

Appendix 3 – Draft report on consultation responses

Key issues:

1. Generally supportive of the overarching proposals, scale of growth and the design and character of the Masterplan. Supportive of the location of the new train station.
2. Main concern related to traffic congestion, particularly via Rochester Bridge to Strood during peak hours. Proposals should include reference to the upgrading of the road network in Strood Town Centre and Corporation Street to alleviate the additional traffic created by the new station and riverside development.
3. Other concerns included:
 - ◆ Service provision – need for additional medical facilities, schools, shops etc to serve existing and future community.
 - ◆ Affordability of housing for local people.
 - ◆ Integration with existing town and High St.
 - ◆ Design quality – should be an aspirational development.
 - ◆ Car parking for new station and residential development.
 - ◆ Non-residential uses should not compromise the primacy of the High Street – although it was recognised that it was important to establish some degree of critical mass on the site.
 - ◆ New bus routes should be introduced to serve the new station.
 - ◆ Lack of ‘destination’ on the waterfront – what will attract people to the riverside? Need activity on the waterfront. Bars/restaurants/mooring facilities.

Table 1: initial analysis of online comment forms:

Address	Resident/Organisation	Positive	Negative	Suggested changes
St Margaret Street	Resident	Overall design and character.	Traffic impact on already stretched road system - Corporation St, Rochester Bridge and A2.	Traffic congestion should be dealt with.
Marlborough, Wiltshire	Agent acting on behalf of business owner	Ambitions behind the brief are welcomed and supported.	The Brief does not address why development has not been forthcoming in the timescale originally proposed.	The terms by which the Council releases land ought to be debated in the brief. The layout of the site could be more imaginative than proposing terraces in the manner shown. Variety could be created through squares overlooking the river.
Moat Homes	Registered provider	The master plan is a practical address of the opportunities on the reclaimed site. Encouraging seeing this level of investment and venturing particularly given the scope of the enabling works involved. The plan utilises the potential to link	Only part reference to services inclusion (primary school). Greater explanation of wider educational, NHS & dental etc facilities needed. Additionally, as the site is effectively land locked between the river Medway and the main line railway,	Needs to be further proposal towards traffic infrastructure given the obvious impact further to the completion of all phases.

		Rochester with Chatham strategically through comprehensive regeneration.	has the interface/access with each been considered to best effect?	
Rochester Gate	Resident		Site lies within serious traffic bottleneck. Brief contains no thought on ameliorating the seriously increased problems.	Better to use the riverside site for a new Medway hospital, which is long overdue.
York Road	Resident		Difficult to get a really good sense of how much space/how many shops & restaurants there will be.	More waterside bars, restaurants and some shops.
Unknown	Unknown		No reference to a supermarket being included. The current problems encountered crossing Rochester Bridge to get to the '4' supermarkets in Strood can only become worse with the number of additional households proposed.	A new supermarket in Rochester Riverside would make life much easier for current residents as well, by not having to cross the Bridge, sometimes in horrendous traffic, thereby also easing A2 traffic flow.
Ash Crescent	Resident	Welcome the concept of a riverside pedestrian and cycle route.		Seek assurances that the cycle and pedestrian facilities will meet the standards encompassed in the current Sustrans design manual. 20mph speed limit for motor

				vehicles should apply.
Natural England	National Agency	<p>Natural England is supportive of the reuse of brownfield sites and welcomes the Council's aspiration to provide new publicly accessible open space and links to through and across the site.</p> <p>Overall the Masterplan has covered the areas that Natural England would expect to see in such a document, and has referenced appropriate and relevant legislation.</p>		<p>Biodiversity and the natural environment in the development to ensure the borough's green infrastructure is designed to deliver multiple functions.</p> <p>There is potential to consider inclusion of green infrastructure such as green/brown roofs as well as living walls to help enhance the ecology and biodiversity of the area, which should be delivered as part any phased development.</p>
Unknown	Resident	Good that the riverside is being rejuvenated and that will bring more interest to the area.		No mention has been made with regards to building more medical facilities.
Unknown	Visitor to Rochester			Need to include lots and lots of green areas including trees into the regeneration plans. Plus include many restaurants and coffee shops.
Chapel Houses	Resident		The brutalist, blockish architecture is badly out of touch with the varied	

			<p>rooflines of surrounding buildings and townscapes, from medieval onwards. For posterity should consider far more pitched, angled, curved rooflines.</p>	
Meresborough Road	Resident		<p>Unclear how health services both primary and acute, are to be improved and sustained for the additional residents from the new houses. Further strain on health resources. Unaffordable housing. Road congestion.</p>	<p>Need to provide housing for elderly and disabled.</p>
Prospect Place	Resident		<p>Concerned about potential lack of parking for residents and visitors.</p>	<p>If the site is to become a sustainable community and destination in its own right then further parking must be provided.</p>
Maidstone Road	Fund Managers		<p>Adds very little amenity to Rochester. Will add enormous strain to the already stretched services to the area, particularly the road network. The scheme has no anchor attraction.</p>	<p>A anchor attraction. A greater variety of uses. A big multi storey car park. Better integration to the existing High Street. A wider strategy for traffic management (which needs to include Strood to clear the Medway bridge).</p>

			<p>The phasing over such a long time is poor and will end up fragmenting the overall offer.</p>	<p>More employment uses. More educational uses.</p>
<p>Diocese of Rochester, Rochester Diocesan Board of Education, and Rochester Cathedral</p>		<p>Welcome the Rochester Riverside development as a way of bringing regeneration and a boost to the tourist industry in Medway.</p>	<p>Concerns about interface with the rest of Rochester. Careful consideration needs to be given to how the barrier of the railway can be mitigated.</p> <p>New community must relate well to the existing community. Has to be clear how the new housing and shops will relate to the High Street.</p> <p>Too many straight lines on the development? Concerned that strong sight lines of the Cathedral and Castle should be available from the Riverside, but suggest that glimpses can be as interesting as full views.</p> <p>Plan does not clearly show that the riverside path/spaces are entire and coherent, and capable of allowing activity.</p>	

Crow Lane	Resident		Traffic from a 1400 house development will bring vehicle movement to a standstill during busy hours.	
Rochester Bridge Trust		The Trust is pleased to see progress being made on the redevelopment of the site, which is hoped will increase the profile of Rochester as a place to live and work, leading to a general improvement in the level of demand for property and much needed support for the High St.		Must be sufficient car parking for the full range of householders. Development must be seen as an integral part of Rochester.
Weston Road	Resident	Like the reduced density and larger units, plus the traditional street layout. Need to provide affordable, market priced family housing. Like the Artist's Impression of Blue Boar Wharf. Good idea to give visitors to the park easy access to retail outlets. Welcome the aspiration to broaden the commercial offer but this should not	No reference made to the evening economy and increasing problem of anti social behaviour on Rochester High St. References to public transport, walking and cycling within the document are weak: The proposed main north/south road should be a cycle route. The pedestrian and cycle links to the High	Would like to see a high quality hotel on site. Need to make a statement that planning documents for each Medway regeneration area should be considered in relation to each other to give leeway in regards to policy development.

		distract from the High Street.	<p>Street should be made clear. All roads on the development should have a 20mph speed limit. Document makes no reference to how the development will link to the bus network.</p> <p>No reference is made to set the scheme in context of regeneration of Medway as a whole. Don't like the phrase 'best place to buy a house in Medway' as has negative connotations for other regeneration sites.</p>	
Unknown	Unknown	Brief is very aspirational – details will provide the 'proof in the pudding' for the success of the project.	The new report and artwork illustrating the "grain and connectivity" convinces no one that the need to link the development with the city has been fully explored - the presence of the embankment and the traffic flows on Corporation Street remain as very significant barriers.	
City of Rochester Society		The masterplan represents a distinct	Some concerns about a continuous 'wall' of	Architecture must be of the highest quality and

		<p>improvement over earlier proposals.</p> <p>The inclusion of a good proportion of terraced housing with gardens is a particularly welcome development, offering attractive family homes.</p>	<p>development along the waterfront. Some breaks could quite easily be made into this arrangement, allowing spaces to be created adjacent to the riverwalk.</p> <p>Difficult to visualise how the connectivity between the waterfront and historic centre can be achieved.</p>	<p>reflect the diversity of styles and detailing to be found in other parts of historic Rochester.</p> <p>Access to the water must be an important consideration – potential for provision of landing facilities for visiting vessels?</p> <p>The Brief is ambiguous about the future of Acorn Shipyard. Shipbuilding and repair have taken place on this site for centuries; its continuation should be encouraged, not least because it can only enhance the diversity and appeal of the riverside scene.</p> <p>Roman/Medieval city wall - it is to be hoped that this structure can be permanently exposed to view as a feature of the regeneration project.</p>
High Street	Resident	Brief appears well	Question the logic of the	Need to also review the

		<p>considered and represents a significant improvement over earlier proposals. Lower density, mix of residential types and the use of a generally terraced housing model appropriate for an extension of Rochester's historic centre.</p>	<p>site being predominantly housing. An alternative vision might be of a new urban quarter which itself qualifies as a destination and which more purposefully takes advantage of its situation on the river – by accommodating a cultural destination. Risk that the riverside might become a housing ghetto if not. Does not relate well to the Corporation St Development Brief.</p>	<p>Corporation St SPD to ensure developments are complimentary and encourage an holistic approach to development in the area.</p>
English Heritage	National Agency	<p>Support the overall conclusions of the draft SPD and think that it will be an aid to securing the quality of new development.</p> <p>Brief responds to the NPPF (2012) and note that the environmental role for sustainable development includes seeking positive improvement in the quality of the historic</p>		<p>Content in the Brief for archaeological issues should be enhanced.</p> <p>Will be a need to consider any effects on the settings of the numerous heritage assets west of the line formed by the railway. Particularly relevant existing views and vistas – the document needs to be more specific on these.</p> <p>Reference should be</p>

		environment. Support the advice of the SPD for new development in order that this might be complimentary to but not wholly copy the strong character of historic Rochester.		made to the former history of the site and the large amount of activity that took place around its hoards.
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