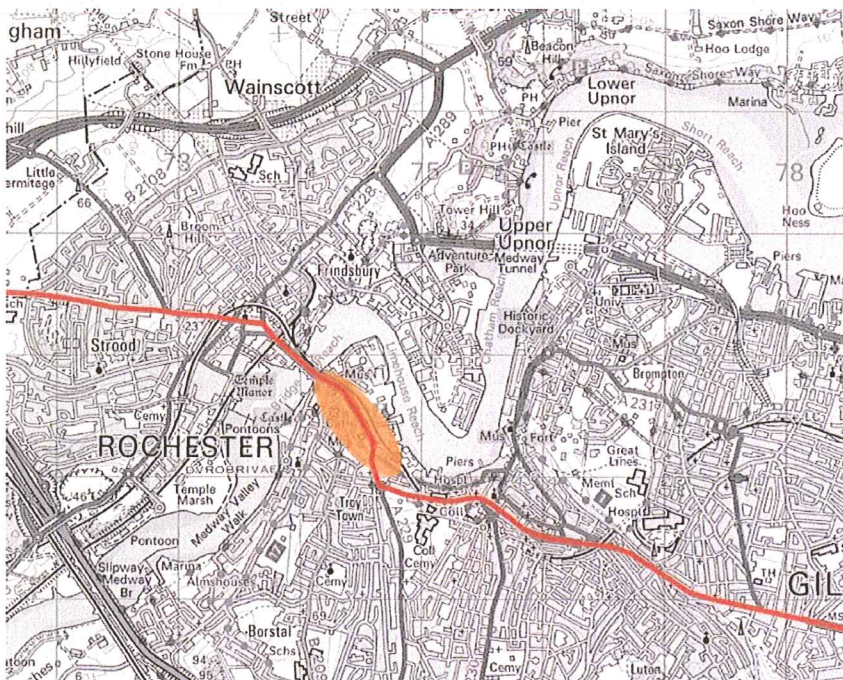


CORPORATION STREET Development Framework

CONSULTATION

INTRODUCTION

Corporation Street (A2) is a major through-route that links the centres of Strood, Rochester and Chatham. Its location immediately beyond Rochester Bridge gives it great prominence. It forms the 'arrival' point for many people visiting or driving through Rochester and the wider Medway area. Despite this and despite the immediate proximity of the nationally important historic Rochester to the west, the area suffers from traffic domination, dereliction, a weak image and poor identity.



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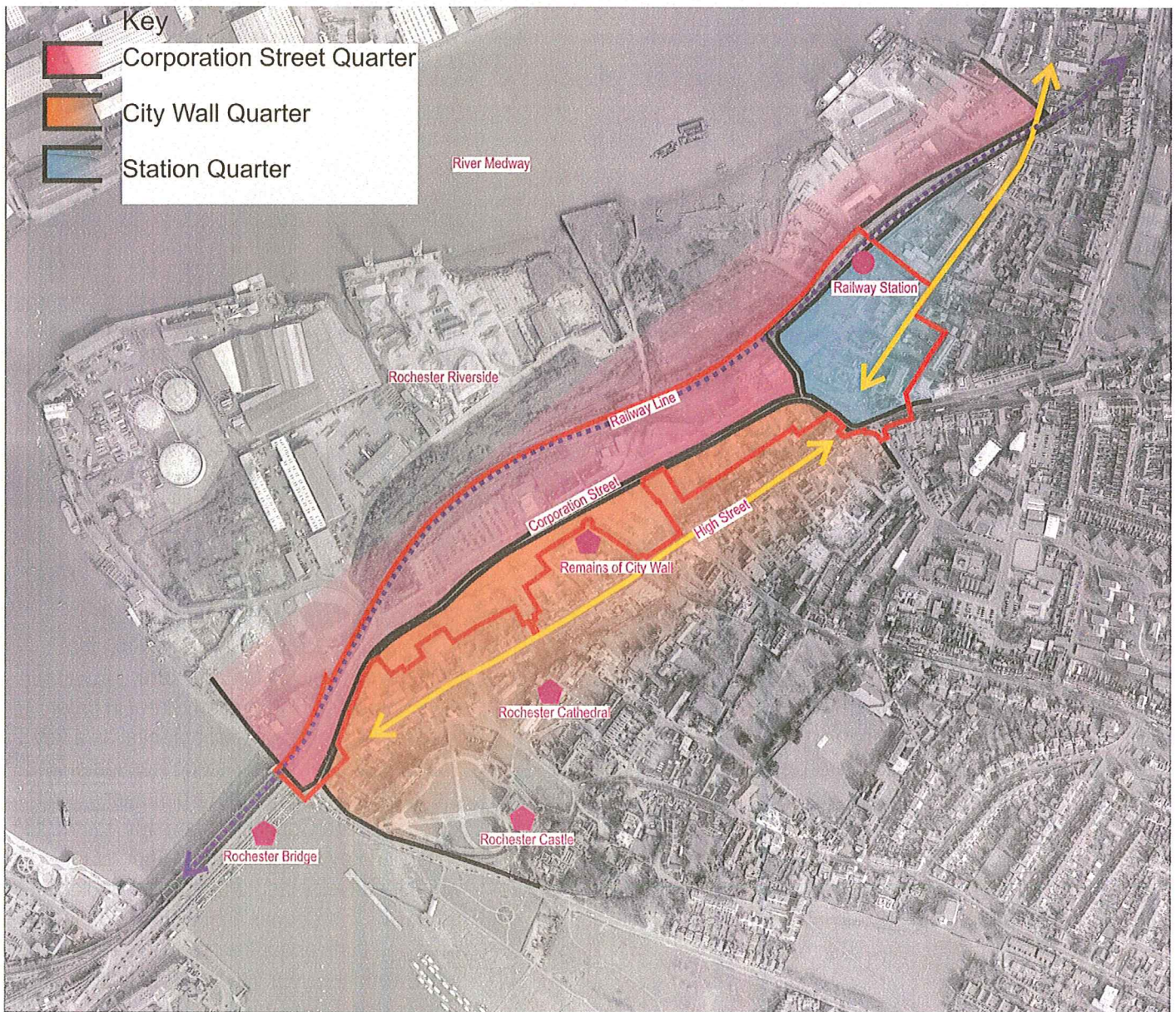
PURPOSE OF CONSULTATION

The Council has now produced a draft document (Development Framework) that lays down principles for the future development of Corporation Street in order to ensure it reaches its full potential as a key gateway site between Historic Rochester and the new neighbourhood of Rochester Riverside. The Council has already consulted key stakeholders to understand what the development framework should address. The Council now wants to know what you think about the proposals in the framework and your views on the future of Corporation Street area.

DOCUMENT STATUS

It is intended that the framework will guide landowners and developers on the potential development possibilities for their sites, set within the context of an overall vision for the area. The development framework will be a Supplementary Planning Document produced as part of Medway's new set of planning policy documents, the Local Development Framework. This means that landowners, retailers and residents have the right to be consulted on proposals for Corporation Street area before they are finalised.

CORPORATION STREET STUDY SITE



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 Site boundary

VISION

An elegant tree lined street backed by fine new architecture which forms an attractive and efficient route between key areas of Medway. In its own right it will be an attractive place to live and work, or to walk or drive through.

The new development, together with associated public realm improvements will bolster the economy of historic Rochester and provide a link to the new community at Rochester Riverside.

OBJECTIVES

Driven by development of Rochester Riverside and by interest shown by developers and landowners, the Council is ambitious about the future of Corporation Street. The objectives for the area were originally laid down in the Rochester Riverside Development Brief (2004) and are as follows:

- A form of development that reflects the character of central Rochester
- Integration with Rochester High Street and Rochester Riverside
- Attractive and high quality publicly accessible open space and public realm
- An active and vibrant environment that complements Rochester High Street and the uses coming forward within Rochester Riverside
- Improved street-level activity along the length of Corporation Street, with a particularly strong focus at Rochester Station
- Measures to help reduce the severance currently caused by the railway and Corporation Street

CORPORATION STREET NOW



Vacant and unused properties portray negative image of the area.



Pedestrian connections on Corporation Street are inadequate.



Star Hill junction - an important gateway into Rochester High Street from station is dominated by cars.

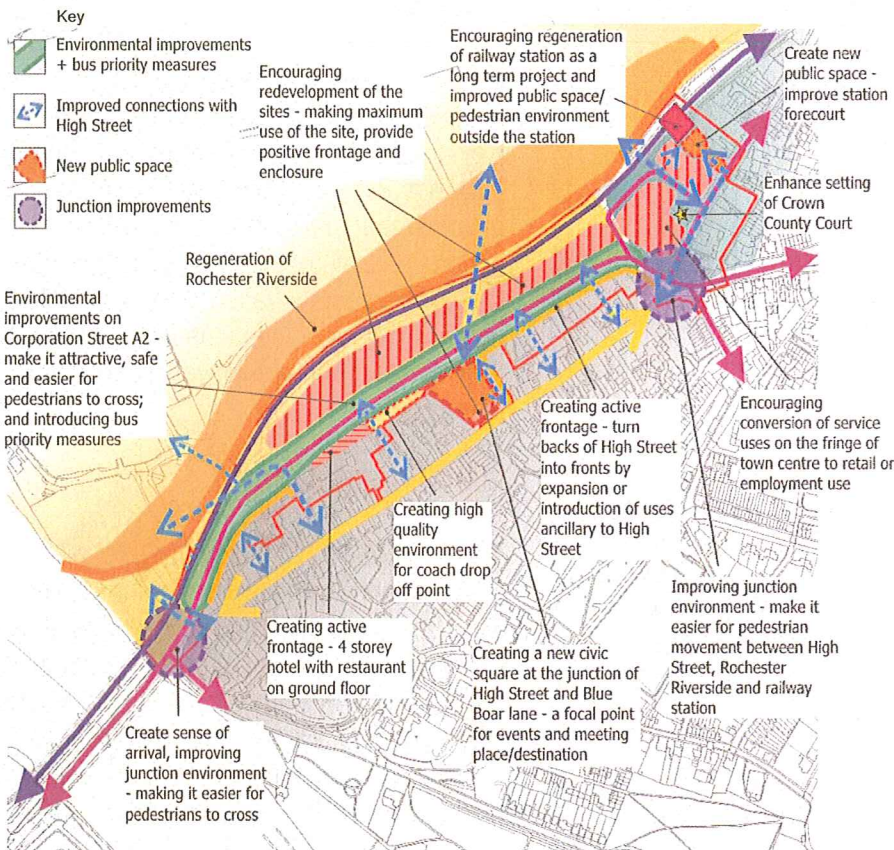


The dual carriageway together with railway embankment severs the connections between historic Rochester and new planned development at Rochester Riverside.

CHALLENGES

- Poor quality environment, buildings and streetscape
- Poor connections and linkages between the High Street, Rochester Riverside and the station
- Severance and noise caused by the railway line and dual carriageway
- Hostile road and junctions for pedestrians
- Poor quality car parking facilities on the Corporation Street market site (access, lighting, surface treatment, landscaping)

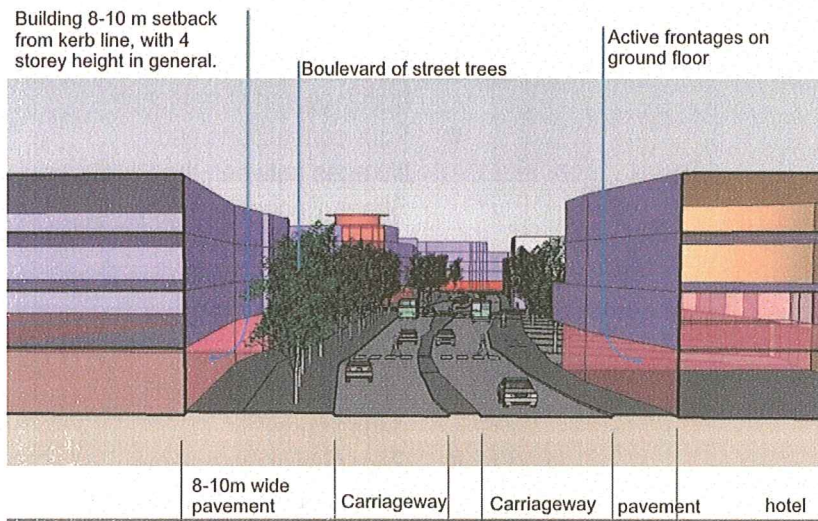
THE CONCEPT PLAN FOR CORPORATION STREET



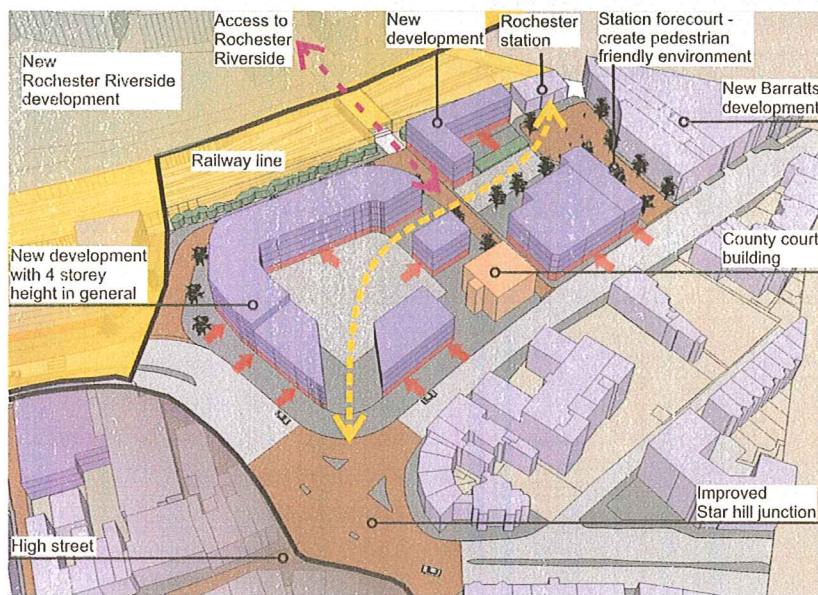
OPPORTUNITIES

- Comprehensive redevelopment which radically improves character of this part of Medway
- Improved pedestrian environment
- Links between historic Rochester and Rochester Riverside
- Improved public transport corridor
- High speed rail
- Private sector interest

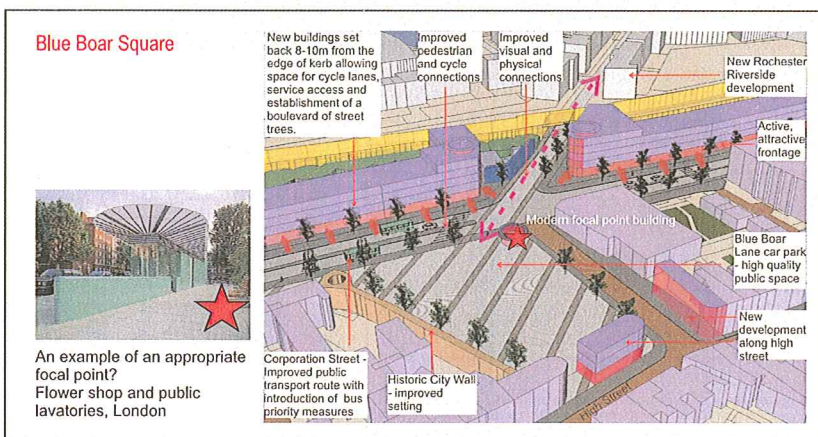
THE PROPOSALS



A section through the Corporation Street (Boulevard) Quarter



Station Quarter



CONCEPT AND DESIGN

The overall development concept for Corporation Street is for a new row of 4 to 5 storey buildings between the railway line and Corporation Street. This scale is chosen because it allows for buildings that are tall enough to create a new urban character for the area, and which are low enough to allow for the preservation of distant views towards the castle and cathedral. Most importantly, buildings will be set well back to create generous pavements (giving plenty of room for pedestrians and cyclists) and to give room for a row of street trees. Together, the new buildings and trees will create a boulevard character for the area- hence a new name for this part of Corporation Street- **the Boulevard Quarter**.

The part of the Corporation Street area within historic Rochester is named the **City Wall Quarter** after the historic city wall that survives in places. Because of the proximity of historic buildings, the Council's Development Framework aims to restrict the overall size and scale of new development in this location.

The area round the Railway station (the **Station Quarter**) will also change. The Development Framework requires historic buildings to be kept but encourages new development of 3-5 storeys elsewhere to match the scale of existing buildings in the surrounding conservation area. Railtrack is considering various options for the Railway Station itself, but has not yet finalised its plans.

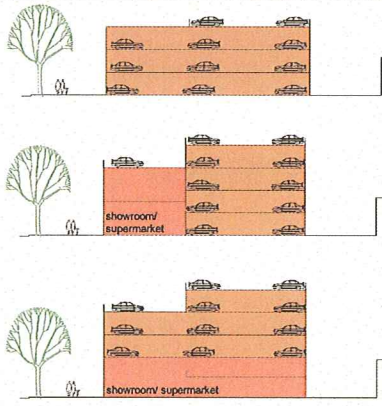
BLUE BOAR SQUARE

The proposed multi-storey car park on Corporation Street means that the present Blue Boar car park could be redesigned as a new civic space for an outdoor market, and for displays and events- as well as retaining some parking. Part of the High Street edge of the car park could be built upon to provide new shops and housing. This would fill in the gap on this part of the High Street and provide funding for high quality paving and features in the new market square.

THE PROPOSALS

LAND USE

Corporation Street multi storey car park

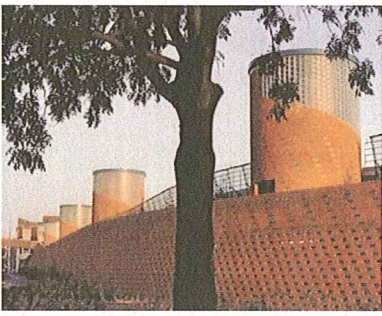


Options for the Corporation Street multi storey car park. Key features are:

- Restricted building heights especially along the Corporation Street frontage
- If possible, active frontages (showroom/sports centre/ supermarket/ offices)
- 10m setback (in common with the rest of the quarter) to allow for trees, cycle paths etc.

Multi storey car park, Chichester (Birds Portsmouth Russum Architects)- close to its historic centre. The car park is conceived as a modern 'city wall'. Sensitive use of materials and lighting create an interesting facade. Key features are extended lightwells and the use of weight bearing brickwork.

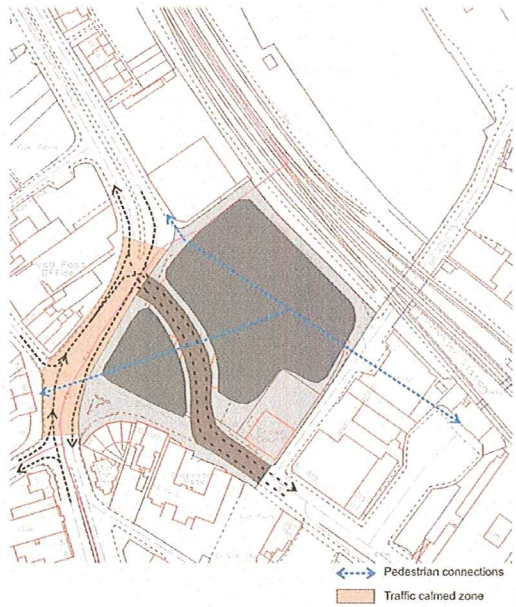
The proposed multi storey car park on Corporation Street is an equally sensitive location. A similarly high quality of design is expected here.



Corporation Street could be an ideal location for new small-scale offices for local businesses. The office workers from these businesses would use the shops and restaurants in historic Rochester and help make Rochester a lively and busy place. However, it is likely that developers will wish to build flats in this location. The Council thinks that this would be acceptable provided that flats are located on the upper floors of the buildings and not at the noisy, traffic ridden ground floor.

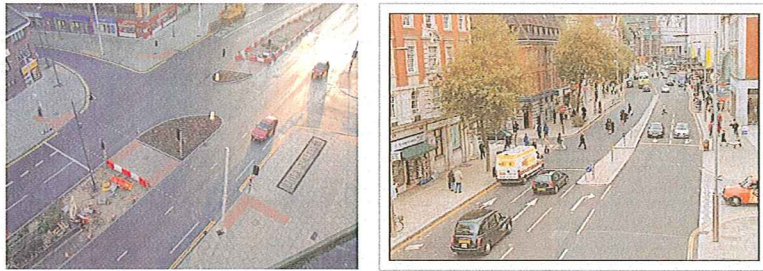
An important part of the proposals is the construction of a multi storey car park on the site of the present surface car park at Corporation Street. This would replace parking lost by the redevelopment of Rochester Riverside and by the potential use of Blue Boar car park as a permanent market square. The multi-storey car park will be restricted in height and will have to be very carefully designed so that it fits into its surroundings.

Star Hill junction



The Star hill junction forms an intimidating barrier between the Station and historic Rochester. The potential redevelopment of the Rochester motor company sites offers the opportunity to create a new connection between these two areas. This would allow simplification of the Star Hill junction and a vastly improved pedestrian environment. The Council will investigate all options.

Examples of improvement schemes elsewhere



Maid Marian Way, Nottingham

Kensington High Street, London

PEDESTRIAN AND VEHICLE MOVEMENT

The Council's aim is to provide an attractive pedestrian route and easy crossings between historic Rochester and the new development of Rochester riverside. At the new same time it is necessary to allow for ease of traffic flow and for bus priority measures. Achieving a balance between all of this will not be easy but with clever design it can be achieved. Proposed measures area as follows:

- Cycle lane along Corporation Street to remove cycles from Rochester High Street and improve cycle connections;
- New buildings set well back the edge of pavement to provide room for wide pavements and trees;
- New bus priority measures
- Realignment of carriageway and improved crossings
- Changes to Star Hill/ Sun Pier and Esplanade junctions to make them easier to use for pedestrians.

The Council has not yet worked out detailed proposals for the area. However it wants to know what you think of the general principles.

WE WANT TO KNOW WHAT YOU THINK!

HOW TO COMMENT?

The Council wants to know what you think of the policies and proposals within the draft Corporation Street Development Framework.

Please take time to send us your views by answering the questions on the comment form and return to:

FREEPOST Medway Renaissance

You can also comment by completing this from online at www.medwayrenaissance.com

Alternatively email your comments to regeneration@medway.gov.uk or telephone on 01634 337154

In order for the Council to be able to take full account of your views, please make sure that your comments arrive with Medway Renaissance on or before Friday 12th September 2008

THE WAY FORWARD

Following this public consultation, the draft development framework will be revised to take account of the views the Council has received. Medway Council's cabinet will then decide whether the revised framework should be adopted as a Supplementary Planning Document. This means that it will be an important consideration alongside other planning policies when the Council considers planning applications for Corporation Street.