



REFRESHING THE VISION:

AN UPDATED **DEVELOPMENT BRIEF**
FOR LAND EAST OF
WOODPECKER DRIVE, IWADE



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1.0 Development Brief Context

Iwade has been one of the success stories of the previous *Swale Borough Local Plan (2000)*. The bypassing of the village and its growth to provide new homes, matched by new and enhanced facilities has transformed the character and environmental quality of the village. Guided by the adopted *Iwade Development Brief (1999)* the village has grown from 325 households in 1991 to around 1,125 households. The location of Iwade is shown in Plan (WARD20/001).

This evolution of the village is set to continue. The recently adopted *Swale Borough Local Plan (2008)* allocates land to the east and south-west of the village for approximately 400 further new homes. A requirement of the Local Plan is that a revised Development Brief be approved by the Council prior to the grant of any planning permission.

Barratt Strategic acting for Ward Homes control land to the east of Woodpecker Drive on the east of the village that has capacity to accommodate approximately 90 of these new homes (as shown in Plan WARD20/002). The remainder will be located on land being promoted by Hillreed Homes. Swale Borough Council has agreed that in meeting the requirements of the Local Plan separate Development Briefs be prepared by Barratt Strategic acting for Ward Homes and Hillreed Homes relating to the two sides of the village. This document therefore represents an updating of the adopted *Iwade Development Brief (IDB), (1999)* in relation to land east of the village.

The main aims of the Development Brief

The Development Brief has been prepared to provide guidance on the implementation of Local Plan proposals, and to demonstrate how the development of land east of Woodpecker Drive (the site) will integrate with the wider vision for the village as a sustainable community as set out in the IDB.

The brief sets out:

- a description of the context and location of the village and the site;
- the policy context of the proposals;
- the vision for growth at Iwade;
- a review of key urban design principles;
- detailed guidance on the nature and form of development east of Iwade; and
- guidance on infrastructure requirements and the delivery of proposals.

The Council will be invited to approve the Development Brief as being consistent with the overall objectives of the original IDB, (1999) and development plan policies for securing implementation of land east of Woodpecker Drive.

All references in the brief to Phase I development refers to land allocated and developed through the *Swale Borough Local Plan (2000)*. For the avoidance of doubt, this includes land to the north of All Saints Church, Iwade which, while undeveloped, has a resolution to grant planning permission and will commence development shortly. All references to Phase II development refer to land east and south-west of the village allocated under the *Swale Borough Local Plan (2008)* for approximately 400 homes.

This Brief has been subject to public consultation and is also in line with the consultation requirements, as set out in Swale Borough Council's now adopted Statement of Community Involvement.

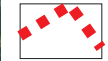
A public exhibition held in Iwade Village Hall on the 30th July 2008 sought comment on the content of the Development Brief and development proposals and was attended by approximately 80 people. Responses received both formally and informally welcomed the proposals east of Woodpecker Drive and endorsed the approach to providing new habitats for a variety of species. A comprehensive set of comments received and responses to those comments is provided within a Statement of

Community Involvement, undertaken by Indigo Public Affairs, which will accompany the forthcoming planning application for land east of Woodpecker Drive. All comments have been taken into account in this Development Brief.



Location of Iwade (WARD20/001).

IWADE



Local Plan Allocation

March 2009

WARD020 / 002 / b

Not to scale



2.0 Iwade and its Context

Iwade, located 3 miles to the north-west of Sittingbourne, has been transformed. This chapter sets out the broader setting of the village and the site and the range of facilities and infrastructure that serves the village (as shown in Plan WARD20/003).

Landscape and Landform

The village lies within what has been defined as the Iwade Arable Farmlands landscape character area, characterised by arable farmlands which are very gently undulating rural landscapes that have been formed from the underlying geology of London clay and Bagshot beds (Swale Borough Landscape Assessment Character Guidelines, adopted March 2005).

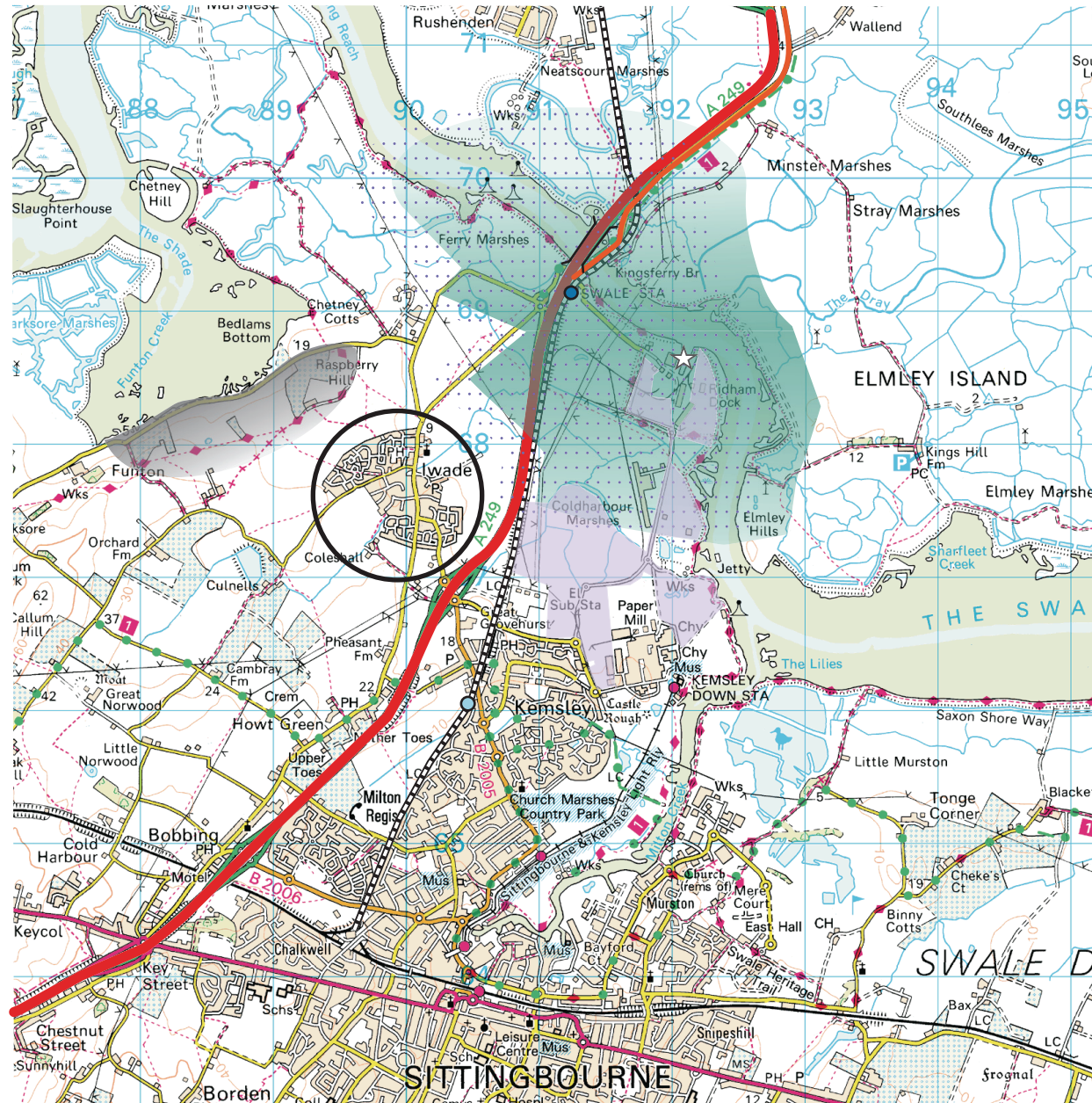
To the east of the village agricultural arable and pasture land slopes away towards the east into the Ridham Marshes Area. The marshland area forms part of the North Kent Marshes Special Landscape Area and North Kent Marshes Area of National and International Importance for Nature Conservation which includes the following designations:

- Swale Special Protection Area;
- Site of Special Scientific Interest;
- Ramsar Site; and
- North Kent Marshes Environmentally Sensitive Area.

Running through this marshland environment is the A249(T) dual carriageway and the Sittingbourne-Sheerness Rail Line. High voltage power lines also cross through this area. The area also includes a number of major employment sites including Ridham Dock and the Ridham employment allocation which is shortly to be subject to additional development. The recently constructed Sheppey Crossing linking the mainland to the Isle of Sheppey is also a prominent feature in the landscape.

To the north and west of the village undulating arable land rises up towards Raspberry Hill, identified as an Area of High Landscape Value.

IWADE IN ITS WIDER SETTING



Key

- Iwade
- Ridham Marshes Area
- North Kent Marshes Area of National and International Importance for Nature Conservation
- Raspberry Hill 'Area of High Landscape Value'
- Kemsley Employment Site
- A249(T) Dual Carriageway
- Milton Kemsley Distributor Road
- Sittingbourne - Sheerness Rail Line
- Ridham Dock
- Swale Railway Station
- Kemsley Railway Station
- Sheppey Crossing

September 2008

WARD20 / 003

NTS



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Accessibility and the Highway Network

Iwade is situated in the A249 corridor running south from Sheerness and the Isle of Sheppey, to Sittingbourne and beyond that to Maidstone. Iwade is focused around the junction of School Lane and the former A249 known as The Street, Sheppey Way and Ferry Road at various points along its length as it passes through the village.

A key element of the growth of Iwade has been the provision and improvement of local services. As part of the first phase of development the following infrastructure and improvements have been provided within the village and are within easy walking distance of homes and within 300m of the site:

- the expansion of Iwade Primary School to 2 forms of entry;
- the provision of a bespoke village centre incorporating a convenience store (operated by Budgens) and other shops as well as a pre-school playgroup;
- the refurbishment of Iwade Village Hall; and
- the creation of a new village park with an equipped play area at Woodpecker Drive.



Iwade Village Hall.



Iwade Village Park and Equipped Play Area at Woodpecker Drive.

Phase one of the growth of Iwade has delivered the transformation of the highway network through the provision of a comprehensive scheme of traffic calming and high quality public realm improvements. New foot and cycle links have been made in new residential phases that provide direct and convenient connections to the village facilities. National Cycle Route 1 The Garden of England route passes through the centre of the village linking up onto the Isle of Sheppey.

Iwade is within 2.3km of Kemsley and Swale railway stations on the Sittingbourne-Sheerness rail line. Wider rail links to other destinations are available from Sittingbourne Station including the Medway Towns and London.

Bus services also link Iwade to Sittingbourne town centre and the railway stations. The main bus stops are opposite the village centre. The most frequent service provides hourly links during weekdays to Sheerness, Sittingbourne and Maidstone, with a reduced service on Saturdays and no Sunday service. The journey time to Sittingbourne is 15 minutes. Local bus services are supplemented by coach services that provide a service from Iwade to Central London.



Bus Stop on Ferry Road.

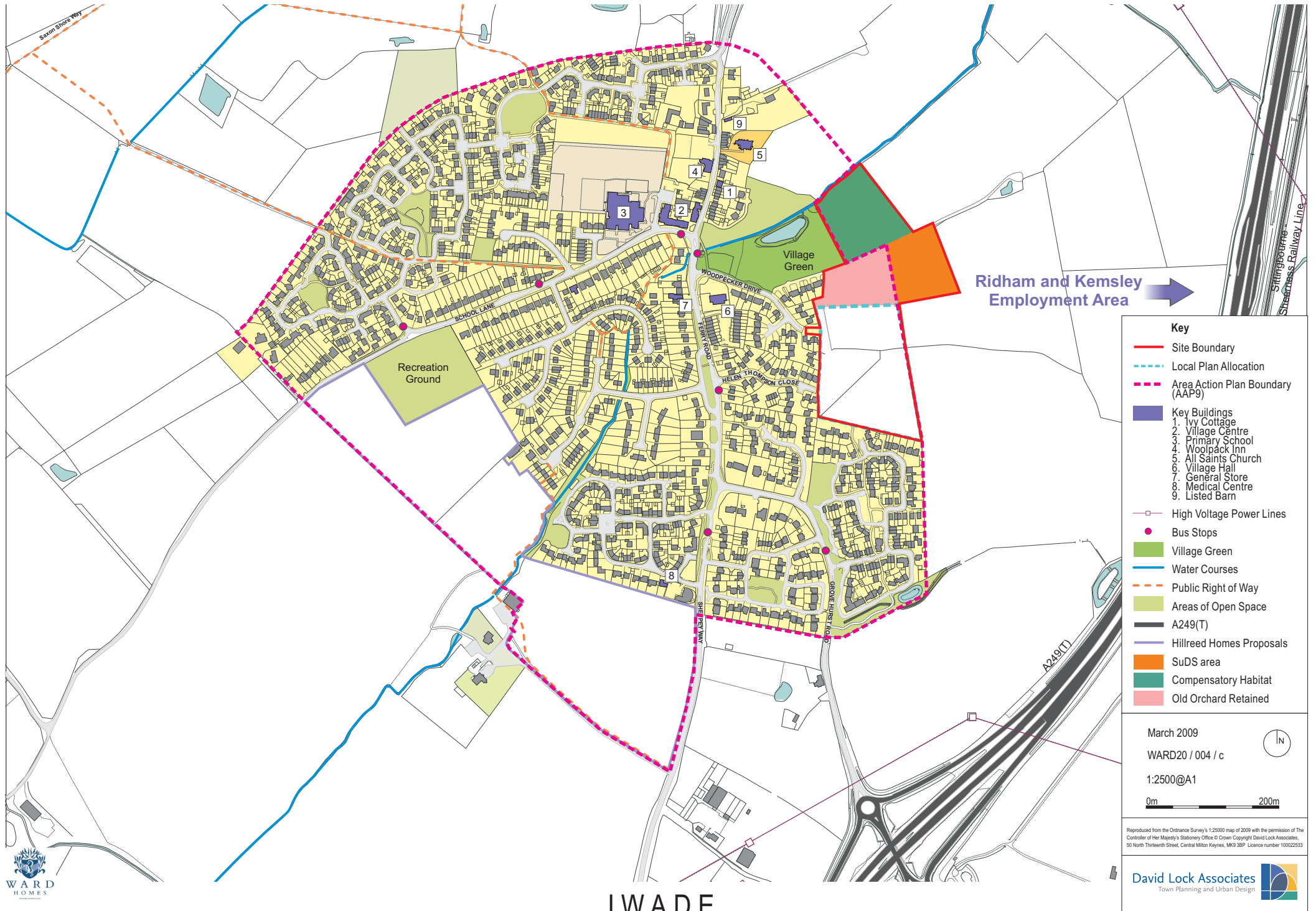
Highway access to the village is predominantly via Sheppey Way to the north and south, and from Grovehurst Road to the east. Grovehurst Road provides a direct link onto the A249(T) linking the Isle of Sheppey to Sittingbourne and Maidstone. Grovehurst Road continues beyond this junction providing linkages to Sittingbourne town centre via Kemsley. The Grovehurst Road/A249 junction also links to the Milton Kemsley Distributor Road providing access to existing and emerging employment opportunities at Ridham and Kemsley.

The closest streets to the site are Helen Thompson Close and Woodpecker Drive. These streets serve earlier phases of residential development in Iwade and were designed with the intention of providing access to future development. Both streets connect to Ferry Road, the principal route through the village linking with Sheppey Way and The Street (as shown in Plan WARD20/004).



Ferry Road looking north towards The Street.

IWADE AND ITS CONTEXT



IWADE

Heritage and Built Form

The historic core of Iwade lies on the Street to the north of the village centre. Iwade has three listed buildings: the Grade I listed Church of All Saints, Ivy Cottage, a grade II listed building and a grade II listed barn.



All Saints Church.



Listed Barn.

The growth of the village has provided new high quality built form of two and three storeys in height guided in character by the IDB and reflecting the design aspirations promoted via Kent Design and Local Plan policy. Four character areas were promoted by the IDB relating to different areas of growth.

The site lies adjacent to the Village Park character area which is to the south-east of the village, described as:

'Formalised, garden suburb set around a formal central green.

The landscaping of this area could include avenues of trees and shrubs and well laid out front gardens with generous use of mature woodland trees. Indigenous woodland species such as holly, laurel, yew and beech could form the basis for establishing the character of this area.

Typical building materials should be considered to establish the character of this area, including local materials to establish differences in appearance within the general theme, and in accordance with the demonstration project objectives.' (IDB, page 26).

The IDB goes on to identify the village park as a key space overlooked by the key frontage of Woodpecker Drive.

This guidance has been followed through, with attractive dwellings on Woodpecker Drive enjoying views across the Village Park and towards All Saints Church. The development of the site will need to draw upon this approach in its design, layout and landscaping.



Housing at Woodpecker Drive looking towards the Village Park.



Housing at Woodpecker Drive.

The design quality and overall sustainability of the first phase of growth in the village was subject of a study undertaken in 2006 by Roger Tym and Partners *The Growth of Iwade 2000-2005*. This concluded that the village atmosphere in Iwade and the quality and cost of new homes was a key influence on people's decisions to locate in the village.

Nature Conservation

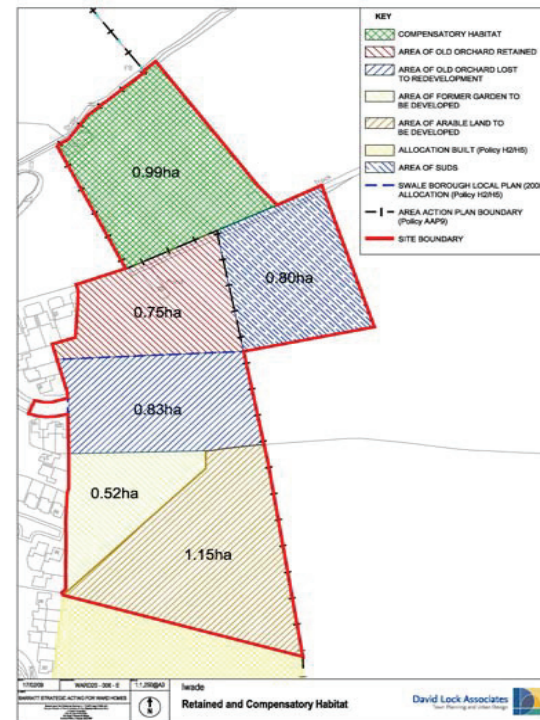
The IDB identified the proximity of Iwade to sensitive marshland environments in respect of managing surface water run-off into this area, ensuring appropriate landscaping to minimise the likelihood of predatory bird species into the area, and managing human access to the Saxon Shore Edge north-west of the village.

During the first phase of growth at Iwade a number of ecological surveys have been undertaken that have identified the presence of a number of protected species in and around the village (as shown in Plan WARD20/005). In particular Great Crested Newts are also known to be present and this matter has informed the current 2008 Local Plan which requires an assessment of the likely significant effects of development upon nearby European Sites for nature conservation and other important areas of biodiversity to be undertaken and its recommendations implemented prior to any planning permission being granted. The Noble Chafer Beetle has also been found on site.

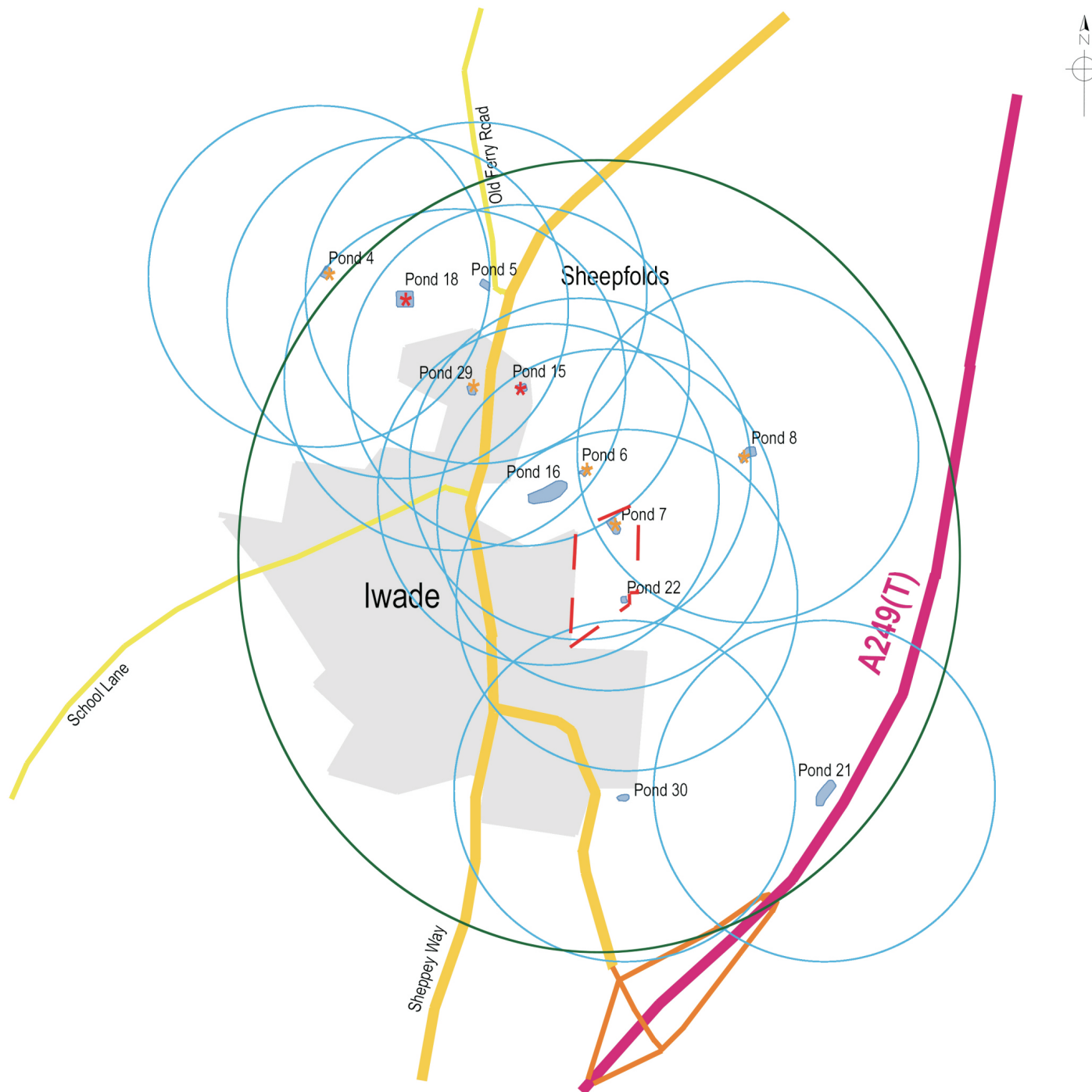
Barratt Strategic acting for Ward Homes has carefully considered the implications of biodiversity and nature conservation on its proposals for the eastern side of Iwade (see relevant supporting information to be submitted with the planning application). In accordance with the inspectors findings at the Local Plan Inquiry Barratt Strategic intend to retain 0.75 hectares of old orchard to the north of the proposed development area, and provide a further 0.99 hectares of compensatory habitat to the north of the retained orchard. In addition an area of 0.8 hectares will be set aside for the SuDS works. This will also provide for additional compensatory habitat and will be publically accessible – on an informal basis and will in the long term form part of Iwade Nature Park (WARD20/006). The Nature Park will promote the protection and enhancement of existing habitats and the provision of new habitat and in doing so create an integrated network of land managed for its habitat value. The first stage of this to be

implemented will be as part of Barratt Strategic acting for Ward Homes residential development north of All Saints Church.

The planning application will explain how the ecological mitigation strategy interrelates to the public open space strategy. Similarly it will explain the interrelationship of the ecological and drainage strategy for the site, including the need for any land beyond the limits of built development to be set aside as part of the sustainable urban drainage strategy.



Retained and Compensatory Habitat (WARD20/006).



- Key**
- - Site boundary
 - 500m site buffer
 - 250m pond buffer
 - Ponds
 - * Great Crested Newt breeding pond
 - * Great Crested Newts Present

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| | | | |
|---|---------------------|--------------|----------------|
| project: | | | |
| Iwade | | | |
| drawing title: | | | |
| Great Crested Newt Survey Results | | | |
| client name: | | | |
| Barratt Strategic acting for Ward Homes | | | |
| sheet size: A4 | scale: Not to Scale | drawn by: AH | checked by: MG |
| drawing number: WARD20/005 | date: August 2008 | | |

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Infrastructure

Drainage and Utilities

The first phase of growth at Iwade has delivered comprehensive improvements to physical infrastructure:

- a scheme of high quality environmental improvement and traffic calming has been adopted across the village;
- new and upgraded utilities infrastructure has been provided in terms of gas, water and electricity supplies; and
- new drainage infrastructure has been provided.

The majority of Iwade lies outside of the tidal and fluvial flood zone with the exception being some properties adjacent to the Iwade Stream, which runs through the village. Historical incidences of localised flooding have occurred upstream of Iwade Stream that passes beneath Ferry Road. It is believed that the culverts were originally too small and easily blocked by debris. The Environment Agency has undertaken minor works to these culverts to reduce the risk of flooding upstream of Ferry Road. This is not influenced by development east (downstream) of Iwade but will require careful consideration in taking forward proposals west of the village.

Shops and Services

The first phase of growth at Iwade has delivered comprehensive new and enhanced public facilities and services (as shown in Plan WARD20/004).

The village centre opened in 2006 and incorporates a convenience store unit (occupied by Budgens), a hairdressers, an estate agents, a hot food take away and a pre-school nursery facility along with residential apartments.

Iwade Primary School was expanded in 2004 to increase its capacity to two forms of entry. This is to provide adequate primary school capacity for the proposed second phase of development within the village.

A new medical centre has been constructed at the southern end of the village which provides GP services, other specialist clinics and a prescription pick-up service.

Iwade Village Hall is being refurbished to upgrade the facility which is used by a range of community groups including youth clubs, a nursery, Women's Institute and other groups.

A further community room is to be provided in the form of a converted listed barn structure to the north of All Saints Church for use by the Parish Council and All Saints Church.

The Woolpack public house provides a further social focus within the village to the north of the Village Centre opposite All Saints Church.

There is limited employment within the village presently. Strategic scale employment opportunities are now coming forward at Ridham/Kemsley to the east of the A249, including a major distribution centre for Morrisons which is understood to provide up to 1,000 local jobs. The proposed development of land to the east of Iwade will contribute towards a new pedestrian/cycle link to Ridham/Kemsley. The adopted Local Plan also makes provision for 3,000 square metres of employment floorspace to come forward as part of development to the south-west of the village, potentially in the vicinity of Coleshill Farm.

A new Village Park has been created adjacent to the village centre and Woodpecker Drive. Based around a community orchard, this includes an equipped play area at the heart of the village. This will benefit the village as a whole.

The Recreation Ground on School Lane on the west side of the village provides formal sports pitches, kickabout facilities and some equipped play

facilities. The adopted Local Plan identifies the need for the second phase of growth to cater for the expansion of the recreation ground. Within the Old Orchard area, an area of eco-friendly formal play space will, subject to agreement with Natural England, be provided. This will, together with contributions towards enhanced formal play space, contribute towards the site's formal play space requirements.



Village Centre.



The Woolpack Pub.



Pre-School Nursery.

Social Context

Iwade has seen a great deal of change over the past decade with the delivery of the first phase of its growth. Census data shows that in 1991, Iwade had 325 households containing a population of 940 people. By 2001 the village had grown to 453 households containing 1,142 people. The 2006 *Expansion of Iwade 2000-2005* report estimated that at 2005 Iwade contained 950 households with a population of 2,400. It is now estimated that there are a total of 1,125 households.

In terms of children and young people the same survey shows that around 20-25% percent of the population are 15 or under, with new households having high occupancy of households with children.

Iwade contains a mix of house types and tenures. At the time of the IDB around 30% of the housing was described as forming affordable housing.

The Site Context

The site occupies land to the east of Iwade. It is bounded to the east by arable agricultural land, to the north by a farm access track and agricultural land and the village park, and to the south and west by rear or side garden boundaries of residential elements of the phase one growth of the village. Earlier development phases to the west of the site are characterised by detached housing set behind generous front gardens with on plot car parking. More recent housing south of the site is at a higher density and employs more interlinked built forms with smaller front gardens and a mix of on plot and courtyard car parking.

The site slopes from its south-west corner to its north-east corner and comprises three main areas:

- an area of ploughed arable farmland at the south of the site;
- an area of grassed former garden land in the middle of the site; and
- an area of former orchard in the north part of the site comprising old orchard trees and grassland.

There are two ponds within the site; a small pond at the southern end of the former orchard land and a larger pond at its northern end. There is a population of Great Crested Newts associated with the larger pond as well as other ecological interest within the former orchard area.

The nature conservation interest of the former orchard was subject of close scrutiny at the Swale Local Plan First Review Public Inquiry. Following a review of comprehensive evidence and survey data, the Inspector agreed that 0.85 hectares of the Old Orchard should be allocated for residential uses providing 0.99 hectares of compensatory habitat was provided to the north of the site. A plan presented at the inquiry showed the areas to be developed and the compensatory habitat area (WARD20/006).

3.0 Policy and Guidance

National Planning Policy

National planning policy is set out in a series of Planning Policy Guidance Notes (PPGs) or, for those published since October 2003, as Planning Policy Statements (PPSs).

In addition, other strategies have been published by the Government setting out their planning policy priorities for delivering sustainable communities. The Government's Sustainable Communities Plan was published in February 2003 and established a key planning policy context for regeneration. It aims to tackle housing supply issues in the South East and the quality of public spaces.

PPS1: Delivering Sustainable Development (2005)

PPS1 sets out the Government's approach to the new planning system, aimed at facilitating and promoting sustainable and inclusive patterns of urban and rural development. PPS1 sets out that this should be achieved by:

- making suitable land available for development in line with economic, social and environmental objectives to improve people's quality of life;
- contributing to sustainable economic development;
- protecting and enhancing the natural and historic environment, the quality and character of the countryside, and existing communities;
- ensuring high quality development through good and inclusive design, and the efficient use of resources; and
- ensuring that development supports existing communities and contributes to the creation of safe, sustainable, liveable and mixed communities with good access to jobs and key services for the community.

PPS1 Supplement: Planning and Climate Change (2007)

The PPS1 Supplement: Planning and Climate Change at paragraph 9 sets out that one of the key spatial planning policies for local authorities is to "deliver patterns of urban growth and sustainable rural developments that help secure the fullest possible use of sustainable transport for moving freight, public transport, cycling and walking; and, which overall, reduce the need to travel, especially by car".

PPS1 supplement also goes on to outline that new development should "...shape places that minimise vulnerability, and provide resilience, to climate change; and in ways that are consistent with social cohesion and inclusion".

PPS3: Housing (2006)

The government's objective at the heart of PPS3 is that everyone should have the opportunity of a decent home. Using land more efficiently is a key consideration in planning for housing development, with a focus on new developments in locations with good public transport and accessibility.

PPS9: Biodiversity (2005)

PPS9 provides guidance in relation to the ambition to maintain, enhance, restore or add to biodiversity. The guidance emphasises that appropriate weight should be attached to protected species, and to biodiversity within the wider environment and that decision should be based on up to date information and that adequate mitigation is made for any loss of habitat.

PPG13: Transport (2001)

PPG13 emphasises the need to encourage sustainable patterns of movement and to reduce the need to travel, particularly by car. PPG13 also promotes sustainable residential environments putting jobs, shopping,

leisure facilities and services within easy access of homes by public transport, walking, and cycling.

PPG17: Planning for Open Space, Sport and Recreation (2002)

PPG17 provides guidance on the assessment of local needs for, and the need to maintain an adequate supply of open space and recreation provision, together with guidance on the planning of new open space and recreational facilities.

PPS25: Development and Flood Risk (2006)

PPS25 provides guidance on development and flood risk to ensure that flood risk is taken into account at all stages in the planning process to avoid inappropriate development in areas at risk of flooding, and to direct development away from areas at highest risk. PPS25 at paragraph 8 states that in determining planning applications a site-specific flood risk assessment should be undertaken. This will accompany a planning application for this site in due course.

Regional Planning Policy

Adopted regional planning guidance relevant to Iwade is set out in RPG9: Regional Planning Guidance for the South East, published in March 2001, and RPG9a: The Thames Gateway Planning Framework, published in June 1995.

The South East Plan, which will replace RPG9 as the Regional Spatial Strategy for the region, was submitted to government at the end of March 2006. The plan comprises a regional strategy and the region-wide policy, as well as setting out strategies for the 9 sub-regions across the South East.

Draft South East Plan (2006)

The South East Plan once adopted will provide a framework for the region's development for the next 20 years, to 2026. The relevant sub regional section that covers the area of Sittingbourne is the Kent Thames Gateway Sub-Region. The amount and distribution of housing is noted at Policy KTG1. This policy recognises the continuing importance of Swale in taking forward growth within Thames Gateway and notes the role of the release of greenfield land in revitalising Sittingbourne and Sheppey.

Proposed Changes to the Draft South East Plan (2008)

The governments proposed changes to the draft south east plan (July 2008) issued for further consultation endorsed this policy approach and increased the housing provision for the Swale part of the Kent Thames Gateway sub-region to reflect Kent and Medway Structure Plan policy.

RPG9 – South East (2001)

RPG9 covers the period up to 2016 and will be superseded by the South East Plan once adopted. There are a number of policies still relevant. Housing provision and distribution is emphasised in RPG9. Policy H4: Affordable Housing and Mixed Communities, notes that a range of dwelling types and sizes should be provided and that affordable housing should be provided to meet locally assessed need.

RPG9A – The Thames Gateway Planning Framework (1995)

RPG9A forms a supplement to the RPG9 for the South East (2001).

Paragraph 6.11.6 identifies Sittingbourne as an area for employment generating development and should have easy access to the strategic road network. At paragraph 6.11.9 Iwade is identified as a suitable location for new homes that could complement the employment opportunities at Ridham.

Thames Gateway Interim Plan – Development Prospectus (2006)

This prospectus sets out for each location in the Thames Gateway, the nature and scale of development proposed including major planning applications and details of investment in key transport infrastructure.

In terms of Iwade, the prospectus identified that Iwade Phase 1 and Phase 2 as key housing projects for the Borough of Swale.

Thames Gateway – The Delivery Plan (2007)

The Plan sets out a proposed spending programme for 2008-11.

The Plan identifies Iwade as being a key development opportunity within Sittingbourne. The Plan has identified some £10.3 million until 2016 is needed for community related infrastructure in Sittingbourne.

Local Planning Policy

The Development Plan currently comprises the Kent and Medway Structure Plan, adopted in July 2006 and the Swale Borough Local Plan, recently adopted in February 2008.

As part of the revised planning system, a new Swale Borough Local Development Framework is being prepared, under the Local Development Framework regulations.

Kent and Medway Structure Plan (2006)

The adopted Kent and Medway Structure Plan (2006) replaces the 1996 Kent Structure Plan. It covers the period 2001-2021 although its housing provisions relate to 2001-2016, consistent with RPG9.

The Structure Plan confirms the commitment to Strategic Development Locations at North East Sittingbourne and Iwade confirmed through the

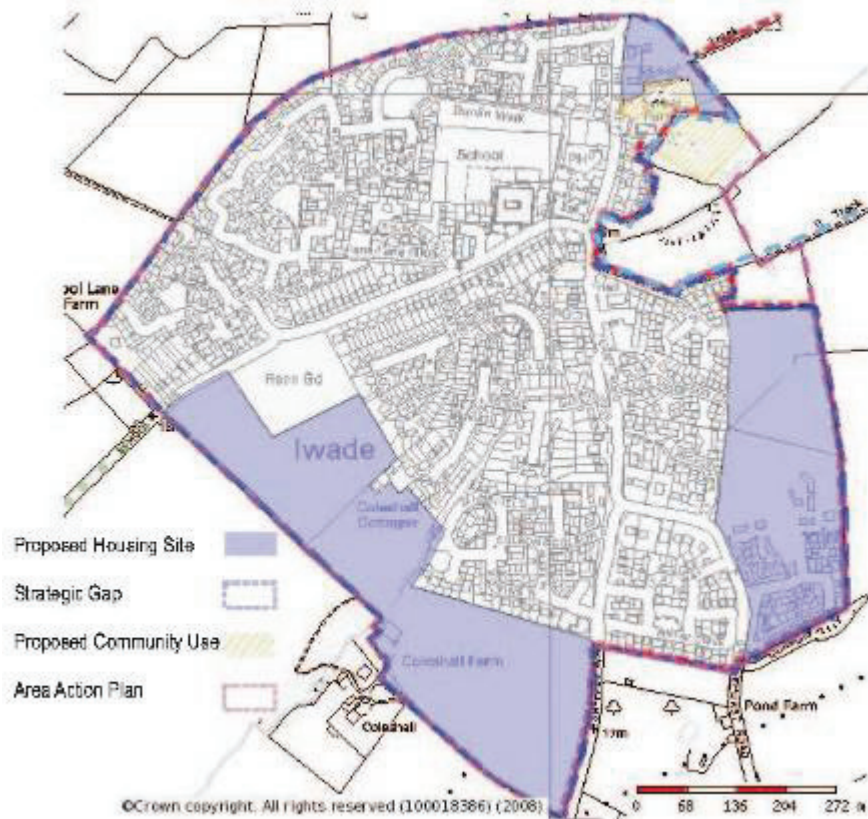
previous Kent Structure Plan (1996). Policy SW1 – Swale the Plan promotes the completion of the strategic expansion of Iwade for c.1200 dwellings (including the initial phase previously allocated through the Swale Borough Local Plan). Policy SS3 – Strategic Gaps the Plan promotes a strategic gap to maintain the separation of the Medway Towns and Sittingbourne urban area, including the separation of Iwade from Sittingbourne and from Ridham and Kemsley.

Swale Borough Local Plan (2008)

The Swale Borough Local Plan covers the period up to and including 2016.

The Swale Borough Local Plan sets out the strategy, objectives and detailed policy for guiding development in Swale.

The Sittingbourne area that includes Iwade is identified as a strategic settlement for further growth (Policy SH1). Iwade is identified as delivering 427 further dwellings up to 2016 (Policy H5(5)). Two new sites are allocated – one in the south-western part of the village, and this site on its eastern edge. This is in addition to land to the north of All Saints Church that has a resolution to grant planning permission and will commence development shortly. The area to the south of the site has been built out (as shown in Plan WARD20/007).



Swale Borough Local Plan (2008) – Iwade Proposals Map Extract (WARD20/007).

An Area Action Plan for Iwade, Policy AAP9 – Iwade, aims to provide the existing and new communities the services and mix of uses that ensures the village functions as a more sustainable settlement.

In terms of developing land on the eastern edge of Iwade, Policy AAP9 - Iwade states that planning permission will not be granted until construction of the village centre has commenced and the development of the Ridham and Kemsley employment area has also commenced. The village centre is complete and occupied and development is understood to have commenced at the Ridham and Kemsley employment area.

AAP9 also requires an assessment of the impacts of further development on European habitats and other important areas of biodiversity and satisfactory resolution of the flooding issue on Iwade Stream. Policy AAP9 – Iwade also requires that before planning permission be granted that a revised development brief is approved by the Borough Council. This brief has been prepared in response to this policy requirement.

An assessment of other relevant Local Plan policies has been made below.

Policy SP4 – Housing states that in order to satisfy housing need, the Borough Council will seek to ensure that development proposals address the full range of housing needs; including the provision of affordable housing; ensure infrastructure is available to support new communities; promote high design standards; and apply higher densities where appropriate.

Policy SP7 – Community Services and Facilities requires developers to contribute to new or existing community services and facilities to support new developments, where necessary.

Policy TG1 – Thames Gateway Planning Area indicates that limited green field releases of housing will be permitted around Iwade, so as to make more efficient use of land; to maximise community gain and provide sustainable patterns of development.

Policy E7 – separation of settlements states that in order to retain the individual character and setting of settlements, a strategic gap has been identified between the urban area of the Medway Towns and Sittingbourne along with other important local countryside gaps. This will discourage inappropriate development within the countryside and includes land between Iwade and Ridham/Kemsley.

Policy E9 – protecting the quality and character of the Borough's landscape requires the quality, character and amenity value of the landscape of the Borough to be protected, and where possible enhanced. The protection of the North Kent Marshes Area is one such example.

Policy E11 – Protecting and Enhancing the Borough's Biodiversity and Geological Interests requires developers to introduce an appropriate management regime on sites where proposals could potentially have an adverse impact upon diversity or geological interests of the site, and encourages the retention and provision of new/replacement habitats so as to avoid adverse impacts wherever possible.

Policy E19 – Achieving High Quality Design and Distinctiveness Development requires proposals to respond positively to creating safe, accessible places; promoting and reinforcing local distinctiveness; making efficient and prudent use of natural resources; providing native plant species for soft and hard landscaping; encourage biodiversity; promote a mix of tenures and densities; ensure the long term maintenance and management of buildings; and maximising opportunities for sustainable design and construction techniques.

Policy E20 – Promoting Safety and Security through Design states that the Borough Council expects proposals to integrate security and safety measures within their design and layout of any proposals.

Policy E21 – Sustainable Design and Build states that the use of innovative and high quality low-impact design and build techniques will be supported. The Council will expect development proposals to incorporate

sustainable design and build measures in its use of siting, design, materials and landscaping.

Policy H3 – Providing Affordable Housing states that on all housing sites that comprise 15 dwellings or more, the Borough Council will seek a proportion of the new dwellings to be made available to those unable to enter the open housing market. This is normally set at 30%.

Policy H5 – Housing Allocations states that for the Iwade (AAP9 area), the Borough Council will seek 28% of new dwellings to be affordable.

Policy U1 – Servicing Development states that where off-site improvements to any utilities are needed, the developer will be required to undertake the improvements needed, or to make a financial contribution towards them.

Policy C2 – Housing Developments and the Provision of Community Services and Facilities states that for all new housing developments resulting in 10 or more dwellings, the Borough Council will seek, through negotiation at the planning application stage, the provision of, or a contribution towards, new or improved community services and facilities where the need for the facilities arises.

Policy C3 of the adopted Local Plan relates to the provision of open space in new development and seeks 10% of the net site area to be provided as public open space on schemes of 20-200 units. On housing developments that would either, individually or cumulatively, provide or exceed 200 units, land should be provided for formal sport.

Policy C7 – Land for Church Use, Iwade identifies land for use by the All Saints Church, including for an extension to the churchyard and for car parking to be provided as part of development north of All Saints Church.

Policy T2 seeks contributions towards the Sittingbourne Northern Relief Road and/or other traffic management measures from all developments

likely to generate traffic that will need to enter Sittingbourne town centre including relevant housing developments of 10 dwellings or more.

Iwade Development Brief (IDB) (1999)

This development brief was prepared by David Lock Associates on behalf of the lead developers Barratt Strategic acting for Ward Homes Ltd and Hillreed Homes Ltd, in conjunction with Swale Borough Council. It provides detailed guidance on the future expansion of Iwade. It was adopted by Swale Borough Council as supplementary planning guidance in November 1999.

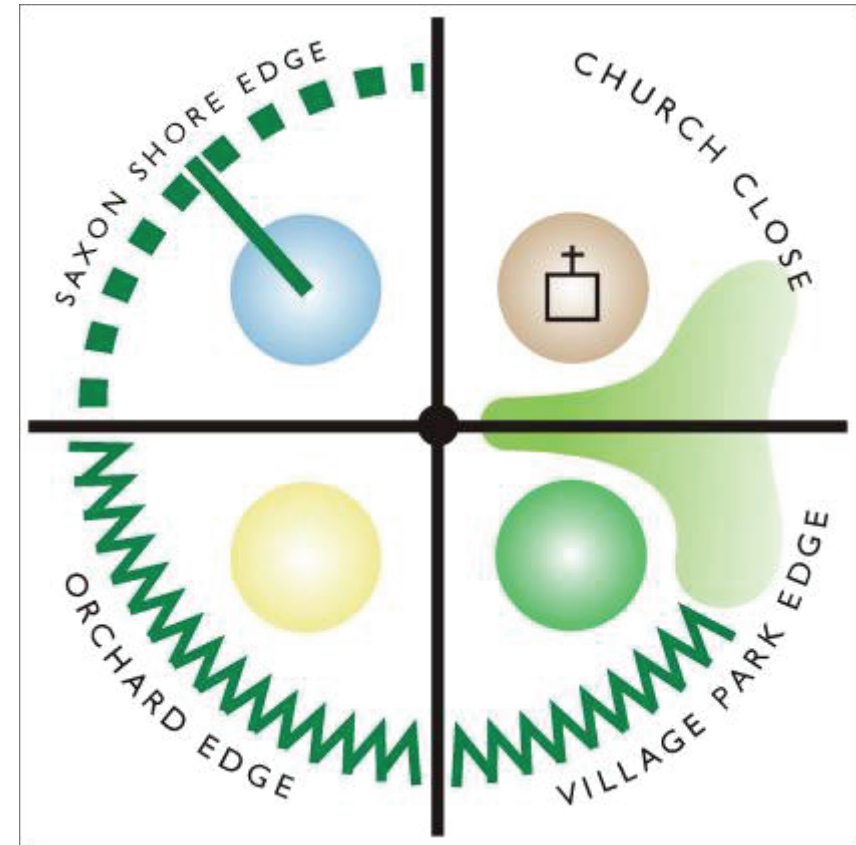
The development brief, in accordance with the previously adopted Swale Borough Local Plan (2000), recognised the potential of Iwade to expand and to make a significant contribution to the provision of housing land in Iwade.

The design concept as outlined within the Development Brief is still of relevance today. The development brief which has guided development within Iwade was subject to careful contextual analysis that identified four key character areas within the existing village (as shown in Plan WARD20/008):

- Saxon Shore Edge to the north-west;
- Church Close to the north-east;
- Village Park Edge to the south-east; and
- Orchard Edge to the south-west.

The development brief also identified that new public spaces and landscaping; new and enhanced facilities for pedestrians, cyclists and public transport users; and provision for new social and community facilities needed to deliver sustainable growth at Iwade. These principles have also informed proposals for land east of Woodpecker Drive.

Land to the east of Woodpecker Drive falls within the Village Park character area. This character area is summarised as formalised, garden suburb set around a central formal green. Consideration should be given to including avenues of trees and shrubs.



Strategy Diagram (WARD20/008).

Kent Design Guide (2005/06)

The Kent Design Guide, published in 2006, sets out to promote a common design approach to the main principles which underpin local planning authorities' criteria for assessing planning applications. It aims to encourage well considered and contextually sympathetic schemes which will create places where people choose to live, work and enjoy life.

The guide includes advice on how design objectives might be applied at a local level in a manner that maintains Kent's unique and distinctive character and heritage. The first phase of growth at Iwade was identified as a demonstration project for the previous version of Kent Design. Key design principles are:

- enriching existing character – reinforcing local patterns of development and landscape;
- diversity – making places with variety in the form of buildings, in materials and in the mixture of uses;
- understandable places – clarity of form and layout which is easy to comprehend;
- achieving a pride of place – development with attractive, lively and pleasant public spaces that draw people together and create a sense of place;
- easy movement – easy to get to and move through; routes that are safe and welcoming; and
- enduring and flexible places – built to last – efficient according to the intended use but with the ability to be easily used for another purpose.

Manual for Streets (2007)

Manual for Streets supersedes Design Bulletin 32 and its companion guide Places, Streets and Movement. It was published in 2007.

Manual for Streets aims to assist in the creation of streets that:

- help to build and strengthen the communities they serve;
- meet the needs of all users, by embodying the principles of inclusive design;
- form part of a well-connected network;
- are attractive and have their own distinctive identity;
- are cost-effective to construct and maintain; and
- are safe.

These aims identified within the Manual for Streets document will be used within the proposals for this site.

Kent Vehicle Parking Standards (2006)

The Kent Vehicle Parking Standards was adopted as supplementary planning guidance on 13 July 2006. The parking standards are set within the strategy and policy framework of the Kent and Medway Structure Plan.

The maximum vehicle parking standards for dwellings are as follows:

- 1 bedroom – 1 space per dwelling;
- 2 and 3 bedrooms – 2 spaces per dwelling; and
- 4 or more bedrooms – 3 spaces per dwelling.

These maximum vehicle parking standards will be used in the village.

Kent County Council Guide to Development Contributions and the Provision of Community Infrastructure (March 2007)

This guidance sets out Kent County Council's approach to seeking developer contributions towards infrastructure to support new growth including education and community services, social services and highways.

Swale Borough Council Interim Developer Contributions Guidance (2008)

Swale Borough Council published formal interim guidance on developer contributions in September 2008.

Public consultation on a draft Developer Contributions SPD has now commenced. A new Developer Contributions SPD is to be published in 2009.

Secured by Design (2004)

Secured by Design is a police initiative to encourage crime prevention measures to be implemented in the design of new developments.

A key principle of the Secured by Design initiative is the importance of natural surveillance and designing routes that are overlooked and busy.

The Secured by Design initiative, where appropriate, will be used within the proposals for this site.



Iwade Village Sign.