

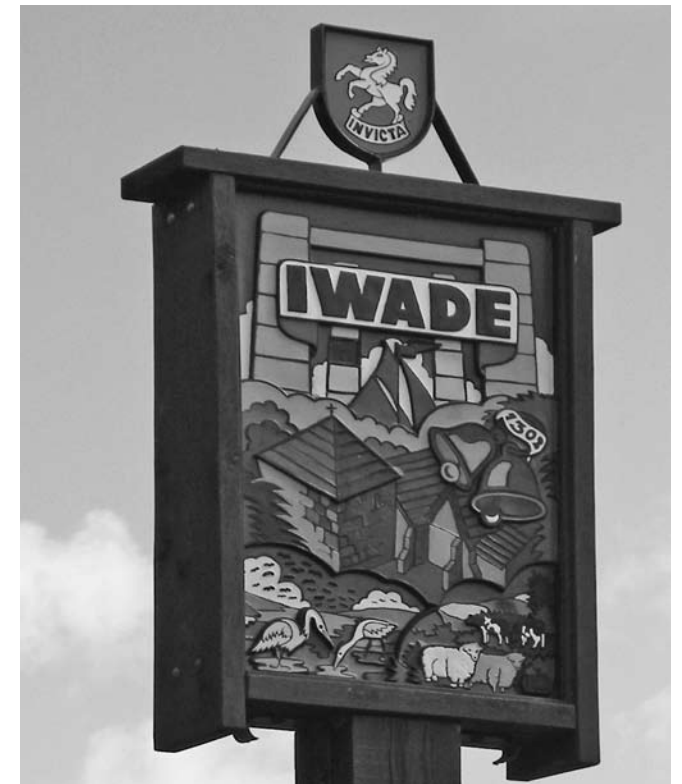


iwade phase 2 development :
south west sector

may 2009

revised development brief

Swale BC consultation draft may 2009



a) introduction

This Brief has been prepared by DHA on behalf of Hillreed Homes, the developers of land located close to Coleshall Farm and forming the south western part of the village of Iwade.

This document relates to the specific requirements that are intended to be applied to the development of this site which is allocated in the Local Plan. Development at this site represents a significant opportunity in accordance with planning priorities and best practice.

It is proposed to provide a mixed scheme, offering primarily residential units but also proposing employment space as directed by Local Plan Policy. The site will thus offer a high quality housing scheme with substantial open space, planting and recreation facilities. The proposals will secure a flagship example of a sensitive village extension, that will meet the needs of the local community.

The Brief has been prepared independently of a Development Brief for the remainder of the Local Plan allocation which is currently under the ownership of Ward Homes.

This revised Brief has been consulted on through discussions with Iwade Parish Council, local clubs, interested parties and residents, incorporating a public exhibition held in the village in September 2008. This copy of the Development Brief incorporates wherever possible changes that address responses received from this consultation.

Swale Borough Council are now consulting on the brief before adopting it as a guide to development.



Fig 1. Iwade aerial image, courtesy of Google Earth (copyright)

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chapter one : introduction

1.0 brief history

In 1994 Swale Borough Council consulted on the draft Swale Borough Council Local Plan. This identified Iwade as a settlement suitable for housing growth in response to the emerging Kent Structure Plan, the A249 Iwade bypass having been completed. An initial 400 dwelling release was proposed, subject to a Masterplan.

A Master Plan was prepared by Hillreed Homes and Ward Homes. It was consulted on but not finally adopted by the Council. The Deposited Local Plan 1996 allocated sites for 550 dwellings. The Masterplan also considered that the 'environmental footprint' of the village would contain the equivalent of 1,240 dwellings longer term and importantly it required the preparation of a Development Brief to guide future growth. One was prepared and approved in 1999.

The previous Local Plan was adopted in 2001 on the basis that the village has capacity for 1,200 dwellings without unacceptable environmental consequences.

Development progressed in line with the Brief but by the Local Plan Review inquiry in 2006, the higher density development required in PPG3 had resulted in planning permissions for 805 dwellings. Only a small parcel remained without permission. The Council therefore proposed that the new Plan contain about 400 more dwellings, mainly to the south west to avoid coalescence with Sittingbourne but with rounding off in the east.

The Inspector broadly agreed with the Council's position and the Swale Borough Local Plan 2008 at policy AAP9 proposes as follows:



Fig 2. recreation ground located to the south of School Lane and forming part of the site

1.0 brief history (cont/...)

"An Area Action Plan is designated at Iwade, as shown on the Proposals Map. Within this area, planning policies and proposals will aim to provide the existing and new communities the services and mix of uses that ensure that the village functions as a more sustainable settlement. In addition to the development, and provision of new and improved community facilities comprising the first phase of development as outlined in the currently approved Development Brief, planning permission will be granted for development comprising:

1. housing, for approximately 400 additional dwellings on sites in the south-western and eastern parts of the village respectively;
2. expansion of the recreation ground in School Lane; and
3. the provision of some 3,000 square metres of employment floorspace.

Planning permission will not be granted for the additional 400 dwellings proposed until:

- a. a revised Development Brief has been approved by the Borough Council;
- b. it is demonstrated to the Council's satisfaction that flooding problems arising from the Iwade Stream can be resolved as part of the additional development;
- c. the construction of the Ridham and Kemsley employment area has commenced; and
- d. an assessment of the likely significant effects of development upon nearby European Sites for nature conservation and other important areas of biodiversity has been undertaken and its recommendations implemented."

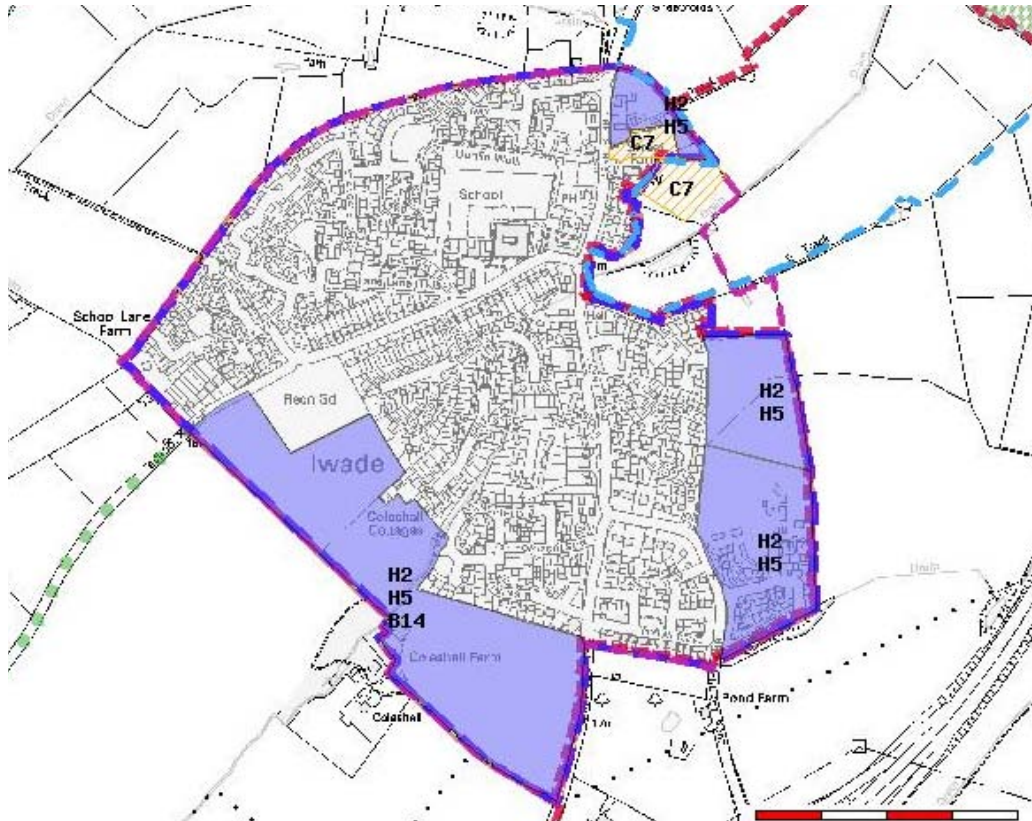


Fig 3. extract from the adopted Local Plan 2008, Proposal Map

1.0 brief history (cont/...)

The extent of the expansion areas in the east and south-west is fixed. The purpose of this Brief is to secure guidance and a framework for submission and consideration of a detailed planning application for the major south-western part of the village in line with policy AAP9. The brief must therefore deal with:

- Housing requirements including affordable housing;
- Open space and recreation including expansion of the recreation ground and new facilities;
- Employment – the location for 3,000 sq m of business development;
- Transport, access and drainage infrastructure requirements;
- Urban design principles;
- Contributions to off-site infrastructure including community infrastructure.

The Fig 3. Local Plan boundary excludes it, but to cover all the improvements to the recreation ground, the Brief includes it, as shown in Fig. 4.



Fig 4. Iwade village, with site extent shown in red

1.1 status of the brief

For the brief to carry weight in decision-making on planning applications, consultation is an essential requirement prior to adoption by the Council. The Local Plan fixes certain aspects of the development but it points out that issues such as the extent of the expansion of the recreation ground and the facilities it should contain should be determined through this Brief.

The Brief was consulted on in 2008, through engagement with the planning authority, Iwade Parish Council, local clubs and the public. An exhibition on the Brief and its suggested Masterplan was held in the village in September 2008.

The consultation work and its results are set out in the Statement of Community Involvement (SCI).

This copy of the Development Brief has incorporated wherever possible changes that address the many responses summarised in the SCI. Some of the more detailed comments can only be addressed in the planning application.

The Council is now carrying out its own consultation on this revised Brief before finally adopting it as required under Policy AAP9 of the Local Plan, to act as a guide to the principles which should be followed in the development.