

# IWADE SOUTH WEST SECTOR DEVELOPMENT BRIEF

Hillreed Homes welcomes you to this public exhibition regarding the proposed development of land at Iwade South West Sector. This exhibition will provide a background to the site, together with the details of the suggested Masterplan.



## BACKGROUND

In 1994 Swale Borough Council consulted on the draft Swale Borough Council Local Plan. This identified Iwade as a settlement suitable for housing growth. A Master Plan was prepared by Hillreed Homes and Ward Homes; it was consulted on but not finally adopted by the Council. The Masterplan considered that the 'environmental footprint' of the village would contain the equivalent of 1,240 dwellings longer term and required 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 Council 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 as per Policy AAP9 of the recently adopted Local Plan (2008).

## ABOUT THE SITE

The site can be found to the south west of the village. It occupies a long, irregular shaped plot that stretches from School Lane to Sheppey Way and covers some 12.36 hectares. The land is predominantly agricultural, apart from the existing recreation ground which offers children's play equipment. The site dips slightly in the centre where the Iwade stream divides the site, marked by bushes which are dense in areas. The site falls slightly from School Lane.

On approach to the village from the south, a line of mature Poplars marks the south western boundary. Pedestrian access into the site is currently limited, however there is an under used footpath link that travels alongside the stream within the site. The recreation ground is accessible from School Lane but separated from the rest of the site by low level hedging. There are no existing vehicular routes within the site boundary.

Although the site is generally bounded by vegetation, views into it are obtainable from the approach to the village from the south, with glimpses of the site seen through the Poplar trees, with a more extensive vista provided at the access to Coleshall Farm. From the east, existing residential units screen the site such that views are not easily obtained. However, the Medical Centre car park provides for far reaching views across the extent of the site. From School Lane, views of the site are obtained across the recreation ground (below).

