better which would attract more people.	Noted.

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ME1 3	We need more and better shops and Corporation Street could be a venue for these. Rochester High Street has for far too long been a tourist spot other than a place to shop., except for charity shops. We need to encourage more people to shop in the area.	Noted.
ME2 1	Mixed uses are important to ensure a sustainable community and is welcomed here. There is also the additional benefit of out of hours overlooking/security by providing residential above units.	Noted.
ME2 1	Nice idea. The more local business in the area the better.	Noted.
ME2 1	Good mix ideal but what about access and increased parking for these units.	Each site within the area will have to provide its own parking.
ME2 3	Any development to replace the eyesores would be an improvement, although retail may find difficulty attracting shoppers due to the heavy through flow of traffic. Residential may not be too attractive due to the noise levels from the road.	The framework encourages residential on upper floors and commercial uses on ground floor that will serve two purposes 1. Protect residents from noise and pollution levels and 2. Active frontages on ground floor will provide natural surveillance and feeling of safety.
ME2 4	It's important to keep Corporation Street as a vibrant part of the High Street and riverside quarters. It must not be left as a traffic thoroughfare, if it becomes a vibrant business area with a mix of offices and residential that would be preferable to how it is now. Can we prevent lots of empty offices though?	Noted.
ME2 4	We consider there is ample unused office space in Medway already. Small retail ? Should be encouraged in the High Street.	Noted. There is a market for small scale privately owned offices in Medway.
ME4 3	Parking will be crucial - by which I mean serious steps to avoid casual/illegal parking planned into the development, rather than as an afterthought. The retail in particular should be designed wherever possible to complement rather than compete with the High Street. (I know this cannot be assured - but careful thought in the design/format of the retail presence can make a real difference here)	Noted.
ME4 6	I'm in favour of 2 storey offices with car parking hidden behind, as car parks are inherently ugly.	The brief makes it clear that car parking should not dominate the streetscape.
ME5 9	Offices yes, retail no. Need to create enough affordable housing to replace what has been lost.	Showroom type retail outlets/ supermarket and offices at ground level and residential units are encouraged on upper floors.

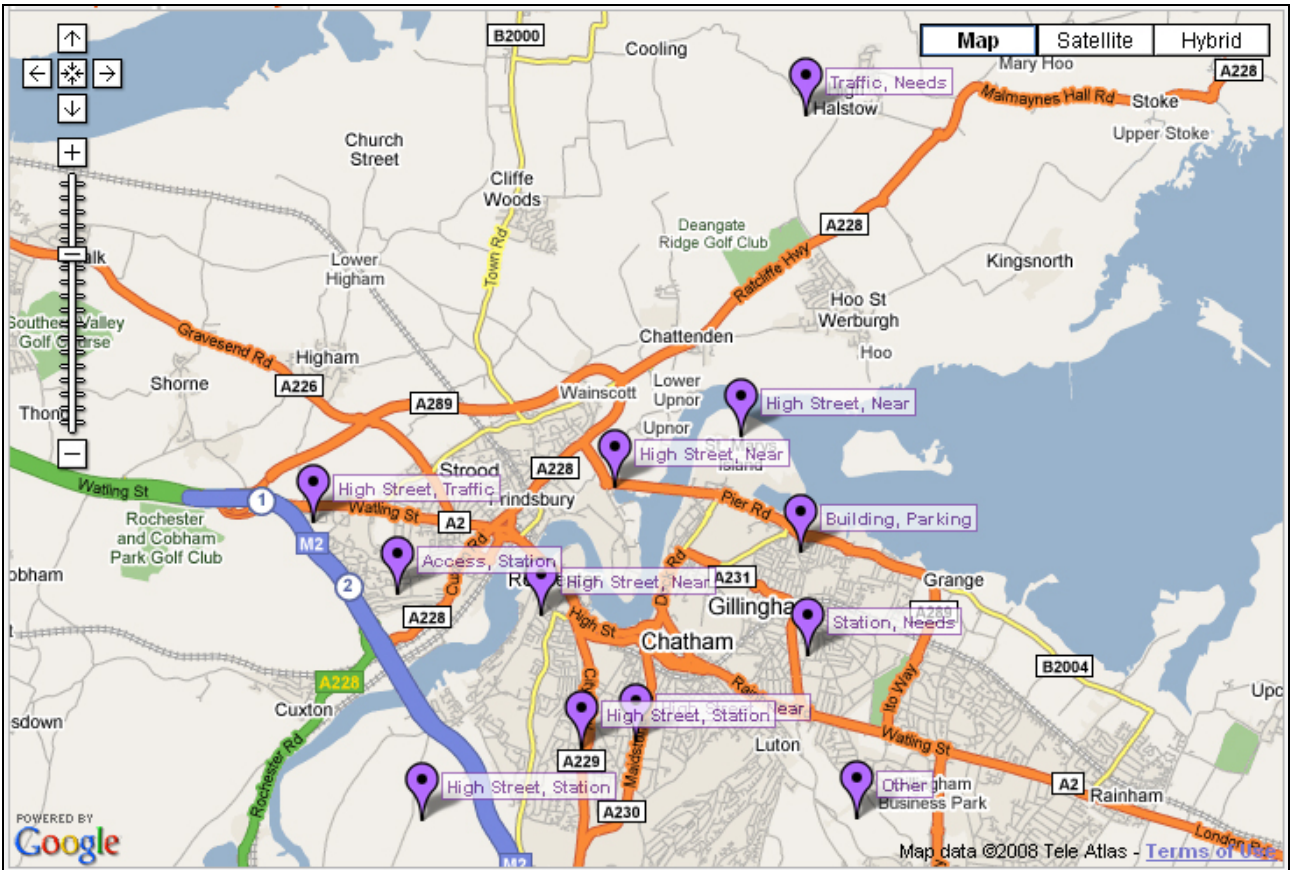
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ME7 1	Yes a good idea, however need to ensure compatibility & right mix of uses, so as not to adversely affect residential amenity ie due to noise, behaviour, loss of resident parking etc. Need to consider vehicle parking & retail servicing, as would not want to see insecure non-overlooked rear servicing areas or parking that could become points for crime or antisocial behaviour. Public frontages and private backs are recommended.	Noted.
ME7 3	It will be good. It will bring more people to the area.	Noted.
ME7 4	The area is a 'showpiece' and should be made to look as attractive as possible to encourage all visitors/passers-by to stop or return. I am in favour of creating as much living space as possible and have no objection to retail office use of lower areas providing they are looked after whilst empty and made to look attractive and 'in use', as already mentioned.	Noted.
ME7 4	Generally in favour but parking would become an issue.	Noted.

### **General Comments**

The following map shows the general comments made by respondents to the consultation. It shows the two issues that were most important to them.

# Draft Corporation Street Development Framework Consultation Analysis





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### Table of all comments and the Medway Council response:

Postcode	Comment	Medway Council Response
ME1 1	<p>What does not seem to have been considered is that the whole nature of retailing has changed and will continue to do so. Almost no other commercial sector continuously evolves in the way that retail does. Of course, this development is not all about retailing, but just about everything you do in and around Rochester affects the viability of the City, which is fundamentally retail. There seems to be an obsession with the 'Market Place' idea, but Rochester has had a wonderful market for years and years but because of Pound shops, places like Matalan, Wilkinsons and Aldi, people now have no 'need' of markets in the same way that they used to. Strood having a market twice weekly certainly contributed to the demise of Rochester Market, but Rochester has moved on. The Farmers Market is good, well attended and could possibly be held more frequently - in a more sympathetic environment. On the subject of the Hotel planning permission, if this is the sort of design that you as planners feel is 'elegant architecture' I am astonished.</p> <p>It does not 'say' anything about historic Rochester and would not welcome any passing traveller to pull in and have an overnight stay.</p>	Noted- see previous responses.
ME1 1	We hope the Development will have a positive effect on Rochester and the Medway Towns.	Noted.
ME1 1	Traffic flows are shown but I cannot see how you get from Victoria Street to Star Hill, as the High Street towards Sun Pier appears to be closed off.	Noted. Drawing will be revised to make it clear.
ME1 1	Rochester and Chatham are dying as retail centres. The people who have left will be very difficult to get back. Maidstone, Gravesend and Bluewater are very close, attractive and welcoming places for people to shop.	The fast rail services to London St Pancras from Dec 2009, competitively priced residential accommodation and lifestyle factors will assist in marketing Corp St in the wider SE area- for both businesses and housing. The area will also gain from the momentum of the Rochester Riverside development once that gets underway.

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ME1 1	The basic weakness in all these schemes is the council's refusal to countenance additional bridges and/or tunnels across the Medway to allow residents of the 2000 additional houses/residential units, shops, etc. escape routes to the north. Until this refusal is reversed all the existing problems will be compounded.	Noted- beyond the scope of this development framework.
ME1 1	Although I agree some parts of the street need revamping eg. Market Cafe and derelict garage, I strongly object to turfing out the existing residents phrase. All the flats along Corporation Street are in good order and we have a good community spirit with the majority of us. I thought that was supposed to be encouraged in this day and age, if the buildings come down this will be destroyed. Maybe build new train station on market, Car park land and make it easily accessible to Riverside and hotel opposite. Plenty of car park space, maybe some residential places on old garage land.	Understood. The development of specific sites within the area is primarily a matter for the individual landowners. The Framework lays down principles for new development if and when landowners decide to redevelop.
ME1 1	By all means plant some more trees along Corporation Street, but leave in situ St. Clements House and that other block of flats (these are attractive at the rear with grass areas), 'wholesale development' is a harsh term. Why build on what is already here – a settled habitation of people, build your new development on the Riverside and let the newcomers appreciate that they are within the area of a council which has encompassed the new with the 'already there' in a healthy and cared for environment with people focused resources.	Noted- see previous responses.
ME1 1	Rochester, instead of being a tourist attraction, should also be considered as a retail shopping area (as was).	Noted
ME1 1	St Clements House would fit in to any development. It is a clean, good looking building which would fit in causing no problem to Blue Boar Lane access to the Riverside or the proposals for road improvement to Corporation Street. Please consider people who have made St Clements House, who have retired to make their flats comfortable for their old age. Moving properties is very very stressful in old age. If the building was old and looking tired, I would agree to tear it down.	Noted- see previous responses.

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ME1 1	<p>1. Pedestrianise High Street – Almond Street to Star Hill – to speed traffic at Star Hill. Reverse Almond Street.</p> <p>2. Close Esplanade/Corporation Street right turn – traffic use Castle Hill – to speed traffic there.</p> <p>3. Reduce parking costs – shoppers go to Medway maritime for souvenirs.</p> <p>4. Church parking permits for Sundays – Cathedral, Baptist Church, Friend's meeting house.</p>	Noted - will be given closer consideration in due course.
ME1 1	<p>With regard to public transport I hope that in the future there will more 'liaison' between bus companies, taxis, enabling them access to all timetables etc. Any car parking charges should be fairly low; so as to encourage shoppers to Rochester – perhaps the first two hours could be free even.</p>	Noted
ME1 1	<p>I do believe the flats known as St Clements House could be retained. The noise of the trains to residents hasn't been mentioned. The noise from the traffic is sometimes extreme even with double-glazing, and on Fridays and Saturdays the noise from the Casino is no sleep nights. With plenty of siren noise from police and ambulances and partygoers. I don't mind, I've lived here for over fifty years.</p>	Noted- see previous responses.
ME1 1	<p>Medway Council are the sole excuse of the degeneration of the area closing down a lot of Rochester's' attract. Parking restrictions have killed a once thriving High Street with "Class Shop". The ultimate act was to lose Rochester's city status, forgetfulness or deliberate. What a travesty that this council was created against the wishes of the residents and granted for pure politics.</p>	Noted
ME1 1	<p>What use if the re-generation plan if the Casino Rooms is allowed to remain. The building, and its owner, are responsible for unacceptable noise, human vomit splattered on the pavements, also human blood, together with broken glass. Drainpipes and bus stops are vandalised often. Bus stops are used for drugs and urinating purposes.</p>	The casino is a legitimate business. Anti-social behaviour is a matter for the police and licensing authorities.
ME1 1	<p>As Corporation Street is the first thing people see once over Rochester Bridge it gives a first impression, which at the moment is far from good. It can only be a good thing to improve the area, as people want to come back and see us again.</p>	Noted.

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ME1 1	Scale model needs to be on public display and the views of residents taken and considered. No 'done deals' please – ignoring residents' views. Please take note of Channel 4's programme 'Kevin McCloud and the Big Town plan'. Many mistakes have been made by the council in Castleford not listening to what residents want. This has resulted in failure to regenerate the town centre – don't let this happen in Medway.	Noted.
ME1 1	I would prefer to see the architecture of any new building to be in keeping with architecture and scale of existing buildings in Rochester, particularly them that will be near the High Street.	
ME1 1	I would prefer to see the architecture of any new building to be in keeping with architecture and scale of existing buildings in Rochester, particularly them that will be near the High Street.	Noted.
ME1 1	I fear these proposals will fail through lack of finance, the depressing British disease... 1 or 2 underpasses would facilitate access to rail side or Corporation Street.	Noted. Underpasses can be challenging for elderly, disable and people with children and attract anti-social behaviour.
ME1 3	Rochester has its own character and I don't mean Dickens. This should mix with modern architecture and a green way of living. We must attract our own population to visit and use the area for recreation and enjoyment of the river. One important factor is the community who are living there already. They must have a major say.	Noted.
ME1 3	We need to encourage more activity at night so that Rochester doesn't become a no go area, especially at weekends. What is happening to the Chambers sites? Would it be possible to add interest to walls of the railway line – artwork perhaps, or plants growing down the walls. What happens to the people who live in the NHS haven? Are they being forced out of the area? Could the exhibition and consultation be held over to the beginning of the adult Road term?	Noted- see previous responses.
ME1 3	Do not try and remove cyclists from High Street. It is a good family way to visit and shop. Rochester station needs a drop off area.	Noted.
ME2 1	Less cars more buses. A better rail/bus link up. Improve the commuter pick/put down area around the station. It can be hell out there especially for pedestrians. Some kind of bus concourse in the area?	Network Rail, in partnership with Medway Council and Medway Renaissance, is currently assessing options for improvements to Rochester and Strood stations in order to meet predicted passenger growth and low for fast 'Javelin' services to London. Due to the stage of the Network Rail study, preferred

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		options are not yet available.
ME2 1	Transport, access and parking must be sorted before any 'flashy ideas' to smarten up the place.	Noted.
ME2 3	<p>The proposal was commenced in 2007 and has not been updated to include mention that the Medway Registration Service has now relocated to the area and now occupies the old Rochester Library site. The service abuts Corporation Street at the junction of Northgate and provides registration of births and deaths and civil weddings and other ceremonies. This has increased the amount of traffic in the area and use of local car parks.</p> <p>There is a distinct lack of reference to the Corn Exchange being a community facility (4.40 etc of the document) that aims to provide conference, reception and other entertainment facilities.</p> <p>There is some mention within the document of waste and recycling facilities but there appears to be a greater opportunity in this area by developing greater co-operation between businesses (and residential properties) and recycling programmes - shared bins etc for different waste products - glass, paper, garden waste etc. For example there are a number of businesses in the high street that need to dispose of glass bottles etc but there appears to be no recycling collection and disposal of recyclable items appears to be through normal waste collection.</p>	Noted- changes to be made to the text.
ME2 4	<p>It's a shame that the current residential use is being cleared to make way for new builds. Yet again it smacks of building for new migrants and next generations at the cost of current residents. Not generally popular with folk of Medway.</p> <p>Don't compromise on expectations for this major project. Corporation Street is the 'Gateway' to Rochester/Chatham.</p> <p>Still have concerns about traffic flow along Corporation Street. Not sure this has been addressed. Area will look nicer whilst you sit in the traffic jams - I suppose!!!</p>	Noted- see previous responses.

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ME2 4	We are seriously concerned regarding the letter sent from M.H.A homes to their tenants in Corporation Street. It would appear that the result of the Consultation is a foregone conclusion, or has caused alarm and despondency amongst the residents – Elderly and disabled. We consider it unnecessary and premature.	Understood- see previous responses.
ME3 8	This whole area could be so exciting. People first, traffic marginalised. Include something to attract young people; we need to meet and interact with them. Spaces/facilities we can all share will help develop a sense of community. Development needs to be 21st Century. Mock 'pseudo' styles detract from the real thing, which Rochester is lucky to have in abundance.	Agreed.
ME4 3	This is my key question, and should be seen as 'higher up the list' than my earlier comments. I wonder whether consideration had been given to moving the main road 'back' North so that it runs along the railway viaduct, from Gas House Lane to join up with Bardell Terrace. This would avoid the division of the useful development area between the road and the existing properties on the High Street - and would link existing viaduct-adjacent roadways near Rochester Bridge and at Bardell Terrace. I can't see that this would cause much if any additional demolition of existing structures, and would make the integration of the different areas simpler.	Not agreed. Moving the road will cost a vast amount of money to no great advantage. The disparate landownership will complicate the implementation of such a scheme.
ME4 6	Rochester already has a lot of empty shops. Any new ones built along Corporation Street will make this worse unless they are of a type, which simply cannot fit into the High Street (like a main car dealership). How about roof gardens with nice river views? Pedestrian crossing should be above the traffic for safety and to avoid holding up the traffic. It is a major road after all. How about some free short term parking near the High Street to encourage shoppers here rather than Bluewater? Chester Council has tried this very successfully.	The Development Framework promotes a variety of showroom, retail, leisure, and office uses for Corporation Street. These are complementary to the core retail offer of historic Rochester. The desirability of office uses will be further emphasised in the Development Framework. Pedestrian bridges can be challenging for elderly, disable and people with children.
ME5 9	Archaeological investigation needed on market site. Possibly site of Old Street Mary's Church under Blue Boar Car Park/ St Clements House.	Noted.

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ME7 1	<p>Need to provide adequate number of dedicated Resident parking spaces, close/adjacent &amp; in view of accommodation. Variance below Councils parking standards may not be beneficial as a lack of dedicated resident parking may result in inappropriate parking or that which may cause highway safety issues.</p> <p>Requirements to ensure safety &amp; security over building sites during construction phases to reduce opportunity for crime i.e. theft of plant, materials &amp; similar.</p> <p>Section 106 agreements should be required to provide for Community Safety enhancements. As per Councils guide for developer contributions. Whilst the draft Supplementary planning document mentions s106 for junction alterations &amp; public realm improvements, it is recommended that s106 for CCTV &amp; lighting improvements is pursued.</p>	Noted- each development site will have its own parking provision.
ME7 3	It will make Rochester a better place in my opinion and will be a great addition to Rochester. I would like to live there myself.	Noted.
ME7 4	Please consider a change of name for the street, as the present one does nothing for the area, eg. Watts Charity Boulevard (Avenue). Charles Dickens Way, etc. The Castle Link (Way), City Link, Boulevard. Keep Way, Castle Keep Way, or Avenue, Blvd? Open up ideas from public. Hayward Avenue, Blvd, Way, the Castle Wall Blvd. There are plenty of more modern names that can be applied.	Noted.
ME7 4	Rail track needs to decide! The route from the station to the bottom of star hill needs to be improved, especially visually. The banks are an asset! Let's keep the vision! (Maid Marian's Way – Nottingham, looks bleak!).	Noted.

### Additional Comments

The following letters and Medway Council responses are attached for the following organisations:

ARRIVA

English Heritage

Environment Agency

Open Spaces Society

Rochester Cathedral

Rochester Bridge Trust

Southern Water

Highway Agency