



Lodge Hill

# Masterplan Evolution

August 2011

Client: Land Securities and  
Defence Infrastructure Organisation







Lodge Hill

# Masterplan Evolution

August '11 Addendum to November '09 Issue

Client: Land Securities and Defence Estates  
Site Specific Information - Draft and Without Prejudice





responsive, intelligent, enduring **design**

Sustainable In-house Design Team of the Year *Sustainable Housing Awards 2008*  
Highly Commended Sustainable Architect of the Year *Sustainability Awards 2008*  
Low Energy Building of the Year *Sustainable Housing Awards 2008*  
Architectural Practice of the Year *Building Awards 2007*  
Regeneration Consultant of the Year *Building's Regeneration Awards 2007*

[www.prparchitects.co.uk](http://www.prparchitects.co.uk)



# contents

## 1 introduction

- 1.1 This Document
- 1.2 The Lodge Hill Brief

## 2 vision

- 2.1 The Design Charter
- 2.2 The Lodge Hill Vision

## 3 land take

- 3.1 Protected Areas
- 3.2 Landscape Character
- 3.3 Ecology
- 3.4 Heritage/ Archaeology
- 3.5 Current Land Take

## 4 land use

- 4.1 Initial Residential Target
- 4.2 Consultant Reports
- 4.3 Settlement Patterns
- 4.4 Sustainable Transport Patterns
- 4.5 Other Land Uses
- 4.6 Public Consultation
- 4.7 Current Land Use

## 5 density

- 5.1 Visioning Density
- 5.2 Density Precedents
- 5.3 Density and Market Feasibility
- 5.4 Density Gradient
- 5.5 Current Density

## 6 phasing

- 6.1 Approach to Phasing
- 6.2 Mixed-Use Phasing
- 6.3 First Phase Options

## 7 conclusions

- 7.1 Concept Masterplan
- 7.2 Indicative Masterplan
- 7.3 Land Use Schedule
- 7.4 Land Use Context Plan

# 1 introduction

This document has been prepared by PRP as a concise appendix to the main Masterplan Evolution Report, issued in November 2009.

## 1.1 This Document

The purpose of this addendum is to update the main report, outlining key changes to the masterplan that have been developed over the intervening period.

This report should be read in conjunction with the original report. The structure of this document copies directly that of the original so that each aspect of the masterplan story can be cross-referenced more easily between documents.

This addendum should also be read in conjunction with those prepared concurrently by all other consultants in the Lodge Hill Team.

The broad brief for Lodge Hill has not changed significantly between November 2009 and June 2011.

Ongoing discussions and consultations between the client, consultant team, Medway Council, residents and other stakeholders has further refined the masterplan solution, but has not significantly challenged early findings.

One key aspect of the brief that has been further emphasised is the flexibility of the masterplan to respond to changing market conditions.

## 1.2 The Lodge Hill Brief



# 2 vision

The vision established at the outset of the project has continued to underpin the masterplan and inform its development.

## 2.1 Design Charter

The “6 C’s” design charter remains in place;

- Collaboration
- Community
- Connectivity
- Commerce
- Climate Change
- Character

Commerce was an early focus, consolidating Lodge Hill as a key employment hub for the Hoo Peninsula.

In extensive consultation with Medway Council, the scale and location of provision was explored, resulting in a masterplan both more attractive to and flexible around employment provision.

Issues of character and connectivity gave

direction to the refinement of internal movement networks - roads, footpaths and cycleways. These networks will be a key focus of the Design Code to be submitted with the Outline Application. A more integrated network promotes collaboration and community both within the site and across the peninsula.

Finally climate change and character have underpinned lengthy debate on the scale, location and use of green Infrastructure (GI). Extensive consultation with Natural England focussed in particular on the buffer zone requirements of protected areas.

Climate changes also feeds into proposed sustainability strategies, outlined elsewhere in the relevant reports.

## 2.2 The Lodge Hill Vision

The ideas clusters previously identified to describe the vision included;

LAND - reconnect with the country

LIGHT TOUCH - minimum disturbance

LEARNING - a central role for education

LIFETIME - settling down as a community

These idea clusters have provided an ongoing focus in the following ways;

LAND

- scale and character of GI

- ecological effectiveness of GI

LIGHT TOUCH

- appropriate masterplan response to the various heritage elements

- mitigating the visual impact of

development from off-site locations

- reducing the rate of development around existing communities (Chattenden)

- reducing the impact of roads on existing communities (Chattenden and Lochat Rd)

LEARNING

- Continued commitment to primary and secondary schools being at the heart of the community.

- Continued engagement with higher/ further education opportunities (eg University for Creative Arts)

LIFETIME

- The possibility of extending provision of elderly housing.

- An increased emphasis on inter-generational play through GI.

The underlying theme of Lodge Hill as “of the country” (Hoo Peninsula), not “of the city” (Medway Towns) has been emphasised through the improved integration of existing facilities such as the Deangate Ridge Golf and Sports Complex.

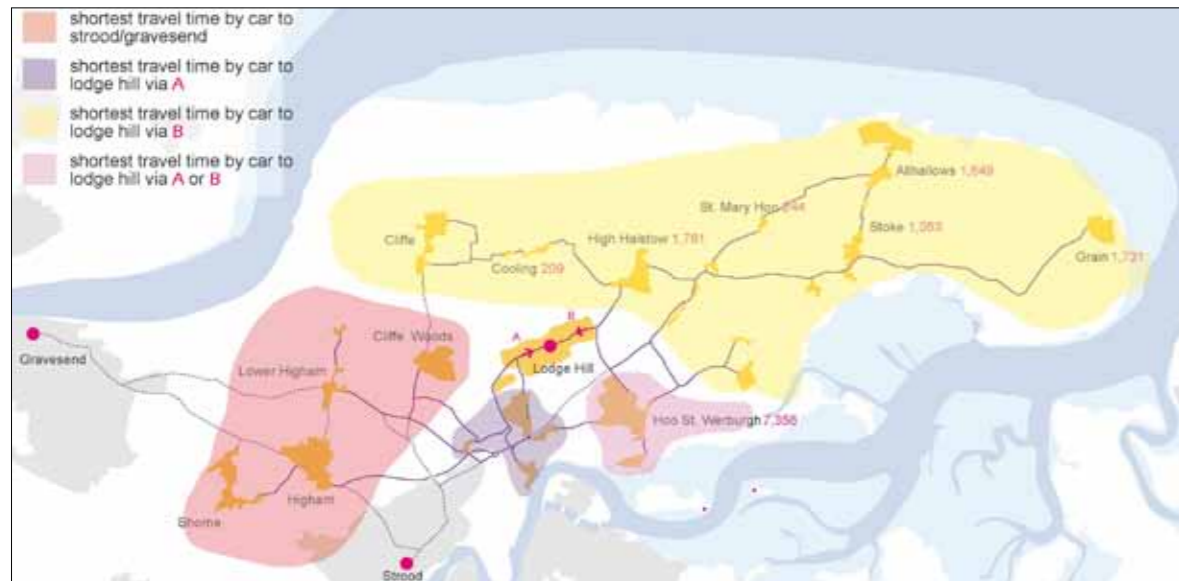


# Connectivity, Commerce & Community

Lodge Hill was presented to CABI in February 2010. The images on this page, taken from that presentation, emphasised the importance of Lodge Hill to the wider community of the Hoo Peninsula.

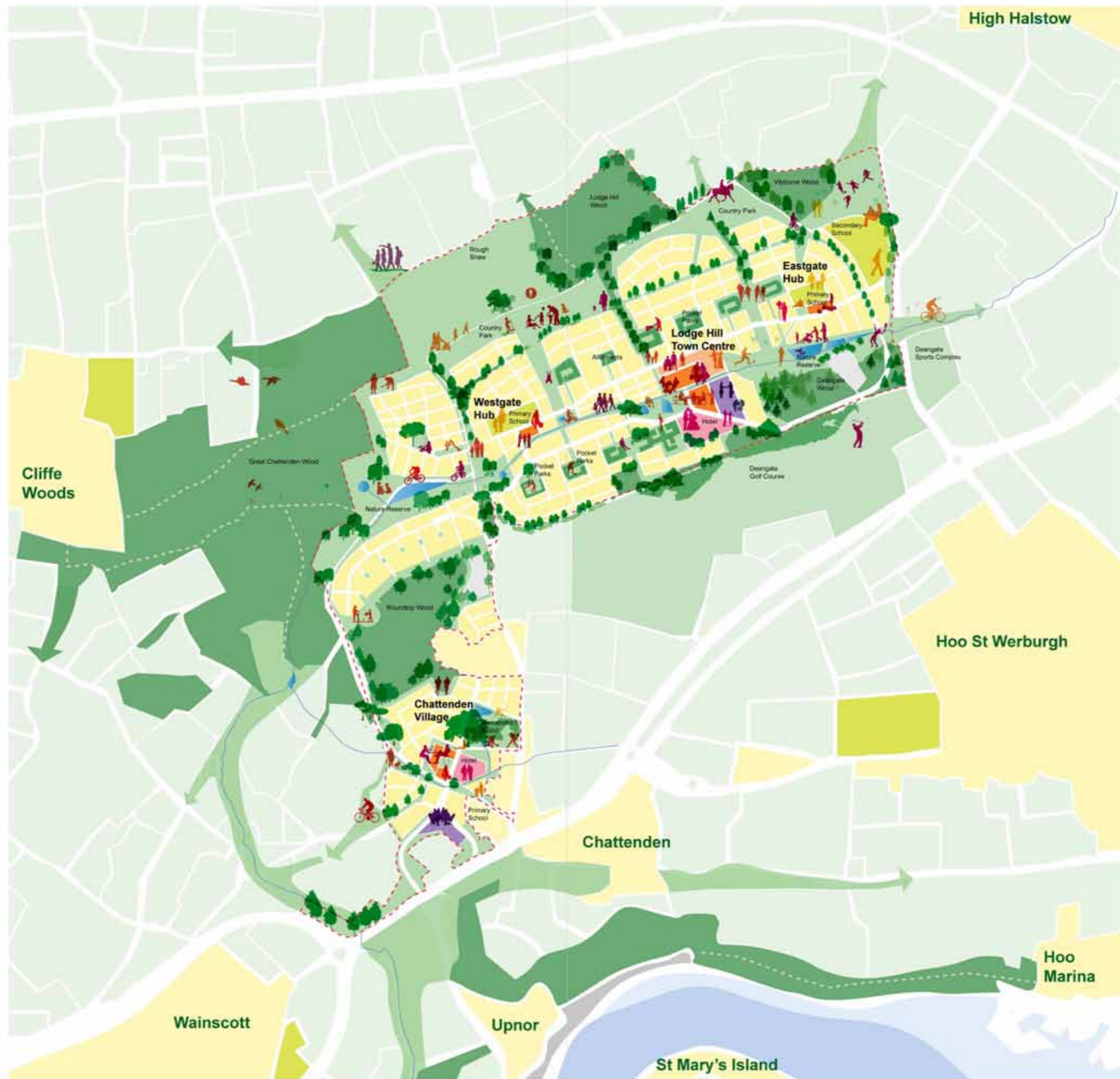
RIGHT The masterplan illustrated as a new centre for the widerst range of social activities

BELOW Travel times to Lodge Hill, illustrating how the services provided will be central and easily accessible to existing residents. The vision of Lodge Hill as a service centre and a gathering place for the Hoo Peninsula fosters a greater sense of local community.



# 11 concept masterplan





## Character, Climate Change

Community Engagement has continued throughout the intervening period. This masterplan is taken from the Public Exhibition in November 2010.

The masterplan emphasises the special features of this rural area, including woodlands, fields, villages and of course the River Medway.

Also emphasises the many opportunities Lodge Hill provides to explore and enjoy the area. Whether walking, cycling or horseriding, Lodge Hill greatly enriches a sustainable network of local leisure activities.



# 3 land take

Land Take in this document continues to refer to the site area suitable for development.

Changes to land-take since November '09 have resulted largely from further discussion on how best to minimise any ecological development impacts.

## 3.1 Protected Areas

Initial guidance from Thomson Ecology proposed a 50m setback from SSSI and 20m setback from Ancient Woodlands.

Following detailed discussions with Natural England, a much more site-specific setback or 'buffer zone' was negotiated.

This buffer zone responds in detail to a range of factors which vary across the several kilometres of site in question.

The SSSI buffer zone now ranges from the initial 50m up to 200m in the most ecologically sensitive areas. (for more detail on locations, please refer to the masterplan on the following page). Because the SSSI is north and west of the site, the increased buffer zone pushed development more generally to the east and south.

On the 2009 masterplan, a Wildlife Centre was proposed in the existing "Diving Pond" clearing. This particular location was thought ideal for a Wildlife Centre to act as a "gateway", controlling, informing and educating visitors into Great Chattenden Wood.

Natural England felt that such a Wildlife Centre may encourage recreational use of this woodland, thereby increasing development pressure on the SSSI.

As a result the Wildlife Centre has been removed from the proposed development. In its place is now proposed an infrastructure "Service Centre" for Lodge Hill (small-scale Combined Heat and Power Plant, pumping stations etc). The advantage of this land-use is that it creates the least attracts the least number of people to this ecologically sensitive location. A similar strategy had already been employed at Deangate Wood where another service centre had already been located. This approach to locating service centres is thus made more consistent across the site.

### 3.1.3 Category A/B Woodlands

Further tree surveys have been commissioned from Thomson Ecology, identifying Category C and R trees also. The impact of land-take on Category A/B woodlands though remains largely unchanged.

An area of B category plantation woodland immediately east of the Chattenden magazine enclosure has been replaced with residential development. It may be possible to re-distribute this woodland elsewhere on-site.

## 3.2 Landscape Character

The landscape character envisaged in the '09 masterplan remains intact. Medway Council's "Landscape Character Assessment", which proposed to "protect countryside from development that affects openness and diminishes rural character" has been respected. As a result of the SSSI buffer's eastward pressure on land-take, residential development has broadened out around Wybornes Wood. To mitigate the visual impact of this, in particular considering views from High Halstow, tree belts have been introduced to screen development (refer to following masterplan). These tree belts re-instate historic agricultural lines, emphasising the rural history and character of this location.

### 3.3 Ecology

Thomson Ecology, in discussion with Natural England, continue with on-site ecological assessments.

The primary ecological corridors remain along the water course of the upper valley and the northern ridgeline. The existing "central" and "eastern" agricultural shelterbelts continue to connect valley and ridge. an additional "western" shelterbelt is still proposed, although in a slightly different location around an existing fence line. This re-location allows for an additional shelterbelt, composed largely of the existing habitats along Lodge Hill Lane.

The November 2009 plan showed two additional shelterbelts reaching southwards from the valley, connecting to woodlands edging the golf course.

These green grid connections are now made with a single broader green swathe labelled "Valley Beacon Project" on the current masterplan. This location has the added ecological benefits of existing mature trees which also help to buffer

the central mixed-use hub from adjacent residential parcels. A predominately building-free "green" use such as a Garden Centre/ Botanic Gardens is proposed in this location to maintain and improve a consistent tree canopy.

### 3.4 Heritage and Archaeology

English Heritage have offered further guidance on the developing masterplan, in particular around the retention of built structures.

The key strategy for heritage continues to be a reflection of the scale and pattern of military occupation in the scale and pattern of the proposed masterplan. This includes the pattern and hierarchy of roads, footpaths and cycleways, green infrastructure and the varying character of residential areas.

Key footpaths and cycleways continue to follow the naval tramway routes. The primary "patrol path" fence line of the main Lodge Hill compound has been further enhanced as a new green-grid "boulevard" link of pocket parks. Beyond

this fence line the street character changes from "garden suburb" to "rural".

The magazine pattern is maintained as the main spines of the road layout, with two primary east-west roads aligned to the two rows of magazines. Around these spine roads are formed an "urban core" of residential. The steep magazine embankments were previously shown in a varied range of states, from removal to preservation. These are now shown consistently as residential land, creating a consistent and rhythmical set of residential squares. By maintaining their original tramway access routes, each of these squares maintains their historic link to the primary "trunk" of the heritage trail.

The WWI gun emplacement on Chattenden Ridge is labelled on the current masterplan as "Ridge Beacon Project". This project is still considered a priority for any military memorial features on-site.

As mentioned under 3.3 ecology, the area labelled "Valley Beacon Project" section has been preserved. This location is defined

by a small cluster of expense magazines, and an adjoining standard magazine with intact tunnel entrance. This set is proposed for retention as it is arguably the richest grouping of magazines, embankments and associated screen planting on-site.

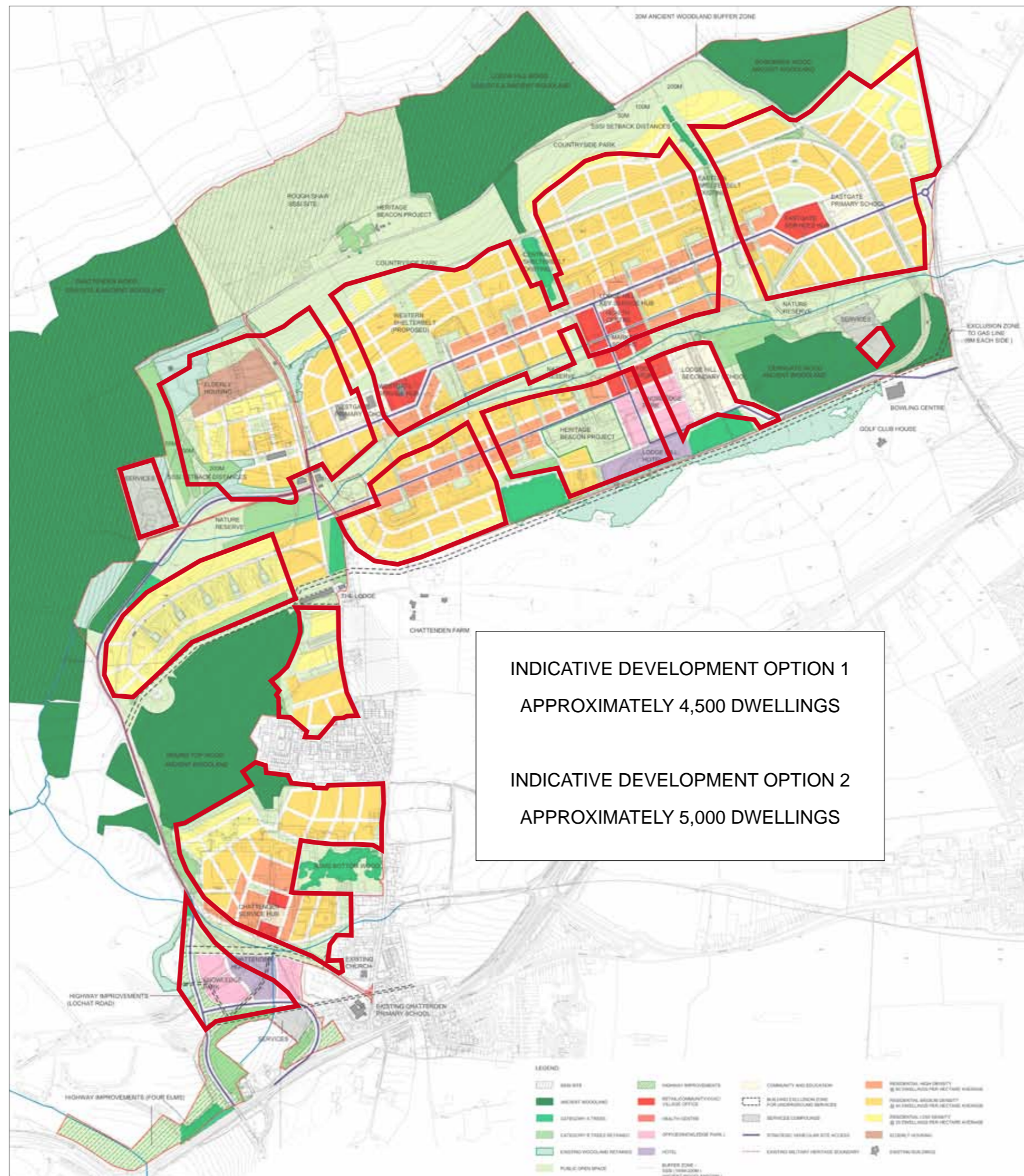
The status of pillboxes, gun emplacements etc. has been better established. All such features and their landscape settings are currently shown on the masterplan to be retained in-situ.

### 3.5 Current Land Take

The current land-take approach is summarised on the attached indicative Land Use Masterplan in Section 7.2.

The Area Schedule in Section 7.3 gives a breakdown of the site by area.





## Land Take

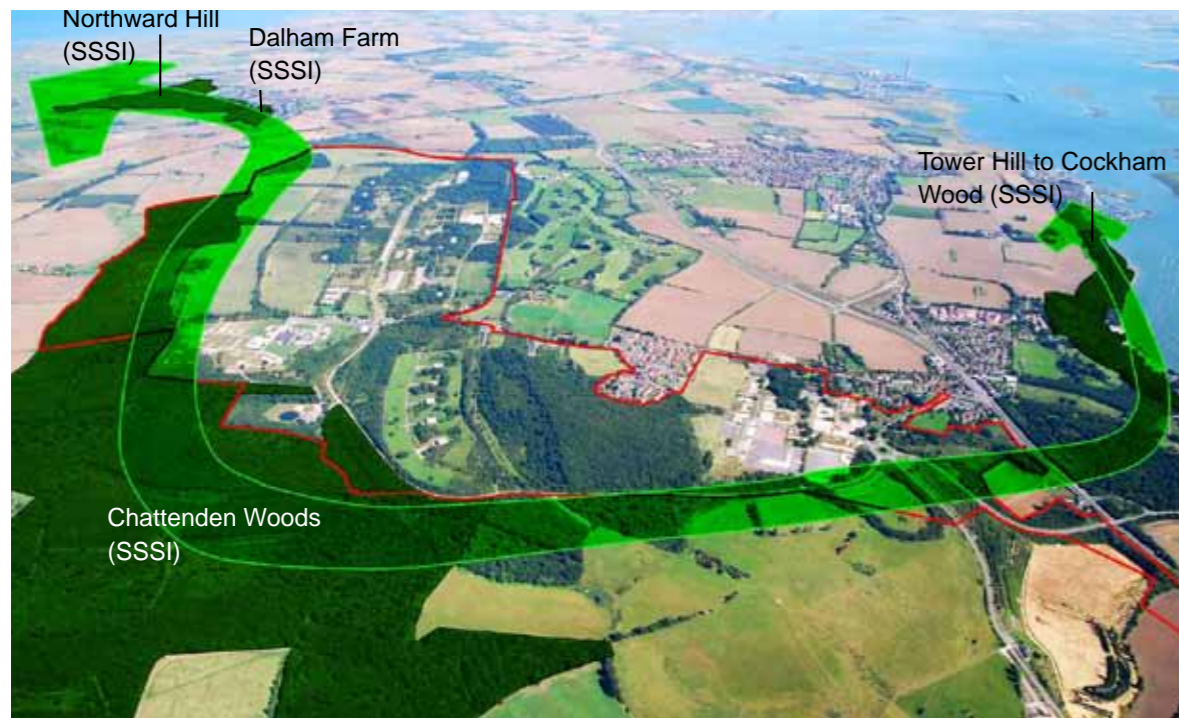
LEFT The current Masterplan is here overlaid with the land take of November 2009, utlined in red. This illustrates broadly the number of minor adjustments made to land take in the intervening period.

This includes land take changes at the boundary, beside protected areas, along the valley park and shelterbelts.



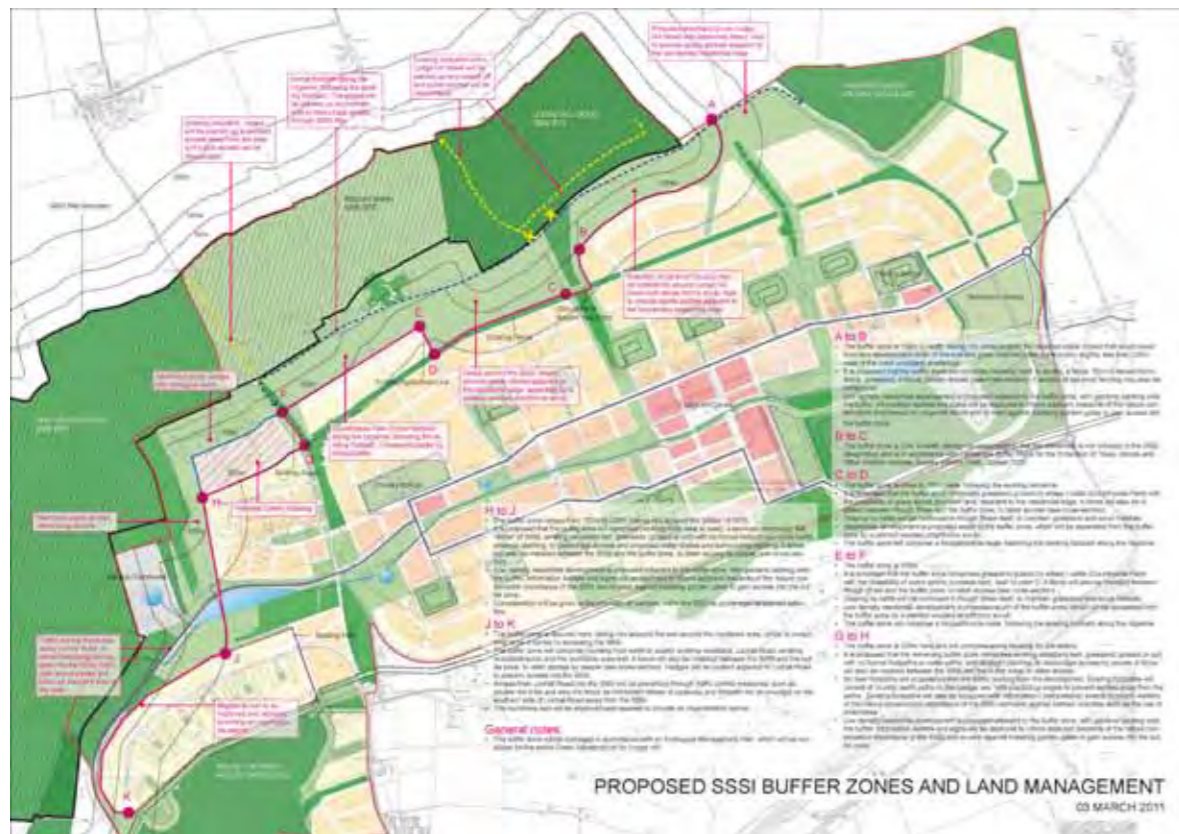
ABOVE The November 2009 Masterplan showing Land Take



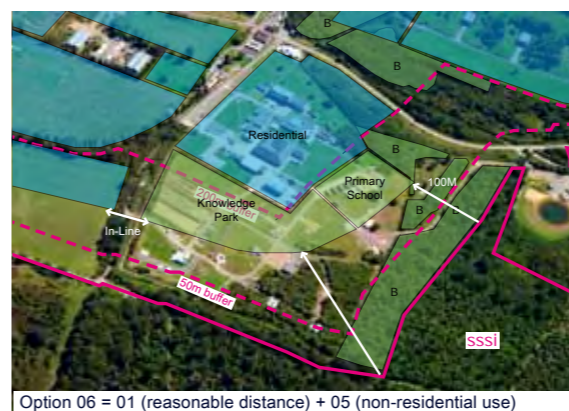


ABOVE The broader green grid ambition, connecting SSSI across the Hoo Peninsula. At Lodge Hill this means an emphasis on protecting the north and west boundaries.

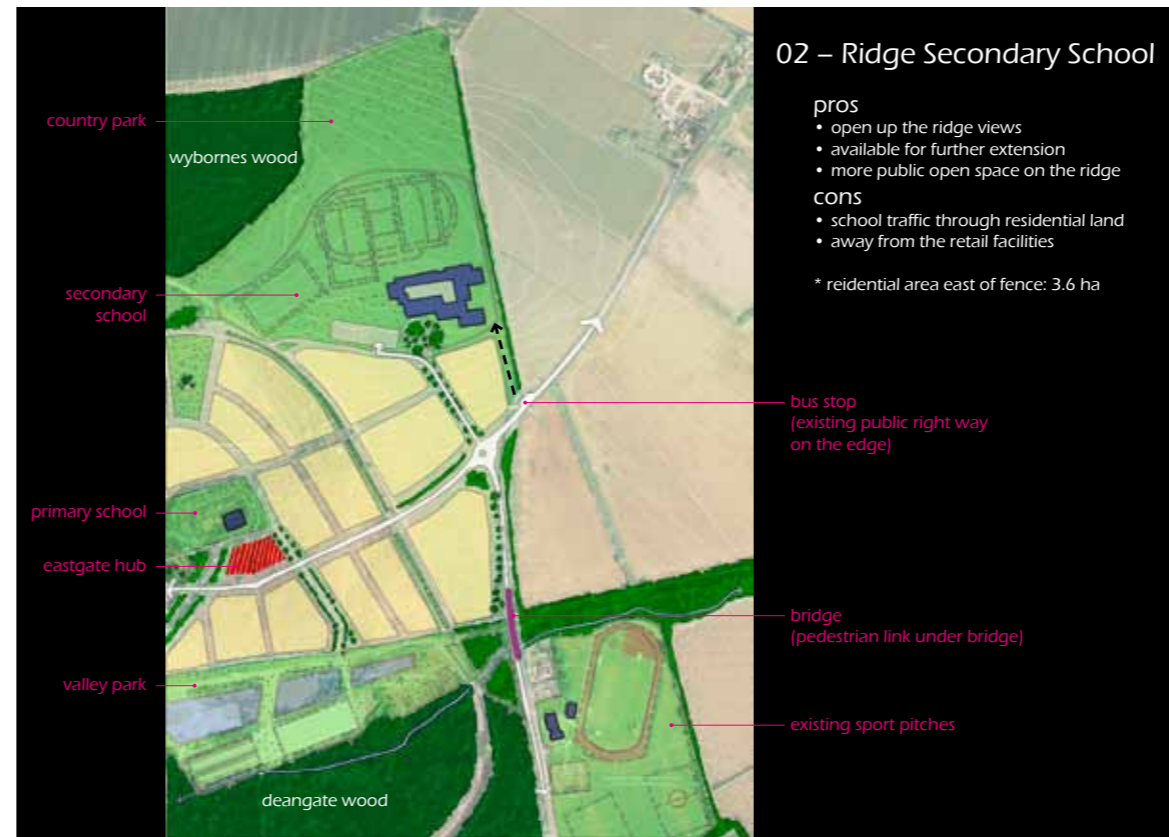
BELOW A sample masterplan showing how the buffer widths and landscape treatments have been fine-tuned along the length of the SSSI boundary.



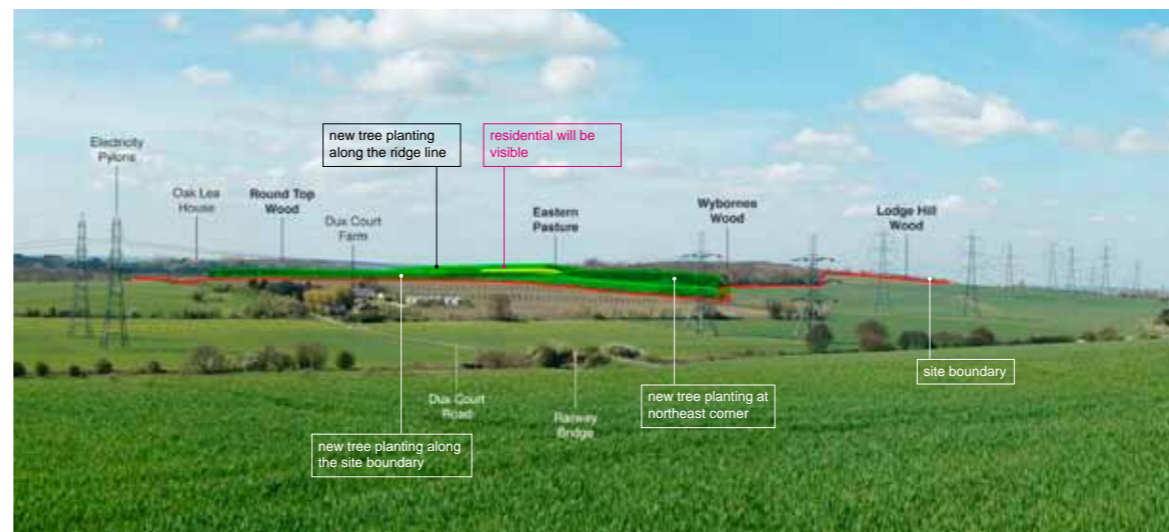
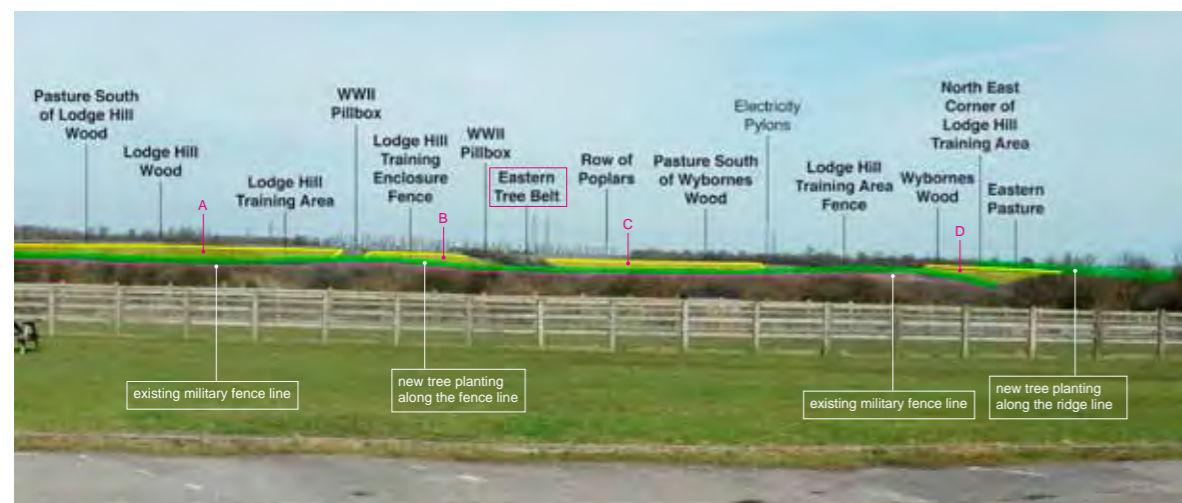
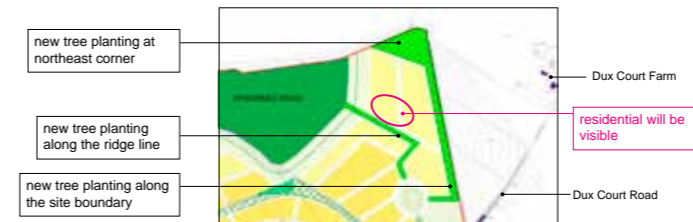
RIGHT This represent the starting point for exploring the options.  
BELOW A range of options were developed to explore how land use could also impact decisions on the appropriate SSSI buffer dimensions.







LEFT As a result of widening SSSI buffers, land take expanded around Wybornes Wood. This area had not been developed previously on the previous iteration of the indicative masterplan, to reduce the risk of visual impact on surrounding areas. One solution explored was to relocate the secondary school, on the assumption that its visual impact would be less. While viable as a school location, the school would be more accessible to both existing and new residents by remaining near the site centre.



LEFT The potential visual impact was studied further by loosely superimposing development zones on Murdoch Wickham's "Landscape Visual Impact" photographs. This exercise also explored the potential benefits of re-instating rural fence lines as tree lines to soften visual impact and help to re-integrate the military site back into the surrounding rural character.

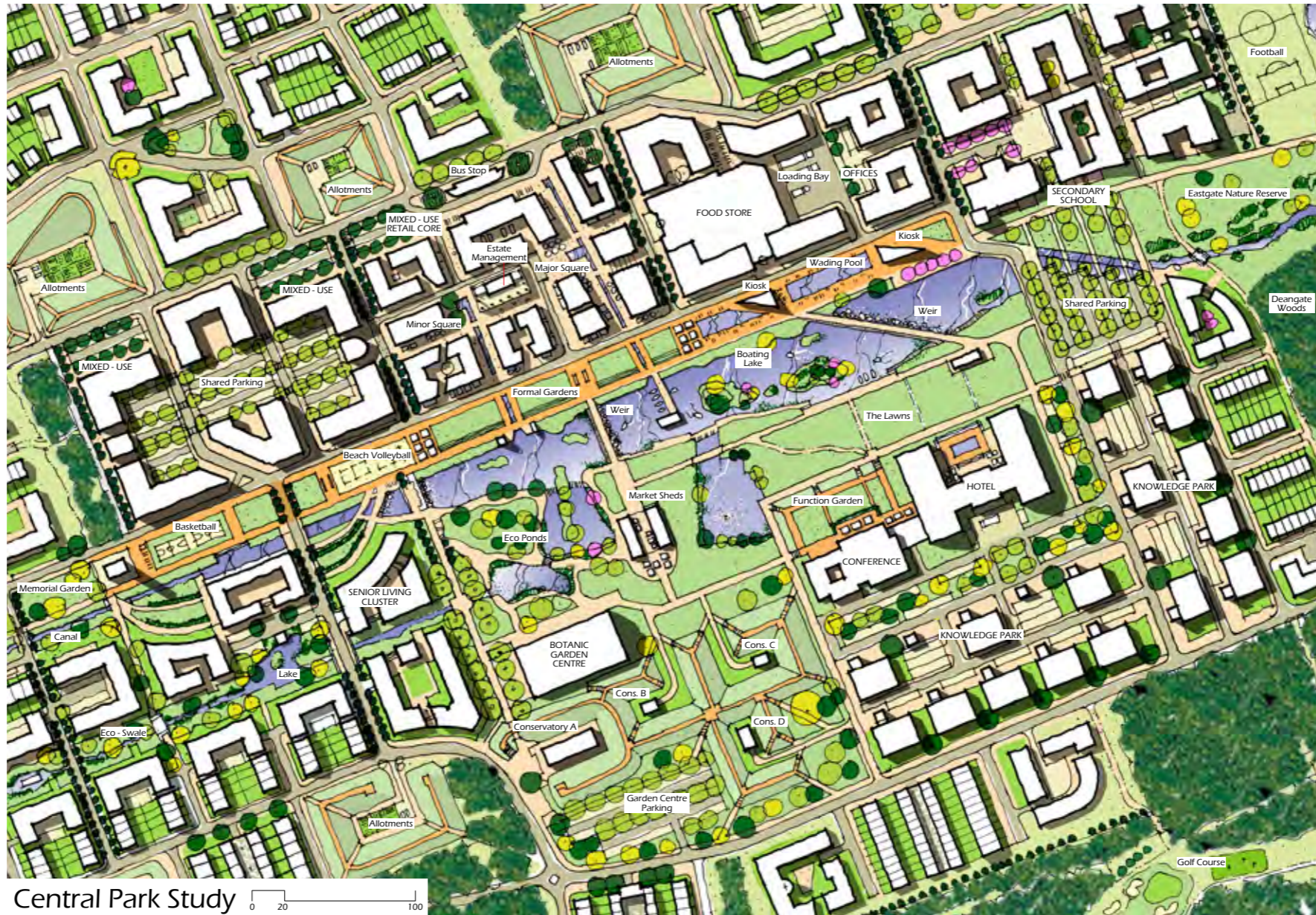


RIGHT The watercourse along the valley floor remains as an ecologically rich district park adding significant value to residents and visitors alike. Finding an appropriate scale for this park was a key land use refinement. The current scheme employs the “Medium” diagram shown here. The larger options felt over-scaled for the desired local character.



RIGHT In order to better communicate the significant scale of proposed green areas, detailed sketch studies were prepared. These also explored the what range of amenities was suitable for the desired character.

BELOW Sketches also explored how the valley park could gradually transform in character, from natural to urban, as it approached the “town centre” hub.







LEFT The dense cluster of military magazines, embankments and trees outlined on this aerial photo has been retained for use as the Valley "Beacon Project", land set aside for community benefit. (The exact use will be determined in a future application).



LEFT Kastellet, Copenhagen. This publicly accessible park in Copenhagen shows how military structures, embankments and planting can be successfully re-employed as an asset for the community.





# 4 land use

Parallel with changes to land take were changes of land use. The detailed distribution of land-uses across the site has been continually refined in response to consultation, with particular attention towards improving connectivity, community and character.

## 4.1 Initial Residential Target

The residential target has remained unchanged at 4,500 units, with the ability to increase up to 5,000 units. Despite a more volatile external market, this quantum remained the commercial cornerstone of the land-use strategy,

## 4.2 Consultant Reports - Employment

An early challenge to the consultant team's November 2009 SSI was Medway Council's appeal for a greater quantum of employment space.

While the quantum of employment

remains unchanged, employment discussions did have an impact on the distribution of employment across the site.

What was articulated more clearly was the desire for a more coherent single business hub at Lodge Hill. This hub could act as a central meeting point for industry and education on the Hoo Peninsula. More specifically, Lodge Hill was recognised as a potential meeting point between the Medway Universities Campus and the growing industrial centres of Kingsnorth and Grain.

A key attraction to bring such uses together was recognised in the existing leisure asset of the Deangate Golf and Sports Complex. With modest improvement to its facilities, the potential was seen to develop this complex as a significant attraction around which a business hub would naturally cluster.

Land-uses were distributed in response to this goal. The Lodge Hill "town centre" hub, still the main location for office space, was moved further east towards the

Deangate Golf and Sports Complex. More office space was brought from Chattenden to enlarge a "Knowledge Park" within a five minute walk of the Golf Clubhouse.

The secondary school location was maintained adjacent to this Knowledge park, following through the theme of integrating education and industry.

Together, these land-uses now occupy the relatively flat and distinct area of land formerly used as the "laboratory" for assembling munitions. As the "nerve centre" of the Lodge Hill's military function, the re-definition of this location as an employment centre has positive heritage connotations.

## 4.3 Settlement Patterns

The small movement of the centre towards the Golf Clubhouse had several knock-on effects on the overall settlement pattern of Lodge Hill.

Firstly the Westgate Hub was also drawn further east, thus maintaining a relatively equal spacing between the three hubs.

This eastward movement was further required in response to the increasing SSSI buffers, which also moved the physical centre of residential land back to within the perimeter fence.

With all three hubs now closer together within the fence line, this suggested the possibility of the three hubs merging, both physically and conceptually, into one larger settlement. While the current masterplan still show three distinct hubs, the ability to expand employment along primary roads between these hubs becomes more viable.

The risk in merging three hubs into a single spine is that the synergy of mixed-uses can dissipate along such a long distance. For that reason the hubs have been maintained. Detailed studies did show that even with Meday's suggested quantum of 70,000m<sup>2</sup> of employment space, this could be achieved by intensifying the density and scale of development in each hub. The only limitation in this scenario is the market viability of lower parking ratios, particularly for typically low density "knowledge park" uses.

Regardless of the land-use distribution currently shown, the masterplan has through the consultation process become more flexible, more able to adapt to various outcomes. This delivers on Medway's original goal - a masterplan which can more easily cater to increased employment use, should the demand arise.

#### 4.4 Sustainable Transport Patterns

Please see the Transport Assessment for Further Detail.

#### 4.5 Other Land Uses

Most other land uses remain as per the 2009 masterplan.

#### 4.6 Public Consultation

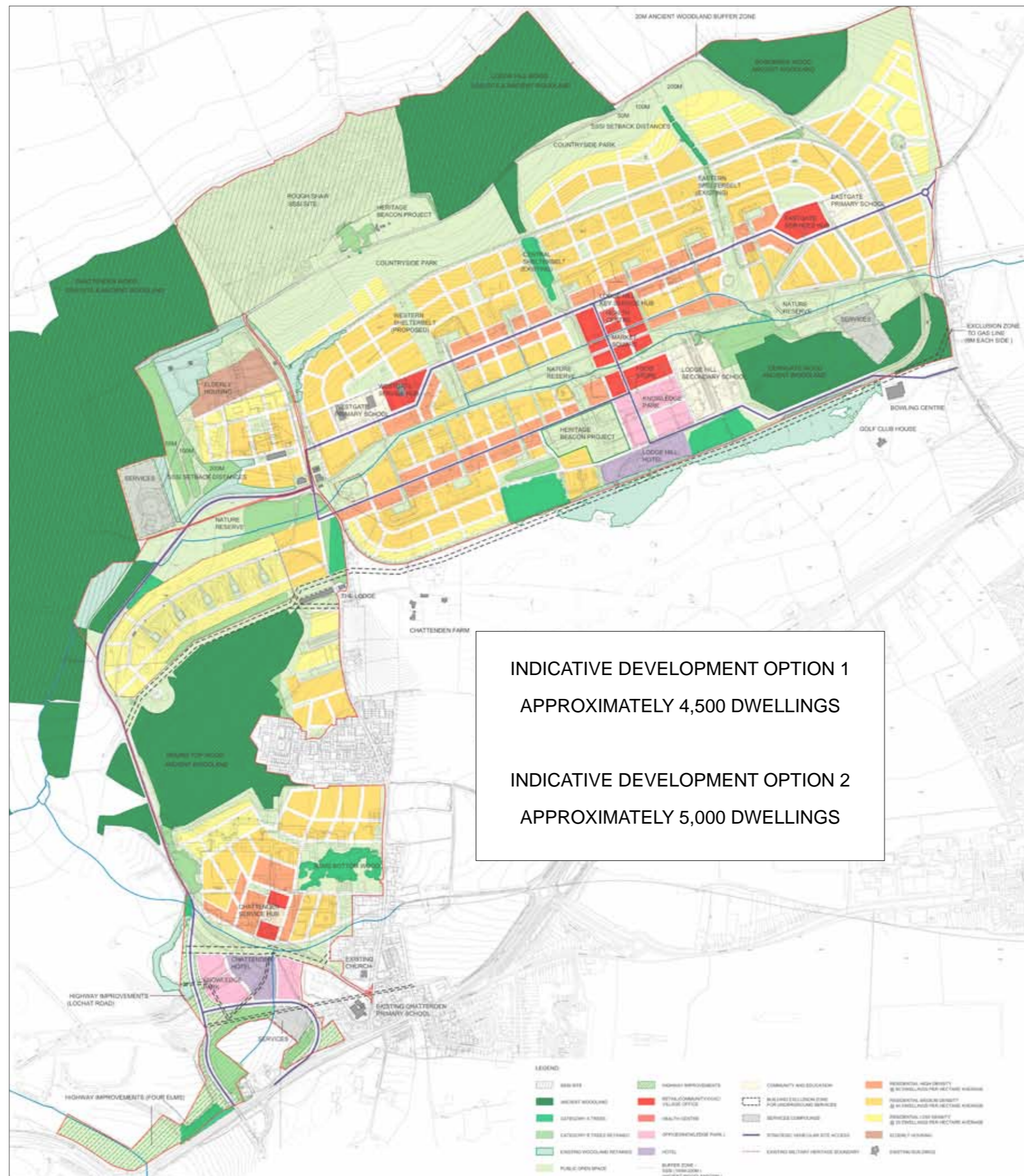
Further public consultation has taken place since the Nov 2009 masterplan. Key concerns remained the impact of Lodge Hill on existing infrastructure, particularly roads. More detailed solutions for highway proposals were presented which helped to allay these concerns.

#### 4.7 Current Land Use

The current land-use approach is summarised on the indicative Land Use Masterplan in Section 7.2.

The Area Schedule in Section 7.3 gives a breakdown of the site by area.





## Land Use

LEFT The current masterplan can be compared with the 2009 masterplan below. Key changes to note are;

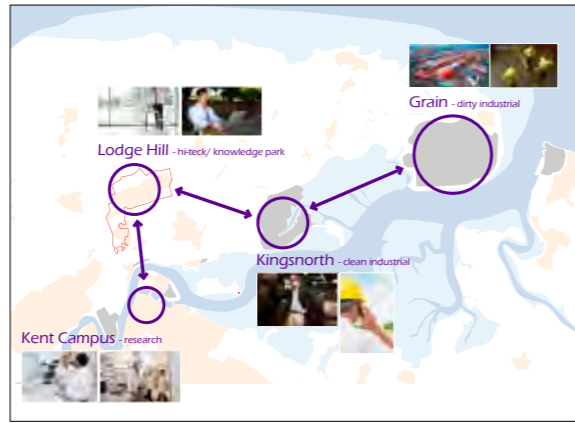
- The Central Hub has moved towards the Deangate Golf and Sports Complex forming a "learning quarter of knowledge park and secondary school south of the valley park
- The Westgate Hub has moved inside the main Lodge Hill perimeter fence
- Elderly Housing has been clustered towards the SSSI Buffer



ABOVE The November 2009 Masterplan Land Use Parcels



RIGHT A key concept diagram showing Lodge Hill as the social hub for business on the Hoo Peninsula.



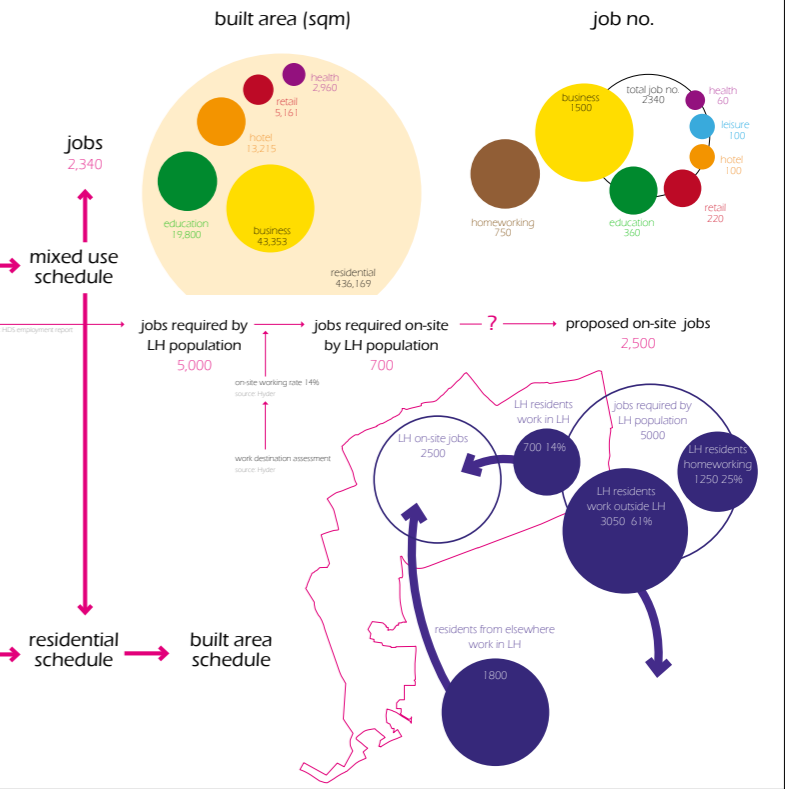
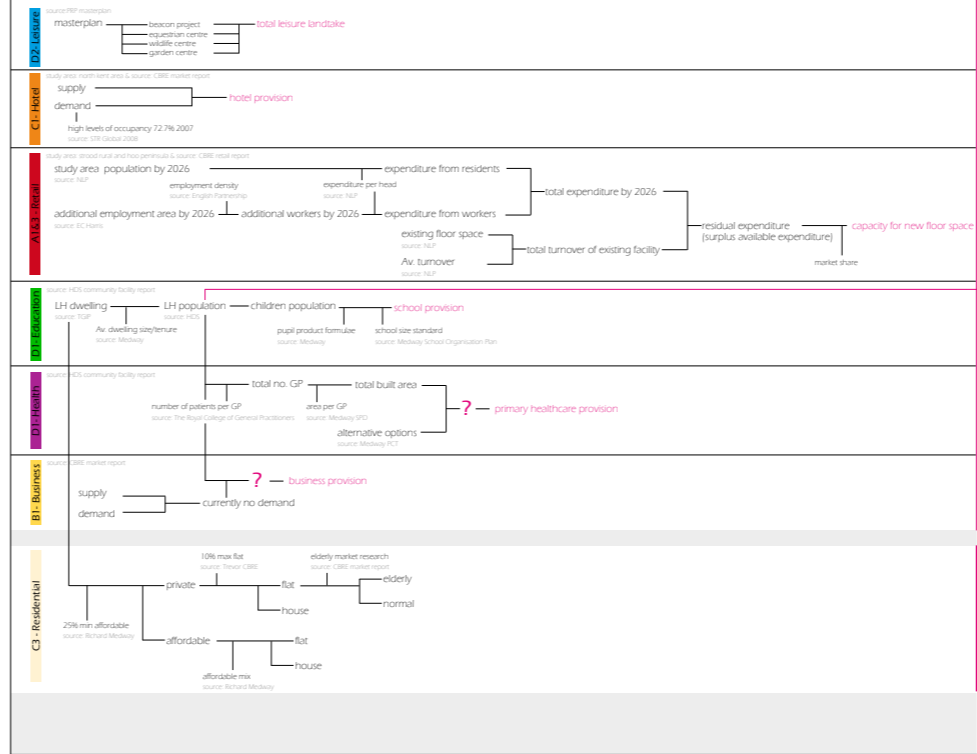
FAR RIGHT In preparation for discussions around the scale of business provision, all source documents were brought together in a single "evidence flow chart". This data was then presented graphically to better compare the various recommendations with the team's own market research.



Can LEISURE put Hoo Peninsula "on the map" for BUSINESS?

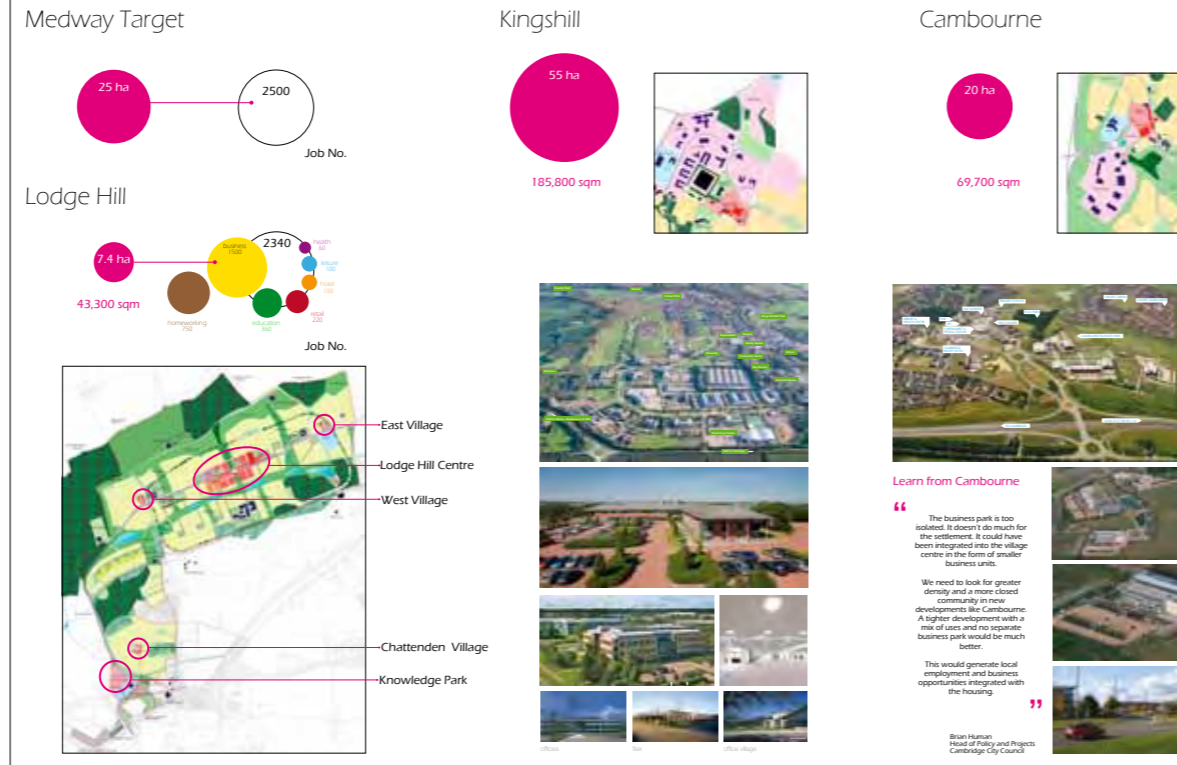
### evidence flow chart

April 2010



RIGHT In a similar graphic manner, the business provision at Lodge Hill was compared with that of comparable existing developments.

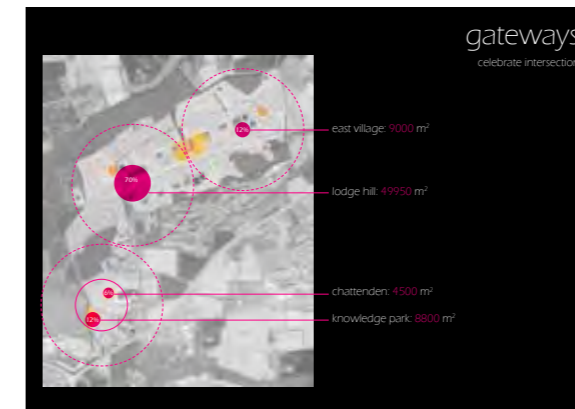
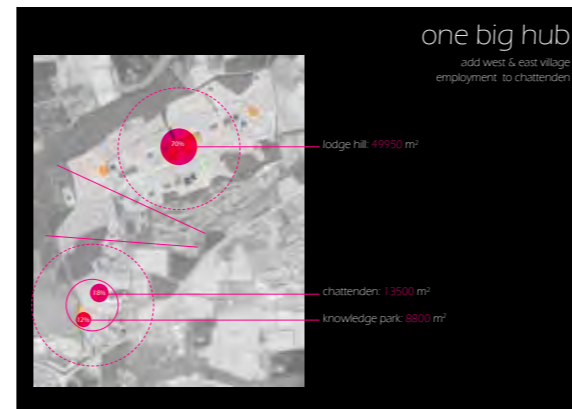
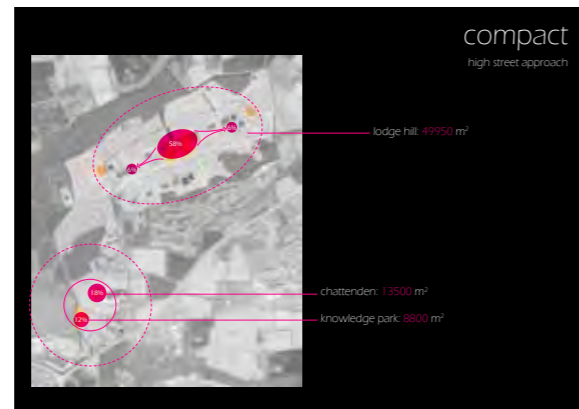
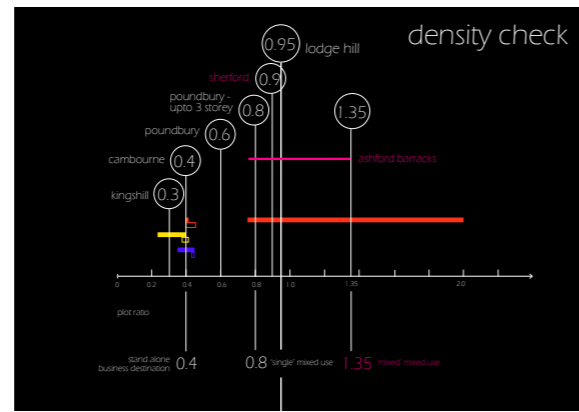
### 01 employment area comparison



The Lodge Hill proposals were further illustrated with building footprints and imagery to illustrate both the scale and range of businesses proposed.

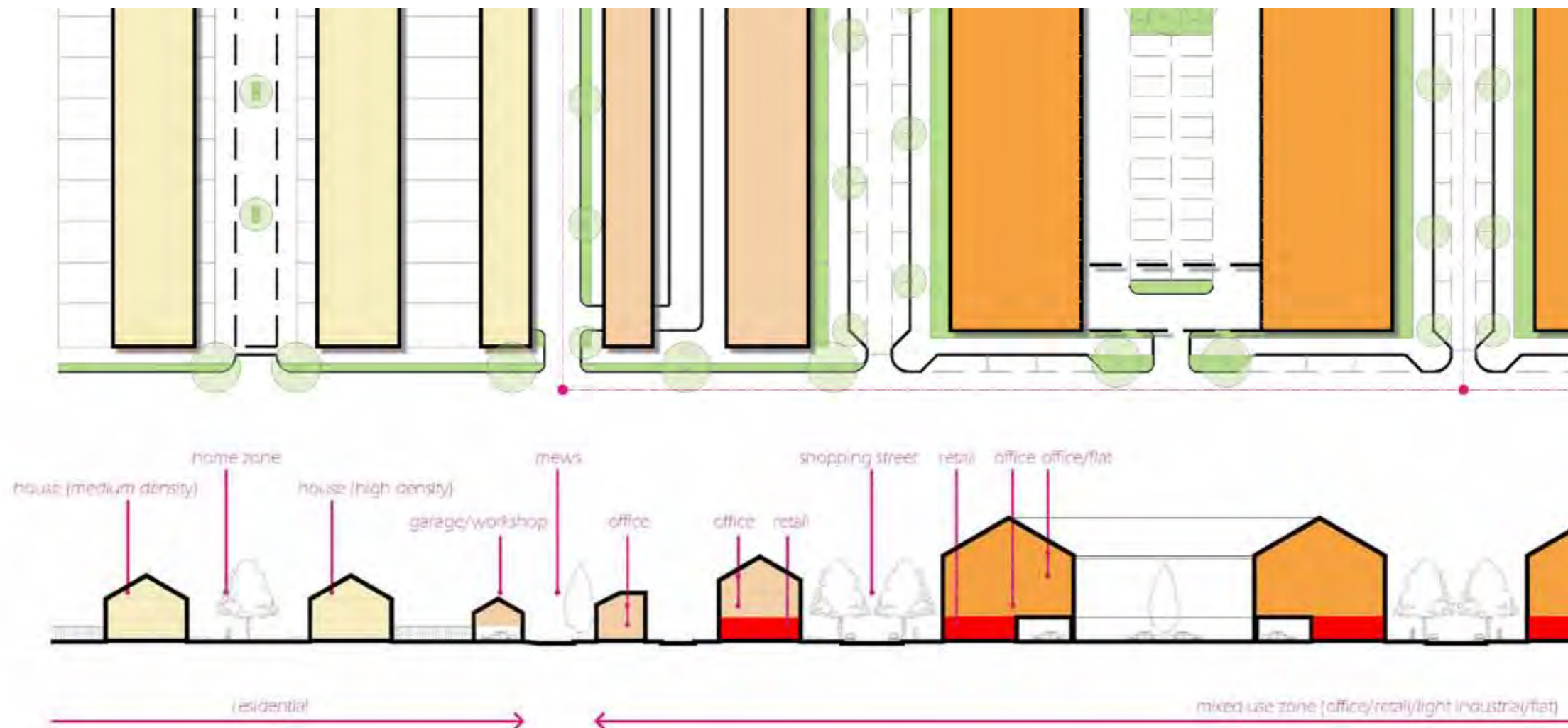
### 02 lodge hill employment provision





LEFT As with Residential Land Use, the Business Land use was also compared with precedents to scrutinise the density of provision. This illustrated to what extent the current masterplan could accommodate any increase in area.

This in turn led to an exploration of options for how best to distribute business use across the site in a way that would re-inforce the desired character and community at Lodge Hill.



LEFT With the risk of increased business density, this study explored making a compact transition from business to residential use, using an intermediate scale of building zoned for flexible use.

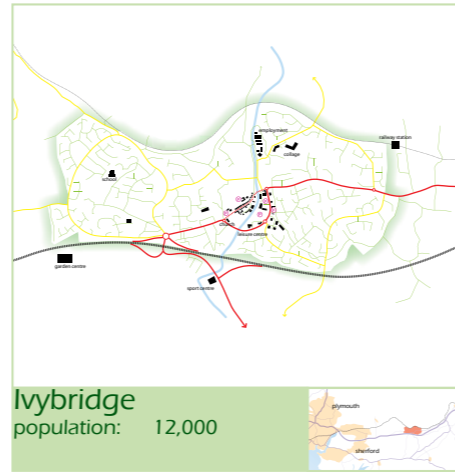
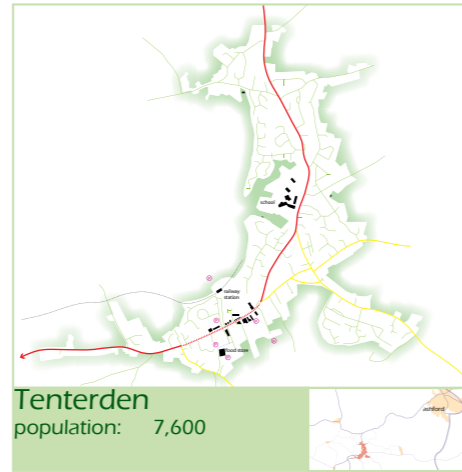


RIGHT The demand for multiple business scenarios demanded in turn a more flexible transport network. Precedent Studies of similar settlements revealed that some had a far more complex movement network, developed over successive waves of development, that delivered much greater flexibility.

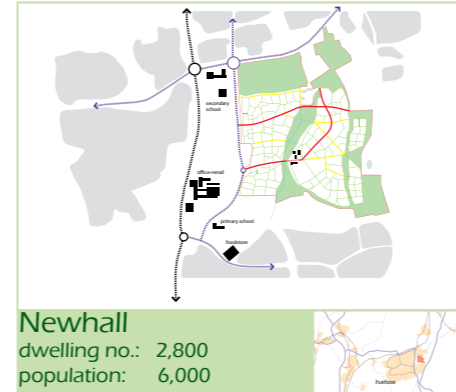
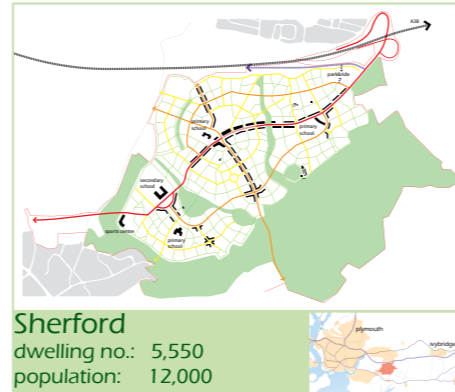
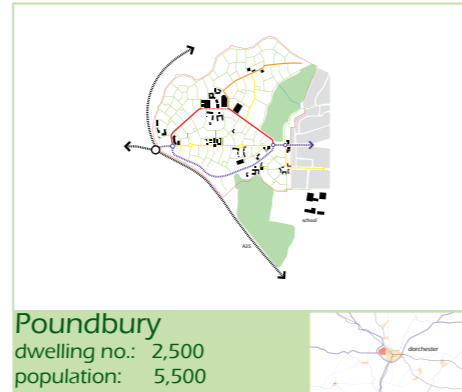
BELOW The possible addition of a site access at the existing golf course provided a more complex "flexible framework that allowed multiple settlement patterns and business scenarios to be compared and contrasted.



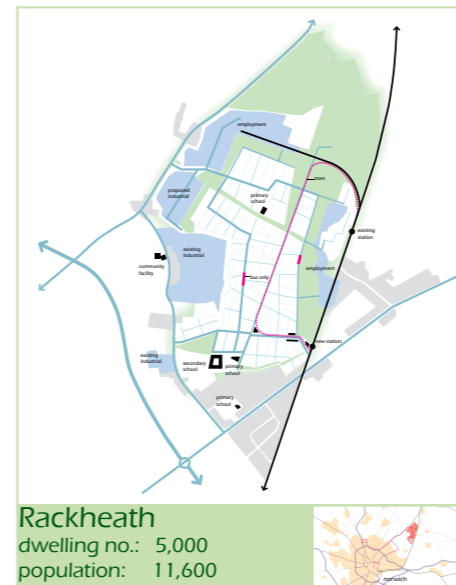
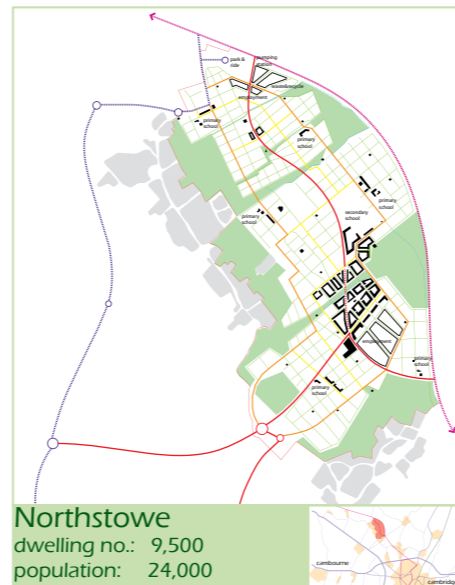
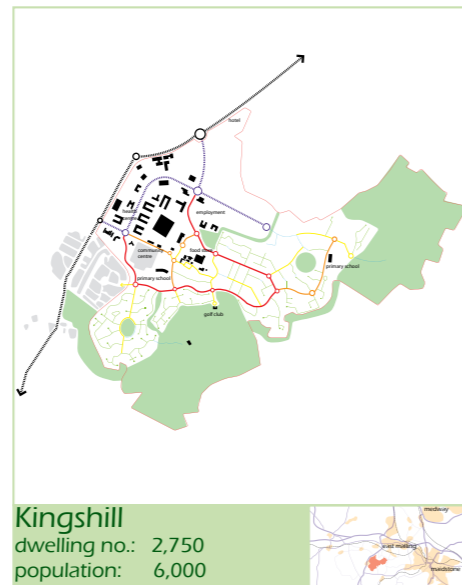
traditional town



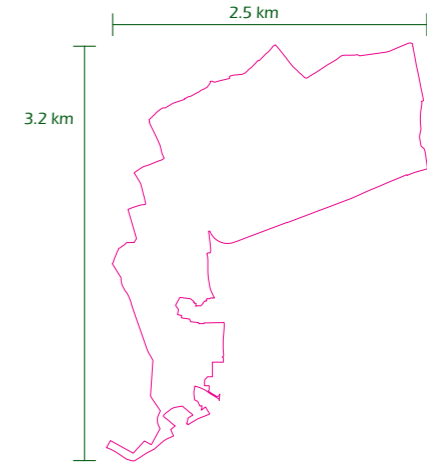
urban extension



new settlement



**Lodge Hill**  
dwelling no.: 5,000  
population: 12,000

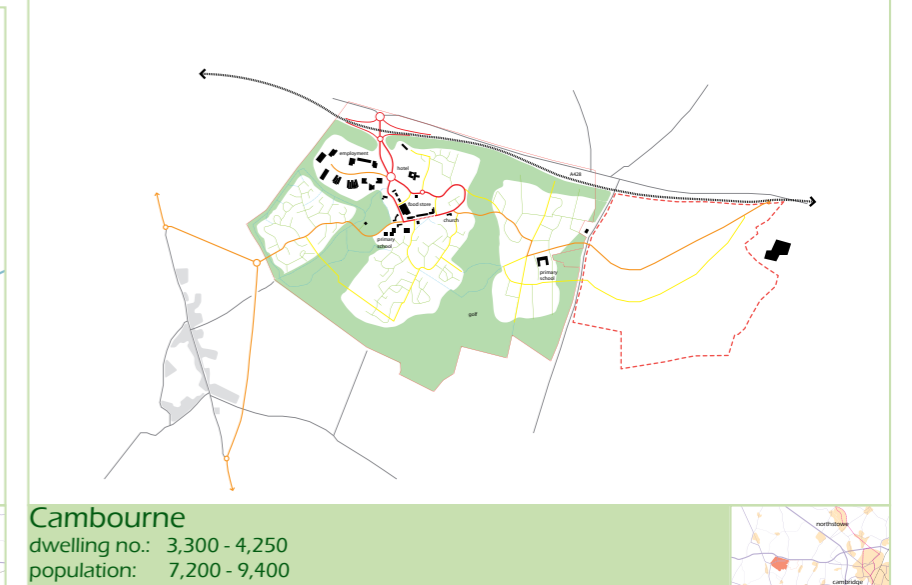


The things that people like about living in Cambourne are

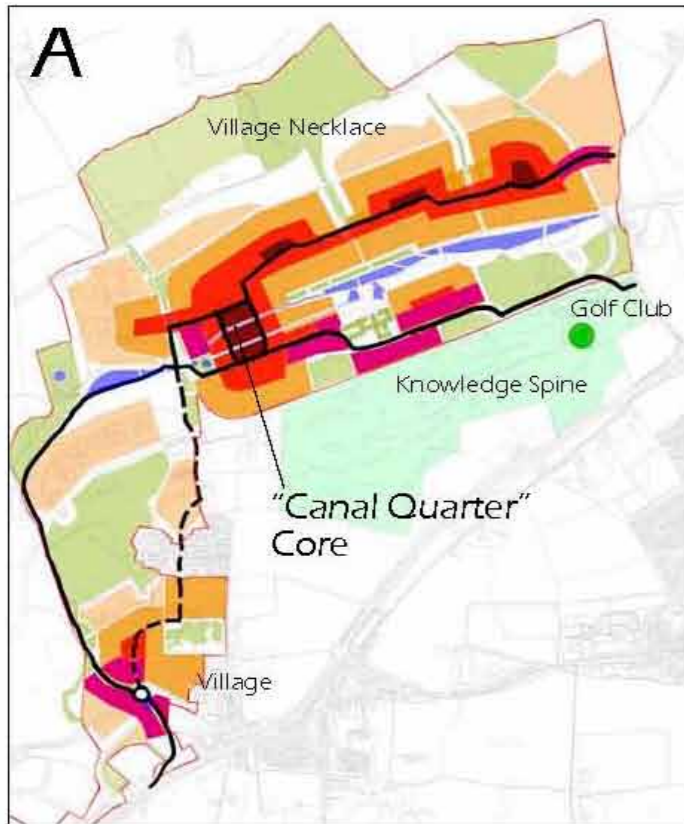
- the environment (43%)
- quiet (20%)
- nice people (18%)
- new house (16%)
- sense of community (15%)
- schools (13%)

The things people dislike are

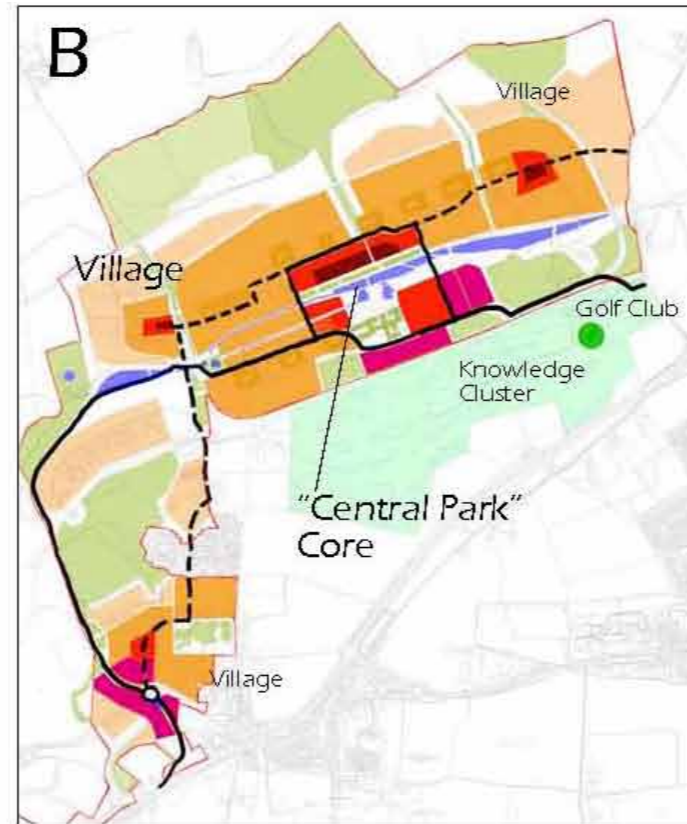
- the slow provision of services (34%)
- youth behaviour (30%)
- the poor range of shops (23%)
- traffic (15%)



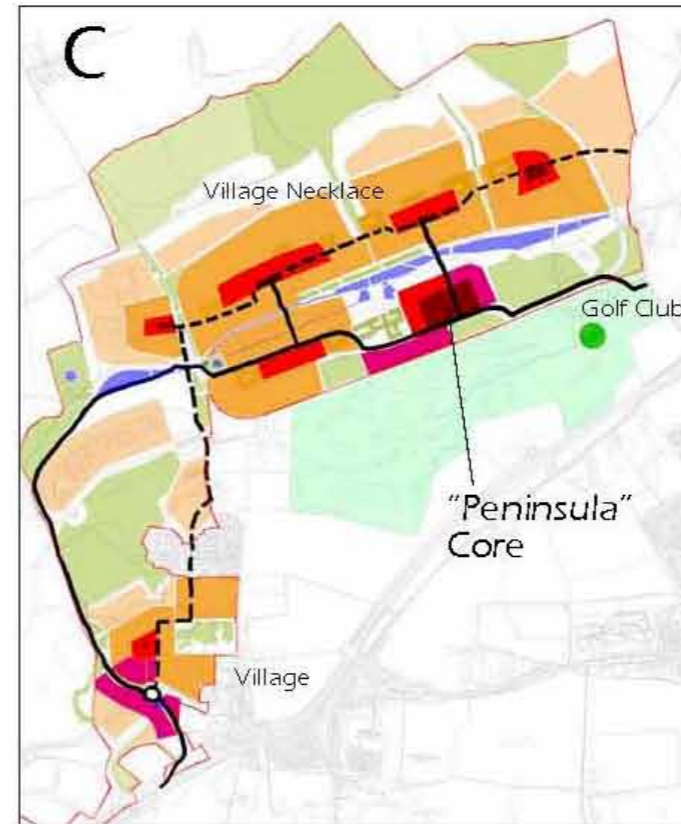




**CORE TIGHTLY INTEGRATED**  
(Poundbury Approach)



**CORE LOOSELY INTEGRATED**  
(Dunsfold Park Approach)



**CORE LOOSELY DETACHED**  
(Kingshill Approach)

LEFT Three key scenarios were presented to the team in July 2010. Each option used the same flexible framework to develop distinctly different settlement patterns, essentially by moving the main hub around on that framework. Ultimately the middle-ground option was chosen for further development, as it was felt to best balance the needs of Lodge Hill residents with those of the wider community.



Option 01



Option 02

LEFT Land use patterns at Chattenden were also strongly influenced by the movement network. It's assumed that Lochat Road delivers 50% of Lodge Hill traffic, which could have a potentially negative impact on the newly developed Chattenden barracks site. Shown here are two later options discussed with Medway Council to reduce this traffic impact while also making a more effective settlement pattern from both the existing and proposed quarters.







# 5 density

With both Land Take and Land Use updated, the Residential Densities were recalculated.

## 5.1 Visioning Density

The 2009 masterplan achieved roughly 4,500 units, at an average density of 40dph. By maintaining broadly both land take and land use in the current masterplan, the total 4,500 units at 40dph is still achieved.

Applying 5,000 units on the same land area will increase the average density to 43dph. This could be achieved by increasing the medium density band only, from 40dph to 46dph, replacing detached houses with semi-detached.

On the current indicative masterplan (see 7.2), the 40dph average is achieved with a breakdown of residential units very similar to that of 2009.

## 5.2 Density Precedents

Despite changes in the residential market since 2009, market recommendations remain robust. As a result, precedents explored up to 2009 still stand.

## 5.3 Density and Market Feasibility

Market research still points primarily

towards provision of family housing in this location, helping to bring Medway's housing stock more in line with national averages.

## 5.4 Density Gradient

Density bands are still distributed in a way that re-inforces settlement patterns, with higher densities clustering around the mixed-use hubs and public transport routes.

Density gets progressively less towards the GI. Given the increased concern for excessive human intrusion into protected areas, this density strategy is all the more appropriate.

The higher density bands have been more evenly distributed along primary routes than shown in 2009. Because the ground floor of higher density flats and terraces lend themselves to commercial uses, ground-floor mixed use, this better allows for these primary routes to become more flexibly mixed-use, as demand requires.

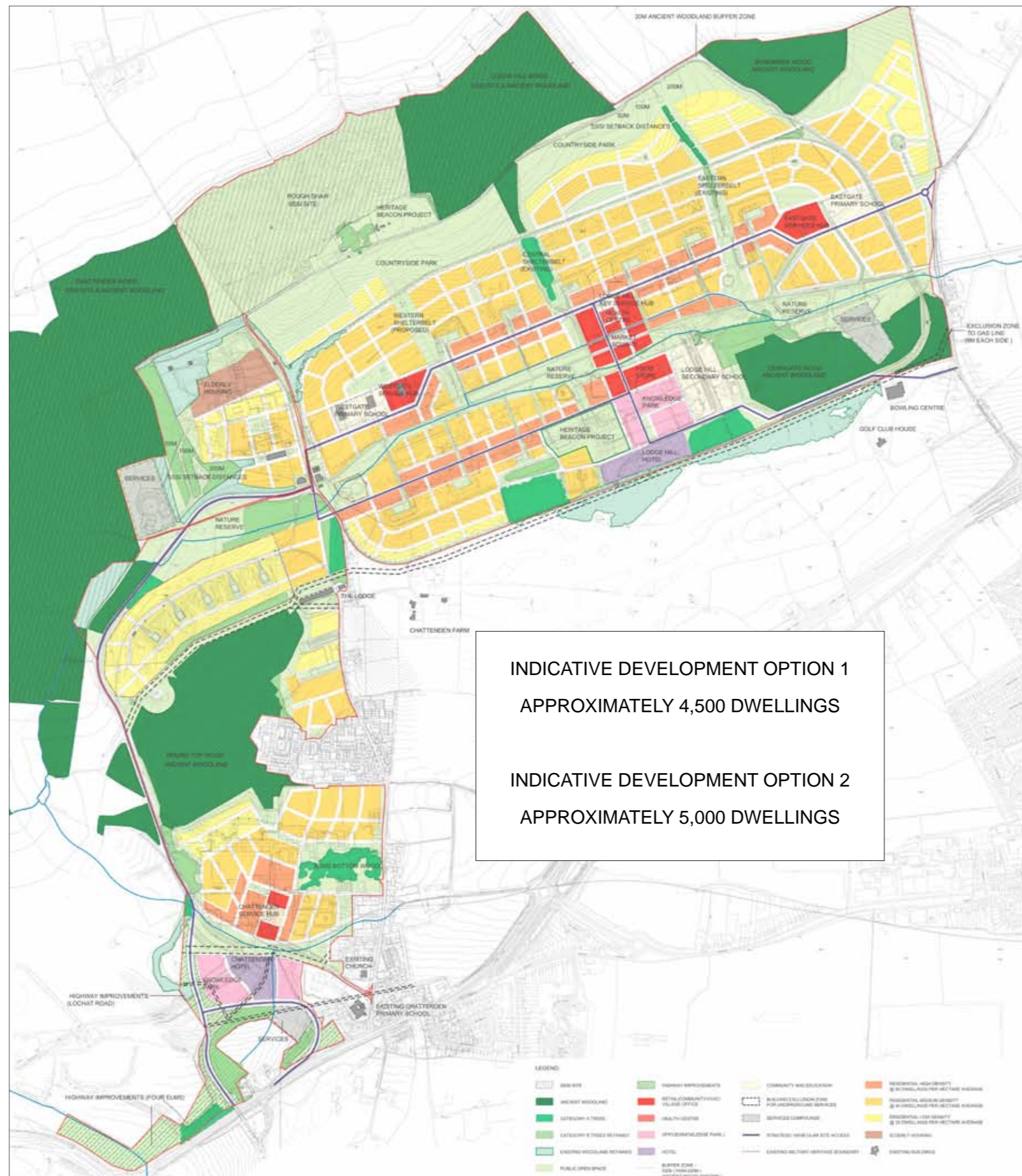
At the lower end of the density spectrum, the 2009 masterplan showed a small area of 10dph houses in the centre of the Chattenden Magazine Compound. This 10dph band has now been removed as a distinct area on the masterplan.

This does not exclude these larger homes from still being provided on individual plots within 20dph bands anywhere across the site, provided overall density targets are still achieved.

## 5.5 Current Density

The final density gradient is colour-coded, and clearly visible on the current Indicative Masterplan (see Section 7.2).





## Density

LEFT The current masterplan can be compared with the 2009 masterplan below. Key changes to note are;

- High Density Residential is now distributed more evenly along the primary/ bus route.
- Medium Density Residential, the main body of the development, remains largely unchanged.
- Low Density Residential remains confined to the green periphery of development, ideal for self-build development.



ABOVE The November 2009 Masterplan shows Residential Density Gradients



# 6 phasing

The early 5-phase strategy has since been streamlined into a 3-phase strategy, in line with the business plan.

## 6.1 Approach to Phasing

The diagram on the following page shows the current indicative phasing strategy. The reality of phasing through myriad operations of both lead developer and sub-developers remains far more detailed and complex. These three broad phases though are considered sufficient to determine broad intent, and consequent impacts, of the overall development program.

These three phases have been defined through a broad range of considerations, from business and infrastructure through to social impact and the concerns of existing residents. Much of this will be covered in the individual reports of various other consultants.

## 6.2 Approach to Mixed-Use Phasing

As discussed in the section on land-use, an increased focus on Lodge Hill's "town centre" as a business hub. This hub also contains such key items as the large food store. Any of these elements, which may serve well beyond Lodge Hill to the wider peninsula, may require a phasing strategy that is independent of Lodge Hill's residential phasing. The possible additional eastern access point would facilitate this potentially multiple-strand phasing, as both construction and public traffic could reach the centre's facilities, without impacting nascent residential development.

## 6.3 First Phase

The current strategy places the first phase of residential development firmly around the Eastgate hub. The advantages of an Eastgate start over a Chattenden start, as outlined in 2009 still stand;

- Marketing potential is stronger in this more scenic location
- Marketing potential is stronger near the adjacent golf course

- Being hidden from the A228 Highway creates a more "local" setting, arguably a more appropriate location for the Hoo Peninsula's "new heart".

An Eastgate start could also take advantage of early developments in the Lodge Hill centre nearby, in particular the food store if that was to come forwards earlier.

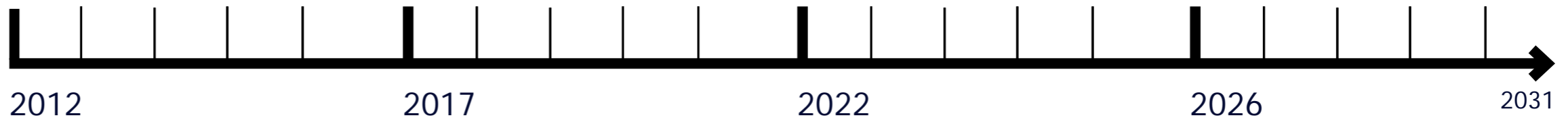
The advantages of an Eastgate start to existing Chattenden residents is that development adjacent to them is brought forwards over a longer period. This go-steady approach allows Chattenden residents time to gauge the impacts of development in Lodge Hill. This in turn should allow residents to give more informed input when participating in further consultation on development at Chattenden.

A small start at Chattenden is still envisaged in Phase 1, with more focus on GI and community facilities, for example park facilities at Ramsbottom Wood.



RIGHT

The 3-Phase Strategy shown here aligns with the Business Plan's 3-Phase Strategy for Infrastructure Costs. Actual Completions for both Residential and Commercial Parcels are independent of these 3 phases, and may indeed stretch beyond the Program to 2026, depending on Market Demand.



2012

2017

2022

2026

2031

### Phase 1

Remediation, Infrastructure & Site Preparation for the Neighbourhoods of

- Eastgate
- Lodge Hill Wood
- Chattenden East

### Phase 2

Remediation, Infrastructure & Site Preparation for the Neighbourhoods of

- Westgate
- Deangate
- Chattenden West

### Phase 3

Remediation, Infrastructure & Site Preparation for the Neighbourhoods of

- Chattenden Wood
- Chattenden North
- Chattenden South

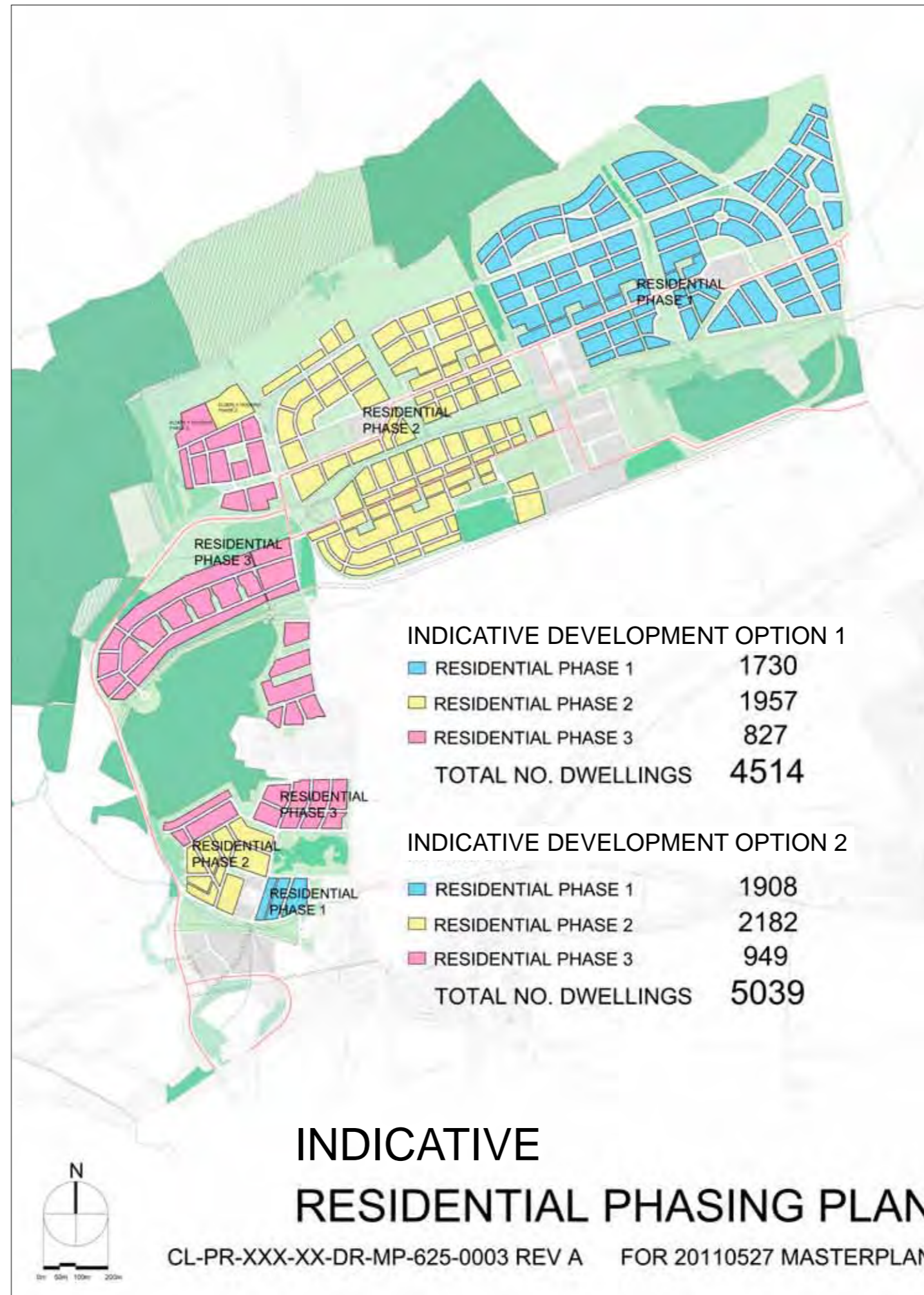
### Build-Out

Remaining Residential Parcels Completed  
Remaining Commercial Parcels Completed

**NB: This Phasing Strategy follows the delivery of key infrastructure. Residential, community or commercial completions may vary significantly.**

Assuming 4,500no. dwellings, delivery over 20 years requires a completion rate of 225/ year





LEFT

The Residential Phasing Plan clearly indicates the First Phase moving from Chattenden to Eastgate, thus reducing early development impacts on the existing residential community at Chattenden.

As shown, only a modest amount of residential development is shown at Chattenden within the first 5 years. This is likely to be accompanied by upgrades to community facilities and/ or Green Infrastructure.





# 7 conclusions

This brief update has outlined some of the key refinements made to the masterplan since November 2009.

As with the original vision masterplan, these refinements have arisen through open engagement with all stakeholders.

The path between the previous and current masterplans has been summarised to keep this update brief but to the point. In reality a vast number of options and detail studies have been undertaken as part of a genuine exploration of the issues at hand. As a result we remain confident that the current solution is well-tested, and has taken into account a wide range of opinions.

We believe the initial masterplan vision remains firmly intact. We also believe the current masterplan has benefited from

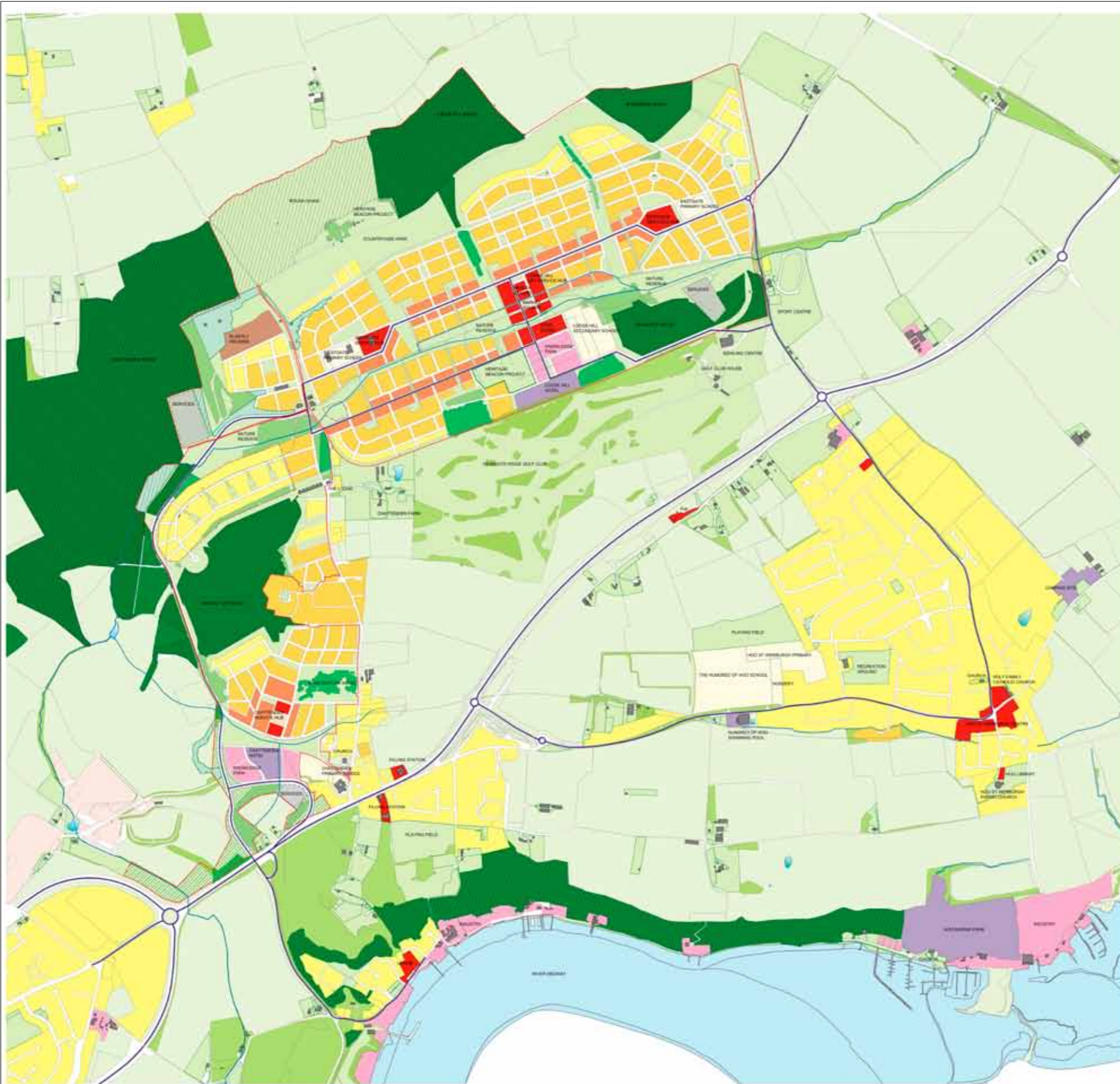
this relatively long period of review and reflection.

The current masterplan is now more flexible, more capable of adapting to long-term changes in the market. At the same time the masterplan's structure, cohesion, legibility and inherent sense-of-place have all improved.

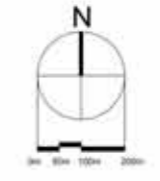
We continue to believe that Lodge Hill will make a vital contribution to the Hoo Peninsula in particular, and to the wider prosperity of Medway.







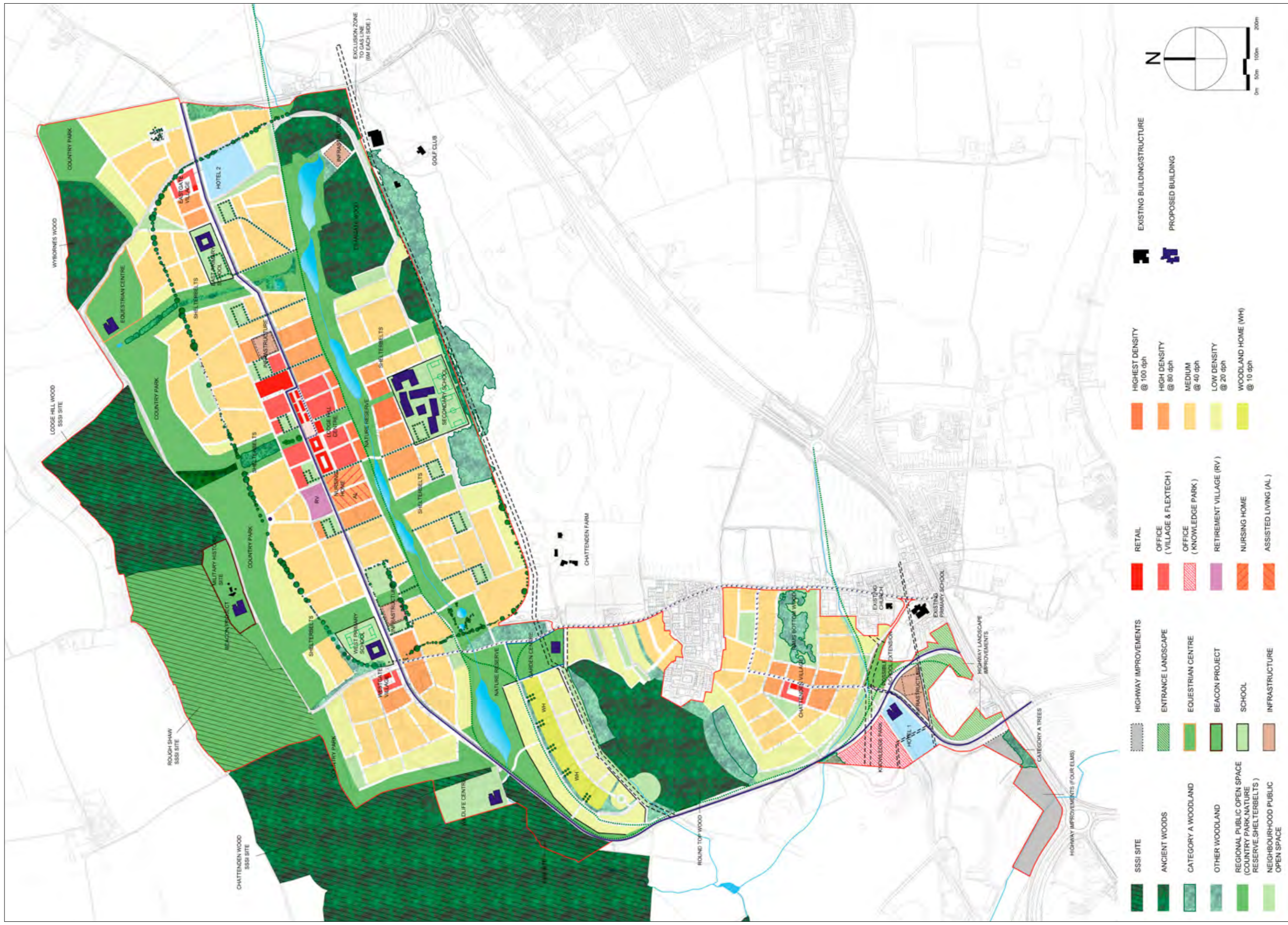
- LEGEND**
- B&B SITE
  - ANCIENT WOODLAND
  - CATEGORY A TREES
  - CATEGORY B TREES RETAINED
  - EXISTING WOODLAND RETAINED
  - PUBLIC OPEN SPACE
  - HIGHWAY IMPROVEMENTS
  - SERVICES COMPONDS (HP/COMBINED HEAT AND POWER, STW/SEWAGE TREATMENT WORKS)
  - STRATEGIC VEHICULAR SITE ACCESS
  - RETAIL/COMMUNITY/CIVIC/VILLAGE OFFICE
  - HEALTH CENTRE
  - EMPLOYMENT
  - COMMUNITY AND EDUCATION
  - HOTEL/LEISURE
  - RESIDENTIAL HIGH DENSITY @ 80 DWELLINGS PER HECTARE AVERAGE
  - RESIDENTIAL MEDIUM DENSITY @ 40 DWELLINGS PER HECTARE AVERAGE
  - RESIDENTIAL LOW DENSITY @ 20 DWELLINGS PER HECTARE AVERAGE
  - ELDERLY HOUSING
  - MILITARY SITE
  - EXISTING BUILDINGS



**DRAFT MASTERPLAN  
IN CONTEXT**  
CL-PR-XXX-XX-DR-MP-616-0019  
31 MAY 2011



# 7.2 indicative November 2009 masterplan











*responsive, intelligent, enduring **design***

[www.prparchitects.co.uk](http://www.prparchitects.co.uk)



INVESTOR IN PEOPLE