

LOCAL EXHIBITION

IWADE SOUTH WEST SECTOR DEVELOPMENT BRIEF

**WEDNESDAY 10th SEPTEMBER, 4:30pm -
8:30pm
AT**

IWADE VILLAGE HALL, FERRY ROAD, IWADE

Hillreed Homes have over 30 years experience of providing traditional, high quality homes throughout Kent. We have recently submitted a Consultation Draft Development Brief and Masterplan to Swale Borough Council, which sets out guidelines for development at land to the north and south-east of Coleshall Farm, Sheppey Way, Iwade.

This exhibition is your chance to learn more about the site and the Development Brief, and to give us your views and comments so that we can take these into account when we draw up our final plans.

At the exhibition you will have the opportunity to find out more about the proposals. We will tell you about the site and what we are proposing for it, covering many aspects from community facilities, open space and employment opportunities.

There will be experts on hand to answer any questions you may have about the proposals.

We look forward to welcoming you to the exhibition and discussing our plans.

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Please contact Martin Page or Ria Drake on 01622 776226 for further details.

Our Ref: MFP/RD/6635

... August 2008

Dear Sir/Madam

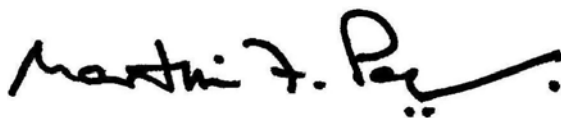
LOCAL EXHIBITION RE: IWADE SOUTH WEST SECTOR DEVELOPMENT BRIEF

As you may be aware, Hillreed Homes have recently submitted their Consultation Draft Development Brief and Masterplan to Swale Borough Council. This document sets out guidelines for future development of land to the north and south east of Coleshall Farm, with up to 350 dwellings, 1 hectare of employment, open space and community facilities.

We are writing to you as a local stakeholder to inform you of a local exhibition that will take place on **Wednesday the 10th of September between 4:30pm and 8:30pm at Iwade Village Hall**. In this regard, I enclose a publicity leaflet for your information. The exhibition is designed to inform members of the public and interested parties of the nature and detail of the preferred option, so that comments can be taken on board prior to completion of the scheme as a planning application. This will offer the chance for any queries to be answered by the project team who will be in attendance, and for us to hear your views on the proposals.

We look forward to seeing you on the evening of the 10th and introducing the proposals in full.

Yours sincerely

A handwritten signature in black ink that reads "Martin F. Page". The signature is written in a cursive style with a long horizontal stroke at the end.

Martin F. Page
Lead Planning Consultant

Enc
Direct email: martin.page@dhaplanning.co.uk

QUESTIONNAIRE

Thank you for taking the time to look at our exhibition.

We hope that you now have a better idea about our proposals. Please take this opportunity to talk with the experts present, who will be happy to discuss any aspect of the proposals with you.

The aim of this exhibition is to allow us to find out your views on the proposals. We would be grateful if you could take a couple of minutes to fill in this questionnaire with any comments you may have.

Your responses will remain anonymous at all times and allow a range of views to be expressed. All comments on any aspect of the proposals are welcomed.

About You (Please tick those that apply):

Resident of
Iwade

Member of a Local Group ie
Herons

Other Interested
Party

-
- 1. Do you agree with our suggested plan for the site, which includes housing, employment, open space, footpaths and roads etc?**

 - 2. Do you agree with the types and positions of the open space we are proposing?**

 - 3. Does the Masterplan, in your opinion, provide enough opportunity for walking and cycling across the site?**

Question	Answer	No of answers	Additional comments	Hillreed Response
1) DO YOU AGREE WITH OUR SUGGESTED PLAN FOR THE SITE, WHICH INCLUDES HOUSING, EMPLOYMENT, OPEN SPACE, FOOTPATHS AND ROADS ETC?	YES, IN PRINCIPLE	27	<p>Roads need to be addressed. Seems to be too much emphasis on football however. Plan appears satisfactory. Does seem excessive in size. Not happy with some footpaths ie to Meadow Rise. No need for footpath behind medical centre. Drainage needs to be fully addressed. Concern over employment land – already underused sites at Eurolink and Sittingbourne.</p>	<p>The open space provided allows opportunity for a wide range of sports. The Masterplan follows the Policy allocation. Footpaths to Meadow Rise are not proposed. The footpath behind the medical centre has been moved. Drainage will be fully addressed in a sustainable manner though the inclusion of SUD's and detention ponds. Employment land is required by Policy AAP9.</p>
	HAVE CONCERNS	13	<p>Concerned with additional traffic and speed of cars. Roads widths must be of a good size and sufficient parking. School Lane currently a quiet country lane. Problem with through road. Noise levels. Overlooking of existing houses. Would like appropriate boundary treatment to existing houses. Not enough local amenities to support new residents. Could use some of the site for additional car parking for Doctors surgery. Parking currently inadequate for this facility. Losing views of countryside from existing houses. Need at least 40 car parking spaces in the recreation ground. Would like to see allotments and facilities for the elderly.</p>	<p>The development will be fully traffic calmed through the inclusion of features such as squares or roundabouts Existing boundary hedgerows will be retained and enhanced, and new planting will be implemented to provide buffer zones where appropriate including at the boundary of the site and countryside and existing residential areas. Overlooking is designed out by maintenance of sufficient separation. The village provides a wealth of local amenities including a local shop (Budgens), village hall, post office and public house . The Masterplan corresponds with the Policy allocation AAP9. The Medical Centre parking has been provided in accordance with Kent Vehicle Parking Standards. The recreation ground will be provided with 40 car parking spaces. A wide mix of residential accommodation is proposed to meet the needs of the community, including affordable provision at 28% . Bungalows, flats and houses will be provided.</p>

	NO	21	<p>Object to added congestion. Already too much housing. A smaller development would be appropriate. Existing infrastructure cannot cope with more housing. Not enough open spaces. Main road does not sit well with open spaces (dangerous). Bus route not necessary as not well used. Insufficient car parking. School Lane a dangerous road. Main road will become rat run. Would only want to see 2 storey development. School does not have enough capacity. Current estates unfinished and unsightly.</p>	<p>A submitted Transport Assessment prepared for the later planning application details the highways strategy and benefits to the village. The technical assessments for the later application also demonstrate that existing infrastructure eg drainage, energy and transport, is sufficient. The extent of the site corresponds with the allocation within Policy AAP9. Three different types of open space are proposed. The main road will be traffic calmed to 20mph to increase safety. This will also prevent rat running. Allowing a bus to travel within the site future-proofs the development. KCC confirm the capacity of the school. Contributions will also fund an extension.</p>
	BLANK	5	n/a	
2) DO YOU AGREE WITH THE TYPES AND POSITIONS OF THE OPEN SPACE WE ARE PROPOSING?	YES	36	<p>Open spaces are essential, would be good to keep in the final plan. Community hall could cause traffic issues.</p>	<p>The recreation ground is now provided with 40no. car parking spaces.</p>
	NO	25	<p>Lead to anti social behaviour. Would like a cricket club. Too much emphasis on football. Would like recreation ground to be larger. Not enough children's play space. Want to see open space in one location. Would like more open space scattered around proposal. Play area has been moved to place prone to waterlogging.</p>	<p>The open space provides opportunity for other types of sports, with opportunity for a cricket pitch if required and informal play. The recreation ground has been increased by 0.1 hectares. The onus however has been on dispersing open space around the site. Sufficient Children's play space is provided, to link into existing provision in the village. The recreation ground will be regularly maintained.</p>
	BLANK	5	n/a	
3) DOES THE MASTERPLAN, IN YOUR OPINION, PROVIDE ENOUGH OPPORTUNITY	YES	33	<p>However might be too much – anti social behaviour.</p>	<p>The design is highly permeable, as per urban design best practice. Public spaces will be overlooked wherever possible. Cycle and footpath routes will be concentrated to main routes or where there is good surveillance.</p>

FOR WALKING AND CYCLING ACROSS THE SITE?	NO	22	Nowhere to let dogs run free. Do not agree with paths to existing lwaide areas including Meadow Rise. Routes need to be safe, away from traffic. Would like to cycle through green areas not through housing.	Open space is provided to cater for a variety of activities. No footpaths are proposed to Meadow Rise. Pedestrian and cycleways will be safe and attractive to use.
	<i>BLANK OR NEUTRAL</i>	11		
4) HILLREED ARE PROPOSING A MIX OF AFFORDABLE UNITS OF WHICH IT IS PREFERRED THAT 60% ARE SHARED EQUITY AND 40% ARE RENTED, HAVING HAD DISCUSSIONS WITH THE PARISH COUNCIL. DO YOU AGREE WITH THIS APPROACH? WHAT TYPE OF AFFORDABLE ACCOMMODATION WOULD YOU PREFER TO SEE IN IWADE?	YES	24	Would prefer to see more equity shared, there are enough rented houses. Key worker and sheltered for the elderly preferred. Lower proportion of rented preferred. Would prefer to see no rented property. Not too much concentration of low cost housing.	Hillreed Homes is flexible to the exact split of affordable housing. There will be provision for key worker and shared ownership units as required.
	NEUTRAL (NO SPECIFIC AGREEMENT)	17	Would prefer to see semi-detached houses. Already too much affordable in the village. No 3 storey affordable. No flats. Would like to see bungalows. Would like to see 20% affordable only.	3 storey affordable units will be placed at important nodal or focus points taking account of the topography of the site to ensure a sensitive village extension.
	NO	2		
	<i>BLANK</i>	23		
5) WHAT SORT OF EMPLOYMENT WOULD YOU LIKE TO SEE IN THE VILLAGE?	NONE	11	Not sustainable – will not be used.	
	SHOPS/RETAIL	6	Bakery, fish and chip shop. Provision for the elderly ie tea room.	Policy AAP9 envisages housing and employment. A location outside the village centre is unlikely to meet commercial or planning policy requirements.
	OFFICES	16	Light industrial only. Uses that are clean and quiet. Hi-tech IT uses to improve Broadband access.	The provision of B1 floorspace complies fully with Policy AAP9.

	OTHER	11	Would prefer farm to stay. Restaurant. Need more of any type to support village. Mixed use.	
	BLANK	22	n/a	
6) DO YOU AGREE WITH THE PROPOSED LOCATION OF THE EMPLOYMENT AREA?	YES	39	Needs main road access, away from existing houses. Will cause least disruption in this area. Will need to ensure not unsightly as approach village.	The proposed location of the employment uses meets these criteria. The buildings used for employment will be of high quality and will not be unsightly. Careful attention will be paid to the buildings visible from the road on approach to the village via Sheppey Way.
	NO	16		
	BLANK	11	n/a	

Other Comments

- Concerns over existing traffic calming in village – the development will be fully traffic calmed to complement that existing. Kent Highways are responsible for the existing measures in the village.
- Need adequate parking for residents – parking will be provided at the maximum end of the Kent Vehicle Parking Standards.
- Flooding – more roads increase flood risk – the EA has no objection to the scheme, and the development fully mitigates against flood risk whilst incorporating SUDs.
- No further residential development should be approved in the village – residential development is proposed in line with the approved Local Plan.
- Provision for scout hut would be good – a community pavilion is to be provided at the recreation ground.
- Tennis courts, other sport as well as football to be included – provision can be made for other sports such as cricket if required or more informal games.
- Would like good boundary treatment between existing and proposed properties – buffer planting is proposed.
- School capacity an issue – KCC have confirmed that the school has capacity, with developer contributions funding an extension.
- Proposed open areas are very good.
- Need more parking on recreation ground.- 40 spaces are now proposed.
- Concerns with medical centre parking – currently inadequate. The medical centre has an existing level of parking commensurate with its floorspace.
- Facilities for older people in the village required. – smaller units and bungalows are provided.
- Through road proposed not a good idea – will become a rat run. The road will not become a rat run because it will be fully traffic calmed.
- Would like to see warden assisted bungalows for elderly.
- Do not think need a footpath between Monins road and new development. Such a footpath will provide links to the recreation ground for existing residents.
- Will need more GP's at medical centre to cope with capacity.
- No need for footpath behind medical centre at Open space 3 – security issue. This has been removed.
- Would like to see allotments. Outside scope of Development Brief.
- Would prefer to see no new development. Development at this site has been accepted by the Council and an Inspector through the approved Local Plan.
- There will need to be capacity in terms of water/gas/electricity. There is capacity in this regard.