



Medway
COUNCIL

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GILLESPIES

PLANNING FOR GROWTH ON THE HOO PENINSULA



Vision for Hoo St Werburgh

By 2037, Hoo St Werburgh will be a thriving rural town, sensitively integrated into the extraordinary landscape of the Hoo Peninsula. A valued place providing homes, jobs and services for vibrant communities. A small town with an attractive choice of travel connections. A place built for the future, and respecting the past.

What does this mean?

The expansion of Hoo St Werburgh and the surrounding villages offers new opportunities and many benefits to the area. There is potential for the area to grow by 12,000 homes over the next twenty years. The increased population will secure demand for new services such as a new passenger rail station, and a new and upgraded road. There will also be an attractive and extensive cycling and pedestrian network, enhanced green and public open spaces that are easily accessible and a better overall quality of life through improved services and facilities, such as healthcare and education.

Key Principles

The vision for Hoo consists of four principles that will be used as a framework for future developments in the area.

Principle 1 - A landscape led development

Principle 2 - Access and movement

Principle 3 - Vibrant and sustainable neighbourhoods

Principle 4 - An attractive and tailored built form

Vision and Aspirations

By 2037, Hoo St Werburgh will be a thriving rural town:

BUILT FOR THE FUTURE WHILE
REFLECTING ITS PAST AND RURAL
CHARACTER

SURROUNDED BY WELL MAINTAINED,
EASILY ACCESSIBLE AND DIVERSE
NATURAL LANDSCAPES, FROM THE
ESTUARY, WOODLANDS AND HILLS
WITH SPECTACULAR VIEWS

WHERE THE NEW PASSENGER
RAIL STATION WILL UNLOCK
MANY NEW OPPORTUNITIES,
FROM A COMMUNITY HUB, NEW
BUSINESSES, EMPLOYMENT AND A
DIRECT ACCESS TO LONDON AND
WIDER MEDWAY. LOCAL RESIDENTS
WILL HAVE THE POTENTIAL TO WORK
CLOSER TO HOME

ENCOURAGING MORE SUSTAINABLE
GROWTH THAT RESPECTS THE LIMITS
OF OUR NATURAL RESOURCES AND
ADDRESSES CLIMATE CHANGE

WHERE PEOPLE HAVE ACCESS TO THE
SERVICES AND FACILITIES CLOSE BY
AND DON'T NEED TO DRIVE, IMPROVED
HEALTH AND SCHOOL SERVICES

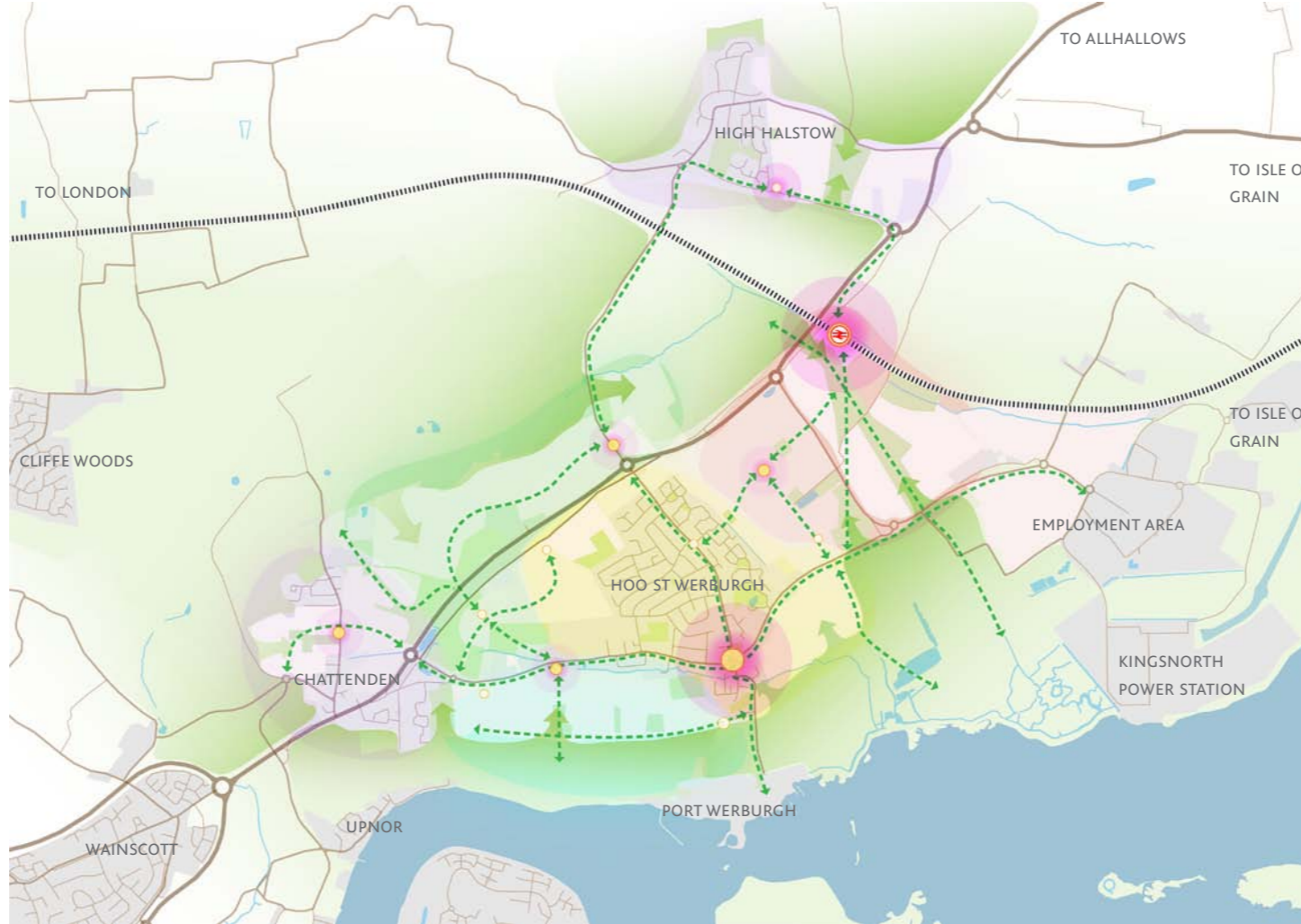
A SOUGHT AFTER PLACE TO LIVE AND
WORK IN THOUGHTFULLY DESIGNED
HOMES AND NEIGHBOURHOODS
WITH ATTRACTIVE STREETS AND
PUBLIC SPACES



A NEW VISION FOR HOO ST WERBURGH



HOMES SET IN RURAL CHARACTER



NEW TRANSPORT HUB



NETWORK OF LOCAL PARKS WITH SUSTAINABLE URBAN DRAINAGE SYSTEM (SUDS)



IMPROVED GREEN INFRASTRUCTURE AND FOOTPATHS



FLEXIBLE SPACES FOR COMMUNITY EVENTS AND GATHERING



IMPROVED PEDESTRIAN & CYCLIST EXPERIENCE



VIBRANT AND WALKABLE NEIGHBOURHOOD CENTRES



QUALITY HOMES WITH STRONG CHARACTER



Planning For Growth On the Hoo Peninsula

The council has published information in this brochure on emerging proposals for how growth could come forward on the Hoo Peninsula over the next 20 years. We welcome your thoughts on these proposals.

Local Plan Context

Medway Council is preparing a new local plan to manage how the area grows over coming decades. We are required by the government to set a local plan to identify how an area could evolve and meet the demand for housing, as well as provide job opportunities and infrastructure for a growing population.

The Local Plan is our strategy of how we will carefully manage the growth needed in order to achieve a more successful, attractive Medway with healthier communities that can all share the benefits that come with managed and sustainable growth.

As part of our work in preparing the new Local Plan, we need to identify how and where we can

meet the needs of our growing and changing communities. There is a particular challenge in finding land for housing. We need to work to high targets set by government. We also need to make sure that development takes place in the most appropriate places. This means that growth must be sensitive to the environment and be supported by services and infrastructure.

The council continues to champion the regeneration of Medway's urban waterfronts and town centres. This is an important part of our growth ambitions. However we need to look more widely across Medway to find land for potential development.

National planning policy acknowledges that the supply of large numbers of new homes can often be best achieved through new settlements or significant extensions to existing villages and towns, provided they are well located and designed, and supported by the necessary infrastructure.

Our work has shown that there is potential for development on the Hoo Peninsula. However this is a distinctive place, with important areas for wildlife, and limited services and infrastructure. Any growth in this area needs

to take account of these special features and needs.

As the council is working on its new Local Plan, we have looked at how growth could take place on the Hoo Peninsula. We have produced this brochure to set out specific considerations for potential growth on the peninsula. This document provides an overview of our thinking. We welcome comments from residents, businesses and groups with an interest in the Hoo Peninsula. We will consider these comments in drawing up more detailed guidance that will be published with the draft Local Plan later this year.

The Housing Infrastructure Fund

In November 2019, Medway Council secured £170m from the Housing Infrastructure Fund to invest in improving transport and environmental infrastructure on the Hoo Peninsula in the next few years. If we plan positively for growth, we can make sure that wider services are in place to support new housing.

The development of a small rural town on the

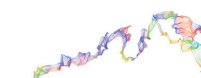
Hoo Peninsula and extended employment areas depend on strengthened connections and significant upgrades to transport. This was set out in the council's successful Housing and Infrastructure Fund bid which identified highway improvements to the existing A228 and A289, a new road and the reinstatement of rail passenger services. The improvements will be in place by 2024.

The Housing Infrastructure Fund (HIF) will be supporting the provision of new transport infrastructure including the building of a new rail passenger station at Sharnal Street, which will provide new access to both London stations and Strood.

The station will be accessible from Peninsula Way and support sustainable transport for residents across the Hoo Peninsula.

Improvements to the local road network will contribute to the reduction of queuing on Four Elms Hill and address air quality issues related to the Air Quality Management Area, and a new road will provide access from the Peninsula Way to the Wainscott bypass.

HIF also supports the delivery of green



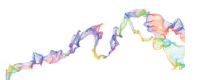
infrastructure (Strategic Environmental Management Scheme - SEMS) to ensure that existing and new residents as well as visitors to the area can enjoy wildlife rich, accessible and well managed networks of open spaces.

This new offer will be in addition to new parks, playgrounds, allotments and sports pitches that will be provided when new residential development comes forward. Emerging plans for SEMS will see the planting of thousands of new native trees and shrubs, the planting of kilometres of new hedges, acres of new fruit orchards, a green pedestrian bridge providing easy access across the A228 and also the designing of new walking and cycle routes to connect the open space network to communities.

Opportunities to create new wetlands closer to the River Medway will also be explored. The exact location and design of the SEMS infrastructure will start in summer 2020 and people will be encouraged to help shape the way forward. The SEMS projects will all be in place by March 2024.

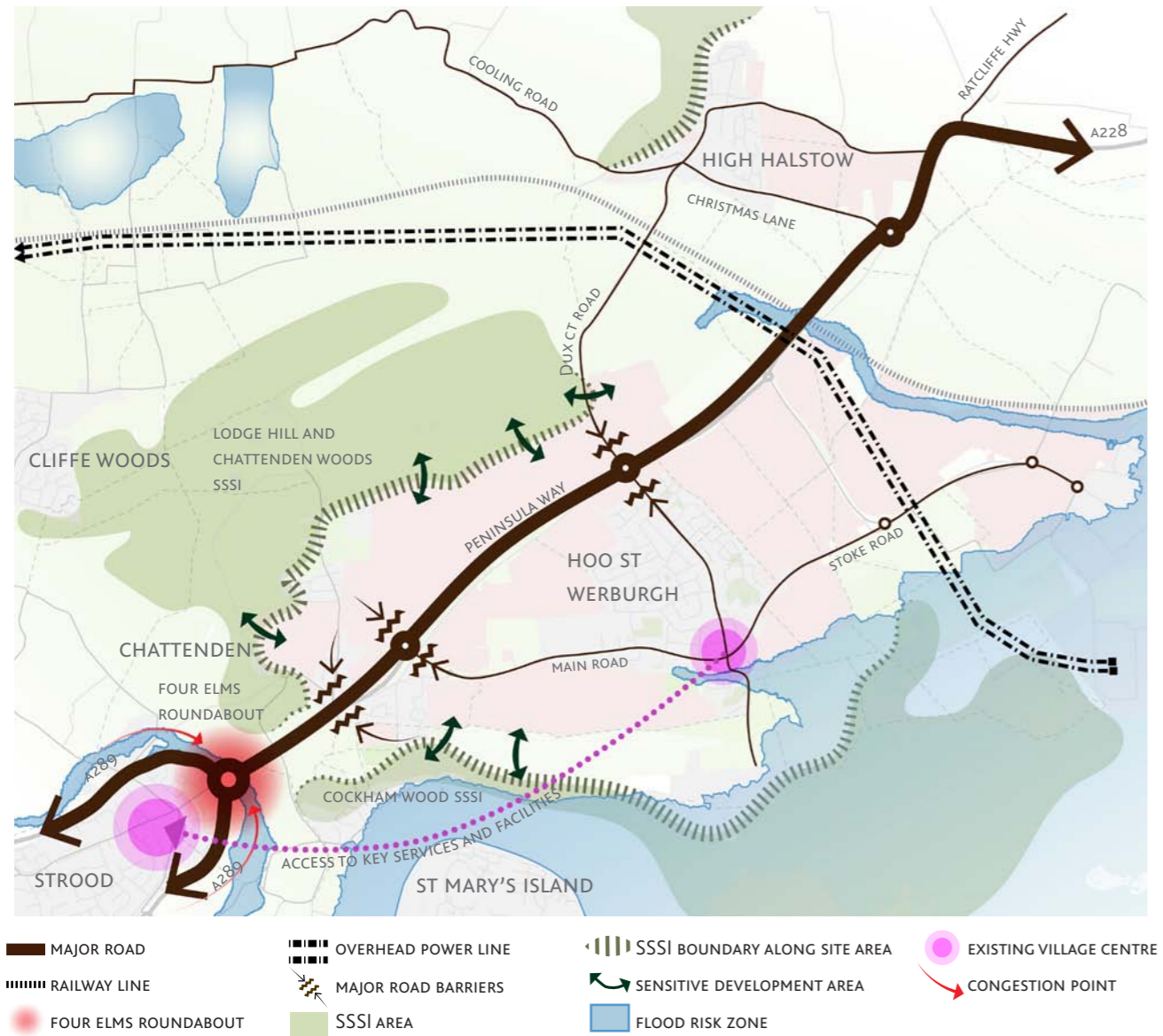


VIEW FROM CASTLE HILL GARDEN CITY PARK



OPPORTUNITIES AND CONSTRAINTS

CONSTRAINTS



- Due to limited and infrequent public transport, there are significant issues with traffic and air quality in a number of areas, particularly around Four Elms Roundabout which is the primary access point to and from the peninsula. Additional homes will put further pressure on the existing road capacity.
- The existing pedestrian network is fractured in many places both within and between the existing communities.
- Peninsula Way is a significant physical barrier for pedestrian movement with limited crossings. Multiple safe crossing options should be considered.
- Lodge Hill north of Peninsula Way is closed to the public, limiting access to the nearby countryside.
- Cockham Wood SSSI separates the potential for new development from Saxon Shore Way, limiting pedestrian access to the sensitive waterfront.



A major physical divider in the area but has the potential to provide a connection to London and beyond



Existing A228 as a major physical divider limiting access between different areas



SSSI & other designated environmentally sensitive sites as major development constraints



Existing Hoo village centre lacks capacity for key services and employment opportunities

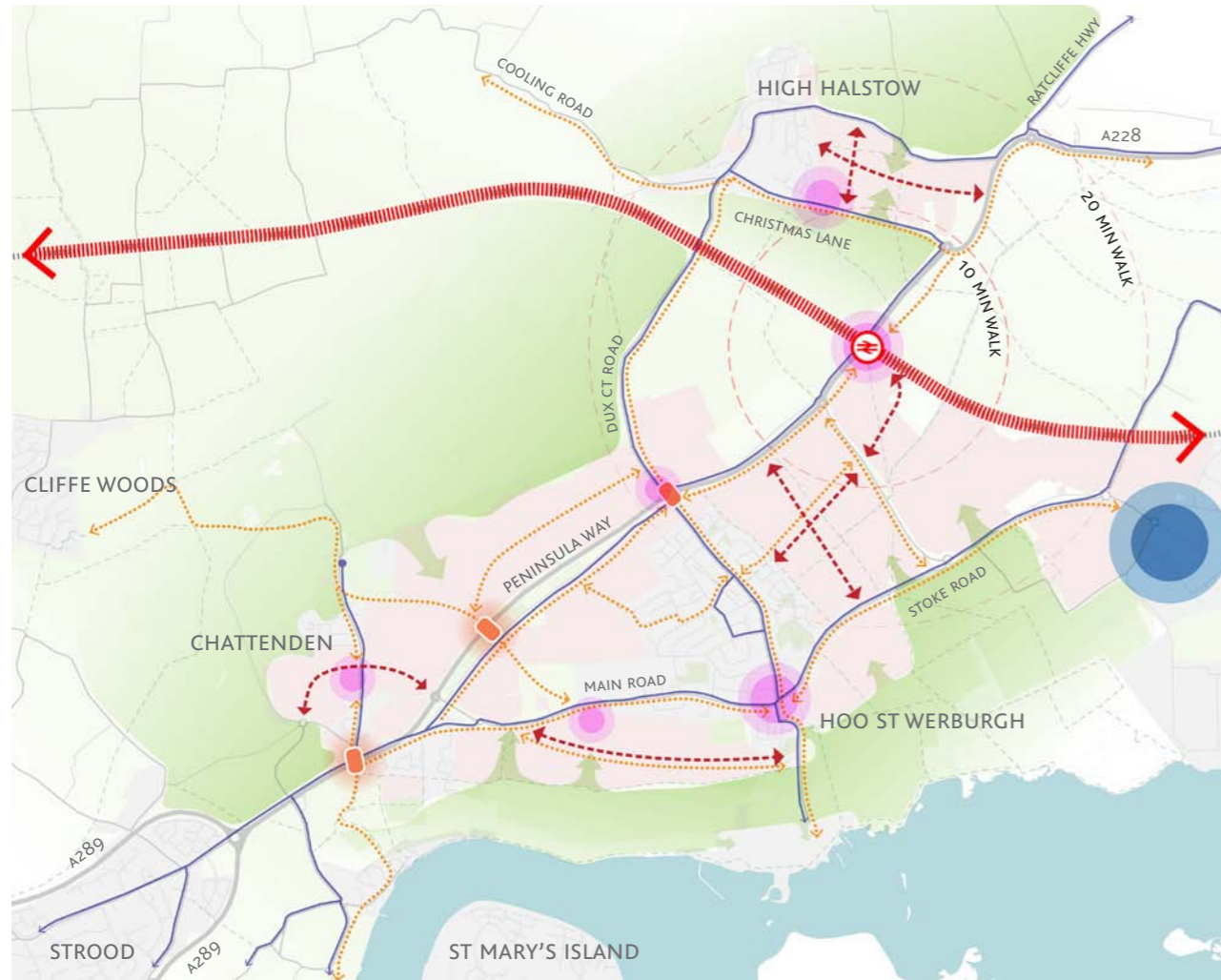


Existing powerlines create both physical and visual barrier



OPPORTUNITIES AND CONSTRAINTS

OPPORTUNITIES



- INDICATIVE NEIGHBOURHOOD CENTRES
- MAJOR EMPLOYMENT ZONE
- NEW OR IMPROVED PEDESTRIAN CROSSING
- ↔ INDICATIVE NEW ROAD
- ↔ EXISTING BUS LINK
- ↔ INDICATIVE GREEN CONNECTION
- 🚂 PASSENGER RAIL STATION
- ↔ INDICATIVE PEDESTRIAN LINK
- ▨ RAILWAY LINE

- New neighbourhoods will bring the critical mass to support demand for providing new or additional key services and facilities as well as creating employment, particularly around the new passenger rail station.
- Additional new homes along with the new train station will bring opportunities for improved mobility in the area. This includes new or upgraded roads for both vehicles and bicycles, and enhanced bus services across the area. A new relief road can take some burden off Four Elms Roundabout from increased traffic in and out of Hoo Peninsula.
- The general quality of life, particularly the pedestrian experience will be greatly improved through a network of new public spaces, local parks and enhanced accessibility to the existing green spaces and other key destinations.



Existing high quality green space for wildlife and people



Varied existing housing types provide room for a creative design approach



Key view points to be protected and easily accessible



Identify key walking and cycling routes across the area to better connect and enhance visitor experience



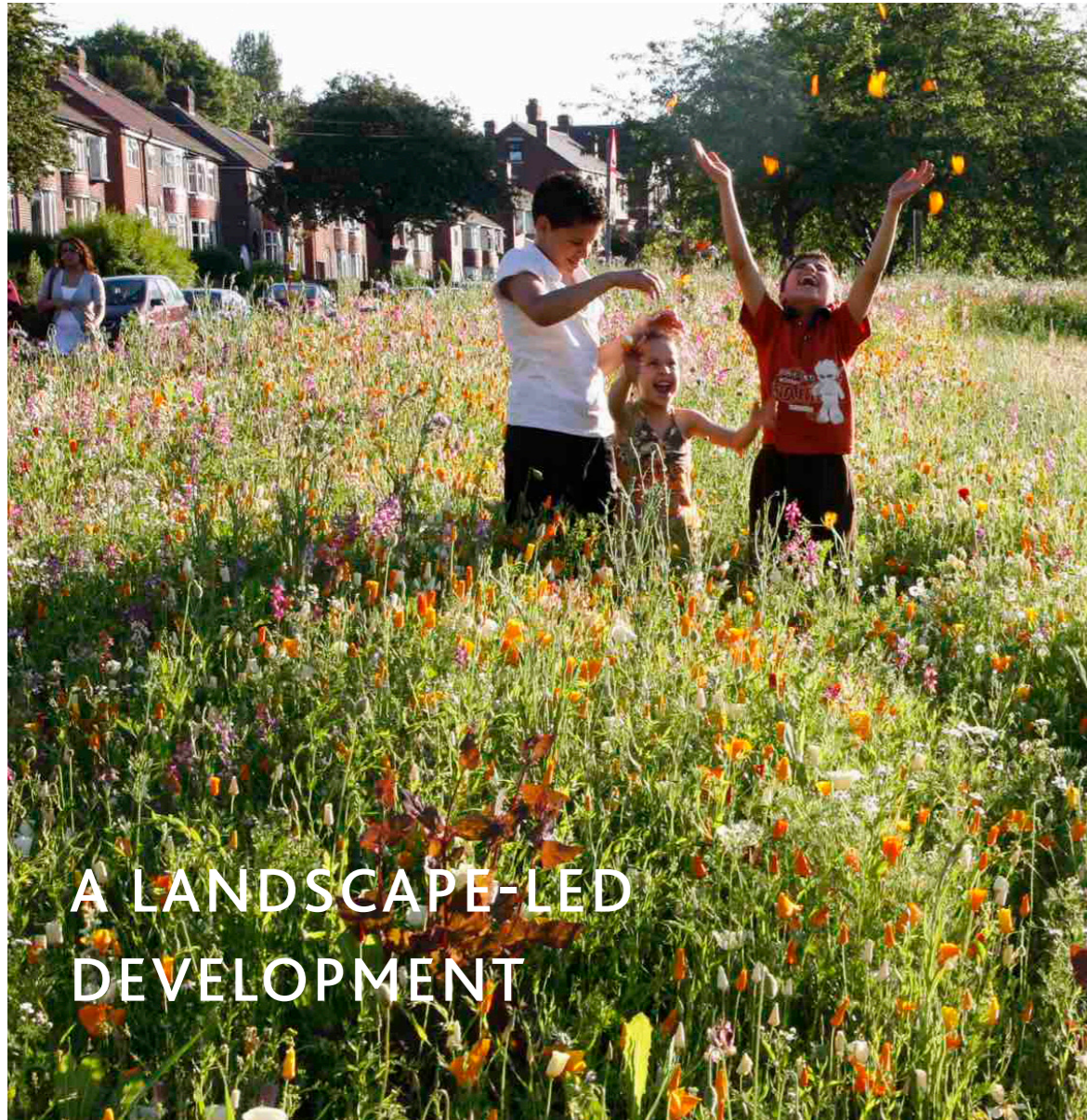
Blue infrastructure improvement can increase biodiversity and reduce flood risk



New travel choice



DESIGN PRINCIPLES & DEVELOPMENT FRAMEWORKS



A LANDSCAPE-LED
DEVELOPMENT



IMPROVED SUSTAINABLE
ACCESS AND MOVEMENT



AN ATTRACTIVE AND
TAILORED BUILT FORM



VIBRANT AND SUSTAINABLE
NEIGHBOURHOODS



PRINCIPLE 1: A LANDSCAPE-LED DEVELOPMENT

- The expansion of Hoo will be landscape-led, preserving and improving the existing natural environment for people as well as the local wildlife.
- Key aspirations include providing better public access to the natural assets throughout Hoo, enhance biodiversity, protect key viewpoints and the overall landscape identity.
- A careful approach regarding the physical, environmental and visual impact must be key priorities for any future developments across the Hoo Peninsula to ensure a more resilient and sustainable future.
- A comprehensive green infrastructure network consisting of both natural green assets and public open spaces will provide a seamless journey to key destinations for pedestrians and cyclists.
- Emerging plans include the planting of 1000s of new native trees and shrubs, the planting of kilometres of new hedges, acres of new fruit orchards, a green pedestrian bridge providing easy access across the A228 as well as the designing of new walking and cycling routes to connect the open space network to communities. Opportunities to create new wetlands closer to the River Medway are also to be explored.
- Green corridors will maintain physical and visual separation between Hoo St Werburgh and Chattenden, and between High Halstow and Hoo St Werburgh, preserving the rural character of each community. Additionally, the retention of a strategic gap between Chattenden and Strood will maintain the rural character of the peninsula, consolidating the natural buffer between urban and rural Medway.



GREEN CORRIDORS TO CREATE A MORE ACCESSIBLE AND WILDLIFE RICH FUTURE



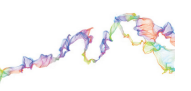
RECONNECT BLUE INFRASTRUCTURE TO IMPROVE BIODIVERSITY AND RESILIENCE



ENHANCE KEY VIEW POINTS AND CREATE OPPORTUNITIES TO ACCESS AND ENJOY NEW VISTAS

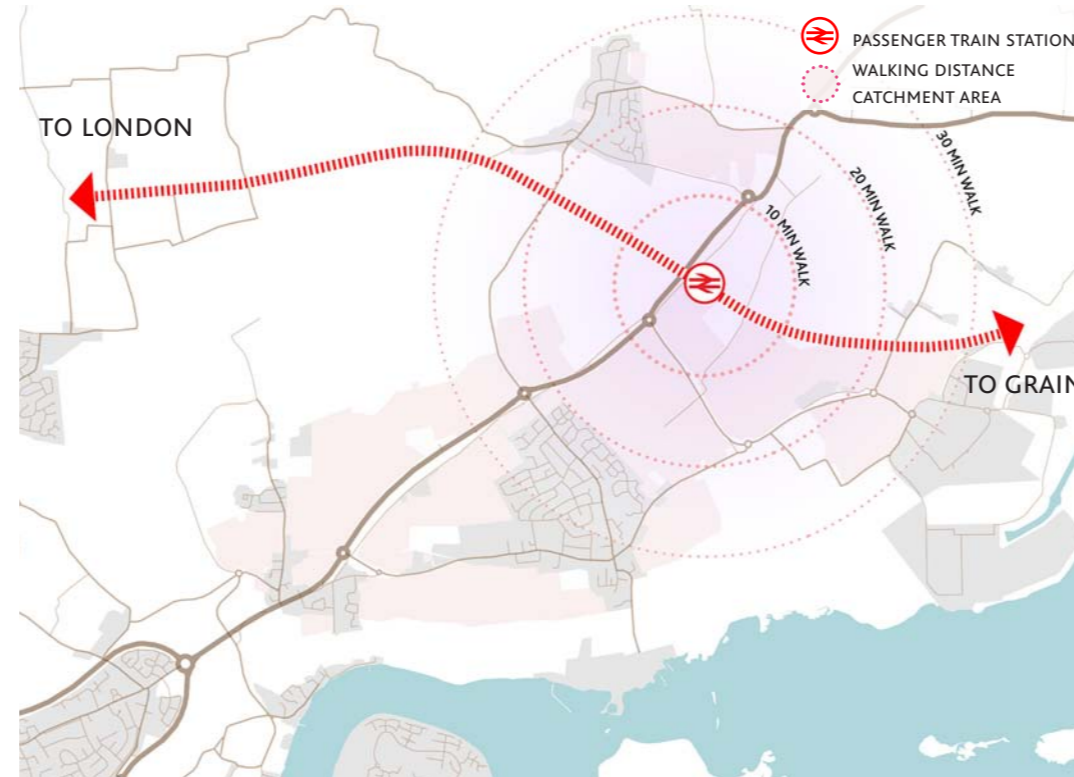


BRINGING NATURE CLOSER TO PEOPLE THROUGH A COMPREHENSIVE GREEN INFRASTRUCTURE NETWORK



PRINCIPLE 2: ACCESS AND MOVEMENT

- Hoo will be better connected providing for a choice of travel.
- Any route within the Hoo rural town will be more convenient and safer by walking, cycling and public transport than the private car.
- A rail passenger connection at Hoo St Werburgh presents the only opportunity to significantly increase rail capacity in Medway.
- The new relief road funded through HIF will address congestion around Four Elms.
- A series of new and improved routes will make Hoo more convenient and safer, encouraging more walking, cycling, and the use of public transport than the private car. Walking distances can be used to determine accessibility targets and approaches to density. There will be careful consideration of every opportunity for connections to integrate with adjacent areas, whether existing or likely to come forward in future.
- The enhanced bus services have the potential to reduce over 7 out of 10 commuting trips currently by car to 5 out of 10 in the future.
- Certain forms of street layout are more likely to be conducive to walking and cycling. Design considerations are also important factors for specific groups and contribute to making high-quality places.
- 'Home Zones' can encourage more street and community activities through the integration of play, socialising and car parking. Parking for bicycles and larger vehicles including commercial vans will also be a vital part of the key design process and not introduced as an afterthought.
- New growth will support an improved offer of local services and facilities, and reduce the need to travel outside of the area.



A NEW PASSENGER TRAIN STATION TO SERVE THE HOO PENINSULA



AN IMPROVED AND EXTENDED ROAD NETWORK



MORE EFFICIENT AND BETTER CONNECTED BUS SERVICES

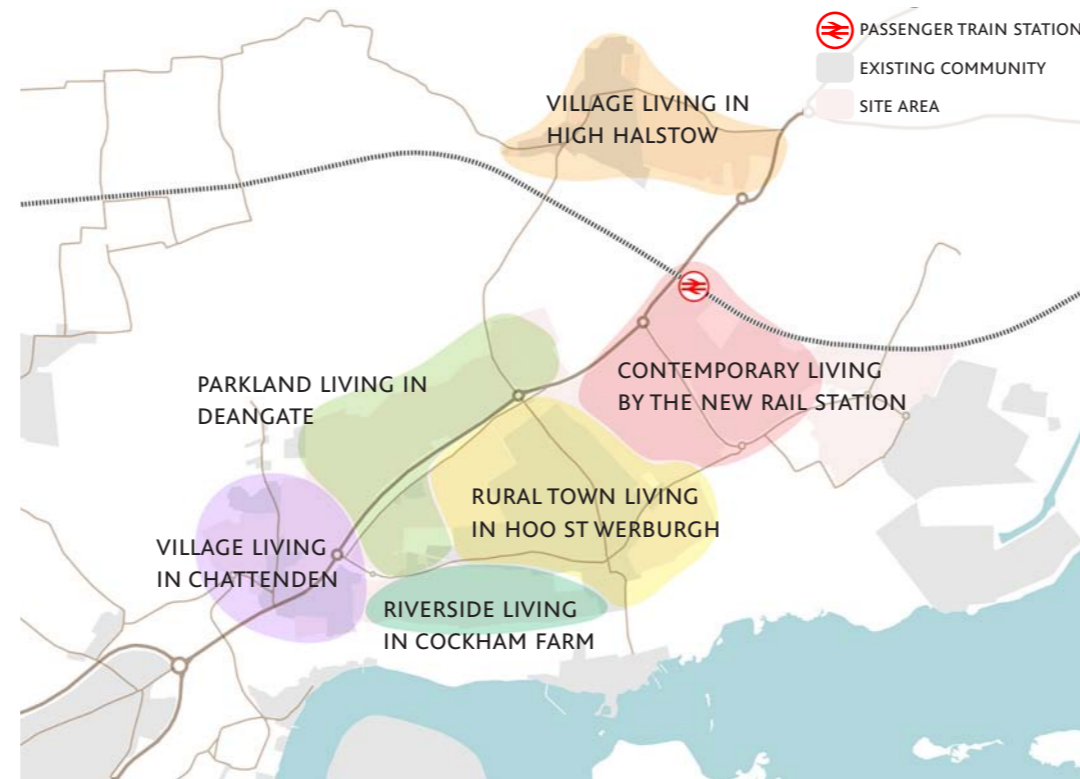


INTEGRATED AND EASILY ACCESSIBLE PEDESTRIAN & CYCLING NETWORK



PRINCIPLE 3: VIBRANT AND SUSTAINABLE NEIGHBOURHOODS

- The future aspirations for the Hoo Peninsula are for a vibrant and sustainable place where people can live, work and socialise locally.
- The Hoo Peninsula will accommodate a wide range of essential services and facilities for the local residents without further need to travel far to access them.
- As a rural town, Hoo will have a much expanded offer to serve its residents and the wider peninsula.
- New walkable neighbourhoods clustered around the existing villages will be well-connected through a comprehensive pedestrian friendly green infrastructure network and improved public transport system.
- Every neighbourhood is to be in close reach of a community hub, offering opportunities for employment, shopping, and leisure. High-quality public spaces will also encourage and provide room for community activities.
- The new passenger rail station will anchor a primary centre for new businesses to flourish. Other fundamental services such as health and education serving Hoo St Werburgh and the wider peninsula will be at convenient locations easily accessible by walking, cycling or public transport.



DISTINCT NEIGHBOURHOODS AND VILLAGES



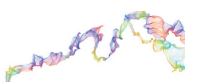
MIXED TENURE HOMES AND HOUSING TYPES



NEW SCHOOLS AND HEALTHCARE AS PART OF ESSENTIAL SERVICES



NEW COMMUNITY & OPEN SPACES THAT ENCOURAGE SOCIAL INTERACTION



PRINCIPLE 4: AN ATTRACTIVE AND TAILORED BUILT FORM

- Hoo's vision to become a sustainable and desirable place to live will also be delivered through a carefully considered design of homes and the overall built environment.
- There will be a wide mix of housing types, designed to meet the needs of different sectors of the community, including families, older people and people with disabilities.
- The built form of Hoo's existing rural character will be preserved by a thoughtful density distribution, building height control and design.
- Density will be distributed according to the local character of each neighbourhood, for example, with higher density homes around the station quarter in Hoo St Werburgh and lower density homes in High Halstow.
- The housing typologies will, therefore, vary depending on the location. From more compact terraced homes and low rise flats to detached houses.
- Building heights will also be controlled with slightly taller buildings around the new passenger rail station and typically 2 to 3 storey homes for the vast majority across the Peninsula.
- New homes in Hoo will be both attractive and inclusive. Innovation, creativity, use of high-quality materials and harmony with the existing neighbourhoods will be highly encouraged throughout the design process.
- These layers will ensure natural and gradual growth of Hoo without losing its rural identity, rather strengthening it through better connectivity, accessibility and the overall quality of life.
- Development will be designed to minimise impacts on the environment, and to provide sustainable buildings, including new opportunities for energy.
- Promoting opportunities for custom and self build housing, delivering quality and sustainable design.



STRATEGIC DENSITY DISTRIBUTION



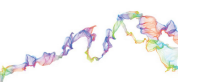
BUILDING HEIGHTS THAT RESPECT HOO'S RURAL NATURE



HEALTHY STREETS AND PUBLIC SPACES



ATTRACTIVE AND INCLUSIVE DESIGN



VILLAGE LIVING IN CHATTENDEN



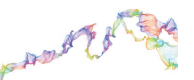
- Maintain the existing village character
- A compact development to protect SSSI sites and other green spaces that surround Chattenden.
- The existing green gap between Hoo St Werburgh and Chattenden will remain to preserve their unique characters and rural identity.
- A new local neighbourhood centre and a village square for community events and activities surrounded by local services and facilities.
- The majority of the existing mature vegetation will be kept
- Housing typologies will be comprised mostly of terraced and semi-detached houses to create a sense of enclosure and encourage communal uses.



PROMOTING HOME ZONE APPROACH



PRESERVING THE EXISTING GREEN BUFFER AND WOODLAND



PARKLAND LIVING IN DEANGATE



- A distinctive neighbourhood benefiting from its woodland and parkland setting.
- A unique opportunity for an innovative design approach influenced by the surrounding natural landscape settings.
- The neighbourhood will also include a community hub.



HOMES BENEFITING FROM PARKLAND SETTING



EXISTING VIEW TOWARDS THE WOODLAND



RURAL TOWN LIVING IN HOO ST WERBURGH

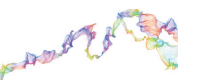


ATTRACTIVE AND HEALTHY STREETS

- An urban character with a higher density compared to other neighbourhoods.
- In close proximity to the historic village centre where key services and facilities are concentrated.
- Design and built form of new homes to work harmoniously with the existing village setting.
- The majority of new dwellings will be comprised of terraced, low rise flats or semi-detached with tree lined streets.
- Distinct neighbourhoods with own character, within wider Hoo rural town.
- Designed for walking and cycling with local services within easy reach of new and existing communities.



ACTIVE NEIGHBOURHOOD CENTRES



RIVERSIDE LIVING IN COCKHAM FARM

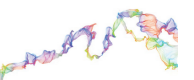


HOMES THAT REFLECT FARMLAND CONNECTIONS

- Development will be located to the north of the inland route of the Saxon Shore Way, retaining an open space buffer to the sensitive woodland and estuary areas.
- Open space will be managed for people and wildlife.
- Opportunities will be sought to reflect its farmland connections.
- The assets include the improved walkway along the northern edge.
- Potential for local neighbourhood centre located on Main Road close to the existing school.
- Both nature and urban elements on its doorstep.



VIEW TOWARDS THE EXISTING GREEN SPACE AND RIVER MEDWAY



CONTEMPORARY LIVING BY THE NEW RAIL STATION



- The opening of a new rail station for passenger services offers exciting opportunities for the area.
- There is potential for a new town quarter based around the station, bringing together a mix of activities, including homes, services and employment.
- Area to become a major transport hub on the Hoo Peninsula with high demand for new homes and key services.
- The new neighbourhood will have the highest density particularly around the station.
- Mainly terraced houses and flats around the station. The range of housing types make it an ideal place for young professionals, from singles to young families.
- This is a key area for the future success of the rural town, needing a sensitive and creative approach to development. Its location sits close to the expanded employment land, the countryside between Hoo and High Halstow, and the wider rural town.



OFFERING HOMES IDEAL FOR SINGLES TO YOUNG FAMILIES



NEW VIBRANT HUB



VILLAGE LIVING IN HIGH HALSTOW



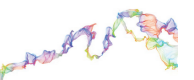
- The village is surrounded by a tranquil landscape setting with outstanding views.
- The new homes will be divided largely into two parts, new dwellings immediately adjacent to the existing High Halstow and homes closer to Sharnal Street, taking advantage of the close proximity of the new station.
- The new recreation ground in between functions as a green buffer in order to provide open space facilities to benefit existing and new communities, separate the two areas and maintain each community's existing character.
- The local neighbourhood centre will be centrally located along Christmas Lane for public transport and easy accessibility.
- The overall housing density will remain low with majority of semi-detached and detached homes to reflect the existing village context
- Overall setting will be compact to create and encourage a strong sense of community.



A QUIET, LOW DENSITY NEIGHBOURHOOD



ACCESS TO HIGH QUALITY GREEN SPACES ON THE DOORSTEP



A THRIVING EMPLOYMENT HUB IN KINGSNORTH



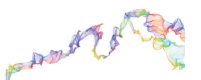
- An expanded employment area capitalising on the investments in transport
- A key site for Medway's economic development
- An attractive and sustainable location for business
- New opportunities for rail freight
- Conveniently located close to the new passenger rail station



AN ATTRACTIVE PLACE FOR BUSINESS



A SUSTAINABLE AND INVITING DESIGN



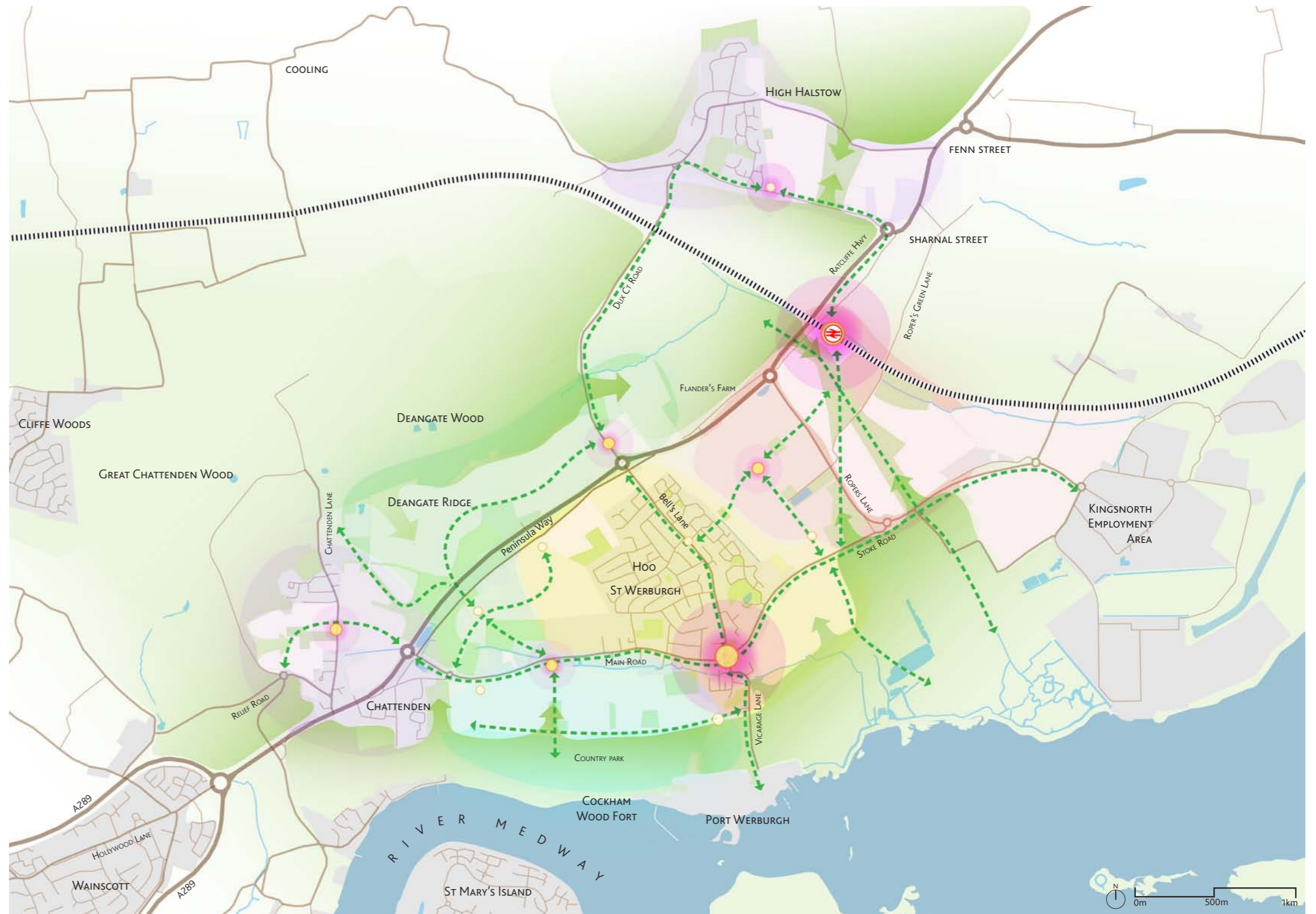
HOO FRAMEWORK PLAN

The overall framework plan combines Hoo's new vision, aspirations and four key principles into an illustrative plan.

Hoo St Werburgh, Chattenden and High Halstow will retain their rural character and unique identity. The additional new homes will bring various infrastructure improvements.

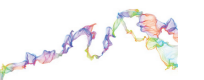
This includes a new passenger rail station, road improvements in key junctions and locations, more efficient and frequent bus services, a new pedestrian bridge over the A228, enhancement of both blue and green infrastructure as well as the creation of new country parks and a wetland park.

New homes will also bring an increased number of new services, employment and retail/commercial opportunities set within the distinctive neighbourhood centres and local hubs. Each neighbourhood will have a unique character defined by the surrounding landscape and built form.



LEGEND

-  EXISTING SETTLEMENT
-  PASSENGER RAIL STATION
-  RAILWAY
-  EXISTING ROAD NETWORK
-  NEW /IMPROVED CONNECTIONS
-  PRIMARY NEIGHBOURHOOD CENTRE
-  SECONDARY NEIGHBOURHOOD CENTRE
-  EXISTING WATER BODY
-  PRIMARY PUBLIC SQUARE
-  SECONDARY PUBLIC SPACE
-  TERTIARY PUBLIC SPACE
-  CONTEMPORARY LIVING
-  PARKLAND LIVING
-  TOWN LIVING
-  RIVERSIDE LIVING
-  VILLAGE LIVING



NEXT STEPS

The council will publish its draft Medway Local Plan later this year. This will set out a strategy to manage Medway's growth until the late 2030s. The draft plan will include details of sites proposed for development, and the policies to deliver growth that is sensitive, inclusive and balanced, and that addresses the issues of climate change.

The council has published information in this brochure on its emerging proposals for how growth could come forward on the Hoo Peninsula.

We welcome your thoughts on these proposals. We would like to hear from residents, businesses and groups with an interest in the Hoo Peninsula. We will consider these comments in drawing up the draft Local Plan. We will also use the information we collect to feed into a more detailed document setting out a framework for development around Hoo.

We are particularly interested in your suggestions on planning for new services,

protecting and enhancing the environment, and how Hoo St Werburgh and surrounding villages could grow sustainably, with housing balanced with investment in services, jobs and nature.

We would welcome comments by 17 April 2020. Please send your comments in writing to:

Planning Policy, Medway Council
Gun Wharf, Dock Road, Chatham, Kent ME4 4TR
Email: futuremedway@medway.gov.uk

You can find out more about the new Medway Local Plan on the council's website at:

www.medway.gov.uk/futuremedway

You can find out more about the new transport and environmental projects being delivered through the HIF programme on the council's website at:

www.medway.gov.uk/regeneration

Copies of this consultation document are available to view at public libraries across Medway, at the reception desk at the council offices at Gun Wharf, during opening hours, and online at: www.medway.gov.uk/futuremedway

You can find details of the opening hours of the council offices and libraries at: www.medway.gov.uk or by telephoning 01634 333333.

This information can be made available in other formats from 01634 333333.

If you have any questions about this leaflet and you want to speak to someone in your own language please ring 01634 335577.

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کوردی	331841	فارسی	331840
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اردو	331785	Lietuviškai	332372





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