

Wainscott Development Brief

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1. Introduction & aims of development brief

This development brief covers an area in Wainscott for the allocation of 280 dwellings, 3.16 hectares of public open space, a medical facility and some retail provision. The development has been recommended by the Inspector as an allocation in The Medway Local Plan, following the local plan public inquiry and the local plan was adopted in May 2003. Therefore this development is in conformity with the Development Plan.

The Local Plan requires a development brief to be prepared to:

- provide a framework of advice for the future development of the land;
- identify the key issues that need to be addressed; and
- provide guidance for off-site highway improvements, community facilities, educational needs, the design, materials and positioning of development, landscaping and acoustic attenuation.

As part of the consultation process a planning workshop was organised for the local community. People were invited to participate by giving their views on this development. The meeting notes of the workshop are attached at annex A.

The brief does not represent a planning application nor is it dictating what will occur. It gives a clear indication what the type and form of development Medway Council wishes to see in this area. This guidance can be thought of as the first step in the process of the site's development.

This brief adopted in April 2004 has the status of supplementary planning guidance. It will not form part of a statutory plan, but it is considered to be in conformity with the Medway Local Plan.

2. Area covered by the brief

Three parcels of land A, B and C form the Development Brief area. See Fig 1 p 5. The areas are agricultural fields that extend from the rear of the properties along Wainscott and Higham Road to the Wainscott bypass (A289). Land beyond the site rises to the north and east towards Upnor and Chattenden, which dominates views from the three areas. There is a footpath to the southern boundary of area C that links to the footbridge over the bypass and into the open countryside beyond. Wainscott Primary School playing fields and building lies to the south of the footpath. The modern school building lies outside the development brief area. The number of additional pupils resulting from this development will require the school to expand to two-form entry. This will require additional playing field space and an extension to the school building.

Hoo Road (B2108) divides site A from B and C. Within Wainscott Primary school grounds is an Air Training Corps (ATC) squadron hut and a pre-school nursery.

3. Planning Policy

Areas A and C are allocated as housing land subject to Policy H1. Area A is the largest parcel of land and has an indicative housing capacity of 184 dwellings. Area C is identified in the Medway Local Plan with an indicative housing capacity of 96 dwellings, some retail provision and a community medical facility to be sited on 0.4 hectares of land. An affordable housing level is set at 25% overall.

Area B is designated as New Playing Fields, subject to Policy L7. There are 3.16 hectares of dedicated open space in area B, in addition to the normal informal open space.

The Medway Primary Care Trust, through the Local Improvement Finance Trust (LIFT) initiative has identified a need for a local medical resources centre in Wainscott as the area has seen substantial housing development and further will follow. The centre would include a GP practice, specialist services for dietetics and a potential pharmacy. The facility will be in the region of 1400 square metres with a care team of 10.

Retail:

Planning proposals which include retail provision should be accompanied by a detailed retail impact survey to justify the type and degree of new retail floor space for the Wainscott area. Essentially, the Council would be looking to see that an identifiable retail shortfall would be addressed before granting planning permission.

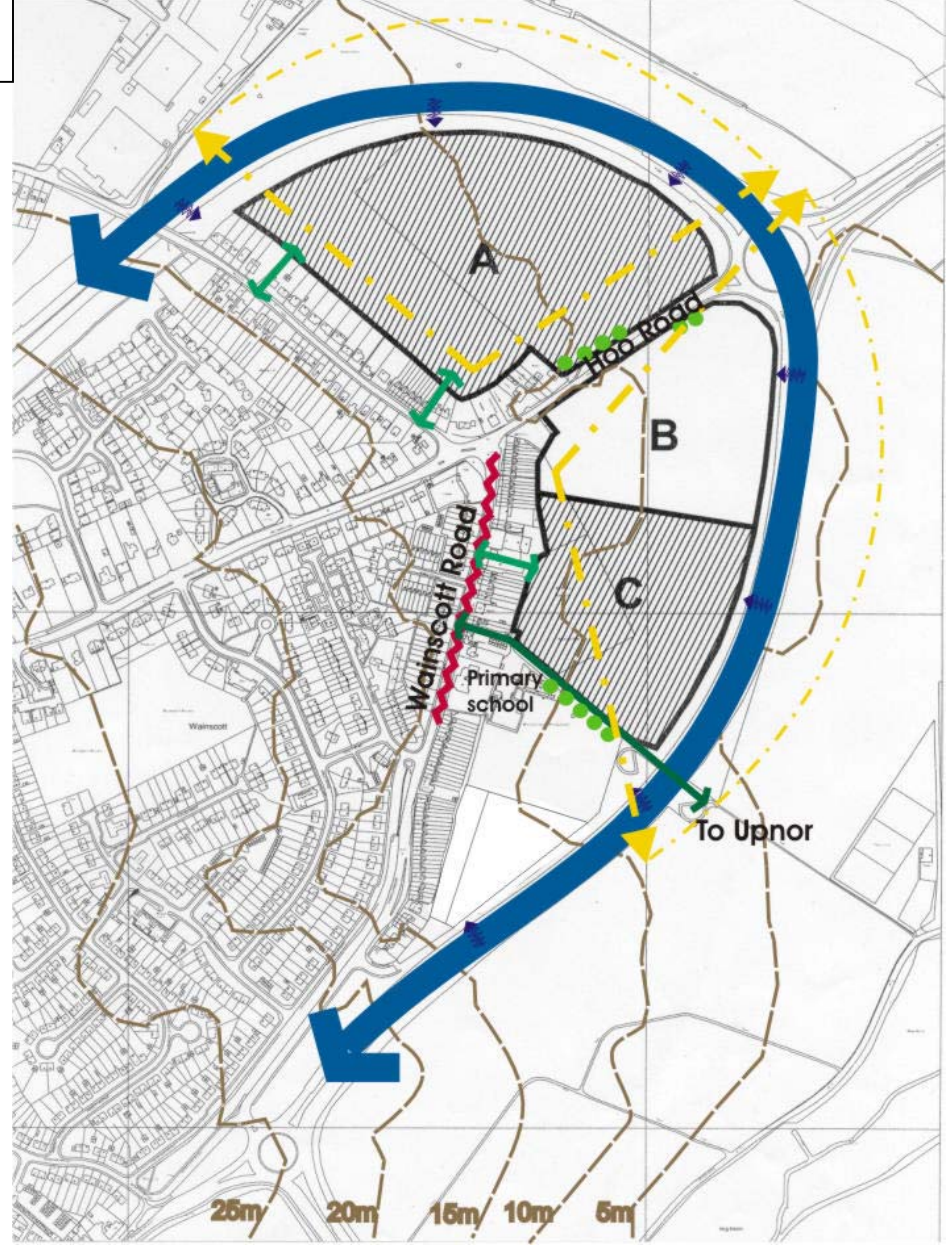
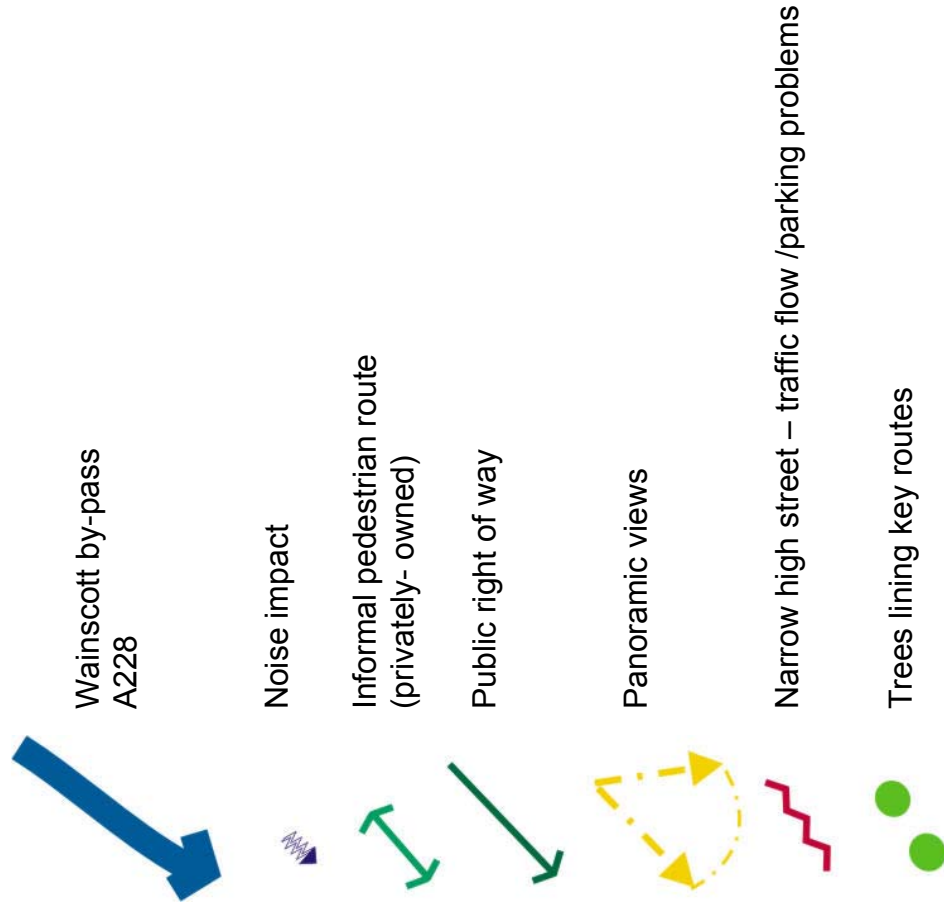
Nature of the open space

The deficiency of open space in The Frindsbury / Wainscott area has been recognised for a number of years. The MTLP inspector in his report agreed the principle of allocating this land to meet this deficiency in 1991. Medway also has a shortfall in formal open space and the MTLP inspector considered that the allocation of this site would meet the local needs of Wainscott residents and also help meet the wider open space needs of Medway. It would also provide some informal open space facilities such as children's play areas, which are lacking in this locality. It is envisaged that initially a football pitch will be made available on this site with dimensions to be agreed with the developers. A walkway with benches could surround this area.

Development proposals should also include smaller areas of public open space within the housing developments of areas A and C (children's play and casual recreation space equivalent to 0.7 hectares per 1,000 population – Policy L4). Children's play space will be appropriate in these spaces.

A number of other general Local Plan Policies apply to the site. A full list of all relevant policies is to be found in Annex B.

Figure 1: Development site



4. Design Guidance

4.1 Constraints and opportunities

4.1.1 Key site constraints and opportunities that will inform the design solution are outlined below.

- The site is in a prominent urban fringe location and as such, development would create not only a gateway to Wainscott, but also a very prominent visual gateway in approaching the Medway towns.
- The western site boundary at present marks the edge of the built up area. It consists of a mix of back garden fences and hedges. Scope exists to improve the quality of this edge.
- It is in close proximity to the existing centre of Wainscott.
- It is bounded by the A228 bypass and as such will require a degree of protection from noise and air pollution.
- There is a gradual level change falling eastwards from Wainscott Road to the by-pass. Land dips to a couple of metres below the by-pass level at the Four Elms roundabout.
- The exposed nature of the site allows for long panoramic cross-site views to and from the surrounding countryside.
- A well-used public right of way runs along the southern site boundary.
- The adopted local plan allocates part of the site for formal open space and requires the inclusion of a medical centre.

These are key factors to be taken into account and which are explored in further detail in the following section.

4.2 Key principles

4.2.1 Development should accord with the objectives and principles set out in the Kent Design guide. The main objectives are:

1. Adopt a proactive and collaborative approach to development proposals to achieve the optimum solution for a given site
2. Seek environmentally sustainable solutions through innovative design
3. Ensure the public realm is maintained for its lifecycle through formal adoption or other management arrangements
4. Bring together residential, commercial, retail and community uses in a manner which reduces the need to travel and improves quality of life

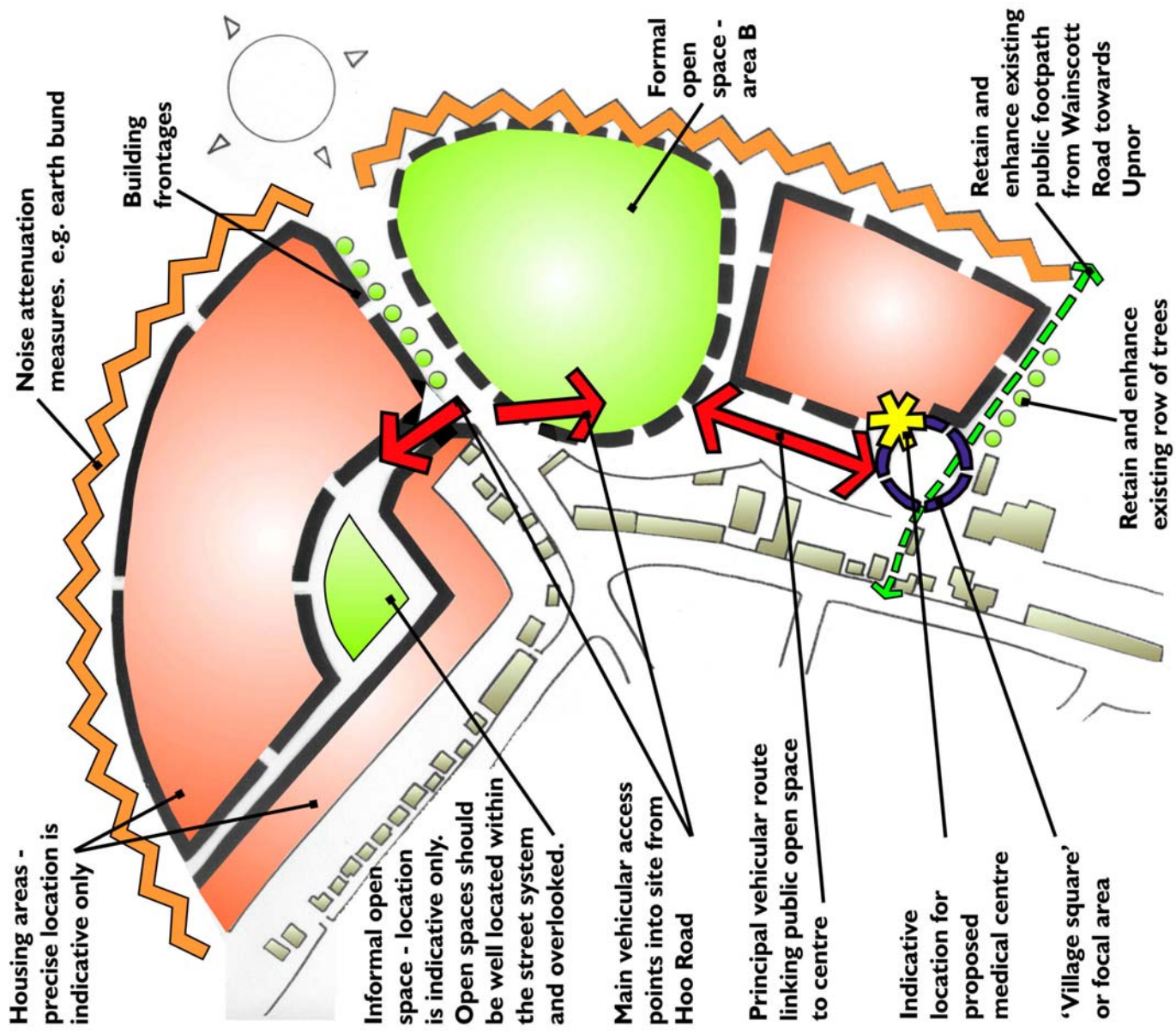
5. Promote the movement of people by walking, cycling and public transport to reduce car dependency and maintain and improve air quality.
6. Embrace local distinctiveness, promote quality and protect existing features of cultural, visual and historical importance.
7. Provide a safe, healthy and secure environment for both people and property.
8. Maximise the use of land by encouraging the development of recycled land and increasing density.
9. Conserve natural resources and minimise pollution in the layout, construction and ongoing use of development.
10. Conserve, create and integrate open space, landscape and natural habitats as part of development.

4.2.2 PPG1 'General Policy and Principles' makes it clear that developers should be able to demonstrate how they have taken account of the need for good design in their proposals. This should be done in a manner appropriate to the nature, scale and key characteristics of the site.

4.3 Design and sustainability statement (Kent Design Principles 2, 4, 5, 6, 7, 9 and 10)

4.3.1 Developers will be expected to submit a design statement demonstrating the reasoning behind their overall design concept and how this relates to the wider context. This should also demonstrate how their proposals address the design and sustainability principles set out in Kent Design and in this brief. It may be appropriate to include an architectural design code within the statement.

Figure 2: Concept diagram



5. Design Principles

5.1 Land uses

Key objective 4: Bring together residential, commercial, retail and community uses in a manner which reduces the need to travel and improves quality of life

Housing mix

5.1.1 Good design should incorporate a mix of housing types, sizes and tenure to provide for the development of a mixed community. The 25% of the total on-site housing stock to be affordable homes should be fully integrated with market housing - not obvious through location, segregation or the design and style of buildings.

Medical centre

5.1.2 The proposed medical centre (approximately 1400 square meters) should be located within sector C, close to Wainscott Road and the school. This would contribute to the existing concentration of services along the high street whilst defining a focal area within the new development. It should be designed as a local landmark building, through a distinctive architectural form and a variation in height and / or massing. It will be appropriate for it to front directly onto a landscaped village 'square' which is linked to the high street.

Retail Provision

5.1.3 There may be scope to provide further retail provision (see section 3. Policy above) within the site in order to boost the retail 'offer' of the area. Should accommodation for retail use be provided, it should be located in close proximity to the high street and the proposed medical centre and it should front directly onto a focal area of public space such as a village 'square'.

5.2 Movement Framework

Key objective 5. Promote the movement of people by walking, cycling and public transport to reduce car dependency and maintain and improve air quality.

Vehicular access

5.2.1 Vehicular access to both sides of the development site will be from Hoo Road.

Access from Wainscott Road

- 5.2.2 The link between Wainscott Road, the school and the public footpath towards Upnor should be retained as a key pedestrian route and gateway to the area. The proposed medical centre should be located close to this route.

Pedestrian and cycle routes

- 5.2.3 The footpath running from Wainscott Road to the footbridge is the only existing public right of way within the site, and forms a well-used route to Upnor. There are a number of informal and privately owned access points into the site from Higham Road which run between houses. Movement strategies should consider the possibility of upgrading these to allow routes through for pedestrians and cyclists
- 5.2.4 Pedestrian and cycle routes should allow for access throughout the development, forming convenient and direct routes. Natural desire lines should be followed and all routes overlooked by habitable rooms.

Layout and connectivity

- 5.2.5 A clear route hierarchy should provide a good level of connectivity, avoiding dead-ends. This should take account of predominant views, landmark buildings and connections between public spaces which all aid the 'legibility' of the area.

Road safety

- 5.2.6 Increased intensity of vehicular traffic along Hoo Road will be an inevitable outcome of development of this area. 'Toucan' crossing points, which serve both pedestrians and cyclists, should be provided along Hoo Road to link area A with area B / C. These should be combined with measures to slow traffic along that stretch of road.

Principle: Road layout and parking should be secondary to the design of the scheme as a whole

Parking

- 5.2.7 Vehicles should not dominate the space or inconvenience pedestrians and cyclists. Some on-street car parking spaces may be acceptable, particularly as a means for accommodating visitor parking. However, off-street car parking provision is likely to be accommodated within most of the housing areas.
- 5.2.8 The best location for off-street car parking is in secure rear courtyards overlooked by dwellings. Parking within the front curtilage should be avoided, as it breaks up the frontages, can restrict informal surveillance, and results in over-wide street enclosures. If parking is to be provided within the building curtilage, this should be at the side of the house, enclosed by short lengths of wall which continue the building edge.

5.2.9 Parking will also need to be provided to serve the medical centre and potential retail units. Designated secure cycle parking should also be provided near to the medical centre, within the village 'square'.

Equal access

5.2.10 The creation of unnecessary barriers to movement should be avoided. All public space should be accessible to people with mobility impairments.

5.3 Public space and landscaping

Key objective 10: Conserve, create and integrate open space, landscape and natural habitats as part of development.

Village green

5.3.1 The large open space of sector B should be integrated within the overall design of the scheme. This will best be done by making it a key focal area that will effectively be seen as a 'village green'. It should be well connected to the rest of the development area. It must be designed with houses fronting onto it. The open space proposals should include an element of tree planting, particularly to soften busy road edges.

Open spaces

5.3.2 All open spaces should be clearly defined, functional and adaptable. They should be accessible from both the new and existing residential areas, forming an intrinsic component of the route network and landscaping. They should be overlooked to promote activity and natural surveillance.

5.3.3 Where children's play space (LAPS, LEAPS or NEAPS) are provided these should be located at focal / accessible points within the development.

Key objective 3: Ensure the public realm is maintained for its lifecycle through formal adoption or other management arrangements

Quality of the public realm

5.3.4 Development proposals should demonstrate how an attractive and safe public realm is achieved. This should clearly show how the public spaces integrate with the built form, in terms of enclosure, visual links, natural surveillance, materials, landscaping, street furniture, long-term maintenance and security.

5.3.5 The 'public realm' includes all areas that are physically and visually accessible to the public. The form and design of buildings and private enclosures naturally shape the public realm. There should be a clear definition between public and private space.

Noise attenuation features

5.3.6 Noise attenuation measures will be required along the eastern site boundary to mitigate against traffic noise from the by-pass. An earth bund structure is the preferred option as this can be carefully landscaped and planted to form a seamless continuation with the overall green space. A degree of variation in width and height along this boundary would be encouraged in order to provide visual interest. Close boarded timber fencing is not considered an appropriate boundary treatment as this would have a monotonous and alienating effect on both sides.

5.3.7 The space running the length of these noise attenuation structures within the site should be accessible and not simply cut-off from the rest of the development. This will provide for natural surveillance and ease of maintenance. This may include a road or dedicated footpath running alongside the base of the bund with houses fronting onto it.

Soft Landscaping

5.3.8 Landscape analysis and design should be an integral part of any development proposal. It should relate to the design and use of all built form, routes, open spaces and other public spaces.

5.3.9 New planting strategies should be considered as an integral part of any overall development proposal. This should include details about the size, density and general arrangement of species to be used, as well as information on the preparation of planting areas. Locally native tree species should be planted where appropriate, for example in the open spaces. This should be backed up with an outline specification covering implementation and maintenance operations.

5.3.10 Sufficient resources should be allocated to achieve high quality schemes and to ensure adequate ongoing maintenance. The function and maintenance responsibilities for all land and planting should be clearly identified.

5.3.11 The successful establishment of planting on the bund will depend on a number of criteria. Early consideration should be given to the special requirements for the specification of the bund, the planting and its maintenance.

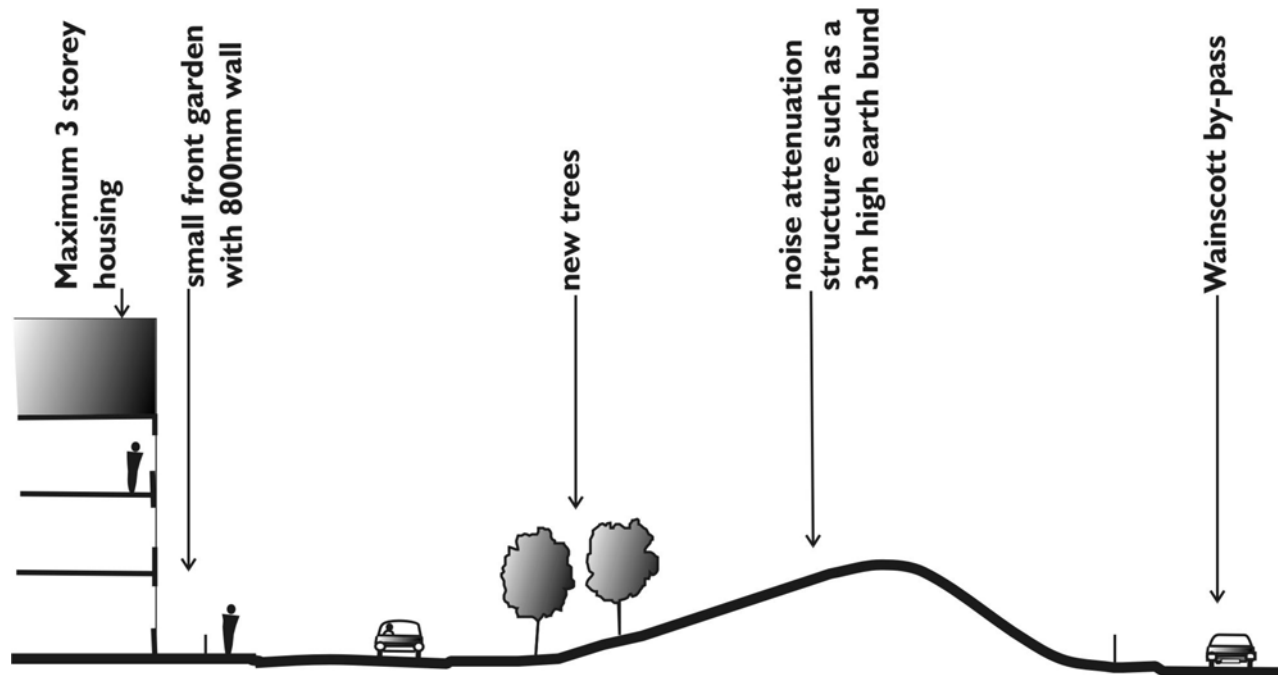
Illumination, security and maintenance of public spaces

5.3.12 The built-up areas and well-used routes should be lit to an intensity and quality fit for the purpose. These should be designed for good visibility and security, at the same time as minimising both light spill and energy use.

5.3.13 Recreational routes passing through open space should not be lit so as to discourage use during dark hours. Only essential routes should be lit.

Figure 3

Indicative section at edge of site



Key features:

- fronts of homes to face and overlook the edges of the site
- design features of interest, such as gables, at the front to face street
- sensitive landscaping of noise attenuation structures
- some on-street parking would be acceptable here

5.4 Built form

Principle: The built form must provide an attractive and clearly laid out environment which creates a defined character for the scheme as a whole and which integrates sensitively with the surrounding area.

Structure

5.4.1 The overall built form should integrate sensitively with existing urban area. The creation of focal points, landmark buildings or other structures, gateways (both vehicular and pedestrian) and well-enclosed streets would help reinforce this form and give a 'sense of place'. Connections to the existing high street will be important. It will be appropriate for the area around the medical centre to read as a village square and key focal point.

Density

5.4.2 Imaginative layouts, as opposed to increased building heights, should be used to achieve the appropriate housing density of at least 30 dwellings per hectare in line with PPG3. The design of terraced housing or other perimeter block forms are encouraged. These provide a clear distinction between public and private space, continuous building frontages and passive surveillance of public spaces.

Edges

5.4.3 The built form visible along the by-pass boundary will have an important bearing on the general impression of the area. The design should create an interesting and robust-looking edge, perhaps through strong rhythms created by gable-ends and/or taller (3-storey) blocks. Other roadside and prominent edges will require similar robustness. It will not be appropriate for the rear of properties to face onto public roads or spaces.

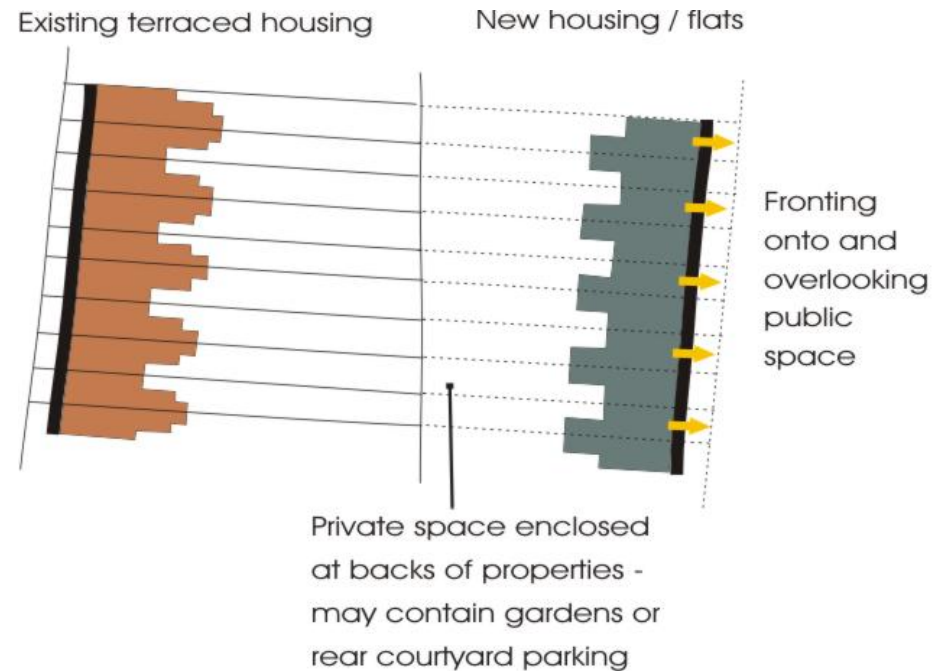
Backs of existing properties

5.4.4 New development should back onto and hide back garden boundaries of properties along Hoo and Wainscott Roads. This should create secure, enclosed backs of properties and new development that fronts onto the new street (see figure 4). These enclosed spaces could incorporate either private or communal gardens or residents' car parks in small courtyards.

Building heights

5.4.5 Buildings in the surrounding area are in general two storeys in height. The context set by this should be respected by restricting buildings to two storeys in height within the scheme although there may be scope for three-storeys for prominent locations within the street system and as a robust edge to the by-pass.

Figure 4: backs of properties



Corners

5.4.6 Buildings at the apex of street corners should be designed as corner turn units that face two ways. This will maintain a continuity of frontage and visual surveillance. Tailored designs may be needed.

Boundary treatments

5.4.7 The treatment of boundaries will be an important part of the overall design concept. Where these stand in the public realm, they should be of high quality materials integrated with the overall architecture of the buildings. Wooden fences facing public routes will not be acceptable. Garden boundary treatments should be designed to provide some degree of evenness and consistency to avoid messy and unsightly borders.

Sustainability

5.4.8 An evaluation of the environmental performance of a development (such as Building Research Establishment Environmental Assessment Method or BREEAM) should be considered as part of the design process.

Design code

5.4.9 The design of all buildings should be part of a carefully integrated overall concept. Development proposals should include

an architectural design code that specifies a limited palette of coherent and carefully considered range of materials. Whilst not a requirement, modern design, materials and detailing will be encouraged.

6. The local Transport Network and Developer Contributions

There are two main concerns a) Four Elms Roundabout and b) Off Site Transportation Improvements:

a) Four Elms Roundabout

The highway authority will require the dedication of part of the site adjacent to the Four Elms Roundabout to increase its size. This land take would not be extensive. A contribution (arrived at on a pro rata basis) would also be required by the authority to meet the total cost of the works. Developer contributions will need to be secured by S106 agreements. These contributions would be proportional to the degree of new development being proposed; less the current cost requirements to improve the existing highway, a Medway Council responsibility.

b) Off Site Transportation Improvements, Public Transport, Pedestrian Links and Cycle Facilities

Cycle routes through the development area to link in with a route to be created along Hollywood Lane, will be a requirement for the development. This should have provision for disabled users. The existing pedestrian linkage at Wainscott Road should be maintained and enhanced, additional linkages should be created onto Higham Road to increase the scope for pedestrian movement and so reduce vehicle dependence.

Requirements will include a cycle way in Hoo Road to link in with the planned route in Hollywood Lane; improvements to Wainscott Road and public transport improvement i.e. real-time info-bus shelters. Developer contributions arrived at by a pro rata apportionment and secured by S106 agreements will be required, with time scales for implementation such that the transportation improvements are at least contemporaneous with the new development implementation.

A significant proportion of the surrounding area's parking provision is on-street with off-street parking being more limited. This results in a degree of traffic congestion along Wainscott Road, particularly at peak times. The development site should therefore not result in additional on street parking outside the site area. The maximum parking ratio of 1.5 spaces to one dwelling will be the appropriate provision. Communal spaces should not be located more than 20m away from the dwellings they serve. This will need to be tailored to address the design and housing types across the site.

Improvements to the highway such as the left and right filter lanes off Hoo Road will need to be secured and implemented before works start on the development. Other transport issues that emerge will be secured and implemented post development brief stage.

The local road network is experiencing difficulties, which will be assessed in a traffic impact study. Recommendations will take into account possible highway impact schemes from the development. Contributions for such schemes can only be arrived at once the full cost of the works have been calculated.

7. School issues and Developer Contributions

The number of families moving into the area will eventually reach a threshold level that will lead to the need for the Wainscott Primary School to expand to a two-form entry (2fe). This will require the need for an additional playing field area and an extension to the main school building. Developer contributions will be needed along the guidelines of the pupil product ratio (ppr) for the school expansion and for the improvement of secondary school accommodation.. These are as follows:-

- A 0.5 primary places per unit and
- B 0.2 secondary places per unit

The cost per pupil place is A, primary £6000 for school expansion /enhancement and £7500 for new (school) build if required and B, secondary £6850 for school expansion/enhancement. This will be the same for affordable housing. These figures are subject to change in early 2003 when the Department of Education and Skills will revise the figures.

The only available contiguous land is that which abuts the school playing fields to the south. This land, will be acquired by the the education authority via a S106 agreement. If the value of this land (institutional at best) is less than the contribution required to be met by the developer (ppr) then all that would be required to be paid is the difference. For site A, the full ppr contribution required to be met by the developer would be paid through a 106 agreement.

8. Old school building / community use and Developer Contributions

The old school building will become surplus to the school's needs once the new community hall is constructed. It has been identified by the local residents and other interested parties that the loss of the old school building to the community would be unacceptable as the building forms part of the important heart of the area. The development brief encourages the use of this old school building for a community use such as the relocation of the existing nursery and or the ATC. The removal of these uses from the school grounds would facilitate the school's to move to 2fe. This is to be secured by negotiations and discussions with the interested parties and the Local Planning Authority.

Community contributions from developers would be used for structural repairs and making modifications to the old Wainscott School hall for use as a community facility. These community contributions from developers will be calculated in the same way as other contributions from developments in the Wainscott area for community facilities and secured via a S106 agreement.

9. Wider Developer Contributions

The new development in Wainscott will result in an increase in demand on local services. The Council will follow the guidance in “A Good Practice Guide for Development Contributions” October 1999.

Formal Open Space and Sports Provision (area B)

The authority will require this land (area B) to be dedicated to the authority via a S106 agreement. The value of this land will be calculated at agricultural value only and will offset total contributions towards the open space implementation. Medway Council, with contributions from the other developer equitably arrived at, would implement the formal open space. This includes a sports pitch, informal open space and equipped play space. The level of contribution would be based on occupancy per dwelling ratios and implementation costs. Its long-term maintenance will be a matter for future clarification.

Healthcare

Medway LIFT (Local Improvement Finance Trust) of the Medway Primary Care Trust (NHS) has identified a real need to improve the Wainscott area's primary healthcare. To this end land at Wainscott, in the brief area, has been identified as the general location for the centre. Contributions to acquire 0.4Ha of land have been secured. A Grampian planning condition would be imposed by the authority on any subsequent planning application, if not a S106 agreement required to be entered into with the authority, to ensure no development until the land in question has been formally acquired by the authority. Any contributions to implement the project will be confirmed at the planning application stage.

10. Development Implementation

In order to assist in the preparation of a satisfactory scheme for the development of the site, staff in the Development and Environment Directorate of the Council will be pleased to discuss draft proposals with prospective developers and provide additional information. Medway Council welcomes applications to develop the site in accordance with the provisions of the Development Brief and the wider policies of the Local Plan. Applications in outline or fully detailed should be of sufficient detail to show how they comply with Local Plan policies and the principles contained within this Brief. Applications should include the following;

- Sections through the site and its surroundings showing ground levels and heights of built form, including boundary acoustic attenuation, both before and after development has been completed;
- Detailed design rationale for the site in all aspects of the development of the land;
- A site appraisal and analysis and Isometric drawings of the proposed completed development;
- Details of site construction access roadways and routes.
- Plans and elevations detailing the built form and orientation of all buildings, pedestrian links, car parking, earthworks, and landscaping.

Annex A

**Wainscott Community Workshop Event
Wainscott Primary School Hall
10 January 2003
7:00 p.m. till 9:45 p.m.**

Event Timetable and matters raised per Group

7:00 arrivals and refreshments

7:15 Introductions and briefings

Brian McCutcheon opened the workshop by welcoming everybody and outlining the evening's proceedings. He went on to say that the need for this event was identified by the Inspector at the Medway Local Plan public enquiry as a necessary part of the development brief requirement for the development of these areas as set out in Policy H1 of the Medway Local Plan.

He also stated that if people wished to move to other groups during the evening in order to make further representations then they should feel free to do so. And that there would be an open plenary session at the end of the evening for questions and general discussions surrounding the topics/points raised during the workshop sessions.

The italic text is the Council's position on points raised by the workshop groups.

Group A Residential development Attendance list

1. **Chair and lead facilitator. Brian McCutcheon Acting Assistant Director**
2. **Steve Hewlett. Integrated Transport Manager**
3. Terrena Hill. Wainscott Post Office
4. Mrs Morris. Local Resident
5. Sylvia Hill. Local Resident
6. Cllr Mrs Bamber. Wainscott Parish Council
7. Cllr Mrs Coomber. Wainscott parish Council
8. Mrs Wade. Wainscott Community Association (WCA)
9. Mr Molineux. Local Resident
10. Lieut. Col Jordan. Local Resident
11. Mr Michael Bird. Local Resident
12. Mr Simon Slatford. RPS
13. Mr Stephen Hawkins. Westbury Homes
14. Mr David Mills. Westbury Homes

Residential Design Issues

This area presents a number of very important development criteria that need to be achieved in order to result in a successful development, they are:

- **There should be a mix of house types to maintain social cohesion;**
- ***Response: Addressed in Development Brief;***
- **Issues around private and public rights of way should be clarified in order to ensure that sufficient public access is made available and private access rights are maintained;**
- ***Response: Cycle and pedestrian access to the site will need to be part of any planning application to demonstrate good permeability are addressed in the Development Brief. Land ownership and rights of access are not planning matters and would have to be addressed through negotiation between landowners and interested parties;***
- **Building heights should be carefully considered in order to ensure that views out of the site are maintained;**
- ***Response: Addressed in Development Brief;***

- **Possible registered sheltered housing is a concern;**
- *Response: It is government advice that the planning system should provide everyone with a decent home that meets their needs, including those requiring affordable or special housing through mixed housing developments. In order that this is achieved local planning authorities should ensure that new developments meet these needs in their area. Therefore, it is expected that any detailed planning permissions will reflect this, if there is an absence of such housing provision as sheltered housing compelling reasons would have to be given showing that a need does not exist locally. The Development Brief is clearly stated as being in conformity with national planning policy on housing provision.*
- The boundary to the existing properties on Higham Road has to be carefully considered;
Response: Addressed in Development Brief.
- **Once development has commenced enforcement of planning conditions has to be achieved by the local planning authority;**
Response: The enforcement of planning conditions attached to planning permissions is a powerful tool in controlling development; there is no right of appeal. However, formal enforcement action should only be taken when it has been established that the breach of planning control has resulted in material harm and all other recourses have been explored and exhausted without an acceptable remedy of the breach being achieved. Alternatively if the breach is deemed to have not resulted in material harm the most appropriate way to ensure that the development comes into compliance with the terms of the planning permission is for the local planning authority to consider amending details or a further planning permission. The latter is particularly the case if land outside the original application's area is involved.
- The internal road layout of the development area will need careful consideration to ensure that the area is successful.
Response: Addressed in Development Brief.

Highway Issues

- Rat running to Cliffe through Wainscott needs to be addressed with the provision of east to west slips on the B2000;
Response: Recent survey work of the traffic movements through Wainscott by consultants White Young Green indicates that that this problem is not of a sufficient magnitude that it needs to be addressed as highway works required as part of this development. It may be suitable as capital funded works that would be considered on its own merits. The consultants were commissioned to investigate this issue by the Council's front line task force team.
- Traffic calming in Higham Road is required;
Response: Traffic movements through Wainscott are to be further studied as part of the required traffic impact study to identify the necessary highway works to ensure that the highway impact of the development is properly addressed;
- The pedestrian access across Hoo Road would have to be a controlled type for safety;
Response: Addressed in the Development Brief.
- Speed control on the approach to Four Elms Roundabout is needed to reduce traffic hazards;
Response: The traffic impact study referred to above will identify if such works are necessary;

- Need to encourage residents to use the bypass rather than to travel through village;
Response: Measures to control traffic in Wainscott Road would be considered as part of the highway impact study referred to above.
- Fish and chip shop at junction with Hoo and Wainscott Roads cause a traffic hazard particularly HGV vehicles;
Response: While accident records do not show that a particular problem exists at this point of the highway Wainscott Road would be covered by the traffic impact study referred to above. Any specific problems relating to access and parking identified may be addressed, if it is considered appropriate, as part of the works required to ameliorate the traffic impact of the new development;
- Properties adjacent to the development currently have difficulty gaining vehicular access due to high traffic flows this situation will be made worse by the development;
Response: The development of the land north of Hoo Road could be designed to include rear accesses for properties (existing and future) without compromising the principles of good urban design.
- Cycle paths should be extended where possible i.e. main local roads with parking facilities;
Response: Addressed in the Development Brief.

Group B Open Space

Attendance List

1. **Lead facilitator. Jacqui Dyer. Trees, Parks and Grounds Manager**
2. **Morgan Slade. Senior planning officer**
3. **Catrin Davies. Assistant Urban Designer**
4. Cllr Mason. Medway Council
5. Cllr Brenda Hoskin. Frindsbury Extra parish Council
6. Maureen Rudge. WCA
7. Jill Fanner. WCA
8. Margaret Olley. WCA
9. Mr Olley. WCA
10. Mr Castleton. Local Resident
11. Mrs Castleton. Local Resident
12. James Howe. Church Commissioners

The consensus of opinion of the group was that the open space area would be a very important component of the overall development to be successful, and specific comments were as follows;

Facilities for Children

- Must be a child safe area;
Response: Addressed in the Development Brief;
- In area A there should be parental supervised play areas;
Response: Addressed by the Development Brief;
- A good buffer zone between play areas, which need to be differentiated into different age groups e.g. with football pitches and other facilities for teenagers towards the bypass area;
Response: Addressed by the Development Brief;
- Teenager requirements are in desperate need, i.e. BMX bike track with covered areas for social activities etc;
Response: Permanent structures would not be appropriate in terms of the open space designation in the local plan.

Highway Issues

- Sufficient safety measures along the land adjacent to the bypass to prevent cars involved in accidents from crossing onto the open space area;

Response: The acoustic attenuation that is required for this space may well be different from that required for the housing land, this would also act as a physical barrier. Moreover, the highway margin land between the carriageway and the acoustic barrier would act as a buffer zone reducing the likelihood of vehicles involved in accidents reaching the housing land.

- An access to the rear of the properties along Wainscott Road would ease traffic difficulties in this road;
Response: Addressed in Development Brief.
- It was identified that there was a need for a safe route from the school via a footpath behind the shops to the pelican crossing for children and parents, this would only be for pedestrian use—not for cyclists and motorbikes;
Response: Addressed in the Development Brief.
- Access to areas B and C via the by pass should be investigated;
Response: To do so would increase the possibility of accidents on the highway and would not, therefore, accord with the Council's adopted Local Transport Plan 2000. It is not normal practice to introduce more junctions on the primary highway network if the minor network access is adequate. The site would be adequately accessed off Hoo Road; that is served in turn by the Four Elms roundabout. Improvements to this roundabout may well be needed to improve vehicle flows of the increased traffic loading resulting from the development. The exact nature of which will be determined by the traffic impact survey referred to above.

Open Space Characteristics

- Additional illumination was not considered a requirement and could be unsafe at night;
Response: Illumination is not considered to be a requirement of the formal playing field space;
- Sheltered housing should have a commensurate set aside open space area;
Response: The area of the open space is limited in that it has to be able to be used for formal playing field space with some informal open space. Making the latter available to all of the community will most appropriately use of this land. Any sheltered housing provided by the development would have to provide informal open space within its own development boundary to be an acceptable form of development in its own right;
- Pathway seating areas would be required;
- *Response: Addressed in the Development Brief;*
- The open space area should be covered in trees with screening in order to enhance the countryside character of the area;
- The open space needs to be like a rural park, semi-formal;
- The open space should be similar to Camer Park (Meopham)- with woodland, picnic area, open space, places to walk and rough areas to walk the dog with dog bins;
Response: The open space area's primary function is for the provision of formal playing fields and some informal open space, any other use must not compromise this function as is required by policy L7 of the Medway Local Plan Deposit draft 1999. A parkland type use would not be compatible with this objective;

- The open space may create noise to local residents and may need to be buffered/ameliorated;
Response: Addressed in Development Brief;
- Any fencing in the open space must be screened with landscaping;
Response: Addressed in Development Brief;
- It was identified that the existing footpath from Wainscott Road to the footbridge over the bypass should be upgraded and improved with landscaping and tree planting of native species with seasonal colour;
Response: Addressed in Development Brief;
- The access road should not dissect the open space;
Response: Addressed in the Development Brief;
- Could the open space area be equally divided up into the development areas A and C;
Response: The open space area cannot be split up as it has been identified in the Medway Local Plan 1999 Deposit Version as new playing field space subject to Policy L7. The Inspector at the plan's public enquiry that held that there was a Medway wide area shortfall of such provision that this space would meet both local and the wider needs of Medway for formal sports space provision;
- It was considered that for the whole of the development on areas A, B and C that landscaping must be given high priority and the same importance as the built form of development.
Response: Addressed in Development Brief;
- It was identified that the surrounding developments whether they are residential or not should be very well related and sensitive to the open space area by having interlocking and soft boundaries;
Response: Addressed in Development Brief;

Noise Attenuation

- Noise attenuation measures should not block views from the rear of properties along Wainscott Road;
Response: Addressed in Development Brief;
- The acoustic attenuation measures must not be a simple fence but of mixed type;
Addressed in Development Brief.

Other Points

- A pharmacy in the medical centre is clearly needed;
Response: The Development Brief cannot direct the local primary health care trust on the exact nature of the medical centre; however, the need for a pharmacy to serve local requirements has been passed on to the trust.

Group C Attendance List

1. **Lead Facilitator. Martin Mckay. Design and Conservation Manager**
2. **Bryan Geake. Senior Planning Officer**
3. **Amanda Hopkins. Transport Planning Asstistant**
4. **Leslie Maxted. Education- School Planning Manager**
5. **Clive Mailing. Education- Review Manager**
6. **Mrs Tester. Head Teacher Wainscott Primary School**
7. Antony Summers. Local Resident
8. Mrs Hills. Local Resident
9. Mr G Hills. Local Resident
10. Margaret Snow. WCA
11. Judith Masey. WCA
12. Sheila Kilmister. WCA
13. Gean Gibbens. WCA
14. Mr Gordon Bird. Wainscott Parish Council
15. Bill Hall. Broadlands
16. Rosemary Carty. Church Commissioners

Open Space Provisions

The consensus of opinion of the group was that this space should be specifically for the local Wainscott community and should not have formal playing field sports facilities and should be composed of the following:

- Dog walking areas;
- informal open space for young children through to teenager age groups that may include some marked out sports area, if so provided they should have no illumination;

Response: The open space's function is that of playing field space and some informal open recreational space and is subject to Policy L7 of the Medway Local Plan 1999 Deposit Version. During the local plan's public enquiry the Inspector held that the area would serve both local and Medway wide needs for formal playing pitch provision that has an identifiable shortfall, the Inspector upheld the policy. Therefore, the area cannot be designed in a way that would compromise this function;

Retail Provision

The possibility of increasing the number and expanding the range of retail provision was not regarded as desirable as it would have a number of adverse effects, as follows;

- Retail locations away from the traditional village centre of Wainscott Road would cause social disruption through youth congregation;
Response: The Council, in its function as the local planning authority, has no comments to make with regard to this issue as it does not relate to land use.
- More retail outlets will lead to the loss of the existing original provision which in turn will result in social breakdown of the local community;
Response: At the public enquiry into the Medway Local Plan Deposit Draft 1999 the Inspector noted the local concern about the possible impact on trade of new shops on these new development sites. He stated that national (planning) policy does not seek to protect the trade of individual shops. Moreover, he held that there was no firm evidence that new retail outlets would undermine the viability of the existing traders and future provision would be subject to the normal commercial and competitive processes. He concluded that new developments would provide additional and much-needed new facilities without putting undue pressure on existing facilities in Wainscott. Therefore, the Development Brief cannot regard the possible provision of new retail space as unacceptable. It is considered, however that any detailed planning applications including such provision would have to be accompanied by a detailed retail impact survey to justify the type and degree of new retail floor space for the Wainscott area. Essentially, the Council would be looking to see that an identifiable retail shortfall would be addressed before granting planning permission.

Highway Provisions

A clear need to address the adverse car parking and general traffic congestion in Wainscott Road, specific concerns are as follows;

- Concern for the access off Hoo Road in conjunction with site A;
Response: Addressed in Development Brief;
- Could access to sites B and C be directly from the bypass?
Response: The introduction of new access on the primary route network is not in accordance with the Council's adopted Transport Plan 2000. The reason being that to do so would have an adverse impact on highway safety unnecessarily as the Four Elms roundabout serves as the access from the primary to the secondary route network for the area. This roundabout may need to be improved in terms of its safety and congestion reduction in order to meet the needs of the new development.
- Possible provision of car parking to the rear of the properties fronting onto Wainscott Road;
Response: Addressed in the Development Brief;

- The development will require car parking sufficient for the needs of the residential element and the new retail provision and health centre;
Response: Addressed in the Development Brief, and would be the subject of detailed consideration at the planning application stage;
- The existing school access should be converted to a pedestrian and cycle way only;
Response: Addressed in the Development Brief;
- Access to the site should be off Hoo Road to alleviate traffic from Wainscott Road;
Response: Addressed in the Development Brief;
- Catch fencing along the boundary of the bypass is required to ensure sports/play areas do not give rise to hazards on the bypass;
Response: Boundary treatments of the open space area would be commensurate with normal health and safety legislation;
- No more traffic calming;
Response: It is accepted that the new development will bring additional pressure on the local highway infrastructure. In order to ensure that this impact is ameliorated a full traffic impact study will be undertaken to identify the most appropriate changes to the highway and how it can be used. This may include a form of traffic calming in the area of Wainscott.

Residential Design Issues

The generally held view was that design issues were important, but should be angled at maintaining and enhancing local social cohesion, specifically with the following matters being addressed

- Smaller units that could be for older more established people possibly ‘downsizing’ in the area;
Response: The development will be required to be of a mixed type. Thereby ensuring a range of property types for all parts of the community. However, the Council would have no lawful role in determining who will be able to purchase any particular property or properties. This would have to be achieved by agreement between the interested parties without the Council’s involvement;
- A proportion of the development should be set aside for the local residents at an affordable level and not necessarily on Council HA list only;
Response: Policy H4 of the Medway Local Plan Deposit Version 1999 requires that affordable housing be sought as a proportion of developments of an appropriate scale. The Wainscott development area with 280 new dwellings is of an appropriate scale. A minimum of 25% of the total to be affordable is the Council’s target for such a site. However, the Council has no lawful ability in determining who would be in a position to purchase any of the required affordable properties;
- Community cohesion should be maintained by ensuring a mixed income development with first time buy properties included;
Response: A mixed array of property types to ensure a wide appeal to different groups of the community is required, the exact form would be addressed at the detailed planning application stage;

- Any high density flat development should not be too high to avoid obstruction of views;
Response: Addressed in the Development Brief;
- Terrace housing should be part of the development style.
Response: Addressed in the Development Brief.

8:30 Plenary Session

A spokesperson from each group relayed the main points from the above to the whole meeting.

8:45 Review of Session and Open Forum

The main concern expressed was the need to use Area B as open space for the benefit of local residents of Wainscott and not as sports playing field provision for the general area.

Response: Brian McCutcheon made it clear that he understood the concerns of the local residents. However, the open space designation had been the subject of the recent local plan public inquiry and had been retained as open space on the basis that the Medway Towns had a demonstrable shortfall of playing field open space area. Additional concerns voiced were would there be an enclosed football pitch and how would it managed?

Residents identified a need for a traffic impact assessment to guide the necessary highway improvements that the development would require.

Response: There will be a detailed traffic impact study to identify the required highway infrastructure works that will ameliorate the increased traffic loading on the area as a result of the development.

Concern for the future of the original Wainscott School was raised. It was considered that there might be an over provision of community halls/buildings in the area, which already has two with another being built soon. Therefore, another more sustainable use for the original school building needs to be investigated.

Response: It is understood that the original Wainscott School building is an important focal point of the area and its retention is very desirable. Possible community uses could include a nursery use, which would require substantial modification of the property. Developer contributions to secure such a use would be addressed in the Development Brief.

The Head Teacher of the Wainscott stated that with the increasing school roll due to the increased development will need to be addresses by expanding the school to 2 form entry standard. Additional playing field space to accommodate the school expansion and compensate for the open space that will be lost to the impending new hall construction will have to be provided.

Response: Leslie Maxted stated that the development would result in a need for a 2 form entry expansion of the school, additional playing field space would also be required to meet the need.

Brian McCutcheon wound up the session and thanked all that had attended.

NB During the drop in session between 3.30 PM to 7.00 PM prior to the workshop event 2 hand written representations were made: the issues raised have been incorporated into the relevant group summaries above.

9:45 Finish

Annex B

Development Plan and National Planning Guidance Considerations

This draft development brief is subject to the relevant policies of the emerging the adopted Kent Structure Plan, Medway Local Plan (Deposit Version) 1999 and national planning policy guidance. Other documents of relevance that have been produced by either authority, such as urban design guides, will also be relevant considerations.

Medway Local Plan (Deposit Version) 1999

Policy H1

Presumes in favour of residential development at the allocated sites ME 392 and ME393. The identified indicative combined capacity of 267 of the Local Plan is not maximum figure and the Inspector's report recommends amendment of ME 392 from 171 to 184 dwellings; giving a total of 280 dwellings.

All sites are subject to Local Plan policies relating to the provision of open space, amenity protection, design and layout. Also, more specifically, these sites are also subject to Policy H4 (Affordable Housing), Policy BNE3 (Noise Standards) and Policy S6 (Planning Obligations).

Policy H4 Affordable Housing

Where need has been established agreements to permanently secure affordable housing will be sought from developments of an appropriate scale. Both sites meet this latter criterion. The Council has set a minimum target of 25% for affordable housing.

Policy CF3 Site for Local Health Care facilities

Wainscott is a location that is identified where the development of general practice surgeries and associated health care facilities will be permitted.

Policy CF6 Primary Schools

Land allocated for additional school facilities so that Wainscot primary School can be expanded

Policy BNE3 Noise Standards

Residential development is a noise sensitive form of development. Policy BNE3 requires that such development should be designed to minimise the impact of existing noise sources. Applicants will be required to demonstrate that that the proposed development will not be exposed to unacceptable levels of noise relative to the proposed use. The determining criteria being in accordance with the terms set out in British Standard BS4142: 1997.

Policy S6 Planning Obligations

New development brings with it fresh demands for the community facilities already in place, the surrounding infrastructure and the local environmental quality of the surrounding area. In order to address this issue the Government accepts that no additional financial burden should be placed on the local authority in providing the required physical infrastructure and community facilities. These can cover such matters as educational needs, public open space, highway improvements, acoustic attenuation and conservation of ecologically and historically important features that are affected by the development.

Contributions of a proportionate nature, taking into account the pattern of the existing provision and capacity in the locality, will be sought from applicants and secured by the use of appropriate conditions of planning permissions or legal agreements to address the identified community needs.

Policy L4

Provision of public open space in association with residential development will be sought in accordance with the (relevant) criteria as follows:

- 1.7 hectares per 1,000 population for formal open space recreation and open space for children's play and casual recreation at 0.7 hectares per 1,000 population. Off site provision or extension of an existing off site would only be considered if there is no alternative practical alternative.
- residential development occupancy of between 50 to 100 people shall include well located local open space for children's play and casual recreation on-site at a standard equivalent to 0.7 hectares per 1,000 population.

Kent Structure Plan 1996

Policy S1

Local planning authorities are to seek an increasingly sustainable pattern of development through their planning function which will, in time, reduce the need to travel, facilitate the conservation of energy and other natural and environmental resources and minimise pollution.

Policy S6

New housing provision should enhance the quality, range and choice of housing, and be concentrated within the urban areas.

Policy ENV15

The character and functioning of Kent's built environment will be both conserved and enhanced. All development should be well designed and respect its setting. Development not compatible with these objectives or detrimental to amenity will normally be permitted.

Policy ENV16

There is a need to make the best use of land in built-up urban areas while improving where possible urban environmental quality. This to include the protection of the existing recreational space and amenity land together with the provision of new areas where appropriate to meet the open space standards as set out in the appropriate local plan strategies. Also, there is to be open space and landscaping as part of new development projects.

Policy SR2

Development of an appropriate range and standard of facilities for sports and formal recreation will be provided for. Such facilities will have to be well related to public transport and the pedestrian network.

Regional Planning Guidance

RPG 9: Regional planning Guidance for the South-East

The Government is committed to ensuring that the supply of housing, including affordable housing, is adequate to meet the needs of the region without compromising the principles of sustainability for land use. Policy H1 states that in the South East 39,000 new dwellings per annum should be provided during the period 2001 to 2006. Moreover, Policy H2 identifies Kent's average annual target as 5,700 new dwellings for the same period.

The selection of the land at Wainscott, through the Medway local plan formulation procedure, was done to meet these housing needs targets for Kent and maintain only a limited outward expansion to the existing urban area.

National Planning Guidance

PPG1 General Policy and Principles

The planning system in England and Wales is plan lead. The provisions of the development plan are to prevail unless material considerations indicate that a departure from these provisions is in the interest of the community. PPG 1 affirms this central role of the development plan in the planning system. On land where new development potential has been identified by the local plan the emphasis is on the need to make the most efficient use of the land in accordance with good practice, the principle of development having been established. This approach is central to the objective of ever increasing sustainability in the use and organisation of land.

Transportation can have a significant impact on the amenity and environmental quality of an area. Lessening this impact through appropriate urban design that reduces both the reliance on private cars and trip numbers is central to the principle of making the most efficient use of land.

PPG 3 Housing

This advice develops further the broad principles in **PPG1** with particular reference to the need to develop imaginative ideas for new built development, having been subjected to sequential testing, with an emphasis on design and layout. To realise the objectives of increased sustainability and human habitation environmental enhancement. Higher densities, i.e. between 30 to 50 dwellings per hectare make for potentially more efficient use of land while densities below 30 units per hectare is considered unlikely to represent an efficient use of land.

The advice also makes clear that councils, as the local planning authority, should place the needs of people before the design needs of ease of traffic movement in the design and layout of residential development. Reduce car dependence by increasing the attractiveness of pedestrian and cycle travel within and between residential areas and local amenities and by strengthening public transport linkages between such areas and employment areas and local services.

PPG 7 The Countryside

The countryside is to be protected for its own sake; this to include agricultural land that is not identified by any specific countryside or wildlife conservation designations.

The best and most versatile agricultural land should be protected from development. Exceptions can occur where other alternatives such as previously developed land, areas wholly within the urban framework and agricultural land of lower value have been fully explored and assessed and included and there remains a demonstrable need to release new land for development.

PPG 13 Transport

The advice contained in this guidance note further elaborates the need to integrate transport systems in conjunction with new development and priorities the diversion of transport modes away from private car use to more sustainable modes of travel. In relation to the planning of new developments the emphasis is to form safe pedestrian and cycle routes with shared car parking areas and traffic calmed route ways. In effect giving over the transport infrastructure primarily to the person, as a way of managing the transport demand. Assuming that the developments are of a high density and mixed use ensuring good connection between facilities and residences.

The provision of public transport should also be an integral part of managing transport demand away from car reliance in new developments as part of providing choice.

PPG 17 Planning for Open Space, Sport and Recreation

The main thrust of this guidance is that open space underpins people's quality of life; is supportive of urban renaissance, renewal, community cohesion, health and well being and essential to a more sustainable pattern of development.

PPG 24 Planning and Noise

POLICY BNE3: NOISE STANDARDS

In considering the impact of noise from transport related sources on new residential development, the noise exposure categories (NEC s) set out below will be applied as follows:

- (i) where noise levels are within category A, noise need not be considered as a determining factor;
- (ii) where noise levels fall within category B, the applicant should demonstrate that adequate mitigation measures are included in the proposal to reduce noise to a satisfactory level or , where appropriate, conditions will be imposed to ensure such mitigation measures;
- (iii) where noise levels fall within category C, the development will not be permitted unless either (a) the site is allocated for residential development or (b) there are no alternative quieter sites available. In both cases, a substantial level of protection against noise must be provided;
- (iv) where noise levels are within category D, planning permission will be refused.

Noise levels ⁽¹⁾ corresponding to the noise exposure categories for new dwellings L_{Aeq,T} dB

Noise Source Noise Exposure Category (NEC)

| | A | B | C | D |
|--------------------------|---|-----|-------|-------|
| Road Traffic | | | | |
| 0700-2300 | | <55 | 55-60 | 60-72 |
| 2300-0700 ⁽²⁾ | | <45 | 45-57 | 57-66 |
| Rail Traffic | | | | |
| 0700-2300 | | <55 | 55-63 | 63-74 |
| 2300-0700 ⁽²⁾ | | <45 | 45-56 | 56-66 |
| Air Traffic | | | | |
| 0700-2300 | | <57 | 57-66 | 66-72 |
| 2300-0700 ⁽³⁾ | | <48 | 48-57 | 57-66 |

Mixed Sources ⁽⁴⁾

| | | | | |
|---------------|-----|-------|-------|-----|
| 0700-2300 | <55 | 55-60 | 60-72 | >72 |
| 2300-0700 (2) | <45 | 45-54 | 54-66 | >66 |

- (1) Noise levels: the free field noise level(s) (L_{AeqqT}) used when deciding the NEC of a site should be representative of typical conditions.
- (2) Night-time noise levels (2300-0700 hours): sites where the free field individual noise events regularly exceed 80dB L_{Amax} (S time weighting) several times in any hour, should be treated as being in NEC regardless of the $L_{Aeq,8r}$ (except where the $L_{Aeq,8H}$ already puts the site in NEC D).
- (3) Aircraft noise: daytime values accord with the contour values adopted by the Department of the Environment, Transport and the Regions which relate to levels measured 1.2m above open ground. For or the same amount of noise energy, contour values can be up to 2dB(A) higher than those of other sources because of ground reflection effects.
- (4) Mixed sources: this refers to any combination of road, rail and industrial noise sources. The 'mixed source' values are based on the lowest numerical values of the single source limits in the table. The 'mixed source' NECs should only be used where no individual noise source is dominant.

Residential development should be designed to minimise noise levels within gardens and/or amenity areas provided by that development, with the aim of having these areas experience a general daytime (07.00 to 23.00 hours) noise level of at most 55 $L_{Aeq,T}$ dB.

Noise sensitive development (including offices, hospital, schools and, in respect of noise emanating from non- transport related sources, housing) should be designed to minimise the impact of existing noise sources and the applicant will be required to demonstrate that the proposed development will not be exposed to unacceptable levels of noise relative to the proposed use.

Noise-generating development should be located and designed so as not to have a significant adverse noise impact on any nearby noise sensitive uses (including offices, hospitals, schools and, in respect of noise emanating from non- transport related sources, housing).

Annex C

Wainscott development Brief Consultations and Responses

Introduction

In considering development of part of Wainscott, Medway Council has produced a development brief to identify the opportunities and potential conflicts for development in this area.

This process was transparent and inclusive. Stakeholders in the development were invited to a Community Planning Workshop held in January 2003. The result of the workshop together with an appreciation of government planning policy and advice and the Council's own emerging local plan policy and urban development principles helped to form the draft development brief.

Draft development brief consultation

The draft development brief for the Wainscott area was put out to public consultation on the 15 March 2003 to run for approximately one month till the 4 April 2003.

The following were specifically consulted; Frindsbury extra parish council, the various landowners concerned and their agents, Frindsbury and Wainscott residents association, Frindsbury and Wainscott community association Wainscott primary school and cllr. Mason (ward councillor). The documents were also held on deposit at the council's office at the compass centre Chatham maritime during the period for public consultation.

Points raised resulting from consultation.

The council received 9 letters of representation resulting in 69 separate points. Below is a summary of the key points and responses considered in the draft development brief.

Transport

There were concerns that the local authority should calculate any highway contributions. Clearly this is a matter for a section 106 agreement when a full planning application is received. The local authority will calculate the contributions necessary for highway matters.

There was concern about traffic impact on local roads and a need for this to be carefully thought through. Consideration has already been given to the impact of traffic from the development onto the surrounding road network and in design terms this has been considered in the development brief. However it is only when a detailed planning application is made that the full impact of traffic can be assessed in the area.

Some concern has been raised about a pelican crossing at hoo road. Alternatives have been considered but after careful consideration such a road crossing is thought to be the best safety feature for pedestrians and cyclists this location. No changes to the brief were made.

Open space

There was significant concern raised over the use of the open space area for a formal recreation area. The open space as identified at area b has been described as a 'village green' area and in this sense a wide and varied use must be considered. Whilst it does not rule out formal recreational use it also encourages links with the surroundings development making for a more intimate green space for the benefit of local residents.

Design

A number of concerns were raised about the height of the proposed earth bund. It has been discussed that a mix of noise attenuation measures should be used along the ring road side of the development. Where necessary any earth bund should be designed in accordance with standards laid down by the local authority. These details will be subject to a full planning application and carefully controlled.

Local landowners and their agents raised concern over the requirement for a masterplan / concept plan. It is now considered that to co-ordinate such a masterplan between landowners and developers across the three sites would prove impracticable. However, it is still thought to be a desirable matter that would be suggested to developers.

Some local residents suggested that three storey buildings within the development would be inappropriate. In design terms three story buildings can be located so that they provide focus on intersections and can give a development added interest. Therefore the brief does not exclude this form of development.

Community facilities

Four main issues arose from implementation for planning applications on the land. They are: -

The old Wainscott School building should be retained for community use. The development brief acknowledges that the original school building is an important historical part of the identity of the local area and could be retained and used for community facilities with the aid of developer contributions to make the building suitable for purpose.

The location of the community medical centre is too prescriptively set down in the development brief. The development brief shows the general location for the centre as close to the existing retail area of the Wainscott village. No change to the location is considered necessary or appropriate given the need to locate the centre close to the existing community facilities so that sustainable transport patterns are encouraged and good accessibility to the community is maintained.

Some concern was expressed that the education issues relating to the need to accommodate the expansion of the school should not be part of the development brief. The development brief does address the school expansion and the need to make provision via Section 106 contributions to secure new playing field land as it is seen as a fundamental part of any new residential development to be successful.

Retailing

Two main issues arose: -

Further retailing provision in the area is not required, and a retail impact study should not be required. The development brief addresses these points in that it is considered that the increased local population resulting from the new development may well require increased local retail services and choice. Thereby encouraging more sustainable life patterns and discouraging car use.

The level of retail provision can only be determined with further study to be undertaken at the detailed planning application stage. The development brief makes clear that such a study would be expected at this stage.

Implementation

The consultation exercise highlighted that the implementation section of the development brief was deficient in the following respect

This section needs to be developed and clarified to make clear how land ownership relates to the proportioning of commuted developer contributions. Further clarification has been added to the development brief stating that the developer commuted payments to meet the costs of providing the required community facilities, education, highways and open space provisions will be

determined at the detailed planning application stage. Draft proposals will be appropriate to enable negotiation on these and other issues.

Summary

It is considered that the consultation process involving stakeholders was beneficial to the preparation of the development brief that is now capable of adoption.

Glossary

An architectural design code - is a document (with detailed drawings or diagrams) setting out with some precision how the design and planning principles should be applied to development in a particular place. Preparing such a code requires a high degree of skill and is likely to include specifications in terms of the amount and size of buildings and the materials used.

ATC Air Training Corp

Acoustic attenuation Generally refers to the use of structures designed to act as a noise reflector/absorber thereby protecting noise sensitive locations/buildings from noise sources, e.g. protecting residential properties from highway noise

Balance and rhythm In the urban design context this refers to the size and spacing of buildings, a lack of balance and rhythm would be exemplified by a group of irregularly spaced buildings of different size, the converse would be seen as having balance and rhythm

Contextual drawings This refers to drawings that attempt to show how a new development would relate or fit into the wider, established area

Density This refers to a comparison between the area of floorspace, or some other unit of measure, in relation to a given area of land in a definable area that is undeveloped i.e. the open space around buildings. Built density can also be expressed in terms of plot ratio (for commercial development); number of units or habitable rooms per hectare (for residential development); site coverage plus the number of floors or a maximum building height; or a combination of these. Higher built densities is to be expected in inner city locations when compared to suburban areas for example

Design statement A pre-application statement that sets out the main ideas on how an area can be developed with regard to a stated design philosophy enabling a local authority to give an initial response to the main issues raised by the proposed development

Hierarchy In an urban design context this refers to readily identifiable urban components such as roads, buildings and access points set out in a manner that defines their importance in terms of function and form in relation to one another

Isometric drawings These refer to drawings that give a three dimensional and perspective correct representation of buildings and their surroundings

Landmark development - a building or structure that stands out from its background by virtue of height, size or some other aspect of design.

Legibility The degree to which a place can be easily understood and traversed

Permeability The degree to which an area has a variety of pleasant, convenient and safe routes through it

Perimeter block forms. Refers to when properties built as blocks come up close to the highway. Traditional terraced housing is an example of this urban design.

Massing The combined effect of the height, bulk and silhouette of a building or group of buildings

Palette In an urban design context this refers to a range of construction materials

Sustainability Or, in the urban design context, sustainable development, is defined by the Brundtland Commission (1987, and quoted in PPG1) as 'Development which meets present needs without compromising the ability of future generations to achieve their own needs and aspirations'

Surveillance The discouragement of wrong-doing by the presence of passers-by or the ability of people to be seen from the surrounding windows of buildings

Traffic calming This term refers to the constraining of vehicle speeds and improving driver behaviour by self enforcing traffic engineering measures, such as humps in the surface of the road, access restrictions, road islands, signage, pinch points and chicanes.

Toucan crossing A road crossing point for both pedestrian and cycle users

Urban design The art of making places. Urban design involves the design of buildings, groups of buildings, spaces and landscapes, in villages, towns and cities, and the establishment of frameworks and processes that facilitate successful development

Vernacular The way in which ordinary buildings were built in a particular place, making use of local styles, techniques and materials and responding to local economic and social conditions

Wainscott Development Brief Addendum

Utilities and Services

Utilities for residential development include the supply of water, gas and electricity and the drainage of foul and surface waters. New development can place increased demands on the correct functioning of these utilities both in the new development area and in the surrounding areas.

In relation the development of land at Wainscott it will be expected that prospective developers will have been in consultation with the statutory undertakers responsible for providing these services before submitting any planning applications. Also the details of any planning application shall illustrate how the provision of new services will successfully integrate with those existing in an holistic manner for the entire area covered by this development brief. Any offsite works that have been found to be required to upgrade existing or provide new utilities infrastructure will be expected to form part of the planning application details, if they do not constitute permitted development under the relevant part of Schedule 2 of the Town and Country Planning (General Permitted Development) Order 1995.

(Added 31st March 2004)

Please contact: Brian McCutcheon
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Date: 9 May 2005

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Dear Sir, Madam,

Wainscott Development Brief 2004

The Wainscott Development Brief was adopted by the Council on the 20th April 2004.

Section three includes the following comment:

Area B is designated as New Playing Fields, subject to Policy L7. There are 3.16 hectares of dedicated open space in area B, in addition to the normal informal open space.

Different interpretations of this statement have been made. In the Medway Council Local Plan, following detailed consideration at a public local inquiry, it defined this open space (policy L7) as 3.68 ha. In discussions with agents some consideration was given to the need for acoustic treatment around the open space. Illustrating the acoustic attenuation measures an informal plan reduced the net area available for playing fields to 3.16 ha.

The Medway Local Plan is the definitive source for this open space allocation and it should therefore be taken to cover an area of 3.68 ha. I hope this clarifies this matter and copies of this letter will be issued with all copies of the Development Brief distributed by the Council.

Yours faithfully

Brian McCutcheon
Transport and Development Plans Manager.