



ROCHESTER RIVERSIDE

MASTERPLAN & DEVELOPMENT BRIEF
CONSULTATION DRAFT SPD

Allies and Morrison
Urban Practitioners

April 2014





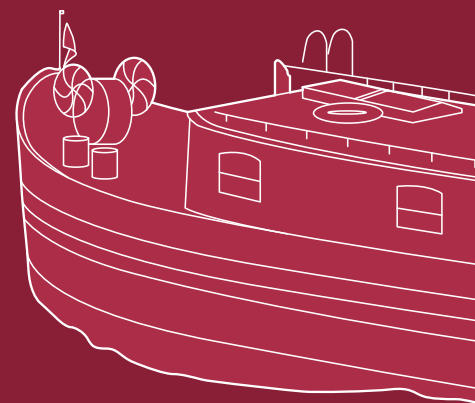


CONTENTS

CHAPTER 1: INTRODUCTION	1	5.3.4	Land uses.....	58
1.1 Purpose.....	3	5.3.5	Views and vistas.....	61
1.2 What is to be achieved?.....	9	5.3.6	Heights, scale and massing.....	62
1.3 Structure.....	11	5.3.7	Development form and housing typologies.....	65
1.4 Consultation.....	11	5.3.8	Materials.....	67
CHAPTER 2: SITE DESCRIPTION	13	5.3.9	Parking.....	70
2.1 Strategic Role.....	15	5.3.10	Energy efficiency and renewable energy.....	74
2.2 Site location and character.....	17	5.3.11	Temporary and interim uses.....	75
2.3 Project background.....	18	5.4 Place-making	77	
CHAPTER 3: PLANNING POLICY CONTEXT	21	5.4.1	The street.....	77
3.1 National planning policy.....	22	5.4.2	Waterfront.....	79
3.2 Local planning policy.....	22	5.4.3	Open spaces.....	81
3.3 Supplementary policy & standards.....	25	5.4.4	Creeks.....	83
3.4 Other policy.....	27	5.4.5	Railway corridor.....	85
CHAPTER 4: SITE CONSTRAINTS	31	5.4.6	Stanley Wharf.....	87
4.1 Physical and design constraints.....	33	5.4.7	Acorn Wharf.....	91
4.2 Environmental constraints.....	40	5.4.8	Blue Boar Wharf.....	93
CHAPTER 5: DESIGN GUIDANCE	42	5.4.9	Castle View Business Park.....	95
5.1 Design Vision.....	45	CHAPTER 6: PHASING AND IMPLEMENTATION	97	
5.2 The Framework.....	46	CHAPTER 7: NEXT STEPS	103	
5.3 Design Guidance.....	51			
5.3.1 Illustrative masterplan.....	51			
5.3.2 Routes and Movement.....	55			
5.3.3 Open spaces.....	57			

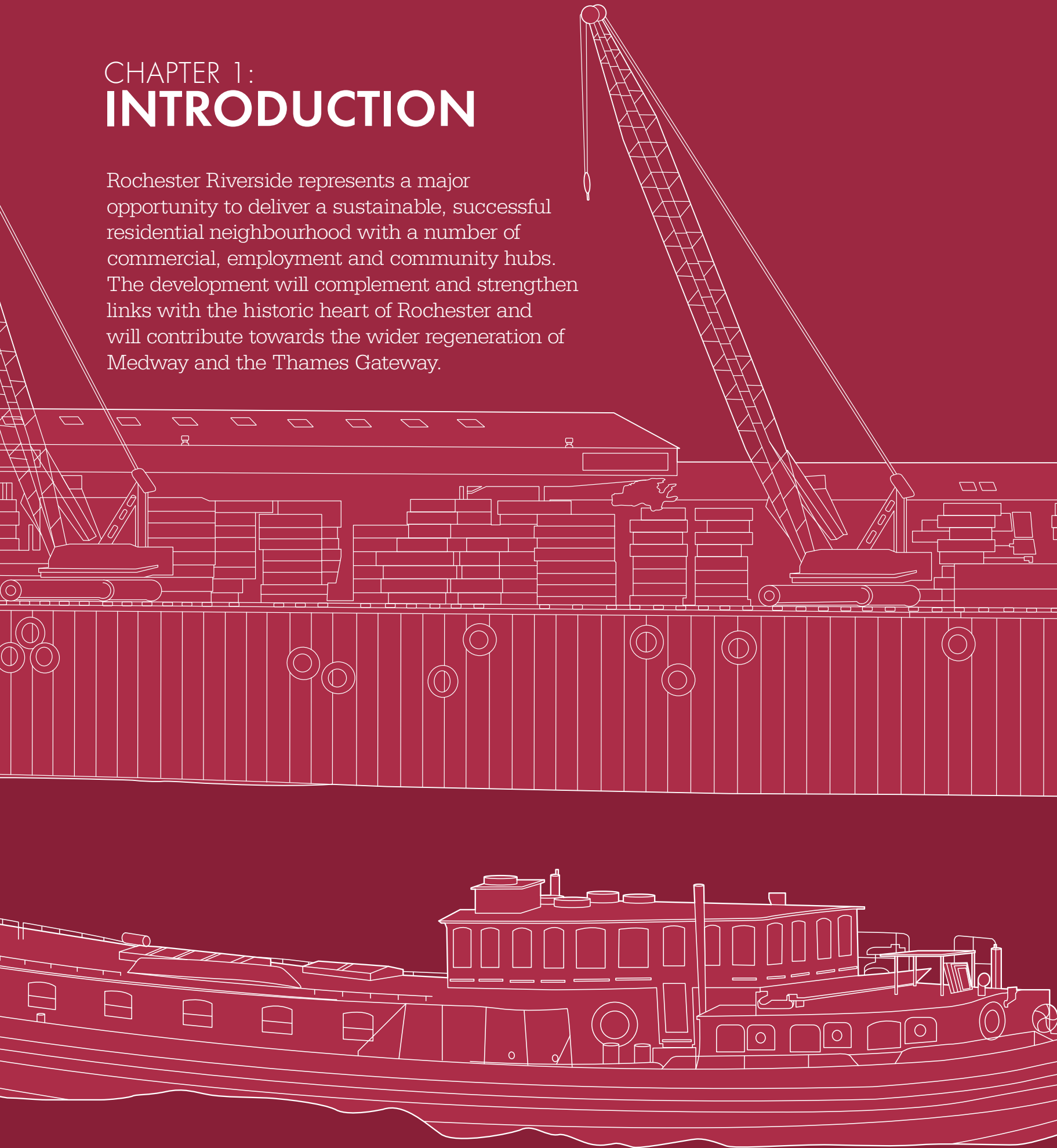


**Allies and Morrison
Urban Practitioners**



CHAPTER 1: INTRODUCTION

Rochester Riverside represents a major opportunity to deliver a sustainable, successful residential neighbourhood with a number of commercial, employment and community hubs. The development will complement and strengthen links with the historic heart of Rochester and will contribute towards the wider regeneration of Medway and the Thames Gateway.





1.1 PURPOSE

The primary aim of this Development Brief is to guide the physical aspects of the scheme to bring about a series of high quality developments that will contribute to a wider, cohesive vision for Rochester Riverside.

Aims

The brief does not aim to impose rigid and prescriptive guidelines but establishes a set of strategic parameters and illustrative guidance to steer future development proposals.

The principal aims of the brief are to:

- promote a popular neighbourhood which complements historic Rochester;
- stimulate regeneration of the waterfront through a vibrant mixed use development integrating with the existing character and environmental context of Rochester;
- ensure long term benefits for Rochester's existing and future residents and visitors;
- create an inspirational approach to urban design, architecture and public realm;
- recognise the site's role in securing and enhancing the area's ecological potential;
- create a sense of local distinctiveness and enhance Rochester's tourist appeal; and
- provide clear guidance on delivery mechanisms for the development of the site.

It is intended that the development brief will be adopted as a Supplementary Planning Document by Medway Council after the completion of public consultation. The brief will provide planning and design guidance to developers and will inform development management decisions.

The SPD will supplement Policy S7 of the

adopted 2003 Medway Local Plan that designates Rochester Riverside as an Action Area for redevelopment. The policy states that the 'comprehensive regeneration of the area will be sought in accordance with a development brief approved by the council'.

Policy S7: Rochester Riverside Action Area

The area of the Medway riverside north of Corporation Street, Rochester between Rochester Bridge and Doust Way, as defined on the proposals map, is designated as an Action Area.

The comprehensive regeneration of this area, over the next ten years, will be sought in accordance with a development brief approved by the council. Features which the Action Area is expected to provide include:

- *The development of approximately 1500-1800 dwellings including affordable housing, of which 300 to be completed by 2006.*
- *The provision of areas of open space and a riverside walk.*
- *A new river wall and reclamation in locations between the Shiplink (Limehouse Wharf) and Doust Way.*
- *The reservation of a site for a new primary school and the construction of other community activities.*
- *The creation of new leisure facilities and a hotel.*
- *Appropriate small-scale employment uses in use Classes B1 and B2.*

All new development will be expected to comply with the following principles:

- *comprehensive mixed-use redevelopment to maximise the potential for securing the regeneration of the whole area and its vicinity;*
- *a high standard of urban design and landscape, establishing it as a new quarter of the urban area;*
- *high quality mixed developments, appropriate to the location of this area close to both the riverside and historic Rochester; and*
- *the provision of good pedestrian and cycle links within the site and to historic Rochester and to the public transport network, including Rochester Railway Station.*

An ecological and hydrological appraisal of the impact of any development proposals will be required, particularly in relation to the construction of a new river wall on the mudflats and inter-tidal areas.

As an SPD, the development brief will define key principles and guidelines that will be adhered to and fully integrated into the design of a comprehensive and detailed schemes for individual phases of development.

In particular, a future masterplan for the site is to incorporate the following elements:

- *a mix of residential dwellings of which a proportion should be affordable (the provision of affordable housing should be in accordance with current adopted local planning policy);*
- *parking in accordance with a revised standard in keeping with the direction of guidance in the adopted interim standards. This should also include adequate parking either on site or close to the development for non-residential uses;*
- *a hotel;*
- *1.5 form entry primary school;*

- *a small scale food store that services the convenience needs of residents created by the new development;*
- *an appropriate level of non-residential commercial use including the Castlevue Business Estate;*
- *public art;*
- *community facilities;*
- *a continuous river walk /cycleway;*
- *publicly accessible open space (including the river walk /cycleway and high quality public realm creating a destination in its own right) to meet the needs of residents, workers and visitors;*
- *natural open space (this should include a mix of inter-tidal habitat and terrestrial habitat in the form of trees, scrub and naturally managed grassland for the benefit of wildlife and people);*
- *a river wall 6.1m above ordinance datum at Newlyn and designed in accordance with Environmental Agency standards and PPG25;*
- *new gateway to the relocated Rochester Station from the development;*
- *measures to integrate the development with Rochester High Street (e.g. overcoming the severance caused by Corporation Street and the railway); and*
- *the replacement or retention of the following facilities:*
 - *an 18 space coach park with driver /visitor facilities;*
 - *public parking spaces within or adjacent to the development; and*
 - *a market site.*

2004 Development Brief / 2006 masterplan

The vision for Rochester Riverside was established through the development of the 2004 Rochester Riverside Development Brief and subsequent approval in 2006 of the previous Masterplan.

The Development Brief establishes planning and design parameters for the development, including land use components, urban form, density, open space and sustainability. It outlines the previous use and history, the policy context and physical constraints.

The Brief was formally adopted as Supplementary Planning Guidance by Medway Council in June 2004. The principles, guidelines and aspirations as set out in the adopted Development Brief formed the basis of the Rochester Riverside Masterplan. The Masterplan reflected and responded to the aspirations of key stakeholders at the time and endeavoured to set out the context for future development across the site. The Masterplan was based upon a number of urban design and development principles and sought to create a diverse and high quality environment for all.

The Masterplan envisaged a phased development, with the site split into five main phases, supporting a range of retail, leisure and tourism uses providing activity both day and night, including:

- A centrally located two-form entry Primary School.
- A new entrance to Rochester Rail Station.
- A Waterfront Square with associated shops, restaurants and bars (A1, A3, A4, A5).
- Flexible commercial and office spaces (A2, B1).
- Local retail facilities (A1).
- Riverside walk.
- Publicly accessible open spaces.
- Upgraded site 'Gateways'.
- Community facilities including a new health centre.

The Masterplan, supported by a Transport Assessment and Environmental Impact Assessment, was granted Outline Planning Permission in June 2006 (ref. MC/04/2030) updated through permission reference MC/10/4613.

Further strategic policy documents were subsequently produced, linked to the Masterplan and its delivery, include the Landscape and Open Space Masterplan, a Gateway Study, and the Rochester Riverside Design Codes.

- A mix of up to 2,000 residential units, a proportion of which are affordable and live/work.
- Residential and non-residential parking, including a replacement coach park.
- Two hotels (one boutique), including conference and meeting room facilities.

Masterplan review

The Outline Planning Permission for the Rochester Riverside scheme includes a requirement for cyclical reviews of the Masterplan. A review process is required in order to allow for a reflection of works already carried out on site, plus new and updated planning policies and design standards since the granting of the Outline Permission.

The first phase of development at Rochester Riverside has already been delivered through the completion of 73 affordable housing units, the creation of the Southern Gateway public square and the opening of the new river walk. The next phase of development 'Stanley Wharf' was released to the market in 2013 and a developer will be appointed in 2014. To ensure the success of the next and subsequent phases, the project partners (Medway Council and Homes and Communities Agency) must take forward a scheme that reflects economic realities and can be delivered within current design and planning standards. To support this objective, and to ensure the Council meets the review requirement of the Outline Planning Permission, in August 2013 the partners commissioned a complete review of the 2004 Rochester Riverside Development Brief and 2006 Masterplan.

In August 2013, the Council and Homes and Communities Agency appointed Allies and Morrison, a specialist urban design practice, to lead the review, with GL Hearn Ltd providing commercial and property advice. Allies and Morrison have produced a revised Rochester Riverside Development Brief and Masterplan which forms the basis of the rest of this document. As part of the review the following key issues have been considered and addressed:

The relocation of Rochester Station - Network Rail are currently constructing a new £26m rail station at the northern end of the Rochester Riverside site. It will provide longer platforms for larger trains to meet the needs of growing passenger numbers. The station will be in a new location approximately 0.5 km north of the current station and will link directly into Rochester Riverside forming a key element in the rationale for a revised masterplan.

Works completed to date - there has been significant public sector investment in the Rochester Riverside site. Over £90 million has been spent on site assembly, engineering works to raise the land, install new flood defences and a river wall. In 2013 the first homes were delivered on site - 73 affordable housing units - alongside a new public square and the opening of a new river walk. The next phase of development 'Stanley Wharf' was released to the market in 2013 and a developer will be appointed in 2014. Further funding has been made available to deliver additional infrastructure including the construction of the main spine road through the site.

Commercial viability and deliverability of elements of the approved scheme – specifically number and mix of residential units, commercial development, and public and residential parking.

Current planning and design standards/policies – parking standards, residential unit sizes, sustainability and innovative urban design.

The long-term economic sustainability and delivery of the proposed scheme. The revised Development Brief sets out the vision for a high quality residential living environment with a complimentary mix of uses. The Development Brief embraces a flexible and adaptable Masterplan that is capable of responding to market conditions and the need for a phased approach to development.

It is intended that the Development Brief and Masterplan will replace the previously adopted 2004 Rochester Riverside Development Brief

and 2006 Masterplan. Once adopted as a Supplementary Planning Document (SPD), the Development Brief and Masterplan will become a material consideration in the determination of any planning applications for the Rochester Riverside scheme. The development of Rochester Riverside is estimated to take approximately 15 years and the plan will provide a consistent guide and framework for developers over this time period.



2006 masterplan



1.2 WHAT IS TO BE ACHIEVED?

Vision statement

The following vision statement outlines the key components and principles of the Rochester Riverside masterplan. Proposals will be expected to embrace this guidance:

Rochester Riverside will become a new neighbourhood and destination, occupying an attractive location on the River Medway. It will be well-connected to the existing historic heart of Rochester and the new railway station on Corporation Street. The proposals will create a new neighbourhood offering the best place in Medway to buy a new house.

The Development Brief embraces a flexible and adaptable masterplan framework which is capable of responding to evolving market conditions and the need for a phased approach to development. In doing so, the Development Brief defines a number of guiding principles and parameters which establish criteria capable of facilitating the creation of a successful, sustainable community. Proposals will be characterised by a high quality and diverse urban fabric and townscape, responding to views and connections to historic Rochester and the waterfront.

The masterplan draws precedent from successful neighbourhoods in historic parts of central Rochester. Although contemporary in design, the Development

Brief promotes a simple, traditional approach to urban form in terms of legible streets and well-designed houses and non-residential buildings. The area will also benefit from a range of new parks and public spaces, an accessible route along an active, varied waterfront, and the delivery of other key amenities such as a new primary school, and local shops and community facilities. The area will provide up to 1,400 new residential units, primarily in the form of family housing with a wide variety of dwellings types and sizes, ranging from larger semi-detached units to maisonettes, terraced housing, mansion blocks, news houses and apartments. The exact housing mix will be influenced by the evolving needs of the area, and market conditions.

Rochester Riverside also offers an opportunity to broaden the central Rochester's commercial offer. The masterplan promotes a range of new uses including office space, a hotel and shops adjacent to the new station. Blue Boar Wharf will provide a unique waterfront setting for a high quality food and drink offer at the heart of the masterplan area.



View under the railway to the site



River Medway



Views across the Medway



Gas House Road junction



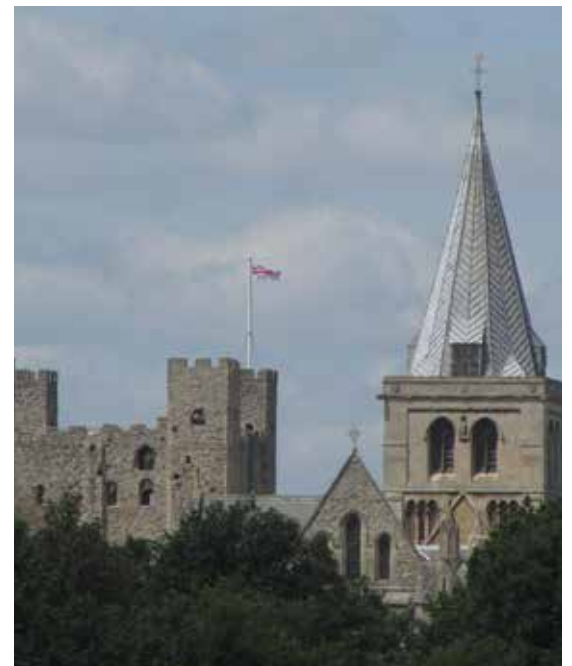
First phase of development completed in 2013



Creeks



Distinctive crane at Blue Boar Wharf



Historic Rochester

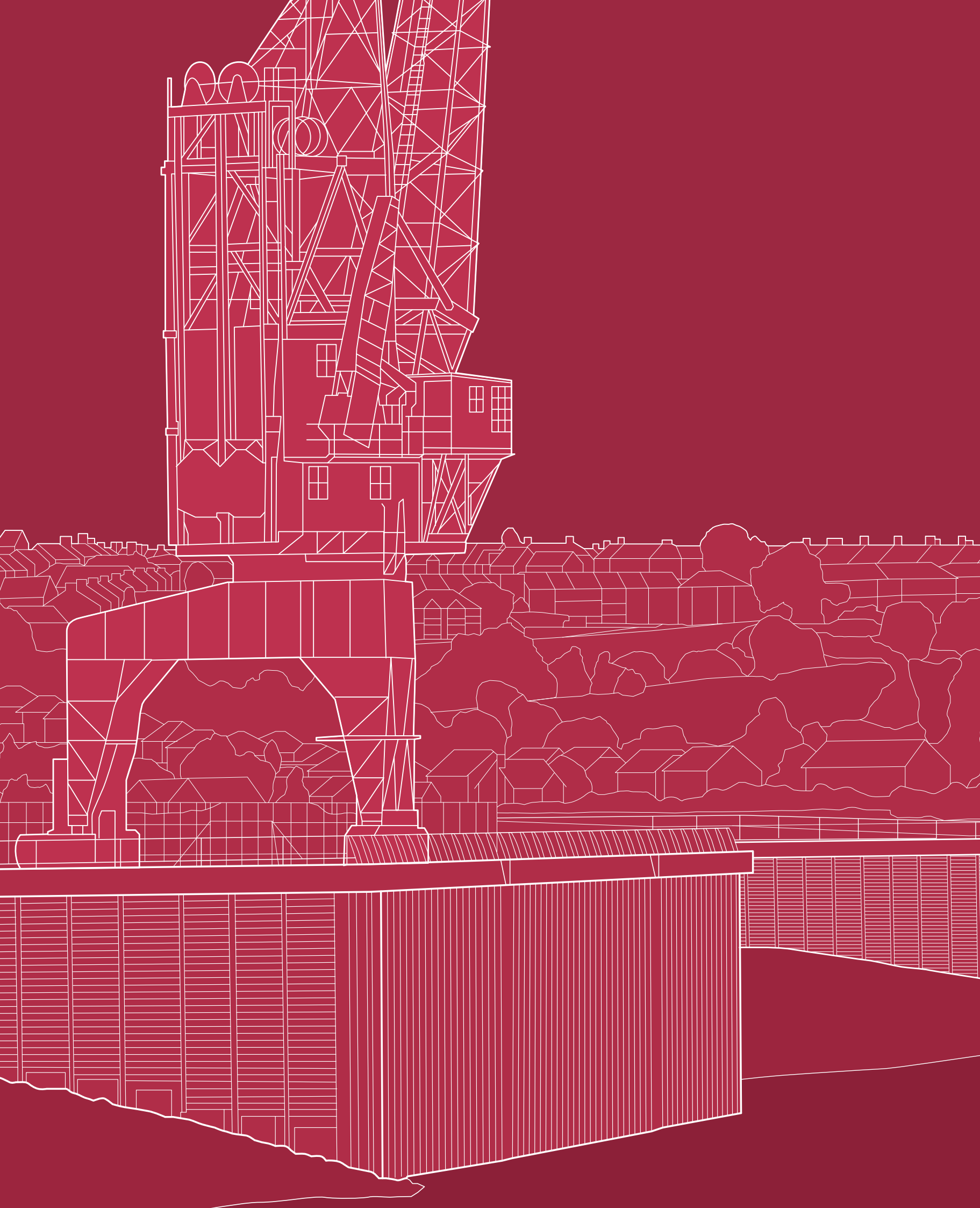
1.3 STRUCTURE

The structure of the development brief is as follows:

- Chapter 2: description of the site;
- Chapter 3: overview of current planning policy context;
- Chapter 4: description of existing site constraints which takes into account recent site preparation work and the outcomes of recent technical studies;
- Chapter 5: overarching vision for the site alongside strategic guidance, design and place-making principles supported by illustrative material;
- Chapter 6: guidance for phasing and implementation; and
- Chapter 7: overview of next steps.

1.4 CONSULTATION

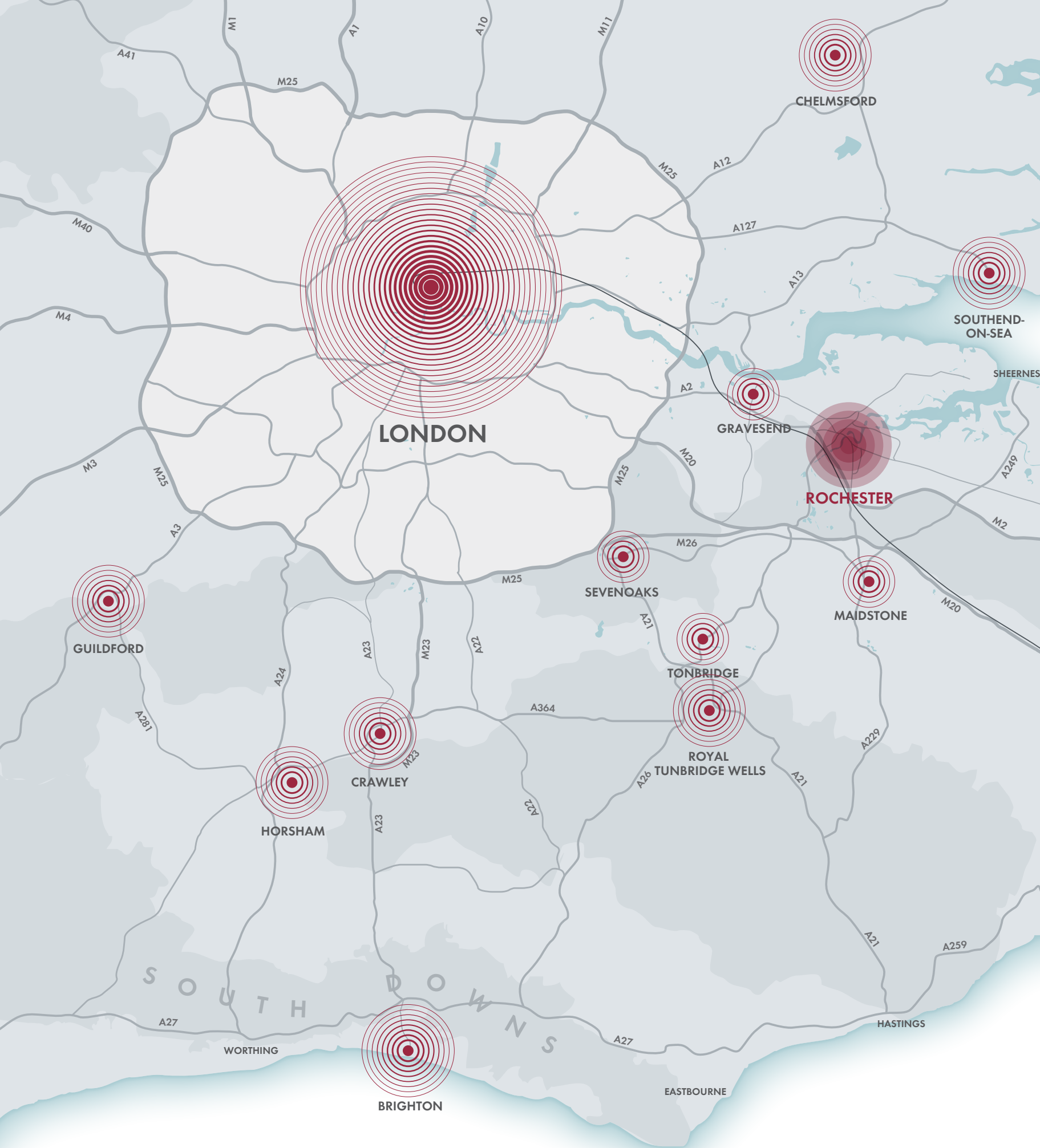
The Rochester Riverside Development Brief will be subject to a 6-week period of consultation in line with the adopted Medway Council Statement of Community Involvement. Following a detailed review of comments and responses, the Council will agree changes to the report and update the guidance accordingly.



CHAPTER 2: **SITE DESCRIPTION**

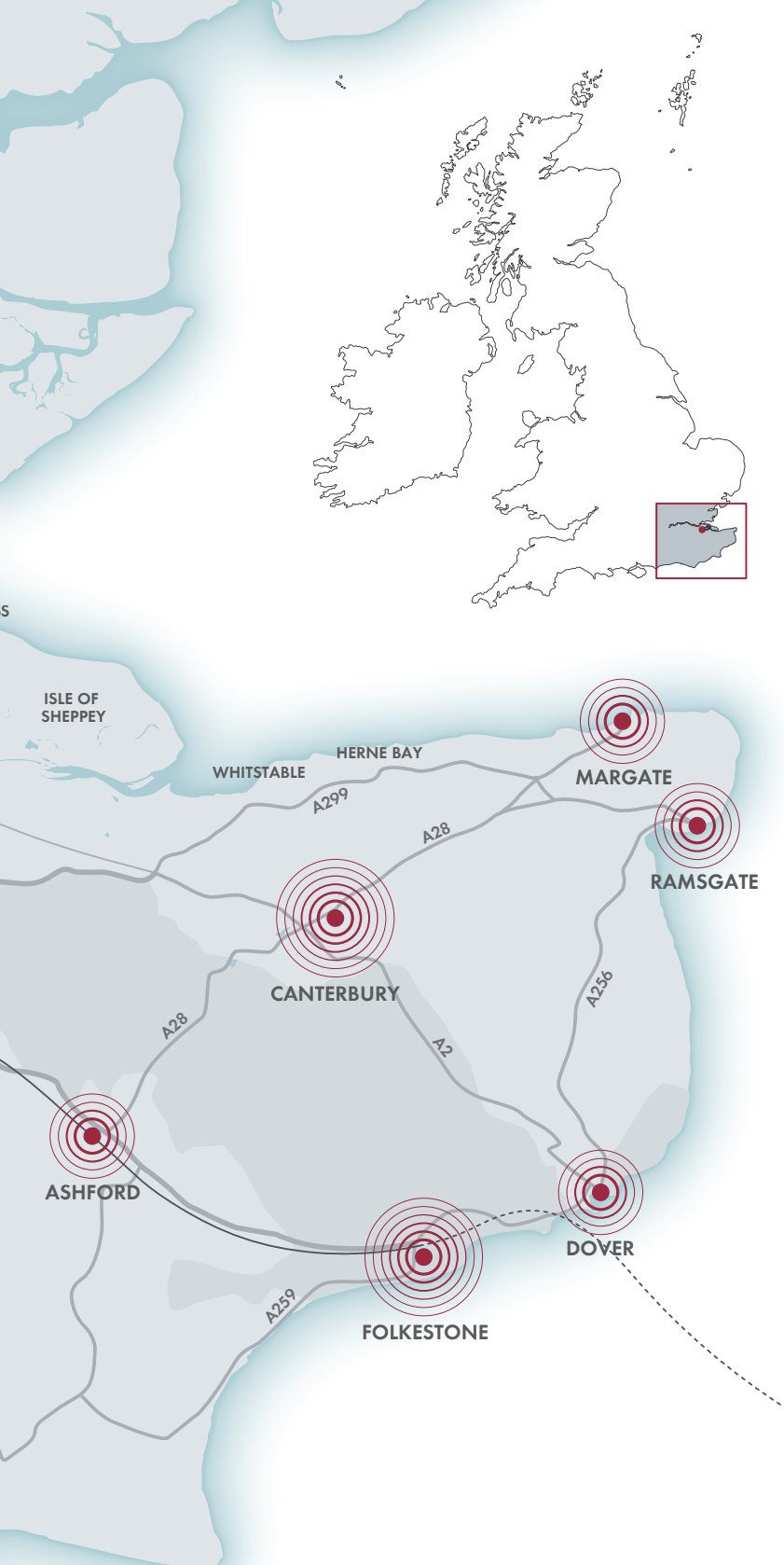
Rochester Riverside is a brownfield site adjacent to the River Medway and the historic city of Rochester. The site comprises some 32 hectares of mixed use and derelict land with a river frontage of approximately 0.75 miles.





Regional context – Rochester is situated in a highly accessible location on the High Speed Rail route to Kent with good road connections via the M2 motorway

2.1 STRATEGIC ROLE



Sub-regional position

The south east has been identified as the gateway to the rest of the UK due to its transport infrastructure, including six international airports, five international rail stations, six major ports and an extensive road, motorway and rail network, including the High Speed route. The Channel Tunnel has also enabled the region to become more open and accessible to Continental Europe. These key factors will help foster the further economic success and regeneration of the south east region.

The Thames Gateway area, which runs from East London through North Kent and South Essex and has unique potential due to its strategic location and a range of geographical, historic and economic assets.

The Medway area covers approximately 100 sq. miles and takes in the whole built up area of Medway along the north Kent coast.

The Medway area also consists of a large amount of attractive countryside, ranging from the North Downs through the Medway Valley to the marshes around the river estuary.

The Medway Towns benefit from a number of major historic assets including Chatham Historic Dockyard, the most complete Georgian Dockyard in the world, and the unique historic urban environment within the centre of Rochester including Rochester Castle, the Cathedral and the High Street. These historic areas are a focus for a growing hub of tourist activity and is a valuable strength of Rochester and Chatham in terms of attracting new investment to the area.

Rochester Riverside is identified as a 'main opportunity site' within the Thames Gateway Area. The site has the potential to play an

important role in creating an effective link between the historic city core and the riverside. The opening of a new station in 2015 is a major transformative project for the area.

Rochester is well located in terms of both road and rail connections to London, Canterbury and Dover. In particular the High Speed rail link has improved high speed train links between London and European Cities. Rochester, Chatham and Gillingham stations connect with international services at Ebbsfleet International Passenger Station via the North Kent Line.

There are a number of important elements that influence the emerging character of Rochester Riverside. These include:

- The River Medway – the river bounds the northern edge of the Medway towns and has a character of a working river.
- Rochester High Street - is a major focus for pedestrian and visitor activity and it is therefore vital that connections and views into and from Rochester Riverside respond to the historic context.
- Rochester Station - the new location of the station adjacent to the centre of the site and connections between Rochester, Ebbsfleet, Central London and Medway Towns will play a key role in maximising the development potential.
- Conservation area – Rochester's historic core including the key assets of the castle and cathedral require sensitive and careful integration in relation to the height, scale and massing of new development.

2.2 SITE LOCATION AND CHARACTER

Site location

Rochester Riverside is a brownfield site adjacent to the River Medway and the historic centre of Rochester. The site comprises some 32 hectares of some mixed use and derelict land with a river frontage of approximately 0.75 miles.

The main area of the site is bounded to the north and east by the River Medway, to the west by the operational railway tracks (London Victoria to Canterbury and the High Speed rail link from London St Pancras to Faversham) and to the south by residential development. Access into the site is currently achieved at two points off Corporation Street at Gas House Road and Blue Boar Lane, and at two points off the High Street at Furrell's Road and Doust Way.

Site characteristics

The preparation of the original Development Brief in 2004, and the subsequent outline application and masterplan for the site led to a number of major infrastructure and site preparation works. The area has three key areas of buildings as follows:

- Phase 1 development, south of Doust Way – recently completed, incorporating 73 affordable units including Extra Care accommodation.
- Castle View Business Park – these business units remain in active, viable use and play a key role in the local economy.
- Acorn Wharf shipyard – although outside of the core part of the Development Brief area, these warehouses have a distinct presence on the waterfront.

In addition to these built features, the area is also defined by a distinct set of creek environments which have been nurtured as green, ecological areas.

Further details on the urban character of the site are set out in chapter 5.

2.3 PROJECT BACKGROUND

Current regeneration context

Medway Council is currently progressing a number of parallel workstreams which will support the successful implementation of the masterplan. These are summarised as follows:

- Procurement of Stanley Wharf: The Council is currently marketing the first phase of development adjacent to the completed scheme to the south of Doust Way. The emerging illustrative masterplan and guidance in the Development Brief has been used to inform the Stanley Wharf brief and assess the tender responses.
- Creative High Street - the Council has been successful in bidding for £600,000 of grant funding (£300,000 capital and £300,000 revenue) from the Coastal Communities Fund. The project focuses on supporting the development of the creative industries in the 'creative quarter' between Chatham Waterfront and Rochester Riverside. The capital grant funding will be used to convert the redundant railway arches at Bath Hard Lane into creative workspace and incubation units for local creative businesses.
- Spine road, replacement coach park and long-stay car park: The Council is currently progressing detailed designs for the spine road linking Doust Way to Gas House Road and key car parking areas. These represent a key piece of infrastructure and are being carefully integrated with the emerging masterplan.



View towards Stanley Wharf which will be the second phase of development





EXPLORE MEDWAY
FORWARD THINKING
HISTORIC ROCHESTER

CHAPTER 3: **PLANNING POLICY CONTEXT**

A hierarchy of planning policy and guidance documents governs the way in which land is developed and used. Policy is applied at the national and district scales. The relevant guidance is summarised in this section.

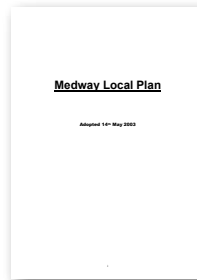
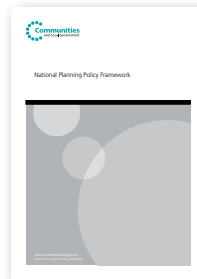
All development carrying forward as part of the future plans for Rochester Riverside will need to accord with new and updated planning policy as it emerges.



3.1 NATIONAL PLANNING POLICY

In March 2012 the government published the National Planning Policy Framework (NPPF), which replaced the existing suite of Planning Policy Guidance notes and Planning Policy Statements. The NPPF introduced a presumption in favour of sustainable development throughout the planning process, which requires that local planning authorities seek positive opportunities to meet the development needs of their area.

The NPPF's overall thrust is very similar to that of the Guidance notes and Statements that it replaced. Notably, the NPPF continues the government's emphasis on the effective reuse of brownfield land, promotes mixed-use developments and requires design excellence.



3.2 LOCAL PLANNING POLICY

At the local level a number of policy and guidance documents are relevant to the development of Rochester Riverside. Of particular relevance are the Medway Local Plan (2003) and the Kent Waste Local Plan (1998).

Although both documents are fairly dated, the NPPF requires that due weight should be given to existing plans according to their degree of consistency with its policies.

Medway Local Plan (2003)

The Medway Local Plan sets out the strategy, objectives and detailed policy for guiding development in Medway. The overarching development strategy for the plan area is to prioritise re-investment in the urban fabric. This is to include the redevelopment and recycling of under-used and derelict land within the urban area, with a focus on the Medway riverside areas and Chatham, Gillingham, Strood, Rochester and Rainham town centres, in accordance with Policy S1.

Policy S7 sets out the features that any development of Rochester Riverside is expected to provide:

- The development of approximately 1,500-1,800 dwellings including affordable housing
- The provision of areas of open space and a riverside walk
- A new river wall and reclamation in locations between the Shiplink site and Doust Way
- The reservation of a site for a new primary school and the construction of other community facilities
- The creation of new leisure facilities and a hotel
- Appropriate small-scale employment uses in Use Classes B1 and B2

Future proposals for development at Rochester Riverside should reflect and be in accordance with the principles for development set out in Policy S7. These are:

- Comprehensive mixed-use redevelopment to maximise the potential for securing the regeneration of the whole action area and its vicinity
- A high standard of urban design and landscape, establishing it as a new quarter of the urban area
- High quality mixed developments, appropriate to the location of this area close to both the riverside and historic Rochester
- The provision of good pedestrian and cycle links within the site and to historic Rochester and to the public transport network, including Rochester Railway Station
- An ecological and hydrological appraisal of the impact of any development proposals will be required, particularly in relation to the construction of a new river wall on the mudflats and intertidal areas

Policy S7 states that the comprehensive regeneration of Rochester Riverside will be sought in accordance with a development brief adopted by the council.

Policy S7 sets the overall strategic framework for Rochester Riverside. In addition, there are a number of detailed policies relevant to the site. These are as follows:

- **Policy ED2: Employment in Action Areas and Mixed Use Areas** – development will be permitted for business (B1) and general industry (B2) at Rochester Riverside. The location and extent of development will be determined in the development brief to be approved by the council.
- **Policy ED13: Hotels** – the development of hotels and associated facilities will be permitted within the Rochester Riverside Action Area.
- **Policy L11: Riverside Path and Cycleway** – a riverside path for use by pedestrians and cyclists will be developed on the south side of the River Medway, linking Gillingham Riverside Country Park to the Historic Dockyard, Rochester Riverside, the Esplanade and Baty's Marsh, Borstal. Development on sites fronting the river will not be permitted unless the proposals include a riverside walkway and cycleway, or it can be demonstrated that the operational needs of the development would prevent this.
- **Policy R9: Retail provision in new residential developments** – local shopping facilities within Use Classes A1, A2 and A3 at a small scale, appropriate to meet the daily needs of residents, workers and visitors, will be provided in association with the development of Rochester Riverside.
- **Policy CF6: Primary Schools** – land at Rochester Riverside is allocated for a new primary school. Development that would prejudice the implementation of these proposals will not be permitted.
- **Policy T10: Wharves** – local planning policy seeks to protect the operation of wharves. However, the council will not protect wharves which are poorly served by good quality roads, such as those between Rochester Bridge and Chatham Town Centre. Local Plan policy specifically supports the expansion of Chatham Docks. This relates directly to Rochester Riverside, as paragraph 8.2.18 of the Medway Local Plan states that the expansion of Chatham Docks would allow wharfage at Rochester Riverside to be released. The wharves contained within the Rochester Riverside site are not protected for continued river-based activity.

Kent Waste Local Plan (1998)

The Kent Waste Management Plan was adopted in 1998. The objectives of the plan are to improve environmental standards, ensure capacity within the system for current and future waste management requirements and to move Kent towards the more sustainable disposal of waste. Following the expiration of a number of policies that were not saved beyond 27 September 2007, the Plan contains three policies that are relevant to the Rochester Riverside site.

Policy W7 identifies Blue Boar Wharf as one of 17 sites in the County which are considered suitable in principle for proposals to prepare Category A Waste (inert) for re-use. Proposals at other sites will be considered against a set of specified criteria.

Policy W8A deals with the disposal of dredgings from rivers, creeks, ports and mooring facilities. The Plan states (paragraph 5.2.14) that Medway Ports Ltd. currently disposes of about 53,000 m³ of maintenance dredgings each year. Disposal sites include Rushenden Marshes at Queenborough, Hoo Island and Barksore Marshes, which is within the Medway Marshes SSSI and SPA. Policy 8A therefore sets an order of priority for disposal of necessary dredged material. The policy focuses on the need to minimise dredging, to retain dredgings within the inter-tidal system, the use of dredging as a soil medium, landfill cover or building aggregate, and disposal in dedicated landfill sites, in that order of priority.

3.3 SUPPLEMENTARY POLICY & STANDARDS

A number of supplementary policy and standards documents, which are intended to supplement the development plan, are of relevance to the future development of Rochester Riverside.

Star Hill to Sun Pier Planning and Design Strategy Supplementary Planning Guidance (2004)

A small area to the south of the Rochester Riverside site lies within the Star Hill to Sun Pier Conservation Area. Star Hill to Sun Pier is a special and unique part of Medway that presents a series of challenges and opportunities. As such, there is a need to promote, shape and encourage development and regeneration that makes the most of the opportunities and character of the area. It is important to sustain its historic environment whilst giving it a new and appropriate economic future within the context of regenerated wider Medway Waterfront. The Star Hill to Sun Pier Planning and Design Strategy has been developed to provide guidelines and policies for the long term management and development of the Star Hill-Sun Pier area.

It is essential that the development of Rochester Riverside complements the objectives set out in the Strategy. The five strategic objectives are as follows:

- Reinforce the unique identity and historic character: securing the retention and restoration of the inherited abundance of historic buildings and architecture together with the protection and enhancement of urban structure that underpins the area's character. Enabling a high standard of design that sees the improvement of the riverfront and sympathetic development of gap sites.
- Produce a vibrant, mixed use place: developing a mixed-use economy, particularly along the

High St, in order to create a vibrant, diverse, successful and safe place.

- Celebrate the public realm: creating an attractive and safe public realm based on its historic structure making the most of the area's riverside location. Restoration of historic alleys and establishment of a sensitive river frontage and riverside walk to be used by pedestrians and cyclists are key elements as are links to the green areas around Fort Pitt.
- Promote the riverfront: attracting people and activity to the riverside as a key asset, protecting and enhancing views of the river and developing a riverside walk as a safe and secure place.
- Produce a people-friendly place that is easy to get to, through and around: enhancing existing pedestrian and vehicular routes and creating new ones that are direct, safe and pedestrian focused.

A Building Height Policy for Medway Supplementary Planning Document (2006)

This document provides general location and design policy criteria for formulating and assessing proposals for tall buildings and identifies locations where tall buildings are and are not appropriate.

It is recognised that there is scope for tall, landmark buildings as part of the Rochester Riverside development; however, due to the sites proximity to historic Rochester and the River Medway, care would need to be taken to preserve identified vistas and views of the Castle and Cathedral. Views 1,9 and 11 will require careful consideration in particular.

Corporation Street Development Framework Supplementary Planning Document (2008)

The Corporation Street area is the main gateway between historic Rochester and Rochester Riverside. The area is currently dominated by traffic, and suffers from derelictions and a poor sense of identity.

The vision for the Corporation Street area is defined as:

An elegant tree-lined street backed by fine new architecture which forms an attractive and efficient route between key areas of Medway. In its own right it will be an attractive place to live and work, or to walk or drive through. The new development, together with associated public realm improvements, will bolster the business and tourist economy of historic Rochester and link Rochester to the new community of Rochester Riverside.

Six objectives for the development of the area are set out:

- A form of development that reflects the character of central Rochester
- Integration of Rochester High Street and Rochester Riverside;
- Attractive and high quality publicly accessible open space and public realm;
- An active and vibrant environment that complements Rochester High Street and the land uses proposed for Rochester Riverside
- Improved street-level activity along Corporation Street, with a focus at Rochester Station
- Measures to reduce the severance caused by the railway embankment and Corporation Street

The Development Framework sets out design and planning principles for the area, including sites that are also included as part of the Rochester Riverside study area.

Medway Council Interim Residential Parking Standards (2010)

The council's interim housing standards set the minimum car and cycle parking spaces for new homes on the basis of size and also include a requirement for visitor car parking. However, there is an allowance for a reduction in the standard where a development is within an urban area that has good links to sustainable transport and where day-to-day facilities are within easy walking distance.

Medway Housing Standards (Interim) (2011)

The Housing Standards provides guidance in relation to the main design principles for new housing. These principles cover internal layout and minimum floor areas, outdoor amenity space, parking provision, and shared access and circulation. The standards are based on the Mayor's Housing SPD as adopted by the Mayor of London.

3.4 OTHER POLICY

Other statutory and non-statutory documents also help to form the policy context for the development of Rochester Riverside.

Medway Waterfront Renaissance Strategy (2004)

The Medway Waterfront Renaissance Strategy sets the policy direction for the Medway Waterfront. It sets out the following:

- an overall development strategy for the waterfront
- a series of outcomes and actions to achieve the strategy objectives
- common themes and regeneration priorities linking the different areas
- the role of each individual area in relation to the waterfront and its development potential

For Rochester Riverside the following role is set:

Rochester Riverside offers a genuine opportunity to create a new riverside community at the heart of the waterfront that complements historic Rochester and opens up a significant length of the river frontage to public access.

The following aspirations and opportunities are set out for the Rochester Riverside site:

- create distinct area (sub-areas determined by new urban structure/ bridges/ embankment/ riverside and dominant land uses)
- ensure connection and integration within area by opening it up to historic Rochester, especially for pedestrians
- improve vitality east of Corporation Street and the railway embankment which acts as a barrier to views and movement
- develop a rich mixture of land uses (dominant and secondary) that includes significant housing,

office, hotel/ conference centre, primary school and leisure/ local shopping complementary to historic Rochester functions

- retain and enhance setting of existing businesses of Castlevue Business Estate, Acorn Shipyard and PB Printing
- realise potential for prestige riverside development
- improve access to and circulation within the area for pedestrian, public transport and private car (Gas House Road, Furrell's Road, Bath Hard Lane and Doust Way entrances)
- improve access and use of riverside via a river wall with land raising to avoid flooding
- provide a variety of public and private spaces for appropriate environmental, cultural and recreational uses building on prominent Gashouse Point and Bath Hard Wharf
- preserve and enhance views along riverside and to landmarks of Cathedral, Castle and Fort Amherst
- improve gateways to the area (emphasising symbolic potential of bridges and railway arches)
- encourage a more ingenious (and discrete) approach to car parking that responds positively to the issue of flood management

Medway Regeneration Framework 2006-2016 (2006)

The Medway Regeneration Framework provides the strategic context for regeneration activity to 2016. Its vision is that the city of Medway in 2016 will boast:

- A major retail centre for the region
- A major university complex with 15,000 students
- A regional cultural offer
- Vibrant town centres with an active evening economy
- Efficient and integrated transport with fast links to London and Europe

- Lifelong learning opportunities
- A housing market of choice
- An employment market of choice and growing prosperity
- A learning and skills offer at all levels, available to all and appropriate to Medway's growing economy

Sustainable Community Strategy 2010-26 – City of Medway: rich heritage, great future (2010)

The Medway Local Strategic Partnership brings together all the main organisations representing the community including businesses, voluntary and community groups and public bodies such as the police, health service and council. These are the key stakeholders who can shape and develop the future of Medway. One of the main tasks of the Partnership is to consult local people and develop a long-term vision and supporting principles, as well as a plan of action to make that vision a reality.

The vision for Medway is made up of six ambitions and four key principles.

The six ambitions to be achieved over the next 16 years have been identified as:

- Medway to have a thriving, diverse and sustainable economy matched by an appropriately skilled workforce and supported by a higher and further education centre of excellence
- Every child to have a good start in life
- Medway residents to enjoy good health, well being and care
- Medway to have a safe and high quality environment
- Medway to be a place where people value one another, play an active part and have pride in

their community and Medway as a whole

- Medway to be recognised as a destination for culture, heritage, sport and tourism

The four key principles which underpin the vision are:

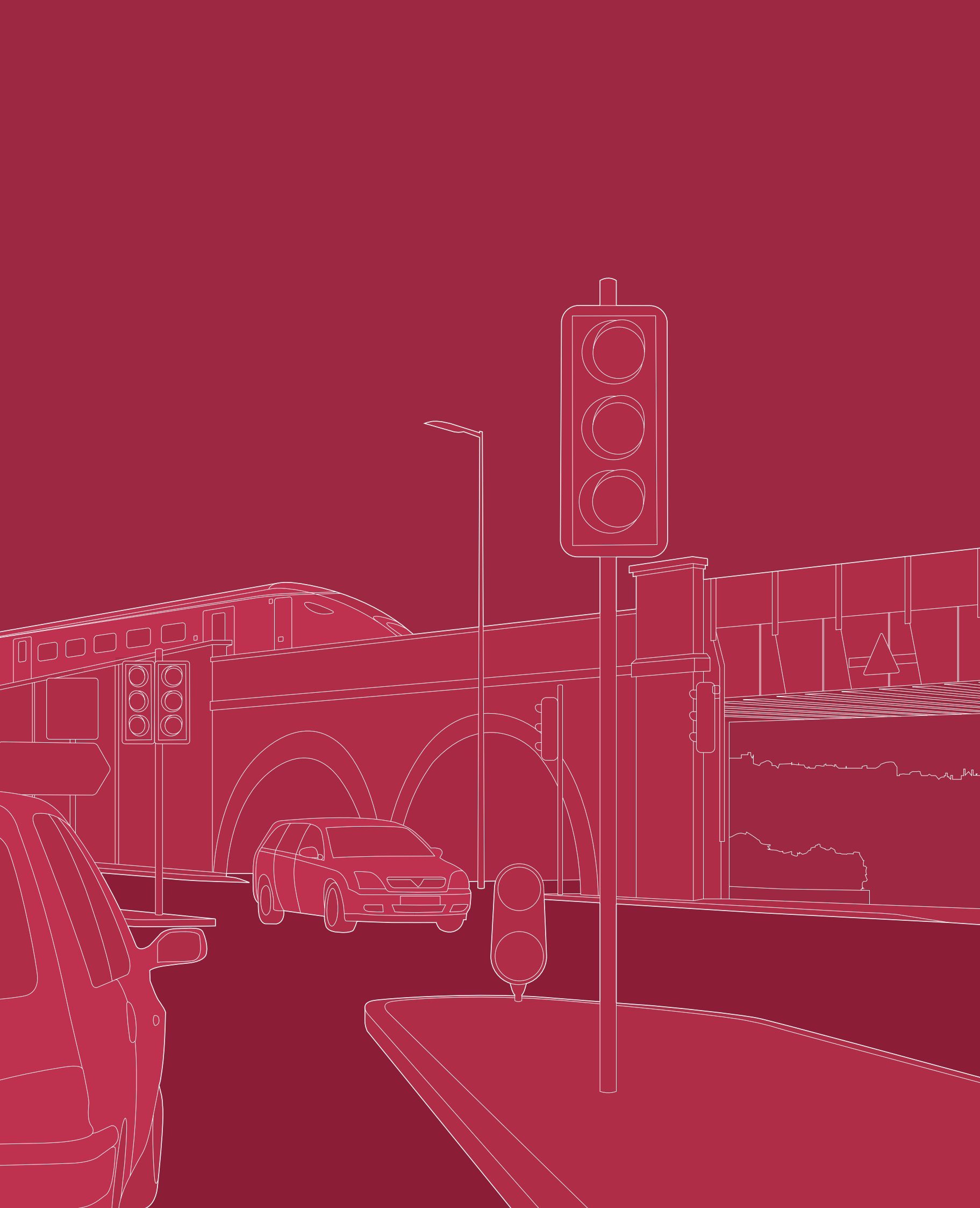
- Sustainability: will our actions work for tomorrow as well as today?
- Narrowing the gap: will our actions contribute to improving the lives of everyone so reducing the gap between deprived and more affluent areas?
- Fairness: do our actions take account of all sections of society, ensuring that everybody benefits from the regeneration of Medway?
- Self-help: will our actions encourage people to take responsibility themselves to make things better?

The Strategy includes a selection of actions and indicators for each ambition and guidelines for apply the four principles.

Medway Local Transport Plan 2011-2026 – Moving Forward Together (2011)

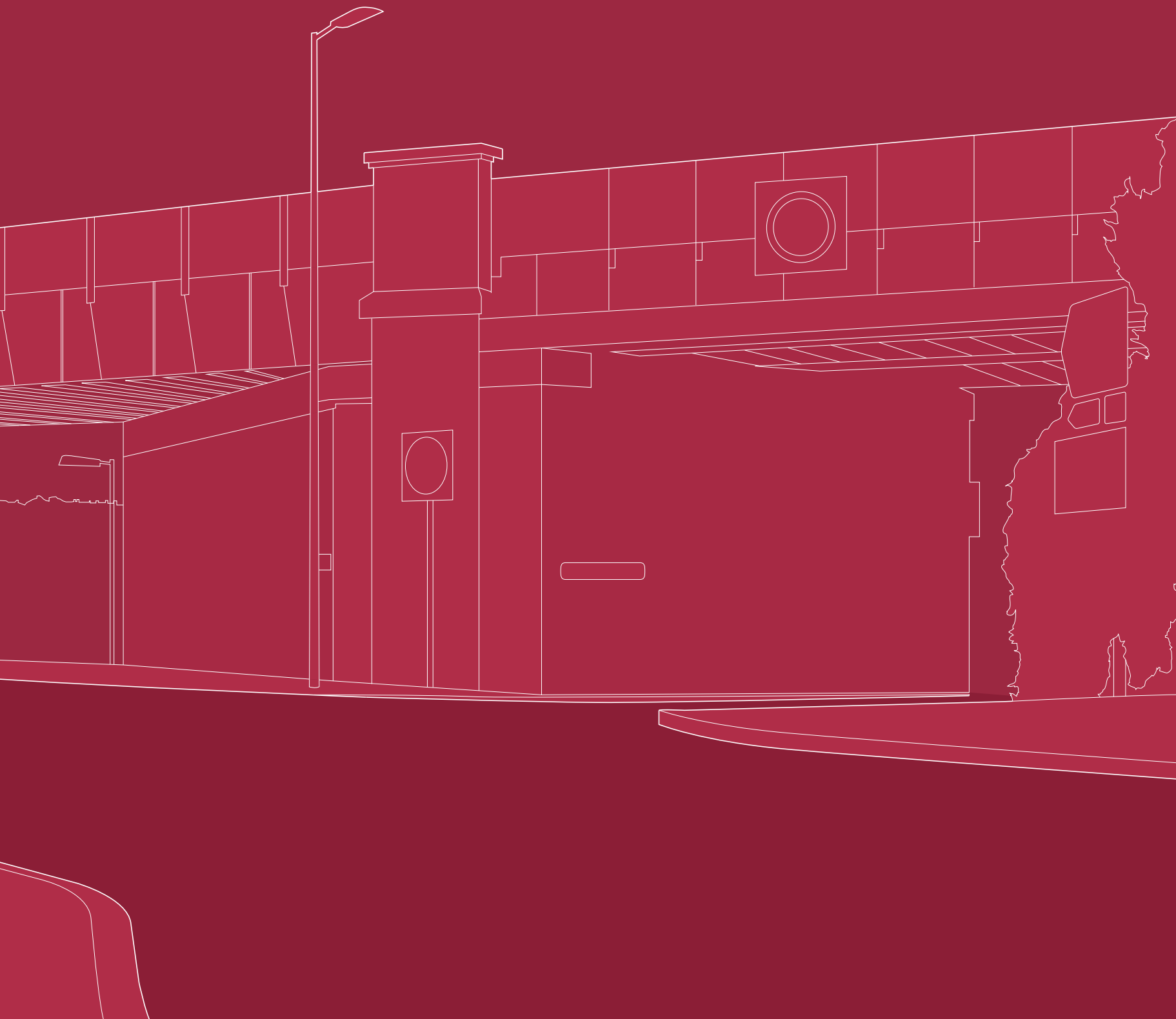
The Medway Local Transport Plan is closely aligned with the Sustainable Community Strategy and seeks to help address wider social, economic and environmental challenges for the area. The Plan's five overarching priorities focus on:

- Supporting Medway's regeneration, economic competitiveness and growth by securing a reliable and efficient local transport network
- Supporting a healthier natural environment by contributing to tackling climate change and improving air quality
- Ensuring Medway has good quality transport connections to key markets and major conurbations in Kent and London
- Supporting equality of opportunity to employment, education, goods and services for all residents in Medway
- Supporting a safer, healthier and more secure community in Medway by promoting active lifestyles and by reducing the risk of death, injury or ill health or being the victim of crime



CHAPTER 4: SITE CONSTRAINTS

This section of the brief sets out the physical, design and environmental constraints specific to the Rochester Riverside site.





View of one of the distinctive creek edges

4.1 PHYSICAL AND DESIGN CONSTRAINTS

There are a number of physical and design constraints which need to be considered and taken into account whilst developing Rochester Riverside, including flooding, contamination and restricted access. The main physical and design constraints are as follows:

Flooding

Rochester Riverside fronts the River Medway. The majority of the site was low-lying, and lies in the flood plain of the River Medway. It was therefore necessary to raise the level of the site to above the 1:200 flood level, as was specified by the Environment Agency (EA) at the time the site preparatory engineering works were undertaken. The 1:200 flood level in the Medway area was then predicted to be +5.5m AOD and the EA required a minimum of 300mm freeboard for the flood defences and developable area. The site levels have therefore generally been raised to an approximate level of +5.8m AOD. Thresholds of buildings and internal ground floors were required by the EA to be at a level of +6.1m AOD, (600mm above the 1:200 flood level).

At some locations the temporary river walk has been finished to a level of +5.3m AOD. These lengths of river walk are where the original masterplan submitted with the outline planning application intended for the adjacent development blocks to have underground car parking. The lower level of the river walk in these locations was to allow some natural ventilation to the car parks. Also, in the Furrell's Wharf area the river wall and adjacent river walk was finished at a level of +4.5m AOD. This is to provide a waterfront open space close to river level.

Subsequent to the preparatory engineering works, the Environment Agency advised that the Thames Estuary 2100 (TE2100) Study requires minimum site levels to be raised to +6.1m and accordingly floor levels of all habitable properties to be +6.4m AOD.

As part of the preparatory engineering works the flood defences were replaced, primarily by sheet piled walling with certain lengths being anchored via various means of anchorage systems (ground anchors, cofferdam construction and piled anchor beams). A 10m zone directly adjacent to the river wall excluding the construction of buildings and other permanent structures is required to be maintained to provide access to the EA for emergency repairs and maintenance. The river wall construction is generally within this 10m zone, with the exception being ground anchors used on some sections of the river wall. The ground anchors will need to be taken into account if piling for development is required adjacent to these sections of river wall and anchor as-built records are available to assist in identifying anchor locations.

A section of the flood defences at Furrell's Wharf are formed by landraising earthworks. The Furrell's Wharf area includes an area of land that is constructed below flood level, ranging in level from 5.8m AOD to the west flood defence boundary down to a minimum of +4.5m AOD adjacent to the river wall. It is anticipated that this area will flood occasionally and therefore will need to be planted with saline tolerant species.

Ground Conditions

The site has undergone significant land use change over the past 200 years. In the early 1800's the site was predominantly marshland with little or no development. Since the mid 1800's the site has undergone significant reclamation, including land raising and construction, mainly for industrial use.

The original ground conditions at the site before the preparatory engineering works were undertaken consisted of a variety of made ground with depths varying in thickness from less than 0.5m and up to 6.0m. The made ground overlies a soft clay I silt Alluvium up to 12m thick, containing layers of peat. The Alluvium overlies River Terrace Gravel varying in thickness, typically between 0.5m and 8.5m, which overlies a chalk bedrock to a significant depth below the site.

The land raising for the preparatory engineering works was achieved by the importation of dredged sand from the Thames Estuary. Due to the nature of the subsurface material below the made ground, significant settlement following the land raise was anticipated. Consequently ground improvement works were undertaken; in summary, this comprised pre-consolidation of the underlying compressible alluvial soils through the installation of PVD (vertical band) drains and application of surcharge. Residual secondary settlement is expected to occur over the areas of the site that have been land raised.

Land Contamination

The environmental remediation of the site formed one of the most significant parts of the preparatory engineering works undertaken on the site and included treatment of contaminated soils and groundwater, and the provision of a capping layer of granular material across the site.

The site was divided into two sections for the purposes of the remediation works, characterised by the previous use:

- Section 1 – mixed industrial development including asbestos-related manufacture
- Section 2 – long-established production and storage of gas

The development of remediation methods and targets for the remediation programme was covered by the approved Remediation Implementation Plans for the two sections and the execution and validation of the remediation works was covered by the Validation Reports for the two sections.

There are a number of remediation requirements that are likely to be associated with the proposed development of the site. These items were not undertaken as part of the preparatory works. However, they will be required for the final development of the site.

Such items include, but are not limited to:

- Design and provision of gas protection measures
- Design of buried concrete for potentially aggressive conditions
- Design of underground services appropriate for the ground conditions in which they are placed
- Importation of subsoil and topsoil for proposed domestic gardens and areas of soft landscaping
- Adequate chalk aquifer protection measures in accordance with Environment Agency guidelines are to be implemented when designing and installing boreholes and piling

Notifiable Installations

Certain sites and pipelines are designated as notifiable installations by virtue of the quantities of hazardous substance present. The siting of such installations will be subject to planning controls, for example under the Planning (Hazardous Substances) Regulations 1992, aimed at keeping these separated from other development. In accordance with Department for Communities and Local Government NPPG: Hazardous Substances, the Local Planning Authority will consult the Health and Safety Executive (HSE), as appropriate, about the siting of any proposed notifiable installations.

Rochester Riverside already contains a number of installations handling notifiable substances, including pipelines. Whilst they are subject to stringent controls under existing health and safety legislation, it is considered prudent to control the kinds of development permitted in the vicinity of these installations. For this reason the Local Planning Authority has been advised by the HSE of consultation distances for each of these installations. In determining whether or not to grant planning permission for a proposed development within these consultation distances the Local Planning Authority will consult the HSE about risks to the proposed development from the notifiable installation in accordance with NPPG: Hazardous Substances.



Gas House Road



Blue Boar Lane



Bath Hard is now pedestrianised



Furrell's Road from Bardell Terrace

Restricted Access

The Rochester Riverside site has a long history of uses which relied on access to the river for their existence. Rapid industrialisation of the site and its wider area began in the 19th Century together with the construction of two railway lines. These served to effectively separate Rochester city centre from the riverside. Rochester Riverside has been dependent on four historic routes under the rail embankment, one of which is now closed to vehicles and has been replaced by a new road. Vehicular access into the site is currently achieved at two points off Corporation Street and two off Rochester High Street. Three of the existing accesses are sub-standard not only in height but also in width or alignment. Details of these three entry points are:

Access Point: Gas House Road

Height: 4.5m

Width: 9.0m

Note: approach alignments cause HGVs to use opposing lanes

Access Point: Blue Boar Lane

Height: 3.1m

Width: 9.0m

Access Point: Furrell's Road

Height: 4.4m

Width: 9.0m

Note: entry radius from Bardell Terrace too small for HGVs

As mentioned above, Bath Hard is no longer a vehicular access point to the site, as it was pedestrianised when the first phase of the previous masterplan for site was developed.

Doust Way is newly constructed and provides vehicular access to this same phase of development. It has a width of 7.3 metres, no height restrictions and would allow HGVs to enter the site.

Any future work carried out as part of the proposals to improve access to the site must not have an adverse impact on Network Rail's infrastructure.



Doust Way



Looking back to the historic heart of Rochester

Archaeology

A series of archaeological investigations were undertaken between November 2004 and March 2007 at Rochester Riverside site including evaluations, watching briefs and open area excavations.

In brief summary, the results of these investigations identified that in the northwest area of the site the remains of the Roman town wall and a number of cut features exist. In the southern area of the site were several burials of probable Roman date. Medieval features included the wall of a masonry structure, rubbish pits and dumped material. Viking presence on the site is attested by a single piece of residual metalwork. Much of the site consisted of marshes until the 19th century, and late post-medieval dump deposits associated with the reclamation of the site sealed a sequence of alluvial deposits. A number of post-medieval structures were recorded, including an 18th century causeway, docks, and a Customs Watch Tower. The remains of several river barges were identified re-used in the foundations of a 19th century rail depot.

These archaeological investigations were used to discharge the relevant planning conditions attached to the planning permissions for the preparatory engineering works and the first phase of development related to the previous masterplan.

There are no scheduled ancient monuments, registered battlefields, registered historic parks or gardens, protected wreck sites, special areas of conservation, heritage court or world heritage sites located within the boundary of the Rochester Riverside site.

Numerous monuments in adjacent historic Rochester are designated as Grade I, II* and II listed buildings and / or schedule ancient monuments. The design of future development and its environmental impact will need to take account of the setting and context of these statutory designations.

Views and Vistas

Long distance views of Rochester castle and cathedral can be gained from the north and east of the River Medway with middle distance views available from within the body of the site. There is an important vista, which crosses the southern part of the site, leading from Rochester Castle to Chatham waterfront and war memorial. The site is visible in varying degrees in the north and east. The strategic view from Chatham to Rochester castle and cathedral is identified as a key view in the View Management appendix of the Medway Building Heights Policy. Other Medway strategic views will also be relevant including View 9 from Strood Pier.



View from the castle to the cathedral and site

4.2 ENVIRONMENTAL CONSTRAINTS

Under the Town and Country Planning (Environmental Impact Assessment) England and Wales) Regulations 2011, a planning application submitted for the site is to be accompanied by an Environmental Impact Assessment (EIA).

Particular consideration should be given to the following environmental constraints and issues:

Biodiversity

The development proposals should seek to achieve no net loss of intertidal habitat in line with Environment Agency guidelines. The new flood defences were generally established at the same position or behind the previous defences in order to retain existing (uncovered) intertidal zones. To mitigate intertidal habitat below the previous wharf structures, two new creeks have been created. The quality and diversity of intertidal habitat has been increased by incorporating saltmarsh terraces as part of the waterfront treatment. Saltmarsh terraces should step down to the mudflats and be at an elevation that allows periodic inundation from high tides and native saltmarsh vegetation to establish.

Site planning and design should, where practical, make provision for wild life habitats as part of a wider network of wildlife corridors or stepping stones in the area. This would be best achieved as part of the green open space network which should incorporate elements of habitat creation, such as wildflower grassland, wetlands, native hedgerows, and native tree planting, to compensate for a range of common but diverse plant communities lost to development.

Common reptiles may occur at the site and further surveys are required to establish this. Although their habitat is not directly protected there is a legal obligation to undertake

reasonable effort in removing reptiles from a site where there is a risk of causing them harm. This will mean an area of suitable habitat would need to be conserved or created in the proposed open space network as a receptor site for translocated animals.

As part of the environmental assessment of future development a phase one habitat survey should be carried out as well as a survey of the birds that currently use the site. Particular care should be taken in assessing areas of intertidal habitat and assessing where present flood defences have acquired ecological value. These areas should be retained wherever possible and should be taken into account when positioning any future jetties, marinas, moorings or similar.

Noise levels

Noise levels from the railway, Acorn Shipyard and other industrial uses along the River Medway will impact on the amenity of new residents and other users of Rochester Riverside. Attenuation measures may be necessary and innovative design solutions sought. A number of measures can be introduced to control the source of, or limit exposure to, noise.

The detailed design of proposals must ensure that, as far as is practicable, noise-sensitive developments are located away from existing sources of significant noise. Planning conditions may be imposed to ensure that the effects of noise are mitigated, as far as possible. These should be in accordance with best practice design / techniques.

Utilities

There are a number of existing surface water sewers within the site that serve catchment area beyond the site boundary and outfall to the River Medway. These are adopted by local sewerage authority and must be protected or diverted as part of detailed development proposals. The

details will need to be considered once a detailed layout becomes available.

Significant off site foul drainage and electrical supply improvement are required to provide adequate capacity for the future developments. Any development proposals should include f or phased provision of infrastructure to serve new developments.

Visual Impact

A number of important views and vistas exist within and through the Rochester Riverside site. In particular, there are sensitive and important views of Rochester Castle and Cathedral. A comprehensive visual impact analysis/assessment needs to take place for all development proposals coming forward as part of the Rochester Riverside site.



The waterfront has a unique setting and biodiversity



Acoustic impact of the adjacent railway line requires early assessment



Views to the cathedral are a key consideration in relation to visual impact

CHAPTER 5: **DESIGN GUIDANCE**

Rochester Riverside will become a new neighbourhood and destination, occupying an attractive location on the River Medway.







High Street



Historic Core



Open Spaces



Waterfront



Castle and Cathedral



Watts Avenue



Maidstone Road

5.1 DESIGN VISION

The following vision statement outlines the key components and principles of the Rochester Riverside masterplan. Proposals will be expected to embrace this guidance:

Rochester Riverside will become a new neighbourhood and destination, occupying an attractive location on the River Medway. It will be well-connected to the existing historic heart of Rochester and the new railway station on Corporation Street. The proposals will create a new neighbourhood offering the best place in Medway to buy a new house.

The Development Brief embraces a flexible and adaptable masterplan framework which is capable of responding to evolving market conditions and the need for a phased approach to development. In doing so, the Development Brief defines a number of guiding principles and parameters which establish criteria capable of facilitating the creation of a successful, sustainable community. Proposals will be characterised by a high quality and diverse urban fabric and townscape, responding to views and connections to historic Rochester and the waterfront.

The masterplan draws precedent from successful neighbourhoods in historic parts of central Rochester. Although contemporary in design, the Development Brief promotes a simple, traditional approach to urban form in terms of legible streets and well-designed houses and non-residential buildings. The area will also benefit from a range of new parks and public spaces, an accessible route along an active, varied waterfront, and the delivery

of other key amenities such as a new primary school, and local shops and community facilities.

The area will provide up to 1,400 new residential units, primarily in the form of family housing with a wide variety of dwellings types and sizes, ranging from larger semi-detached units to maisonettes, terraced housing, mansion blocks, mews houses and apartments. The exact housing mix will be influenced by the evolving needs of the area, and market conditions.

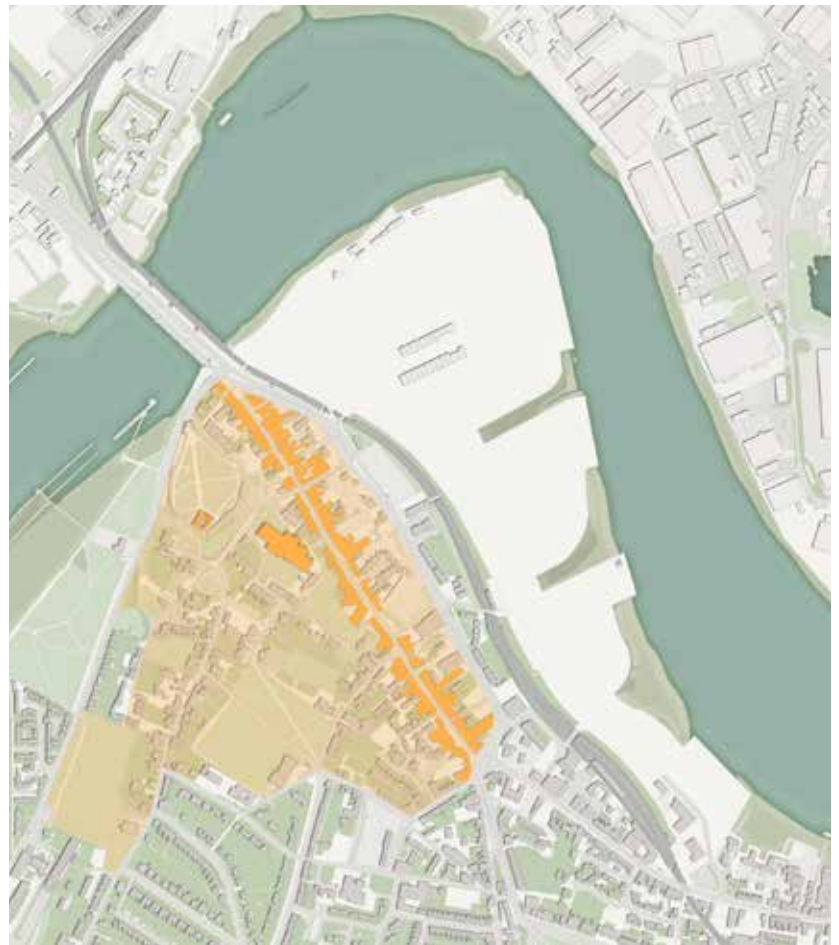
Rochester Riverside also offers an opportunity to broaden the central Rochester's commercial offer. The masterplan promotes a range of new uses including office space, a hotel and shops adjacent to the new station. Blue Boar Wharf will provide a unique waterfront setting for a high quality food and drink offer at the heart of the masterplan area.

6.2 THE FRAMEWORK

The following series of plans summarise the key design moves and principles which have informed the development of the masterplan:

1. Respond to the assets

An important starting point for the masterplan, and subsequent more detailed proposals is to ensure that the masterplan responds to the assets which characterise historic Rochester and the wider riverside setting. Central Rochester is situated entirely within an amalgamated Conservation Area, with views and vistas dominated by the cathedral and castle. The topography of the town, and imposing scale of the cathedral and castle mean that these historic assets are frequently visible from the riverside area. The High Street also forms an important historic feature, with its distinctive grain, scale and townscape giving the town centre a strong sense of historic continuity.



High Street, Castle, Cathedral and Conservation Area

2. Overcome the barriers

Rochester Riverside experiences a strong sense of physical separation from the historic central area. Two parallel transport corridors sever the riverside area from the main town centre in the form of the A2 and the Chatham mainline railway route. Corporation Street (the A2) comprises four lanes of fast-moving traffic, book-ended by vehicle-dominated junctions at either end of the High Street; the Star Hill mini-gyratory system to the south, and the junction with the High Street to the north. The lack of pedestrian connections between the High Street and Rochester Riverside is exacerbated by the loose arrangement of buildings on Corporation Street and the poor definition and enclosure of public and private space.

Although the railway forms a physical barrier to movement between the riverside area and historic Rochester, the railway's elevation means that a number of connections exist through railway arches along the length of the viaduct, giving a reasonably strong sense of permeability.

The masterplan seeks to overcome these barriers by establishing a conceptual framework of connections which responds to the street pattern of central Rochester, effectively extending the historic grain to Rochester Riverside.

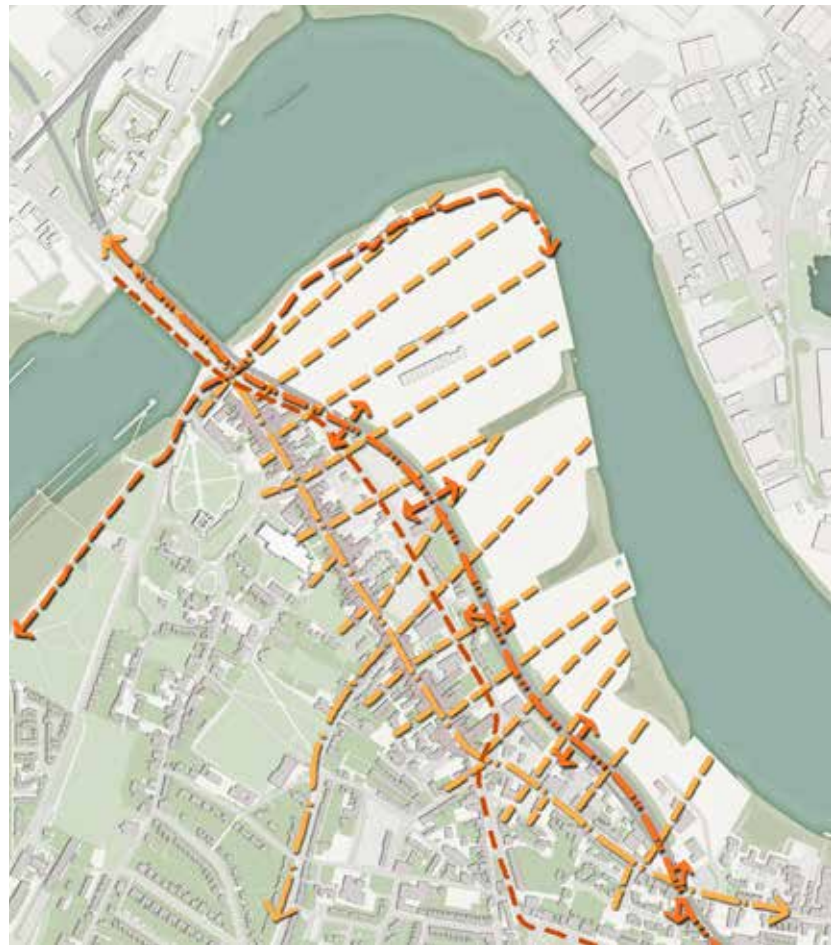


Railway and A2

3. Establishing streets and urban grain

A principle objective is to establish a clear structure of east-west connections between the historic town centre and Rochester Riverside, responding to existing links off the High Street and improving crossings and connections across Corporation Street. In order to embed this sense of integration between Rochester and the waterfront, the masterplan seeks to extend this east-west grain, forming the basis of an enduring and successful network of residential streets leading to the waterfront.

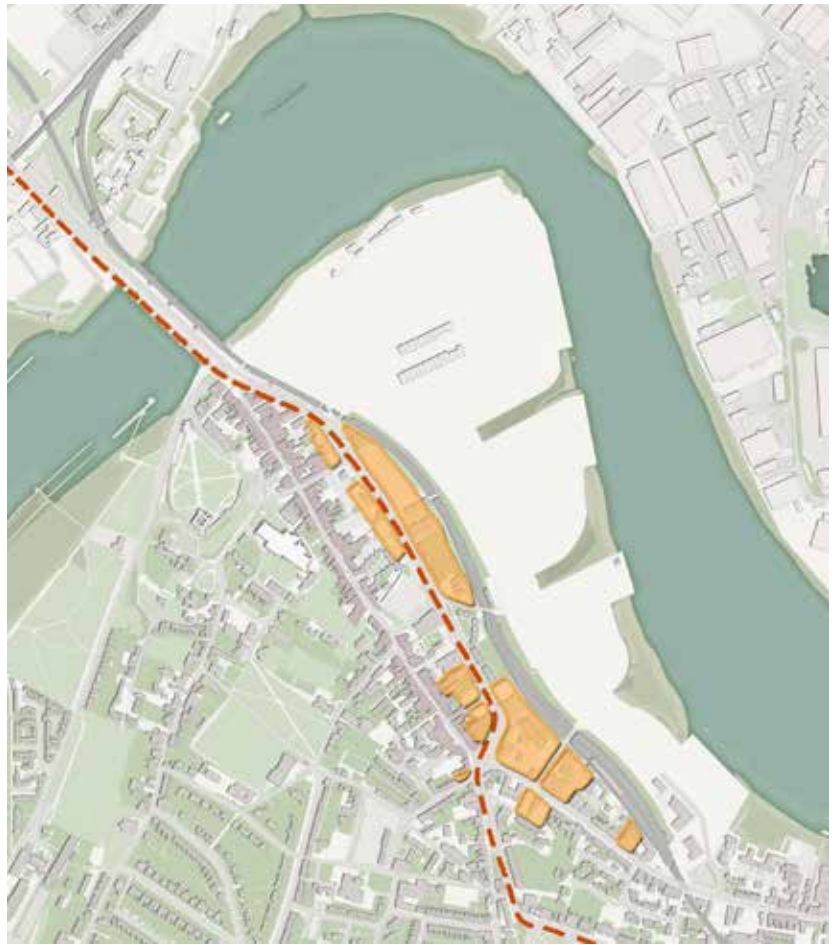
The distinctive geography of Rochester Riverside helps to define a series of distinct urban blocks which mirror the grain and scale of Rochester's residential neighbourhoods to the west of the High Street. A more detailed phase of masterplanning work has assisted in the development of more refined street network and finer grain block structure in response to the broad creation of east-west and north-south streets.



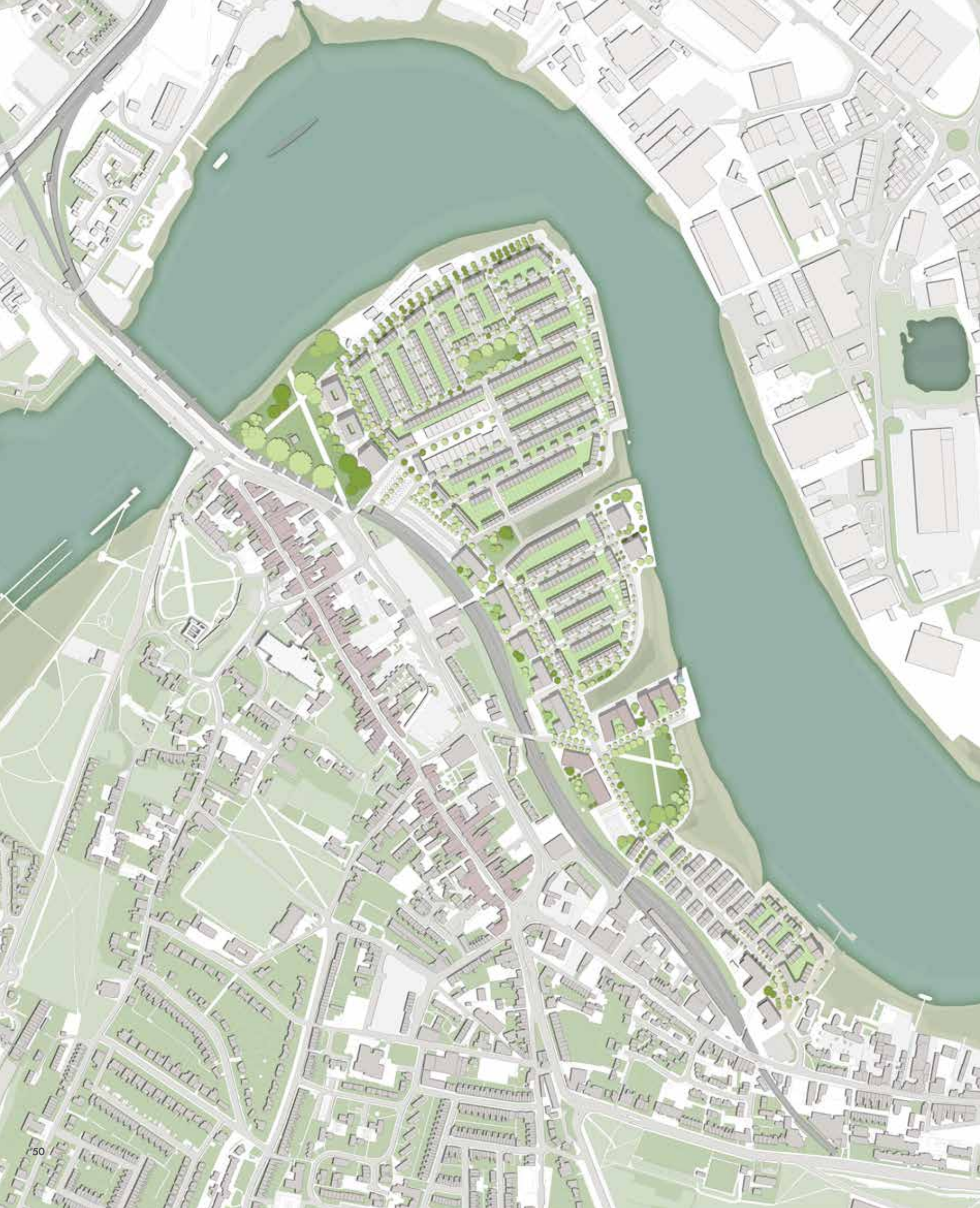
East-west grain and connectivity

4. Embrace wider opportunities

The development of Rochester Riverside will facilitate the regeneration of the Corporation Street area. The context for this is already established in the Corporation Street SPD, but the renewed energy kindled by the revised masterplan will be a catalyst for a range of public realm, highways and development opportunities to transform this important corridor. In addition to immediate enhancements of the points of threshold between Corporation Street and Rochester Riverside, the masterplan will also seek to encourage projects to achieve improved connectivity on the High Street side of Corporation Street, making walking routes more welcoming.



Corporation Street opportunity sites



5.3 DESIGN GUIDANCE

5.3.1 ILLUSTRATIVE MASTERPLAN

The adjacent roof plan provides an illustration of how the broad masterplan principles identified in section 5.2 could be applied. Proposals should adhere to the following key design principles as follows:

1. Well-designed streets and houses – a distinctive Rochester neighbourhood

Proposals should promote streets and residential dwellings as the fundamental building blocks of the masterplan. The shift from the 2004 apartment-led approach to a housing-led masterplan resonates with the existing character of neighbourhoods south of the High Street.

The masterplan's emphasis on streets, spaces and housing creates a consistent approach in grain, but also allows for architectural variety and diversity, an attribute that mirrors the neighbourhoods south of the High Street. Diversity of materials and housing design will help to generate a varied urban character and sense of place throughout Rochester Riverside.

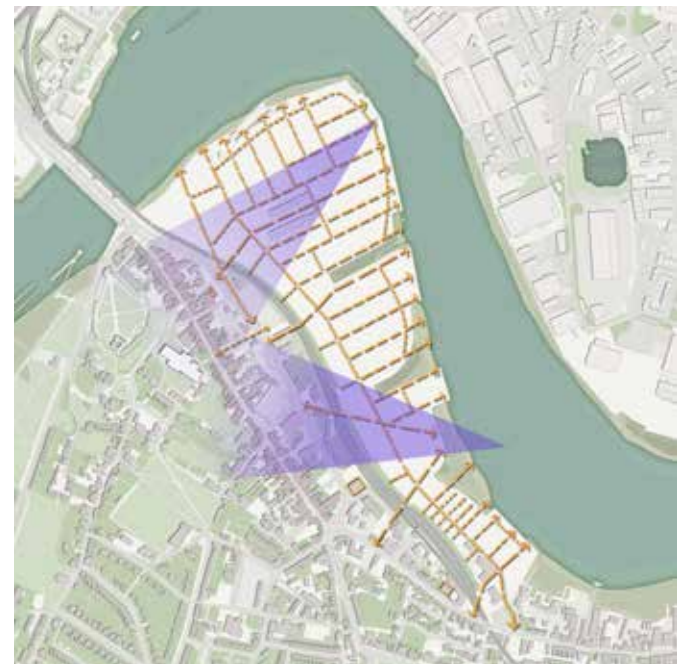
2. Views and connections to historic Rochester and the waterfront

The masterplan proposals seek to strengthen and nurture a dominant east-west grain, maximising connectivity to the waterfront and the existing town centre. Streets and spaces respond to existing desire lines and also seek to strengthen physical connections and visual links. A strong north-south connection will unify the creeks and neighbourhoods, running parallel to the High Street, A2, railway viaduct and water.

The framework of spaces and streets maximises opportunities to connect back to the water, ensuring that all residents and visitors have a strong sense of being by the riverside. The emphasis on connections to the waterfront is supported by a sensitive approach to scale and



Existing and new riverside grain



Views and connections

massing along the water's edge. Buildings on the waterfront will accommodate connections and views to the water, through a permeable layout, and a typical height of four storeys. This approach will establish an appropriate degree of intensity and enclosure to the waterfront, achieving public access and a clear delineation of space. The masterplan avoids scenarios in which buildings have an overbearing presence, block views or create ambiguity in relation to the legibility of public and private space.

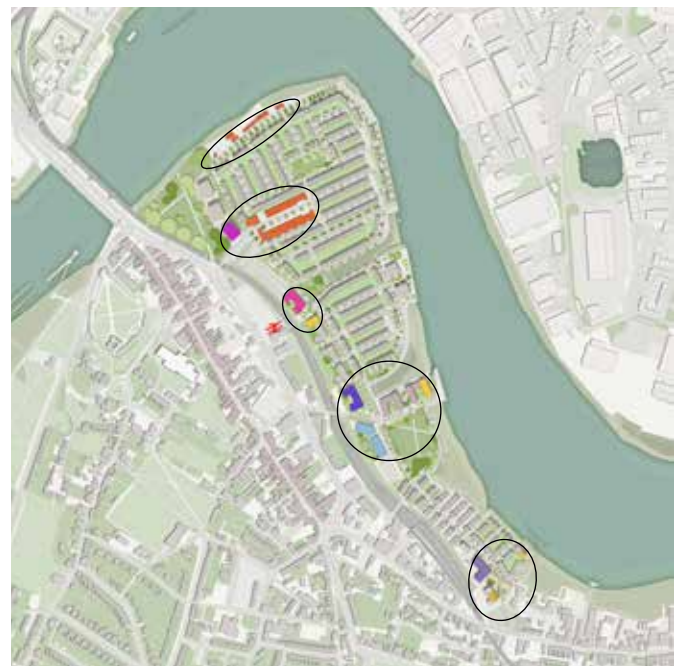
Although a corridor of slightly taller buildings is appropriate along the raised viaduct of the railway line, the masterplan encourages careful consideration of local views and vistas, particularly those to the castle and cathedral.

3. Clusters of commercial, cultural and communal activity

The masterplan has been informed by a robust understanding of current market dynamics and trends. In this context, the proposals incorporate a modest proportion of non-residential activities which will enliven the riverside and ensure it is a popular and sustainable place to live and work. Commercial, community and cultural uses have been carefully clustered to establish a critical mass of activities in key locations. This will help to nurture successful, viable locations for businesses and other services and amenities. The high street must be protected as the commercial heart of Rochester.

4. A varied, active waterfront

The waterfront edge will have a varied form and character, with the precise arrangement of building typologies and uses shifting along the perimeter of the site. The exact form of enclosure and character of public space and townscape will help to define a series of different places and destinations – some with a predominantly domestic character, and others with a greater emphasis on cultural or commercial activities.



Non-residential hubs

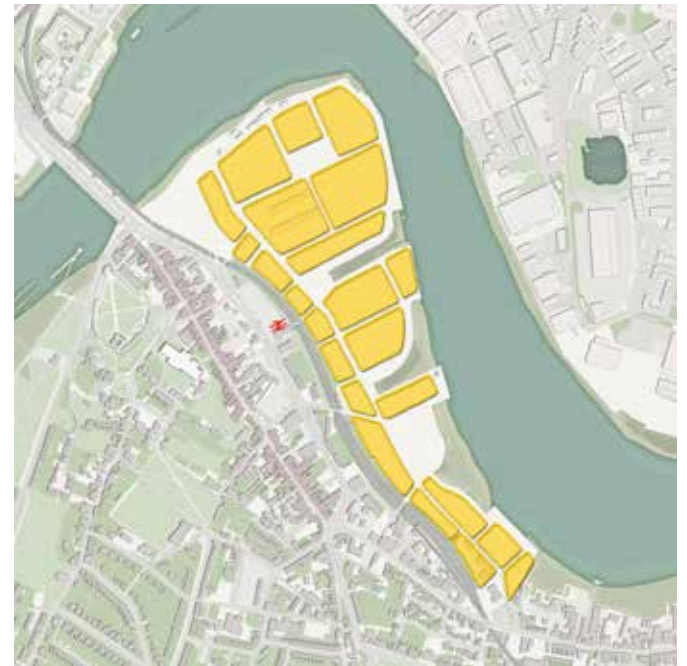


Varied waterfront

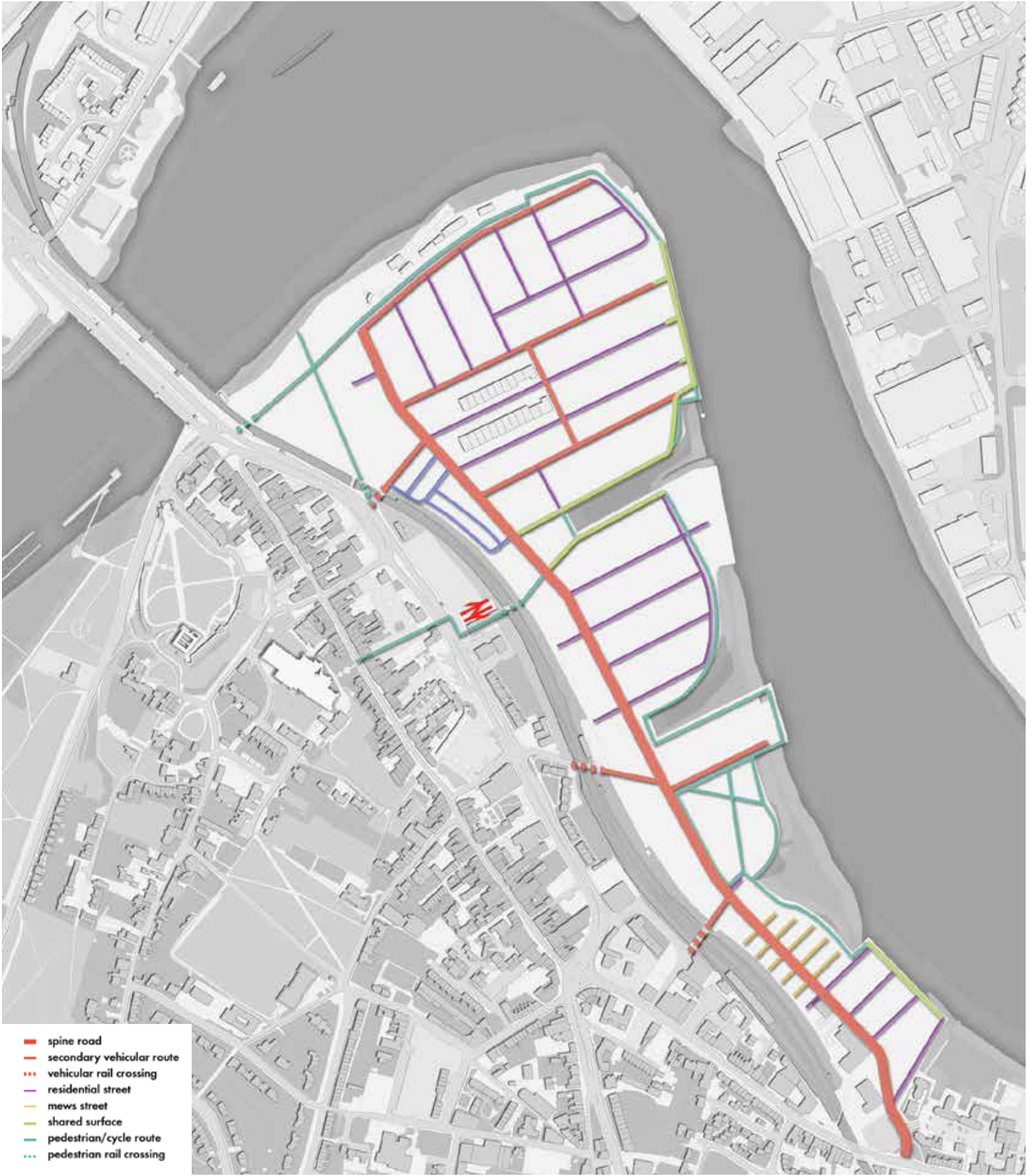
An important shift from the previous masterplan is the creation of a busier waterfront, including vehicular access along a significant proportion of the water's edge. The presence of vehicles on the waterfront will help to create a sense of life and activity, and will also provide access to residents overlooking the Medway. Proposals will maintain segregated access to the riverfront walk for pedestrians and cyclists. Careful management of streets will ensure that road access is intermittent – there will not be a continuous vehicular route along the length of the waterfront, thus allowing access for individual properties, but avoiding any sense of vehicular dominance.

5. Flexibility and deliverability

The previous masterplan was a product of prevailing market conditions which led to an emphasis on smaller, flatted accommodation. Although the initial phase of development has been successfully implemented, the development parameters in the consented 2004 masterplan do not allow sufficient flexibility to adjust the balance of housing and apartments. In that context, the current masterplan seeks to introduce a more flexible approach to allow a range of different typologies and detailed design solutions to come forward over the lifetime of the project within the overall framework of streets and spaces. This approach prioritises deliverability and would allow individual phases of development to respond to current patterns of demand, and to feel like “completed” places in their own right.



Flexible plots



- spine road
- secondary vehicular route
- · - vehicular rail crossing
- residential street
- mews street
- shared surface
- pedestrian/cycle route
- · - pedestrian rail crossing

Routes and movement

5.3.2 ROUTES AND MOVEMENT

Development proposals will be required to respond to, and deliver a legible network of routes and connections facilitating ease of movement for all forms of transport as set out below:

Connections to town and station

Rochester Riverside is extremely accessible, situated within easy walking distance of the town centre and the new railway station. The station will be located at a central point at the edge of the masterplan area, providing excellent local access to Rochester alongside frequent services to London Victoria on the Chatham Main Line operated by South Eastern, and regular services to London St Pancras International via Ebbsfleet International on the High Speed 1 line.

In this context, pedestrian and cycle connectivity is a major priority. Proposals will be expected to deliver a number of pedestrian / cycle only routes including routes along the waterfront and through public spaces. The cycling and walking diagram highlights that the whole waterfront benefits from a pedestrian / cycle route which is largely segregated from other forms of transport. Walking and cycling connections back to the railway / town centre should also be achieved along tertiary routes and shared surface streets.

Opportunities might also exist to enhance National Cycle route 1 as part of the Rochester Riverside development.

Vehicles

Proposals should be based on a layout which accommodates a network of streets, and defines a hierarchy of connections through the site. The primary connection is the north-south route which links back into the wider Rochester network at Gas House Road and Doust Way. This route will perform a predominantly local

function, connecting the new neighbourhoods and commercial destinations into Rochester, without generating through-traffic or rat running.

Proposals should facilitate an accessible waterfront for vehicles, allowing access and egress to individual properties. Highways proposals should respond to the masterplan which has been carefully arranged to ensure that vehicles cannot drive the full perimeter of the waterfront. The design of streets, spaces and buildings should facilitate the changing character of the route along its length. Proposals should make reference to the masterplan in defining areas of shared surface, parking and diversionary cut backs where vehicles deviate away from the waterfront at appropriate intervals.

Coaches and railway access

The Gas House Road entrance will play a key role for vehicles in relation to the location of the proposed visitor coach park and long stay car park within easy walking distance of the town centre and railway station.



- 1 Furrell's Park
- 2 Acorn Park
- 3 Acorn Wharf
- 4 Cory Square
- 5 Blue Boar Wharf
- 6 Dust Square
- 7 Limehouse Gardens
- 8 Cory Wharf Gardens

Open Spaces

5.3.3 OPEN SPACES

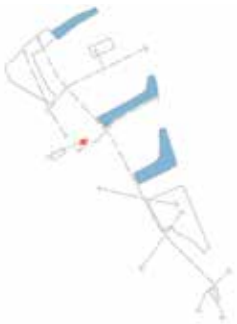


Public parks

The provision of accessible, successful spaces is a major priority. Proposals should be proactive in responding to the arrangement of spaces in the illustrative masterplan and securing sufficient formal and informal open space and play space for young people. The Council will expect development proposals to deliver a range of spaces with a variety of functions and activities. The adjacent plan illustrates the proposed open space locations at a wider scale, which aids comparison with existing green spaces in Rochester.

Public parks

The masterplan defines two major public spaces situated at the north and south of Rochester Riverside.



Neighbourhood spaces

To the north, Acorn Park occupies an important position at the northern part of the riverside. The location extends the riverside park (The Esplanade and castle grounds) which form a tranquil corridor alongside historic Rochester. Acorn Park will form an important destination which will encourage visitors and residents to cross Corporation Street, helping to extend the reach of the High Street to the riverside, including the potential cluster of cultural and commercial activities at Acorn Wharf.

Both public spaces mirror the character of existing town centre parks and spaces such as The Vines, by defining legible paths and connections which extend the urban grain and respond to existing views, connections, streets and points of threshold under the railway viaduct.



Local places

To the south, Furrell's Park offers an attractive space with pleasant views along the Medway. Picking up on the desire line to the town centre, Furrell's Park is extremely accessible, boasting a number of interesting adjacent activities including food and beverage offer at Blue Boar Wharf, the new primary school

to the east, and a mix of different housing typologies to the north and south.

Neighbourhood spaces

Although not a formal open space per se, a number of waterfront locations should be designed as more informal routes and destinations to walk, cycle, exercise and relax. These include Acorn Wharf, the creeks and adjacent spaces at Cory Wharf and Blue Boar Wharf, and the waterfront routes at Limehouse Wharf and Stanley Wharf.

Local places

Proposals should incorporate opportunities for local spaces including those illustrated on the adjacent plan. Limehouse Gardens echoes the traditional form of many fashionable London estates, although in this case it is intended that the square would be accessible to the public as well as residents.

The square at Doust Way was conceived at the time of the original masterplan, with part of the space enclosed by the first phase of development to the west of Doust Way and laid out as a shared surface. Proposals should define a suitable edge to the north-east of the shared space area which will complete the square and mark the connection to the waterfront adjacent to Stanley Wharf, the next phase of development.

A small local space should be delivered at the western end of Cory Wharf which will form an important visual amenity and open space for surrounding residents, and a point to pause on the waterfront, opposite the gateway to the site via the new station.

5.3.4 LAND USES

Residential uses

Rochester Riverside has an estimated capacity of 1,400 dwellings. The quantum of units will be dependent on the exact mix of typologies and unit sizes. Across the area, approximately 50% of residential dwellings should be delivered as houses. More than 50% of housing units should be family units with 3 bedrooms and above. The Council's policy target is to seek at least 25% of homes to be affordable homes.

Proposals should distribute affordable housing across the site with the exact location and proportion to be agreed with Medway Council and in proportion with current planning policy. Residential accommodation should also adhere to the Council's current Housing Design Standards as well as current standards for disabled housing for the old and retired and life-time homes.

Office space

Office accommodation could be accommodated in a number of locations along the railway corridor adjacent to the north-south spine, maximising accessibility to the new station and vehicular access by car. The indicative land use plan identifies a new office building opposite Castle View Business Park, taking advantage of co-location with existing and future activities, and also being close to Acorn Wharf and the proposed new park.



- office (B1a)
- hotel (C1)
- ground floor retail (A1, A3, A4)
- mixed employment (A1, A2, A3, B1)
- school (D1)
- health (D2)
- community (D1)

Distribution of non-residential uses

Retail

The masterplan includes a modest proportion of retail activities including café and restaurant uses in the following locations:

- **Station Gateway:** A small retail unit should be delivered adjacent to the station. It is envisaged that this would be a small foodstore, in accordance with adopted policies in relation to impact and sequential assessment.
- **Blue Boar Wharf:** The space by the historic crane should be a destination for food, drink and retail activities. This mix of uses will help to establish a complementary offer to the existing offer of the High Street.
- **Stanley Wharf:** A waterfront cafe presence is proposed, helping to establish a greater critical mass of amenity services adjacent to the existing health and retail units delivered as part of phase 1.

Mixed employment

The masterplan proposes a “mixed employment” approach for Acorn Wharf and Castle View Business Park. This reflects a desire to promote a flexible mix of commercial activities ranging from conventional business uses (B1) to retail activities (A1 to A4). Castle View Business Park will continue to have a similar employment character. Opportunities exist to deliver new employment floorspace at the entrance to the business park, forming a cluster of business activity with the adjacent office building at the southern end of Acorn Park.

Acorn Wharf could accommodate a range of uses including office space, workshops, studios and ancillary space for retail and cafés.

Hotel

The preferred location for a hotel is adjacent to the retail uses in the station gateway area. Subject to longer term market conditions, an additional hotel could be delivered at Blue Boar Wharf in proximity to the waterfront retail uses. This site might also be appropriate for a small business centre.

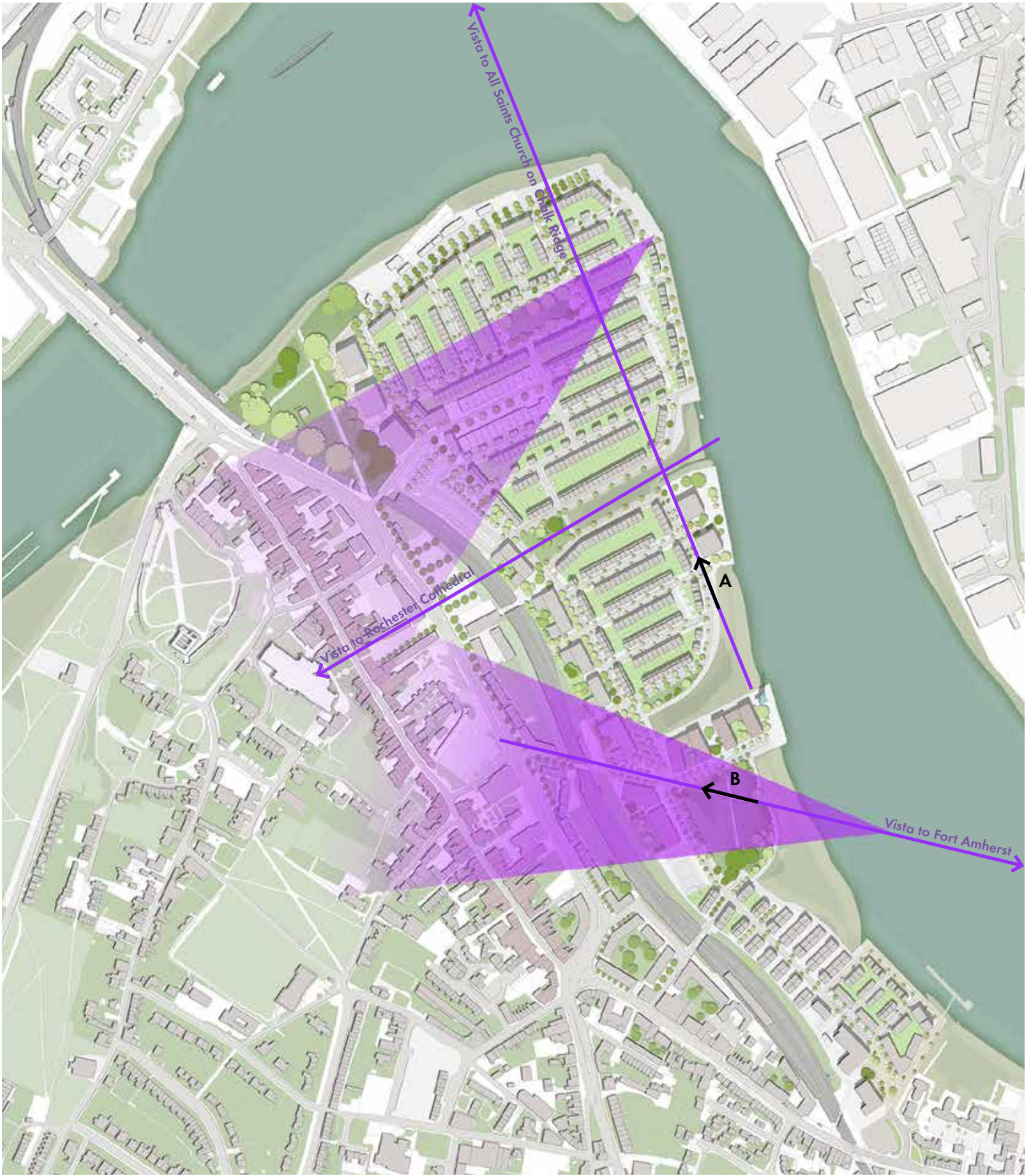
Community uses and education

The masterplan includes a new two-form entry primary school and nursery with associated play area and publicly shared all weather pitch, youth facilities, community / multi-faith centre and health centre. The new primary school is centrally located within the site serving Rochester Riverside as a whole. Additional community facilities including health facilities should also be provided in line with existing policy requirements and be designed flexibly to accommodate a wide range of future uses, activities and users. Development proposals should also include off-site recreation and sports provision. An indicative location for a new community building has been defined adjacent to Blue Boar Lane, the primary school and Furrell’s Park.



Non-residential hubs

- 1 Station Gateway
- 2 Castle View Business Park
- 3 Blue Boar Wharf
- 4 Acorn Wharf
- 5 Stanley Wharf



Key views and vistas

5.3.5 VIEWS AND VISTAS

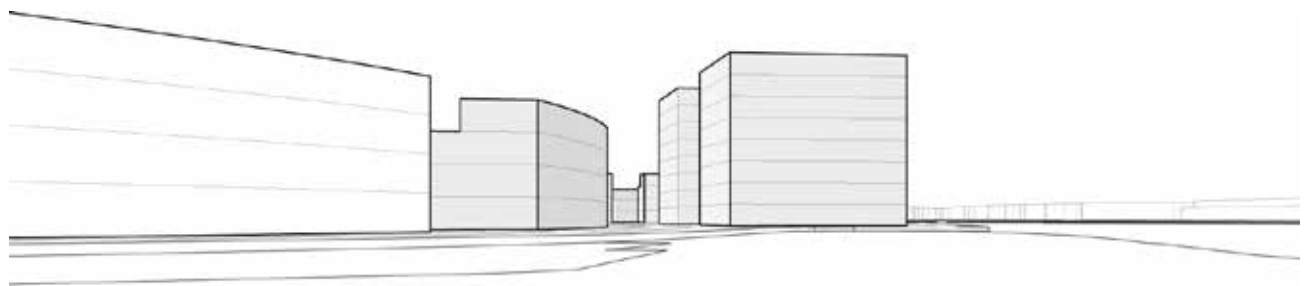
Medway Waterfront has a distinctive character with a substantial amount of remaining historic townscape assets. The landscape and riverside setting gives rise to many distinctive views and vistas. The adjacent plan illustrates the key views and vistas which exist within and through the Rochester Riverside site. These views from corridors and vistas should be considered carefully through the development proposals.

Detailed proposals for buildings of 5 storeys or above will need to be based on a comprehensive visual analysis. Development should respond to the following principles:

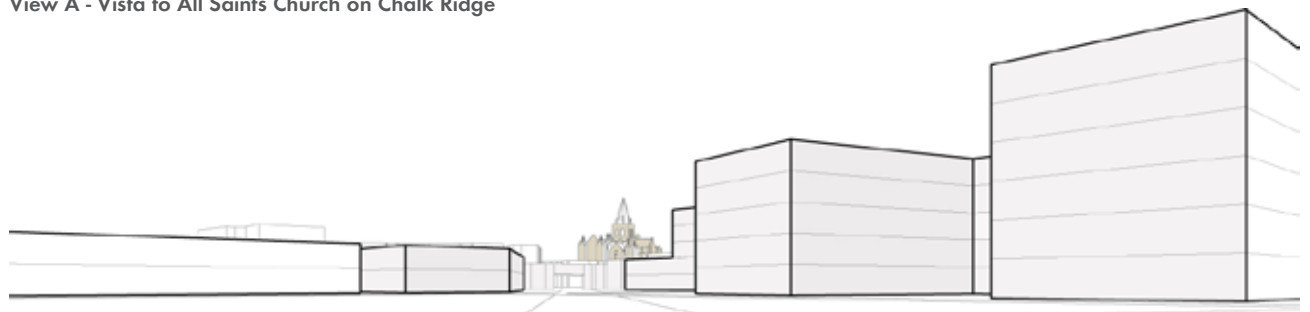
- **Creating view corridors** – development proposals should create primary internal view corridors that are framed by the castle and cathedral, and view corridors of defining local elements (e.g. parks and landmark buildings).

- **Protecting important views** – any future development will be evaluated against impact on important views and vistas. The layout of the built form is to strengthen the visual importance of the cathedral and castle by creating view corridors. Proposals of five storeys, and six to eight storeys may be acceptable within view corridors, but only if subject to a thorough visual impact analysis that demonstrates that development will not cause undue harms to key features of the protected views.
- **Respond to existing markers and landmarks** – the detailed design and development of Rochester should respond appropriately to the existing landscape markers. Rochester Riverside should form a sensitive and attractive backdrop to views of the Cathedral and Castle.

The following images illustrate a selection of simple townscape views which coincide with key viewing corridors and vistas as defined on the plan.



View A - Vista to All Saints Church on Chalk Ridge



View B - Vista to Rochester Cathedral

5.3.6 HEIGHTS, SCALE AND MASSING

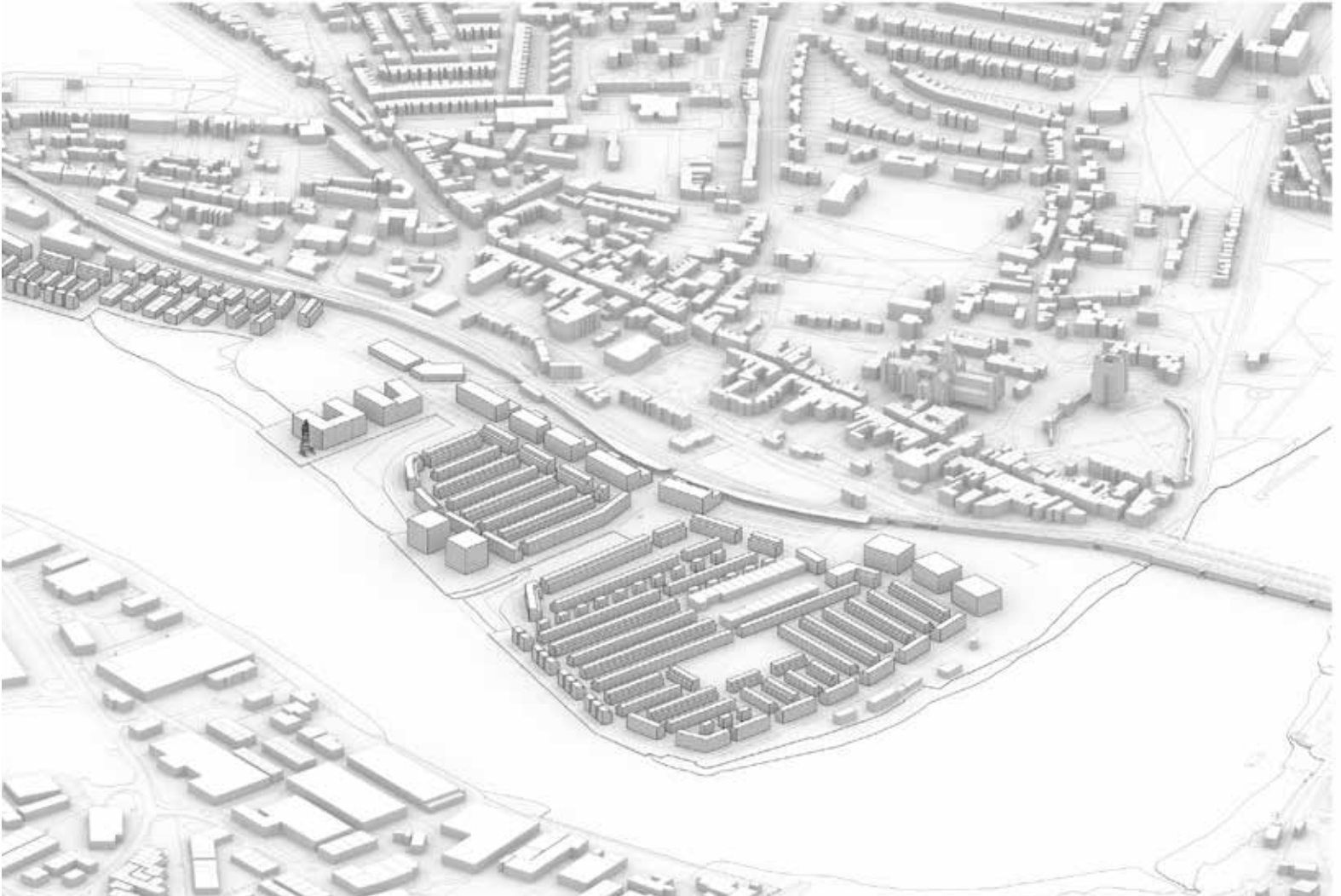
The adjacent plan provides guidance on the proposed building heights for Rochester Riverside. Heights range from 1 to 8 storeys, with the exact scale informed by a number of factors including viewing corridors, typology and enclosure of space.

More detailed scheme proposals would need to go further in showing appropriate modulation of building heights to create interest and variety.



- 6-8 storey
- 5 storey
- 4 storey
- 3 storey
- 1-2 storey

Building heights



The model above provides a broad summary of the approximate height and massing of buildings at Rochester Riverside with existing buildings shown for context



- flats
- mansion blocks/semi-detached houses/large terraced houses
- terraced house
- mews house

Residential typologies

5.3.7 DEVELOPMENT FORM AND HOUSING TYPOLOGIES

The adjacent drawing summarises the indicative of housing typologies embedded in the illustrative masterplan. The drawing should be read in tandem with the heights, scale and massing plan and guidance in the previous section. Although the drawing should be interpreted with a degree of flexibility, the following principles form a central element of the Development Brief:

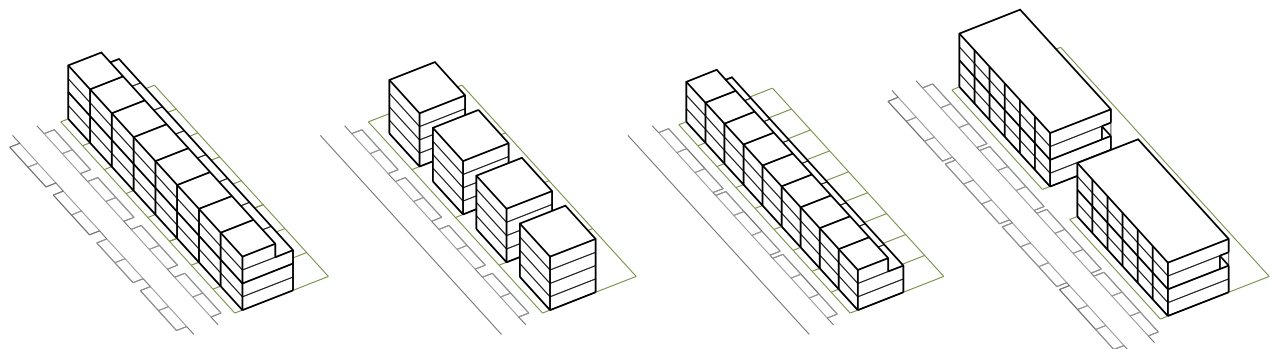
- **Apartment blocks:** Apartment blocks should be carefully located in specific locations. This is likely to be a dominant typology adjacent to the railway viaduct running north-south to the west of the proposed spine road. Specific opportunities also exist at points along the waterfront including Blue Board Wharf, the narrow site south of Cory Wharf and as part of a broader mix of low/mid-rise buildings at Stanley Wharf.
- **3 or 4 storey edges:** A particular typology is the use of 3 or 4 storey buildings with greater presence along key edges to the site such as the spine road and the waterfront. The purpose of this approach is to create a sufficient degree of enclosure to key spaces, with an human scale and appropriately urban character. These residential buildings could be delivered in

number of typologies including mansion blocks, large terraced houses, town houses or semi-detached housing. Mansion blocks could accommodate a range of different unit sizes and types, but the illustrative masterplan assumes that these are larger apartments.

- **2/3 storey terraced streets:** Many of the local residential streets are laid out with conventional terraced dwellings, echoing the successful character of historic Rochester.
- **Mews houses:** A small proportion of the residential dwellings could be delivered in a contemporary mews format. This typology works particularly well in the narrower parts of the site, either as streets in their own right (see area north of Stanley Wharf) or as part of the mix across the urban block (see Stanley Wharf).

Section 5.3.9 provides specific guidance on the approach to parking for the different housing typologies identified above.

It is important to note that the proposed framework of streets and spaces has potential to accommodate a wide range of different scenarios in terms of the mix of different housing typologies. Proposals should achieve a high standard of architectural design, seeking to add interest using features such as balconies, recesses and projections.



Potential variations in housing typology based on a single framework for the street

Brick



Brick - burnt headers



Brick - decorative



Combination of natural stone, decorative brick and slate roof tiles



Natural stone - rough



Natural stone - smooth



Weatherboard - white



Weatherboard - brown



Weatherboard - various

5.3.8 MATERIALS

The Development Brief provides a framework to manage and steer more detailed design work for subsequent phases of development. The materiality of buildings and key spaces is an important element in this, and will play an instrumental role in defining character and identity.

Local materials

Buildings should use local materials as far as possible with particular emphasis on brick for all buildings.

A range of colours and finishes should be employed including red, yellow and glazed brick. Varying brick types could be used to create patterns or highlight specific features within the facade.

Certain buildings might benefit from a specific, distinct treatment. For example, the mews buildings could employ a white glazed brick, in keeping with their traditional working yard character.

Other appropriate local materials could include the following:

- Weatherboard with a range of finishes including white, brown or black staining;
- Natural stones with both rough and smooth appearances; and
- Terracotta or slate tiles, or zinc / lead for roofs.

In terms of fenestration, timber and aluminium

frames will be welcomed but PVC is not appropriate.

The Development Brief seeks to limit the use of render as this is not in keeping with the local vernacular. Although some forms of metal might be appropriate as set out above, excessive use of contemporary metals including aluminium will not be acceptable.

Variation in colour will be encouraged, although this should be across an understated, limited palette.



Public realm treatment around the cathedral



Public realm treatment on The High Street



Restrained material palette with colour providing variation

Public Realm

Proposals should make reference to the area of public realm adjacent to the cathedral which employs a light coloured, cobbled stone to create an attractive, warm character. This approach should be replicated in special public realm areas, with the use of common materials for the pavement and roadway. Varying modules should be used to differentiate between the pavement and roadways.

Mews streets could incorporate clay paving similar to Rochester High Street to create a distinct street environment.

Although standard black top surfaces should be avoided in areas with an emphasis on pedestrian movement, other roads including the link road will be tarmacked. Natural stone chips should be rolled into the tarmac to create a more attractive finish.

The materials and character should vary along the length of the waterfront, reflecting the shifting character, form and function of the area.

Trees

Detailed schemes should demonstrate careful consideration of tree species, including early engagement with the Council's Tree Officer.

Residential streets should be well-planted with large trees with small foliage. The use of blossoming trees to create seasonal variety and colour will be welcomed. In broad terms, the link road with larger trees to create a boulevard character.

Areas such as the parks should feature a greater diversity of trees to create a distinctive setting.

It is recommended that areas leading to the routes through the viaduct should be planted with common species (e.g. Lime) either side of the railway to mark the threshold between the historic city and Rochester Riverside.



Bay windows



Balcony elements form an integral part of facade design

Roofscapes, balconies, bays and roof gardens

Proposals should seek to incorporate innovative forms of internal and external space which add value and maximise views of key spaces and the waterfront. Balconies should draw reference from wharf buildings through the use of industrial steel. The use of bay windows and roof terraces will create attractive, desirable spaces and varied residential streets which maximise views to the key spaces.

Proposals should seek to deliver a diverse roofscapae character through variations in height, materiality and detailing.

Boundary treatment

Proposals should demonstrate that boundary treatments have been considered as an integral part of the design process, and not an add-on at the end. Clear demarcation of public and private space is required including consideration of bin storage, parking and the design of privacy strips.



Appropriate boundary treatment



Appropriate boundary treatment



Roof gardens



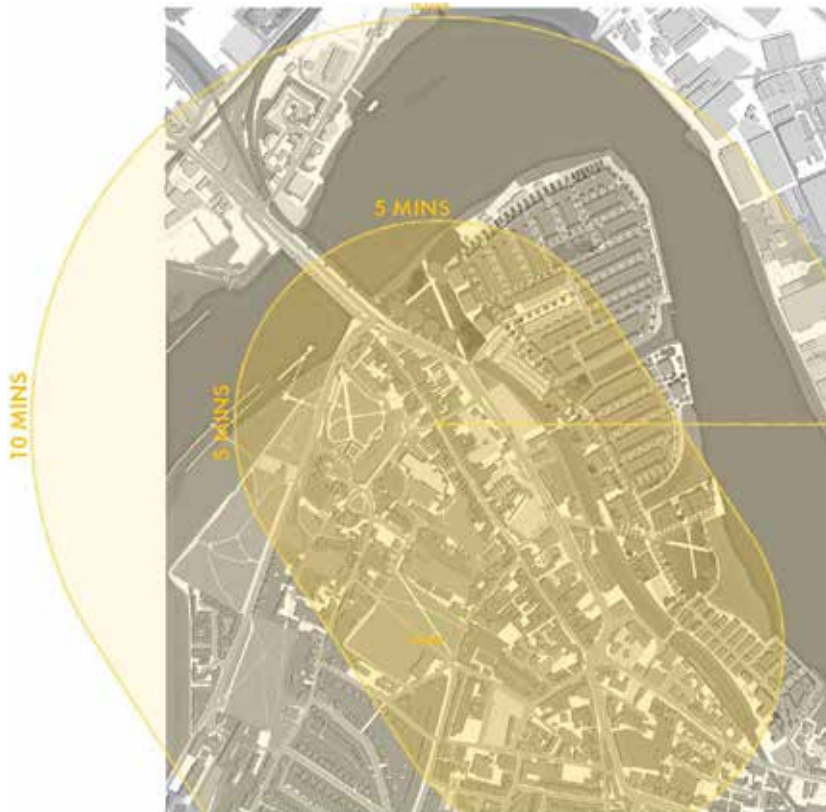
Diverse roofscapes

5.3.9 PARKING

A standard for Rochester Riverside

- Rochester Riverside is immediately adjacent to the historic core of Rochester, one of Medway's primary urban areas.
- The site will benefit from a major new railway station, opening up access to London, the continent and other destinations in Kent. The site is also close to existing bus stops and routes which serve Rochester. The vast majority of the site is within 5 minutes walk of the station, and the whole area is well-within 10 minutes of the station.
- The masterplan proposes two local convenience hubs situated in the central and southern end of the site. The split provision means a very high proportion of the site is situated within 5 minutes walk of one of these clusters.

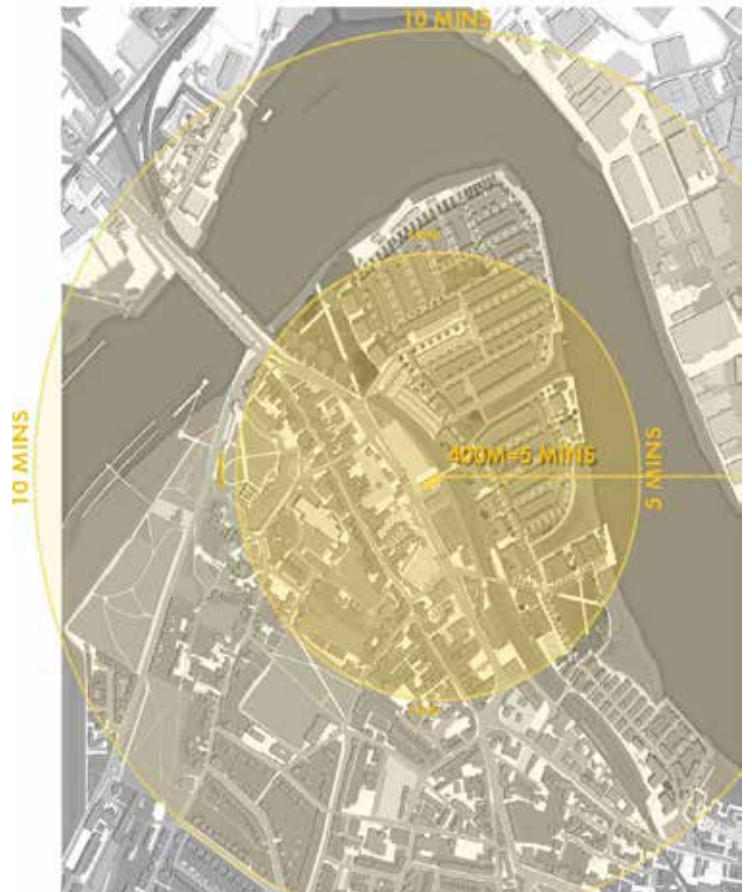
In that context, a specific standard has been established for Rochester Riverside which is set out on the following page.



Plan illustrating the indicative 5 minute and 10 minute walking distance from Rochester High Street



Indicative 5 minute and 10 minute walking distance from the local convenience hubs



Indicative 5 / 10 minute walking distance from the new station

A standard for Rochester Riverside

Following an extended process of feasibility and options appraisal including informal review by an all-member planning panel, the Rochester Riverside Board has indicated that the following standards would be appropriate for Rochester Riverside.

	Unit size	Proposed reduced parking standards Spaces per unit
HOUSING	Semi detached	2
	Large town house	2
	Terraces	1.5
	Mews	1
FLATS	Mansion blocks (flats)	1
	Flats	1
	Visitor	0.25

It is important to note the following:

- The categories in the parking standard table make reference to the housing typologies (and not just the number of bedrooms);
- The categories highlighted in yellow are those which entail a revision in the Council's overall standard;
- All units have a minimum of 1 space per unit + 0.25 visitor spaces;
- Houses have a minimum of 1.5 spaces per unit + 0.25 visitor spaces; and
- The Rochester Riverside standards envisage a small reduction in the Council's overall standard for flats and smaller housing units. These include mews housing which is likely to be a very small proportion of the housing mix and 2 bedroom terraces.

Based on an indicative development quantum of 1,400 units with an assumed mix of different residential typologies and house sizes, it is anticipated that the revised standard would result in an approximate 18% reduction in residential parking provision. Further flexibility such as a resident permit system for the Medway Council-owned long stay car park could also provide additional spaces at evenings and weekends. There is also future potential to create a multi-storey car park on the site of the long-stay car park if additional spaces are required now, or in the future.

Parking typologies

The adjacent plan illustrates the various approaches to parking provision. This should be read alongside section 5.3.7 which describes the approach to housing and development typologies across the site. The following guidance should be noted:

- Undercroft and deck parking: flatted apartment blocks, office buildings and other commercial space will incorporate decked or undercroft parking solutions. It is important that elevations adjacent to important streets maintain an attractive / active frontage where possible. Some larger residential typologies such as townhouses and mansion blocks might also make use of undercroft parking. Ideally, upper floors should overlook first floor roof terraces to create a more attractive setting for dwellings.
- On street parking: the vast majority of streets make use of on-street parking. It is important that the provision of parking bays does not compromise the wider character of the street in terms of privacy zones, street trees and boundary treatment.
- On plot parking: All mews housing will require a on-plot parking space as an integral garage.



Parking types - indicative parking arrangements based on the illustrative mix of housing typologies and uses in the current masterplan

Rear garages might also be incorporated as part of semi-detached units on the waterfront where appropriate.

- Surface car parks: A long-stay car park and a replacement coach park will be delivered adjacent to Gas House Road and the new entrance to the site from the relocated station. The long stay car park has potential to expand as a multi-storey car park as additional spaces are required. It is important that these surface car parks are integrated with the wider site through a sensitive landscape scheme which maintains the quality of this important gateway location.

5.3.10 ENERGY EFFICIENCY AND RENEWABLE ENERGY

The Council will require detailed proposals to comply with Building Regulations and adopted policies and standards in relation to energy efficiency and renewable energy.

All new development will be expected to maximise energy efficiency savings through passive design and building fabric improvements. Development at Rochester Riverside should seek to meet 20% of the residual on-site energy requirements from decentralised, renewable energy sources.

5.3.11 TEMPORARY AND INTERIM USES

Temporary, interim or meanwhile uses have a key role to play in creating a coherent and integrated sense of place and neighbourhood during the phased process of development at Rochester Riverside. Temporary activities have the potential to enliven key buildings or sites during the construction phase of adjacent parts of the site, or prior to the commencement of permanent development for certain phases. There are three main strands to this:

1. Creative re-use of buildings and structures:

The buildings at Acorn Wharf have a distinctive character and there could be potential for short and medium term re-use of the Wharf buildings for creative activities such as studio or exhibition space and festivals. Over time, this type of activity could help to create a reputation for Acorn Wharf as a cultural or creative destination, nurturing a demand for permanent economic activities and enterprise space, either in the existing wharf buildings, or in new contemporary space with a similar scale and presence on the waterfront.

The various railway arches also have potential to occupy a similar function and use. The Council is already promoting a more permanent use of the southern arches which is a very positive step in nurturing a sense of dynamism around the Doust Square area.

2. Temporary use of vacant / later phase sites:

The phased approach to development will result in opportunities to establish temporary uses or structures in key parts of the site. One area which would benefit from a specific strategy of interim activities is the areas adjacent to the railway viaduct in the vicinity of the long stay car park and replacement coach park.

Links should be forged with local creative sector organisations to facilitate temporary use of these locations, possibly as short-term installations or visitor attractions. The Union Street site near London's South Bank has been reinvented several times as part of the London Festival of Architecture. The site, which abuts a railway viaduct has been successfully re-programmed as an urban lido and an urban orchard, providing a popular location for local people and visitors.

3. Events strategy to enliven streets and spaces:

Rochester benefits from a number of regular events such as the Farmers Markets and Dickens Festival which are well-attended by residents and visitors. Medway Council should consider opportunities to integrate these events with Rochester Riverside site making good use of the new parks and open spaces delivered through the development.



Farmers market



New residential street looking towards the river

5.4 PLACE-MAKING

5.4.1 THE STREET



Types of street

The Rochester Riverside masterplan is defined by a network of streets, which are largely orientated east-west for maximum physical and visual connection to the water. The main types of streets included in the masterplan are described below.



Link road

Running parallel to the railway is Rochester Riverside's main linking road or boulevard. It is the widest continuous street in the masterplan characterised by larger scale trees, generally wider pavements and flatted developments along the railway corridor to the west. Many of the non-residential uses are located along this road, including the office block at Acorn Park, the new employment space at the entrance to Castle View Business Park, the hotel and retail unit at station square, the community building and school adjacent to Furrell's Park and the pharmacy and retail unit at Doust Square. The Railway Corridor is described in more detail in section 5.4.5.



Internal residential streets

The majority of streets in the masterplan are of this type. Resembling the successful form and character of existing neighbourhoods in Rochester, they should have a quiet, green character fronted by houses of 2 or 3 storeys. The road width should be at least 4.8m with on-street parallel parking either side interspersed with street trees. Pavements should be between 1.5 and 2m, with small front gardens providing a transition from public street to private dwelling.



Mews streets

The mews streets have no on-street parking as all mews houses have a garage incorporated at ground floor. The total street width from house to house is therefore much narrower creating

a more intimate street environment. They feel more private than the other residential streets as the majority are not through roads and are relatively short in length. With street space shared between cars and pedestrians the Mews streets will be more like shared yards than formal streets.

Waterfront streets

The waterfront streets in the masterplan include all the streets fronting the creeks and the riverside streets of Limehouse Wharf and Stanley Wharf. Each of these streets forms part of the riverside walk and as such are shared surface to give pedestrian priority with informal parking along the water's edge. The Creeks are described in further detail in section 5.4.4.



Riverside walk landscape plan



1



4



7



5.4.2 WATERFRONT

The waterfront at Rochester Riverside plays a key role in the masterplan providing new amenity space for residents of the development and the wider town. It is easily accessible, located only a few minutes walk from the town centre and the new railway station on Corporation Street.

Houses located along the water's edge are intended to be larger in scale and massing and views to the water are maintained through a network of permeable streets and a typical height of up to four storeys. A continuous, walkable edge of 1.6 miles runs between Doust Square and Acorn Park. Some of the route is wholly pedestrianised and other parts become shared surface. The route passes through a range of character areas including parkland, treed boulevards, commercial squares, quiet waterfront streets and semi-public residential squares. All internal streets are orientated towards the waterfront and many of the waterfront streets accommodate on street parking, creating a well-connected, active landscape.

It is intended that this varied waterfront will become a defining feature of Rochester Riverside.



2



3



5



6



8



9



Rochester



Hafencity, Hamburg



Veerhaven, Rotterdam

Types of open space

The masterplan broadly defines three types of open space: public parks, neighbourhood spaces and local places. Each space should accommodate a variety of activity and have its own specific character relating to its location and role within the neighbourhood.

Public parks

There are two public parks within the masterplan, both of which should take advantage of their waterfront location.

Acorn Park is situated at the north-west corner of Rochester Riverside and houses the Roman Wall. It is the more tranquil of the two parks and will be heavily treed with defined legible paths, similar to many of the parks found within Rochester town centre. Careful consideration must be given to the design of the apartment blocks along the eastern edge of the park to ensure the open space remains well connected.

Furrell's Park will be used as both a thoroughfare and for recreation due to its central location and its proximity to a range of public activities. It should feel more urban in character than Acorn Park, with smaller scale trees so as not to block views of the Medway. Its design should take into account the commercial offer of Blue Boar Wharf to the North, potential use by the adjacent school to the west and its relationship to the adjoining riverside walk to the east.

Neighbourhood spaces

A number of neighbourhood spaces have been identified. Their character tends to be focused around the waterfront. These include Acorn Wharf, the creeks and Blue Boar Wharf. Each of these areas is described in greater detail over the next few pages.



5.4.3 OPEN SPACES



Eldon Square, Reading



Nightingale Square, Clapham

Local spaces

Local spaces are those that are most often used by residents in the immediate vicinity. Rochester Riverside's local spaces include Limehouse Gardens, the Square at Doust Way and Cory Gardens located at the end of Cory Creek.

Both Cory Gardens and Limehouse Gardens are intended to follow the typology of a typical Victorian residential square. Larger scale houses front these spaces and they have the potential to accommodate growing spaces, play areas and communal seating for local residents. Both have parking along their edges to provide a threshold between the road and the gardens. Cory Gardens will feel more public as it is located on the main thoroughfare and sits opposite the station square, whereas Limehouse gardens will be more intimate and enclosed.

The square at Doust Way will be hard landscaped and laid out as a shared surface to give pedestrian priority. The residential buildings to the north-east of the square should be designed so as to provide an appropriate edge to this new public space, whilst ensuring units have suitable levels of privacy.



Artist's impression of Cory Creek



5.4.4 CREEKS

The creeks at Rochester Riverside are large, open areas that enable views and connections between different streets and the water and also back to historic Rochester. The streets that run along their edges form part of the Riverside Walk and are intended to be enjoyable amenity spaces where residents can walk, cycle, play and relax.

Cory Creek

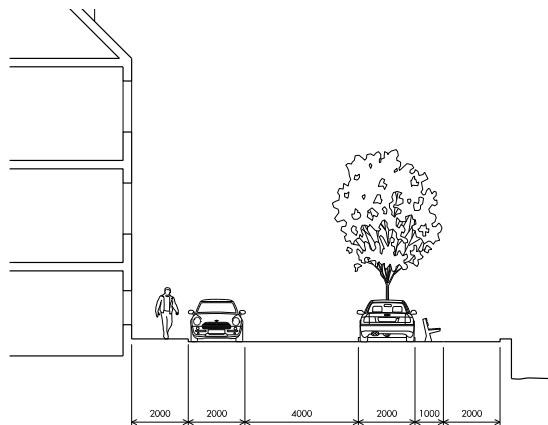
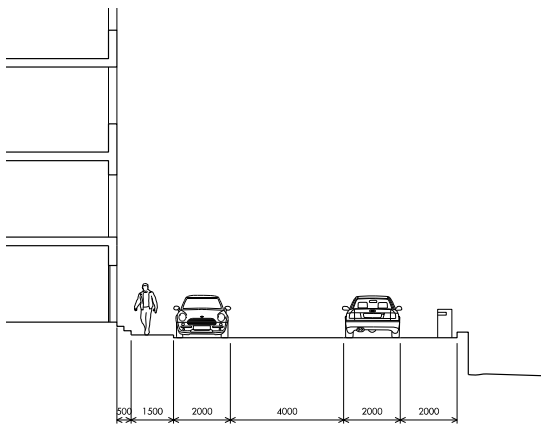
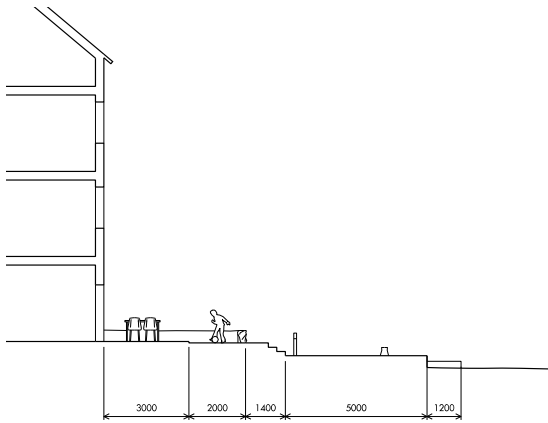
Cory Creek is located opposite Station Square and it is your first impression of the water upon entering Rochester Riverside from the Station. Cory Gardens provides a small neighbourhood space at the entrance to the creek with clear views back to the Castle and Cathedral of Historic Rochester. Streets are shared surface with informal parking along the water's edge.

Blue Boar Creek

Blue Boar Creek forms the edge to a radial street, with larger houses fronting the water. To the North, two special apartment blocks are given private river frontage. Blue Boar Wharf to the south is intended to be an animated, hard landscaped space which is fronted by apartment blocks with commercial uses at ground floor.

Furrell's Creek

Furrell's Creek is the most public of the Creeks with Furrell's Park and Blue Boar Wharf taking up a large part of its edge. From Furrell's Park there are clear views back to the Cathedral and Castle in the Town Centre. The short Mews Streets to the South are all orientated towards the water to enable each Mews house to enjoy the benefit of their waterside location.



Example edge conditions



Artist's impression looking towards the station square and hotel



5.4.5 RAILWAY CORRIDOR



Street environment

The railway corridor includes the main link road through Rochester Riverside. It is orientated north-south with three points of vehicular access from the other side of the railway; these are at the edge of Acorn Park, by the proposed location of the school and at Doust Square. There are further pedestrian only crossings at the new station and from the A2 Rochester bridge down into Acorn Park. The link road is intended to be a tree boulevard, wider than the internal streets of the masterplan, with a continuous road width of 6m. The pavements are also more generous to accommodate increased foot fall and larger trees. Particular attention should be paid to the design of the ground floor condition of the large town houses and mansion blocks that front the eastern edge of the road to ensure adequate levels of privacy are achieved. The link road is able to accommodate a high proportion of perpendicular on-street parking.

Residential typologies

The majority of flatted development in the masterplan is located between the main spine road and the railway, with building heights determined by protected views and vistas and undercroft parking potential. Most residential blocks have undercroft parking facing the railway with maximum usable edge to prevent dead frontages. The three most northerly blocks have a special location facing onto Acorn Park.

The Station Square

A station square is proposed at the gateway to the new station. This will be where the hotel is located with potential for commercial at ground floor. On the opposite side of the square there will be small retail space, likely to be a foodstore and other convenience retail.



Railway corridor plan



View 1 - Artist's impression of Doust Square



5.4.6 STANLEY WHARF



As the first phase of the masterplan to be delivered, it is particularly important that the place-making aspirations of Stanley Wharf are implemented well to set a precedent for the rest of the masterplan area.

Doust Square

Doust Square was established through the original phase of development and should provide a strong point of arrival to Stanley Wharf. An existing pharmacy and shop front onto the square on its western edge and new 4 and 5 storey residential blocks will face onto the square from the east. These dwellings should be designed appropriately to have adequate levels of privacy at ground floor while providing a strong edge to the square, completing the enclosure of the space. Vistas towards the Riverside should be enhanced.



View 2 - Artist's impression of Stanley Wharf waterfront



St Andrew's, Bromley-by-Bow



Terraces, Barking Riverside



Maidstone Road, Rochester



Brighton College



View 3 - Artist's impression of mews street



Watts Avenue, Rochester



Mews Houses, Barking

The Riverside

Higher buildings are located along the waterfront with potential for a special tall building at its eastern end. In front of the tall building there is opportunity for a secondary public space to exist overlooking the Medway. The waterfront street should be generous in width and have a shared surface, giving cyclists and pedestrians priority. Informal parking will be located along its edge. The street forms part of the riverside walk and should be seen as an amenity space for residents to walk, cycle, play and relax.

Residential Streets

All interior residential streets are orientated towards the riverside enabling maximum physical and visual connections to the water. These streets will have a domestic scale with heights reduced to 2 and 3 storeys and a variety of housing typologies.

Streets and spaces should echo the successful form and character of existing neighbourhoods in Rochester but with architectural form and detailing more contemporary in character. Material choice should draw on the traditional local context.



Artist's impression of Acorn Wharf streetscape



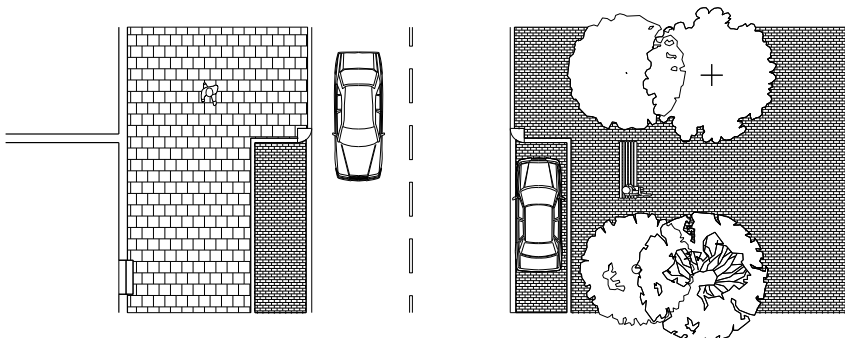
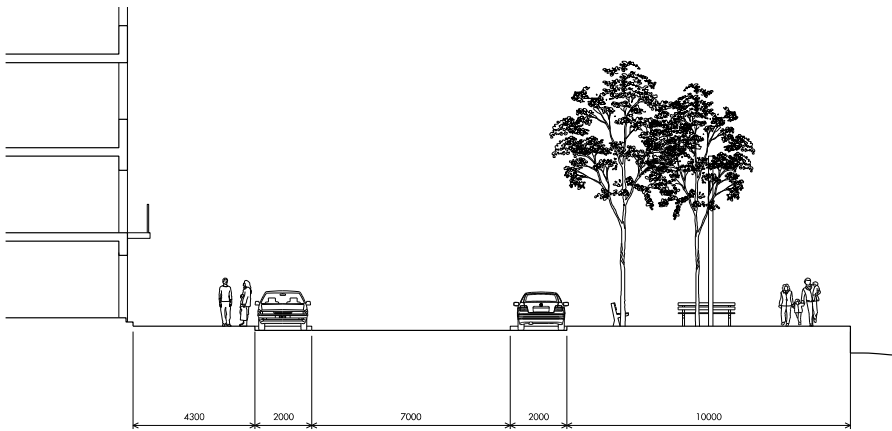
5.4.7 ACORN WHARF



Existing wharf buildings



Waterfront parade



Suggestive landscape drawings of Acorn Wharf streetscape

Commercial Buildings

Acorn Wharf is one of the commercial hubs at Rochester Riverside. It is envisaged that a flexible mix of commercial activities will be promoted here, including office space, workshops, studios and the potential for a small amount of retail and cafes. The character of Acorn Wharf should take precedent from Rochester Riverside’s industrial heritage and as such it is anticipated that the existing Shipyard buildings will be reused and renovated.

Acorn Wharf Parade

A wide, tree lined parade stretches the length of Acorn Wharf, forming the beginning of the riverside walk. It should be a hard-landscaped space that is able to accommodate a range of uses including public events, seating, cyclists and pedestrians and outdoor terraces for the commercial units. The parade also serves as a transitional space from residential street to commercial hub. On-street parking on both sides of the street provides the additional spaces required by the large townhouses and mansion blocks and a number of additional spaces are allocated for commercial use alongside the Shipyard Buildings.



Artist's impression of Blue Boar Wharf



5.4.8 BLUE BOAR WHARF



Existing Blue Boar Wharf

Blue Boar Wharf is a hard-landscaped public space overlooking the Medway. It forms part of one of Rochester Riverside's commercial hubs and is intended to be a destination for food, drink and retail activities.

In keeping with the industrial heritage of the Riverside, the historic crane should be kept as a focal point in the space and there should be provision for seating, cyclists, pedestrians and outdoor terraces for the commercial units. It is intended to have a much more commercial focus than other public spaces within the masterplan.



Castle View Option 1



Castle View Option 2



5.4.9 CASTLE VIEW BUSINESS PARK



Existing Castle View business park



Iliffe Yard, Kennington



Iliffe Yard, Kennington



Peacock Yard, Kennington

Castle View today

Castle View Business Park currently sits outside the masterplan area and as such it is likely to maintain a similar character to what exists there presently. However, additional employment floorspace is proposed at the entrance to the business park, forming a cluster of business activity with the adjacent office building at the southern end of Acorn Park. There is also potential to re-landscape the interior street of the business park to make it more keeping with the rest of the masterplan area.

The spaces adjacent to the Castle View Business Park should be designed to enable any future redevelopment of the site to be implemented with ease.

Castle View in the future

Should the site be redeveloped a suitable precedent is the Pullens Estate in Kennington, consisting of Pullens Yard, Iliffe Yard, Peacock Yard and Clements Yard (see images to the left). These are a series of tenement blocks with working yard interiors. Formal flats and houses are located at the perimeter with office and workshop units on the interior and small commercial units at entrances to the yards. This domestic type of mixed employment space would be an appropriate typology for the residential neighbourhood in which Castle View Business Park sits. In addition, with many more people freelance or working from home individual work units in a communal setting could be a popular proposition for Rochester Riverside.





CHAPTER 6:
**DELIVERY AND
IMPLEMENTATION**



Phasing plan illustrating the indicative sequence of development

6.1 DELIVERY

Background

Delivery of development at Rochester Riverside is being led by Medway Council, strongly supported by its partner, the Homes and Communities Agency (HCA). Strategic direction and decisions are provided by the Rochester Riverside Board which is chaired by the Leader of Medway Council and made up of Medway Council member and officers and HCA representatives.

The implementation of development at Rochester Riverside has already been underway for some years. Over £90 million of funding has been invested in site assembly, land raising, flood defence and river wall installation and site remediation. A new riverside walk and cycleway opened in 2008.

The new access to the site at Doust Way has been created and the first phase of development comprising affordable and extra care homes, retail units, car parking and a landscaped square was completed in 2013.

Construction of the new £26 million Rochester station has commenced and is due to be completed by December 2015. The commencement of the next phase of development, Stanley Wharf, has started with the tendering for a development partner.

Further investment in the site will take place with the construction by the Council of the link road between Doust Way and Gas House Road which will provide the primary north-south route through the site alongside the development of a long-stay car park close to the station and a replacement coach parking area.

Role of the Masterplan and Development Brief

A principal purpose of this new Masterplan and Development Brief for Rochester Riverside has been to provide a review and update from the 2004 Development Brief and 2006 Masterplan which reflects works carried out to the site, current planning policies and design standards and the economic and market context.

The masterplan is based on five main design principles. Key amongst these is flexibility and deliverability. The masterplan incorporates a flexible approach which allows a range of different housing typologies to come forward over the lifetime of the development, within an overall framework of streets and spaces. This approach prioritises deliverability and allows the development to respond to changing patterns of demand over time. Additionally, the masterplan has been informed by a robust understanding of market dynamics and trends.

Land Ownership

Over many years, Medway Council and the HCA have pursued a process of land acquisition and have assembled almost the entire Rochester Riverside site in their ownership. Castle View Business Park and Acorn Shipyard currently remain in private ownership but do not provide any constraint on development.

Delivery Approach

As landowners and significant investors in the Rochester Riverside site, Medway Council and the HCA will continue to lead the delivery of development. These partners will seek to ensure the aims of this brief are delivered and that the public sector receives a return on the significant investment which has been made in the site. It is expected that the continued implementation of development will be undertaken in partnership

with private sector development partners. In common with the flexibility shown by the new masterplan, there is flexibility in the delivery structures which may be used. The options may include the following;

- direct development by the Council and/or HCA;
- joint venture development with private sector partners;
- land sale to private sector partners.

As development progresses, the partners will continually review the most suitable delivery structure to be used according to the circumstances. Whichever delivery structure is being used, the partners will expect to use their position and influence as landowner to control the implementation of development and ensure that the development which is actually delivered meets the design and quality standards set out in this brief. Measures will include landowner approval of planning applications and permitted drawdown of land only on successful completion of earlier phases.

Phasing

Consideration has been given to development phasing and an indicative phasing plan is shown. The phasing plan reflects the potential for delivery of development to utilise the two main vehicular access points at Gas House Road and Doust Way allowing development phases to come forward in parallel.

It is expected that the next phase of development after Stanley Wharf (Phase 1) will involve a substantial development around the new station (phase 2) followed by the land immediately to the north of Stanley Wharf (phase 3). Subsequent phases of development are envisaged to expand outwards from this central node.

However, the phasing plan shown is illustrative only and may be subject to change as development progresses. Further phasing detail will be required to be provided in individual planning applications.

It is envisaged that, given the significant scale of development, overall implementation will take 15 – 20 years and it is acknowledged that the rate of delivery of development will be influenced to a large extent by the prevailing market conditions

Planning Obligations

Developer contributions are currently based on the Medway Council Developer Contributions Guide (November 2012) which is an adopted SPD but is currently being reviewed and updated. It should be noted that as a unitary authority Medway Council is responsible for the full range of local government services including education and social services. The SPD covers:

- Affordable housing
- Open space
- Environmental mitigation
- Children's services (schools)
- Community development
- Transport and travel
- Training and workforce development
- Adult services social care
- Health
- Waste and recycling

Technical guidance for individual service areas is provided in the SPD, including individual contributions and how these are calculated (including formulae).

In relation to affordable housing, the Council's policy target is to seek at least 25% of homes to be affordable homes.

Management Company

It is the intention of the Council and HCA to set up a Management Company for Rochester Riverside to manage and maintain the non-adoptable public areas of the site, including the River Walk and any green spaces and minor access roads. The Management Company will likely take the form of a Community Interest Company (CIC). Residents will be required to pay a service charge to the Management Company to cover the costs of management and maintenance of these areas.

The River Wall will remain in the ownership and maintenance responsibility of Medway Council.

Planning applications

In the absence of a fixed delivery structure, a flexible approach to planning applications is encouraged. Depending on market conditions and the size of individual phases, small detailed applications could be progressed (such as Stanley Wharf). Larger phases might entail outline applications or hybrid applications (i.e., part-detailed, part-outline) with sub-phases dealt with as reserved matters applications.

Applications are likely to be made by selected private sector development partners but some phases or uses might be submitted for planning permission by the Council or HCA.

Design quality

Chapter 5 identifies a flexible framework of guidance and principles which sets a robust context for more detailed schemes to be delivered.

The Council proposes to retain the masterplanning team to monitor the quality of emerging proposals to maintain a high standard of design, and to ensure that proposals are consistent with the overall vision for Rochester Riverside.

As part of this process, the Council might seek to prepare more detailed design guidance or coding for key phases of the development.

Schemes for individual phases will be required to attend Design Review at an early point in the design process.



CHAPTER 7: **NEXT STEPS**

The draft SPD will be subject to a 6 week period of consultation starting on 28 April 2014 and ending on 6 June 2014.



7.1 NEXT STEPS

Consultation

The Rochester Riverside Development Brief will be subject to a 6-week period of consultation in line with the adopted Medway Council Statement of Community Involvement.

This will commence on 28 April 2014 and finish on 6 June 2014.

Following a detailed review of comments and responses, the Council will agree changes to the report and update the guidance accordingly.

**Allies and Morrison
Urban Practitioners**

85 Southwark Street
London SE1 0HX

telephone +44 (0)20 7921 0100
facsimile +44 (0)20 7921 0101
web alliesandmorrison.com