

# Cabinet – Supplementary agenda

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| <b>A meeting of the Cabinet will be held on:</b>                              |
| <b>Date:</b> 7 September 2010                                                 |
| <b>Time:</b> 3.00pm                                                           |
| <b>Venue:</b> Meeting Room 2 - Level 3, Gun Wharf, Dock Road, Chatham ME4 4TR |

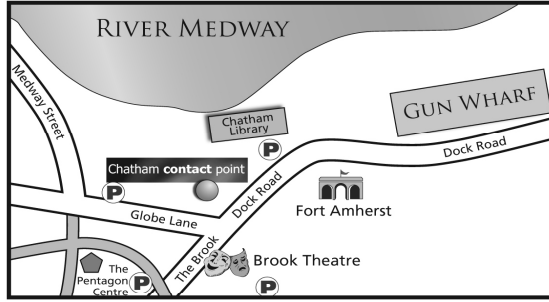
## Items

- |                                                                                                                          |                          |
|--------------------------------------------------------------------------------------------------------------------------|--------------------------|
| <b>5. Health and Wellbeing Strategy</b>                                                                                  | <b>(Pages 1 - 58)</b>    |
| Copy of the Health and Wellbeing Strategy (Appendix 1 to the report)                                                     |                          |
| <b>6. Historic Rochester Conservation Area Appraisal</b>                                                                 | <b>(Pages 59 - 156)</b>  |
| Copies of Appendix 1 (Conservation Areas boundaries), 2 (Rochester Conservation Area Appraisal) and 3 (Management Plan). |                          |
| <b>7. Gun Wharf Masterplan</b>                                                                                           | <b>(Pages 157 - 238)</b> |
| Copies of Appendix 1 (consultation responses) and 2 (Gun Wharf Masterplan).                                              |                          |
| <b>8. Best Street/High Street Masterplan</b>                                                                             | <b>(Pages 239 - 336)</b> |
| Copies of Appendix 1 (consultation responses) and 2 (Best Street/High Street Masterplan).                                |                          |

For further information please contact Wayne Hemingway/Anthony Law, Cabinet Coordinators on Telephone: 01634 332509/332008 or Email: [democratic.services@medway.gov.uk](mailto:democratic.services@medway.gov.uk)

**Date: 27 August 2010**

**Please note that parking is available at Gun Wharf from 5pm**



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If you have any questions about this meeting and you want to speak to someone in your own language please ring **01634 335577**

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# **HEALTH AND WELLBEING STRATEGY FOR MEDWAY: 2010-2015**

August 2010

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Our desire is to improve the health and well being of everyone in Medway. It is also to reduce the health inequalities that exist across our area. This commitment is already integral to the work of the Council, the NHS and our partners. It is central to the Sustainable Community Plan, the NHS Medway Strategic Commissioning Plan “Growing Healthier and the Council Plan. This Health and Wellbeing strategy is about prevention, not about treatment. It is about making sure that all the people of Medway enjoy the best possible health and wellbeing for as long as possible.

Improving health and wellbeing is a shared responsibility between statutory and voluntary organisations and the people of Medway themselves. People expect to take some responsibility for their health and wellbeing but they also expect local agencies to play their part by developing services and an environment which supports and enables them to do this. All partners have a vital role in making sure public resources are used effectively to promote health and well-being and to support high-quality services.

It is the environments in which people are born, grow, live, work and age that have the most substantial impact on health and health inequalities and this is recognised in this strategy. Universal services, such as transport, housing and leisure services, including access to sports, arts and culture, play a crucial role in facilitating an improved environment. Supporting communities and social inclusion is a key strand to improving health and well being.

Mental and emotional well-being and resilience are also fundamental to people’s capacity to get the most out of life, for themselves and for their families. There is much that can be done to improve mental health and wellbeing, and reduce the levels of mental ill health. Helping people in these situations will help them to lead happier, more fulfilled and productive lives.

This strategy was developed with local stakeholders over recent months and therefore predates the new government. However health improvement remains high on the national agenda and has been identified as a priority by Medway’s Local Strategic Partnership. The cost of health inequalities to the public sector and to the nation in lost productivity is huge so there is an economic case as well as a moral case for tackling inequalities.

We are committed to ensuring that this strategy is implemented in a way which ensures that the benefits of health and wellbeing are available to all the people of Medway including the most vulnerable. This strategy highlights priorities to tackle health inequalities that will help to ensure this happens.

Neil Davies

Marion Dinwoodie

Dr Alison Barnett

Chief Executive

Chief Executive

Director of Public Health

Medway Council

NHS Medway

NHS Medway & Medway Council

The health and wellbeing strategy has a unique focus, different from but related to the other health and community plans prepared by NHS Medway, Medway Council and the Medway Local Strategic Partnership. This chapter introduces the concepts and context that inform the strategy

### 2.1 FOCUS OF THE STRATEGY

The focus of this strategy is the prevention of ill health and the promotion of health and wellbeing. This includes mental and physical health and wellbeing. It is a preventative strategy and does not include treatment services except as these relate to prevention. It focuses on tackling the causes of poor health and health inequalities and looks to set out an overarching and effective framework to address these

The purpose of this Strategy is therefore to:

- Set out a shared context and vision for health and well-being across Medway
- Identify shared priorities and actions for improving health and well-being
- Provide a framework for addressing health inequalities in partnership

Our desire to improve health and wellbeing is driven by recognition that health is a resource for living as well as to be enjoyed in it's own. With good health people are capable of growing, learning, and enjoying life. This strategy is about helping people reach towards their aspirations and about participating fully in society and the economy

Economists concerned with the costs and benefits of health services have shown that prevention can be highly cost-effective. Studies in a number of areas have demonstrated that investments in prevention can save considerable expense in later treatment

Evidence gathered by the National Institute for Health and Clinical Excellence around lifestyle interventions show that a number of interventions not only save lives but save money. For example, to help people stop smoking has an incremental net cost of -£12 to -£414 depending which interventions are used. These can range from brief advice by GPs to more intensive interventions involving nicotine replacement treatment and counselling support

Some early work has also been done on estimating returns from investment for PCTs which indicates that investment by PCTs in a range of smoking services at a cost of £305,000 will yield a best case net saving after 5 years of £1,248,000. A similar calculation for obesity based on investment in locally enhanced services in primary care with a total investment of £1,984,000 yields a best case net saving of £2,183,000. For a range of alcohol interventions for a total investment of £812,000 there is estimated to be a best case net saving of £3,349,000 <sup>1</sup>

These figures show that we cannot afford not to invest in prevention but even more compelling than the economic case for early intervention and prevention is the human dimension. Preventing illness prevents considerable physical and mental suffering across the population. <sup>2</sup>

## What does improving health and wellbeing mean for Medway?

Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity' (World Health Organisation). Health therefore extends to issues far beyond the traditional medical context of health. While health and social services make a contribution to health, most of the key determinants of health lie outside the direct influence of health and social care, for example, education, employment, housing, and environment. The diagram below presents the determinants of health in terms of layers of influence, starting with the individual and moving to wider social, economic and environmental issues

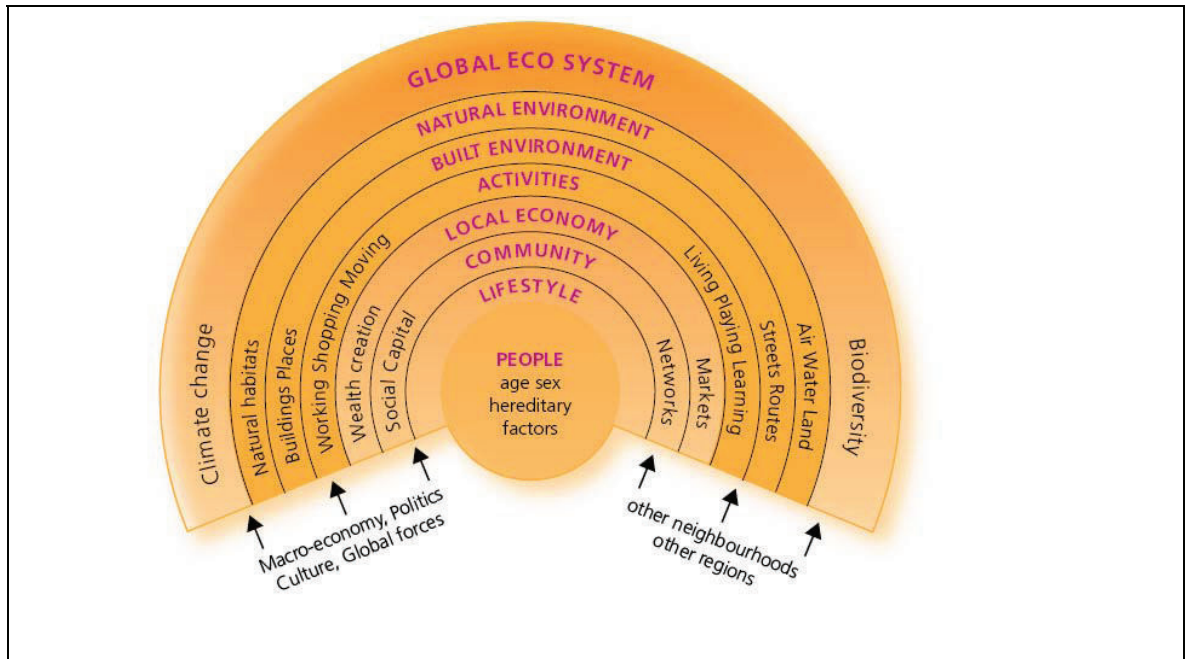


Diagram 1: The determinants of health and wellbeing<sup>3</sup> providing an illustration of the different layers of influence that together shape our health throughout our life.

From this diagram it can be seen that action to improve health needs to take place across a range of determinants. While focusing on the entire population, this strategy acknowledges the particular importance of childhood as a foundational stage for future health and wellbeing. It also highlights key issues for older people's health and wellbeing.

In this strategy we are looking to support action across all the key health determinants. The framework we have used for this is to develop priorities in each of the following areas

- Tackling Health Inequalities
- Healthy Places
- Healthy Lives
- Healthy Services

### 1. Tackling Health Inequalities

The challenge of reducing health inequalities is a substantial one. We have placed health inequalities at the heart of this strategy and integrated it throughout the other areas. The evidence shows that for action on health inequalities to be effective it must cover a range of policy areas and environments. Only by drawing together action on deprivation in Medway will we break the damaging spiral where people with the fewest resources, the lowest skills and the least social status suffer the most, illness and disability and lowest life expectancy.

## 2. Healthy Places

Continuing action needs to be taken by the Council and other partners in order to create and sustain healthy environments for the people of Medway. There is overwhelming evidence that the environments in which people live (the economic, the social, the built and the natural environments) have the greatest impact on achieving wellbeing and health. As a result, if together we can create more supportive environments, individuals and communities have a firm foundation from which to build competencies and skills that positively influence behaviour and health throughout the lifespan.

## 3. Healthy Lives

Action needs to be taken to enable healthier lifestyles across the life course and highlight particular needs for different population groups. The strategy emphasises health and wellbeing rather than sickness. This means giving attention to the twin elements of “feeling good and functioning well”.

## 4. Healthy Services

Health services also have a part to play in prevention. Immunisation, screening and health promoting interventions in primary care and hospitals are all important in ensuring effective prevention. Other statutory and voluntary sector agencies providing services have a key contribution in mobilising the wider public health workforce to improve health.

### 2.1 STRATEGIC CONTEXT

This health and wellbeing strategy for Medway is aligned with and fits into a range of local strategies which aim to make Medway a healthy and prosperous community.

This strategy as an overarching document for the next 5 years does not seek to reproduce other plans and documents that already exist in relation to promoting health & wellbeing across Medway rather to reflect how each contribute to promoting health and well being and reducing health inequalities. Agencies in Medway recognise that the delivery of improved health and well-being will need to be carried out by a range of organisations working in partnerships. This Strategy seeks to create a framework which will ensure that these partnerships work effectively towards this common vision.

To ensure that this strategy is fully implemented a multi-agency action plan will be put in place and this will be monitored by the Health Improvement Strategic Change Programme group. This group will then report regularly on progress to the Health Partnership Board as part of the Local Strategic Partnership.

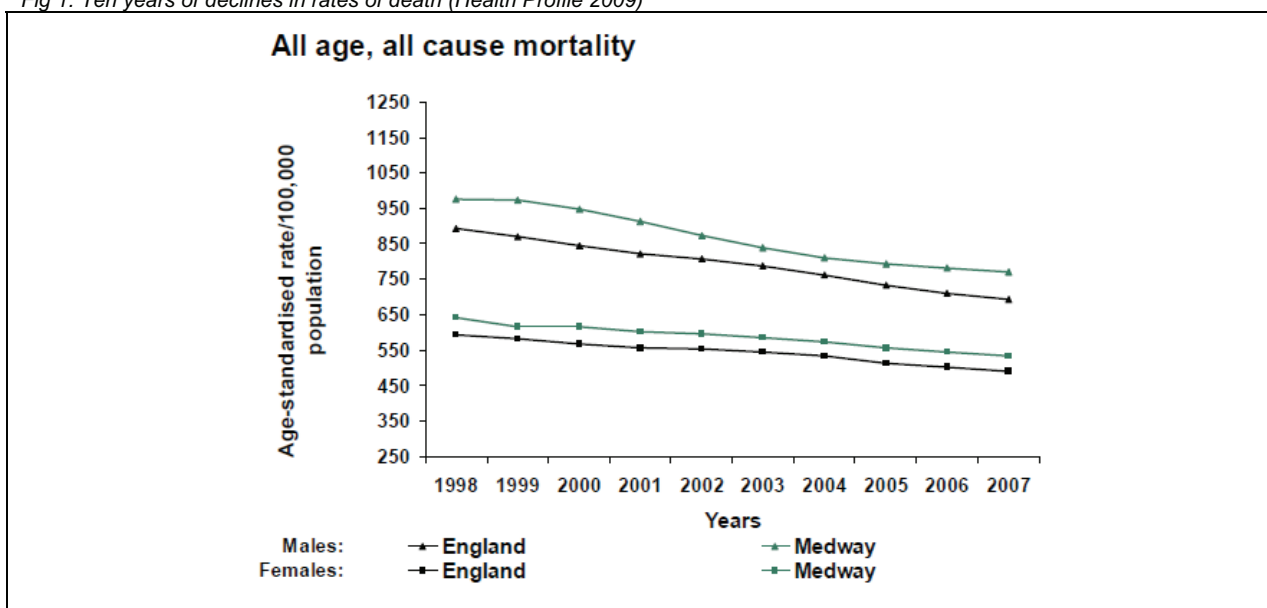
### 2.2 STRATEGY DEVELOPMENT AND CONSULTATION

In order to develop this strategy, current national and local policy was reviewed and individual interviews were carried out with a range of key stakeholders from across the Council and the voluntary sector. A wider consultation event was also held in March 2010 which was attended by about 60 stakeholders from across Medway.

The health and wellbeing strategy is a direct response to the needs and issues identified in the 2008/9 Medway Joint Strategic Needs Assessment <sup>4</sup>. This chapter introduces the major challenges facing health and wellbeing in Medway: an ageing population, health-related behaviours and health inequalities

The Medway Joint Strategic Needs Assessment shows that overall health and life expectancy is improving each year in Medway in line with the rest of UK, but that there remain some serious health challenges for Medway. The improvements over many decades have come about primarily because the economic and social prosperity of England has reshaped the environments in which many people live and have also brought advances in medicine and technology which have made better treatment possible

Fig 1: Ten years of declines in rates of death (Health Profile 2009)



Source: Health Profiles 2009

From the detailed analysis of health and social need in the JSNA three underlying challenges can be identified.

### 3.1 AN AGEING POPULATION

The population profile in Medway is changing with an increasing proportion of older people.

#### *The Challenge*

The Office of National Statistics projections suggest that the number of people 65 years of age or over is projected to grow by 34% with the number of people over 85 years growing by 49% from 2009 to 2021.

Because of the ageing population the number of people over 65 of age with a limiting long term illness is expected to increase by 31% by 2020 and this will have a significant impact on the demand for health services for the management of long term conditions such as dementia, heart disease and diabetes as the incidence of these conditions increases with age. It will also have an impact on preventative programmes such as influenza vaccination for the over 65s.

Demand for health services rises as people age and the cost of this rising demand will impact significantly on existing health and social care resources.

As people live longer with chronic conditions, health improvement programmes need to be responsive to the particular needs of older people, supporting their resilience and continuing to encourage healthy behaviours along with innovations in self-management, care in the home and the application of new technologies.

### **3.2 HEALTH RELATED BEHAVIOURS AND LIFESTYLES**

Improvements in life expectancy over the past few decades mask a growing burden of preventable long term chronic conditions including heart and respiratory diseases, diabetes, cancers, and depression. These conditions share similar preventable causes and many of these can be linked directly to lifestyle behaviours and choices. Smoking, unhealthy nutrition and eating, physical inactivity, alcohol consumption and stress separately and in combination have a profound impact on the health and wellbeing of people

The JSNA shows that Medway has high levels of lifestyle risk factors which lead to increased rates of illness and death

- 24.9% of the adult population are smokers although this is not significantly different from the England average it does place Medway in the highest quartile in the country
- Medway has significantly higher rates of obesity than the England average. 31.4% of adults and 11.8% of children in Medway are obese compared with England average figures of 24.2% and 9.6% for adults and children respectively
- Medway is in the lowest quartile in England for healthy eating with 24.1% of adults eating five or more portions of fruits or vegetables per day, significantly worse than the England average of 28.7%.
- Medway's figure of 18.7% of adults binge drinking is not significantly different from the England average of 20.1% but is higher than the regional average

All these factors contribute towards the fact that the death rates for lung and colorectal cancers and for coronary heart disease are significantly higher for Medway than for England.



The figures below show some of the links between lifestyle factors and health and illustrates why healthier lifestyles are so important in improving health

### ***Links between lifestyle behaviours and physical health***

- It is estimated that smoking causes 25-30% of all cancers (90% of lung cancer in men and 82% in women is caused by smoking) <sup>5, 6</sup> and 19% of Coronary Heart Disease (CHD) mortality in developed countries. It doubles your risk of death if you have diabetes
- People who are physically active reduce their risk of developing major chronic diseases – such as CHD, stroke and type 2 diabetes by up to 50% and the risk of premature death by about 20-30% <sup>7</sup>
- Some studies have shown that severely obese individuals are likely to die on average 11 years earlier than those with a healthy weight, although this figure can vary depending on an individual's circumstances. <sup>8</sup>
- Alcohol is well established as a cause of cancer: Around 6% of UK cancer deaths could be avoided if people did not drink. Scientists have estimated that unhealthy diets cause from 10 to 30% of cancer deaths in developed countries <sup>9</sup>
- World wide low intake of fruit and vegetables is estimated to cause about 19% of gastrointestinal cancer and about 31% of CHD. <sup>10</sup>

Poor mental health and high levels of stress are important issues in their own right and are also linked to physical health problems. Promoting mental health and wellbeing is an essential element of promoting overall health and wellbeing

### ***Links between lifestyle and mental and physical health***

- Stress at work is associated with a 50% increased risk of coronary heart disease and there is consistent evidence that high job demand, low control and effort-reward imbalance are risk factors for mental and physical health problems <sup>11,12</sup>
- A history of anxiety and depression has been found to be a stronger long term predictor of heart disease than smoking in men and is associated with an increase in cancers <sup>13</sup>

Changing behaviour is difficult and is not just a case of simple choices. Behaviours are shaped by context and by competing demands. The evidence indicates that if people are isolated or going through stressful life circumstances they will find it very difficult to make lifestyle changes

The diagram below illustrates some of the forces that act directly on health related behaviours

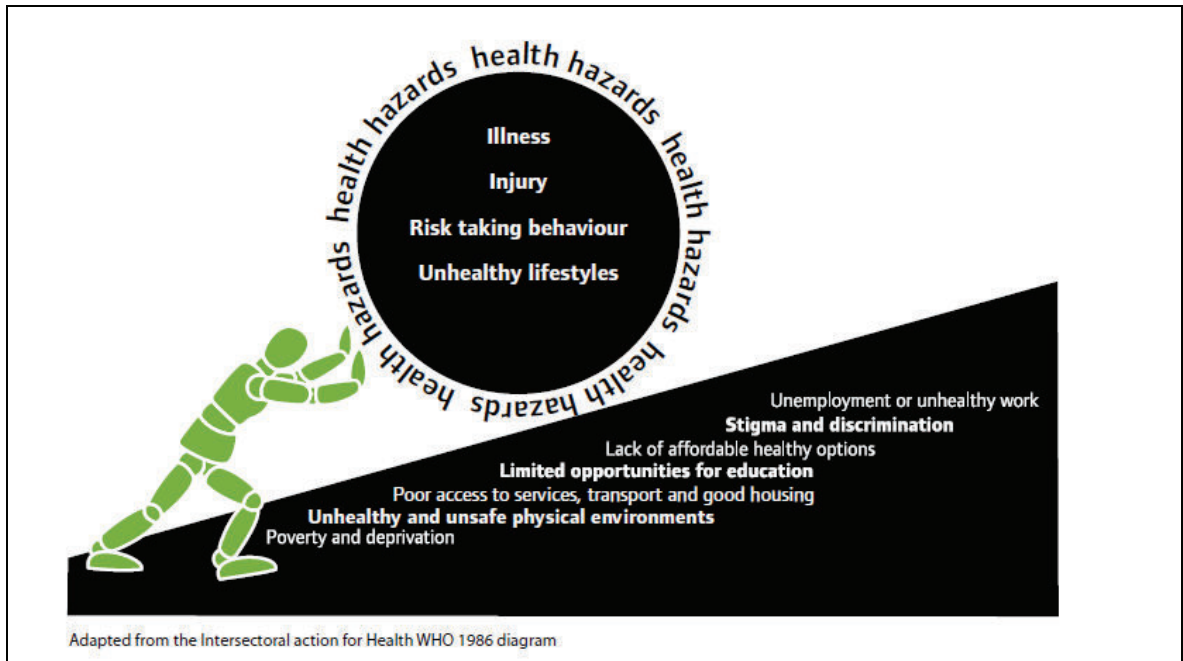


Diagram 2: The behavioural change challenge *Error! Bookmark not defined.*

In order to have a significant effect on health related behaviours, the scale and sophistication of prevention activities needs to increase and to be tailored appropriately to the needs for individuals to ensure their impact is felt across the community

### 3.3 INEQUALITIES IN HEALTH

Health inequalities are defined as differences in health status or in the distribution of health determinants between different population groups.<sup>14</sup>

Health inequalities have been identified by socio-economic status, ethnicity, age, gender and disability. While all these are important the main focus of this strategy (which reflects the national focus) is on the inequalities in health due to differences in levels of deprivation or socio-economic status. This should also have an impact on other groups suffering from health inequalities poor health in any group is often linked to low income and poverty.

Currently, key indicators of health inequalities are the gaps in life expectancy and infant mortality between areas of higher and lower deprivation and routine and manual socio-economic groups.

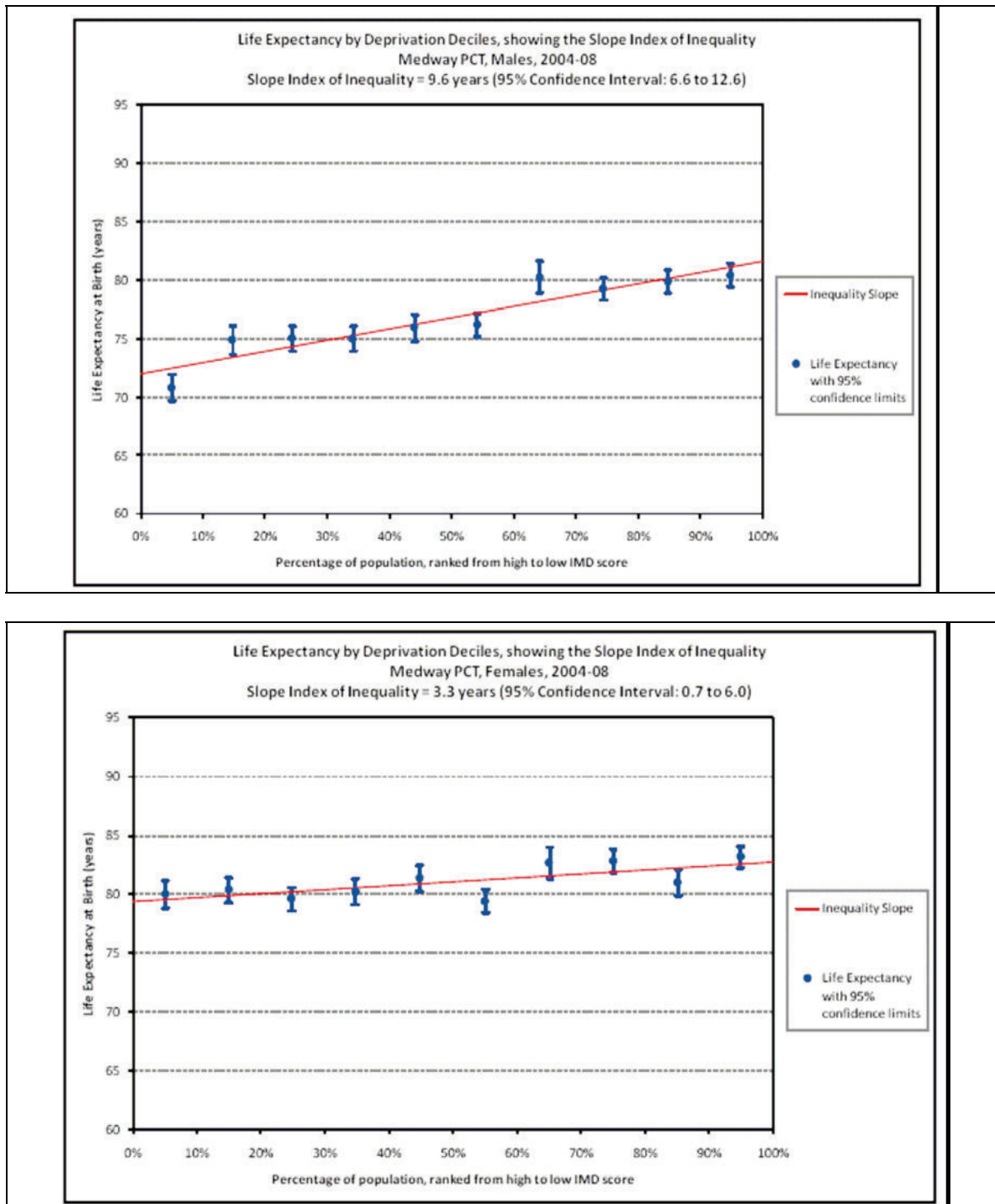
#### *Life expectancy*

In Medway it is not that there is a small group of people in poor health, and the rest of Medway in excellent health. In fact, as diagram 3 illustrates, health improves incrementally with each step people take up the social ladder of income, education or occupation. This 'social gradient' means even those in Medway with good incomes experience poorer health than those who earn more than them.

The slope index of inequality graphs (diagram 3) show that the difference in life expectancy between the most deprived 10% of Medway's population and the 10% least deprived is 9.6 years for men and 3.3 years for women. (This method groups lower super output areas (LSOAs) in Medway into 10 deciles based on level of deprivation and shows the relationship between deprivation and life expectancy).

It is striking that the life expectancy gap for men is much greater than that for women and this is consistent with findings in other PCTs

Diagram 3: Life Expectancy by Deprivation

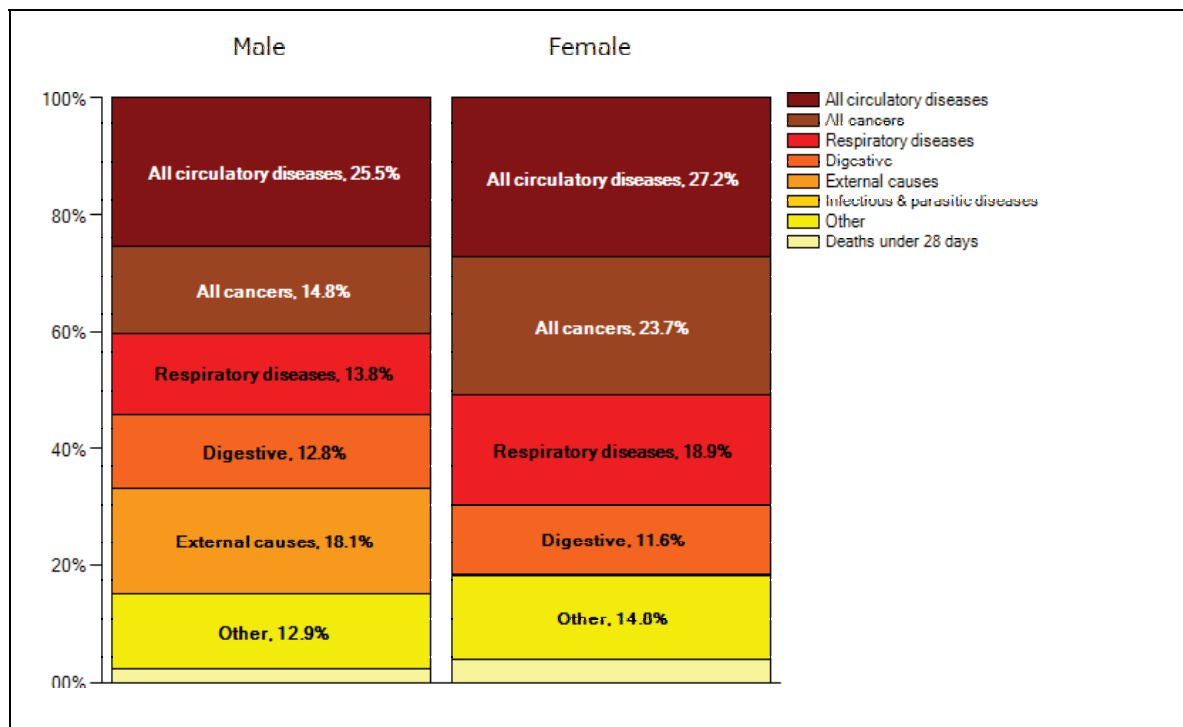


Source KMPHO 2009

Analysis at ward level shows that a child born today in a more deprived area of Medway, such as Gillingham North ward, is expected to live almost 7 years less than a child born in a less deprived ward such as Cuxton and Halling.

The life expectancy gap between the health of the most and least deprived can be directly attributed to higher rates of the major killers with circulatory diseases (heart disease and stroke) making the largest contribution to the gap (diagram 4)

Diagram 4: Contribution of various causes to life expectancy gap between most and least deprived quintile, Medway



Source NHS Medway Public Health Directorate

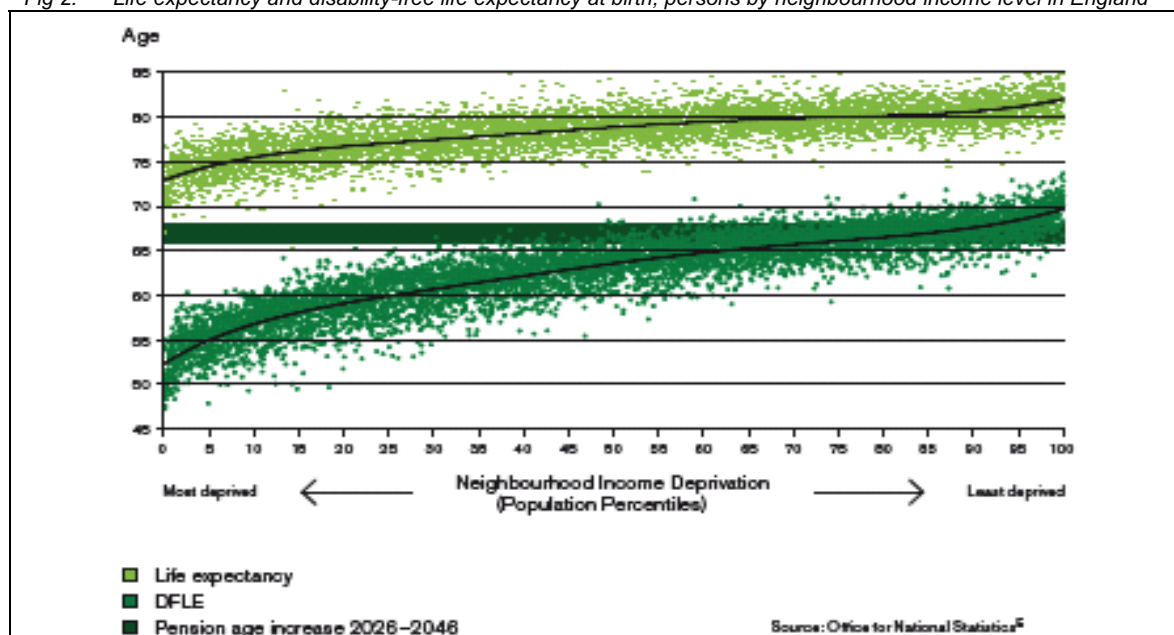
The causes of death that contribute most to the equalities gap in Medway for men are CHD at 1.18 years, followed by lung cancer (0.64yrs), suicide and undetermined injury (0.55 yrs) and chronic obstructive pulmonary disease (COPD).

### Healthy life expectancy

It is proposed that healthy life expectancy rather than just life expectancy should be a new national target for health inequalities. This is a more powerful indicator as it captures the quality of life lived as well as the length. The figure 2 shows not only the difference in life expectancy by neighbourhood income level for England but also the difference in healthy/disability free life expectancy between the most and least deprived neighbourhoods. This shows that the average difference in healthy life expectancy between people in the richest and poorest neighbourhoods is about 17 years.

It also shows that when the retirement age is 68 more than three quarters of the population will already be disabled in some way before they reach it. If society wishes to have a healthy population working until 68 years it is essential to take action to both raise the general level of health and flatten the social gradient shown below.

Fig 2: Life expectancy and disability-free life expectancy at birth, persons by neighbourhood income level in England

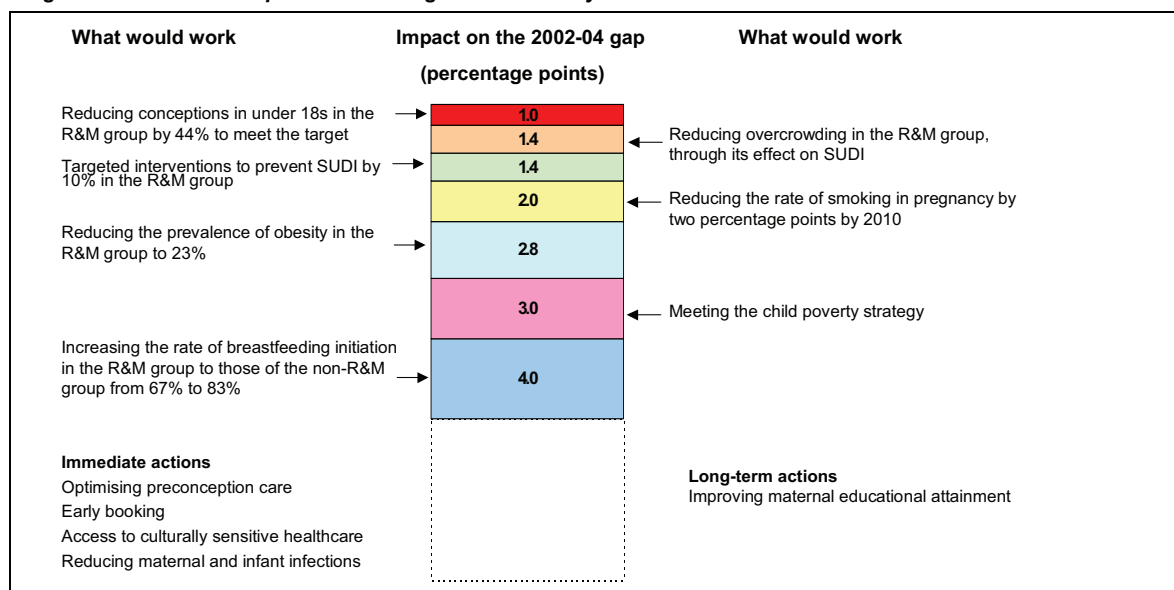


### Infant mortality

Infant mortality is considered to be a good indicator of health inequalities. It is decreasing nationally but the gap between routine and manual groups and the population as a whole is still increasing and evidence suggests that there will be a 25% widening of the gap by 2009-11 over the 1997-9 baseline.

Deaths in infancy are relatively rare events. The majority occur in the first 28 days in life. A reduction in neonatal deaths (deaths in the first 28 days of life) will have a large effect on overall infant mortality. In Medway in 2008 there were 12 infant deaths of which 9 occurred in the neonatal period. This equates to an infant mortality rate of 3.5 per 1,000 live births and a neonatal mortality rate of 2.6 per 1,000 live births. Figure 3 shows some of the key factors and interventions that will impact on infant mortality nationally.

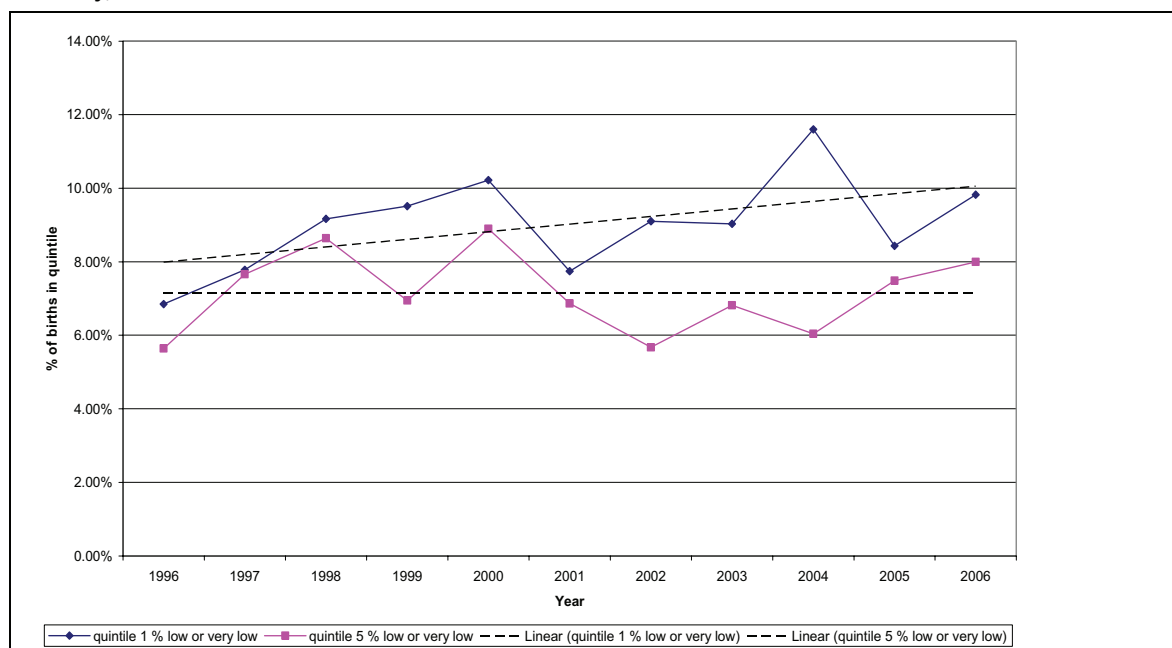
Fig 3 Factors which impact on reducing infant mortality



Source: Department of Health 2010

A key risk factor for neonatal deaths is low birthweight, In Medway work has been done which illustrates that this is more likely in the most deprived areas.

**Fig 4 : Percentage of all births defined as low or very low birthweight, most and least deprived quintiles in Medway, 1996 to 2006**



### **Links between socio-economic status and health**

- Nearly two thirds of children with emotional disorders live in poverty and the mothers of over half of these children have mental health needs of their own. Research indicates that parents caring for children in disadvantaged circumstances are likely to need additional family support if they are to protect their children from the effects of disadvantage including family stress, and potentially child abuse and domestic violence.<sup>15</sup>
- Chronic stress caused by low income is a risk factor for cardiovascular problems and also contributes to the adoption of coping behaviours such as smoking and drinking alcohol.<sup>16</sup>

The link between poor health and deprivation is irrefutable. We also know that in addition health inequalities affect groups marginalised because of ethnicity, sexual orientation, gender and disability status, and will look towards tackling the health inequalities associated with these groups. In Medway, we want to continue to improve our understanding of who experiences health inequality and be able to tackle it effectively

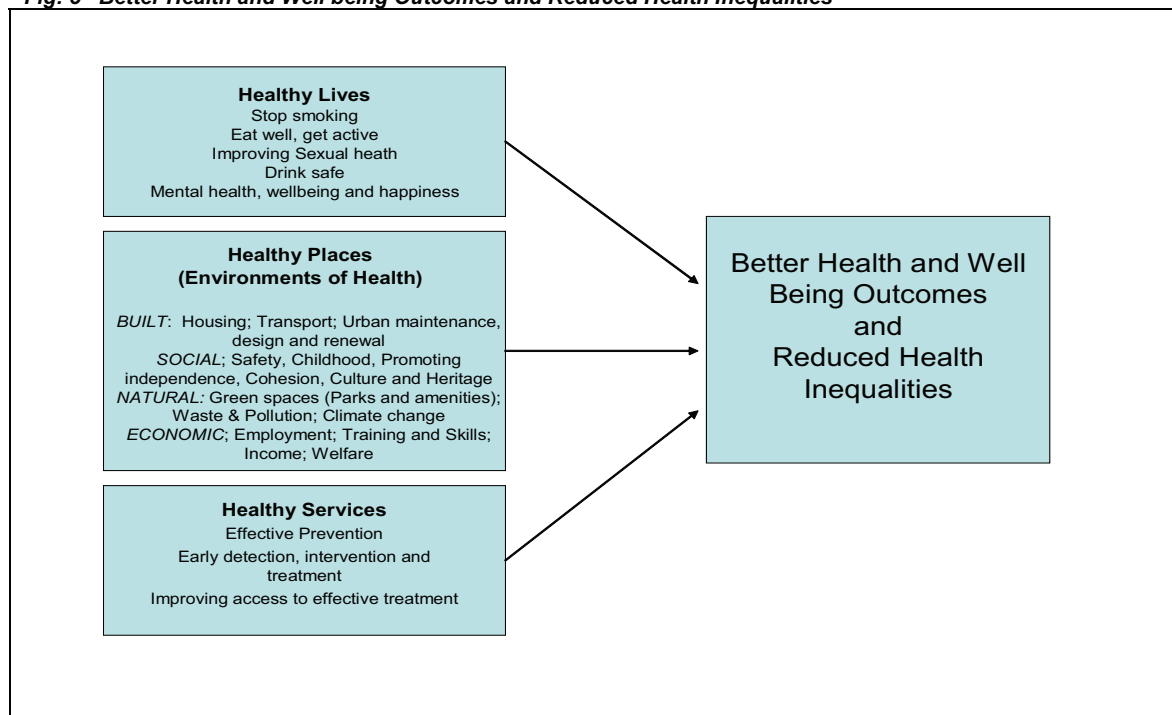
To support our ambition to improve overall health and reduce inequalities existing activity within Medway has been reviewed and the best evidence on effective action has been considered. This chapter sets out how, working in partnership across all sectors and directly with people in the community, we can ensure healthier lives and a healthier place. Health inequalities is addressed initially separately and then within each domain

#### 4.1 FRAMEWORK FOR ACTION

The framework for action is set out in 4 priority areas (Tackling Health Inequalities, Healthy Places, Healthy Lives, Healthy Services,) all of which work together to deliver the health and well being and health inequalities outcomes we want to see in Medway.

Healthy Places contribute both directly to better health and wellbeing outcomes and reducing health inequalities and also indirectly through improving Healthy Lives as creating and sustaining good environments makes good lifestyle choices easier

**Fig: 5 Better Health and Well being Outcomes and Reduced Health Inequalities**



Within these domains we have identified priorities and initial actions. Local partners including the PCT and Council have already committed to a number of improved health outcomes and actions in a number of different strategic and operational documents including the Sustainable Community Plan, 'Growing Healthier' the NHS Medway Strategic Commissioning Plan and the Local Area Agreement. As a result, some of the priorities and objectives in this Strategy are already in existing plans and strategies and others will be new



## 4.2 TACKLING HEALTH INEQUALITIES

The health inequalities affecting Medway have been described in Section 3. The National Strategy for Tackling Health Inequalities has 2 overarching targets which are used as population measures of health inequalities

The national health inequalities Public Service Agreement target is to: "Reduce health inequalities by 10% by 2010 as measured by infant mortality and life expectancy at birth."

This target is underpinned by two more detailed objectives:

1. starting with children under one year, by 2010 to reduce by at least 10 per cent the gap in mortality between the routine and manual group and the population as a whole;
2. starting with local authorities, by 2010 to reduce by at least 10 per cent the gap in life expectancy at birth between the fifth of areas with the worst health and deprivation (the Spearhead Group) and the population as a whole.

The Marmot review has recommended the following additional national targets from 2010

- reducing the gradient in healthy life expectancy and
- readiness for school
- young people not in education, employment or training as (to capture child development)

As new national outcome measures are confirmed they will be used to develop this work further.

### ***Reducing the gap in life expectancy***

In Medway, the work outlined previously has identified the contribution of different causes to the life expectancy gap.

With respect to coronary heart disease, key lifestyle determinants have been identified as smoking, diet and physical activity and key social determinants include deprivation, unemployment and housing. With respect to cancer the biggest contributor to the inequalities gap in Medway is lung cancer and as highlighted previously in this report 80-90% of lung cancer is attributable to smoking. The major lifestyle risk factor for COPD is also smoking. Poor housing also contributes to poor respiratory health.

### ***Reducing the gap in infant mortality***

The main contributors to the infant mortality gap have been identified on page 16. A detailed action plan for reducing infant mortality will form part of the Child Health Action Plan which is currently being developed. Many of the lifestyle and social determinants of health affecting both infant mortality and life expectancy are the same

### ***Developing a local framework for tackling health inequalities***

The National Support Team for Health Inequalities has emphasised that action needs to be taken in 3 areas in order to tackle health inequalities effectively. These correspond to the 3 areas set out in this strategy: healthy services, healthy lives and healthy places



The recent publication Fair Society, Healthy Lives: Strategic Review of Health Inequalities in England post 2010 (Marmot Review) has also reviewed all the available evidence and describes a broad framework to tackle health inequalities.

This is based around 6 key policy recommendations for the most effective ways to reduce the health inequalities gap which correspond to our healthy lives, healthy places and healthy services framework areas. The policy recommendations are as follows:

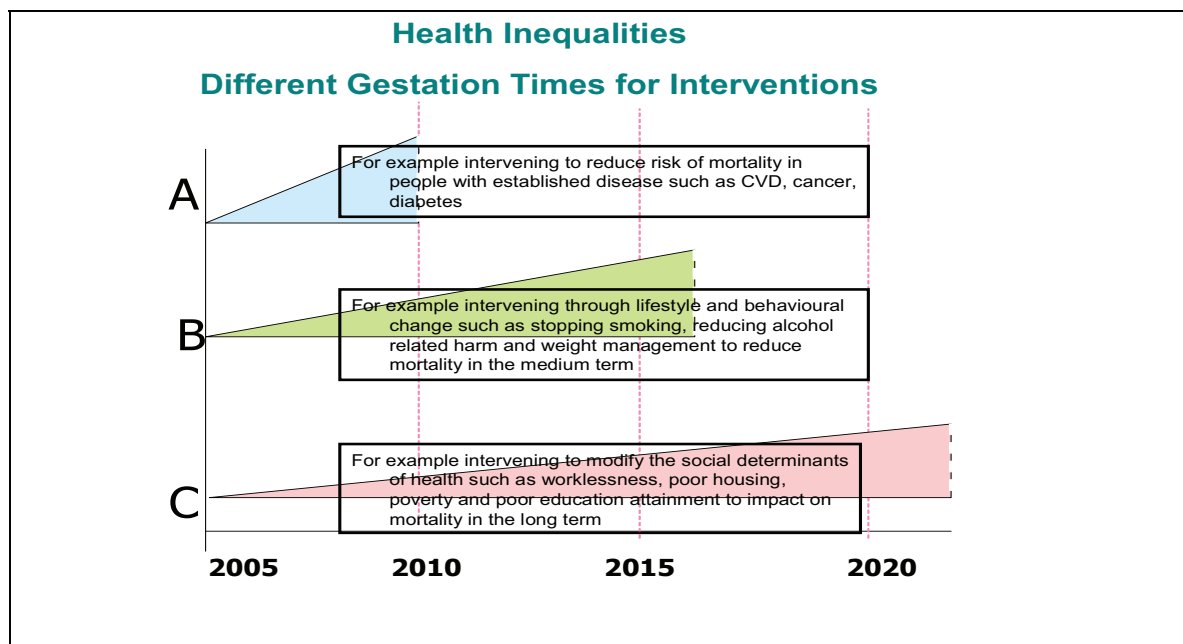
- Give every child the best start in life
- Enable all children, young people and adults to maximise their capabilities and have control over their lives
- Create fair employment and good work for all
- Ensure a healthy standard of living for all
- Create and develop healthy and sustainable places and communities
- Strengthen the role and impact of ill health prevention

Within these very broad policy objectives, more detailed recommendations have been set out. These can be found at <http://www.marmotreview.org> The emphasis in all these recommendations is on ensuring that resources are targeted proportionately according to need across the social gradient

Integrating the Marmot Review policy recommendations in each of our other 3 key areas in this strategy, priorities and actions have been identified which contribute to both health inequalities and promoting health and wellbeing

There are different time spans for the length of time different interventions can take to affect health inequalities and a model giving examples of gestation times in our 3 key areas in Figure 6. Actions in all 3 areas should lead to a sustained reduction in health inequalities over the next 15 years

**Fig 6 : Gestation Times for Health Inequalities Interventions**



Source: National Health Inequalities Support Team presentation

In addition, a particular focus of tackling health inequalities in Medway will be to support and facilitate community/place based approaches which bring together planning, health, housing, transport and environmental policies in identified areas and support locally developed and evidence base community regeneration programmes, that remove barriers to social participation and action and that emphasise a reduction in social isolation

Key underpinning priorities with initial actions that support the reduction of health inequalities across Medway are

**Priority 1: To ensure health inequalities is integrated into partnership work in all 3 other areas of this strategy**

**Actions:**

These are highlighted in the relevant sections following.

**Priority 2: To monitor health inequalities across Medway and improve local knowledge and understanding to allow for improved targeting of resources across the social gradient e.g carrying out health equity audits and health inequalities impact assessment.**

**Actions:**

- To use tools from the Health Inequalities National Support Team to model effect of primary care and lifestyle interventions on life expectancy and number of lives saved.
- Carry out at least 1 health equity audit per year
- To develop health inequalities dashboards for key service areas to enable appropriate tracking of progress

**Priority 3: To support place based initiatives that focus on tackling health inequalities and integrate action on the social and lifestyle determinants of health**

**Actions:**

- Medway Council is now implementing a new phase of social regeneration, which is bringing major benefits to local people. New Initiatives that will be developed include
  - Project SUCCESS which will expand employment support services to local people by neighbourhood outreach.
  - Upgrading and improvement of existing open space facilities such as Barnfield Recreation Ground in Luton and Rede Common in Strood South.
  - A programme of streetscape, parking and highways improvements
- Medway's Housing Team is developing the In Focus project and has developed a detailed Medway-wide house-by-house database which draws together a wide variety of information. This is being used to model the possible impact of improvements to that stock, in particular it will allow us to focus on the impact of work to improve energy efficiency which the main reason for failure of minimum housing standards within this area. One of the project aims is to improve health and reduce health inequalities.

- NHS Medway and Medway Council have signed up to the Healthy Places Healthy Lives initiative to develop more integrated ways of working in specific geographical locations to tackle health inequalities..
- NHS Medway is using a Triple Aim approach (which aims to improve the health of the population, patient experience and value for money) to focus on analysis of the coronary heart disease pathway and services in the All Saints area. The information gained will be used to redesign services more appropriately with the aim of reducing mortality from heart disease in this area.

## 4.3 HEALTHY PLACES

A healthy place is one where the natural, built, social and economic environments support health. The relationships between the environments for health are reinforcing as integrated action across each of these environments improves health. Better health improves educational attainment, builds the economy and supports a more cohesive society. The lead responsibility for creating and maintaining environments that support health in Medway rests with Medway Council but implementation will involve partnerships across the statutory and voluntary sectors and with local people.

### 4.3.1 THE NATURAL ENVIRONMENT: CLEANER AND GREENER

Although most people in Medway live in very urban settings, the natural environment continues to exert a significant impact on our health and wellbeing. This impact is both negative – in pollution, waste and environmental threats like flooding; and positive – green spaces for health enhancing activity, establishing local identity and the mitigating effects of biodiversity on excess heat, pollution and noise. Knowledge about our changing climate is also alerting us to future health consequences.

#### Priority 1: Improving access to green spaces across the social gradient

The mental, physical and emotional benefits of access to a good quality natural environment are now very well documented.<sup>17</sup> The provision of green infrastructure including for example allotments, amenity spaces, green corridors, public rights of way and recreational routes, provides a range of health and wellbeing benefits. This includes opportunities for exercise and recreation, promoting a sense of community and help to establish a local identity or sense of place. Some examples of evidence to support this are:

- Significant reductions in mortality and morbidity from all causes and circulatory diseases associated with areas of green space<sup>18</sup>
- 10% increase in green space led to a reduction in health complaints equivalent to a 5 year reduction in age<sup>17</sup>
- Increasing green space increases likelihood of physical activity in all age groups<sup>19</sup>
- Natural play environment at school helps reduce bullying, increases creative play, improves concentration and a feeling of self worth in children<sup>20</sup>
- Survival of older people increases when there is more space for walking near their home<sup>21</sup>
- Looking at nature through a window can lead to reduced stress and enhanced work performance<sup>22</sup>
- 2009 study found that disease prevalence went down if there was access to green space within 1km as opposed to 3km<sup>21</sup>

The local consultation highlighted that for some older people there was a perceived lack of access to green spaces and that to feel comfortable using green spaces, they needed access to decent public toilets, to feel safe and to have seats available. It was also helpful if they had some focus or activity for social participation.

Medway Council has a Wildlife, Countryside and Open Spaces Strategy and Medway Council Greenspaces are currently undertaking work on improving access to greenspaces across Medway. This work aims to increase the amount of greenspace available and also identify barriers to access for specific groups (these may be linked to physical, psychological, disability or cultural factors) and working to reduce them.

#### **Actions:**

Ensuring Medway targets for access to green space are met and remove barriers to access

The Medway Wildlife, Countryside and Open Space strategy sets out challenging targets for the increase in access to green spaces for Medway residents. It uses Accessible Natural Greenspace Standards (ANGSt) to set objectives for Medway. Meeting these standards should realise significant health benefits

| English Nature's standards for access to Natural Greenspace                      | Current provision across Medway                                                                         | Proposed Medway standard                                                                                                                                                                                                               |
|----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Minimum level of 1ha of Local Nature Reserve per 1,000 population                | 0.4 ha of LNR per 1000 population                                                                       | 1ha of LNR per 1,000 population by 2016                                                                                                                                                                                                |
| Every home should be within 300m (5 minutes walk) of a natural green space       | 27% of population have an accessible natural greenspace less than 300 metres (5 minutes walk) from home | 40% of population have an accessible natural greenspace less than 300 metres (5 minutes walk) from home by 2010<br><br>75% of population have an accessible natural greenspace less than 300 metres (5 minutes walk) from home by 2016 |
| Every home should have at least one accessible 20ha greenspace site within 2km   | 87% within 2km of 20ha site                                                                             | 100% within 2 km of a 20ha site 2016                                                                                                                                                                                                   |
| Every home should have at least one accessible 100ha greenspace site within 5km  | 51% within 5km of 100ha site                                                                            | 100% within 5 km of a 100ha site 2016                                                                                                                                                                                                  |
| Every home should have at least one accessible 500ha greenspace site within 10km | No baseline figure available                                                                            | Review of baseline data to be undertaken in 2010                                                                                                                                                                                       |

Source: Medway Wildlife Countryside and Open Space Strategy 2008-2011

Barriers being identified to use of greenspace by Medway Council which are not purely related to distance to nearest greenspace will also be addressed appropriately to improve access for all groups across Medway.

- Improve green spaces to provide appropriate facilities children and young people and older people. Medway Council has received £1 million for improving and creating new play areas as part of the government funded Playbuilder programme. 22 areas across Medway have been targeted for this investment and will see improvement of their play facilities.

## **Priority 2: Reducing waste and pollution**

Without proper controls waste can lead to: disease spread by vermin, health effects from hazardous waste, landfill gases, fire, explosions, an increase of global warming resulting from methane produced by decomposing organic wastes, and pollution of surface and ground waters. By reducing the amount of waste we produce, or recycle, we can minimise the amount of waste requiring disposal and thereby reduce the impact on the environment and health.

### **Action:**

- Work in partnership with the Kent Energy Efficiency Partnership, and the Energy Saving Trust to reduce carbon emissions from domestic activities.
- Work in partnership with our commercial partners, through contract re-lets, to ensure that our waste services:
  - Roll out organic waste collection from Sept 2010
  - Minimise waste by the introduction of wheeled bins to appropriate properties from June 2011
  - Review the provision of household waste recycling centres with a view of increasing recycling and minimising waste.

## **Priority 3: Addressing climate change**

The risks of climate change to health include the physical and mental effects of extreme climatic events such as flooding and sea-level rises. There may also be heat/cold related illness, increase in skin cancer, and possible increase in respiratory effects from changing patterns of airborne pollution and humidity.<sup>23</sup> Action needs to be taken now to reduce the likelihood of extreme climate change. Reducing carbon emissions is a key area for taking effective action.

### **Action:**

- Annually assess the carbon footprint of council buildings, assets and operations, and use data to target buildings for energy reduction initiatives
- Develop energy champions in each service area to promote energy efficiency, within the council's estate, operations and services.
- Conduct a green fleet review of council transport.

### **Key relevant local strategies for the natural environment:**

Medway Wildlife, Countryside and Open Space strategy 2008-2016

Medway Waste Management Strategy

Medway Sustainable Community Strategy 2010 – 2026

Medway Renaissance Regeneration Framework (2006)

Where delivery of these priorities is already a key part of the Council's agenda a framework has been developed as part of the relevant local strategies above. Key indicative actions from these strategies that impact on the health priorities identified will be monitored as part of this strategy.

#### **4.3.2 THE BUILT ENVIRONMENT**

The three most significant aspects of the built environment, from a health perspective are housing, transport and urban maintenance, design and renewal. This includes: urban layout, building design and renewal, housing quality, affordability and density, parks and recreation facilities, roads, paths and transport and the provision of other amenities, such as seating and toilets. Each of these, are already a key focus of Medway Council and the Local Strategic Partnership. The key priorities for health are:

##### **Housing**

##### **Priority 1: Reducing excess winter deaths and improving health by ensuring access to good quality and energy efficient housing**

Poor quality housing can lead to severe health consequences. Cold, damp, mould and poor maintenance are linked to physical and mental illnesses including respiratory conditions, anxiety, depression and, in extreme cases, hypothermia. Fuel poverty is also increasing which contributes to excess winter deaths. 2008/9 saw the highest number of excess winter deaths since 1999/2000 with 36,700 across the UK.

##### ***Evidence linking housing and health***

- Damp and cold housing associated with increased respiratory symptoms such as cough and wheeze and asthma in children.<sup>14</sup>
- Significantly higher levels of chest ill health and asthma associated with low temperature (0-16C)
- Adequate heating associated with improved asthma and reduced days off school.<sup>24</sup>
- Improvements in housing conditions have been shown to have a number of positive impacts on health including lower rates of mortality, improved mental health and lower rates of contact with GPs.<sup>25</sup>

Medway Council have been working in partnership with Creative Environmental Networks (CEN) to enable vulnerable people to remain independent and healthy in their own homes. Work includes enlisting community champions from BME and vulnerable groups to provide them with fuel poverty training so that they can assist members of their community. A series of fuel poverty and energy efficiency training sessions have also been developed for several departments in Medway Council and external agencies who have staff who regularly work in the community.



## **Priority 2: Ensure access to decent housing for all Medway residents with a focus for housing for older people which facilitates continuing independence**

Enabling independence for older people is highlighted as a priority for health and wellbeing in the sustainable community strategy. In the consultation for this health and wellbeing strategy older people highlighted particular issues with respect to housing and health as:

- A lack of transitional homes and a concern that there would not be appropriate sheltered housing sufficient from the growing ageing population, particularly for those suffering from dementia.
- Reducing fuel poverty as a priority.
- Ensuring all housing is good quality housing particularly in the private rented sector and making sure all new housing is of a good standard.

For children and young people, issues highlighted were :

- The desire for a multi-agency assessment of need for housing
- Increase awareness of housing staff on the impact of housing on children and young families

The need for better linkages between health, housing and planning to ensure good community facilities and mixed communities was identified. In November 2009 Medway Council commissioned In Touch, part of the Hyde Housing Group, to run the Home Improvement Agency (HIA) for the next three years. This will enable Medway Council to continue to deliver valuable services to older, disabled or vulnerable people. The HIA's services include offering advice on home improvements, co-ordinating major works and offering a handyperson service for smaller jobs. The work the agency arranges includes damp proofing, electrical rewiring, adaptations, repairs and improving safety in the home through fitting stair rails, toilet rails and bath aids.

### **Actions:**

- Health and housing staff will develop a health and housing action plan. This will include ensuring appropriate frontline healthcare staff are trained to identify and refer vulnerable people who would benefit from help in improving energy efficiency
- Reduce the number of people receiving income based benefits living in homes with a low energy efficiency rating
- Improve the targeting of energy efficiency advice and assistance to alleviate fuel poverty and improve the level of decency in the housing stock.
- Increase the number of vulnerable people achieving independent living



## Transport

### Priority 3: Improving access to active transport

Active transport provides exercise <sup>26</sup>, reduces fatal accidents, increases social contact and reduces air pollution

- Walkability: Shops and facilities nearby help promote physical activity.<sup>27</sup>
- Access to facilities including cycle paths, green spaces, leisure centres, beaches strongly associated with physical activity.<sup>28</sup>
- Presence of footpaths and pavements that are well maintained with good surfaces, cycle paths and good lighting increase the number of walking and cycling trips <sup>29</sup>

Medway's Local Transport Plan 3 commits to improving access to active transport. This includes increasing the length of the cycle network to support active travel and supporting more active transport for children going to school

### Priority 4: Reducing the level of traffic accidents by appropriate traffic calming measures

Reducing injury from traffic accidents will reduce one key cause of inequality (particularly for young men)

The consultation suggested that targeting "rat runs" to reduce speeding in residential areas was needed. Transport links to any new or moved health facilities were a particular concern for older people and transport and health planners need to collaborate to ensure the transport links are in place

### ***Evidence for impact on health of interventions in the built interventions***

- Traffic calming measures, implementing 20mph zones in London brought injuries down by 40 per cent, cyclist injuries by 17% and pedestrian injuries by a third. Modelling work showed that there would be 50% less deaths in one year in the most deprived fifth of the population <sup>30</sup>
- Traffic calming measures in Glasgow led to 20% increase in walking <sup>31</sup>

### Actions:

- Extend cycle paths and continue to promote increased use of cycling and walking
- Provision of appropriate public transport to health facilities and other new developments
- Continue to promote accident reduction measures through physical measures on sites, and through education in schools

## Urban Regeneration

**Priority 5: Ensuring all new developments meet appropriate standards for decent homes and access to green spaces and create living environments that support cohesive and sustainable communities**

**Priority 6: Ensuring the benefits of urban regeneration and new infrastructure are made available to all Medway citizens**

Town planning originally began as a result of concerns over the poor public health and in sanitary living conditions. Although they are largely taken for granted, these fundamentals of town planning remain essential for today's health and wellbeing.

Medway is a largely urban area and a national priority area for regeneration and growth. The council has received more than £120million of funding from the Government's Sustainable Communities Fund to support the development of more than 900 hectares of previously developed land in the area.

This regeneration will involve developing new housing, employment, cultural, community, and tourism and education sites.

With these developments Medway's economy, education and employment opportunities will grow, providing real improvements in the quality of life available for all Medway's communities

### Action:

Ensure compliance with the Developer Contribution Guide which sets formal and informal standards for green spaces within new developments

Delivery of these priorities is already a key part of the Council's agenda and more comprehensive frameworks have been developed as part of the relevant local strategies above. Key indicative actions from these strategies that impact on the health priorities identified here will be monitored as part of this strategy.

### ***Key relevant local strategies***

Medway Housing Strategy 2008-11

Local Transport Plan 3 2011-2026

Medway Renaissance Framework

## **4.3.3 THE SOCIAL ENVIRONMENT**

The social environment is a broad domain involving creating opportunities for people to participate in their community. This includes education and early childhood development, providing a sense of place, community and safety, informal social support, health and community services, arts and culture, sport and leisure. Four key areas have been highlighted below that are a particular priority in Medway and some of the health effects have been identified

## **Priority 1: Reducing fear of crime**

The way neighbourhoods, streets and buildings are planned and looked after can reduce accidents and crime. If we feel safe in our neighbourhoods we go out more, we meet people and make friends; we're more active and less stressed. Medway Community Safety Partnership has in place a strategy to improve the safety of our local communities which will in turn impact on health. One of the priorities is to reduce the fear of crime and increase the public confidence in the actions of the CSP.

All Partnerships within England are measured on how safe their residents' feel, and what crime and disorder the members of its communities worry about the most. In Medway, there is a disproportionate amount of worry around certain crime and disorder, compared with how much crime and disorder is actually taking place. The CSP has carried out a public consultation around Medway to identify local concerns, and ensure resources are used efficiently to tackle these concerns.

A study in northwest England found that people who felt safe in their neighbourhood were more likely to be physically active although no associations between actual levels of crime and physical activity were found; i.e. perceived rather than actual safety has the largest effect on levels of physical activity<sup>32</sup>.

Concern about safety was reflected by older people as part of the Medway consultation as being a barrier to physical activity.

### **Actions:**

- Increase visible uniformed presence: The Performance Delivery Group will coordinate a visible presence of officers from the council and police working together at the appropriate times and places to reduce the opportunity for offences to take place and to reassure the public.
- Tackle the perception of crime: The Community Safety Partnership will publicise current crime figures, relevant to Medway to reassure the public of the low levels, compared to those perceived
- Increase public awareness and provide enhanced community engagement: The Community Safety Unit will keep the public informed of ongoing and planned activities to reduce the opportunity for criminal activity in neighbourhoods. The Confidence and Reassurance Group will frequently identify opportunities for community engagement in Medway to gauge local concerns
- Work with partners to deliver the Medway Prevent Action Plan that has been highlighted nationally in the Office of Counter Terrorism's good practice guide.

## **Priority 2: Supportive early years environments and good educational facilities for children and young people**

At a strategic level, access to good support in the early years of life and educational facilities helps to ensure that children have the best opportunity for healthy lives by increasing educational attainment and longer-term prospects for employment and independence, and by providing the means to make informed choices about individual lifestyles later in life.

The early years of life are crucial for the development of the brain's cognitive abilities and for the development of social skills such as empathy

**Fig 7 : Standardised limiting illness rates in 2001 at ages 16-74, by education level recorded in 2001**



Source: Marmot Review 2010

Both the Marmot review and the Acheson report focused on the early years and childhood as the most effective time in the life-course to tackle health inequalities. The Marmot review identifies priority objectives as being

- To reduce inequalities in the early development of physical and emotional health and cognitive, linguistic and social skills
- Ensure high quality maternity services, parenting programmes, childcare and early years education to meet need across the social gradient,
- Build the resilience and well-being of young children across the social gradient

More concretely recommendations from the review include; increasing the proportion of overall expenditure spent on early years and distributing it across the social gradient, giving priority to pre and post natal interventions and intensive home visiting programmes such as the Family Nurse Partnership that reduce adverse outcomes, providing paid parental leave for the first year of life and providing routine support to families through parenting programmes, children's centres and key workers.

In Medway as in the rest of the country some of this work is underway. The Family Nurse Partnership programme, a preventative safeguarding programme for teenage mothers was launched in July 2009 and is being delivered initially in Chatham and Gillingham. The Children's Trust in Medway has set up separate workstreams for parenting and emotional wellbeing to ensure that these areas are given priority. The development of Children's Centres has also been key to supporting children and families.

Only 10-20% of the variation in educational attainment between different pupils can be explained by differences in schools and even less variation in other outcomes such as wellbeing. Recommendations in the Marmot review include prioritising the reduction of social inequalities in pupils educational outcomes, extending the role of schools in supporting families and communities and developing the school based workforce to build their skills in working across school home boundaries and addressing social and emotional development, physical and mental health and wellbeing.

In Medway, as stated in the Children and Young People's Plan 2009-11 we are committed to the development of 21<sup>st</sup> Century schools which means that schools are committed to excellence in teaching and learning but also working in partnership to address all children's needs.

Further specific issues for children's health and wellbeing will be addressed in further detail in the Medway children's preventative strategy which is currently under development.

### **Priority 3: Ensuring access to good quality lifelong learning across the social gradient**

Participation in adult learning impacts positively on health behaviours and outcomes. Support and advice is particularly important for the 16-25 year old age group, who miss out on many other forms of help and support. Recommendations in the Marmot report around access to quality lifelong learning opportunities across the social gradient include; providing easily accessible support and advice to 16-25 year olds on life skills, training and employment opportunities; providing work-based learning, including apprenticeships for young people and job changers and increasing availability of non-vocational life-long learning across the life-course are key to reducing health inequalities.

The Social Regeneration Strategy for Medway 2008-2016 has identified as a priority ensuring access to vocational skills across the community including the disadvantaged workforce. Local objectives within this areas are

- To enable Medway's workforce to access vocational skills and qualifications
- To deliver learning empowerment for Medway's disadvantaged workforce

#### **Actions:**

- Provide evidence-based and effective parenting programmes to all parents who would benefit.
- Ensure appropriate pre and post natal interventions, such as intensive home visiting programmes (e.g Family Nurse Partnership and the new Antenatal and Preparation for Parenthood programme) are provided for all Medway residents who would benefit.
- Implementing the Improved Health Child programme and encouraging high quality and consistent PHSE education
- Ensure that all information about children and young people's activities and services is easily available via the Family Information Service
- Continuing development of Children's Centre provision in Medway.

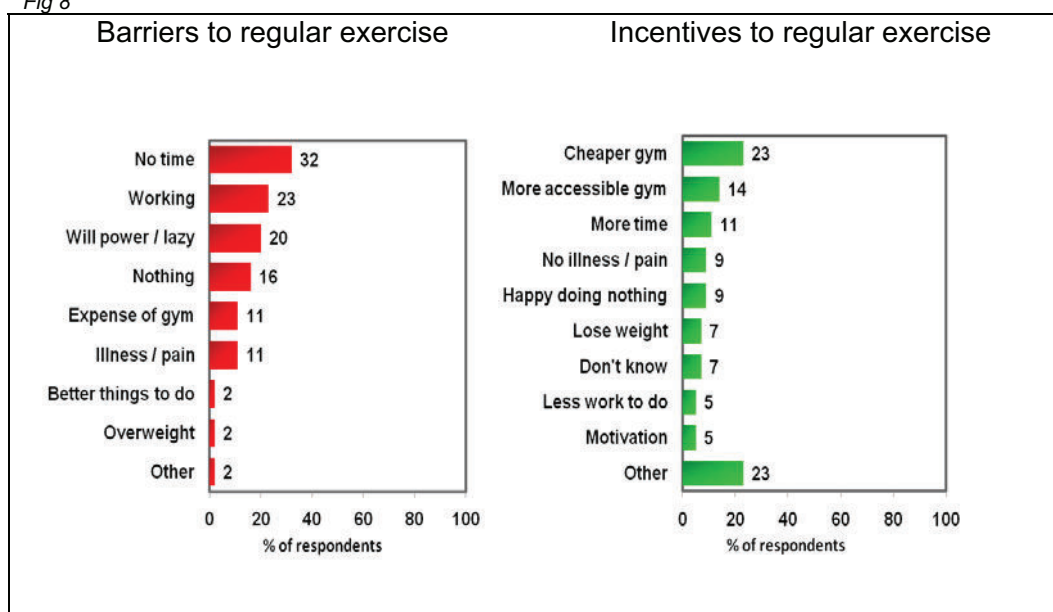
## Priority 4 Promoting physical and mental wellbeing through culture and leisure facilities

Access to meaningful activities, particularly the arts and physical activity, is an important factor in creating and sustaining physical and mental wellbeing.

- Physical activity is associated with a 25-50% lower risk of developing Type 2 diabetes, and a reduction in the overall risk of cancer. It has a clear protective effect on colon cancer and is associated with a reduced risk of breast cancer in women after the menopause. (Department of Health 2009)
- Physical activity has been found to be as effective in the treatment of mild to moderate mental ill health as anti-depressant drugs and psychotherapy.<sup>33, 34</sup>
- Physical activity is associated with a reduced risk of depression and dementia later in life.<sup>7</sup>

Recent research for the A Better Medway campaign showed that lack of affordable leisure facilities was identified by Medway residents as a barrier to take up of physical activity.

Fig 8



The consultation also highlighted the need to ensure that information for families in Medway on places to go and things to do needs to be more easily accessible.

### Arts and culture

There is a growing body of evidence for the effectiveness of the arts in improving mental wellbeing.

Music and singing have been shown to increase the quality of life of people with progressive dementia as well as being able to provide comfort, awareness and inclusion to people from different cultural and social backgrounds (Clair

1990) An evaluation of the role of therapeutic theatre for people with deficits in communications, showed a positive effect in alleviating cognition and social skills disabilities (Snow, 2003). Evidence has also shown that intentional activities, which includes socialising, engaging in meaningful activities and pursuits like engaging with arts and culture account for 40% of the variation in people's happiness. (SE Mental Health and Wellbeing Strategy)

A review of the medical literature for Arts Council England cites nearly 400 papers showing the beneficial impact of the arts on a wide range of health outcomes (p46 Midlands: Arts Council England 2006 Taking Part: the first six months).

### **Actions:**

- To provide access to affordable local facilities and activities which improve the take-up of physical activity for all Medway residents. This will include improving facilities in and usage of green spaces
- Working with partners, stakeholders and residents to ensure that a range of cultural opportunities are provided that meet the needs of our diverse communities and increase engagement of those in minority communities

### **Priority 5: Promoting community cohesion and reducing social Isolation**

Reducing social isolation and promoting cohesion lies at the heart of a safer, stronger community. Bringing old and new communities together, making sure everyone can access the services they need and empowering communities to make the changes they see as important are essential to building a healthier community.

Social isolation and loneliness have been shown to impact strongly on both physical and mental wellbeing.

- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Examples of evidence linking social isolation with mental and physical wellbeing</li> <li>• Most powerful sources of stress are low status and lacking social networks particularly in parents and young children (Wilkinson and Pickett 2009)<sup>35</sup></li> <li>• Low levels of social integration significantly increase mortality (Bennett 2002)<sup>36</sup></li> <li>• Several studies have shown that social networks and participation seem to act as a protective factor against dementia and cognitive decline over the age of 65 and social networks are consistently and positively associated with mortality and morbidity (Fabrigole 1995 and others)<sup>37</sup></li> </ul> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

The voluntary sector and local community groups have a key role to play in developing community cohesion and social isolation. They often provide creative and effective approaches that meet the needs of their communities more efficiently than the statutory sector. Medway is also developing a voluntary sector strategy which will further support the development of this sector. Particular areas where the voluntary sector can be effective include working with people at higher risk of mental health problems, .e.g carers.

In Medway the Social Regeneration Strategy has identified as a priority



strategic aim “to create a cohesive and inclusive community”. Work is going on in the most deprived communities across Medway to support their development.

Medway also has the Sunlight Development Trust as an excellent example of a successful community development social enterprise which has developed a number of volunteering projects. Volunteering has been shown to have health benefits both for those volunteering and for those being helped.

#### **Actions:**

- To support the development of the community and voluntary sector in Medway to reduce social isolation
- To support the development of volunteering initiatives to ensure access to the benefits of volunteering for both volunteers and recipients

The strategies highlighted above will provide a comprehensive framework for delivering these priorities however some of the key initial actions below will be also monitored as part of this strategy.

#### **Relevant local plans**

- Community Safety Plan
- Children and young people’s plan 2009-2011
- Medway Cultural Strategy 2009-2014
- A Social Regeneration Strategy for Medway 2008-2014

### **4.3.4 THE ECONOMIC ENVIRONMENT**

Poor health is strongly correlated with poverty, unemployment, low-skills and also particular types of employment.

#### **Priority 1: To increase access to benefits advice/advice on financial and debt management in order to ensure improved mental and physical wellbeing**

Poverty caused either by unemployment or low-income can mean that people do not have enough money to afford the resources necessary for their own or their families health. This can be very direct – such as in the case of paying for heating during winter - or it can be indirect - for example high fat, high sugar foods often cost less than fruit, vegetables and lean meats, particularly when considered in terms of cost per unit of energy. The number of children and pensioners in poverty represents a serious cause for concern

The Marmot Review focuses on national objectives for this priority; of establishing a minimum income, reducing the social gradient through progressive taxation and reducing cliff edges faced by people returning to work. However, locally action can be taken to tackle poverty to improve take-up of benefits and reduce debt.

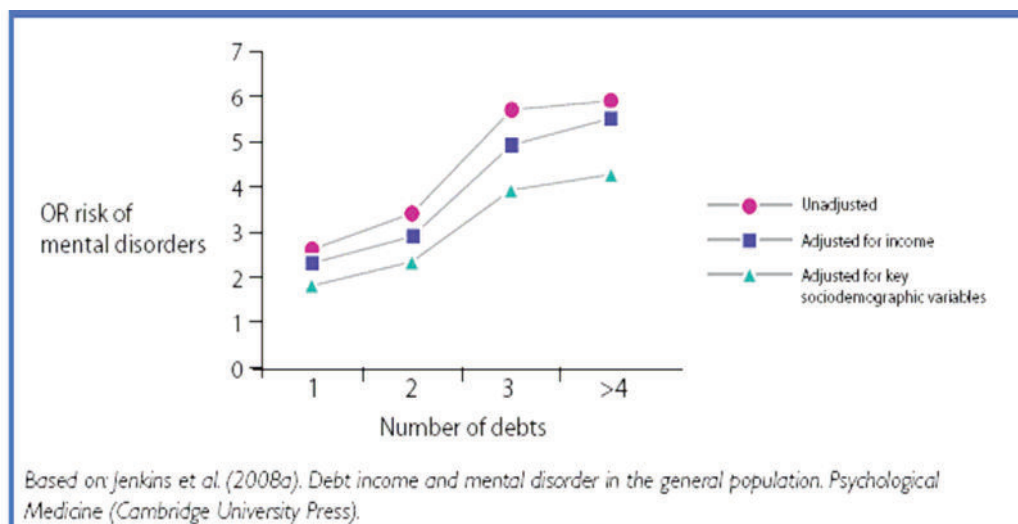
The Foresight report on Mental Capital and Wellbeing (Foresight Report) suggests that the latest data show that the relationship between poor mental health and low income is largely mediated by debt and that debt is a far stronger risk factor for mental disorder than low income.

When all other factors including income are accounted for the effect of debt is still strong but when all other factors including debt are accounted for, the effect of low income largely disappears.



Figure 9 from the Foresight report illustrates these findings. The odds ratio is a measure of the increase risk of mental disorder. The key finding is that, even when corrected for the increased risk with low income on it's own, and with other sociodemographic variables as well as income, there is a very marked increase in rates of the different disorders with increasing numbers of debts.

**Fig 9 : Odds ratio (OR) risk of mental disorders vs. increasing numbers of debts**



### ***The status syndrome – relative poverty in a wealthy society***

#### ***Actions:***

- To improve take-up of benefits with a particular focus on pensioners living in poverty
- To ensure access to debt advice is available for all those who need it.

### **Priority 2: Improve access by local communities to good quality employment opportunities**

The impact of work on health is undisputed. At the extreme are injuries and deaths arising at work. The impact of the workplace on health in specific occupations is also important. An example of this is harmful exposure to hazardous substances and physical hazards in construction industries and the shipyards, e.g asbestos which can go on to cause cancer. Higher suicide rates have also been noted in particular occupational groups nationally. Ensuring good quality employment opportunities means working to promote healthy workplaces across a range of occupations. Unemployment has been shown to be detrimental to both physical and mental health. New evidence is also pointing to the impact of job control, precarious employment and stress influencing health particularly heart disease <sup>38</sup>.

Relative wealth and status also appear significant. The Whitehall studies proved that even above an absolute poverty line, health continued to improve with each step up the income and occupation ladder. Another English study found that there is higher mortality in local authority areas in which there is greater inequality of income, independent of overall income levels <sup>39</sup>.

The Marmot review suggests that the following objectives will have a significant impact on health inequalities.

- Improve access to good jobs and reduce long-term unemployment across the social gradient
- Make it easier for people who are disadvantaged in the labour market to obtain and keep work.
- Improve the quality of jobs across the social gradient.

The Marmot Review recommends that encouraging, incentivising and where appropriate enforcing the implementation of measures to improve the quality of work across the social gradient e.g adherence to equality guidance and stress management/effective wellbeing programmes is important.

This is supported by NICE guidance on improving wellbeing at work. Additionally: providing greater security and flexibility in employment by improving flexibility of retirement age and incentivising employers to create or adapt jobs that are suitable for lone parents, carers, those with physical or mental health problems may also have an impact.

#### **Actions:**

- Deliver Flexible New Deal programme of employment support with Skills Training UK Ltd and local REIGNITE partnership of voluntary and community organisations. 600 local unemployed people to benefit from this service and 90 to secure employment.
- Implement Future Jobs Fund programme in Medway, enabling the creation of 180 temporary jobs within Medway Council to provide local longer term unemployed people with invaluable work experience.
- Maintain the delivery of neighbourhood outreach based employment support services, benefiting 6 target neighbourhoods.
- To work in close partnership with Job Centre Plus to strengthen Local Employment Partnership schemes, which assist local businesses to recruit suitably equipped people from the local workforce.

#### **Relevant local strategies and plans**

Medway Sustainable Communities Strategy

A Social Regeneration Strategy for Medway 2008-2016

## 4.4 HEALTHY LIVES

In line with the white paper 'Choosing Health: making healthy choices easier' this strategy recognizes that it is easier for some people to make healthy choices than others. This section focuses on how we can support people in Medway to be able to make the healthy lifestyle choices that they want. Our aim is to ensure that everyone, including those people in disadvantaged areas and groups have the opportunity to live healthier lives.

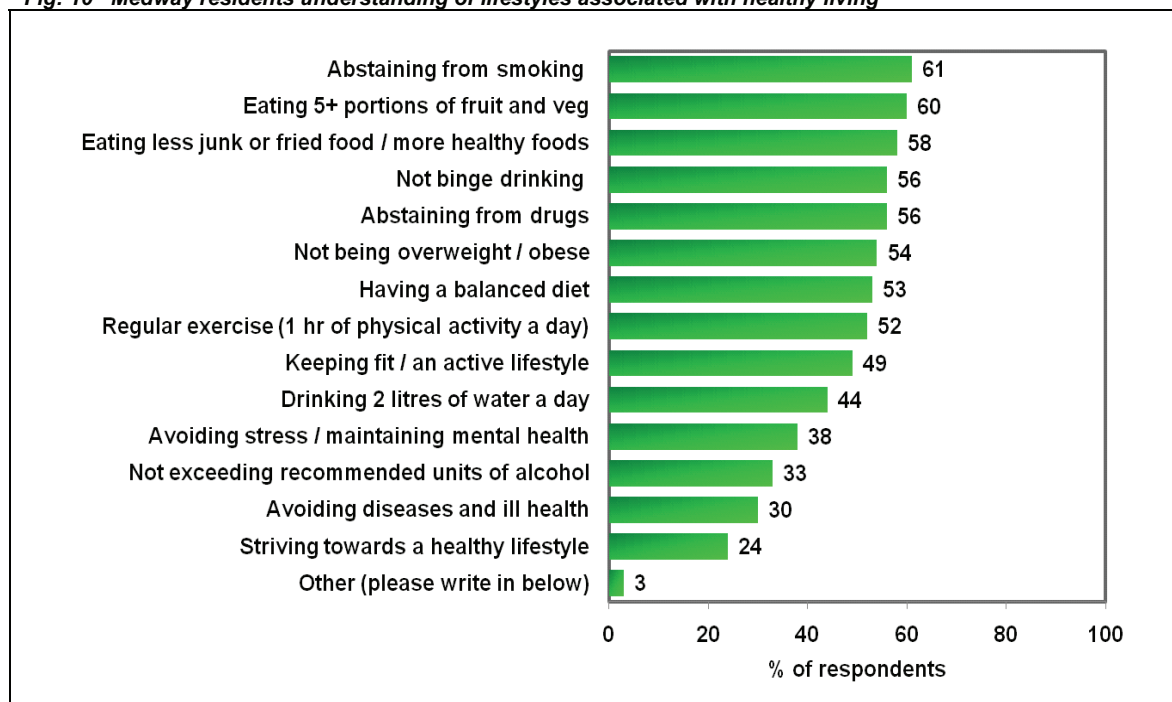
Table 1 : Examples of links between lifestyle risk factors and disease

|               | Poor diet | Physical inactivity | Tobacco use | Alcohol misuse | Excess weight | High blood pressure | High cholesterol |
|---------------|-----------|---------------------|-------------|----------------|---------------|---------------------|------------------|
| Heart disease | X         | X                   | X           | X              | X             | X                   | X                |
| Stroke        | X         | X                   | X           | X              | X             | X                   | X                |
| Cancer        | X         | X                   | X           | X              |               |                     |                  |
| Depression    | X         |                     |             | X              | X             |                     |                  |
| Diabetes      | X         | X                   |             |                | X             |                     |                  |
| Asthma        |           |                     | X           |                | X             |                     |                  |

Source: AIHW 2002<sup>40</sup>

As part of the research carried out in 2009 for the A Better Medway campaign, 273 people across Medway were asked what they felt were the key aspects of healthy lifestyles. Their response can be seen in Figure 10.

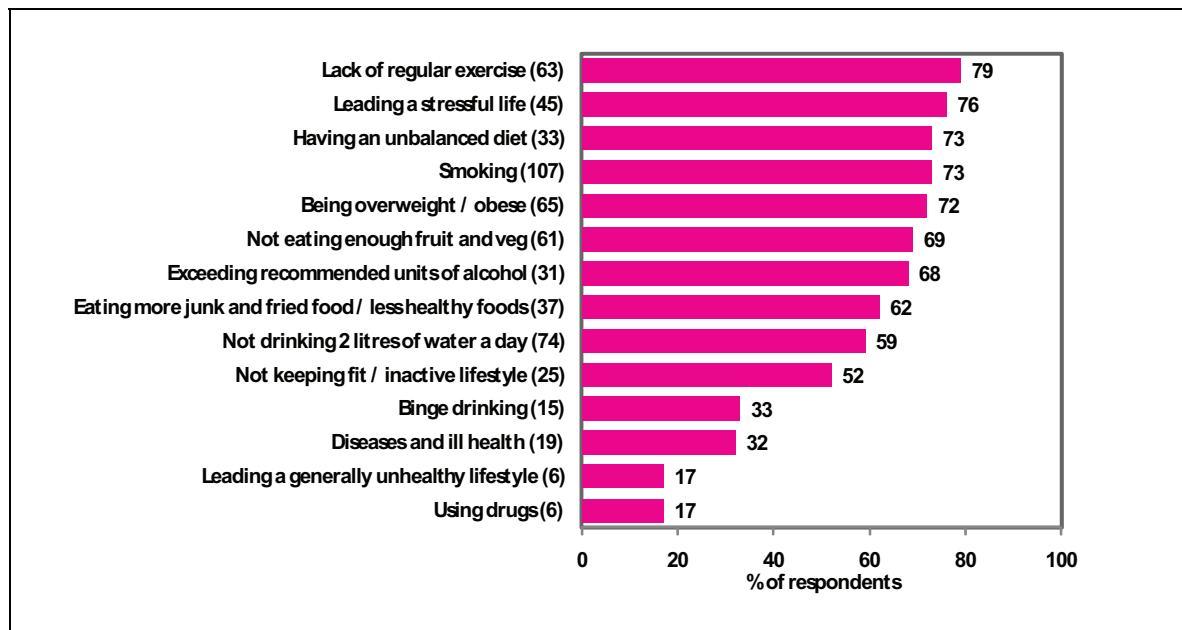
Fig: 10 Medway residents understanding of lifestyles associated with healthy living



Source: A Better Medway social marketing research 2009

They were also asked which of their own behaviours they would like to change. Figure 11 below illustrates the response and indicates that the majority of Medway residents do want to change what they perceive as unhealthy behaviours.

**Fig 11:** Which of the lifestyle aspects that you said apply to you would you personally like to improve in order to lead a healthier lifestyle?



Source: A Better Medway Social Marketing Research 2009

In addition to the ongoing need to promote healthier lifestyles, additional demand for health promotion services will be created by the Health Checks Programme which started in 2010. This programme will offer vascular risk assessment and management to everybody aged 40-74 years every 5 years and will identify people at increased risk of heart disease type 2 diabetes and stroke. Modelling has identified that this programme will identify an increased need for health promotion programmes relating to smoking, obesity and physical activity.

### ***Developing priorities for Healthy Lives.***

Nationally, "Choosing Health" identified the most important lifestyle changes and these are consistent with our local research.

The following sections outline these lifestyle priorities and key actions locally to support them. In order to tackle health inequalities effectively action in all these priority areas need to be focused across the social gradient with an initial focus on more deprived areas where rates of smoking, obesity, alcohol misuse and poor diet are higher and physical activity and mental wellbeing are lower.

### **Priority 1: Reducing smoking rates and improving tobacco control**

Smoking is the single biggest cause of illness and early death in England. Although smoking rates are decreasing locally rates are higher than in neighbouring areas. Medway ranks 32<sup>nd</sup> out of 37 LA areas in South-East Coast with 24.9% of the adult population smoking. As stated previously it is estimated that smoking causes 25-30% of all cancers. Smoking also contributes more than any other risk factor to inequalities in life expectancy. Stopping smoking at any age improves health and increases life expectancy.

From national surveys smoking is perceived to be the behaviour that has the worst impact on health, with smoking being more prevalent amongst under 35's and in lower socioeconomic groups. 73% of smokers who were asked as part of the Better Medway research say they want to improve this aspect of their lifestyle,

In 2009 'Medway's Stop Smoking service commissioned social marketing research on how to best reduce smoking rates in routine and manual socio-economic groups. The results from this will be used to shape smoking services in the future.

In 2010 the Medway Tobacco Control Alliance was launched. The alliance was established to bring together partners across all agencies to tackle wider tobacco related problems across Medway from stopping young people taking up smoking to reducing illegal supply.

#### **Actions:**

- Increase capacity within the Stop Smoking Service, particularly targeting routine and manual groups
- Develop a tobacco control action plan for Medway.

### **Priority 2: Eating a healthier diet and achieve and maintain a healthy weight**

A healthy diet, from infancy onwards, lays the foundation for good health throughout life. Even small changes in our diet, such as reducing the amount of saturated fat, sugar and salt, can have very positive health benefits. Medway currently has the 2nd highest adult obesity rate of the 37 LAs in South East Coast. The number of adults eating the recommended amount of five pieces of fruit and vegetables a day is the 4th lowest in the region.

From the A Better Medway research, 27% of a sample of Medway residents believe they are overweight / obese, 25% do not think they eat enough fruit and vegetables, 15% think they eat too much junk food and 14% think they have an unbalanced diet. Lack of time, lack of knowledge and lack of support are all barriers that need to be overcome to tackle this issue.

In Medway there is a healthy weight programme which includes initiatives to improve healthy eating and reduce obesity which includes a weight management programme for adults (Tipping the Balance) and MEND (Mind, Exercise, Nutrition, Do It!) and MEND 2-4 which are programmes for children and their parents to help develop and maintain healthy eating patterns and increase physical exercise.

#### **Actions:**

- Development of a co-ordinated infant feeding programme, to increase breastfeeding rates in Medway
- Deliver MEND 2-4 Preventative Programme to help parents to embed healthy eating principles within their family diet and to encourage active play in partnership with Children's centre in wards with high rates of childhood obesity
- Extend the supporting healthy weight programme for all ages

Medway has the lowest rates of physically active adults in South East Coast at 16%. Increasing physical activity is a multi-faceted task. It involves creating a physical infrastructure and access to quality green spaces which make physical activity easier. Some of the work to improve the infrastructure to facilitate active transport has been highlighted as part of the Healthy Places section as part of the natural, built and social environments.

It also involves developing exercise opportunities which make physical activity more accessible and attractive. Doing this involves partnership across a variety of agencies.

In Medway, initiatives include exercise referral schemes, Healthy Walks programmes and an active travel co-ordinator to encourage active transport for people to build more physical activity into their daily routine.

#### **Actions:**

- Increase access to physical activity opportunities
- Develop an exercise referral scheme to increase participation in physical activity opportunities.
- Development of a co-ordinated infant feeding programme, to increase breastfeeding rates in Medway
- Deliver MEND 2-4 Preventative Programme to help parents to embed healthy eating principles within their family diet and to encourage active play in partnership with Children's centre in wards with high rates of childhood obesity
- Extend the supporting healthy weight programme for all ages

#### **Priority 4: Promoting sensible drinking**

Alcohol affects all of society, from the burden on the NHS in terms of hospital admission and treatment in primary care, the economic burden due to loss of employment and reduced capacity to work, through to other negative effects of alcohol on the social and behavioural welfare of communities (e.g from antisocial behaviour).

Across England and in Medway alcohol related admissions to hospital continue to increase annually. The cost to society of alcohol misuse is estimated to be more than £17 billion a year.

A Priority for the Community Safety Partnership is to tackle substance misuse, including alcohol. With alcohol consumption being involved in just under half of all arrests, alcohol misuse has been shown to be an important factor in a wide number of disorder related issues.

Alcohol misuse is not isolated to adults. Local analysis of young people accessing treatment for substance misuse shows 60% are primarily misusing alcohol. Concern about rowdy or drunken behaviour (not just confined to the night-time economy) remains high.

A Medway Alcohol Strategy was developed in 2009 and an alcohol co-ordinator has been appointed to take forward implementation of this. Some of the key actions in this strategy are highlighted in the actions section following.

#### **Actions:**

Deliver the Medway Alcohol Strategy and Community Safety Partnership priorities which include:

- Training for primary healthcare staff and other frontline workers for screening and delivering brief interventions opportunistically for harmful drinkers
- Identify and use opportunities in conjunction with partners for delivering brief interventions in A&E, primary care and other settings e.g police station, youth services
- Develop a system for identifying and treating hazardous drinkers in the criminal justice system.



- Projects will be commissioned & delivered by the CSP Office to raise awareness of the dangers of drug and alcohol misuse; this will include working within schools to ensure that young people stay healthy and improve children's outcomes. Public Health will support the CSP with social marketing projects to promote sensible drinking.
- Reduce young people's access to alcohol in shops through targeting illegal under age sales through test purchase operations to ensure alcohol is not sold to under 18s.

### Priority 5: Improving mental health and wellbeing

Wellbeing and mental health are not simply the absence of mental illness. The Foresight Mental Capital and Wellbeing Project (2008) <sup>41</sup> defines wellbeing as “dynamic state in which the individual is able to develop their potential, work protectively and creatively, build strong and positive relationships with others and contribute to their community. It is enhanced when an individual is able to fulfil their personal and social goals and achieve a sense of purpose in society.

Enjoyment of the world around us, our families and friends, physical activity, appreciation of art, music and spirituality can all contribute to good mental health and well-being. Mental well-being can be adversely affected by things like worries about money, stressful work, poor relationships, bullying and violence. Our mental well-being is also affected by whether or not we feel in control of our lives, feel safe, have good relationships with other people and feel involved with our community.

In the sample interviewed as part of the A Better Medway survey of healthy lifestyles there appeared to be higher stress levels amongst respondents in the “middle” age groups and higher socio-economic groups. This appeared to be generally related to work or family pressures, with a notable proportion of respondents unsure how to positively impact this.

The Foresight Report used the best available evidence to put together developed the wellbeing equivalent of the” 5 fruit and vegetables a day” for mental health and wellbeing which is set out below:

- 1 **Connect...** With the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day
- 2 **Be active...** Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and that suits your level of mobility and fitness
- 3 **Take notice...** Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you
- 4 **Keep learning...** Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you enjoy achieving. :Learning new things will make you more confident as well as being fun
- 5 **Give...** Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, as linked to the wider community can be incredibly rewarding and creates connections with the people around you



As part of the implementation of the Live It Well mental health and wellbeing strategy we will run campaigns in Medway to promote key messages around mental health and wellbeing.

#### **Actions:**

- Development of a mental health promotion strategy which aims to increase health and wellbeing at population level, and also with high risk groups and those with existing mental health problems.
- Promote and support wellbeing at work by working with small and medium sized businesses to implement the NICE guidance
- Employ a mental health promotion specialist to commission and develop programmes targeted at improving mental wellbeing in all age groups
- Commission mental health awareness and suicide prevention training across Medway

#### **Priority 6: Improving sexual health and reducing teenage pregnancy**

Good sexual health is about enjoying sex without harming yourself or others. It is important to have the knowledge and skills to be able to make informed choices, to avoid sexually-transmitted infections and use contraception effectively.

Sexually-transmitted infections can be unpleasant; although sometimes people may not realise they have one. If left untreated they can lead to infertility, pelvic inflammatory disease, ectopic pregnancy, liver disease and cancers. Some, such as syphilis and HIV, can be fatal.

Although the teenage pregnancy rates remain difficult to reduce, significant progress has been made in the delivery of the Teenage Pregnancy Programme during the last year. Key achievements include increased access to condoms and emergency hormonal contraception, increased provision of Sex and Relationships Education and the establishment of the Supporting Young Parents Integrated Team.

#### **Action:**

- Increasing the capacity of the Speakeasy programme (supporting parents/carers to discuss sexual health matters with young people)

#### **Priority 7: Support and develop peer support programmes to facilitate holistic lifestyle style change**

Research indicates that a key factor in the ability to change behaviour is peer support. Working with communities and individuals to empower them to be able to make the lifestyle decisions they want to make is crucial to enable sustainable changes. One way this can be helped is through working with communities to provide appropriate lifestyle services in accessible places.

A key new programme which has started in Medway in 2009 is the Health Trainer Programme. This is being delivered by the Sunlight Development Trust and provides tailored 1:1 support for people to help with making the specific changes that that individual has decided they want to make. They provide help and support in finding the right services and accessing them as needed.

Key to the success of this programme is recruiting people who come from and are able to work with the communities they serve. This programme has had a successful start and is planned to continue and develop over the next 5 years.

#### **Actions:**

- Support and develop peer support programmes to facilitate holistic lifestyle style change
- To continue to develop the Health Trainer programme across Medway.

#### **Priority 8: Ensure that health promotion programmes are in place to support older people in healthy ageing**

Older people can currently access all Medway's adult health promotion programmes. However further work needs to be done to identify whether older people are actually using these programmes and if further targeted work needs to be done to facilitate lifestyle change for older people.

#### **Actions:**

Ensure that health promotion programmes are in place to support older people in healthy ageing

- Audit access to health promotion programmes and target older people where barriers to access are identified.
- Where necessary support the development of new health promotion programmes that support healthy ageing

#### **Relevant local strategies**

Medway Sustainable Community Strategy 2000 - 2006

Medway Alcohol Strategy 2009

## **4.5 HEALTHY SERVICES**

A range of services contribute to the prevention of ill health. Healthcare and other statutory and voluntary services have a key role to play in taking every opportunity to prevent disease and promote health. There are also specific directly provided preventative health services which include immunisation and screening.

### **4.5.1 Immunisation**

The childhood immunisation programme offers immunisation to all children against the following infections: diphtheria, tetanus, pertussis (whooping cough), polio, *Haemophilus influenzae* type b (Hib), pneumococcal disease, meningococcal group C disease, measles, mumps and rubella (German measles). In addition girls are offered immunisation against human papilloma virus (HPV) types 16 and 18 which are responsible for some forms of cervical cancer. This is usually offered in school year 8.

Immunisation protecting against hepatitis B and tuberculosis is offered to at risk groups or individuals.

In addition, adults in at risk categories, those over 65 and healthcare and social care staff, are offered vaccination against seasonal flu annually and in 2009/10 there was a national campaign to vaccinate against Influenza A H1N1 which reached pandemic proportions in July 2009.

Medway has higher uptake of vaccinations for all childhood immunisations except HPV, compared to England and South East Coast SHA. Work needs to be and is being undertaken to improve the HPV vaccination uptake rate.

#### **Priority 1: Improve the HPV vaccination uptake rate in Year 8 girls**

##### **Action:**

- Work with Medway Council, schools and general practices to increase uptake of HPV vaccination offered to Year 8 girls (primarily a school based programme supported by general practice where immunisation in school has not occurred).

#### **4.5.2 Screening**

There are a variety of screening programmes in place in Medway for both children and adults which play a key role in identifying pre-symptomatic disease. These include the antenatal and neo-natal screening programmes for children the adult screening programmes for cancer (breast, cervical, bowel and prostate) and diabetic retinopathy screening.

Two programmes which are comparatively new in Medway and which are still being developed are chlamydia screening and the NHS Health Checks programme.

Chlamydia is the most commonly diagnosed sexually transmitted bacterial infection in the UK. The infection is often symptomless and left untreated it can lead to pelvic inflammatory disease and infertility in women. In 2006 NHS Medway started a chlamydia screening service for young people between 15-25 to identify, treat and control this disease before the effects become irreversible.

NHS Health Checks is a national programme aiming to offer everyone aged between 40 and 74 years of age, a check every 5 years to help them identify their risk of developing stroke, heart disease, diabetes and kidney disease.

Following risk assessment individuals at a higher risk of developing disease in the future are offered advice and support to reduce their risk. This may take the form of a brief intervention recommending appropriate lifestyle changes and referral to stop smoking and physical activity services.

Medway has a two phase strategy for offering the checks. The first phase is offering the checks on a systematic basis through GP surgeries. This is now happening with many practices reporting good uptake of the checks. The second phase will be to offer targeted outreach checks on an opportunistic basis.

#### **Priority 1: Ensure continuing development and cost-effectiveness of the Chlamydia screening and Health Checks programmes**

#### **Actions:**

- Increase coverage and cost-effectiveness of the chlamydia screening programme for young people in Medway
- Continuing development of the Health Checks programme and extension to hard to reach groups This programme is being developed at present and will target specific groups and areas where there is poor uptake of the check

#### **4.5.3 Health improvement in primary care**

Primary care is playing an increasingly more significant role in health improvement. Research has shown that doctors are trusted and respected by the public and their advice is listened to more than other professionals.

GP practices can and do play a key role in prevention, for example, there is a locally enhanced service in place in Medway in which GPs provide smoking cessation advice. However there are also other initiatives relating to the wider determinants of health that have been shown to be effective in other areas which could be implemented locally. Initiatives in primary care have often been developed in isolation from each other and consequently GPs can feel overloaded.

Pharmacies, dentists and opticians also have a role to play in health improvement.. There is an Oral Health Strategy for Medway which sets out the priorities for dental health promotion.

#### **Priority 1: Enhance and support health improvement in primary care**

#### **Actions:**

- In collaboration with the Clinical Quality Directorate review all activity to promote health improvement and tackle health inequalities in primary care and ensure that appropriate programmes are in place and integrated for maximum effectiveness
- Ensuring that the treatment of the risk factors (high cholesterol and hypertension) for CHD is delivered to the highest standard in all GP practices in Medway
- To ensure that all primary care staff are kept up to date with respect to health improvement interventions and relevant services to ensure effective signposting where appropriate.

#### **4.5.4 Health improvement in secondary care & community services**

Hospitals and other out and in-patient services can also have a key role in improving health as they are involved in caring for people at a time when they may be particularly receptive to making lifestyle changes. Nationally there is a health promoting hospitals network which seeks to promote and develop good practice in this area.

In Medway the main acute provider is Medway NHS Foundation Trust. Medway Community Healthcare is the main provider for community services.

The Kent and Medway NHS and Social Care Partnership Trust provides most secondary mental health services. There are also a growing number of third sector providers of health and social care services

**Priority 1: All health and social care services to promote health improvement as part of their normal service .**

**Actions:**

- Develop public health champions in all provider organisations who will give leadership and ensure action on health improvement. Ensure opportunities for public health champion training as part of the Kent and Medway scheme are promoted across all providers including voluntary sector providers
- All commissioners of health and social care services to ensure that when services are commissioned that the contracting mechanisms include provision for appropriate health improvement activities.

#### **4.5.5 The wider public health workforce**

Delivering the public health agenda requires wider engagement than just the health and social care workforce. If we are to make a significant impact on the health of the people of Medway then the engagement of other partner organisations and the voluntary sector is essential. The Marmot review suggests that prioritising investment in ill health prevention across government departments to reduce the social gradient should be a key objective.

Planning to create supportive environments for health needs to strengthen the local community's capacity to achieve better health. This capacity building involves developing 'sustainable skills, organizational structures, resources and commitment to health improvement in health and other sectors ... [to] prolong and multiply health gains many times over' (Hawe et al. 2000). It can occur within a specific program and as part of broad agency and system development. 'This means that capacity building activity may be developed with individuals, groups, teams, organisations, inter-organisational coalitions or communities' (Hawe et al. 2000).

Statutory agencies such as Medway Council and Kent Police have a key role in ensuring all frontline staff are aware of and signposting to appropriate health improvement services as part of their normal work.

The voluntary sector provides a range of services and are often ideally placed to engage with their communities in a way that can be difficult for statutory providers. They can also have a significant impact by signposting and facilitating access to services and by encouraging lifestyle change.

**Priority 1: To enhance the capability of the wider public health workforce to contribute to improving the health and wellbeing of Medway residents.**

**Action:**

- We will develop training programmes to increase the public health capacity and capability of the local statutory and voluntary sector organisations workforce and develop a network of public health champions.

**This chapter identifies the enabling actions that will support the delivery of the health and wellbeing strategy**

## **MEASURING IMPACT**

This Health and Wellbeing Strategy will be monitored using a number of outcome, output and process measures. Currently the existing actions in this strategy are monitored through existing indicators including LAA targets, Vital Signs and World Class Commissioning Outcomes. (See Appendix 3) The new government is currently consulting on new outcome measures for health and the Council is reviewing the targets needed to support the Council Plan. Appropriate outcome measures for the ongoing monitoring of this strategy will be developed through these processes.

## **PARTNERSHIPS**

### ***Communication and Public Engagement***

We will continue to listen to what local people want and need to maintain their health and wellbeing through the established forums for consultation as well as by carrying out appropriate local research.

We are also committed to developing ways to engage with hard to reach groups and will work with groups across Medway Council to ensure that we extend our consultation as widely as possible.

### ***Governance & Leadership***

The successful delivery of this strategy will require the engagement of all thematic partnerships within the LSP. Delivery of the Strategy will be monitored through the Health Improvement Strategic Change Group. The Health Partnerships Board will provide strategic leadership of health and wellbeing in Medway and hold partners to account to work together to deliver the priority actions contained within the Strategy.

## APPENDIX 1: SUMMARY OF PRIORITIES AND INITIAL ACTIONS

| Health Inequalities |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Priority 1:</b>  | To ensure health inequalities is integrated into partnership work in all areas of this strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Actions:</b>     | These are highlighted in the relevant sections following.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Priority 2:</b>  | To monitor health inequalities across Medway and improve local knowledge and understanding e.g carrying out health equity audits and health inequalities impact assessment.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Actions:</b>     | <ul style="list-style-type: none"> <li>• To use tools from the Health Inequalities National Support Team to model effect of primary care and lifestyle interventions on life expectancy and number of lives saved.</li> <li>• Carry out at least 1 equity audit per year</li> <li>• To develop health inequalities dashboards for key service areas to enable appropriate tracking of progress.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Priority 3:</b>  | To support place based initiatives that focus on tackling health inequalities and bring together all the elements needed to reduce the life expectancy gap in an integrated way.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Actions:</b>     | <ul style="list-style-type: none"> <li>• Medway Council is now implementing a new phase of social regeneration, which is bringing major benefits to local people. New Initiatives that will be developed include <ul style="list-style-type: none"> <li>○ Project SUCCESS which will expand employment support services to local people by neighbourhood outreach.</li> <li>○ Upgrading and improvement of existing open space facilities such as Barnfield Recreation Ground in Luton and Rede Common in Strood South.</li> <li>○ A programme of streetscape, parking and highways improvements</li> </ul> </li> <li>• Medway's Housing Team is developing the In Focus project and has developed a detailed Medway-wide house-by-house database which draws together a wide variety of information. This is being used to model the possible impact of improvements to that stock, in particular it will allow us to focus on the impact of work to improve energy efficiency which the main reason for failure of minimum housing standards within this area. One of the project aims is to improve health and reduce health inequalities</li> <li>• NHS Medway and Medway Council have signed up to the Healthy Places Healthy Lives initiative to develop more integrated ways of working in specific geographical locations..</li> </ul> |



|                              |                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                              | <ul style="list-style-type: none"> <li>NHS Medway is using a Triple Aim approach (which aims to improve the health of the population, patient experience and value for money) to focus on analysis of the coronary heart disease pathway and services in the All Saints area. The information gained will be used to redesign services more appropriately with the aiming of reducing mortality from heart disease in this area.</li> </ul> |
| <b>Healthy Places</b>        |                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Priority 1:</b>           | Improving access to green spaces across the social gradient                                                                                                                                                                                                                                                                                                                                                                                 |
| Actions:                     | <ul style="list-style-type: none"> <li>Ensuring Medway targets for access to green space are met and remove barriers to access</li> <li>Improve green spaces to provide appropriate facilities for children, young people and older people</li> </ul>                                                                                                                                                                                       |
| <b>Priority 2:</b>           | Reducing waste and pollution                                                                                                                                                                                                                                                                                                                                                                                                                |
| Actions:                     | <ul style="list-style-type: none"> <li>Work in partnership with the Kent Energy Efficiency Partnership, and the Energy Saving Trust to reduce carbon emissions from domestic activities.</li> <li>Work in partnership with our commercial partners, through contract re-lets, to ensure that our waste services.</li> </ul>                                                                                                                 |
| <b>Priority 3:</b>           | Addressing climate change                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Actions:                     | <ul style="list-style-type: none"> <li>Annually assess the carbon footprint of council buildings, assets and operations, and use data to target buildings for energy reduction initiatives</li> <li>Develop energy champions in each service area to promote energy efficiency, within the council's estate, operations and services.</li> <li>Conduct a green fleet review of council transport</li> </ul>                                 |
|                              |                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>The Built Environment</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <u>Housing</u>               |                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Priority 1:</b>           | Reducing excess winter deaths by ensuring access to good quality and energy efficient housing                                                                                                                                                                                                                                                                                                                                               |
| <b>Priority 2:</b>           | Ensure access to decent housing for all Medway residents with a focus for housing for older people which facilitates continuing independence.                                                                                                                                                                                                                                                                                               |
| Actions:                     | <ul style="list-style-type: none"> <li>Health and housing staff will develop a health and housing action plan. This will include ensuring appropriate frontline healthcare staff are trained to identify and refer vulnerable people who would benefit from help in improving energy efficiency</li> <li>Reduce the number of people receiving income based benefits</li> </ul>                                                             |

|                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                               | <p>living in homes with a low energy efficiency rating</p> <ul style="list-style-type: none"> <li>• Improve the targeting of energy efficiency advice and assistance to alleviate fuel poverty and improve the level of decency in the housing stock.</li> <li>• Increase the number of vulnerable people achieving independent living</li> </ul>                                                                                                                                                                                                                                                                        |
| <u>Transport</u>              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Priority 3:</b>            | Improving access to active transport                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Priority 4:</b>            | Reducing the level of traffic accidents by appropriate traffic calming measures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Actions:                      | <ul style="list-style-type: none"> <li>• Extend cycle paths and continue to promote increased use of cycling and walking</li> <li>• Provision of appropriate public transport to health facilities and other new developments</li> <li>• Continue to promote accident reduction measures through physical measures on sites, and through education in schools</li> </ul>                                                                                                                                                                                                                                                 |
| <u>Urban Regeneration</u>     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Priority 5:</b>            | Ensuring all new developments meeting appropriate standards for decent homes and access to green spaces and create living environments that support cohesive and sustainable communities                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Priority 6:</b>            | Ensuring the benefits of urban regeneration and new infrastructure are made available to all Medway citizens                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Action:                       | Ensure compliance with the Developer Contribution Guide which sets formal and informal standards for greenspaces within new developments.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>The Social Environment</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Priority 1:</b>            | Reducing fear of crime                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Actions:                      | <ul style="list-style-type: none"> <li>• Increase visible uniformed presence: The Performance Delivery Group will coordinate a visible presence of officers from the council and police working together at the appropriate times and places to reduce the opportunity for offences to take place and to reassure the public.</li> <li>• Tackle the perception of crime: The Community Safety Partnership will publicise current crime figures, relevant to Medway to reassure the public of the low levels, compared to those perceived.</li> <li>• Increase public awareness and provide enhanced community</li> </ul> |

|                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                    | <p>engagement: The Community Safety Unit will keep the public informed of ongoing and planned activities to reduce the opportunity for criminal activity in neighbourhoods. The Confidence and Reassurance Group will frequently identify opportunities for community engagement in Medway to gauge local concerns</p> <ul style="list-style-type: none"> <li>• Work with partners to deliver the Medway Prevent Action Plan that has been highlighted nationally in the Office of Counter Terrorism's good practice guide.</li> </ul>                                                                                                                                                                                                                                                 |
| <b>Priority 2:</b> | Supportive early years environments and good educational facilities for children and young people.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Priority 3:</b> | Ensuring access to good quality lifelong learning across the social gradient                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Actions:</b>    | <ul style="list-style-type: none"> <li>• Provide evidence-based and effective parenting programmes to all parents who would benefit.</li> <li>• Ensure appropriate pre and post natal interventions, such as intensive home visiting programmes (e.g Family Nurse Partnership and the new Antenatal and Preparation for Parenthood programme) are provided for all Medway residents who would benefit.</li> <li>• Implementing the Improved Health Child programme and encouraging high quality and consistent PHSE education programme</li> <li>• Ensure that all information about children and young people's activities and services is easily available via the Family Information Service</li> <li>• Continuing development of Children's Centre provision in Medway.</li> </ul> |
| <b>Priority 4:</b> | Promoting physical and mental wellbeing through culture and leisure facilities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Actions:</b>    | <ul style="list-style-type: none"> <li>• To provide access to affordable local facilities and activities which improve the take-up of physical activity for all Medway residents. This will include improving facilities in and usage of green spaces.</li> <li>• Working with partners, stakeholders and residents to ensure that a range of cultural opportunities are provided that meet the needs of our diverse communities and increase engagement of those in minority communities</li> </ul>                                                                                                                                                                                                                                                                                   |
| <b>Priority 5:</b> | Promoting community cohesion and reducing social Isolation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Actions:</b>    | <ul style="list-style-type: none"> <li>• To support the development of the community and voluntary sector in Medway to reduce social isolation</li> <li>• To support the development of volunteering initiatives to ensure access to the benefits of volunteering for both volunteers and recipients</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

| The Economic Environment |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Priority 1:</b>       | To increase access to benefits advice/advice on financial and debt management in order to ensure improved mental and physical wellbeing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Actions:</b>          | <ul style="list-style-type: none"> <li>• Deliver Flexible New Deal programme of employment support with Skills Training UK Ltd and local REIGNITE partnership of voluntary and community organisations. 600 local unemployed people to benefit from this service and 90 to secure employment.</li> <li>• Implement Future Jobs Fund programme in Medway, enabling the creation of 180 temporary jobs within Medway Council to provide local unemployed people with invaluable work experience.</li> <li>• Maintain the delivery of neighbourhood outreach based employment support services, benefiting 6 target neighbourhoods.</li> <li>• To work in close partnership with Job Centre Plus to strengthen Local Employment Partnership schemes, which assist local businesses to recruit suitably equipped people from the local workforce</li> </ul> |
| Healthy Lives            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Priority 1:</b>       | Reducing smoking rates and improving tobacco control                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Actions:</b>          | <ul style="list-style-type: none"> <li>• Increase capacity within the Stop Smoking Service, particularly targeting routine and manual groups</li> <li>• Develop a tobacco control action plan for Medway.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Priority 2:</b>       | Eating a healthier diet and achieve and maintain a healthy weight                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Actions:</b>          | <ul style="list-style-type: none"> <li>• Development of a co-ordinated infant feeding programme, to increase breastfeeding rates in Medway</li> <li>• Deliver MEND 2-4 Preventative Programme to help parents to embed healthy eating principles within their family diet and to encourage active play in partnership with Children's centre in wards with high rates of childhood obesity</li> <li>• Extend the supporting healthy weight programme for all ages</li> </ul>                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Priority 3</b>        | Increasing physical activity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Actions:</b>          | <ul style="list-style-type: none"> <li>• Increase access to physical activity opportunities</li> <li>• Develop an exercise referral scheme to increase participation in physical activity opportunities.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Priority 4:</b>       | Promoting sensible drinking                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Actions:</b>          | <p>Deliver the Medway Alcohol Strategy and Community Safety Partnership priorities which include:</p> <ul style="list-style-type: none"> <li>• Training for primary healthcare staff and other frontline workers for screening and delivering brief interventions opportunistically for harmful drinkers.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                         | <ul style="list-style-type: none"> <li>• Identify and use opportunities in conjunction with partners for delivering brief interventions in A&amp;E, primary care and other settings e.g police station, youth services</li> <li>• Develop a system for identifying and treating hazardous drinkers in the criminal justice system.</li> <li>• Projects will be commissioned &amp; delivered by the CSP Office to raise awareness of the dangers of drug and alcohol misuse; this will include working within schools to ensure that young people stay healthy and improve children's outcomes. Public Health will support the CSP with social marketing projects to promote sensible drinking.</li> <li>• Reduce young people's access to alcohol in shops through targeting illegal under age sales through test purchase operations to ensure alcohol is not sold to under 18s.</li> </ul> |
| <b>Priority 5</b>       | Improving mental health and wellbeing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Actions:                | <ul style="list-style-type: none"> <li>• Development of a mental health promotion strategy which aims to increase health and wellbeing at population level, and also with high risk groups and those with existing mental health problems.</li> <li>• Promote and support wellbeing at work by working with small and medium sized businesses to implement the NICE guidance</li> <li>• Employ a mental health promotion specialist to commission and develop programmes targeted at improving mental wellbeing in all age groups</li> <li>• Commission mental health awareness and suicide prevention training across Medway</li> </ul>                                                                                                                                                                                                                                                     |
| <b>Priority 6:</b>      | Improving sexual health and reducing teenage pregnancy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Action:                 | <ul style="list-style-type: none"> <li>• Increasing the capacity of the Speakeasy programme (supporting parents/carers to discuss sexual health matters with young people)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Priority 7:</b>      | Support and develop peer support programmes to facilitate holistic lifestyle style change.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Actions:                | <ul style="list-style-type: none"> <li>• Support and develop peer support programmes to facilitate holistic lifestyle style change</li> <li>• To continue to develop the Health Trainer programme across Medway</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Priority 8:</b>      | Ensure that health promotion programmes are in place to support older people in healthy ageing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Action:                 | <ul style="list-style-type: none"> <li>• Audit access to health promotion programmes and target older people where barriers to access are identified.</li> <li>• Where necessary support the development of new health promotion programmes that support healthy ageing</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Healthy Services</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <u>Immunisation</u>     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Priority 1:</b>      | Improve the HPV vaccination uptake rate in year 8 girls                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

|                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| Actions:                             | <ul style="list-style-type: none"> <li>• Work with Medway Council, schools and general practices to increase uptake of HPV vaccination offered to Year 8 girls (primarily a school based programme supported by general practice where immunisation in school has not occurred)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                        |
| <u>Screening</u>                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Priority 1:</b>                   | Ensure continuing development and cost effectiveness of the Chlamydia screening and Health Checks programmes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Actions:                             | <ul style="list-style-type: none"> <li>• Increase coverage and cost-effectiveness of the chlamydia screening programme for young people in Medway</li> <li>• Continuing development of the Health Checks programme and extension to hard to reach groups This programme is being developed at present and will target specific groups and areas where there is poor uptake of the check</li> </ul>                                                                                                                                                                                                                                                                                |
| <u>Primary care</u>                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Priority 1:</b>                   | Enhance and support health improvement in primary care                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Actions:                             | <ul style="list-style-type: none"> <li>• In collaboration with the Clinical Quality Directorate review all activity to promote health improvement and tackle health inequalities in primary care and ensure that appropriate programmes are in place and integrated for maximum effectiveness</li> <li>• Ensuring that the treatment of the risk factors (high cholesterol and hypertension) for CHD is delivered to the highest standard in all GP practices in Medway</li> <li>• To ensure that all primary care staff are kept up to date with respect to health improvement interventions and relevant services to ensure effective signposting where appropriate.</li> </ul> |
| <u>Secondary care</u>                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Priority 1:</b>                   | All health and social care services to promote health improvement as part of their normal service                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Actions:                             | <ul style="list-style-type: none"> <li>• Develop public health champions in all provider organisations who will give leadership and ensure action on health improvement. Ensure opportunities for public health champion training as part of the Kent and Medway scheme are promoted across all providers including voluntary sector providers</li> <li>• All commissioners of health and social care services to ensure that when services are commissioned that the contracting mechanisms include provision for appropriate health improvement activities.</li> </ul>                                                                                                          |
| <u>Wider public health workforce</u> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Priority 1:</b>                   | To enhance the capability of the wider public health workforce to contribute to improving the health and wellbeing of Medway residents.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Action:                              | <ul style="list-style-type: none"> <li>• We will develop training programmes to increase the public health</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

|  |                                                                                                                                              |
|--|----------------------------------------------------------------------------------------------------------------------------------------------|
|  | capacity and capability of the local statutory and voluntary sector organisations workforce and develop a network of public health champions |
|--|----------------------------------------------------------------------------------------------------------------------------------------------|



## APPENDIX 2: HEALTH AND WELLBEING STRATEGY: CURRENT OUTCOME MEASURES

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Overarching health outcome indicators</b>                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| All age all cause mortality under 75 (AACM) number per 100,000                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Cancer Mortality Rate (People aged under 75) number per 100,000                                                                                                                                                                                                                                                                                                                                                                                                                            |
| CVD Mortality Rate per 100,000 (Heart disease, stroke and related diseases in people aged under 75)                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Health inequalities</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Slope index of health inequality for life expectancy                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Life expectancy gap between life expectancy in the best and worst wards                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Infant mortality per 1,000 live births                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Healthy Places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Will contribute to overarching health outcome indicators above                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Further work to be done on the relationship between output and outcome measures                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Healthy Lives</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 16 + Smoking prevalence % of population 16+ who are smoker quitters (NI 123)                                                                                                                                                                                                                                                                                                                                                                                                               |
| Numbers (%) of successful quitters at 4 week follow up                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Smoking in pregnancy, % of mothers smoking at time of delivery                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Childhood obesity, % of children obese in Year R                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Childhood obesity, % of children obese in Year 6 (NI56)                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Breastfeeding: % of mothers breastfeeding at 6-8 weeks                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Under 18 conception rate (NI 112) number/1000 population for girls aged 15-17                                                                                                                                                                                                                                                                                                                                                                                                              |
| Chlamydia screening: % of 15-24 year olds who are tested for Chlamydia (NI 113)                                                                                                                                                                                                                                                                                                                                                                                                            |
| Alcohol harm related admission rates (NI 39)                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Adult participation in sport (NI 8)                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Number of drug users recorded as being in effective treatment                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Healthy Services</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <i>Immunisation</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>% of children immunised against measles mumps and rubella by their 2<sup>nd</sup> birthday (MMR)</li> <li>% of children (school age girls in year 8) receiving human papilloma vaccinations (HPV)</li> <li>% persons aged 65 and over immunised against influenza</li> </ul>                                                                                                                                                                        |
| <i>Screening</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"> <li>% of women receiving a Hepatitis B test in pregnancy</li> <li>% screening coverage for phenylketonuria (PKU)</li> <li>% hearing screen complete 4 weeks after birth</li> <li>% women aged 53-64 years screened for breast cancer</li> <li>% women aged 25-64 years with less than 5 years since last adequate test for cervical cancer</li> <li>% of patients with diabetes who have a record of retinal screening in the last 15 months</li> </ul> |

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**Map showing the existing conservation areas - Rochester Church Fields and Victoria Street as well as the proposed extension to the Rochester Conservation Area**

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**Map showing proposed extent of Rochester Conservation Area for adoption by Cabinet September 7th 2010**

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# Rochester Conservation Area Appraisal

Adopted September 2010





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## INTRODUCTION



*Rochester Cathedral and Castle Walls*

Rochester is, with Canterbury, one of two walled towns in what the Romans called Cantium, or Kent. From 604 AD its links with Canterbury also extend to being one of Kent's two Cathedral cities. The Romans named it *Durobrivae*, which translates as "fortification by the bridge," probably because they were the first to erect a bridge at the same point as the present one.

Despite many centuries of change and development, the military and religious significance of the city is strongly felt in the city today, dominated as it is by the ruined Castle, dating from 1089, on its commanding mound, and the vast Cathedral. The active military role

recommended in the English Heritage publications Guidance on Conservation Area Appraisals in order to understand and conserve the special interest of Rochester. A Management Plan accompanies the Appraisal which contains an analysis of key strengths, weaknesses, opportunities and threats to character and sets out a strategy for preservation and enhancement.

## POLICY CONTEXT

Conservation areas are designated under the provisions of Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990. A conservation area is defined as "an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance". Section 71 of the same Act requires local planning authorities to formulate and publish proposals for their preservation and enhancement. National policy guidance is provided by *Planning Policy Statement 5: Planning for the Historic Environment* (PPS5). Guidance on the appraisal and management of conservation areas in England is published by English Heritage.

## PURPOSE

Rochester City was designated a conservation area in 1972. It was extended in 1976 to include the west end of the High Street. Churchfields and Victoria Street conservation areas, which immediately abut Rochester City Centre Conservation Area to the southwest and southeast, respectively, were designated in 1994. The Council has a statutory duty to designate areas of special interest as conservation areas, develop measures to preserve or enhance their character or appearance and review them from time to time.

This appraisal is the first covering all three conservation areas since designation. The main reasons are to provide a firm, up to date, defensible basis for assessing and determining development proposals within the conservation area, and identify opportunities and measures for preservation and enhancement. These require amongst other things, defining and evaluating those features that contribute to or detract from the special character. Whilst historic Rochester is bound to focus on preservation rather than change, measures which give practical effect to preservation will always be needed. Where there is capacity or benefit to change, this appraisal should be the key reference point.

Appraisals are intended as a general guide to character, identifying topics or issues which require greater detail. Omission of specific

buildings, structures, spaces, or any other feature or space does not imply they are of less cultural significance.

The appraisal forms the basis of the Management Plan, which sets out policy and strategy for addressing the issues and problems identified. These will take the form of:

- mid to long term strategy
- measures for addressing identified issues
- recommendations for action projects
- further study and measures required for implementation.

## PLANNING AND REGENERATION CONTEXT

This appraisal should be read in conjunction with the relevant local plan policies, emerging Local Development Framework (LDF) policies and the national planning policy guidance and planning policy statements, in particular PPS5. As recommended in PPS5, the general presumption should be in favour of the conservation of designated heritage assets. The more significant the designated heritage asset, the greater the presumption in favour should be. The layout and content follows current English Heritage guidance on Conservation Area Appraisals.

Other relevant background information includes the Heritage Masterplan for Rochester (2007), Rochester Cathedral Conservation Plan (2004), Rochester Castle Conservation Plan (2009), Eastgate House Conservation Statement (2004), and Corporation Street Development Framework Supplementary Planning Document (2008).

## Summary of Local Plan Conservation Policies (2003)

|                                                        |                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| POLICY BNE12: CONSERVATION AREAS                       | The council will pay special attention to the preservation and enhancement of the special character of all its Conservation Areas, and will carry out an appraisal of each area and prepare proposals to secure that objective. The policies aimed at achieving that end will also apply to proposed Conservation Areas. |
| POLICY BNE13: DEMOLITION IN CONSERVATION AREAS         | Where it is proposed to demolish non-Listed Buildings in a Conservation Area, the council will not grant consent unless there are detailed plans for redevelopment which demonstrate that the proposals would fit into the area in an acceptable manner.                                                                 |
| POLICY BNE14: DEVELOPMENT IN CONSERVATION AREAS        | The council will seek to ensure that development does not take place which is detrimental to the character or appearance of a Conservation Area.                                                                                                                                                                         |
| POLICY BNE15: ADVERTISEMENTS WITHIN CONSERVATION AREAS | Within Conservation Areas advertisements will not be permitted if their design, materials, size, colour or siting detract from the special character of the Conservation Area.                                                                                                                                           |
| POLICY BNE16: DEMOLITION OF LISTED BUILDINGS           | The demolition of Listed Buildings will not be permitted unless it can be demonstrated that there are exceptional and overriding reasons and that all possible methods of preserving the building have been investigated.                                                                                                |
| POLICY BNE17: ALTERATIONS TO LISTED BUILDINGS          | Alterations, extensions, conversions or changes of use affecting a Listed Building will not be permitted if they are detrimental or unsympathetic to the architectural or historic character of the building                                                                                                             |
| POLICY BNE18: SETTING OF LISTED BUILDINGS              | Development which would adversely affect the setting of a listed building will not be permitted.                                                                                                                                                                                                                         |
| POLICY BNE19: ADVERTISEMENTS ON LISTED BUILDINGS       | Advertisements will not be permitted if they would adversely affect the character, appearance or setting of Listed Buildings                                                                                                                                                                                             |
| POLICY BNE20 SCHEDULED ANCIENT MONUMENTS               | Development affecting Scheduled Ancient Monuments or other nationally important sites will not be permitted if it would damage or destroy such sites; or be detrimental to their setting.                                                                                                                                |
| POLICY BNE21 ARCHAEOLOGICAL SITES                      | Development affecting potentially important archaeological sites will not be permitted, unless it would lead to the damage or destruction of important archaeological remains.                                                                                                                                           |

## CONSULTATION

In accordance with English Heritage advice, the Council's brief included the requirement to involve key stakeholders in the appraisal process. The initial means were by questionnaires and a stakeholder walkabout, which informed the content of this appraisal.

On 18 January 2010 a consultation draft of this appraisal and accompanying maps was posted on the Council's website and deposited at the Council Offices, Gun Wharf, for public consultation, and a public exhibition was held for 5 weeks at Eastgate House. A consultation summary leaflet and questionnaire was sent to all addresses within the conservation area and key stakeholders.

At the close of consultation on 22 February 2010, responses were analysed and are reported on at Appendix 4.





Location Plan showing Rochester's location in Medway

APPRAISAL

LOCATION AND SETTING

Rochester lies on what was, before the continuation of the M2 motorway, the London to Dover trunk road route (A2), on the east bank of the river Medway, c.20km inland from its confluence with the river Thames and west of Chatham. It is 11km north of Maidstone, 10 km south-east of Gravesend, and 17.5km west of Sittingbourne. Rochester is within the administrative area of the Unitary Authority of Medway, Kent.

Star Hill, Star Hill to Sun Pier, Watts Avenue/Roebuck and New Road Rochester Conservation Areas lie to the south, as shown on the context map. Industrial land flanks the area to the east, west and north across the Medway.

[Context: Plan 1]

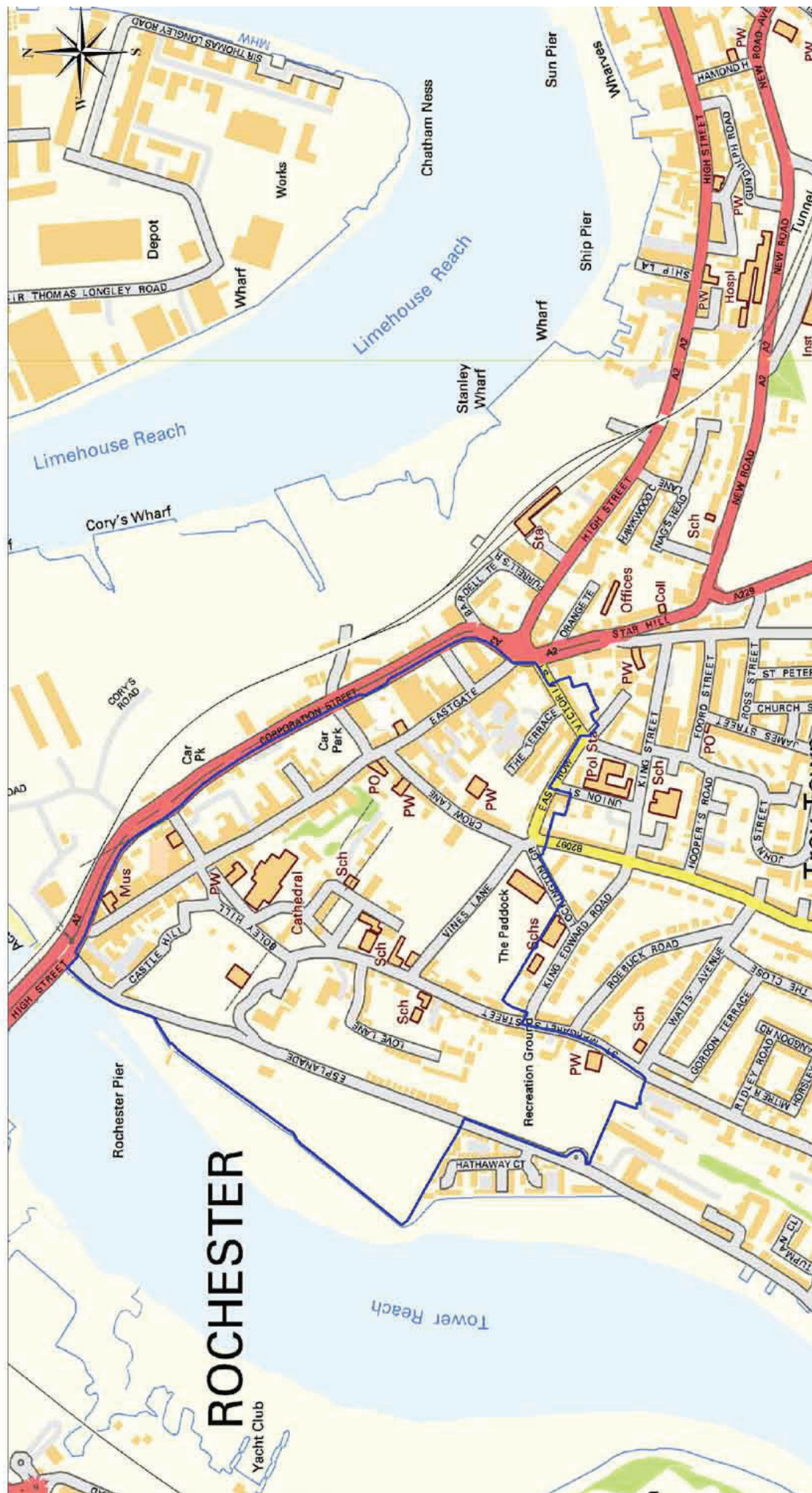
TOPOGRAPHIC OVERVIEW

The natural topography of Rochester is central to its development and character. The town centre of Rochester lies at a major bend in the River Medway at its lowest crossing point. The presence of a large area of relatively flat ground at the lowest possible bridging point on the Medway, next to deep water and the tidal reach was crucial to the original decision to found a settlement here, and to fortify it on account of its strategic importance.

There is a good view of a similar plain across the river before the land rises almost imperceptibly to the north. The more prominent natural rise to the south, west and east of Rochester make it highly visible from much of the surrounding area.

The conservation areas have an undulating topography, directly influencing the distribution and orientation of roads and buildings. Most notable is a downward incline from St Margaret's Church to the Cathedral with a change in ground level of approximately 27 metres. The length of St Margaret's Church to the Castle also slopes downwards to the Medway, forming a scarp, whose gradient gradually lessens towards the Castle and High Street due to the southwest to northeast slope.





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Street Plan - Rochester





## HISTORICAL BACKGROUND AND DEVELOPMENT

Archaeological evidence suggests an Iron Age settlement of some importance, however the morphology of present day Rochester can be divided into four main periods: Romano-British (AD 43-450), Saxon (AD 541-1065), Medieval (1066-1540), and post-Medieval (post-dating 1540). In 2004, Kent County Council and English Heritage produced an archaeological assessment as part

of Kent Historical Towns' Survey. Chapter 5 of the Rochester-Kent Archaeological Assessment provides a summary of the principal urban features from the four main periods.

### Roman and Earliest History:

In Roman times, Rochester was known as *Durobrivae*. Its strategic location at the lowest bridging point on the Medway to bridge Watling Street, the main road from London to Canterbury and Dover, is significant to Rochester's development and function up to and including the arrival of the railway and commercial shipping.

Through traces of its walls, which are still to be found, the city was defined approximately by the River Medway, the Common, Free School Lane, and the south side of the Castle, enclosing some

23 and a half acres. The form of the Roman city was simply the long High Street crossed at right angles by a smaller street, the line of which Northgate and College Yard approximately follow. George Lane and Bull Lane in the north-west corner of the city may also have Roman origins.

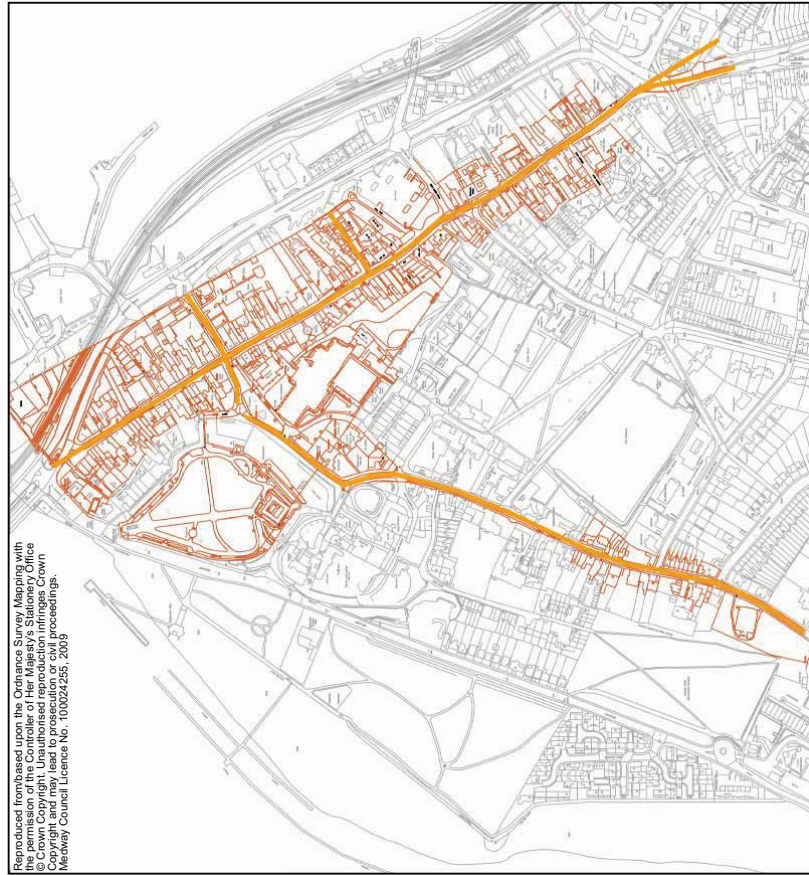
The general plan of Roman Rochester and provision of walls follows that of many large Roman towns, comprising two principal streets crossing at right angles to each other and exiting through gates on the four main sides of the city's defensive circuit. The River Medway curtailed northward expansion, which may have influenced the city's east-west linear development.

Much evidence of the Romano-British occupation remains as

undisturbed archaeological deposits. The Rochester-Kent Archaeological Assessment (2004) reports that on average archaeological deposits will survive and extend to anything between 1.5 and 4 metres in depth below the present ground surface. The survival value of the town is therefore high. As such, archaeology is of considerable importance to Rochester.

### Saxon History:

The site's position at the bridgehead of Watling Street, the fortifications,



*Influence of Roman Plan on present settlement*



*Influence of Saxon Plan*



and presence of several early Saxon cemeteries just outside the city walls all suggest that the Saxon town developed within the remains of the earlier town. Although much of that town plan is conjecture, the founding of the cathedral, and to an extent the churches of St Mary the Virgin, St Margaret's and St Clement seem to have influenced the area's secular development that grew up around these principal buildings. St Mary the Virgin and St Clement have since been demolished.

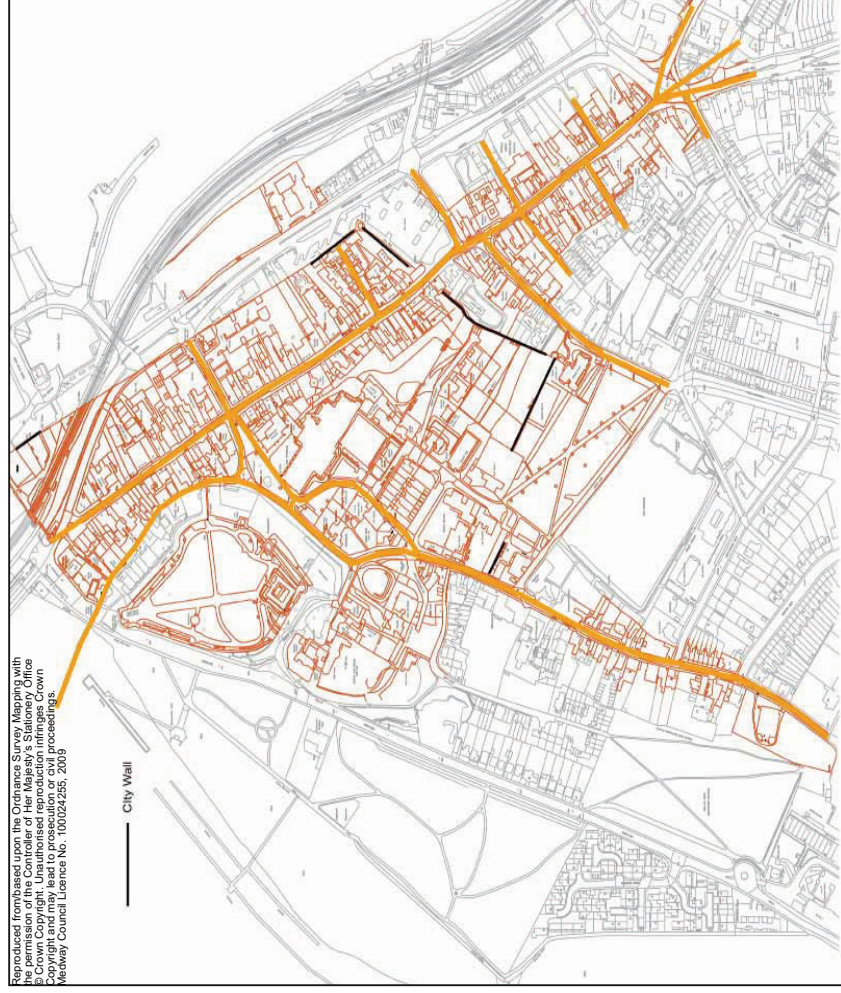
In AD 597 St Augustine, seeking to bring Christianity to the Anglo-Saxons, established himself in Canterbury. Justus, the first Bishop of Rochester, built the first cathedral, dedicated to St Andrew of which nothing now remains above ground. As with the Romano-British period, elements of Saxon Rochester lie in the present ground plan of the town and in archaeological deposits.

#### Medieval History:

Bishop Gundulf rebuilt an earlier earth and timber castle in stone between 1077 and 1108, and the main defences also in stone between 1087 and 1089.

The limits of the ancient city were extended to the south-west in

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*Influence of Medieval Plan*

1225 when a new wall was erected, and again in 1344 (Edward III) on the south-west side of the Deanery garden, northwest of The Vines, the back of the Cathedral Grammar School to St. Margaret's Street and north towards Southgate. These extensions provided additional land for the Cathedral Church of St Andrew and its associated Benedictine priory. The cathedral and priory landholdings extended southwards beyond the city walls to The Vines.

The basic Roman form could still be detected in the High Street, the spine of Rochester. St Margaret's Street, one of the oldest of the city's thoroughfares, runs roughly parallel with the Medway towards Aylesford and an area of suburban tenement plots began to grow up along it.

These factors strongly affected the morphology of Rochester during 1066-1540.

While the boundaries of the city were set out in some detail, the suburbs went far beyond the city walls, stretching southwards to Nashenden valley and extending westwards to take in the then built-up part of Strood. A stone bridge linked Rochester to Strood, built at the expense of Sir Robert Knolles and Sir John de Cobham from 1387. This Medieval bridge was built upstream of the modern bridges.

#### Post Medieval History:

From the 16th to 19th century, the plan of Rochester gradually changed from that of the medieval period to its current form.

The castle fell into ruin, along with much of the city wall. The Cathedral retained its landholdings after the Dissolution in 1536, but both St Clement and St Mary the Virgin disappeared. However, the founding of the dockyard at Chatham (1547) and into the 17th century provided a stimulus to Rochester. There is also evidence from Rochester Riverside that the marshes were undergoing reclamation with creek access to water fronts and tidal mills, which indicates a harbour.

Rochester retained its local dominance as the place where people of quality lived and this is reflected in the quality of its town houses and suburbs, which is unusual outside of London.

The High Street developed into a shopping centre with a well preserved mixture of architectural periods. Every city or town had a Guildhall for official and social meetings, and from the earliest times Rochester had such a building. The present Guildhall on the High Street was built in 1687. The architecture, incorporating Tuscan columns, hipped roof on a cornice of feebly carved brackets,

and a shallow centre projection crowned with a segmental pediment, reflected Rochester's wealthy status. The fine English baroque Corn Exchange was built in 1706.

New tenement plots were laid down inside and outside the city. New buildings replaced earlier ones and filled gaps while the suburbs expanded as war with Revolutionary and Napoleonic France from 1793 to 1815 inflated military spending.



*Medieval Bridge*



*Rochester Bridge*

The military were employed to demolish the Medieval bridge in 1857 due to increasing maintenance costs. The resultant debris was used to create the Esplanade. The Victorian bridge, constructed downstream from its predecessor was substantially reconstructed from 1910.

Another example of the Victorian municipal confidence is the Old Corn



Exchange (the Queen's Hall) which was built in 1870-71 to the design of Flockton and Abbott architects.

Originally very narrow (it still is in parts), St. Margaret's Street has been widened at various points. The late 19th and early 20th century saw rows of substantial villas or semi-detached houses spring up in this part of the city, many occupied by naval officers and their families.

A crucial influence on the post-medieval morphology of Rochester however, was the introduction of the railway from 1858 with the first railway bridge across the Medway at Rochester. In 1891 the South Eastern Railway's bridge was opened conveying its branch line to Chatham. This railway and the parallel-running Corporation Street redefined this part of the city and 'The Marshes' (1816 map description) that lay beyond to the north, in effect splitting the city in two. Towards the bridge, the railway was driven through the Roman, Medieval and Tudor city fabric. Although corporate property on the High Street was spared, domestic properties were sacrificed further back towards the north, creating the harsh and clear cut distinction between the back of the properties on the High Street, Corporation Street and adjacent raised railway.

The 'north east corner' has since been significantly redeveloped and there is no justification in terms of special interest consistent with the characteristics of the existing conservation area. The railway and Corporation Street physically and visually separates this area from the main body of Rochester Conservation Area. Given these factors the 'north east corner' is excluded from the conservation area.

Early 20th century Rochester saw considerable redevelopment, domestic expansion and infilling. During the interwar years Rochester Council's expanding housing programme delivered 836 houses. Examples of these can be seen on Corporation Street opposite the city centre conservation area (i.e. Nos. 10-24; 26-40; 48-62; and 64-86). Much private building also took place during those years. In 1901 there were 6,518 inhabited houses; by 1939 it had increased to 11,330.

Within the old walled city, increasing traffic of horse-drawn omnibuses, trams, the new motor car and motor omnibus necessitated the widening of such roads as Pump Lane (Northgate) and Corporation Street. At the junction with the High Street, the house to the west of College Gate was pulled down to make a new access outside the medieval gateway.

Despite the loss of historic features over the course of the 20th century, Rochester City Centre easily qualified as a Conservation Area when designated in 1972, and extended in 1976.

Key Characteristics to Preserve and Enhance - Historical Background, Origins and Development

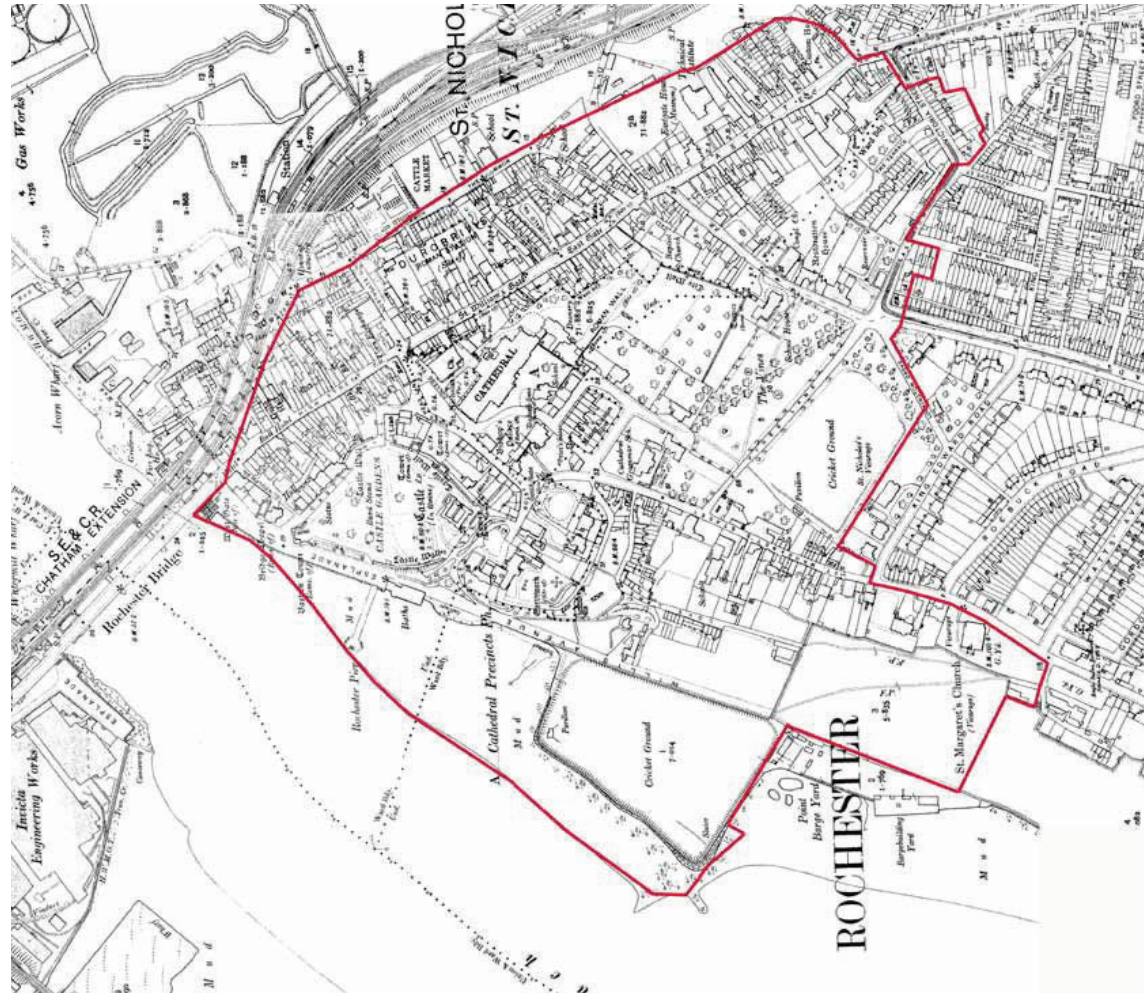
- The historic street pattern which is a product of topography, the Roman plan form, city defences, the Castle and Cathedral
- The survival of the little altered high street pattern, including narrow side streets leading off the spine
- The survival of St Margaret's Church and St Margaret's Street
- The importance of varied building types reflecting the multiple layering of built heritage.
- Remains of the City Walls.
- Remains of undisturbed archaeological deposits from Rochester's long history



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Historic Map 1896 - 1898





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Historic Map 1908 - 1922

## HISTORIC AND CULTURAL ASSOCIATIONS

Rochester is associated with a number of historic figures and events, which forms part of its social history and consequently part of its identity.

The Castle played an important part in the war between King John and several of his leading nobles when it was seized by rebel forces in September 1215, in order to block the King's approach to London. King John launched a siege in October 1215, and the rebels surrendered in November. During the siege a mine was set under the south-east tower of the keep, and the carcasses of forty of the fattest pigs were said to have been used to fire the timber props underneath the tower in order to bring it down. The siege of the Castle was the most ambitious operation of its kind in England up to that point, and left a mark not only on the fabric of the Castle but also shaped the nation's history and political institutions.

*"No one alive can remember a siege so fiercely pressed and so manfully resisted"* - the anonymous Barnwell chronicler

Satis House derives its name from Elizabeth I who is said to have expressed her approval at the hospitality she experienced at Satis House with the word 'Satis' meaning 'enough'. Restoration House is thought to have gained its name when Charles II stayed there on the night of 28 May 1660 on his way to his Restoration. Abduction House bears its name in commemoration of King James II who stayed in the house while escaping from the revolution which saw him supplanted by King William III and Queen Mary II.

The most well-known literary connection is Charles Dickens who resided in Chatham as a child, returning to Rochester in his later years. Drawing inspiration from his surroundings, many of Dickens novels include references to Rochester and individual buildings such as 150-154 High Street, Eastgate House, Restoration House, Minor Canon Row, The Royal Victoria and Bull Hotel, Chertsey Gate, The Six Poor Travellers' House, the Guildhall and the Old Corn Exchange.

Eastgate House was built by the Buck family about 1590, Sir Peter Buck being a high ranking official of the Royal Navy and Mayor of Rochester. The west wing of the house was added in 1923 by Thomas Hellyar Foord, the head of a noted local shipbuilding family. The clock house at the Old Corn Exchange was constructed in 1706 by Admiral St Cloudesley Shovel, a member of Parliament for Rochester between 1695 and 1707

when he lost his life in a shipwreck off the Isles of Scilly. No. 42 High Street, Cloudsley House, is named after the family. Leonard Cottages, are named after Leonard's department store in the High Street that closed in 1967. The Vines was once the site of the Monk's vineyard, hence its name.

Although intangible, these associations amongst many others provide a historic record of Rochester and form an important part of the character and interest of the area. A number are commemorated on numerous plaques around the city.



Commemorative Plaques



## ANALYSIS AND ESSENTIAL CHARACTER

### ARCHAEOLOGY AND SCHEDULED ANCIENT MONUMENTS

The principal legislation affecting scheduled monuments in England is the Ancient Monuments and Archaeological Areas Act 1979, as amended by the National Heritage Act 1983. To help implement PPG16: *Archaeology and Planning*, which has been replaced by PPS5, a comprehensive desk based assessment of archaeological interest was produced as part of the Kent Historic Town Survey. This forms a basis for informing decision-making in the planning process where archaeological deposits may be affected by development proposals.

The Rochester-Kent Archaeological Assessment (2004) reports that Rochester's origins extend back to the Romano-British era, possibly Iron Age, and significant archaeological remains survive beneath and within the Castle, Cathedral and walled city. As such, Rochester is of national importance and has a high potential for increasing knowledge of its late Iron Age, Romano-British, Saxon and medieval antecedents. However, due to the above ground urban environment, a high number of surviving historic buildings and ancient monuments within the conservation area, archaeological activity will realistically be limited to small-scale excavations. Where development is proposed, PPS5 requires that due consideration is given to archaeology, including desktop assessments or field evaluation and an assessment of the impact of the proposal, where appropriate.

The following sites are Scheduled Ancient Monuments:

#### City Wall

Rochester was once a walled town. Originally rectangular, the town walls have also followed a number of different alignments, particularly the extensions to accommodate the growth of the Cathedral precinct. The story of the walls has become lost as the walls have disappeared or become increasingly less accessible. For further information, the Rochester-Kent Archaeological Assessment (2004) reports on underlying remains where they have been discovered.



*Rochester City Wall, eastern section incorporating the Edward III bastion*

Only a small portion of the city walls and associated ditches remain visible. A section of Rochester's Roman defensive wall can be seen behind the Eagle public house and the Esplanade. In addition to the sections behind the Eagle public house and Esplanade, there is an eastern end section (incorporating the Edward III bastion at the northern end), the base of the East Gate, and a western section off St Margaret's Street. Outside the conservation area lies a short length along the railway viaduct, which indicates that the city centre once extended further east than its present form. All surviving elements of the town walls are of considerable historic significance.

#### The Castle

Rochester Castle is a pre-eminent building of historical and architectural importance within the conservation area. The 34 metre high keep sited on its bailey towers dramatically over Rochester and is an iconic symbol of the town.

#### Bridge Chapel

The Bridge Chapel is a medieval chantry standing at the east end of the bridge, dating back to the end of the 14th century and restored in 1937. It originally provided a quiet place for travellers and pilgrims to pray for a safe journey until the Reformation, after which it served as a storeroom, a house, a pub and even a sweet shop before serving as the present offices of the Bridge Wardens.

#### Open Areas

Areas protected as Scheduled Ancient Monuments include: the Castle grounds, the graveyard between Boley Hill and College Yard, land at Southgate, the cloisters, The Precinct and the War Memorial Garden. Their designation reflects the potential extent of nationally important archaeological remains, although the extent is unknown and may be greater than that suggested by current designations.

#### [Scheduled Ancient Monuments: Plan 7]

### LANDMARKS, VIEWS AND VISTAS

The Castle and Cathedral spire are important landmarks and dominate the Rochester skyline, not just from within Rochester, but also in many more distant views and approaches to the city.

The views and vistas within, into and from the conservation areas are important to their visual character and unique setting.

#### [Viewpoints: Plan 2].

#### Views Into the Conservation Areas

The view from the Strood Esplanade of the river with a backdrop of the historical skyline is iconic, showing the whole length of Rochester City and Churchfields Conservation Area from the north to south, half a mile in extent with St Margaret's Church tower at one end and the Castle and Cathedral at the other. This famous view from Strood has been painted and illustrated numerous times. Downstream from the Strood Esplanade, there is a comparable view from Temple Marsh and upstream from Strood Pier.

Due to the natural topography, Rochester is visible from many vantage points on high ground within the wider surrounding area. The historical skyline can be viewed from Frindsbury to the north, Strood to the northwest, the M2 motorway to the southwest and Chatham from the east. The dramatic view that opens out crossing the valley, dominated by the river, the castle and cathedral, and

the green ridge line of the Esplanade, from the Medway Bridge-M2 is impressive, Fort Pitt, Jackson's Way and Fort Amherst to the west are areas of popular open space on high ground. Looking northwards towards the conservation areas, they afford views of the dramatic sweep of the river, the Castle and Cathedral and the important backdrop of green ridges. Similar views can be seen from the lower ground at Chatham Waterfront, but development on Medway City Estate detracts from the view of the important landmark grouping of the Castle and Cathedral. The Great Lines is an important elevated open space, offering panoramic views of Rochester, but is marred by Mountbatten House which dominates the scene and partly obstructs views to the river and the historical skyline. This illustrates the importance of careful assessment of any development that impinges upon key views. Medway Council has produced a supplementary planning document, *A Building Height Policy for Medway (2006)*, which provides advice.

Approaching the city by Rochester Bridge or the train, which runs parallel to the bridge, there is an impressive view of the Cathedral Tower, Castle Walls and Keep seen through the geometry of the bridge structure.

#### Views Out of the Conservation Areas

In spite of the close proximity of the river and its influence on the history and development of Rochester, people are rarely conscious of this amenity due to the high ground on the west side of Rochester City conservation area and due to the severance from the surrounding area caused by Corporation Street and the North Kent railway line.

There is a fine view down to the river from the west end of the High Street; however, the most impressive views of the Medway are from the elevated heights of St Margaret's churchyard and the top of St Margaret's tower and the Castle and Castle grounds. Poor quality industrial riverfront development, across the river at Strood, has damaged the views to an extent and again illustrates the importance of careful assessment of any development. Looking beyond, the parish church of All Saints, Frindsbury sits upon chalk cliffs. Wide

views include much of the Medway towns and on a clear day, the river as far down as the Isle of Sheppey and the Thames Estuary.

#### Views Within the Conservation Areas

Views within the conservation area are restricted by the close proximity of the structures and buildings within the site; however, there are fine views down the High Street. At points, the narrow nature of the road and building enclosure limits views to those immediately up and down the street, with individual characterful buildings and their immediate neighbours being viewed up close.

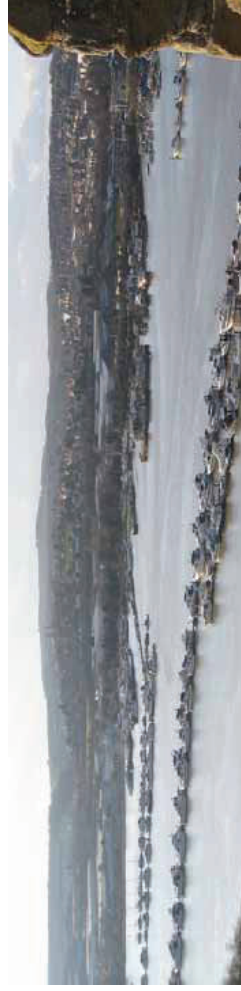
The Castle and Cathedral can be seen from many vantage points across Rochester, particularly quirky glimpses between buildings which add character to the conservation area.



*View of the Rochester skyline from Jackson's Way*



*View east from St Margaret's Churchyard towards Strood and Rochester Bridge*



*View west from the Castle*

#### Landmarks

In addition to the Castle and Cathedral, there are a number of significant buildings that stand out from the general background of the conservation area, acting as landmark buildings to local views. These include Eastgate House, the Old Corn Exchange, the Guildhall and its annex, the 'Six Poor Travellers' House, La Providence, The Royal Victoria and Bull hotel, the Bridge Chapel and Offices, The Chalet, 17 High Street, 44 High Street, 150-154 High Street and Restoration House, amongst others.

Edward III bastion, Priors Gate, Chertsey Gate, and Rochester Bridge are also important local landmarks.

#### Key Characteristics to Preserve and Enhance – Landmarks, Views and Vistas

- Panoramic views into the conservation areas from surrounding high ground of skyline and Rochester's landmarks - the Cathedral spire, Castle Keep and St Margaret's Church tower.
- Views of the Medway, All Saints Church, Frindsbury and Chalk Cliffs from elevated vantage points within the conservation area
- Narrow, sloping streets and structures terminating views, providing enclosure and a sense of place
- Quirky glimpses between buildings from various points of the conservation area

## GATEWAYS

A number of gateways leading into the conservation area can be identified. Gateways are important as they create the first impression of the conservation area to both regular users and visitors to the area.

### Rochester Bridge

One of the principal gateways of the conservation area is where Rochester Bridge meets the junction of the Esplanade, the High Street and Corporation Street. This gateway is the main access from Strood, and the act of crossing the bridge accentuates a sense of transition of arrival and departure. As visitors approach the conservation area, a glance to the west will provide a view of the Esplanade with the steep contours of Castle Hill above, emphasising the Castle's commanding defensive position on the river. At the bridge, there is an end-on glimpse of Corporation Street and the High Street, which deviate to the left and right, respectively. The node is defined by attractive buildings.

In general, this approach provides a memorable gateway, but it suffers from poor public realm design (guard rails, floorscape, clutter of signs, lights and other objects). It is also heavily dominated by traffic, due to the meeting of the Esplanade, the High Street, Corporation Street and Rochester Bridge, making the pedestrian routes difficult to negotiate.

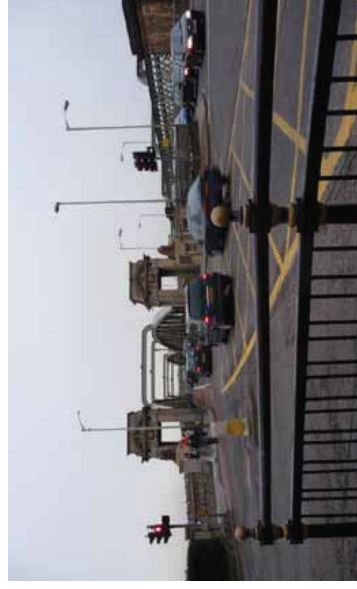
### Star Hill

This is a significant entry point to the conservation area for visitors travelling from Chatham, particularly from the existing train station. This gateway brings visitors immediately into the commercial core of the conservation area with an end-on glimpse of

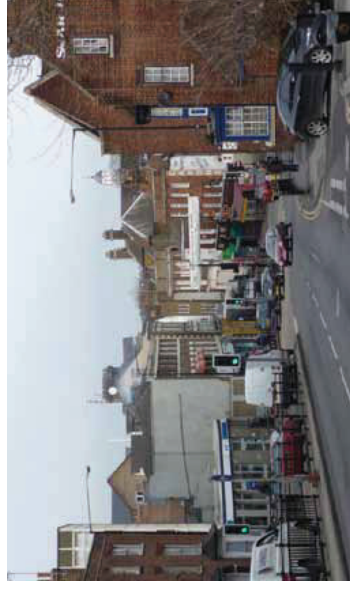
Victoria Street and the High Street, both of which stretch away in a long line. However, heavy traffic from the High Street and Star Hill into Corporation Street, together with poor quality buildings and public realm design give visitors a poor impression of the conservation area.

### Maidstone Road

The junction Lockington Grove, Crow Lane, and East Row forms a gateway with Maidstone Road to the south. This gateway varies considerably in character with the openness of The Vines contrasting with the grand houses on the eastern side of Crow Lane and the neat terraces along East Row. However, the broad pedestrian walk from Maidstone Road is punctuated by a row of bollards at the junction. This emphasises the entry point to the conservation area.



Rochester Bridge Gateway



Star Hill Gateway



Maidstone Road Gateway





## CHARACTER AREAS

*"Ah! fine place... glorious pile - frowning walls - tottering arches - dark nooks - crumbling staircases - Old cathedral too - earthy smell - pilgrim's feet worn away the old steps - little Saxon doors..." - Mr Jingle, The Pickwick Papers*

The conservation areas comprise 4 distinct areas each of which have differing historic significance and character. These are:

1. The High Street/Victoria Street/East Row/Crow Lane
  - The settlement pattern defined by the original ribbon development, with densely packed houses situated on narrow plots fronting directly onto the road. This results in a tightly packed and varied streetscape.
2. The Castle and Cathedral precinct - The Castle and Cathedral are wholly different in character from the rest of the area, strongly linked to its historic use.
3. The Paddock/Vines Lane/The Vines/St Margaret's Street/Churchfield - The majority of Kings School Estate with school buildings largely dating from the Georgian or Victorian period and the expanding middle-class suburbs beyond The Vines.
4. The Esplanade - Forms the foreground setting to the view of the city and connects the riparian history of Rochester with its historic identity

[Character Areas: Plan 3]



Character Area 1 - Street Map



## CHARACTER AREA 1 - HIGH STREET/VICTORIA STREET/EAST ROW / CROW LANE

### Streets and Spaces

The plan of the High Street has retained much of its ancient pattern and distinctive character. Its environment of enclosed streets, snug spaces and highly individual building design combine to create an intricately varied and distinctive spatial structure and visual quality. The compactness and fine grained pattern allows both physical form and varied function to co-exist in close proximity. The many side lanes make the High Street highly permeable, giving pedestrian priority through frequent access and choice of route, whilst retaining a sense of intimacy and potential for surprise.

Most building façades conform to a consistent building line at the back edge of footways, making any setbacks all the more eventful. Prominent setbacks occur at nos. 8, 25-33, 39, 47-49, 96, 109 High Street and the former Post Office. These buildings seemingly date from the late 18th century to the 20th century, breaking up the continuity of the original frontage. There is some desirability of conforming to the original building line should these sites be redeveloped. There are no front gardens and very few small forecourts, an exception being the "Enigma" club (186 High Street), set behind a railled courtyard and flanked by pavilions which step out to the building line.

The largely continuous High Street frontage remains almost intact with only 4 notable gaps at Blue Boar Car Park, the War Memorial Garden, between 48 and 56 High Street, and



Side lanes and roads leading off the High Street

La Providence. The Blue Boar Car Park was a result of the demolition of a row of buildings that regrettably could not be saved. The War Memorial Garden is a small open space containing the city's war memorial and providing an unexpected view of the east end of the cathedral. The Memorial Garden originally had railings above the existing wall. The reinstatement of the railings would help provide a consistent building line. Whilst there will be a reinforced sense of separation from the street, there will still be good visibility between the High Street, War Memorial Garden and Cathedral that would encourage users and avoid a dead frontage. The site was once occupied by 4 houses, demolished in 1887. The gap site between 48 and 56 High Street is currently used as a disabled car park.

Generally, large openings in the High Street where buildings once stood appear out of character with the High Street's pattern, which evolved over some 400 years of presenting an almost continuous building frontage on both sides. Although there has been some improvement to its appearance through hard and soft landscaping, the discontinuity it creates is alien to



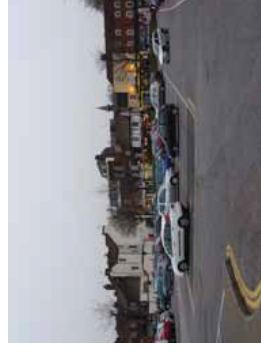
Example of a break in the building line at no. 109 High Street

the established character of the High Street. By contrast, the gap at the entrance to La Providence has been consciously designed to create interest of its own.

Any proposals to reinstate the frontage across 48 and 56 High Street and the Blue Boar Car Park needs to be fully considered against planning policy, but in principle it would be desirable to enhance the character of the High Street.

Historic plots and boundaries have largely been retained on the southwest side of the High Street so that the grain of the ancient core has not been adversely affected by out-of-scale modern development. Even the ostensibly incongruous layout of the "backland" Bishop's Walk development harmonises to an extent through form and design with the density, character and cohesive groupings of the High Street.

The buildings to the north on Crow Lane are located on small terrace plots to the west side and slightly larger suburban plots to the east. They abut the pavement and form a continuous frontage.



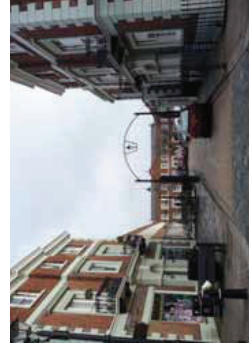
Blue Boar car park



War Memorial Garden



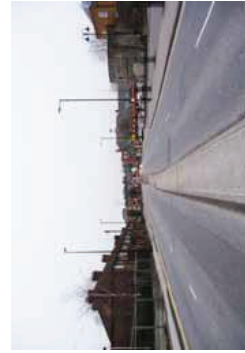
Car park between 48 and 56 High Street



La Providence

Similar to the buildings that make up the High Street, they conform to the prevalent character of the High Street and Victoria Street. The buildings to the south, north of its junction with East Row, change in character. Sited on wider plots the buildings are grand in design and scale. However, similar to their more modest neighbours, the buildings about the footway with the exception of Restoration House and no. 13 Crow Lane, both of which have front gardens. The buildings are also sited very close together, and although they are detached they give a visual impression of a terrace.

The development of the railway and Corporation Street has changed the tight layout on the northeast side, to a more ragged, open edge, with few well-considered building frontages along a wide, dull and intimidating thoroughfare, which acts as a barrier to pedestrian movement as well as a poor setting to the historic core. Prior to the development of the railway and Corporation Street, Blue Boar Lane and Northgate connected the historical core to Rochester Riverside. The frontage and roadway of Corporation Street presents probably the most important enhancement opportunity for the area. A strategy for how this might be brought about is set out in the Management Plan section.



Corporation Street

## Open Spaces and Trees

Neither the High Street nor Victoria Street exhibit much greenery because their spatial patterns simply do not allow for it. A recent planting scheme has however been undertaken at the junction of the High Street, Corporation Street, Esplanade and Rochester Bridge. This paved, informal open space is of limited leisure use, but contains seating and trees which help soften the otherwise hard surfaces of the junction.

Trees have more presence in the side streets, where glimpses of larger trees in the gardens of properties on the High Street can be seen from the public viewpoints. The wide scale of Corporation Street allows for larger street trees and planting, with potential for reinforcement as a green screen between the busy road and the historic core. There are some mature trees towards the Blue Boar Car Park. The hard edge of Corporation Street should soften further as more recent planting matures.

The primary open space in this character area lies behind Eastgate House, where Charles Dickens' Swiss Chalet now stands. Planting is minimal directly behind Eastgate House and around the Chalet, with paving dominating this space, but there is a grassed garden to the northeast. It is not visible from the street, but is one of the many quirky surprises and discoveries that characterise this conservation area.

The walled garden at Eagle Court is also hidden from the High Street, located behind the Eagle public house. Sited at a lower level than its surroundings and bounded by remnants of the City Wall and 2-3 storey buildings on the High Street and Crow Lane, the sense of enclosure is reinforced by a rather incongruous and unexceptional timber office building at the centre.

The Memorial Garden is another significant green space that is highly visible from the High Street and presents a clear view of the imposing triangular tower of the Cathedral. As such, although a small space, it appears to be the most utilised space by visitors. It is also used it as a thoroughway to the Cathedral from the High Street and for events and festivals.

Generally, all spaces appear underused. Whilst present, open space and greenery is not prominent in this area, which is very urban in character.

Trees and groups of trees, and open spaces which make a particular contribution to the conservation area are identified on **Green Space: Plan 4**.



Garden at Eastgate House



Eagle Court

## Uses

Rochester's strategic river location is responsible for its establishment as a fortified and ecclesiastical centre. Supporting secular commercial and residential development gradually built up, with the trading town developing along the High Street. Retail, food and drink and small offices now characterise the High Street throughout its length, but coexist with civic uses such as the former Conservancy Office and the Guildhall, which are

occupied by the Guildhall Museum, and the old Corn Exchange which is occupied by Medway's registry office and as a functions space. The Medway Education Centre, which is located on Eastgate is another important local facility.

In the past 20 years, the commercial nature of the High Street has changed with the demise of the Royal Naval base and manufacturing in the 1980s, and the district centres of Strood and Chatham now cater for most of the day-to-day needs of the local population. The High Street has responded to these changes by catering more to tourists and diversifying with specialised shops and uses.

Eastgate House, which appeared as Westgate Seminary for Young Ladies in The Pickwick Papers and as Miss Twinkerton's school for young ladies in The Mystery of Edwin Drood, is now a venue for weddings and other ceremonies.

Restoration House was the inspiration for 'Satis House', the home of Miss Havisham. It is residential, but following an extensive programme of repair and renovation by the present owners, both the house and garden are open to the public at certain times during the year.

In 1979, The Six Poor Travellers' House was also ably restored and is open to the public. Dickens wrote about the House in one of his Christmas Stories, The Seven Poor Travellers.

The Swiss Chalet located in the garden behind Eastgate house, was used by the author as a study at his home at Gad's Hill before being relocated, first to London, then Cobham Hall in Kent, and finally its present site in 1961.



The Bull and Royal Victoria Hotel, once a coaching inn where Dickens himself stayed, features in the Pickwick Papers.

The excellent Visitor Centre at 95 High Street is a key indicator of the importance of tourism to the city.

The diversification of the retail sector into specialist and tourist related shops is an essential contribution to the High Street and conservation area's vitality and character, and these uses can be accommodated in the small scale buildings of architectural and historical interest. There are limited retail opportunities meeting primary local needs, mainly concentrated towards Eastgate and Victoria Street.

There is a high turnover of owners/lease holders or vacancies. Signs of these frequent changes of stewardship and vacancy can be seen in the gradual erosion of fabric and detail. There is some anti-social behaviour including some damage to properties. Action to avoid long term damage should be a key component of the Management Plan.



Examples of deterioration

Currently there appears to be a significant under-use of the upper floors above the shops, which can be a problem that warrants positive action in order to encourage the return of such buildings to full beneficial, sustainable use. The use of upper floors, particularly for residential, will also help to provide more security to commercial owners on the ground floor and sustain activity out of normal working hours. A careful analysis of the current problems and causes of the under-use and fabric decay is essential in evolving a strategy in order to preserve and enhance the area.

The tourism industry has also resulted in a high concentration of food and drink establishments, resulting in a lively night time economy. However, there is a perceived conflict with other uses due to anti-social behaviour, including damage to buildings and noise pollution.

Some of the premises on the High Street have residential flats above them. La Providence is a square of early Victorian houses, restored and then converted to 39 flats to provide retirement homes for elderly people of Huguenot descent. Otherwise, residential uses are more prevalent to the south on Crow Lane, Victoria Street, The Terrace and modern backland development at Bishop's Walk and Davy Court.

Good planning for this area should include policies and effective measures which will support and maintain an optimum balance between the interests of residents, businesses and visitors. Maintaining a vibrant mix of uses is essential to the character and attraction of Rochester High Street. Short term interests should not preclude long-term sustainability of the historic assets.

The large car park at Blue Boar Lane off the High Street is one of several choices for visitors and shoppers. Although there are perceived parking shortages by local businesses, demand does not appear to exceed capacity, particularly if the large parking site on the opposite (east) side of Corporation Street is included. Whilst the close grained core does limit the amount of on and off street parking in close proximity, this is not unusual where preserving the character of an area requires that parking areas are set at slightly greater distances.

Despite the historic significance of the river to Rochester, few activities are today directly associated with it at the city's core. Rather, its role is more that of providing an attractive, open setting, moorings for pleasure craft and visual interest.

### Architectural Character

The High Street area has a rich and varied architectural heritage with numerous buildings of outstanding architectural and historic importance. This is reflected in the large number of buildings included in the statutory list of buildings and structures of architectural and historic interest, nearly 100 in all, of which 18 are Grade I or II\*.

#### [Listed Buildings: Plan 5]

However, it would be wrong to conclude that the remaining unlisted buildings contribute relatively little to the area's character, or to infer that they could be redeveloped. The character is formed by the entire ensemble of buildings and spaces and, as PPS5 makes clear, there is a presumption in favour of preserving unlisted buildings that positively contribute to an area's character. Therefore, only buildings or elements specifically identified as having a negative impact would be considered as possible candidates for redevelopment, subject always to the actual proposal meeting the key test of enhancement.

#### [Building Analysis: Plan 6]

Most of the buildings along the principal streets were built as houses with 'front room shops'. They are therefore of a domestic scale, usually two or sometimes three storeys high, but varied in form, materials and architectural detailing. Interspersed between them are several important and larger civic and commercial buildings including the former Guildhall, Conservancy Office, Corn Exchange, Eastgate House and 150-154 High Street. These provide both interesting breaks in the small scale domestic character, act as local landmarks and generally have become attractions in their own right.

The earliest surviving buildings, at nos. 12-14, 46 and 60 High Street, pre-date 1500. These are timber-framed and clad in weatherboarding or render infill, with a jettied first floor, steeply pitched tiled roofs, and steeply pitched or gabled roof forms. These are followed by several timber-framed buildings of the 16th and 17th centuries, of similar style, most notably at nos. 10, 30, 44, 86, 98, 150-154 High Street and 'The Six Poor Travellers' House.' The latter unusually presents a striking, beautifully crafted stone gabled façade, which dates from 1771. The early 15th century Chertsey's Gate was converted into a dwelling in the 18th century by the addition of a timber house over the top.

The predominant style from the 17th century onwards is typical

Georgian with a simple 2-3 storey box form, symmetrical façade, and low pitch roof running parallel with the street behind parapets, or of the mansard type. Any deviation from this pattern suggests that the building is older and has been refronted to appear Georgian.

The neat, geometric Georgian frontages were ideal for 'dressing up' with classical details such as: impressive doorcases, fanlights, sash windows, moulded cornices and string courses. In the early 19th century, minimal decoration was more typical, as exhibited by Victoria Street.

Classical influence extended into the 20th century with several neo-classic buildings in the High Street. The Post Office, Visitor Centre extension to Eastgate House and the Oxfam building at 29 High Street are examples of this. Even more recently, the extension to the Library building, just off the High Street, is an excellent scholarly reworking of late 18th century domestic architecture.

Two recently completed developments, Bishops Walk to the rear of the High Street, and Davey Court off The Terrace, display differing approaches to the problem of fitting new domestic architecture into the historic context. The former contrives to vary forms, heights and facing materials so as to break down the scale and seek some affinity with traditional building typology. The latter adopts rather illiterate Georgian expression in a single facing brick. Both approaches employ a large measure of low cost, standard components, avoiding a more challenging modern contextualist approach, yet failing to achieve the sense of authenticity expected of good period revival, e.g. the library



extension described above.

Barclays Bank at the junction of High Street with Star Hill makes a negative contribution to the conservation area. Its scale, form and materials are discordant with the character of the High Street and emphasised by its prominent location.

Numerous fine shop fronts adorn the High Street. The majority, whether original to the building or a later alteration, date from the 19th century and several are of great interest in their own right. Set within relatively small historic buildings, they are modestly scaled and detailed in almost infinite variation of timber craftsmanship. Painted softwood predominates, with traditional details often including columns and corbels supporting moulded cornices and fascias, above shop windows. Most glazing is subdivided with transoms and vertical bars, whilst some successful modern interpretations adopt full height plate glass. Stall risers, which protect the glass from the pavement, are also prevalent, and these are often divided into panels with mouldings or are tiled. An exceptionally fine and distinctive Edwardian shop front with curved glass panels, still unlisted, survives at 72 High Street. Most of the better quality shopfronts are located in listed buildings where they are protected, but where small shops struggle to survive, poor maintenance and deterioration are noticeable.

Commercial advertising and signage is generally well controlled on the High Street with hand-painted fascias and hanging signs, mainly due to the listed status of most buildings. However, there appears to be an increasing number of inappropriate signs as well as several ad hoc signs such as

banners fixed to façades or railings, and A-boards which detract from and cheapen both the building and street character.

Although much of the architectural character of the conservation area is varied, Crow Lane probably exhibits the widest and dramatic variety. The most prominent building on the road is Restoration House which is Grade I listed. The plan is U-shaped, possibly due to the amalgamation of two medieval buildings which were combined in the late 16th or early 17th century to create the mansion house, the wings are not built in one with the centre, or at least do not appear to be. In the mid-17th century the house was refaced with continuous moulded cornices and an engaging display of cut and moulded brickwork. The most striking feature is the parapet broken by a tall attic with elaborately shaped gable.



*Restoration House, Crow Lane*

Its neighbouring property, Vine House, is notable for its upper stories which are clad in timber. This is a typical Kentish detail and a further example can be seen at no.6 and 2. Crow Lane. Another Kentish detail is present at Vines Croft, which has tiles of various pattern cladding on the first floor.

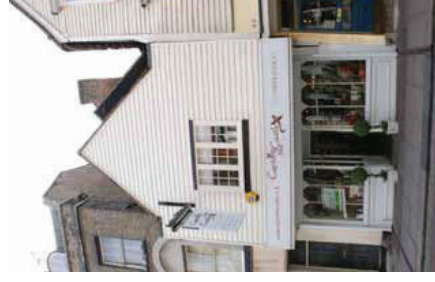
Opposite Restoration House, the School House is an imposing late 19th century, 3 storey building of Gothic appearance, designed to accommodate the main boarding house of King's School by John Travnor Perry.

On the whole, the buildings are well maintained and apart from normal redecoration and some maintenance of details they are in good condition. The building analysis shows buildings which make a positive contribution to the conservation area, and where there should be a presumption of retention

**[Building Analysis: Plan 6].**



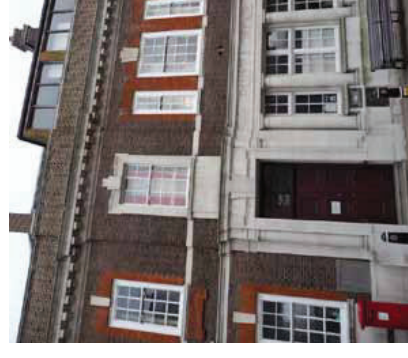
*Nos. 12 and 46 High Street, timber-framed buildings, pre-dating 1500*



*Chertsey Gate and 18th dwelling over the top*



*Nos. 59-61 High Street, a typical Georgian building, and no.170, an older building refronted to appear Georgian*



*The Post Office, neo-classical design*





Example of good scholarly detailing at the Library extension, and an example of illiterate Georgian expression at Davy Court



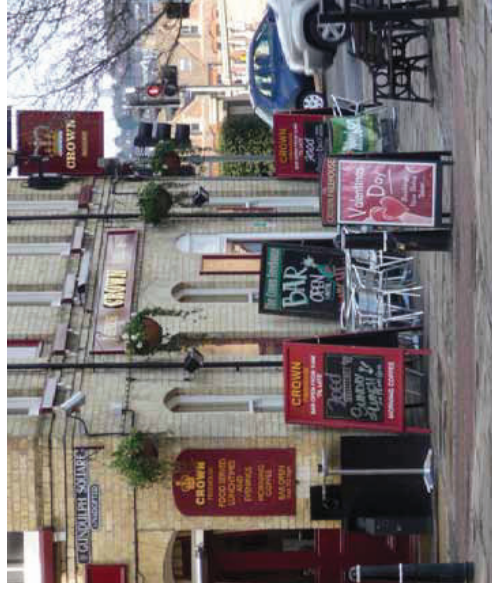
No. 72 High Street, a fine, distinctive Edwardian shopfront



No. 175 High Street, removed stall-risers, UPVc fascia sign and metallic surround.



Barclays Bank, 8 Star Hill, a negative contribution to the conservation area through discordant scale, design and materials



Proliferation of A-boards, resulting in clutter



Example of banners fixed to the listed facade



## Building Materials

**Walls:** In and around the High Street, the earliest surviving buildings are timber framed, some having been refronted in brick, as described above. In places, the frame may lie beneath traditional (i.e. lime based) render, which assists preservation. Thus it is not always easy to identify these buildings. Frames were usually infilled in wattle and daub, much of which may over time have been replaced or overlain in a variety of other materials. A few timber framed buildings, such as Nos. 32 and 44 High Street have been weatherboard clad. Exceptionally fine, Eastgate House, a much altered and added to building, visibly combines timber framing and masonry, the bricks of this period (up to about 1650) being of smaller dimensions compared with later, mainly Georgian brickwork. The heads of many 18th century windows are formed of gauged brick arches.

The majority of walling is solid brick masonry, the facework usually in English or Flemish bond, the latter prevalent from the late 17th century, when brick was becoming cheaper and heavy timber more scarce and expensive. Exceptionally, Chertseys Gate is faced in alternating layers of stone and flint. Although there are few stone faced buildings, stone was increasingly used in doorcases, dressings to openings, mouldings and ornaments as the 18th and 19th centuries progress.

**Roofs:** roof forms as well as materials are vitally important to the character of the area, especially as they are visible from higher surrounding ground. Nearly all roofs of traditional buildings are covered in handmade plain clay tiles or natural slate, the latter being used on pitches below 45 degrees,

often behind brick parapets, or mansard roofs. Occasionally roofs, e.g. the Visitor Centre, are covered in curved clay tiles. In this context, the few modern, flat roofed forms appear wholly alien.

Windows in earlier buildings are timber or metal framed casements, the latter typically with small diamond or rectangular cut leaded lights. The majority of Georgian period windows are painted softwood 6 over 6 pattern double hung sashes. After the early 19th century, window glass sizes become larger, most commonly with single panes in each sash. A variety of variations in window forms and glazing patterns takes place after about 1875, though painted softwood remains predominant. Modern, large scale fenestration, such as used at Eastgate Dental Practice, appears by comparison alien in both scale and craftsmanship.

**Metalwork:** rare in the High Street, mainly used for hanging signs, occasionally for railings and gates. Most feature metalwork dates from the 18th and 19th centuries. The railings to the south and northeast of Eastgate House are fine examples and are Grade II listed. Gutters and downpipes on most eaves type roofs are generally cast iron. Rainwater is taken from complex roofs such as Eastgate House via cast or lead hoppers and downpipes.



*Vines Croft, pattern cladding, another typical Kentish detail*



*Vine House, timber cladding, a typical Kentish detail*

## Public Realm: Street Furniture, Floorscape and Lighting

A family of 'heritage' style street furniture has been selected for the High Street. Street name plates have the Rochester coat of arms with white letters on a black background. Benches have wooden seating with cast aluminium legs and arms, with the exception of the Memorial Garden. Bollards are painted black with the Medway coat of arms and gold trim. Litter bins are painted black aluminium with the Medway coat of arms and gold lettering. Although consistency of furnishings helps to unify the High Street, some stakeholders perceive that much of it is of low-quality and poorly maintained.

Spacing and location of furniture along the High Street appears appropriate, but railings, benches, signage and other features introduced at the more open and prominent areas at each end of the High Street appear somewhat cluttered and ill-maintained.

The High Street is lit by period type luminaires mounted on posts or walls as seen at no., 20, 41, 55, 80, 76, 85-89, 115, 120, 158, 163, 162, 170, 177 Chertseys Gate, Eastgate House and the Crown Public House. Most are black, with some patinated copper surfaces showing. A few CCTV post-top cameras might have been better combined with lamp posts. The use of standard traffic signage and awkwardly sited utility cabinets also detracts from the street quality.

Red K6 Telephone Kiosks, listed for their design and symbolic quality, add interest to the public realm. Their appearance complements that of nearby buildings thereby making a significant contribution to the architectural and historic character of the conservation area.

Paving materials on footways vary through York stone flags, setts, tarmac and concrete slabs. Large areas of concrete slabs are in poor condition. Crossings and borders have been laid out in setts, but poor maintenance and tarmac patching following highway excavations has degraded the intended enhancement. The course of the city wall, helpfully picked out in a contrasting paving, is somewhat let down by the inferior, patchy surrounding floorscape and lack of interpretation.

Much of the High Street vehicle roadway has been repaved in flat red concrete paviors. As there is no historic evidence or other basis for them, these areas lack a sense of authenticity. Offering to some extent the look and feel of traffic-free zones, they obscure the vehicle-pedestrian conflict in which pedestrians are at a disadvantage. York stone, the material of choice for historic area footways, is present in limited quantity.

Obviously, measures which recognise and integrate the floorscape of Corporation Street with the character of the conservation area need to be considered as part of any scheme for that route.



*Wall mounted luminary*



*CCTV post-top camera*



Red K6 Telephone Kiosk



Varied paving materials on the High Street and side roads

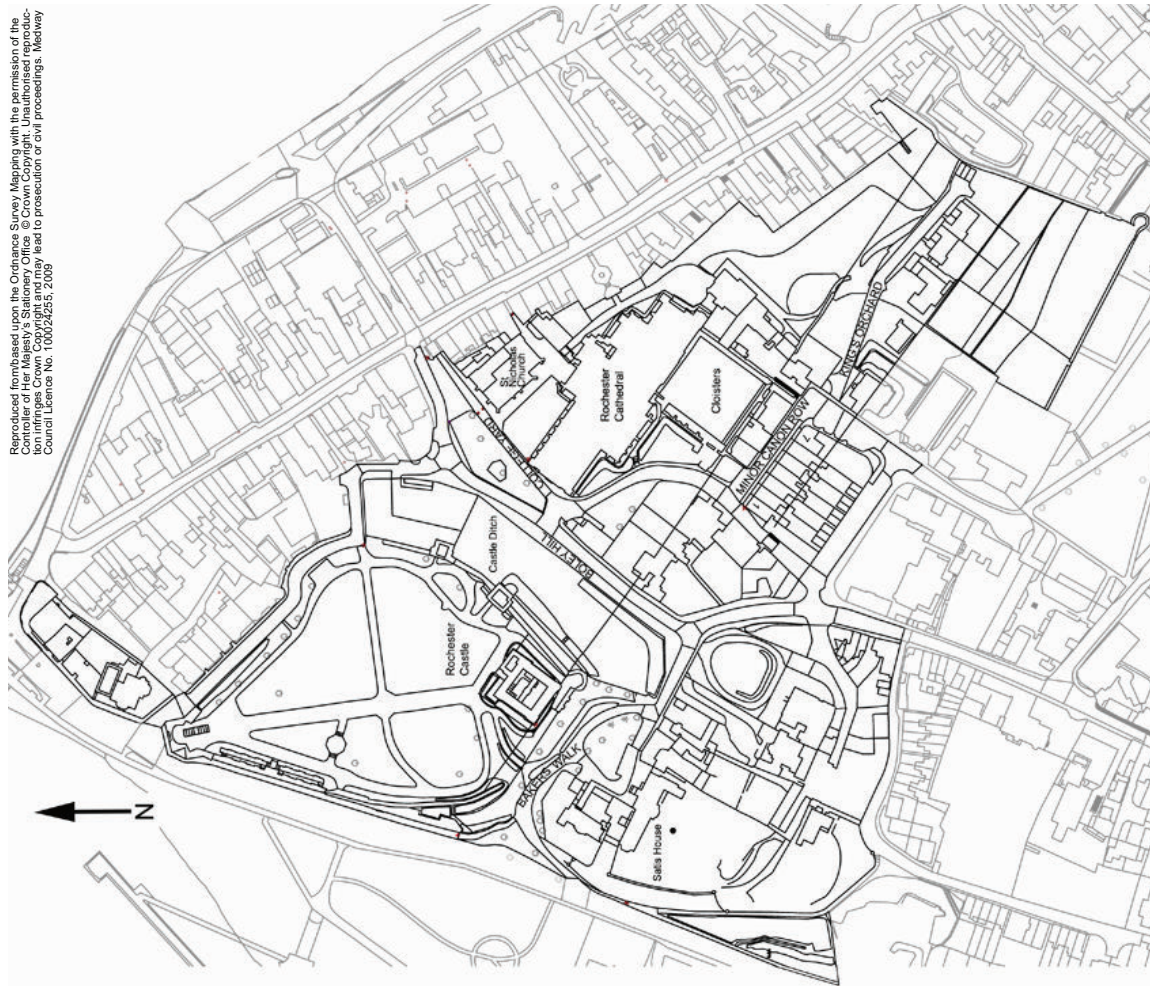
Key Characteristics to Preserve and Enhance - Character Area 1 - High Street / Victoria Street / East Row / Crow Lane

- The survival of the little altered 'herringbone' High Street
- The surviving historic plots, mainly on the western side of the High Street
- Domestic scale, but varied building types, particularly the grand buildings at the southern end of Crow Lane
- Key buildings providing focus and purpose
- Continuous frontage and consistent building line, enclosing the High Street and Victoria Street
- Retail, food and drink and small office uses geared towards the tourism and cultural markets
- Uniformity of 'heritage style' street furniture



## CHARACTER AREA 2 – THE CASTLE AND CATHEDRAL PRECINCT

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Character Area 2 - Street Map

### Streets and Spaces

Three distinct but historically interrelated areas, Boley Hill, the Castle, and the Cathedral Precinct, are interlinked by meandering roads and pathways. Although Boley Hill to St Margaret's Street is a main thoroughfare, side roads often end in cul-de-sacs or morph into pedestrian paths. The resulting constraints on vehicle movement have a calming influence, promoting a welcome sense of seclusion.

The fundamental spatial character is a product of the historic layout of distinct, separate entities: the Castle and its grounds on the mottle, bounded by its defences; Boley Hill, a former Castle enclosure raised on extensive earthworks, and the 14th century Cathedral precinct, historically surrounded by a wall with several gates. Much of the wall was lost following the Dissolution, but Cemetery Gate, Deanery Gate and Prior's Gate survive. The removal of the wall enabled the commercial area to be extended along the High Street to the north. The west wall probably followed the line of King's Head Lane and Boley Hill. Therefore, the setting of the Cathedral has always been one of enclosure by walls or buildings, the only relatively open view being from the direction of the Castle. Historically, the Castle was linked with the town via the Cathedral precinct and College Gate, and retains a good connection between the Castle/Boley Hill and the Cathedral, although the areas stand apart.

The distinctive present spatial pattern around the Castle is a product of its historic development. Within its walls, the Keep is located at the southeast corner. Extensive open grounds lie to the northwest, the probable site of medieval bailey buildings. Although the evidence is still incomplete, the Rochester Castle Conservation Plan, 2009, explores the subject, with recommendations for further study. The main entrance would have been at the northeast corner, connected to the High Street by Two Post Alley. Epaul Lane is likely to stand on the line of the original entrance road from the south, while a section of the bridge leading up to the north-east gate, which lies under Epaul Lane, was briefly exposed in 1888.

The Plan also explores the link between the Castle and Boley Hill. Visually, the Castle and Boley Hill are linked by the grassed areas on either side of Baker's Walk, but understanding is incomplete. However, following its military decommission and transfer to private owners, the area developed from a group of tenements into a single grand residence at the site of Satis House. The buildings known as the 'Old Hall' and the 'Old Vicarage' were originally constructed in the early 16th century as a hall range for this house. Satis House, which replaced the grand residence

in the 18th century, is now part of the Kings School Estate. The 'Old Hall' and the 'Old Vicarage' are now individual houses. With more recent buildings on Boley Hill, Bakers Walk and St Margaret's Mews, they create an informal and irregular urban pattern with varying plot sizes and shapes and building forms. Satis House emerges as the grandest of these on account of land contours and the requirement for careful design and siting.

While the Castle has retained its historic plot, the Cathedral land has gradually been subdivided with some parts developed for residential or educational uses. The setting however still retains a sense of relatively quiet open spaces containing individual buildings or groups in spacious plots dotted throughout the Precinct, College Green and along College Yard. Latterly a more uniform layout in smaller plots along Minor Canon Row and King's Orchard has been added. The uniform terrace on Minor Canon Row provides a clear, well defined edge to the street in contrast to its more varied neighbours on College Green and the staggered building line on King's Orchard, which presents a more amorphous edge. On King's Orchard, the road is wide with The Precinct's open space to the north and generous distances between buildings to the south, reinforcing the estate's spacious setting. Higher density to the south has been influenced by the constraints of the Cathedral, St Nicholas' Church and the High Street.

College Yard is a minor access road to the northwest of the Cathedral. At the eastern end is Chertsey Gate, which has largely lost its gateway function by the demolition of the buildings on its north-west flank and the use of this gap by traffic along Boley Hill.



Chertsey Gate and College Yard are predominately used by pedestrians. It buffers the Cathedral from the main flow of traffic along Boley Hill, and acts as a transition zone from the busier urban landscape of the High Street. It also provides a useful space to view the spectacular west elevation of the Cathedral.

Black Boy Alley runs off to the northeast of the Cathedral, leading to the High Street. It marks the site of St William's Gate through which pilgrims passed on their way to the shrine of St William of Perth in the Cathedral from mid 13th to the 15th century. The enclosed, darkened alleyway results in a claustrophobic quality, but walking from the High Street there is a view of the south buttress of St Nicholas's Church which juts out across the path. The east window of St Nicholas's is seen in forced perspective, and at the corner to the south is Deanery Gate while to the north the irregular line of the Castle Wall can be seen through the trees in College Yard. The focused views form an integral part of its character.

Directly opposite the Cathedral, 18th century houses and St Nicholas' burial ground were levelled in the 1960s to partially reinstate the Castle ditch. The resulting open space between the Castle and Boley Hill helps recreate its medieval setting, but its barrenness and the presence of vehicular traffic on Boley Hill reduce its attractiveness.

### Open Spaces and Trees

There are three major open spaces; the Castle grounds, the Castle ditch, and the Cathedral Precinct

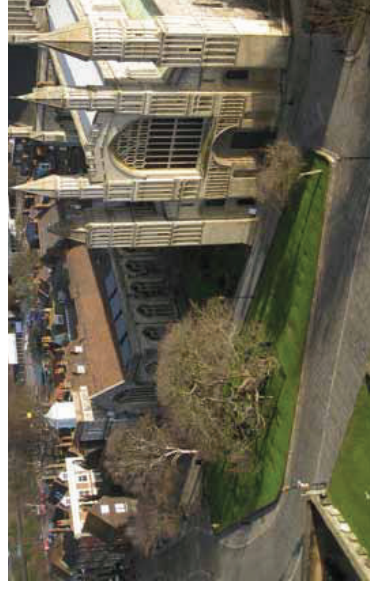
The Castle Gardens, dominated by the Castle Keep, displays a plain,

municipal appearance. The walls of varying height are not offset by vegetation. Landscape is grass broken only by single species, low-growing shrubs and wide tarmac paths dating from the late 19th century layout. A few mature trees, the remains of a bandstand and a modern refreshment kiosk are the only features. Old maps and images suggest an unfavourable comparison with the 19th century setting, and a need to fully consider the contribution of this landscape to understanding and enhancing the asset's significance.

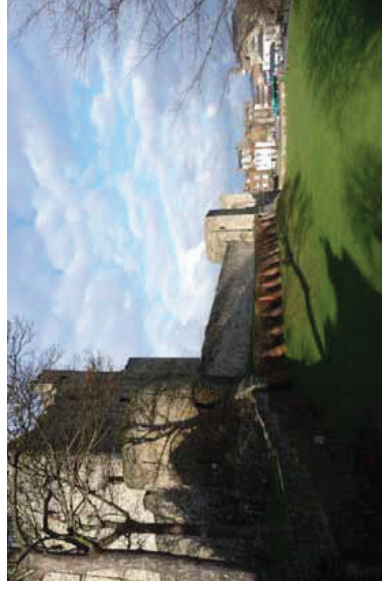
The relatively open landscape may be more historically appropriate, as it appears that this was the dominant form of the bailey during the 14th and 15th centuries. There is also a requirement to keep the space clear for amenity use, including large scale public events. However, it would be desirable to have in place a co-ordinated long term strategy for this area. The present refreshment kiosk, bandstand remains and tarmac paths are clearly incongruous.



*Black Boy Alley*



*College Yard and the distinctive, ancient Catalpa Tree*



*The Castle Ditch - vast open space*



*The Castle Gardens - municipal appearance*

The Castle Ditch is a shallow, broad grassed area separating the Castle and Cathedral. Its size and starkly dramatic form evokes the conflict-readiness of its original function and setting. The defensive element is its primary quality, though alienating component of the ensemble.

The wide open, spacious and appropriately treeless Ditch contrasts strongly with College Yard, which lies to the immediate northeast. The tree filled saddle between Boley Hill and College Yard not only provides interest in the streetscene but also softens the appearance of Boley Hill and lessens the impact of traffic to College Yard. Amongst these trees, a rare and ancient Catalpa (American-Indian bean tree) is a striking feature.

The Ditch also contrasts with the environs of the Boley Hill area, directly northwest. The mature street trees and planting in front and back gardens contributes to its verdant, semi-aristocratic character, and together with two grassed areas straddling Bakers Walk they soften the appearance of the parking forecourt to the front of Satis House.

Other substantial trees can be found within the Cathedral Precinct to the north of King's Orchard. This open space is private, historically and presently inaccessible, but contributes significantly in the spatial and green character of the area due to its size and richness of planting, and to the setting of the Cathedral and Precinct buildings. It is also of historic interest with the course of the Roman wall running through the space, and a section of the City Ditch and City Wall to the rear of the Deanery Lodge, the Archdeacons, Prebendal House and East Canopy.

The priory buildings have long fallen into decay and today little is left. However, in the Cloister - where the monastery was originally attached to the south chancel of the Cathedral rather than the usual configuration to the nave - two sections of ruined wall are found. On the south side, the entrance arch to the monk's refectory survives. The Cloister is laid out as a garden, with a Garden of Remembrance in the west corner. It is a peaceful space, despite being highly visible from public vantage points, which contributes to the historic and verdant character of the Cathedral and its precinct.

Trees and groups of trees, and open spaces which make a particular contribution to the conservation area are identified on **Green Space: Plan 4**.

#### Use

Medway Council are wholly responsible for the Castle Grounds, while the Castle is managed by Medway Council on behalf of English Heritage. The Castle is a tourist attraction, and tourism is important to its sustainability and the economy of the Castle and Rochester. Although there are few permanent supporting facilities, the Castle Gardens are used for events, such as concerts, fairs and re-enactments, which attract additional visitors and help maintain its cultural role. The Rochester Castle Conservation Plan explores options on developing tourist facilities. As ever, the balance between exploitation, development (such as roofing over) and potential impact on significance requires careful balance.

The highly visible, unattractive car park in the Ditch has a strongly negative

impact on the setting of the Castle. It encourages traffic to use Castle Hill and the Castle's foreground. The number of parking spaces is small. Alternative sites close by include Northgate Street and the Esplanade. The opportunity for enhancement is worth consideration.

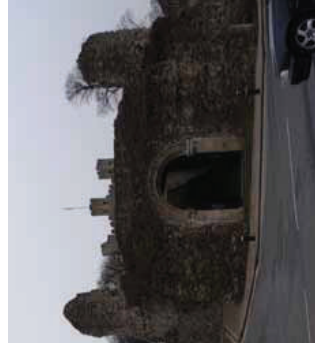
The Cathedral has been a place of worship for over 1400 years, and this remains its primary function. It has a secondary tourism use. There is some scope for review of facilities and awareness raising. Tourism is important to the Cathedral's preservation and vice versa.

The Kings School Estate occupies Satis House, the Old Bursary, Mackean House, St Andrew's Centre and the College. With the exception of a few properties on College Yard, which acts as an overspill of the High Street, the remaining buildings are residential.

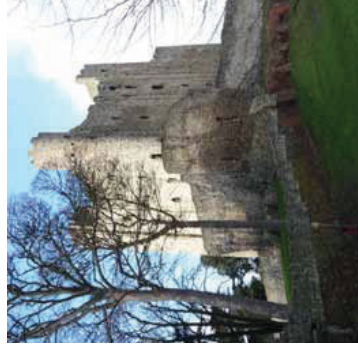
#### Architectural Character

The Cathedral and Castle are the pre-eminent historic buildings of the Conservation Area.

The Castle: The Castle's Grade I/Scheduled Ancient Monument designation reflects its importance, although there have been considerable rebuilding and repairs throughout. Gundulph, Bishop of Rochester, began the construction of the present Castle 1077 and 1108, making use of what remained of the original Roman city walls. A section of Gundulph's curtain wall survives to the west, incorporating remains of the Roman city wall, strengthened in the 13th century. Gundulph's Curtain is among the earliest surviving masonry in the country. The original wall would have continued to rejoin the drum tower to the southeast. The Rochester Castle Conservation Plan suggests through similar stonework this tower and the adjoining stretches to the south are a result of substantial rebuilding after the siege of 1215. The arrow slits of both the drum tower and the curtain wall indicate that these works were designed to provide systematic archery cover. The east curtain wall was completely rebuilt in the 14th century, however, a section of the c.1223 wall has been preserved as part of the rear of the 14th century tower. The north perimeter wall of the current castle is 20th century with palings, but there are fragments of the north section of the 13th century curtain wall incorporated into the garden walls to the rear of High Street properties. To the northwest, the bastion has been altered and breached in 1872 by the Royal Engineers to create the current northwest entrance featuring a prominent Norman revival round headed arch. Designed for function, the curtain walls have considerable architectural value.



Northwest entrance, 1872



The Imposing Norman Keep



Section of Gundulph's curtain wall, the earliest surviving masonry



Castle Keep, built around the same time, has the same shaped arch and style of decoration. The Cathedral's great window on its west elevation in the Perpendicular (late Gothic) style was inserted in the 15th century. The present pyramid-shaped spire was added in 1904.

St Nicholas: The Parish Church of St Nicholas, which now houses the diocesan offices, was founded in the 15th century, but the current building is the result of much rebuilding after a fire in the 17th century and significant restoration and re-fenestration work in 1860-1962. Dominated by the Cathedral, St Nicholas is discrete in appearance with minor decorations. Its most prominent features are its 19th century light decorated arched windows framed by buttresses with set-offs.

Most of the other buildings within the area are on a more domestic scale, usually two to four storeys high. Although these buildings have individual qualities, the predominant form is Georgian, with fine examples at nos. 1-7 Minor Canon Row, an 18th century Grade I terrace that presents a symmetrical, uniform frontage. Satis House is another good example of Georgian architecture with good quality Georgian details including a projecting Greek Doric antae porch on plinth. The 'Old Hall' still retains something of its Tudor appearance with its timber-frame and steeply pitched tiled roofs, and front facing gable. Mackean House is a 19th century building, but satisfactorily replicates the Tudor domestic style with a front facing gable and impressive polygonal brick stacks with stone caps. Conversely, Garth House and Cloister House incorporate medieval remains but remodelled with a late 19th century



*Rochester Cathedral, early Christian basilica plan*



*Rochester Cathedral, an example of Romanesque architecture*



*Nos. 1-7 Minor Canon Row, uniform Georgian architecture*



*Satis House, another fine example of Georgian architecture*

Gothic Revival style. Of note from the 20th century are The Archdeacons, Prebendal House, East Canony and Deanery Lodge, which are mainly products of relatively unsophisticated developers or building companies and not of exceptional merit. Given its attractive setting and proximity to Mackean House, Eastergarth, and the College, these buildings represent an enhancement opportunity.

In common with the High Street, the area has a rich architectural heritage with a high number of listed buildings in the vicinity. However, any omission in the statutory list or this conservation area appraisal does not mean it is of no importance. Where they make a positive contribution to the Conservation area, there should be a presumption in favour of retention

#### **[Building Analysis: Plan 6].**

#### **Building Materials**

Kentish ragstone, with tufa and chalk rubble is used to construct the Castle and curtain walls. Kentish rag is a hard, coarse grained bluish grey limestone. Quarried locally, its use forms part of the Castle's unique, local identity.

Dating from a similar period, the Cathedral's walls are also formed mainly of Kentish rag, with some flint galling. 12th century facing worked Caen stone, with Purbeck marble used extensively for decorative elements. Some Bath stone, Chilmark stone and Weldon stone has been used for later restoration work. Prior's Gates and Deanery Gates are mainly constructed from a mix of random rubble ragstone and Kentish ragstone.

The colour and texture of materials



used for the Castle and Cathedral contrast with the brown or red clay brick used for most domestic building within the area. This highlights their prestigious status and reinforces their separate and distinct characters. The warm-coloured material of the brown or red clay bricks, laid in Flemish bond, is present throughout the domestic area on walls and parapets, which links the areas and provides a cohesive townscape. Garth House and Cloister House are unusual in that the exterior has a sandstone dressing.

Windows vary in shape, size and style according to the age of the building. Most commonly Georgian windows are invariably double hung painted softwood box sashes.

The Cathedral roof is covered in slate, emphasising its high status, but the majority of buildings up to at least the mid-late 19th century buildings employ handmade red Kent clay tiles. As on the High Street/Victoria Street character area, the surrounding natural topography is such that the colour and texture of roofs is a dominant and vitally important feature in both distant and intimate views into and around the area.

#### Public Realm: Street Furniture, Floorscape and Lighting

Street furniture generally conforms to the descriptions noted in the High Street/Victoria Street character area. The design does not detract from the historic environment and the consistency provides a sense of unity.

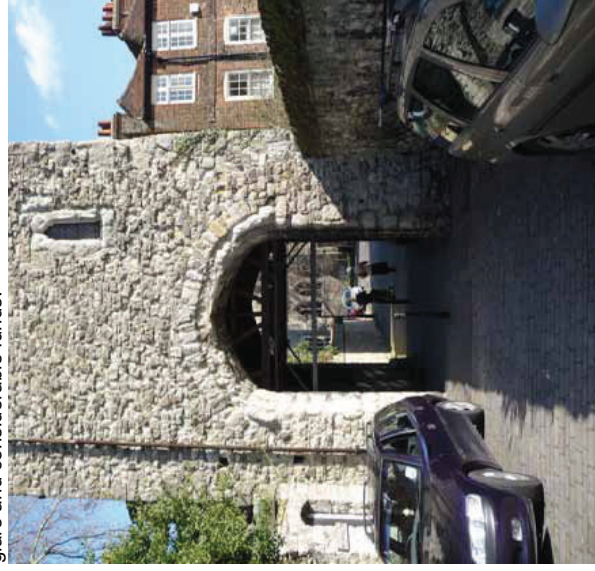
As a hub for tourism, there are surprisingly few directional signs. The Castle and Cathedral can be seen from many vantage points across

Rochester, helpfully avoiding sign clutter. However, the route to the castle entrance is not particularly well defined and one arrives by accident rather than purpose. Signage for lesser known attractions and facilities would also assist legibility.

There is a small area of rag-stone pitching to the front and side of Priors Gate House. Rag-stone pitching would have been the prevailing material for paving before the introduction of York Stone and subsequently other materials, and therefore these fragments are historically significant.

Overall, paving materials vary from setts, tarmac, stone or concrete slabs. Some effort has been made with resurfacing after highway repairs, so there are fewer conspicuous patches compared to the High Street. Reasons underlying the many changes in surfaces are often not self-evident. A floorscape strategy would be desirable.

The Castle, the Cathedral, St Nicholas' and Chertsey's Gate are floodlit. The lighting skilfully highlights features and the apparatus is reasonably discreet. Lighting can stimulate a greater interest in the character of the city at night, but its concept and detailed design would require both careful consideration to avoid undue glare and considerable funds.



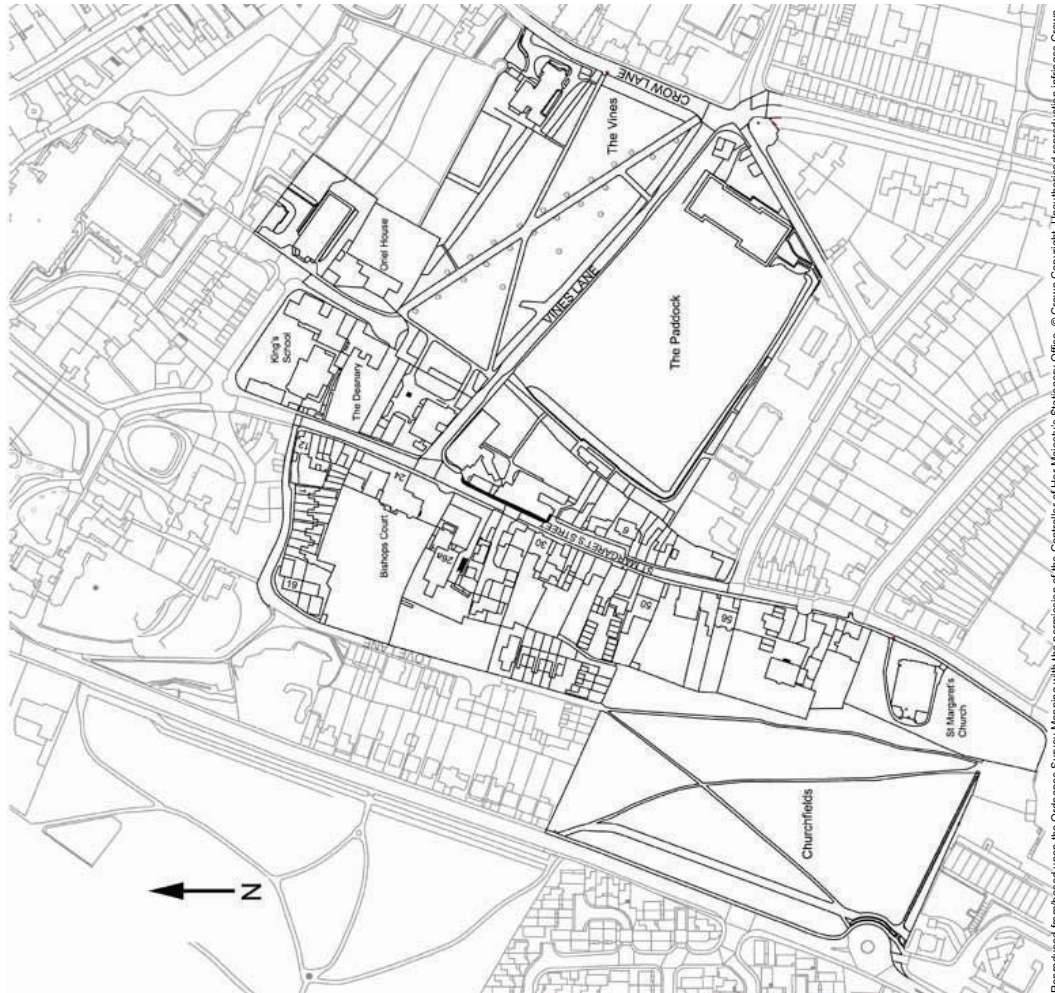
Fragments of rag-stone pitching to the front of Priors Gate

#### Key Characteristics to Preserve and Enhance - Character Area 2 – The Castle and Cathedral Precinct

- Three distinct, separate areas, interlinked by history and meandering roads and pathways.
- The architectural, cultural and historic contribution of the Castle and Cathedral
- The informal, irregular pattern of plots and building forms on Boley Hill
- The rich visual experience, spatially as well as architecturally of Black Boy Alley
- The individual buildings or groups in spacious plots throughout the Cathedral Precinct.
- The rare plan form, in that the Cloister is in an unusual position in relation to the Cathedral. A clear visual relationship between the Cloister and the Cathedral remains, which has group value and historic interest of the Precinct.
- The Castle Ditch, evoking the conflict-readiness of its original function and castle setting.
- The relatively open landscape of the castle gardens
- The trees at Boley Hill and College Yard
- Uniformity of 'heritage style' street furniture



### CHARACTER AREA 3 – THE PADDOCK / VINES LANE / THE VINES / ST MARGARET'S STREET / CHURCHFIELDS



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#### Character Area 3 – The Paddock, Vines Lane, The Vines, St Margaret's Street and Churchfields

#### Streets and Spaces

The spatial structure is overwhelmingly characterised by the division of the area between the open space of The Vines and The Paddock, the grand and varied buildings at the southern end of Crow Lane and the ancient, winding route of St Margaret's Street.

The Vines and the Paddock jointly form the largest area of recreational open space in the City. Broken up by Vines Lane, the former is public and the latter private. The Vines is bordered almost exclusively by the Kings School Estate; The Paddock to the south, Davies Court and the main school buildings to the west, Oriol House and School House to the north with the Cathedral Precinct beyond, and the King's School gymnasium to the east. As such, The Vines form a much-used pedestrian route linking these places with diagonal pedestrian paths between its four corners.

The character of Crow Lane contrasts strongly with the open space of The Vines. As with Vines Lane, this results in a one sided emphasis, which is a distinctive feature. Vines Lane is comprised of a brick wall on the southern side, with the open edge of The Vines to the north. This one sided emphasis is an essential character of the road, while the wall rising from the back edge of the pavement is typical of the character area. Vines Lane links Crow Lane with St Margaret's Street, one of the oldest of the city's thoroughfares that runs roughly parallel with the River Medway. St Margaret's Street derives its character from its varying widths, winding course and descending levels, which restricts views along the street. It is also a walled street, intercepted with buildings. Generally the buildings, like the walls, are built up to the pavement. Demolition of the walls or gaps to create recent vehicular accesses to the street have been resisted, which has helped retain its characteristic unity. This streetscape is intimate, particularly the stretch between the junction with Vines Lane and its junction with King Edward Road.

St Margaret's Church at the southern most edge of the conservation area acts as a stop end. Together with Churchfields recreation ground and sweeping views across the Medway, which lies to the west of the Church, its graveyard contributes to an impressive setting with a strong sense of spaciousness.

#### Open Spaces and Trees

The Vines is the principal public space in the area. It was formally the site of the Monk's vineyard, hence its name.

Its main feature is its avenue of mature plane trees along the northwest-southwest diagonal, complementing the rectangular plan form, emphasised by trees, flowerbeds and boundary walls flanking the edge on the north, south and west side. In this way, it is the trees which dominate the scene. The trees, planting and boundary wall also contribute to an ambience of seclusion, sometimes eliciting allegations of anti-social behaviour. Nevertheless, the self-containment is a fundamental part of its character. The approach to the Vines through the small gap in the wall opposite the old Archdeaconry is a surprising and quirky element, one of many that characterise Rochester.

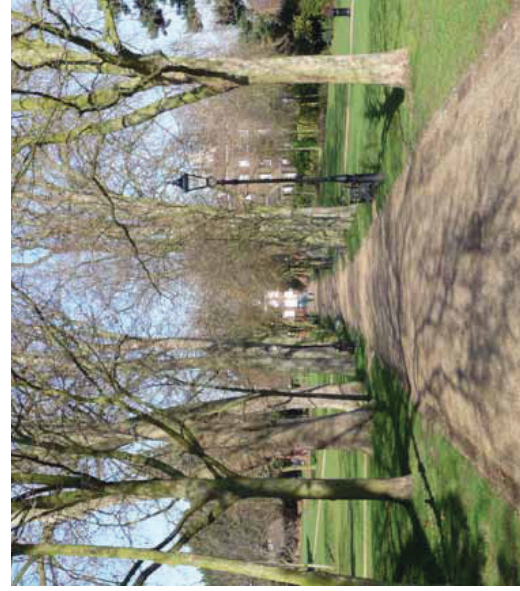
In contrast, due to its nature as playing fields, The Paddock is almost devoid of trees and planting. The Paddock lies to the south of The Vines, but the space is only visible from the gaps between buildings on King Edward Road, which is outside the conservation area. Within the conservation area, the Paddock is screened from the public vantage point by the brick wall along Vines Lane, the tight urban grain on St Margaret's Street, and the mass and bulk of Chadlington House. Nonetheless, The Paddock makes a key contribution to the green and spacious character of the vicinity.

The junction of Vines Lane and St Margaret's Street is appropriately emphasised by a large copper beech in the grounds of no.24 and a chestnut tree on the opposite corner. Further north, as the road bends towards the Castle, there is a pleasant view of tree foliage with the long roof of the Cathedral nave, tower and spire as a backdrop. A tree emphasises this bend in the road and the inside of the curve is heavily planted giving it a soft



and textured edge, linking it with the verdant character of Boley Hill.

Another important space in the character area is Churchfields, an open recreation ground on the side of the hill leading up to St Margaret's Church from the Medway, which was presented to the town in 1906 by Charles Willis, J.P., a local councillor. Similar to the Vines' boundaries, Churchfields is bordered by a line of trees along the western and eastern edge with a wall to the north, but due to the slope and expansive views across the Medway the space does not feel enclosed. Also similar to the Vines, diagonal pedestrian paths crisscross the park. However, while the landscaping of the Vines is formal, Churchfields is less ornamental with no flowerbeds or public art within the space. Churchfields is significant not only for its contribution to local amenity but also the greening of the conservation area from distant views.



*A mature tree lined path at The Vines*



*The Vines, rectangular form emphasised by flowerbeds along the boundary*



*Copper Beech at no.24 St Margaret's Street*



*Churchfields, expansive views and sense of space*

## Use

A school has existed at Kings School since AD604 on the Cathedral's Foundation, and forms an important part of Rochester's character. After the dissolution of the priory the school was refounded in 1542 by Royal Charter, hence its current name. Alongside the main Kings School, The Paddock makes up a considerable amount of the Kings School Estate. The school also occupies a number of other buildings within the character area, namely:

- The properties at Davies Court
- School Hall
- Oriel House
- The Old Archdeaconry
- School House
- Vines Hall
- Chadlington House
- Old St Margaret's
- Swimming Pool, St Margaret's Street
- St Margaret's House

Owing to its wide, cul-de-sac character and the lack of parking restrictions, parked cars and school minibuses are conspicuous around the Kings School, School Hall and the Old Archdeaconry. This results in a detrimental impression of an informal car park and presents an obvious area for enhancement. With this exception, however, operational parking for the school is not unduly conspicuous from a public vantage point.

St Margaret's Parish Church is in active religious use. The remaining properties on St Margaret's Street are mainly residential as the late 19th century and 20th century saw rows of substantial villas or semi-detached houses spring up on St Margaret's Street to house naval and



military personnel. With the demise of the naval base, the houses have remained, forming the predominant character of St Margaret's Street.

The Vines is a popular public park, but it also makes a cultural contribution to the city as it hosts activities associated with the popular annual Dickens Festival

### Architectural Character

The nave and chancel of St Margaret's Parish Church dates from the 19th century, but still retains its medieval west-end tower. The tower is a distinctive landmark in distant views from outside the conservation area. The Church wall is typical of many in the street and is composite in character.

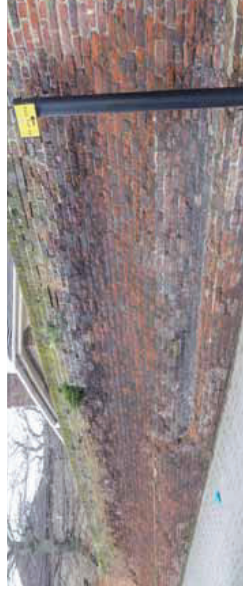
As a walled street, many of the buildings are only glimpsed behind impressive boundaries, which is an essential architectural feature. In recognition of their importance, many of the boundary walls are listed.

The majority of residential buildings on this stretch of St Margaret's Street face the street and form a pleasing group of 18th century and early 19th century houses. They vary particularly in height. South of St Margaret's church is no. 60, which appears to be a lively example of a polite early 18th century brick vicarage with full height polychromatic bay window that makes no attempt to blend in with a 1720s house, but nevertheless works in a peculiar way. Its neighbouring property, the Gleanings, also merits particular mention. It has a two styled exterior, geometrically neo-classical towards the road, castellated towards the river. Its split personality in term of

architecture is one of the most distinctive and important domestic pieces of architecture of the early 19th century at Rochester, although recently marred by inappropriate classical forecourt balustrade.

As a result of it's widening at various points, 19th century and 20th century houses have taken the place of its earlier wooden clapboard cottages along St Margaret's Street, although no.34 is a fine surviving example nestled in between buildings of grander design and scale.

In between these domestic buildings are the more prestigious and much larger Kings School Estate building at St Margaret's House, the Swimming Pool, Old St Margaret and Kings School. Along with 23-25 St Margaret's Street, St Margaret's House is



Examples of intact walls along St Margaret's Street



No. 58 St Margaret's Street, neo-classical frontage



No. 36 a typical house on St Margaret's Street and its neighbour No.34, a surviving clapboard cottage



Old St Margaret, breaking the domestic scale

the only statutorily listed building on the east side of the street within the conservation area. The long white painted façade contrasts strongly with the narrower frontage widths opposite. The Swimming Pool is set back from the road, but continuity is maintained by the frontage walling, approximately 6 metres in height. Old St Margaret are former almshouses. These buildings provide a break in the smaller scale, domestic character of the principal streets and act as prominent landmarks. North of the junction with Vine Lane, although Kings School makes a positive contribution to the conservation area, Davies Court incorporates modern buildings that are utilitarian in design. Consequently they are not of any particular architectural or historic interest and as a group can be classified as neutral buildings.



Modern building at Davies Court

Building Materials

The oldest element, the west-end tower of Margaret's parish church is composed of random rubble ragstone with some flint dressings. The nave and chancel is constructed of brick, stuccoed throughout. The roof is welsh slate.

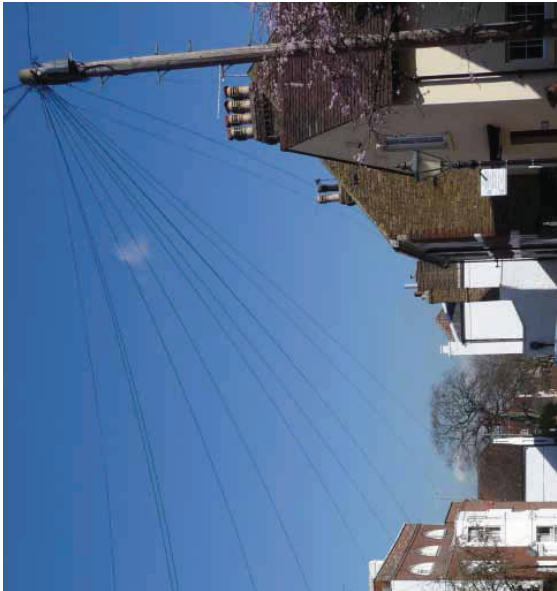
Brick is the predominant material in this character area. The high boundary walls, which extend for a considerable proportion of the frontages on both sides of the street, are built in mellow brick with admixtures of knapped flints and Kentish Ragstone.

Most of the 18th century and early 19th century houses are also made from brick, reflecting the point in history where bricks became more fashionable and affordable. The bricks are variety of colours, but brown, and red and blue mix are the most usual.

Public Realm: Street Furniture, Floorscape and Lighting

There is a notable surfeit of telephone wires hanging across the street, which extend from several heavily loaded telegraph poles. These are unsightly and detract from the streetscape. The relocation of these poles and wires should be considered.

The pavements and roads are mainly asphalt. The material is not obtrusively unpleasant, but it is not particularly appropriate for the historic area and some improvements are desirable. Of interest, a line of granite sets in the road between Oriel House and The Old Archdeaconry marks the position of the city wall after it was re-sited in 1380.



Surfeit of telephone wires

Key Characteristics to Preserve and Enhance - Character Area 3 – The Paddock / Vines Lane / The Vines / St Margaret's Street / Churchfield

- The open space of The Vines, The Paddock and Churchfields
- The historic and cultural contribution of the Kings School Estate
- The walled streets or continuous frontages
- The ancient winding route of St Margaret's Street, descending towards the High Street
- The pleasing group of 18th century and early 19th century houses on St Margsret's Street
- Sweeping views across the Medway from St Margaret's Church and Churchfields





#### CHARACTER AREA 4 – The Esplanade

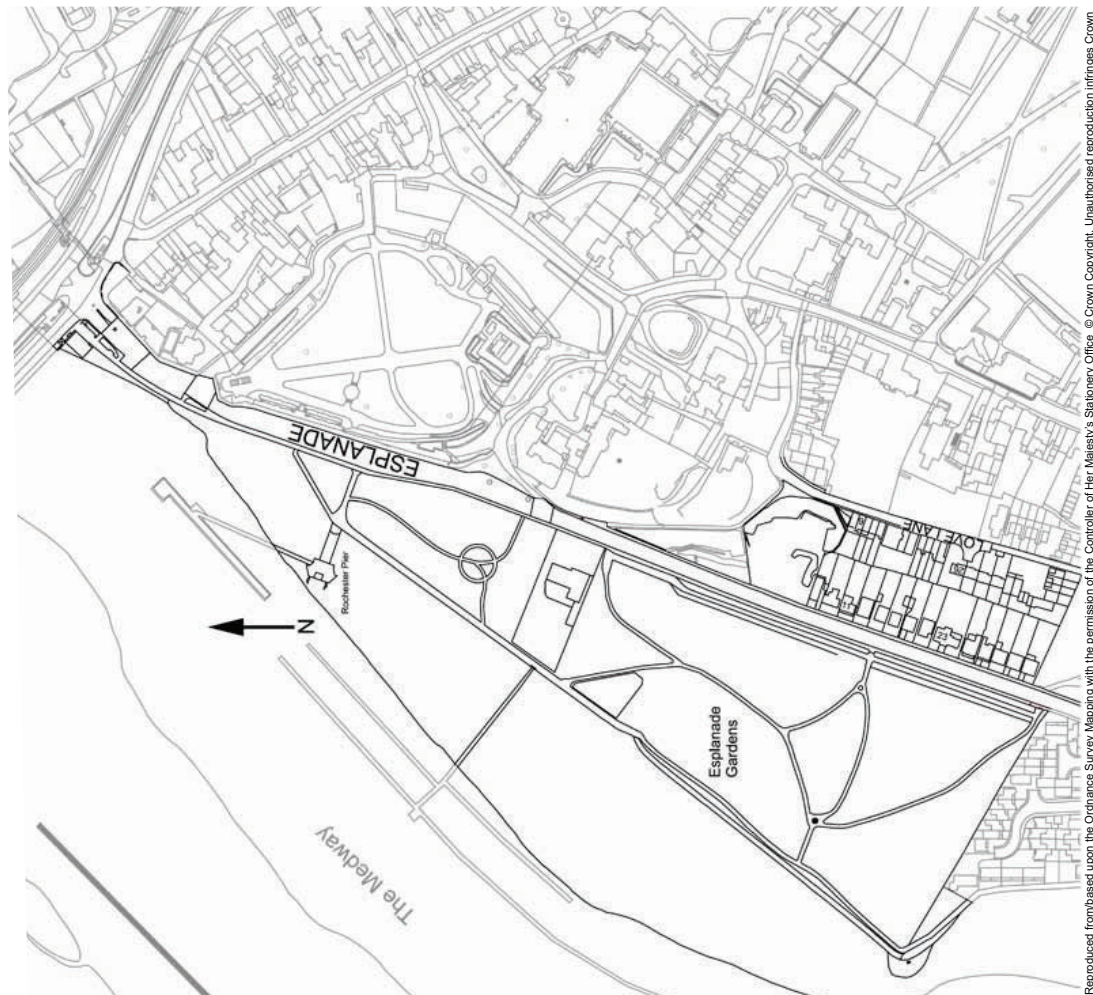
The flat river plain, which forms the foreground setting to the view of the city seen from the opposite bank of the Medway is a fundamental topographical feature. It connects the riparian history of Rochester with its historic identity.

The Esplanade Gardens section of the river plain is an attractive space used for recreation and discreet car parking, particularly for visitors to the Castle and Cathedral. The gardens were constructed using materials from the medieval bridge, blown up by the Royal Engineers in 1857. The parapets of the old stone bridge can still be seen adorning the Esplanade between the bridge and the pier forming an elegant balustrade (Grade II). The balustrade adds a unifying element to the varied forms and types of buildings opposite and hides the car park from public view.

Above the Esplanade to the east, the steep contours of Castle Hill and its revetments echo the solid Castle walls and Keep. This view bears witness to the Castle's commanding defensive position on the river.

Inclusion of this space of historic interest in the conservation area completes an important element of both the Castle's and City's setting.

The relatively recent domestic development along Love Lane can be classified as neutral in terms of its contribution to the character of the conservation area.



Character Area 4 - The Esplanade





## APPENDIX 1: Listed Buildings in Rochester City Centre and Victoria Street Conservation Area

| Address                                                   | Grade     | Description                                                                                                 |
|-----------------------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------|
| Rochester Castle, Curtain wall and Mural Tower            | Grade I   | Bailey walls built 1087-9, incorporates remains of Roman City wall, some alterations and rebuild            |
| Rochester Castle, Keep and Fore Building                  | Grade I   | Keep 1127 incorporates Roman remains, considerable rebuilding throughout                                    |
| Boley Hill House , Boley Hill                             | Grade II  | Early C19 house (Nursing Home)                                                                              |
| Diocesan or Whitefriars House, Boley Hill                 | Grade II  | Early C19 house                                                                                             |
| The Friars, Boley Hill                                    | Grade II  | Early C18 house altered in early C19                                                                        |
| Longley House, Boley Hill                                 | Grade II  | Early C19 house                                                                                             |
| Milton Cottage, Boley Hill                                | Grade II* | C16 and early C17 house                                                                                     |
| Old Hall, Boley Hill                                      | Grade II* | Late C13 vaulted undercroft; early C16 hall range, early C17 to C18 additions to house                      |
| Old Vicarage, Boley Hill                                  | Grade II* | Late C13 vaulted undercroft; early C16 hall range, early C17 to C18 additions to house                      |
| Satis House, Boley Hill                                   | Grade II  | Former private house, now administrative and library block to the King's School. MidC18 to early C19        |
| Trevine, Boley Hill                                       | Grade II  | Late C18 and early to mid C19 house                                                                         |
| Stretch of Precinct Wall, Boley Hill                      | Grade II  | Precinct walling along east side of Boley Hill from a point immediately south-west of the Diocesan Registry |
| Pair of Gatepiers, east of Satis House, Boley Hill        | Grade II  | Early C19. Stucco on brick                                                                                  |
| 1, 2, 3 College Yard                                      | Grade II  | 3 houses. C18 front                                                                                         |
| St Nicolas Church, College Yard                           | Grade I   | Former parish church now the diocesan offices. 1421-3 (dedicated 1423)                                      |
| Funerary Monument, College Yard                           | Grade II  | Funerary monument. Early C19                                                                                |
| Medway Adult Education Centre, Corporation Street         | Grade II  | Formerly the Rochester Technical Institute. 1905-6 by S B Russell and Edwin Cooper                          |
| 2 Crow Lane                                               | Grade II  | C18 house                                                                                                   |
| 4 Crow Lane                                               | Grade II  | C18 house                                                                                                   |
| 6 Crow Lane                                               | Grade II  | C18 house                                                                                                   |
| 11 Crow Lane                                              | Grade II  | 1824 house                                                                                                  |
| 13 Crow Lane with Gardens Walls and Gate                  | Grade II  | C18 house with early C20 range attached                                                                     |
| The Vines, 21 Crow Lane                                   | Grade II* | Early C18 house                                                                                             |
| Vines Croft, 23 Crow Lane                                 | Grade II  | Probably C17 house, much renewed in C19                                                                     |
| Restoration House, Crow Lane                              | Grade I   | c.1588-1600 house of possibly late medieval in origin. C17 facade and interior                              |
| Summer House In Garden 25m East Of Restoration House      | Grade II  | Covered seat incorporating remains of C17 gazebo or summer house                                            |
| Four Bollards, East Entrance To The Vines, Crow Lane      | Grade II  | Group of 4 bollards. c. 1840. Cast iron                                                                     |
| Two Bollards, South East Entrance To The Vines, Crow Lane | Grade II  | Pair of bollards. c. 1840. Cast iron                                                                        |
| Troy House, East Row                                      | Grade II  | c.1790 house                                                                                                |
| Flint and diapered brick wall at rear 1 and 3 East Row    | Grade II  | Early to mid-C16 Garden wall                                                                                |
| Salisbury Villa, Epaul Lane                               | Grade II  | Early C19 house                                                                                             |

| Address                                                | Grade     | Description                                                                                                 |
|--------------------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------|
| 1 Esplanade                                            | Grade II  | 1859-61 house, now shops and offices.                                                                       |
| Castle Club, 3 The Esplanade                           | Grade II  | Early C19 building. Formerly a house but now a club                                                         |
| Bridge Chapel, 5 Esplanade                             | Grade II  | Chapel with offices of the Rochester Bridge Fund. Chapel built in 1386-7, restored in 1937.                 |
| Balustrade Between Rochester Bridge And Rochester Pier | Grade II  | Erected 1914 re- using parts of Lewis Cubitt's bridge of 1856 which was demolished                          |
| Gundulf House, Gandulph Square                         | Grade II  | House, some time point a pair of cottages. Probably early C18 with later alterations                        |
| 10 High Street                                         | Grade II  | Some of the structure may date from the early C16, but it was largely rebuilt in the C17                    |
| 12-14 High Street                                      | Grade II* | Formerly a pair of houses, C1500 with later additions                                                       |
| 17 High Street                                         | Grade II  | Offices, formerly headquarters of the Medway Conservatory Board. 1909; designed by G E Bond                 |
| Royal Victoria and Bull Hotel, 16-18 High Street       | Grade II  | Late 18C, although site of an Inn from 1500 1500                                                            |
| 19 High Street                                         | Grade II  | 1769 house with shop                                                                                        |
| 20 High Street                                         | Grade II  | Early C19 former house, now shop with accommodation above.                                                  |
| 21-23 High Street                                      | Grade II  | House with shops below. Late C18.                                                                           |
| 22 High Street                                         | Grade II  | Early C19 house with shop                                                                                   |
| 24 High Street                                         | Grade II  | House with shop. Early C19 front, evidence of earlier work (perhaps early C18).                             |
| 26 High Street                                         | Grade II  | Early to mid C18 former house, now shop                                                                     |
| 28 High Street                                         | Grade II  | Late C18 former house, now shop                                                                             |
| 30 High Street                                         | Grade II  | Early C16 shop with C17 alterations, formerly a pair of houses with shops                                   |
| 32 High Street                                         | Grade II  | Former house, now a shop. C18 remodelling of an earlier building.                                           |
| 34-36 High Street                                      | Grade II  | Former house, now a shop. Mid C18 remodelling of an earlier building.                                       |
| 35 High Street                                         | Grade II* | Public house. Late C18 and C19, built over early C14 (c.1320-5) vaulted undercroft                          |
| 37 High Street                                         | Grade II  | House with shop. Late C18 facade                                                                            |
| 39 High Street                                         | Grade II  | C1900 former bank                                                                                           |
| 40 High Street                                         | Grade II  | Late C19 bank. The extension of the bank to the right (No 38) is not included                               |
| 41-43 High Street                                      | Grade II  | Pair of houses with shops. Late C18 with later alterations                                                  |
| 42 High Street                                         | Grade II* | Late C19 house, formerly bank                                                                               |
| 44 High Street                                         | Grade II  | Late C16 house with shop, re-modelled in the late C17                                                       |
| 45 High Street                                         | Grade II  | Early C19 house and offices                                                                                 |
| 46 High Street                                         | Grade II  | Late C15 house with shop, re-modelled in the late C17                                                       |
| 48 High Street                                         | Grade II  | Early C19 house and shop with later alterations. Lower range to the rear possibly incorporates earlier work |
| 51 High Street                                         | Grade II  | House with restaurant. Mainly mid C17 with early C18 facade.                                                |
| 53 High Street                                         | Grade II  | Late C18 house with shop.                                                                                   |
| Kings Head Hotel, 58 High Street                       | Grade II  | C17 rear wing; C18 front range altered and re-faced in later C19; C19 rear ranges along Boley Hill          |
| 59-63 High Street                                      | Grade II  | Two shops with living accommodation above. Mid C19                                                          |
| 60 High Street                                         | Grade II* | House with restaurant below. Multi-phase building of C15, C16 and C17 with later alterations                |
| 64, 66, 68 High Street                                 | Grade II  | Originally a large early 18C town house.                                                                    |
| 65 and 65A High Street                                 | Grade II  | House and shop. Late C18 facade                                                                             |
| 67 and 67A High Street                                 | Grade II  | House with shop. Late C18 facade                                                                            |
| 69-71 High Street                                      | Grade II  | Former town house. C17, with mid C18 front, reorganised when converted to a bank in C20                     |
| 73 High Street                                         | Grade II  | Possibly C16 house with shop, re-modelled in the late C17 with C18 front recently rebuilt                   |
| 75 High Street                                         | Grade II  | House with shop. Possibly C16, with mid C18 front.                                                          |
| 77 High Street                                         | Grade II  | Early to mid C18 house with shop.                                                                           |

| Address                                  | Grade     | Description                                                                                                               |
|------------------------------------------|-----------|---------------------------------------------------------------------------------------------------------------------------|
| 78-80 High Street                        | Grade II  | Late C18 houses, now with shops.                                                                                          |
| 79 High Street                           | Grade II  | Mid C18 house with shop, rebuilt in late C20.                                                                             |
| 81 High Street                           | Grade II  | Early C18 house with shop                                                                                                 |
| 82 and 82A High Street                   | Grade II* | House, now with shop (No 82) with large house to rear (No 82A). Late C18 front range incorporating early C16 and C17 work |
| 83 High Street                           | Grade II* | Late C17 former house.                                                                                                    |
| 84 High Street                           | Grade II  | Former house, now a shop. C18, but probably incorporating C16 and C17 work                                                |
| 85-87 High Street                        | Grade II  | 2 houses with shops. c.1700, the front largely rebuilt in late C20                                                        |
| 86 High Street                           | Grade II  | Former house and shop. Early C17 with C18 fenestration.                                                                   |
| 88 High Street                           | Grade II  | Former house, now shop. C17 with C18 front.                                                                               |
| 89 High Street                           | Grade II  | Mid to late C16 house with shop                                                                                           |
| 90, 92 High Street                       | Grade II  | Early C18 former large town house.                                                                                        |
| Gordon Hotel, 91 High Street             | Grade II* | Hotel, formerly a large town house. Late C17 with mid C18 front and C19 alterations.                                      |
| 93 High Street                           | Grade II  | C19 house with shop.                                                                                                      |
| Poor Travellers House, 97 High Street    | Grade I   | Charity hostel for poor way-farers, now a museum. Founded in 1586                                                         |
| 98 High Street                           | Grade II  | Former house, now a shop. Early C17, possibly incorporating earlier work.                                                 |
| 99-101 High Street                       | Grade II  | Early C19 pair of houses.                                                                                                 |
| 100-102 High Street                      | Grade II  | Formerly a pair of houses, now two shops. Possibly late C17 with later alterations and extensions.                        |
| 103 High Street                          | Grade II  | One of a pair of mid C19 houses that flanks the approach to La Providence (formerly Theobald Square)                      |
| 104 High Street                          | Grade II  | C1800 former house, now a shop. Possibly incorporating earlier work                                                       |
| 105 High Street (& 41 La Providence)     | Grade II  | One (and the better preserved) of a pair of houses that flanks the approach to La Providence (formerly Theobald Square).  |
| 106 High Street                          | Grade II  | Late C19 former house with shop                                                                                           |
| 107-109 High Street                      | Grade II  | Former house (No 107) with annexe (No 109). Late C18 and c. 1800 respectively                                             |
| 111-113 High Street                      | Grade II  | Mid C18 former (probably 2) houses                                                                                        |
| 115 High Street                          | Grade II  | Early C18 house                                                                                                           |
| Eagle Tavern, 124 High Street            | Grade II  | Public house. Early C19 re-fronting of an earlier (possibly C17) house.                                                   |
| 126 High Street                          | Grade II  | Shop. Possibly late C17, considerably altered                                                                             |
| 127 High Street (Eastgate)               | Grade II  | House with shop. Early-C19 front to early-C18 building                                                                    |
| 130 High Street                          | Grade II  | C1800 former house, heightened in the early or mid C19                                                                    |
| 142 High Street (Eastgate)               | Grade II  | Mid C18 former town house                                                                                                 |
| 143, 143A, 145 High Street (Eastgate)    | Grade II  | Shop frontage uniting 2 former houses. Frontage c.1880, rear of Nos 143 and 143A C17 and late C18; rear of No 145 mid C18 |
| 144 High Street (Eastgate)               | Grade II  | Early C18 former town house                                                                                               |
| 146-148 High Street (Eastgate)           | Grade II  | Mid C18 former pair of houses                                                                                             |
| 147 High Street (Eastgate)               | Grade II  | Early to mid C18 former house                                                                                             |
| 149 High Street (Eastgate)               | Grade II  | Mid C18 former house                                                                                                      |
| 151 High Street (Eastgate)               | Grade II  | Early C18 former house                                                                                                    |
| 150, 152, 154 High Street (Eastgate)     | Grade I   | Formerly a large town house. Mid C17, restored in 1864.                                                                   |
| 153, 155, 157 and High Street (Eastgate) | Grade II  | 3 mid C18 former houses, considerably altered                                                                             |
| 156 High Street (Eastgate)               | Grade II* | A C18 Former town house. Re-fronting and internal re-modelling of a C17 building.                                         |

| Address                                                                                  | Grade     | Description                                                                                                                                                                |
|------------------------------------------------------------------------------------------|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 158, 160 and 162 High Street (Eastgate)                                                  | Grade II  | Three shops. Early C19                                                                                                                                                     |
| 163, 165 (formerly listed as 163A) High Street (Eastgate)                                | Grade II  | Circa 1800 former house                                                                                                                                                    |
| 164 High Street (Eastgate)                                                               | Grade II  | Mid to late C18 former house                                                                                                                                               |
| 166 High Street (Eastgate)                                                               | Grade II  | C1700 former house, now shop, much altered                                                                                                                                 |
| 168 High Street (Eastgate)                                                               | Grade II* | House now shop. Early C19 facade, C18 rebuilding with mid C17 rear refaced. C17-C18 wings beyond                                                                           |
| 170 High Street (Eastgate)                                                               | Grade II  | Former house, now shop. Mid C17 with late C18 front.                                                                                                                       |
| 171 High Street (Eastgate)                                                               | Grade II  | Circa 1800 former house                                                                                                                                                    |
| 173 High Street (Eastgate)                                                               | Grade II  | Late C18 former house                                                                                                                                                      |
| 175, 177 High Street (Eastgate)                                                          | Grade II  | Pair of late C18 former houses                                                                                                                                             |
| 186-188 High Street (Eastgate)                                                           | Grade II* | Early C19 former house with later alterations                                                                                                                              |
| Chertheys Gate, High Street                                                              | Grade I   | Gateway giving access to Cathedral outer Precinct and lay cemetery from High Street. Probably mid C14                                                                      |
| City Wall off High Street                                                                | Grade I   | City walls. Mainly C13 and C14, incorporating Roman remains. Scheduled Ancient Monument                                                                                    |
| Citizens' Advice Bureau (Formerly listed as Right Wing to Guildhall)                     | Grade II  | Late C18 former house                                                                                                                                                      |
| The Corn Exchange, High Street                                                           | Grade I   | Former Corn Exchange. High Street facade built in 1706. Range behind rebuilt C19. Replacement Exchange erected to rear facing Northgate in 1870                            |
| Dickens Chalet, Rear of Eastgate House, High Street                                      | Grade I   | C19 wooden chalet.                                                                                                                                                         |
| Eastgate House, High Street                                                              | Grade I   | Formerly a large private town house, now a museum. Substantially built 1590-1, extended and refurbished in the C17. Possible that the house incorporates some earlier work |
| Gates And Railings To South and North East of Eastgate House                             | Grade II  | Early C19 wrought-iron railings                                                                                                                                            |
| Pump 10m East Of Eastgate House                                                          | Grade II  | Pump. Dated 1765                                                                                                                                                           |
| The Guildhall Museum, High Street                                                        | Grade I   | Formerly the Guildhall and Court, now the County Museum. The original building 1695-7                                                                                      |
| K6 Guildhall Telephone, High Street                                                      | Grade II  | Type K6 Telephone kiosk,                                                                                                                                                   |
| K6 Telephone Kiosks Outside Head Post Office                                             | Grade II  | 2 type K6 Telephone kiosks                                                                                                                                                 |
| Rochester Head Post Office                                                               | Grade II  | Head post office. 1908                                                                                                                                                     |
| Royal Crown Hotel                                                                        | Grade II  | Public House C1859-61                                                                                                                                                      |
| 1-20, 21-31 and 33-40 La Providence                                                      | Grade II  | Almshouses; founded 1718 f. The present buildings are mid C19, substantially renovated in 1957-9                                                                           |
| The Coopers Arms, 10 St Margaret's Street                                                | Grade II  | Public house. C17 (or earlier), with C18, C19 and C20 alterations                                                                                                          |
| 12, 14, 16, 18, 20 St Margaret's Street                                                  | Grade II  | Terrace of 5 houses. Late C18, no 20 substantially rebuilt in 1982                                                                                                         |
| 22 St Margaret's Street                                                                  | Grade II  | Late C18 house                                                                                                                                                             |
| 23, 25 St Margaret's Street                                                              | Grade II  | Late C18/early C19 pair of houses.                                                                                                                                         |
| 24 St Margaret's Street, Bishop's Court with Bishop's Court flat and rear flat           | Grade II* | House, now Bishop's Palace. Builds of C15, C1600, C1678, early and later C18, 1845 (dated), 1920s and 1961                                                                 |
| Wall To South Entrance And South West Garden Of Bishop's Court, St Margaret's Street     | Grade II  | Walls enclosing the front court and garden of Bishop's Court. Various dates, possibly incorporating C16 and C17 work                                                       |
| 26 St Margaret's Street                                                                  | Grade II  | Early to mid C18 detached house.                                                                                                                                           |
| 30 St Margaret's Street including Railings To Basement Area and Gazebo at foot of garden | Grade II  | C18 house with later extensions, but incorporating part of a C17 building to rear. C18 gazebo.                                                                             |
| 32 St Margaret's Street                                                                  | Grade II  | Early to mid C18 house                                                                                                                                                     |
| 34 St Margaret's Street                                                                  | Grade II  | A house originally. Late C17 much altered in C18 and C19                                                                                                                   |
| 36, 38 St Margaret's Street                                                              | Grade II  | Early C18 pair of houses                                                                                                                                                   |

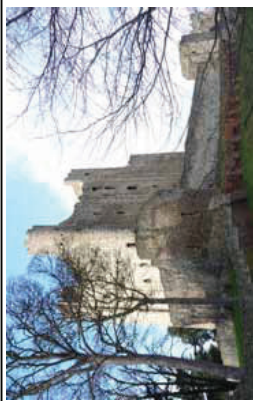


| Address                                                                                              | Grade     | Description                                                                                                                                                                |
|------------------------------------------------------------------------------------------------------|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Wellesley House, 40 St Margaret's Street                                                             | Grade II  | Mid C19 house                                                                                                                                                              |
| 42, 42A St Margaret's Street                                                                         | Grade II  | Early to mid C18                                                                                                                                                           |
| 48A, 48B St Margaret's Street                                                                        | Grade II  | Early C19 house with shop                                                                                                                                                  |
| Building To Rear Of 48A, 48B St Margaret's Street                                                    | Grade II  | Early C19 house                                                                                                                                                            |
| 50 St Margaret's Street With Front Garden Walls And Gatepiers                                        | Grade II  | Early C19 house (possibly incorporating some late C17 work)                                                                                                                |
| The Limes, 52 St Margaret's Street with Gazebo and Garden Wall to North                              | Grade II* | Late C17 former house with mid. C19 range to rear. Mid. C19 Gazebo.                                                                                                        |
| Grayling House, 54 St Margaret's Street                                                              | Grade II  | C18 house                                                                                                                                                                  |
| Wingham Lodge, 56 St Margaret's Street                                                               | Grade II  | Late C18 house                                                                                                                                                             |
| 58 St Margaret's Street With Railings To Rear                                                        | Grade II* | c.1830 house                                                                                                                                                               |
| Wall Extending 15m North East From The Front of No 58                                                | Grade II  | Garden wall. Probably circa 1800                                                                                                                                           |
| The Gleanings, 2,3 And 4 at 58 St Margaret's Street                                                  | Grade II  | Former coach house, stables, servants' accommodation to 58, St Margaret's Street, now 4 dwellings. C.1800                                                                  |
| The Vicarage And Stable Adjoining, St Margaret's Street                                              | Grade II  | Formerly the Rectory to St Margaret's. 1781 (possibly incorporating earlier work) with alterations of 1870                                                                 |
| Old St Margaret's, St Margaret's Street (King's School)                                              | Grade II* | Former almshouses, now school rooms. Dated 1724                                                                                                                            |
| Forecourt Wall To Old St Margaret's, St Margaret's Street (King's School)                            | Grade II  | Early C18 forecourt wall.                                                                                                                                                  |
| St Margaret's Church, St Margaret's Street                                                           | Grade II* | Parish Church. W tower c.1458-65; nave and chancel with N and S aisles 1823-4; sanctuary with side vestries 1839-40. 'Decorated' style E window inserted 1872              |
| Wall With Gates Enclosing Churchyard Of St Margaret's With Headstones Attached, St Margaret's Street | Grade II  | East, south and west wall of various dates, mainly early and mid. C19. The Lychgate appears to date from c.1920.                                                           |
| Tomb Chest 15m North West Of St Margaret's Church, St Margaret's Street                              | Grade II  | Tomb chest. Early C19 to members of the Nightingale family                                                                                                                 |
| Two Tomb Chests 8m North Of Nave Of St Margaret's Church, St Margaret's Street                       | Grade II  | Two tomb chests. (1) to Robert Douglas, died 1783; (2) to Robert and Anne George, 1832                                                                                     |
| Tomb Chest North Of Nave Of St Margaret's Church, St Margaret's Street                               | Grade II  | Tomb chest. To Francis Patten, 1819                                                                                                                                        |
| Group Of Four Tomb Chests Immediately East Of St Margaret's Church, St Margaret's Street             | Grade II  | Four tomb chests. Early and mid. C19                                                                                                                                       |
| St Margaret's House And Building Adjacent To North East                                              | Grade II  | Late C18 former private house, now part of the King's School.                                                                                                              |
| Rochester City Walls Off St Margaret's Street                                                        | Grade I   | City walls. Mainly C13 and C14, incorporating Roman remains. Scheduled Ancient Monument                                                                                    |
| Walls Enclosing Archdeaconry Gardens                                                                 | Grade II  | C17, C18 and C19 wall                                                                                                                                                      |
| Friends Meeting House, Northgate                                                                     | Grade II  | 1814 Chapel (Quaker) with house attached.                                                                                                                                  |
| Ivy House, Pleasant Row                                                                              | Grade II  | Detached house. Late c.18 (Pleasant Row was laid out in 1786).                                                                                                             |
| Rochester Cathedral, The Precincts                                                                   | Grade I   | Founded C7, earliest fabric C11 but largely C12 with a series of additions and restorations, notably 19C                                                                   |
| Cloister Gate                                                                                        | Grade I   | Gateway into cloister from Precinct. C12 and C15                                                                                                                           |
| Cathedral Cloister Buildings (Formerly listed as College Green), The Precincts                       | Grade I   | Ruins of claustral buildings of the cathedral priory of Christ and the BVM. Mostly C12, but with early C13 modifications                                                   |
| Cloister House, The Precincts                                                                        | Grade II  | Late C19 houses (belonging to Cathedral).                                                                                                                                  |
| Deanery Gate And Gatehouse, The Precincts                                                            | Grade I   | Mid C14 gateway (originally leading into the precinct of the former priory of St Andrews) with house attached. The house, largely C18 and C19, incorporates medieval work. |
| Diocesan Registry, The Precincts                                                                     | Grade II  | Mid C18, with various C19 additions. Former offices of Chapter Clerk, now Diocesan Registry                                                                                |

| Address                                                          | Grade     | Description                                                                                                                    |
|------------------------------------------------------------------|-----------|--------------------------------------------------------------------------------------------------------------------------------|
| The Deanery, The Precincts                                       | Grade II  | C18 house, a re-modelling of an earlier building with later alterations.                                                       |
| Garth House, The Precincts                                       | Grade II  | Former choir school, now cathedral offices. Circa 1870s                                                                        |
| Mackean House with walls attached, The Precincts                 | Grade II  | Former Canon's house, now part of King's School. 1841, enlarged in 1911                                                        |
| Former Stable 15m North of Oriel House, The Precincts            | Grade II  | Former stable. Probably early C18                                                                                              |
| Oriel House, The Precincts                                       | Grade II  | Mid-C18 house                                                                                                                  |
| 1, 2, 3 Priors Gate with Garden Wall The Precincts               | Grade II  | Former house, now 3 dwellings. C18 main range with early C19 rear and entrance wings                                           |
| Priors Gate                                                      | Grade I   | South gate into the cathedral and priory precincts. Probably 1344                                                              |
| Southgate, College Green and Garden Wall to front, The Precincts | Grade II* | Two houses, formerly the hall range of the palace of the medieval bishops of Rochester. Late medieval, re-ordered C18 and C19. |
| 1, 2, 3, 4, 5, 6, 7 Minor Canon Row, The Precincts               | Grade I   | Row of houses built for the minor canons of Rochester Cathedral. 1736                                                          |
| 1, 2, 3, 4, 5, 6 The Terrace                                     | Grade II  | Terrace of 6 houses. This and the adjacent terrace built for naval officers and their families. 1848                           |
| 7, 8, 9, 10, 11, 12, 13, 14, 15, 16 The Terrace                  | Grade II  | Terrace of 10 houses. This and the adjacent terrace built for naval officers and their families. 1848                          |
| 2, 4 6 Union Street                                              | Grade II  | Row of 3 houses (attached to Troy House to right). Late C18, probably c.1790                                                   |
| 11, 13, 15 & 17 Victoria Street                                  | Grade II  | Early C19 terrace of 4 houses, with shops.                                                                                     |
| Victoria House, 19 Victoria Street                               | Grade II  | Early C19 house                                                                                                                |
| 21 Victoria Street                                               | Grade II  | Early C19 house, former service wing                                                                                           |
| 23 Victoria Street                                               | Grade II  | Early C19 house with shop                                                                                                      |
| 25 Victoria Street                                               | Grade II  | Early C19 house with shop with some later alterations.                                                                         |

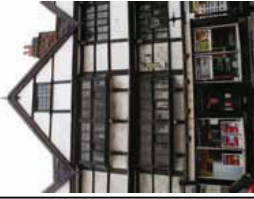
## APPENDIX 2: Local Landmarks in Rochester City Centre and Victoria Street Conservation Area

In addition to the following, there are a number of significant buildings that stand out from the general background and used as local landmarks.

| Local Landmark                     | Description                                                                                                                                                  | Photograph                                                                            |
|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Bridge Chapel, 5 Esplanade         | Chapel with offices of the Rochester Bridge Trust. Chapel built in 1386-7, restored in 1937                                                                  |    |
| Eastgate House, High Street        | Formerly a large private town house. Substantially built 1590-1, extended and refurbished in the C17. Possible that the house incorporates some earlier work |    |
| Rochester Cathedral, The Precincts | Founded C7, earliest fabric C11 but largely C12 with a series of additions and restorations, notably 19C                                                     |   |
| Rochester Castle                   | Keep 1127 and incorporates Roman remains, considerable rebuilding throughout                                                                                 |  |

| Local Landmark                                      | Description                                                                                                                                     | Photograph                                                                          |
|-----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Dickens Chalet, Rear of Eastgate House, High Street | C19 wooden chalet                                                                                                                               |    |
| The Guildhall Museum and its annex, High Street     | Formerly the Guildhall and Court, now the Guildhall Museum. The original building was constructed 1695-7                                        |    |
| Old Corn Exchange, High Street                      | Former Corn Exchange. High Street facade built in 1706. Range behind rebuilt C19. Replacement Exchange erected to rear facing Northgate in 1870 |   |
| 1-20, 21-31 and 33-40 La Providence                 | Almshouses; founded 1718 The present buildings are mid C19, substantially renovated in 1957-9                                                   |  |

| Local Landmark                                 | Description                                                                                                                                       | Photograph                                                                            |
|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Restoration House, Crow Lane                   | C.1588-1600 house of possibly late medieval origin. C17 facade and interior                                                                       |    |
| The Royal Victoria and Bull Hotel, High Street | Late 18C., although site of an Inn since 1500                                                                                                     |    |
| The 'Six Poor Travellers' House                | Charity hostel for poor wayfarers, now a museum. Founded in 1586, although the age of the present house is uncertain. The facade dates from 1771. |   |
| 17 High Street                                 | Offices, formerly headquarters of the Medway Conservatory Board. 1909; designed by G E Bond                                                       |  |

| Local Landmark      | Description                                                                                           | Photograph                                                                          |
|---------------------|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| 44 High Street      | Late C16 house with shop, remodelled in the late C17                                                  |    |
| 150-154 High Street | Formerly a large town house. Mid C17, restored in 1864.                                               |    |
| Chertsey Gate       | Gateway giving access to Cathedral outer Precinct and lay cemetery from High Street. Probably mid C14 |   |
| Edward III bastion  | City walls. Mainly C13 and C14, incorporating Roman remains. Scheduled Ancient Monument               |  |



| Local Landmark   | Description                                                          | Photograph                                                                          |
|------------------|----------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Priors Gate      | South gate into the cathedral and priory precincts.<br>Probably 1344 |  |
| Rochester Bridge | Built in 1914                                                        |  |

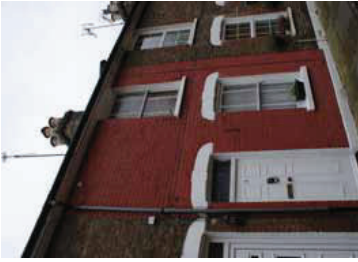
## APPENDIX 3: Local Listed Buildings in Rochester City Centre Conservation Area

| Address                        | Photograph                                                                            | Description                                                                                                                                                                                                  |
|--------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Travine Cottage,<br>Boley Hill |    | 19th century, 2 storey, red/blue brick house. Integral part of the group of houses on Boley Hill.                                                                                                            |
| 3 Castle Hill                  |   | 19th century, 3 1/2 storey building, subdivided into flats. External brick walls, pilasters and moulded cornices painted white. Recessed front door, arched porch. Part of a group with 4 and 5 Castle Hill. |
| 4 Castle Hill                  |  | 19th century, 3 1/2 storey building, subdivided into flats. External brick walls, pilasters and moulded cornices painted white. Recessed front door, arched porch. Part of a group with 3 and 5 Castle Hill. |

| Address                        | Photograph                                                                            | Description                                                                                                                                                                                                 |
|--------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5 Castle Hill                  |    | 19th century, 3 1/2 storey building, subdivided into flats. External brick walls, plasters and moulded cornices painted white. Recessed front door, arched porch. Part of a group with 3 and 4 Castle Hill. |
| The Moat House,<br>Castle Hill |    | 19th century building, subdivided into flats. Roof behind parapet with ornate central pediment and arched window. Ground and 1st floor bay windows. Fanlight and decorative moulding over front door.       |
| 12-14 Crow Lane                |  | Early 19th century building. 2 1/2 storeys with central pediment over. Modern replacement windows. Recessed front doors with decorative brick arch over. Symmetry largely intact.                           |

| Address                       | Photograph                                                                            | Description                                                                                                                                                                                                                |
|-------------------------------|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 16 Crow Lane                  |    | Early 19th century, 2 storey house. Part of terrace. External brick walls, ground floor painted. Central front, pitch roof dormer. A pedimented entablature with columns used to frame ground floor window and front door. |
| 18 Crow Lane                  |    | 19th century, 2 storey house. Part of terrace. Central front dormer. Yellow brick, with decorative red brick. Modern windows. Recessed front door with porch. Date stone on front elevation 'Grace Cottage, 1895'.         |
| Kings School House, Crow Lane |  | Late 1870s building. Elaborate style of Gothic architecture. The main boarding house of the King's School and design for such purposes by John Tavenor Perry.                                                              |



| Address            | Photograph                                                                            | Description                                                                                                                                                                                                                                   |
|--------------------|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 Eastgate Terrace |    | Part of a group of 10 terrace houses. 19th century. Front elevation, red brick walls, modern UPVc windows and door with decorative brick surround. Decorative arch over ground floor windows, painted white. Rectangular fanlight above door. |
| 2 Eastgate Terrace |    | Part of a group of 10 terrace houses. 19th century. Front elevation, red brick walls, sash windows and painted brickwork. Decorative arch over ground floor windows, painted white. Rectangular fanlight above door.                          |
| 3 Eastgate Terrace |  | Part of a group of 10 terrace houses. 19th century. Front elevation, red brick walls, modern UPVc windows with decorative brick surround. Decorative arch over ground floor windows, painted white. Rectangular fanlight above door.          |

| Address            | Photograph                                                                            | Description                                                                                                                                                                                                                          |
|--------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4 Eastgate Terrace |    | Part of a group of 10 terrace houses. 19th century. Front elevation, yellow brick walls, modern windows with decorative brick surround. Decorative arch over ground floor windows, painted white. Rectangular fanlight above door.   |
| 5 Eastgate Terrace |    | Part of a group of 10 terrace houses. 19th century. Front elevation, red brick walls, modern UPVc windows with decorative brick surround. Decorative arch over ground floor windows, painted white. Rectangular fanlight above door. |
| 6 Eastgate Terrace |  | Part of a group of 10 terrace houses. 19th century. Front elevation, red brick walls, modern UPVc windows with decorative brick surround. Decorative arch over ground floor windows, painted white. Rectangular fanlight above door. |

| Address                     | Photograph                                                                            | Description                                                                                                                                                                                                                          |
|-----------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8 Eastgate Terrace          |    | Part of a group of 10 terrace houses. 19th century. Front elevation, red brick walls, modern UPVc windows with decorative brick surround. Decorative arch over ground floor windows, painted white. Rectangular fanlight above door. |
| 9 Eastgate Terrace          |    | Part of a group of 10 terrace houses. 19th century. Front elevation, red brick walls, modern UPVc windows with decorative brick surround. Decorative arch over ground floor windows, painted white. Rectangular fanlight above door. |
| Century Buildings, East Row |  | 19th century commercial building.                                                                                                                                                                                                    |

| Address        | Photograph                                                                            | Description                                                                                                                                                     |
|----------------|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 15 High Street |    | 2 storey, 5 bay building. Currently occupied by 'Great Expectations' Public House. External red brick walls with quoins. First floor sash windows.              |
| 55 High Street |    | 3 storey, red brick, corner building. Roof behind parapet and pediment. Modern windows. Fanlights over ground floor doors and windows.                          |
| 70 High Street |  | 3 story building. Decorative stonework. Arched central window with radiating transoms. Moulded cornice above 2nd floor. 3rd floor balcony. Recessed double door |



| Address        | Photograph                                                                            | Description                                                                                                                                                                                                        |
|----------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 72 High Street |    | 3 storey, red brick building. Roof behind parapet with moulded cornice. Symmetrical facade with pilasters. Edwardian curved glass shopfront. 2nd floor arched windows. Part of a group with 74 and 76 High Street. |
| 74 High Street |    | 3 storey, building. Roof behind parapet with moulded cornice. Red brick facade with pilasters. 2nd floor arched window.                                                                                            |
| 76 High Street |  | 3 storey, building. Roof behind parapet with moulded cornice. Red brick facade with pilasters. 2nd floor arched central window.                                                                                    |

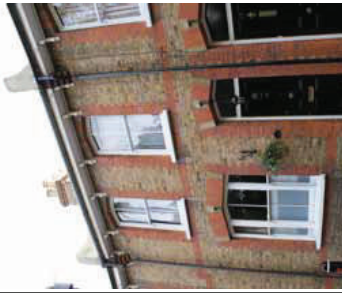
| Address         | Photograph                                                                            | Description                                                                                                                                                |
|-----------------|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 128 High Street |    | 2 storey building with timber cladding, a typical Kentish detail                                                                                           |
| 135 High Street |    | 3 storey, red brick building, c.1896. Quoins Roof behind parapet and central pediment. 1st floor bay windows. 2nd floor sash windows. Decorative moulding. |
| 137 High Street |  | 3 storey, 2 bay building. Central pediment. Red brick facade. Arched, recessed, timber windows at 2nd floor. 3rd floor sash windows.                       |

| Address             | Photograph                                                                            | Description                                                                                                                                                      |
|---------------------|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 139-141 High Street |    | 3 storey, grey brick building. Subdivided into 2 shops. Central pediment with 2 box-dormers on either side. Central, 1st floor bay window.                       |
| 161 High Street     |    | 2 storey building. Stone and painted brick facade with decorative pilaster. Roof behind parapet and moulded pediment. 2 steps leading up to recessed front door. |
| 178-184 High Street |  | 3 storey building, subdivided into 4 properties. Redbrick facade with quoins. Recessed 2nd and 3rd floor windows with decorative surround.                       |

| Address     | Photograph                                                                            | Description                                                                                                                                                 |
|-------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 Love Lane |    | 2 storey, 2 bay end terrace house, part of a group of 8. Arched sash windows with decorative brick surround. Recessed front door with rectangular fanlight. |
| 2 Love Lane |    | Late 19th / early 20th century, 2 storey, 2 bay house. Sash windows, recessed front door with rectangular fanlight.                                         |
| 3 Love Lane |  | 2 storey, 2 bay terrace house, part of a group of 8. Arched sash windows with decorative brick surround. Recessed front door with rectangular fanlight.     |



| Address     | Photograph                                                                            | Description                                                                                                                                             |
|-------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5 Love Lane |    | 2 storey, 2 bay terrace house, part of a group of 8. Arched sash windows with decorative brick surround. Recessed front door with rectangular fanlight. |
| 7 Love Lane |    | 2 storey, 2 bay terrace house, part of a group of 8. Arched sash windows with decorative brick surround. Recessed front door with rectangular fanlight. |
| 9 Love Lane |  | 2 storey, 2 bay terrace house, part of a group of 8. Arched sash windows with decorative brick surround. Recessed front door with rectangular fanlight. |

| Address      | Photograph                                                                            | Description                                                                                                                                                  |
|--------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11 Love Lane |    | 2 storey, 2 bay terrace house, part of a group of 8. Arched sash windows with decorative brick surround. Recessed front door with rectangular fanlight.      |
| 13 Love Lane |    | 2 storey, 2 bay terrace house, part of a group of 8. Arched sash windows with decorative brick surround. Recessed front door with rectangular fanlight.      |
| 15 Love Lane |  | 2 storey, 2 bay, end terrace house, part of a group of 8. Arched sash windows with decorative brick surround. Recessed front door with rectangular fanlight. |

| Address                | Photograph                                                                            | Description                                                                                                                                     |
|------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| 3 St Margaret's Street |    | 2 storey house. Red brick facade. Sash windows with decorative surround. Recessed front door. Arched porch. Paired with 5 St Margaret's Street. |
| 4 St Margaret's Street |    | 2 Storey House with former shop on ground floor. Painted brickwork. Central 2nd floor window.                                                   |
| 5 St Margaret's Street |  | 2 storey house. Red brick facade. Sash windows with decorative surround. Recessed front door. Arched porch. Paired with 3 St Margaret's Street. |

| Address                  | Photograph                                                                            | Description                                                                                                                                                                                                                          |
|--------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6 St Margaret's Street   |    | 2 storey, red brick, end terrace house. Sash windows. Fanlight over front door.                                                                                                                                                      |
| 27 St Margaret's Street  |    | Late 19th century house. Painted brickwork on first floor. 2nd floor bay window. Pitched roof dormer. Recessed front door with rectangular fanlight and arched porch over. Central date stone. Paired with 27A St Margaret's Street. |
| 27A St Margaret's Street |  | Late 19th century house. Painted brickwork on first floor. 2nd floor bay window. Pitched roof dormer. Recessed front door with rectangular fanlight and arched porch over. Central date stone. Paired with 27 St Margaret's Street.  |



| Address                       | Photograph                                                                          | Description                                                                 |
|-------------------------------|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| Kings School, The Precinct    |  | 1 1/2 storey, red brick building with decorative stonework. Arched windows. |
| The Old Bursary, The Precinct |  | 2 storey building. Stone, rubble walls. Modern UPVc windows.                |

## APPENDIX 4: Report on Consultation Responses

Public consultation of the Rochester City, Victoria Street and Churchfield Draft Appraisal opened on 18 January 2010 and closed on the 22 February 2010. A consultation summary leaflet and questionnaire was sent to all addresses within the conservation area and key stakeholders. Copies were available to view on the Council's website and the Gun Wharf Council Offices, and a public exhibition was held at Eastgate House.

## SUMMARY OF RESPONSES

## Archaeological Officer, Kent County Council

| Comments                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | CAP Response                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><i>Roman and Earliest History</i></p> <p>There is some evidence for an Iron Age settlement here. Evidence for a possible mint dating to 10 AD which suggests a settlement of some importance.</p> <p>The general plan of Roman Rochester would be better described as following that of many Roman towns, comprising two principal streets crossing at right angles to each other and exiting through gates on the four main sides of the city's defensive circuit.</p> <p>It is worth noting that a number of other lanes to the north-west corner of the city (such as George Lane and Bull Lane) are also suggested to have Roman origins.</p> | <p>Amended for accuracy.</p> <p>Amended for accuracy.</p> <p>Amended for accuracy.</p>                                                                                                                                                                                                                                                                                                                                               |
| <p><i>Medieval History</i></p> <p>It would be useful to make it clear in the text that the Medieval bridge was built upstream of the modern bridges closer to the castle.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>Amended for clarification.</p>                                                                                                                                                                                                                                                                                                                                                                                                    |
| <p><i>Post Medieval History</i></p> <p>The new bridge (built 1850-1856) was constructed due to the increasing cost of maintaining the earlier bridge. Whilst the military were employed to demolish the old bridge this was not done for military reasons. The Victorian bridge was substantially reconstructed and remodelled from 1910.</p>                                                                                                                                                                                                                                                                                                        | <p>Amended for clarification.</p>                                                                                                                                                                                                                                                                                                                                                                                                    |
| <p>It is worth noting that in view of the archaeological sensitivity of this area, archaeology may be a constraint on development. It would be preferable if any new development proposal considered the archaeological issues at an early stage and all ground disturbances be kept to the absolute minimum.</p>                                                                                                                                                                                                                                                                                                                                    | <p>Any proposal to develop the land would be subject to assessment in line with national and local planning policy. Principles and Actions amended in accordance with PPS 5, which requires developers to submit appropriate desktop assessments or field evaluation and an assessment of the impact of the proposal at the application stage, where appropriate.</p>                                                                |
| <p>It would be desirable to include an additional <i>Principals and Action</i> which seeks ways to improve the interpretation of buried archaeological remains for the benefit of residents and visitors to Rochester.</p>                                                                                                                                                                                                                                                                                                                                                                                                                           | <p>Amended to include Principle and Action to encourage interpretation of buried archaeology.</p>                                                                                                                                                                                                                                                                                                                                    |
| <p>Improvements are recommended as part of an integrated public domain strategy. It is possible that some of the buried archaeology in Rochester lies very close to the surface and even repaving works or new vegetation beds may disturb archaeological remains. Likewise any proposals to remove unwanted wiring and cables and to place these underground could be damaging to buried archaeological remains. It would be preferable to route cabling along the line of existing services to minimise disturbance and wherever possible to group cables together to avoid any duplication of ground disturbance.</p>                             | <p>The recommended public realm strategy should have due regard to archaeology and would be subject to consultation. This not withstanding, care is required when carrying out highway or other environmental works. The local planning authority and Design and Conservation team should work with all sectors and stakeholders to ensure due consideration is given to archaeology with highway and other environmental works.</p> |

## City of Rochester Society

| Comments                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | CAP Response                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>It is important that the conservation area should be extended to include the Esplanade. It has been pointed out that the views and vistas within, into and from the conservation area are important to its character and setting and the Esplanade is part of that setting. Inappropriate alterations, or neglect, could significantly damage the character of this area.</p> <p>It would be useful to have a plan indicating the adjacent conservation areas.</p> <p>It is important that sites of archaeological importance receive adequate protection. Such areas should be clearly identified to any prospective developer who is planning to build in that area.</p> <p>The key factor, which cannot be overstressed, is the essential importance of maintenance. If sufficient emphasis is placed and if sufficient funding were set aside to help achieve this, then many of our present conservation problems would subside.</p> <p>The proposals for the development at Rochester Riverside, when it eventually gets underway, will provide an ideal opportunity to address the balance between old and new - to emphasise and encompass the beauty and character of historic Rochester with the provision of facilities and requirements essential to a modern, forward-thinking community.</p> <p>There is evidence in Rochester that such controls are not applied as forcefully as they should be. A lack of resources appears to be a major factor. The management plan should provide an excellent resource. It should be carefully implemented and adequately funded to ensure success.</p> <p>Additional controls should be brought in if the existing controls are found to be inadequate. Are present controls being applied as rigorously as they could be? It is suggested an Article 4 Direction could be invoked.</p> <p>Rochester High Street is an area of mixed development and whilst there should be a balance between the number of shops, restaurants and bars, the important factor here is the requirement to maintain excellent standards.</p> <p>High Street traders require vehicular access to their premises for deliveries and collections during working hours. The length of parking times might be more carefully regulated - perhaps more frequent supervision would assist. Residents and visitors should have unrestricted access to their homes - the sheltered housing at La Providence requires vehicular access at all times.</p> <p>Is it intended to make appraisals of the areas adjacent to the current appraisal area, particularly to the south of Rochester and of the High Street towards Chatham? It would appear to be logical to look at the whole district - it would certainly offer a more integrated view.</p> | <p>Justification for extension to include the Esplanade, appraisal pg.33</p> <p><i>Plan 1: Context shows adjacent Conservation Areas</i></p> <p>The importance of archaeology is acknowledged. Principles and Action to protect archaeology can be found in the management plan, pg. 4, 5, 10 and 11. Historic Environment Records available.</p> <p>Neglect and damage to buildings identified as a weakness. The importance of a high quality streetscape is acknowledged. Principles and Actions to preserve and enhance architectural interest can be found in the management plan on pg. 3, 4, 7, 8 and 9, and the streetscape at pg. 3, 5, 6, 8, 9 and 10.</p> <p>Acknowledges that any proposals for Corporation Street as part of the approved Rochester Riverside Masterplan and Corporation Street Development Brief should enhance the setting of the conservation area. Principles and Actions in the management plan recommends that the Conservation Team should provide relevant advice to all parties to ensure a successful connection with the conservation area, pg. 9 and 10.</p> <p>Acknowledges that it is essential that the local authority commits adequate resources to enable it to exercise powers and achieve its responsibilities, pg. 13.</p> <p>Further control through Article 4 directions and section 7 of Control of Advertising Regulations 2007 are applied primarily where the character of an area of acknowledged importance would be threatened under existing controls.</p> <p>Acknowledges that higher earning uses such as bars and takeaways may also drive out small retailers, reducing quality and choice. Principles and Actions in the management plan recommends a co-ordinate retail and tourism strategies which reinforce distinctiveness and independent retailers, pg. 9.</p> <p>The necessity/ability for restrictions for vehicles on the High street requires further study.</p> <p>Conservation areas are designated under the provisions of Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990. Section 71 of the same Act requires local planning authorities to formulate and publish proposals for their preservation and enhancement. A conservation area appraisal for the adjacent Star Hill Sun Pier area is in the process of being written by the Design and Conservation Team.</p> |

## English Heritage

| Comments                                                                                                                                                                                                                                                                                                                                                 | CAP Response                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| The ruined castle dates from 1089, not 1066. There was an earthen castle built in the immediate post conquest period but Gundulf's work in stone started in 1089.                                                                                                                                                                                        | Amended for clarification.                                                                                                                        |
| In quoting relevant background information, the Conservation Plan for the cathedral is a significant omission. The Heritage Masterplan is referenced, but not appropriately quoted in the subsequent report, including for interpretation of the historic environment.                                                                                   | Included for comprehensiveness. Appraisal refers readers to Rochester Heritage Masterplan.                                                        |
| There is inconsistency in how the Rochester report of the Kent CC Historical Towns Survey is referenced. A single title should be adopted and used consistently.                                                                                                                                                                                         | Checked for inconsistencies                                                                                                                       |
| The location at the lowest possible bridging point on the Medway to carry Watling Street as the main road from London to Canterbury and Dover over the water should be referenced as this was fundamental to the role of Rochester up to and including the arrival of the railways and commercial shipping.                                              | Amended for comprehensiveness                                                                                                                     |
| Confirmed evidence of a Roman Army Camp is low, so it might be best to refer to a probably army camp.                                                                                                                                                                                                                                                    | Amended in accordance with comments from Kent County Council                                                                                      |
| The Roman town was provided with walls in the 3 <sup>rd</sup> century in common with most large Roman settlements and this wall circuit informed the first medieval examples and represented in the street layout of gates.                                                                                                                              | Amended in accordance with comments from Kent County Council                                                                                      |
| A reference to a harbour is probably inaccurate at this period. We do not know what the Saxon commercial shipping was like but may have required no more than the tidal shoreline.                                                                                                                                                                       | Harbour reference deleted for accuracy                                                                                                            |
| It is inferred that occupation was continuous between the Roman and Saxon periods but this is open to challenge.                                                                                                                                                                                                                                         | No statement that occupation was continuous.                                                                                                      |
| St Augustine's mission to the English is in 597 AD not 497.                                                                                                                                                                                                                                                                                              | Amended for accuracy                                                                                                                              |
| The first castle is most probably not a motte and bailey, the first stone castle was not royal and earthwork on Boley Hill is not yet dated.                                                                                                                                                                                                             | Amended in accordance with Rochester Castle Cathedral Conservation Plan for accuracy.                                                             |
| The history of this great church and its role alongside the castle in shaping medieval Rochester could be better reflected through reference to the cathedral conservation plan.                                                                                                                                                                         | Appraisal provides summary of key aspects. Refers readers Rochester Cathedral Conservation Plan as a background document for further information. |
| The two extensions of the city walls on the south side could be better described for their impact on the layout of the place. The role of the medieval bridge to replace the Roman predecessor could be better explained with reference to the Bridge Wardens Trust. A reference to the hospital at Strood on the opposite end of the bridge might help. | Appraisal provides summary of key aspects. Refers readers to background reading for more detailed information.                                    |
| There is no new road to Chatham at this period and the long High Street follows the line of the Roman road.                                                                                                                                                                                                                                              | New road to Chatham deleted for accuracy. Acknowledges the basic Roman form of the High Street in the appraisal, pg. 9.                           |
| The George Vaults give a good indication of the potential quality of non religious masonry structures in the centre of the settlement.                                                                                                                                                                                                                   | Refers readers to Chapter 5 of Rochester-Kent Archaeological Assessment for an account of principal urban features from the four main periods.    |



| Comments                                                                                                                                                                                                                                                                                                                                                                                                                               | CAP Response                                                                                                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Suburbs (settlement areas outside of the walled area) start in the medieval period not just at St Margarets but also in the early phases of such major sites as Restoration House.</p>                                                                                                                                                                                                                                              | <p>Suburbs in Saxon times and Medieval times acknowledged and described in the appraisal in Historical Background and Development.</p>                                                                                                  |
| <p>The immediate post medieval period Rochester retains its local dominance as the place where people of quality lived and this is reflected in town houses (some in the suburbs) of a quality that is unusual outside of London.</p>                                                                                                                                                                                                  | <p>Architectural quality acknowledged as part of character analysis. Statement included for comprehensiveness.</p>                                                                                                                      |
| <p>The founding of the dockyard at Chatham (1547) and into the 17<sup>th</sup> century provided a further stimulus to Rochester. Evidence from Rochester Riverside shows that the marshes on the bend in the river downstream of the bridge were undergoing reclamation and use with creek access to water fronts and tidal mills etc. At this period there is a proper "harbour".</p>                                                 | <p>Amended for comprehensiveness.</p>                                                                                                                                                                                                   |
| <p>Should the creation of Chatham Intra as a long suburb linking Rochester to Chatham be referenced here?</p>                                                                                                                                                                                                                                                                                                                          | <p>Focus of the appraisal is on Rochester City centre, Churchfields and Victoria Street.</p>                                                                                                                                            |
| <p>The New Road as an 18<sup>th</sup> century toll road is probably worth mentioning for its role in creating Star Hill.</p>                                                                                                                                                                                                                                                                                                           | <p>Focus of the appraisal is on Rochester City centre, Churchfields and Victoria Street.</p>                                                                                                                                            |
| <p>Military spending during the 18<sup>th</sup> and early 19<sup>th</sup> century wars with France had a much greater transformational impact upon Chatham.</p>                                                                                                                                                                                                                                                                        | <p>Focus of the appraisal is on Rochester City centre, Churchfields and Victoria Street.</p>                                                                                                                                            |
| <p>The old bridge was obstructing increased river traffic and causing problems with the tides and deposition of mud. Once a new bridge was built the old one had to be removed.</p>                                                                                                                                                                                                                                                    | <p>Amended in accordance with comments made by Kent County Council.</p>                                                                                                                                                                 |
| <p>The railway and its resulting severance was through the corner of the walled area and this dates back to the Roman period and not just the medieval.</p>                                                                                                                                                                                                                                                                            | <p>Amended in include Roman fabric for comprehensiveness.</p>                                                                                                                                                                           |
| <p>The 1979 Act is the principal legislation affecting <u>scheduled</u> monuments.</p>                                                                                                                                                                                                                                                                                                                                                 | <p>Amended to include the word 'scheduled' for clarification.</p>                                                                                                                                                                       |
| <p>Evaluation has a particularly meaning for archaeologists and normally implies field investigation (boreholes, trenches etc) The KCC work is best referred to as a comprehensive desk based assessment.</p>                                                                                                                                                                                                                          | <p>Amended description to 'desk based assessment' of archaeological interest for clarification.</p>                                                                                                                                     |
| <p>Where PPG 16 is mentioned the main message should be that the presumption is in favour of preservation in situ of nationally important archaeological remains. The text only refers to the early stages of archaeological mitigation (desk based assessment or field evaluation). Preservation in situ or archaeological excavation are the two main responses to such early work.</p>                                              | <p>Appraisal and management plan amended to reflect PPS5.</p>                                                                                                                                                                           |
| <p>Under Open Areas the fact that these are sometimes scheduled as ancient monuments is misleading and reflects administrative ease and not the known extent of nationally important archaeological remains. This is demonstrated by the proposed revisions of the designations covering the cathedral precincts. The document must not suggest that the existing scheduled areas reflect the reality of below ground archaeology.</p> | <p>For clarity, amended to include 'Their designation reflects the potential extent of nationally important archaeological remains, although the extent is unknown and may be greater than that suggested by current designations.'</p> |
| <p>Under views out of the CA is the view from Rochester Riverside that has been made so much easier to obtain by the major regeneration works worth referencing. The view to Chatham is now opened up – see debate re WHS buffer zone.</p>                                                                                                                                                                                             | <p>Rochester Riverside lies outside the CA boundary. Open views from Chatham into CA are identified.</p>                                                                                                                                |

| Comments                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | CAP Response                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <p>Are you content to lump the min built up part of Rochester as one character area when in historic terms it is clearly the result of successive phases of development away from the walled core. The southern suburbs have a different history and perhaps therefore character to the older walled area.</p> <p>The retail offer of the High Street is an important contributor to its character. The lack of chain stores has helped prevent the shopping from suffering from the clone town effect.</p> <p>There is a significant issue for Boley Hill and the conflict between traffic and pedestrians – see castle conservation plan.</p> <p>Precinct is the wrong term to use with reference to Boley Hill it is better described as a bailey. Precinct usually implies a religious purpose.</p> <p>Ornament of the castle was not minimal. As work on the great tower at Dover has shown these keeps were palaces and highly decorated. We see them today as stripped back masonry minus wall paintings carved wood furniture hangings etc. Even so the degree of Romanesque stone carving at Rochester in the keep is noteworthy.</p> <p>Somewhere in the document it should be explicitly explained why the CA boundary does not follow the known extent of the medieval walled city i.e. why the severance created by the railway and Corporation Street leaves the NE corner cut off. Proposed change here is designed to reduce this severance and there are historic features to interpret. It may be the case that historic character is not strong enough to justify inclusion in a CA but this needs to be considered and a reason for not including it stated.</p> <p>The section on city walls is fine but should include improved interpretation, there are at least two places where the Roman and medieval walls are marked out in the street surfaces (East gate and South gate) but with no means of telling people why this is so.</p> <p>The section on archaeology and PPG 16 needs amendment as per the comments above as desk based assessment and evaluation is only part of the archaeological mitigation process (see also page 38).</p> <p>Plan 2 – typo on Frindsbury.</p> <p>Plan 5 the mapping of designations does not include scheduled monuments.</p> | <p>Overall justification for character areas in appraisal, pg. 15, and explored in character area analysis.</p> <p>Recommends a co-ordinated retail and tourism strategies which reinforce distinctiveness and independent retailers in the management plan, Principles and Actions, pg. 9.</p> <p>Conflict between traffic and pedestrian not identified as an existing significant harm/intrusion to the character of the conservation area.</p> <p>Amended for clarity.</p> <p>Amended for accuracy.</p> <p>Justification for exclusion included in appraisal, pg. 9.</p> <p>Acknowledges course of the city wall marked by contrasting paving and identifies the lack of interpretation as a weakness, pg. 21. Recommends site interpretation in line with proposals recommended by Rochester Heritage Interpretation Partnership: Heritage Masterplan for Rochester to build a Rochester Heritage Brand, management plan, pg. 5.</p> <p>Appraisal and management plan amended to reflect principles and wording in PPS5.</p> <p>Amended.</p> <p>Scheduled Ancient Monuments maps produced, <i>Plan 6: Scheduled Ancient Monuments</i>.</p> |

**Medway Access Group**

| Comments                                                                                                                                                                                                                                                                                                                                                                                                   | CAP Response                                                                                                                                                                                                                                                                              |
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| There should be no loss of parking on the High Street                                                                                                                                                                                                                                                                                                                                                      | No recommendation for loss of parking on High Street. Recommends measures to reduce parking demand within the core together with measures to improve pedestrian access from Corporation Street car parking to the core.                                                                   |
| To increase the safety of users, road and pavement surfaces need to be improved and fully maintained in terms of the type of material used and in keeping with a 'cobbled' finish to eliminate the discomfort associated with uneven terrain.                                                                                                                                                              | The management plan recommends a coherent public realm strategy including appropriate floorscape materials. The proposed public realm strategy should incorporate the views/needs of local people and should be subject to public consultation and best practice.                         |
| All buildings that are accessible to the public (i.e. entrances and movement through buildings) should also be fully accessible to disabled people. To use best practice in meeting this aim and not to use the excuse of 'it can't be done because it's an historic building'. This point apply equally to disabled people and elderly people and therefore the numbers of users for the area is immense. | Any proposal for development would be subject to assessment against national and local planning policy. In considering the impact of a proposal of any heritage asset, local planning authorities should take into account the significance of the heritage asset and the value it holds. |

**Rochester Bridge Trust**

| Comments                                                                                                                                                                                                                                                                                                                                                                                                                                     | CAP Response                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| Supports the inclusion of the Esplanade together with land to the south as it will provide a greater degree of protection and possible enhancement to the Grade II listed Bridge Chapel and Chamber together with their surrounding land, Bridges and Balustrade.                                                                                                                                                                            | Justification for the inclusion of the Esplanade, appraisal, pg. 33.                                                                                                                                                                                                                                                                                                                                                                                           |
| Whilst keen to see enhancement to the visual appearance to the Castle, the Trust would not support the removal of parking provision on the Esplanade.                                                                                                                                                                                                                                                                                        | No recommendation for loss of parking on The Esplanade.                                                                                                                                                                                                                                                                                                                                                                                                        |
| In order to boost the High Street, there is a need for investment and support to engage anchor tenants who will attract visitors to the centre of Rochester and revitalise the High Street. Preserving the High Street in aspic will not allow the much needed growth which is required. The management plan should set policies which aim to improve the environment whilst also accommodating the needs of traders to operate successfully | The management plan recommends a co-ordinated retail and tourism strategies which reinforce distinctiveness and independent retailers, Principles and Actions, pg. 9. Any proposal for development would be subject to assessment against national and local planning policy. In considering the impact of a proposal of any heritage asset, local planning authorities should take into account the significance of the heritage asset and the value it holds |
| The installation of security measures such as shutters and screens improve shop security, but have been prevented mainly due to lack of clarity and guidance over what would be aesthetically acceptable in the conservation area.                                                                                                                                                                                                           | The management plan recommends a shopfront guide which includes appropriate security measures in the conservation area to address this, pg. 9 and 12.                                                                                                                                                                                                                                                                                                          |
| The Trust supports proposals to improve the sense of arrival into Rochester from the west over Rochester Bridge. Subject to full consultation with regard to such measures.                                                                                                                                                                                                                                                                  | The gateway at Rochester Bridge and the High Street has been identified as a weakness in the appraisal (pg. 13) Principles and Actions are outlined in the management plan, pg. 6. An improvements scheme is currently being developed for the western gateway to historic Rochester, which should incorporate the views/needs of local people and should be subject to public consultation and best practice.                                                 |
| The Trust accepts that there should be a uniform approach to street furniture, but the street bollards within their land ownership include the Coat of Arms of the Rochester Bridge Trust and the Trust would not wish for these to be removed without prior consultation and agreement. The management plan should take account of the differing owners of the public realm.                                                                | The proposed public realm strategy should incorporate the views/needs of local people and should be subject to public consultation and best practice.                                                                                                                                                                                                                                                                                                          |

**Rochester Cathedral**

| Comments                                                                                                                                                                                                                                                                                                                                                                                                                                                | CAP Response                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <p>It will need positive and proactive policies to result in a viable and vibrant end result, crucially the conservation area will only be protected for the future if it can be part of a financially viable plan. It would be irresponsible to present a robust conservation plan without the Council making a corresponding commitment to provide the funding necessary to achieve it. With that caveat I offer the following detailed comments.</p> | <p>The management plan sets out a strategy based on the findings of the appraisals and sets out Principles and Actions to fulfil this duty. It acknowledges that it is essential that the local authority commits adequate resources to enable it to exercise powers and achieve its responsibilities, pg. 13.</p>                                                                                                                                                                                                                                                                                                                                                                                              |
| <p>The Cathedral Conservation Plan is not mentioned here, which is a glaring omission due to the relevance and cross-referencing of many policies between the Appraisal and the Cathedral CP. The Rochester Heritage Interpretation Partnership: Heritage Masterplan for Rochester also gets a cursory mention – the lack of interpretative elements within the appraisal is a weakness that needs to be addressed.</p>                                 | <p>Amended to include the Cathedral Conservation Plan in relevant background material for comprehensiveness. The majority of proposals in The Rochester Heritage Interpretation Partnership: Heritage Masterplan are site specific or outside the scope of local planning authority, therefore refers readers for further reading for more detailed information. Lack of interpretative elements has been identified as a weakness. The management plan makes a recommendation to improve interpretation in line with proposals recommended by Rochester Heritage Interpretation Partnership: Heritage Masterplan for Rochester to build a Rochester Heritage Brand, to address this weakness, pg. 4 and 5.</p> |
| <p>P8 – AD 497 should be 597.</p>                                                                                                                                                                                                                                                                                                                                                                                                                       | <p>Amended for accuracy.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <p>The view of Rochester from the railway should be mentioned here. There is potential to strengthen the section on 'views' as it is felt that this section is weak.</p>                                                                                                                                                                                                                                                                                | <p>Amended for comprehensiveness.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <p>The potential closure of the gap site between 48-56 High Street is part of the Castle Conservation Plan, but opinion on whether this is a desirable aspiration is mixed.</p>                                                                                                                                                                                                                                                                         | <p>Appraisal recommends that in principle it would be desirable based on historical character, but any proposal would need to be fully considered against national and local planning policy.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p>In relation to re-installing the railings on the Street frontage of the War Memorial Garden, the wall is sufficient emphasis given that the garden itself is raised above the road/pavement level.</p>                                                                                                                                                                                                                                               | <p>Proposal deleted from appraisal.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p>Disagree with the suggestion of tree planting on this site both on archaeological grounds and also because trees would impinge on the excellent views of the Cathedral.</p>                                                                                                                                                                                                                                                                          | <p>Tree planting should be subject to appropriate desktop assessments or field evaluation and an assessment of the impact where appropriate.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p>Strongly support the action plan to reinstate the proper use of upper floors above shops, particularly as good residential accommodation but must be accompanied by a resource commitment.</p>                                                                                                                                                                                                                                                       | <p>Vacant upper floors have been identified in the appraisal, pg. 18 and identified as an opportunity in the management plan, pg. 11.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p>The Appraisal should be more robust about the problems created by the night time economy. It is a growing problem and there is an opportunity to put down a marker.</p>                                                                                                                                                                                                                                                                              | <p>Anti-social behaviour and perceived conflicts identified in the appraisal, pg. 18.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p>There is little reference to the river, which is acknowledged to be of historic significance.</p>                                                                                                                                                                                                                                                                                                                                                    | <p>The appraisal acknowledges the historic significance of the river and close proximity to Rochester, however, due to topography and severance caused by Corporation Street and the North Kent railway line there is little awareness from within the CA and few activities directly associated with the city core. The management plan had identified better links and the waterfront as an opportunity, pg. 11 and recommends Principles and Action on pg. 9.</p>                                                                                                                                                                                                                                            |
| <p>Disputes the statement that visitor numbers are the lowest of all English Cathedrals.</p>                                                                                                                                                                                                                                                                                                                                                            | <p>Amended.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |



| Comments                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | CAP Response                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| <p>There needs to be more discussion before the final draft re: King's Orchard as an enhancement opportunity and the proposal to retain all public and private open space.</p> <p>Kings School and the Cathedral are two of the major occupiers of the area, and both need to be allowed to development to remain as viable and useful contributors to the Medway towns.</p> <p>Agree with most of the principles and actions except the extension to restrictions on service vehicles on the High Street which could be detrimental to trade.</p> <p>The section about the High Street needs proper consultation with traders as some of the actions could further exacerbate under-occupancy.</p> <p>What are the implications of any internal development of a building on a local list, if they are too stringent, request 70 High Street to be omitted. Why isn't the Visitor's centre included on the local list?</p> <p>Reference to PPG15 and PPG16 should also refer to the emerging PPS15.</p> <p>Rochester's Iron Age needs to be mentioned on page 7 for consistency as it is referred to elsewhere.</p> | <p>The appraisal identifies the open space at King's Orchard as a significant contribution of character to the area. The management plan recommends a presumption in favour of preserving public and private open spaces that have great character and significance. Here, the establishment of the acceptability of the principle of development should be determined, in the first instance, by a full assessment of the significance of the open space, followed by an agreement with Medway Council and English Heritage on development principles prior to any planning application coming forward. Subsequently, any proposal to develop the land would be subject to assessment against national and local planning policy.</p> <p>The appraisal aims to provide a better understanding of the character to help secure appropriate development within the scope/application of adopted policy.</p> <p>The necessity/ability for restrictions for vehicles on the High Street requires further study.</p> <p>A consultation summary leaflet and questionnaire was sent to all addresses within the conservation area. Maintenance of the character of the area is an important part of its economy. It is therefore necessary to apply controls on change.</p> <p>Explanation of the local list and criteria for inclusion on the local list is found within the management plan, pg 13. There are no restrictions on internal development.</p> <p>Appraisal and management plan amended to reflect PPS15.</p> <p>Amended in accordance with comments from Kent County Council.</p> |

## Individual Responses

73 responses were received.

| Question                                                                                                               | Response                                               | CAP Response                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| Do you agree with the appraisal's assessment of the area's special qualities?                                          | Yes: 59<br>No: 1:<br>No comment: 13                    | Overall justification for character areas, pg. 15, and explored in character area appraisals.                 |
| Are there any special qualities, distinctive features or areas which you consider should be included in the appraisal. | River Frontage/Piers/ Esplanade<br>King Edwards School | Justification for inclusion of the Esplanade, appraisal, pg. 33.<br>Addressed in appraisal, Character Area 3. |
| Do you agree with the three character areas?                                                                           |                                                        |                                                                                                               |
| High Street/Victoria Street                                                                                            | Yes: 59<br>No: 2<br>No Comment: 12                     | Overall justification for character areas given (pg. 15), and explored in character area appraisals.          |
| Castle and Cathedral Precinct                                                                                          | Yes: 60<br>No: 1<br>No Comment: 12                     | Overall justification for character areas given (pg. 15), and explored in character area appraisals.          |
| Paddocks/St Margaret's Street                                                                                          | Yes: 59<br>No: 2<br>No Comment: 12                     | Overall justification for character areas given (pg. 15), and explored in character area appraisals.          |
| Do you agree with the proposal to extend the Conservation Area boundaries to include the Esplanade?                    | Yes: 54<br>No: 8<br>No Comment: 11                     | Justification for inclusion of the Esplanade, appraisal pg. 33.                                               |

| Question                                                                           | Response                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | CAP Response                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| Are there any other changes that should be made to the conservation area boundary? | <p>Inclusion of the Esplanade (to preserve the view from the Castle to the River).</p> <p>Exclusion of the Esplanade as it is of poor quality and will be blighted by views of the new large scale industrial estate across the river.</p> <p>Inclusion of Aveling a Porter building abutting the bridge for its social and architectural interest.</p> <p>Star Hill should be included in the City Centre conservation area as it is an important road leading into the heart of Rochester, to deal historically with the views into Rochester High Street and for its Victorian, Edwardian terraces.</p> <p>Inclusion of The Common north east of Corporation Street and the railway line to protect the remains of the city wall both above and below ground when new development takes place.</p> <p>Rochester Railway Station and Nags Head Area as this is a part of Rochester tourists see when they arrive by train.</p> <p>St Margaret's Row opposite the railway station.</p> <p>Roebuck Road, Watts Avenue and King Edward Road, Maidstone Road, The Close, Gordon Terrace.</p> <p>The High Street would be better if linked with Chatham section of the High Street, therefore propose an extension to include this section.</p> <p>The Military terrace which runs under Cunningham House.</p> <p>Amend existing boundary to pass west of Bishop's court at the end of love lane.</p> | <p>Justification for inclusion of the Esplanade, appraisal, pg. 33.</p> <p>Justification for inclusion of the Esplanade, appraisal, pg. 33.</p> <p>The Medway physically and visually separates this area from the main body of Rochester Conservation Area, which justifies exclusion from this conservation area.</p> <p>Designated as 'Star Hill Conservation Area'</p> <p>Any proposal to develop the land would be subject to national and local planning policy, including PPS5 requirements.</p> <p>Designated as 'Star Hill to Sun Pier Conservation Area'</p> <p>Designated as 'Star Hill to Sun Pier Conservation Area'</p> <p>Designated as 'Watts Avenue / Roebuck Conservation Area'</p> <p>Designated as 'Star Hill to Sun Pier Conservation Area'</p> <p>Outside of Rochester City Conservation Area. Would recommend consideration for inclusion in Watts Avenue / Roebuck Conservation Area.</p> <p>Justification for inclusion in the appraisal, pg. 33.</p> |

| Question                                                                                                        | Response                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | CAP Response                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| How important is it to preserve the character and appearance of the area?                                       | 1 response said it was 'relatively important'<br>45 people responded that it was 'very Important'<br>12 respondents said it was 'vital' or 'essential'.<br>No comment: 15                                                                                                                                                                                                                                                                                                      | Importance explained in appraisal introduction, pg. 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Are you aware of the planning controls governing changes to the buildings within the area?                      | Yes: 38<br>No: 12<br>No comment: 23<br><br>Out of those who say yes:<br>Too strict: 3<br>Just about right: 14<br>Should be stricter: 18<br>No comment: 3                                                                                                                                                                                                                                                                                                                       | Planning tools available to the local authority explained in management plan, pg. 12 and 13.                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Should additional controls be brought in to control shop front signage and advertising and shop front security? | Yes: 47<br>No: 10<br>No comment: 16                                                                                                                                                                                                                                                                                                                                                                                                                                            | Acknowledges that inappropriate shop fronts, advertising and security are a weakness to the conservation area. Together with effective use of current controls and enforcement, recommends consideration to making High Street an Area of Special Control under section 7 of Control of Advertising Regulations 2007 bringing the following under planning control:<br>Class 1: Advertisements by Public Bodies<br>Class 4: Illuminated advertisements on business premises<br>Class 5: Other advertisements on business premises |
| Comments?                                                                                                       | Inappropriate modern colours and materials should be more tightly controlled as it harms visual amenity and is contrary to the historic character of the High Street. There should be stricter enforcement and applying existing policies.<br><br>Pavements are cluttered with too many A-frame signs. They seem totally unrestricted. Suggest limiting to just one each.<br><br>Shutters are ugly, but preferable to vandalism. Any grills/shutters should be made from wood. | Identified as a weakness in the appraisal, pg. 19, and addressed in the management plan, Principles and Actions, pg. 8.<br><br>Recommends consideration to making High Street an Area of Special Control under section 7 of Control of Advertising Regulations 2007 in the management plan, pg. 8.<br><br>Management plan recommends the production of a shopfront guide which includes appropriate security measures in the conservation area, pg. 9 and 12.                                                                     |



| Question                                                                                          | Response                            | CAP Response                                                                                                                                                                                                                      |
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| Do you think that Medway Council applies its planning rules consistently and fairly?              | Yes: 20<br>No: 28<br>No comment: 24 |                                                                                                                                                                                                                                   |
| Will the management plan help this?                                                               | Yes: 36<br>No: 9<br>No comment: 26  | The management plan sets out a strategy based on the findings of the appraisals and sets out Principles and Actions to fulfil this duty.                                                                                          |
| Should bar and restaurant numbers along the High Street be restricted?                            | Yes: 45<br>No: 14<br>No comment: 13 | The management plan recommends the consideration of a policy limiting concentration and overall percentage of A3 (restaurant and cafes), A4 (drinking establishments) and A5 (hot food takeaways) uses on the High Street, pg. 9. |
| Do you support the current policy of unrestricting vehicle access to High Street during the week? | Yes: 32<br>No: 26<br>No comment: 14 | The necessity/ability for restrictions for vehicles on the High Street requires further study.                                                                                                                                    |
| Should the council consider any changes to this?                                                  | Yes: 34<br>No: 17<br>No comment: 24 | The necessity/ability for restrictions for vehicles on the High Street requires further study.                                                                                                                                    |

| Question         | Response                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | CAP Response                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| Further comments | <p>A major challenge in preserving and enhancing the character of the area will be the integration of the new development and any alterations to the A2 due to take place on Corporation Street and Rochester Riverside.</p> <p>Tourism is vital for the local economy, therefore an attractive environment is essential</p> <p>Should restrict vehicle access on High Street on Saturdays, Sunday and public holidays as a traffic free street would create a better ambience and it would be better for the environmentally</p> <p>Vehicles should be restricted between 10 and 4 everyday to encourage use by pedestrians as a traffic free street would create a better ambience and it would be better for the environmentally</p> <p>Restricting vehicle access would make it difficult for shops on the high street to survive exacerbating under-occupancy and a neglect of buildings.</p> <p>The High Street between Chertsey's Gate and the Bridge is used as a rat run and the crossroads of Boley Hill and the High Street is an accident hotspot. Suggest traffic calming measures such as speed humps.</p> <p>There should be strict speed limits along the High Street</p> <p>Should enable cyclists to go both ways on the high street with proper cycles routes</p> <p>Consider the use of CCTV to enforce against those ignoring traffic directions.</p> <p>Upper stories need to be put to better use along the High Street.</p> <p>The High Street would concentrate on attracting niche and specialised businesses to prevent it from becoming another generic High Street with chains.</p> | <p>The management plan acknowledges that any proposals for Corporation Street as part of the approved Rochester Riverside Masterplan and Corporation Street Development Brief should enhance the setting of the conservation area. Principles and Actions recommends that the local planning authority, including the Conservation Team, should co-ordinate and review strategy and implementation, and provide relevant advice to all parties pg. 10.</p> <p>Importance of tourism acknowledged in the appraisal, pg 17 and 18.</p> <p>The necessity/ability for restrictions for vehicles on the High Street requires further study.</p> <p>The necessity/ability for restrictions for vehicles on the High Street requires further study.</p> <p>The necessity/ability for restrictions for vehicles on the High Street requires further study.</p> <p>The necessity/ability for restrictions for vehicles on the High Street requires further study.</p> <p>The necessity/ability for restrictions for vehicles on the High Street and Boley Hill requires further study.</p> <p>The necessity/ability for restrictions for vehicles on the High Street requires further study.</p> <p>The necessity/ability for restrictions for vehicles on the High Street requires further study.</p> <p>The necessity/ability for restrictions for vehicles on the High Street requires further study.</p> <p>Vacant upper floors have been identified in the appraisal, pg. 18 and identified as an opportunity in the management plan, pg. 11.</p> <p>Acknowledges that higher earning uses may also drive out small retailers, reducing quality and choice. Principles and Actions in the management plan recommend a co-ordinate retail and tourism strategies which reinforce distinctiveness and independent retailers, pg. 9.</p> |

| Question                | Response                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | CAP Response                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| <p>Further comments</p> | <p>The council seem to have dropped previous wording about chain shops entering the High Street, which was a good policy. There could be scope for chain stores at Rochester Riverside instead.</p> <p>Replace catalpa tree with a mature oak</p> <p>There should be additional tree planning where possible in the High Street area, Blue Boar car park, Crow Lane, junction of Star Hill and the High Street, and at the junction of Rochester Bridge and the High Street</p> <p>There is a strong need to link the High Street across the dual carriage way to the other side and increase access points to the river front. There is poor access to the river from the Conservation Area, which discourages riverside walks/ water activities. Explore using the river side more for tourism</p> <p>Views out from the Esplanade is degraded by the demolition of the Aveling and Porter building.</p> <p>Star Hill entry point is spoilt by Barclays Bank building and should be replaced by something more in keeping with the rest of the high street at any opportunity.</p> <p>Some buildings such as Barclays are of their time and should not be redeveloped.</p> <p>Noise and loutish behaviour discourages tourists and is unpleasant for those living nearby.</p> <p>There are too many bars on the High Street, causing anti-social behaviour.</p> <p>There is too much building neglect, which can lead to long term deterioration. Owners must be persuaded to fulfil their responsibilities, currently there is no incentives.</p> | <p>Acknowledges that higher earning uses may also drive out small retailers, reducing quality and choice. Principles and Actions in the management plan recommend a co-ordinated retail and tourism strategies which reinforce distinctiveness and independent retailers, pg. 9.</p> <p>Importance of Catalpa tree acknowledged in appraisal, pg. 24.</p> <p>Trees acknowledged as a major part of the character of Rochester Conservation Area, and valuable public amenity in the management plan, pg. 5. Appropriate additional tree planting should be considered as part of a public realm strategy, recommended in the management plan, pg. 5 and 6.</p> <p>The gateway at Star Hill / High Street and Rochester Bridge / High Street have been identified as weaknesses in the appraisal, pg. 13. Principles and Actions for improvement are outlined in the management plan, pg. 6. Improved access to Rochester Riverside and access to the river by the Esplanade identified as an opportunity in management plan, pg 11.</p> <p>The Council has formed a view on this development based on national and local policy.</p> <p>The gateway at Star Hill and the High Street has been identified as a weakness in the appraisal, pg. 13. Principles and Actions for improvement are outlined in the management plan, pg. 6.</p> <p>Justification of Barclays building as a negative building given in the appraisal, pg. 19 and identified as an opportunity site in the management plan, pg. 7 and 11.</p> <p>Anti-social behaviour and perceived conflicts identified in the appraisal, pg. 18. Good planning for this area should include policies and effective measures which will support and maintain an optimum balance between the interests of residents, business and visitors.</p> <p>Anti-social behaviour and perceived conflicts identified in the appraisal, pg. 18. Consideration of policy limiting concentration and overall percentage of drinking establishment uses on the High Street recommended in management plan, pg. 9.</p> <p>Information on funding and resources, and outline of enforcement tools can be found in the management plan, 13.</p> |

| Question         | Response                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | CAP Response                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| Further comments | <p>More attention should be paid to details such as removal of old signage, painting of yellow lines and road repairs</p> <p>There should be a council-led pro active strategy that builds on the history and architecture of historic Rochester. There should be more cultural and historical events based on Rochester's connections and history, involving the local community and local businesses.</p> <p>Omission of Six Poor Travellers Inn from list of buildings associated with Dickens. There is also a contradiction between it's description on page 17 and its listed building description.</p> <p>Disagreement with the statement that large openings in the High Street where buildings once stood appear out of character as the gaps in the building façade offer welcome opportunities to see out and see in, and views of the wall.</p> <p>Gaps in the High Street are established features and perform an invaluable role in the life of the High Street as meeting spaces, areas for seating, and as spatial connection to the adjacent character areas. Some are underused, but have great potential as public spaces.</p> <p>Railings on the street frontage at the Memorial Garden would sever it from the High Street, compromising its qualities.</p> <p>Suggest that the primary outcome of the Appraisal should be a co-ordinated strategy for the High Street and adjacent areas. A co-ordinated strategy should incorporate environmental improvements as part of a broader aim for a social and economically sustainable environment.</p> <p>The management plan lacks a structured approach of how the actions and aspirations will be fulfilled. There should be more specific actions even if limited in ambitions.</p> <p>If the appraisal is to be more than just a written document, there must be the appropriate staffing and budget to carry it out.</p> <p>The local list splits up the core content of the management tools and might be moved to an appendix.</p> | <p>The management plan recommends development of a public realm strategy to ensure appropriate street furniture, street lighting, planting and floorscape, pg 5 and 6.</p> <p>The management plan recommends development of a tourism strategy, in line with proposals recommended by Rochester Heritage Interpretation Partnership: Heritage Masterplan for Rochester to build a Rochester Heritage Brand, pg. 4, 3.11 and 13.</p> <p>Amended to include Six Poor Travellers House in list of buildings associated with Dickens and Uses in Character Area 1. List description amended for clarification.</p> <p>Justification of Character is given in the appraisal, pg 16. Appraisal recommends that in principle it would be desirable based on historical character, but any proposal would need to be fully considered against planning policy.</p> <p>Appraisal recommends that in principle it would be desirable based on historical character, but any proposal would need to be fully considered against planning policy, pg. 16.</p> <p>Proposal deleted from appraisal.</p> <p>The management plan recommends a strategic co-ordinated plan that requires all Council staff concerned with the built environment to develop, advance and implement programme to improve the conservation area, pg. 13.</p> <p>The management plan sets out a strategy based on the findings of the appraisals and sets out Principles and Actions to fulfil this duty.</p> <p>The management plan acknowledges that it is essential that the local authority commits adequate resources to enable it to exercise powers and achieve its responsibilities, pg. 13.</p> <p>Amended. Local list attached at appendix 3.</p> |



# Rochester Conservation Area Management Plan

Adopted September 2010



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MANAGEMENT STRATEGY

INTRODUCTION

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

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

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

STRENGTHS, WEAKNESSES, THREATS AND OPPORTUNITIES

STRENGTHS - Key Characteristics to Preserve or Enhance

The strengths can be summarised below.

Spatial Pattern

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

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

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

PRINCIPLES AND ACTIONS

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

Strategic Views

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

PRINCIPLES AND ACTIONS

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



Associations

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

Architecture

- The wide variation of building types, reflecting the multi-layered built heritage, in particular on the High Street whose listing is at least partly founded on their artistic design and craftsmanship. Grand civic and commercial buildings including the former Guildhall, Conservancy Office, Corn Exchange, and Eastgate House reflected Rochester's prestigious and wealthy status

PRINCIPLES AND ACTIONS

- Encourage local partners to develop a tourism strategy build on existing town trails and site interpretation in line with proposals recommended by Rochester Heritage Interpretation Partnership: Heritage Masterplan for Rochester.
- All buildings should contribute to maintaining a sense of historical continuity and authenticity.
- Emphasise importance of grand civic and commercial buildings in wayfinding, signposting and, where possible access.
- Maintain and prevent erosion of architectural detail in all buildings.

City Walls

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

PRINCIPLES AND ACTIONS

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



Former Guildhall



Old Corn Exchange



Eastgate House

Archaeological

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

| PRINCIPLES AND ACTIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Rochester is of national importance and has a high potential for increasing knowledge of its late Iron Age, Romano-British, Saxon and medieval antecedents.</li><li>• In accordance with PPS5, where an application site includes archaeological interest, due consideration should be given to archaeology, including desktop assessments and/or field evaluation and an assessment of the impact of the proposal.</li><li>• The local planning authority / Design and Conservation team should work with all sectors and stakeholders to ensure due consideration is given to archaeology with highway and other environmental works.</li><li>• Encourage site interpretation of archaeological remains in line with proposals recommended by Rochester Heritage Interpretation Partnership: Heritage Masterplan for Rochester.</li></ul> |

Trees and Open Spaces

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

| PRINCIPLES AND ACTIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Trees and open spaces are a major part of the character of Rochester Conservation Area, and are a valuable public amenity.</li><li>• Presumption in favour of preserving trees, as well as public and private open spaces that have great character and significance. Inappropriate development erodes character and harms the setting of historic buildings. The acceptability of the principle of any development on open space should be determined in the first instance, by a full assessment of the significance of the open space, followed by full discussions with Medway Council and English Heritage.</li></ul> |

Public Realm

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

| PRINCIPLES AND ACTIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Appropriate and well designed street furniture with consistency of design and materials provide a sense of unity and authenticity in the conservation area.</li><li>• The provision of any replacement benches, rubbish bins and other essential items of street furniture should form part of an integrated public realm strategy in which the design, such as form, colour and materials, is co-ordinated with the street lighting and floorscape.</li></ul> |



Consistent design of Street Furniture



### WEAKNESSES – Loss, Intrusion, Negative Factors

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

#### Gateways

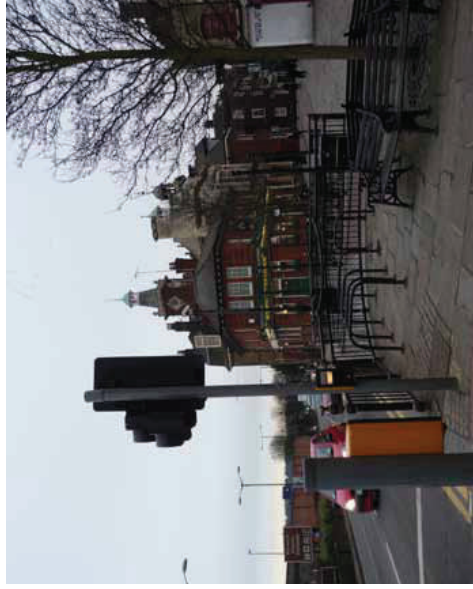
- The entry from Star Hill gives visitors the erroneous impression of a rather depressed town, characterised by difficult access due to heavy traffic, poor quality buildings (Barclay's bank), poor shop fronts and ill-considered public realm design (guard rails, floorscape, clutter of signs, lights and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

### PRINCIPLES AND ACTIONS

- Gateways into the conservation area are important as they create the first impression of the conservation area.
- The Local Planning Authority should where possible and practicable promote the enhancement/ redevelopment of buildings that make a negative contribution to the quality of the conservation area in accordance with national planning guidance and local policy. See map 6.
- Rationalise and reduce street clutter. Bollards, highway railings, lighting columns, litterbins, benches, information panels, service cabinets and other street furniture should be kept to an absolute minimum. An integrated public realm strategy should include co-ordinated form, colour, location and need for all objects.
- Pedestrians have the advantage of a compact urban centre and good permeability. At present only service vehicle access to the High Street is permitted during the week, which causes some visual clutter. Consideration should be given to reduced access periods for service vehicles - perhaps restricting access to mornings and evenings.
- Place further restrictions on vehicle access to the High Street on Sunday's. Consultation shows that Traders welcome extending pedestrianisation of the High Street to include Sunday's.
- Including a cycle lane in any replanning scheme for Corporation Street would encourage more cycle use and remove conflicts on the High Street. The introduction of a high quality public transport system along Corporation Street and the possible relocation of the station may reduce traffic and parking demand within the core conservation area.
- Measures to reduce or eliminate trader and worker parking demand within the core, in favour of Corporation Street should be examined, together with measures to improve pedestrian access from Corporation Street car parking to the core.



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



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

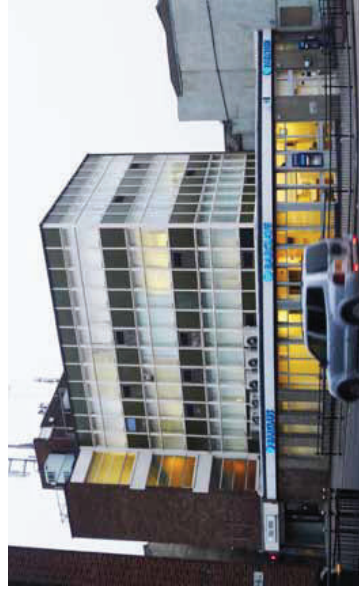


## Negative Buildings

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

## Gap Sites

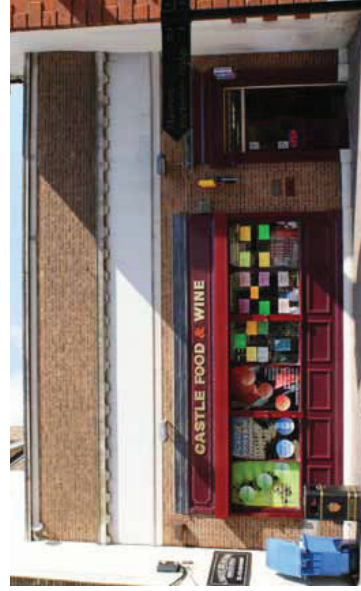
- The gap sites at Blue Boar Lane and between 48 and 56 High Street are alien to the established character of the High Street. There is historic precedent for a building on these sites, and its development could have a potentially positive impact on the character of the High Street, subject to ensuring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



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



7-9 Crow Lane, incongruous in the streetscene



47-49 High Street, an opportunity site,



25-31 Corporation Street, buildings of little architectural merit



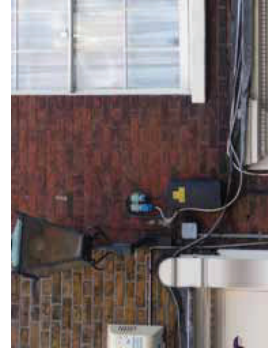
Vacant, former Petrol Station, Corporation Street

## PRINCIPLES AND ACTIONS

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

# Architecture

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



Ad-hoc accumulation of wires



The Bull C. 1890



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



The Bull 2008, further alterations and advertisements

## PRINCIPLES AND ACTIONS

- Celebrate Rochester's multi-layered built heritage, reflected in its diverse architecture, especially listed buildings. Fully utilise potential of Eastgate House. The existing proposals for Eastgate House may offer an opportunity to do this.
- Encourage best practice in repair, reinstatement of features and compatible alternations. Consider preparing a special conservation manual.
- Discourage neglect which causes decay and increases repair costs. Work closely with building owners to ensure security and good repair wherever possible. Invoke powers to assess harm and issue urgent works notices where necessary.
- Undertake periodic condition surveys with particular attention to architectural detail. Clarify and disseminate strong policy in favour of preserving and where necessary enforcing against removal of detail.
- Seek to encourage repair and avoid unnecessary replacement. Ensure that any replacement precisely matches original work in all respects. Require physical and/or documentary evidence where appropriate.
- Resist loss of historic features in all building, including unlisted ones. Give consideration to introducing Article 4 Directions to bring "permitted development" for single family houses under planning control where they are at risk of harmful change to their external appearance.
- Within the conservation area, funding should be sought or allocated for a programme of rationalisation to remove unwanted wires. Where possible telephone and electronic wires should be placed underground, or be discreetly re-routed. This should be organised by the local authority with local partners.
- Consider introducing additional advertisement controls. This could be achieved by removing 'deemed consent' under Section 7 of the Control of Advertisement Regulations 2007 or by introducing An Area of Special Control of advertisements under Section 20 of the Control of Advertisement Regulations
- Continue to closely control adverts. Resist inappropriate or unauthorised appearances. Seek removal, reduction or replacement of discordant signs as appropriate.
- Provide detailed guidance on advertising in the conservation area through a Supplementary Planning Document.
- Promote as appropriate enhancement/redevelopment of buildings that do not make a positive contribution to the quality of the conservation area.



Negative Features

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



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

PRINCIPLES AND ACTIONS

- Regenerating Corporation Street by way of transformation as a tree-lined avenue with well designed active frontage developments would remove the foremost negative edge of the conservation area. It would reduce the severance with Rochester Riverside and enhance the conservation area's connection with its surrounding area.
- The local planning authority should work with all sectors and stakeholders to progress and implement the Development Brief for Corporation Street and inform the wider development at Rochester Riverside to ensure a successful connection with the conservation area.
- Include measures to improve pedestrian crossings and identify gateways into the city.

THREATS AND PRESSURES

High Street

- Changeable economic activity, leading to vacancy, high ownership/tenure turnover. This discourages confidence and lack of pride, which can impede maintenance, degrade shop fronts, and encourage inappropriate alterations and uses.
- The diversification of the retail sector into specialist and tourist related shops is an essential contribution to the High Street and conservation area's vitality and character. Accommodation, leisure facilities, good shops and restaurants in or within walking distance of the core should cater for all types of visitors and budgets. A high concentration of food and drink establishments, assists night-time vitality, but can increase anti-social behaviour. Higher earning uses may also drive out small retailers, reducing quality and choice.
- Increased security demands such as solid roller shutters deaden streets, create hostile night time environments and may conceal criminal acts inside buildings from view.

PRINCIPLES AND ACTIONS

- Further study of current problems and causes of vacancies, under-use and fabric decay.
- Consider policy limiting concentration and overall percentage of A3 (restaurant and cafes), A4 (drinking establishments) and A5 (hot food takeaways) uses on the High Street.
- Security measures should exclude solid shutters which produce an inactive frontage in line with PPS 5 Historic Planning Practice Guide
- Alarm boxes, security lighting, CCTV cameras should be as unobtrusive as possible.
- Consider a shopfront security guide which includes appropriate security measures in the conservation area.

Blue Boar and Epaul Lane Car Parks

- Large town centre car parks diminish character and exacerbate conflict. Review of options in conjunction

with Master Plan measures could offer mitigation and enhancement.

| PRINCIPLES AND ACTIONS                                                                                                                                                                                                                                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Co-ordinate replanning of Blue Boar car park with Corporation Street Development Brief, with a view to reinstating appropriately scaled and designed frontage buildings, and forming a civic space or market square.</li></ul> |

Corporation Street

- Any proposals for Corporation Street as part of the approved Rochester Riverside Masterplan and Corporation Street Development Brief should enhance the setting of the conservation area. Requirements should include careful analysis, sensitive layout, high quality historically compatible materials and large scale planting.

| PRINCIPLES AND ACTIONS                                                                                                                                                                                                           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>The local planning authority, including the Design and Conservation Team, should co-ordinate and review strategy and implementation, and provide relevant advice to all parties.</li></ul> |

Archaeology

- The Rochester-Kent Archaeological Assessment (2004) states that on the basis of the present evidence it is not possible to pinpoint concentrations of activities, functions or status within late iron age Romano-British and Saxon settlements at Rochester. Limited information and awareness threatens artefactual remains.

| PRINCIPLES AND ACTIONS                                                                                                                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>In accordance with PPS5, where an application site includes archaeological interest, due consideration should be given to archaeology, including desktop assessments and/or field evaluation and an assessment of the impact of the proposal.</li></ul> |

Open Spaces

- Open spaces at Love Lane, The Paddock and Kings Orchard may be viewed as having development

potential. The appraisal concludes that these open spaces are significant to the historic character of the conservation area and setting of listed buildings.

| PRINCIPLES AND ACTIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Presumption in favour of preserving public and private open spaces that have great character and significance. The acceptability of the principle of development should be determined, in the first instance, by a full assessment of the significance of the open space, followed by discussions with Medway Council and English Heritage on development</li><li>Proposed developments surrounding or visible from open spaces to take account of their impact on the character of the spaces(s) concerned.</li><li><i>Building in Context: new development in historic areas</i> by English Heritage and CABE should be a particular guide for a high quality, consistent, practical approach.</li></ul> |



Kings Orchard, the line of the Roman Wall



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



## OPPORTUNITIES

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

### *Potential for New Development*

- The building analysis has identified negative and neutral buildings. Any proposal to develop should be expected to enhance the character of the area.

- Encouragement of hotels and leisure development close to the conservation area would fulfil an acknowledged need for these facilities, catering for visitors and local residents.

### *Star Hill entry to High Street*

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

### *High Street*

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

### *Memorial Garden*

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

### *Victoria Street*

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

### *The Castle*

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

### *Castle Gardens*

- Conservation Plan to include a long term, co-ordinated strategy to facilitate cultural events to enhance the Castle's setting.

- Planting should use local and regional species where appropriate.

### *St Margaret's Street*

- Appropriate repair and maintenance of walls.

### *City walls*

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

### *Path from Love Lane to Esplanade*

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

### *The Esplanade*

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

### *Corporation Street*

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

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

- The Development Brief for Corporation Street will provide opportunities for development along the entire length of the street.

### *Strategic Views*

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

### *General*

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

## MANAGEMENT TOOLS

### Conservation Areas

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

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

### Technical and Urban Design Guidance

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

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

- shopfronts,
- security
- advertising, signage and lighting
- repair and maintenance of historic buildings
- public realm design guidance
- the appraisal's observations present

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

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

### The Decision Making Process

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

### Assessing Development Proposals – A Matrix

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

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

### Criteria

#### Grain/scale

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

### Use

Is the use or mix appropriate for its location?

### Verticality and expression

Is the façade well articulated?  
Does it express a hierarchy of internal heights or volumes?

### Facing materials

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

### Roof form

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

### Roof materials

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

### Windows and doors

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

### Front boundary/ground floor

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

### Architectural quality

Is the building the work of a particular architect of regional or local note?  
Does it suit the period of the building?  
Is the building appropriately detailed, carefully crafted, and visually interesting?  
Is it recognisable of good and durable quality?  
Does this quality alone outweigh any inappropriate elements?  
Can it be described as fine architecture whether or not it contrasts with its neighbours?

### Ornamentation

Does the building have any ornamentation? Does it suit the period of the building?  
Is it of good quality?

### Significance

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

### Colour

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

### Identity

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



### Local List

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

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

Following the appraisal, potential inclusions are listed in **Appendix 3**.

### Unlisted Buildings

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

### Building Analysis: Plan 6

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

### Enforcement

Where the necessary consents are not sought or historic buildings are allowed to deteriorate into disrepair the Local Authority can pursue a

programme of appropriate legal action using powers available under the Town and Country Planning Act, 1990 where this may be deemed necessary. The powers available include:

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

### Buildings At Risk

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

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

### Strategic Co-ordination

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

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

### Monitoring

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

### Funding and Resources

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

Other possible sources of funding could include:

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

### CONCLUSION

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

Adoption of the Management Strategy will:

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





| STATUTORY CONSULTEE | Comments                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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| Natural England     | Generally supportive of the approach taken. Heartened to see that increased opportunities for quiet recreational access to high quality areas of greenspace are at the heart of the proposals for Gun Wharf. Welcome the commitment within the masterplan to enhance the biodiversity value of the area covered by the SPD.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Response</b>     | <b>Comments noted.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Environment Agency  | <p><b>Eco Region</b></p> <p>The masterplan should acknowledge the aspiration to deliver the principles of the Eco Region through the development of Gun Wharf. This concept is central to the Thames Gateway and must be addressed in a comprehensive manner, rather than through the occasional piecemeal reference. We welcome the acknowledgement of Flood Risk and Ecology (Pages 35-36), however the Eco Region concept is much wider reaching than these issues - such as waste, water and energy aspirations.</p> <p>Suggest the following text is inserted:</p> <p><i>“Help to deliver an EcoRegion</i></p> <p><i>Adequate environmental infrastructure will be provided</i></p> <p><i>Resources will be used efficiently</i></p> <p><i>There will be a high quality environment</i></p> <p><i>Climate change will be mitigated and steps will be taken to adapt</i></p> <p><i>Flood risk will be managed.”</i></p> <p>More information on each of these Outcomes is included within the Thames Gateway Environmental Standards</p> <p><b>Flood Risk</b></p> <p>Recommend making space in this masterplan now for future flood defences, though it is difficult to know how much space will be needed. The masterplan states that future sea levels are predicted to rise to 6.8metres above Ordnance Datum Newlyn (maODN). It is unclear where this information is from, although this figure seems much higher than the best available extreme tide levels predicted in the Lower Medway 2D Modelling Report.</p> <p>It is stated that parts of the site are situated within zone 2, an area which represents a medium probability of flooding, however, it should be noted that the flood zone applicable here is zone 3 which represents a high probability of flooding. Suitable flood defences for the site are likely to be determined within the Flood Defence Strategy – the Master plan specifies that “flood defence measures will be developed in line with the adopted CCWDB”, however,</p> |

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|  | <p>we are unclear what this means.</p> <p>The site has already been referenced within the existing Strategic Flood Risk Assessment (SFRA). It is noted that the Master plan has taken a Sequential approach with respect to the anticipated usage of the site, with less vulnerable development being proposed for those areas at the frontage within flood zone 3. We will of course be in a position to provide further technical advice when individual Flood Risk Assessments are carried out. We are happy with the uses proposed on the Civic site and Ordnance site as all are less vulnerable.</p> <p>Maintaining access and views to the riverfront are key urban design principles, discussions need to take place as soon as the results of the defence study are published so that whatever options are available they can be factored in at the earliest possible opportunity.</p> <p>Recommend making space for SuDs to manage surface water within the masterplan area. Surface water features and flood resilience could also be incorporated within open space improvements.</p> <p>Regarding undercroft car parking the following should be included in the SPD:</p> <p><i>car parking in flood risk areas is only acceptable if the site can receive flood warning (looking at NFCCDD it is shown to be in a FW area but don't show what the lead times are) and there is appropriate signage</i></p> <p><i>entrance to car park should be designed as such so that it does not fill up with floodwater in times of flood</i></p> <p><i>car parks should not be subject to flood depths of more than 300mm</i></p> <p><i>the ability to move cars out of the car park within the flood warning time to an area of safety needs to be assessed</i></p> <p><i>an FRA would need to detail how the car park was designed to be safe</i></p> <p><b>Water Framework Directive and Water Quality</b></p> <p>The Water Framework Directive requires all water bodies to reach good ecological quality, and to not deteriorate in ecological quality, with development being an important way in which improvements and deterioration can occur.</p> <p>It is essential that this large development supports this and take full opportunity to enhance</p> |
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|  | <p>and improve areas via the development proposals. Currently groundwater quality for the Medway Chalk block has been assigned an over chemical category of 'poor status' and the overall status for surface water is 'Moderate' with diffuse pollution being a known pressure. The development will need to work closely with the harbour and port authorities to focus on dredging strategies to reduce risk from diffuse and point source pollution.</p> <p>When more details of the proposed works in the Medway estuary are available, will be able to fully assess the application against the 'no deterioration' requirements of the WFD. This will include an assessment of the works' potential for impacts on the status of the WFD quality elements, specific pollutants, priority substances and protected areas. At the present time it seems unlikely that the proposal will have a substantial impact on the current status of the waterbody. if there is to be any dredging associated with the development, the applicants will need to undertake their own assessment of compliance with the requirements of the WFD. The Environment Agency very shortly intends to issue guidance to assist operators in assessing dredging proposals for compliance with the requirements of the WFD</p> <p>Have not assessed the application against the 'aim to improve' objective of the WFD and would encourage the exploration of measures which could promote to enhance the water body.</p> <p>Confirm that the proposed site is not located within or near to any SSSI, RAMSAR, SPA and SAC conservation boundaries and there are no EU designated Shellfish or Bathing waters near or within the proposed development location, therefore we would not consider the proposal to impact on them.</p> <p>Advise that the impacts on water quality are considered, in particular sediment disturbance during the construction phase. One concern is a potential for increased suspended solids, contamination and an increase in bacteriological levels from sediment during the construction process.</p> <p><b>Code for Sustainable Homes</b><br/>Under the Lodge Hill, Chatterden, Medway development it had been identified that water resource was an 'issue', setting the 'Code for Sustainable Homes' at level 6. Will the same level be applied to the 'Gun Wharf' development?</p> |
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|                                               | <p>Also under 'Greening the Gateway' does this development have the same aspirations of being 'water neutral' as outlined under the Thames Gateway developments?</p> <p><b>Biodiversity</b></p> <p>Support increased access to the River and associated open spaces for recreation. In particular there is the opportunity to promote angling in this area especially within the waterfront park.</p> <p>The increased open space and green pedestrian linking will also provide wildlife corridors around the site linking up habitats. Provision of ecological enhancements through use of SuDs would be encouraged as these techniques can also be designed as beneficial wildlife, amenity and landscape features as part of an open space or a landscaping scheme for a development. This is in line with paragraph 24 of supplement to PPS1 <i>Planning Policy Statement: Planning and Climate Change</i> and Policy CC8 in of the South East Plan.</p> <p>Keen to work with the Council if they decide to reinstate the Great Barrier Ditch in order to maximise the ecological benefits. With regard to the increase in river transport it would be preferential to use existing structures and piers as opposed to creating new ones to minimise the impact on the river.</p> <p>Overall the Environment Agency is very supportive of the document and wish to encourage the continued move towards greater environmental awareness and sustainability within the LDF agenda.</p> |
| <b>Response</b>                               | <p><b>Suggested changes to the text will be incorporated in the final document.</b></p> <p><b>The masterplan document will be amended where appropriate to take account of the technical comments made by the Environment Agency.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Archaeological Officer<br>Kent County Council | <p>Welcome the opportunity to comment on this exciting opportunity to create a new civic and cultural heart for Medway. The site of Gun wharf is of exceptional historic and archaeological interest. Proposal for Gun Wharf needs to be sympathetic to the historic interest of the site and to be of the highest quality design. The site is also important for the potential future World Heritage Site and needs to provide a positive contribution to the WHS aims.</p> <p>New Planning Policy Statement on planning and the Historic Environment (PPS 5 Planning</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |



for the Historic Environment) replaces existing guidance PPG 15 and PPG 16. As such the SOD will need to be revised prior to its adoption to take into account this new document.

Development at Gun Wharf has the potential to affect important buried archaeological remains as well as the setting of neighbouring heritage assets and the historic character of this part of Chatham. The Gun Wharf site is bound by the Scheduled Monuments of Chatham Historic Dockyard to the north and Fort Amherst, the Barrier Ditch and Brompton Lines to the east. Within the site is the western end of the Barrier Ditch which is separately designated. The site also includes a number of Listed Buildings, including the prominently positioned, but currently unused, parish church of St. Mary's. The site also has a high potential to contain important but presently undesignated buried remains and other heritage assets.

The section in the SPD outlining the historic development of the Gun Wharf site is generally good, however needs to be more emphasis on the construction and development of the Chatham Lines. The construction of these fortifications in 1756 and their subsequent alteration and redesign has played a vital role in shaping the historic character of this part of Chatham.

The SPD correctly identifies a number of constraints on future development that relate to the historic environment (page 14). These constraints include the need to be sensitive to surrounding heritage assets and views into and out of the site; the constraints on building heights and the scale and massing of buildings resulting from the need to maintain historic firing lines; and the presence of significant buried archaeology which may limit what development would be acceptable for the site. The SPD also recognises the important role that the historic environment plays in contributing to the character of the site and to the successful creation of a strong sense of place. Would welcome the inclusion of a specific aspiration which builds on this historic character and sense of place through better interpretation and presentation of the heritage of the site to improve the public's understanding of the history of this part of Chatham.

These constraints and opportunities outlined have been used to inform a set of urban design principles (presented on page 20). Are supportive of the principles put forward, however do not feel that the proposals currently presented in the SPD fully adhere to these principles. In

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|  | <p>particular the illustrated scale of the new building on the car parking adjacent to Chatham Library is of concern. The artistic sketches and sections across the site show a building that is taller than the neighbouring listed buildings (the Command House and the former Ordnance Store) and has the potential to dominate these. The height of the building could also potentially affect the firing lines from Fort Amherst as well as how the fort is viewed and understood from the river. Detailed analysis of historic firing lines and the setting of the fort should be used to inform the appropriate heights of buildings at Gun Wharf. Are not convinced that the building illustrated could be achieved at the site without impacting on these firing lines or on the fort's character.</p> <p>The buried archaeology of this car park is also rightly referred to in the SPD and in the Archaeological desk-based assessment of the site produced by Oxford Archaeology. It is very likely that important archaeological remains will be present here. Such remains will be found close to the present ground surface as well as being buried at depth. the need to preserve archaeological remains in situ will potentially be a significant constraint on what development could be achieved here. Even where archaeological remains are of a lower significance and it is accepted that they could be preserved by record the cost of such excavations may be a limiting factor on what can reasonably be achieved. At present do not feel that there is sufficient information on the significance of the buried archaeological remains, the depth at which they might be found or the impact that any development might have on them to advise whether a building, such as that illustrated in the SPD, could be successfully accommodated at the site. Preferred approach would be to see the site archaeologically evaluated before any masterplan or illustrative plans are put forward. The results of such evaluation works should be used to inform what development is appropriate and should be used to inform any illustrative proposals.</p> <p>The proposals suggest the removal of the Riverside One building which is located within the Barrier Ditch. The Barrier Ditch is a Scheduled Ancient Monument and as such English Heritage would usually take the lead on any proposals which will affect the scheduled parts of the site. In broad terms I would support the removal of the building to reveal the ditch walls and to provide a better visual connection between the surviving parts of the ditch on either side of Dock Road.</p> <p>Within the masterplan section the former church of St Mary's is illustrated on the plans for the</p> |
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|                  | <p>“Ordnance Site” and the “Civic Quarter” but is not really considered in either. This building is currently unused but previously acted as the parish church for Chatham. In its earliest form Chatham would have been a small village focussed on this church which overlooked probable wharfing and a mill on lower ground to the south-west. This settlement was located on a high point overlooking both the Medway and the Brook with the church located in a prominent position. The prominence of the church is clear in early-illustrated views of the town. Even after the church had become surrounded by barracks, warehousing and other buildings associated with the military story of the town it remained a highly visible building (see historic image on the front cover the SPD for example). The prominence of the church as a local focal point and as a reminder of the historic core of Chatham needs to be preserved in any future proposals. The building itself is unused and would welcome the inclusion of a specific objective which seeks to find a new purpose for the building.</p> <p>In the northern part of the site the SPD suggests that the existing petrol station site be redeveloped to provide a new frontage onto dock Road. The council offices and their car park are to be retained. The current council offices, the council’s surface car park and the petrol filling station are located on the site of the former Royal Marines Barracks. The archaeological desk-based assessment by Oxford Archaeology suggests that any buried archaeological remains associated with the former barracks and early town at the petrol station site could be mitigated through preservation by record (archaeological excavation). Agree with this assessment and are broadly supportive of the proposals being put forward for the redevelopment of the petrol filling station. Archaeological evaluation of this northern part of the site would be required to better inform our knowledge of what buried remains might survive here.</p> |
| <b>Response</b>  | <p><b>Illustrations showing a new building behind the library to be amended to show a different roof profile and reduced height. Artist’s impression also to be amended. Final masterplan document to include a set of written design principles to address concerns about possible impact on Fort Amherst and other heritage assets. Document amended to address comments about Chatham Lines. Document to be amended to include written guidance on St Mary’s church. Document to be amended to reflect the introduction of PPS5.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| English Heritage | <p>Welcome the case for change identified for the site so that it can play a central role in the creation of a new civic focus for Chatham. Support the masterplan objectives (page 19) and how these inform the vision statement and urban design principles (page 20).Endorse the</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

vision and principles but would question whether the indicative proposals for the site in the SPD comply fully with all of the design principles and those about sensitivity to the historic assets and scale and massing in particular. Chatham parish church is listed grade II, redundant and in need of a new purpose to give it a sustainable future. Recognise the challenge inherent in such a task but think that it should be included as an additional objective on page 19.

The Government has now released PPS 5 about planning and the historic environment to replace PPG's 15 & 16. This necessitates revisions to the SPD before adoption. The new PPS builds on existing practice about the historic environment and its role in place making. As the site is already a conservation area and potentially within a future WHS the SPD has already had to address the need to avoid harm to heritage values and where possible to enhance or reveal these. HE&.5 of the new PPS appears most relevant to this SPD.

*Local planning authorities should take into account the desirability of new development making a positive contribution to the character and local distinctiveness of the historic environment. The consideration design should include scale, height, massing, alignment, materials and use.*

HE10 is also very relevant given its advice about development affecting the setting of designated heritage assets and the need to preserve the elements of setting that make a positive contribution to or better reveal the significance of the assets. In this instance the setting of the scheduled fortification of Fort Amherst is a key consideration but also the settings of the listed building.

In the discussion of the historic development of the site (page 10) more emphasis needs to be placed on the construction of the Chatham Lines in 1756 and the way in which what becomes the barrier ditch passes through the site as a major fortification that remains a key feature of it. The ditch west of Dock Road is separately designated as a scheduled monument from the rest of the ditch that forms part of Fort Amherst. Cannot see that this is referenced anywhere in the SPD and it is clearly an important matter. Page 10 refers to listed buildings being shown on fig 3.4 but this appears to show all the surviving ordnance related buildings whether listed or not. This figure should be revised to indicate the listed buildings and the extent of the barrier ditch scheduled monument. Page 11 refers to the



possible WHS but think fig 2.1 is out of date and that the bugger zone has been further revised.

For the southern part of the site as referred to in the document as the “ordnance site”, welcome the suggested removal of the Riverside One building so as to reveal the barrier ditch scheduled monument. In the past this was a wet ditch and so reintroduction of some water as part of a landscape scheme might be appropriate. This is an illustration of how PPS 5 advises that significance might be revealed and enhanced.

The opportunity to locate a significant new building on the car park where once stood buildings is acknowledged but the design of this will be heavily constrained by historic environment issues. The section on page 27 and the artist’s impression on page 33 show one concept for such a new building which we assume are for illustrative purposes. Discussed this aspect of the site with BDP as part of their preparation of the draft SPD. and confirmed then that the height of a new building and the ability to excavate below the existing car park would be informed by the surrounding historic assets. Cannot support the early design in the draft SPD but this does not mean that the principle of a different form of building here is objected to. Do believe that some new development on the car park is possible but it will be complex to design and implement and thus probably expensive.

The buried archaeology of the car park is referenced later in the SPD and discussed in the archaeological DBA by Oxford Archaeology. Think the significance of this archaeology needs to be investigated as an early next step including by evaluation. PPS 5 Policy HE6 (para. 6.1) confirms that applications must contain sufficient information to demonstrate the significance of the heritage asset and impacts upon it. In this instance the archaeological DBA is not sufficient of itself to provide information with which to implement the advice of the PSS. Foundations for any new building will have an impact and this would be increased if for example underground parking to reduce the overall height of a building was to be proposed. PPS 5 Policy HE9 (para 9.6) provides advice on archaeological heritage assets that are not designated and confirms that these should not be treated as having lower significance than those that are. Evaluation could confirm that substantial below ground disturbance eg. basements, is not acceptable or even if it is that the costs of archaeological mitigation might be so high as to be prohibitive.

Page 14 of the SPD identifies historic firing lines as a constraint on development that needs to be responded to by building heights. As currently drawn the illustrative scheme for a civic building is higher than any of the other buildings on the “ordnance site” and within some firing lines. Consider this may be too tall in relation to the setting of the grade II listed buildings (carriage store and Command House PH) and are satisfied that it would have an unacceptable impact on the setting of the Fort Amherst scheduled monument. PSS 5 provides policy guidance on setting. The recently issued DCMS guidance on scheduled monuments includes some reference to setting and our own publication Conservation Principles is also relevant.

Analysis of the past firing lines out of Fort Amherst, for both cannon and muskets, will inform the key views that will need to be preserved in any new development. The part of Form Amherst on the opposite side of Dock Road to the car park is not as first built as a fortification and even once had a now demolished building upon it. Historic mapping suggests an original major earthwork rampart running parallel with Dock Road that was without gun embrasures. There are however lines of fire from the higher parts of the fort (Cornwallis) and from galleries forming part of the main gatehouse. The latter align with a brick lined subsidiary moat that gave a view over the roofs of Gun Wharf to the river. This is at present blocked by a 20<sup>th</sup> century building which though used as workshops by the trust is intrusive. Enhancement of the heritage asset (Fort Amherst) could include recovery of its historic form and its relationship to the land that it was designed to control. Since there are defined lines of fire strongly believe that this is an instance where the height of new buildings will be to be informed by those of their demolished predecessors. The view to the river from Dock Road was over the roofs of the carriage sheds that stood on what is now the car park and the past height of these will set the likely limits on how tall a new building might be. A too tall building on the car park would risk constraining Dock Road as a form of “canyon” and would diminish the significance of the historic brickwork on the fort side of the road which is intended to be appreciated in long views as a sheer and unscalable barrier. This is an important part of the defensive character of Fort Amherst.

The SPD illustrations suggest a pedestrian access from a new building over Dock Road to connect with the fort. Any such works would require scheduled monument consent and consider this is not likely to be granted and unlikely the owners of the fort would agree to such a proposal. Visitors to the fort would arrive over an bridge at an illogical place in

relation to a fortification and there would be issues as to how then to direct them into the for. Unlikely to ever support such a high level bridge but recognise the challenge to connectivity that crossing Dock Road for pedestrians represents. In the past there were tunnel connections that in part survive but sceptical that these could be satisfactorily re-opened.

The northern part of the site is called the “civic quarter”. Support the aspiration to remove the petrol station. The site of the former Royal Marines barracks possibly offers opportunities for more development providing new buildings are able to repeat the success of the civic headquarters (Lloyds) building by keeping the heights low and adding to the views of the garrison area from the river. Acknowledge that car parking might have to be underground in any such scheme. Archaeological remains of the marines barracks and the earlier phases of Chatham as a town are likely to exist on this site but the desk based assessment suggests that mitigation through excavation might be an acceptable approach here. PP5 Policy HE12 discusses the principles guiding recording of information about heritage assets, whether designated or not.

The prominence of the parish church as the marker of the location of the heart of medieval Chatham needs to be preserved and as referenced above it is critical that new uses for the site make it easier to find a sustainable use for the church. The section on page 31 shows a new waterfront building. Notwithstanding the almost certain presence of buried archaeological remains from the ordnance use it might also be possible to consider new buildings on the north side of the steps in what are currently grassed areas.

Page 36 of the SPD includes reference to archaeology. Happy to endorse the revised desktop assessment by Oxford Archaeology as an appropriate statement about the significance and archaeological potential of the site. Archaeological issues will be a significant factor in development at Gun Wharf and recommend that evaluation be taken forward as an early stage of any more detailed proposals. A need for preservation in situ could constrain opportunities and even if it is agreed that excavation of archaeological remains is appropriate the cost of this could be high for such an important place. The practice guide that accompanies PPS 5 provides more information. Page 38 may need to be rewritten to reflect the new document and in such a sensitive historic environment location as the Gun Wharf all applications will need to be supported by detailed heritage information in the Design and Access Statements (PPS 5 Policy HE6).

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|                 | <p>In summary welcome the agenda for change set out in the draft masterplan SPD. but think more weight should be attached to finding a sustainable future for the church as a part of this. Cannot support the indicative solution for a new building on the “ordnance site” car park, principally as a result of the height of this in views out of Fort Amherst. Do however think that a lower building on the car park might be possible and if this is to be pursued consideration of buried archaeological remains should be an essential next step. Consider new buildings on the northern part of the site that are perhaps more extensive than what is proposed in the SPD could be possible but if so archaeological evaluation would again be essential. The significance (archaeological potential) of the lower former Ordnance Board part of the site could be higher than for the upper parts that were formerly the marines barracks.</p> |
| <b>Response</b> | <p><b>Illustrations showing a new building behind the library to be amended to show a different roof profile and reduced height. Artist's impression also to be amended.</b></p> <p><b>Final masterplan document to include a set of written design principles to address concerns about possible impact on Fort Amherst and other heritage assets.</b></p> <p><b>Document amended to show no pedestrian bridge over Dock Road.</b></p> <p><b>Document amended to address comments about Chatham Lines.</b></p> <p><b>Document to be amended to include written guidance on St Mary's church.</b></p> <p><b>Document to be amended to reflect the introduction of PPS5.</b></p> <p><b>Document amended in relation to comments about listed buildings.</b></p> <p><b>Document amended in relation to comments about the proposed World Heritage Site buffer zone.</b></p>                                                                                |
| SEEDA           | <p>This is <b>an</b> unimaginative, linear masterplan with no clear public realm benefits, lacking penetration from Dock Road to the river. The feeling is that it is a desktop draft done without walking the streets! To be more specific:</p> <ol style="list-style-type: none"> <li>1. Access to the waterfront via The Stairs to the north of the filling station is poor. It will be a busy little road and service access for             <ol style="list-style-type: none"> <li>a) the new building that replaces the filling station,</li> <li>b) Council staff parking and taxi drop off,</li> <li>c) Gun Wharf service vehicles</li> <li>d) Commissioners Hayfield residents and servicing. This will not be a pedestrian friendly route and does nothing to create a sense of place or encourage people to use the area.</li> <li>e) What is the point of a 'one way' route into the Dockyard?</li> </ol> </li> </ol>                        |



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|                     | <p>The cycle routes along Dock Road are ill thought out and have not been addressed by the masterplan. The route in front of Commissioners Hayfield is wider than the footpath and needs re-thinking. This does not create a good link between Brompton and the town centre. Penetration to the waterfront is not being enhanced with the stairs between the Gun Wharf car park and St Mary's church which are dark, uninviting and in no way public friendly. The green spaces will appear to be 'private' property for Council use only. This does not improve public open space and encourage people to use the area.</p> <p>The new waterfront building will have insufficient footfall passed its door for it to be a café &amp; restaurant. Use. It has no car parking, so would be a commercial flop that would do nothing to enliven the waterfront, in fact such a failure would be detrimental to that cause. The church is a fine building. It needs a new use that can only be brought about by it having dedicated parking. This masterplan shows no indication of how that could be brought about to re-use such a heritage asset.</p> <p>Page 12 is incorrect in stating that The SPD (for Chatham Historic Dockyard and Interface Land) 'will consider the relationship of the Historic Dockyard to adjacent areas and establish a land use mix and design principles for the area'.</p> <p>What is correct is that 'The SPD will consider the relationship of the Interface Land to adjacent areas, land use mixes and establish design principles for the area'.</p> |
| <b>Response</b>     | <p><b>Disagree with comments about the masterplan being unimaginative. Document to be amended to include written guidance on St Mary's church. Text amended to clarify relationship with the Interface land SPD</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>LOCAL GROUPS</b> | <b>Comments</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Fort Amherst Trust  | <p>Welcome the plans to reinstate the end of the barrier ditch with the removal of the existing Riverside One building and the possibility of opening up the ditch to become a direct link to Fort Amherst. Preference would be for the course of the ditch to be fully delineated and where possible missing brickwork and ramparts reinstated. Another preference would be to represent the fact that the end of the ditch was tidal through incorporation of a water feature. Request that excavations be made to determine if a counterscarp gallery existed adjacent to the end of the ditch. Also wish that the remains of the former Gun Wharf Guardhouse be preserved when the rest of Riverside One is removed. Would also like serious consideration</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

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|                                                       | <p>to be given to the reinstatement of the existing tunnel from this building under Dock Road to Fort Amherst as a pedestrian thoroughfare.</p> <p>Fully support the intention to protect the below-ground archaeology known to exist on the Gun Wharf site and believe the opportunity should be taken to investigate this and conserve where appropriate to do so.</p> <p>Welcome the overall vision to create a reinvigorated public domain and a vibrant cultural quarter for Medway; however have serious reservations concerning the proposed scale and height of buildings proposed for the former Carriage Store site and the plans to construct a physical link from this building directly onto Fort Amherst. Believe this to be over-intrusive and will result in a significant loss of the historic view of the river from the lower works of Fort Amherst.</p> <p>Fully endorse the proposal to bring the redundant St Mary's Church back into sustainable use; it is an important historical feature and unused asset within the redevelopment area.</p> |
| <b>Response</b>                                       | <p><b>Illustrations showing a new building behind the library to be amended to show a different roof profile and reduced height. Artist's impression also to be amended.</b></p> <p><b>Final masterplan document to include a set of written design principles to address concerns about possible impact on Fort Amherst and other heritage assets.</b></p> <p><b>Document amended to show no pedestrian bridge over Dock Road.</b></p> <p><b>Document amended to address comments about Chatham Lines.</b></p> <p><b>Document to be amended to include written guidance on St Mary's church.</b></p> <p><b>Document to be amended to reflect the introduction of PPS5.</b></p> <p><b>Document amended in relation to comments about listed buildings.</b></p> <p><b>Document amended in relation to comments about the proposed World Heritage Site buffer zone.</b></p>                                                                                                                                                                                              |
| Chief Executive<br>Chatham Historic Dockyard<br>Trust | <p>Chatham Historic Dockyard Trust is the freeholder of the land to the north of the area of the SPD. It has the stewardship of the 80 acre heritage site, the heart of the future World Heritage Site and the location of 47 Scheduled Ancient Monuments and a built environment that adds up to make it the most complete dockyard of the age of sail in the world. This response is, therefore, limited to issues that relate to the Trust's holding, effects of any proposed development on that environment or on its future economic sustainability. The Trust believes it appropriate to let other organisations such as the WHS Steering Group to</p>                                                                                                                                                                                                                                                                                                                                                                                                          |

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|  | <p>comment directly on more site specific issues.</p> <p>The Trust believes that an appropriate development of a kind which creates a vibrant “civic quarter” with an appropriately scaled entertainment venue is highly appropriate. It should help to join the town centre to the Historic and University areas.</p> <p>Any development should respect views from within the Historic Dockyard site towards the south. With the exception of the intrusive Melville Court flats these views are unfettered by nearby modern development and are, essentially, as Nelson and his contemporaries would have seen them. The current plan seems to indicate that higher buildings are not envisaged and this is an approach supported by the Trust.</p> <p>In general terms it is hoped that any development of the site will be of the highest quality, reflecting the architectural standards of the Historic Dockyard site and the impressive Medway Council Arrup building. Scale, as well as architectural details will be critical factors in this regard.</p> <p>The issue of connectivity, pedestrian and vehicular access from Chatham to Chatham Maritime and up onto the Great Lines to Gillingham and Brompton have been much discussed. The Trust recognises these issues but is unable to offer solutions through the Historic dockyard for a variety of reasons including:</p> <ul style="list-style-type: none"> <li>▪ Financial – lost visitor income and increased costs of security and maintenance</li> <li>▪ Security of the Historic Environment</li> <li>▪ Health and Safety responsibilities</li> <li>▪ Long standing relationships with 112 householders and 140 business tenants whose understanding is that the site is “controlled access” .</li> </ul> <p>The plan shows a “one way” route from within the Historic Dockyard to the south. It wishes to make clear that this would only be available to those with rights to be present on the Historic Dockyard site and would not be available as a “general public” route from north to south.</p> <p>The Trust remains open to discussions about the creation of a “river wall walkway” which has the potential to improve much needed flood defences but has no funding available to create</p> |
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|                                                                     | <p>this. The Trust also believes that there is a real opportunity to improve the environment for pedestrian, cyclists and drivers along Dock road, which is actually the “desire line” for the greatest volume of users as it is the shortest route between high volume areas (Chatham town Centre, the universities and Chatham Maritime. It strongly recommends that this concept is considered and would be pleased to be an active part of any discussions.</p> <p>As a final point; the Trust is disappointed that the St Mary’s Church is excluded from the study area. Although beyond the Trust’s remit it seems a massively wasted opportunity not to use this process as a way of stimulating appropriate progress in finding an appropriate use for his building which holds such a prominent position in the area. The potential for its on-going state of disrepair to blight the progress that might happen when development eventually occurs is too great to ignore – however difficult the task.</p> <p>Chatham Historic Dockyard Trust thanks Medway Council for the opportunity to comment on these plans and offers its support in progressing them. The Trust is keen to stay engaged in the process and to work actively with the council to find workable solutions.</p>                                  |
| <p><b>Response</b></p> <p>Chatham World Heritage steering group</p> | <p><b>Document to be amended to include written guidance on St Mary’s church.</b></p> <p>The Chatham World Heritage steering group adopted a Development Protocol in June 2009 to guide how and when it comments on planning applications or planning policy formulation. The following comments fall within the scope of the adopted protocol:</p> <ol style="list-style-type: none"> <li>1. Note the intention to reinstate the Barrier Ditch and specifically to remove the existing Riverside One building (Medway Council’s Contact Point). The Chatham World Heritage steering group, in line with its adopted Management Plan policy 2b, action (ii), fully supports the removal of components of no or low significance that are intrusive to the potential World Heritage Site and/or diminish understanding of it. The group therefore fully supports this proposal.</li> <li>2. Welcome the document’s recognition that the below-ground archaeology at Gun Wharf is of international significance (as evidenced by Chatham’s proposed World Heritage nomination). Note policy 3e of the adopted World Heritage Management Plan, to “encourage the undertaking of appropriate recording programmes for all elements of the historic environment that contribute to the Site’s Outstanding Universal Value,</li> </ol> |



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|                                      | <p>especially prior to approved change”, and policy 3g to “ensure that the archaeological potential of the Site is fully integrated into conservation management and development control processes”. Look forward to the Gun Wharf masterplan enabling greater understanding of the below-ground archaeology at Gun Wharf, and to working closely with development professionals in this complex area.</p> <p>3. Note that St Mary’s Church occupies a central location in the Gun Wharf area and note policy 3d of the adopted World Heritage Management Plan to “encourage and support landowners to identify and secure sustainable and appropriate uses for all elements of the historic environment that contribute to the Site’s Outstanding Universal Value, and encourage the recognition of historic buildings as a mainstay of regeneration”. Consequently, would encourage the masterplan to seek and facilitate an active re-use of St Mary’s Church. Consider that this could sensibly and sensitively be linked to the new cultural facilities proposed and suggest that options for integration could be beneficially explored by the final masterplan.</p> <p>4. The group welcomes the overall vision of the Gun Wharf area as the cultural and civic quarter for Medway and is in principle content with proposals for new buildings to accommodate these uses. Welcome the draft SPD’s recognition that historic firing lines are a paramount consideration for the location and scale of new buildings. Fully support this recognition and consider it imperative that new buildings, particularly in terms of height, do not impede understanding of the historic relationship between Fort Amherst, the river Medway and other strategic defence locations – ie. do not interrupt historic lines of sight and fire. Careful and precise analysis of building heights in this area will be required and this should be made explicit in the final masterplan.</p> <p>Understand that parking is a significant concern not just for this masterplan but across Chatham. Would not support proposals which aim to increase car parking provision within Fort Amherst. Note that the Great Lines Heritage Park Landscape Design Statement 2008 (masterplan) approved by the Chatham World Heritage steering group proposes the medium to long-term removal of all on-site car parking provision within the Fort.</p> |
|                                      | <b>Document to be amended to include written guidance on St Mary’s church</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Response                             | The proposed document incorporates many beneficial principles & objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Area CPDA/CRO - Partnerships & Crime | Following observations relative to this                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

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| <p>Reduction<br/>Kent Police-Medway</p> | <p>Additional documents that should be factored into the SPD for reading, reference or consideration of planning policy &amp; proposals also include:-<br/>Safer Places the Planning system &amp; Crime prevention (ODPM 2004)<br/>Safer Places- A Counter Terrorism Supplement (CLG 2009)<br/>NACTSO (National Counter Terrorism Security Office) -Crowded Places &amp; guidance.</p> <p>Consider incorporation of a Community safety contact point (staffed by Community Safety Partnership members) within the proposed new Civic facility building.</p> <p>Vehicle access routes should be Safe and user friendly. Redesign/widening of the route leading off Dock Road to the present Riverside Car park/waterfront may be beneficial as it is narrow at present and right turn out and onto Dock road can problematic.</p> <p>All pedestrian routes should be wide and visually open for user safety.</p> <p>Creation of a Safe and secure environment particularly with the possible integration of waterfront leisure/office facilities, Council facilities, entertainment venues &amp; increased permeability should be supported by introduction of good Lighting scheme to all public spaces, footpaths, parking aspects, waterfront. With additionally the use of Medway Councils integrated CCTV system to aid surveillance &amp; crime prevention.</p> <p>Retention and possible expansion of Council staff/offices car park is beneficial as there are, I believe issues with insufficient parking for some staff or visitors to the Council offices, coupled with the possible loss of some parking at Riverside car park, however any additional parking would need to be carefully regulated with suitable access control to ensure it is not used by unauthorised persons or for unauthorised purposes.</p> <p>Surface parking reprovided as undercroft parking at Riverside -potentially under the new Civic building that may incorporate a range of uses/events, should be carefully considered as there may be increased issues of vulnerability to the buildings above, inclusive of Crime, Hostile vehicle or device placement, congregation or antisocial behaviour issues. If to be provided robust Security/access control would be necessary.</p> <p>New Commercial/residential building close to Combined Services Careers office, will need careful consideration relative to its use, siting, proximity to such as it will be close to a</p> |
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|                                                 | <p>potentially more sensitive than some location from a Counter Terrorism viewpoint. Offices with limited residential may be a preferable mix over some forms of commercial or manufacturing development here, built at an acceptable distance from the careers centre, with suitable secure boundary treatments to ensure safety &amp; security over such.</p> <p><b>Masterplan document to be amended to refer to the suggested additional documents. Masterplan is a conceptual document, and comments relating to crime and general safety will need to be taken into account as detailed development proposals come forward.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| The Church of England –<br>Diocese of Rochester | <p>Welcome the general aspirations contained in the Masterplan proposals comment specifically on the proposals as they impact upon the closed church of St Mary the Virgin, Dock Road, Chatham.</p> <p>As the authors of the masterplan rightly note, St Mary's Church has historic foundations although the present church was considerably rebuilt following a fire in the 1800's. It remains an important landmark on the high ground overlooking Gun Wharf and contains many memorials demonstrating its links over many centuries to the Dockyard and those who worked there. Any development of the adjacent area should seek to enhance the setting of this historic landmark.</p> <p>The masterplan does not make clear what implications there are, if any, for St Mary's Church by designating the area in which it is situated as the "Civic Quarter". This needs to be spelt out.</p> <p>It should be noted that under the Pastoral measure 1983, the Diocesan Board of Finance, in whom the property is currently vested, has a statutory duty to find an alternative use for the building. Concerned that any change to the designation of the sit should not impede the Board in this respect.</p> <p>The building was used for a number of years as a Museum and Heritage Centre and latterly planning permission was secured for the building to be used as offices and meeting rooms.</p> <p>Have considered a number of alternative uses for the building, including its use as a centre for CVS (Medway) and also as a base for the Emmaus project for the homeless in Medway none of which have come to fruition either because of planning hurdles or financial viability.</p> |

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|                              | <p>Recognising there is a strong economic case for regenerating historic buildings while conserving the heritage value of the building; we believe that the PPS 5 will encourage a more pragmatic, flexible and imaginative approach to any future use for the building.</p> <p>One of the limitations to any future use of St Mary's Church is the lack of car parking facilities and mindful of this there may be merit in investigating how the churchyard and the adjacent Medway Council Headquarters site might be opened up – to improve the setting of St Mary's Church and the "Civic Quarter" generally and provide opportunities for access and possibly shared parking.</p> <p>Note that PPG 15 was replaced by PPS 5 on 23 March 2010 and no doubt such changes as may be required will be reflected in the Gun Wharf masterplan Supplementary Planning Document. It is also noted that St Mary's Church site has been identified as a potential development site in the Draft Medway Strategic Land Availability Assessment (SLAA) (March 2010).</p> |
| <b>Response</b>              | <p><b>Document to be amended to include written guidance on St Mary's church.</b><br/> <b>Document to be amended to reflect the introduction of PPS5.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Brompton Village Association | <p>Welcome the general concept but do have some concerns.</p> <p>There are three other development plans. The Great Lines Heritage Park is well under way and that for Fort Amherst appears in hand. The future of Kitchener's Barracks is still unknown.</p> <p>Concerned about the no-man's land around Dock Road Drawing on page 17 shows a possible link to the centre of the barracks. Consider overhead access from Gun Wharf to the Fort and the Great Lines more appropriate. A location at the top of the New Stair could be considered.</p> <p>Concerned about the future of St Mary's Church. It is a focal point and its use must be appropriate. Anxious that some form of regular public use be required of the building's owners and occupants.</p> <p>At the south end of Kitchener Barracks is a Georgian building (behind Kitchener's statue) whose latest use was for storage by Crispin Borst, opposite the entrance to the Fort. This should be integrated into one of the Plans.</p>                                                         |



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|                                                                                                                                          | <p>Within your boundary in Dock Road is the Army Careers Office which is a late extension to a handsome late Victorian school building. This is of much lower townscape quality.</p> <p><b>Document to be amended to include written guidance on St Mary's church</b></p> <p>Include in the proposals provision for access to the river via floating pontoons and landing area. In the overall plan the cost to provide this facility would be minimal but would open up so much opportunity to river uses.</p> <p>Interested in providing river transport between Cuxton and Upnor with stopping off points along the way. Gun Wharf would provide an ideal location for a river bus stop together with Rochester Pier, Strood Pier, Sun Pier, Chatham Maritime, Medway City Estate and Upnor. Would like the opportunity to discuss any proposal relating to the River and maybe even provide the facility at our cost or in conjunction with Medway Council.</p>                                                                                                                                                                                                                                                                                                                        |
| <p><b>Response</b></p> <p>Port Medway Marina Ltd<br/>Station Road<br/>Cuxton<br/>Rochester<br/>Kent<br/>ME2 1AB</p>                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p><b>Response</b></p> <p><b>LOCAL RESIDENTS AND COUNCILORS</b></p> <p>Cllr David Carr</p>                                               | <p><b>The opportunities for river transport are included in the masterplan</b></p> <p><b>Comments</b></p> <p>The overall concept, although rather brief, is great - particularly the integration of Fort Amherst and the building of a new waterfront complex for cafe/restaurant.</p> <p>Two major improvements are missing - perhaps because of the lightweight approach of the consultation leaflet?</p> <p>1 - There are no plans to integrate the church. Of course, it cannot continue to be a church - the cost would be prohibitive without some commercial return over time. However, it would certainly have a commercial value and commercial possibilities that could pay for itself - given the will to do it.</p> <p>2 - This would be a golden opportunity to increase the size of Gun Wharf offices car park and redesign it to be more effective</p> <p><b>Document to be amended to include written guidance on St Mary's church</b></p> <p>Make it a no-smoking &amp; no-drinking area. No dropping of litter and plenty of bins. Plenty of police in the area to see people behave themselves. Children's play area (6 months – 9 years). Young people must have adults with them.</p> <p><b>Comments noted.</b></p> <p>Would like to be kept informed of progress</p> |
| <p><b>Response</b></p> <p>10 Silver Hill<br/>Chatham<br/>KENT ME4 5RW</p> <p><b>Response</b></p> <p>2 Brompton Hill<br/>Old Brompton</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

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| Chatham<br>KENT ME4 4XD                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Response</b>                              | <b>Comments noted.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 66 Charles St<br>Chatham<br>KENT ME4 5RZ     | This project is a waste of time and money. Our money, misused by the Council who will please themselves, as they have always done in the past.<br>Is there really the spare spending money now? We are in a recession, trade & industry sold off. Market share in decline against China and India. Isn't this all a pipe dream none of us can afford? The bus-station has moved to the Paddock area, a large empty road instead of a perfectly good flyover and will the traffic flow even improve? I think not.                            |
| <b>Response</b>                              | <b>Masterplan funded from HCA approved Medway Renaissance budget.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|                                              | Gun Wharf masterplan is very impressive – the glass atrium link to the library is a brilliant idea and cafes at Waterfront will be most welcome – however these objectives will sadly be spoilt by the awful mistake of the siting of the new bus depot apart from the loss of trees and flowers from the area. This appalling “blot on the landscape” will completely ruin the improvements you are trying to make and spoil the air quality and ambience of the area                                                                      |
| <b>Response</b>                              | <b>Bus station has already got planning permission and is outside the area of this masterplan.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|                                              | Is the building over the car park at the front of the library having an underground car park? If so why is it not mentioned on the pictorial plan.<br>Why have so many trees been felled in front of the “white building”?<br>Will the one way exit from the Historic Dockyard to the Gun Wharf be really safe from vandalism?<br>Is the new building really going to be orange? Orange dotted lines go over building.                                                                                                                      |
| <b>Response</b>                              | <b>No underground car park is proposed and drawings showing the building are artist's impressions not detailed proposals.</b>                                                                                                                                                                                                                                                                                                                                                                                                               |
| 16c Meadowbank Rd<br>Chatham<br>KENT ME4 4PD | <ol style="list-style-type: none"> <li>1. Do not need more council offices.</li> <li>2. Use of St Mary's Church is essential.</li> <li>3. Management of trees – is there any?</li> <li>4. Council to maintain all ready existing infrastructure eg. Roads, paths, fences, walls, drains &amp; buildings.</li> <li>5. Whose idea was it to put a bus stop on traffic lights – Dock Rd to Kitchener Barracks?</li> <li>6. Dredging off silt from alongside the River Medway or Mudway?</li> <li>7. Medway Towns or City of Medway?</li> </ol> |
| <b>Response</b>                              | <b>Comments noted. Document to be amended to include written guidance on St Mary's</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

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|                                              | <b>church.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 384b High St<br>Chatham<br>KENT ME4 4NP      | It's bad enough that we are losing the Paddock to a bus station but building over Chatham riverside? Utter travesty!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Response</b>                              | <b>Comments noted.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 14 Alexandra Road<br>Chatham<br>KENT ME4 5DG | All for an attractive area cultural, regeneration. Don't object to anything. The one thing to put in your Gun Wharf masterplan is some needing of public toilets. As a cleaning company we clean public toilets around Medway. People are always moaning about toilets. There's no hot water, etc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Response</b>                              | <b>Comments noted.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| davidpat.scott@gmail.com                     | <p>This seems to be another example of piecemeal planning for the future of an important zone between the Historic Dockyard site and the town centre. Don't see how any such plan can be crystallized when so many aspects are contingent upon decisions made in other areas, for example town car parking, which in the report's own admission will not be taken in the lifetime of this study. Other examples are in-river amenities and the future of Chatham's theatres. The design brief should provide overarching, definitive, assumptions and constraints to work to.</p> <p>No doubt cost is an important consideration but the plan seems to lack ambition. Historic buildings aside, the architecture in the whole of Chatham and satellite towns is deeply depressing. It would not be unreasonable to insist in the objectives of the plan on a level of commitment and design expertise to provide a very good probability of a national design award at some time after completion.</p> <p>The plan is full of jargon and arcane planner's language, and occasionally very poor English, which is a big turn-off for the members of the general public. A sentence such as "Creation of new site (sic) lines and vistas to improve legibility (??) and encourage people to use the site" hardly inspires confidence.</p> <p>Specific - artists' impressions showing yachts sailing up the river in this area. As a keen yachtsman there is absolutely no reason to do so: there is nowhere to moor the boat for short spells, and no landing points for a yacht tender. The plan refers in passing to improved river transport, but this should include provision of pontoons and landing points for visiting yachts. Those in the Falmouth, Dartmouth and Salcombe estuaries on the south-west coast show</p> |

how it can be done, and bring significant trade to the area.

One such short stay/ landing point should be the Command House. This pub has a beautiful facade and an enviable position, but in all other respects (internal ambience, food & beer quality, etc) is truly appalling. Under any competent management this could be a focal point of the area and a magnet for beer and food lovers.

On the cafes and restaurants promised for this area, these should raise the overall standard of dining in the town. Currently over-provided with cheap eateries, even given the generally depressed financial state of the local populace. There are no establishments in the immediate vicinity listed in the Good Food Guide, let alone the Michelin Guide, nor any prospect of such unless the council resolves to create an atmosphere in which investors will provide more upmarket dining.

Similar remarks apply to entertainment. Keen theatre-goer who tries to support Chatham Theatre but wants to see something more appealing than the endless diet of tribute bands, all-in wrestling and dodgy comedians. It's a sad fact that the current theatre is most unlikely to receive the investment necessary to restore it to any sort of glory. Instead why not invest in a new theatre, as part of the proposed "civic facilities centre" in this plan? The current draft is very vague on what this might include, but I think it should incorporate an iconic modern theatre, such as that at Hampstead or the Rose at Kingston, or a restored and transplanted interior such has been done at the Hammersmith Lyric. Again, the right atmosphere would help to attract big-name touring companies and theatre of real substance.

Notwithstanding the statements about new "quality" car parking elsewhere in the town, doubts many people will want to visit the library if this means a 10 minute trek across town. The same goes for the rest of the cultural centre, and I doubt more people will use public transport, even with the benefit of the new bus station, if the vast majority of bus routes stop running by 8pm, as now.

Instead of allowing the threat of future flooding to limit the type and scale of developments, why not commit to providing the necessary defences at the outset, particularly since the paper admits this is going to be needed anyway, in the short to medium term.



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|                                                         | <p>What will the closure of the petrol station in Dock Road will achieve, other than money from the sale of the site or rent from commercial offices. The proposed "public courtyard" in front is bizarre - what are visitors to do in this tiny disconnected oasis other than watch traffic passing in Dock Road, or stare at Kitchener Barracks?</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p><b>Response</b></p> <p>jbarker193@btinternet.com</p> | <p><b>Comments noted</b></p> <p>Include in the Gun Wharf Masterplan provision of a 'River Medway Marine Sport and Leisure Club' which would be the 'high profile' home for various river based sport and leisure activities including, Rowing, Kayaking, Sail boat/boarding, Sub-Aqua Diving, Barge driving, Sculling, Boat Fishing, etc.</p> <p>Could be either sited on the shore or afloat aboard a large 'Pontoon' accessed by a companion 'Gangway' linked to the shore, or a combination of both.</p> <p>The River pontoon could also be utilised for scenic 'river trips', and possibly peak time commuter ferry to Medway City Estate ( sustainable ? ) if a commuter service to MC Estate was viable would also introduce 'Free' cycle hire within the MC Estate using 'unique highly distinctive work/city bicycles for use within the MC Estate. The bikes would hopefully be sponsored, and if successful could be trialled in other Medway urban areas including the Gun Wharf area, Train stations, town centres, etc. The principle being to use a cycle to commute to your destination, park ( in designated cycle park ) and leave cycle for next person wishing to use. Different coloured cycles would define which 'Free Cycle Zone' the cycles belong to.</p> <p>Regarding possible ferry to Medway City Estate from Gun Wharf if the provision of a park and ride facility could be incorporated, confident the Ferry service would be sustainable, especially as the Ferry would double up as a 'Pleasure trip Service' for 'day trippers' in dormant commuter hours.</p> <p>Propose that in addition to the facilities required for this scheme at the Gun Wharf site, it would be necessary to establish an 'Off Shore Marine Sport Base Station' ( large permanently anchored support barge/pontoon with all necessary ancillary storage, craft moorings, marine sport equipment, First Aid area, self catering canteen / Mess area, toilet facilities, changing rooms, watch tower and radio room, etc.</p> <p>Propose that the support barge / pontoon would be permanently moored in one of the deep</p> |

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|                                                                                                                      | <p>anchorages within the River Thames Estuary, accessed by fast support boats / River taxis running from Gun Wharf, Isle of Grain, Sheerness, Whitstable, Canvey Island, Southend, etc.</p> <p>All marine sports which require deep water, unrestricted speed limits, open seas, etc ( water skiing, personal watercraft ( jet bikes ), wind surfing, paragliding, high diving, sub aqua diving, sail boat training, deep water angling, etc, would be operated from the ` Off Shore Marine Sport Base Station` with all other marine sports ( barge driving, rowing, sculling, kayaking, solo sailing, etc ) operated from the Gun Wharf site.</p> <p>All marine sport tuition and information would be available at the Gun Wharf site.</p> <p>Funding for the `Off Shore Marine Sport Base Station` could be sought by delegating with other surrounding Councils ( Swale, Canterbury, Thanet, Castle Point, Southend, etc who could share a vested interest in the project.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p><b>Response</b></p> <p>59 Port Rise,<br/>Chatham. ME4 6QA<br/>c/o Mark Hodgetts<br/>mchodgetts@ukonline.co.uk</p> | <p><b>The opportunities for river transport are included in the masterplan.</b></p> <p>The SPD describes the existing riverside space as being of merely “average quality,” “lacking a central focus,” and the Paddock as “isolated.” What it fails to note is that both are well-used and well-loved public open spaces. You had the opportunity to link them together, which would have part-compensated us for the removal of the flyover and the resulting congestion of traffic around Chatham (with no measures to reduce its volume). Instead, you opted to separate them with a set of expensive concrete mushrooms masquerading as a bus station. These will hardly improve on the function of the existing bus station in the Pentagon. They will not improve links with the railway station or shelter passengers from the wind-tunnel effect of Military Road, and have required the felling of numerous mature trees which contributed to the character of the area.</p> <p>First concern about the SPD is that the area under consideration seems to end abruptly in the middle of this green space. Any plan which aims to give this area a “central focus” needs to consider it as a whole, preferably along with the Paddock and all the “poorly defined open space” between the Library and Staples. The “contextual area” also needs to include the opposite riverbank, to which many people commute daily by car, contributing to traffic congestion through Chatham, Rochester, the Medway Tunnel and the Medway City Estate itself. Traffic on and off the Medway City Estate is gridlocked almost daily, a situation which</p> |

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|                          | <p>will be exacerbated by the planned new Superstore but could be improved by direct links with Chatham town centre. My comments on the Gun Wharf Masterplan SPD are as follows:</p> <ol style="list-style-type: none"> <li>1. Please don't fell any more trees! It has been heart-breaking to observe the concern of local people during recent tree-felling for the Bus Station development. People relate to mature trees as a link with the past. They don't want replacement decorative "lollipop" trees. They want the existing trees, which have taken hundreds of years to reach their current stature and provide aesthetic balance to large buildings, shade, shelter and a haven for interesting wildlife.</li> <li>2. Please don't add too much new housing in this area, especially now through routes for traffic are so restricted: It's bad enough having the noise, pedestrian hazard and pollution of a bus station in the middle of the "green space" without adding to residential traffic demand.</li> <li>3. Like the idea of an arts centre behind the library (assuming it will have adjacent parking) and especially the possibility of linking this to Fort Amherst via the Barrier Ditch, which is currently sadly hidden.</li> <li>4. Like the idea of riverside pedestrian and cycle links toward Rochester (and Chatham Maritime, via the Historic Dockyard. The main barrier is the unsightly and surely unnecessary bulk of the Rats Bay Pumping Station. Couldn't it be replaced with a smaller building incorporating continuation of the cycle/walkway toward Rochester?</li> <li>5. Most importantly, what both central Chatham and the Medway City Estate desperately need is not a river taxi service but a pedestrian/cycle bridge, maybe a high-level suspension bridge at the narrowest point, near the Command House. Such a possibility was indicated on earlier plans for consultation but seems to have been shelved. It would radically cut traffic congestion around Chatham and through the Medway Tunnel and journey times for the people who work there, who could then arrive by bus or train, walk to work and stroll across to the library, new Arts Centre or Pentagon during their lunch break.</li> </ol> |
| <b>Response</b>          | <p><b>Comments relating to the bus station outside the scope of this masterplan.</b></p> <p><b>Limited provision for housing proposed by the masterplan.</b></p> <p><b>Comments about a new bridge crossing noted but any crossing must not prejudice the existing heritage assets of the area.</b></p> <ol style="list-style-type: none"> <li>1. new structures should not just follow current fads in design, but be sympathetic to and complement existing features of historical and architectural interest;</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 12 Edwin Road<br>Rainham |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

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| ron norwood<br>norwood.ron@googlemail.com  | <p>2. environmentally valuable sight lines must be considered - Mountbatten House is an example of bad planning;</p> <p>3. the waterfront and green areas are invaluable assets to be managed sensitively and kept open to public access; mature trees to be kept wherever possible - they take a lifetime to grow to maturity, while most modern manmade structures come and go every 10 years or so...</p> <p>The proposed building adjacent to the library appears rather like a temporary hangar in the illustration, and could be improved - perhaps by use of different building materials or style. The plan appears to respect points 2 and 3.</p>                                                                                                                                                                                                                                                                   |
| <b>Response</b>                            | <b>Comments noted.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 247 City Way<br>Rochester<br>ME1 2TL       | <p>Would not like to see any more built development. There are already enough buildings on the site. Would like to see more soft landscaping and grassed areas where people can just sit about on sunny days, more seats would be ok. A public toilet would be good and grass areas where people can play ball games.</p> <p>Access to the gardens through the proposed bus station would be good but I expect people will have to walk around it.</p> <p>There is no connection here which the river at one time, big ships like the Grand Turk and Medway Queen, would moor at Sun Pier which created tremendous interest and great views from the gardens.</p> <p>Just a slipway, as at the Strand, where boats can be launched would create interest and connect people with the river.</p> <p>Since we went unitary the council has had other priorities and our river facilities have been allowed to deteriorate.</p> |
| <b>Response</b>                            | <b>The opportunities for river transport are included in the masterplan</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 85 Hartington Street<br>Chatham<br>ME4 5PJ | <p>Please find use for the church – an unused building quickly falls into disrepair and decay. Suggested use: - art displays, local history displays and information, displays connected to the library, general public information.</p> <p>Will stairs cut off access to some areas for wheelchair users? There are stairs at the other</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |



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|                                                                                                                                  | end, don't forget.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Response</b>                                                                                                                  | <p><b>Comments noted. As developments come forward access for all will be a paramount consideration.</b></p> <p><b>Document to be amended to include written guidance on St Mary's church.</b></p> <p>Welcome the proposals to make this central area of Chatham more welcoming and accessible, there are two points ;<br/> Dock Road Crossing</p> <p>The draft plan calls for a wider and more accessible pedestrian route between Dock Road and the Waterfront which I welcome. However, why stop there? The access needs to cross over Dock Road. Dock Road is correctly described as noisy and polluting in one of the drawings submitted. You could also add dangerous and dirty from a pedestrian point of view as the photographs show.</p> <p>Bearing in mind the future redevelopment of Kitchener Barracks, into residential use, a wide pedestrian overhead crossing connecting this development and Brompton to the Waterfront would be of great merit.</p> <p>The route would also allow for the continuation of the Saxon Way from the River through to Brompton without having to cross a 40 mph dual carriageway or using a dark and uninviting underpass, originally build for the Dockyard workers.</p> <p>To make a real impact the crossing needs to be wide, not just a footbridge. Bearing in mind that the Kitchener Barracks side of Dock Road is already served by a high elevation footpath, the overhead crossing would only need to rise by another 2m or so, to gain sufficient height. On the council offices side, a slow and graceful descent down to the waterfront would ensure a quite unique vista to the pedestrian.</p> <p>Army Careers Office</p> <p>The extension built onto the front of this office, a once handsome late Victorian house, is an abomination as the photos show. It must be a monument to the power that the military once wielded in Chatham. Because of its central position thousands of motorists and pedestrians are confronted with it every day.</p> <p>If the Council wants its residents and businesses to take pride of ownership in our historic</p> |
| 20 Prospect Row<br>Brompton<br>Gillingham<br>ME7 5AL<br><a href="mailto:clive-perry@tiscali.co.uk">clive-perry@tiscali.co.uk</a> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

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|                                                  | buildings seriously, it needs to show the lead. This ugly eyesore needs to be removed which would help enhance one of the focal points of this waterfront regeneration scheme.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Response</b>                                  | <b>Improved access across Dock Road is an important issue.</b><br>Some of the ideas in this plan seem very good – to increase public use of the riverside area and to improve pedestrian access.<br>However if the intention is to “improve the environment” building a bus-station on very rare green space does not seem to do this – why not on the site of the former police station or elsewhere on the Brook?<br>Unfortunately, Medway Council have recently been proceeding to damage or destroy much heritage and wildlife habitat:<br>The Aveling & Porter building knocked down for no reason;<br>The wall to the rear of Restoration House (Medway Council gave permission to the contractors);<br>The plan to damage the grassland area and the rare plants here with large tarmac paths and planting buddleia;<br>The bus-station.<br><br>Damaging heritage and green space areas does <u>not</u> improve the environment. |
| <b>Response</b>                                  | <b>Comments noted</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Heritage Road<br>Chatham<br>ME4 7ST              | I would hope there were many trees and flowers involved.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Response</b>                                  | <b>Comments noted</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 17 Restharrow Way<br>St Mary's Island<br>ME4 3HS | <b>Page 15, fig 2.3 weaknesses and constraints</b><br>a) <b>The plan notes that Dock Road is “noisy and polluted”</b> . I regularly walk from St Mary's Island to Chatham town centre and find that the section of Dock Road from the University (Observatory) roundabout to the Brompton roundabout is most unpleasant. The high walls on both sides produce a canyon filled with traffic, fumes and noise. It would be beneficial if a pedestrian route were available from Chatham Maritime to link with the Gun Wharf riverfront that avoided Dock Road. I appreciate that having public access through the Historic Dockyard visitor attraction could produce challenges. A precedent has been set by the site already having public access from commercial enterprises and residents. Public footpaths cross other visitor attractions such as Leeds                                                                              |

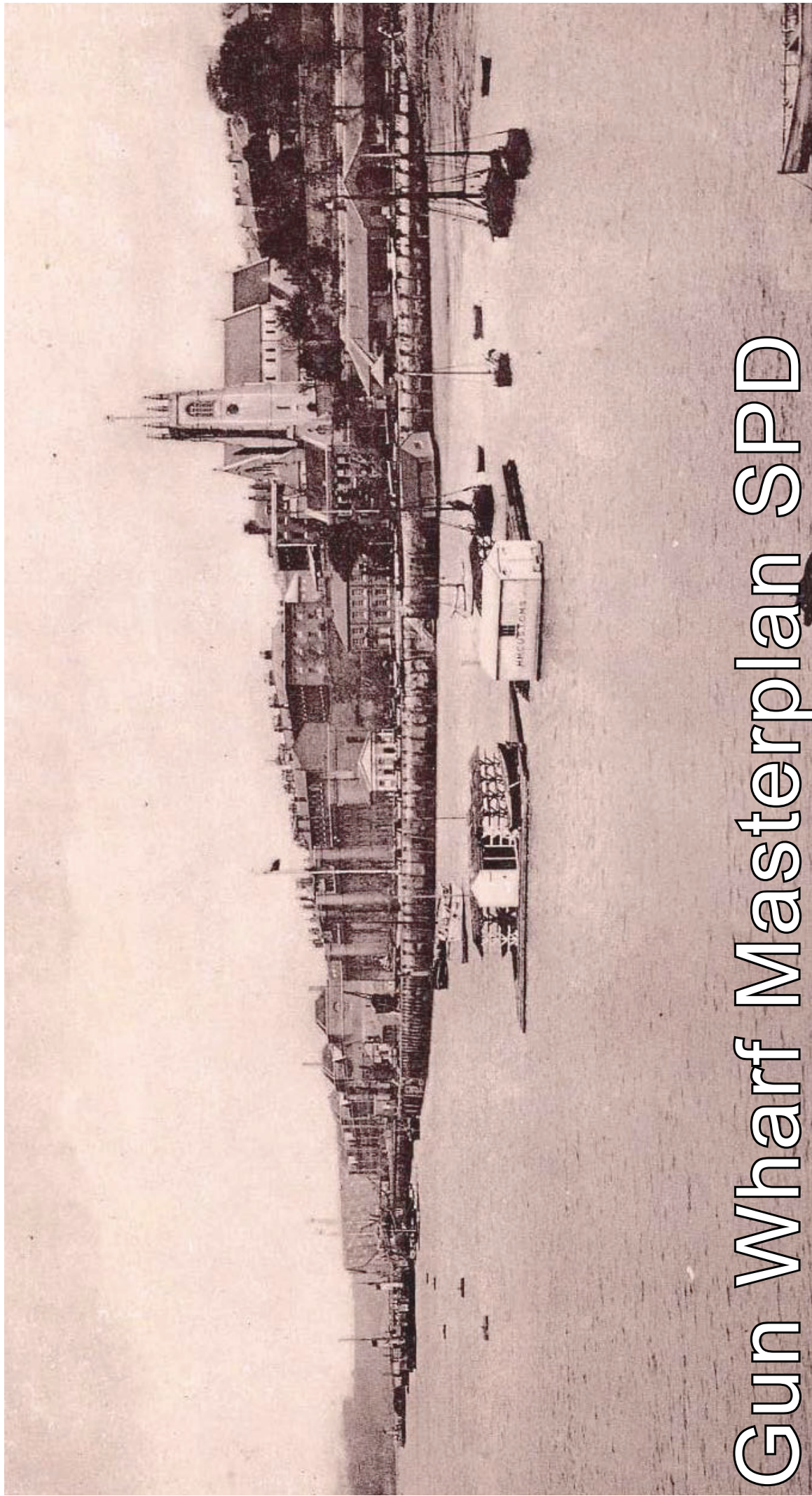
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|  | <p>Castle Estate and Howletts Wildlife Park and they seem to cope. Pedestrian access to the Historic Dockyard along the riverfront from the new bus station would also re-enforce the linkage between Gun Wharf and the adjacent Heritage site.</p> <p>b) <b>The plan notes that Fort Amherst has “poor visitor arrival”</b>. This is true but the plan does not seem to suggest how this is to be improved. Would this be dependent on the possible re-development of Kitchener Barracks?</p> <p>c) <b>The plan highlights the limited public access to the riverfront</b>. This links to the point (1a) above.</p> <p><b>Page 16, Opportunities.</b></p> <p>a) <b>St Mary’s Church – “bring back into use”</b>. The plan makes no proposals as to what use this would be.</p> <p>b) <b>“Create new routes through site to link with adjacent development opportunities and the town centre” and “Opportunities to improve the Riverside Walk to contribute to a high quality public realm”</b>. Again, this links with the point (1a) above.</p> <p><b>Page 28, The Civic quarter</b></p> <p><b>“Petrol station redeveloped for commercial use”</b>. The owners of this petrol station have recently re-built and upgraded it. It is one of only two petrol stations left in Chatham town centre and is therefore well used. For traffic leaving Chatham, the next petrol stations would either be the Co-Op – through the Medway Tunnel on the City Estate, Rochester or the Shell station next to the old council offices in Gillingham. Is the Council planning to relocate the petrol station to another site, for example the site of the old Esso station on the other side of Dock Road?</p> <p><b>Page 32, Civic Quarter</b></p> <p><b>“Opportunity for Council surface car park to be removed but re-provided as underground car parking space”</b>. This complements the Urban Design Principles listed on page 20. Principle 6 states <b>“Integrate the Waterfront Park with the bus station to encourage movement between Gun Wharf and the town centre and encourage greater use of public transport”</b>. Taking these two items together it must be asked why replace the</p> |
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|                                   | <p>car park? The majority of employees that work in Chatham's shops and offices do not benefit from car parking spaces and this would be an excellent opportunity for Medway Council to set an example in reducing the number of cars entering the town centre.</p> <p><b>Page 39, Car parking</b></p> <p><b>“There are a number of short stay surface car parks in the study area. These car parks are not the most efficient use of space and impact on the character of the area”.</b> The Waterfront Park is quite small so the addition of the land currently occupied by the Globe Lane and Medway Street car parks would greatly enhance the significance of the amenity.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Response</b>                   | <p><b>The masterplan seeks to improve access and connections where feasible. A pedestrian route through Chatham Historic Dockyard is not currently supported by Chatham Historic Dockyard Trust.</b></p> <p><b>Document to be amended to include written guidance on St Mary's church.</b></p> <p><b>Masterplan identifies the petrol station as a potential redevelopment opportunity should circumstances change.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>COUNCIL OFFICERS</b>           | <b>Comments</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Medway urban Parks & Green Spaces | <ol style="list-style-type: none"> <li>1. To my mind this has a predominately Naval history, so would like to see mainly Naval, as well as military artefacts and static display boards etc outside as well as in the historic buildings.</li> <li>2. As I understand the original Dockyard was based around the inlet immediately in front of The Command House, so maybe a ground plan of the extent of this area could be displayed.</li> <li>3. Will the opportunity to excavate and otherwise explore for archaeological remains of our heritage in this area ?</li> <li>4. I'm concerned that sufficient car parking is supplied - bearing in the mind the lack of this at the present Council Offices – as the increased Civic needs and extra public use will obviously need extra provision.</li> <li>5. There is obviously scope to include access to and from in the Green Grid and Medway Transport Plan.</li> <li>6. I hope the “House” part of The Command House will be replaced on the front of the pub.</li> <li>7. Incidentally, Great Lines Park is in fact “Great Lines Heritage Park”</li> <li>8. This is a useful addition to the Chatham World Heritage Bid, both of which</li> </ol> |



|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                   | <p>demonstrate how Medway is opening up its attractions and needs to ensure easy access to, from and between them.</p> <p>9. I agree with all the bullet point objectives.</p> <p>10.</p> <p>Best of luck with the project.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Response</b>                                                                   | <b>Comments noted.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Senior Transport Manager<br>Medway Council                                        | <p>Emphasize the importance of a sustainable and dependable bus link along Dock Road from Wood Street.</p> <p>This will demonstrate an emphasis on the importance of public transport and provide an improved "offer", thus assisting retail trade and supporting our objectives to promote access and sustainability</p> <p>This approach would also support the operations of the dynamic bus facility, which requires approach routes to be dependable and reliable to support the allocation of stands efficiently.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Response</b>                                                                   | <b>Comments noted</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Implementation Manager<br>Quality Public Transport<br>Corridors<br>Medway Council | <p>Firstly, overall, this appears to be a very positive approach to Gun Wharf but following comments in relation to the sustainability of the site.</p> <ul style="list-style-type: none"> <li>• Dock Road/Wood Street (between Globe Lane and Gillingham Town centre) is planned to be a new sustainable transport corridor with bus priority measures and improved facilities for pedestrians and cyclists and as a means of strengthening the link between this site, the new Bus Station and town centre</li> <li>• final car park layout needs to take account of a stronger Travel Plan with the emphasis on sustainable measures rather than maintaining the existing levels of car parking with increased provision for car sharing and pool cars (Car Club?)</li> <li>• car park layout should also make provision for improved pedestrian and cycle permeability between Dock Road and the main entrance of GW</li> <li>• well located, covered and secure cycle parking</li> <li>• provide improved lighting for the site, car park and riverside walk which should be low energy (LED)</li> <li>• emphasis on sustainable energy provision (eg, solar panels, photovoltaics) for the building and site as a whole</li> </ul> |

|                                                                  |                                                                                                                                                                                 |
|------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                  | <ul style="list-style-type: none"> <li>the Command House PH is in a high quality location but has been very badly managed and offers a very poor customer experience</li> </ul> |
| <b>Response</b>                                                  | <b>Comments noted.</b>                                                                                                                                                          |
| Senior Business Technician<br>Quality Assurance & Release<br>Mgt | Much of the plan looks interesting but concerned about potential loss of the petrol station.                                                                                    |
| <b>Response</b>                                                  | <b>No immediate intention to redevelop the petrol station. Masterplan identifies the station as a possible redevelopment opportunity</b>                                        |



# Gun Wharf Masterplan SPD

Consultation Draft  
For Medway Council  
February 2010

Contents

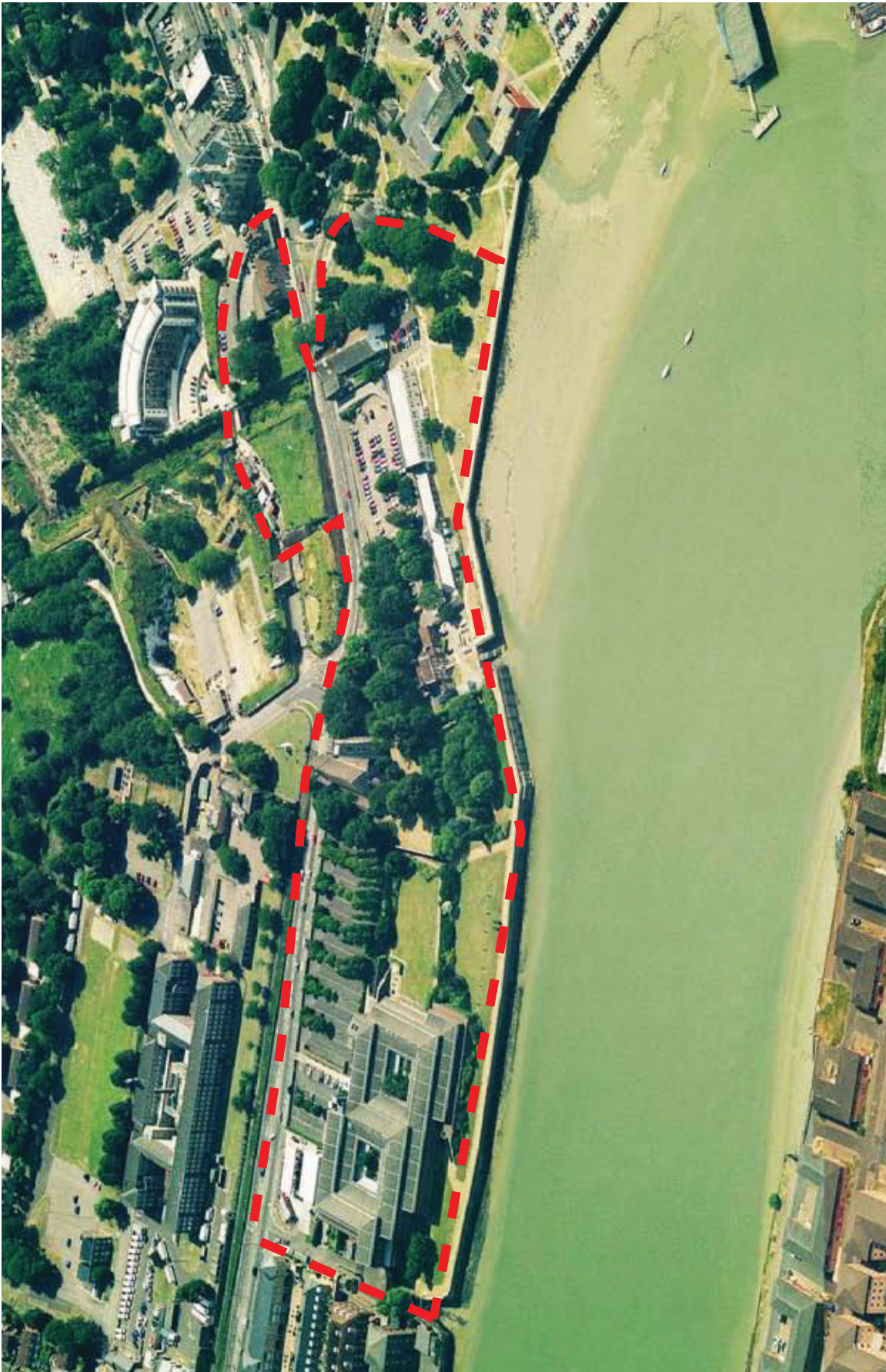
1. INTRODUCTION..... Page 4

2. THE SITE AND SURROUNDING CONTEXT.....Page 8

3. THE MASTERPLAN.....Page 18

4. APPENDICES.....Page 40





*Bird's Eye View of the Gun Wharf Study Area*

## INTRODUCTION

# 01



## Introduction

The Gun Wharf masterplan Supplementary Planning Document hereafter to referred to as SPD provides guidance on how development proposals should be carried out in the Gun Wharf area of Chatham as well as forming a creative vision for its future.

In line with the Local Development Framework (LDF) for Medway, the SPD covers the period from 2010, when it is adopted, until 2026. In accordance with PPS12 this SPD provides greater detail on the policies contained within Development Plan Documents (DPDs) and will be a material consideration in assessing development proposals within the study area.

This SPD is not a stand-alone document and should be read in conjunction with other national, regional and local planning policy including the saved policies from the adopted Medway Local Plan (2003) saved policies (2007) and the emerging Core Strategy Issues and Options Report (DPD) (2009), which will supersede the Local Plan when adopted. This SPD is also prepared in line with the South East Regional Plan which was adopted in May 2009. Appendix A provides a summary of the key planning policies affecting the study area.

*The Local Development Framework System was introduced by the Planning and Compulsory Planning Act 2004 and comprises the portfolio of documents that will replace the adopted Local Plan.*

*Under the Planning and Compulsory Planning Act 2004, the policies of the local plan were saved for three years from September 2004. In September 2007, the Secretary of State for Communities and Local Government granted that certain policies be continued to be saved until the adoption of replacement documents.*

In terms of national policy guidance relevant to town centres, the SPD has been prepared in consideration of:

- Planning Policy Statement 1 (PPS1) – *Delivering Sustainable Development*;
- Planning Policy Statement 3 (PPS3) – *Housing*;
- Planning Policy Statement 4 (PPS4) – *Planning for Prosperous Economies*;
- Planning Policy Statement 9 (PPS9) – *Biodiversity and Geological Conservation*;
- Planning Policy Guidance 13 (PPG3) – *Transport*;
- Planning Policy Guidance 15 (PPG15) – *Planning and the Historic Environment*;
- Planning Policy Guidance 16 (PPG16) – *Archaeology*;
- Planning Policy Guidance 17 (PPG17) – *Open Space, Sport and Recreation*
- Planning Policy Statement 25 (PPS25) – *Development and Flood Risk*

A number of other key documents are referred to and have been used as an evidence base for the production of this strategy. These include:

- Medway Local Plan Saved Policies (2007)
- Medway Core Strategy Issues and Options Paper (2009)
- Medway Regeneration Framework 2006 – 2016 (2004)
- Draft Medway Economic Development Strategy (2009)
- Chatham Centre and Waterfront Development Brief SPD (2008)
- Medway Council Retail Needs Study (2009)
- Draft Chatham Public Realm Design Code (2009)
- Gun Wharf Archaeological Desk Based Assessment (2004)
- Draft Gun Wharf Archaeological Desktop Assessment for Council Offices Site (2009)
- Brompton Lines Conservation Area Appraisal (2006)
- Pentagon Centre Development Brief (2005)
- Gun Wharf Conservation Area Character Appraisal (2006)
- A Building Height Policy for Medway SPD (2006)
- Medway Strategic Flood Risk Assessment (2006)
- Chatham Dockyard and its Defences World Heritage Site Management Plan



## The Adopted Chatham Centre and Waterfront Development Brief (2008)

The Chatham Centre and Waterfront Development Brief (CCWDB) SPD was adopted in 2008. The document provides a vision and masterplan options for an area covering: the Waterfront, the Station Gateway and The Brook and Upper High Street.

Part of the Gun Wharf masterplan study areas falls within the boundary of the adopted development brief. As such, the Gun Wharf masterplan has been developed in accordance with the CCWDB and expands on the previous development proposals to provide further guidance for areas that were not included in the original study.

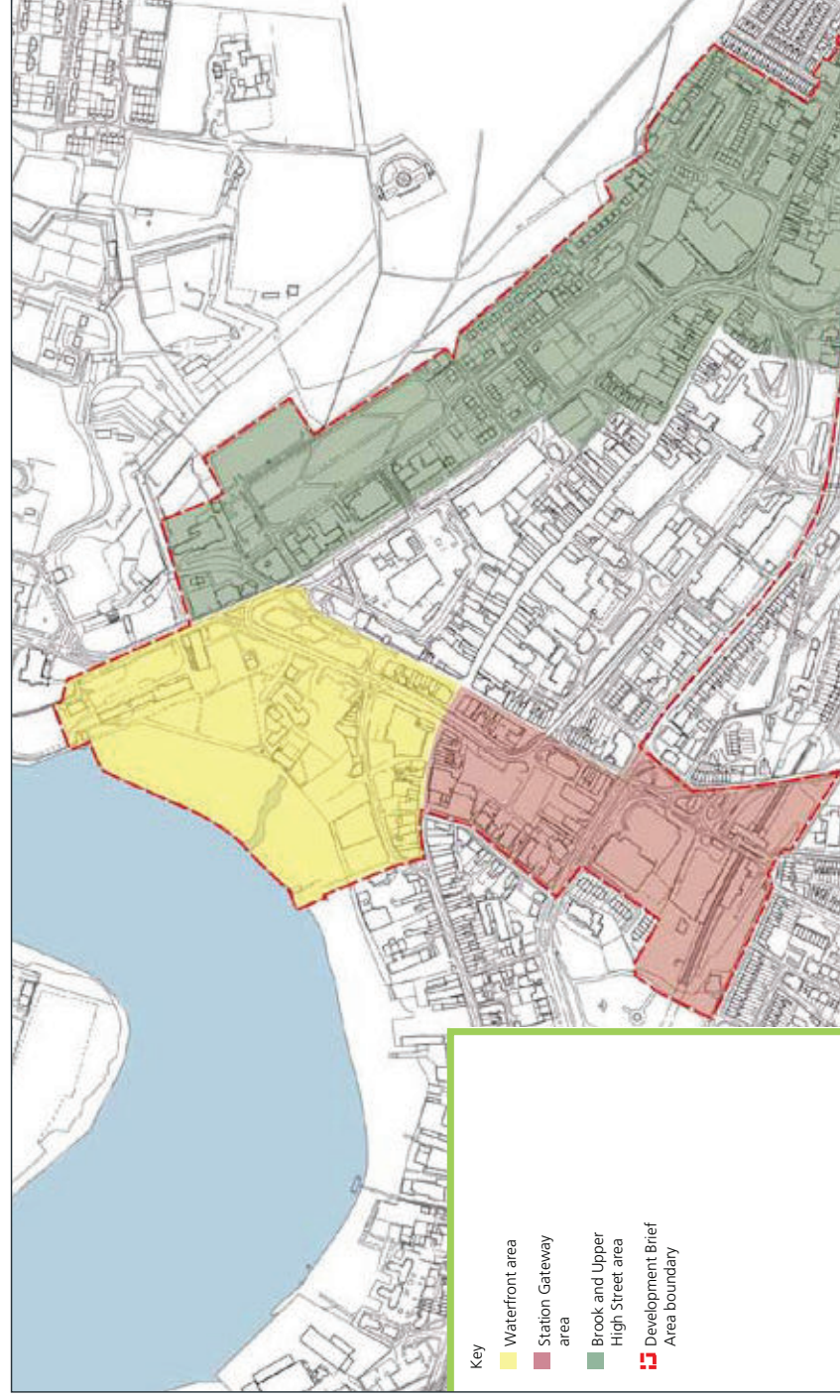


Figure 1.1: Study Area for the Chatham Centre and Waterfront Development Brief (2008)



Consultation

This SPD is a result of a collaborative process between Medway Council, Medway Renaissance and other key stakeholders.

Stakeholder and public consultation has already been undertaken as part of wider consultation on a number of other planning documents including the adopted CCWDB and the Core Strategy. This SPD has been informed by previous consultation and is based on a clear understanding of the key issues facing Chatham. Additional stakeholder consultation has also been undertaken with the following stakeholders:

- English Heritage
- Kent County Council
- The Environment Agency
- Chatham Historic Dockyard
- Consultants undertaking the High Street / Best Street Study

Document Structure

This SPD is broken down into the following sections:

- Section 1 – Introduction
- Section 2 – The Site and Surrounding Context
- Section 3 – The Gun Wharf Masterplan
- Appendix A – Planning Policy Summary
- Appendix B – Site Analysis

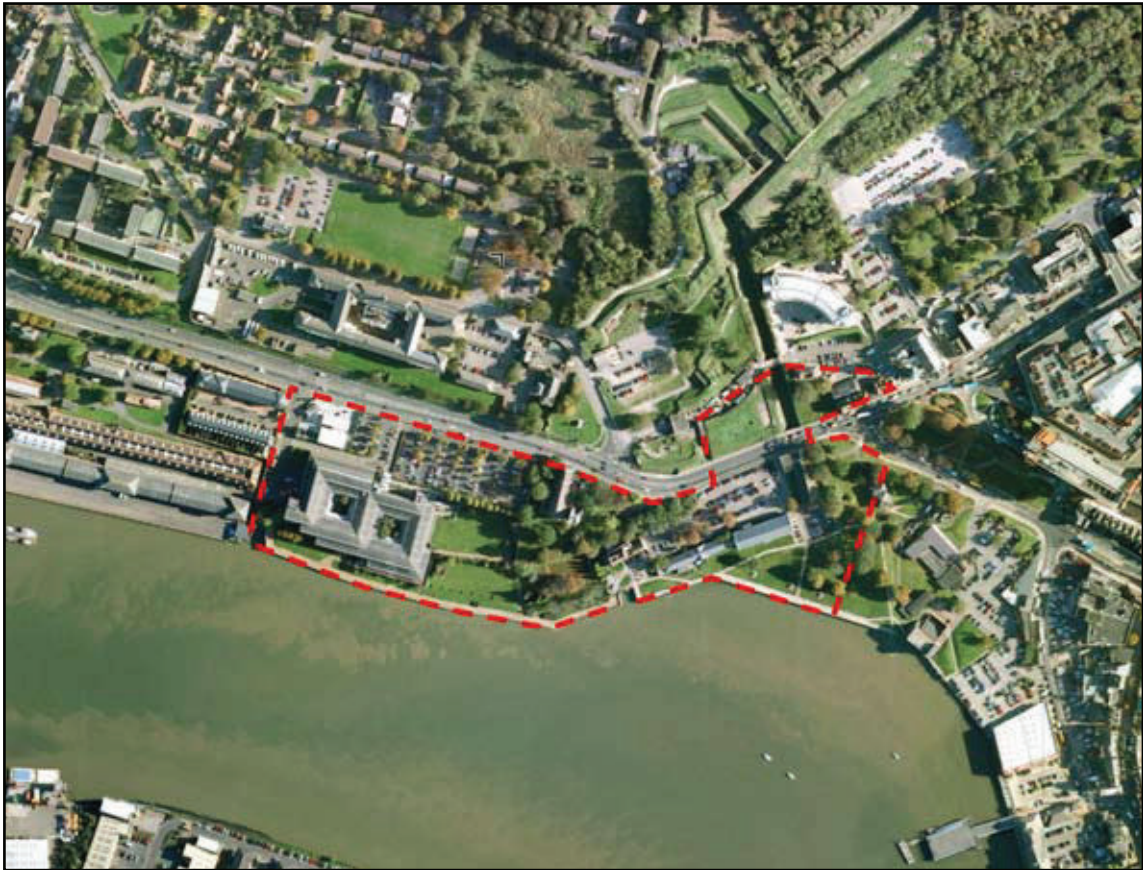
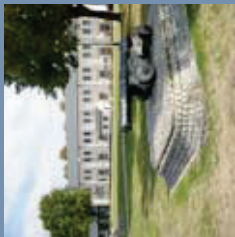


Figure 1.2: Aerial View of the Gun Wharf Area

## SITE CONTEXT

# 02



## The Strategic Context: Gun Wharf in Chatham

Chatham is located on the River Medway close to Brompton, Gillingham and Rochester. The town centre has good transport connections and is linked in an east west direction by the A2 which connects the town with Rainham to the east and Gravesend to the west. Chatham is also well-connected by rail with direct links to London Victoria taking approximately 45 minutes to 1 hour. The recent introduction of High Speed One, the fast domestic service to St. Pancras, has further enhanced the rail link to London.

Chatham is recognised in the Medway Local Plan (2003) as a major sub-regional centre with the highest concentration of retail and service units of any defined centre in Medway. Chatham is also recognised as having significant potential for growth in its range of town centre uses (South East Regional Plan). In addition, Chatham is located in the Thames Gateway Regeneration Area and is covered by the Thames Gateway Delivery Plan (2007) which recognises Chatham's potential for significant growth in employment and housing.

The recently produced town centre retail study (Nathaniel Lichfield and Partners, 2009) recognises that Chatham needs a critical mass of 30,000 sq m gross of additional comparison retail floorspace to compete effectively with other large centres and approximately 5,000 sq m of convenience floorspace. Medway Council has recently commissioned a SPD for the High Street / Best Street area of the town centre which is being prepared in parallel with this study and is looking at options for how the additional retail floorspace might be accommodated within the town centre.

The Core Strategy Issues and Options Paper (2009) identifies Chatham as having certain weaknesses including a retail sector which is concentrated on the lower end of the market. It is also noted that there are a number of independent retailers in the busiest shopping areas which implies the town centre may be suffering from low demand for representation.

In land use terms, the Draft Medway Economic Development Strategy (2009) identifies the Chatham Centre and Waterfront area as being able to accommodate new civic, cultural and leisure facilities.

In 2005 Consultants for Medway Council investigated opportunities for new cultural facilities in Medway. The results of this report were used to inform the CCWDB which highlighted the potential for the new facility to be located as part of the Waterfront Park. Further detailed studies are required to assess the potential for this site to accommodate such a facility. However, the 2005 study also highlighted that the ordnance site might be suitable for this type of facility.

The previous studies carried out to date indicate that Chatham has significant potential for growth as a major regional centre. It is also recognised that there is a need for additional uses which support the evening / night time economy like restaurants and bars. The draft economic strategy specifically refers to the idea of positively improving the image of the area, including developing the evening economy and more creative use of the River.





## Gun Wharf: Historic Development and Context

The Gun Wharf site is located approximately half a mile to the north of Chatham town centre and half a mile to the east of the railway station.

The site is recognised as being the original location of the Tudor Dockyard. However, its main significance is as a partially complete 18th and 19th Century ordnance complex where cannons and ordnance were stored. The principal surviving buildings are the Carpenter's Shop and Armoury, the Machine Shop (now Chatham library). The former Storekeepers House (now the Command House pub). Figure 3.4 shows the location of listed buildings within the Gun Wharf area.

The below-ground archaeology is of international significance due to the combination of the location of medieval Chatham, the site of the first Tudor Dockyard and the ordnance use. The early origin of naval shipbuilding in Medway gives the Gun Wharf character area a unique, international significance within the Brompton Lines Conservation Area.

The remainder of the Gun Wharf site – principally the area occupied by Medway Council offices is also within the conservation area. Although all historic above-ground features have been lost it is recognised there may be surviving below-ground archaeology. This part of the site is in an extremely prominent setting in immediate proximity to the storehouses of the Historic Dockyard. The Council building itself is of some significance as a good example of mid 70s office architecture. The building's considerable architectural merit is that, despite its size, it is a discrete neighbour to the Dockyard.

The conservation area also takes in St Mary's Church - an important landmark on the high ground overlooking Gun Wharf. It was founded before AD 905 and indicates the site of medieval Chatham. Although no longer a church the building retains its historic fittings and is Grade II listed. The church remains a significant reminder of the pre-military origins of Chatham.

There is a possibility that parts of the original docks, wharfs and buildings of the Tudor dockyard are preserved intact under the current buildings and car park. The foundations of the demolished Ordnance buildings may also be preserved intact under the car park.

The remaining buildings on the Gun Wharf site are a fragment of what was once a sizable depot. The Command House, Carriage Shed and Store are of interest both architecturally and historically, particularly as they are rare examples of surviving ordnance buildings. Riverside One is of limited interest as a representative of the later stage of building in the yard. Any historic interest that the building does have should be considered along side the interest in the barrier ditch below it. (Gun Wharf Historic Character Appraisal, 2006)





### Surrounding Heritage Assets

The site and surrounding context has a rich heritage which creates a sense of identity for the town centre within the region. The following key heritage assets are recognised as falling adjacent to the site:

- Fort Amherst (Scheduled Ancient Monument)
- Kitchener Barracks
- The Great Barrier Ditch (Scheduled Ancient Monument)
- Great Lines Heritage Park
- Chatham Historic Dockyard

The World Heritage Nomination Site contains a complete range of buildings and structures, archaeological remains and surviving open areas that are associated with the period of Chatham's greatest global significance - from the heyday of the age of sail (1700 to 1820) and the early period of the age of steam (1820 to 1865).

The Chatham World Heritage Partnership is currently applying for part of Chatham to be considered for World Heritage Status. The boundary of the proposed designation includes all of the above heritage assets and emphasises the international cultural and historic significance of the area (figure 2.1).



Fort Amherst



The Great Barrier Ditch

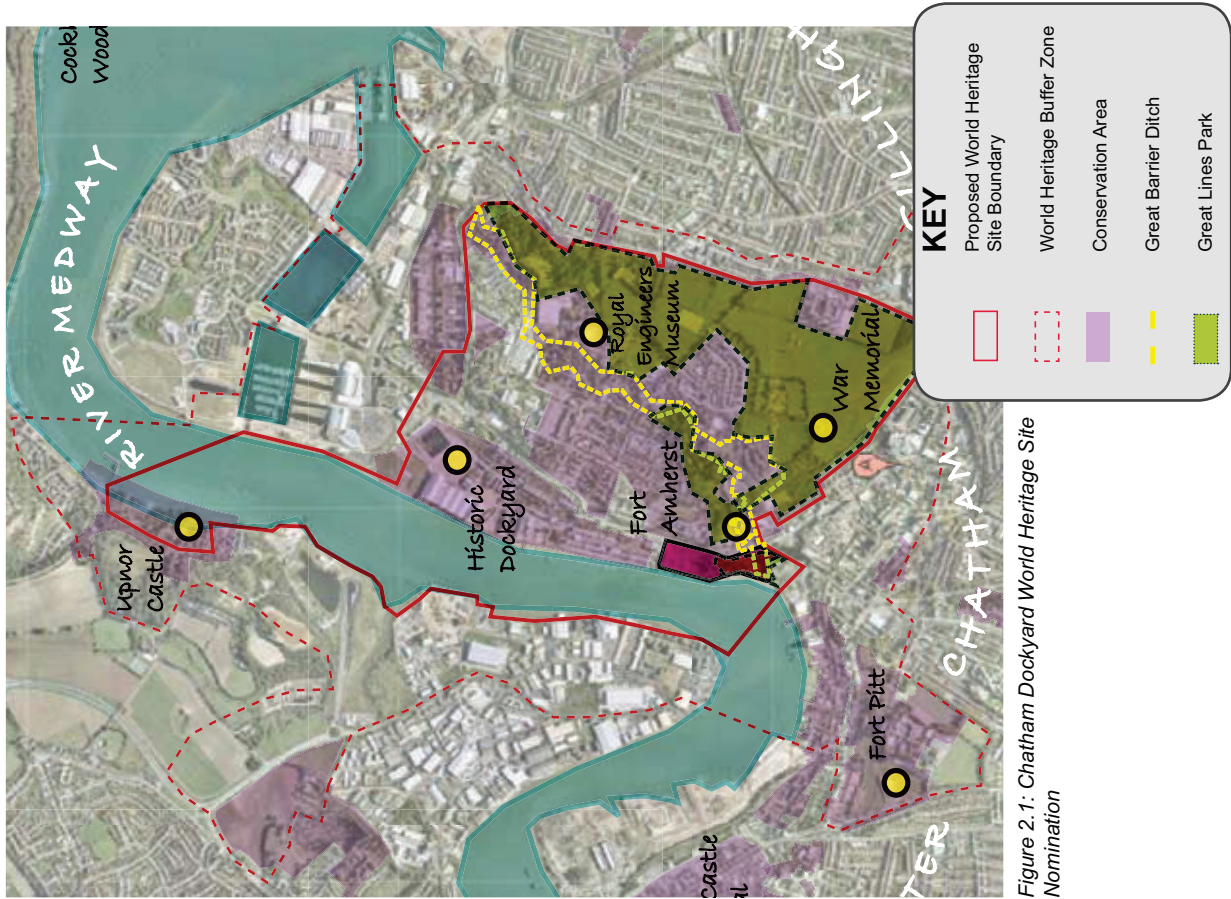


Figure 2.1: Chatham Dockyard World Heritage Site Nomination

## Adjacent Development Opportunities

As well as having a number of important heritage assets the site is also located adjacent to a number of significant sites with development potential, these include:

- Kitchener Barracks** – It is likely the barracks will come forward during the lifetime of this plan for major redevelopment as a residential site. If the site is redeveloped for housing this will place increased importance on the Gun Wharf site to create a high quality link to the waterfront and town centre.
- Riverfront Land between Sun Pier and Rat's Bay Pumping Station** – This site is located adjacent to Gun Wharf and is recognised as part of the Chatham Centre Waterfront Development Brief SPD (2008) as being suitable for a mix of uses.
- The Pentagon Centre** – The Pentagon Centre Development Brief (2005) provides a framework for how the Pentagon Centre should be redeveloped to improve retail opportunities.
- The Bus Station** – a planning application has recently been approved for a redeveloped bus station adjacent to the Gun Wharf site. These plans differ somewhat from the layout originally proposed as part of the CCWDB. However, the principle of integrating the site better with Gun Wharf remain and provides an important development opportunity.
- Chatham Historic Dockyard and Interface Land** – The Historic Dockyard provides an important heritage and tourism asset for the whole of Medway. The dockyard also provides an important employment site for small businesses as well as residential accommodation. The Local Development Scheme identifies the production of a SPD for the Chatham Interface Land and Historic Dockyard. The SPD will consider the relationship of the Historic Dockyard to adjacent areas and establish a land use mix and design principles for the area.

All of the above development opportunities place an increasing emphasis on the Gun Wharf site to provide a strong supporting role, in creating an important linking site within Medway.



Sketch of the Bus Station Redevelopment (left) and Kitchener Barracks (right)



Chatham Historic Dockyard (left) and The Pentagon Centre (right)



## The Study Area

For the purposes of preparing the Gun Wharf masterplan, the site has been split into two sub-areas which include the Ordnance site and the Civic Quarter. This section below provides a brief overview of the two areas.

The study area boundary has been extended to incorporate a contextual area adjacent to the study area to ensure the site is integrated with the adjacent development opportunities and sensitivities.

## The Ordnance Site

The Ordnance site comprises:

- The Riverside Surface Car Park (134 spaces)
- Riverside One Council Offices
- Chatham Library
- The Command House Pub

This area of the site was previously included in the Chatham Centre and Waterfront Development Brief SPD (2008). The development brief recognises the potential of this part of the site as being suitable for a mix of uses including civic, cultural and restaurants and cafés.

## The Civic Quarter

The Civic Quarter comprises:

- Medway Council's Headquarters
- Large Surface Car Park for Council Staff
- St. Mary's Church
- Dock Road Petrol Filling Station

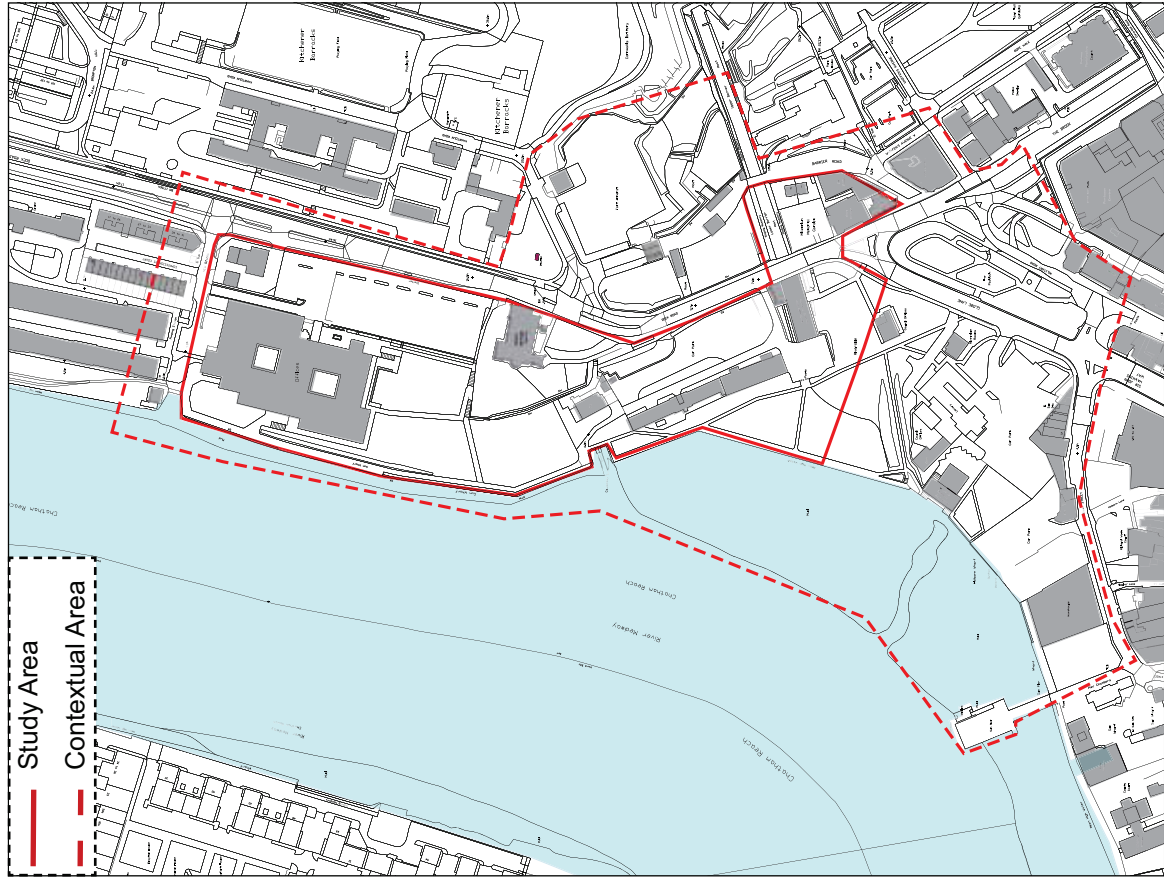
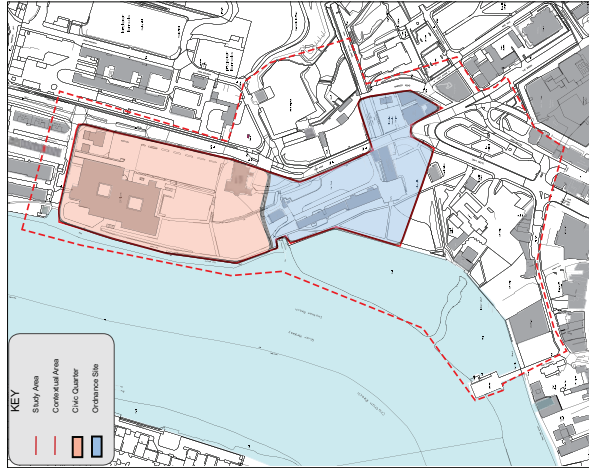


Figure 2.2: The Study Area Boundary and Surrounding Contextual Areas

Site Analysis

This section provides a brief overview of the main weaknesses and constraints facing the study area. They are derived from a review of previous studies and from a detailed site analysis. Appendix B provides further information.

Weaknesses and Constraints

- New building heights must be sensitive to surrounding heritage assets to maintain strategic views in to and out of Gun Wharf
- Historic firing lines need to be preserved which places constraints on building scale, including heights
- Some sites under private ownership limit short-term development potential
- Poor quality frontages on to Dock Road
- Areas of average quality and unused public open space
- The site is at risk from flooding which constrains the type of development that can be proposed at ground floor level
- Steep topography and level differences create barriers to movement
- Large areas of surface parking restrict active frontages and development potential of the site
- Some low quality buildings which would benefit from refurbishment and redevelopment e.g. Riverside One and Pumping Station
- Dock Road acts as a barrier to movement
- Riverside walk is not a clearly defined or high quality public route
- Significant below-ground archaeology across the site may make future development more onerous



Areas of Unused Open Space



Some Low Quality Buildings





Figure 2.3: Weaknesses and Constraints

## Strengths and Opportunities

This section provides a brief overview of the main strengths and opportunities which could be capitalised on to promote regeneration in Gun Wharf.

- Chatham is recognised as a major regional growth centre which means that the potential of opportunity sites like Gun Wharf need to be maximised to provide a range of supporting and ancillary uses
- The site is predominantly council-owned land which maximises opportunities for redevelopment
- The masterplan area contains a number of historic buildings which contribute to a distinct character, create a sense of place and are of international significance
- Opportunities exist to bring heritage assets back into use e.g. St Mary's Church
- There are a number of important adjacent development opportunities which will increase critical mass around Gun Wharf
- Take advantage of the site's waterfront location to maximise waterfront amenity space
- Create new routes through the site to link with adjacent development opportunities and the town centre
- Areas of under-used open space with opportunity for redevelopment
- Opportunities to increase access to high quality public transport with bus station redevelopment
- Use the river site to link the site strategically with other centres up and down the river
- Opportunities to improve the Riverside Walk to contribute to a high quality public realm
- Opportunities to reinstate and reinterpret the Great Barrier Ditch



*Listed Buildings: Heritage Assets*



*Opportunities to Improve Riverside Walk*





Figure 2.4: Strengths and Opportunities

## THE MASTERPLAN

# 03





Introduction

It is recognised that there are a number of future studies which will inform the long term vision and masterplan for Gun Wharf. Of critical importance is a strategic review of flood defences for the whole of Medway and a car parking strategy for Chatham town centre. Currently, it is unknown what the outcomes of these studies might be, and as such, the current masterplan proposals have been designed to maintain flexibility.

For the purposes of this SPD the masterplan proposals present a series of development opportunities which can be considered independently of the emerging studies. A number of longer term opportunities are also considered which can be implemented based on the results of the future studies.

Common Assumptions

**Parking** - The CCWDB (2008) states that car parking should be rationalised through the creation of a reduced number of high quality car parks. The car parking strategy for Medway is currently being updated and the study will not be concluded during the course of the Gun Wharf masterplan SPD.

**Flood Defence Heights** - Current flood defence heights range between 4.0 - 5.0 metres along the River. Based on consultation with the Environment Agency, it is recognised that these heights will have to rise to approximately 6.1 metres in the short - medium term. There are also certain sensitivities and guidelines relating to the type of uses that can be provided in areas where flooding is likely to occur. Future heights are predicted to rise to 6.8m in the long term which means that new development needs to take account of this. The Council has recently appointed consultants to produce the Medway Strategic Urban Flood Defence Strategy which will provide further evidence to inform future flood defences in the study area.

The Gun Wharf Masterplan

The Gun Wharf masterplan is presented on page 22 and highlights a range of potential development opportunities. For convenience, the masterplan has been divided into two separate areas: The Ordnance Site and The Civic Quarter.

Masterplan Objectives

In light of the site appraisal and review of other studies, the following are considered to be the key development principles that this SPD must address:

- New civic and cultural facilities to support Chatham as a major regional growth centre
- New office space to support civic use associated with Council offices
- New restaurants and cafes to enliven the waterfront
- Re-use of historic buildings and heritage assets to promote a sense of place
- Contemporary development that is sensitive to the site's heritage and historic development
- Enhancement and improvements to public open space to encourage greater use of public spaces
- Public realm improvements to enhance waterfront area to improve connectivity and increase footfall
- New opportunities for river transport to strategically link the site
- Better pedestrian links between Gun Wharf and the Town Centre
- Better connections with Great Lines Heritage Park, Fort Amherst and Kitchener Barracks to integrate the site with adjoining sites
- Overall visual enhancement of the site to enhance views from around Medway

## The Vision

A crucial starting point to the SPD is the development of a vision, which directs its purpose and enables the SPD's implementation to be monitored. Building on the strengths and opportunities previously identified, the following vision has been developed to guide future development on the Gun Wharf site:

*"Gun Wharf will be an attractive civic and cultural quarter in Chatham, contributing to a wider Medway regeneration. New development will take advantage of the site's location adjacent to the waterfront and unique heritage assets to create an exciting and attractive destination for Chatham."*



## Urban Design Principles

High quality design is important in creating vital and viable places. A number of urban design principles guide the masterplan, these are summarised below:

- New development must be sensitive to historic buildings and heritage assets
- Scale and massing must be appropriate especially in terms of building heights
- Active frontages create overlooking and provide natural surveillance
- Public realm improvements to facilitate easier access and movement
- New access routes created through the site to increase permeability
- Improvements to the Waterfront to enhance the pedestrian and cycle environment
- Integrate the Waterfront Park with the bus station to encourage movement between Gun Wharf and the town centre and encourage greater use of public transport
- Development that has a strong structure with spatial enclosure and active frontages reinforcing pedestrian routes
- A series of well-linked spaces and routes through the site to increase permeability and open up the site
- Creation of new site lines and vistas to improve legibility and encourage people to use the site
- Increase and improve public open space to encourage use of the area





Connections and Movement

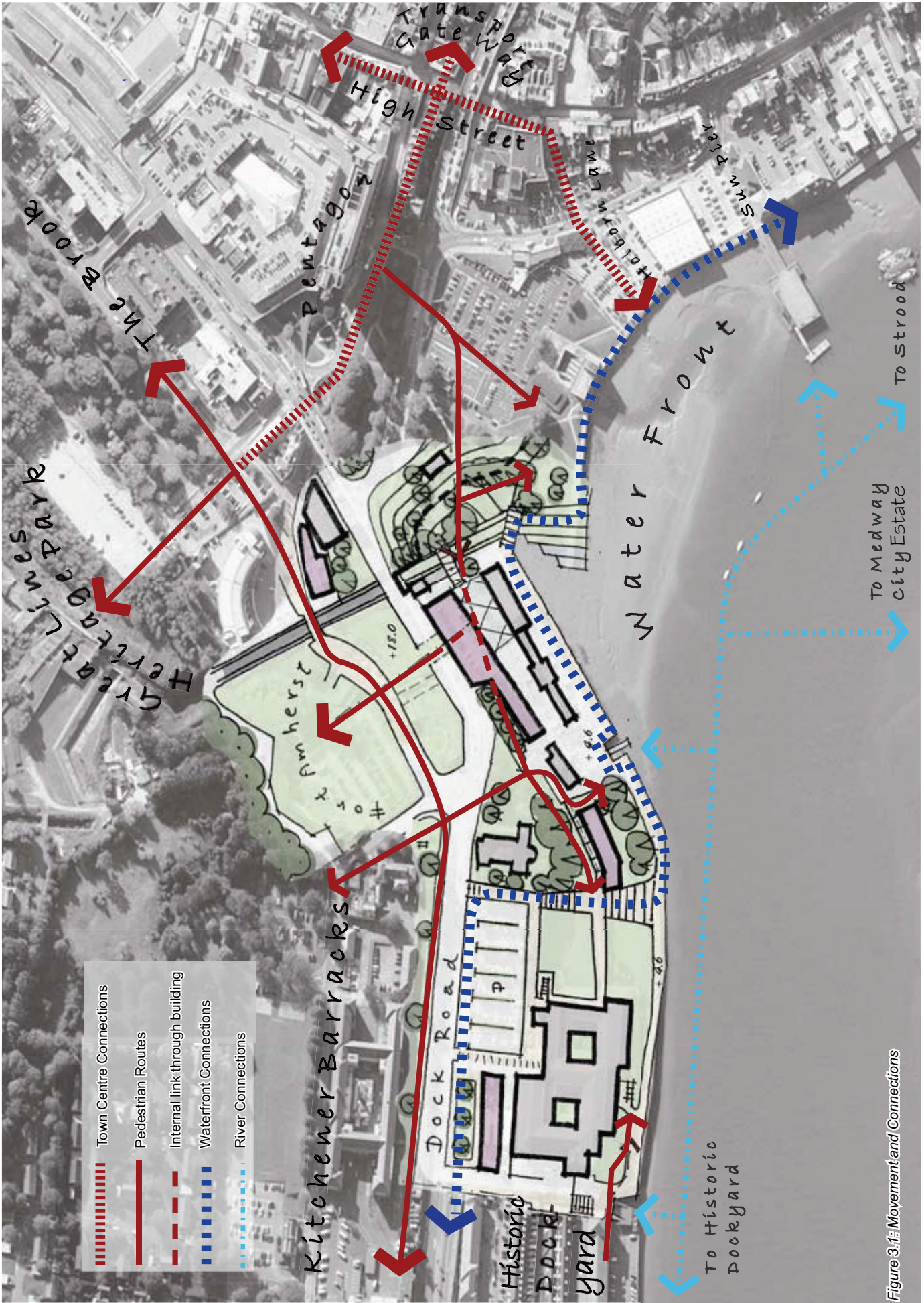
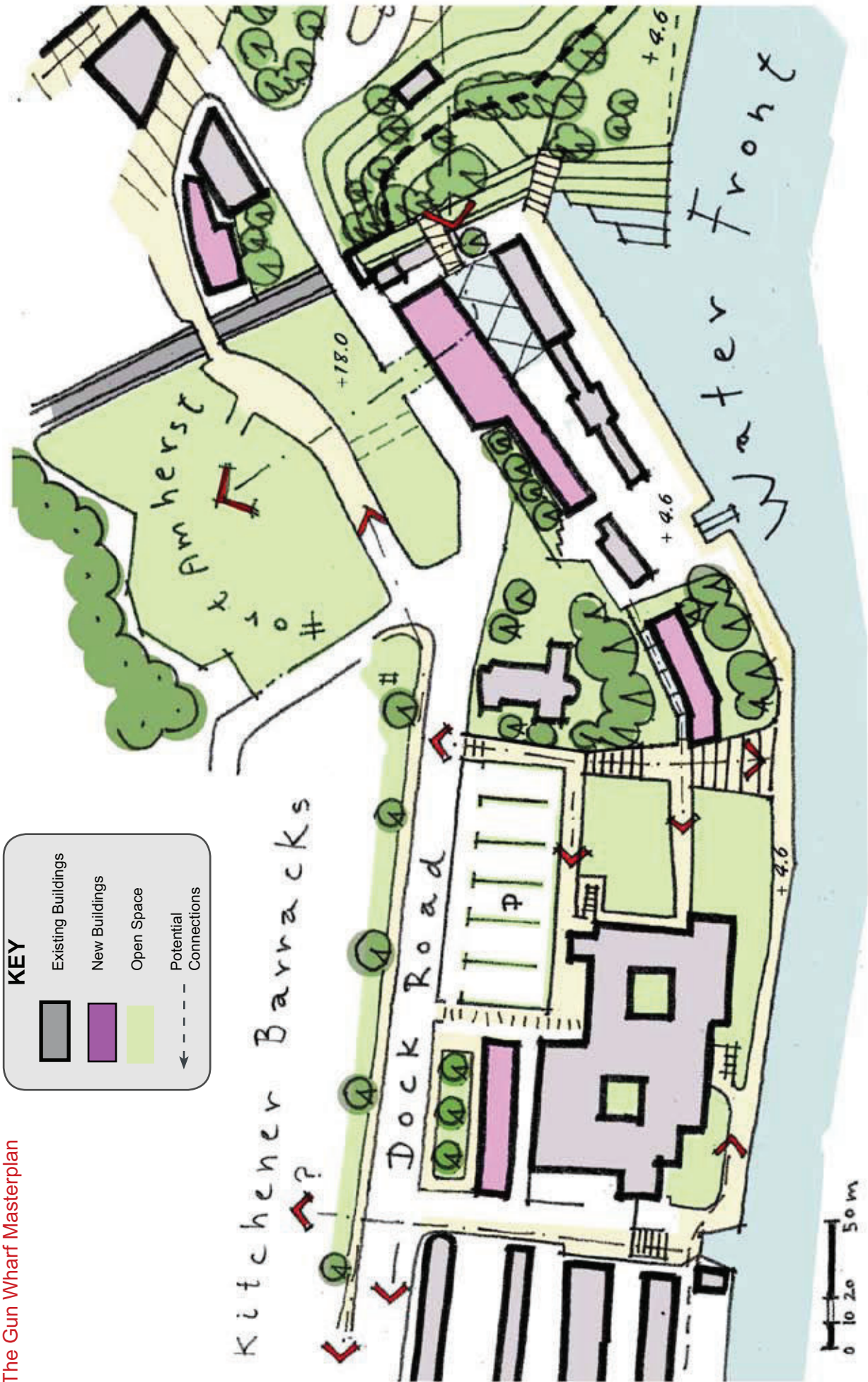


Figure 3.1: Movement and Connections

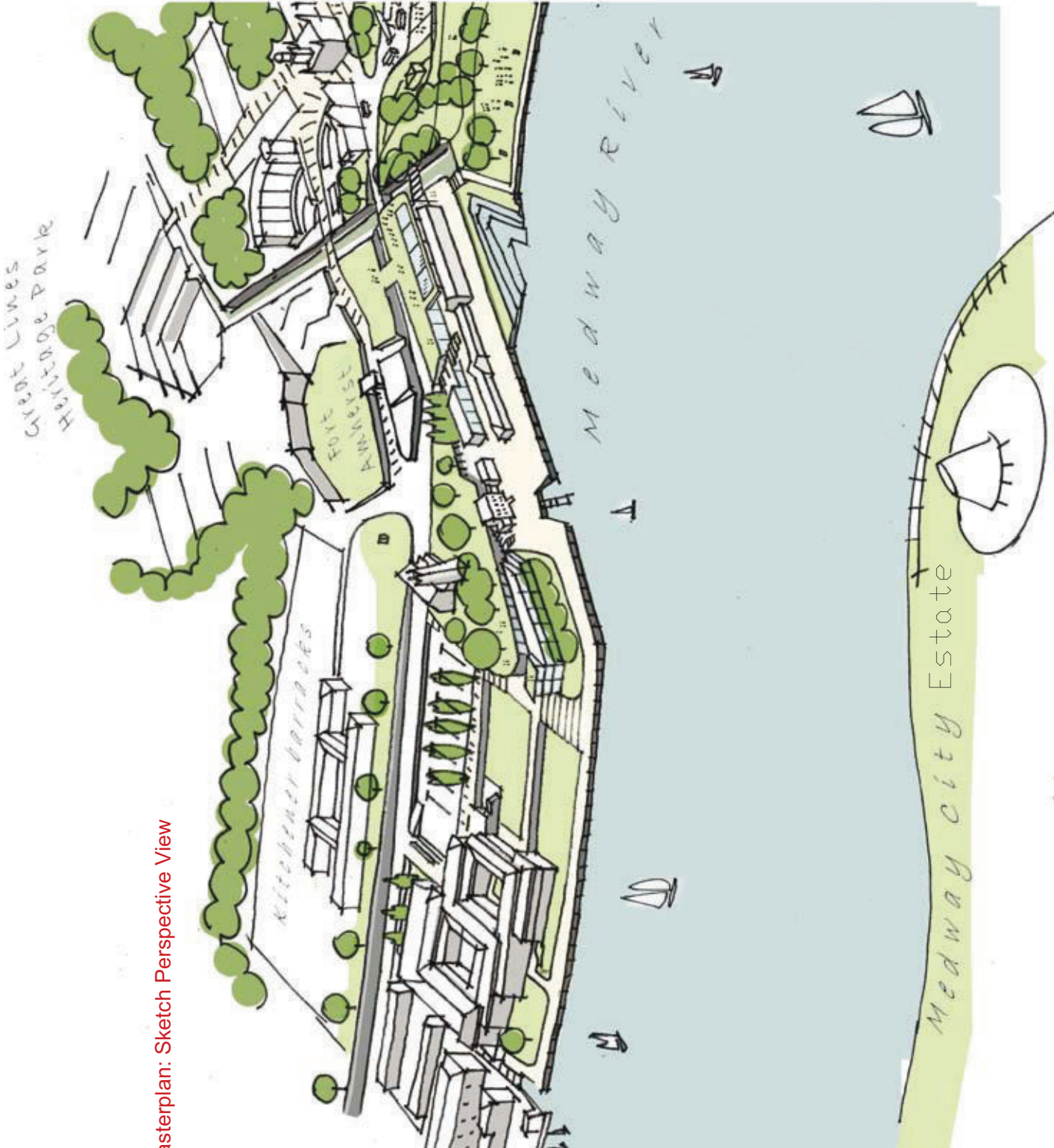


The Gun Wharf Masterplan





Gun Wharf Masterplan: Sketch Perspective View



## The Ordnance Site

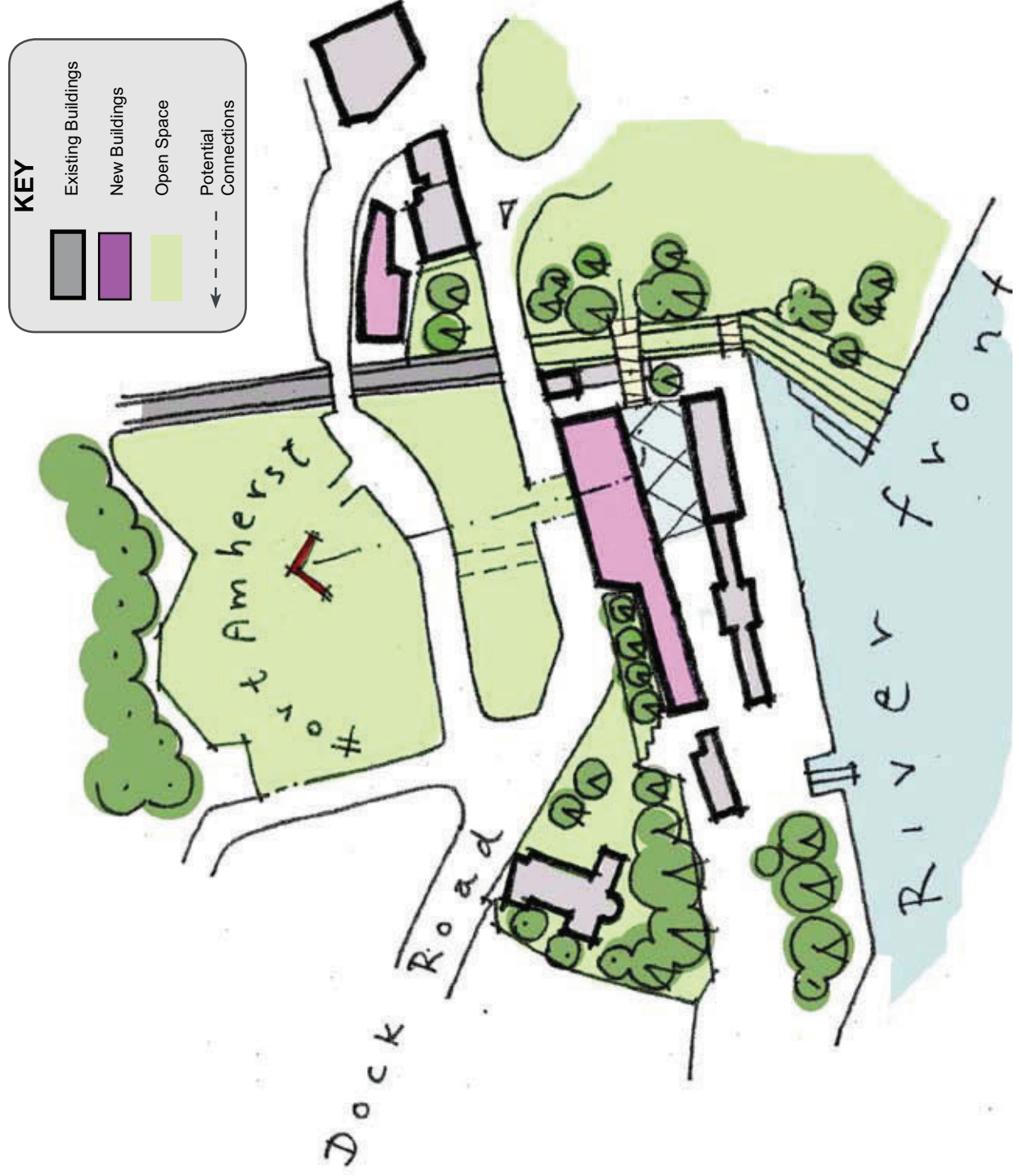
The following development opportunities have been identified for the Ordnance Site:

- Removal of Riverside One Council building
- Library (ordnance building) retained
- New civic facilities to the east of the car park linked to library, potentially with covered atrium
- New building could accommodate a range of uses including:

“information portal” development with improved library facilities

performance venue with events space suitable for cultural use e.g. exhibition space, dance studios etc.

- Less sensitive uses at ground floor level to areas at risk from flooding
- Opportunity for green pedestrian bridging link between new civic building and Fort Amherst
- Access and servicing provided to new buildings from Dock Road





## The Ordnance Site

- Surface car parking retained but reduced and re-provided as undercroft car parking
- Pedestrian bridging link between new civic building and Waterfront Park
- Riverside waterfront public realm improvements
- Reinstatement and historic re-interpretation of the Barrier Ditch to include new landscaping
- New building provided adjacent to the Army Careers Information Office suitable for commercial / residential uses

## Barrier Ditch

There are a number of options for how the Barrier Ditch might be treated in the future, including:

- The ditch could be landscaped with the possibility of terracing the land down towards the waterfront to improve amenity
- The ditch could be flooded and a water feature created with bridging points provided to enhance access between the Ordnance Site and the Waterfront Park area



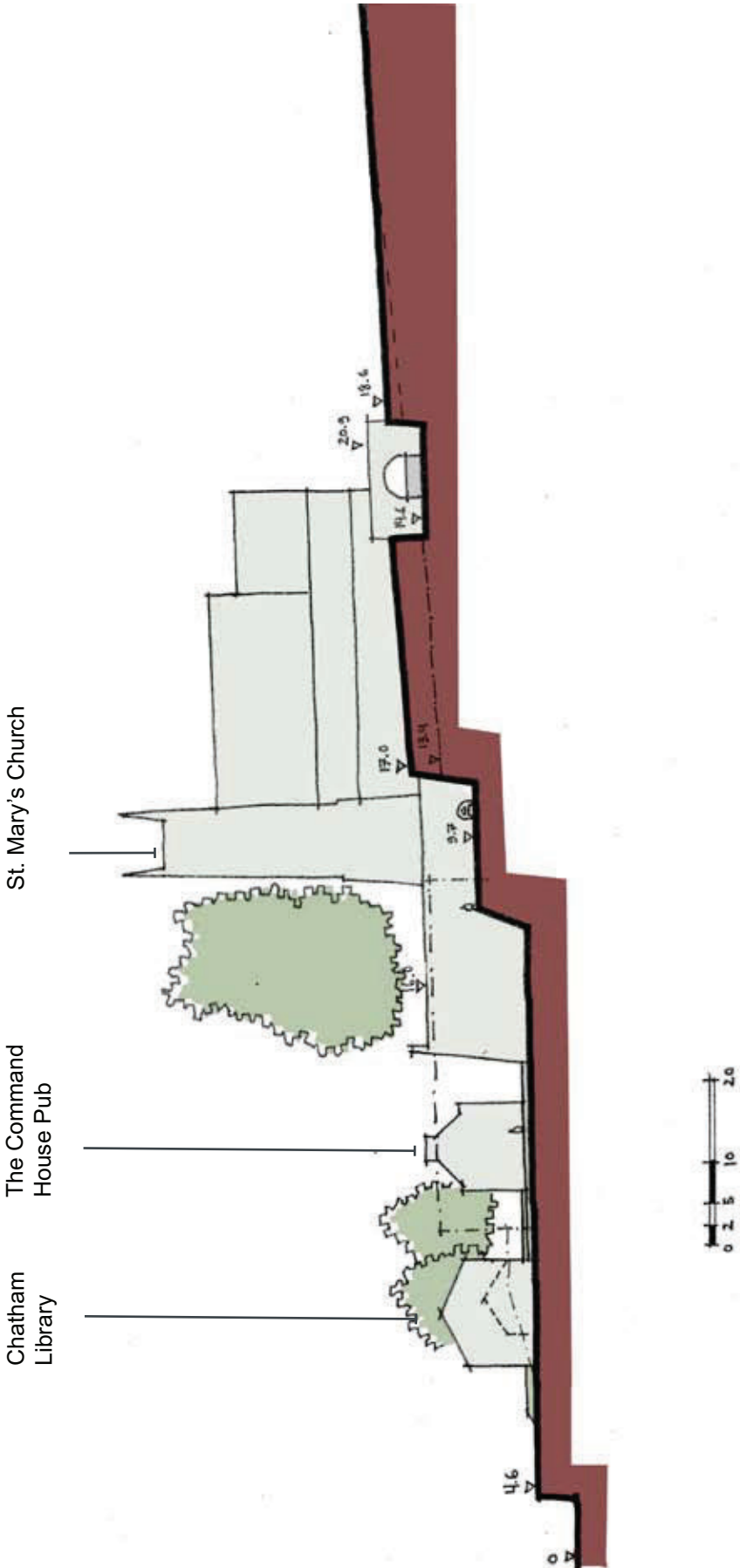
*The Ordnance Site: Chatham Library and Riverside Surface Car Park (left) and the front of Riverside One*



*The Ordnance Site: The Rear of Riverside One and Command House Pub*

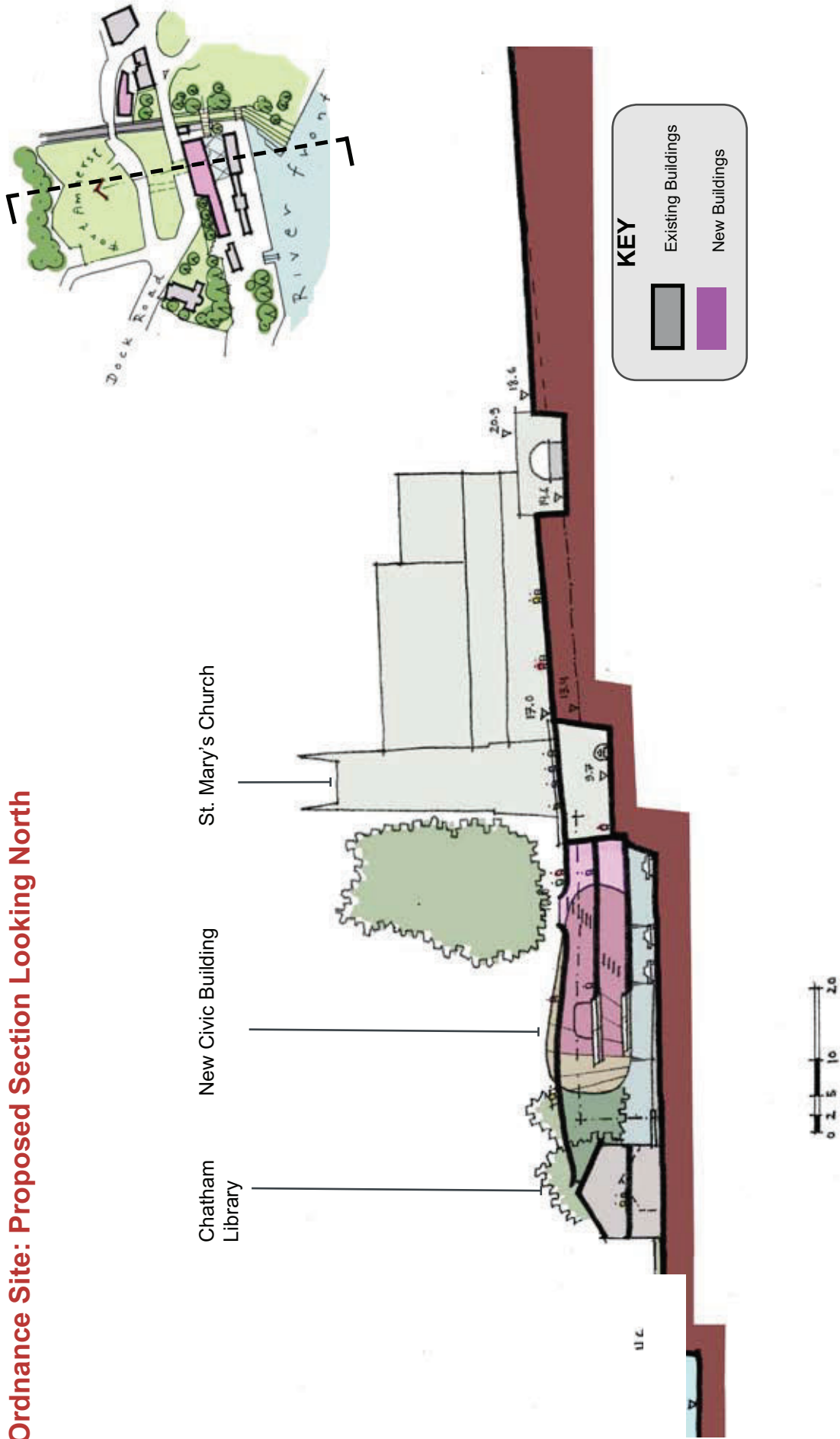


The Ordnance Site: Existing Section Looking North





The Ordnance Site: Proposed Section Looking North





# The Civic Quarter

- New waterfront development creates active uses along the waterfront including cafes / restaurants on ground floor with commercial space above
- Better pedestrian links to the east towards Kitchener Barracks
- New pedestrian link through the Churchyard between the waterfront and Dock Road
- Improvements to waterfront public realm to encourage use and draw pedestrians towards the site from the town centre
- Improved permeability through and around the site by creation of new pedestrian links including links with Kitchener Barracks



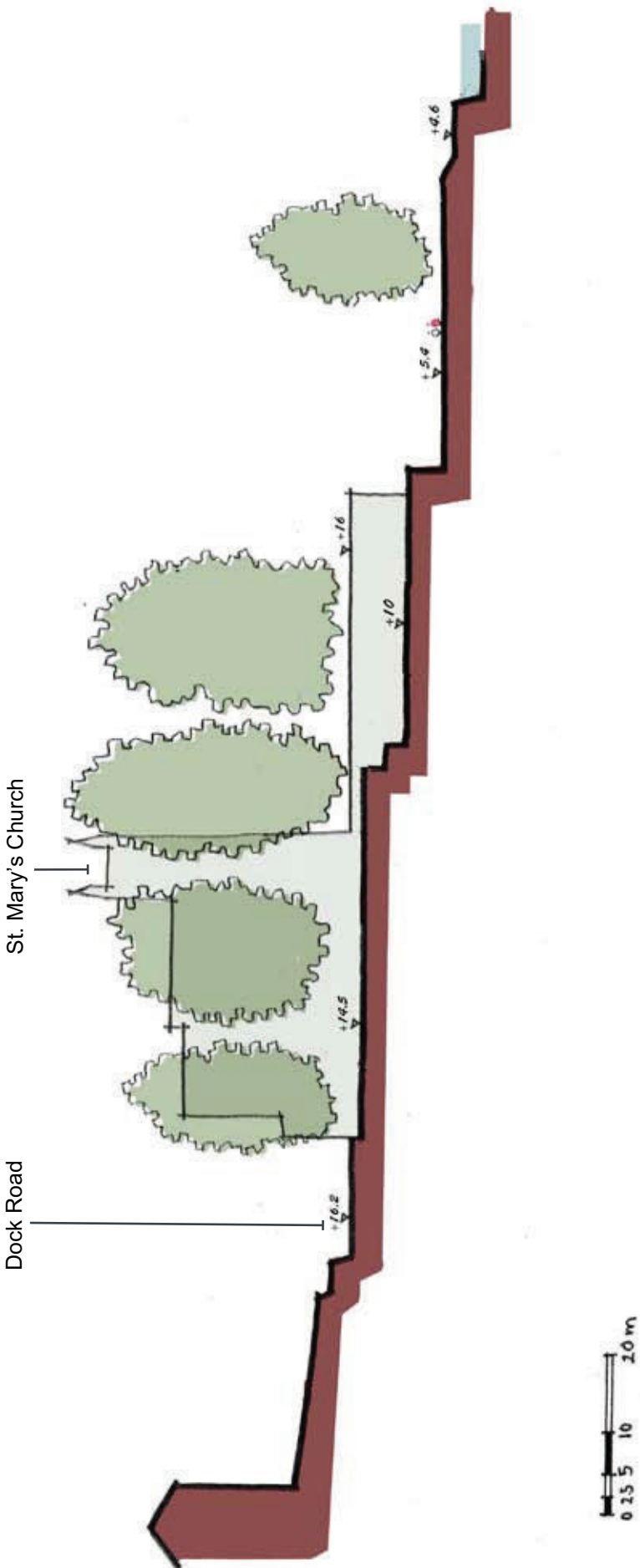
St Mary's Church (left) and The Riverside Walk around the Council Offices (right)



The Arup Building which is home to Medway Council

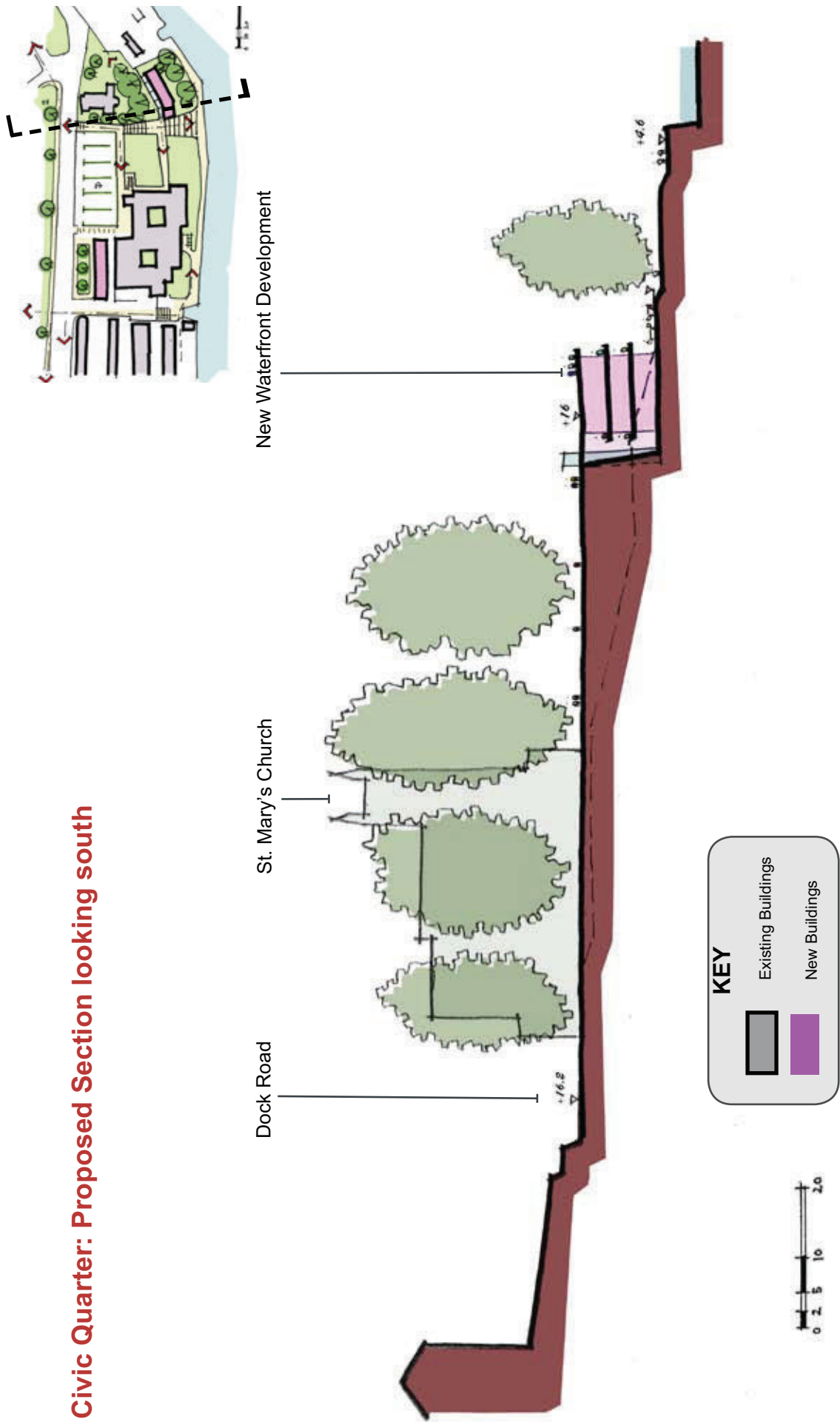


The Civic Quarter: Existing Section





The Civic Quarter: Proposed Section looking south



## Long Term Opportunities

This section of the report builds on the proposed masterplan and presents a number of options which could come forward but are linked more closely to the evidence gathering which is currently taking place. The opportunities have been highlighted in order to maintain future flexibility.

### Ordnance Site

In 2005 Consultants for Medway Council investigated opportunities for new cultural facilities in Medway. The results of this report were used to inform the CCWDB which highlighted the potential for the new facility to be located as part of the Waterfront Park. However, the 2005 study also highlighted that the Ordnance Site might also be suitable for this type of facility. As such, the Gun Wharf masterplan SPD recognises the following longer term opportunities for the Ordnance Site:

- Opportunity to redevelop the library building while retaining frontages as part of the provision of a new cultural facility
- Opportunity for larger cultural facility

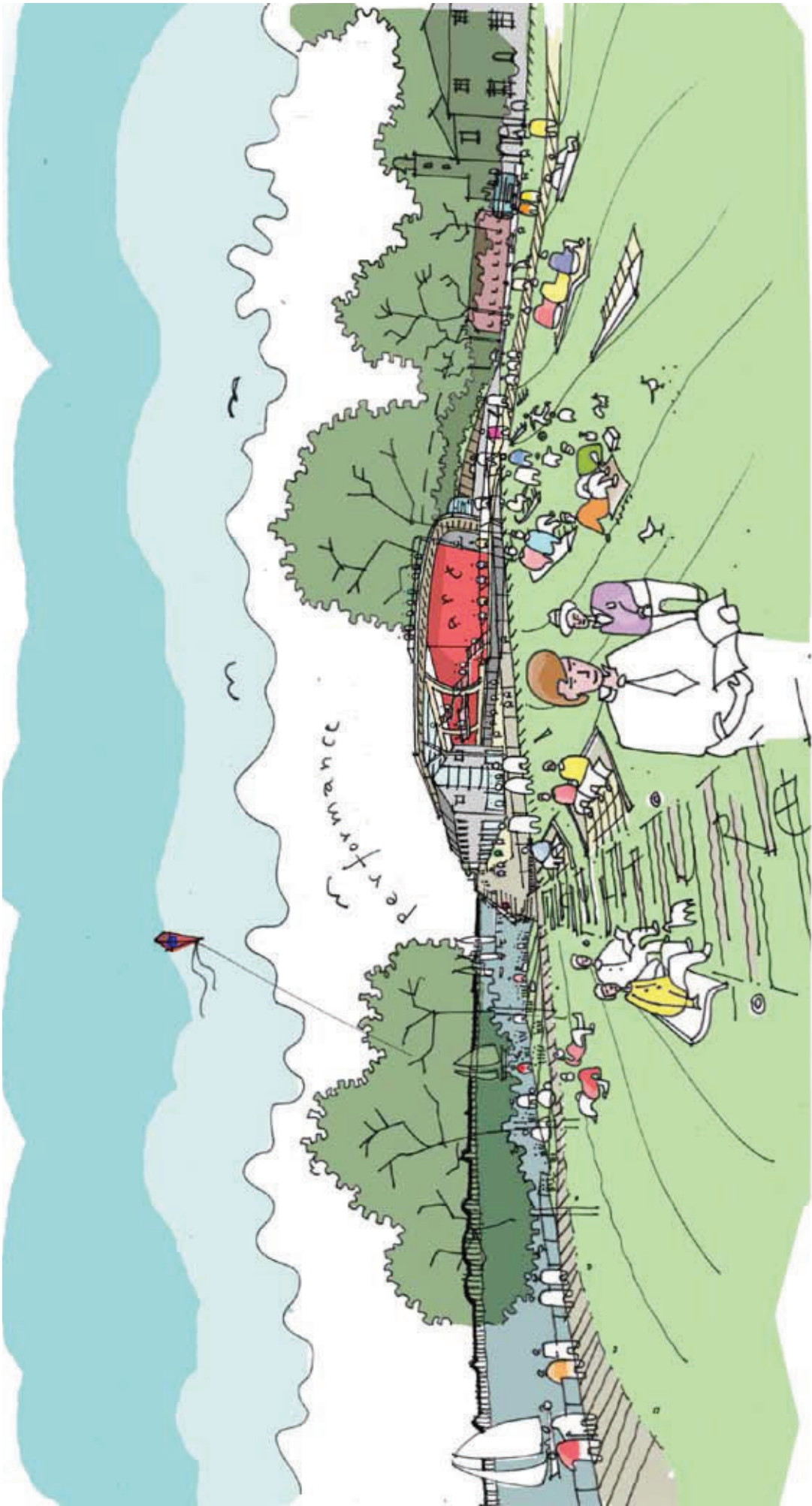
### Civic Quarter

There are a number of potential longer term development opportunities which the Council may wish to consider for the area around the Council offices.

- Opportunity for Council surface car park to be removed but re-provided as underground car parking space
- Underground car parking could be provided on one or two levels with access to the Waterfront from New Stairs
- Creation of new stair route to provide a link from Waterfront to New Stairs and on to Dock Road
- Council building retained and enhanced with the addition of new office space

- Better one-way links from the Historic Dockyard to the waterfront
- New public courtyards opening out onto Dock Road
- New public open space strengthens pedestrian links through the site
- Large public open space courtyard in place of existing Council surface car parking to re-interpret the historic development pattern of the Parade Ground, fronting areas of public open space in courtyards
- New public route created between the waterfront, through the site towards Kitchener Barracks

**Artist's impression - view towards Chatham Library**



## River Transport in Medway

A number of previous studies have looked at opportunities for improving river transport connections to improve movement along the River Medway including locations like the Medway City Estate, Chatham Town Centre, Rochester Town Centre and the Interface Land to the north of the Historic Dockyard.

### Short-term

Based on the need for a number of linkages it is considered that a river-taxi would be the most suitable form of transport. This option would provide an opportunity for multiple linkages up and down the river. The existing piers could be utilised for the river-taxi to dock.

### Long Term

In the longer term, this could be supplemented with a more permanent structure such as a floating pontoon which links to the mainland at different points. Piers could also be provided to facilitate pedestrian movement across the River. This could also include the potential for new uses associated with a floating pontoon e.g. restaurants and cafes with views across the river.

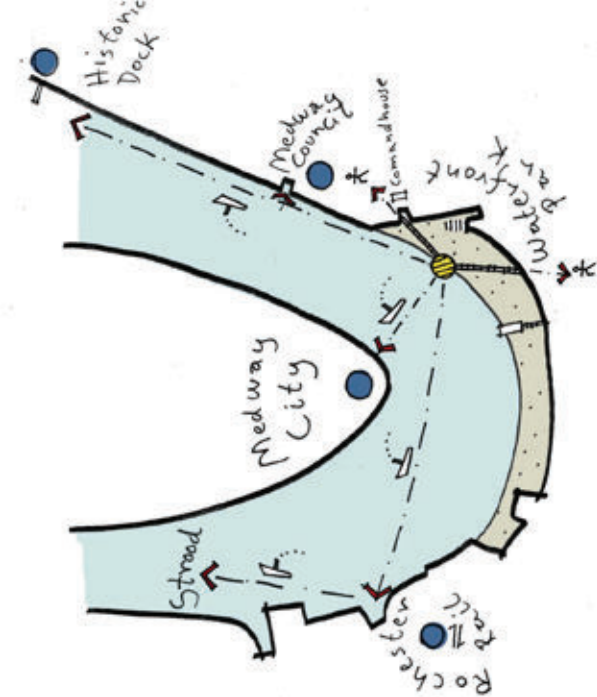
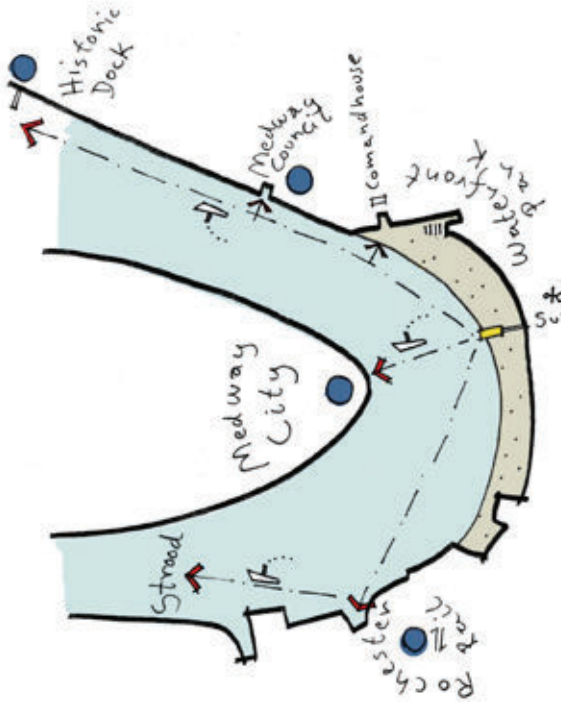


Figure 3.2: Ideas for River Transport



## Detailed Guidance

### Flood Risk

The most up to date flood risk study for the area is the Medway Strategic Flood Risk Assessment (2006). This identifies that parts of the site are located in flood risk zone 2 (medium probability of flooding). For the purposes of this SPD it is assumed that the flood defence measures will be developed in line with the adopted CCWDB which recognise that the primary design objective is to “connect Chatham town centre physically and visually. The flood protection measures must not counter this with pure engineering solutions, but rather an integrated design approach”

A review of the 2006 Strategic Flood Risk Assessment is currently underway by consultants. However, the findings will not be available to inform this SPD. A number of potential flood defence solutions have been considered as part of the masterplan although these will need further consideration in light of the results of the strategic flood risk assessment review and consultation with the Environment Agency.

The site analysis reveals that part of the study area is at risk from 1 in 200 year flood events (appendix b). To take account of this new development should provide less vulnerable uses on the ground floor of new buildings. In accordance with PPS 25 (table D.2), less vulnerable uses are considered to be:

- Shops
- Restaurants and cafés
- Hot food takeaways
- Offices
- General industry
- Storage and distribution; and
- Assembly and leisure

In areas at risk of flooding, any habitable rooms should be located above ground floor level.

It is also acknowledged in PPS 25 that developments which include areas which are designed to flood e.g. car parking and amenity areas will need to provide appropriate flood warning and instructions so users and residents are safe in flood events. This should include signage highlighting the susceptibility of sites to flooding. Local Plan policy CF13: *Tidal Flood Risk* provides further detailed guidance on the specific requirements relating to new development in flood zones.



Gun Wharf Flood Defences

All planning applications coming forward within the flood risk zone would be expected to be accompanied by a site-specific flood risk assessment to demonstrate how new development takes account of the risks posed from flooding. Developers should identify opportunities to reduce the overall level of flood risk in the area through the layout and form of the development, and the appropriate application of sustainable drainage techniques

## Ecology and Open Space

The Gun Wharf site currently provides limited areas of publicly accessible open space. The open space is of average quality and certain areas are in need of significant improvement e.g. vacant tennis court. The CCWDB seeks to significantly improve the waterfront park area with a new high quality area of publicly accessible open space. Redevelopment proposals around the Gun Wharf site should seek to significantly increase the quantity and quality of open space in the study area in line with PPG17 to create high quality areas that improve the site's relationship with the waterfront.

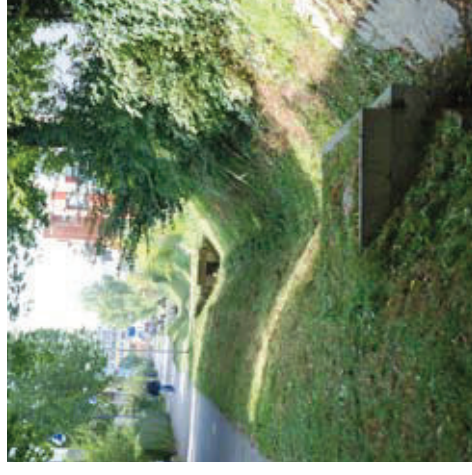
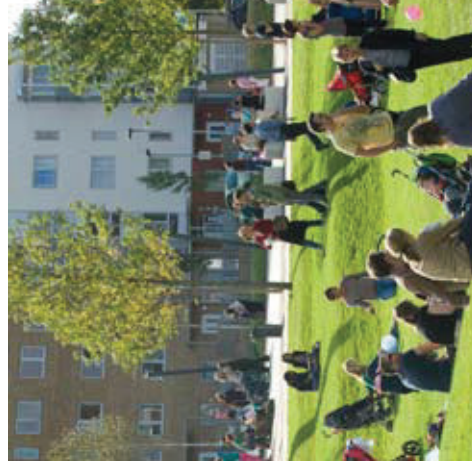
The site's location adjacent to the waterfront and significant areas of public open space provide opportunities to promote ecology and biodiversity as part of open space improvements. Enhancements to the Waterfront Park and different treatment options for the Barrier Ditch should be exploited to increase opportunities for new habitats for flora and fauna in line with guidance provided in PPS9 and Local Plan policy BNE 22: *Environmental Enhancement*. This could include new areas of planting which promote opportunities for biodiversity.

## Archaeology

The archaeological desk based assessments carried out for Gun Wharf (2009) reveal that the site has a high potential for below-ground archaeology.

The study recommends that, given the probable presence of nationally significant remains on the site, there would be a presumption in favour of preservation in situ, as required under PPG16. An early archaeological involvement in the design process is therefore recommended to qualify the nature of the archaeology on site and allow an appropriate mitigation strategy through design or preservation by record to be developed.

In line with Local Plan policy BNE21: *Archaeological Sites*, all planning applications in the study area should be discussed with the archaeological officer the need for an archaeological field evaluation to be carried out by an approved archaeological body before any decision on the planning application is made. Further detailed guidance is provided in the Medway Local Plan.



Opportunities for Biodiversity and Open Space



**Key Views**

The Gun Wharf site is within and adjacent to a number of important heritage designations and contains a number of listed buildings. A building height policy for Medway SPD recognises that there are a number of important strategic views into Gun Wharf. These include:

**View 5** - From Doust Way in Rochester Riverside looking towards Gun Wharf

**View 6** - From Bath Hard Wharf a key public space within the proposed development of Rochester Riverside

In addition, there are two views out of Gun Wharf, these include:

**View 1** - From Fort Amherst towards Rochester

**View 2** - New Gun Wharf looking towards Rochester

Future planning applications within the study area should include a townscape and visual impact assessment to demonstrate how proposals respond to the surrounding context and are appropriate in terms of scale.

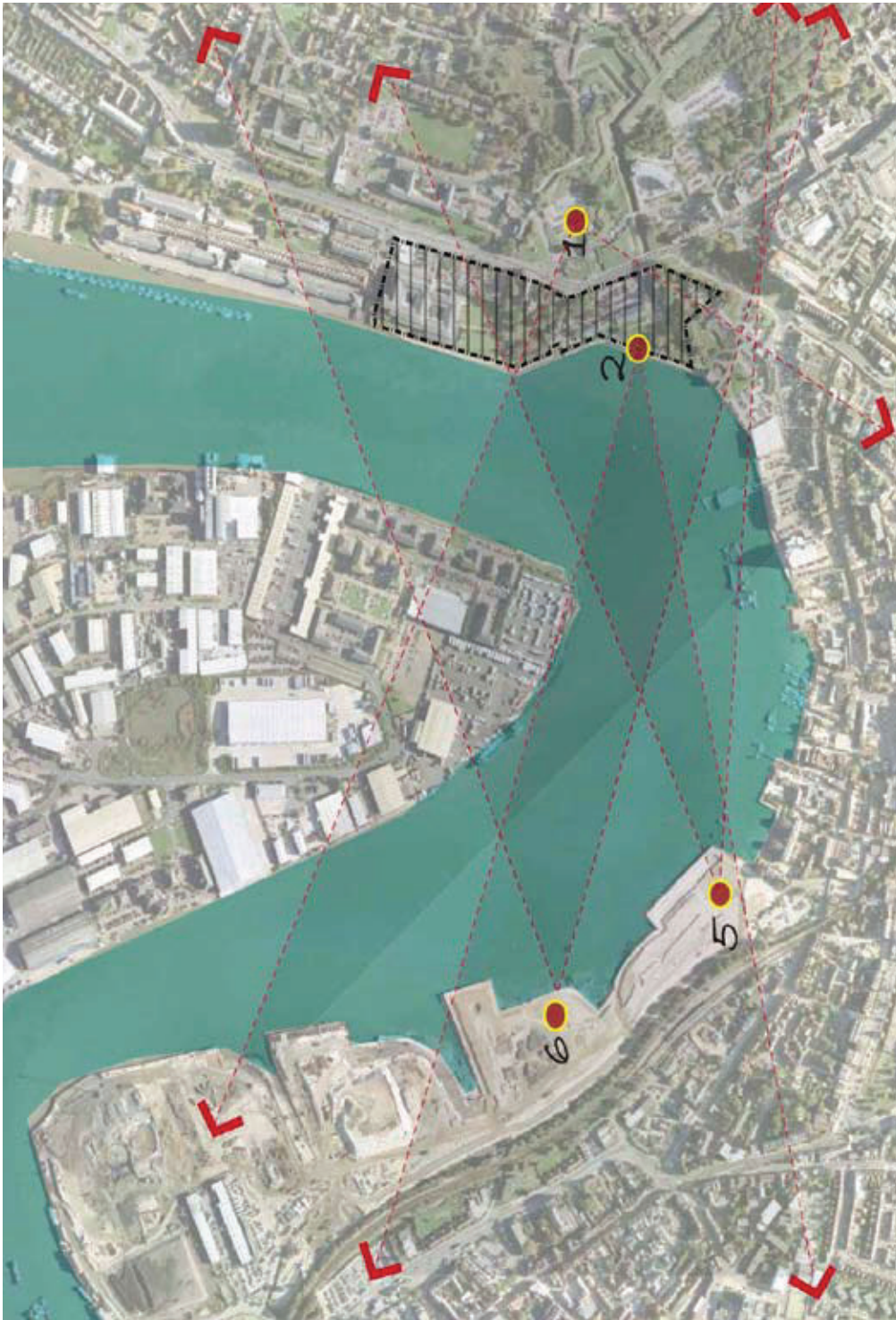


Figure 3.3: Key Views into and out of Gun Wharf from the "building height policy for Medway" SPD (2006)

## Heritage and Conservation

In line with PPG15 and local plan policies BNE12 - 18, listed buildings and their settings should be protected and enhanced through new development.

This level of protection includes proposals for re-use of listed buildings which must be accompanied by a listed building application. This will be particularly relevant should any proposals for re-use of St Mary's Church come forward.

Attention should also be paid to the setting of the key views identified in the adopted Buildings Heights Policy for Medway SPD (2006). This will include ensuring that the scale and massing of new buildings is appropriate, especially with regard to building heights.

It is also recognised that there are a number of other important townscape features such as historic firing lines associated with Fort Amherst which should be preserved. The Gun Wharf Character and Historic Assessment provides further information.

## Design

Design and Access Statements are statutory documents that must be submitted alongside any planning application for development proposal. In the case of Gun Wharf, they should be clear in demonstrating how their design has been developed but how it fits into the site's particular historic character and context.

In order to ensure that development proposals are responsive to the historic context of the study area, an Urban Design Assessment should be included as part of the design and access statement for all planning applications to demonstrate how the proposed scheme relates to the principles and policy guidance set out in this strategy and the development plan.

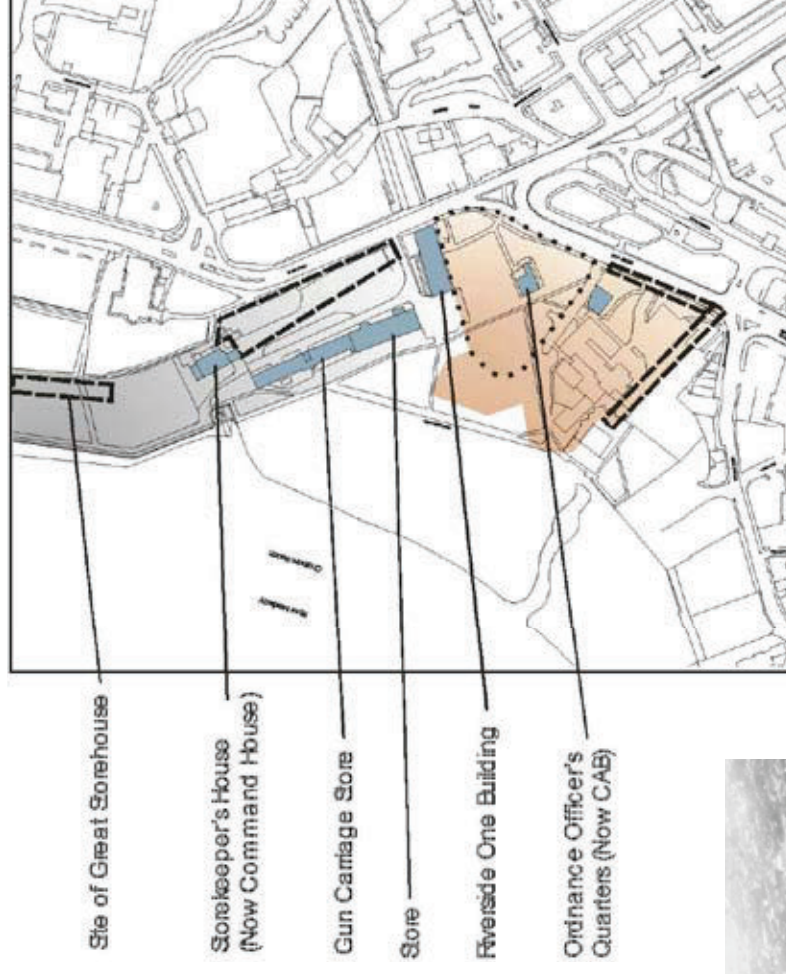


Figure 3.4: The Gun Wharf Character Area: part of the Brompton Lines Conservation Area



**Car Parking**

There are a number of short-stay surface car parks in the study area. These car parks are not the most efficient use of space and impact on the character of the area. There is a significant opportunity to redevelop some of these car parks in line with the adopted Waterfront Development Brief SPD (2008) which recognises that short-term car parking should be rationalised. However, it is intended that the overall number of parking spaces available to visitors and shoppers be increased. In Chatham, the aim is to rationalise car parking into three multi-storey parks in the town centre.

Currently there are a number of important development opportunities in and around Gun Wharf which will facilitate access to surrounding public transport links e.g. train station. Furthermore, the bus station redevelopment is expected to significantly improve public transport in and around Chatham.

Medway Council are in the process of updating the car parking strategy for Medway the results will help to inform the long term opportunities for Gun Wharf.

There are a number of longer term opportunities for the site. This includes the possibility for underground car parking which could increase the overall provision of parking spaces in Chatham town centre and compensate for any loss of surface car parking.



*The site has a number of surface car parks which could be used more efficiently*

APPENDICES

A



## Appendix A - Planning Policy

### National Guidance

#### PPS 1: Delivering Sustainable

Development is the Government's overarching planning policy for the delivery of sustainable development. It states that: 'Sustainable development is the core principle underpinning planning. At the heart of sustainable development is the simple idea of ensuring a better quality of life for everyone, now and for future generations.'

#### PPS4: Planning for Sustainable Economic Growth

Planning Policy Statement 4 (PPS4) sets out the Government's comprehensive policy framework for planning for sustainable economic development in urban and rural areas and includes guidance on town centres. PPS4 emphasises the need for local authorities to maximise opportunities for town centre growth in order to create vital and viable places.

#### PPS 9: Biodiversity and Geological

Conservation requires that local authorities take an integrated approach to planning for biodiversity and geodiversity when preparing local development documents; ensuring that they reflect and are consistent with, national, regional and local biodiversity priorities and objectives. It states that

'the re-use of previously developed land for new development makes a major contribution to sustainable development by reducing the amount of countryside and undeveloped land that needs to be used. However, where such sites have significant biodiversity or geological interest of recognised local importance, local planning authorities, together with stakeholders and developers should seek to promote opportunities to enhance biodiversity.'

#### PPS 25: Development and Flood

Risk requires that flood risk is taken into account at all stages in the planning process to avoid inappropriate development in areas at risk of flooding, and to direct development away from areas at highest risk. Where new development is, exceptionally, necessary in such areas, policy aims to make it safe without increasing flood risk elsewhere and where possible, reducing flood risk overall.'

**PPG 13: Transport** provides guidance for ensuring land use planning effectively delivers the Government's integrated transport strategy. The key objectives are to:

- promote more sustainable transport choices for both people and for moving freight;
- promote accessibility to jobs,

- shopping, leisure facilities and services by public transport, walking and cycling; and
- reduce the need to travel, especially by car.

Local authorities should assist in delivering these objectives by:

- actively manage the pattern of urban growth to make the fullest use of public transport, and focus major generators of travel demand in city, town and district centres and near to major public transport interchanges;

- locate day to day facilities which need to be near their clients in local centres so that they are accessible by walking and cycling;

- accommodate housing principally within existing urban areas, planning for increased intensity of development for both housing and other uses at locations which are highly accessible by public transport, walking and cycling;

- ensure that development comprising jobs, shopping, leisure and services offers a realistic choice of access by public transport, walking, and cycling, recognising that this may be less achievable in some rural areas;

- ensure that strategies in the development and local transport plan complement each other and that consideration of development plan allocations and local transport investment and priorities are closely linked;
- use parking policies, alongside other planning and transport measures, to promote sustainable transport choices and reduce reliance on the car for work and other journeys;
- give priority to people over ease of traffic movement and plan to provide more road space to pedestrians, cyclists and public transport in town centres, local neighbourhoods and other areas with a mixture of land uses;
- ensure that the needs of disabled people as pedestrians, public transport users and motorists - are taken into account in the implementation of planning policies and traffic management schemes, and in the design of individual developments; consider how best to reduce crime and the fear of crime, and seek by the design and layout of developments and areas, to secure community safety and road safety; and

- protect sites and routes which could be critical in developing infrastructure to widen transport choices for both passenger and freight movements.

Local planning authorities should take a more pro-active approach in delivering more sustainable transport solutions. New development should help to create places that connect with each other in a sustainable way, providing the right conditions to encourage walking, cycling and the use of public transport. People should come before traffic. Places that work

**PPG 15: Planning and the Historic Environment** sets out the role of land use planning in protecting historic buildings, conservation areas, and other elements of the historic environment. It emphasises that conservation and sustainable economic growth are complementary objectives and should not generally be seen in opposition to one another. Most historic buildings can still be put to good economic use in, for example, commercial or residential occupation. The design of new buildings intended to stand alongside historic buildings needs very careful consideration. In general it is better that old buildings are not set apart, but are woven into the fabric of the living and

working community. This may be achieved by ensuring new buildings are designed to respect their setting, follow fundamental architectural principles of scale, height, massing and alignment, and use appropriate materials.

**PPG 16: Archaeology and Planning** seeks to ensure that local authorities play a crucial role in safeguarding archaeological heritage through their development control functions. PPG 16 requires that local authorities consider whether archaeological remains exist on a site where developments is planned, and the implications for the development proposal, at an early stage before formal planning applications are made. Positive planning and management can help to bring about sensible solutions to the treatment of sites with archaeological remains and reduce the areas of potential conflict between development and preservation.

**Thames Gateway Regeneration Area**  
To support the economic success of London and the wider south east and to ensure that the international competitiveness of the region is sustained, the SCP identifies the Thames Gateway as a significant area for growth in the longer term.  
The Thames Gateway is a significant

opportunity for regeneration close to London. Medway occupies a key location within the Thames Gateway and has therefore been targeted as a prime place for redevelopment.

### Regional Planning Policy Guidance

#### South East Regional Plan

The South East Regional Plan was adopted in 2009. The most relevant policies to this SPD are:

Policy SP3: Urban Focus and Urban Renaissance places a focus on encouraging new development to occur in urban areas. Chatham is recognised as a town centre that is expected to evolve significantly in terms of its range of town centre uses through the life of the South-East Regional Plan.

- Policy H1 Regional Housing Provision identifies that Medway should accommodate 16,300 new homes between 2006 -2026.
- Policy KTG3: Employment Locations recognises that Chatham Maritime is an area where technology and knowledge sectors will be supported at established and suitable new locations

- Policy KTG5: The Role of Retail Centres recognises Chatham as an area which will be further developed as a major town centre at which new mixed retail, leisure and services will be located.
- Policy BE6 specifically recognises the naval dockyards as regionally significant naval heritage.

#### Kent Thames Gateway Sub-Regional Policy

The Draft South East Plan includes a sub-regional policy for Kent Thames Gateway that applies to Medway. It strongly emphasises the need for new infrastructure investment and for development to include social and economic regeneration, through maximising the use of urban and previously developed sites as a first priority. In particular, it highlights the need to concentrate new dwellings, employment and services within the Medway urban area at riverside sites and to set high standards for sustainability and the design of new development, reflecting the historic character of the area. The key issues are the creation of:

- a flourishing local economy;
- effective engagement and participation of local people;



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| <ul style="list-style-type: none"> <li>• a safe and healthy environment with well designed public and green space;</li> <li>• sufficient size and scale and density to support basic amenities;</li> <li>• good public and other transport, both locally and linking to other centres;</li> <li>• a well integrated mix of decent homes;</li> <li>• good quality services including education, training and health;</li> <li>• a 'sense of place', and</li> <li>• the right links with the wider regional, national and international community.</li> </ul> | <p><b>Medway Local Plan Saved Policies</b></p> <p>The Medway Local Plan (adopted 2003) sets the local planning policy framework for this SPD. It will be replaced by the Local Development Framework. The Local Plan is guided by the community's core values and sustainable development principles relating to the promotion of economic, physical and social regeneration and also improving the environment. It emphasises the creation of an urban renaissance, through the redevelopment of brownfield sites within the urban area. The Local Plan includes the strategic objective to develop Chatham into the thriving city centre of Medway with high quality designed mixed use development comprising a range of housing, retail, leisure and community facilities, and thus becoming a major sub-regional centre able to compete effectively with its neighbours.</p> <p>The following saved local plan policies are relevant to the study area. Please refer to the Local Plan Proposals Map for further information.</p> <p><b>POLICY T15: PARKING STRATEGY</b></p> <p>In the Chatham town centre Transport Policy Area, as defined on the proposals map, long stay car parking</p> | <p>for those using the town centre and who need access to their car during the course of the working day will be provided around the edge of the town centre in publicly available spaces. Long stay parking for those who do not need such access will be provided at suburban Park and Ride sites. Provision for short-stay car parking will be made in publicly available spaces close to the shopping streets within Chatham town centre.</p> <p>In the Gillingham, Strood, Rochester and Rainham Transport Policy Areas, as defined on the proposals map, the council will provide short stay publicly available car parking close to the core of the shopping centres. In the Star Hill/Sun Pier Transport Policy Area as defined on the proposals map, short stay publicly available car parking will be provided in less sensitive locations that do not adversely impact upon the character of the area.</p> <p>Commuted sums will be sought, where appropriate, to secure improved accessibility to sites by all transport modes generated by development. These payments will be used to assist the provision of appropriate transport choices. Such choices may include Park and Ride projects or assistance to the provision of bus, rail, cycling, taxi or pedestrian infrastructure.</p> | <p>Proposals which would lead to the removal of private off-street car parking spaces in Chatham town centre will be permitted where to do so would not conflict with other policies of this plan.</p> <p><b>POLICY L3: PROTECTION OF OPEN SPACE</b></p> <p>Development which would involve the loss of existing formal open space, informal open space, allotments or amenity land will not be permitted unless:</p> <ul style="list-style-type: none"> <li>(i) sports and recreation facilities can best be implemented, or retained and enhanced through redevelopment of a small part of the site; or</li> <li>(ii) alternative open space provision can be made within the same catchment area and is acceptable in terms of amenity value; or</li> <li>(iii) in the case of outdoor sports and children's play space provision, there is an excess of such provision in the area (measured against the n.p.f.a. standard of 2.4 hectares per 1,000 population) and such open space neither contributes to, nor has the potential to contribute to, informal leisure, open space or local environmental amenity provision; or</li> <li>(iv) in the case of educational establishments, the development is</li> </ul> |
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required for educational purposes and adequate areas for outdoor sports can be retained or provided elsewhere within the vicinity; or

(v) the site is allocated for other development in the local plan.

**POLICY S5: MEDWAY'S "CITY" CENTRE**

Chatham town centre will be developed as the major, multi-use 'city' centre for Medway. Sites to cater for new retail development are allocated within the town centre, and any major comparison retail proposals should be located here. Qualitative improvements to convenience goods provision, which are well related to the core area, will be permitted.

A range of other uses appropriate to a town centre location will also be permitted, provided that they contribute to the centre's vitality and viability and are consistent with the requirements of the retail policies of this plan.

The council will permit initiatives to enhance the attraction of the town centre. These may include environmental improvements, improved access for public transport, cyclists and pedestrians and access to the riverside. Land at the riverside, as defined on the proposals map, will be released for

riverside open space and for mixed-use development. This could include Class C3 residential uses; Class A1 and A3 shop, restaurant and pub uses; Class B1 business; and Class D1 and D2 leisure uses.

**Medway Local Development Scheme (2008 - 2011)**

The Medway LDS identifies a number of key documents that will be produced as part of the LDF process. These include:

- Core Strategy - Due for adoption in March 2011
- Medway Proposals Map - Due for adoption in 2011
- Chatham World Heritage Site Management Plan - Due for adoption November 2009
- Chatham Interface Land and Historic Dockyard Development Brief SPD - Due for adoption in June 2009

**Medway Core Strategy Issues and options Paper (2009)**

Medway Council is in the process of preparing a core strategy development plan document that sets out the

council's spatial strategy for how Medway will be developed in the future.

**Building Height SPD**

The Local Plan and emerging Local Development Framework is supported by more detailed guidance. In particular, Medway's Building Height Policy, which was adopted as a SPD in 2006 provides guidance for ensuring new high buildings within Medway are of the highest quality, and are in the most appropriate locations. The Medway Waterfront Renaissance Strategy defines Chatham Centre and Waterfront as an appropriate location where higher buildings should be proposed.

Medway Council recognises that as part of Medway's growth, high quality designed land mark buildings will be needed to promote an exciting image for Medway's waterfront regeneration sites and in delivering more sustainable working and living environments. However, great care will need to be taken to protect the historic built environment and the unique landscape and riverside setting of Medway.

**Pentagon Centre Development Brief**

Medway Council, in partnership with Dunedin Property Limited, then owners of the Pentagon Shopping Centre, commissioned a team of planning, urban design and architecture specialists, led by David Lock Associates, to explore how the Pentagon Shopping Centre might be refurbished and extended in a way that can bring new benefits and opportunities to Chatham Town Centre.

The scope of the refurbishment and development is to improve the market appeal of the Centre and its integration with the surrounding town centre, including enhancing pedestrian movement. In particular, three main opportunities are identified:

- Refurbishment of the centre that entails reviewing and consolidating floor space through relocating the bus station; reorganising existing retail units (particularly on the upper levels), and reviewing the existing entrance points, malls and internal spaces (including Pentagon Court) to improve pedestrian circulation through the centre;
- Mixed use extension of the centre to Soloman's Road which involves the demolition of the existing Brook

car park; redevelopment of existing retail units fronting the High Street; provision of high quality parking, and some residential development;

- Mixed use extension of the centre fronting The Paddock which involves redeveloping the area currently used by buses accessing the centre; reclaiming highway land to provide a fresh and attractive development frontage, and some residential development;
- There are also a number of wider public realm proposals connected with the refurbishment and extension of the centre which will come forward as part of the wider Development Framework. It is essential that future development within and around the Pentagon Centre takes place in a co-ordinated way.

**Medway’s Local Transport Plan (LTP)**

This document aims to reduce the use of cars and encourages cycling, walking and public transport as alternatives. This approach is fully supported by national, regional and local government policies, such as the Medway Local Plan adopted version 2003. Medway’s LTP seeks to deliver six overarching priorities:

- to tackle congestion;
- to deliver improved accessibility;
- to make our roads safer;
- to improve air quality;
- to deliver sustainable regeneration;
- to contribute to improving the health of Medway’s residents

**Development Contributions Guide SPD**

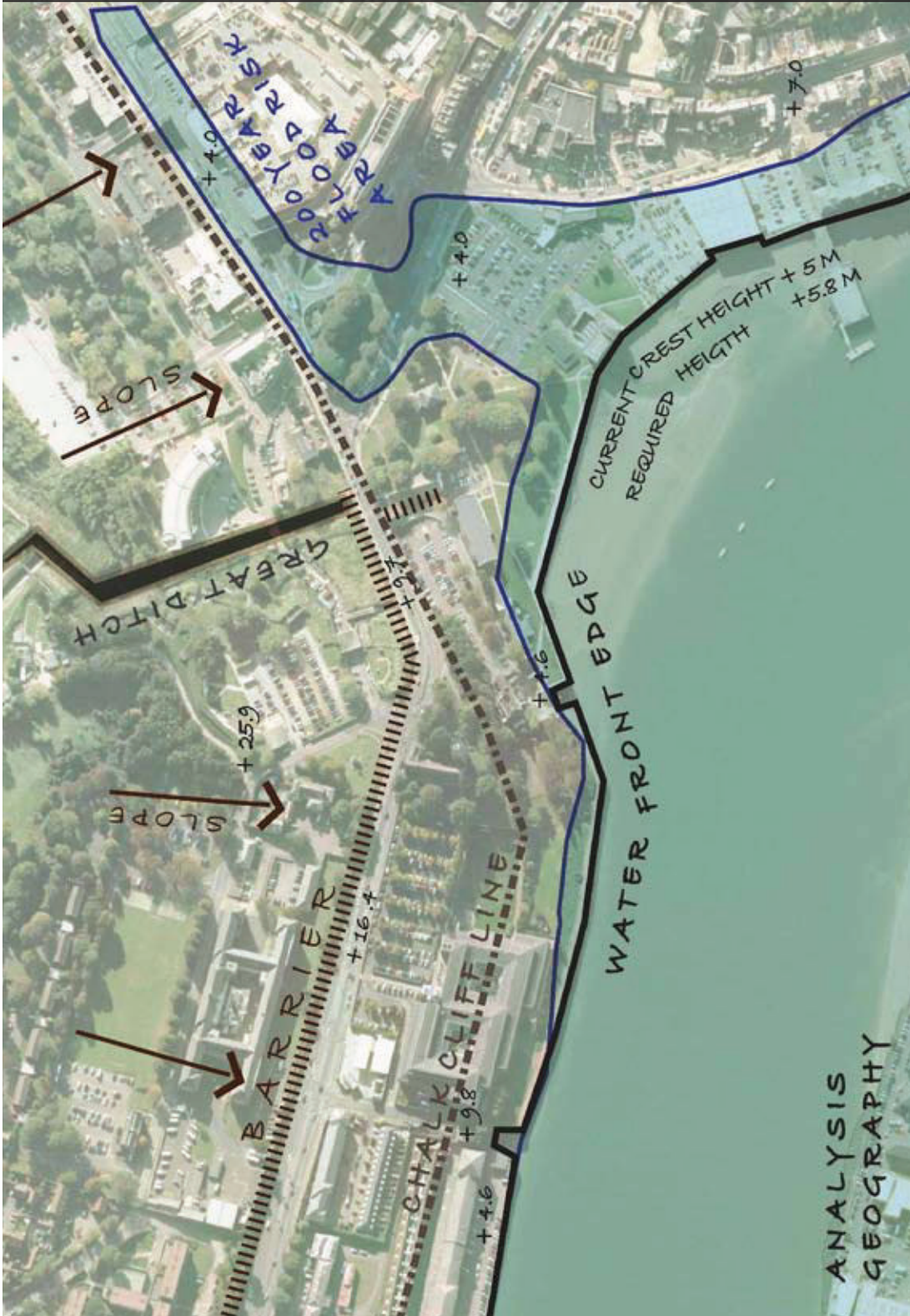
A Development Contributions Guide has been prepared by Medway Council that is a supplementary document to Policy S6 of the Local Plan. Developers are expected to have had full regard to the guide before submitting planning applications to the council. The Guide aims to assist developers, speed the decision making process and ensure consistency, transparency and accountability. Planning. Obligations or Agreements and Unilateral Undertakings are normally entered into in accordance with Section 106 of the Town & Country Planning Act 1990 (as amended). New development should be sustainable and this means it should provide capacity and new facilities to meet the needs of new residents. The council has therefore put in place systems and arrangements to aid the process to be followed in determining contributions and sets out the technical details for most services for which contributions may be sought.

**Statement Of Community Involvement**

The Statement of Community Involvement (SCI) is the first development plan document to be approved by Medway Council. In preparing development plan documents, the Council is required to meet a minimum level of public involvement under the Town and Country Planning (Local Development) (England) Regulations 2004. The SCI sets out, in a formal way, the arrangements for how people can get involved in the preparation of local development documents. Central to the SCI is to ensure that all sections of the public, including local groups and organisations, are actively involved throughout the plan making process. The SCI is therefore relevant to the preparation of this Chatham Centre and Waterfront SPD. However, because SPDs are not a statutory requirement only one period of public participation is required and they do not need to follow the full consultation procedure required for DPDs. The SCI states that consultation will be directed towards those bodies, organisations and individuals with a particular interest in an SPD area or subject.



Appendix B - Site Analysis



KEY

Area at risk from 1 in 200 year flood event

Flood Defence

Direction of Slope

Summary

- There are significant level differences around the site which creates problems for access
- The surrounding topography is such that the land slopes steeply down towards Gun Wharf from Fort Amherst and the Great Lines Park
- Some areas of the site are at risk from a one in 200 year flood event
- The current flood defence height is 4.5 - 5.0 metres but there is a requirements for this to be increased

Figure B.1: Topography and Flood Risk





Figure B.2: Land Ownership and Uses

**KEY**

|                   |
|-------------------|
| Recreation        |
| Parking           |
| Existing Building |
| Private Ownership |

**Summary**

- Most of the site is in Council ownership including the surface car parks
- The petrol station, St Mary's Church, the Command House Pub, the Watts charity building and the army careers information office are in private ownership
- A large proportion of the site is publicly accessible open space and amenity areas. However, these areas are of average quality
- Much of the site is in civic use





Figure B.3: Movement and Car Parking

# APPENDIX 1 – BEST STREET / HIGH STREET CONSULTATION REPLIES

## STATUTORY CONSULTEES

| NAME             | COMMENTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| English Heritage | <p>Support the vision for the regeneration of Chatham town centre. Analysis of the issues is correct and the draft masterplan sits well alongside existing adopted masterplans. There are few designated assets within the study area, one scheduled ancient monument and two listed buildings. There are more designated assets around the study area and the changes within the study area raises potential issues for their setting.</p> <p>Advice of PPS5 most relevant. Objectives relate to conservation of the significance of the historic asset and also the positive contribution these can make to local character and sense of place. Figure 4.6 analyses the quality of the existing High Street and English Heritage would be pleased to comment on any reports about the quality of High Street properties. There is potential for older buildings to be obscured behind existing elevations. Do not suggest that former dense development of the 19 century is a model for the future of the town centre but it could provide an inspiration for new development. Support the need for enhanced access north to south across the High Street. Active frontages are essential to compliment the aspirations for the transformation of the Brook. Urge new development opportunities do not repeat past errors – the Debenhams opportunity is an example of this. Kent County Council Historic Towns Survey report for Chatham provides guidance on the archaeological potential of the study area. Area is classed as zone 3, which equates to low archaeological potential. Masterplan represents an opportunity to explore the historic development of the town centre over a 200 year period. Suggest a research strategy is prepared.</p> <p>In terms of relationship to the proposed World Heritage Site, topography has created a real opportunity for the town centre. It is visible from the north side of the valley and the Great Lines. The town centre is part of the buffer zone to the proposed World Heritage Site. Buffer zones are not intended to be places where no significant change can take place but rather</p> |

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|                           | <p>to encourage change not to harm the values of a World Heritage Site and where possible enhance these. High St/Best St has the potential to achieve this, in particular for views into the town from the escarpment of the Great Lines.</p> <p>The Great Lines Heritage Park now includes enhanced access from Fort Amherst to the memorial so these views will become more relevant. A feature of existing views is the roofs of monolithic blocks, urge new development provide an acceptable roof form to reflect their high visibility.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Response</b>           | <p><b>Comments noted.</b></p> <p><b>Heritage assets listed in Fig 4.4 but reference to PPS5 should be added to section 1</b></p> <p>The flood map shows that the section of the Masterplan flanking Brook Street falls within Flood Zone 3. Sites 1a 1b 1c 2 3 4a 4b 4c and 12 fall within Flood Zone 3.</p> <p>It is essential that in allocating these sites you fully consider and demonstrate that these sites satisfy the Sequential Test and are designed in line with the guidance contained within PPS25 and in consultation with us. Site 2 (Halfords) includes a proposal for 30 homes within Flood Zone 3. Residential use falls within the More Vulnerable category in Table D2 of PPS25 and would therefore be subject to the Sequential and the Exception Test.</p> <p>Each application for developments within these areas should be accompanied by a site specific Flood Risk Assessment (FRA).</p> <p>The Medway Urban Flood Defence Strategy may identify options for reducing the risk of flooding within the Masterplan area. The findings of this report will be a useful tool to inform planning decisions within the area.</p> |
| <b>Environment Agency</b> | <p><b><u>Delivering on the Thames Gateway Core Vision: Low Carbon agenda</u></b></p> <p>Recognise that the Green Infrastructure and access agenda has been well reflected in the</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |



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|                        | <p>draft masterplan, however wider environmental issues set out in the Thames Gateway Core Vision are not addressed:</p> <ul style="list-style-type: none"> <li>• waste and recycling</li> <li>• green building including sustainable construction and retrofitting</li> <li>• energy efficiency</li> <li>• water efficiency</li> <li>• low carbon energy production</li> <li>• as well as research, development and manufacturing</li> </ul> <p>Recommend developing a Low Carbon theme within the masterplan setting out how the masterplan area can support the Thames Gateway becoming a focus for low carbon industry and a place for low carbon communities.</p> <p>Regarding any existing land contamination there may be constraints on certain elements of the proposals, but not insurmountable in most cases given most is re-use of existing premises with some re-development of certain plots if all goes ahead. Appropriate site investigations will be required at some stage and any contamination dealt with suitably, given setting and proposed uses issues. As so much of Chatham centre has been changed since the war and its use is mainly street scene, land contamination could be the occasional hotspots rather than widespread areas, i.e. maybe the odd car park, car workshop, plumbers or public space areas that need addressing.</p> |
| <b>Response</b>        | <p><b>Comments noted</b></p> <p><b>Reference to flooding and Strategic Urban Flood Defence Strategy to be added to section 1.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Natural England</b> | <p>Natural England welcomes the measures and aspirations in the masterplan to provide green infrastructure, including green roofs and provide and promote links to green infrastructure outside the masterplan area.</p> <p><b>Connectivity to local green infrastructure and green pocket parks</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

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|                                                      | <p>Although there are limited opportunities for green infrastructure provision of any significant scale within the masterplan area (other than living roofs), Natural England welcomes the emphasis on promoting connectivity to existing green infrastructure resources in the local area. Natural England would also encourage the provision of new green infrastructure within the masterplan area, including green pocket parks as envisaged by the draft masterplan.</p> <p><b>Living roofs</b></p> <p>Natural England especially welcome and would encourage the use of green (or brown) living roofing as part of the development brought forward through the masterplanning and delivery processes.</p> <p>As well as providing tangible improvements to the living environment, living roofs can also provide important sustainability benefits by assisting climate change mitigation and adaption through, for instance, urban cooling and sustainable drainage.</p> <p>Living roofs can also provide a vital urban biodiversity resource and there is increasing evidence of these benefits and increasing technical knowledge on how to design them into new and existing developments. Natural England would encourage living roofs that build in biodiversity enhancements as a core component of the design (including an emphasis on a diverse range of native locally occurring species rather than a low biodiversity value monoculture led planting scheme).</p> |
| <p><b>Response</b></p> <p><b>Highways Agency</b></p> | <p><b>Comments noted no amendment to masterplan proposed.</b></p> <p>The Highways Agency's interest relates to the motorway and all-purpose trunk road network that we manage on behalf of the Secretary of State. In spatial planning and development control terms, we have a duty to safeguard the operation of that network. In this respect, our interest relates to the M2 and to the A2 trunk road to the west of M2 junction 1.</p> <p>Have been liaising with the authority for some time now on transport modelling work that will inform both the evidence base for your authority's Core Strategy and for the Local Transport</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

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|                                                          | <p>Plan. This evidence base will take the form of a revised transport strategy for Medway.</p> <p>Although the draft master plan considers transport issues in the context of accessibility to the area under consideration, suggest that it also needs to establish a linkage with the authority's overall transport strategy and the expectations that would be placed on potential developers and occupiers of the redeveloped area. For example would expect that significant developments would be supported by a transport assessment and that travel plans would be put in place regarding their use.</p> <p>In particular note that the consolidation of the parking within and around the area will result in a net increase in the number of parking spaces available. Strongly urge that this is linked to the authority's overall parking strategy by for example indicating whether these additional spaces will be managed to discourage long-stay parking</p>                                                                                                                                                                               |
| <p><b>Response</b></p> <p><b>Kent Wildlife Trust</b></p> | <p><b>Comments noted and no amendment to the masterplan proposed.</b></p> <p>Have no objections to the above Masterplan. Attached are some recommendations as to how biodiversity enhancements and multifunctional Green Infrastructure could be built into the design of the new Town Centre.</p> <p>Kent Wildlife Trust has no comments regarding the plans within the Chatham 21 Chatham High Street /Best Street Area Master Plan however would recommend that the following points be considered when designing the new Town Centre.</p> <p>Regenerating the new Town Centre provides an opportunity to design in a multifunctional green infrastructure to provide a pleasant environment for its users and permeability for biodiversity. Features that will enhance biodiversity within what is at present a highly urbanised environment include:-</p> <ul style="list-style-type: none"> <li>• Green or brown roofs or green walls and balconies on retail units to provide stepping stones for biodiversity throughout the Town Centre.</li> <li>• Bird and bat boxes on all new builds including residential and retrofitted to old</li> </ul> |

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|                 | <p>buildings to provide roosting habitat for these species.</p> <ul style="list-style-type: none"> <li>• Broad roadside verges of Biodiversity Action Plan Habitats, rough grassland, wildflower habitat and hedgerows linking into existing habitats such as the river, to provide routes through the built environment for species present.</li> <li>• Enhancement of any new or existing open spaces through boundary enhancement within the amenity areas and marginal and bank side habitat creation along the river.</li> <li>• Hedgerow planting around gardens and other grounds.</li> <li>• Insect attracting species incorporated within the planting scheme. This could be indigenous be could also include high nectar producing non indigenous species.</li> </ul> <p>If such enhancements were created Chatham's appeal and biodiversity value is likely to increase.</p> |
| <b>Response</b> | <p><b>Many of these matters reflected in other guidance.</b></p> <p><b>Potential for increased biodiversity recognised but opportunities are influenced by the hard urban context.</b></p> <p><b>No amendment to masterplan proposed.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |



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| <b>The Theatres Trust</b>                    | <p>The Theatres Trust is The National Advisory Public Body for Theatres. The Town &amp; Country Planning (General Development Procedure) Order 1995, Article 10, Para (v) requires the Trust to be consulted on planning applications which include ‘<i>development involving any land on which there is a theatre</i>’. It was established by The Theatres Trust Act 1976 ‘<i>to promote the better protection of theatres</i>’. This applies to all buildings that were either built as theatres or are used for theatre presentations, in current use, in other uses, or disused.</p> <p>We have no particular comments to make on the Masterplan but are pleased to see that the Central Theatre may be expanded with additional facilities and look forward to receiving any planning application concerning this building.</p> <p>Theatre and performing arts are required elements of a sustainable community, providing social, cultural, environmental and economic benefits. Theatres make a major contribution to the vitality of town centres and their evening economy, and are significant elements of any town or city’s cultural infrastructure. The Theatres Trust is concerned that the arts and cultural development should play their full part in the community. Culture and the arts bring wider benefits and a stronger sense of community than mere economic analysis suggests. They are also about morale, well-being and pride in the area in which people live.</p> |
| <b>Response</b>                              | <b>Comments noted and no amendments to the masterplan proposed.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>South East England Partnership Board</b>  | The South East England Partnership Board has no substantive comments to make relating to this document and therefore does not wish to make any representations.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Response</b>                              | <b>Comments noted and no amendments to the masterplan proposed.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>LOCAL ORGANISATIONS AND GROUPS</b>        | <b>COMMENTS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Chatham World Heritage Steering Group</b> | The Chatham World Heritage steering group adopted a Development Protocol in June 2009 to guide how and when it comments on planning applications and planning policy formulation. The following comments fall within the scope of the adopted protocol and related to the identified Outstanding Universal Value of the site:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

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|                                                                                                            | <p>1. The masterplan area is included within the proposed World Heritage site buffer zone primarily for its presence in views to and from the escarpment area of the Great Lines Heritage Park. The masterplan's attention to roofscapes and relationship with the Great Lines Heritage Park is therefore welcome. The following comments are outside of the scope of the adopted protocol but reflect synergies between the objectives of the masterplan and the policies of the Chatham Dockyard and its Defences Management Plan (part of the World Heritage Site bid document):</p> <p>2. The group welcomes the intention to revitalise Chatham town centre and in particular the objectives of:</p> <ul style="list-style-type: none"> <li>◆ improving movement around the town and waterfront;</li> <li>◆ enhancing the public realm, and</li> <li>◆ invigorating the evening economy</li> </ul> <p>3. The group encourages the strengthening of the relationship between the town centre and the Great Lines Heritage Park/proposed World Heritage Site, recognising that this would be of mutual benefit. The group proposes this could be appropriately reflected by the inclusion of the Chatham World Heritage logo in the final masterplan.</p> <p>On behalf of the steering group I would like to signal our support for the masterplan and than the council and its partners for giving direction to this important area.</p> |
| <p><b>Response</b></p> <p><b>Area CPDA/CRO - Partnerships &amp; Crime Reduction Kent Police-Medway</b></p> | <p><b>Comments noted and no amendments to the masterplan proposed.</b></p> <p>The Masterplan appears very comprehensive and includes many beneficial attributes and aspirations, which if fully realised could result in significant enhancements and benefits to the ongoing regeneration of the Medway towns.</p> <p>Observations at this stage include :-</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

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|  | <p>Additional Documents that should be factored in to the document to assist guide development or for reference are suggested to include :- Safer Places the Planning System &amp; Crime prevention (ODPM2004) Safer Places- A Counter Terrorism Supplement (CLG2009) NACTSO (National Counter Terrorism Security Office)- Crowded places &amp; guidance.</p> <p>Crime and anti-social behaviour are more likely to occur if the following seven attributes of Sustainable Communities are not Incorporated:- Access &amp; Movement- Places with well defined &amp; well used routes with spaces &amp; entrances that provide for convenient movement without compromising security.</p> <p>Structure-Places that are structured so that different uses do not cause conflict.</p> <p>Surveillance-Places where all publicly accessible space is overlooked</p> <p>Ownership- Places that promote a sense of ownership, respect, territorial responsibility &amp; community Physical protection- Places that include necessary well designed security features</p> <p>Activity- Places where the level of human activity is appropriate to the location &amp; creates a reduced risk of crime &amp; sense of safety at all times.</p> <p>Management &amp; maintenance- Places that are designed with management &amp; maintenance in mind, to discourage crime in the present &amp; future.</p> <p>These are suggested to be incorporated in design guidance, to enhance the key themes for the design already detailed in the document.</p> <p>Improvement of Parking provision may be very beneficial however I can see little mentioned in respect of parking provision for residents of the possible 250 new units &amp; clear, secure provision of parking (ideally close &amp; in view) should be included for these. Similarly those utilising live/work or workspace units may also need appropriate allocated parking.</p> <p>Built form &amp; build lines should be clear &amp; legible and not provide non-overlooked aspects, deep recesses, or areas for concealment.</p> |
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|                                                          | <p>If rear servicing is to be included then adequate security mechanisms need to be incorporated to ensure these are safe, secure and visible &amp; equally they should not detract from the Street scene or overall scheme visual design</p> <p><b>Masterplan document to be amended to refer to the suggested additional documents. Masterplan is a conceptual document, and comments relating to crime and general safety will need to be taken into account as detailed development proposals come forward.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <p><b>Response</b></p>                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <p><b>D. Lynch<br/>Chairman, Medway Access Group</b></p> | <p>Having viewed the master plan make the following main comments:</p> <p>To encourage disabled and elderly people to use Chatham disabled parking has to be plentiful and close to shops and amenities.</p> <p>As well as toilets being available in stores etc. it is essential to have several accessible public toilets as it may not always be possible to access shops - especially during evening and night.</p> <p>Other detailed comments will come to light as and when plans are submitted</p> <p>Because this development will be in place for many years to come developers need to work well beyond the existing Part M and BS 8300 and to bear in mind that disabled people are becoming more independent and numbers of disabled and elderly people are increasing.</p> <p><b>Masterplan is a conceptual document, and comments relating to access and public toilets will need to be taken into account as detailed development proposals come forward.</b></p> |
| <p><b>Response</b></p>                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <p><b>Medway Community Estates (liftco)</b></p>          | <p>Refer to the consultation document inviting comments by 19<sup>th</sup> July. Have recently acquired on behalf of NHS Medway, the old warehouse building off Clover Street adjacent to Debenhams and the over ground car park.</p> <p>The redevelopment of this site for a new Primary and Community Care Building was</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |



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|                   | <p>supported in principle by Development Control (letter dated 8<sup>th</sup> April 2009 refers).</p> <p>Note that the identified site within the Master Plan does not represent the actual position of the site acquired by NHS Medway and this should be corrected.</p> <p>Also note that the Draft Implementation Strategy Sec 7.0, indicates extensive redevelopment of the immediate surroundings and adjacent areas as Phase 2. Would request that any implementation plan for this area, be conducted in harmony with the development intentions of NHS Medway to avoid unnecessary development or operational service disruption.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Response</b>   | <p><b>Comments noted.</b></p> <p><b>Masterplan to be amended to clarify location of the proposed health development on all plans and emphasise the importance of working with LIFTCO at appropriate stages.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>NHS Medway</b> | <p>NHS Medway has purchased a site in Clover Street (nos. 9-11) for the potential development of a community healthy living centre and welcomes the creation of an accessible, attractive area around our site, particularly the improved transport links. Note however that the identified site within the Master Plan does not represent the actual position of the site acquired by NHS Medway and this should be corrected</p> <p>Clover Street is one part of a range of proposed developments to develop new high quality infrastructure for the delivery of health services in Medway. At this point proposals are in the early development stage and include the necessity to ensure a financially viable development. As well as creating the community healthy living centre, we are aware of and welcome the potential to include other uses on this site attracting third party income. Following discussions with your colleagues in the Planning Department believe that this site offers excellent opportunities for retail and are also in discussion with Medway Council about other potential uses e.g. extra care housing. These early thoughts on development are compatible with the proposals in the Masterplan.</p> |

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|                                                                                  | <p>There are no indicative timescales within the Masterplan for the phase 2 development of Clover Street East. Similarly, we have no indicative timescales for our proposals, so there is the need for ongoing discussions around the compatibility of development timescales. Links are already established to ensure that this happens.</p> <p>To summarise, your proposed development will significantly improve Chatham town centre, including making the area more accessible, and NHS Medway fully supports the Chatham High Street/Best Street Masterplan</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Response</b>                                                                  | <p><b>Comments noted.</b></p> <p><b>Masterplan to be amended to clarify location of the proposed health development on all plans and emphasise the importance of working with LIFTCO at appropriate stages.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>LOCAL LANDOWNERS AND RESIDENTS</b>                                            | <b>COMMENTS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Beak Kemmenoe Chartered Accountants<br>1-3 Manor Road<br>Chatham<br>Kent ME4 6AE | <p>At present there is rear access to 1-3 Manor Road between the Sir John Hawkins car parks, which enables us to access our car park for approx 20 staff and our clients/visitors. Looking at the plans, the Sir John Hawkins car parks no longer exists and there appears to be what looks like a building in its place. Our concern is that the building will then block the access to our car park.</p> <p>Have been located in these premises for some 38 or more years and we lease both the properties - No 1 Manor Road from Pierson Trust whom we correspond with a Colonel Yerburch and No 3 Manor Road is leased from a Mr Scott.</p> <p>Appreciate the plans are not set in stone and are to improve the area, it would be most inconvenient if staff and visitors if they were unable to access the Beak Kemmenoe car park. I have been informed that we also used to be able to gain access from Manor Road, but since the Kent Reliance and Theatre Royal changes we are no longer able to access the car park via this route.</p> |

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| <b>Response</b>                                                    | <b>Comments noted</b><br><b>Existing access rights will have to be reflected in detailed proposals as they come forward.</b><br><b>No amendment to masterplan proposed.</b>                                                                                                                                                                                                                                                                                                                              |
| Savills (L&P) Ltd<br>Wytham Court<br>11 West Way<br>Oxford OX2 0QL | Write on behalf of Nuffield College who are the freehold owners of 235, 237 and 239 High Street Chatham. Note from the planning documentation sent to our client regarding the draft masterplan for Chatham 21, that there are plans to demolish our clients premises. Are disappointed to see that compulsory purchase and demolition are planned and will expect the council to take full consultation with all the affected land owners before any plans are finalised.                               |
| <b>Response</b>                                                    | <b>Comments noted.</b><br><b>Full consultation with all landowners will be critical in taking the concepts in the masterplan forward. Where at all possible a collaborative approach will be followed and compulsory purchase would only be considered when it could be demonstrated that there was no practical alternative.</b>                                                                                                                                                                        |
| Habendum limited                                                   | This company is the freeholder of the tk maxx store (formerly marks and spencer) on the High Street.<br>Currently the store can be serviced either from the high street or our rear service area, which can be accessed by road from Best Street. Will this change in any way if the proposed plans be implemented? In particular would we continue to enjoy vehicular access from Best Street? How would the proposed new service area with turntable between our unit and Best Street impact our unit? |
| <b>Response</b>                                                    | <b>Detailed proposals will need to take full account of existing access rights and servicing arrangements. The importance of this property is fully recognised and an ongoing dialogue will be sought to ensure mutually beneficial solutions are identified.</b>                                                                                                                                                                                                                                        |
| 41 Herbert Road<br>Chatham<br>Kent                                 | 1. I do shop in Chatham, generally at the weekend.<br>2I do not work in Chatham. I use the Banks, Theatres and restaurants. I also use the library.                                                                                                                                                                                                                                                                                                                                                      |

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|                                              | <p>3. More/better shops, more restaurants. Most definitely a better environment with improved public spaces and pedestrian access. More green areas, a water feature and some play area for the children.</p> <p>4. Support all the features in question 4, just not too many bars.</p> <p>5. Yes. Stated above.</p> <p>6. Marks &amp; Spencer, more mens clothes shops, art/crafts shops, HMV, Jewish deli would be nice to top it off.</p>     |
| <b>Response</b>                              | <p><b>Comments noted.</b></p> <p><b>No amendments to the masterplan proposed.</b></p>                                                                                                                                                                                                                                                                                                                                                            |
| Mrs P Sharp<br>donpat.sharp@blueyonder.co.uk | <p>The link given in Medway Matters did not work. From the plan given in Medway Matters it is not clear where any car parks are going to be situated. Will there be the same number of car parking spaces as at present? There also seems to be a lot of greenery and trees where at the moment there are buildings such as the rear of Tesco store so are the current properties being demolished or is this the artist bending the truth.</p>  |
| <b>Response</b>                              | <p><b>Broken link reported but website has function well overall.</b></p> <p><b>Details of the carparking strategy are set out in the masterplan document.</b></p>                                                                                                                                                                                                                                                                               |
| Diana Keating<br>keatd002@medway.org.uk      | <p>The new shopping centre will not be a success if charges are made for parking, especially when you can park at Bluewater or Hempstead Valley for free.</p>                                                                                                                                                                                                                                                                                    |
| <b>Response</b>                              | <p><b>Comment noted but it is also the case that all town/city centre retail schemes impose parking charges.</b></p> <p><b>No amendment to masterplan proposed.</b></p>                                                                                                                                                                                                                                                                          |
| Dalia Halpern-Matthews                       | <p>You comment on a probable CPO of NCP/Trafalgar Centre. You also put with Trafalgar Centre 270-272 High Street. The Trafalgar Centre is 268-270 High Street. 272 High Street is the Nucleus Art Centre. Is it therefore your intention to place a CPO on the NAC? This is an English document, not an American one – so “metres” is not spelt “meters”. Why is the Nucleus Art Centre (NAC) not mentioned within the strengths of Chatham?</p> |
| <b>Response</b>                              | <p><b>Comments noted and corrected references to be added to the final document.</b></p> <p><b>Greater emphasis will be put on the importance of the Arts Centre.</b></p>                                                                                                                                                                                                                                                                        |
| O J H Hulf                                   | <p>I have waded through your various reports and plans and have concluded until your staff</p>                                                                                                                                                                                                                                                                                                                                                   |



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| oliverhulf@aol.com                                                                          | have learned to communicate with us, your customers, in clear and concise terms and not in "council speak" there will remain a gulf. Regrettably we will have to live with the consequences without adding anything useful.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Response</b>                                                                             | <b>Comments noted .</b><br><b>It is regretted that the respondent did not find the document readable but a positive response has been received from others.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Dave Creek<br><a href="mailto:creeky@hotmail.co.uk">creeky@hotmail.co.uk</a>                | What about the traffic flow with traffic coming across Rochester Bridge, along Commercial and High Street heading east? Is it just supposed to find a new route?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Response</b>                                                                             | <b>The proposals in the masterplan do not affect the wider highway system or journey options from the Rochester direction.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Angela Whitmore<br><a href="mailto:crap@whitmorefamily.co.uk">crap@whitmorefamily.co.uk</a> | Medway is where I was born and grew up but I moved away eight years ago partly because I didn't find it an attractive place to live. I'm really pleased to see what is happening there – the work on the green spaces is great and it's lovely to see the town centre has finally been given a decent facelift! Medway has a huge amount to offer – it's only since moving away that I've appreciated how rich it is in history. I believe this work is exactly what Medway needs and maybe one day it will even have the reputation it deserves. Best wishes to all involved and I look forward to seeing the effects in future visits.                                                                                                                                                                                      |
| <b>Response</b>                                                                             | <b>Comments noted no change to the masterplan required.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Jeff Barker<br><a href="mailto:jbarker193@btinternet.com">jbarker193@btinternet.com</a>     | The draft plan looks good .. alas, Chatham centre locals do nothing to encourage out of town visitors once the shoppers have dispersed. How many Medway residents would enjoy a night out in a revamped Lewisham, Deptford, Catford, etc. it is vital to have a safe and secure environment. I would suggest the provision of two highly visible static police rapid response centres incorporating overt cctv monitoring at each end of the proposed development. In addition to this I would suggest as much solar lighting as possible; this will then give "after dark" visitors to the new centre added reassurance and will create a trouble free vibrant evening destination for all. One more comment would be to introduce an annual professional cycling event around the "natural" circuit, which will be created. |
| <b>Response</b>                                                                             | <b>Comments noted.</b><br><b>A key objective of the masterplan is to improve the vitality of the centre and feeling of</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

|                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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|                                                                                                                   | <b>safety and comparable developments elsewhere have demonstrated that this can be achieved.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Patricia Daniels<br><a href="mailto:patricia.daniels@medway.gov.uk">patricia.daniels@medway.gov.uk</a>            | Did no-one notice that it continually refers to Station Road? I assume it means Railway Street.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Response</b><br>John Ward<br><a href="mailto:john@acornusers.org">john@acornusers.org</a>                      | <b>Comments noted and appropriate corrections will be made to the final text</b><br>It is a great pity that one cannot download the whole document as (say) a PDF as an alternative.<br>All that seems to be possible is to email one page at a time to oneself.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Response</b><br>BERNARD THOMPSON<br><a href="mailto:btompson000@btinternet.com">btompson000@btinternet.com</a> | <b>A complete PDF version is available from the website.</b><br>Dear Sir. Why does Medway Council waste our Council Tax on these stupid public surveys, when they totally ignore public opinion?<br><br>For example;<br>1. The demolition of the Thomas Aveling historic building in Strood. <u>Totally against public opinion.</u><br>2. The demolition of the flyover over Chatham High Street. <u>Totally against public opinion.</u><br>3. The cutting down of the trees in Globe Lane to allow the building of a new bus station. <u>Totally against public opinion.</u><br>4. I have yet to meet anyone in the Medway Towns who has a good word to say about the ridiculous 2 way road system around Chatham, with it's endless traffic lights and hold ups.<br><br>So come on Medway Council, stop wasting <i>your</i> time, and <i>our</i> money with these ridiculous surveys, and just get on with what you do best. Ruin our once lovely towns. |
| <b>Response</b>                                                                                                   | <b>The respondent's views are noted.</b><br><b>Council tax has not been used to fund the masterplanning work and the further comments do not relate to the masterplan.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

## RESPONSES TO THE QUESTIONNAIRE

89 replies received

**Question 1. Do you currently shop in Chatham?** Yes 82%, No 18%

**If yes, how often?**

|            |     |
|------------|-----|
| Daily      | 21% |
| Weekly     | 41% |
| Monthly    | 19% |
| Less often | 19% |

**If you do not shop in Chatham, please give up to three reasons why you do not.**

|                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------|
| It is unattractive, the quality of the shops is poor and I feel unsafe.                                                       |
| I have to pay for parking, range of shops is not what I am looking for, the town centre seems dirty and unwelcoming.          |
| The shops I prefer aren't there. Unpleasant High Street to walk around. Bluewater is so easy to get to.                       |
| Shops are down-market object to paying for parking.                                                                           |
| Do not reside/work within the area.                                                                                           |
| Traffic problems.                                                                                                             |
| Poor parking, poor choice of quality shops, no good lunchtime eating/ restaurants.                                            |
| Poor environment.                                                                                                             |
| Would shop more often if buses were more available.                                                                           |
| Poor quality shops. Scruffy run down surroundings. Expensive parking and lack of public transport (from Rochester Esplanade). |
| Unable to access many car parks in my Land Rover Discovery due to height restrictions.                                        |
| Congestion and poor traffic flow. Too many pound shops and charity shops. Not enough large good retailers.                    |
| I work in Chatham, but main shopping done at Maidstone as no M & S, no British Home Stores and no DVD/ CD shops in Chatham.   |
| Road network abysmal. Car parking expensive and inaccessible. Felt unsafe last time I visited in November.                    |
| Too many undesirable characters make the experience too depressing. No shops other than Debenhams and cheap shops.            |
| Bluewater is my local centre and not so many thieves, shop-lifters, etc.                                                      |
| Too much traffic, Medway Council should only allow buses in Chatham.                                                          |
| Difficulty in driving through Chatham. Not enough good quality shops, ie M&S.                                                 |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| Despite the fact that I live within a minutes walk of Chatham High Street I don't shop there because of the: 1: Uncontrolled antisocial behaviour, 2: Its so dirty and badly maintained, 3: There's no pride in Chatham, it is so run down I'd rather shop anywhere else at present, I never feel safe there.                                                                                                                                                                     |
| Although I live closer to Chatham, I tend to shop more frequently in Maidstone (or Bluewater) due to the quality of shops. The only decent shops in Chatham at present are Boots and Debenhams. The extended Primark just increases the visibility of cheap, low quality shops. When I walk round the Pentagon Centre or in the High Street I am stunned by the level of bad language that can be heard and this means my visits are brief just to buy essential items and leave. |
| Apart from Debenhams and Primark there are no quality retail shops.                                                                                                                                                                                                                                                                                                                                                                                                               |
| It's not local for me, not appealing enough and dangerous (seen in views of others).                                                                                                                                                                                                                                                                                                                                                                                              |
| I might come more often if there were a Marks and Spencer or Waitrose. I normally go to a coffee shop and browse around.                                                                                                                                                                                                                                                                                                                                                          |
| Retail offer (lack of). Chavs - loads of them.                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| It is a dump. The shops are rubbish and the people in the area are usually scum.                                                                                                                                                                                                                                                                                                                                                                                                  |
| Cost of parking. Lack of interesting shops General run-down atmosphere of the town.                                                                                                                                                                                                                                                                                                                                                                                               |
| Other than Debenhams I do not want to buy anything that the other shops offer.                                                                                                                                                                                                                                                                                                                                                                                                    |
| Weekly shopping is only for 'odds and ends'. My main shopping is purchased elsewhere.                                                                                                                                                                                                                                                                                                                                                                                             |
| Lack of variety/standard of shops.                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Don't like the shops there Scummy people - don't feel safe. Not my closest shopping centre - closer one has better shops                                                                                                                                                                                                                                                                                                                                                          |
| I don't shop                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Shop selection is poor                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

**Question 2. Do you work in Chatham? Yes 26%, No 74%**  
**Do you use any of the other facilities in Chatham listed below?**

|                              |     |
|------------------------------|-----|
| Banks and building societies | 56% |
| Theatres                     | 48% |
| Pubs and restaurants         | 30% |

**Leisure, please specify:**

|                                                  |
|--------------------------------------------------|
| 8 people identifying bowling in Pentagon centre. |
|--------------------------------------------------|



|                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7 people identifying Chatham library.                                                                                                                                                                                                                                                                                                                                                            |
| Black Lion, Chatham Town F.C, Gillingham water front etc.                                                                                                                                                                                                                                                                                                                                        |
| Central & Brook Theatres, pubs.                                                                                                                                                                                                                                                                                                                                                                  |
| Central Hall.                                                                                                                                                                                                                                                                                                                                                                                    |
| Attend various events – including FUSE.                                                                                                                                                                                                                                                                                                                                                          |
| Very occasionally- one Indian restaurant.                                                                                                                                                                                                                                                                                                                                                        |
| Universities, walking.                                                                                                                                                                                                                                                                                                                                                                           |
| No, everything gets ruined by antisocial behaviour.                                                                                                                                                                                                                                                                                                                                              |
| River activities.                                                                                                                                                                                                                                                                                                                                                                                |
| Street events, eg carol services.                                                                                                                                                                                                                                                                                                                                                                |
| As an active member of local amateur theatre groups, I use the Brook Theatre frequently for rehearsal space. Unfortunately, the cost of hiring the Central Theatre to actually perform shows (as was previously done by most amateur groups in the area) is now prohibitive meaning that many groups have relocated to Maidstone and the amateur productions appear to sell better in that area. |
| I might go to Sainsbury's for a change.                                                                                                                                                                                                                                                                                                                                                          |
| Coffee shops.                                                                                                                                                                                                                                                                                                                                                                                    |
| Pubs are to be avoided and there are no bars worth visiting. The excuse for a theatre is inadequate and not worth visiting.                                                                                                                                                                                                                                                                      |

**Other, please specify:**

|                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------|
| Walk along the river bank. Enjoy the gardens around the riverbank and would like to see a more leisure orientated environment in this area. |
| Railway station - weekly trips to London.                                                                                                   |
| Shopping.                                                                                                                                   |
| Only ever go to Chatham for work purposes.                                                                                                  |
| New arts centre.                                                                                                                            |
| Co-op bank.                                                                                                                                 |
| Bank when absolutely necessary.                                                                                                             |
| Churches.                                                                                                                                   |

|                                                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------|
| Doctors, Dentist, Hairdresser.                                                                                                                |
| Musical events in church halls and cathedral.                                                                                                 |
| Church.                                                                                                                                       |
| Nothing nice there anymore.                                                                                                                   |
| Pubs and restaurants on riverfront.                                                                                                           |
| Post office.                                                                                                                                  |
| Bus station.                                                                                                                                  |
| Blueberry Park sandwich bar.                                                                                                                  |
| There used to be a cinema in a fine historical building and we could have had a proper theatre in a listed building but these have been lost. |
| Opticians.                                                                                                                                    |
| NAC for coffees, some of the Indian restaurants.                                                                                              |
| Shops.                                                                                                                                        |

**Question 3. Which of the following improvements would encourage you to visit and shop in Chatham more often.**

The % indicates the support to each option from the total number of responses (89 people in this case).

|                                                                     |     |
|---------------------------------------------------------------------|-----|
| More and better shops                                               | 76% |
| Improved car parking                                                | 37% |
| Better public transport                                             | 43% |
| More restaurants, pubs                                              | 25% |
| Better environment with improved public spaces and pedestrian areas | 56% |

**Other, please specify:**

In Chatham Town Centre, instead of more 'restaurants and pubs' I would like to see improved quality and service in these establishments. The general standard is poor in appearance, range, service, product offering.

|                                                                                                                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Pay on exit parking - so I don't have to keep an eye on the time.                                                                                               |
| Better road access, can't anyone see the traffic problems through Strood, Rochester and Chatham...why aren't traffic problems/jams on the list above?           |
| Reduce cost of parking.                                                                                                                                         |
| Not so many closed shops, another big department store like there used to be - M & S.                                                                           |
| More Leisure facilities for children, play parks, Riverside walkway uninterrupted, better cycle path.                                                           |
| Relief road from Medway Street to Dock Road not on the plans.                                                                                                   |
| Cleaner paths, litter patrols. Buildings at Luton Arches End, filthy windows and environment- why are food outlets allowed?                                     |
| Arts - visitor centre as in Rochester with Art gallery.                                                                                                         |
| Remove the underclass/benefit culture.                                                                                                                          |
| No more cars in Chatham - only buses.                                                                                                                           |
| More litter bins and cleaner pavements. Empty shops/flats above.                                                                                                |
| Licensed Restaurants.                                                                                                                                           |
| Less known criminals.                                                                                                                                           |
| More public toilets. Get rid of all the chavs in Chatham.                                                                                                       |
| Make it greener and cleaner. Enforce zero tolerance for antisocial behaviour.                                                                                   |
| Access and a well-planned road system. Co-ordinated transport system - road/rail.                                                                               |
| Views of river, walks along river frontages, with facilities for leisure and sitting. Cafes and toilets (well kept)                                             |
| Better leisure.                                                                                                                                                 |
| More stuff so Chatham can be a day out.                                                                                                                         |
| Public transport is fairly good - could be improved evenings/weekends. More dropping off points for buses, currently a long walk from rail station/bus station. |
| A proper theatre and cinema.                                                                                                                                    |
| More theatres and a cinema or several.                                                                                                                          |
| Better and more reliable evening and Sunday bus service - evening opening coffee shops.                                                                         |
| Evening bus service, community centre.                                                                                                                          |
| Better night-life.                                                                                                                                              |

|                    |
|--------------------|
| Cleaner.           |
| More free toilets. |
| Bus stop seating.  |
| Cafes.             |
| More Rock stuff.   |

**Question 4. The masterplan has a number of key features listed below.**

The % indicates the support to each option from the total number of responses (89 people in this case).

|                                                                                                                                                                       |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| At least 30,000 sq m of new shops and a new food superstore on Best Street.                                                                                           | 53% |
| The High Street is retained as the main shopping route with new pedestrian routes and shops connecting the Pentagon Centre.                                           | 65% |
| The creation of new public spaces.                                                                                                                                    | 64% |
| Shops, bars, cafes and restaurants provided along new pedestrian routes and onto new public spaces, to make the centre feel safer and livelier.                       | 71% |
| Major new shopping and other developments between the High Street and the Brook and the High Street and Best Street.                                                  | 55% |
| Replacement multi storey or underground car parking located along Best Street and the Brook to create two clear arrival points for cars and easy access to the shops. | 48% |
| Enhanced views of the War Memorial.                                                                                                                                   | 42% |
| Major new shopping and other developments between the High Street and the Brook and the High Street and Best Street.                                                  | 55% |
| Improvements to the eastern end of the High Street through the careful redevelopment of poorer quality buildings to provide replacement shops and other uses.         | 66% |
| Provision for other town centre activities, including community uses, work spaces and some residential accommodation to improve the overall vitality of the centre.   | 57% |

**Question 5. Do you think that, overall the masterplan proposals will significantly improve Chatham as a place to shop and visit will encourage you to visit Chatham more?**

|     |     |
|-----|-----|
| Yes | 75% |
|-----|-----|



|    |     |
|----|-----|
| No | 25% |
|----|-----|

### What other proposals do you think should be included:

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
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| <p>The key to success is keeping vehicles away from the shopping areas but with plenty of low/nil cost parking to challenge the Bluewater/Sava Centre/Fremelin Walk attractions. Chatham was a modern town centre in the 60's but has not had any significant investment since that time. If Rochester is the heritage centre of Medway, then Chatham can become the modern shopping centre for Medway but we need to get rid of old buildings and piecemeal development. Just an idea, but why cannot we put a raft over Chatham railway station with offices and parking and the new bus terminus there. That would be a giant leap forward for mankind!</p>                                                                                                                                                                                                            |  |
| <p>Comments on Q4 - Would like to have early sight of the masterplan to review the visual impact of the statements made in Q4 before finally supporting proposal. A public space development should be considered at the point known as RATS BAY, which could be a sculpted terrace combining a water feature (fountains) produced by our local World renowned water feature manufacturer based in the Dockyard. This terrace would combine several key purposes: 1- flood defence, 2- entertainment area, 3- iconic focal point for Chatham. Comment on Q5 - generally the bald statements will improve the current offer but ultimately will depend on the type and quality of stores attracted. Parking facilities should be incorporated into existing sites, where possible. i.e. no more high level car parks. The preference would be underground car parking.</p> |  |
| <p>High quality theatre/music venue, with good restaurant, bars, theatre shop etc as in other large cities - in addition to the Central and Brook Theatres, which also have their place. Food hall selling local produce/farmers market or similar.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |
| <p>More entertainment venues with first class artists and shows, a real theatre not a cobbled together Methodist Hall.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |
| <p>Move the job centre - it attracts people with no money to hang around in the public areas all day.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |
| <p>You can improve Chatham in many ways but please start with improving the traffic flow or it will all be changed again in 10 years..... at the cost of what little green space will be left....</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
| <p>Improve traffic access.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |
| <p>Specialist shops.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |
| <p>Better street cleanliness. No burger/ hot dog vendor using mobile carts.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |
| <p>Better policing in the High Street, as we don't see that many down here. Also enforcement on people not drinking alcohol in the High Street. As there are still people doing just that.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |
| <p>Chatham High Street and the surrounding areas are very old and look out of place in a modern era. This includes the eyesore that is Pentagon and Mountbatten House. The removal of these two buildings would vastly improve the area. They are both relics of a time gone by.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |

|                                                                                                                                                                                                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Traffic flow around the new proposal crucial- people will not visit Chatham if it is impossible to get to the centre quickly. The present two-way system does not work.                                                                           |
| Medway Council do not listen to people, include 'relief road' from Medway Street to Dock road on the side of the New Bus Station from the side of Staples. The road would go from Medway Street to Dock Road and help traders on the bottom road. |
| General clean up.                                                                                                                                                                                                                                 |
| At the moment we only have park and ride from the Maidstone side of the town, should be from other direction as well.                                                                                                                             |
| Better access to shops by public transport. Waiting for a bus near the river is like being in a wind tunnel and freezing cold in the inclement weather (a reason I do not like shop at Dockside).                                                 |
| I am not convinced that the existing population of Medway will support this planned retail development- an influx of more affluent people seems to be needed, and probably a change in mind-set.                                                  |
| Green/ garden type installations- could be raised up on built up garden structures in wood park or store.                                                                                                                                         |
| Making it a safer environment.                                                                                                                                                                                                                    |
| Ensure that a better traffic flow system is in place- at the moment the two-way system is chaotic. Always very long queue to be able to move around or through Chatham.                                                                           |
| A covered walkway to the new bus station and the bus stops in waterfront way. Bus shelters in waterfront way now.                                                                                                                                 |
| M & S, BHS, HMV, H & M.                                                                                                                                                                                                                           |
| The town can never improve while traffic and parking remains a nightmare and especially until the benefit culture is tackled, reducing drunks, drug addicts, single mothers and ethnic community.                                                 |
| Stop all of the cars.                                                                                                                                                                                                                             |
| Can't tell - the information is too vague.                                                                                                                                                                                                        |
| Encourage the involvement of local groups, eg Age Concern that have been pushed out of the towns and other social groups to include smaller sports halls even though we have Medway Park.                                                         |
| Not with Bluewater on doorstep.                                                                                                                                                                                                                   |
| Better road system.                                                                                                                                                                                                                               |
| No, we need more public toilets. No more pigeons. No more spitting. No more drinking. No more fighting.                                                                                                                                           |
| Possibly, but antisocial behaviour needs to be given 24hour zero tolerance approach. Reduction in use of constant police sirens during normal sleeping hours.                                                                                     |
| More use of the river frontage. Local traffic access (cycles and pedestrians) from Strood to Gillingham. River buses serving the                                                                                                                  |

|                                                                                                                                                                                                                                                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| dockyard and St Marys Island.                                                                                                                                                                                                                                                                                                                                 |
| Specialist shops, eg Greengrocers, incl stalls outside. Fewer dress shops. Council to step in and remove derelict buildings, eg Theatre, Old Navy Club. Or preserve eg St Johns Church.                                                                                                                                                                       |
| The plans will only work if the type of people using the town centre also changes...at present the "typical" people I encounter on a trip to Chatham to shop are very young mothers or groups of youths. As mentioned above, the use of bad language is currently a big turn off and this can only be improved if different people are attracted to the town! |
| Public events.                                                                                                                                                                                                                                                                                                                                                |
| More upmarket shops, add more toilets (should be free).                                                                                                                                                                                                                                                                                                       |
| Reduce pub 'ghettos' on Railway Street.                                                                                                                                                                                                                                                                                                                       |
| Less charity shops.                                                                                                                                                                                                                                                                                                                                           |
| Improvement in security, pollution management and shop quality.                                                                                                                                                                                                                                                                                               |
| More leisure for younger people and more music shops.                                                                                                                                                                                                                                                                                                         |
| More up market shops.                                                                                                                                                                                                                                                                                                                                         |
| Retain green spaces with trees near Waterfront. Remove traffic lights on Waterfront bus lane. Put raised table with pedestrian crossing.                                                                                                                                                                                                                      |
| More bus stops to shorten walk to High Street (I have slight mobility challenges and use a stick).                                                                                                                                                                                                                                                            |
| Complete demolition of the Pentagon Centre including the office block.                                                                                                                                                                                                                                                                                        |
| More leisure and culture venues (especially as we now have so many students in the area).                                                                                                                                                                                                                                                                     |
| Public toilets outside of Pentagon centre. More variety of shops.                                                                                                                                                                                                                                                                                             |
| Proper community centre - for socialising and finding information for all ages and conditions - including elderly and infirm.                                                                                                                                                                                                                                 |
| A purpose built community centre to include all ages but have an area for elderly information, day care and social meeting rooms, multi cultural.                                                                                                                                                                                                             |
| It needs to be kept clean and needs to be a safe area.                                                                                                                                                                                                                                                                                                        |
| Bus 133 service improved.                                                                                                                                                                                                                                                                                                                                     |
| More security needed to protect visitors from many drunk/drugged aggressive people and against all the vandalism etc                                                                                                                                                                                                                                          |
| Chatham is in such a mess caused by various things - poor roads, poor car parking (expensive) and limited shops that it would be difficult no matter what improvement to make it better.                                                                                                                                                                      |
| Free car parks - more car parks                                                                                                                                                                                                                                                                                                                               |

|                                                                    |
|--------------------------------------------------------------------|
| Safer area to be around without gangs.                             |
| Better safety control                                              |
| More CD shops, more rock clothing stores like Rocket in Rochester. |

**Question 6. Getting new retailers into Chatham will depend on how many shoppers they think they can attract. You can help us to help them by listing any new shops that would attract you, or existing stores if they were improved:**

|                                                                                                                                                                                                                                                                                                                                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The 99p shop is very cramped, and you cant really get a pushchair around. And maybe a HMV music store, more children clothes shops, tackle shops (which me and plenty of my family and friends would use).                                                                                                                                                          |
| Marks & Spencer, Waitrose, John Lewis, Virgin.                                                                                                                                                                                                                                                                                                                      |
| Marks and Spencer Beales House of Fraser Gap Zara.                                                                                                                                                                                                                                                                                                                  |
| M&S, Bhs, good quality shoe shops, department store like Alders used to be - Debenhams isn't quite the same.                                                                                                                                                                                                                                                        |
| Debenhams has been a good replacement for Alders. We need to move all the eateries to a central food court where litter can be controlled. There are too many £1 shops in the main high street. Look at the retailers in Maidstone's Fremlin Walk and provide the same!                                                                                             |
| John Lewis, Waitrose, House of Fraser.                                                                                                                                                                                                                                                                                                                              |
| Hawkins Bazaar, Starbucks.                                                                                                                                                                                                                                                                                                                                          |
| Marks and Spencer C&H Fabrics Outdoors clothing & equipment eg Cotswolds or Blacks, Lakeland, Hobbycraft. Better clothing eg Monsoon, Wallis, Fat Face, Kew, Jigsaw, Laura Ashley Better gift shops eg Past Times, Hotel Chocolate, Oil & Vinegar Encourage independent shops, small boutiques, bakers, specialist shops etc with lower rents and other incentives. |
| Waterstones,                                                                                                                                                                                                                                                                                                                                                        |
| Next, M&S, John Lewis, Animal, Starbucks, Laura Ashley, Paperchase, Mothercare, Fat Face, Wallis, Accessorise, Monsoon                                                                                                                                                                                                                                              |
| How about thinking of the owner occupiers of historic retain units that have been working for years in this area, are they all to move to this utopia development, i think you couldn't fill the retail units you already had in the Pentagon or the dockside, so what makes you thing getting Harrods or any lesser outlet brand will improve a traffic nightmare. |
| Marks & Spencer. Independent retailers.                                                                                                                                                                                                                                                                                                                             |
| M & S, Zara, H & M, Gap, Next, Wallis, House of Fraser.                                                                                                                                                                                                                                                                                                             |
| A store like HMV, The Range, a store that sells bigger cloths to men at a reasonable cost. A craft shop.                                                                                                                                                                                                                                                            |



|                                                                                                                                                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| We have lost so many typical high street retailers over the last ten years. Bring back: Next, topshop/ man, M & S and refurbish stores such as Sainsbury's and Boots.                                                                                                                                  |
| Waitrose, M&S and other high quality shops.                                                                                                                                                                                                                                                            |
| M & S.                                                                                                                                                                                                                                                                                                 |
| There are lots of empty shops, which are not use in Chatham area. Look at Bluewater/ Lakeside and new shopping centre in Canterbury. Fill empty shops first then new shops.                                                                                                                            |
| A variety of small independent stores.                                                                                                                                                                                                                                                                 |
| M & S food store. General shop in the High Street- not food outlet Clothes shop catering for older clientele Chemist near Tesco end                                                                                                                                                                    |
| Shop that specialise in electrical goods including white goods.                                                                                                                                                                                                                                        |
| M & S, TJ Hughes, Matalan, ASDA.                                                                                                                                                                                                                                                                       |
| Fashion stores - Zara, Mango, All Saints, Warehouse, River Island High end department store- house of Fraser, John Lewis, popular restaurants- Pizza Express, Bella Halia,                                                                                                                             |
| Delicatessen and vegetarian restaurant e.g. such as Cranks in London. Craft centre type gallery selling affordable pottery, jewellery and picture. Dress shops e.g. ZARA, Phase 8, Zig Zag, Next etc. pizza express.                                                                                   |
| M & S, Lakeland, Clarks shoes.                                                                                                                                                                                                                                                                         |
| M & S. Department store e.g. John Lewis; store selling white goods and other electrical items.                                                                                                                                                                                                         |
| Nothing will make me shop in Chatham if the type of person found there does not improve - too many good-for-nothings.                                                                                                                                                                                  |
| Mothercare, Boots, Co-op, Currys.                                                                                                                                                                                                                                                                      |
| Furniture. M&S food, newsagents, an open-air market.                                                                                                                                                                                                                                                   |
| The return of Marks and Spencer would be an asset. This store is sorely missed on all levels, especially fast food and sandwiches. This would also attract other retailers back in. Lunch time music venues, shows (short), High Street entertainment.                                                 |
| Get rid of pound shops - they attract chavs.                                                                                                                                                                                                                                                           |
| We need Marks and Spencers, British Home Stores.                                                                                                                                                                                                                                                       |
| Pull the whole thing down and start again. Medway Council should visit Maidstone to see how it is done in Maidstone.                                                                                                                                                                                   |
| Marks and Spencer, Next.                                                                                                                                                                                                                                                                               |
| A big Marks and Spencer with coffee shop. HMV or similar music stall. A young, trendy cafe/bar serving non-alcoholic drinks such as milkshakes, smoothies, sarsaparilla, dandelion and burdock with and outdoor seating would provide a vibrant social meeting place and bring less antisocial locals. |

|                                                                                                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| We use local shops. More butchers, greengrocers, fishmongers are needed. A large market area would draw many people. Create an old town within the new quality (not expensive) will be the key.                                                                      |
| Next Marks & Spencer Other good quality men and women clothes stores Mothercare (all shops which were previously in the town and are now only available in Maidstone or Blue Water)                                                                                  |
| Return of Marks and Spencers, esp. food dept. Occasional street markets, eg Farmers' Market, French food                                                                                                                                                             |
| Marks & Spencer IKEA River Island Waitrose                                                                                                                                                                                                                           |
| Zara, River Island, Topman                                                                                                                                                                                                                                           |
| M&S - even if Simply Food only.                                                                                                                                                                                                                                      |
| Topman, River Island, bigger Burton, HMV                                                                                                                                                                                                                             |
| JJB improved, JD Sports, John Lewis, M&S back for others, HMV.                                                                                                                                                                                                       |
| Topman, River Island.                                                                                                                                                                                                                                                |
| River Island, Topman                                                                                                                                                                                                                                                 |
| M&S, John Lewis, HMV                                                                                                                                                                                                                                                 |
| M & S, Waitrose. More small speciality shops. Outlet for NGOs/charities.                                                                                                                                                                                             |
| Next, Monsoon, House of Fraser, La Tasca, Paperchase, Fat Face, Urban Outfitters, Gap, Faith, Aldo, Office, Schuh, O'Neill, Animal, Mexican Restaurant, Costa Coffee, Starbucks, Zizzi, Hummingbird Bakery.                                                          |
| They won't come here because most of the residents don't have much money. People who live outside Chatham prefer to go to Bluewater or Maidstone as it is a nicer place to go to and they do not have the 'scum element' that will blight Chatham for years to come. |
| Proper clothing stores - not boutiques.                                                                                                                                                                                                                              |
| Matalan. 'Large' men's clothes shops.                                                                                                                                                                                                                                |
| Craft shops, proper restaurants, not cafes.                                                                                                                                                                                                                          |
| A good music shop - for all types of music. A good book shop. More comprehensive sewing and craft centre.                                                                                                                                                            |
| Good quality shoe shop. Music shop for all tastes. Good value food outlet. Haberdasherie/Carft shop. Keep Post Office services.                                                                                                                                      |
| Marks and Spencers - food and clothing. Zara Improve Boots (existing) Lakeland, Next .Better quality shoe shops                                                                                                                                                      |
| Next, Topshop, River Island, Marks & Spencer.                                                                                                                                                                                                                        |
| Visit the Fremains Centre and Bluewater.                                                                                                                                                                                                                             |
| New Look, Dorothy Perkins.                                                                                                                                                                                                                                           |

|                                                                                                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| TJ Hughes.                                                                                                                                          |
| Pub for over 40s only.                                                                                                                              |
| BHS, Marks and Spencer, HMV, Clarks.                                                                                                                |
| Cheaper shops.                                                                                                                                      |
| M&S, Gap, H&M, Wallis, Laura Ashley, Monsoon, Accessorize, Starbucks, Cafe Nero.                                                                    |
| Waitrose, Marks and Spencer, Lakeland, John Lewis, BHS, Monsoon.                                                                                    |
| Return of M&S, even if only food outlet.                                                                                                            |
| TJ Hughes, Lidl.                                                                                                                                    |
| Marks and Spencer, Next, decent shoe shop. Lakeland, HMV, Paperchase, Gap, C&H Fabrics.                                                             |
| Miss Selfridge, H&M, River Island, John Lewis/House of Fraser, Marks and Spencer, HMV.                                                              |
| River Island, Sports Direct                                                                                                                         |
| Next, Marks and Spencer, HMV, Gap and Baby Gap, H&M Children, Zara, Office Shoes, Russell & Bromley kids or any other good children's shoe shop!!   |
| H&M, Matalan, Next, Marks and Spencer, Asda.                                                                                                        |
| River Island, Hollister, Next.                                                                                                                      |
| H&M, Next, Matland, Holster, River Island, Pilot                                                                                                    |
| Sound and image to be bigger, a Loudclothing.com store, HMV, Paramore store, My Chemical Romance store, Rocket in Rochester should come to Chatham. |
| Marks and Spencer                                                                                                                                   |
| River Island, H&M, Hollister, Marks and Spencer, Currys                                                                                             |
| New Look, Shakeaway                                                                                                                                 |
| River Island, HMV, H&M                                                                                                                              |

### Question 7. Other comments

|                                                                                                                                                                                                                                                                             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| I would say that another improvement should be more policing of the shopping areas, and maybe better quality security cameras and a good clean up.                                                                                                                          |
| I believe that Chatham could be improved if it were the centre of a rapid transit Monorail system (as seen in Sydney, Walt Disney World etc. NOT a light railway). A Monorail transport system will provide several key points, including: * An iconic project will provide |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| high status, * proof of commitment to future planning for 30 - 50 years hence * A major engineering project with employment opportunities for local people * the ability to service current urban and rural communities and at the same time provide suitable (non road) transport to future areas of development. * a new mixed use river crossing between central Chatham and Medway City Estate would provide the route for both Monorail and mixed use transport. (proposed route is available on request) * An investment opportunity for local people and others could be provided in the shape of an investment bond. Current workforce of approximately 160,000 could be invited to invest amounts over £500 (at interest rate to be agreed). If achieved this would raise £85million a good start. Just a thought. |
| Chatham will only become the town of choice for major shopping again once the ingress to the town from Maidstone, Gillingham, Rochester and Chatham Hill is properly sorted. The current transport study still splits the town into several corridors and does not lend itself for easy pedestrian movements. Another Medway Tunnel maybe the solution!!                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Improve the traffic flow - Chatham is a nightmare to drive around especially with the amount of roadworks & traffic lights. There is a problem with traffic around the train station area & the Alexandra pub (opposite Wickes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Too many pound shops, cheap down market outlets, estate agents and building society branches encouraging down market shoppers. Fast food outlets also lead to litter and intimidating gathering of claimants from the Job Centre in the Brook                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Chatham has beautiful buildings (look up). Clean them up and make a feature of them                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Traffic needs to flow along the old Rochester / Chatham High Street and round the river to Fort Amherst and beyond.... not right round Chatham town centre.... how long will a car journey from Staples to the Command House now take, day or night.....? watch the flow of traffic now.....its not going to go away is it? You are going to mess this up again... its not just me that is watching all this going wrong .... WHY?                                                                                                                                                                                                                                                                                                                                                                                          |
| Make more use of the waterfront & Sun Pier                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 1. Retaining the Victorian shop frontages add to the character of the High Street, so no demolition of the East End. 2. No new food superstore as there is Sainsbury's in the Pentagon. Encourage further ethnic foodstores. 3. Emphasis of the China Town culture at the East End.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| We do not need so many amusement arcades, poundstores or fast food restaurant in our High Street. We need places you can buy CDs/DVDs as at the moment there is only Sainsbury's which doesn't hold much, or the new CEX place which only does second hand stuff.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| How long as Mountbatten House been vacant? How much longer do I have to look out of my balcony and see that dammed eyesore which is of no use to anyone! Likewise what is with the roof top parking and the bloody great roadway that crosses the broads, surely this could be improved. I think Medway Council needs to go to look at Canterbury High Street and take a few examples. This is a great                                                                                                                                                                                                                                                                                                                                                                                                                      |



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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| opportunity to get it right for once, lets not waste it again.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Start with relief road from Medway Street to Dock Road. If you do not have this extra road Chatham will be gridlock. And this will stop major bus services on cross network services and effect business. And what about floods, which will take place afterward and Chatham is near to the river Medway which will rise. Where are you going to place on layover Medway as no new roads to Chatham for Fastrack services like in Gravesend Ebbsfleet and Temple Hill/ Dartford. Medway got to have a park and ride working seven days a week with new buses and P & R logo etc. |
| Vital components are: 1. Traffic flow improved. 2. Parking clear and cheap. 3. Excellent bus access to the centre. 4. Attractive public areas with seating. 5. High quality shopping. 6. High quality eating place. 7. Clear signage. 8. Attractive public walkways. 9. Links with the past (attractions obviously linked- historic dockyard, Fort Amherst, Riverside...etc...)                                                                                                                                                                                                  |
| The properties towards Luton Arches are in a dirty dilapidated state and should be checked by environmental health department. It is beyond understanding that these premises are allowed to be used as food outlets. Disgraceful                                                                                                                                                                                                                                                                                                                                                |
| Since the closure of the coop in Chatham High Street. There is only one shop (Debenhams) that is anything like a quality department store, an extra one would be of benefit. I would like to see more shops of good quality (not pound shops and charity shops) i.e. clothes shops shoe shops etc...                                                                                                                                                                                                                                                                             |
| The bus stops are too far apart and the busses are not frequent enough from Walderslade Woods area/ Alexander Hospital area. Plus they are so old and smell of fuel that I feel unwell when travelling into Chatham. When you are older and carrying heavy shopping it is too far to walk to the busses. It is impossible to lift a heavy shopping trolley onto the antiquated busses, if I and others like myself are to shop in Chatham; this must be rectified.                                                                                                               |
| More tree planting to soften the landscape. Do something about sub-standard housing (Luton area) attracting undesirable residents. More employment needed. More thought given to which shops are allowed- there are too many cheap, unattractive retailers. Why not some smaller starter units for new businesses, or showcasing items from the local university of Creative Arts? How will you prevent the public spaces becoming hangouts for drinkers and trouble makers?                                                                                                     |
| Concern: remaining existing multi-storey car parks in Brook street area are a disruption to flow of traffic and pollution from demolition. Some sort of a face lift to the Pentagon Centre which is very claustrophobic.                                                                                                                                                                                                                                                                                                                                                         |
| Better and easy car park facilities less high restrictions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Many people that I know go to great lengths in order to avoid Chatham                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Enclosed bus station would have attracted more shoppers. 2. Large numbers are pensioners or mums with young children who are not going to be able to carry purchases the extra distance, especially as shops to be concentrated in the middle of the High Street.                                                                                                                                                                                                                                                                                                                                                                                                                              |
| - More free clean toilets, - More visible police, security guards, - Pavement repairs as soon as possible, - Easier access for disabled people                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| I feel that free parking would be a way forward as I can shop at a number of stores/centres for free. Charging for parking until 10pm does not make me want to visit theatres and restaurants in the area.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Medway Council should let the planners of Maidstone take over as Maidstone has improved so much whilst Medway fund one disaster after another wasting our hard earned money and the only achievement to date is to stop traffic and make Chatham a no-go area for normal people.                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Stop building in Chatham and messing around with the buses.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Where is the new bus stop going to be - absolutely no information given on plan - very bad plan.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Although this is a long-term plan it is important to create a sense of urgency and start producing visible results before despondency sets in. The accent and focus is on Chatham but don't forget that 5 towns make a city and close involvement is required. Open-air shows at the riverside.                                                                                                                                                                                                                                                                                                                                                                                                   |
| Chatham can't be improved because of the awful interbred people in it.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Put policeman back on streets More toilet facilities (including disabled facilities) Cheaper car parking Less jobs walking about.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Why has Medway Council allowed the car to become King. Why has the Council let Chatham become run down full of cheap shops, 99p, Poundland, etc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Having lived here for a number of years now, my fiancée and I have experienced some truly unpleasant things. We have had our car vandalised more times than I can remember, been threatened, mugged and disturbed at all hours of the day and night. I feel ashamed not to be proud of where I live even though we are honest and good people. The locality of our home has impacted on our mental well being greatly with depression and anxiety issues. We have had needles, underwear in and around our home and garden and had things stolen. I truly believe that the antisocial behaviour should be given a 24 hours zero tolerance approach before other improvements could be introduced. |
| Widen Chatham Hill (lose buildings on the South side). Widen Dock Road from Brompton Road to the Brook or relief tunnel on East side of Dock Road to Globe Lane (Lose the Forces' recruitment offices. Improve station area traffic movement (lose the garage and the pub on the island).                                                                                                                                                                                                                                                                                                                                                                                                         |
| (a) Cleanliness/street sweeping with quiet machines or brushes. (b) Cleanliness/spraying water esp. in summer to keep down smells. (c) Provision of more and better quality toilets, not only in Pentagon. (d) Refurbishment of Pentagon shopping areas, with more seats.                                                                                                                                                                                                                                                                                                                                                                                                                         |

|                                                                                                                                                                                                                                                                                                                                                                                                                |
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| (e) In open pedestrian areas, eg Clover Street, proper landscaping with regular attention and shopping bins. (f) Keep old mature trees wherever possible and plant more trees for the future.                                                                                                                                                                                                                  |
| Easy access and parking are a must. The roadworks, which are currently in place (and I can only assume more are planned!) make travelling from St Mary's Island to Chatham a complete nightmare! As a regular user of the Brook Theatre, I am put-off by the charge to use the car park when arriving around 7-8pm and the car park at the top of the hill is a "no-go" for women at night.                    |
| Just a general clean up, it feels really dark, dismal and dirty. Look more inviting.                                                                                                                                                                                                                                                                                                                           |
| Cleaner paths                                                                                                                                                                                                                                                                                                                                                                                                  |
| Make sure the litter is checked and not a problem                                                                                                                                                                                                                                                                                                                                                              |
| Make it modern and clean. New crossing looks out of place.                                                                                                                                                                                                                                                                                                                                                     |
| Mountbatten House was focal point. Then Eye. How many more!! More eating places more litter. Too much traffic now more vehicles would make it worse.                                                                                                                                                                                                                                                           |
| I felt really disappointed that the Royal Theatre was compromised. I strongly feel that this should be reinstated as a major facility for theatre /community/cafe restaurant. I hope the stage demolition was because the workers made a mistake.                                                                                                                                                              |
| You will have problems providing underground car parking on the Brook and I am surprised you suggest this. You can't make Chatham a better place as you won't do what is required unless it involves messing around with the road system. Why do we have to pay for a bus station in the wrong place where private companies will benefit from it?                                                             |
| Return to free parking in the evenings and Sundays!                                                                                                                                                                                                                                                                                                                                                            |
| Cut back on charity shops, improve Central Theatre frontage.                                                                                                                                                                                                                                                                                                                                                   |
| I would like to see a better, more reliable evening bus service - not just one bus an hour for some places - maybe coffee shops open during the evening. A creche service for shopping mums. Policeman patrolling not just CCTV - CCTV cant break up a fight. Street entertainment. Sociable outdoor area - with equipment for all ages. What about rent-a-bike and bike swap facilities? Underground parking. |
| Please consider disabled access and parking at street level. Please keep in mind access and flat surfaces for less able and elderly.                                                                                                                                                                                                                                                                           |
| Creche facilities for shoppers. Evening bus service to out-of-town areas.                                                                                                                                                                                                                                                                                                                                      |
| Retain the theatres in the Central Theatre and Brook. Do not introduce larger theatre that detracts from them, they are great places.                                                                                                                                                                                                                                                                          |
| Discourage people from eating takeaways in the High Street and leaving litter everywhere. Enforce litter laws.                                                                                                                                                                                                                                                                                                 |
| More Bars/Clubs/Pubs                                                                                                                                                                                                                                                                                                                                                                                           |
| 'Grn fl masterplan' and 'upper fl masterplan' - why the silly names? Maps: too much detail and TOO small. Bearing in mind the history of the Pentagon, etc should not any future development of Chatham town centre be 'organic', ie gradual, not sweeping 'new' and                                                                                                                                           |

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| subsequently ill-advised grandiose plans.                                                                                                                                                                                                                                                                   |
| Go back to the old one-way traffic system. Improve the Pentagon bus station, which is all near shops and under cover. Do not build new bus station away from shops and out in the open, no more new shops - use closed ones.                                                                                |
| Build and display a model of 'the plan' of the proposed changes.                                                                                                                                                                                                                                            |
| At the moment in Chatham there are a number of shops for the younger generation, there are none for the older generation, this needs redressing. But the above proposals could also bring in people who need to steal to fuel their drug and alcohol problem. Extra police, we don't see any at the moment. |
| Stop drinking, parking, hanging around in gangs on street corners.                                                                                                                                                                                                                                          |
| Clearer signage and wayfinding. Dedicated town centre rangers. Bric-a-brac, antiques flea market, permanent farmers market. Positive marketing                                                                                                                                                              |
| Decent theatre with restaurant and meeting place - proper big venue.                                                                                                                                                                                                                                        |
| Get rid of smaller 'no-brand' shops that look run down                                                                                                                                                                                                                                                      |
| More 'open' feeling. General cleanliness needs to improve. It is not a friendly safe environment, I don't know what to suggest to improve this!                                                                                                                                                             |
| It is a good idea, which will create employment opportunities.                                                                                                                                                                                                                                              |
| A place for rock and Metalters - visit makingmedwayrock.weebly.com or email makingmedwayrock@hotmail.co.uk                                                                                                                                                                                                  |
| Better lighting at the night time. Improving road surfaces and paths. More bins and pedestrian crossings.                                                                                                                                                                                                   |
| More bins                                                                                                                                                                                                                                                                                                   |
| Cleaner streets                                                                                                                                                                                                                                                                                             |



# Chatham 21

## Chatham 21

CHATHAM HIGH STREET / BEST STREET AREA MASTERPLAN  
STAGE 3 DRAFT REPORT - DRAFT MASTERPLAN | MAY 2010

URBAN PRACTITIONERS | STOCK WOOLSTENCROFT | NATHANIEL LICHFIELD & PARTNERS | COLIN BUCHANAN | BIOREGIONAL



Homes &  
Communities  
Agency









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# 0.0 INTRODUCTION

## PURPOSE OF THE PROJECT

Medway Council and its regeneration delivery unit, Medway Renaissance, have commissioned a multi-disciplinary team led by Urban Practitioners to produce a detailed masterplan for the High Street/Best Street area of Chatham town centre. This is designed to help Chatham to achieve the vision for the town identified in the Chatham Centre and Waterfront Development Brief (2008). This states that Chatham can be "a recognisable destination; a city with a lively, active and liveable reputation". It is also designed to help the town achieve the vision set out in the Chatham Centre and Waterfront Development Framework (2004).

The retail led masterplan for the High Street/Best Street area will stimulate and guide development in this central area of the town, allowing for a significant expansion of retail and a restructuring of the town centre, to help Chatham fulfill its role as the commercial heart of the Medway towns. To achieve this successfully, the masterplan is to provide an ambitious yet deliverable framework for development that can help Chatham to become a regional centre for the Medway Towns.



Fig 0.1: Plan of the study area

--- Boundary of the High Street/Best Street Masterplan



## STUDY AREA

The study area for the masterplan focuses on the key section of the High Street between The Brook and Waterfront Way (formerly John Hawkins Way); and on Best Street. The study area boundary is shown in Figure 0.1.

## ADJACENT STUDIES

A number of adjacent studies are currently underway or have recently been completed within the town centre and it is important that the masterplan takes these plans into consideration so that plans for these critical areas within Chatham do not conflict with one another.

These studies include:

- Pentagon Centre Brief (adopted 2006)
- Waterfront Masterplan (adopted 2008)
- Station Gateway Masterplan (adopted 2008)
- Brook Masterplan (adopted 2008)
- Chatham Centre and Waterfront Development Framework SPG (adopted 2004)
- Gun Wharf Masterplan (under preparation by BDP)

PLANNING POLICY CONTEXT

National policy

The Medway region is at the heart of the Thames Gateway regeneration area and is expected to accommodate significant residential growth over the next 20 years. The regeneration of the Thames Gateway is integral to the Sustainable Communities agenda. 15,700 new homes are planned to be provided in part of the Medway unitary area (South East Regional Spatial Strategy (RSS), 2009). The whole area is highlighted as Growth Area, reflecting its role in the Thames Gateway growth corridor and a higher density development is directed towards urban areas, locating housing, employment and community services in areas accessible by public transport.

The South East Plan (2009) states the development of dynamic and successful town centres is central to the achievement of sustainable development in the South East. Chatham's town centre is recognised as an area of concentrated economic activity and transport services and is designated as a primary retail centre, as the Plan states the area will be a focus for those town centre uses set out in PPS6.

Policy TC1 identifies Chatham's centre as one of twelve "Centres for Significant Change". These town centres will be the focus for significant growth, and provision should be made for major retail developments and other town centre uses of a large scale. Policy KTG5 states Chatham will be further developed as a major town centre at which new mixed retail, leisure and service uses will be concentrated. Additionally, Policy KTG3 advocates high quality proposals for intensifying or expanding the technology and knowledge sectors at Chatham Maritime.

North Kent Economic Development Strategy (2009)

The strategy, published by the Thames Gateway Kent Partnership, states there is distinct a lack of business or retail units of suitable quality in Chatham Town Centre that has lead to the decline of the area.

The strategy maintains however, despite these issues, retail is a key element for regeneration plans in the area, as retail floor space will be doubled. In terms of office space, the strategy suggests Chatham is the favoured location in relation to the other Medway towns.

Local Plan (2003) and Core Strategy (2009)

The Medway Local Plan was adopted in 2003 and the whole plan was saved under the transitional arrangements for the LDF process (in 2007). The LDF Core Strategy was progressed and submitted for examination but withdrawn in September 2007.

The revised Core Strategy Issues and Options Report was published for public consultation in July 2009. The report considers the key issues and challenges facing Medway, outlining choices for where development should be allocated. The saved 2003 policies still remain valid until new LDF policies are adopted.

Both Local and Core Strategies aspire to develop Chatham into a city centre for both Medway and the wider Thames Gateway area. As the main centre in Medway, the strategy states Chatham should compete with other large regional and sub-regional centres such as Maidstone, Bromley and Canterbury. In order to achieve this, Chatham should be the focus for major retail developments, large-scale leisure and other uses that attract large numbers of people.

Chatham lags behind other sub-regional centres in terms of the amount and type of national multiples represented. If Chatham is to be enhanced in order to compete more effectively, then a critical mass of at least 30,000sq m

gross of additional comparison retail floor-space will need to be provided, as identified in the Nathaniel Lichfield and Partners' Retail Study (2009). Policies R1 and R2 of the Local Plan state retail development which would undermine the potential vitality and viability of Chatham town centre will not be permitted. Additionally, Policy R12 of the Local Plan promotes mixed use development within Chatham.

The Core Strategy suggests new housing development should be concentrated near the transport hub of Chatham. The South East Plan (2009) advocates Medway Borough must provide 16,300 new homes between 2006 and 2026, and in order to help meet this target the Local Council has proposed to build 2,000 new dwellings in the Chatham Centre and Waterfront area.

## TOWN CENTRE INITIATIVES

### Medway Waterfront Renaissance Strategy (2004)

The Medway Waterfront Renaissance Strategy (2004) sets out development guidance up until 2024. The strategy seeks to transform Chatham into Medway Waterfront's strategic commercial, cultural and civic heart. The aspirations and opportunities identified in the Strategy include:

- Greatly improve shopping and leisure facilities in Chatham
- Introduction of a range of new housing to increase community activity in the area
- Create a new focus for civic activity in the heart of the Centre
- promote creative and cultural activity and business development, including inward investment, particularly at the Waterfront and in the Lower High Street
- Strengthen the relationship and physical links between the High Street area and the waterfront

The key capacity figures identified in the strategy for the core Medway area are 3,350-3,900 new dwellings and 3,820-4,500 new jobs on a total site area 64 hectares.

### The Medway Regeneration Framework 2006 - 2016

The Medway Regeneration Framework seeks to provide the long-term vision to transform Medway into a city of learning, culture, tourism and enterprise by 2016. It seeks to guide collaborative development between the areas of Chatham Centre and Waterfront, Rochester Riverside, and the town centres of Strood, Rochester, Gillingham and Rainham.

### Chatham Centre and Waterfront Development Framework: Supplementary Planning Guidance (2004)

Like the Local Plan and emerging LDF, the adopted development framework aspires to transform Chatham's town centre into the thriving and vibrant centre of Medway. The document identifies the reduction of naval trade, and the subsequent closure of the Chatham dockyard, as the primary reason behind the area's poor economic performance. The framework suggests new development should be focused on the town centre and waterfront in order to provide social and economic regeneration to Chatham. The development framework suggests bold transformation, as opposed to modest change, which is required to change Chatham into the economic and cultural heart of the wider Medway area.

The framework sets out projects and investments which will transform Chatham's centre, which includes the following schemes:

- Expansion and refurbishment of the Pentagon Centre to increase floor-space by approximately 15,000 square meters.
- A new food store approximately 8,000 square meters
- Over 8,000 square meters of small scale employment space and ground floor leisure uses
- A world class waterfront comprising a new performing arts facility, a visual arts facility, a new park and hotel

- A new central library and learning resource
- Major environmental improvements including a new riverside promenade, improved access to the waterfront and improvements along the high street
- A number of accessibility improvements to the centre

### Chatham Centre and Waterfront Development Brief: Supplementary Planning Document (2008)

Adopted as a Supplementary Planning Document in August 2008, the framework document builds upon objectives identified with the Medway Waterfront Renaissance Strategy (2004) and aspires to transform Chatham into a city centre for Medway.

A major step in creating this modern, exciting waterfront city is to develop key regeneration areas along the River Medway with Chatham at its heart. Chatham Centre and Waterfront will be the centre of strategic commercial, cultural and civic activity for well over a quarter of a million people in Medway. A number of key objectives are identified, including:

- New development should be of an appropriate scale and use in prominent locations, to frame the space and create an urban energy throughout the centre;
- Sensitively designed taller buildings could add to and reinforce Chatham's already impressive cultural and historical identity. The designs should be of high quality, should minimise overshadowing of key public spaces and any negative effects on biodiversity;
- A sense of expectation and arrival is to be established by the formation of clearly identifiable gateways and routes including from the railway station, along the High Street, along the waterfront, up to Town Hall Gardens, to Great Lines and cross-routes through the town centre from one side of the valley to the other;
- Currently bland or uninviting areas will be animated and upgraded in keeping with the public realm strategy;

# 1.0 LOCAL CONTEXT

- New safety conscious, welcoming and direct pedestrian links should be established, particularly between the High Street and the waterfront and north-south routes across the centre from New Road to the Great Lines City Park;
- The quality, natural surveillance and use of existing pedestrian routes should be enhanced where possible;
- Perimeter block development is to be promoted, fronting streets and access routes and, where appropriate, enclosing semi-private spaces;
- Visual connections should be created from within and to the centre and waterfront, linking with the River Medway and the Great Lines City Park.
- The refurbishment of the existing centre through new opportunities created through relocating the bus station
- The major extension of the centre into the area around Solomon's Road and the demolition of the existing Brook car park
- The extension of the centre fronting the Paddock, by reclaiming highway land to provide a new development frontage

The outlines of other masterplans within Chatham are illustrated in fig 1.1, below.

## Pentagon Centre Development Brief

The main objective of the Pentagon Development Brief is to set parameters for extending and refurbishing the Pentagon Centre to include a mix of uses. In addition the brief aspires to enable the Council to secure a viable and high quality scheme that is closely integrated with the Chatham Centre and Waterfront Development Framework, and adopted local and regional planning policy.

Given the prominence of the refurbishment and extension of the Pentagon Centre to Chatham town centre, the brief identifies a number of components that should be considered within the overall design process. These elements will help inform the character and identity of the building and ensure it is well integrated into its surroundings. The brief identifies there are three main opportunities for the extension and refurbishment of the Pentagon Centre:



Fig 1.1: Additional Chatham masterplans



### Transport and movement

Currently significant changes are underway for Chatham town centre's movement network and the bus station in the town.

### Land ownership

Figure 1.2 indicates the identified development areas within the town centre, and Medway Council land ownership, to provide context in terms of land parcels and deliverability of a masterplan for the town centre.



Fig 1.2: Council land ownership

- 1 - High Street/Best Street Masterplan
- 2 - Waterfront Area Masterplan
- 3 - Pentagon Centre Development Brief
- 4 - The Brook Masterplan
- 5 - Station Gateway Masterplan

# 2.0 CHATHAM'S ROLE AS A REGIONAL CENTRE

## CHATHAM'S RETAIL PROFILE

As part of the evidence base for the 2009 LDF Core Strategy, Issues and Options Report, NLP prepared a retail needs assessment for Medway Council, the Medway Retail Study dated March 2009. This study included a quantitative and qualitative assessment of the need for new retail facilities in Medway up to 2026 and an analysis of Chatham town centre's strengths and weakness as a shopping destination. The key findings and recommendations in relation to retail facilities in Chatham town centre are summarised below.

- Despite having the main concentration of retail facilities in Medway, multiple retailer representation in Chatham town centre is ranked significantly lower than its main competing centres in the sub-region e.g. Bluewater, Maidstone, Canterbury and Tunbridge Wells.
- Chatham has a reasonable number of multiple and independent outlets but the depth and quality of the retail offer are generally poor. The retail sector is focused on the value/discount end of the market.
- Property indicators (retail rents and yields) are less buoyant in Chatham when compared with the main competing centres and retail property capital values are significantly lower.
- The proportion of vacant units in Chatham town centre is higher than the national average (17.4% compared with 11%).
- Chatham town centre's market share of the comparison goods expenditure generated by residents within Medway urban area is only 21%. The market share in the outer catchment area is only 3%. Overall Chatham town centre attracts only 9% of comparison expenditure within the catchment area, which equates to just 65,000 customers.

## Chatham's catchment area

Chatham town centre has about 15,500 people living within 1 kilometre. The centre also draws customers from Medway urban area and its rural hinterland. Medway's population was just over 260,000 in 2008, with a total comparison goods spending potential of £0.7 billion. Based on the Medway Council's most cautious projections, this population will increase to 272,000 by 2016. Spending potential in real terms will increase to £1 billion by 2016.

Medway's wider catchment area extends approximately 20 minutes drive time from Chatham town centre. Population within this drive area is 423,000, which is expected to increase to 444,000 by 2016. The comparison goods spending potential of this 20 minute drive time catchment area is £1.2 billion in 2008, increasing to over £1.6 billion in 2016.

Figure 2.1 illustrates Chatham's catchment and its role in the Medway area.

- Chatham's market share amongst the most affluent households (economic groups A, B and C1) in the catchment area is only 7%, compared with 11% for the least affluent households (economic groups C2, D and E). Chatham is attracting a disproportionately low number of affluent customers from the catchment area.
- Comparison shopping facilities in Medway are too dispersed (city centre, five district centres and out-of-centre retail warehouse parks) and the area needs a better focal point for this type of shopping.
- Comparison expenditure leakage from Medway urban area is currently 27% (£185 million in 2008). If improvements to comparison retail provision are not secured this leakage is expected to increase in the future. Significant development is needed just to maintain market share, if not reduce expenditure leakage.
- As a minimum, based on just maintaining market share and low population growth projections, Medway will require about 37,000 sq m gross of additional retail (Class A1 to A5) floorspace by 2016, over and above commitments in 2008. A further 40,000 sq m gross could be required between 2016 and 2021.
- Chatham town centre should be enhanced as a major regional centre, in order to serve both Medway urban area and the surrounding catchment area. The town centre needs to embrace a wide range of activities and should be the main focus for comparison shopping, leisure, entertainment and cultural activities in Medway.
- New comparison retail floorspace should be concentrated in Chatham town centre in order to provide an appropriate critical mass, around 30,000 sq m gross. The priority sites for new development are the Waterfront regeneration area, expansion of the Pentagon Centre, the Best Street regeneration area and The Brook.

Chatham can act as a commercial centre for the wider Medway area. The built-up area and the key local settlements are highlighted on the plan below.

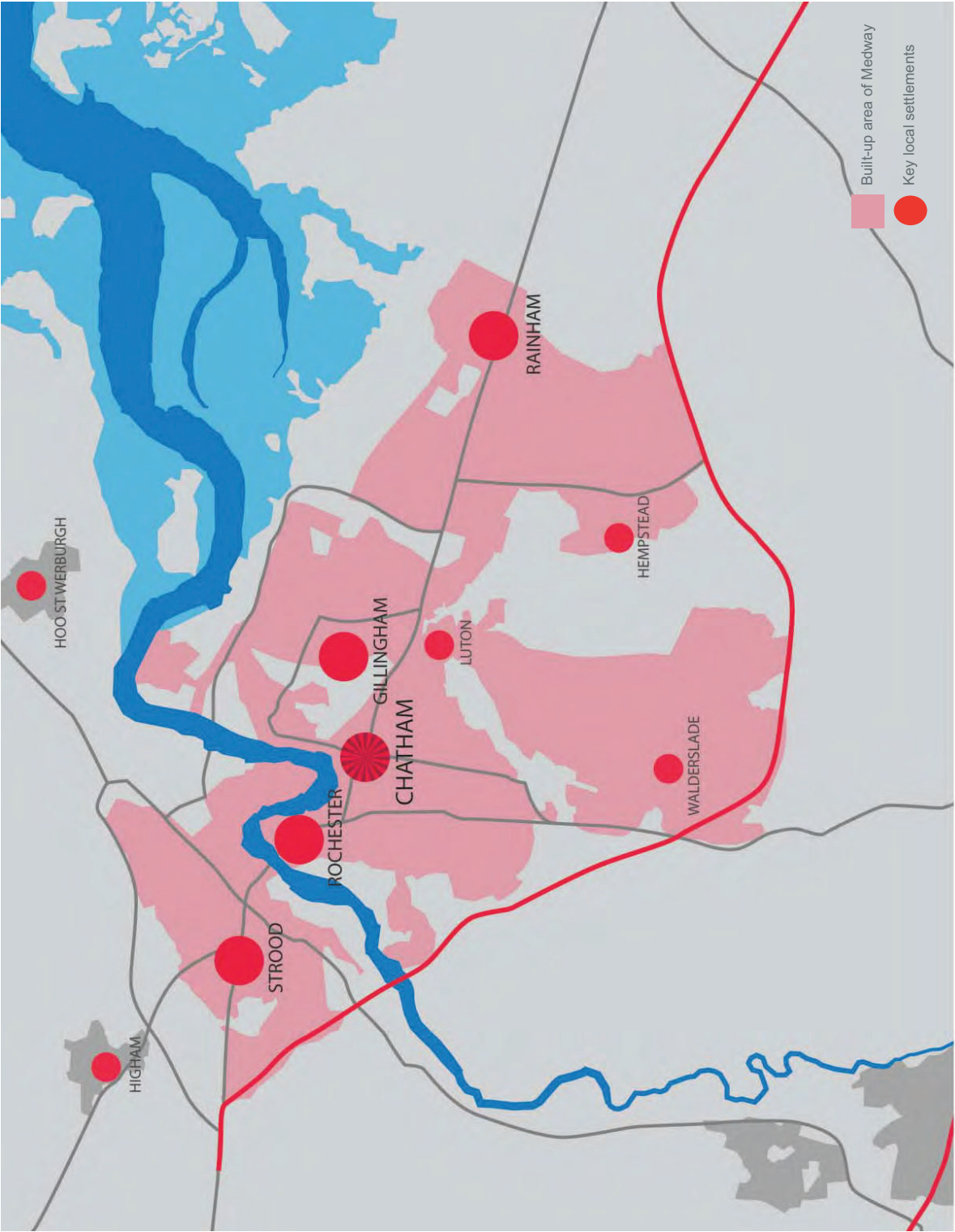


Fig 2.1: Chatham's role in the Medway area

## 2.0 CHATHAM'S ROLE AS A REGIONAL CENTRE

### Chatham town centre's current retail offer

The Medway Retail Study indicates that Chatham town centre has 406 retail premises, of which 337 were occupied in 2007 (Source: Goad). The vacancy rate is relatively high, 17.4% compared with the national average of 11%. There were 203 occupied Class A1 retail outlets, of which 99 were multiples operators and 104 were independent traders. For a centre of its size, Chatham town centre has a high proportion of independent traders.

In terms of comparison goods outlets there are only 142 shops (only 35% of all units), which in proportional terms is below the Goad average for town centres across the country (45%). One would expect a shopping centre of Chatham's size and catchment potential to have a much higher proportion of comparison shops, around 50% to 60% of all units. The choice, range and quality of comparison goods shopping in Chatham are poor. The key anchor/major comparison stores in Chatham are:

|            |                   |
|------------|-------------------|
| Debenhams  | 10,122 sq m gross |
| Wilkinson  | 3,726 sq m gross  |
| Boots      | 1,847 sq m gross  |
| Argos      | 1,843 sq m gross  |
| Primark    | 3,200 sq m gross* |
| TK Maxx    | 1,254 sq m gross  |
| WH Smith   | 790 sq m gross    |
| Superdrug  | 758 sq m gross    |
| Bon March  | 568 sq m gross    |
| JJB Sports | 552 Sq m gross    |

\* approx. including extension into former Woolworth unit  
Source: Experian Goad

### Comparative retail analysis

Benchmark centres have been identified and compared against Chatham town centre. The benchmark centres include Chatham's main competing centres in the north Kent sub-region plus other towns that have a similar population but better retail centres. The benchmark centres are:

- Brighton
- Peterborough
- Canterbury
- Plymouth
- Derby
- Southampton
- Maidstone
- Swindon
- Milton Keynes
- Wolverhampton

The key driver for the success of higher order shopping centres is comparison shopping facilities, and in particular fashion shopping and major anchor stores. Management Horizon's UK Shopping Index provides an index of retail centres on the basis of a weighted score for multiple retailers represented in centres across the country. The weighted score comprises anchor stores, specialty stores, service operators and supermarkets. The weighted score reflects the tenant mix of centres and the quality/attraction of retailers. For example, key attraction retailers such as John Lewis and Debenhams department stores and other anchors such as Marks & Spencer carry a much higher weighting than smaller high street multiples and independents. On this basis, each centre is attributed a score, and all centres are ranked by this score. Chatham town centre's weighted score (150 points) and national rank (188th) are compared with the main competing centres in the sub-region in table 2.3.

There is a shortfall of anchor tenants and major space users (MSU's). The provision of discount/value comparison retailing is particularly strong in Chatham e.g. Primark, 99p Shop, Peacock, Shoebayre and charity shops. Food and grocery shopping is reasonably well represented with Tesco, Sainsbury and Iceland as the main stores.

The majority of Class A1 retail outlets within Chatham town centre are small units (less than 200 sq m gross), as shown in the graph below. In order to attract higher quality retailers to Chatham a range of modern units will need to be provided, i.e. small unit shops (100 to 200 sq m gross), medium sized units (200 to 500 sq m gross) and larger MSU's and anchor stores.

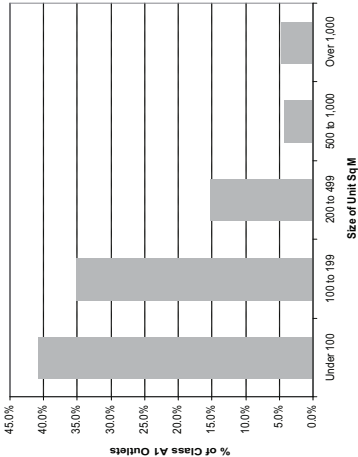


Table 2.2: Percentage and size of A1 outlets in Chatham



| Centre                           | Rank  | MHE Index Score |
|----------------------------------|-------|-----------------|
| Bluewater Shopping Centre        | 25    | 321             |
| Maidstone                        | 41    | 277             |
| Tunbridge Wells                  | 69    | 240             |
| Canterbury                       | 82    | 244             |
| Dartford                         | 163   | 161             |
| Gravesend                        | 173   | 155             |
| Chatham                          | 188   | 150             |
| Tonbridge                        | 285   | 107             |
| Sittingbourne                    | 355   | 91              |
| Hempstead Valley Shopping Centre | 393   | 84              |
| Sevenoaks                        | 405   | 82              |
| Gillingham                       | 477   | 72              |
| Strood                           | 694   | 51              |
| Sheerness                        | 797   | 45              |
| Faversham                        | 959   | 37              |
| Rainham                          | 959   | 37              |
| Dockside Shopping Centre         | 1,175 | 31              |
| Rochester                        | 1,789 | 19              |

Source: Management Horizons Europe 2008.

Table 2.3: Retail rankings in Kent

Nationally, Chatham town centre is ranked 188th, compared with 159th in 2003. Although not directly comparable with Management Horizon's data, historic information suggests Chatham town centre has steadily fallen down the national rankings. Hillier Parker's Shopping Centres of Great Britain suggests Chatham's rank fell from 64th in 1984 to 98th in 1995 (excluding four new regional centres developed during that period).

Notwithstanding the decline in national rank, Management Horizon's shopping index suggests Chatham town centre is still the primary comparison shopping destination within Medway urban area, out-scoring Hempstead Valley, Gillingham, Strood, Rainham and Rochester. However, Chatham's retail offer is significantly below that found in other competing centres, in particular Bluewater, Maidstone, Tunbridge Well and Canterbury. Chatham has a similar offer when compared with Dartford and Gravesend, despite having a much larger population.

It is unlikely Chatham town centre will ever compete on an equal footing with Bluewater Shopping Centre. Bluewater is a true regional centre that serves Kent, South East London and beyond, and its focus is primarily on upper and upper-middle market fashion retailing. The future aspiration for Chatham town centre must be to compete more effectively with the other main centres in north Kent, in particular Maidstone, Gravesend and to a lesser extent Canterbury.

The 2008 Medway Retail Study indicates that 37% of comparison expenditure leakage from Medway urban area (£68 million in 2008) was attracted to Maidstone, just below the amount of leakage to Bluewater (38% and £70 million). Gravesend also attracted £10.5 million.

Table 2.4 on the next page sets out the benchmark centres listed by their Management Horizon's rank/score. The prime retail Zone A rental figures achieved in each centre are also compared and provide an indicator of retail vitality and occupier demand.

## 2.0 CHATHAM'S ROLE AS A REGIONAL CENTRE

| Centre        | 2008 MHE Rank | 2008 MHE Index Score | Local Authority Area ONS Population 2009 | Prime Zone A Retail Rents in 2008 PSF |
|---------------|---------------|----------------------|------------------------------------------|---------------------------------------|
| Brighton      | 9             | 458                  | 254,500                                  | £190                                  |
| Plymouth      | 17            | 374                  | 253,900                                  | £180                                  |
| Southampton   | 19            | 350                  | 235,100                                  | £320                                  |
| Milton Keynes | 30            | 304                  | 234,400                                  | £275                                  |
| Maidstone     | 41            | 277                  | 145,700                                  | £150                                  |
| Peterborough  | 43            | 270                  | 167,300                                  | £210                                  |
| Wolverhampton | 52            | 256                  | 235,100                                  | £130                                  |
| Swindon       | 55            | 253                  | 192,300                                  | £170                                  |
| Derby         | 58            | 249                  | 241,300                                  | £180                                  |
| Canterbury    | 82            | 244                  | 153,200                                  | £230                                  |
| Chatham       | 188           | 150                  | 262,600                                  | £105                                  |

Source: Management Horizons Europe, ONS population and Colliers CBRE.

Table 2.4: Benchmark retail centres for Chatham

All the benchmark centres have lower population than Chatham (Medway LA), but have a much higher MHE score and higher Zone A rental levels. This suggests Chatham town centre is not currently punching its weight in terms of retail offer and property values.

There is a significant spread in rental values across the benchmark centres, with a range of Zone A levels from £130 to £320 per sq ft. Chatham is significantly below this range. An improved retail offer and modern development with an appropriate critical mass could assist Chatham in reaching rents of at least £150 per sq ft Zone A (i.e. the level of Maidstone) which would assist the potential viability of any major new retail developments. Small scale in-fill development is unlikely to generate the required uplift in rental levels to make development commercially attractive.

In terms of overall match, Chatham is closest to Derby, Swindon and Wolverhampton. All three of these centres have major retail led development proposals currently planned or recently completed, e.g. the opening of Westfield's scheme will have elevated Derby in the hierarchy, and will have increased the centre's MHE.

Brighton, Plymouth, Southampton and Milton Keynes have a similar population when compared with Medway, but have town centres with a MHE more than double that of Chatham. These centres are highly aspirational, with rankings in the top 30 in the UK, and therefore a step change in Chatham's retail offer would need to be delivered if the town centre is to reach equivalent retail status. More realistically, Chatham town centre could aspire to a place within the top 50, which would require an MHE score of around 260 points, a 73% increase from its current score.

In order for Chatham town centre to compete on a more equal footing with its nearest competitor Maidstone, its Management Horizon's score would need to increase by at least 100 points, which would be in line with some of the smaller benchmark centres, such as Derby and Swindon.

Management Horizon's weighting scoring system is summarised as follows:

anchor department/variety stores = 10 to 15 points;  
 other major space uses = 3 to 8 points; and  
 smaller space user = 1 to 2 points.

By way of example, a 100 point increase in Chatham's weighted score could be achieved via a new department store, five major space users (MSU) and about 40 unit shops, which would require a development of at least 20,000 sq m GLA.

In addition to the overall MHE weighted score and rank, Management Horizon's quantifies what proportion of the weighted score relates to market sectors i.e.:

- upmarket (luxury/ upper and upper middle markets);
- middle-market; and
- down-market (value and lower middle markets).

Chatham is compared with the benchmark centres and Bluewater in figure 2.5. This graph demonstrates that all centres have a mix of retailing across all sectors. Most centres have a relatively low proportion of upmarket facilities and a much higher proportion of middle market facilities. Chatham has the lowest proportion of upmarket facilities (2%), and conversely the highest proportion of downmarket facilities (33%).

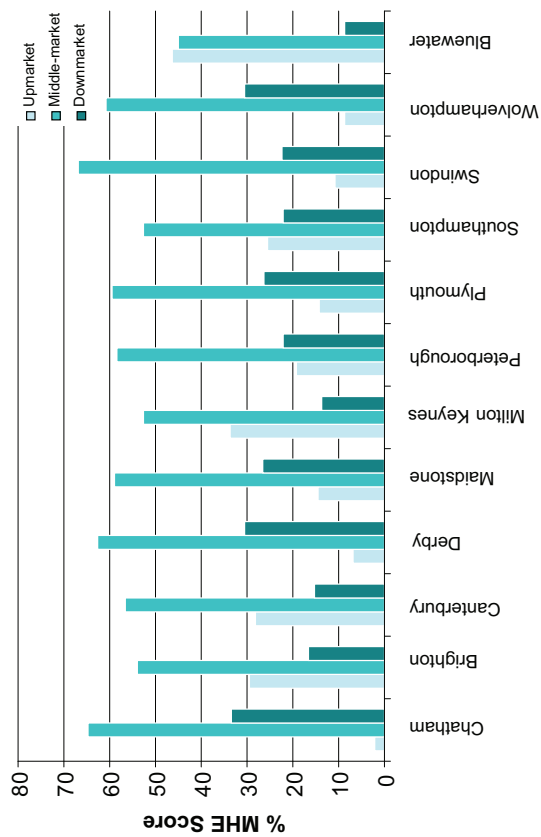


Fig 2.5: Benchmark Centres – MHE's Shopping Index Market Sector Comparative Analysis 2008

## 2.0 CHATHAM'S ROLE AS A REGIONAL CENTRE

If Chatham is to achieve a step change in its retail offer then the range and choice of both upmarket and middle-market shopping facilities will need to be increased significantly. However, it is unlikely Chatham can realistically increase the proportion of upmarket facilities to the levels comparable with some of the higher order centres, such as Brighton (29%), Milton Keynes (33%), Canterbury (28%) and Southampton (25%). Nevertheless an increase from 2% to between 10% and 15% could be a target, similar to levels in Swindon (11%), Plymouth (14%) and Maidstone (11%).

MHE categories fashion shopping into market sectors from value through to luxury shopping. The proportion of Chatham's score within each fashion category is shown in figure 2.6 and is compared with Swindon, Plymouth and Maidstone.

Chatham has no luxury/upper market fashion shopping facilities, but this sector is also relatively insignificant in the other three benchmark centres, about 1% in both Swindon and Maidstone. However in comparison with the other centres, Chatham under-performs in term of upper-middle market fashion shopping. Chatham should seek to increase this sector from only 2% to at least 10%. Chatham has a reasonable proportion of middle market fashion retailing (44%), but has higher proportions of lower-middle (21%), value (13%) and unclassified (21%) fashion retailers than the other centres.

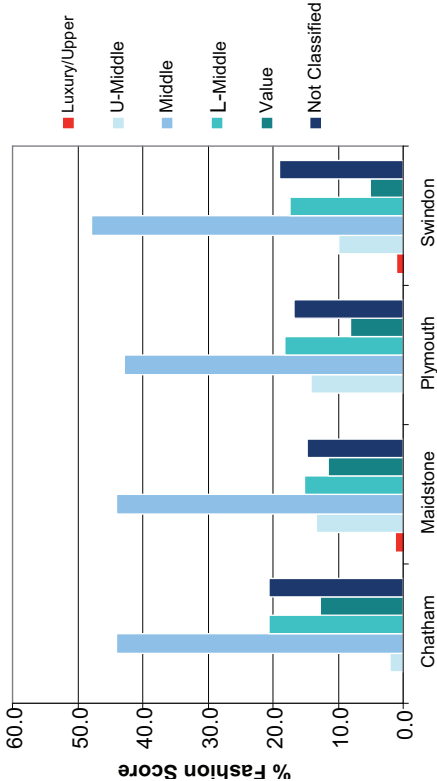


Fig 2.6: Fashion retailers in Chatham and comparitors

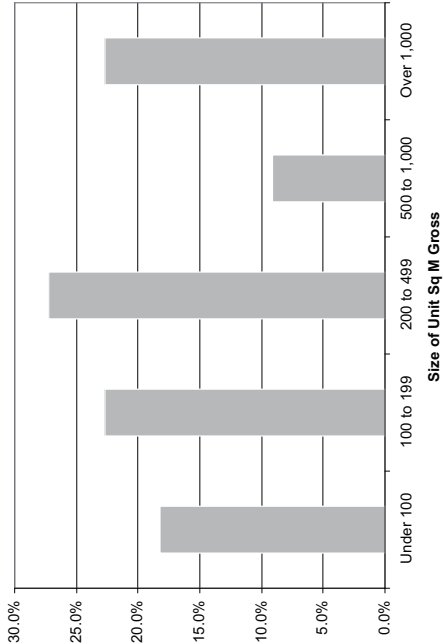


Fig 2.7: Space requirements for potential new retailers



## Potential New Retailers

Nationally the demand for retail premises has reduced due to the effects of the recession and the short term prospects for attracting new occupiers in most town centres is poor. In the longer term the demand for retail accommodation is expected to improve when the economy recovers.

Some retail operators release their current space requirements and this information is published by Estate Gazette Interactive (EGI). This database provides details of the number and type of national multiple retailers seeking representation in different centres across the UK. At present there are only 8 space requirements listed for Chatham, as follows:

Best Buy - 2,787 to 5,574 sq m gross  
 Costcutter - 111 to 325 sq m gross  
 HomeSense - 1,394 to 4,645 sq m gross  
 Poundworld - 279 to 929 sq m gross  
 River Island - 650 to 1,394 sq m gross  
 Store Twenty One - 372 to 557 sq m gross  
 Virgin Media - 60 to 111 sq m gross  
 Waitrose - 929 to 3,252 sq m gross.

Other retailers with current space requirements in the South East region are shown in figure 2.8. An analysis of the size of units required by these operators is shown in figure 2.7 (based on the mid-point of the size of unit required).

These current space requirements suggest a broad mix of unit sizes will be required to attract new retailers to Chatham. It should be noted that the requirements listed above are a snapshot and it is necessary to take a longer term view of the potential operators who could be attracted to Chatham.

| Operator            | Retail Activity                                   | Location                                                            | Required Unit Size (sq m) |
|---------------------|---------------------------------------------------|---------------------------------------------------------------------|---------------------------|
| As Nature Intended  | Pharmacy Health & Beauty                          | In town                                                             | 279 - 465                 |
| Bay                 | Clothing                                          | In town/ Shopping Centre                                            | 111 - 186                 |
| Bhs                 | Department Store & Variety                        | In town/ Shopping Centre                                            | 1394 - 6039               |
| Borders             | Books Video & Music                               | In town/ Out of town/ Shopping Centre                               | 1858 - 2323               |
| Cargo Home Shop     | Household Goods                                   | In town                                                             | 279 - 465                 |
| Carluccio's         | Restaurant Bars & Cafes                           | In town                                                             | Not specified             |
| Clas Chison         | Department store & Variety Store, Hardware & DIY  | Shopping Centre                                                     | 1394 - 1858               |
| Coast               | Clothing                                          | In town                                                             | 130                       |
| Crocs               | Clothing                                          | In town/ Shopping Centre                                            | 46 - 93                   |
| Debenhams           | Department Store                                  | Edge of town/ In town/ Shopping Centre                              | 5574 - 13935              |
| Gant                | Clothing                                          | In town                                                             | 214 - 232                 |
| HMV                 | Books Video & Music                               | In town/ Shopping Centre                                            | 186 - 1858                |
| Holland and Barrett | Pharmacy Health & Beauty                          | In town/ Shopping Centre                                            | 74 - 139                  |
| HomeForm Group      | Household Goods                                   | In town                                                             | 163 - 232                 |
| House of Fraser     | Department Store                                  | In town                                                             | 12077                     |
| Instore             | Department Store & Variety Store                  | Edge of town/ In town/ Out of town                                  | 557 - 929                 |
| Jane Norman         | Clothing                                          | In town/ Shopping Centre                                            | 139 - 325                 |
| Jessops             | Services - Retailing                              | In town/ Shopping Centre                                            | 93 - 139                  |
| Jones Bootmaker     | Clothing                                          | In town/ Shopping Centre                                            | 102 - 149                 |
| Julian Graves       | Food                                              | In town/ Shopping Centre                                            | 46 - 111                  |
| Lakeland            | Department Store & Variety Store, Household Goods | In town                                                             | 465 - 557                 |
| Lush                | Household Goods                                   | In town/ Shopping Centre                                            | 46 - 139                  |
| Mango               | Clothing                                          | In town/ Shopping Centre                                            | 300 - 372                 |
| Marks & Spencer     | Department Store & Variety Store                  | Edge of town/ In town/ Out of town/ Shopping Centre                 | 3716 - 18580              |
| Moda in Pelle       | Clothing                                          | In town/ Shopping Centre                                            | 28 - 130                  |
| Monsoon             | Accessories & Jewellery, Clothing                 | In town/ Shopping Centre                                            | 93 - 372                  |
| Moss Bros           | Clothing                                          | Factory Outlet/ In town                                             | 167                       |
| New Look            | Clothing                                          | In town/ Out of centre/ Shopping Centre                             | 929 - 3716                |
| Next                | Clothing, Household Goods                         | Edge of town/ In town/ Out of town/ Shopping Centre                 | 929 - 1394                |
| OKA                 | Household Goods                                   | Edge of town/ In town                                               | 232 - 372                 |
| Olie & Nic          | Accessories & Jewellery                           | In town                                                             | 60 - 65                   |
| Orange              | Electrical & Computer Goods                       | Edge of town/ Factory Outlet/ In town/ Out of town/ Shopping Centre | 84 - 139                  |
| Paddy Power         | Services - Retailing                              | In town                                                             | Not specified             |
| Papa John's         | Restaurant Bars & Cafes                           | Edge of town/ In town                                               | Not specified             |
| Phase Eight         | Clothing                                          | In town                                                             | 65 - 186                  |
| Quiz                | Clothing                                          | In town/ Shopping Centre                                            | 139 - 232                 |
| Reiss               | Clothing                                          | In town                                                             | 167 - 279                 |
| Republic            | Clothing                                          | In town/ Shopping Centre                                            | 279 - 1115                |
| Robert Dyas         | Hardware & DIY, Household Goods                   | In town                                                             | 186 - 372                 |
| Store Twenty One    | Clothing                                          | Edge of town/ In town                                               | 279 - 557                 |
| Suits You           | Clothing                                          | In town/ Shopping Centre                                            | 204 - 232                 |
| T-Mobile            | Electrical & Computer Goods                       | In town/ Shopping Centre                                            | 74 - 93                   |
| Thorntons           | Food, Gift & Speciality                           | In town/ Shopping Centre                                            | 37 - 56                   |
| Tiffinbites         | Restaurant Bars & Cafes                           | In town/ Shopping Centre                                            | Not specified             |
| TK Maxx             | Clothing                                          | Edge of town/ In town/ Out of town/ Shopping Centre                 | 1394 - 4645               |
| Top Shop            | Accessories & Jewellery, Clothing                 | In town/ Shopping Centre                                            | 150 - 3716                |
| USC                 | Clothing                                          | In town/ Shopping Centre                                            | 465 - 929                 |
| White Stuff         | Clothing                                          | In town                                                             | 139 - 186                 |

Fig 2.8: Retailers with current space requirement in the South East region

## 2.0 CHATHAM'S ROLE AS A REGIONAL CENTRE

Based on an analysis of retail representation in the most comparable benchmark centres the target operators could realistically be attracted to Chatham if the right scale and quality of development was implemented are listed below.

| Anchor Stores                                                                                                                                                                                                                                                                      | Major Space Users                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Bhs<br>House of Fraser<br>Marks & Spencer<br>TJ Hughes<br>Waitrose                                                                                                                                                                                                                 | French Connection<br>Gap<br>H&M<br>HMV<br>Matalan<br>Miss Selfridge<br>* previously in Chatham                                                                                                                                                                                                                                                                                                                                                                                    |
| Mothercare*<br>Next*<br>River Island<br>Topshop<br>Wallis<br>Zara                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Other Unit Shops                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 3 Store<br>All Saints<br>Barratts<br>Beaverbrooks<br>Blue Arrow<br>Build-A-Bear Workshop<br>Birthdays<br>Blue Banana<br>Build a Bear<br>Card factory<br>Cargo HomeShop<br>Clarks<br>Coast<br>Cult<br>Diamonds and Pearls<br>Evolution<br>F. Hinds Faith<br>Fat Face<br>Fraser Hart | Games Workshop<br>Goldsmiths<br>Herbs & Acupuncture<br>Hotel Chocolat<br>Inspire<br>Jane Norman<br>Jessops<br>Jones Bootmaker<br>Julian Graves<br>La Senza<br>Lacoste<br>Levi's<br>Lush<br>Madhouse<br>Millets<br>Millie's Cookies<br>Monsoon<br>Moss Bros<br>Oasis<br>Past Times<br>Pulp<br>Pumpkin Patch<br>Republic<br>Robert Dyas<br>Ryman<br>Schuh<br>Soap & Co<br>Sole Trader<br>Sony Centre<br>Storm<br>Suits You<br>Sunglass Hut<br>Tie Rack<br>Virgin Media<br>Warehouse |

Fig 2.9: Target retail operators for Chatham

### Conclusion and Recommendations

The aspirational targets for Chatham town centre are as follows:

- Chatham town centre must compete more effectively with Maidstone, Gravesend and Canterbury.
- Chatham town centre should aspire to a place within the top 50 of shopping centres across the county.
- Chatham town centre should have a much higher proportion of comparison shops, at least 50% rather than the current proportion of 35%.
- In order to attract higher quality retailers to Chatham a range of modern units will need to be provided, i.e. small unit shops (100 to 200 sq m gross), medium sized units (200 to 500 sq m gross) and larger MSU's and anchor stores.
- New development must provide the necessary critical mass in order to attract customers, operators and increase property values to assist the viability of development. The vicious circle of lack of customer, operator demand for space and low property values needs to be broken.
- If Chatham is to achieve a step change in its retail offer then the range and choice of both upmarket and middle-market shopping facilities will need to be increased significantly. An increase from 2% to at least 10% should be the target.
- New development will need to be marketed to mainstream national multiples not currently represented in Chatham, particularly in the middle market sectors.

## CHATHAM'S EVENING ECONOMY

### Chatham in a regional context

Chatham sits at the centre of the large metropolitan area covering the Medway towns, with a potential catchment area of 260,000 people for its evening economy. However, there are a number of competing centres within the region which are popular for evening uses and it will be important for Chatham to provide a strong offer which can set it apart from these centres if it is to compete successfully.

Maidstone, to the south, has a restaurant offer, a strong pub offer, a semi-central area dedicated to leisure uses and a well developed nightclub scene. These have helped to create an evening economy circuit within the town, and although this can sometimes cause anti-social behaviour problems, it does attract a large number of people and bring activity to the centre during the evening.

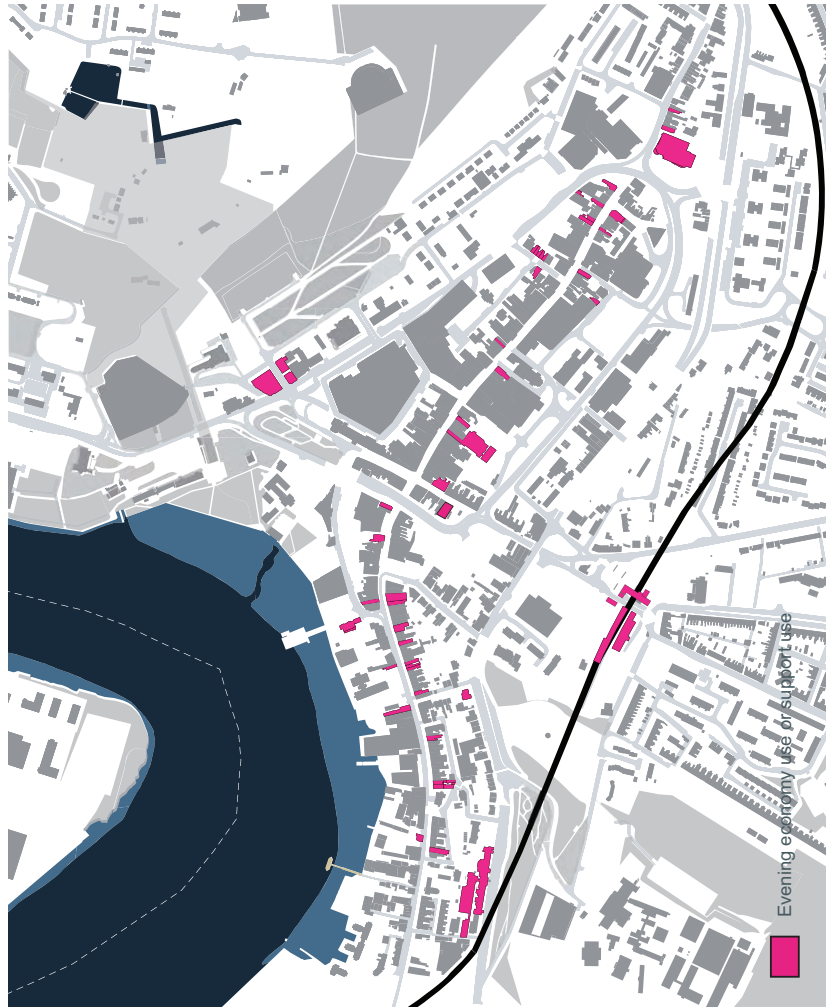
Rochester, immediately to the west of Chatham, has a strong restaurant offer with diverse cuisines represented in small, atmospheric premises. It also has a number of pubs and bars which host live music. Chatham has potential to provide a complementary offer to Rochester, to strengthen the appeal of both locations, and this option will be explored.

Finally, Gillingham to the east, also provides a nightclub offer, though this is not considered to attract an audience from a regional catchment and is instead considered to have more of a local appeal.

### Chatham's strengths and weaknesses

Chatham currently has a small cluster of restaurants and take-away premises at the eastern end of the High Street, a grouping of pubs along Station Road and a few dispersed theatres; the most high profile of these being the Central Theatre on the High Street.

Fig 2.10: Chatham's evening economy uses



The evening economy within the town centre is fairly disparate, without a clear circuit linking these, and with a quality of public realm which does not provide an appealing environment in which to walk between the offers in the town.

However, Chatham does have an attractive historic environment in some sections of the town centre which could certainly support a stronger evening economy. It also has cultural gems, in its local bars which have hosted high profile and cult acts such as the early Libertines and Billy

Childish. This coupled with the live music acts which have their roots in Rochester, such as Morcheeba and James Taylor Quartet, could provide the basis of a strong cultural offer in the town.

In addressing Chatham's wider identity issues, it is important to highlight these and other creative assets and attributes the town has, including the well regarded University of the Creative Arts, where Tracey Emin, Zara Rhodes, Billy Childish and Karen Millen studied, amongst others.

## 2.0 CHATHAM'S ROLE AS A REGIONAL CENTRE

### Potential for improving Chatham's evening economy

Figure 2.11 indicates Chatham's existing evening economy 'nodes', with the restaurants shown along the High Street towards Rochester, the pubs along Station Road and the cluster of small restaurants and take-aways at the eastern end of the High Street. The key cultural buildings, the theatres and art centre, are also highlighted.

The large node at the waterfront represents the Council's ambitions to establish an area of cultural and leisure uses at this attractive spot within the town centre, which is a highly suitable location and presents the potential to effectively complement the offer in Rochester.

Considering the location of these fixed areas of evening economy activity, we have assessed the streets on which people would be most likely to be circulating during the evening, if they were to be making their way between restaurant, theatre, and bar and created a heat spectrum to indicate which streets and routes are likely to be the most well used within Chatham. The nodes and heat spectrum highlight the importance of the Station Road/Military Road area and the key apex with the High Street. It also highlights the isolated nature of the evening economy activity at the eastern end of the High Street.

In order to help address the disparate nature of the evening economy at present, and to help create an effective circuit for these activities, key locations have been identified for additional evening economy uses. These are based at, or close to, the United Reformed Church on Clover Street and by the pumping station, just to the north of the High Street. These locations are close to attractive, historic building assets within the town centre and at proposed open spaces within the masterplan options, to help ensure an attractive environment for the evening economy and encourage people to spend their leisure time in the town centre. They also both sit comfortably at a key point of the proposed retail circuit within the masterplan options, which could work equally effectively as an evening economy circuit, helping to bring the current activity areas together and create a more integrated evening economy offer in Chatham.

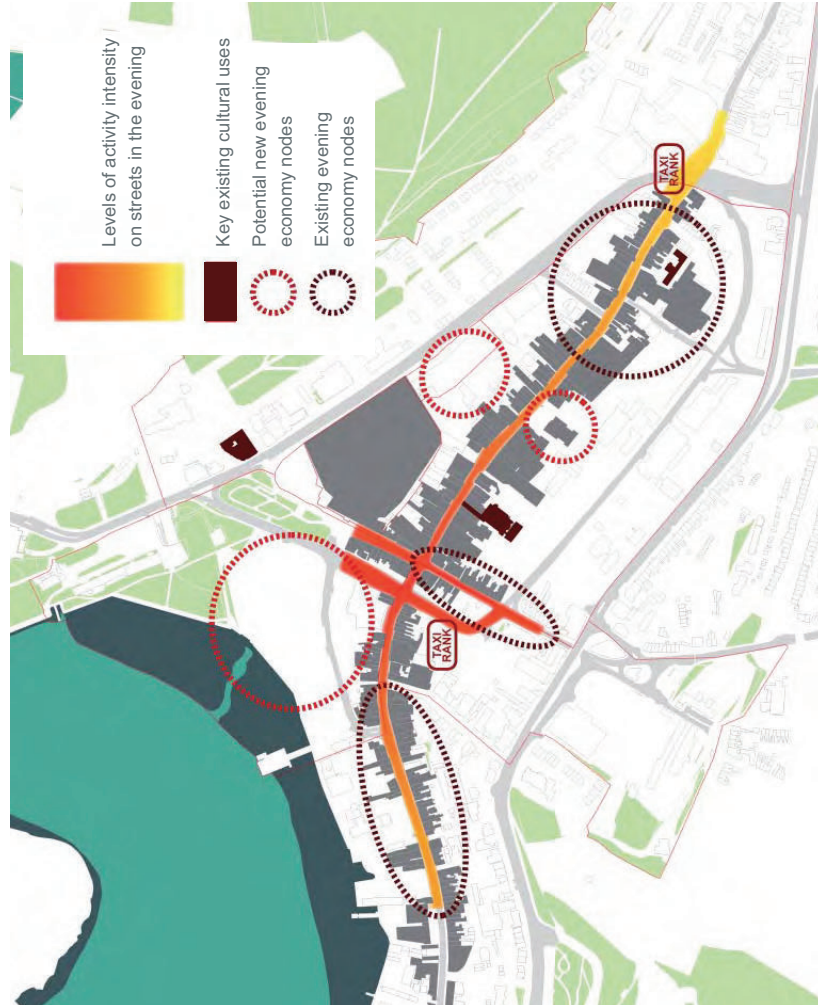


Fig 2.11: Improving Chatham's evening economy offer



### 3.0 CHATHAM'S ACCESSIBILITY

Chatham is highly accessible by train, and has the potential for growth in travel by rail by shoppers and leisure visitors. The study area is the retail heart of Chatham, and could be for the whole of the Medway Towns. Therefore access to and from the railway station from Chatham and the High Street area is very important. Unfortunately existing pedestrian access is poor, with only one route along Railway Street available, due to the significant barrier created by Best Street.

Other key pedestrian routes are shown in figure 3.2 from Chatham Centre & Waterfront Development Framework (EDAW 2004). These routes should be improved to connect the High Street area to the rest of Chatham.

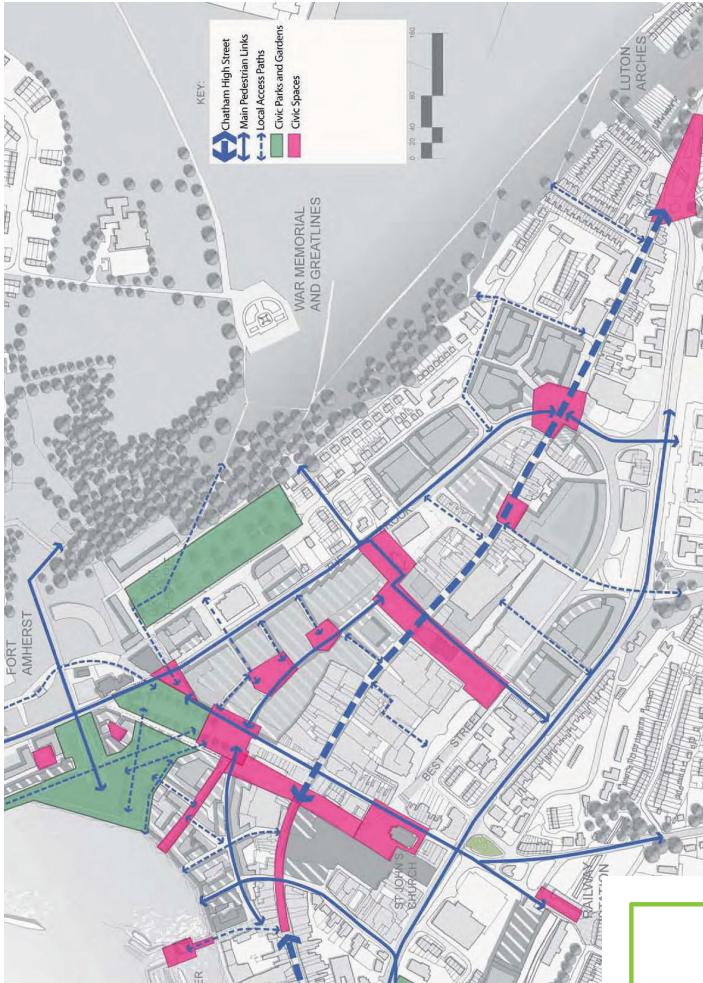


Fig 3.2: Pedestrian accessibility in Chatham, identified in 2008 Development Framework (EDAW)

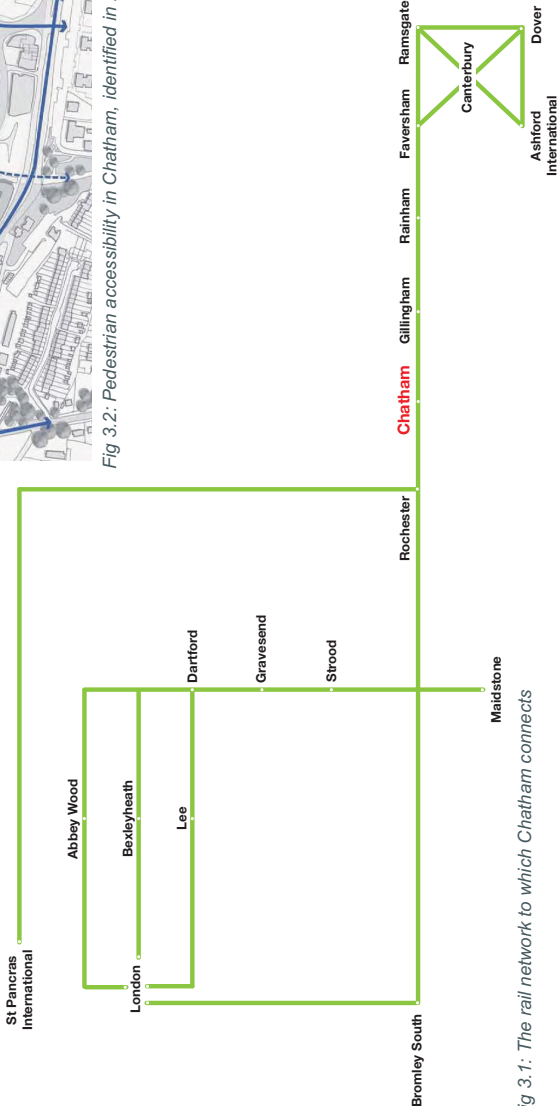
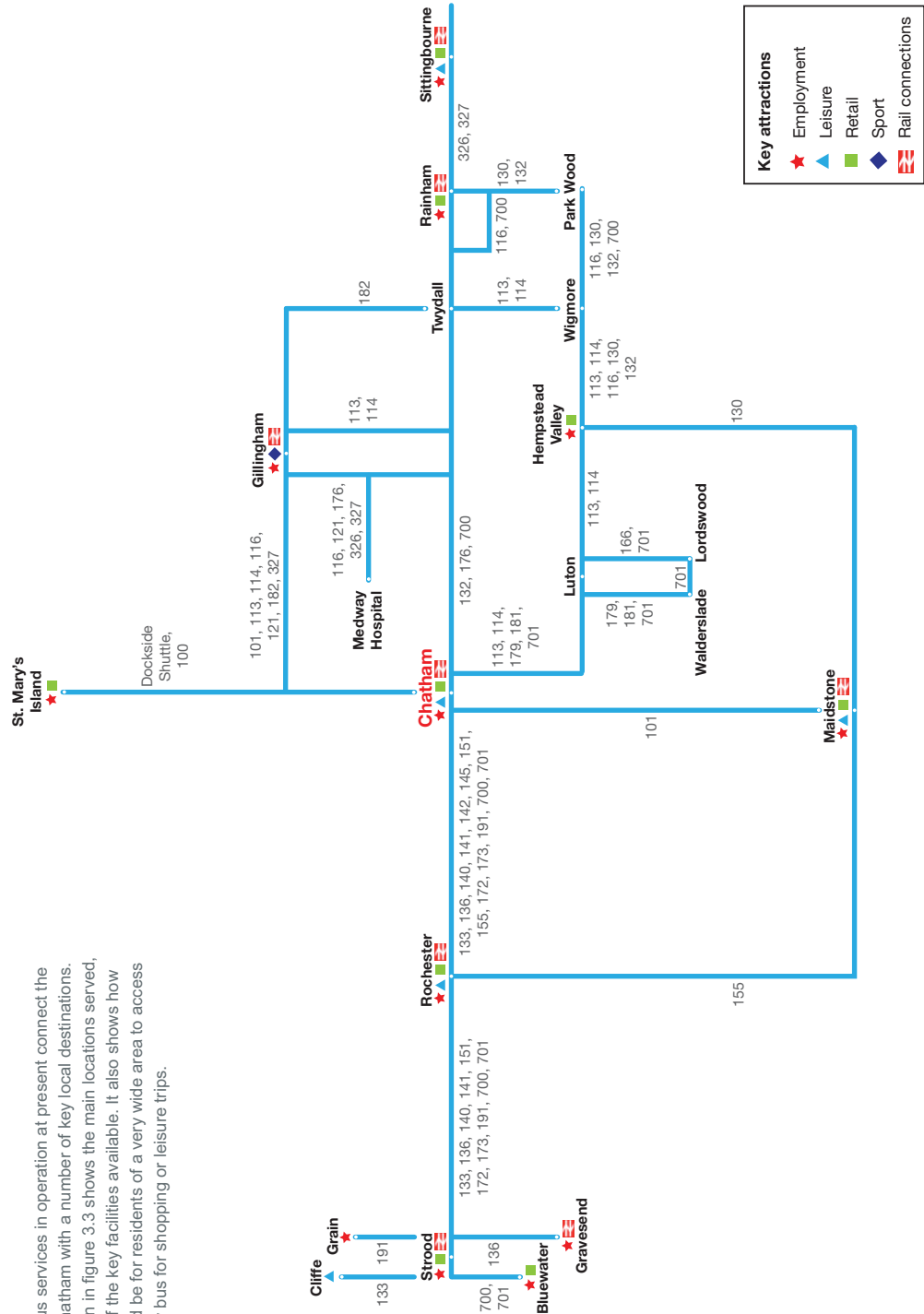


Fig 3.1: The rail network to which Chatham connects

Bus access is also very important to the regeneration of Chatham. This much underused transport mode should see a significant increase in popularity in the coming years. This is due to the construction of the Dynamic Bus Facility to replace the existing bus station in the Pentagon, and highway improvements.

However, bus services in operation at present connect the centre of Chatham with a number of key local destinations. The bus plan in figure 3.3 shows the main locations served, and some of the key facilities available. It also shows how easy it could be for residents of a very wide area to access Chatham by bus for shopping or leisure trips.

Fig 3.3: Bus accessibility to and from Chatham, with retail and leisure offer at nearby towns highlighted



### 3.0 CHATHAM'S ACCESSIBILITY

Any additional measures to help reduce bus delays and journey times will be highly beneficial. Access by bus to the High Street area, providing convenient bus stops with quality waiting facilities will be essential to regeneration. The low car ownership in residential areas to the centre of Chatham means such facilities, along with the improvements explained already, are highly likely to increase bus use.

Another travel mode that few people currently use is cycling. There are a number of cycle routes in the local area, including 2 national routes. Connections to these routes are fragmented, and there is a lack of safe and convenient cycle parking in the High Street area. The existing cycle routes are shown, and the gaps in the routes are clearly apparent in figure 3.4.

A retail centre with a strong focus on cycling, with high quality convenient cycle parking and good connections to the existing cycle routes, will be important to creating a sustainable Masterplan.

It is essential that Chatham becomes a sustainable centre for the future, and the measures discussed will help in this aim. However, access to convenient car parking will be necessary to enable regeneration and ensure that new retail and leisure visitors consider Chatham an attractive destination. Existing car parking is shown on the plan, along with parking charges. As shown, parking is cheap and plentiful at present, but dissipated and not necessarily convenient. Proposals in the Medway LTP and the Chatham Centre & Waterfront Development Framework include for consolidated car parks near the train station and the Waterfront. A significant parking provision will also be necessary in the High Street area, and the volume desirable and achievable should be a fundamental part of this Masterplan.

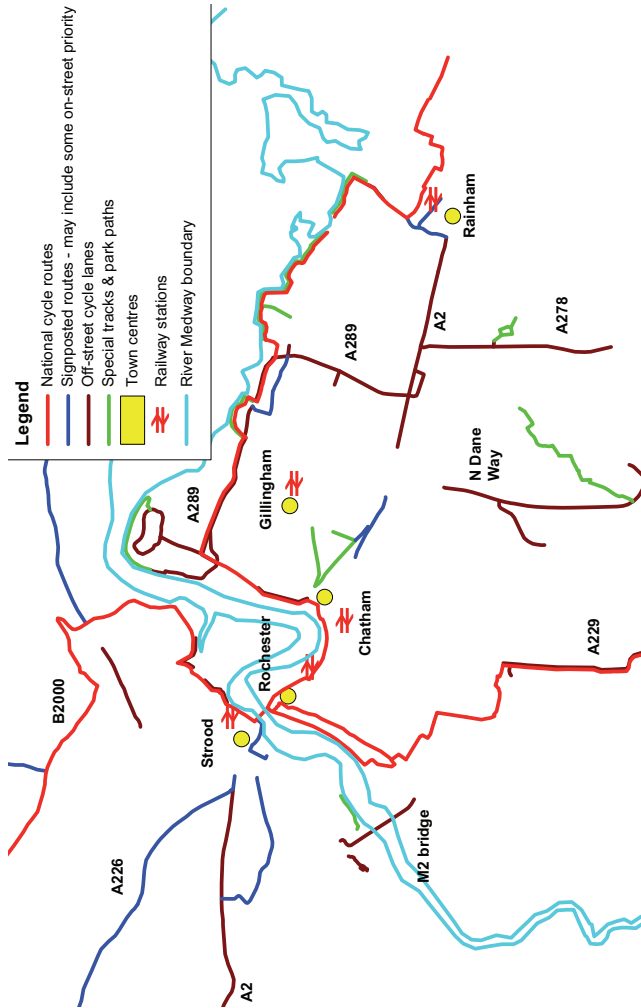


Fig 3.4: Cycle routes in the Medway area, highlighting that many routes do not connect

## 4.0 CREATING AN ATTRACTIVE TOWN CENTRE

The project team has reviewed the 2008 Chatham Centre and Waterfront Masterplan to identify the key messages regarding creating an attractive town centre for Chatham, and has focused upon the immediate High Street and Best Street area for new urban design analysis. This has helped to avoid the duplication of work undertaken for the earlier study and to provide targeted analysis and proposals for the core study area for this project.

In undertaking the urban design analysis, the project team has used the framework of the By Design document, produced by the then DETR and CABE. This document, published to promote higher standards in urban design, sets out key themes in the consideration of good urban design for towns and cities. These are:

- 1 Character** – a place with its own identity
  - 2 Continuity and enclosure** – a place where the public and private spaces are clearly distinguished
  - 3 Legibility** – a place that has a clear image and is easy to understand
  - 4 Ease of movement** – a place that is easy to get to and move through
  - 5 Adaptability** – a place that can change easily
  - 6 Diversity** – a place with variety and choice
  - 7 Security** – a place where the users feel and are as safe as possible
- We have followed these themes in considering the characteristics of the natural and built environment in Chatham.

### CHARACTER

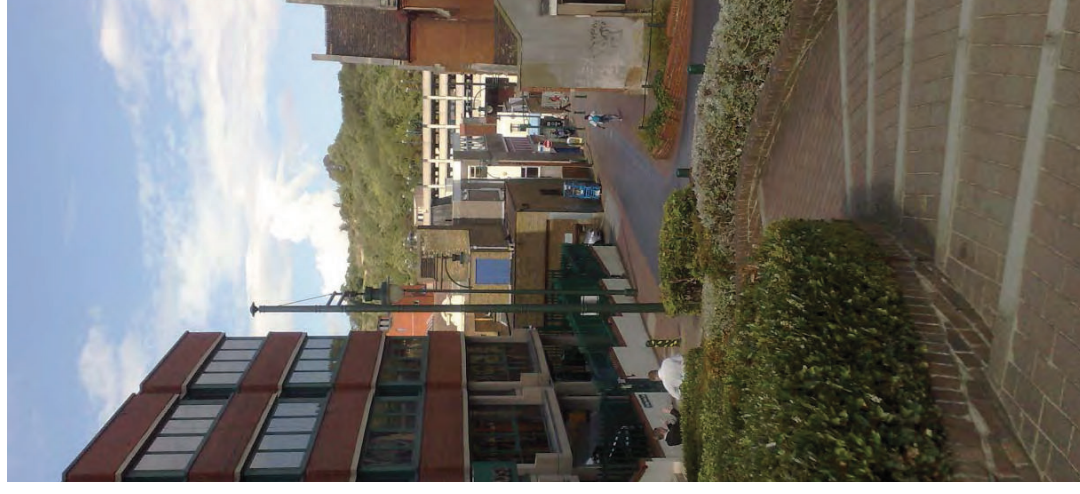
Chatham has an extremely unusual topography, being situated on a sharp bend in the River Medway, and between two hills which rise up either side of the town, the Great Lines green space to the north and New Road area residential neighbourhoods to the south. These characteristics form a wedge shape, within which the town sits, providing a wide, flat waterfront at the north west and a linear high street, with the town tapering towards the south east.

This natural environment provides Chatham with a unique identity but also presents challenges in ensuring strong design and strategic planning for the town. Much of the waterfront area is within a significant flood risk zone, which significantly impacts on the options for ground floor uses in this area. This in turn presents challenges in accommodating the cultural and leisure uses that are needed in the town and in creating active ground floor uses which can bring activity and life to the waterfront area.

In the High Street/Best Street area, the topographical challenges are more closely related to the significant level changes between the High Street, Best Street and New Road, and the impact this might have on the accommodation of new uses, parking capacity and the creation of active ground floor uses. It will be important for the masterplan to look for the opportunities provided by the level changes and work with this as far as possible.

The steep level changes will also influence suitable building heights for the area and again, it will be important to work with the topography here, rather than specifically placing taller or small scale buildings on higher ground.

The town's existing skyline is dominated by Mountbatten House, which sits between the town centre and the waterfront. Aside from this building and Anchorage House to the west, the building heights in the town centre are predominantly low. Within the masterplan area, the Pentagon car park (6 storeys), the office building on Rome Terrace (9 storeys) and the telephone exchange building on Best Street (7 storeys).



Looking northward to the High Street, along Meeting House Lane, with the multi-storey car park and the hills in the distance.

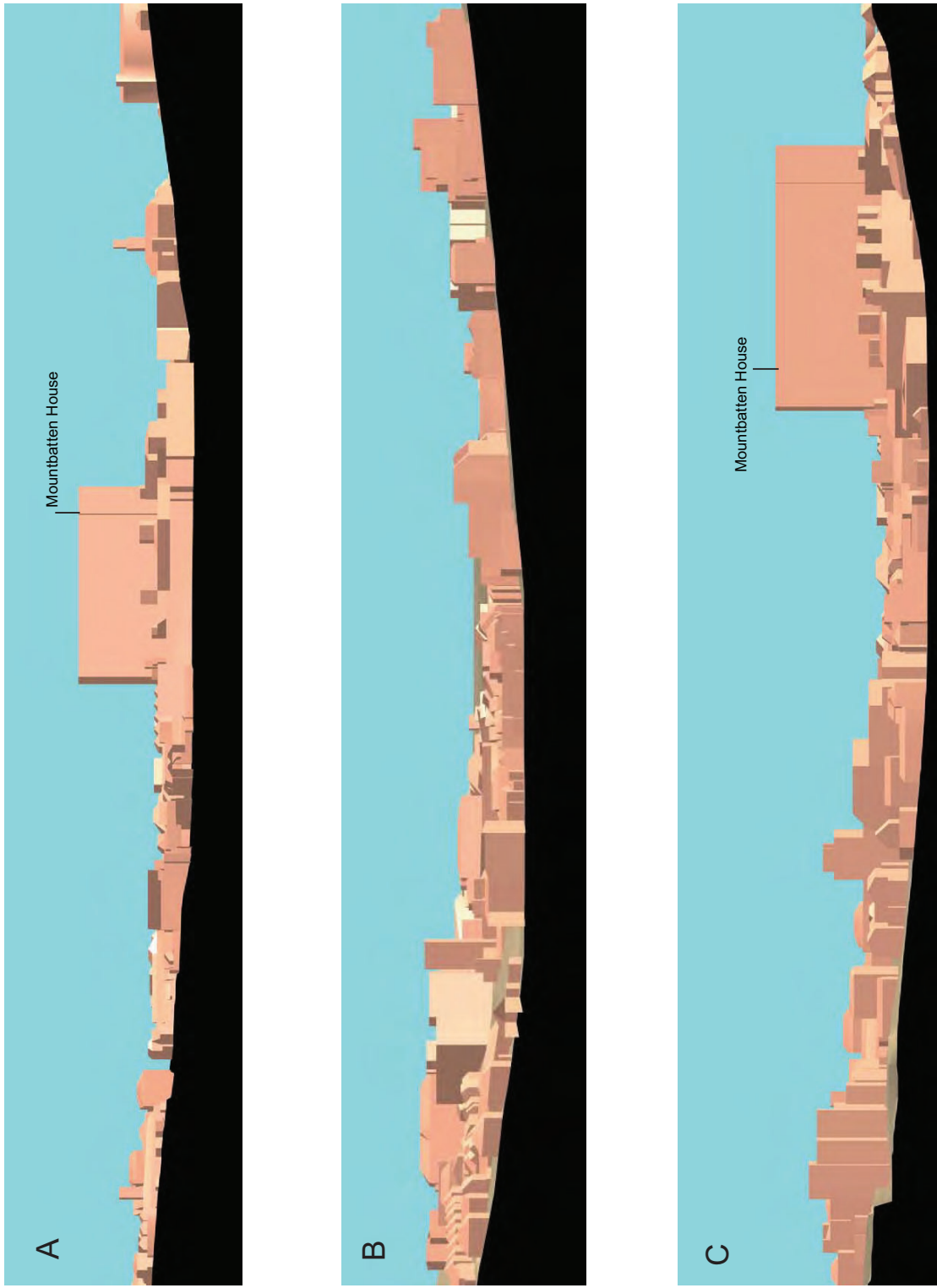




Fig 4.1: Landmark buildings in Chatham, in terms of architecture, height or scale

## 4.0 CREATING AN ATTRACTIVE TOWN CENTRE

Fig 4.2: Sections taken along Chatham High Street indicating the significant level changes between the High Street, New Road and The Lines.



### Topography

The sections in figure 4.2 highlight the unique topography of Chatham town centre and the level changes in the High Street/Best Street area. It also highlights the impact of Mountbatten House on the skyline of the town.

### Heritage and conservation

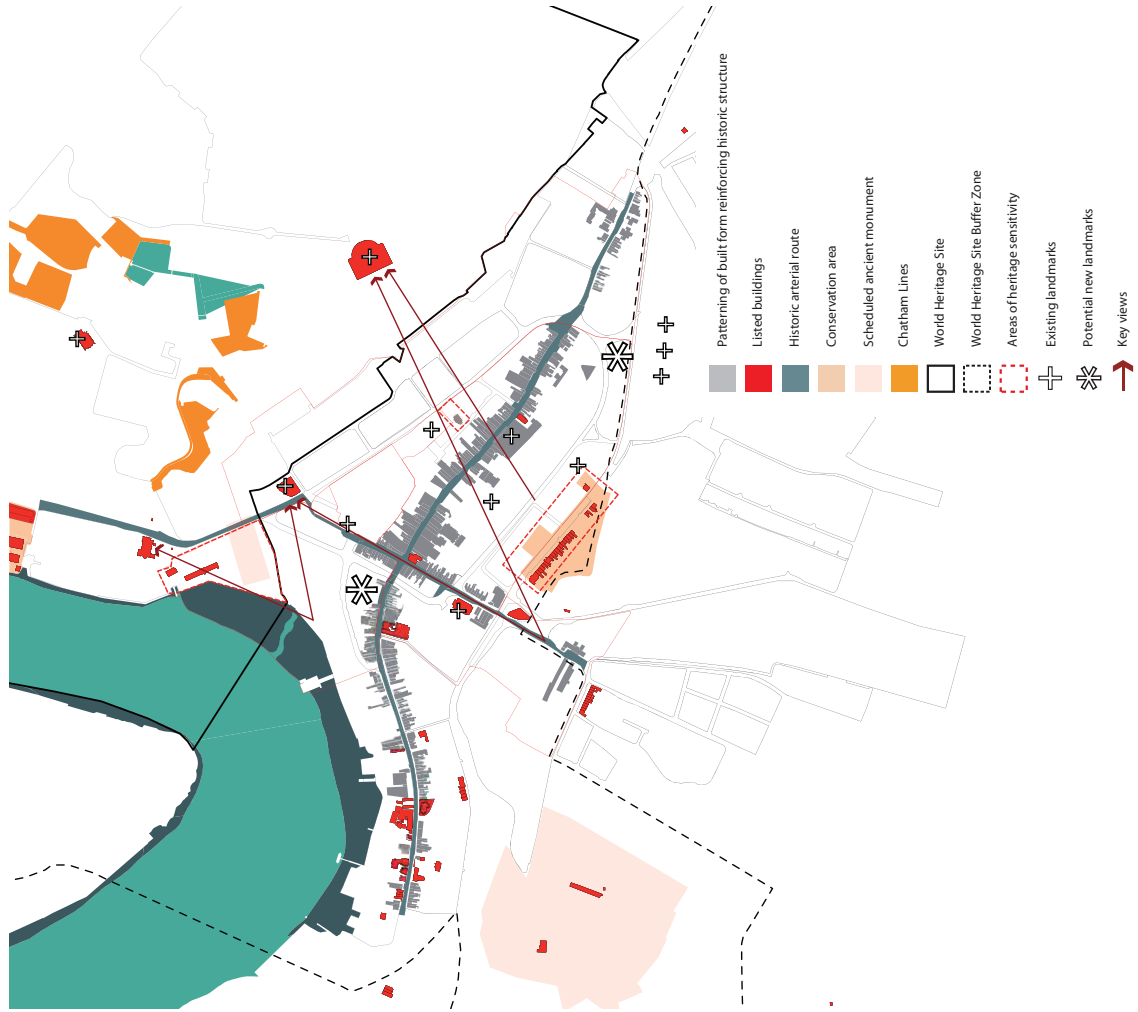
Figure 4.4 sets out the key heritage and character attributes of Chatham, including listed buildings, the ancient scheduled monument, conservation area and the World Heritage Site buffer zone. Also included are existing landmarks and potential new landmarks within the town centre. These have been identified as the key block between the High Street and the waterfront and just to the south of Best Street, marking the eastern entrance to the town. Areas which are not designated as conservation areas or have listed buildings but are considered to have historic assets are also identified.

Important view corridors have been identified from both the New Road/Best Street area and the rail station area to the War Memorial on the hill to the north of the town centre.



Fig 4.3: Plan to accompany fig 4.2 sections

Fig 4.4: Heritage and character attributes





## 4.0 CREATING AN ATTRACTIVE TOWN CENTRE

### Character areas

The linear nature of Chatham town centre and the resulting length of the High Street mean that character areas can be identified along this central artery. Different uses and retail types have developed over time in response to building footprint sizes, their location, building frontage and access.

- Small, independent retailers and take-aways can be found at the eastern end of the High Street;
- Large retailers are found in the central section, with large, primary retailers on the southern side of the street, including Primark and Debenhams;
- Smaller retail units are found to the west of this, including banks, buildings societies and jewellery stores. Military Road and the lower part of Station Road share a similar character to this section of the High Street and can be included within this.
- There is a break in the retail and frontage to the High Street at what was the Sir John Hawkins flyover and is now Waterfront Way. This presents a strong opportunity for developing a quality public realm with a sense of openness in the town centre.
- The small, historic buildings are then re-established to the west of Waterfront Way with independent stores and offices. This marks the point at which Chatham and Rochester join.

In addition to the sections of the High Street, Chatham has other character areas, which include:

- The loop which encircles the town centre currently has a uniform character. Best Street to the south and The Brook to the north both form a route from which the town centre is not visible and drivers are drawn around and beyond the town. It will be beneficial to explore means of dismantling this character area, so that the sections of the road circling the town become part of the areas immediately surrounding them, rather than operating as a monotonous and detached experience which is divorced from the town centre.

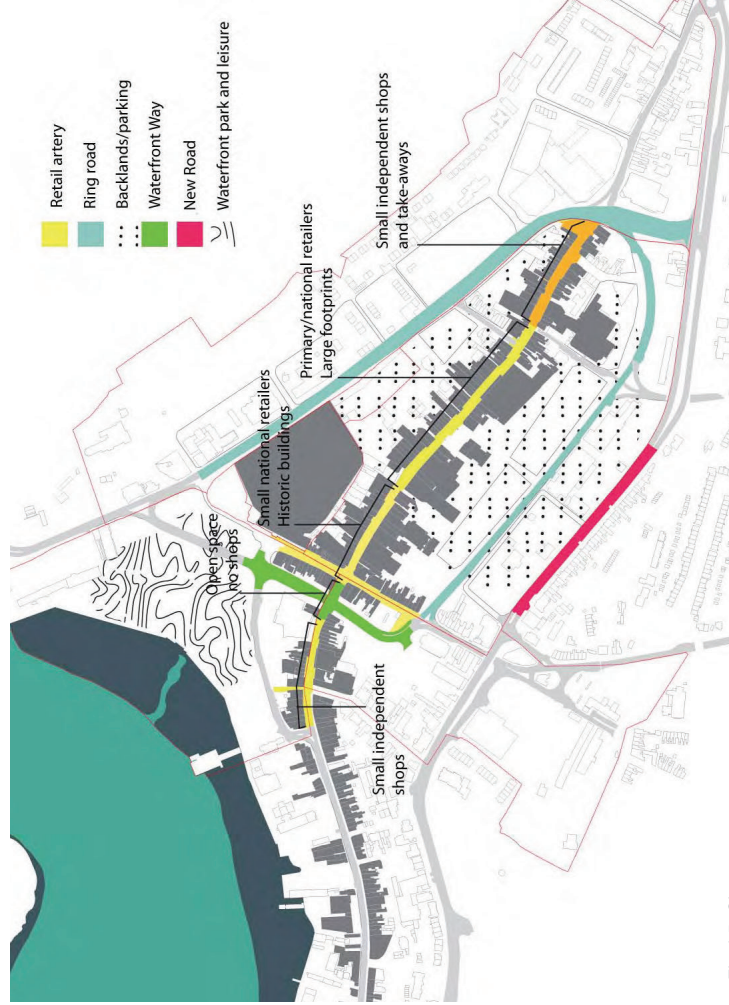


Fig 4.5: Character areas

- Either side of this route, though particularly on the inner side of the road, is a large area with service or multi-storey car parking and the 'backlands' servicing area to the High Street. This character area also presents an opportunity to transform the physical environment within Chatham town centre and ensure that the centre is visible to visitors as they arrive.
- The section of New Road, which runs to the south of Best Street, provides some of the strongest historic environment within Chatham, which should be preserved and enhanced. The existing BT exchange and Post Office building do not fit well with the character of this area and it will be important to provide suitable uses and frontage on the north side of the road, in the longer term, to strengthen this historic area.



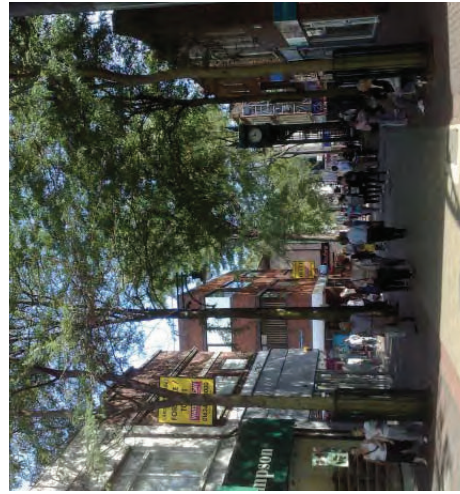
New Road



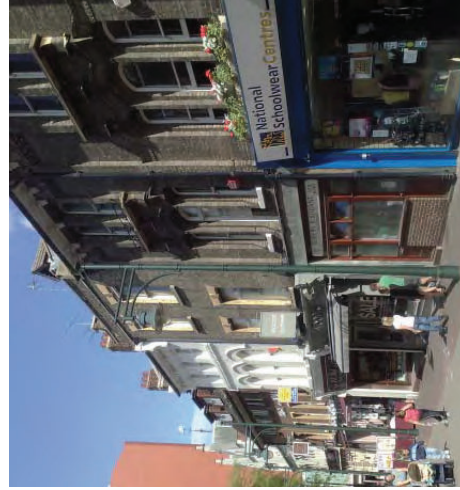
Best Street



The Brook



The High Street



Station Road



Backlands between the High Street and Best Street

# 4.0 CREATING AN ATTRACTIVE TOWN CENTRE

## CONTINUITY AND ENCLOSURE

### Townscape quality

The project team has undertaken a high level review of the quality of the townscape along the central High Street. This helps in assessing the quality of the environment in the heart of the town and strengthening the role and the vitality of the main retail street and also in identifying opportunities to provide new links from the High Street, to create a more integrated retail centre with a clear and attractive pedestrian circuit.

A traffic light system has been used in the analysis, with red indicating buildings which are considered to have a negative impact on the appearance of the High Street, yellow indicating buildings with a neutral impact and green indicating high quality buildings with a positive impact on the High Street. As can be seen in figure 4.6, the western end of the High Street, incorporating the northern section of Station Road and Military Road, has a concentration of quality, historic buildings which contribute positively to the character of the town centre.

Further east, on the north side of the High Street, the townscape is not of such quality and a number of points have been identified where buildings could be replaced to strengthen frontage to the High Street, create links from the High Street and 'complete the block' with The Brook, helping to address the issue of backlands here.

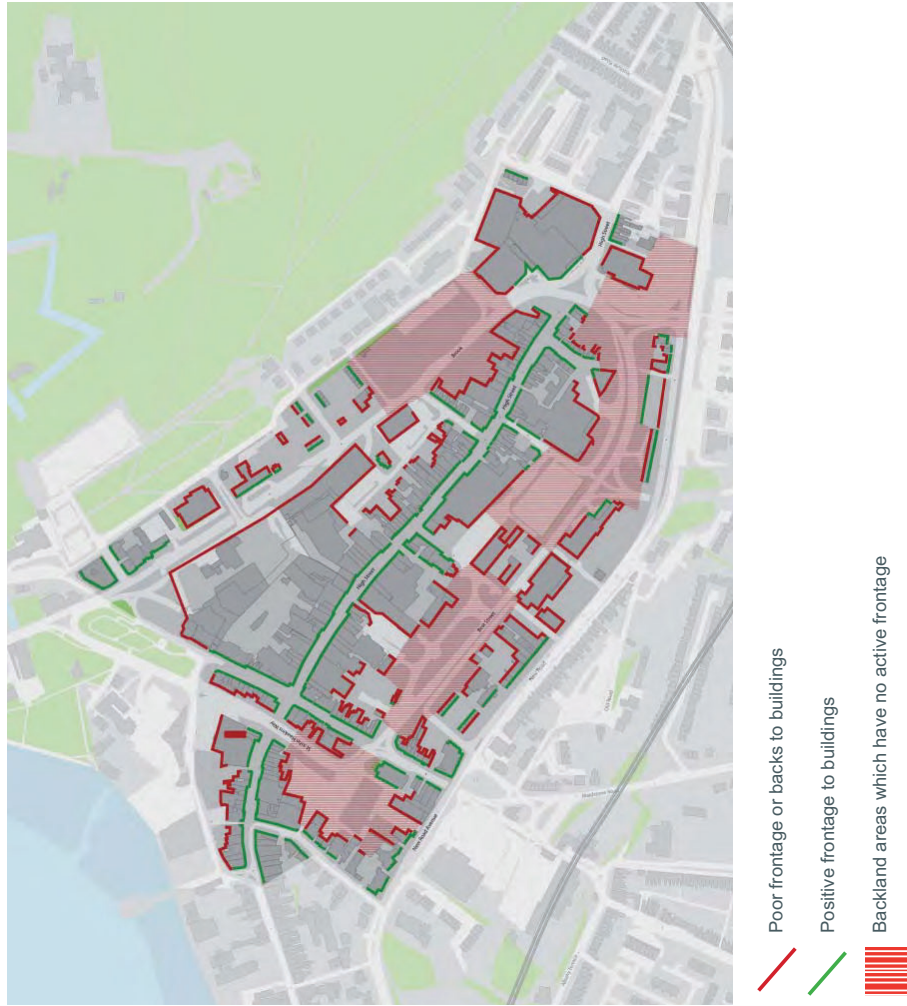
On the southern side of the High Street the Debenhams building has been identified as having a negative impact on the street, in townscape terms, and it is worth considering whether this could be either reprovided, with a new anchor building for the department store, or at least with improvements to this in terms of the front facade and in providing 'wrap-around' development on the side and rear to improve the impact of the building.



Fig 4.6: Townscape quality of buildings on Chatham High Street



Fig 4.7: Active frontage and backs in Chatham town centre



#### Active frontage

In assessing the active frontage within the town centre, it is quickly apparent from figure 4.7 that whilst the High Street itself benefits from continual frontage of some sort or another (shown in green), the areas beyond this suffer from a fairly uniform lack of frontage (shown in red).

This high level of 'backs' beyond the High Street creates large areas which are poorly defined, being surround by backs on some or all sides, and these have been shaded.

The plan indicates that the area to the south of the High Street is particularly poorly defined, and therefore by providing new shops and buildings here, it will not only help to accommodate new retail capacity identified in the NLP Retail Study, but will also help to 'mend' the town centre, establishing a clearer network of enclosed routes and spaces which help to create an attractive physical environment and an urban character.

# 4.0 CREATING AN ATTRACTIVE TOWN CENTRE

## QUALITY OF PUBLIC REALM

### Green space and public spaces

As indicated in figure 4.8, Chatham benefits from a large amount of open space to the north of the town, with the Great Lines and Fort Amherst, but has very little green space in the town itself.

Similarly, Chatham also currently lacks hard landscaped public spaces with seating where people might eat their lunch during summer months or read a newspaper.

Providing green pocket parks and/or small hard landscaped spaces close to the High Street would greatly improve the physical environment within the town centre, and strengthen its appeal to local residents and visitors alike.

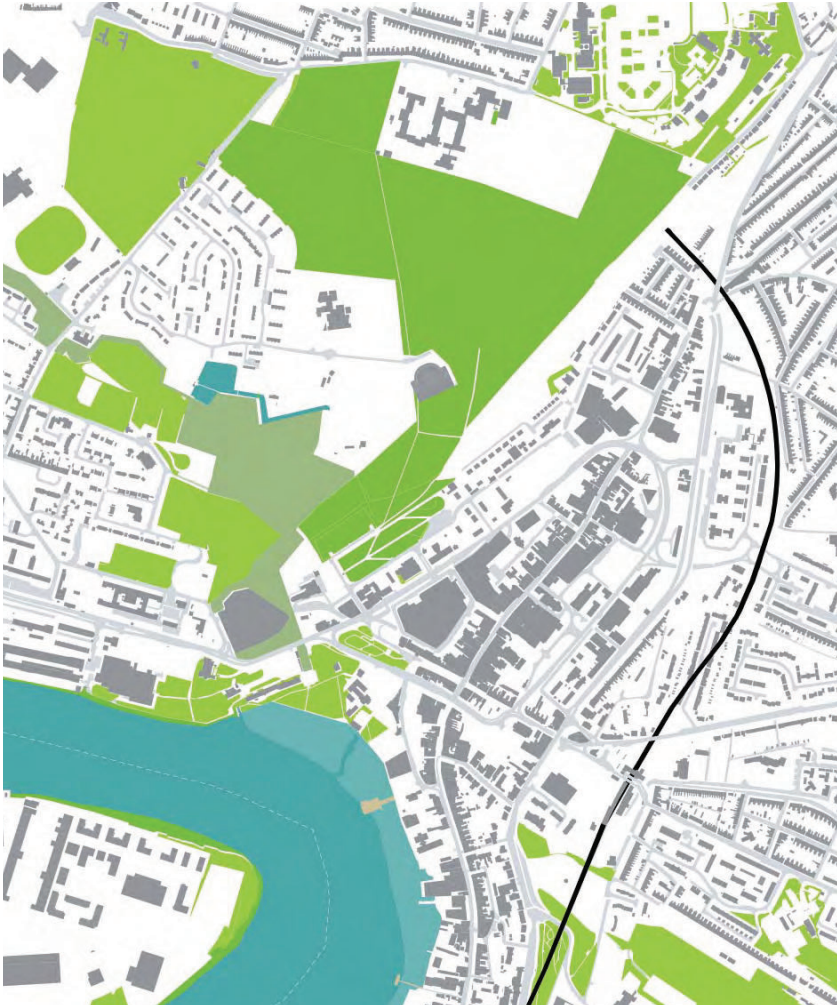


Fig 4.8: Green space surrounding Chatham town centre, but not within it



## EASE OF MOVEMENT

### Pedestrian links to the High Street

In understanding the movement patterns within the town centre, the project team has reviewed the routes into the retail heart for visitors, whether they arrive by car from the wider Medway region, by public transport to the rail or bus station or on foot from surrounding neighbourhoods or the university campuses nearby. We have used the location of the planned dynamic bus station in this analysis.

Figure 4.9 indicates that the current location of car parks in the town centre allow visitors to reach the High Street at one of a number of pedestrian passageways leading from the main street, if they take the shortest route. This scattering of arrival points helps to support the economic health of the shops along the High Street by ensuring that all sections have reasonable levels of footfall. The current predominance of surface level car parks in the centre should be addressed in order to improve the physical environment and provide more retail in the centre but it will also be important for consolidated parking to be located where it can ensure that all areas of the High Street benefit from the footfall. This might mean ensuring there is parking towards the eastern end of the High Street given the large number of parking spaces at the Pentagon Centre.

The plan also indicates the fractured routes into the centre from the south with a number of dead ends for pedestrians and a number of awkward routes. There is currently no clear and accessible route from the south.

Looking at the convergence of routes and arrival points in the centre indicates the importance of the eastern end of the High Street as an arrival point to the town centre, and of the junction of the High Street, Station Road and Military Road, as the apex of the town, both historically and today. These two points have consequently been identified as key areas for public realm improvements.



Fig 4.9: Pedestrian routes to the High Street from arrival points in the town

## 4.0 CREATING AN ATTRACTIVE TOWN CENTRE

### Links between the town centre and the waterfront

To fully understand the movement patterns within the town centre, and the important relationship between the town centre and the waterfront, it is important to analyse the links between these two key areas. The waterfront is the location for ambitious plans to create a leisure and cultural hub within the town, taking advantage of the waterside setting, the parklands and the attractive historic buildings in the area.

Key activity points in the town centre have been identified which might act as origination points for trips to the waterfront. These are the rail station, Debenhams and the Pentagon Centre. The routes that pedestrians are likely to take between these and the waterfront have been reviewed and critical points which would be passed on more than one route to the waterfront have been highlighted. This shows the importance of the space at the junction of the High Street, Station Road and Military Road; the point at the south west corner of the Paddock which marks the arrival to the waterfront; the junction of the High Street and the new Waterfront Way; and the area immediately around St John's Church.

In terms of legibility, the block on the north west corner of the High Street/Waterfront Way junction becomes highly important as a landmark and guide in reaching the waterfront, both from the east and from the south. It is therefore proposed that this corner should be the location of a landmark building with active frontage, drawing people towards before leading them onto the waterfront.

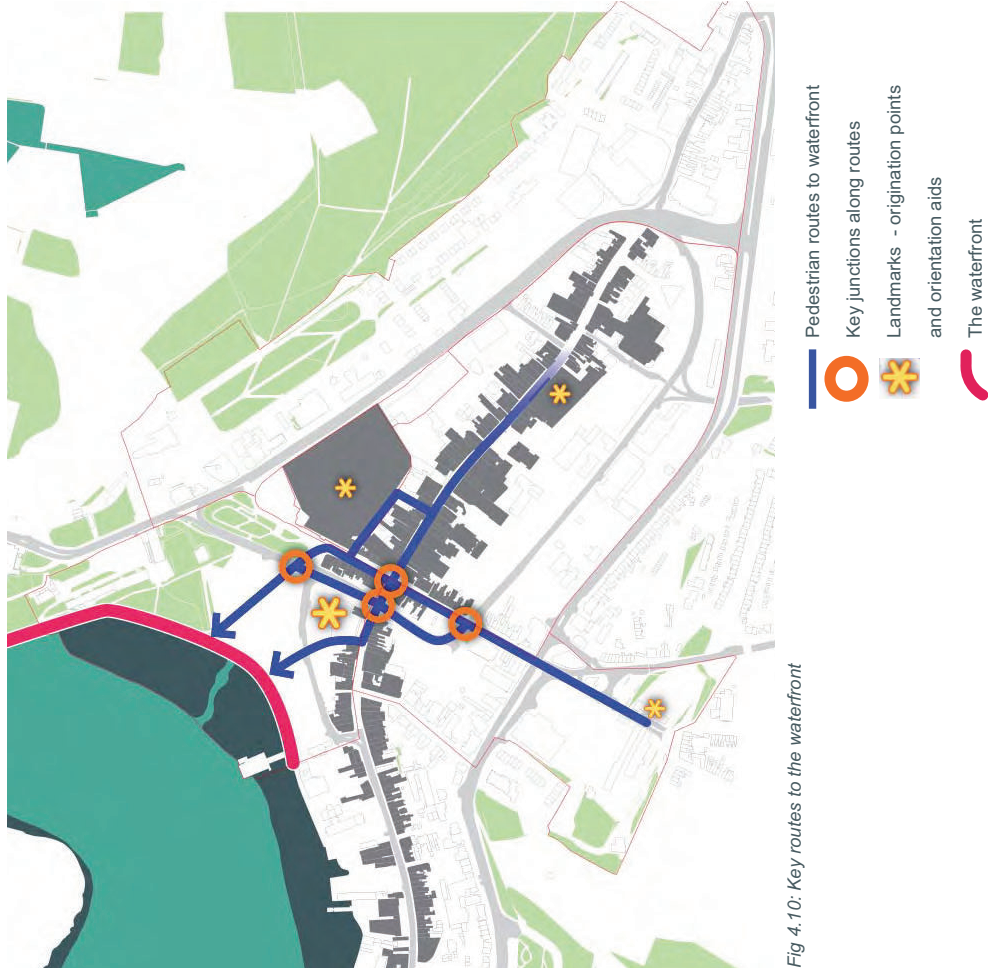


Fig 4.10: Key routes to the waterfront

## LEGIBILITY

### Landmarks and viewing corridors

In figure 4.11, the listed buildings, key visual landmarks and resulting viewing corridors have been identified in order to give an overview of legibility within the town. The plan indicates that whilst there are a number of listed buildings within the town, only one or two of these fall within the High Street/Best Street study area, at the junction with Military Road and just to the east of Debenhams. It will be important to ensure that these buildings have an appropriate and attractive setting when considering the details of the masterplan.

The visual landmarks in the town have been identified as the tall or large buildings which help people to orientate themselves within the town centre. These are not, therefore, necessarily attractive landmarks. The Pentagon Centre and its adjacent car park are included in this group, along with the BT exchange building, the office block on Rome Terrace and Debenhams.

Beyond the study area boundary, the most important landmark is the War Memorial and it is important to consider views to this. These have been highlighted on the plan, along with views from this to Fort Amherst, from key locations within the town such as the rail station and the pier.

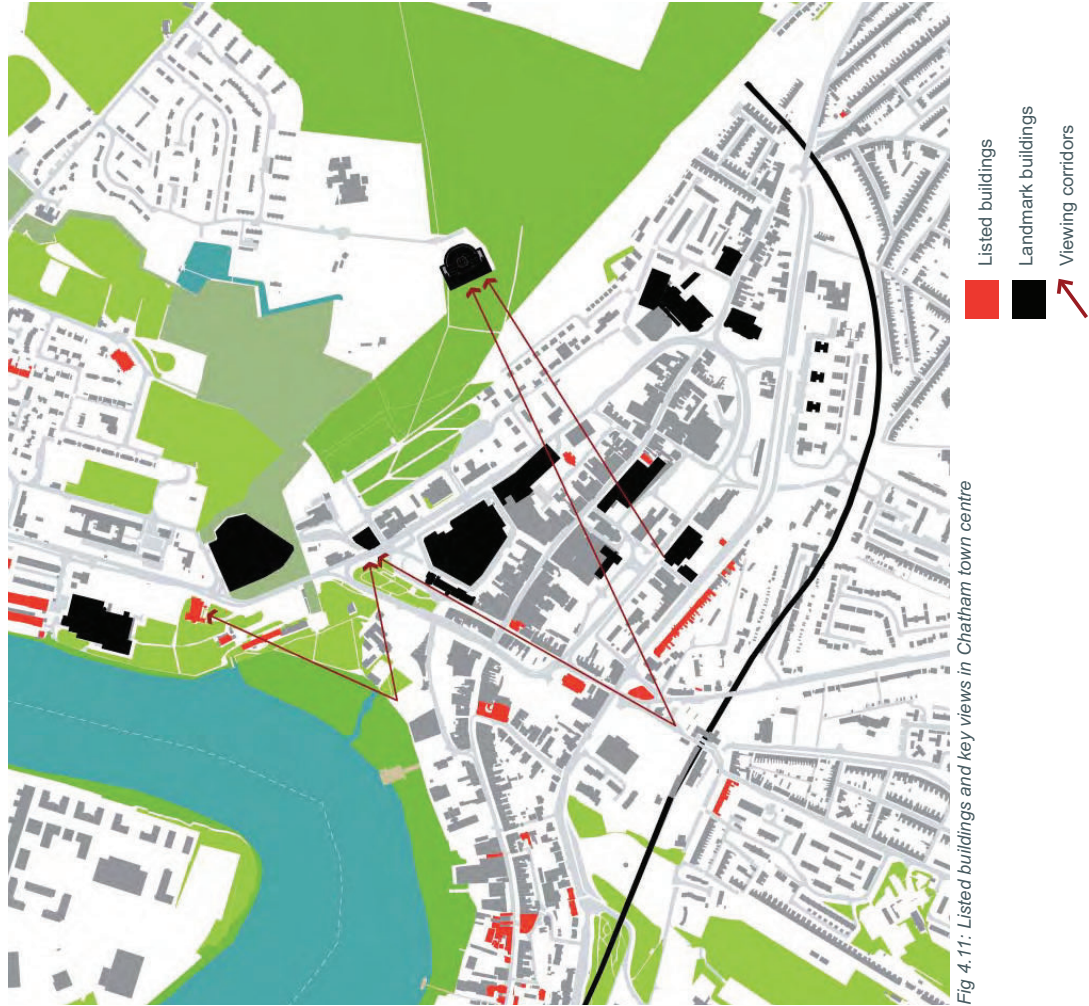


Fig 4.11: Listed buildings and key views in Chatham town centre



# 4.0 CREATING AN ATTRACTIVE TOWN CENTRE

## Potential routes and spaces

Clear opportunities exist to provide public spaces which are supported by and strengthen pedestrian links in the centre.

Figure 4.12 sets out a strategic proposition for providing green and public space in the town centre, drawing on the analysis from the previous three plans. North-south links are strengthened at key points along the High Street where these can support new retail and leisure uses and can take advantage of townscape assets within the existing built environment.

The route between the rail station and the waterfront is strengthened, with a new public space surrounding St John's Church and a removal of the level change which currently acts as a barrier for pedestrians. The space at the 'apex' of the town is also improved.

A clear pedestrian route can also be established linking New Road and The Brook, through the High Street and a new retail area. This route would have a string of small public/green spaces which capitalise on the proximity of historic structures such as the United Reform Church and the Pumping Station, and could plug into a wider pedestrian network.

The small public space at the eastern end of the High Street is also identified for improvements, so that it can become a space where people are happy to sit and can complement the small restaurants and independent shops in this area.

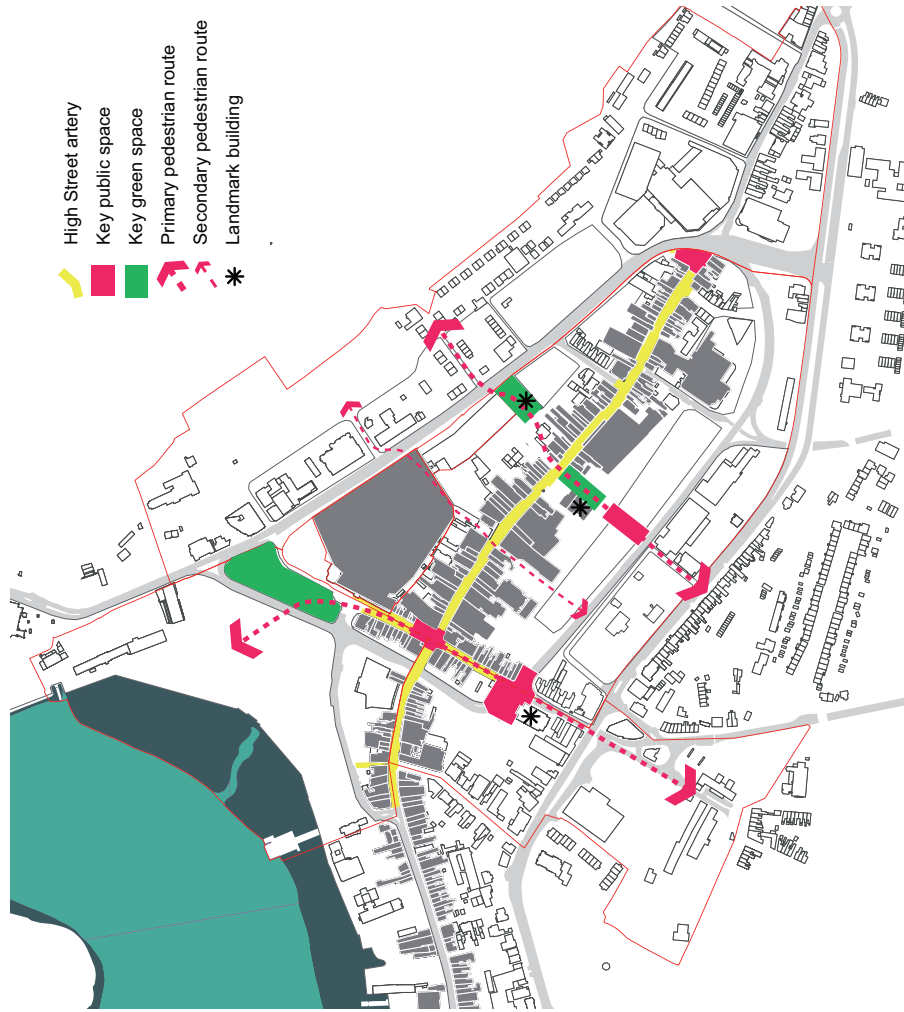


Fig 4.12: Pedestrian routes and public spaces concept plan



## ADAPTABILITY

### Building footprint sizes

Building footprint sizes along Chatham High Street are varied, which is considered an asset in terms of adaptability and flexibility in the long term for the town centre. The majority of the large building footprints are on the southern side of the High Street, with the two Primark buildings (one formerly Woolworths) and Debenhams, amongst others. The multi-storey car park has also been included. Individual units within the Pentagon Centre are not shown but it is known from the NLP study that a mix of unit sizes are also available in the centre.

Medium sized units are scattered fairly evenly along the High Street, although there are slightly more on the north side. Smaller units are also scattered along the north side of the High Street but concentrations of smaller units also exist at the eastern end of the High Street and along Station Road and Military Road.

The NLP study noted that whilst it is important for anchor units to be accommodated, including potentially a food store, demand has also been identified for small to medium units in the town.



Fig 4.13: Building footprints on Chatham High Street

# 4.0 CREATING AN ATTRACTIVE TOWN CENTRE

## DIVERSITY

### Land-uses and spatial framework

Figure 4. 14 sets out the land uses within the town centre, highlighting existing retail uses, work spaces, leisure/cultural uses and vacant sites. The existing and proposed anchor sites are also indicated, along with key areas of change which should be integrated effectively with their surrounds and opportunities for improving connections from the surrounding neighbourhoods and drawing green space into the centre.

Although the High Street is rightly dominated by retail uses, work space and leisure space are also scattered through the centre which helps to support Chatham as a more sustainable centre. Work spaces can be found particularly along Military Road and Station Road, and there is also a small cluster around the Debenhams store. Leisure uses are scattered more evenly with a small concentration at the eastern end of the High Street and an even spread along the Rochester section of the High Street.

New anchors are proposed to the south of the High Street, and potentially at the key block between the High Street and the waterfront.

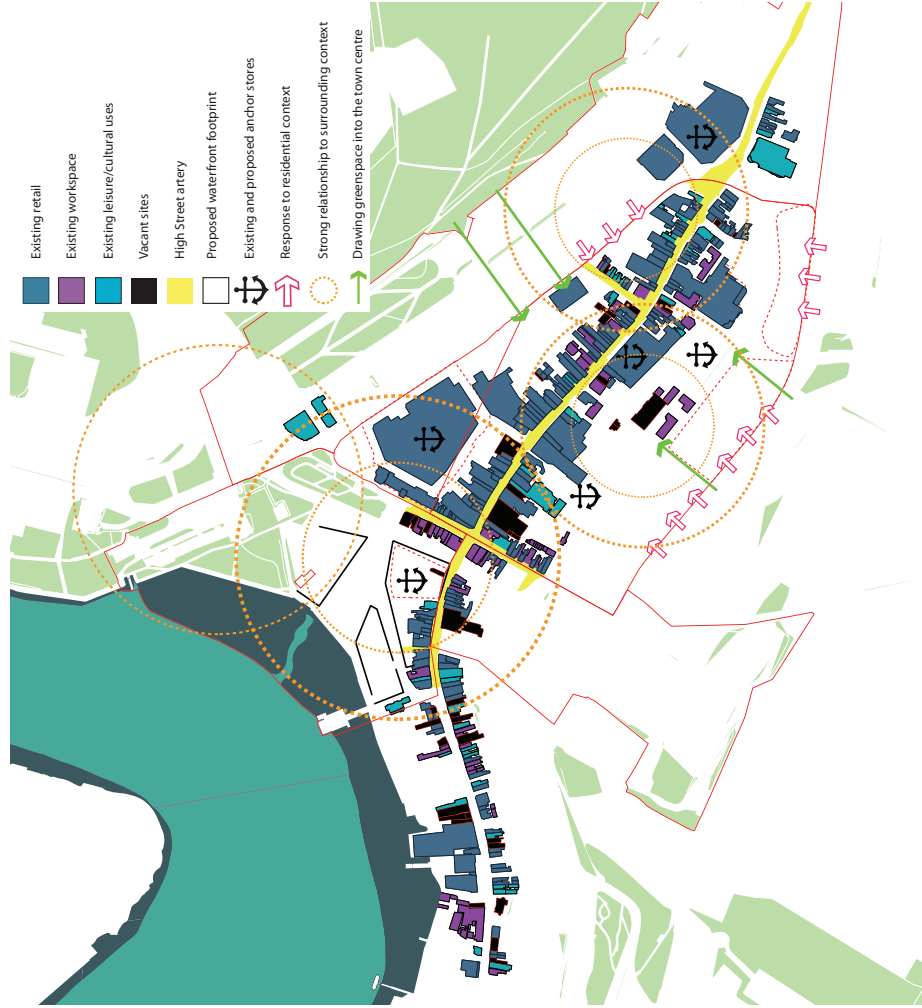


Fig 4.14: Spatial framework analysis plan

## Retail types

Taking account of the current retail patterns in town and the recommendations made in the 2008 masterplan for the town centre and waterfront, suitable areas for retail in the town centre in the future have been identified.

The retail core for the centre, containing primary and national retailers selling comparison goods, should be centred around the High Street and the area immediately to the north and south of this, incorporating the Pentagon Centre and stretching to the critical block identified at the junction of the High Street and Waterfront Way.

The area between Best Street and New Road has been identified for some retail and residential uses, providing a sensitive transition between the town centre and the local centre feel of New Road.

Edge of town retail with large footprints is identified for The Brook area, taking advantage of its accessibility on the major road network.

Independent and specialist retail is identified for the eastern end of the High Street, the Station Road area and the waterfront area. Leisure supporting retail uses are also proposed for the waterfront area. This includes gift shops and specialist shops.

The existing and proposed anchors for the town centre are again shown in figure 4.15.



Fig 4.15: Proposed retail character areas in Chatham centre

# 5.0 REFINED OBJECTIVES AND APPROACH

## OVERARCHING FRAMEWORK

An overarching framework shown in figure 5.1 has been developed to inform the options for the High Street/Best Street masterplan. This sets out the key aspirations for the town centre and provides a broad guide which the options then address in greater detail.

- The High Street is retained as the central route of the town centre, but permeability is improved, with the creation of a retail circuit effectively connecting the Pentagon Centre with new development to the north and south of the High Street. This helps to address the backland areas beyond the High Street.
- A series of public spaces are created in order to address the current lack of such spaces in the centre and to support the movement network.
- Active frontage is to be provided along new routes and onto new public spaces in order to provide a sense of continuity and enclosure within the town centre.
- New development is proposed for the areas between the High Street and The Brook and between the High Street and Best Street, helping to address the areas of poorly defined space in the centre.
- Replacement car parking is located predominantly to the south of the High Street, ensuring access points along the High Street from car parks, which can help to support the economic vitality of the full length of the High Street.
- Pedestrian links from surrounding neighbourhoods are strengthened, particularly from the south, and north-south links within the town centre are strengthened.
- Views of the War Memorial are preserved and enhanced.
- Retail anchors are enhanced at the Pentagon Centre and Debenhams, and a new anchor is provided to the south east of Debenhams.

- Service access is provided at two key locations on the north side of Best Street to provide access to new retail development in this area.
- New development is established between Best Street and New Road, providing more appropriate uses and a better quality environment for the important conservation area at New Road.
- The eastern end of the High Street is revitalised, with infill development providing new shops and improvements to the public realm
- Public transport links are improved by the new dynamic bus station, through grouped bus stops and a taxi rank at the eastern end of the High Street and improvements at the rail station.
- A mixed-use approach with work space and residential units provided above retail in the centre town.
- New community uses, including the Healthy Living Centre planned for the town centre and potential community uses at the United Reform Church.
- Provision of a hotel in the town centre.







Fig 5.1: Framework plan

## 5.0 REFINED OBJECTIVES AND APPROACH

### CHATHAM IN THE EVENING

Figure 5.2 sets out the overarching plan for the evening economy in Chatham.

The High Street is highlighted as the main route for the town centre with this role continuing in the evening.

The key cultural buildings which will bring life to the town centre in the evening are identified as the new cultural centre at the waterfront, the two theatres, the pubs along Station Road and the two churches, which have scope for community activities. The arts centre is also highlighted.

A new concentration of night time uses are identified around a new square by the water tower taking advantage of the restaurants and take-aways which already exist in this area.

Taxi ranks are identified at the eastern end of the High Street by a new public square, by the station, at the waterfront and by the Pentagon Centre.

- Proposed development
- Night time uses
- Proposed residential overlook
- Key public realm improvements
- Proposed taxi rank
- Proposed lit routes



Fig 5.2: Secure by design plan for Chatham







The detailed options appraisal for the High Street/Best Street masterplan clearly identified the masterplan option as being most effective at meeting the objectives identified for the masterplan. This option has therefore been taken forward and further developed as the preferred option for consultation purposes.

GROUND FLOOR

The key features of the ground floor level of the masterplan are set out in figure 6.1, to the right.

RETAIL PROVISION

- A new retail area for the town centre between Best Street and Richard Street with a major food retailer incorporated into new frontage on Richard Street, with upper level parking accessed from Best Street split over two storeys to support this.
- New retail development along the north west section of Best Street, accessed from Richard Street, with upper level parking accessed from Best Street.
- New development in the High Street at sensitive points to allow for the creation of a new retail area connecting the Pentagon extension to a rejuvenated High Street.
- New retail development on the site of the current indoor market, with potential for provision of small units for high quality small retailers to create an attractive boutique retail environment.
- Coordination with the proposed Pentagon Extension, providing two levels of retail plus upper floor car parking.

CULTURAL/LEISURE/COMMUNITY PROVISION

- Possible expansion of the Central Theatre, with the addition of cafe facilities, enterprise and associated offer.
- Accommodation of the proposed Primary Care Trust building, located in a central location with access from Richard Street and Best Street.
- Creation of a new community/civic cluster around Meeting House, with retail frontage onto the High Street.
- Proposed hotel development as a landmark feature at the eastern end of New Road - creating a key gateway into the town centre and benefiting from proximity to the High Street/Best Street and upgraded pedestrian crossings.
- Support for the evening economy with greater activity around the pump house square and timed access to the eastern end of the High Street.

WORK SPACE PROVISION

- A work space cluster at the eastern end of the High Street, fronting onto the new junction.
- New work space between Best Street and New Road, creating an active and attractive frontage to Best St, whilst simultaneously allowing for rationalisation of movement between these two streets.
- New work space provided onto the Brook, which also provides frontage onto this important route
- Potential for work space to be included in the landmark feature building at the eastern end of New Road.

PHYSICAL ENVIRONMENT IMPROVEMENTS

- Possible remodelling of the Iceland building and neighbouring sites to create a new north-south route from the Brook to the High Street, allowing completion of the Brook frontage and ground level parking in the courtyard.
- Potential remodelling of Debenhams to wrap the block and create active frontage to Richard Street.
- Creation of a new square around the pump house to the north of the High Street with restaurants and cafes fronting this.
- Creation of a new square around the Clover Street church.
- Creation of a strong north-south pedestrian route linking the Brook and Best Street, through these two new squares.
- Creation of a clearly defined public space at the High Street/Railway Street junction
- A legible and attractive route for pedestrians at the Railway Street/Best Street junction.
- Potential creation of a new square around a refurbished St John's Church.
- Paving, lighting, planting and street furniture improvements throughout and to Best Street, the High Street and Richard Street in particular.



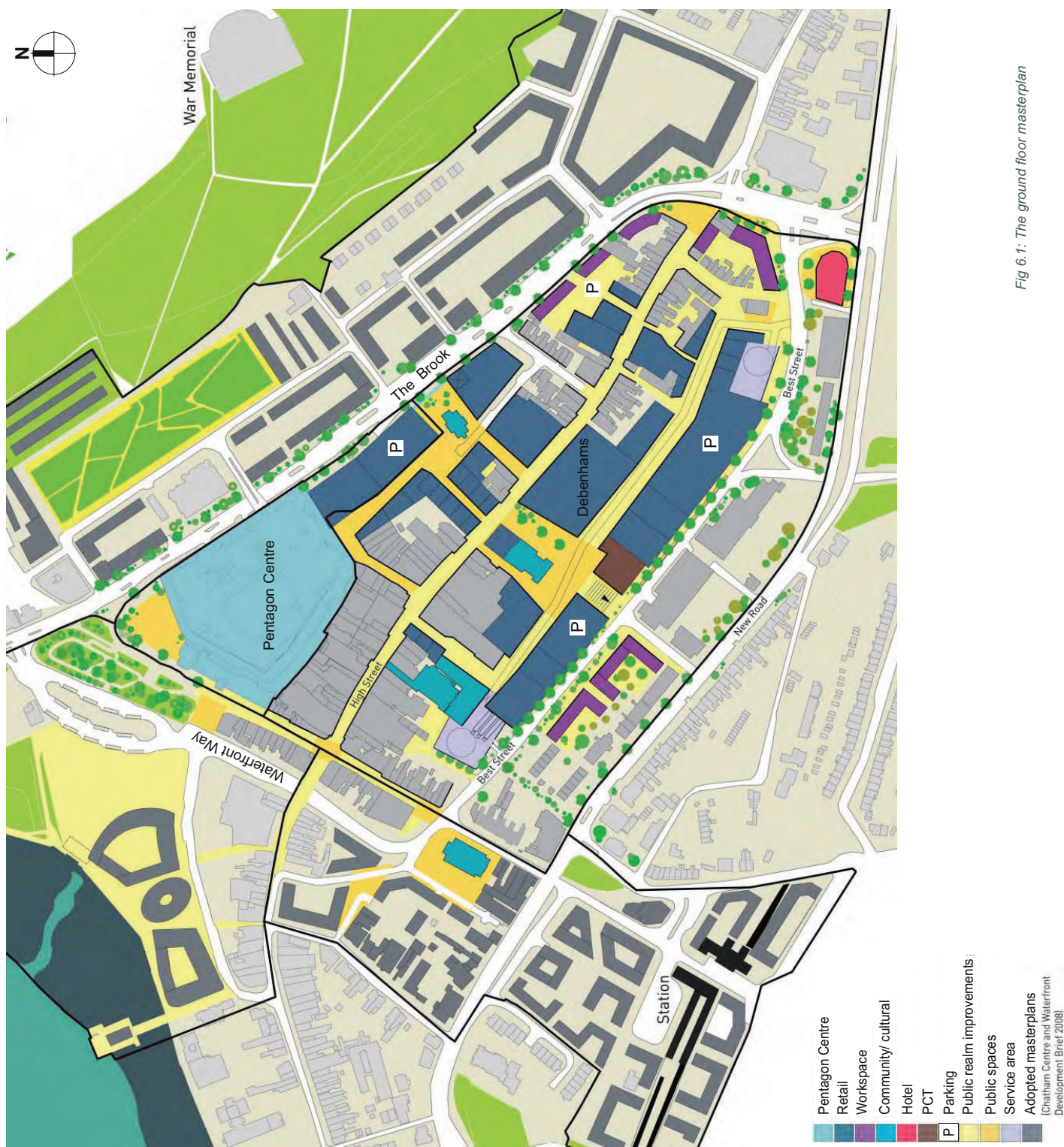


Fig 6.1: The ground floor masterplan

UPPER FLOORS

The preferred option has been developed with inbuilt flexibility, to maximise the potential for the masterplan to respond to the property market and other changing conditions. However, a number of upper floor uses have been suggested in order to help support a mixed-use, sustainable town centre.

The upper floor areas are considered suitable spaces for new homes and work spaces, to help ensure that the town centre retains activity throughout the day and evening. The upper floors are also suitable locations for replacement and new parking facilities (covered in further detail on the following pages).

Lastly, the upper floors of the masterplan provide valuable opportunities for creating roof gardens and green roofs - both improving the physical environment within the town centre and contributing to a sustainable future for the town.

HOUSING PROVISION

- Residential accommodation provided above retail development on Richard Street, with intelligent use of level changes to provide street access onto Best Street.
- Residential development over new retail at the north west end of Best Street.
- Residential units above new work space between Best Street and New Road, fronting onto Best Street.
- Residential units above retail space fronting onto the Brook and coordinating with the separate masterplan for this area.

WORK SPACE PROVISION

- A work space cluster at the eastern end of the High Street, fronting onto the new junction.
- Upper floor work space provided opposite the PCT building, on the key junction of Richard Street and Clover Street.
- New office space provided above retail units between the High Street and new square based around the pump house.
- New work space provided onto the Brook, which provides frontage onto this important route.
- Potential for work space to be included in the landmark feature building at the eastern end of New Road.

PARKING PROVISION

- Re-provision of two floors of upper level parking at the Pentagon extension
- Re-provision of multi-level car park above new retail development between Best Street and Richard Street, to replace the NCP car park
- Provision of new multi-level parking above new retail development at the western end of Best Street.

THE PHYSICAL ENVIRONMENT

- Creation of roof gardens and green roofs throughout the town centre - particularly at the sites of upper level residential development along Best Street, Richard Street and the Brook.



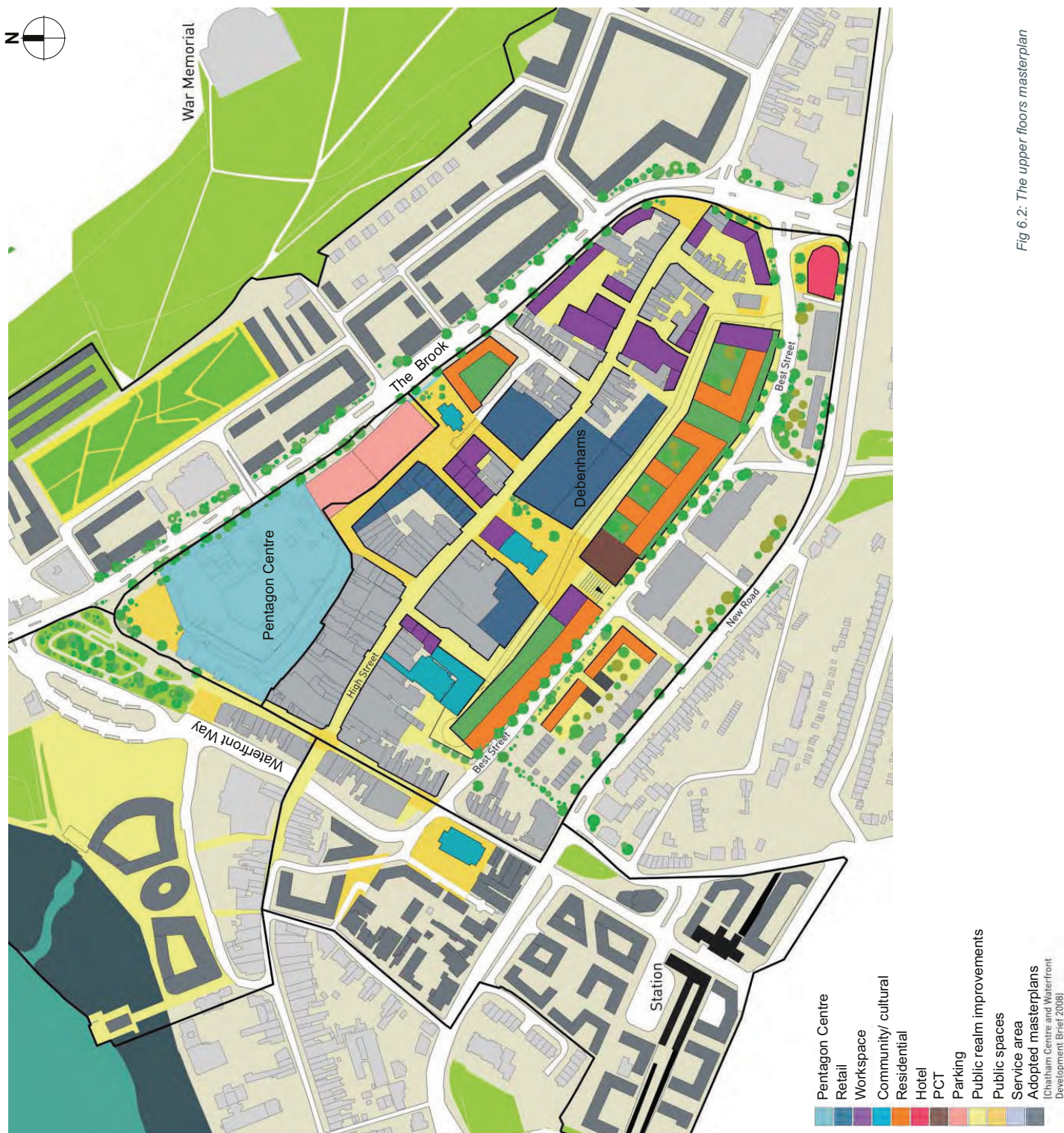


Fig 6.2: The upper floors masterplan

# 6.0 DRAFT MASTERPLAN

## A CLEAR MOVEMENT NETWORK

A number of proposals are made within the preferred option, which both coordinate with the transport and movement proposals currently being brought forward by Medway Council and identify options for improving movement within the High Street/Best Street area.

The following is proposed and illustrated in figures 6.3 and 6.4:

## PRIVATE VEHICLES

- Improved links between New Road and Best Street
- Rationalisation of Best Street and the parallel section of Clover Street, in order to simplify the road network and create space to establish active frontage on to Best Street here
- Evening access to the eastern section of the High Street and Batchelor Street, to animate the area and support the evening economy here.

## PEDESTRIAN MOVEMENT

- Strengthened north-south connections between Best Street, the High Street and the Brook.
- Clear connection between Pentagon extension and the High Street
- Better links to the waterfront from the town centre
- Alternative route through the new St John's square, to and from the rail station
- clear retail circuits in the town centre, connecting new and replaced anchors

## PUBLIC TRANSPORT/TAXIS

- Bus only access for the immediate future along Waterfront Way in line with current Medway Council proposals
- Introduction of bus stops on Best Street to provide pedestrian access to the High Street and the new retail area on Richard Street from the south
- Proposed taxi ranks at the entrance to the Pentagon, at the eastern end of the High Street, by the train station and in the waterfront area.

## SERVICING AND ACCESS

- Two new service access points from Best Street onto Richard Street, with turning circles in each case. Servicing access to Richard Street would be time limited.
- Service Access from The Brook to Solomons Road with a turning circle accommodated here
- Front servicing access to retail units at the eastern end of the High Street
- Front servicing access to retail units fronting The Brook



Fig 6.3: Pedestrian movement





Fig 6.4: Movement and servicing

QUALITY PARKING PROVISION

The parking strategy for the preferred option has been informed by a number of principles designed to help create an attractive and usable environment which will attract customers from across the Medway area and perhaps beyond. These are set out below and illustrated in figure 6.5:

High quality parking spaces

Parking design has improved significantly over the last few years, with the development of multi-storey parking provision which does not have a negative impact on the surrounding environment and which provides users with a safe, attractive and high usable resource. Developments such as the Westfield Centre at White City in London have followed methods used in Continental Europe which direct drivers to free spaces and provide a comfortable environment.

Parking provision in Chatham is currently of a poor quality, but the central masterplan provides an opportunity to address this and provide high quality parking provision which attracts customers through its ease of use.

Encouragement of modal shift

By encouraging Chatham to be the commercial centre of the Medway City area, it is envisaged that public transport will become a more feasible alternative to the private car in the future. The recent expansion of student numbers in the town are likely to support the role of public transport in the area. This will help to relieve congestion and create a more attractive environment in addition to providing environmental benefits in the shorter term.

A quality retail offer

Popular shopping destinations are not driven by the level of parking available but by the retail offer at the location. Examples of this are the success of Oxford Street as the country's premier shopping destination and the fact that people do not visit Bluewater simply for the parking spaces but for the shops on offer.

A key focus for the masterplan is to create an attractive environment with a strong offer of shops and services which attract people to the town.

PARKING CAPACITY

An overall parking capacity of 1,242 spaces has been identified with the draft masterplan in the preferred option. When taken in conjunction with the 500 parking spaces proposed as part of the Pentagon extension, this relates to an overall gain in parking spaces in the town centre.

A plan setting out the parking locations is provided to the right, including proposed access points and internal circulation patterns to multi-storey car parks at Best Street and for the Pentagon Centre.

The breakdown of parking spaces according to sites is set out below:

| Site                            | Spaces |
|---------------------------------|--------|
| Pentagon extension              | 260    |
| Best Street (western end)       | 304    |
| Best Street (eastern end)       | 568    |
| The Brook (surface parking)     | 35     |
| Best Street (surface parking)   | 35     |
| Best Street (on street parking) | 23     |
| TOTAL                           | 1,225  |

This represents a gain in parking spaces for the town centre, of approximately 200 spaces, along with the qualitative improvements and short term parking provision that will make each space provide more value during the day.

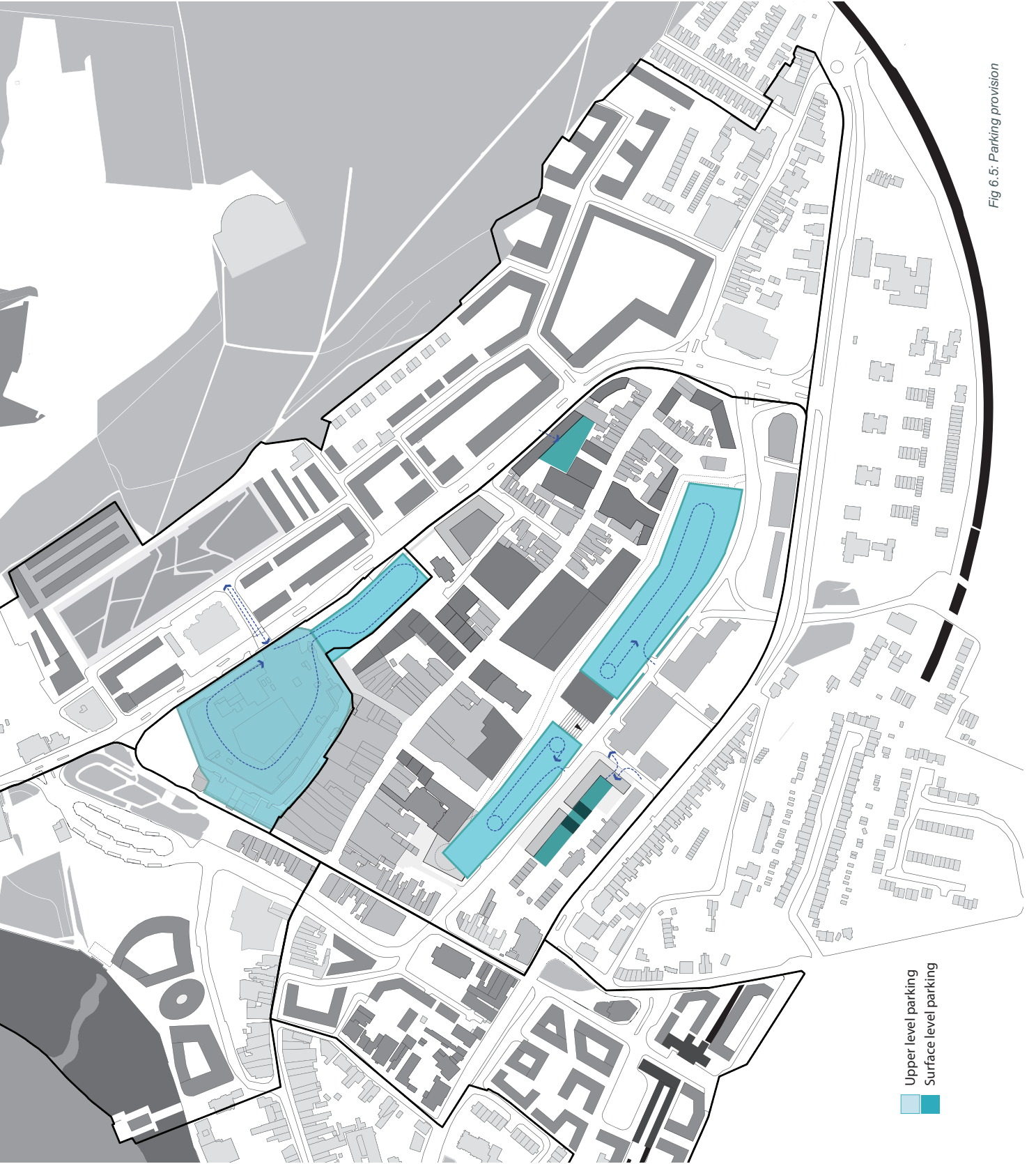


Fig 6.5: Parking provision

RETAIL CAPACITY

The levels of retail capacity developed for the draft masterplan have been informed by the detailed retail capacity study by Nathaniel Lichfield and Partners (2009), which identified a role for Chatham as the commercial centre of the Medway towns. It established that Chatham's retail ranking, and therefore overall image, had slipped significantly in recent years but identified a strong retail demand for the short and medium term future which could help transform this situation. The study identified capacity for:

- 7,298 sqm of new large foodstore (convenience) space and 4,379 sqm of small foodstore space by 2016
- 24,000-55,000 sqm of comparison goods space, up until 2016
- A further 24,000-28,000 sqm between 2016 and 2021

The report was undertaken in the aftermath of the economic downturn and it is important to note that these figures already take account of shifts in the retail and property markets associated with the downturn. Taking this information into account the total retail capacities identified for the town centre are:

| Site                      | Sqm    |
|---------------------------|--------|
| Pentagon extension        | 13,890 |
| Halfords                  | 1,940  |
| High Street central       | 1,990  |
| Iceland/The Brook         | 1,680  |
| The theatre               | 444    |
| Primark extension         | 3,128  |
| Best Street (west)        | 3,942  |
| Meeting House             | 437    |
| Best Street (east)        | 16,394 |
| Debenhams                 | 16,680 |
| Indoor market             | 1,380  |
| Richard Street            | 390    |
| Total                     | 62,295 |
| Amount of replaced retail | 20,874 |
| TOTAL NEW RETAIL          | 41,421 |

It is important to emphasise a number of key considerations relating to these retail capacity figures:

- These figures represent the maximum floorspace figures the final masterplan could achieve, based on the maximum number of storeys and plot density that would be appropriate for the town centre.
- The capacity figures cover both comparison and convenience retail and so are designed to address both the total of 24,000-55,000sqm of comparison space and 11,577sqm of total convenience space capacities identified in the NLP report.
- The phasing for the masterplan will take place at the next stage of the project but it is not envisaged that this retail space would all come forward by 2016. A proportion of the retail capacity identified therefore relates to the 24,000-28,000sqm identified for the time period between 2016 and 2021.

HOUSING CAPACITY

New residential development within the draft masterplan is designed to bring activity to the town centre throughout the day and evening and to encourage sustainable living patterns in the local area. Such new accommodation could serve the growing student population very effectively and support the evening economy in the town. The residential units are, however, designed to be a mix of tenure and size in order to ensure a balanced community. The capacity for new homes in the draft masterplan has been identified as:

| Site               | Homes |
|--------------------|-------|
| Halfords           | 30    |
| Best Street (west) | 72    |
| Best Street (east) | 124   |
| Paddock (west)     | 9     |
| Paddock (east)     | 15    |
| TOTAL              | 250   |

WORK SPACE CAPACITY

The draft masterplan has been developed in order to ensure a balanced and strong economy and providing employment opportunities for Chatham will be critical in helping to establish the town as the commercial centre for the Medway City area.

The number of jobs which the masterplan can support has been identified through the retail and hotel development, through office space and through enterprise space. These calculations do not yet take account of the number of jobs which will be replacement jobs in the town centre, but there is likely to be a healthy increase in the number of jobs. The capacities have been identified as:

| Site                   | Jobs  |
|------------------------|-------|
| Pentagon extension     | 347   |
| Halfords               | 49    |
| High Street Central    | 149   |
| Iceland                | 126   |
| The Brook              | 82    |
| The theatre extension  | 48    |
| Primark extension      | 78    |
| Best Street (west)     | 140   |
| Meeting House          | 33    |
| Best Street (east)     | 471   |
| Debenhams              | 417   |
| Indoor market          | 69    |
| Richard Street         | 20    |
| Paddock west           | 85    |
| High Street south east | 107   |
| Paddock west           | 32    |
| Paddock east           | 86    |
| Eastern Marker         | 119   |
| TOTAL                  | 2,372 |
| Replacement jobs       | 1,091 |
| TOTAL NEW JOBS         | 1,281 |





Fig 6.6: Key sites in the masterplan

# 6.0 DRAFT MASTERPLAN

## SECTION OF THE DRAFT MASTERPLAN

Chatham's topography provides one of the town's most distinctive features and whilst this helps to give Chatham a clear identity this also presents challenges when planning for new development in the town centre.

The section in figure 6.7 illustrates the level changes at work between New Road and Cross Street in the town centre with close to a three-storey level difference found between New Road and Best Street and a three-storey level difference between Best Street and Richard Street.

These level changes have a significant impact on the depth of building it is possible to achieve between these streets and consequently inform the uses for each site. However, it has been possible to work intelligently with the levels in order to accommodate parking in the masterplan and to ensure that both retail and residential uses can each address the street. The proposed location of a food store anchor, for example, Between Best Street and Richard Street (eastern end) has been designed to work with these level changes.

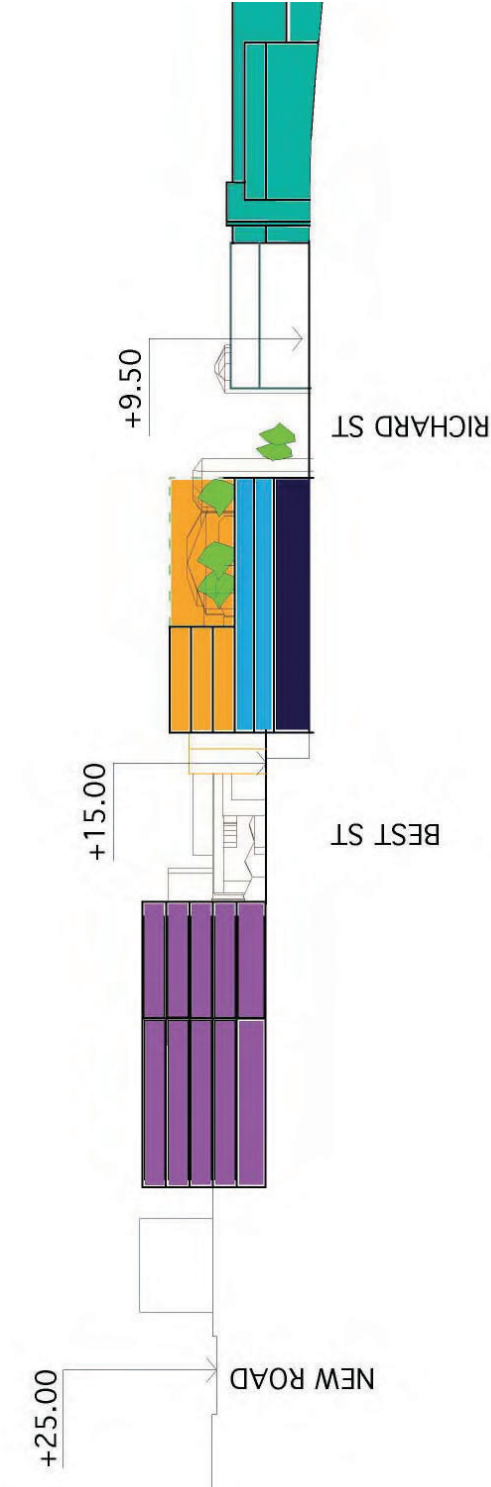
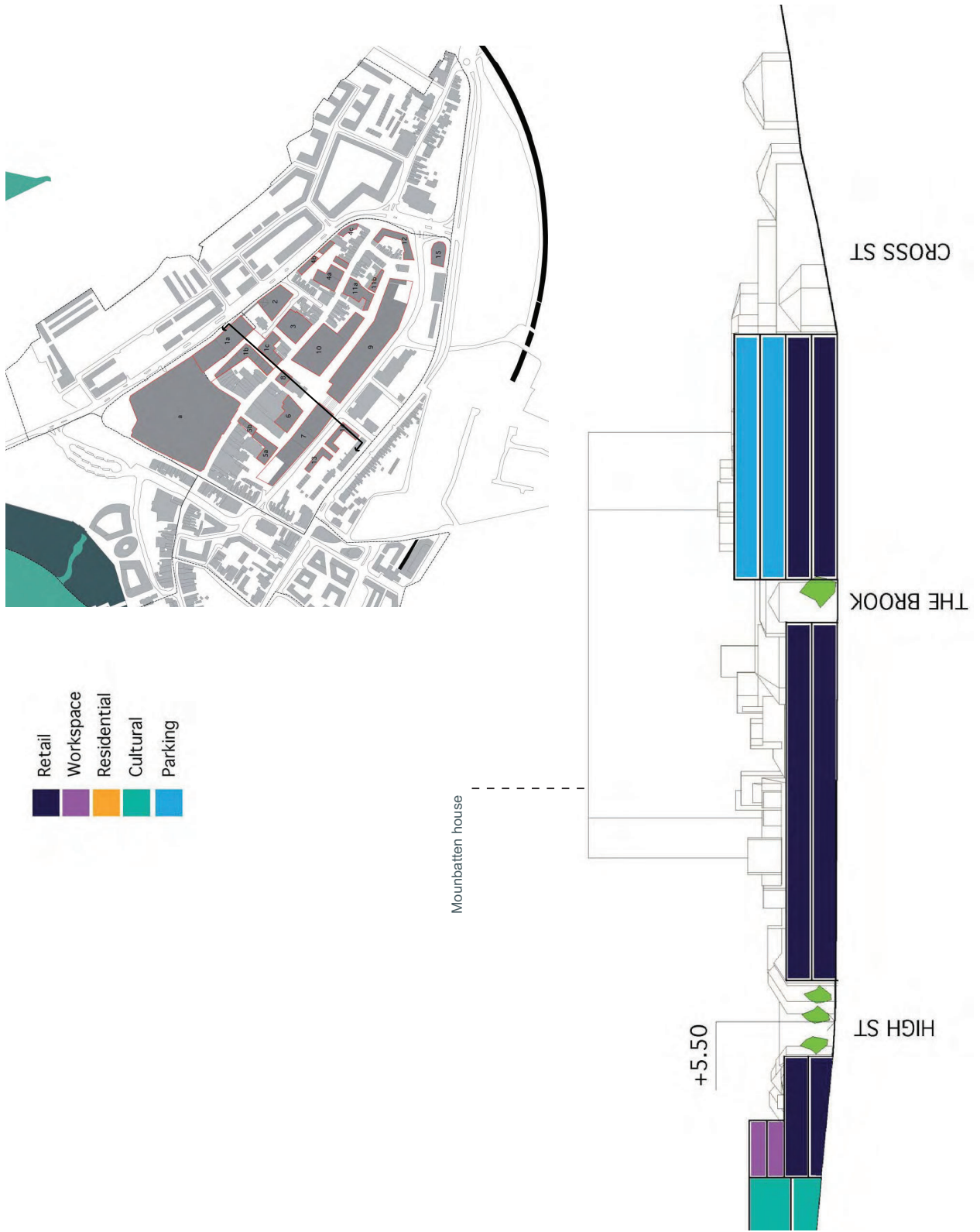


Fig 6.7: Section of the proposed draft masterplan, indicating building levels and uses





## 6.0 DRAFT MASTERPLAN

*Fig 6.8: Masterplan view from the north west*

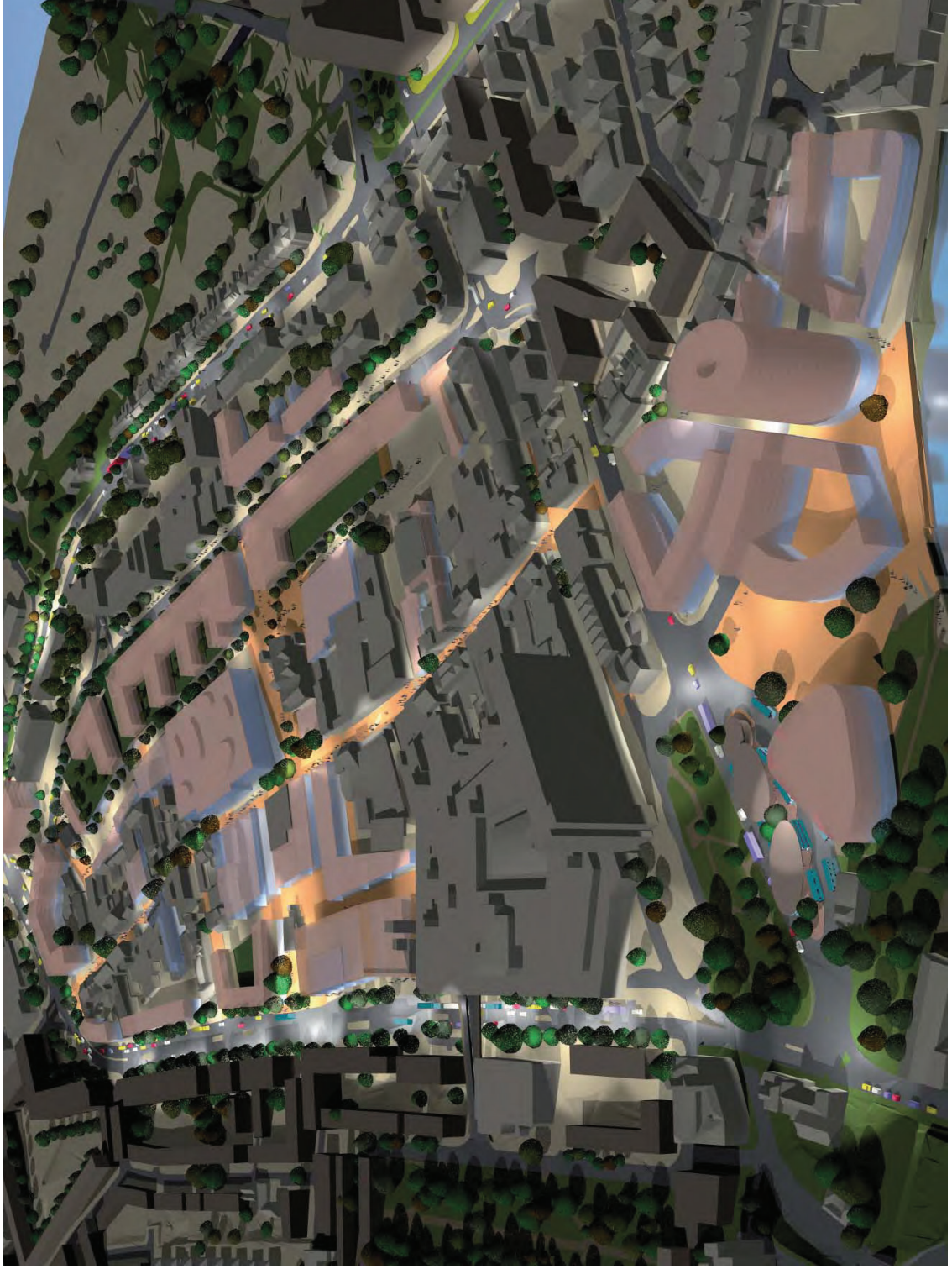
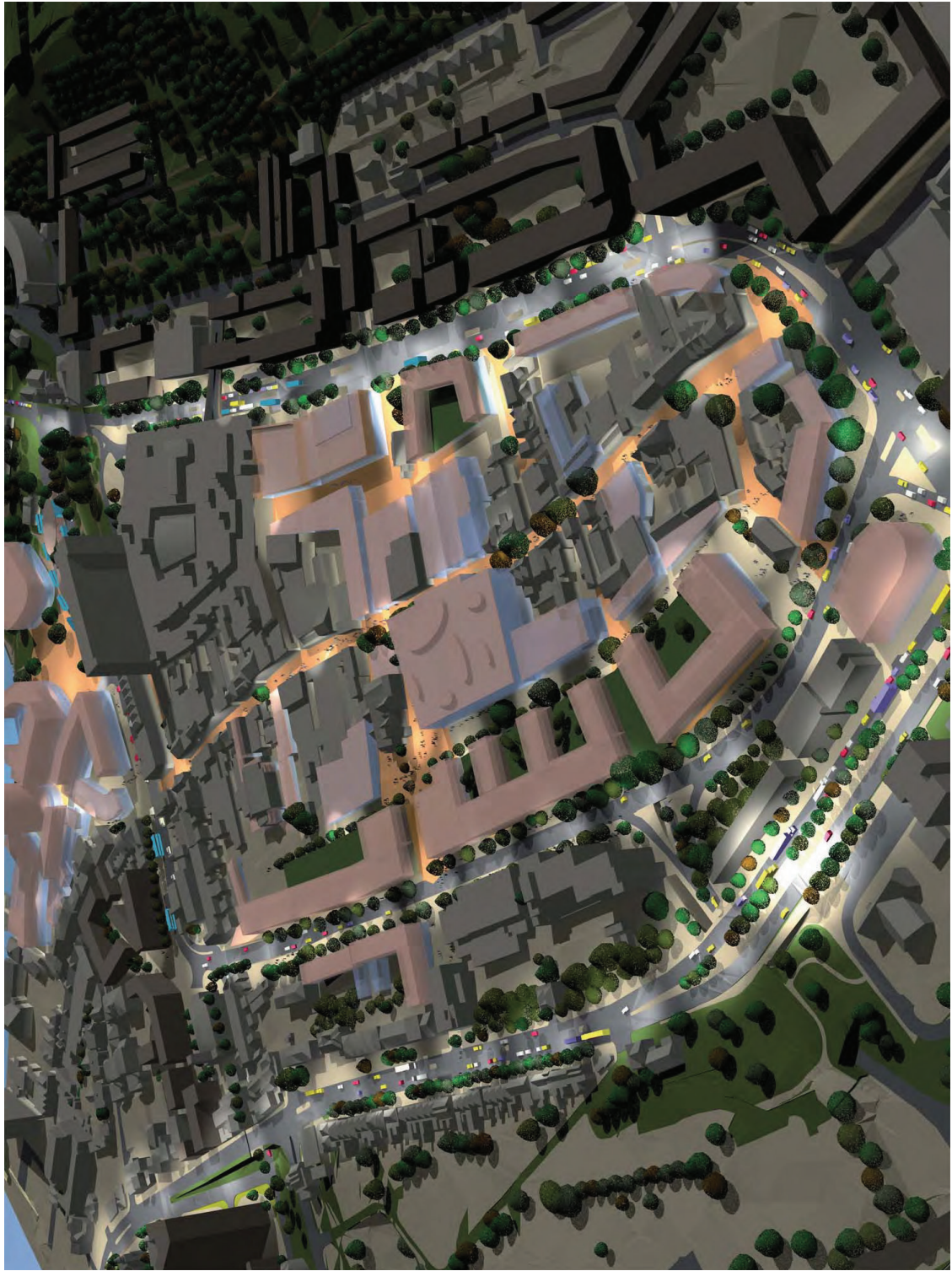




Fig 6.9: Masterplan view from the south east





*Fig 6.10: Masterplan view from the south west*





Fig 6.11: Aerial view of the masterplan



The Chatham High Street/Best Street Masterplan represents a vision and physical framework which could be realised in a number of ways. The Masterplan identifies a range of opportunities to deliver significant improvements in Chatham town centre and this Implementation Plan sets out broad principles to show how this vision and framework could be delivered.

A comprehensive programme of proposals is suggested to transform the town centre and provide the step change which is overdue for Chatham. Delivering the Masterplan vision will require co-ordinated action and commitment from both the public and private sectors.

The Masterplan will provide the basis for partnership working in bringing forward opportunities and for the coordination of public and private sector investment. In this sense the Masterplan provides a key tool in promoting and facilitating development and regeneration of the town centre.

The proposed opportunities have the potential to come forward over varying timescales and this is addressed in the phasing section of the implementation plan.

Medway Council will have a strategic role as local planning authority in delivering the Masterplan but on specific opportunities it will also have a key role as landowner.

This gives the Council the ability to have a direct influence over the development process, uses, and delivery over and above their normal planning authority role and means that the Council is in a position to help drive the changes forward.

The two main identified development opportunities, the Pentagon Centre and Best Street areas, do not all fall within the Council's land ownership and the Council is open to using statutory power to help bring these sites forward if this is needed.

The important parcels of land for the masterplan have been identified as:

- The Pentagon Centre (units 20 to 26) and the multi-storey car park;
- The Halfords store, Solomons Road;
- High Street shops premises (numbers 211 to 223);
- High Street shop premises (numbers 235 to 251);
- Debenhams Department Store;
- Victory House office building on Rome Terrace;
- Various uses bounded by Richard St, James St, Best St and Clover St;
- The NCP car park on Rhode Street; and
- The Trafalgar Centre (270-272 High Street).

Development opportunities may also involve the assembly of other smaller parcels of land but these may not be critical to the implementation of the overall objectives of the masterplan.

The implementation of the Masterplan provides a significant opportunity for Chatham town centre to re-position itself as a high quality retail, leisure and employment destination for the Medway Towns - a role which has repeatedly been identified for the town in past vision, retail and spatial studies. In order to achieve this investment the town centre and the Council plans to actively market the opportunities.

The masterplan proposals will need to be packaged into a number of self-contained projects that can be delivered separately. The appropriate phasing of projects will be established before the first phase of projects is taken to the market. The Council will work with investors/developers to establish a clear indication of how each project fits into the overall vision for the town centre.

The planning policy context for the Masterplan seeks to provide certainty. The masterplan itself then promotes development and can give investors/developers confidence there is planning support and commitment to deliver the identified opportunities.

There are a number of delivery mechanisms and funding available and the preferred route will be different for each project. Development projects could be delivered as private sector developments, joint ventures between the public and private sector or a public sector led scheme. The key projects are likely to be joint ventures and this approach has the greatest potential for success. The investment required will be predominantly private sector but some funding support from the public sector is likely, for example the provision of land or technical input.

The implementation of public realm and infrastructure improvements identified in the masterplan will provide an attractive canvas for investors and developers and attract more people to the town centre. In addition to funding support, the Council will have a key role to play in land assembly, ensuring suitable relocation of uses and more detailed feasibility appraisals for each project.



## PHASING OF DEVELOPMENT

The key projects set out in the Masterplan will be brought forward over differing timescales depending on the nature of the project, delivery mechanism, the need to minimise disruption and land assembly issues. The masterplan proposals can be divided into two broad zones, that is north of the High Street (including the Pentagon Centre) and south of the High Street (Best Street).

The area to the south of the High Street is expected to deliver the largest quantum of new retail floorspace (over 40,000 sq m gross). In order to deliver the necessary step change in Chatham's retail offer, the masterplan must deliver a critical mass of new floorspace within the early phases of development. The first phases of development are likely to occur south of the High Street which will act as a catalyst for longer term investment in other areas. The proposed phasing of development is summarised in the table to the right.

The table sets out the preferred phasing plan to ensure efficient re-provision of uses in the town centre so that parking and key retailers can be maintained continuously. However, this phasing could be adapted, should the Pentagon extension outlined in the existing Development Brief come forward in the short term. If this was to happen, a suitable phasing schedule would then be:

Phase 1: Pentagon extension and north west area of Best Street

Phase 2: south east area of Best Street and Halfords/High Street area

This flexibility has been built in to the High Street/Best Street masterplan so that Chatham can effectively respond to opportunities as they arise and bring about the step change in the shortest possible time frame.

The areas which have been identified for the four phases are distinct areas which could come forward separately. As it is possible for these areas to come forward independently, it might also be possible for a different phasing strategy to respond to this. As with the phasing strategy set out here, the decant issues and reprovision of key retailers and parking spaces would be a key issue.

The phasing table and plan of the areas of phasing are set out on the following page.

Fig 7.1: Possible phasing of the masterplan

|                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Phase 1<br>Best Street North West End     | <p>Description - development of the area to the rear of the Theatre and Primark store, to provide about 8,000 sq m of retail space, upper level car parking, residential and workspace uses.</p> <p>Constraints - requires the acquisition of Victory House and is likely to require the relocation of existing office uses. Loss of around 70 car parking spaces during construction.</p>                                                                                                                                                                                                                                                                                   |
| Phase 2<br>Best Street South East End     | <p>Description - redevelopment of Debenhams store to provide a new flagship store and the Best Street car park, NCP car park and indoor market area, to provide about 36,000 sq m retail space, upper level car parking and mixed uses.</p> <p>Constraints - requires cooperation of Debenhams and acquisition of the NCP car park, the indoor market and a number of other uses. There is potential to relocate some displaced uses to Phase 1. Loss of around 430 car parking spaces during construction, which should be partially offset by a net increase in car parking provision provided in Phase 1.</p>                                                             |
| Phase 3<br>Pentagon Centre Extension      | <p>Description - redevelopment of Pentagon Centre multi-storey car park and High Street shop premises to extend the shopping centre and improve links to the High Street. Replacement upper floor car parking will be provided. In total about 14,000 sq m of retail floorspace will be provided.</p> <p>Constraints - requires cooperation of Pentagon Centre and acquisition of High Street shop premises. Potential to relocate displaced uses to Phase 2. Loss of around 289 car parking spaces, partially offset by new provision in Phases 1 and 2. Demolition of Halfords store for Phase 4 could also provide temporary surface car parking during construction.</p> |
| Phase 4<br>Halfords and High Street North | <p>Description - redevelopment of Halfords and High Street shop premises, Iceland store and premises on the Brook to provide about 6,000 sq m of retail floorspace and mixed uses.</p> <p>Constraints - requires acquisition of the Halfords store and High Street shop premises, but potential to relocate displaced uses to Phase 2 and 3.</p>                                                                                                                                                                                                                                                                                                                             |

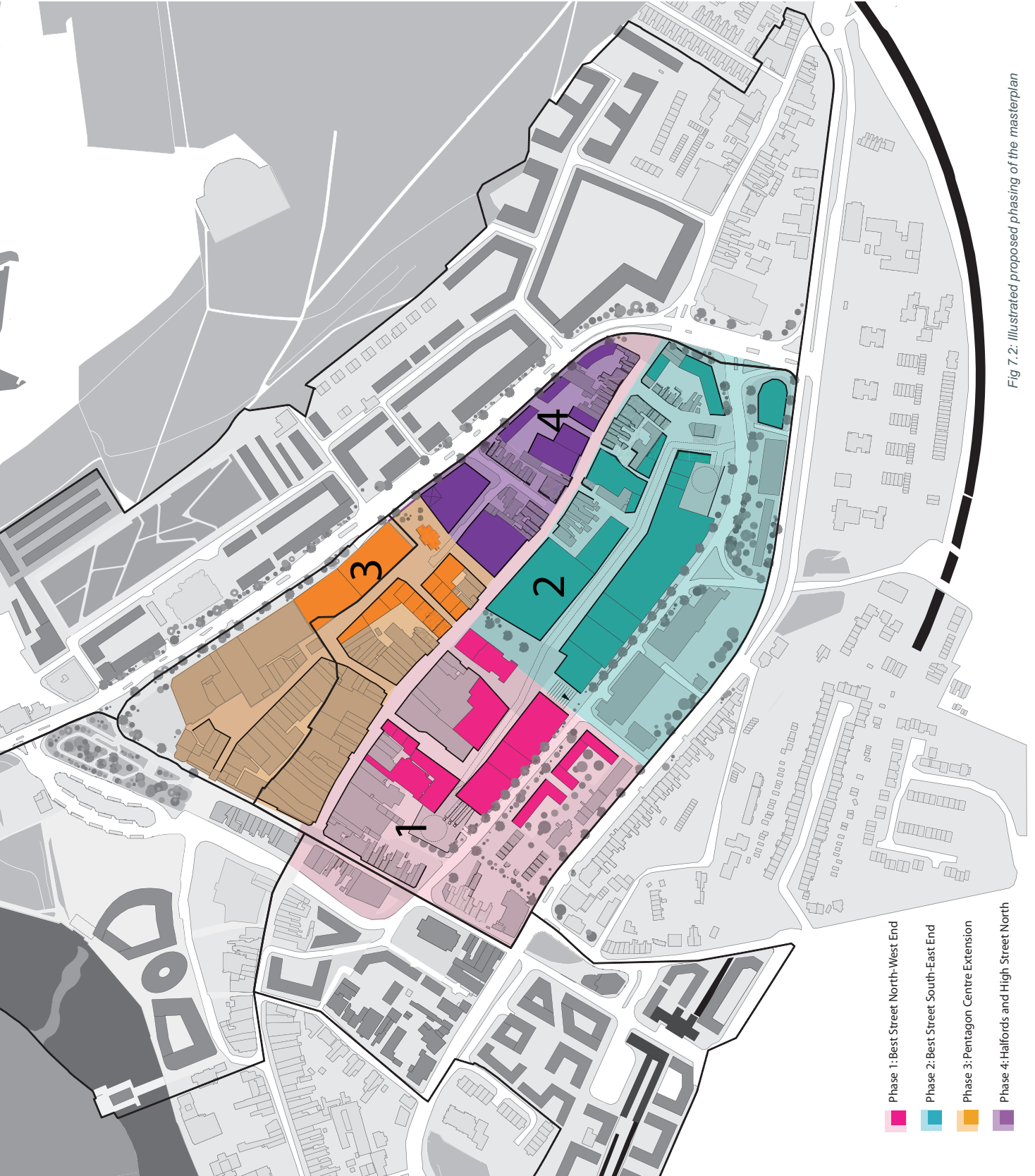


Fig 7.2: Illustrated proposed phasing of the masterplan

