

Rochester Riverside

Rochester Station - Pedestrian Subway Project Brief



Introduction for Artists

Countryside Properties and The Hyde Group are seeking to commission an Artist to deliver a public art scheme for the Rochester station underpass, which sits directly adjacent to our Rochester Riverside development. We would like the appointed artist to develop unique and creative design ideas for vinyl's or graphics that will be erected within the station underpass and above both sides of the entrances to the underpass (as highlighted in the photographs below).



Entrance from Plaza



Inside



Entrance from Station Square

Scheme Overview

- Rochester Riverside is a regeneration scheme of 21 hectares of disused former industrial land that has been cleared and remediated under the ownership of Medway Council and Homes England.
- The site is located immediately adjacent to the high-speed Rochester train station, offering services to London St Pancras in under 40 minutes.
- A hybrid planning application was submitted in 2017 for a masterplan of up to 1,400 new homes across 7 phases. The scheme has detailed consent for 534 units in Phases 1–3, along with a school and c.5560 sqm of commercial space.
- The scheme will provide 25% affordable housing that will predominantly be managed by our development partner, The Hyde Group.
- The scheme has been designed to ensure there is a wide product range and mix that will appeal to a wide demographic at all price points.

Project Overview

- We are looking to carry out improvement works to the pedestrian underpass at Rochester Station (structure number VIR 150A).
- The works will include painting of structures and installation of signage, public artwork, additional ceiling lights and removal of several ceiling grilles. This will improve the safety as well as overall attractiveness of the area.
- The public artwork will be commissioned by an artist who is able to demonstrate excellent placemaking that will support Medway's 2025 city of culture bid. More information on this can be found at: <https://medway2025.co.uk>.
- It's anticipated that these works will commence in September 2021 and take approximately 2-3 months.

Brief for Artists

The designs should encapsulate the following:

- An attractive and engaging piece of art that the local community can admire.
- A design that enhances the local character whilst integrating with the surrounding environment. The artwork will form part of Medway Council's City of Culture 2025 bid, so should embrace Medway's ambitious new Cultural Strategy.
- Artwork that is safe to members of the public, resistant to vandalism, durable and does not require excessive on-going maintenance.

A budget of up to £30,000 will be available to the artist to include fees, materials, fabrication and installation.

A panel consisting of representatives from Medway Council, Homes England, Countryside Properties and The Hyde Group will be responsible for selecting proposals and subsequently awarding the commission.

Artists who wish to make a submission should submit the following details by 5:00pm on Monday 20th September 2021:

- *An outline of ideas along with methodology for implementation;*
- *Fee proposal which includes all associated costs;*
- *A CV;*
- *Evidence of previous work;*
- *Confirmation of public liability insurance of up to £5,000,000.*

For more information or to submit your proposals please email:

RochesterRiverside@secnewgate.co.uk.

Timeline

Stage	Date
Deadline for Submission	20th September
Panel Deliberation	29th - 30th September
Procurement of Materials	4th October - 25th October
Installation of Artwork	25th October - 8th November