

Strood Civic Centre Site

Medway Development Company

Welcome

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Introduction

This consultation focuses on the redevelopment of the former Strood Civic Centre Site.

Medway Council is delivering ambitious plans to regenerate its urban areas and with substantial land holding, the Council can positively contribute to this objective. A key part of this is delivering new homes which reinforce economic growth and help revitalise areas. Medway Council therefore, created Medway Development Company Ltd. to deliver high quality residential developments and are seeking to regenerate the Strood Civic Centre Site as part of the next stages in the exciting plans for improving Strood.

This consultation is about seeking your views on our proposals for the site before a planning application is submitted.

Our Vision

Our vision for Strood Civic Centre Site is to deliver exemplary architecture, exciting new landscaped areas and accessible public realm spaces. Strood Civic Centre Site will be thoughtfully designed to complement and enhance the surrounding neighbourhood to benefit both current local and future residents.

The residential led scheme will secure the regeneration of this highly sustainable brownfield site and will provide an outstanding legacy for Strood, a place that everyone can be proud of for decades to come. It will be a place for people to live and enjoy with sustainability and community at the heart of the proposals, while complementing the local heritage of the site.

<p>185 new homes</p> <p>High quality new homes including those for families, first time buyers, or downsizers with 25% of these being affordable homes. Around 128 parking spaces and cycle stores.</p>	<p>Improved public realm and landscaping</p> <p>Riverfront Park with children's play area. Upper public realm terrace with spectacular viewpoints of the Castle & Cathedral.</p>	<p>Community Involvement</p> <p>Opportunity for local residents to influence the design proposals.</p>	<p>New Waterfront Cafe/Bar</p> <p>Café</p> <p>New cafe/bar with public realm overlooking the River Medway and Rochester Castle and Cathedral.</p>	<p>High Quality Energy Efficient Design</p> <p>The new homes will be designed with sustainable technologies, providing a low carbon future-proofed living.</p>
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Location

The site is located in a prominent corner in Strood.

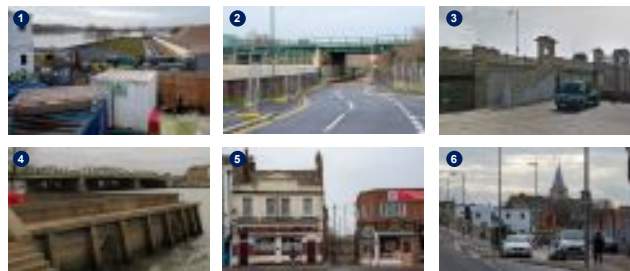
The proximity of the Strood Civic Centre site to the High Street makes it the perfect location for residents to participate in the community and for the wider community to enjoy Medway Riverside.



Existing situation

Flooding infrastructure works have been carried out to provide a platform for the development and reduce the flooding risk.

The site is currently occupied by an ambulance rest station that is to be re-provided on site.



Historic Development of the Site

The history of Strood is to be embraced and celebrated as the town looks ahead, to further its character and identity within Medway. Strood's history is intertwined with Rochester, being connected by the bridge. Strood was the productive and industrial engine, which supported Rochester as a religious and civic centre. Strood's town centre has been shaped by industrial infrastructure, with rail bridges and viaducts marking the entrance to the town, creating its own walled town to mirror Rochester across the river. The town's location on the River Medway has also been a thread to the identity of Strood. The historic nature and more of the river, the railway viaduct, Rochester Bridge and its industrial heritage could further enhance Strood's identity in Medway.



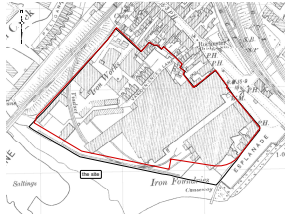
1768-1769 map



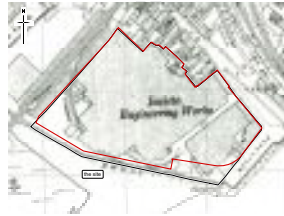
1844 map



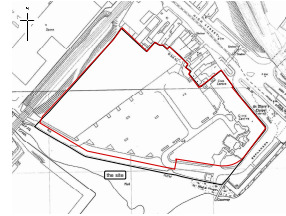
1867 Ordnance Survey



1897 Ordnance Survey



1934 Ordnance Survey



1987 Ordnance Survey

Historic Buildings on Site and around the Site

The site has evolved over the years with various buildings on site reflecting the site's uses at that time and then demolished to accommodate change.

Below is a selection of some of the buildings either on site or within the immediate context that have informed the approach to the architectural narrative for the proposals.



The old bridge to be demolished and new Rochester Bridge in background



Bridge Hotel (1960s)



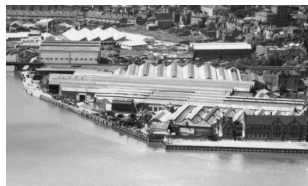
Historic aerial view



Strood's Rochester Bridge Station (demolished 1960s)



Ship Inn on the corner of the esplanade



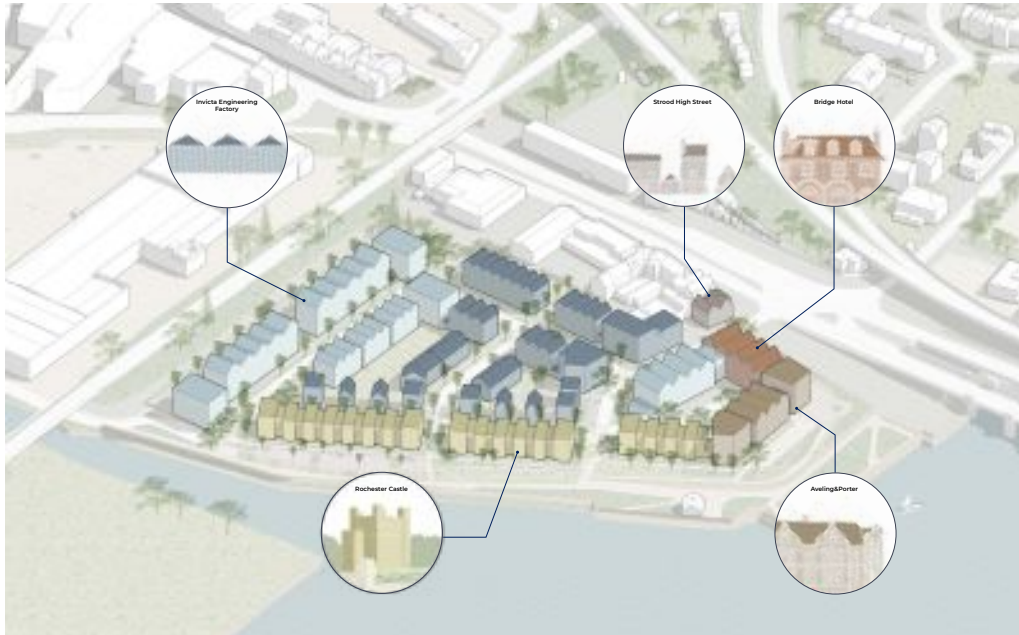
Invicta Engineering Works and Aveling & Porter Building



Aveling & Porter building immediately before demolition in 2010



Strood High Street elevation, entrance to esplanade



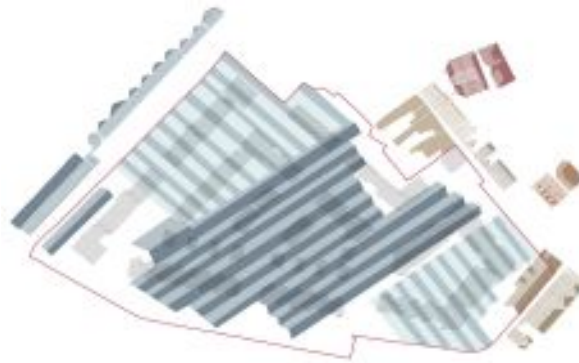
Proposed building character diagram

Responding to Historic Character of the Site

From our historical analysis we have drawn on the significance of the site's past built forms to define by location on the site:

- > Urban Grain
- > Building Massing
- > Roof Character and Zoning
- > Elevation Details
- > Type & Colour of Materials

The adjacent diagram maps out the historic buildings through time and overlays our footprint of the proposed scheme.



Responding to Rochester Castle

Although positioned on opposite sides of the River Medway, it is important the proposal relates back to the form and character of Rochester Castle.

From the site's viewpoint, Rochester Castle sits as a focal point within the panoramic views. At a higher level the castle overlooks our site, creating strong visual links between the two and therefore emphasising the importance of creating a sympathetic translation of the landmark.



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The Masterplan

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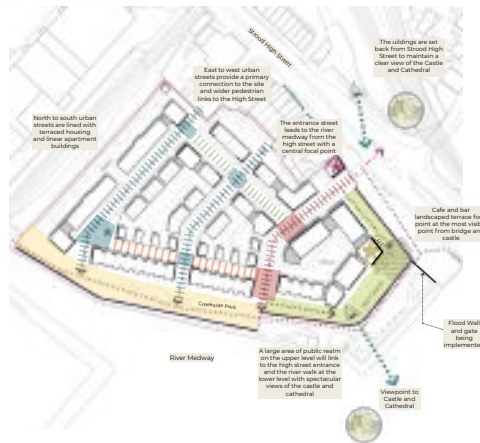







Masterplan Principles

The scheme aims to celebrate the views across the river to the castle and cathedral from the streets and the homes of the proposal. There are clear connections to both the High Street and the river, surrounded by new public realm for the new community and wider community to enjoy.

The new urban proposal is to suit the town centre location, however, with a sensitive approach to heights to respect heritage views. The landmark edge of the design can be recognised from the bridge approach with a clear view of the new vibrant cafe/bar at ground floor.

Across the scheme there is a mixture of houses and apartments, of varying dwelling sizes for an intergenerational community.



185 new homes  63 Houses 2, 3 & 4 bedrooms 122 Apartments 1, 2 & 3 bedrooms	Car Parking  128 Car parking spaces Car club spaces	Cycle Parking  248 spaces for residents visitor spaces	Affordable Homes  25% Affordable Homes	Cafe/Bar & Live/Work  Cafe/ bar on the waterfront Live/ work on the high street
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Houses and Apartments



Storey Heights



Dwelling Sizes



Landscape Concept

The landscape proposals are designed to deliver the following public realm objectives:

- > A response to the river setting: Maximising opportunities for people to experience the river setting, and enjoy the views of its surrounding landmarks.
- > Recreation space: Places for people to exercise, walk and sit in a safe, accessible, green environment.
- > Play space: Equipped and informal play space, designed for both residents and local people.
- > Urban greening: Deliver an environment which supports new planting, offering a greener healthier place to live and visit.

Streets

New streets link into off-site routes and the riverside. They are aligned to offer views of the river and support pedestrian and cycle movement. New trees line each street and mark key junctions. Material changes will help mark pedestrian priority spaces and crossing points.



Riverside Park

The public realm will provide a seamless pedestrian friendly route from Strood High Street into a new Riverside Park. The park sits on the banks of both the River Medway and Jane's Creek. New open space is provided on the Upper Terrace and Creekside, whilst the lower terrace landscape is retained, with potential for enhancements to planting and seating to complement the existing path network.



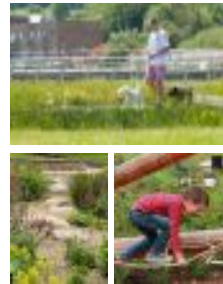
Park - Upper Terrace

A new viewing area, with spill out seating space for the building uses, places for planting, heritage interpretation and public art opportunities. The terrace is accessible by pedestrians from the High Street and Creekside.



Park - Creekside

A green space, with fixed play equipment, recreational trails, swales, and seating areas. The space retains the existing cycle/footway which provides access to Strood Retail Park. Naturalised planting compliments Jane's Creek marshes.



Sustainability Diagram:



Quality Residential Housing

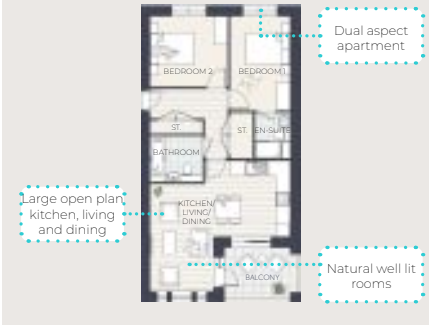
The scheme comprises of both urban houses and apartments for the town centre location. Each home achieves high quality residential housing through the naturally well lit homes that aim to enhance dual aspect with outlooks of primary views such as Rochester Castle. The range of spatial arrangements and home sizes across the scheme are designed for a variety of inhabitants from larger family homes to first time buyers and downsizers.

Flats

1 Bedroom Apartment Example:



2 Bedroom Apartment Example:



Houses

3 Bedroom House Example:

Terraced



4 Bedroom House Example:

Terraced



Example of open plan kitchen/living and dining space



Example of balcony



Example of bedroom

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Architectural Character - Aveling & Porter

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Visual of the River Frontage



Design Principles

This landmark frontage on the River Medway has been inspired by the Aveling and Porter building that once stood on the river front. The proposed buildings are designed to make a contemporary interpretation to maintain the historic reference to the roof form, window proportions and brick detailing paying homage to the Aveling and Porter building.

The Cafe/Bar at the ground floor will be a destination space with excellent views of the castle and cathedral and visible from the high street and bridge.

Location



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Architectural Character - Jane's Creek

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Visual of the Creekside Park



Location

Design Principles

The southern river frontage is inspired by the form, detailing and materiality of Rochester Castle. Bespoke housing typologies have been designed to maximise public realm and views over the castle and river. Terraces from first and second floor will benefit from spectacular views whilst inset to be protected from the elements.

The crenelated built form reflects the castle form as well as window irregularity and brick detailing.



Character Reference - Rochester Castle



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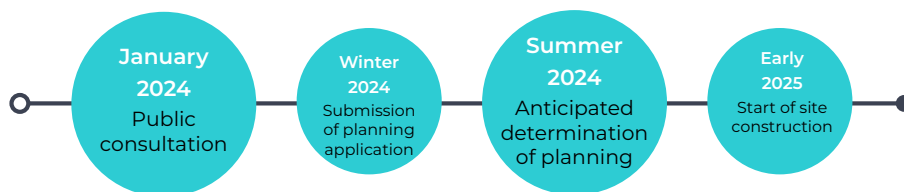
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Next Steps & Benefits

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<p>1</p> <ul style="list-style-type: none"> • 185 homes ranging from 1 bed apartments to 5 bed houses • 25% affordable homes • Securing the regeneration of a highly sustainable brownfield site 		<p>2</p> <p>All homes benefit from spacious layouts with private outside spaces (balcony, patio or garden)</p> <p>High performing energy efficient buildings for sustainable homes.</p>	
	<p>3</p> <p>The scheme provides the addition of a brand new Riverside Park and Terraces for the residents and wider public to enjoy</p>		<p>4</p>  <p>This regeneration will be accompanied by A2 junction works to improve cycle and pedestrian connectivity along the A2</p>
<p>5</p> <p>Extends the active frontage of Strood High Street</p> <p>Providing the High Street with frontage for non-residential uses</p>		<p>6</p> <p>New Cafe and Bar Space positioned in prime waterfront location to take advantage of spectacular landmark views across the water.</p> <ul style="list-style-type: none"> • Rochester Castle • Rochester Cathedral • Rochester Bridge 	
	<p>7</p> <p>Urban Greening will enhance biodiversity by delivering a greener environment to support habitat creation and Health & Wellbeing</p> <p>Over 100 new trees planted</p> 		<p>8</p> <p>Promoting sustainable transport</p> <p>248 secure cycle spaces</p> <p>Public cycle spaces</p> <p>New walking and cycling routes throughout the site</p> 

Next Steps



We hope that you have found this engagement useful and we thank you for your time.

Next steps for the project

- > The planning application for the Strood Civic Centre will be made to Medway Council in Winter 2024, following which the council will hold its statutory consultation with local residents and neighbouring homes.
- > We will continue to engage with officers at Medway Council (and other statutory consultees) on the planning application during this time.
- > As part of the planning process, we will agree, in detail, a Construction Environmental Management Plan. This will outline how the construction will be managed to avoid, minimise and mitigate potential impacts on the environment within the surrounding area.