

6.0 Land Use and Development Proposals

This section sets out an overview of Barratt Strategic acting for Ward Homes proposals for land east of Woodpecker Drive and demonstrates the manner in which proposals are consistent with the broader vision for the village.

Development Concept

Building from the policy context, the vision for Iwade East and the key urban design principles a development concept plan (as shown in Plan WARD20/009) sets out the key development response.

Development is grouped around a key north-south spine which provides pedestrian links from Saxon Place to the south towards the Village Park and Village Centre. Along this route are key nodes where vehicular access routes from Woodpecker Drive and Helen Thompson Close intersect. These nodes could be reinforced by open space treatments or key frontages terminating vistas.

A key frontage is proposed towards the Old Orchard creating an attractive setting for development and providing a degree of surveillance of this open space.

New field boundaries are proposed to define the eastern edge of the development and create an appropriate interface.

A Range of New Homes

Residential development of land east of Woodpecker Drive is proposed for approximately 90 new homes, with a mix of different housing types. There will be a variety of houses and apartments constructed, within a number of

different settings. Around 27 of the total number of dwellings built will be affordable dwellings offering a range of tenures and helping to ensure that a balanced community emerges that meets all housing needs. The preferred mix of units within the overall affordable provision should, unless otherwise be agreed with the relevant Registered Social Landlord (RSL). The exact mix will be agreed later on with Swale Borough and the RSL. This is supported by the Parish Council. The overall density of development will be around 40 dwellings per hectare.

Built form will comprise of 2 / 2½ and 3 storey forms providing houses and apartments in detached, semi-detached and terraced forms.

Built form will use pitched roofs throughout in keeping with the character established within the village. A variety of materials will be employed including brick, timber cladding, painted render, slate and tile. The detailing of development will also reflect the local vernacular with elements such as brick reveals around windows, string courses and corbelling and exposed eaves all contributing towards visual richness and reflecting the high quality development established within the village.

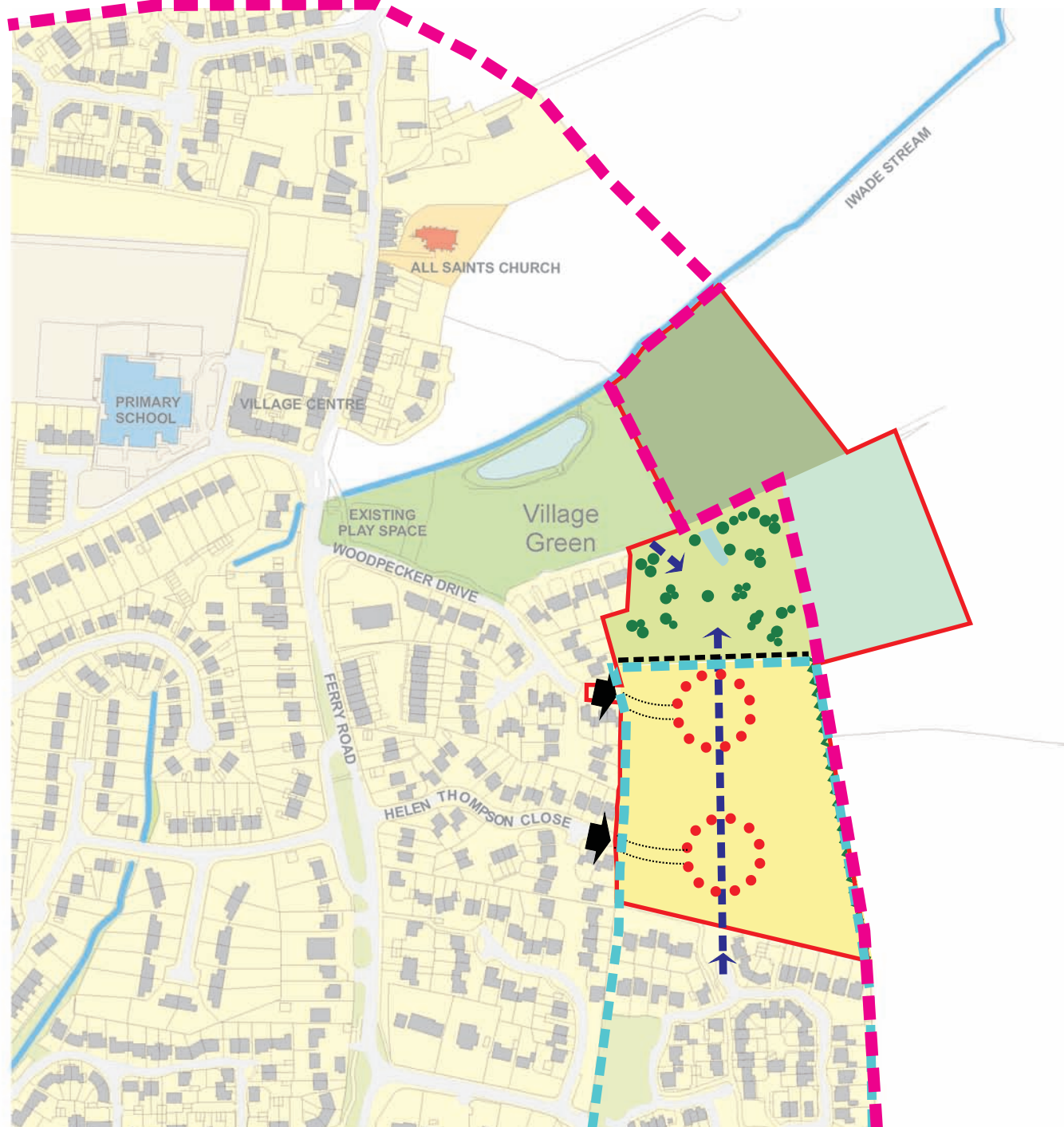
The affordable units will be located in clusters of 6-8 units (maximum), will be tenure blind, and meet the minimum SDS/Housing Corporation Standards in operation at the time the site is developed.

New dwellings, including all affordable homes will be designed to meet level 3 of the Code for Sustainable Homes (minimum) and will also make provision for 10% of the sites energy requirements to come from renewable sources. A sustainability report will accompany the planning application setting out the manner in which renewables will be employed on the site.

Supporting Land Uses

Land east of Woodpecker Drive is within easy walking distance of a comprehensive range of supporting land uses, reducing reliance on the

DEVELOPMENT CONCEPT



Key

- Site Boundary
- - - Local Plan Allocation (Policy H2/H5)
- - - Area Action Plan Boundary (AAP9)
- Old Orchard Retained
- Residential Area
- ~ New Field Boundary
- ➡ Vehicular and Pedestrian Access
- ➡ Pedestrian Links
- ⊙ Node
- - - Key Frontage to Old Orchard
- Water courses
- Compensation Habitat
- SUDs Area

March 2009

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private car for day-to-day trips. Within 400m easy walking distance of the site can be found the village centre, Iwade Village Hall, recycling bring facilities, the Woolpack public house, All Saints Church, Iwade Primary School, the Village Park and the main bus stops within the village. The only village facility in excess of 400m from the site is the recreation ground which lies within 800m of the site (as shown in Plan WARD20/010).

Within the site amenity open space will be created to provide focal points within the development.

The retention of the Old Orchard and the expansion of the Village Park to include an area managed for its nature conservation interest will provide opportunities for additional informal recreation and relaxation within easy reach of new homes accessed through new footpaths. Provision will be made for an area of eco-friendly formal park space within the Old Orchard. This will, together with contributions to other off-site facilities, contribute to the enhancement of the off-site formal play space in Iwade. An additional area to the east of the site, which will provide for the site's SuDS requirements, will provide further ecological mitigation, and informal open space. The management of these areas will be controlled through a resident's management company, the details of which will be agreed through the planning process.

The expansion and improvement of Iwade Recreation Ground is proposed as part of the south-western phase two expansion of Iwade. This will provide for the formal recreation needs of the development along with the equipped play area in the Village Park.

A planning statement will accompany the planning application setting out details in relation to open space.



Village Park.



Recreation Ground.

WALKING DISTANCES



Key

- Site Boundary
- Local Plan Allocation (Policy H2/H5)
- Area Action Plan Boundary (AAP9)
- Public Transport Stop and 400m/5min Walking Distance
- Bus Stop
- Public Right of Way
- Hillreed Homes Proposals
- SuDS area
- Compensatory Habitat
- Old Orchard Retained

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Town Planning and Urban Design



IWADE

Access, Streets and Movement

In order to support the new community, a permeable street and footpath/cycleway network will be created. This will provide safe and convenient links to facilities such as the Iwade Village Centre, the Woolpack Public House and Iwade Primary School, reinforcing the sustainable relationship between housing and day-to-day facilities. This network will also link into adjacent housing areas, opening up opportunities for new and sustainable linkages from these areas and provide access to the national cycle route 1 along with access to Ridham and Kemsley.

Highway access will be from Woodpecker Drive and Helen Thompson Close, accessed from Ferry Road. The design speed is 20mph with the same high quality street environment and traffic calming measures being employed to control vehicle speeds.

It is proposed that approximately 160 allocated parking spaces be provided for residents use, a provision of just under 2 spaces per dwelling. These would be a mixture of on and off-street spaces. Off-street spaces are proposed as a mix of garages and parking courts. These would be supplemented by approximately 38 visitor parking spaces and on-street. Cycle parking will be provided at flats in accordance with Kent County Council minimum standards of one space per unit.

Landscape Strategy

Land east of Woodpecker Drive will create a new edge to Iwade that will form the boundary to the Strategic and Important Local Countryside Gap (as shown in Plan WARD20/011).

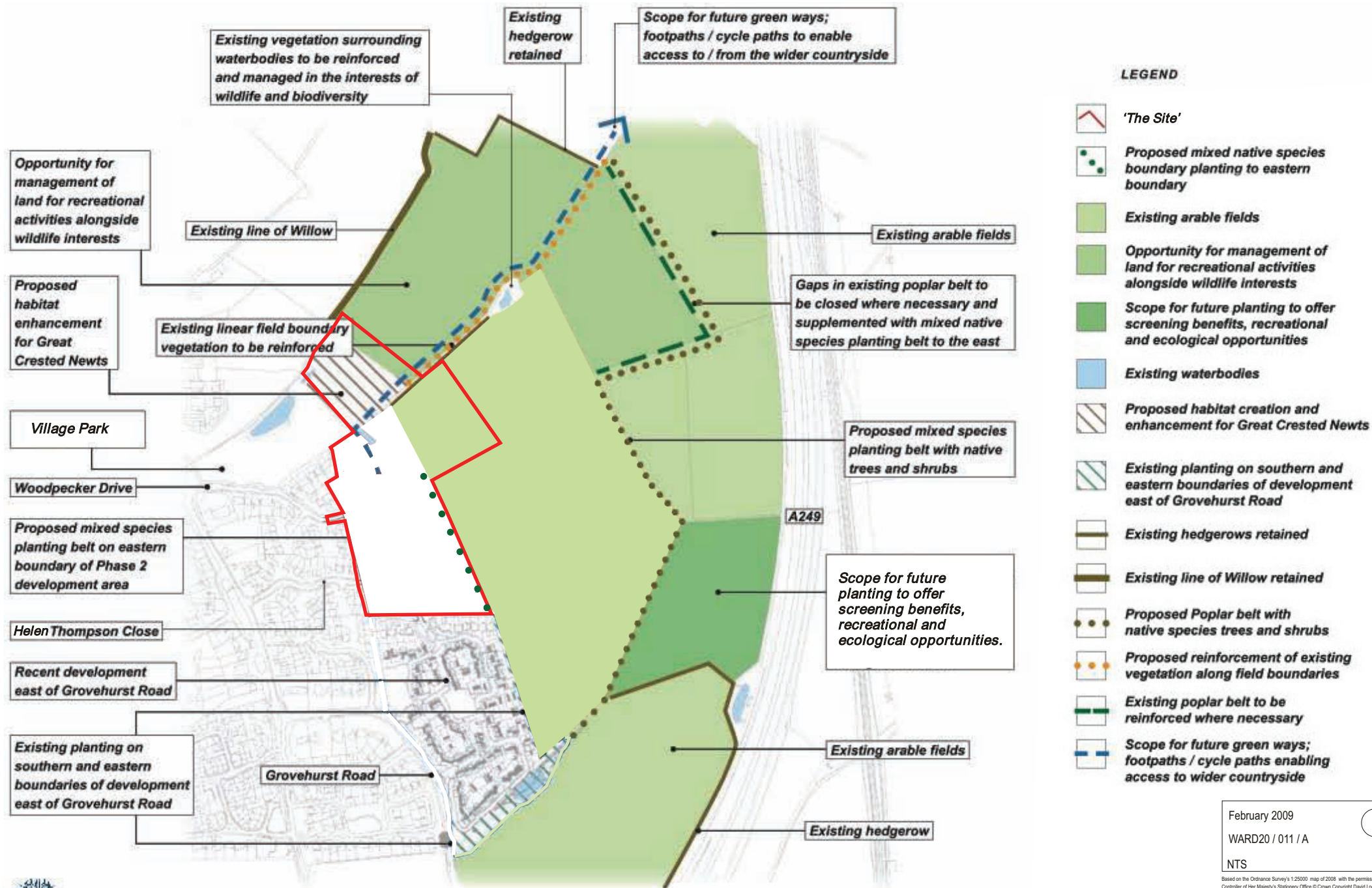
The eastern site boundary will feature a varied edge treatment that is a minimum of 3-5m wide to provide a soft edge to the settlement characterised by new tree and shrub planting using mixed native species.

To the south and west development will integrate with existing residential areas, while to the north the retained Old Orchard will continue the tradition of new high quality open spaces in this part of Iwade. While predominantly managed for its wildlife interest, the Old Orchard will provide a distinct setting and character to the overall development.



Village Park looking towards All Saints Church.

LANDSCAPING STRATEGY



February 2009

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Ecology Strategy

The Old Orchard area is recognised to provide nature conservation interest as a habitat for a number of species including Great Crested Newts. It is proposed that the Old Orchard pond is retained along with a significant buffer area, and that it is fed by run-off rainwater from the roofs of proposed housing development. In addition a small area of eco-friendly formal play space will be provided within the Old Orchard, subject to Natural England approval.

New wildlife habitats will also be created in an area to the east of the site and the Village Park in the form of new aquatic and terrestrial habitats. Forming part of Iwade Nature Park, a proposed integrated network of habitat opportunities, these proposals will create an arc of habitats from land north of All Saints Church in the north, to land east of Woodpecker Drive in the south. As well as promoting nature conservation, these areas will also provide informal recreational opportunities (as shown in Plan WARD20/012).

The Noble Chafer Beetle mitigation strategy is to create a varying age structure of fruit trees, particularly plum, to ensure the long-term conservation of this beetle population in Iwade. Therefore, approximately half of all the trees that either support, or have the potential to support, larvae of the Noble Chafer Beetle, which is dependent on deadwood habitat, will be retained. The other half of trees, which would otherwise be lost to the proposed development, will be transplanted to an area adjacent to the orchard with the aim to retain as much deadwood habitat as possible. Additional plum trees will be planted in this area and within the proposed hedgerows bordering the orchard. As these trees mature, deadwood habitat will develop at approximately 50 years, which will provide Noble Chafer Beetle habitat in the long term.

Drainage Strategy

Proposals will be accompanied by a detailed drainage strategy and flood risk assessment. This provides for the creation of new attenuation bodies and permeable paving within private courts to limit rates of run-off into watercourses to equal existing run off rates. Provision is also made for run-off from roofs to be fed into the existing pond within the Old Orchard area and proposed ecological ponds to enhance the supply of water to these ponds. Further new balancing ponds may also be required east of the development. These will provide for further ecological habitats to be created, and additional areas of public open space provision. As already indicated the management of this area, the old orchard and the additional ecological habitat to the north will be via the resident's management company, upon which representatives of the developer, parish and district will sit. The details and legal structure of which to be agreed with Swale Borough through a Section 106 agreement.

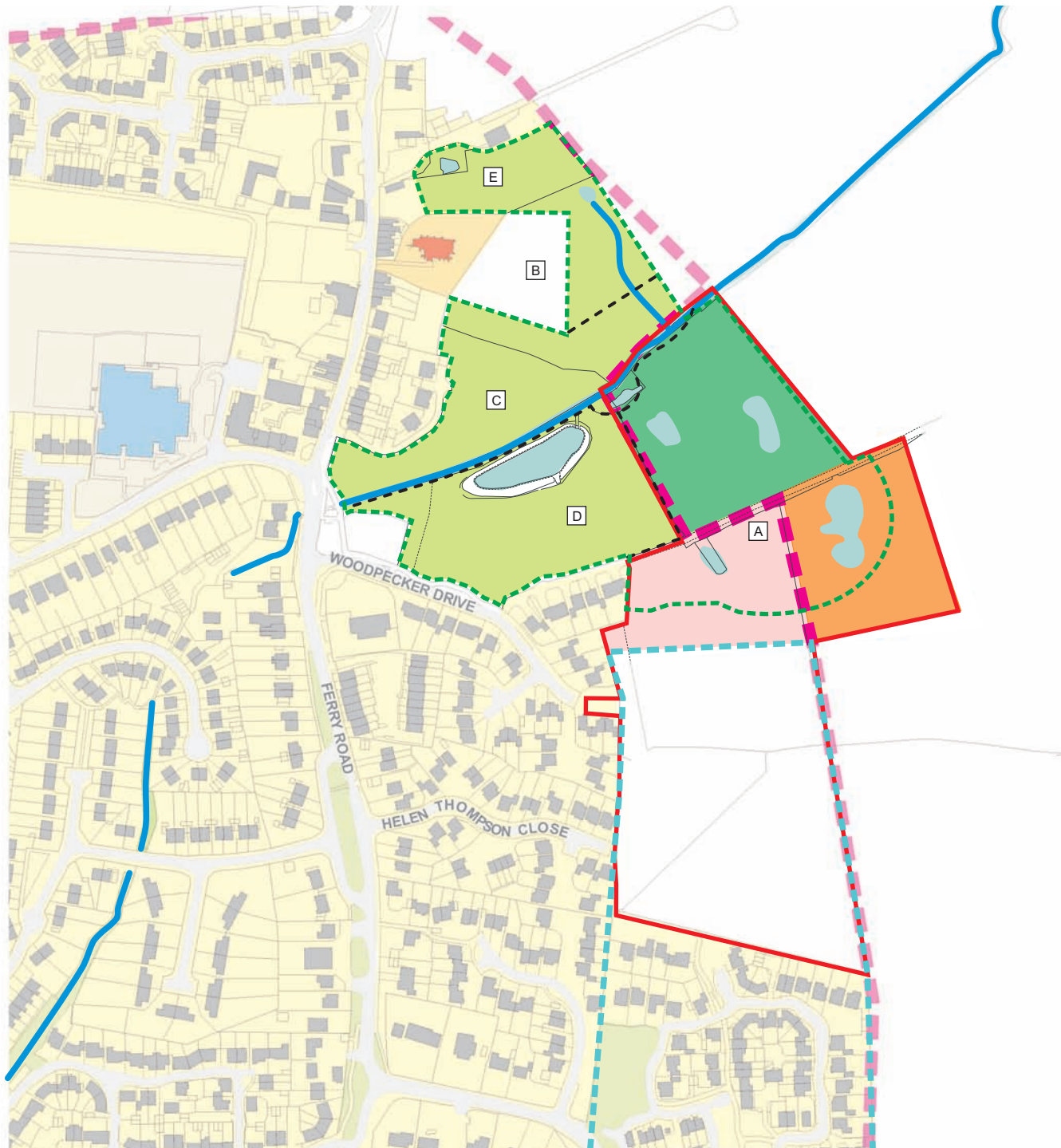
The foul water will connect to the existing Southern Water sewer serving the village, where it is pumped from School Lane to the sewer treatment works. Southern Water have plans in place to upgrade their foul water network to incorporate the properties allocated in the adopted local plan.

The location of land east of Woodpecker Drive to the downstream of Ferry Road means that it does not place any additional pressure on the culverts taking the Iwade Stream through the village. Restricting the run-off rates into watercourses to existing run off rates ensures the development does not increase the risk of flooding to properties and land downstream of the site.

Indicative Masterplan

An indicative masterplan is set out showing one way in which the site might be developed in line with the concept outlined in this chapter (as shown in Plan WARD20/013).

IWADE NATURE PARK - INITIAL PHASES



Key

- Site Boundary
- - - Local Plan Allocation
- - - Iwade Nature Park Boundary
- Water Courses
- - - Pedestrian Links
- A Habitat creation measures proposed alongside development of land east of Woodpecker Drive
- B Land to be transferred to Iwade Parish Council to extend burial ground
- C Land to be managed to maintain grassland habitat
- D Iwade Village Park
- E Habitat creation measures proposed alongside development of land north of All Saints Church
- SuDS area
- Compensatory Habitat
- Old Orchard Retained

March 2009

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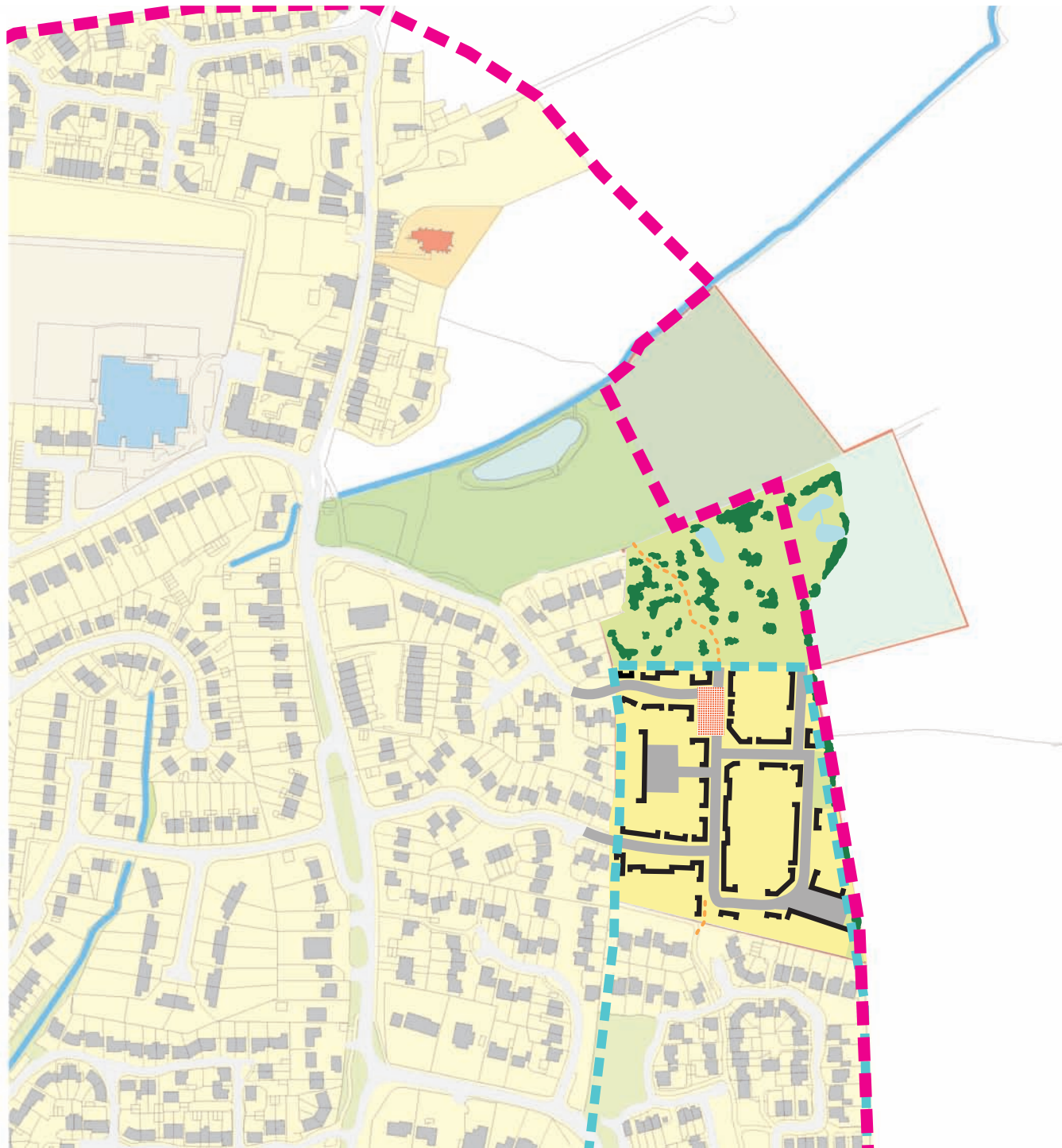
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INDICATIVE MASTERPLAN



Key

- Site Boundary
- - - Local Plan Allocation (Policy H2/H5)
- - - Area Action Plan Boundary (AAP5)
- Old Orchard Retained
- Residential Area
- ▨ Key Landmark
- - - Footpath
- Compensatory Habitat
- SUDs Area

March 2009
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Public Open Space Provision

The extent of the developed area equates to some 2.5 hectares. In addition the proposed development will provide for 0.75 hectares of orchard, 0.99 hectares of compensatory habitat, and 0.8 hectares of land for the SuDS works. The overall red line boundary of any future planning application will thus be 5.04 hectares. 2.54 hectares of this (just under 50%) will be publicly accessible long term, i.e. when the ecological works have had time to bed in, and will thus form part of Iwade Nature Park.

This area will be managed by a dedicated management company, the details and legal structure of which to be agreed with Swale Borough through a section 106 agreement that will facilitate the initial works to provide for these areas and will subsequently provide for the future management of these areas for a ten year period following the commencement of the use.

An area of eco-friendly formal play space within the Old Orchard, subject to agreement with Natural England will, together with contributions to other off-site facilities within Iwade, contribute towards the sites formal play space requirements, and the enhancement of formal play space within Iwade.

The provision of circa 2.54 hectares of publicly accessible informal play space adjacent to the main development parcel to the east of Iwade, and the provision of an area of formal play space within the Old Orchard, as well as contributions to enhanced off-site formal play space elsewhere in Iwade will ensure that the proposed development to the east of Iwade provides for the recreational needs of future residents of the development east of Woodpecker Drive.

7.0 Infrastructure and Delivery

The plan for development, as set out in this development brief, has been prepared to define the key design principles and structure behind the development and the role the proposed development will play in the overall development of Iwade. As well as the hard infrastructure of the development, proposals will also involve other infrastructure payments where justified to address impacts related to the development.

Draft Heads of Terms

A section 106 legal agreement will be negotiated between Swale Borough Council and Barratt Strategic acting for Ward Homes prior to the granting of detailed planning permission. This is envisaged to contain the following heads of terms:

- Affordable Housing: the number of affordable housing units delivered on-site will be 30% of the total number of dwellings in line with Policy H3 – Providing Affordable Housing of the adopted Local Plan.
- As part of the 10% adopted Local Plan requirement for the provision of new public open space – Policy C3 – Provision of Open Space on New Housing Developments, Barratt Strategic acting for Ward Homes will contribute towards providing formal open space within the Old Orchard, in the form of a small area of eco-friendly play space, subject to Natural England approval and contributions towards other off-site facilities within Iwade. Informal open space will also be provided for.
- A contribution may be paid by Barratt Strategic acting for Ward Homes to Kent County Council towards the cost of the provision of additional primary and secondary school places in the Sittingbourne area if a lack of capacity can be demonstrated. Contributions may be made towards adult education, library, youth service and adult social services.

- The approach towards implementing, managing and maintaining Iwade Nature Park and other open spaces within the development.
- Unless it can be demonstrated that an impact does not arise from the proposed development, a contribution may be paid by Barratt Strategic acting for Ward Homes to Kent County Council towards the Sittingbourne Northern Relief Road in line with Policy T2 of the adopted Local Plan.

Delivery of Development

The habitat creation measures proposed for Iwade Nature Park will be commenced in advance of development following the granting of planning permission. A programme of licensing will be established with English Nature where any protected species are involved. The provision of informal and formal play space will be agreed through Section 106 negotiations.

The provision of highways, drainage and utilities will be undertaken in advance of development. Where any service corridors or drainage proposals cross the Old Orchard relevant licenses will be obtained to ensure no adverse impact on protected species.

Improvements to existing highways, cycle and footway links will be provided contemporaneously with adjoining development areas. The proposed development of land to the east of Iwade will contribute towards a new pedestrian/cycle link to Ridham/Kemsley. Highways will be designed to adoptable standards. The use of a temporary haul road for construction traffic to the east of the site from Grovehurst Road is an option under construction.

Landscaping will be implemented in the first practical planting season.

Future management and maintenance requirements

The long term success of developing land east of Woodpecker Drive will also be dependant upon the management and maintenance of the place in the longer term.

The provision of varied and plentiful landscaping is a core objective, but for this provision to remain an attractive asset in the long term regular maintenance will need to be established. A management company will maintain and enhance landscaping in terms of the Iwade Nature Park, ponds/attenuation features and strategic landscaping.

The quality of the public realm including the streets and pavements will also be dependent upon a long term management strategy agreed with Swale Borough Council and Kent County Council.

The maintenance of car parking areas will be essential in the long term security of the parking facilities, especially for parking that is provided in the public realm for instance in parking bays accessed from the street. As with the adoption of streets Barratt Strategic acting for Ward Homes will need to engage with Kent County Council's Highway's Department to ensure that parking bays meet council standards if they are to be adopted and maintained.

On plot parking spaces will be the responsibility of the residents.

Next Steps – delivery of land east of Woodpecker Drive

This development brief will be submitted by Barratt Strategic acting for Ward Homes for approved by Swale Borough Council alongside a detailed planning application for development of land east of Woodpecker Drive for

approximately 90 dwellings, ancillary access and open space including the enhancement of an area of Old Orchard and the creation of a network of new habitats as part of a broader Iwade Nature Park.

The programme of delivery is as follows:

Milestone	Date
Submission of Detailed Planning Application	July 2009
Anticipated Planning Permission	October 2009
Discharge of Planning Conditions	November 2009– March 2010
Ecology Works	Spring 2010
Construction	From June 2010
Completion	June 2011

The detailed planning application will be accompanied by supporting information to allow appropriate consideration of the proposals.

The following supporting information will be submitted as part of the detailed planning application:

- a planning statement;
- a design and access statement;
- a transport assessment including a travel plan;
- a flood risk assessment;
- a drainage strategy;
- a landscape, open space and ecology strategy;
- a statement of community involvement;

- a sustainability statement; and
- draft head of terms to inform Section 106 negotiations.

Given the issues raised at the public consultation event held in July 2008, a separate planning application will be submitted for a temporary haul road to access the development, thus preventing construction traffic using Woodpecker Drive and Helen Thompson Close.

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