

# **LODGE HILL**

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Summary of Relevant Borough-Wide Local  
Development Framework Evidence Base  
Documents

## **Appendix 3 to Planning Statement**

October 2011

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## Appendix 3

### SUMMARY OF RELEVANT BOROUGH-WIDE LOCAL DEVELOPMENT FRAMEWORK EVIDENCE BASE DOCUMENTS

- 1.1 This section of the Planning Statement sets out an overview of the key documents of relevance to the Lodge Hill proposals that form part of the borough-wide evidence base for Medway Council's emerging Local Development Framework.

#### Statement of Community Involvement – Medway Local Development Framework (adopted December 2006)

- 1.2 This document sets out Medway Council's policy for involving the community in the preparation, alteration and revision of Local Development Documents and in key Development Control (DC) decisions. It aims to be a clear public statement that enables the community to know when and how it will be involved.
- 1.3 The Statement of Community Involvement (SCI) details how the community should be involved in consultations on key planning applications. It identifies a number of 'Tiers' against which applications will be assessed to establish the level of consultation required. The proposed development at Lodge Hill would fall within 'Tier 1'. As such it would be expected that the 'widest level of community consultation will be undertaken' (p.29). In these circumstances, the use of public meetings, development briefs and the media as part of the consultation process may be the most appropriate. Figure 5 within the SCI shows the consultation approach to the three tiers (p.30). Tier 1 would require an approach involving the following: public meetings; public exhibitions; surgeries; development briefs; workshops; Enquiry by Design and/or Planning for Real; citizen panels; consultation panel; parish councils; media; website; local architectural or design panel; Planning Aid. These methods are described as being 'merely illustrative as to the means of consultation and should not be interpreted as being prescriptive in any way' (p.30).
- 1.4 The document goes on to refer to a specific protocol that will enable developers to provide a good level of pre-application community involvement in their major proposals. The protocol involves two main stages:
- The pre-application stage – which involves meetings with developers to discuss the protocol;
  - The formal planning application stage – this stage checks how the pre-application consultations feed into the application process (pp.30-31).
- 1.5 There is also recognition by the Council that 'all new development will need access to essential service provision and, therefore, providers will be consulted on major applications, where appropriate' (p.31).

#### Draft Revised Statement of Community Involvement – Medway Local Development Framework (August 2011)

- 1.6 A revised draft version of the Statement of Community Involvement (SCI) was formally published for consultation in August 2011. This Statement has not yet been adopted and hence remains in draft at the current time. This revised draft version of the SCI provides an updated list of consultees including those which the Council is required to consult, plus other bodies which it may consult should it consider it necessary to do so.

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- 1.7 There is an updated Development Plan process diagram shown in Figure 1 which removes a 'pre-production' stage and reflects the fact that the production of a 'preferred options' document is no longer necessary for Development Plan Documents.
- 1.8 The tiered approach to the level of consultation that should be undertaken for the various types of planning application which was set out in the 2006 adopted version remains unchanged, and Lodge Hill remains a Tier 1 type development. The protocol for pre-application community involvement also remains unchanged from the adopted SCI, although a new appendix (C) has been added to set out pre-application 'basic' measures for major applications. These include:
- Inclusive invitation – making reasonable attempts to ensure that a representative cross-section of the community, the promoter(s) and the Council are invited to the same event(s), to ensure that all participants are aware of each other's views;
  - Authorisation – those representing community groups, the promoter(s), and the Council should be able to show that they are authorised to speak for their organisations;
  - Continuity – involvement should be a continuous process with the timetable for preparing the plan or making the planning application made clear in advance to the participants;
  - Independent advice – independent facilitators should have a duty of care to all parties equally;
  - Early involvement – arrangements should be made for the meetings process to begin and for all parties to meet at the early "ideas" stage of the plan or the development preparation process;
  - Presenting options – set out options or choices that are possible. In generating options, the constraints of already adopted national and local planning policy should be made clear as well as the opportunities still open to choice;
  - Choosing between options – the planning criteria for choosing between options should be made clear and transparent;
  - Consensus – best endeavours should be made to reach consensus making it clear and specific how far the involvement has resulted in agreement to adopt or to alter proposals;
  - Transparent records – community involvement meetings should be summarised in a Community Involvement Statement, which will be provided by the applicant to support relevant planning applications; and
  - Feedback on the outcome of community involvement – either the Case Officer's delegated report, or the Development Management Area Committee report and minutes.
- 1.9 The revised draft of the SCI includes commentary on the role of Planning Performance Agreements. Paragraph 7.1 of the draft SCI confirms that 'Planning Performance Agreements were formally introduced into the planning system in 2008 and are about improving the quality of planning applications and the decision making process through collaboration. They bring together the Local Planning Authority (LPA), developer and key stakeholders, preferably at an early

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stage, to work together in partnership throughout the planning process. They are essentially a collaborative project management process tool that provides greater certainty and transparency to the development of scheme proposals, the planning application assessment and decision-making.'

- 1.10 The revised draft SCI also references the emerging Localism Bill and confirms the Council's intention to produce an addendum to the SCI after the Localism Bill has been enacted, to provide details of community involvement envisaged with neighbourhood plans.

### Medway Economic Development Strategy 2009-2012 (adopted December 2009)

- 1.11 Medway's Economic Development Strategy (EDS) aims to shape future economic development and job creation as part of Medway's physical regeneration. The document is intended to contribute to the evidence base from which Core Strategy economic policies can be formulated, particularly in relation to employment land.
- 1.12 The EDS recognises that while there has been economic progress across Medway over the past few years, there is still some way to go before Medway moves to the 'right side' of regional and national averages.
- 1.13 The document sets out a number of priorities for the borough including:
- Sector development – at present the greatest opportunities lie in further development of sectors that can grow from within e.g. creative industries and tourism;
  - Skills development – for sector development opportunities to be fully exploited there will be a need to ensure there is no constraint caused by skills gaps and/or shortages;
  - Higher education – look to further expand the higher education sector which has been done to such great effect to date;
  - Employment space – employment opportunities should not be constrained due to lack of land; and
  - Image building – Medway needs to promote its many attributes and its offer as a place to live, work and visit.
- 1.14 Chattenden/Lodge Hill is identified as a site of major opportunity, with 'potential for a significant amount of additional employment land within the context as a major mixed development' (para.8.20). The document goes on to state that 'careful consideration ought to be given to the extent and nature of the employment designation as part of mixed use development at Lodge Hill, Chattenden. This has the potential to be a site of considerable significance to the local economy, offering an excellent opportunity to achieve a sustainable balance of land for housing, employment and public services' (para. 8.34).
- 1.15 The EDS identifies 'Potential Developments', which includes Lodge Hill, Chattenden. The document acknowledges that the site has the potential for the following possible uses:
- Workspace provision – aimed at environmental and energy businesses, science and new technologies and creative industries, as well as a wide range of small and micro businesses;

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- Education and lifelong learning – including provision for those of statutory school age and possibly extending to further and/or higher education;
- Healthcare – including primary healthcare provision to meet the needs of residents of the development and possibly linking with emerging models of acute care provision in Medway, specialist residential provision for the elderly and healthcare technology and research;
- Retail, leisure, recreation and tourism – including retail and leisure provision serving the residents of the development and hotel provision; and
- Home-based businesses – to accommodate an expected rise in home-based working.

### Medway Employment Land and Accommodation Study (2007)

- 1.16 The purpose of this study was to create a robust baseline study of current employment land use and accommodation. This information was further supplemented with the views of local businesses in Medway.
- 1.17 The key findings of the report highlighted that where negative perspectives of Medway exist, they tend to be based on: poor physical image, and unfocussed economic profile and negative branding.
- 1.18 A need was identified for new prestige employment sites and an improved image. It was noted that most sites in the urban area of Medway are fully developed and vacancy rates on non-estate sites are very low. The report also concluded that Medway has ‘the potential to become an increasingly thriving, successful and sustainable business community building on its past glories and current strengths and not become only a dormitory town for London’.
- 1.19 Key priorities identified by the businesses surveyed as part of the study were improvements in the road infrastructure and public transport (specifically bus and rail).
- 1.20 The document makes some specific references to Lodge Hill (‘Chattenden / Lodge Hill’) particularly in relation to its role in meeting employment requirements, including the development of technology and knowledge-based clusters. The document states that ‘provision will be made to meet employment requirements, including the development of technology and knowledge-based clusters at Rochester Airfield, Chatham Maritime and Chattenden/Lodge Hill and unlocking the strategic scale industrial and commercial land allocations at Grain and Kingsnorth’ (p.27).

### Employment Land Review Consolidation Study (2010)

- 1.21 This document undertakes a critical appraisal of the Council’s Employment Land Accommodation Study 2007 (ELAS) to provide further analysis to strengthen the conclusions drawn from the existing employment evidence base.
- 1.22 The document identifies ‘a requirement for 392,610sqm of provision from economic forecasts, reduction in out-commuting and economic potential through intervention’ (p.44). Tables 5.6a and 5.6b illustrate that demand for land and floorspace in Town Centre/Waterfront, M2 locations and Other Urban Areas will require new supply or redevelopment of existing sites at a greater density. Conversely the Peninsula area provides ‘a vast quantum of employment land and it

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- is clear that this is in excess of demand' (p.46).
- 1.23 Lodge Hill is identified as an area of 'future supply'. It is described by the document as 'a former MOD site approximately 300ha in size with reasonable M2 access. The site has become available for development and the emerging Core Strategy currently identifies 43,353sqm of potential floorspace within a mixed use urban extension including employment. Based on a business park plot ratio of 0.3ha and two storey building heights this would equate to approximately 7.22ha' (p.48). It should be noted that the latest version of the Core Strategy is not as prescriptive in terms of the delivery of business floorspace. The Publication Draft Core Strategy currently refers to the delivery of a minimum of 43,000sqm of dedicated space for business use.
  - 1.24 The document reiterates that there is 'a current undersupply of 8.29ha of employment land or 54,282sqm with M2 access. The proposals at Lodge Hill/Chattenden, Temple Waterfront and Rochester Airfield make a significant contribution towards meeting demand' (p.49). The document later states that 'phasing of Lodge Hill/Chattenden is required to support the regeneration and redevelopment of poorer but valuable employment sites in the Strood area' (p.50).

### North Kent Strategic Housing Market Assessment 2009 (2010)

- 1.25 The North Kent Strategic Housing Market Assessment (SMHA) is part of the evidence base that informs policy and helps shape strategic thinking in housing and planning.
- 1.26 The document notes that between 2001 and 2007, 3,811 net additional dwellings were built in Medway. 761 dwellings were completed in the monitoring year which is above target (measured against the Structure Plan Review requirement of 700 unit completions). However, the target was not reached in 5 out of the 6 previous years'. The document goes on to state that 'it is predicted that a further 5,970 will be completed in the next five years with 1,487 in the following five years and 917 in the five years after that' (p.35).
- 1.27 The major issues identified by the SHMA include:
  - Structural change in the housing market – the SHMA estimates that by 2026 the proportion of owner occupiers in the housing stock will reduce significantly. The implications of this will be that more people will seek to rent and fewer people will amass capital through equity in their home. The document highlights that there 'are signs that institutional investors are becoming interested in the private rented sector and they are considering employing RSLs as managing agents' (p.160);
  - The legacy of the right to buy – a further structural change in the housing market that has occurred over the last three decades is the reduced supply of social housing through the right to buy. Generally, ex-local authority stock when traded on the market tends to be lower priced than housing that was privately built. This has enabled many households to buy or rent more affordable housing;
  - Rural housing – the SHMA highlights contrasting rural circumstances across the study area. For example, rural coastal parts of Swale District have higher levels of multiple deprivation and below average house prices. This contrasts to the

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situation in more inland areas 'where newly forming or local income households are being squeezed out of higher priced rural settlements'.

- Economic drivers – the SHMA shows that whilst in-migration and commuting flows from and to London are very significant, when travel to work to London is excluded the main Medway towns are highly self-contained. Therefore, preventing the loss of household out-migrating to seek job opportunities is a significant policy aim as is retaining younger households and university graduates;
- Unsuitable housing and households with support needs – the SHMA highlights that 'shortages of all forms of affordable housing have implications on overcrowding, health and a decent standard of living and achieving personal aspirations' – these are all factors that contribute to the sustainability of neighbourhoods. The policy aim identified is to assist as many people to live independently for as long as possible;
- Further housing requirements and affordable housing target – the SHMA acknowledges that the 'balance of requirements between market and intermediate affordable housing is sensitive to changes in market prices' (p.162). The SHMA recognises that the affordable housing target set by the Regional Strategy (RS) is 35% [NB – the RS target for the Kent Thames Gateway is 30%]. However, it goes on to state that 'the estimated requirement for social housing according to the SHMA varies across the Local Authorities' (p.163);
- Intermediate housing – the SHMA concludes that the scope for intermediate housing varies across the sub-region. For Medway the requirement is generally low compared to other parts of the region – this is explained by the supply of relatively affordable market housing and a different assumed economic trajectory for the area;
- Interpreting SHMA tenure and size mix findings – the SHMA identifies some key features of the housing market. For example, new build homes attract a premium price over second hand prices. 'As such it attracts households with greater income and higher aspirations for design. They tend to purchase more space than they need'. In terms of social housing size, 'demographic trends point strongly to considerable need for smaller social rented dwellings to house a growing population of smaller households... However, policy should reflect the fact that a relatively small number of large households on low income have few options for securing decent suitable and affordable housing' (p.164);
- Older people – the SHMA identifies a policy challenge to ensure that older people can continue to live independently in safe decent housing that they can afford.

### Medway Council Affordable Housing Viability Study Final Report (October 2009)

- 1.28 This study focuses on the percentage of affordable housing sought on mixed tenure sites and the size of site above which affordable housing is sought.
- 1.29 The analysis set out in the study led to three main options for setting affordable housing proportions for spatial planning policy purposes. It is noted that in reaching the conclusions, 'viability is not the only consideration that the local authority will need to take into account in deciding on its policies' (p.33).

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- 1.30 The three options identified are:
- Maintain the current policy target of 25% as set out in the Council’s current planning framework. This would provide continuity;
  - Introduce a split target which seeks a higher level of affordable housing in the high value locations of the local authority area. ‘A broad indicative split would work between the urban areas including Chatham, Gillingham, Strood and Rochester where we think that 25% affordable housing, supported by grant in the weaker locations would be appropriate, and on the other hand the more rural areas of Medway Rural and Southerly Settlements, where we feel that a 30% affordable housing target would be viable’;
  - This would follow the second option but set a higher target for High Value Medway: ‘We think a 35% target here would not be unviable’ (p.33).
- 1.31 The document seems to favour Option 1 stating ‘a single percentage target across the District is simple and leaves no room for doubt about the authority’s requirements, and at 25%, would be a continuation of current policy’. However, the text goes on to acknowledge that this option ‘would rely on grant being available in the weaker sub-markets and hence a split target recognising the inherent variation across the area might be a more appropriate solution’ (p.33).

### Medway Strategic Land Availability Assessment First Review May 2011

- 1.32 This document reviews and updates the first Medway Strategic Land Availability Assessment (SLAA) prepared in November 2010. This assessed the deliverability of sites in terms of suitability, availability and achievability to meet Medway’s requirement for residential, employment, retail and other uses for at least 15 years. The document states that ‘because there is still an ample supply of sites to meet Medway’s development requirements, this first review has not attempted to identify new sites other than those which have come forward through the development management system’ (para 03, p.3).
- 1.33 The SLAA sets out that the original housing trajectory estimated that 999 dwellings would be completed during the year 2009/10. The revised trajectory shows the actual completions for that year as 972 units. A substantial drop in completions to 549 dwellings is forecast for 2010/11, followed by two further years of low completions before a revival in 2013/14. With regard to housing land supply, paragraph 8 of the SLAA confirms that ‘the trajectory shows a cumulative deficit for each year from 2006 to 2013/14 and a cumulative surplus thereafter. Medway’s annual requirement is 815 units and the 5 year requirement is therefore 4075. The SLAA has identified a potential supply of 5749 dwellings for 2012 to 2017, 6597 for 2017 to 2022 and 3019 for 2022 to 2027. The deficit of 1,056 dwellings at the end of the third period will be offset by a cumulative surplus over the whole period of 2670 dwellings.’
- 1.34 In terms of employment floor space, a total of 887,785sqm of employment floor space has been identified for completion for the 17 years between 2010 and 2027 with a further 31,445sqm coming forward after 2027. This represents a small increase on the figure in the first SLAA, for the 17 years from 2009 to 2026.
- 1.35 Lodge Hill is identified in the document as Site Ref 0050. It is described in Table 1 as being a mixed development with the potential to deliver 4,800 houses between 2012 and 2027 with a further 200 homes from 2027 onwards.

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- 1.36 Table 2 of the document identifies Lodge Hill as a location to deliver employment uses, specifically B1, B2 and B8. A total floorspace of 43,353sqm is expected to be delivered on-site between 2017 and 2027.
- 1.37 Sites for retail development are set out in Table 3. Lodge Hill is earmarked to deliver 5,161sqm of retail floorspace (A1, A2, A3 and A4) between 2012 and 2027.
- 1.38 Other potential uses identified for Lodge Hill (within Table 4 of the SLAA) include (but are not limited to): Nursing Home, Assisted Living Accommodation, Hotels, Schools, Healthcare, Leisure Facilities, Community Centre.

### Medway Retail Needs Study (March 2009)

- 1.39 This document expects future growth in expenditure which 'should provide opportunities to improve the range and quality of shopping and leisure facilities within Medway in the medium to longer term. Taking account of existing commitments there is still a potential need for additional convenience and comparison shopping facilities in Medway in the medium term up to 2016' (p.123).
- 1.40 In terms of convenience retail the document states that 'apart from new convenience facilities within designated centres, the future priority may be to provide new convenience facilities to serve major new residential developments, where these development areas would not be adequately served by existing provision' (para 16.8, p.124).
- 1.41 Any proposals for comparison retail outside the designated centres 'should be required to comply with the sequential approach to site selection, and the applicant will also need to demonstrate the proposal will not have an unacceptable impact on existing centres' (para 16.14, p.125).
- 1.42 Leisure, entertainment and cultural facility provision in Medway is considered by the study to be 'reasonably good' (para 16.15, p.125). The study goes on to state that 'the two main sectors that could offer potential for new leisure facilities are health and fitness clubs and bars/restaurants' (para 16.20, p.125).
- 1.43 The document describes the role of local and village centres which are 'the third level of centres in the hierarchy'. It states 'local and village centres and neighbourhood parades should continue to serve small catchment areas, focused on their respective local communities. However, some centres may also serve passing trade but should not encourage additional car borne trade' (para 16.55, p.134).

### Medway Strategic Flood Risk Assessment – Main Report (August 2006)

- 1.44 The Medway Strategic Flood Risk Assessment (SRFA) has two specific objectives. These are to:
- Provide a detailed and robust assessment of the extent and nature of the risk of flooding in the areas likely to accommodate significant growth in the next plan period; and
  - Ensure the Council meets its obligations under PPG25 [It is worthy of note that this study was undertaken prior to the publication of the more recent guidance set out in Planning Policy Statement 25: Flooding (2006) and the latest version of this guidance which was published in 2010.]

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- 1.45 The SFRA provides the Council with the necessary data to undertake the sequential test described in national policy and to identify development opportunities on that basis. It is, however, recognised that there are relatively few opportunities in Medway for major development on land that is outside the high-risk flood zone.
- 1.46 The SFRA divides Medway into a number of distinct study areas. Chattenden comprises one such area. The document states that ‘with no frontage along the Medway there is no need of any tidal flood defence for Chattenden’ (p.P-3). The document also notes that there are no records of historic flooding. The study of Chattenden also highlights the following characteristics:
- Under existing conditions, there is only the risk from surface water-flooding;
  - Surface water flooding would occur as a result of insufficient capacity to drain run-off from the development site. Any proposed development would have to consider the capacity of the current drainage system carefully to ensure that it could meet any post-development requirements;
  - Chattenden is situated away from the River Medway and as such there is no risk from tidal flooding (p.P-3).

### Medway Flood Defence Strategy – Strategic Flood Risk Assessment Addendum Final Report (February 2011)

- 1.47 This document provides an update to the existing Medway SFRA in relation to new policy and available data and it presents this in a manner suitable for Medway Council to apply the PPS25 Sequential Test within the area.
- 1.48 In terms of Chattenden, the report notes that ‘the area is located in Flood Zone 1 including under the 2060 and 2110 climate change conditions. Therefore, development in this area does not need to pass the Exception Test and restrictions on development should be concerned with other sources of flooding such as surface water and groundwater’ (para 7.37, p.40).

### Sustainable Community Strategy 2010-2026 – City of Medway: Rich Heritage, Great Future

- 1.49 The Sustainable Community Strategy (SCS) is described as ‘the overarching strategy for Medway’ (p.4). It sets out the long-term vision and key ambitions for Medway and the priorities to deliver that vision. The SCS sits alongside the Local Development Framework and provides the policy context for the Local Area Agreement (the agreement with Government that runs until 2011 and commits the Council and its partners to delivering performance on 35 national indicators which reflect local and national priorities for Medway).
- 1.50 The document sets out an economic, social, environmental and housing profile for Medway and also highlights that Medway is an area ‘recovering well from the collapse of its traditional economic base in the 1980s and with strong potential to fulfil its role as a regional economic growth area.’
- 1.51 The SCS sets out a vision for Medway based upon six ambitions and four key principles. The six ambitions to be achieved over the next 16 years have been identified as:

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- Medway to have a thriving, diverse and sustainable economy matched by an appropriately skilled workforce and supported by a higher and further education centre of excellence;
  - Every child to have a good start in life;
  - Medway residents to enjoy good health, well-being and care;
  - Medway to have a safe and high quality environment;
  - Medway to be a place where people value one another, play an active part and have pride in their community and Medway as a whole;
  - Medway to be recognised as a destination for culture, heritage, sport and tourism.
- 1.52 The four key principles which underpin the vision are:
- Sustainability – will our actions work tomorrow as well as today?
  - Narrowing the gap: will our actions contribute to improving the lives of everyone so reducing the gap between deprived and more affluent areas?
  - Fairness – do our actions take account of all sections of society, ensuring that everybody benefits from the regeneration of Medway?
  - Self-help – will our actions encourage people to take responsibility themselves and make things better? (p.8)

### Medway Landscape Character Assessment (March 2011)

- 1.53 The primary purpose of this study is to support and inform landscape planning policies within the Medway Core Strategy and to provide a landscape planning guidance document for the countryside and urban-rural fringe areas of Medway (p.iii).
- 1.54 The study divides Medway's countryside into six principal areas – including the Hoo Peninsula. The Hoo Peninsula area is then considered as 14 sub-areas – Cliffe Farmland, Cooling Farmland, Northward Hill, St Mary's Farmland, Hoo Peninsula Farmland, Lower Stoke Farmland, Cliffe Woods Farmland, Chattenden Ridge, Deangate Ridge, Hoo Farmland, Cockham Farm Ridge, Hogmarsh Valley, Bald Top Hill, and Tower Hill.
- 1.55 The document states that 'English Heritage has recently commenced a major historic environment study covering the Hoo Peninsula'. This piece of work will look at the landscape development of the peninsula; it will show how landscape developed and increase understanding of the 'time depth issues' that have shaped this area (p.8).
- 1.56 The study acknowledges the presence of a number of SSSI designations on the higher ground of the Hoo Peninsula, including several blocks of Ancient Woodland.
- 1.57 The document identifies both the key characteristics of, and the key issues facing the Hoo Peninsula. The characteristics include:
- Predominantly agricultural area links to extensive tracts of marshland along north, south and eastern edges; central clay ridgeline with woodland to upper slopes forms central backbone and creates visual barrier between north and south;

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- Broad leaved woodland (much of it protected with ancient woodland and SSSI designations) forms significant landscape feature;
  - Three dominant rural landscape types – 1: flat or undulating arable farmland – large open arable fields with long views; 2: mixed farmland with orchards and shelter-belts – smaller fields with stronger sense of containment; 3: isolated wooded or farmed hills;
  - Includes large areas of grade 1 agricultural farmland, open, often remote and isolated but fragmented in places by roads, dispersed settlements, industrial areas; power and rail lines;
  - Includes most of the principal rural settlements on the Peninsula, as well as scattered farms and smaller settlements;
  - Includes a number of RSME sites – notably Lodge Hill site identified for development as a new, mixed-use settlement;
  - Role of countryside of Hoo Peninsula (farmland, woodland and villages) to provide a rural green buffer between the protected areas of the Thames and Medway estuaries and the urban settlements of Medway.
- 1.58 The principal issues facing the Hoo Peninsula include (inter alia):
- Loss of landscape structure and fragmentation caused by infrastructure (industry/roads/pylons etc); change of land use – loss of orchards, shelter belts and hedgerows; trend towards larger arable fields; equine related land uses; impact of suburban-style developments with ill-considered and weak edge treatments;
  - Intrusiveness and adverse visual and landscape character impact of overhead power lines which run through several farmland character areas;
  - Proximity of rural settlements; poor quality edge treatments; intrusion of urban-rural fringe activities into countryside; trend towards loss of rural character with threat of settlement coalescence and loss of local distinctiveness;
  - Overall, loss of biodiversity from trend towards larger field patterns, lost hedgerows and shelter belts; increasing suburbanisation of road corridors and settlement edges;
  - Potential to strengthen landscape character and bio-diversity value by improving habitat network, including restoration of hedgerows and shelter belts and enlargement of woodland areas;
  - Impact on countryside and landscape character of major new development plans on Peninsula for sites at Chattenden, Grain and Kingsnorth (amongst others).

### Medway Local Transport Plan 3 2011 and 2026 – Moving Forward Together (April 2011)

- 1.58 This document sets out Medway’s transport strategy for the next 15 years, embracing the wider aspirations for Medway to be a City of learning, culture, tourism and enterprise at the heart of the Thames Gateway.
- 1.59 The Local Transport Plan (LTP) aims to support Medway’s plans for the future by:

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- Ensuring highway infrastructure is maintained to the highest possible standard within the available resources;
  - Efficiently managing and improving Medway’s local highway network to ensure reliability of journey times;
  - Ensuring public transport becomes a realistic alternative to the private car;
  - Contributing to better health by encouraging walking, cycling and by improving accessibility to key services;
  - Ensuring that people can move around safely in Medway (para 1.5.1, p.6).
- 1.60 The LTP provides a network assessment to predict likely highway traffic conditions in 2026 (the end of the LTP3 period and formerly the end of the LDF Plan period). The model used predicts the likely impact on the highway network of expected traffic growth and the delivery of planned developments up to 2026. Key congestion hotspots identified by the work include (inter alia) the A289 link between Four Elms roundabout and Medway Tunnel including Sans Pareil and Anthony’s Way roundabouts and the exit from Medway City Estate.
- 1.61 Key priorities for the LTP include:
- To support Medway’s regeneration, economic competitiveness and growth by securing a reliable and efficient local transport network;
  - To support a healthier natural environment by contributing to tackling climate change and improving air quality;
  - To ensure Medway has good quality transport connections to key markets and major conurbations in Kent and London;
  - To support equality of opportunity to employment, education, goods and services for all residents in Medway;
  - To support a safer, healthier and more secure community in Medway by promoting active lifestyles and by reducing the risk of death, injury or ill health or being the victim of crime (pp.20-23).
- 1.62 The LTP sets out the focus of future actions which include ‘development of Fastrack style bus links to Chattenden and other major development sites.’

### Renewable Energy Capacity Study (May 2010)

- 1.63 The key objectives of this study were to:
- Carry out a high level of analysis of Medway’s potential for renewable energy generation across the board of renewable technologies;
  - Using all information available on the existing housing stock condition consider the general feasibility for a retro-fitting initiative to improve energy performance;
  - Consider the feasibility of applying on-site targets for renewable or low carbon technologies in new developments across the area.
- 1.63 The study states that at Lodge Hill ‘there is a distinct opportunity for large wind and there are potentially District Heating opportunities through Kingsnorth power station, which may be supported by a leisure centre to the north-west of the development site’ (p.ii).

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- 1.64 The document considers the Kingsnorth District Heating Study. It notes that several scales of district heating network were investigated but none of the schemes analysed were found to be economic against E.ON's financial criteria. The District Heating Study takes account of 'the potential development at Lodge Hill, Chattenden, and that this strategic site's contribution towards improving the economics of a district heating scheme linking Kingsnorth with the Medway Towns has been assessed'. The Lodge Hill site is described as providing an 'important stepping stone' in the linkage between Kingsnorth and the wider urban areas of Medway.
- 1.65 The document sets out the potential of a number of strategic sites including Lodge Hill to meet their energy needs through renewable energy technologies. In considering Lodge Hill, the study concludes that it is 'the only site where large wind is potentially viable. This analysis suggests that in the earlier phases of scheme development, several options are available for micro-generation combinations and for the later phases it means that large wind could be an alternative to biomass CHP that requires less infrastructure. It is not considered to be possible to meet carbon reduction requirements after 2019 through gas fired CHP coupled with micro-generation using on-site measures alone' (p.101).

### Creating Sustainable Communities: Greening the Gateway (2004)

- 1.66 This document highlights the importance of the landscape in creating a positive sense of place, providing environmental protection for local communities and enhancing the quality of life of those who live and work here. It calls for a green-space network to be developed and for it to comprise the formal parks and gardens of the inner city to the wild coastal marshes. The document states that 'greenspace has a central role to play in securing successful and sustainable economic and social regeneration and we want to see Thames Gateway become a world class model of sustainable development, with the living landscape at its heart' (p.3). The project is expected to take 25-30 years to come to fruition.
- 1.67 The document goes into detail about the range of practical roles that green spaces can have to enhance the quality of urban living (pp.17-30). These include (inter alia):
- Landscape and character/heritage;
  - Setting for development;
  - Water resource management;
  - Recreation;
  - Health/fitness/well-being;
  - Accessible wildlife;
  - Increased biodiversity;
  - Focus on social inclusion;
  - Education and training;
  - Employment;
  - Shelter;

## Appendix 3

- Improved air quality; and
- Waste management

### NHS Medway Estate Strategy 2010 – 2020

- 1.68 This document provides an overview of the current NHS infrastructure in Medway and seeks to identify future needs. It states that ‘value for money is essential in the development of this strategy and we will ensure this through a range of mechanisms including working with our partners to ensure appropriate use of all facilities locally; maximising the occupancy usage of our estate; seizing opportunities to rationalise it and endeavouring to make developments as cost neutral as possible e.g. through the use of third party income’ (p.4).
- 1.69 The document highlights that, in terms of Tier 1 facilities (‘mostly single units e.g. a GP practice, a community pharmacy, dental practice etc’), there is good coverage throughout Medway ‘other than in the more rural parts of the PCT in particular the Hoo Peninsula and surrounding countryside’ (p.11).
- 1.70 The document identifies a number of areas where there are intentions in respect of development in a number of locations including Hoo and Chattenden (p.22). The document goes on to set out the sources of funding that could be used to enable those developments to come forward. For Tier 1 provision in the Greater Hoo Peninsula, this is ‘unknown at present’. For Tier 2 provision in Chattenden<sup>1</sup>, the document states that developer contributions are expected to be the main source of funding (p.25).

### Overview of the Medway Hotel Market (January 2009)

- 1.71 This document was prepared for Medway Council by Richard Gerald Associates Ltd. This document comprises a formal part of the LDF Evidence Base and it has been reviewed to provide an overview of the available information on the hotel market in Medway. For the purposes of this report, a ‘market area’ has been defined which covers the area within 10 miles from Rochester.
- 1.72 The key findings of the report (at the time of writing) are as follows:
- There are 30 hotels within the market area, providing 2,017 bedrooms. These hotels are largely concentrated around Rochester, Chatham, Gravesend and Maidstone or on major transport routes such as the M20 and M2;
  - There is estimated bedroom occupancy of 75.8% and an average room rate of £58.88 in the year to September 2008;
  - There is little evidence of frustrated or unmet demand, but the quality of the current stock is an issue;
  - Demand from national conference organisers and hotel booking agents is expected to be of a very moderate scale. This could be changed through effective destination marketing aimed at the conference sector. In the long-term demand may increase as major regeneration takes effect;

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<sup>1</sup> Tier 2 = relates to a wider range of co-located services i.e. those typically found in a Community Healthy Living Centre, together with out of hospital services which do not require admission or specialist facilities

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- There are excellent transport links in and around Medway, and Medway also benefits from good proximity to the river.
- 1.73 In terms of demand, the report found that there is a good level of demand from the local corporate set e.g. the largest companies in Medway. The main frustration relates to a feeling that current supply is of poor quality. Three star and four star hotels are preferred by the market as they offer suitable catering services. Price and location were identified as the defining factors for hotel selection amongst the local corporate set. Minimal demand was identified from professional conference organisers for conferences whilst substantial accommodation demand was identified from the coach and tour sector.
- 1.74 On this basis, the report identified an opportunity for a new upper tier three or four star hotel development along with a branded limited-service hotel in Medway plus several budget hotels.
- 1.75 On the supply side, the report found that the hotel stock in the area is of mixed standard with some outdated independent hotels of poor quality and others which are large, modern and benefit from a strong brand. It identifies that there are a number of potential hotel developments in the pipeline in the market area. The report concludes that there is potential for an increase of a further 550 bedrooms in the market (in the period 2008-2015) before market performance will be jeopardised. The report states that 'at present we do not believe that there is an opportunity for a five star or luxury boutique hotel within the market. This may change as regeneration activity occurs over the next 10 years' (p.38).

### State of Medway Reports

- 1.76 The State of Medway (SOM) Reports comprise a suite of documents which were intended to establish the position at the time of writing and baseline for further work. They also helped to highlight gaps in the information base. The range of topics covered by the SOM reports is set out below:
- Climate Change, Renewables and Flooding (August 2009);
  - Retail, Leisure and Culture (August 2009);
  - Economy and Employment (July 2009);
  - Education and Skills (July 2009);
  - Demography and Social (November 2008);
  - Infrastructure (August 2009);
  - Housing (November 2008);
  - Natural Assets and Open Space (November 2008);
  - Policy Framework (November 2008);
  - Water Supply (November 2008);
  - Built Environment (January 2009);
  - Chattenden (January 2009);
  - Waste (January 2009); and
  - Minerals (January 2009).

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- 1.77 The Chattenden SOM report highlights the potential use of area action plans to assist in planning areas of significant change. However, it goes on to conclude that in the case of Chattenden/Lodge Hill 'the scale and significance of the development envisaged is such that a development brief or other supplementary planning document (SPD) is not considered appropriate' (para 4.6, p.6). It should be noted that this is no longer reflective of the Council's views. Lodge Hill is included within the Publication Draft Core Strategy as a Strategic Allocation, and a draft Development Brief has been prepared for the redevelopment of Lodge Hill.
- 1.78 The Chattenden SOM details the composition of the site at the time of writing and the background to its release for development. It also sets out in detail the planning policy context through which the site has emerged as an appropriate site to bring forward strategically significant development.

### Lodge Hill Site-Specific Information (SSI) Evidence Base Reports (2011)

- 1.79 The Lodge Hill SSI evidence base reports comprise a suite of documents which are intended to inform Medway Council's Core Strategy evidence base in respect of the future planning policy context for the Lodge Hill site; specifically to support the identification of Lodge Hill as a Strategic Allocation within the Medway Core Strategy.
- 1.80 The information gathered demonstrates that the redevelopment of the Lodge Hill site is deliverable; furthermore the technical information gathered is considered to contribute to the preparation of a 'sound' Core Strategy (i.e. a Development Plan Document that is justified, effective and consistent with national policy). Medway Officers have been fully informed of, and engaged in, the preparation of the Lodge Hill-specific reports, which are available on the Council's website. The final versions of the SSI evidence base reports were submitted to the Council in August 2011 as part of the Council's evidence base.
- 1.81 The SSI evidence base reports cover a range of topics including:
- Air quality
  - Approach to sales rate assumptions
  - Archaeology
  - Built Heritage
  - Construction waste
  - Ecology
  - Employment and economic regeneration
  - Energy strategy and district heating
  - Flood risk and surface water drainage
  - Foul drainage
  - Green infrastructure and delivery
  - Housing market and affordability
  - Land contamination
  - Linkages study

## Appendix 3

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- Market report
- Masterplan evolution
- Noise
- Operational waste
- Retail
- Social Infrastructure
- Sustainability
- Transport
- Utilities

1.82 Collectively, these documents demonstrate that the redevelopment of the Lodge Hill site for a new settlement is an appropriate, realistic, achievable and deliverable proposition.