

Appendix

Iwade Phase 8

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Invitation delivered to residents



Second Floor
Berkeley Square House
Berkeley Square
London
W1J 6BD

Wednesday, 23 July, 2008

Dear Resident,

Iwade Phase 8

Barratt Homes are moving forward with their proposals for the development of the land to the East of Woodpecker Drive, Iwade, known as Iwade Phase 8, to accommodate 90 new homes.

We would therefore, like to invite you, as a local resident, to attend our exhibition, on Wednesday 30th July. You will be able to meet and discuss the plans with the team working on this phase of the Iwade development scheme, and we will endeavour to answer any questions you may have. The exhibition will be held at the Village Hall between 3pm and 9pm.

We hope you will be able to attend and share your views with us.

If you would like any further information regarding this event, please contact Nick Kilby or James Pirret at Indigo Public Affairs on 0845 458 4511.

We look forward to seeing you at the exhibition.

Yours sincerely,



James Pirret
Iwade Phase 8 Consultant

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INVESTOR IN PEOPLE

Leaflet



Refreshing the Vision

A NEW DEVELOPMENT BRIEF FOR LAND TO THE EAST OF IWADE



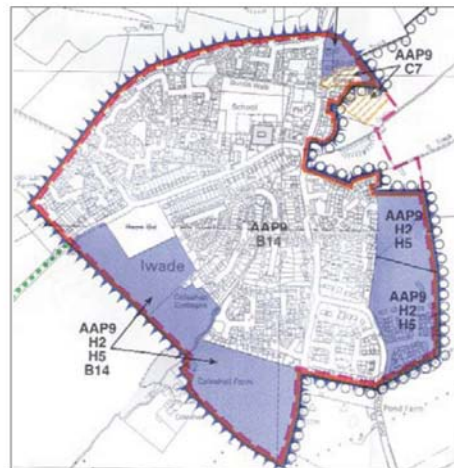
The Development Brief is to demonstrate how the development of land east of Woodpecker Drive will integrate into the wider vision for the village as a sustainable community.





Iwade has been one of the success stories of the previous Swale Borough Local Plan (2000), providing new homes, new and enhanced facilities for the local community and an improved character and environment to the village.

Ward Homes (now part of Barratt Developments) is developing proposals for sustainable new residential development on land to the east of Woodpecker Drive. To guide this development Ward Homes is producing a refreshed Development Brief to update that approved by Swale Borough Council in 1999, and address the requirement of the recently adopted local plan. (2008)



The Development Brief will shape development proposals for land to the east of Woodpecker Drive and will set out an overall approach to the further growth of the village including:

- The mix of house types and tenures around Iwade;
- Improvements to transport infrastructure including a network of cycleways and footpaths to promote sustainable access to shops and schools;
- Protecting the landscape setting of the village;
- Retaining and enhancing an area of the old orchard adjacent to Woodpecker Drive for its biodiversity value and creating a network of new habitats as part of a broader Iwade Nature Park; and
- The manner in which development can provide and support infrastructure within the village.





Why is land east of Woodpecker Drive being developed for housing?

The site has been identified as a development site following careful consideration of development opportunities around Iwade by Swale Borough Council.

The sites identification has been endorsed by a Government Inspector at the Local Plan Inquiry. Housing east of Woodpecker Drive will make a valuable contribution towards meeting the District's housing needs while reinforcing the comprehensive new infrastructure and environmental enhancements to the village.

Why is a Development Brief being produced for this development?

The Swale Borough Local Plan (2008) requires that a Development Brief be approved before planning permission is granted for further residential development at Iwade.

This Development Brief will focus on Ward Homes proposals to the east of the village and will demonstrate how the development of this area will integrate with the village as a whole. A further Development Brief is likely to be prepared by Hillreed Homes to address the development principles associated with their proposals for development to the south and west of the village in due course.

Ward Homes wants the local community's views and ideas

Ward Homes would like to get the views of people involved in the local community on the substance of the proposed development brief so shall be holding an exhibition at **Iwade Village Hall on Wednesday 30th July, starting at 3pm until 9pm.**

This will be a great opportunity to meet the team working on the Development Brief and to become involved in shaping the development proposals for the land east of Woodpecker Drive.

A continued dialogue with the local community and what happens next?

Comments made at the exhibition will feed into the Development Brief and the development proposals for land east of Woodpecker Drive. A detailed planning application will be submitted later in the summer of 2008. Local people and other local interest groups will have an opportunity to comment on the detailed development proposals at that time.

For further information please contact Nick Kilby or alternatively contact us at Iwade@yourshout.com or 0800 458 6976.

Exhibition Panels

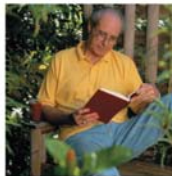
Welcome



Thank you for coming to our exhibition. It displays the proposals by Barratt Homes for the development of the land to the East of Woodpecker Drive Iwade to accommodate 90 new homes.



The exhibition is intended to provide members of the public and local stakeholders with the opportunity to view and comment on these proposals at an early stage. The exhibition is also an important opportunity for you to discuss the proposals with members of the project team.



On behalf of Barratt Homes, Indigo Public Affairs, an independent Community Consultation Company will be reviewing the feedback received at the exhibition and wherever possible your comments will be incorporated into the detailed design process.

Please take a moment to complete a feedback form - your views are important to us.



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Planning background



Iwade has been one of the success stories of the previous Swale Borough Local Plan (2000), providing new homes, new and enhanced facilities for the local community and an improved character and environment to the village.

Land to the east and south west of Iwade has been identified to accommodate 400 additional dwellings in the Swale Borough Local Plan 2008. The principle of this scale of development was endorsed by a Government Inspector at the Local Plan Inquiry, who, following a review of comprehensive evidence and survey data, agreed that 0.85 hectares of the Old Orchard could be allocated for residential development providing 0.99 hectares of compensatory habitat was provided to the north of the site.

Barratt Homes have taken this requirement on board and are promoting the development of 90 new dwellings on the land to the east of Woodpecker Drive.

This development will make a valuable contribution towards meeting the District's housing needs while reinforcing the comprehensive new infrastructure and environmental enhancements to the village.



The Site

The site is bounded to the east by arable agricultural land, to the north by an agricultural track and agricultural land, as well as the village park, and to the south and west by the residential properties that were built during the first phase of development of Iwade.

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 north end.



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Landscape



Landscape & Ecology:

- planting to restore existing and create new habitat opportunities for wildlife in former orchard land to the north of the site.
- Opportunity to provide a footpath link between the proposed development and the existing recreation ground at Woodpecker Drive, allowing the public to enjoy views of the improved wildlife areas, managed as a nature reserve.
- Existing agricultural land to the north of the site is to be converted to a high value area for wildlife, in particular Great Crested Newts (European Protected Species).



Site Boundaries:

- Provision of mixed species trees and shrubs to soften the interface with existing residential development on the southern and western boundaries of the site.



Extensive planting containing mixed native species trees and shrubs to the eastern boundary of the site;

- This creates a structure to the eastern fringe of the development, framing views out to the wider countryside and softening views towards the new built development from the east.
- New planting will enhance bio-diversity interests and diversify the existing age and species composition of vegetation in the area.

The proposed planting on the eastern boundary of the site will link up with other established groups of planting to the south and existing vegetation to be retained and enhanced to the north;

- Improving ecological linkages with the surrounding landscape and contributing to the network of proposed habitats in the local area.
- New boundary planting links with existing field boundary vegetation, providing links to new public footpaths, encouraging access to the countryside.
- Swathes of mown meadow grass alongside new native species hedgerow planting with trees to the northern boundary of the residential development. This landscape treatment provides a naturalised edge between the new residential area and propose nature reserve north of the site.

Landscape treatment internal to the site:

- Planting of street trees to provide landscape structure, soften hard surfaced areas and provide amenity benefit.
- Planting areas using a variety of species of shrubs, providing interest in colour, texture, shape and fragrance.
- Provision of quality lawn areas for residents to front / rear garden spaces.



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Ecology



The site supports:

- a county important population of Great Crested Newt, which is protected under national and European law;
- a low population of Common Lizard, which is protected under national law;
- a low population of Slow Worm, which is protected under national law;
- a low population of Grass Snake, which is protected under national law;
- an old orchard (1.6ha), which is a Priority Habitat under the UK and Kent Biodiversity Action Plans; and
- three small ponds, which are Priority Habitats under the UK and Kent Biodiversity Action Plans
- incidental sightings of bats and Barn Owls have been noted in the Iwade area and are likely to use the site for foraging/commuting



The proposed development will result in:

- the loss of 0.85ha old orchard of high ecological value
- the loss of a small, degraded pond that has not supported Great Crested Newts since 2006, and therefore has limited ecological value
- the loss of 0.51ha poor semi-improved grassland of limited ecological value
- the loss of 1.27ha arable land of negligible ecological value

To ensure there is no population decline in any of the protected species, and to generally enhance the site for wildlife, we are proposing to create 0.99ha of habitat in an arable field and to enhance 0.75ha of the retained orchard. **The habitat creation and enhancement works are:**

- creation of two new off-line ponds, restoration of two existing ponds and installation of two balancing ponds; all will largely benefit breeding Great Crested Newts and other amphibians, and will provide foraging habitat for Grass Snakes
- creation of a species-rich neutral grassland with shrub plantings that will be managed to maintain an appropriate grassland:shrub ratio and to benefit invertebrates, birds, bats, reptiles, amphibians and small mammals
- planting of species-rich hedgerows comprising native plants; will provide shelter and hibernation opportunities for reptiles and amphibians, flight lines and foraging habitat for bats, and nesting and foraging habitat for birds
- creation of permanent structures (*hibernacula*) to increase hibernation opportunities for reptiles and amphibians
- Management of the orchard to maintain informal paths for public use and an appropriate grassland:scrub ratio to benefit invertebrates, birds, bats, reptiles, amphibians and small mammals

Additional features, such as bird boxes, bat boxes, bat bricks and bat tiles will be used across the wildlife areas and incorporated in the proposed buildings.

Further wildlife surveys are underway which we are waiting for the results.



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Drainage and Flood Risk



Surface Water Drainage

Surface water is water collected on the ground or in rivers, lakes or oceans. It is mainly rainfall on the ground which does not evaporate or absorb into the ground and remains on the surface of the earth.

The development will be designed to ensure that the surface water runoff into the Iwade Stream will continue to enter the stream at existing rates to ensure that there is no increase in flows downstream. This is in accordance with Environment Agency requirements.



To control the flow of surface water from the development into the Iwade Stream, balancing ponds will be used to store the water and release it at a controlled rate. The ponds will be designed with sufficient capacity to make allowance for climate change and siltation of the pond.

The drainage design has incorporated the requirements for the local ecology by ensuring several small ponds have a permanent water level. The scheme also proposes the use of open water features including the ponds and swales (grass channels) will help encourage biodiversity.

Foul Drainage

The foul drainage from the site will connect into the existing sewer network. Southern Water are currently undertaking works to increase the capacity of the sewers within Iwade.

Flooding

The site is shown on the Environment Agency's flood maps to be within an area at Low Probability of flooding. These maps are based on historical flooding and modelling done by the Environment Agency.

The Iwade Stream had been known to flood parts of the old Iwade Village due to inadequate culverts west of Ferry Road and upstream of the site. It is believed that the culverts were originally too small and easily blocked by debris. From recent conversations with the Environment Agency it is understood that they have carried out work to these culverts to reduce the risk of this reoccurring. The site will not increase this risk of flooding.

Ground levels next to the stream will be unchanged and no property is being constructed within 10m of the bank of the stream, this is to ensure there is no adjustment to the flood plain and to ensure the proposed new development is above predicted and historical flood levels.



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Transport and Access



Iwade village centre provides a range of facilities and services including a primary school, convenience store, post-office and community hall. All are within a short walk or cycle ride from the site. A wider range of facilities is available in Sittingbourne or Minster - a short bus trip away.

The site layout has been designed in accordance with Manual for Streets principles to give priority to pedestrians and cyclists and provide an appropriate setting to the buildings.

Streets will comprise a mixture of shared surface streets, courtyards and more conventional access roads with footways on each side. Carriageway widths vary to complement the building layout but generally allow for a 4.8m wide running carriageway although narrowings and single track streets with passing places are provided in lightly trafficked areas. The development provides for completion of the planned pedestrian and cycle route between Grovehurst Road and Ferry Road via the Phase 5 development and Woodpecker Drive.

Vehicular access to the development would be from Woodpecker Drive and Helen Thompson Close. The proposed development about is such that generated traffic would split 50/50 between these two roads. Connection to Phase 5 would be provided for pedestrians, cyclists and for emergency purposes only. This is to ensure that there is no opportunity for traffic to 'rat-run' between Grovehurst Road and Ferry Road via residential streets.

Proposed parking provision of 188 spaces will comprise a mix of on-street and off-street spaces in garages and parking courts. This level of provision is less than the maximum level of provision permitted by Kent County Council parking standards and therefore conforms with these standards.

Cycle parking will be provided at flats in accordance with Kent County Council minimum standards of one space per unit. At houses, sufficient room will be provided in garages or access will be provided to rear gardens to provide adequate opportunity for cycle parking.

Forecast trip generation from the development indicates a modest increase in pedestrian, cycle and bus trips. Whilst the proposed development will result in increased traffic flows on Woodpecker Drive, Helen Thompson Close, Ferry Road and Grovehurst Road, capacity assessment have indicated that these roads/ junctions will continue to operate within capacity.



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The proposed development



A number of planning objectives have been identified in developing the proposals on display today:

Protection of residential amenities

- Provision of affordable housing in accordance with council standards
- Achieving an appropriate scale of development in line with the requirements of local and national Government guidance
- Provision of adequate level of car parking
- Consideration of how best to achieve council targets on renewable energy through the provision of a number of energy saving measures



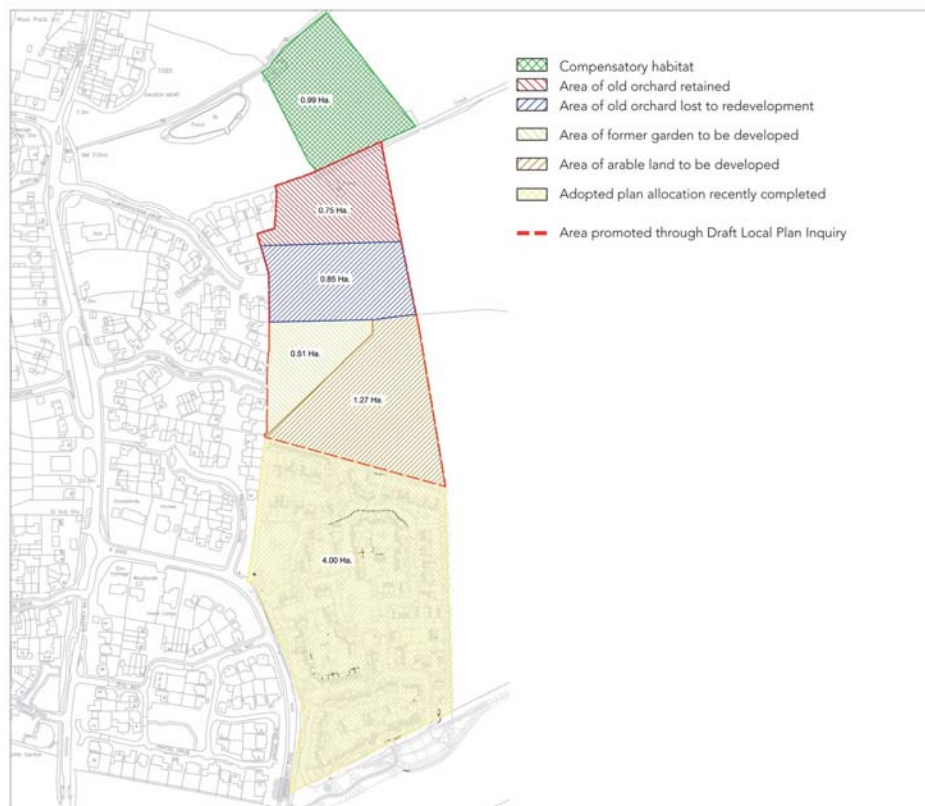
The proposed development will provide for:

- 90 dwellings comprising a mix of 1, 2, 3, 4 and 5 beds.
- Properties that are 2 - 2.5 storeys in height
- A development of circa 36 dph
- 30% Affordable housing
- Private Amenity space/gardens for all dwellings
- The creation of new areas of amenity space that will act as wildlife habitats, and integrate with the new Iwade Nature Reserve
- The introduction of new landscape belts along the eastern boundary of the site
- Materials to reflect the character of the local area (brick, tile hanging, weatherboarding and render)
- 160 allocated parking spaces i.e. just under 2 spaces per dwelling with an additional 28 visitor parking spaces.
- The introduction of new footpath/cycle links to integrate the development with Iwade village and promote sustainable access to local shops and schools.
- 10% renewable energy in the form of solar thermal, as well as all affordable homes built to Code for Sustainable Homes Level 3.



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Proposed compensatory habitat



When assessing the principle of the development of the land to the east of Woodpecker Drive the Inspector at the Local Plan Inquiry made it clear that the proposed allocation of what we refer to as Iwade 8 should be based upon 0.99ha of arable land to the north of the old orchard being made available for ecological enhancement works, and 0.75 ha of the northern end of the orchard being safeguarded from development. These proposals reflect the inspector's recommendations and are demonstrated graphically above.

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Draft development proposal



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Illustrative street scenes



The planning layout and house types have been developed in line with the urban grain of the existing village and recent new developments in mind. The village has expanded gradually over recent years from its original core and is now larger, although still retaining much of its original character.

The proposed appearance of the built form is one of harmonious transition from that of the characteristics of the village centre out towards more modern and up to date development now being proposed. You can

see from the illustrative street scenes that many traditional characteristics have been drawn upon in order that the proposed development sits comfortably next to the old. It is proposed to utilise materials commonly used in the local area that will reinforce the developments importance in the continuing enlargement of the village.

A strong sense of place will be established by the new development and it will further enhance and compliment its surroundings.



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What happens next



Barratt Homes will review the comments received from the public consultation programme and incorporate into their plans, where possible, any suggestions that are provided. Further consultation will then occur where appropriate. We will continue to update you on our proposals throughout the duration of the planning process.



Construction Timeline

Barratt Homes would seek to commence construction in the Spring of 2009, when the ecological mitigation strategy has been undertaken. The construction period would last about 36 months.

Construction would be conducted in a sensitive manner to ensure minimal impact upon neighbouring residents.

July 2008

Public Consultation Programme including Public Exhibition

August 2008

Submit Planning Application

August 2008

Barratt Homes distributes information to all interested parties including neighbouring residents and councillors setting out the feedback from the exhibition and how this has been addressed in the final submission

August/September 2008

Swale Borough Council conducts formal consultation with the local community

October 2008

Application determined by Swale Borough Council



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Return Card

Tell us what you think

Return the freepost form below - just pop it in the post, no stamp needed

Telephone the community line during office hours on our Freephone number **0800 458 6976**.

email us on iwade@yourshout.com

Text us on **07797 806537**.

Remember to tell us you name, the first line of your address and your postcode. This is not a premium rate line - only normal operator charges apply.



Comments and suggestions:

1 Please take a moment to tell us about any comments or suggestions you may have.

In my opinion,

2 Do you support the initial ideas for the site set out in this leaflet? Please tick one:

☐ yes ☐ yes with reservations ☐ don't know ☐ no

Name _____

Address _____

e mail _____

telephone number _____

Thank you for your time. Please just pop this in the post box - no need for a stamp.



Translations

- If you would like a copy of this leaflet translated into any language, or would prefer LARGE TYPE, please call. **0800 458 6976**.
- اگر آپ اس لیفلٹ (پروچہ) کا ترجمہ اردو، پنجابی یا گجراتی زبان میں چاہتے ہیں تو براہ مہربانی اس ٹیلیفون نمبر پر رابطہ قائم کیجئے: 0800 458 6976
- আপনি যদি নিচে এই লিফলেটের বাংলায় অনুবাদ করা একটা কপি পেতে চান, তাহলে 0800 ৪৫৮ ৬৯৭৬ নম্বরে টেলিফোন করুন
- आपनी सुखदाती भाषामा तस्जुमां करवामां आवेदी, आ पत्रिकांनी क्षीपीनी आपने खूब धन, तो कृपा करी संपर्क साधा; टेलिफोन नं० 0800 458 6976.
- ਜੇਕਰ ਤੁਹਾਨੂੰ ਇਸ ਲਾਫਲੈਟ ਦੀ ਕਾਪੀ ਪੰਜਾਬੀ ਵਿੱਚ ਚਾਹੀਦੀ ਹੈ ਤਾਂ ਸ਼ਿਵਰਥਨਾ ਕਰਕੇ 0800 458 6976 ਤੇ ਟੈਲੀਫੋਨ ਕਰੋ।

NO
STAMP
REQUIRED

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