













HOO DEVELOPMENT FRAMEWORK

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GILLESPIES

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Appendix 1

Medway COUNCIL

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Appendix 1

01

INTRODUCTION

1| INTRODUCTION

1.1 HOO DEVELOPMENT FRAMEWORK BACKGROUND

PLANNING FOR GROWTH ON THE HOO PENINSULA

This document has been prepared as a basis for consultation about the future of the Hoo Peninsula.

Work on the preparation of the new local plan for Medway has indicated that there is potential for development on the Hoo Peninsula as part of the wider growth strategy for Medway. Proposals for housing and economic development on the Hoo Peninsula have been included as options at different stages of consultation on the emerging local plan over recent years.

The Hoo Peninsula is a special and distinctive area, and any growth in this area must be sensitive to the environment and be supported by services and infrastructure. That is why consultations on our Local Plan to date have included a focus on a small town on the Hoo Peninsula.

The opportunities to plan for further growth on the Hoo Peninsula have been supported by the success of the Future Hoo Housing Infrastructure Fund bid, which is bringing investment into new transport and environmental programmes.

The council's HIF team has been consulting on the transport and environmental projects that form the Future Hoo infrastructure programme. Some of the comments received asked for more information about potential development proposals for housing and employment. People also asked about wider infrastructure, such as schools, health facilities and parks, that would be needed with increased housing on the peninsula.

The HIF programme has a specific focus on strategic transport and environmental projects. These investments address key constraints and are building blocks to enable future growth to be delivered sustainably on the Hoo Peninsula. The HIF funding is only available for these specific transport and environmental projects. Investment in other services, such as schools, surgeries, community and leisure centres would be needed alongside housing growth. Much of the funding for such services would be provided through contributions from developers.

The council is publishing this draft Hoo Development Framework to provide more certainty on what additional services would be delivered as part of wider growth on the Hoo Peninsula, as well as supporting wider work on planning for how Medway meets the needs of its growing and changing communities.

The draft Framework reflects the council's ambitions for sustainable development. It sets out key principles to guide growth that meets people's needs for homes, jobs and services, whilst respecting the natural and historic environment. The Framework provides direction for how new development can respond to the climate emergency, and help to achieve the council's commitment the net zero carbon target and implement its corporate Climate Change strategy.

Further iterations of the Local Plan will provide the policy requirements for any allocations on the Hoo Peninsula that will deliver a new settlement. Whilst this work continues to develop, this document sets out high level design objectives, infrastructure requirements and masterplanning for what a new settlement on the Hoo Peninsula could look like. This work will be used as evidence base to develop the policy requirements for allocations on the Hoo Peninsula for the new settlement, however it is important to note that this document does not itself constitute planning policy.

The council is publishing this document for consultation. Comments gathered during the consultation will inform the ongoing work on the new local plan, and will be considered in the next stage of formal consultation on the local plan.

STRUCTURE OF THE DOCUMENT

The Hoo Development Framework is divided into five chapters:

- **Chapter 1 - Executive Summary** - provides an overview of the key framework considerations.
- **Chapter 2 - Context Analysis** - explores the current settings of Hoo St Werburgh, Chattenden, High Halstow and adjacent areas as well as summarises the constraints and opportunities of the land identified for future growth.
- **Chapter 3 - Vision and Guiding principles** - outlines the Framework Vision and defines the key aspirations for Hoo St Werburgh, covering such aspects as environmental issues and landscape, connectivity, services and community infrastructure provision, ensuring attractive built form and appropriate densities.
- **Chapter 4 - The Framework** - demonstrates the comprehensive framework plan.
- **Chapter 5 - The Neighbourhoods** - contains further detailed information on the proposed development: open spaces and pedestrian connectivity principles, road infrastructure and public transport.



Figure 1.1 Hoo St Werburgh



Figure 1.2 High Halstow



Figure 1.3 Chattenden



Figure 1.4 Context - Aerial view

1| INTRODUCTION

1.1 EXECUTIVE SUMMARY - VISION

VISION FOR HOO ST WERBURGH

By 2055, Hoo St Werburgh will be a thriving rural town, sensitively integrated into the landscape and heritage 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 potential benefits to the area. There is potential for the area to grow by 10,000 homes over the next thirty years. The increased population will secure demand for new services such as a new passenger rail station, and a new and upgraded highways network. There will also be an attractive and extensive cycling and pedestrian network. New development will be planned to improve travel choice and reduce the need to drive. People will be able to use an expanded range of local services and facilities close to home. There will be new schools and health facilities, shops, businesses, leisure and community services.

KEY PRINCIPLES

The vision for Hoo St Werburgh consists of four principles:

- **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**

BY 2055, HOO ST WERBURGH WILL BE A THRIVING RURAL TOWN:

BUILT FOR THE FUTURE WHILE REFLECTING ITS PAST AND RURAL CHARACTER

ENCOURAGING SUSTAINABLE GROWTH THAT RESPECTS THE LIMITS OF OUR NATURAL RESOURCES AND ACHIEVE NET ZERO CARBON TARGET TO MITIGATE THE IMPACTS OF CLIMATE CHANGE

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

WHERE NEW PASSENGER RAIL STATION WILL UNLOCK MANY NEW OPPORTUNITIES FOR LOCAL COMMUNITIES, INCLUDING NEW EMPLOYMENT

WHERE THERE ARE VIBRANT CENTRES, PROVIDING A RANGE OF SERVICES AND FACILITIES, INCLUDING HEALTHCARE AND SCHOOLS

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

Figure 1.5 Aspirations

1| INTRODUCTION

1.1 EXECUTIVE SUMMARY - PROPOSED FRAMEWORK

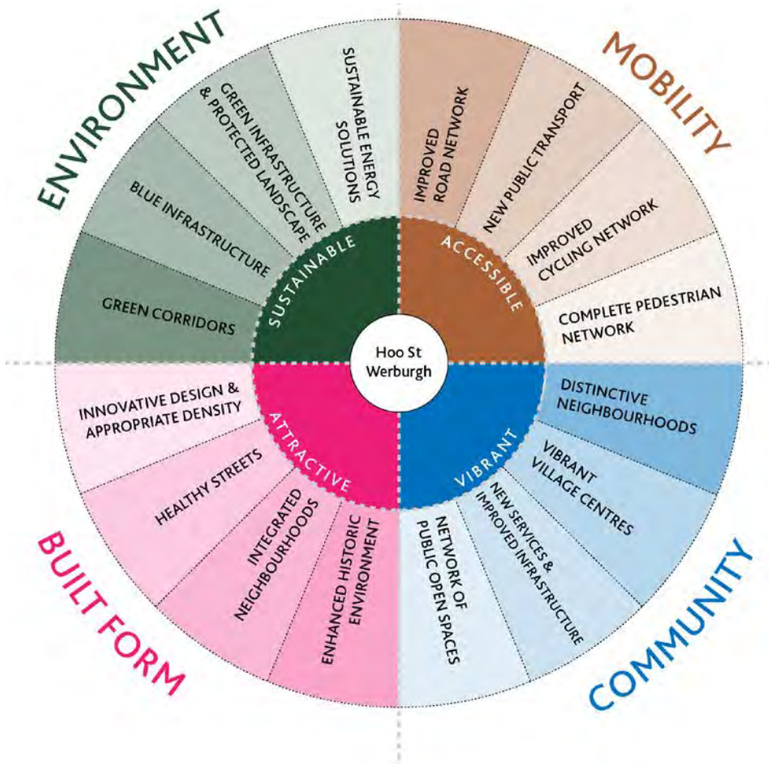


Figure 1.6 Key principles

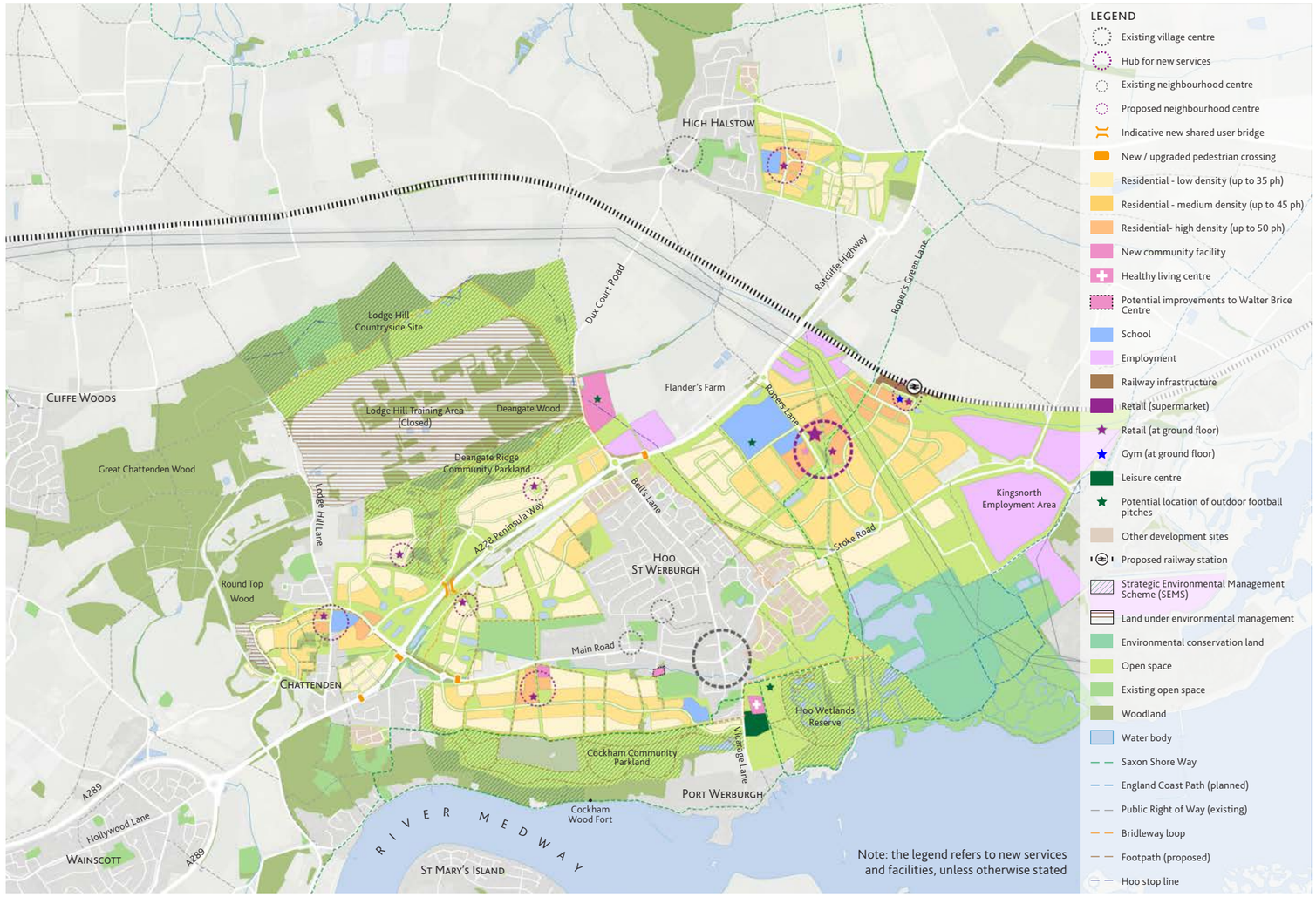


Figure 1.7 Hoo Development Framework - summary diagram (see larger version of Figure 4.3 on p. 73)

Appendix 1

02

CONTEXT ANALYSIS

2| CONTEXT ANALYSIS

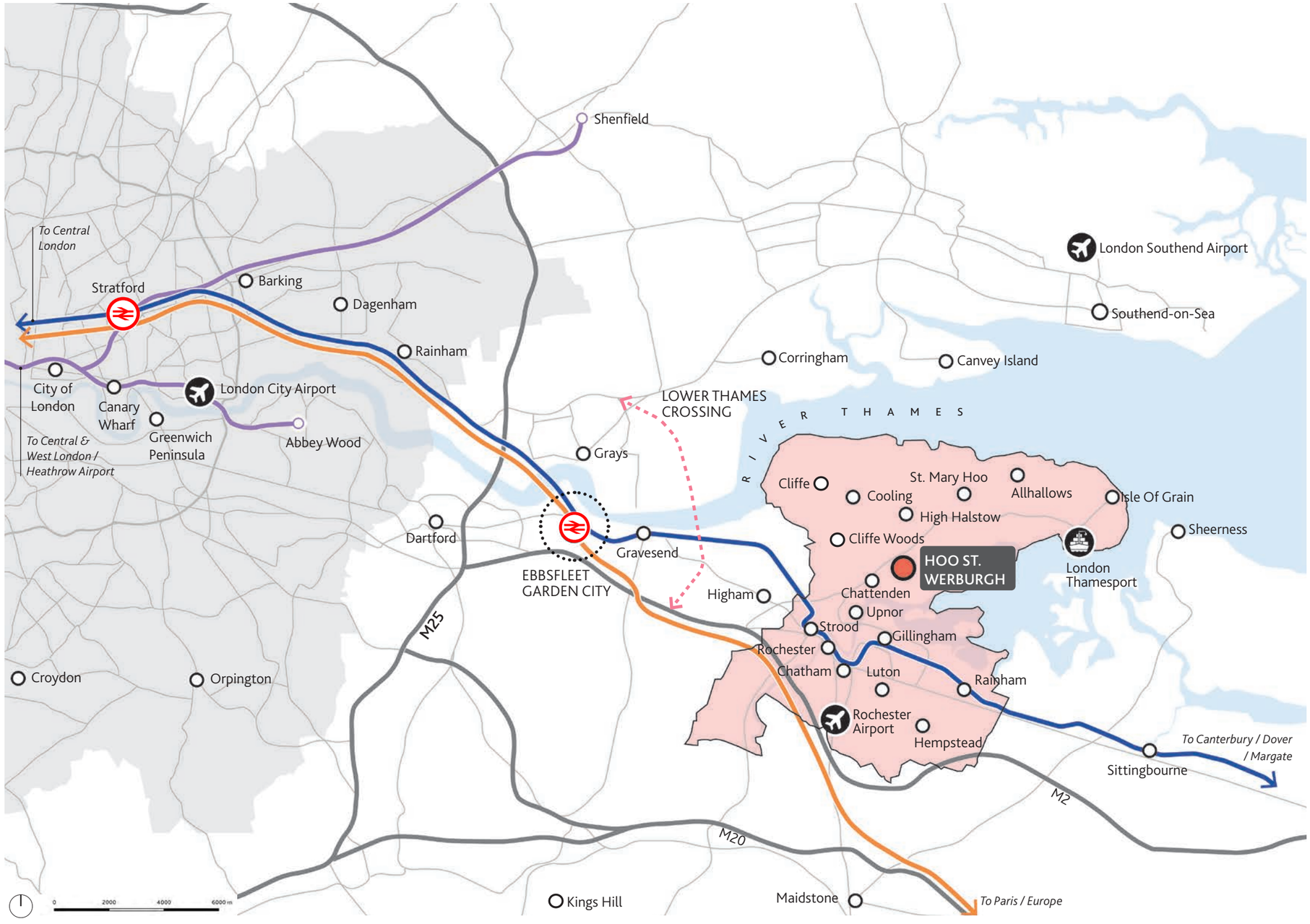
2.1 REGIONAL CONTEXT

Medway lies within the heart of the Thames Gateway, approximately 50km from Central London. It is very well connected by road with the M2, and by rail with the high speed connection between London St Pancras and Ashford International and east Kent, in addition to the services on the main North Kent line. However some of these transport networks have capacity pressures.

Medway is the largest urban agglomeration between London and mainland Europe, reaching 280,040 people in 2020.

Medway is at the heart of a rapidly changing growth corridor in the Thames Estuary extending from Greater London to the South East - ongoing infrastructure investment and major projects such as Ebbsfleet Garden City, Lower Thames Crossing and Crossrail continue to shape the region. Medway shares the wider ambitions for attracting investment and boosting the economy. Its regeneration strategy builds on the success of areas such as Chatham Maritime, following the closure of the dockyard in the 1980s. It benefits from the Universities at Medway and colleges providing a skilled workforce, and has exceptional regeneration opportunities with strong heritage links and countryside and coast on the doorstep of the urban communities.

The Hoo Peninsula is of long standing strategic importance, particularly for infrastructure. Its estuarine location and relative remoteness have supported the development of wharves and power plants, of regional and national significance for energy and aggregates. The marshes and mudflats along the Thames and Medway form part of wider environmental assets across the Thames Estuary Corridor, of international importance for wildlife. Long term investment in the upgrading of transport links on the Hoo Peninsula will also greatly enhance connectivity from within Medway to surrounding regions.



LEGEND

- Centre
- Railway station
- Eurostar line
- Southeastern line
- Elizabeth line (Crossrail)
- Motorway
- Major road
- Greater London
- Medway administrative area
- Airport
- Container port

Figure 2.1 Regional context diagram

2| CONTEXT ANALYSIS

2.2 MEDWAY CONTEXT

Medway is a largely urban authority by population - the majority of residents live in the historic towns between Strood and Rainham, that are now closely connected. However much of the land mass is rural, to the north of the Medway on the Hoo Peninsula, and to the south in the Medway Valley. There is a distinct separation between built up urban Medway and the countryside and small villages on the Hoo Peninsula. The Hoo Peninsula is a more remote location in terms of accessibility, with fewer and smaller settlements and a preserved landscape. There are traces of the area's past settlements and industries in its historic landscape. The River Thames wraps around the northern edge of the Peninsula creating an important wetland and marshland habitat. The natural environment in Medway consists of a wide range of different landscape types, ranging from coastal marshes, chalk downland and orchards to large scale arable farmland and extensive woodland, some of which support nationally significant populations of Nightingales. It includes environmental designated areas such as nationally important Sites of Scientific Interest (SSSI), Special Protection Areas (SPA) and Ramsar sites, of international importance for migrating birds, but also countryside that is strongly influenced by built developments and urban fringe pressures.

Medway is a diverse area, with pockets of deprivation close to affluent communities; outstanding heritage, but with some areas marked by economic decline and poor quality development. It plays an important economic role, but also has a high degree of out commuting. The retail and commercial offer reflects the historic development of the separate towns, with services located in different High Streets and retail centres. Medway benefits from very good rail services between its urban centres with Strood, Rochester, Gillingham, Rainham and Chatham connected by the High Speed train connection. However, Hoo St Werburgh remains isolated with difficult connections with the rest of Medway. Strood station is located 4.5 miles southwest of Hoo St Werburgh and is reachable by bicycle in around 27 minutes via the steep topography of Four Elms Hill, while the car journey takes 12 to 15 minutes. There are limited crossings over the River Medway, at Rochester Bridge and the Medway Tunnel, which is closed to pedestrians and cyclists. Few bus routes with a low frequency connect Hoo St Werburgh to the other urban centres, making it difficult and costly for many residents of the Peninsula to use public transport.

The existing freight rail line to the north of Hoo St Werburgh runs between Gravesend and the Isle of Grain employment areas. The potential for this railway line to be upgraded to a passenger line is one of the new major transport schemes being delivered through the HIF programme. The new link and railway station could greatly improve the transport connectivity and have a significant positive impact on the local economy. Residents of the Peninsula strongly value its rural character, that makes it distinctive from urban Medway, and do not want to lose this. However the Peninsula has a limited service offer, and residents do look to urban Medway, and beyond, for many services, education and work. It is essential that transport links are effective, but that future development avoids coalescence with urban Medway. The Hogmarsh Valley has an important role as a strategic gap and green infrastructure asset.

The expansion of Hoo St Werburgh would require a major upgrade of the transport networks through the introduction of additional bus services and routes, and better pedestrian accesses and cycle lanes. The re-introduction of a passenger railway connection to the Peninsula would be a great benefit to the sustainability of transport links to and from the Peninsula.

LEGEND

- Study area
- Medway administrative area
- Existing settlement
- Environmental designations (Sites of Special Scientific Interest (SSSI), Greenbelt, Areas of Outstanding Natural Beauty (AONB) RAMSAR, Special Areas of Conservation (SAC), Special Protection Areas (SPA))
- Passenger railway line
- Freight railway line
- Railway station
- Motorway
- Major road

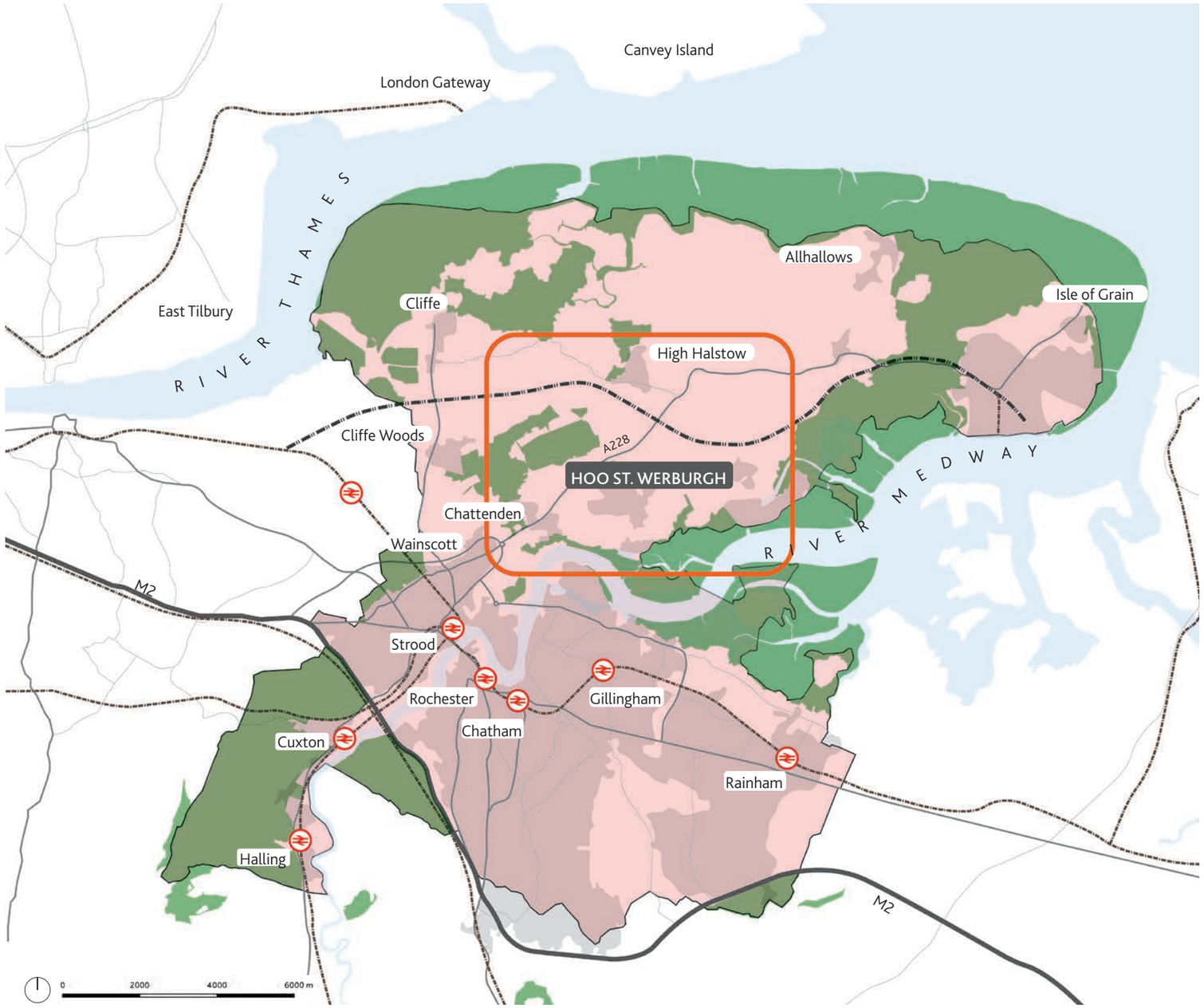


Figure 2.2 Medway context

2| CONTEXT ANALYSIS

2.3 HOO PENINSULA CONTEXT

The Hoo Peninsula has been shaped by geography and history to provide the distinctive characteristics we can see today. The spur of land projects from north Kent between the Thames and Medway, with the main transport links running in a narrow corridor to the south west. The edges of the Peninsula are marked by remote marshes and mudflats, with major infrastructure installations at key points, such as Kingsnorth, Cliffe and the Isle of Grain. The wooded ridge running through the centre of the Peninsula includes some of the important wildlife sites. The area has contrasting strategic functions for infrastructure and the natural environment. It is also a farmed landscape, and agriculture and horticulture are major land uses.

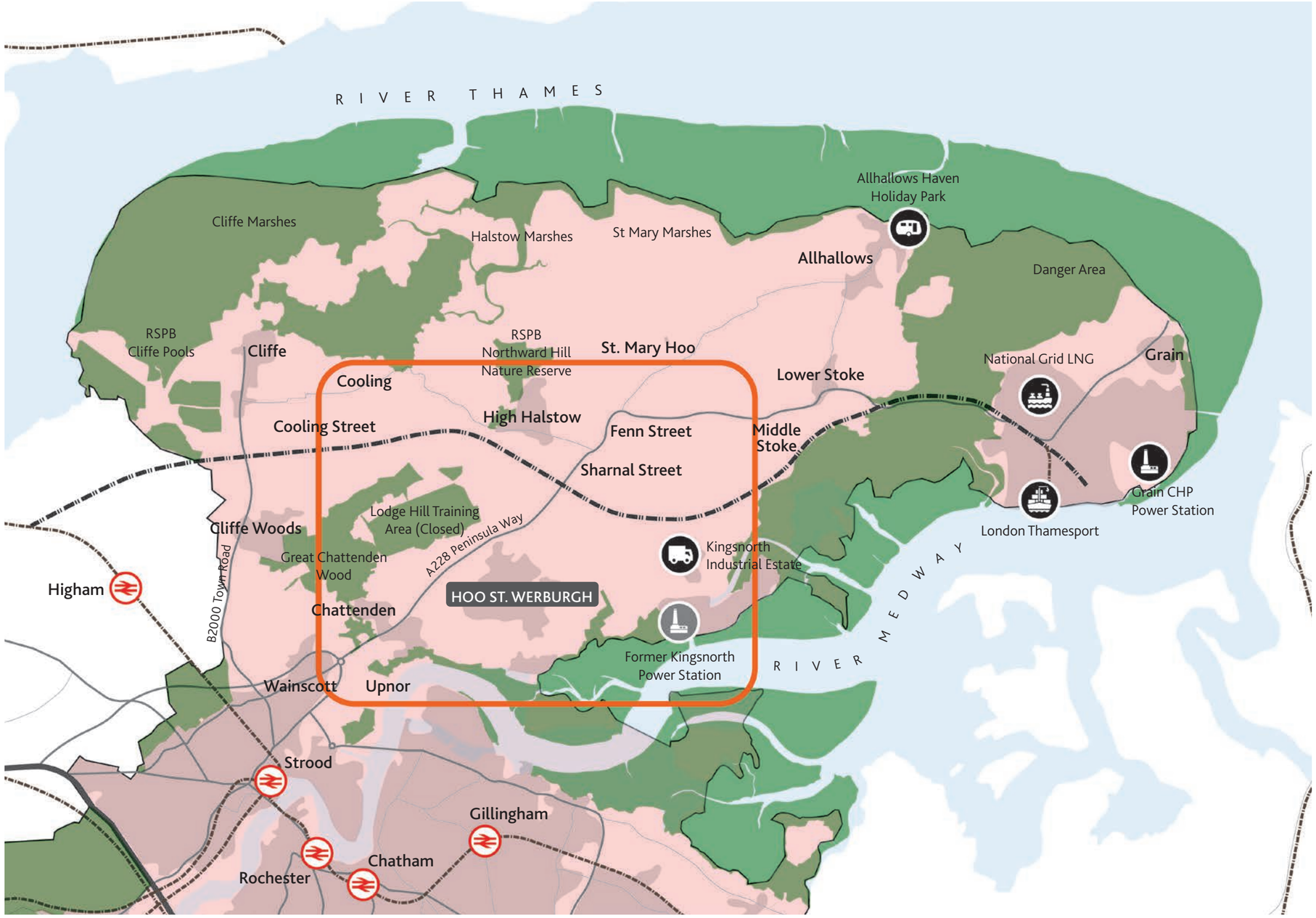
Further strategic guidance for the protection and enhancement of the natural environmental assets on the Hoo Peninsula are set out in the Medway Green and Blue Infrastructure Framework.

There are a number of small villages across the Peninsula, with the large village of Hoo St Werbugh providing wider, but limited services, for the smaller villages. Many villages expanded rapidly in the post war period with the development of the power stations.

The post war power stations have been de-commissioned, but the area remains important for energy supply and transportation. Former sites are being redeveloped and logistics are a major sector, such as areas around Kingsnorth.

The Peninsula is in yet another phase of change, with the large former power plant sites finding new uses, including more sustainable energy options, as the country responds to the climate emergency and moves to meeting net zero carbon commitments.

The villages have also seen more housing development in recent years, in common with other parts of Medway and wider Kent. Levels of housing need have risen dramatically in the South East, and Medway has to plan for how it can best accommodate this need for new homes up to the late 2030s. These pressures will bring further changes to the Hoo Peninsula.



LEGEND

- Study area
- Medway administrative area
- Existing settlement
- Environmental designations (SSSI, greenbelt, AONB, Ramsar, SPA)
- Passenger railway line
- Freight railway line
- Railway station
- Motorway
- Major road
- Holiday park
- Industrial estate
- Container port
- LNG facility
- Power station
- Power station (closed)

Figure 2.3 Hoo Peninsula context diagram

2| CONTEXT ANALYSIS

2.3 HOO PENINSULA CONTEXT



Figure 2.4 RSPB Cliffe Pools



Figure 2.5 Northward Hill Nature Reserve



Figure 2.6 London Thamesport, Isle of Grain



Figure 2.7 St Mary Hoo



Figure 2.8 Allhallows Haven holiday park

2| CONTEXT ANALYSIS

2.4 LOCAL CONTEXT

Hoo St Werburgh, generally known as Hoo, is located in the Hoo Peninsula, to the north east of urban Medway. It is the largest settlement on the Peninsula, with a population of about 9,000 residents (2011 Census) and acts as a service centre for smaller villages on the Peninsula. The small town provides various social and community facilities including a secondary school, a number of convenience stores and other small-scale shops in the village centre, and health facilities.

Hoo St Werburgh is connected to urban Medway via Peninsula Way (A228) and to the M2/A2 via the A289, providing access to the wider Kent area and London.

The landscape around Hoo St Werburgh is diverse with protected areas, fields, woodlands and scattered villages. The area's heritage has particular significance for military and industrial history over many centuries. Assets such as the Hoo Stop Line are key features in the local environment. The south of the Peninsula accommodates some large scale commercial and industrial uses including Kingsnorth Commercial Park and London Thamesport further east.



Figure 2.9 Local context diagram

2| CONTEXT ANALYSIS

2.4 LOCAL CONTEXT



Figure 2.10 Hoo St Werburgh



Figure 2.11 High Halstow



Figure 2.12 Chattenden



Figure 2.13 Military barracks



Figure 2.14 Hoo St Werburgh

2| CONTEXT ANALYSIS

2.5 LANDSCAPE CHARACTER AND SENSITIVITY

This section sets out an overview of landscape character and sensitivity as part of the contextual analysis of the study area. There is marked variation across the area and the analysis is presented in ten separate character areas.

The present assessment of the sensitivity of the landscape to change is based upon an evaluation of published landscape character assessments, site visits, desk based studies and Medway Council landscape advice. It is beyond the scope of the Hoo Development Framework to deliver a comprehensive appraisal of the landscape sensitivity of the setting of Hoo St Werburgh and as such, appropriate studies should also be read in conjunction with this report. The table below sets out the landscape sensitivity criteria used in this assessment:

Sensitivity	Definition
LOW	The land parcel can accommodate the proposed development without significant character change.
LOW / MEDIUM	The land parcel can accommodate the proposed development in many situations without significant character change.
MEDIUM	The land parcel can accommodate the proposed development in some situations without significant character change.
MEDIUM / HIGH	The land parcel can accommodate the proposed development only in limited situations without significant character change.
HIGH	The land parcel is unable to accommodate the proposed development without significant character change.

Figure 2.16 Landscape sensitivity definition table

Much of the contextual information is taken from work on a Hoo Peninsula Landscape Sensitivity and Capacity Study. Considered design responses are subject to wider assessments and links to other programmes. Information is presented here as context for the preparation of the Hoo Development Framework.

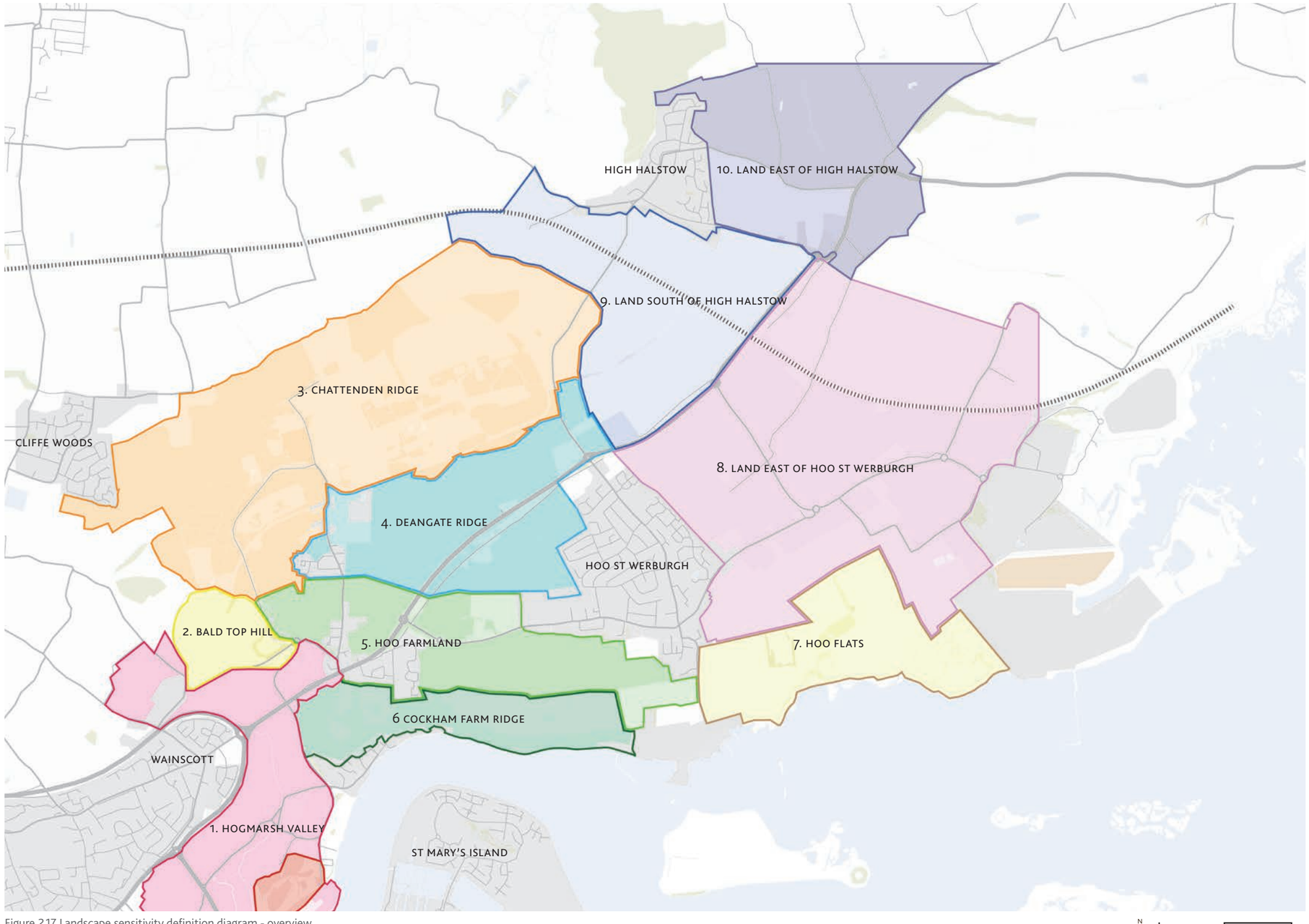


Figure 2.17 Landscape sensitivity definition diagram - overview

2| CONTEXT ANALYSIS

2.5 LANDSCAPE CHARACTER AND SENSITIVITY



Figure 2.18 Hogmarsh Valley

1. HOGMARSH VALLEY

A broad valley with open, gently rolling arable farmland and distinctive elevated woodland backdrop, the Hogmarsh Stream flows along the valley floor and includes small pockets of marsh.

Sensitivity to development : MEDIUM / HIGH

Potential design responses being considered include:

- Enhance Hogmarsh Stream as a distinctive landscape feature and as a link between settlement and wider countryside.
- Retain agricultural uses and soften and screen urban fringe pressures.
- Realise 'gateway' potential of the Hogmarsh Valley at key arrival nodes such as Four Elms roundabout through landscape enhancements and improved boundary treatments.
- Maintain an attractive and valuable buffer separating the more densely occupied urban areas to the south west from the quieter and more remote outlying settlements along the estuary and across the wider Hoo Peninsula.
- Development should respect landscape context, rural character, protect openness and retain views of prominent green wooded backdrop.

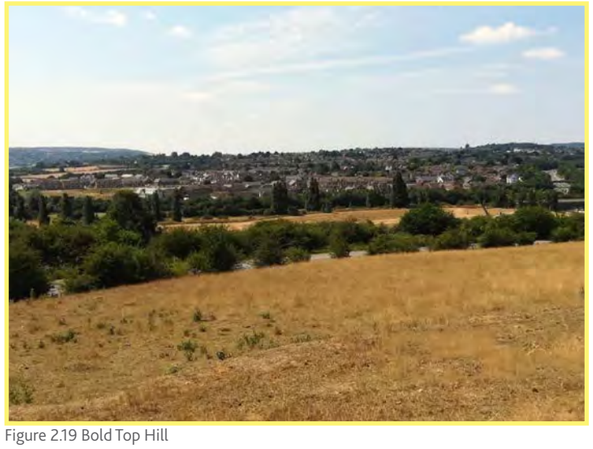


Figure 2.19 Bold Top Hill

2. BALD TOP HILL

Prominent farmed hill with a distinctive pastoral landscape and a quiet and unspoilt rural character. Dramatic long views from plateau to south over Medway Towns, estuary and towards North Downs. Includes tract of SSSI designated land to south east and ancient woodland, which acts as a carbon sink, particularly for the nearby traffic dominated Four Elms Roundabout.

Sensitivity to development: MEDIUM / HIGH

Potential design responses being considered include:

- Protect open and generally unspoilt character, development would not be appropriate on hill slopes or ridge.
- New development proposals should seek to enhance the green infrastructure opportunities to maximise benefit from this tranquil and remote area with outstanding views.
- Strengthen 'gateway' potential of Bald Top Hill as key gateway to the Hoo Peninsula and Medway.
- Protect the open and unrestricted views and rural character.



Figure 2.20 Chattenden Ridge

3. CHATTENDEN RIDGE

Prominent steep wooded ridge with open farmed land at its eastern extent, dropping down to a broad valley bottom at Lodge Hill; former golf course on the southern boundary defined by wooded fringe. Includes extensive tracts of designated land such as SSSI and blocks of ancient woodland, which acts as a carbon sink. Water is also a strong landscape feature running through the site.

Sensitivity to development: MEDIUM / HIGH

Potential design responses being considered include:

- Protect the wooded ridgelines and farmed slopes from harmful development.
- Sensitively balance between wildlife and community for mutual benefits.
- Enhance access to maximise its high recreational value having the highest point on the Peninsula.
- Development should respect the sense of place, tranquillity and distinctive rural character of the Chattenden Ridge.
- Development proposals should respect and conserve the role, function and extent of the ecological and cultural designations present across the ridge.



Figure 2.21 Deangate Ridge

4. DEANGATE RIDGE

Elevated ridge consisting of undulating arable farmland of a medium scale, area includes a number of disused recreational land uses. Includes some distinctive hedgerows and woodland blocks worth preserving. The western and eastern ends are subject to urban fringe pressures with a major road bisecting the landscape character area.

Sensitivity to development: MEDIUM

Potential design responses being considered include:

- Development should respect and preserve the 'green backdrop' function in strategic views the ridge performs.
- Ensure a substantial swathe of open countryside is retained to the west of the parcel to provide a green buffer.
- Enhance access and green infrastructure across the parcel.
- Protect and enhance the network of hedgerows, tree plantings and woodland located on settlement fringes.
- Proximity to Chattenden Woods and Lodge Hill SSSI and appropriate offsets to preserve the purpose of designation should inform the type and scale of development under consideration.

2| CONTEXT ANALYSIS

2.5 LANDSCAPE CHARACTER AND SENSITIVITY



Figure 2.22 Hoo Farmland

5. HOO FARMLAND

Undulating, arable farmland with large fields, a fragmented network of hedgerows and sparse tree cover, road corridors are a source of severance within the landscape and are a general detractor.

Sensitivity to development: MEDIUM

Potential design responses being considered include:

- Maintain separation and openness between rural settlements.
- Protect the hedgerow network and provide a strong green buffer west of the parcel.
- Strengthen road corridor vegetation along both sides of A228 to ensure multi-functional benefits including wildlife corridor, reduction in adverse effects of noisy and polluting road network and softening, screening potential future developments.
- Maximise potential of water including opening up and realigning the watercourse to improve benefits of Green Infrastructure, flood alleviation and recreational opportunities.
- Development should respect and conserve the rural character, ecological value, tranquillity and distinctive identity of the farmland.
- Protect views of Deangate Ridge and estuary.



Figure 2.23 Cockham Farm Ridge

6. COCKHAM FARM RIDGE

The Cockham Farm Ridge consists of two contrasting land uses, a distinctive and prominent wooded ridge and large undulating, open arable farmland on a valley slope. Performs an important functional role in retaining separation between settlements at Upnor, Hoo St Werburgh and Chattenden. Includes SSSI, Ancient Woodland, Ministry of Defence (MOD) land at Beacon Hill, recreational uses to west (Hoo Common).

Sensitivity to development: MEDIUM / HIGH

Potential design responses being considered include:

- The ridge is a prominent and distinctive feature within the landscape, development should respect and conserve its character and recognise its value as a 'green backdrop' in strategic views.
- Retain rural character and introduce open space facilities as part of a wider Green Infrastructure network.
- Strengthen field boundary planting , particularly along the Saxon Shore Way and conserve protected woodland areas.
- Maintain strategic open view across the Peninsula and estuary.



Figure 2.24 Hoo Flats

7. HOO FLATS

Low lying reclaimed marshland area with remnant features including creeks and ditches. Influenced by urban and industrial uses including power station, pylons, sewage works with adverse effects. Medway Marshes considered highly sensitive with several designations including Ramsar, SPA and SSSI. Provides long views across estuary.

Sensitivity to development : HIGH

Potential design responses being considered include:

- Area is largely inappropriate for built development due to low lying land.
- Introduce a wetland park to manage and protect dramatic estuary views, the sensitive and valued landscape and expand biodiversity.
- Protect strong sense of place along estuary shoreline and within hinterland areas.
- Strengthen and retain natural and heritage features of area.
- Enhance Green Infrstructure opportunities including connections into the wider landscape.
- Support public access to highly valued landscape area while ensuring ecological designations are protected from recreational disturbance.



Figure 2.25 Land East of Hoo St Werburgh

8. LAND EAST OF HOO ST WERBURGH

Undulating, predominantly arable farmland with large open fields and little sense of enclosure, extensive views from higher ground towards estuaries. A freight rail line and a watercourse follow the valley floor while the land rises gently on either side to the east and west.

Sensitivity to development: LOW / MEDIUM

Potential design responses being considered include:

- Development should utilise appropriate green buffers to integrate schemes with the wider landscape.
- Maximise opportunities of local assets within design proposal including existing field patterns, water body, heritage assets and views of estuary.
- Development should protect the separation of, rural character and open countryside between rural settlements.
- Strengthen and increase the landscape structure and biodiversity value through the development and implementation of a Green Infrastructure strategy.

2| CONTEXT ANALYSIS

2.5 LANDSCAPE CHARACTER AND SENSITIVITY



Figure 2.26 Land South of High Halstow

9. LAND SOUTH OF HIGH HALSTOW

Undulating, predominantly arable farmland with large open fields and little sense of enclosure, extensive views from higher ground towards estuary and beyond. Distinctive features along the valley floor to north of A228 include natural water courses, overhead power lines, freight rail line, fruit packing stores and farmsteads.

Sensitivity to development: MEDIUM

Potential design responses being considered include:

- Development should utilise appropriate green buffers to integrate schemes with the wider landscape.
- Improve access to maximise cycling/walking opportunities and views.
- Development should protect the separation of, rural character and open countryside between rural settlements.
- Strengthen and increase the landscape structure and biodiversity value through the development and implementation of a Green Infrastructure strategy.



Figure 2.27 Land East of High Halstow

10. LAND EAST OF HIGH HALSTOW

Tranquil and remote open farmed landscape predominantly in arable use with rural feel. Land to east performs important functional role in retaining separation between St Mary Hoo and High Halstow. Land to south east also functions as a buffer between enlarged High Halstow and Sharnal Street ribbon development.

Sensitivity to development: MEDIUM

Potential design responses being considered include:

- Maintain separation and openness between rural settlements.
- Development should respect and conserve the rural character, ecological value, tranquillity and distinctive identity of the farmland.
- Encourage green infrastructure and ensure access for the wider community to the area with outstanding views.

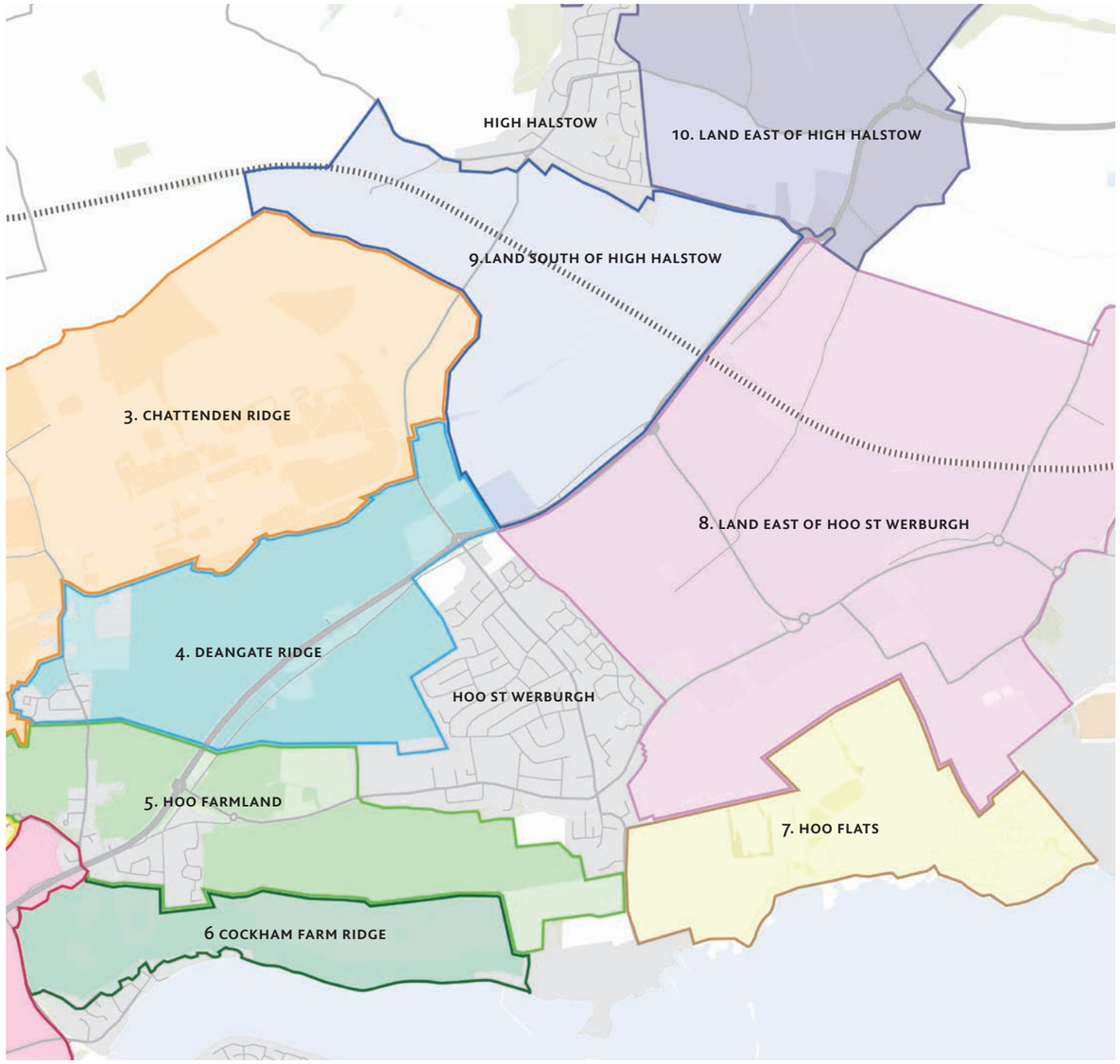


Figure 2.27 Landscape sensitivity definition diagram

2| CONTEXT ANALYSIS

2.6 TOPOGRAPHY

The area being considered in this Framework is formed of a complex landform of hills and valleys extending east and north-east, from elevated land to the west of Chattenden. This includes the Cockham Farm ridgeline at 45m AOD, the Deangate Ridge at 70m AOD and the Chattenden Ridge at 70m AOD. As a result, the western part of the site is part of a valley system, enclosed by these ridgelines, with the valley floor consisting of an unnamed stream to the east of the A228 at 25m AOD. The combination of these elevated ridgelines and existing woodland visually screen the lower parts of the western part of the site from the wider landscape, with only the more elevated parts of the site being visible from the south of the River Medway.

In contrast, the eastern and south-east parts of the site, are primarily flat or gently sloping landform falling from 40m AOD adjacent to the A228 to 15m AOD at Stoke Lane. From Stoke Road the landform falls to 5m AOD adjacent to the flats and marshes.

The initial masterplanning work in this document has considered topography and the impacts to visibility and visual characteristics that arise from it.

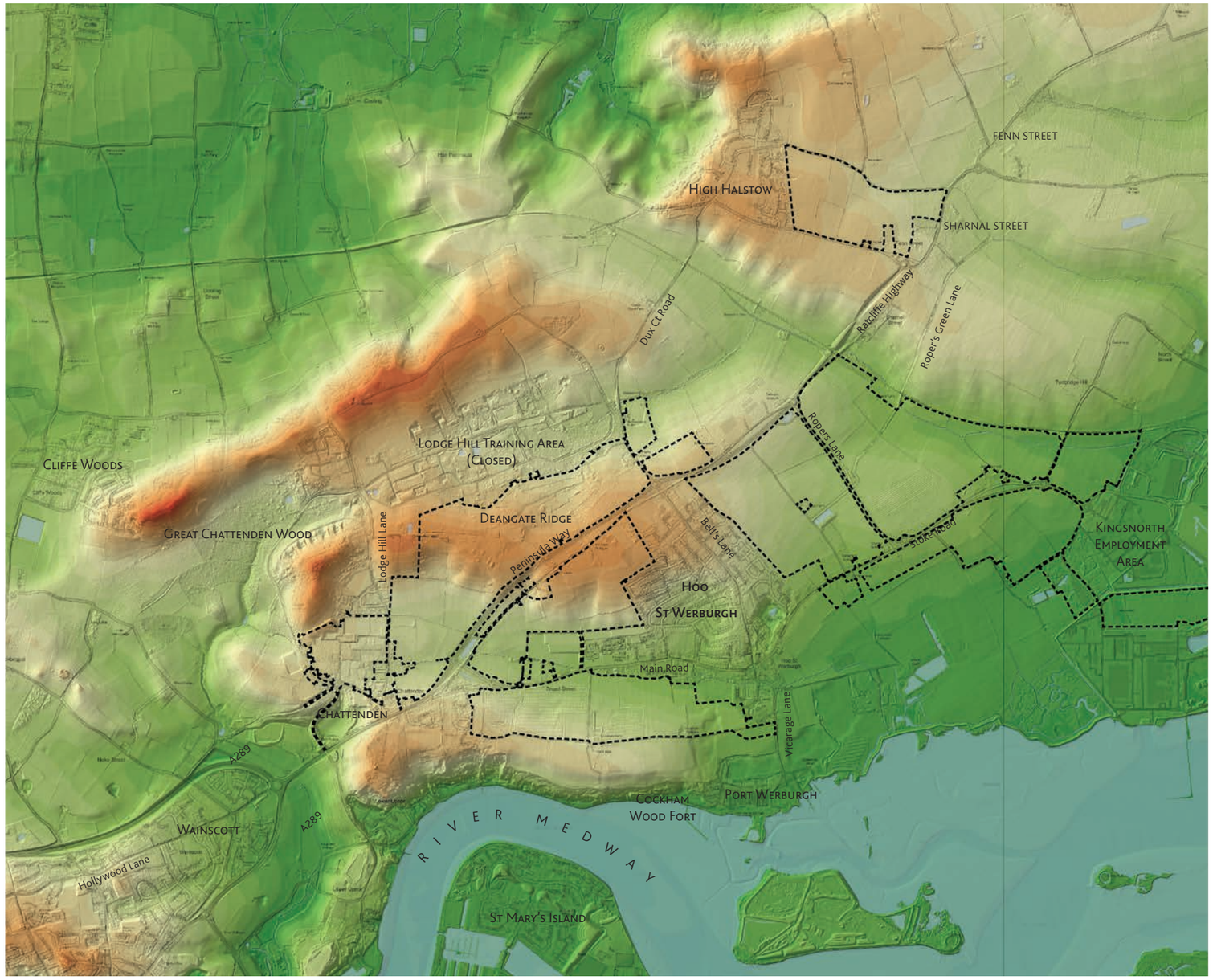


Figure 2.28 Topography diagram

2| CONTEXT ANALYSIS

2.7 WATER AND FLOOD RISK

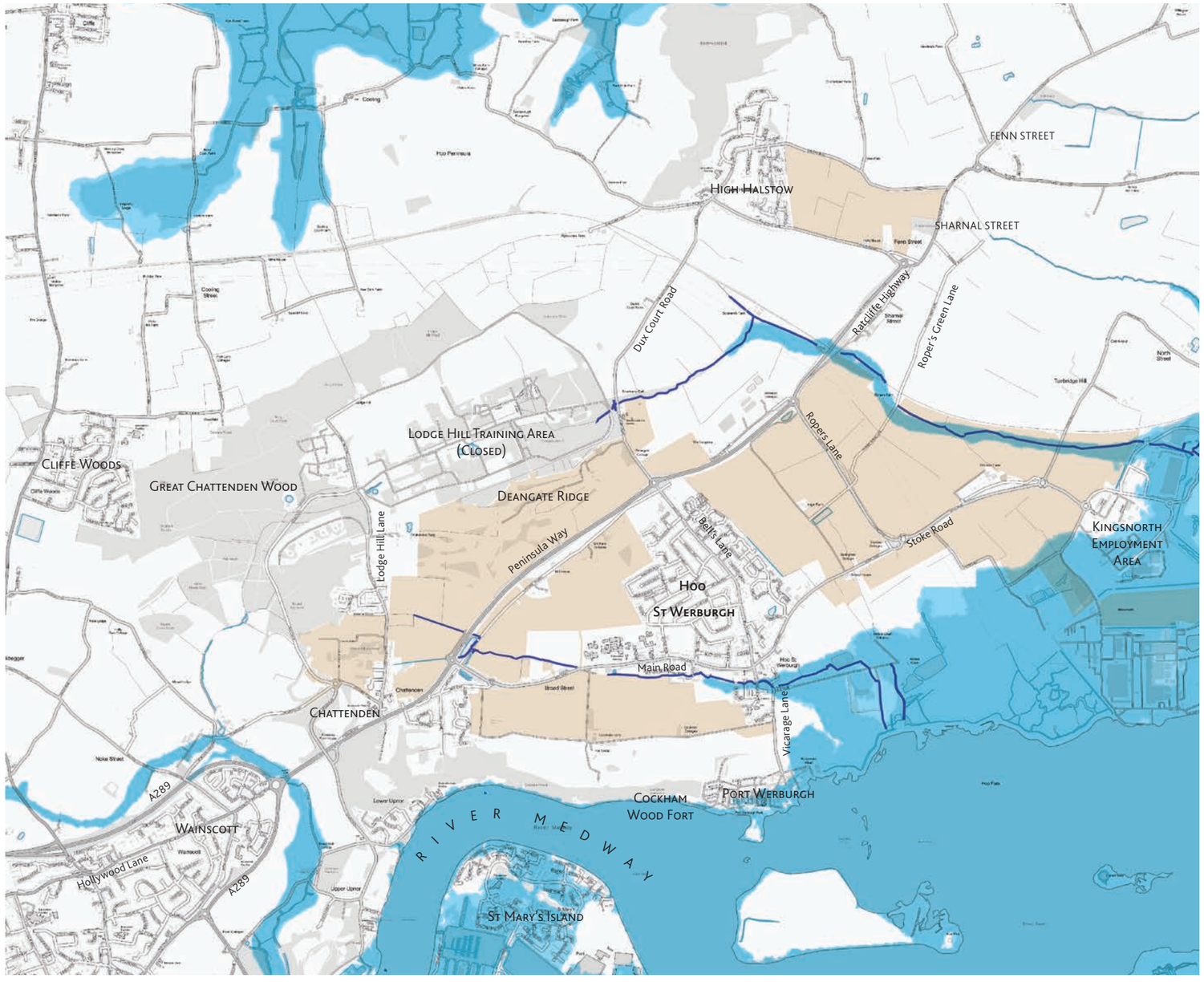
The area around Hoo St. Werburgh is predominantly rural, and the wider catchment contains a complex network of sub catchments and land drains which drain surface water out to the tidal Medway via the farmland and marshland situated within the lower reaches of the catchment. Parts of the Hoo St. Werburgh study area to the south and east are within the Medway Estuary and Marshes Site of Special Scientific Interest (SSSI), Special Protection Area (SPA) and Ramsar designations. The southwest of the study area is part of the Tower Hill to Cookham Wood SSSI (see the next page of the report for further detail). This, alongside the requirements of the Water Framework Directive, increases the importance of the need to ensure the discharge of clean, uncontaminated surface water.

The Hoo Stream is a key ordinary watercourse which passes through the main village. The stream commences at the Ratcliffe Highway and passes through the rear of properties at Main Road, with several culverted sections, before joining the Medway near Abbots Pools. There are two further ordinary watercourses in Hoo St. Werburgh; one flowing southeast from the Abbots Court area to the Medway, and the other flowing east along the northeast edge of the study area. There are currently three attenuation basins within the Hoo St. Werburgh area, with around five further attenuation ponds proposed within current planning consents.

There is a Southern Water public sewer network consisting of foul / combined and surface water sewers throughout the study area. The surface water sewer has several outfalls, discharging into different points along Hoo Stream, the River Medway and a storage pond east of Hoo St. Werburgh. The foul / combined network is pumped out of the study area by two pumping stations, one east of Hoo St. Werburgh and one in the southwest of the study area. There are no Combined Sewer Overflows (CSO) within the study area.

The majority of the areas around Hoo St Werburgh lies within Flood Zone 1, the lowest risk and most suitable areas for residential development.

The parts of the land identified for future growth located in Zones 2 or 3 (to the south-west) which are considered in this Framework, could accommodate open space and ecological enhancements associated with the marine environment of the river.



LEGEND

- Framework area
- Flood zone 2
- Flood zone 3
- Principal water course
- Other water course

Figure 2.29 Flood risk zones diagram

2| CONTEXT ANALYSIS

2.8 ENVIRONMENTAL DESIGNATION AREAS

Hoo Peninsula and its environs support a diverse range of valued habitats and cultural assets. Ecological designations of national and international importance are located to the north, west and south of the potential development area, most significantly within the Medway Estuary and Marshes.

A significant proportion of the estuary and marshes that surround Hoo are designated as Ramsar, SPA and SSSI, the closest located to the south of the potential development area. The SSSIs of Tower Hill to Cockham Wood and Chattenden Woods and Lodge Hill in addition to the pockets of ancient woodland situated within their limits are located to the north and west.

In developing this framework, the highest regard has been had for SSSI, Ramsar and SPA designations, their significance internationally and the ecological, biodiversity assemblages that they support.



Figure 2.30 Environmental designations diagram

2| CONTEXT ANALYSIS

2.8 ENVIRONMENTAL DESIGNATION AREAS













2| CONTEXT ANALYSIS

2.9 EXISTING VEHICULAR MOVEMENT

Car ownership and usage rates on the Peninsula are much higher than the rest of Medway. This pattern reflects the rural location and could be influenced by the poor connection of the Peninsula with the rest of Medway - the public transport offer is unattractive to many residents, the topography is difficult for cyclists and the lack of cycle lanes and attractive pedestrian links make it very difficult and inconvenient for residents to use other transport modes than the car. Residents want transport options, and policies to address climate change require more sustainable alternatives to the car.

Road Network

The A228 - Peninsula Way - is the primary strategic route through the Hoo Peninsula. It is the primary distributor road connecting the settlements of Grain, Stoke (Upper, Middle and Lower), Allhallows, St Mary Hoo, High Halstow, Hoo St Werburgh and Chattenden to the A289 at the Four Elms roundabout at Wainscott. The A228 is a two-lane dual all-purpose carriageway between Four Elms roundabout and Ropers Lane where it then becomes a single lane non-dual carriageway. Residential frontage is limited with the A228 providing a road rather than street function. The majority of its junctions are large roundabouts, such as the Four Elms Roundabout providing very limited capacity during peak travel times and resulting in travel delays.

The A289 functions as a bypass around Strood and Wainscott running from junction 1 of the M2 in the west to Gillingham though the Medway Tunnel. Like the A228, it is strategic in nature, with limited frontage. The nearest connections to the strategic road network (SRN) are junctions 1 and 2 of the M2 to the west of Strood.

It is important to note three major issues regarding transport in Hoo St Werburgh:

- Four Elms Hill is a designated Air Quality Management Area;
- High quantity of HGVs on Peninsula roads adds to congestion and air quality issues and conflicts with other road users;
- Limited number of access points into and out of Hoo St Werburgh, with few alternative options.

Bus Network

Several bus routes serve Hoo St Werburgh and are operated by Arriva, ASD Coaches and Nu-Venture. Nearby Chattenden, Wainscott and Strood are accessible within a 15-minute journey ; Chatham and Grain in 30-45-minutes; and parts of Gillingham including the Medway Maritime Hospital in up to an hour. There is no bus service between Cliffe Woods and Hoo St Werburgh. Services run at poor frequency at certain times of the day. Additionally, buses are often held up in congestion at peak travel times.

Public transport connectivity remains limited and not attractive to users. There is a strong need to modernise and diversify transport modes to give people an attractive and viable alternative to the car. The proposed new station and passenger service will improve connectivity and transform the attractiveness of the Hoo Peninsula.

Any development on the Peninsula needs to be sustainable and future-proofed, where wider transport choice benefits existing and new residents.

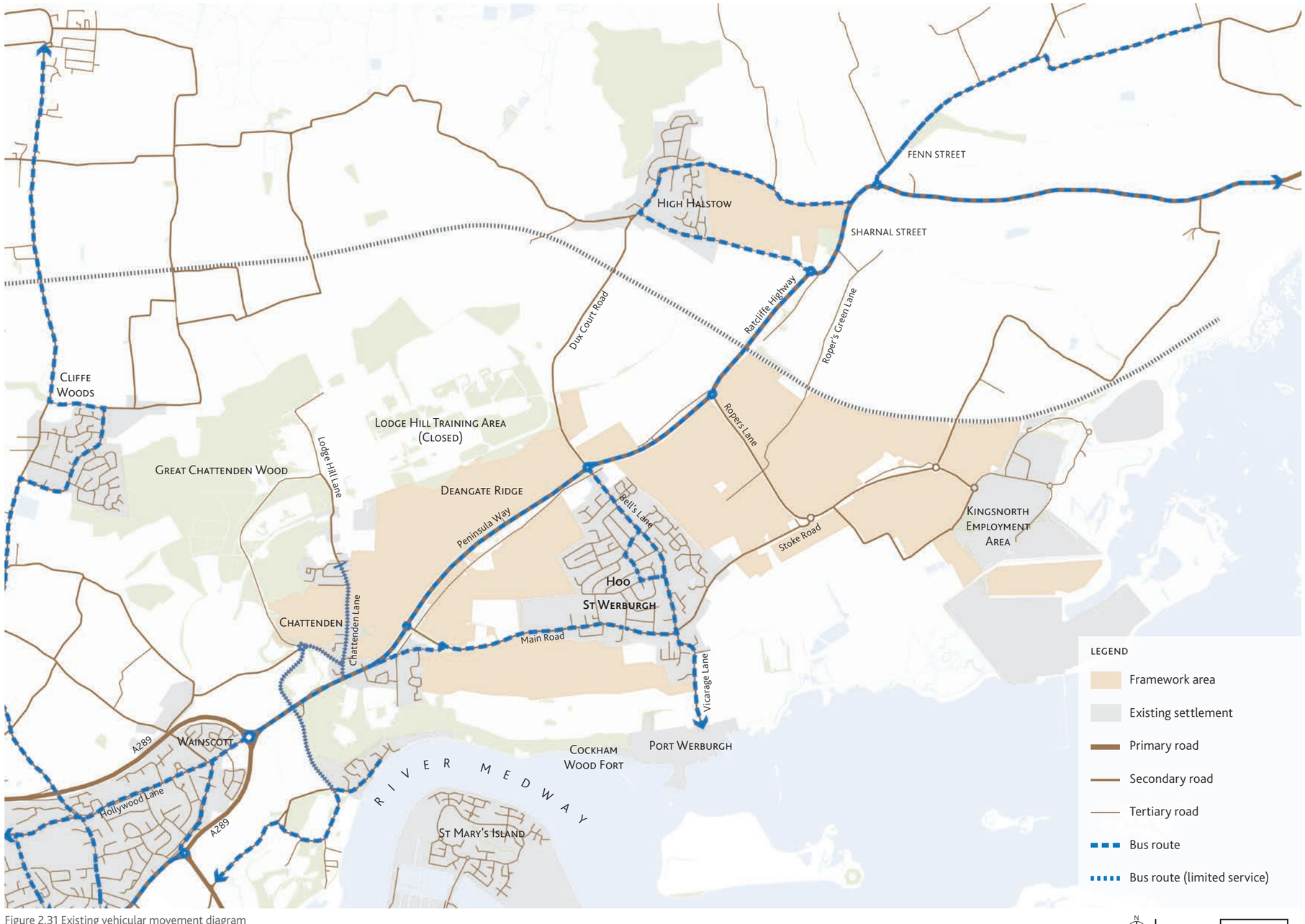


Figure 2.31 Existing vehicular movement diagram

2| CONTEXT ANALYSIS

2.10 EXISTING PEDESTRIAN AND CYCLING ROUTES

Pedestrian Network

Steep topography and heavy HGV traffic on the A228 are among the major constraints to cycling and walking in Hoo. The A228 is a significant barrier for both pedestrians and cyclists making it difficult to connect the different parts of the village. Footways are provided alongside the highways but do not ensure appropriate safety with either footpaths on only one side of the road or too narrow, at less than the preferred minimum of 2m. In addition, there is a network of off-road footways providing connectivity between the different existing residential areas. Outside of the settlement, extensive Public Rights of Way (PRoW) offer leisure walking routes and connections to neighbouring settlements including Chattenden. Due to the previous military land use the network is fractured in parts and could be improved with additional sections to complete the network around Hoo.

The Saxon Shore Way is a historic coastal walking route running to the south of Hoo St Werburgh and connecting to the village of Upnor. The Saxon Shore Way has an alternative inland route when the high tide prevents walking along the beach. This pedestrian link is well used and allows access to attractive areas of the Peninsula along the river. However, this is a highly sensitive area, of international importance for wildlife. Recreational disturbance can impact on birds, and policies and projects through the Birdwise programme seek to manage access along the estuary.

The England Coast Path is a planned National Trail, which follows the coastline of England. At Hoo, it will connect the existing Saxon Shore Way and Kingsnorth Employment Area with the wider coastline in Kent, Essex, London and beyond.

Cycle Network

Cycle lanes and other cycling facilities in and around Hoo St Werburgh are limited. Main Road and a section of Stoke Road form part of National Cycle Route (NCR) 179, a circular route connecting Chattenden, Hoo St Werburgh, High Halstow, Cooling, Cliffe and Cliffe Woods to NCN 1, a long-distance route running between Dover and the Shetland Islands. It runs largely on-road although there are traffic-free sections between Chattenden and NCN 1 and between Stoke Road and High Halstow. The whole of Hoo is within a 2km radius while Chattenden, Kingsnorth, High Halstow, Lower Upnor and parts of Wainscott are within a 5km radius. Additionally, urban Medway may be within a reasonable cycling distance, but with the steep topography and high volume of traffic along the A228, cycling is not a particularly attractive mode of transport for many residents at present.

Despite constraints to cycling and walking within Hoo St Werburgh and the wider Peninsula, there is a strong potential to enhance the existing network with better lanes and paths and an extension of the current network towards attractive destinations. Promoting greater walking routes and cycling connections around Hoo St Werburgh to access services and provide greater choice of travel options is crucial to ensure a more sustainable way of life on the Peninsula.

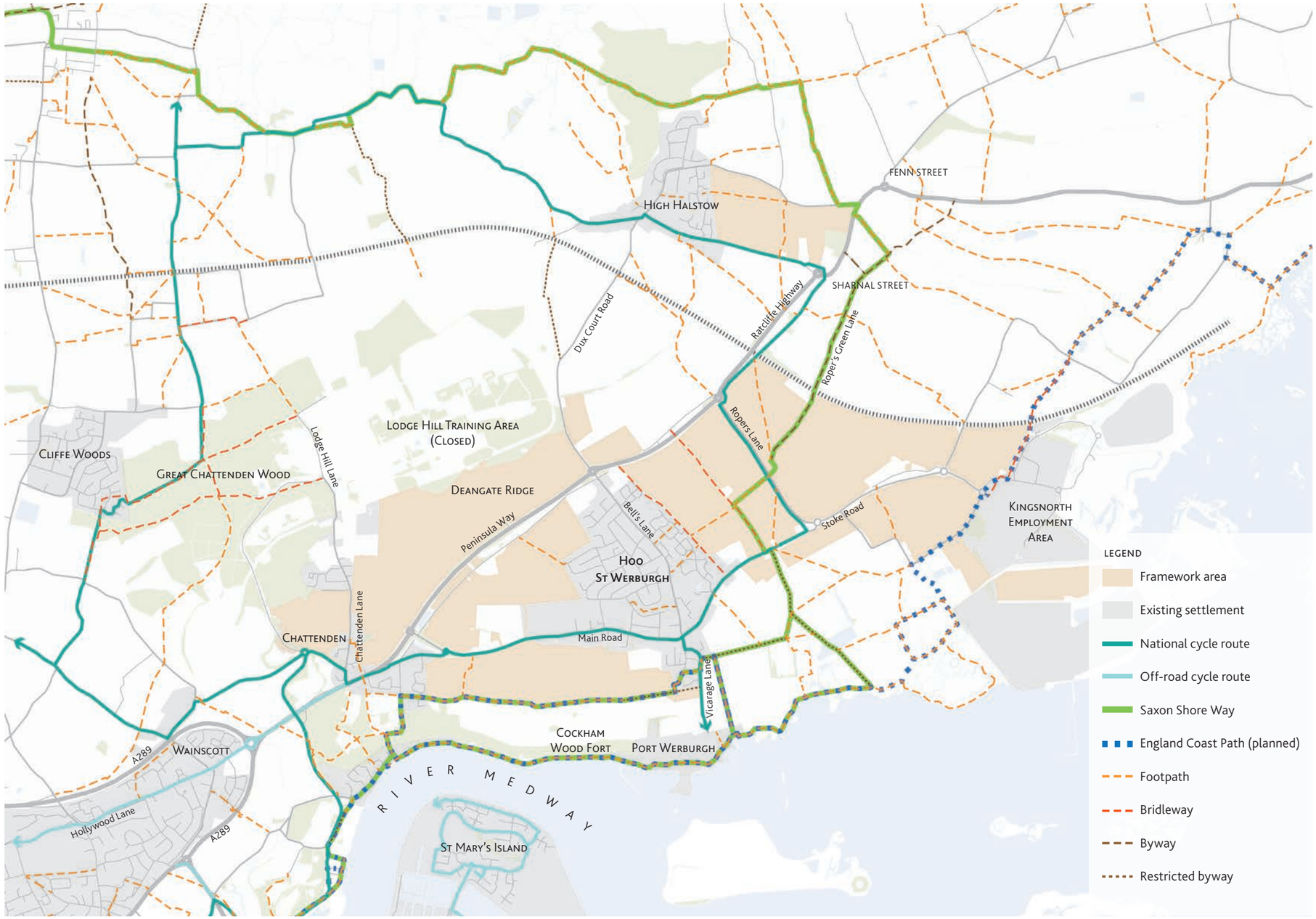


Figure 2.32 Existing pedestrian and cycle movement diagram

2| CONTEXT ANALYSIS

2.11 EXISTING COMMERCIAL AND SOCIAL FACILITIES

Hoo St Werburgh already performs a service centre role for the wider Peninsula with local facilities and amenities. However, within the course of the last ten years, a number of facilities have been closed within Hoo St Werburgh including a bank, several pubs and leisure facilities. The population has increased significantly with new developments in recent years, but services have decreased in certain areas. Although this may reflect wider trends in retail and services, it is a concern for residents, who experience pressure on some services, and due to the limited offer locally, often choose to travel further afield for shopping, leisure and other services.

Retail & Community Facilities
Hoo has a well-established village centre, located around the intersection of Main Road, Stoke Road, Bells Lane and Church Street. It is a focus for the community, and shops are set back behind an open green space, with benches and public noticeboards. Parking is to the rear of the shops, accessed off Stoke Road. Around 30 units are occupied by traditional High Street uses and convenience goods retailers include small Co-op and Spar stores. There is also a newsagents, coffee shop, pharmacy, post office, estate agents and a small number of take-aways. Overall, this provides a good focus for the day to day needs of the local residents and people from nearby villages. There is a also small parade of seven shops on Knights Road in Hoo, including a newsagent, hair salon, grocer/off-licence, take-away and pharmacy, along with a convenience store at the junction of Pottery Road and Main Road. Hoo also provides a range of community facilities and services, including a library, swimming pool, a village hall, various pubs, a fire station and two churches. Although the historic village centre retains its draw for residents, there is limited scope for expansion to bring in new services. It is physically constrained - close to housing and the intersection of roads. The busy junction can create conflict between vehicles and pedestrians. Some of the facilities in Hoo, such as the Village Hall and Hundred of Hoo pool, were built some decades ago, and are in need of modernisation.

There are a few services and facilities in Chattenden, including a community centre, primary school and church. There is limited retail provision. The village reflects its history as an army base. High Halstow has a distinctive and historic village centre. It includes the village pub, church, halls, recreation ground, and the village shop and primary school are close by.

Further retail and commercial infrastructure is provided in Strood and wider Medway. Strood accomodates most of the major supermarkets and is the main food shopping destination for the residents of the Hoo Peninsula.

Education
The Hundred of Hoo Academy provides secondary and primary education and other existing education facilities at Hoo St Werburgh include Hoo St Werburgh Primary School and specialist provision at the Marlborough Centre for children with autism. Additional primary schools can be found in the surrounding villages such as Chattenden Primary School and High Halstow Primary School. Young people also travel to schools in wider Medway, particularly for selective grammar schools at secondary level.

Healthcare
Few medical services and a dental practice are located within Hoo St Werburgh: the Elms Medical Centre, St Werburgh Medical Practice and Hoo Dental Care. Health services are currently under significant pressure and there are restrictions in taking on new patients. This is a matter of great concern for residents.

Recreation & Leisure
There is a range of public open spaces in and around Hoo St Werburgh with a few playgrounds, playing fields and parks. Further recreation facilities can be found close by such as Frindsbury Tennis Club and indoor bowls at Deangate Ridge.

An extensive network of Public Rights of Ways provides recreational walking and cycling routes around Hoo, but suffers from fragmentation and does not provide a coherent network of pathways or a connection to main destinations within the area.

The quality and quantity of the existing facilities need to be improved to better serve the growing local population with rising demand for more services and good leisure facilities. Large scale development on the Peninsula would also require a significant increase in the number of facilities in key locations. Increases in residents will provide a strong customer base to stimulate the market to up-lift the quality and quantity of shopping facilities and services across the town and within its adjacent villages. The scale of services needed to cater for Hoo's growing population will mean new facilities and shops across the town. It will be important to manage the development of new centres to ensure that the existing village centre is not undermined. The phasing of key infrastructure, such as schools and healthcare is critical to growth, avoiding unacceptable pressures on existing services and residents. Development planned at High Halstow and Chattenden also needs to respect the role of existing centres and services.



Figure 2.33 Hoo village centre


Figure 2.34 High Halstow Primary School



Figure 2.35 Hoo village centre with the local shops parade



Figure 2.36 Hoo dental care



Figure 2.37 Hoo village centre open space by SPAR foodstore


Figure 2.38 Chattenden Community Centre



Figure 2.39 Red Dog pub in High Halstow


Figure 2.40 St Werbiurgh Medical Practice

2| CONTEXT ANALYSIS

2.11 EXISTING COMMERCIAL AND SOCIAL FACILITIES



Figure 2.41 Hoo Sports Centre



Figure 2.42 Hoo Library



Figure 2.43 Village Hall



Figure 2.44 The Hundred of Hoo Academy

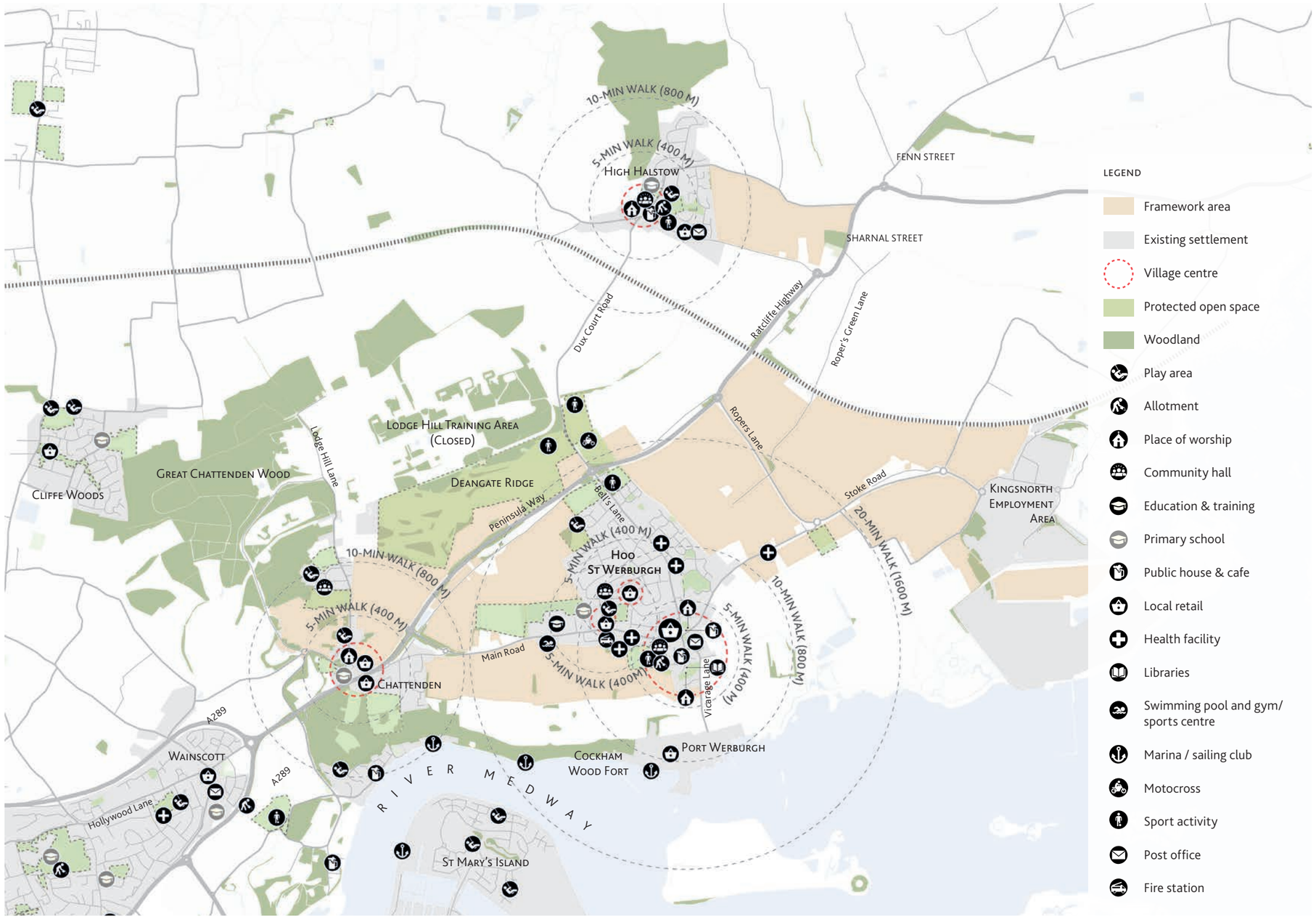


Figure 2.45 Existing commercial and social facilities

2| CONTEXT ANALYSIS

2.12 HERITAGE

The Hoo Peninsula is a distinctive place. The past can still be seen in today's landscapes. The landscape of the Hoo Peninsula is a product of local people's adaptation and management of the peninsula and its estuaries through fishing and the farming of crops and livestock over thousands of years. The area has particular significance for military and industrial heritage.

There is potential for the historic environment and heritage to contribute positively to the present and future communities of the Hoo Peninsula and the wider Medway area. The area has a wide-ranging and fascinating past that can be used to shape the growth in the area and contribute significantly to an attractive life in the future and the wellbeing of residents and visitors alike. Heritage features such as the coastal forts could play a greater role in Medway's tourism offer.

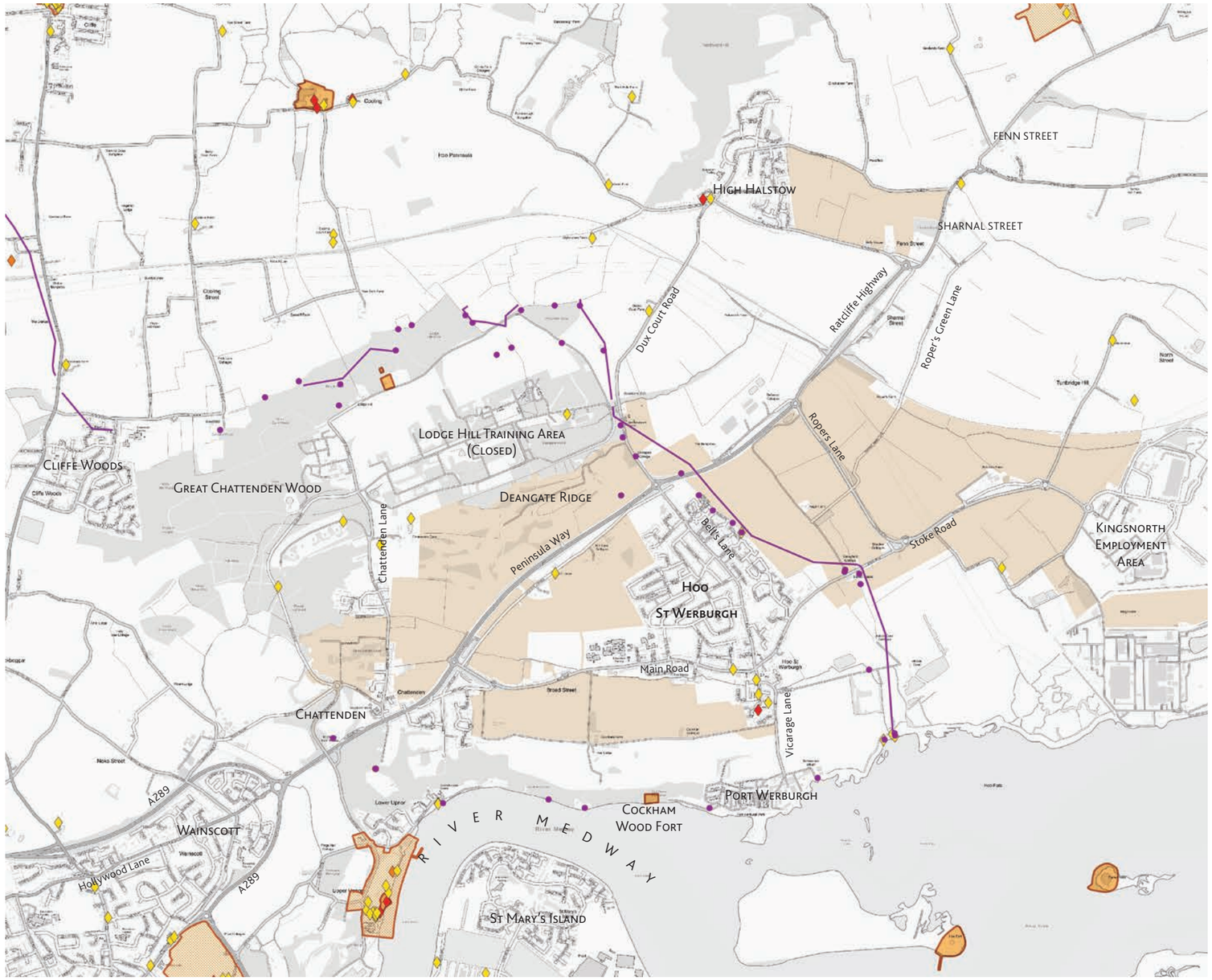
In the context of potential future change, strengthening the links to the area's past can help to shape distinctiveness in new development and engender a sense of place and local community. These links can be made through enhancement and re-use of heritage assets and their interpretation.

Chattenden and Deangate have particular significance for military heritage. The second World War General Headquarters stop line ran across the peninsula from Hoo St Werburgh to Higham. It is a notable surviving example of anti-invasion defence. A number of pillboxes in this area have been designated listed buildings. The stop line provides an opportunity for green infrastructure, providing residents with attractive paths and increasing awareness of the important role played by the peninsula in the past. There are a number of other features in the wider area which also lend themselves to interpretation and inform the planning of green spaces.

High Halstow has changed significantly during the 20th century, however there remains the medieval St Margaret's Church and dispersed upland farmsteads, which reflect the village's rural character.

There is also potential for archaeological interest, including prehistoric and Romano-British remains in the vicinity of Hoo. The Medway Estuary was, in Roman times, an important regional centre for salt and pottery production, and there are also numerous examples of more recent heritage assets along the coast, notably the Cockham Wood Fort, which is on the Heritage at Risk register.

The 'Whose Hoo' project could help the local communities engage with the wider growth proposals to shape development to by helping them discover and celebrate the heritage and habitats of the Hoo Peninsula. Currently the project has received initial support from the National Lottery Heritage Fund and has an initial integrated programme of heritage schemes and events. Proposed schemes include securing volunteers to study the archaeology and industrial history of the peninsula, improve surroundings and deliver events introducing the area's military history to local people.



LEGEND

- Framework area
- Grade I listed building
- Grade II* listed building
- Grade II listed building
- Scheduled monument
- Conservation area
- Hoo stop line
- Extant stop line structure

Figure 2.46 Heritage

2| CONTEXT ANALYSIS

2.12 HERITAGE



Figure 2.47 St Werburgh Church, Grade I Listed



Figure 2.48 St Margaret Church High Halstow, Grade I Listed



Figure 2.49 Great Dalham farmhouse, High Halstow, Grade II listed



Figure 2.50 Cockham Wood Fort, scheduled monument



Figure 2.50 Hoo stop line



Figure 2.51 The naval magazines at Chattenden

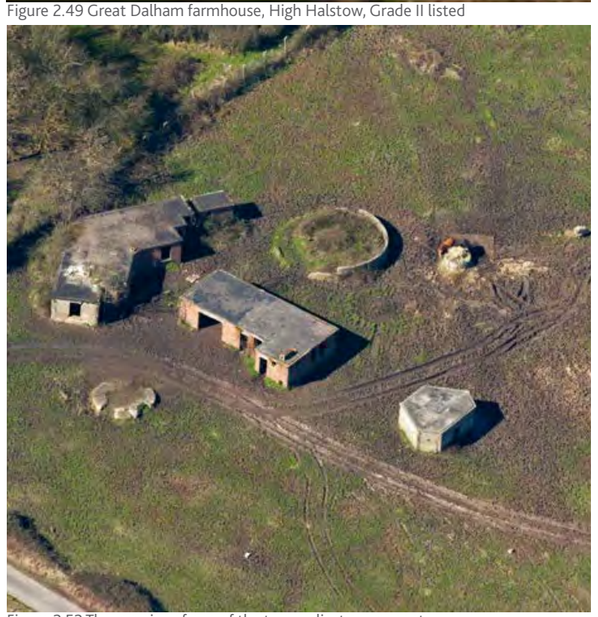


Figure 2.52 The remains of one of the two earliest permanent anti-aircraft batteries in Britain, built at Lodge Hill



Figure 2.53 Hexagonal pillbox south of Abbots Lodge, Part of the Hoo stop line

2| CONTEXT ANALYSIS

2.13 HISTORIC DEVELOPMENT AND HERITAGE

The Hoo Peninsula separates the estuaries of the rivers Thames and Medway, dominated by an extensive area of marshland. The area has been inhabited since the Bronge Age and is rich in archaeology from Roman times to World War II. The name Hoo derives from the old English word for spur of land and features in the Domesday Book as Hoe.

The estimated 2019 population of 29,772 people in Peninsula and Strood Rural wards is spread across various settlements of different scales including Chattenden, High Halstow and Hoo St Werburgh. With over 9,000 residents, Hoo St Werburgh is the largest village in the Peninsula which serves as the main hub, providing key services and facilities for the wider area.

The historic urban growth in all three settlements follow a natural development pattern, starting from a junction of the ancient roads expanding out along the main roads and filling in the land between the roads.

The continuous population growth of villages on the Peninsula shows the merging of settlements such as Hoo St Werburgh and Chattenden where only a narrow gap of fields is left between the two. The growth of High Halstow also appears to be significant throughout the years, from only several houses before the 1940s to hundreds in 2018. There was rapid development on the Peninsula in the post war years coinciding with the opening of the power stations at Grain and Kingsnorth.

Large scale growth on the Hoo Peninsula would bring much change to the area. Change may create some pressure on the character of the existing settlements. New services and facilities would come with housing and Hoo St Werburgh would grow into a small town. There would be new neighbourhoods in the town and High Halstow and Chattenden would be much larger villages. This requires a sensitive and careful urban design approach in order to accommodate growth while maintaining and seeking opportunities to improve the rural character of the area.

1895



HOO ST WERBURGH AND CHATTENDEN 1895

1906



HOO ST WERBURGH AND CHATTENDEN 1906

1940



HOO ST WERBURGH AND CHATTENDEN 1940



HIGH HALSTOW 1895



HIGH HALSTOW 1906



HIGH HALSTOW 1938

Figure 2.54 Historic transformation of Hoo St Werburgh, Chattenden and High Halstow: 1895-1940

2| CONTEXT ANALYSIS

2.13 HISTORIC DEVELOPMENT AND HERITAGE

1960 — 1990 — 2018



HOO ST WERBURGH, CHATTENDEN AND HIGH HALSTOW 1960



HOO ST WERBURGH, CHATTENDEN AND HIGH HALSTOW 1990



HOO ST WERBURGH, CHATTENDEN AND HIGH HALSTOW 2021

Figure 2.55 Historic transformation of Hoo St Werburgh, Chattenden and High Halstow: 1960-2021

2| CONTEXT ANALYSIS

2.14 LOCAL CHARACTER

HOO ST WERBURGH

HISTORIC DEVELOPMENT

The historic Hoo St Werburgh is located towards the south of the settlement along Church Street and around the church of St. Werburgh. The oldest and most remarkable buildings are the church, the Hoo Library, the Ivy House, and The Chequers Tavern. These buildings present a wide range of architectural detailing and materials.

Typical features include Georgian detailing and mansard/half hipped roofs, and timber cladding. Additional historic buildings, mostly farmhouses, can be found outside of Hoo St Werburgh historic centre, along historic routes throughout the Peninsula.

POST WAR DEVELOPMENT

The larger part of the village's urban fabric is shaped with post-war detached and semi-detached council housing laid out along gently curving roads and varying from one to two levels. The majority of the streets run in east-west directions with occasional roads across the contours providing the river bank vistas. Generous front gardens enable transition between levels and sometimes give the streets a green character when they are not converted into parking spaces.

Active frontages are present in Knights Road area with commercial facilities on the ground floor. Most of the buildings from this period are made of red bricks with occasional buildings presenting painted/plaster finishes and some housing from the 1960's-70's built of pre-fabricated concrete panels.

CONTEMPORARY DEVELOPMENT

Recent developments are mostly concentrated to the east of Bell's Lane. Houses are detached and semi-detached buildings or 2 to 3-storey blocks of flats. Housing is arranged in smaller clusters, the street pattern is curvier and the area has better permeability compared to the post-war development.

Typical materials are red and yellow brick as well as white and brown wooden finishes.



















Figure 2.56 Local character - Hoo St Werburgh

2| CONTEXT ANALYSIS

2.14 LOCAL CHARACTER

3. CHEQUERS TAVERN



4. FIVE BELLS PUB



5. HOO LIBRARY



3. ROCHESTER CRESCENT



4. COOMBE ROAD



5. LINTON DANN CLOSE



3. SANCTUS COURT



4. RIVERHALL WAY



5. BARYNTYNE CRESCENT



2| CONTEXT ANALYSIS

2.14 LOCAL CHARACTER

HIGH HALSTOW

The village formed at the convergence of Cooling Road, Dux Court Road and Christmas Lane, organised around the church of St Margaret's and a coaching inn. There is no formal village green as a centrepiece, with the main open amenity focus being the churchyard. The large recreation ground is situated behind the Village Hall. Housing expanded organically outward along these existing road, initially northward along The Street and the estate centred on Longfield Avenue.

Further development filled in the area between Christmas Lane and Britannia Road. The three principal roads of The Street, Christmas Lane and Britannia Road define the structure of the village. The main open space amenity area takes the form of the cricket pitch, created between 1940 and 1960. The main streets are significantly linear and straight, producing a formal character and grain. The frontages have strong green boundaries with mature domestic landscaping. Latterly, this has in part been replaced with fencing and car access producing a diverse character. Plot sizes are mixed, but for the most part generous in scale. Buildings are set back creating an open character behind the frontage boundaries

Within the local area can be found a variety of buildings, constructed in different styles and with varying materials and finishes. The adjacent photos provide a selection of the units found in the vicinity, with most buildings constructed within the 20th and early 21st centuries.

Most of these units are predominantly 2 storeys in height, of a simple form and scale. Some houses have rooms in the roof, extending to either 1.5 or 2.5 storeys. Most residences are set back from the road, behind modest gardens.

Most of these buildings are constructed of red or multi-brick with red/brown concrete tiles, there are also some elements of buff brick and slate grey colour roof tiles. Some key units on the street have render, timber or tile hanging.















Figure 2.57 Local character - High Halstow

2| CONTEXT ANALYSIS

2.14 LOCAL CHARACTER

CHATTENDEN

Chattenden is a small village located to the west of Hoo and is split by the A228. An important aspect of its character comes from its past military uses and housing for army personnel and families. It is rich in military heritage and its environmental assets. Chattenden and Lodge Hill Military Camps were British Army training camps built as ordnance depots and functioned as such through to the second half of the twentieth century.

Within Chattenden, a large variety of building typologies can be found - from bungalows to flat blocks all constructed in the second half of 20th - early 21st centuries. Building heights vary from 1 to 3 storeys and the predominant material is red brick.

The recently completed Four Elms Place development east of Chattenden Lane and north of the A228 Peninsula Way comprises 2 to 5 bedroom homes - terraced, semi-detached and detached.















Figure 2.58 Local character - Chattenden

2| CONTEXT ANALYSIS

2.15 CONSTRAINTS SUMMARY

The preceding sections have considered a range of issues and aspects of the Hoo Peninsula's character and offer. This analysis informs the approach to planning new development. There are particular constraints to be addressed. These are summarised below:

- 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. If unmitigated 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.
- The scale of growth will require new services and facilities that can not be accommodated in existing centres. Connections to existing villages are important, to lessen dependency on car trips.
- There are a number of infrastructure and utilities services in the area, including energy and fuel lines, that present constraints to development.
- Extensive scale and character of employment land at Kingsnorth - its interfaces with residential areas should be worked through carefully.
- The proposed rail station is located adjacent to open countryside, which needs to be carefully integrated into the surroundings and new links to this area need to be provided to ensure seamless connectivity to the station for local communities.



Figure 2.59

THE RAILWAY LINE IS A MAJOR PHYSICAL DIVIDER IN THE AREA BUT HAS THE POTENTIAL TO PROVIDE A CONNECTION TO THE NORTH KENT LINE AT GRAVESEND



Figure 2.60

EXISTING A228 AS A MAJOR PHYSICAL DIVIDER LIMITING ACCESS AND CONNECTIVITY BETWEEN DIFFERENT AREAS



Figure 2.61

SSSI & OTHER DESIGNATED ENVIRONMENTALLY SENSITIVE SITES AS MAJOR DEVELOPMENT CONSTRAINTS



Figure 2.62

EXISTING HOO VILLAGE CENTRE LACKS PHYSICAL CAPACITY FOR KEY SERVICES AND WIDER EMPLOYMENT OPPORTUNITIES



Figure 2.63

EXISTING POWER LINES CREATE BOTH A PHYSICAL AND VISUAL BARRIER

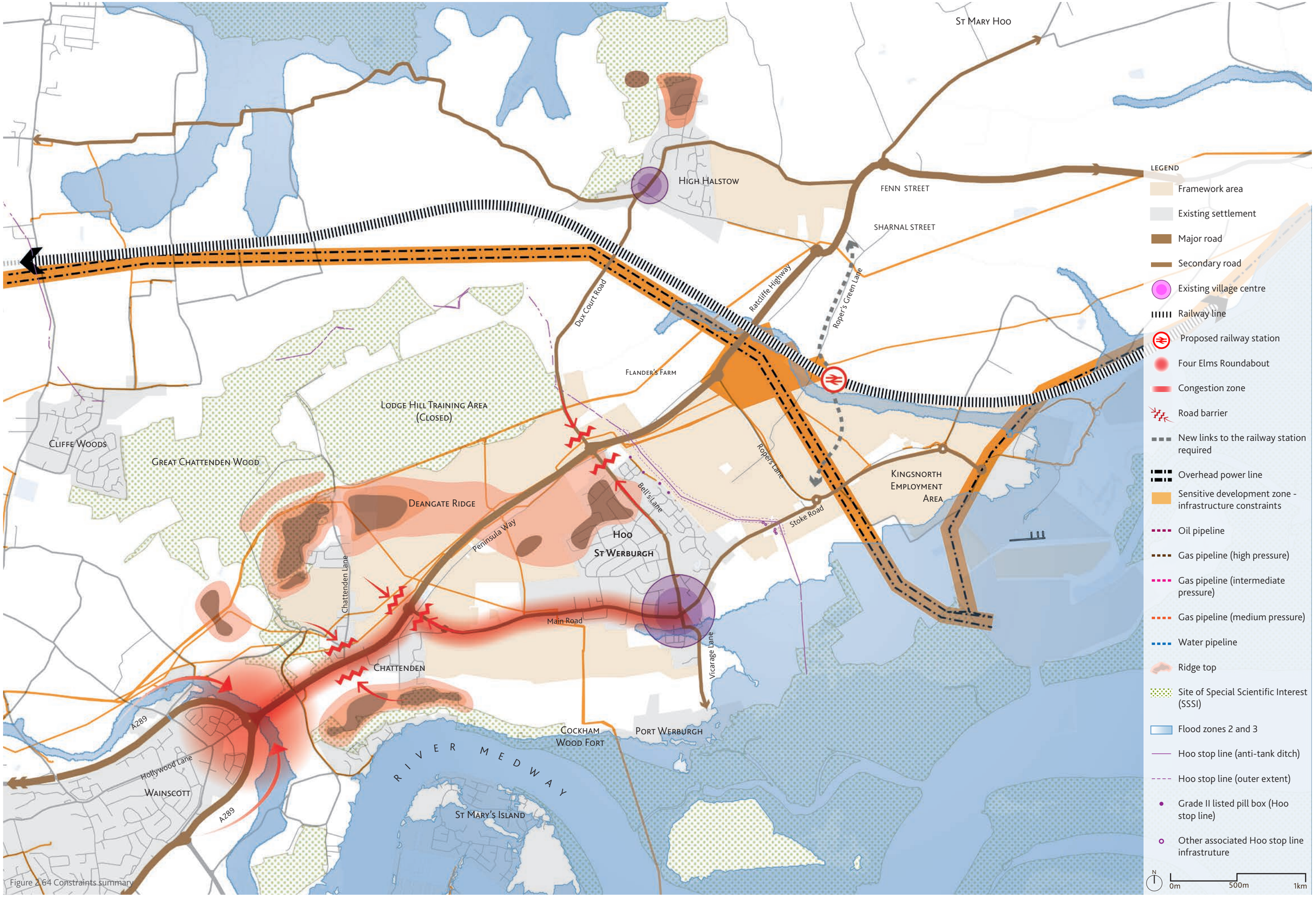


Figure 2.64 Constraints summary

2| CONTEXT ANALYSIS
2.16 CONSTRAINTS

ENVIRONMENTAL DESIGNATIONS & HERITAGE



Figure 2.65 Environmental designations & heritage

- Framework area
- Existing settlement
- Existing road
- Ancient woodland
- Woodland
- Conservation area
- Scheduled monument
- Site of Scientific Interest (SSSI)
- Marine Conservation Zone
- Special Protection Area (SPA) / Ramsar
- Hoo stop line
- Flood zone

- Parts of the Framework area lie within SSSI integrated risk zones or in close proximity to them, which restrict development.
- Any proposed development should have the highest regard for SSSI, Ramsar and SPA designations, their significance internationally and the biodiversity assemblages that they support.
- The flood zone limits expansion towards the river and an attractive landscape.
- Hoo Peninsula has diverse history and there is significant potential for archaeological and wider heritage interest. Key features such as the Hoo stop line need to be recognised, and steps taken to respond positively in planning new development.

MOBILITY & ROAD NETWORK



Figure 2.66 Mobility & road network

- Framework area
- Existing settlement
- Primary road
- Secondary road
- Other existing road
- Railway line
- Proposed railway station
- Hot spot
- Road barrier
- New links to station required
- River and other water bodies

- Limited public transport offer increases reliance on private vehicles.
- Congestion experienced in a number of areas (e.g. Four Elms Roundabout).
- New development is assumed to increase traffic and have impacts on air quality unless measures are put in place.
- Existing rail freight line creates a physical barrier.
- The existing pedestrian network shows insufficient provision of footpaths in parts (either from one side of the highway or being less than 2m wide).
- Peninsula Way runs through Chattenden and the wider Framework area, and creates a barrier for pedestrian movement, resulting in road safety issues - safe pedestrian crossings should be considered.
- Lodge Hill site is closed to the public, thus is impermeable and creates a barrier to movement and access to woodlands.
- Cockham Wood SSSI separates the site from Saxon Shore Way, limiting pedestrian access to the waterfront.

2| CONTEXT ANALYSIS
2.16 CONSTRAINTS

CENTRE HIERARCHY AND FACILITIES



Figure 2.67 Centre hierarchy and facilities

- Framework area
- Existing settlement
- Existing road
- Railway line
- Hoo St Werburgh village centre
- High Halstow village centre
- Four Elms Roundabout
- Congestion zone
- Load on the main roads to reach the centres
- River and other water bodies

- Limited provision of retail and commercial facilities within Hoo St Werburgh - the physical constraints of the existing Hoo village centre may limit its expansion as a service centre for the wider settlement.
- Lack of facilities and services at Chattenden and strong physical severance of the A228 limiting the access to the historic centre.
- Historic village centre and existing services in High Halstow do not have the capacity to accommodate the scale of new facilities and services to meet the needs from the proposed growth.
- Local population commuting to urban Medway or further afield such as Bluewater for shopping/ leisure activities causes traffic load on the limited road network, expected to increase with additional population.
- Existing education and health care facilities have stretched capacity. Some of the facilities require refurbishment or expansion, such as the leisure centre with swimming pool.
- Growth will require further parks, gathering spaces and greater provision of services for the local community.

PHYSICAL CONSTRAINTS AND UTILITIES

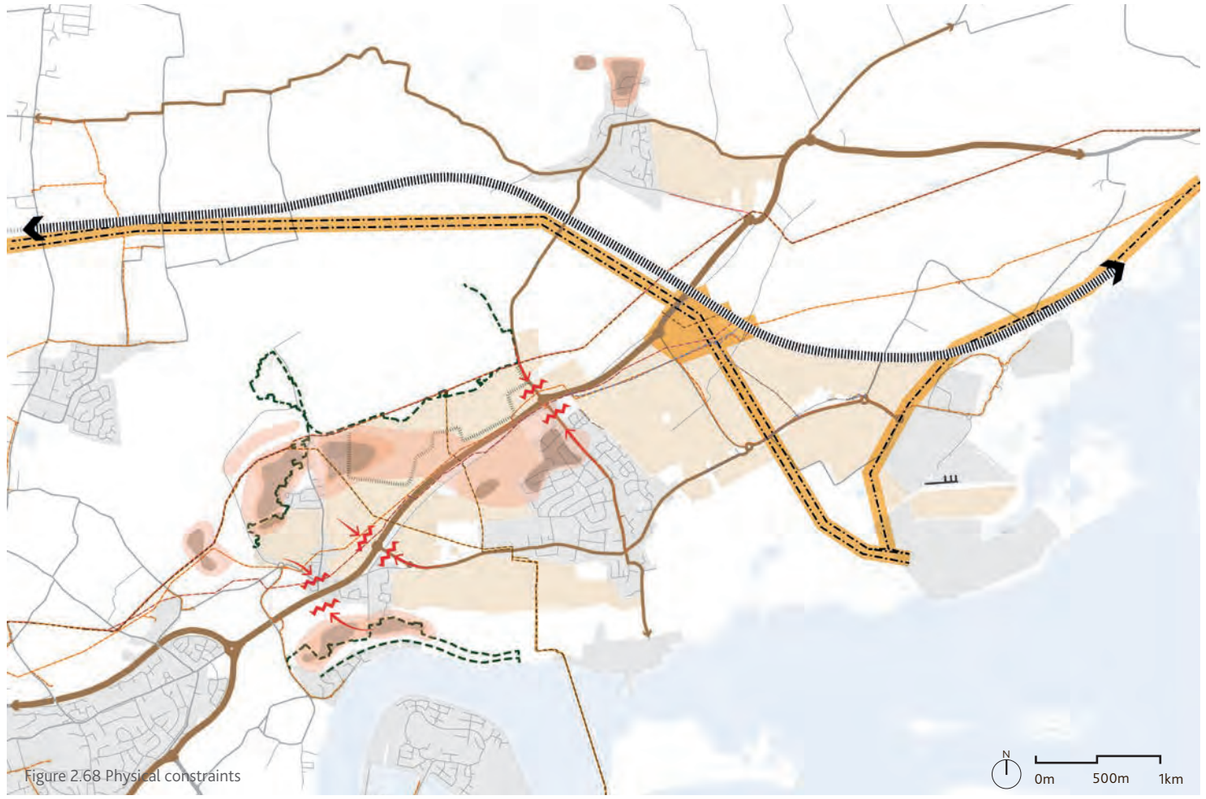


Figure 2.68 Physical constraints

- Framework area
- Existing settlement
- Major road
- Railway line
- Road barrier
- Overhead power line
- Sensitive development zone - infrastructure constraints
- Oil pipeline
- Gas pipeline (high pressure)
- Gas pipeline (intermediate pressure)
- Gas pipeline (medium pressure)
- Water pipeline
- Impermeable areas adjacent to the site
- Ridge top

- Peninsula Way creates a barrier for pedestrian movement, resulting in road safety issues.
- Lack of crossing points along Peninsula Way.
- SSSI sites create a strong barrier to movement and permeability within the wider site area and towards the river.
- Power lines and the oil pipeline create a strong constraint for additional development towards the station area.
- Existing built form presents limited opportunities to create new links towards the new neighbourhoods and improve permeability across the overall settlement.

2| CONTEXT ANALYSIS

2.17 OPPORTUNITIES SUMMARY

- New neighbourhoods will bring the critical population 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. Hoo will be an attractive town providing a range of services for residents on the peninsula.
- 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. Investments in green infrastructure will strengthen networks for nature.
- Planned growth will provide for sustainable development that addresses climate change in design, travel and green infrastructure.
- A mix of new homes will meet the needs of different sectors of the community and provide choice of well designed places to live.
- Improvements to key junctions and to the wider network infrastructure as a result of the suite of HIF interventions contribute towards increased network capacity and resilience. Enhancements will also ensure that future development requirements for both private, public and active travel are accommodated, whilst seeking to improve sustainability and biodiversity.



Figure 2.69
EXISTING HIGH QUALITY GREEN SPACE FOR WILDLIFE AND PEOPLE



Figure 2.70
VARIED EXISTING HOUSING TYPES PROVIDE ROOM FOR A CREATIVE DESIGN APPROACH



Figure 2.71
KEY VIEW POINTS TO BE PROTECTED AND EASILY ACCESSIBLE



Figure 2.72
IDENTIFY KEY WALKING AND CYCLING ROUTES ACROSS THE AREA TO BETTER CONNECT AND ENHANCE RESIDENTS & VISITORS EXPERIENCE



Figure 2.73
BLUE INFRASTRUCTURE IMPROVEMENT CAN INCREASE BIODIVERSITY AND REDUCE FLOOD RISK



Figure 2.74
NEW TRAVEL CHOICE



Figure 2.75
COMMUNITY INFRASTRUCTURE UPGRADE



Figure 2.76
NEW SERVICES PROVISION



Figure 2.77
NEW EMPLOYMENT OPPORTUNITIES

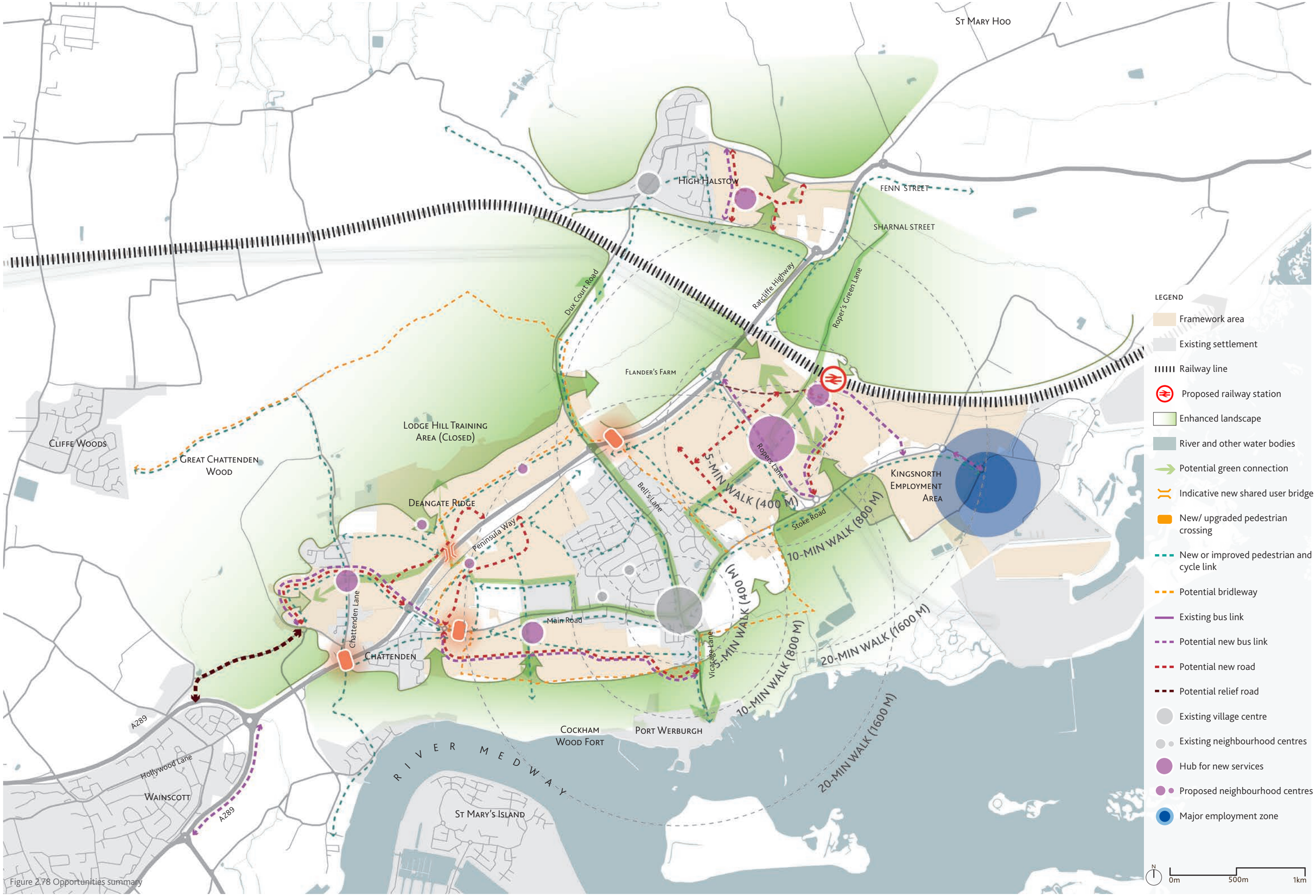


Figure 2.78 Opportunities summary

2| CONTEXT ANALYSIS

2.18 OPPORTUNITIES

KEY GREEN INFRASTRUCTURE



Figure 2.79 Key green infrastructure

Framework area
Existing settlement
Railway line
Ancient woodland
Woodland
Enhanced landscape
Proposed environmental restoration at mineral extraction site
Potential green connection
Potential new blue infrastructure
River and other water bodies

PEDESTRIAN & CYCLING NETWORK

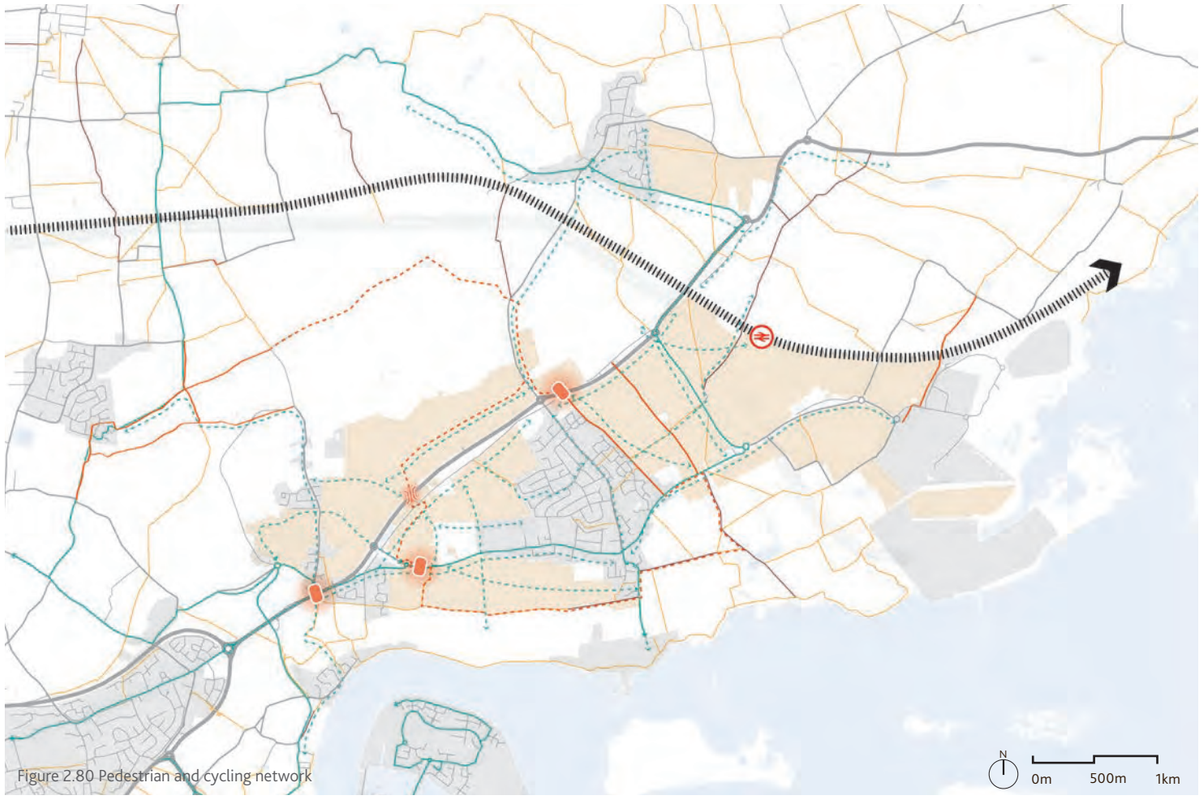


Figure 2.80 Pedestrian and cycling network

Framework area
Existing settlement
Railway line
Proposed railway station
Existing footpath
Existing cycle route
Existing byway
Existing bridleway
New or improved pedestrian and cycle link
New bridleway
Indicative new shared user bridge
New / upgraded pedestrian crossing
River and other water bodies

The existing green and blue infrastructure is a key asset of Hoo St Werburgh and the surrounding area, providing an attractive landscape setting to the rural town. There is a strong potential to enhance the existing landscape setting with a well defined and protected landscape and ecological framework including:

- Green links connecting the existing and new neighbourhoods and maximising the development value.
- Ecological wildlife corridors running through and around the overall settlement.
- Country parks providing new large community amenities.
- Providing connections to the past, with integration of heritage features.
- Use of natural capital to increase resilience to climate change and provide carbon storage.
- The Framework should seek to enhance the setting of the land within flood zone 3 to incorporate enhanced ecological habitats, whilst also making use of design principles of sustainable drainage systems (SuDS).

- Potential to deliver a place designed for walking and cycling with attractive, healthy and safe networks.
- Potential to create an extended pedestrian network connecting the existing PRoW with the wider green infrastructure and new neighbourhoods.
- Potential to create an extended cycling network connecting the existing cycling lanes with the wider landscape and destination in and around the Hoo Peninsula.
- Potential to create a new pedestrian crossing over Peninsula Way, improving pedestrian connectivity by linking the northern and southern parts of the rural town.
- Opportunity to improve pedestrian links between the settlement and the river, one of the main attractions around Hoo.
- Potential to create a new direct pedestrian and cycling links between the different neighbourhoods and the new train station.
- Potential to join up dead-end bridleways to expand the equestrian connections network.

2| CONTEXT ANALYSIS

2.18 OPPORTUNITIES

ROAD & PUBLIC TRANSPORT NETWORK

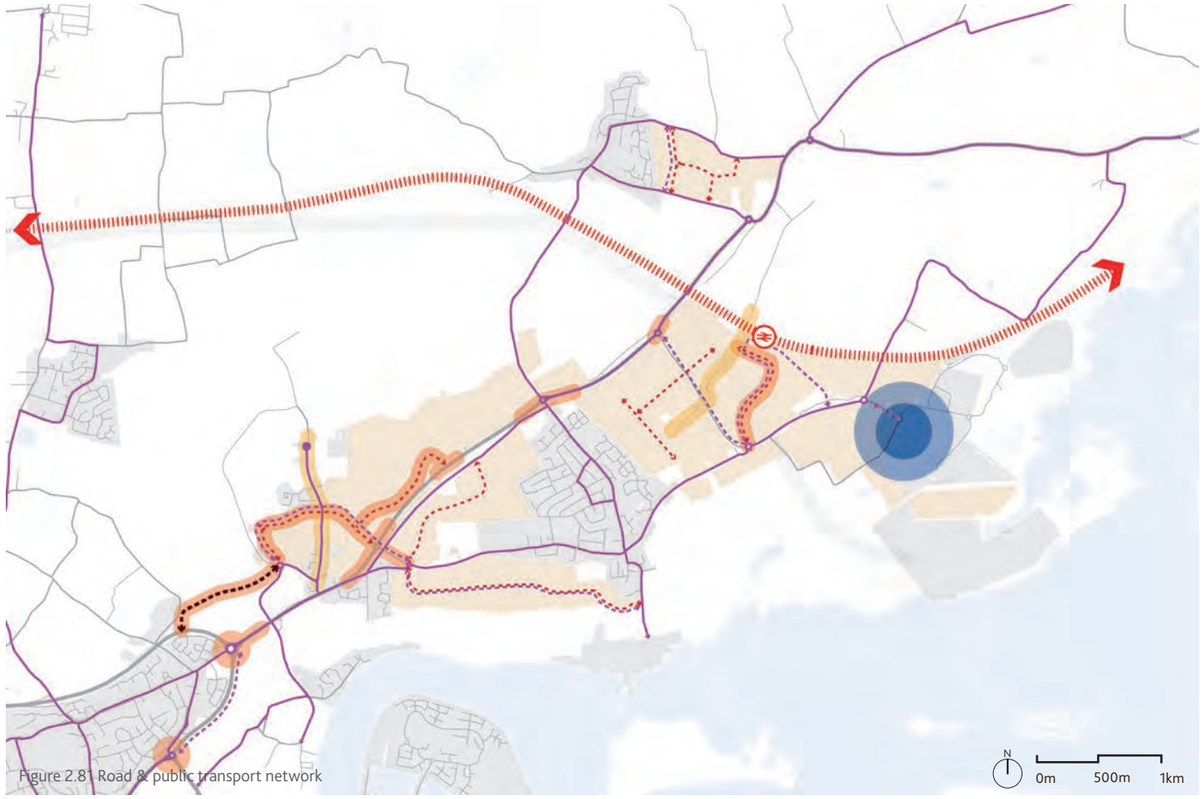


Figure 2.81 Road & public transport network

- Framework area
- Existing settlement
- Railway line
- Proposed railway station
- Existing bus route
- Potential bus route
- Potential new road
- Potential relief road
- Planned road improvement by HIF
- Other potential road improvement
- Major employment zone
- River and other water bodies

- Opportunities to enhance bus services for existing communities to connect local neighbourhoods and facilities.
- Potential for new bus routes to connect the rural town with retail and employment facilities in the wider Peninsula and Medway area.
- Potential to reinstate passenger rail service and provide for increased rail freight associated with employment land allocations at Kingsnorth.
- Potential to create a new relief road in Chattenden, helping to reduce the traffic and pollution on Peninsula Way and creating business opportunities in Chattenden.
- Greater transport choice will seek to improve air quality issues and address climate change.

CENTRE HIERARCHY AND FACILITIES

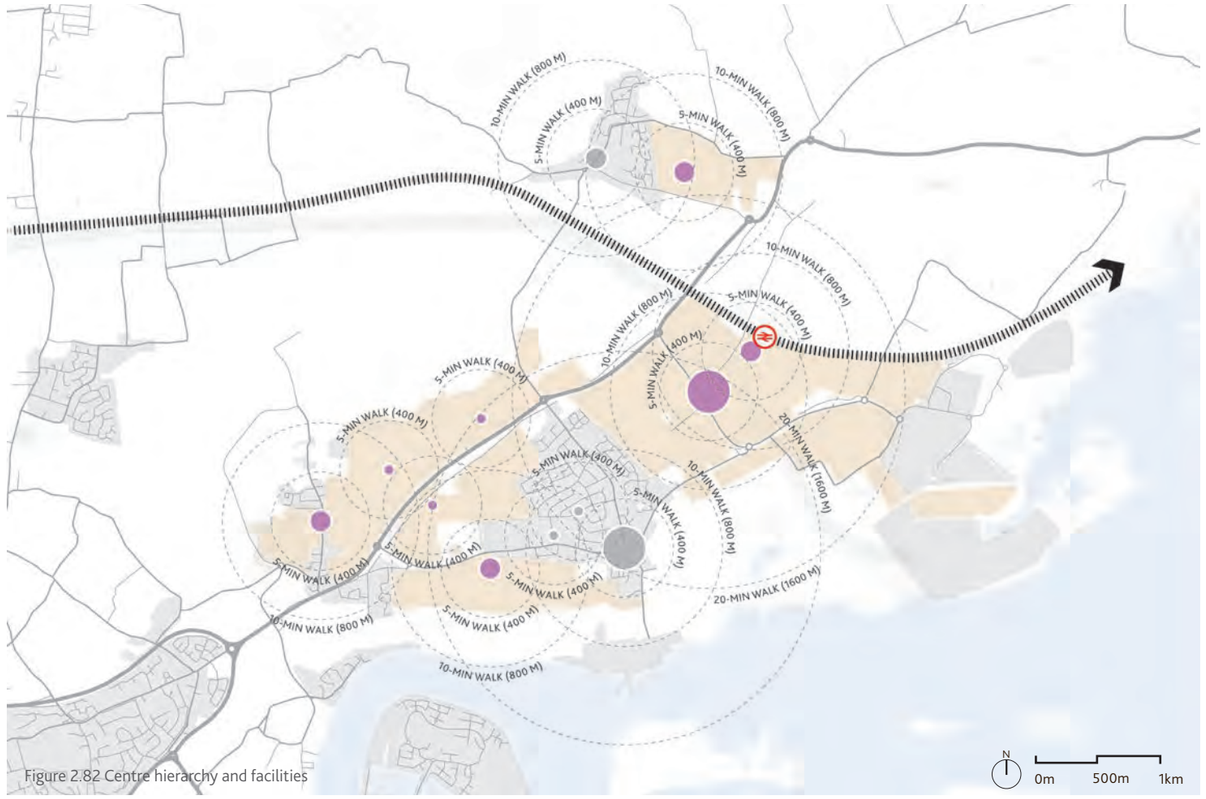


Figure 2.82 Centre hierarchy and facilities

- Framework area
- Existing settlement
- Railway line
- Proposed railway station
- Existing village centre
- Existing neighbourhood centres
- Hub for new services
- Proposed neighbourhood centres
- Walkability (within 5, 10 and 20 mins)
- River and other water bodies

- Potential to strengthen the existing Hoo village centre both with improvement/expansion of existing facilities and making it more pedestrian-friendly.
- Opportunity to reinforce the retail activity and services throughout the rural town by creating new neighbourhood centres complementing the existing village centres.
- Opportunity to provide a wider range of retail, commercial and leisure services for the community, reducing the need for trips to Strood and urban Medway.
- Provision of additional education, healthcare and community facilities to meet the needs of the new population of the Peninsula but also benefiting the existing population.
- Potential to create a new centre where commercial activities and community infrastructure are clustered by the proposed railway station.
- Support Hoo's growth into a vibrant small town, providing accessible local services to meet the needs of all sectors of the community.

Appendix 1

03

VISION AND GUIDING PRINCIPLES

3| VISION AND GUIDING PRINCIPLES

3.1 THE FOUR KEY PRINCIPLES

HOO ST WERBURGH WILL BE A SUSTAINABLE RURAL TOWN, SENSITIVELY INTEGRATED INTO THE LANDSCAPE AND HERITAGE OF THE PENINSULA AND DESIGNED WITH THE CURRENT BEST PRACTICES FOR SUSTAINABLE AND ATTRACTIVE NEIGHBOURHOODS.

THE EXISTING SETTLEMENTS OF HOO ST WERBURGH, CHATTENDEN AND HIGH HALSTOW WILL BE ENRICHED BY NEW NEIGHBOURHOODS PROVIDING A WIDE RANGE OF HOUSING, AN ENHANCED CENTRE, IMPROVED AND NEW TRANSPORT LINKS, ADDITIONAL SHOPS, FACILITIES AND SERVICES TO MEET THE DAILY NEEDS OF LOCAL RESIDENTS AND NEARBY COMMUNITIES. THE EMERGING RURAL TOWN WILL INCLUDE GREEN AND BLUE INFRASTRUCTURE WITHIN ITS NEIGHBOURHOODS TO BEST INTEGRATE THEM WITH THE PENINSULA LANDSCAPE AND HERITAGE AND PROVIDE EXTENSIVE ATTRACTIVE AND WALKABLE CONNECTIONS IN THE AREA.

The Hoo Peninsula retains its distinctive character and contrasts - of remoteness and special places for nature, with its strategic economic and infrastructure role and thriving communities. Hoo St Werburgh and surrounding villages have grown, and residents have a choice of services and facilities, reducing the need to travel and supporting local community life. The peninsula is well connected to urban Medway through a range of travel choices. Growth around Hoo St Werburgh bringing new homes, transport services, and facilities has consolidated its role as a focus for communities on the peninsula, and provides the basis for longer term planning. The rural area has reduced its car dependency, as wider services and digital connectivity have improved. Hoo has provided new spaces for local businesses, culture and community life.

Looking forward to 2055, Hoo is anticipated to be a vibrant town, that has successfully integrated new development with its historic villages and rural setting, and is an exemplar for sustainable growth, known as Medway's green town. There is strong continuity to the past through sensitive design and development, effective interpretation, and community engagement. The Hoo Peninsula has a strategic economic profile for energy and new technologies that have responded to the requirements to address climate change and has realised the opportunities of its leading role in the Thames Estuary Corridor. There are new connections to urban Medway and further afield. Residential and commercial development has been managed to strengthen the natural environmental networks, investing in green infrastructure that secures the future of important habitats and species.

Our vision for Hoo St Werburgh is built on the main objective of creating a proud new sustainable rural town on the Hoo Peninsula, which is guided by the qualities of Garden Village principles and founded on the character and attributes of the remarkable landscape and heritage of the Hoo Peninsula.

Our vision is supported by four design principles :

- Principle 1 - A landscape led development
- Principle 2 - Connected neighbourhoods
- Principle 3 - Vibrant and sustainable neighbourhoods
- Principle 4 - An attractive and tailored built form

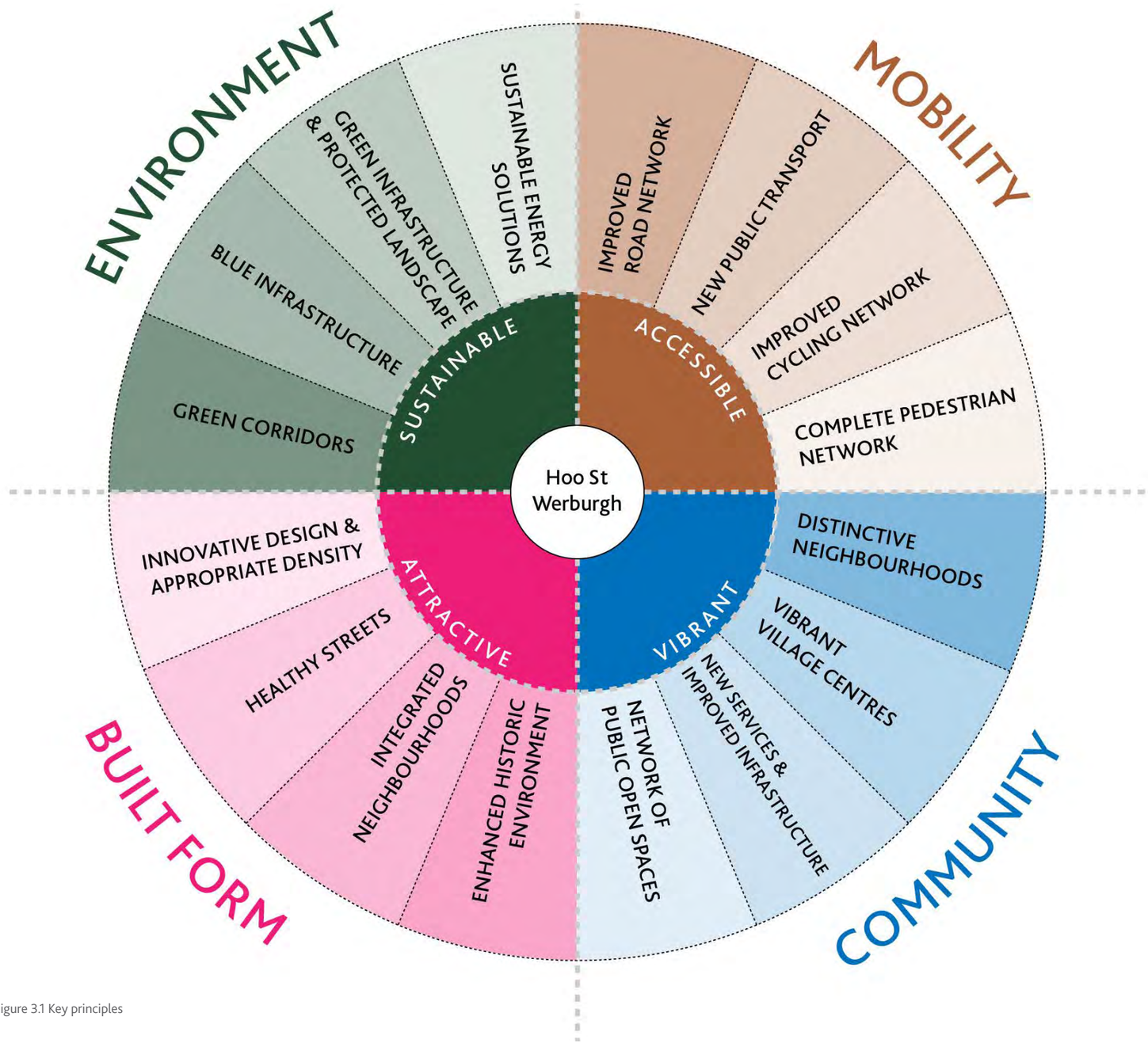


Figure 3.1 Key principles

3| VISION AND GUIDING PRINCIPLES

3.2 GARDEN COMMUNITIES ASPIRATIONS

GARDEN VILLAGES PRINCIPLES

Our vision for Hoo St Werburgh is guided by our in-depth analysis of the character and qualities of the original Garden Cities and Villages. We have carefully looked at how to transfer remarkable attributes from these places, and combine them with today's principles of sustainable place-making to create a distinctive 21st Century Garden Community at Hoo St Werburgh.

Originally, Garden Cities are "holistically planned new settlements which enhance the natural environment and offer high-quality affordable housing and locally accessible work in beautiful, healthy and sociable communities" (from the Town and Country Planning Association). The Garden City Principles are an indivisible and interlocking framework for their delivery, and include:

- Land value capture for the benefit of the community.
- Strong vision, leadership and community engagement.
- Community ownership of land and long-term stewardship of assets.
- Mixed-tenure homes and housing types that are genuinely affordable.
- A wide range of local jobs in the Garden City within easy commuting distance of homes.
- Beautifully and imaginatively designed homes with gardens, combining the best of town and country to create healthy communities, and including opportunities to grow food.
- Development that enhances the natural environment, providing a comprehensive green infrastructure network and net biodiversity gains, and that uses zero-carbon and energy-positive technology to ensure climate resilience.
- Strong cultural, recreational and shopping facilities in walkable, vibrant, sociable neighbourhoods.
- Integrated and accessible transport systems, with walking, cycling and public transport designed to be the most attractive forms of local transport.
- Garden cities and garden villages have shown a new surge in interest over the last few years.

The Garden Communities prospectus from the Ministry of Housing, Communities and Local Government (August 2018) listed the following principles as garden community qualities :

- Clear identity – a distinctive local identity as a new garden community, including at its heart an attractive and functioning centre and public realm.
- Sustainable scale – built at a scale which supports the necessary infrastructure to allow the community to function self-sufficiently on a day to day basis, with the capacity for future growth to meet the evolving housing and economic needs of the local area.
- Well-designed places – with vibrant mixed use communities that support a range of local employment types and premises, retail opportunities, recreational and community facilities.
- Great homes – offer a wide range of high quality, distinctive homes. This includes affordable housing and a mix of tenures for all stages of life.
- Strong local vision and engagement – designed and executed with the engagement and involvement of the existing local community, and future residents and businesses. This should include consideration of how the natural and historic environment of the local area is reflected and respected.
- Transport –integrated, forward-looking and accessible transport options that support economic prosperity and wellbeing for residents. This should include the promotion of public transport, walking, and cycling so that settlements are easy to navigate, and facilitate simple and sustainable access to jobs, education, and services.
- Healthy places – designed to provide the choices and chances for all to live a healthy life, through taking a whole systems approach to key local health and wellbeing priorities and strategies.
- Green space – generous, accessible, and good quality green and blue infrastructure that promotes health, wellbeing, and quality of life, and considers opportunities to deliver environmental gains such as biodiversity net gain and enhancements to natural capital.
- Legacy and stewardship arrangements – should be in place for the care of community assets, infrastructure and public realm, for the benefit of the whole community.
- Future proofed – designed to be resilient places that allow for changing demographics, future growth, and the impacts of climate change including flood risk and water availability, with durable landscape and building design planned for generations to come. This should include anticipation of the opportunities presented by technological change such as driverless cars and renewable energy measures.



Figure 3.2 Poster from 1925 advertising Letchworth Garden City

GARDEN VILLAGES PRINCIPLES AND HOO ST WERBURGH

Our vision for Hoo St Werburgh has been translated into clear design principles based on garden communities qualities and drawing into a comprehensive design framework for the new rural town.

The new rural town identity will build on the existing qualities and features of Hoo St Werburgh and enhance its assets such as the existing centre, historic buildings and many views towards the surrounding open landscape. The new neighbourhoods will allow Hoo St Werburgh to provide additional services and amenities to the existing residents as well as the new population and sustain their day to day needs. They will be well designed places, green and pedestrian focused, providing easy access to recreational and community activities and the surrounding settlements. Healthy lifestyles will be at the core of the vision, with the Framework offering generous green spaces and an enhanced green infrastructure delivering great natural capital.

There will be a strong sense of pride and community with the integration of new and old communities. New residents will value the area's past and character and established communities will benefit from new services and facilities, and opportunities for healthier and more sustainable life styles.

3| VISION AND GUIDING PRINCIPLES

3.3 PRINCIPLE 1: LANDSCAPE-LED DEVELOPMENT

Regeneration has delivered success across Medway, with new opportunities for residents, boosting business and caring for the environment. Growth has been supported by investment in green and blue infrastructure, and Medway's transformation is resilient and equitable. Everyone has benefited from investment in green and blue infrastructure and nature based mitigations to climate change.

Medway has outstanding green and blue infrastructure assets. A green and blue infrastructure approach views ecological and natural assets as critical infrastructure, as important as water, power and transport. It maximises the multiple social, environmental and economic benefits which arise. The benefits of the investment in green and blue infrastructure are obvious to all, residents, as well as policy-makers. Integrated natural improvements are routinely sought by all sectors; in water management, parks management, regeneration, the economy, health, transport and tourism.

The expansion of Hoo St Werburgh 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 and a wide range of green spaces will maximise the protection of biodiversity and provides new activities and green routes for local communities, with net gain delivered for biodiversity and the wider environment. Green corridors will ensure an ecological and visual separation between Hoo St Werburgh and Chattenden, and between High Halstow and Hoo St Werburgh so they will retain their identity as separate communities.

Additionally, the retention of a strategic gap between Chattenden and Strood will maintain the rural character of the peninsula, strengthening and defining the natural buffer between urban and rural Medway. The green corridors will be connected by a range of pedestrian ways and cycle lanes, connecting the main destinations with the different neighbourhoods and key open spaces such as the country parks and the river front. The aim is also to enhance existing landscapes, by introducing new green links allowing accesses to key view points on the Peninsula.

The general landscape identity will be protected as any development will address the visual and environmental issues of the site first. The retention of a wooded skyline on the ridge lines and as many natural field edges as possible are key landscape principles. The creation of two country parks will provide large recreational spaces for the local population while maintaining the green character of the town.

- Resilience - positive effects for human health and climate change adaptation.
- Flood prevention - vegetation retains water and is an important flood prevention feature that can reduce peak discharges.
- Natural buffer - help air quality regulation and noise reduction.
- New development needs to be sensitive to open countryside and be integrated carefully.

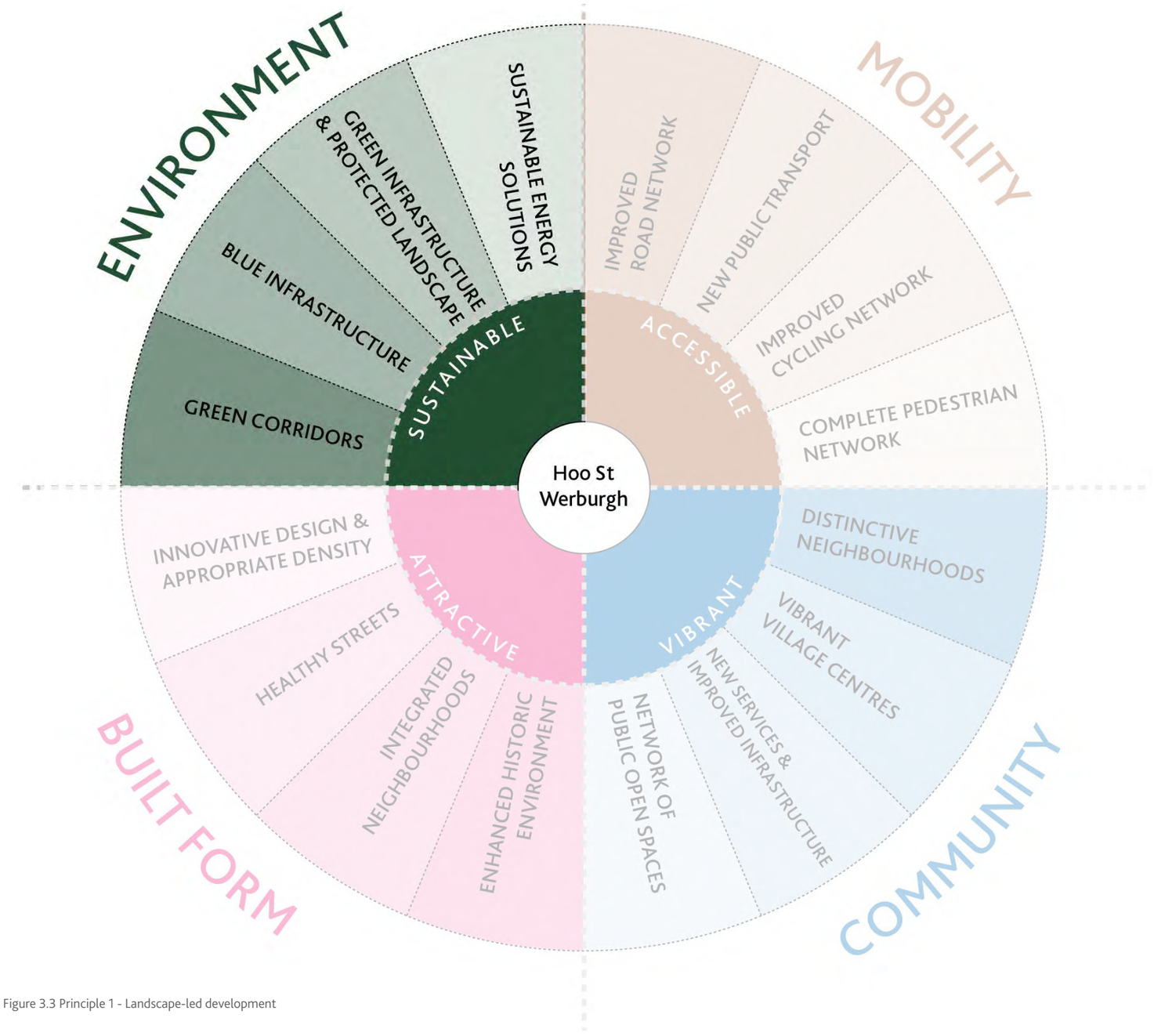


Figure 3.3 Principle 1 - Landscape-led development

3| VISION AND GUIDING PRINCIPLES

3.3 PRINCIPLE 1: LANDSCAPE-LED DEVELOPMENT

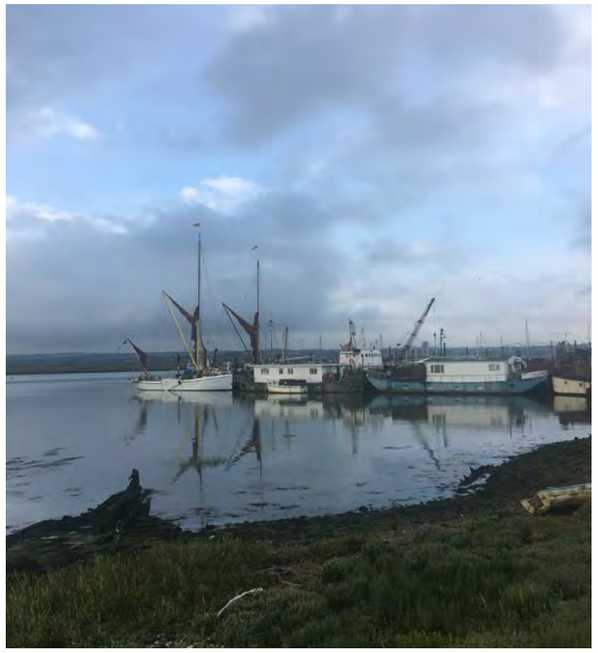








Figure 3.4 Principle 1 - inspirational images

3| VISION AND GUIDING PRINCIPLES

3.3 PRINCIPLE 1: LANDSCAPE-LED DEVELOPMENT

STRATEGIC GAPS AND ECOLOGY BUFFERS

- Strategic gap between urban Medway (Strood boundary) and rural Medway with the village of Chattenden, included within rural Medway.
- Ecological corridors maintained and improved between Hoo St Werburgh and the villages of Chattenden and High Halstow.
- Landscape buffers such as field edges and buffer between the SSSI and future developments will help air quality regulation, noise reduction and ensure flood prevention.
- Provide an ecological buffer, as part of a wider package of strategic measures to address potential impacts from development on the Chattenden Woods and Lodge Hill SSSI.
- Resilience - positive effects for human health and delivering nature based solutions to climate change adaptation.
- Flood prevention - vegetation retains water and is an important flood prevention feature that can reduce peak discharges.
- Natural buffer - help air quality regulation and noise reduction

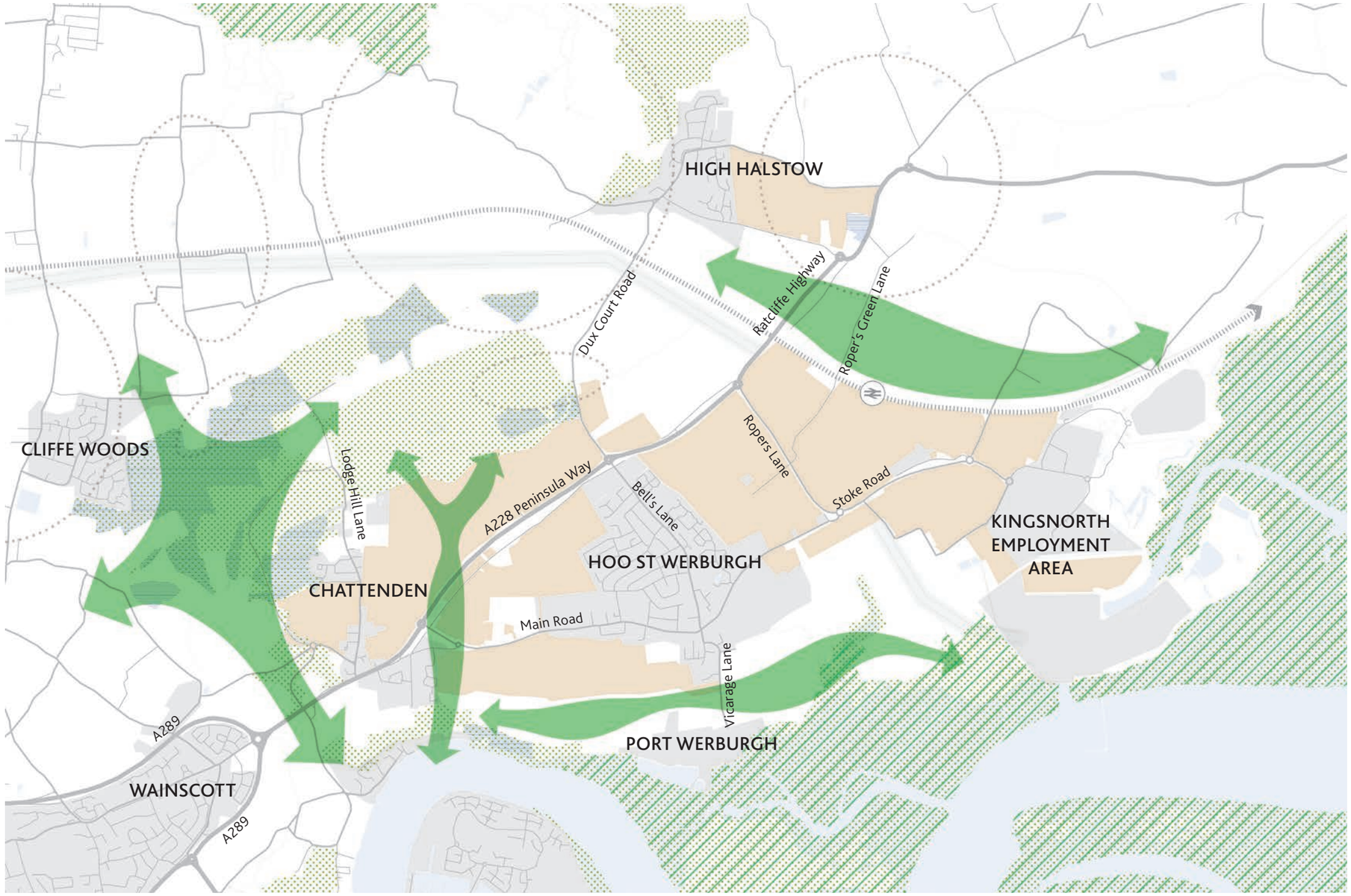


Figure 3.5 Principle 1 - Landscape-led development. Strategic gaps

3| VISION AND GUIDING PRINCIPLES

3.3 PRINCIPLE 1: LANDSCAPE-LED DEVELOPMENT

KEY GREEN INFRASTRUCTURE

- The HIF SEMS programme aims to increase the areas of accessible community parkland and areas for wildlife by over 300 hectares, the equivalent of two Regents Park, in and around Hoo St Werburgh. The potential shared user bridge will link up existing footpaths and bridleways across the A228 and provide 10km of new footpaths, bridleways and cycle paths - linking the new areas for recreation.
- Network of public open spaces including community parklands, neighbourhood parks and sports facilities.
- Access to nature to promote physical, mental and spiritual wellbeing.
- New pedestrian and cycling links between the northern and the southern parts of Hoo St Werburgh.
- The potential development of residential sites north of the Peninsula Way, which are in close proximity to the nationally important Lodge Hill Site of Special Scientific Interest (SSSI), need to be planned in consideration of their impact on key species such as nightingales and bats. Therefore, factors such as cat predation, noise, light and air quality all need to be understood to manage impacts with the creation of buffers to the protected habitats and species of the SSSI and other measures such as the provision and management of cat proof fencing and the creation of ditches as wet fences or swales.
- Further detailed work is needed to plan for open space requirements.
- Celebrate and promote local heritage through carefully planned green infrastructure.

LEGEND

- Framework area
- Existing settlement
- River and other water bodies
- New railway station
- Existing road
- Primary green route
- Existing street/Public Right of Way along primary green route
- Secondary green route
- Existing street/Public Right Right of Way along secondary green route
- Hoo stop line
- Strategic Environmental Management Scheme (SEMS)
- Land under environmental management
- Community parkland
- Neighbourhood park
- Proposed and existing sports provision
- Open space
- Woodland



Figure 3.6 Principle 1 - Landscape-led development. Key Green Infrastructure

3| VISION AND GUIDING PRINCIPLES

3.3 PRINCIPLE 1: LANDSCAPE-LED DEVELOPMENT

BLUE INFRASTRUCTURE

- Better water management will provide several benefits to the landscape structure and quality around Hoo St Werburgh by improving habitat function and biodiversity and increasing recreational opportunities at the same time.
- New developments in Hoo St Werburgh should ensure that the regulation of water storage and drainage is efficient to avoid any flooding issues.
- 60 ha of wetlands created - to the east of Vicarage Lane - recreating wetland habitats with wet meadow, reed beds, ponds and boardwalks to access the area.
- Blue and green infrastructure will be used as an incremental part of the design helping to create a sense of place.
- The Framework will prioritise blue infrastructure that reduces the amount of water reaching the basins and incentivise holistic drainage solutions.
- The Framework should seek to enhance the setting of the land within flood zone 3 to incorporate enhanced ecological habitats, whilst also making use of design principles of sustainable drainage systems (SuDS) .

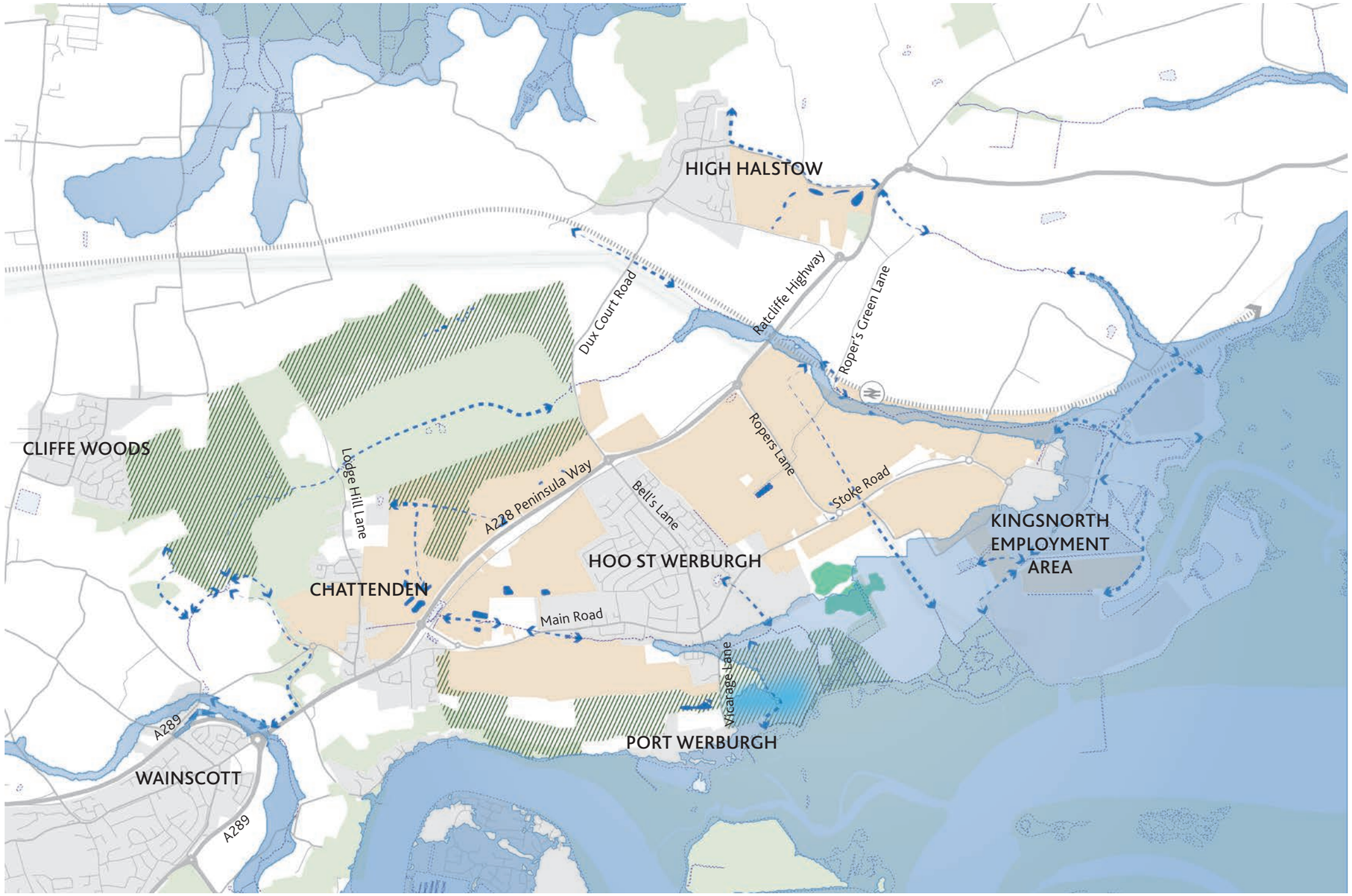


Figure 3.7 Principle 1 - Landscape-led development. Blue Infrastructure

3| VISION AND GUIDING PRINCIPLES

3.3 PRINCIPLE 1: LANDSCAPE-LED DEVELOPMENT

VIEWS AND VISTAS

Protect key view points and create opportunity to access and enjoy new vistas.

- Protect existing view points and vistas around Hoo.
- Increase accessibility to view points to strengthen awareness of the local landscape identity.
- Connect existing view points with new footpaths network.

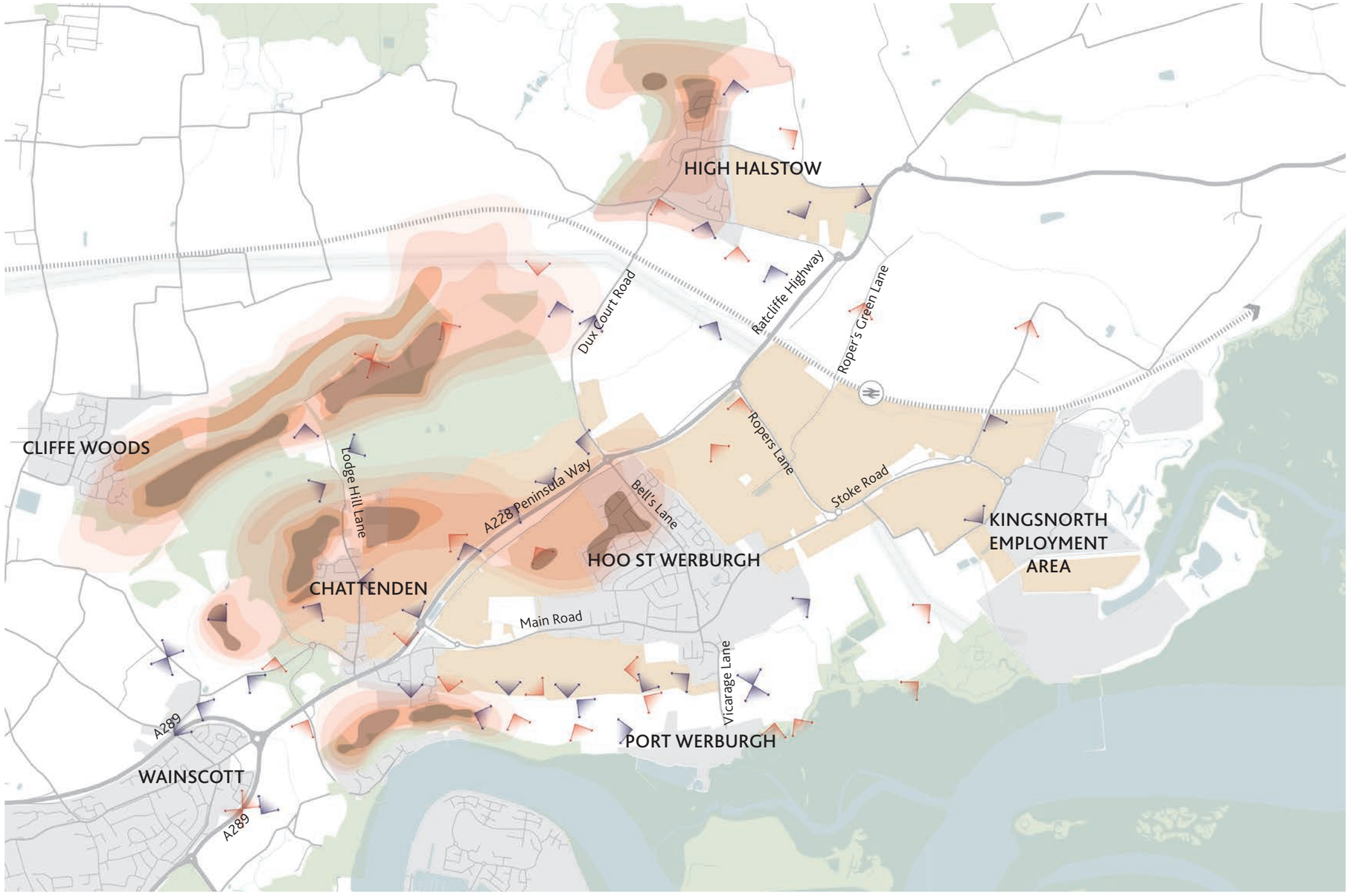


Figure 3.8 Principle 1 - Landscape-led development. Topography

3| VISION AND GUIDING PRINCIPLES

3.4 PRINCIPLE 2: ACCESSIBLE AND WELL-CONNECTED SETTLEMENTS

Hoo St Werburgh's vision for transport focuses on improvement of the existing road network and better management of vehicular access to the rural town, as well as the creation of a coherent and efficient network of pedestrian ways and cycle lanes.

The new neighbourhoods will be designed to allow easy pedestrian and cycling movement in and around the rural town. The Framework promotes :

- A road network avoiding dead ends and planned to allow easy accessibility and way finding. A series of new and improved routes will make Hoo more convenient and safer, encouraging more walking, cycling, and use of public transport than driving private cars.
- Walking distances can be used to determine accessibility aims and approaches to density. There will be careful consideration of every opportunity for connections to integrate with adjacent areas, whether existing or likely to be developed in the future.
- More frequent bus services on the existing routes through the Peninsula optimising transport capacity and minimising waiting times.
- The introduction of new bus routes through the extended development to High Halstow and Chattenden and links between existing and new areas.
- Sustainable access to key destinations and an increase in capacity to cope with significant uplift in planned development for the area.
- The provision of cycle lanes and greenways, strengthening links between the neighbourhoods and towards key destinations.
- New footways in existing highway in Hoo St Werburgh and decluttering existing footways.
- The provision of cycle parking at key destinations within Hoo St Werburgh to supplement the provision of cycle lanes and greenways.
- Potential introduction of a shared user bridge across the A228 Peninsula Way for pedestrians and cyclists so as to improve connectivity between neighbourhoods and connect the new community parklands with the existing settlement.
- New growth will support an improved offer of local services and facilities, and reduce the need to travel outside of the area.

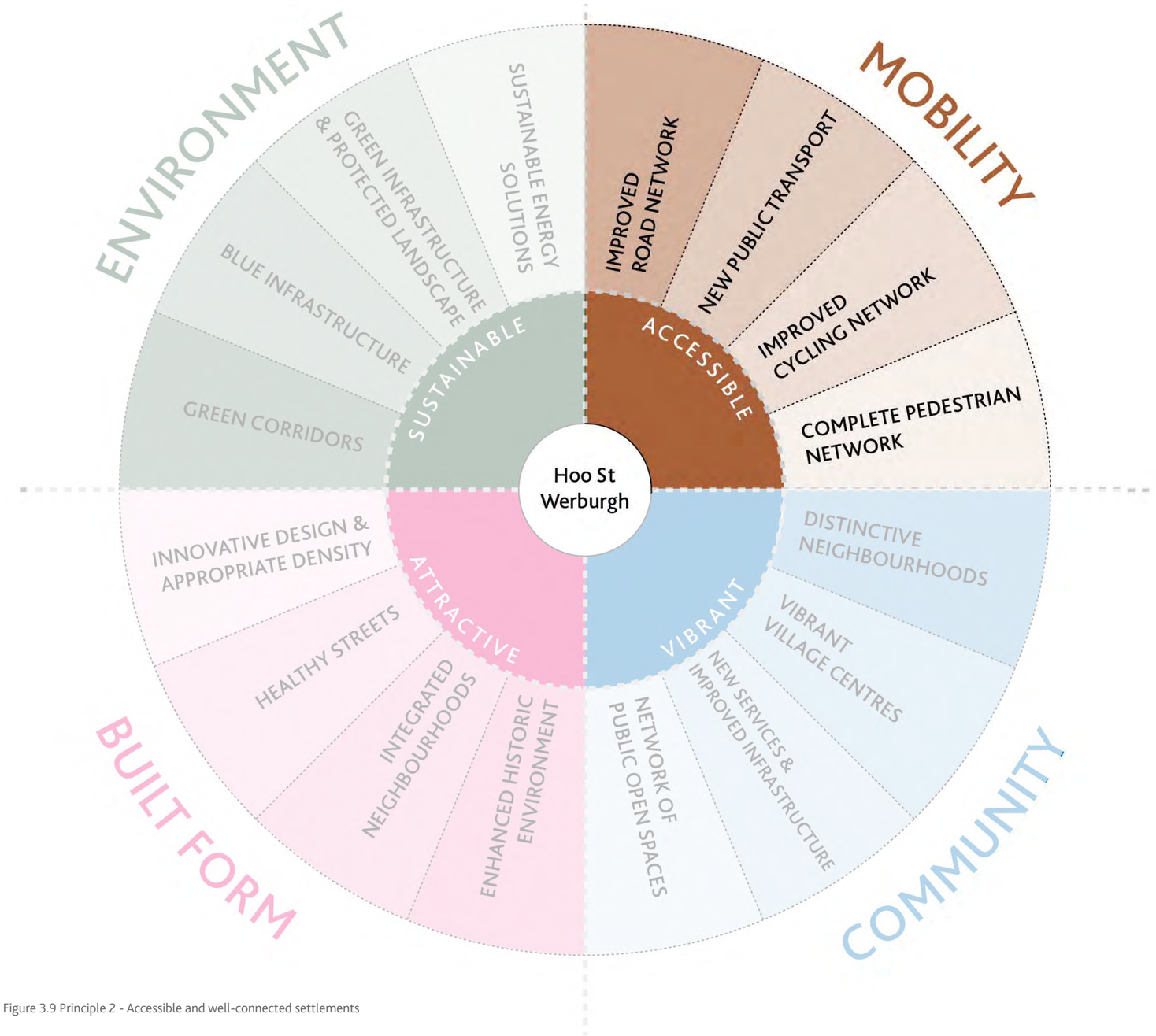


Figure 3.9 Principle 2 - Accessible and well-connected settlements

3| VISION AND GUIDING PRINCIPLES

3.4 PRINCIPLE 2: ACCESSIBLE AND WELL-CONNECTED SETTLEMENTS





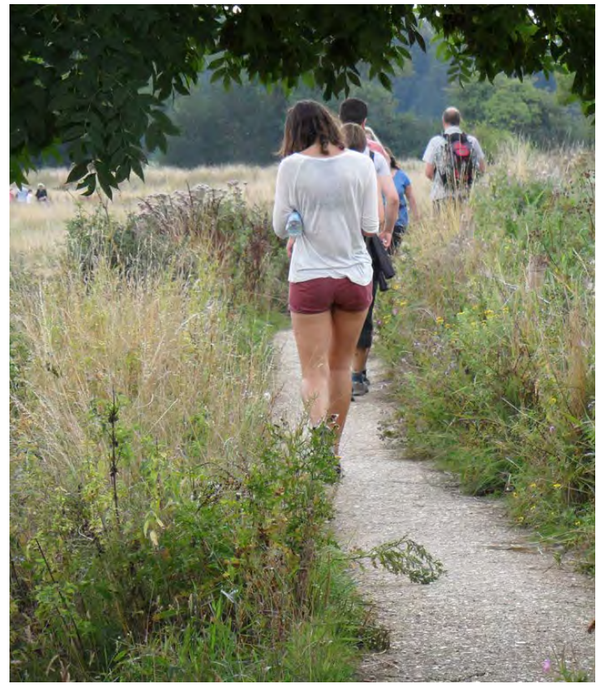






Figure 3.10 Principle 2 - inspirational images

3| VISION AND GUIDING PRINCIPLES

3.4 PRINCIPLE 2: ACCESSIBLE AND WELL-CONNECTED SETTLEMENTS

NEW PASSENGER RAIL STATION

A key element of the Future Hoo HIF programme is the development of a new rail station supporting passenger services towards London. The station is to be located near Sharnal Street (see plan to right). The re-introduction of passenger rail connection will improve accessibility and unlock the potential of the area adjacent to the station to accommodate a commercial hub offering a range of new services serving the Peninsula and higher density residential development. This will help to provide sustainable transport choice, and a profile for Hoo to attract wider investment.

Furthermore, the station will include for integrated transport services, with buses, cycle routes and a car park allowing for mixed-mode commuting.

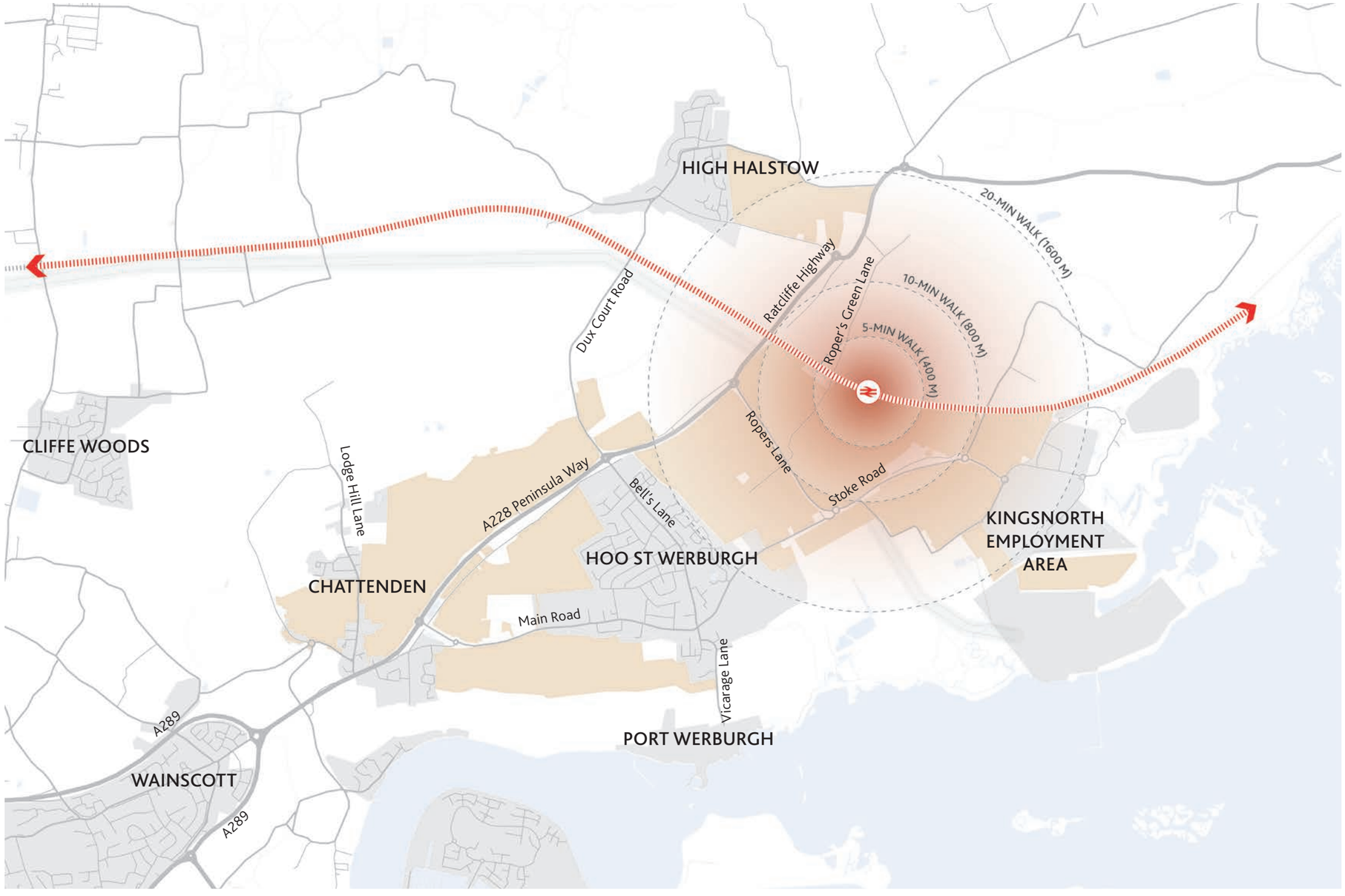


Figure 3.11 Principle 2 - Accessible and well-connected settlements. New passenger rail station

3| VISION AND GUIDING PRINCIPLES

3.4 PRINCIPLE 2: ACCESSIBLE AND WELL-CONNECTED SETTLEMENTS

IMPROVED ROAD NETWORK

The road network is planned as a grid to disperse traffic and provide a choice of routes. This enables traffic management to respond to conditions as they change over time and accommodates wider modes of transport - bus, cycling and walking.

A distinct street hierarchy coupled with natural traffic calming measures will help to ensure that through traffic stays on Peninsula Way with only local traffic using local streets.



Figure 3.12 Principle 2 - Accessible and well-connected settlements. Improved road network

3| VISION AND GUIDING PRINCIPLES

3.4 PRINCIPLE 2: ACCESSIBLE AND WELL-CONNECTED SETTLEMENTS

PUBLIC TRANSPORT NETWORK

The overall strategy is to provide more frequent bus services on the existing routes through the existing settlements and plan for two public transport routes connecting the extended village to the wider Peninsula and Rochester, Gillingham and Chatham. The proposed new bus connections are highly indicative.

The bus system is to be developed under the parameters outlined below:

- Offer connectivity to as many of the key destinations as possible.
- Maximum bus accessibility throughout the new development.
- Transport networks to have a high level of prioritisation for public transport to enhance the attractiveness of the offer.
- Can be embedded in the new development area, whilst integrating with and serving existing communities.
- Expand demand responsive services.

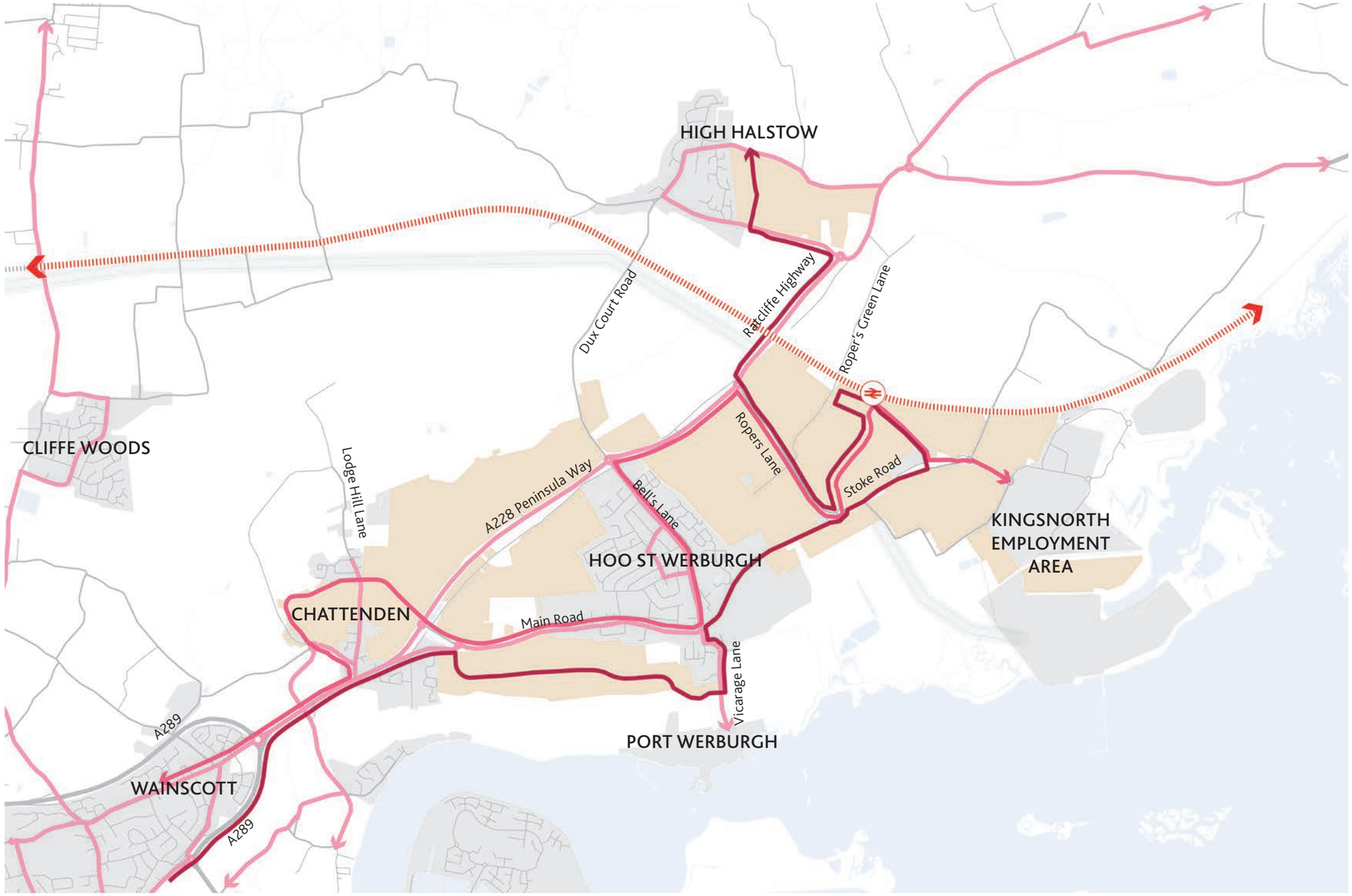


Figure 3.13 Principle 2 - Accessible and well-connected settlements. Public transport network

3| VISION AND GUIDING PRINCIPLES

3.4 PRINCIPLE 2: ACCESSIBLE AND WELL-CONNECTED SETTLEMENTS

PEDESTRIAN AND CYCLING CONNECTIVITY

- Vision for growth putting people before cars; planned development making space for walking and cycling at the top of the transport hierarchy.
- Supporting healthier lifestyles, sustainable development - addressing climate change and strengthening the role of Hoo as service centre - supporting greater use of local services and facilities.
- Providing links to the countryside and strengthening the link between High Halstow and Hoo.
- Incorporating traffic free walking and cycling routes internal to the development sites and cycling connections to schools.
- Providing new footways in existing highway verges where currently deficient in Hoo St Werburgh and declutter existing footways.
- Providing cycle parking at key destinations within Hoo St Werburgh to supplement the provision of cycle lanes and greenways.
- Exploring opportunities for a shared user bridge for pedestrians and cyclists across the A228 Peninsula Way so as to improve connectivity and connect the community parklands.

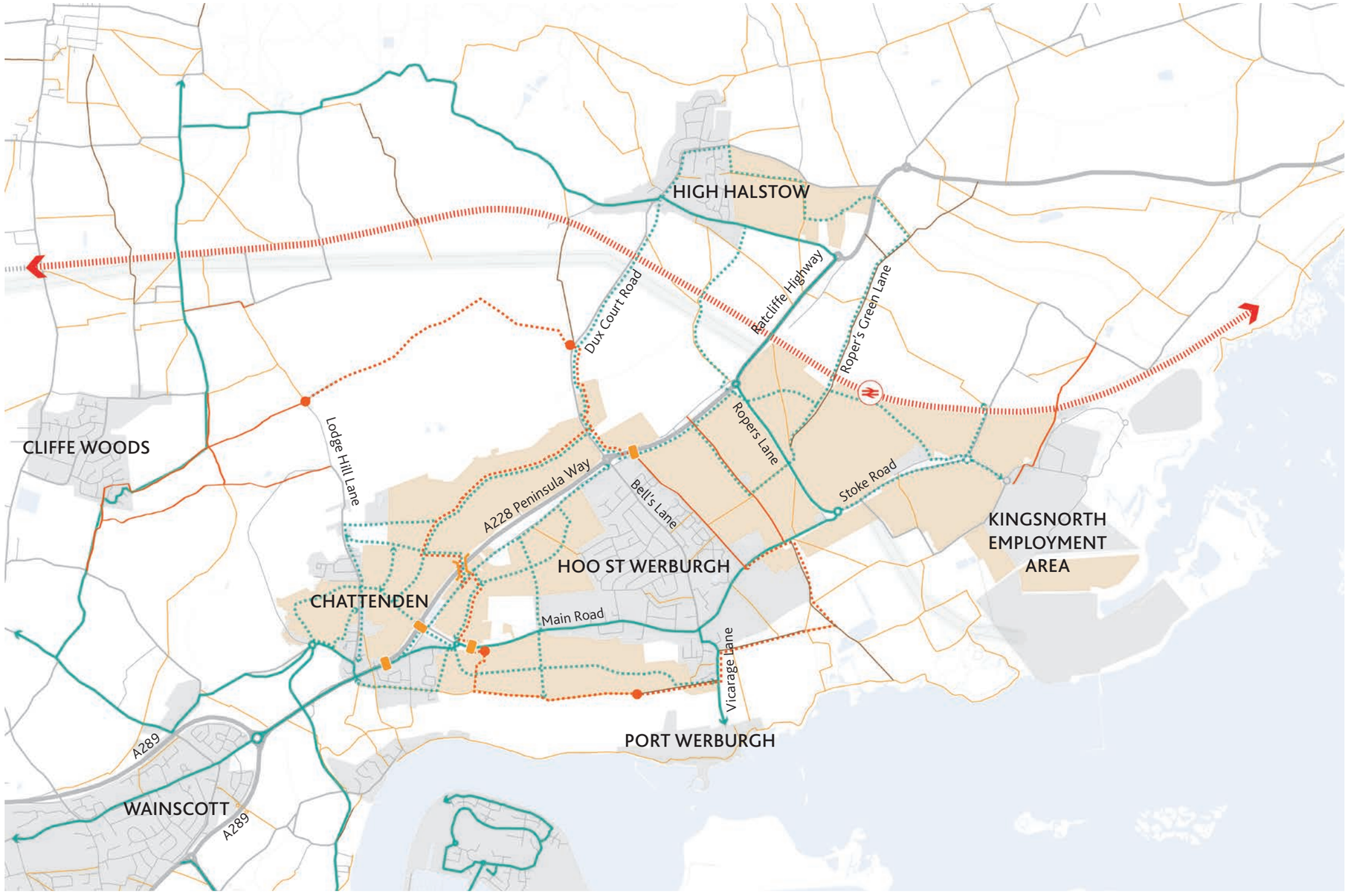


Figure 3.14 Principle 2 - Accessible and well-connected settlements. Pedestrian and cycling connectivity

3| VISION AND GUIDING PRINCIPLES

3.5 PRINCIPLE 3: VIBRANT AND SUSTAINABLE NEIGHBOURHOODS

Bringing together the best of the town and country, Hoo will be a focus for services, jobs and community life.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.

The new passenger rail station will anchor a primary centre for new businesses to flourish. The re-introduction of the railway connections for passengers to improve access to Kent and London, and unlock the potential of the adjacent land to accommodate an additional new neighbourhood in the long-term.

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.

Other key 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.

The Framework also promotes:

- Community cohesion - places and services for all groups in society, including older people and children and young people - reflected in the design of the public realm and design and service offer.
- Opportunities for local businesses and activities - role for independent retail and community/cultural activities.
- Supporting and strengthening the role of existing village centres, but bring in new services to complement and strengthen the retail and infrastructure offer for communities, keeping pace with the growth around Hoo and nearby villages.
- Sustainable energy opportunities, e.g. district heating networks.

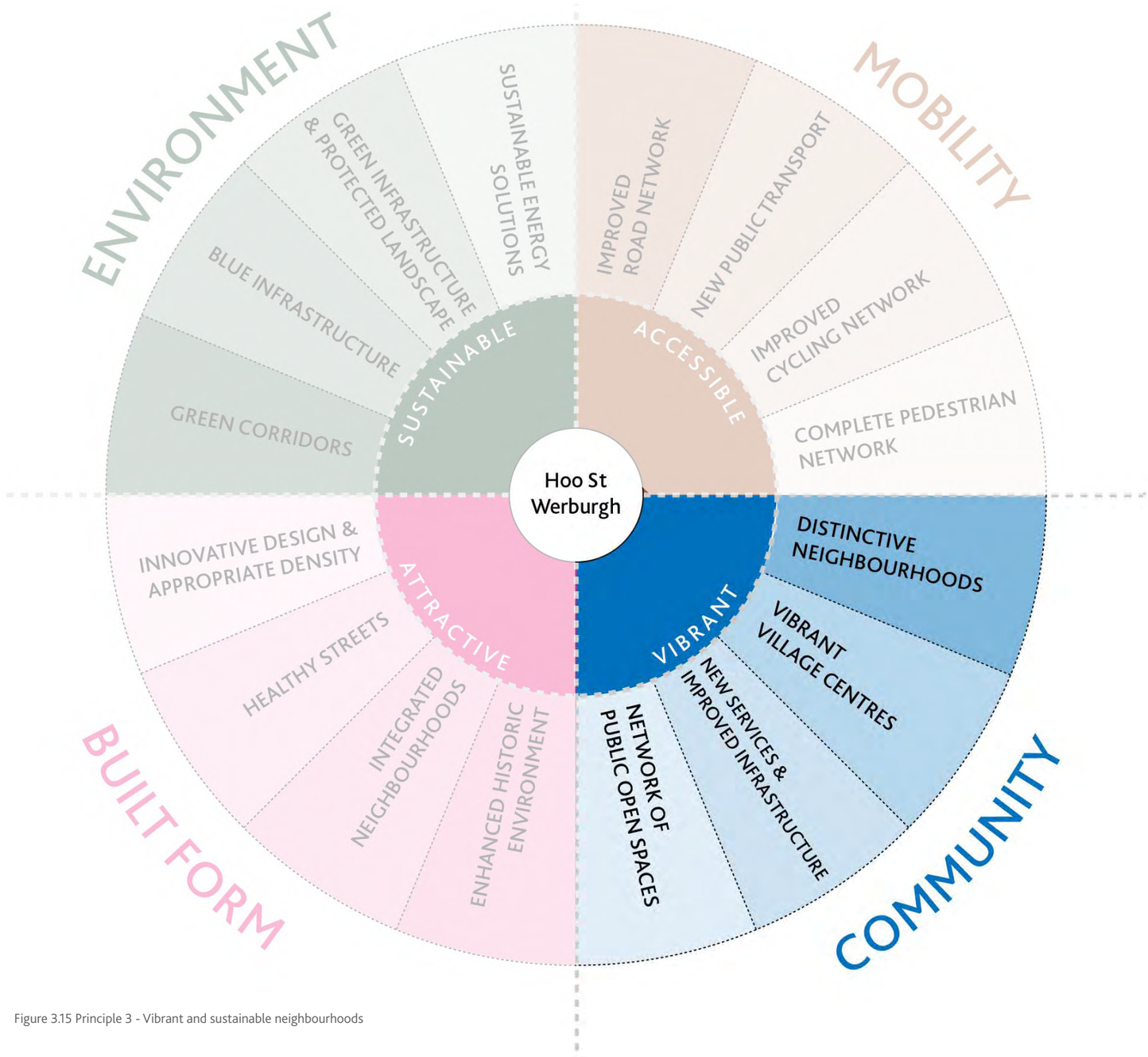


Figure 3.15 Principle 3 - Vibrant and sustainable neighbourhoods

3| VISION AND GUIDING PRINCIPLES

3.5 PRINCIPLE 3: VIBRANT AND SUSTAINABLE NEIGHBOURHOODS







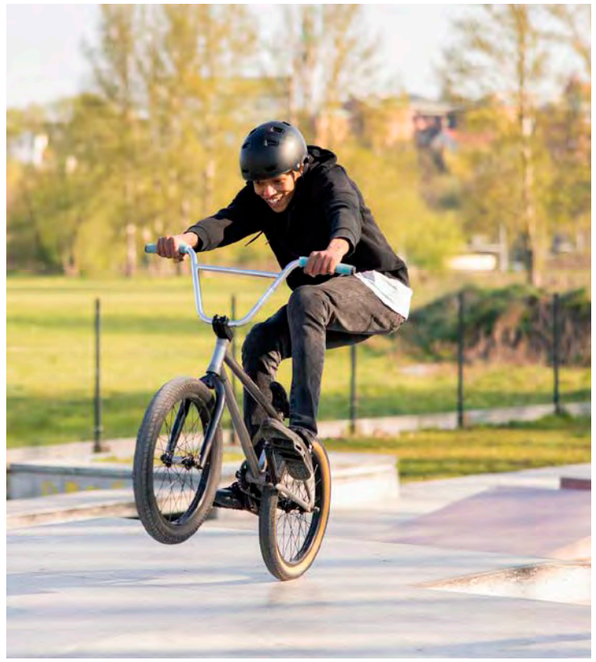





Figure 3.16 Principle 3 - inspirational images

3| VISION AND GUIDING PRINCIPLES

3.5 PRINCIPLE 3: VIBRANT AND SUSTAINABLE NEIGHBOURHOODS

DISTINCT NEIGHBOURHOODS AND VILLAGES

The Framework reflects upon the history and character of the existing villages, and recognises that new development needs to be planned carefully to respect the established identities of places much valued by local communities.

Growth will be directed to specific areas, planned at a village or neighbourhood level, with connections and separations between places sensitively planned. The creation of distinct neighbourhood areas will have the following aims:

- Character areas that work with the landscape setting and context and reflect the area's heritage.
- Create a sense of place.
- Range of styles matching landscape features and location within the rural town.
- The use of appropriate mixed-use design will be crucial for neighbourhood centres and the new centre at the proposed railway station to thrive.
- A centre in each neighbourhood will complement the uses of existing centres in Hoo St Werburgh and High Halstow and ensure better services provision for the existing communities and new residents.
- New centre in the East of Hoo St Werburgh with the larger foodstore and further retail provision in the ground floors of the development in this cluster - new hub serving local communities and wider peninsula.

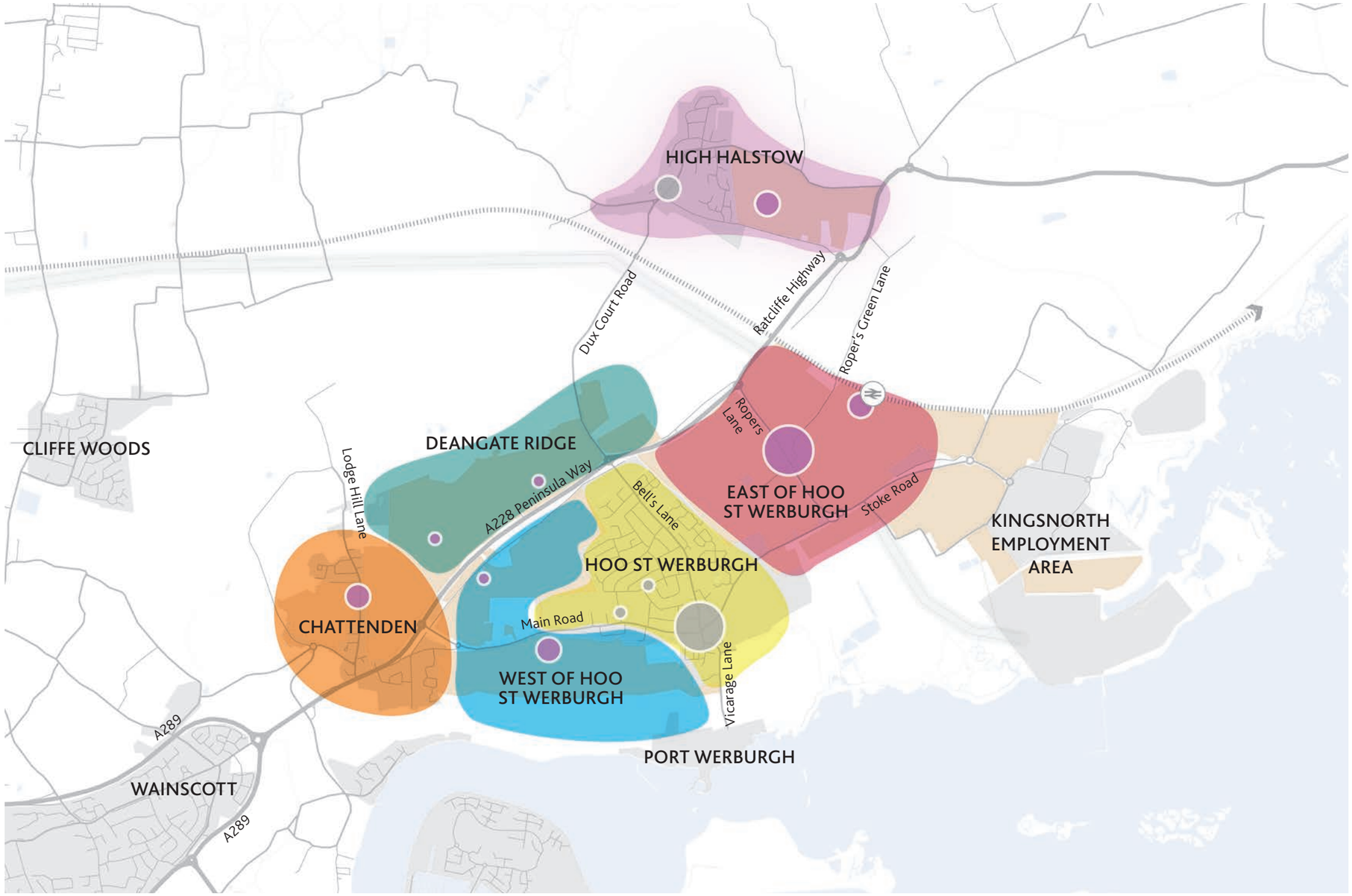


Figure 3.17 Principle 3 - Vibrant and sustainable neighbourhoods. Distinct neighbourhoods

3| VISION AND GUIDING PRINCIPLES

3.5 PRINCIPLE 3: VIBRANT AND SUSTAINABLE NEIGHBOURHOODS

KEY SERVICES AND FACILITIES

The vision for the Framework area includes provision of a range of services and facilities that reflects the needs arising from the scale and location of growth proposed in this framework.

Key components include:

- Centre and commercial street level development that is future proofed with ground floor design to easily adapt to diversity of commercial uses.
- An improved Walter Brice Centre.
- A Healthy Living Centre providing a range of health services.
- A sports facility, accommodating a 500 sqm 8-lane 50 m pool plus learner pool, 5-court hall, 150-station health and fitness gym plus 3 studios.
- Community spaces for indoor and outdoor activities.
- Enhanced provision of education facilities: four 2-form entry primary schools, a 8-form entry secondary school, expansion of the primary element of Hundred of Hoo School by 1-form entry, expansion and possible relocation of Hoo St Werburgh Primary School by 1-form entry and High Halstow Primary School by 1-form entry.

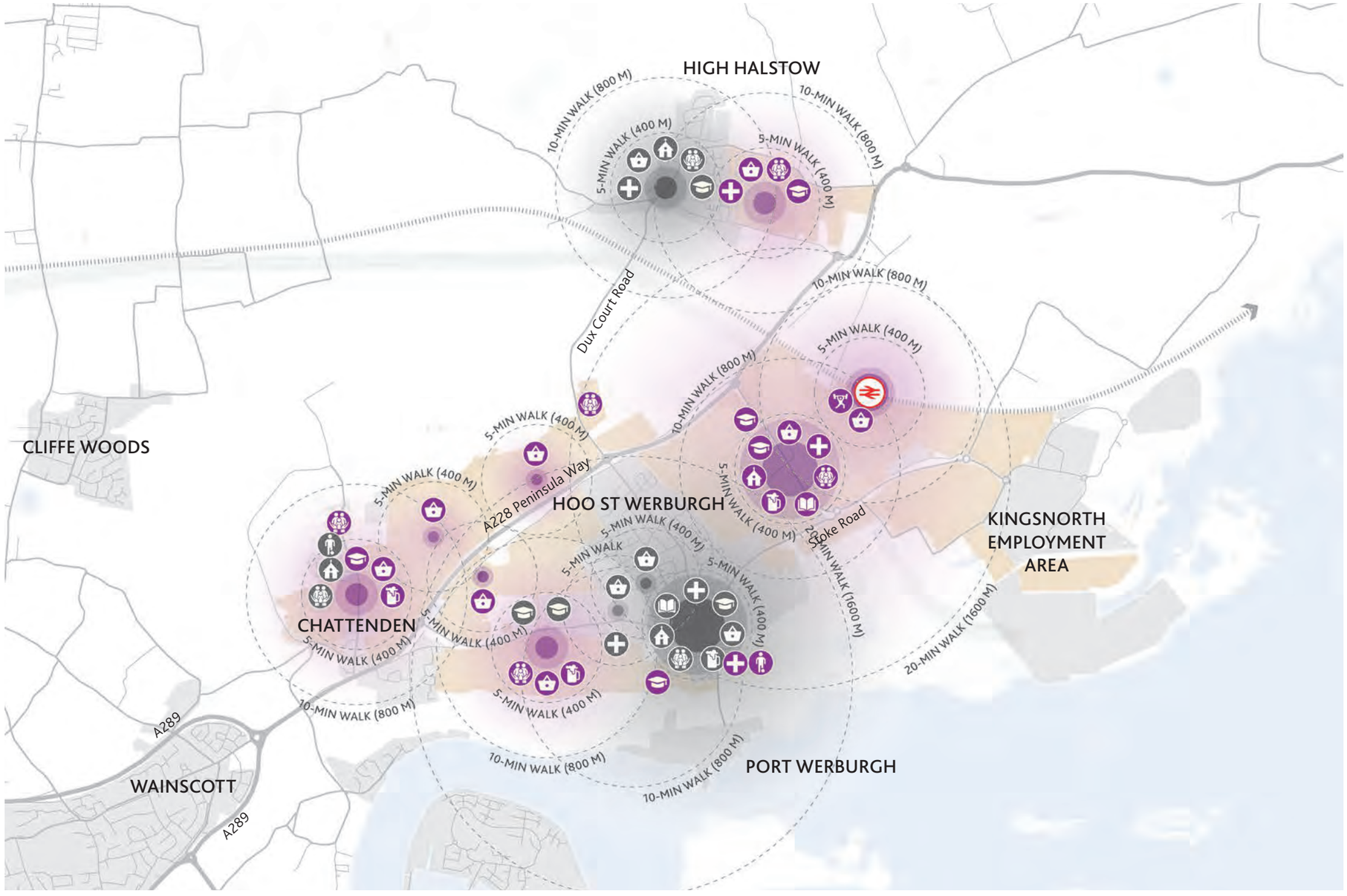


Figure 3.18 Principle 3 - Vibrant and sustainable neighbourhoods. Key services and facilities

3| VISION AND GUIDING PRINCIPLES

3.6 PRINCIPLE 4: ATTRACTIVE AND TAILORED BUILT FORM

Hoo's vision to become a sustainable and desirable place to live will be delivered through a carefully considered design of homes and the overall built environment. New homes will be both attractive and inclusive. There will be a wide mix of housing types, designed to meet the needs of different sectors of the community, including families, considering the needs of young people leaving care, older people (e.g. Sheltered Housing, Extra Care, Shared Ownership for Older Persons) and people with disabilities including the provision of accessible housing for wheelchair-users/those with mobility problems.

House types are to include First Homes, Affordable/Social Rent and Shared Ownership, which should be integrated into the wider developments and indistinguishable from market housing.

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 in close proximity to the proposed railway station 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.

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; strengthening it through better connectivity, accessibility and the overall quality of life and will be designed to minimise impacts on the environment, and to provide sustainable buildings, including new opportunities for energy. The Framework is also promoting opportunities for custom and self-build housing, delivering quality and sustainable design. The design of the new development should ensure building design diversity, place identity, quality of design and materials, attention to street scenes (including frontages, vegetation, pavement, etc.) and innovation in design.

The below design principles should also be taken into account:

- The design of sustainable drainage systems (SuDS) components to be fully integrated with landscape and amenity areas. Design to avoid a highly engineered solution and instead provide for a natural design aesthetic that encourages ecological benefits, including improved water quality and increased natural habitat for wildlife.
- The design of every street in the new development to consider the use of appropriate tree planting and other vegetation, which not only provides a positive contribution to its identity, but also acts a storage of carbon and can help to tackle climate change.
- All new development in the area of this Framework to be designed with appropriate front garden depth and parking placement that respects the local rural character in the areas identified for low to medium density development. Front gardens can help to limit climate change by retaining trees and plants which help soak up carbon. They also help us be more resilient in dealing with the anticipated hotter and wetter weather in the future.
- Sustainable building design principles, such for example reusing/recycling materials, green walls/ roofs, greywater recycling and solar panels to be considered to help reduce carbon emissions.
- The Hoo stop line is considered one of the better preserved defence features in England and it needs to be taken into account by future development. In addition many of the non-designated assets need to be given careful attention during the development planning process.
- It is important to protect long views towards and from important heritage assets, such as Hoo St Werburgh Parish Church, which is Grade I listed.

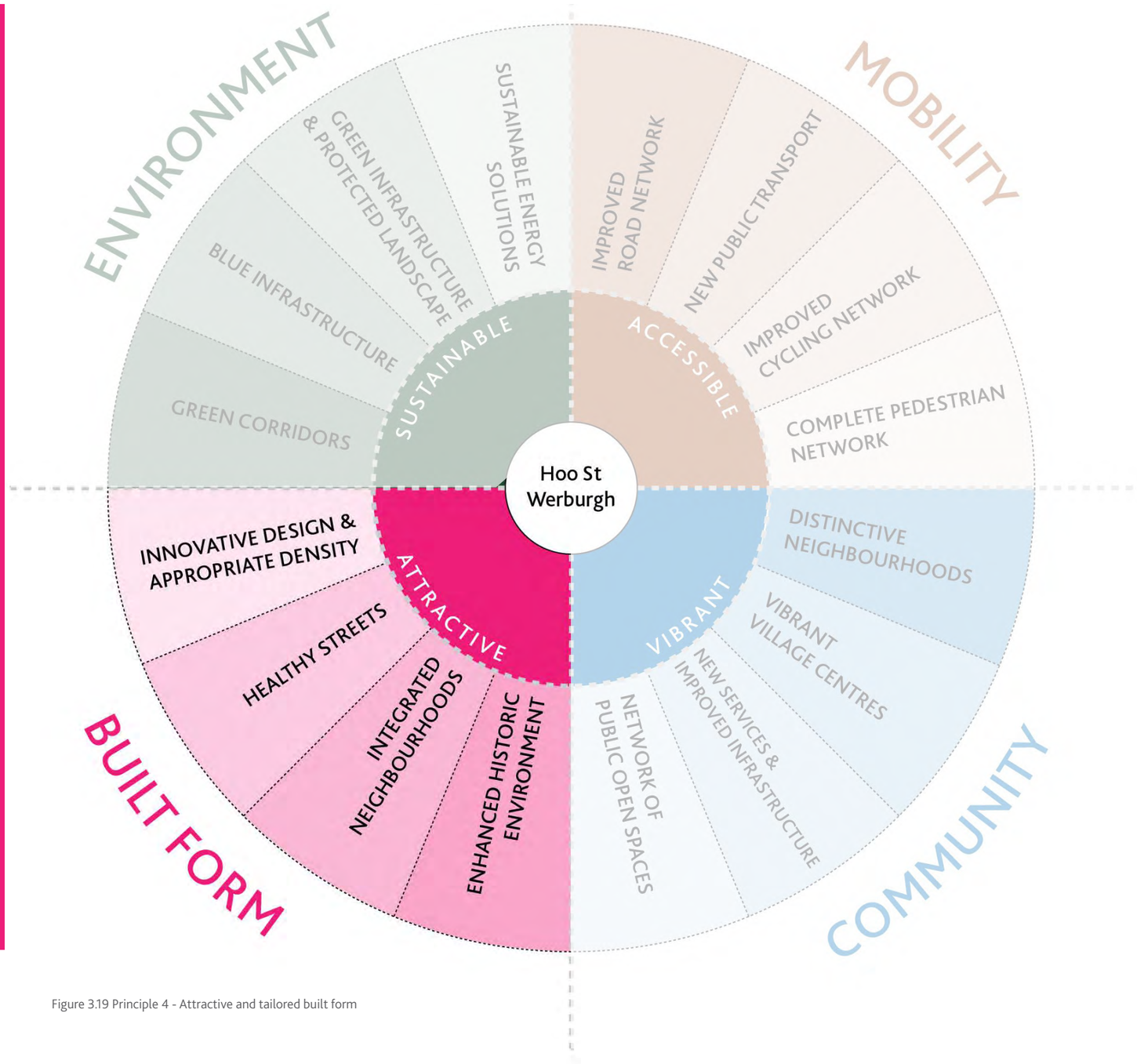


Figure 3.19 Principle 4 - Attractive and tailored built form

3| VISION AND GUIDING PRINCIPLES

3.6 PRINCIPLE 4: ATTRACTIVE AND TAILORED BUILT FORM











Figure 3.20 Principle 4 - inspirational images

3| VISION AND GUIDING PRINCIPLES

3.6 PRINCIPLE 4: ATTRACTIVE AND TAILORED BUILT FORM

HOUSING DENSITY DISTRIBUTION

The principle is for low density development along the outer edges of the proposed growth area, particularly facing landscape, with the exception of the East of Hoo St Werburgh where a new mixed-use hub is proposed in proximity to the station that will serve the emerging communities in the immediate locality as well as wider peninsula. This new hub will be supported by higher density development.

- Higher density next to local centre to provide footfall.
- Smooth transition of density from existing settlements to new development areas.
- All medium (20 to 49 dwelling units) and large (50 dwelling units or more) development to be informed by a design code based on the national model prior to approval of their outline application.
- All new development placed adjacent to the green corridors between Hoo St Werburgh and Chattenden, and between High Halstow and Hoo St Werburgh:
  - to have distinctive landscape and architecture design when compared to developments on the other side of the corridor.
  - to provide amenity areas and community gathering spaces in the landscape buffer open to the corridor.
  - to have the properties along the edge facing the landscape buffer and corridor.
  - strategic green gaps described within Principle 1 are to be respected.
- All development placed near the fringe of development areas and adjacent to landscape or countryside to assist in the seamless integration of natural and built components.
- New developments at neighbourhood centres to be designed as mixed-use communities and provide space for people to enjoy.



Figure 3.21 Principle 4 - Attractive and tailored built form. Housing Density Distribution

3| VISION AND GUIDING PRINCIPLES

3.6 PRINCIPLE 4: ATTRACTIVE AND TAILORED BUILT FORM

HEALTHY STREETS

- All new development placed in sites highlighted in this Framework to be designed to facilitate active modes of transport, such as walking and cycling.
- Every street located in development sites considered to be a local collector or higher level of hierarchy must provide cycle lanes, cycle paths or mixed pedestrian and cycle routes.
- All development to be designed to provide a diverse network of open spaces and amenity areas to serve different purposes and users.
- All medium (20 to 49 dwelling units) and large (50 dwelling units or more) development to provide green space and/or amenity areas located within 5-minutes' walk from every proposed dwelling unit.
- Every street in the new developments to consider the use of appropriate tree planting and other vegetation to provide a positive contribution to its identity.
- Variation in street width, design and vegetation and buildings placement and scale to be used to differentiate streets and create local area types within medium (20 to 49 dwelling units) and large (50 dwelling units or more) developments.
- Any street that is not a shared surface to provide safe pedestrian routes.



Figure 3.22 Principle 4 - Attractive and tailored built form. Healthy streets

Appendix 1

04

THE FRAMEWORK

4| THE FRAMEWORK

4.1 FRAMEWORK PLAN

The overall Framework plan combines a new vision for Hoo, 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 villages will be separated by green spaces and countryside. 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, 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.











Figure 4.1 Development Framework inspirational images



LEGEND

- Existing village centre
- Hub for new services
- Existing neighbourhood centre
- Proposed neighbourhood centre
- Indicative new shared user bridge
- New / upgraded pedestrian crossing
- Residential - low density (up to 35 ph)
- Residential - medium density (up to 45 ph)
- Residential- high density (up to 50 ph)
- New community facility
- Healthy living centre
- Potential improvements to Walter Brice Centre
- School
- Employment
- Railway station infrastructure
- Retail (supermarket - potential location)
- Retail (at ground floor - potential location)
- Gym (at ground floor - potential location)
- Youth hub (potential location)
- Leisure centre
- Potential location of outdoor football pitches
- Other development sites
- Proposed railway station
- Strategic Environmental Management Scheme (SEMS)
- Land under environmental management
- Environmental conservation land
- Open space
- Existing open space
- Woodland
- Water body
- Saxon Shore Way
- England Coast Path (planned)
- Public Right of Way (existing)
- Bridleway loop
- Footpath (proposed)
- Hoo stop line

Figure 4.2 Hoo St Werburgh summary framework diagram

4| THE FRAMEWORK

4.2 HOUSING INFRASTRUCTURE FUND (HIF)

FUTURE HOO HOUSING INFRASTRUCTURE FUND (HIF)

The Government has awarded Medway Council £170m to put in place the necessary environmental and transport infrastructure in advance of major development on Hoo. The Hoo Development Framework incorporates the HIF infrastructure alongside the delivery of other wider services ensuring all are in place to support new housing and the long term, positive planning for growth. The development of Hoo into a new rural town, and associated employment areas, depend heavily on strategic environmental measures plus strengthened connections and significant upgrades to transport. This is what the HIF funding has been secured to achieve . The programme identified necessary highway improvements to the existing A228 and A289, plus a new spur road connecting the Peninsula Way / Main Road to Upchat Roundabout and Woodfield Way, alongside the delivery of a rail passenger service from Hoo on towards London.

The HIF programme is being delivered over the immediate coming years to provide upfront strategic transport and environmental infrastructure. The Hoo Development Framework takes a longer term and wider view of growth on the Hoo Peninsula. This document sets out a vision for development up to 2055.

DELIVERY OF HIF

Strategic Environmental Management Scheme (SEMS) has been developed to deliver large-scale new open spaces managed for both wildlife and for access. This SEMS offer will be in addition to new parks, playgrounds, allotments and sports pitches that will be provided when new residential development comes forward. Listed below are just some of the new open spaces to be provided by SEMS in and around Hoo St Werburgh.

The Cockham Community Parkland (west of Vicarage Lane) sees 41.2 hectares of farmland converted into new habitats including grasslands, new hedges and woodland planting, plus the creation of new path networks and two car parks. Land at Deangate Ridge, north of the Peninsula Way, will become a community parkland and will see the creation of over 6 kilometres of new access routes and the planting of nearly 5 hectares of woodland and scrub. New wetlands are being proposed for land to the east of Vicarage Lane that will support the establishment of habitat for both breeding wading birds plus over-wintering wetland birds.

Plans are also in place to improve public rights of way to ensure users of the green open spaces can walk safely between sites either side of the dual carriage way.

Rangers will be in place to help manage the sites' wildlife and also to ensure people can access and enjoy them without impact on their ecology.

Highway interventions focus on improvements to key roundabouts, including Four Elms, Sans Pareil, and Bells Lane, alongside the creation of new road infrastructure providing access to the new station and to a new connection on Hasted Road. In combination with rail, walking and cycling facilities, the highway improvements look to accommodate the growth in traffic linked to new development in a manner that addresses the Four Elms Hill Air Quality Management Area and other important social and environmental factors.

Rail interventions: The reinstatement of a rail passenger service from Hoo towards London will open up exciting new opportunities for people for work and leisure. Reflecting on rail's attractiveness, a new retail and service hub is proposed near the new rail station, and bus services will be promoted to connect the station to the wider residential and employment community in Hoo.

In summary, the HIF funding allows for masterplanning for wider growth in a coherent, strategic way that sees environment and transport infrastructure provided before houses are built and creates a high quality environment that can be enjoyed by both existing and new residents.





Figure 4.4 Housing Infrastructure Fund - Strategic Infrastructure Plan

Appendix 1

05

THE NEIGHBOURHOODS

5| THE NEIGHBOURHOODS

5.1 OVERVIEW

This chapter presents more detail of the Framework design objectives at the local level, with the aim of developing the distinctiveness of each neighbourhood and how they connect with and complement the existing settlements. The Framework examines each neighbourhood through several themes in line with the four key principles outlined in Chapter 3 of this document:

- Overview - outline of the neighbourhood and its general aims and characteristics.
- Open space and pedestrian connectivity - particular green infrastructure interventions and pedestrian routes with the wider area and how they connect with the Strategic Environmental Management Scheme (SEMS) areas.
- Healthy streets and public transport - how each neighbourhood has a clear street hierarchy and where potential bus routes will run. The Housing Infrastructure Fund (HIF) interventions are noted in the relevant neighbourhoods.
- Community facilities and services - level of services in the neighbourhood and where they are located, and how they complement existing centres.
- Housing densities - the scale of development and where low, medium and high development densities are located, with an overview of housing typologies and building heights.
- The descriptions in the following pages do not constitute policy requirements, but set out, in response to the context described in this document, the key design priorities and objectives that the Council is considering as part of the development of the Local Plan. This will continue to evolve as further consultation and engagement and other Local Plan development work is carried out.

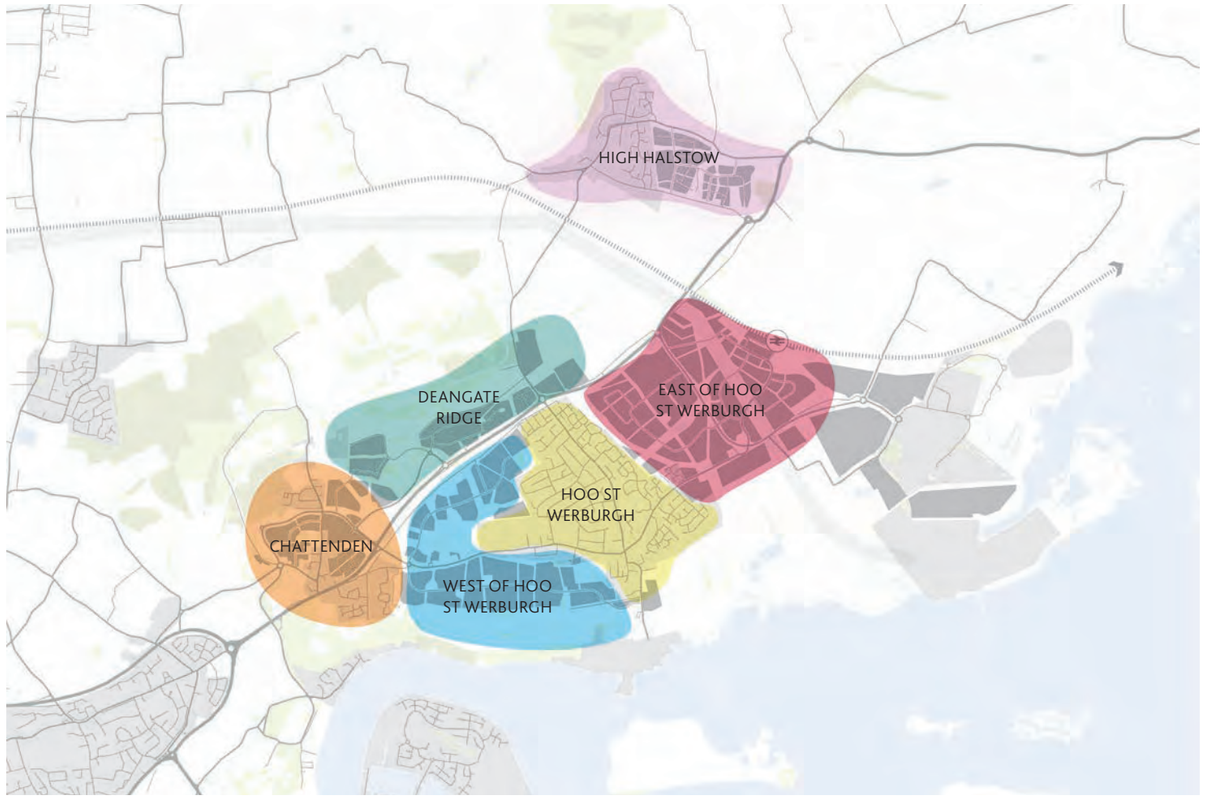


Figure 5.1 Hoo Development Framework proposed neighbourhoods

Framework area
Existing settlement
River and other water bodies
New railway station
Existing road


COES GREEN, CHATTENDEN


TRUMPINGTON MEADOWS, CAMBRIDGE

CHATTENDEN

The Framework aims to combine the existing fragmented settlement with new development, to form an integrated neighbourhood. A strategic green corridor will separate Chattenden from the new development at West of Hoo St Werburgh. The new development will also respect the adjacent SSSI and existing woodland and new footpaths and cycle routes will connect with the wider Hoo area.

A new neighbourhood centre at Chattenden Lane will include small-scale retail and a relocated and expanded primary school. Housing typologies will be comprised mostly of terraced and semi-detached houses to create a sense of enclosure and encourage communal uses.

Figure 5.2 Chattenden proposed development overview

5| THE NEIGHBOURHOODS

5.1 OVERVIEW


GRANDSIRE GARDENS, HOO ST WERBURGH


THE CROPPINGS, LIGHTMOOR VILLAGE, TELFORD

DEANGATE RIDGE

The creation of a new community parkland as a landscape buffer to the Chattenden Woods & Lodge Hill SSSI is an integral part of the Strategic Environmental Management Scheme (SEMS). It will be new open space with ecological management in place.

The character of this housing typology focuses on maximising the experience of living in the park setting. The density should be kept low (maximum of 35dph), while buildings are no taller than two to three storeys with a coherent design language to minimise the visual impact of the surrounding landscape. This will help maintaining the rural character of Hoo Peninsula whilst meeting housing needs.

Figure 5.3 Deangate Ridge proposed development overview


CHURCH FARM CLOSE, HOO ST WERBURGH


ACCORDIA, CAMBRIDGE

WEST OF HOO ST WERBURGH

The West of Hoo St Werburgh neighbourhood will be home to a new neighbourhood centre, catering to the western part of Hoo St Werburgh, without competing with the existing centre of Hoo.

The northern part of this neighbourhood will consist of mainly low density housing that is suited to the steep topography, while the southern part will be a mix of low and medium density, with high density concentrated at the new neighbourhood centre. The southern area will connect with the new Cockham Community Parkland, part of the Strategic Environmental Management Scheme (SEMS), and is a new open space which stretches to the River Medway.

Figure 5.4 West of Hoo St Werburgh proposed development overview


COES GREEN, CHATTENDEN


LIME AVENUE, CAMBRIDGE

EAST OF HOO ST WERBURGH

This is located adjacent to the proposed passenger railway station which will support new demand for high density homes due to its natural role as a primary transport hub for the Hoo Peninsula. Proposed bus routes will connect with the wider Hoo area, making mixed-mode commuting easier.

This also attracts key commercial, retail and other services that make the area a convenient place to live like that of town centre. Buildings will include a mix of housing typologies which differentiate it from the other neighbourhoods, including flats up to four storeys and terraced houses, to maintain its relatively rural character and will be ideal for a range of people, including single people, couples and young families.

Figure 5.5 East of Hoo St Werburgh proposed development overview


HIGH HALSTOW


TRUMPINGTON MEADOWS, CAMBRIDGE

HIGH HALSTOW

The new development at High Halstow serves as an extension to the existing village. New services and facilities in the new neighbourhood centre will complement rather than compete with the existing centre.

New green routes will consist of pedestrian and cycle routes which will connect with Hoo St Werburgh, the marshes to the north and the wider area. Long distance views of the surrounding landscape will be preserved where possible.

Housing will draw on vernacular architecture in the surrounding area, while self-build and custom housing, together with detached and semi-detached housing will form part of the housing mix.

Figure 5.6 High Halstow proposed development overview

5| THE NEIGHBOURHOODS

5.2 CHATTENDEN

OVERVIEW



CHATTENDEN

Chattenden is currently a settlement that is fractured due to its military past and the location of the A228 road, which divides the village in two. The Framework seeks to integrate the existing village with new development and calls for investment in local services to help link old and new areas. New facilities include an expanded and relocated Chattenden Primary School, small-scale retail and community facilities at a new neighbourhood centre along Chattenden Lane.

The new development will be sensitive to the natural environment, given its proximity to the Chattenden Woods and Lodge Hill SSSI. Key landscape features such as existing woodland will be enhanced and there will be an emphasise on the protection of local wildlife.

To retain the identity of Chattenden that is distinct from urban Medway and from Hoo St Werburgh, a strategic green corridor between the settlements will be maintained. In addition the strong military connection is an integral part of Chattenden's identity and therefore heritage features, such as the magazine stores, will be maintained.

As part of the Housing Infrastructure Fund (HIF) programme, a new relief road is planned, with improved accessibility benefiting the wider Hoo Peninsula. The impact on landscape sensitivity will be taken into consideration, with a potential landscape buffer along the road.

Important links with Cliffe Woods for walking and cycling will be maintained and new pedestrian and cycle routes through Chattenden to Hoo St Werburgh will be created, making access to new services possible including a secondary school in the East of Hoo St Werburgh.



MEWS WITH A VARIETY OF HOUSING TYPOLOGIES



RESIDENTIAL WITH PREDOMINANTLY 2-STOREY HOUSES



PARKLAND WITHIN INFRASTRUCTURE CORRIDOR



RELIEF ROAD WITH SHARED CYCLE AND FOOTPATH AND BUS STOP

Figure 5.7 Chattenden inspirational images

5| THE NEIGHBOURHOODS

5.2 CHATTENDEN



LEGEND

- Neighbourhood centre (proposed)
- Indicative new shared user bridge
- New/upgraded pedestrian crossings
- Residential - low density (up to 35 ph)
- Residential - medium density (up to 45 ph)
- Residential- high density (up to 50 ph)
- School
- Retail (at ground floor)
- Other development sites
- Strategic Environmental Management Scheme (SEMS)
- Land under environmental management
- Open space
- Existing open space
- Woodland
- Water body
- Footpath (existing)
- Footpath (proposed)

Figure 5.8 Chattenden summary diagram

5| THE NEIGHBOURHOODS

5.2 CHATTENDEN

OPEN SPACES & PEDESTRIAN CONNECTIVITY

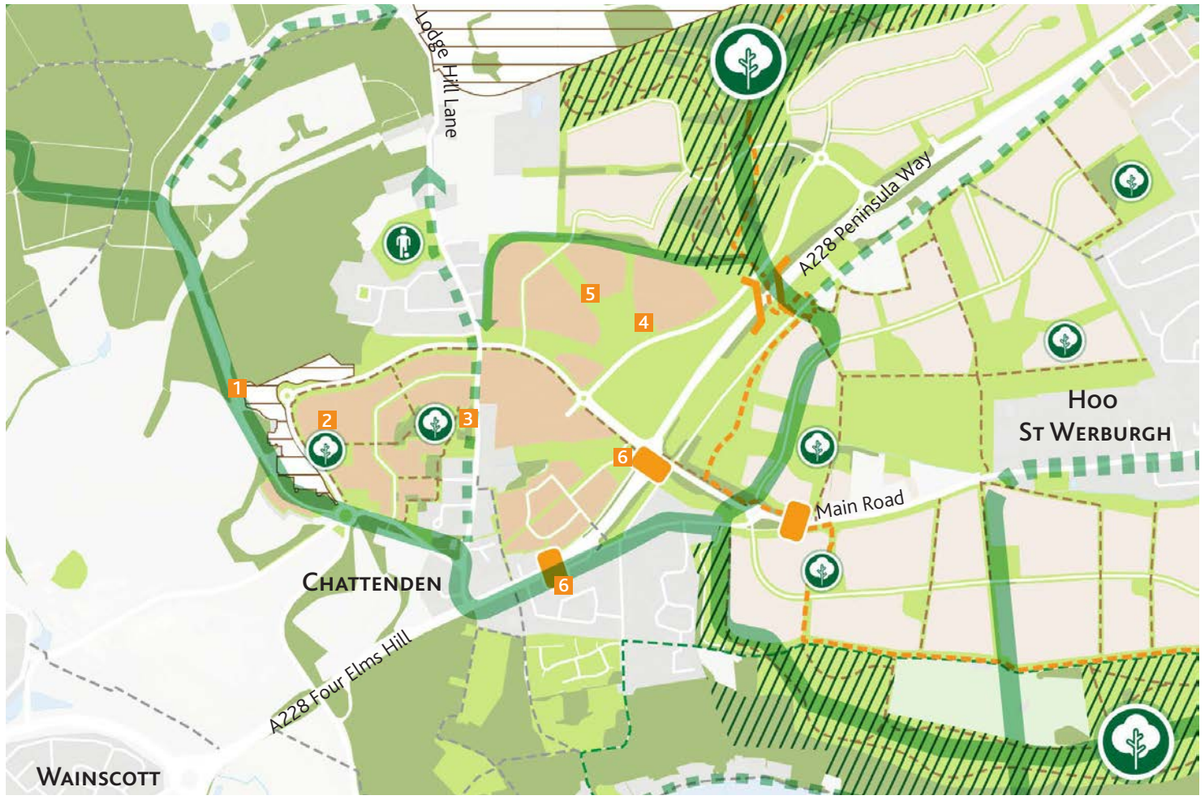


Figure 5.9 Chattenden Open spaces & pedestrian connectivity diagram

- Potential growth at Chattenden
- Potential growth in other neighbourhoods
- Existing settlement
- Water body
- Land under environmental management
- Primary green route
- Secondary green route
- Green route along existing street / PRoW
- Proposed/improved bridleway
- Proposed footpath
- Existing footpath
- Saxon Shore Way
- Indicative new shared user bridge
- New / upgraded pedestrian crossing
- SEMS / community parkland
- Neighbourhood park
- Proposed and existing sports provision
- Open space
- Existing landscape













Figure 5.10 Chattenden Open spaces inspirational images

- A new hierarchy of open spaces which are connected by a network of green routes. Rams Bottom Wood at Chattenden Barracks will be preserved and form one of the new open spaces, becoming publically accessible for the first time.
- The existing network of footpaths will be supplemented with new ones. Rams Bottom Wood will be the focal point for new footpaths, while Lochat Road will form a green route connecting with Chattenden Woods and Cliffe.
- Pedestrian crossings along the A228 will be upgraded to improve access between the divided parts of Chattenden.
- Further detailed work is needed to ensure the proposals meet the Local Plan's open space requirements.

5| THE NEIGHBOURHOODS

5.2 CHATTENDEN

ROAD INFRASTRUCTURE AND PUBLIC TRANSPORT

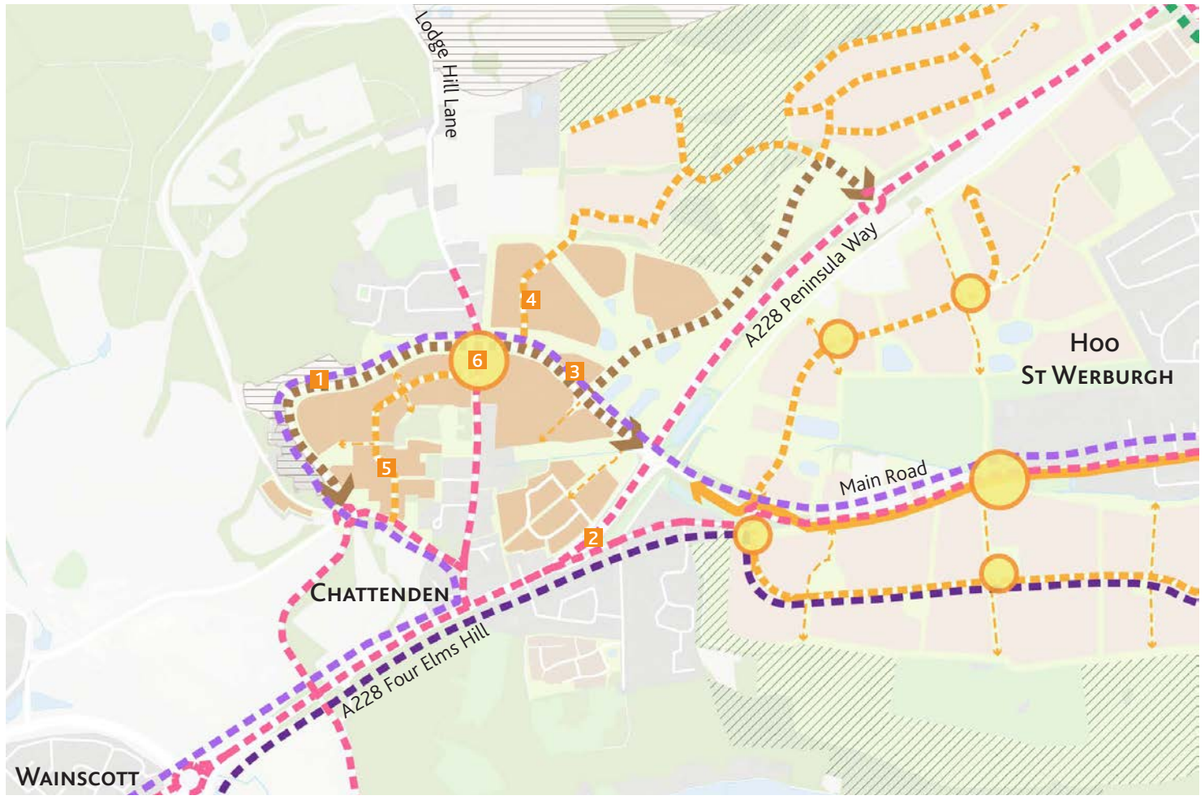


Figure 5.11 Chattenden Road infrastructure & public transport diagram

- Potential growth at Chattenden
- Potential growth in other neighbourhoods
- Existing settlement
- Existing road
- Planned relief road with potential cycle lane
- Proposed primary street
- Proposed secondary street
- Proposed tertiary street
- Public space
- Existing bus route
- Proposed bus route (1)
- Proposed bus route (2)

- Chattenden will be supported by the planned relief road as part of the Housing Infrastructure Fund ().
- The secondary roads will form the main roads connecting the development parcels with Chattenden Land and the relief road.
- The existing bus route will be supplemented by new bus routes along the relief road and connect with potential destinations including Hoo St Werburgh, the planned rail station and Kingsnorth employment area.


1 RELIEF ROAD AS PART OF THE HOUSING INFRASTRUCTURE FUND (HIF)


2 HOUSING INFRASTRUCTURE IMPROVEMENTS (HIF) TO THE A228


3 NEW BUS ROUTES CONNECTING WITH THE WIDER HOO PENINSULA


4 LANDSCAPE VERGES ALONG TERTIARY ROADS


5 TRAFFIC CALMING MEASURES TO PREVENT RAT RUNNING

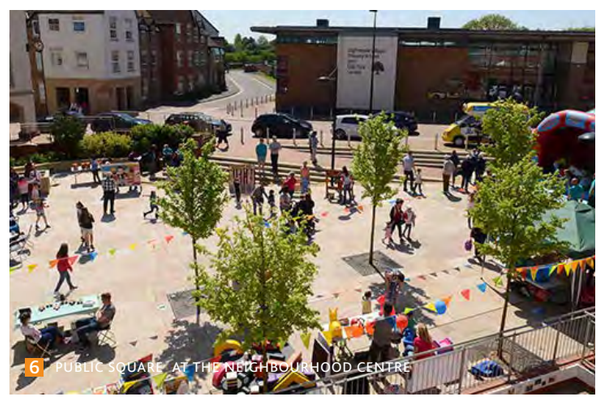

6 PUBLIC SQUARE AT THE NEIGHBOURHOOD CENTRE

Figure 5.12 Road infrastructure inspirational images

5| THE NEIGHBOURHOODS

5.2 CHATTENDEN

COMMUNITY FACILITIES AND SERVICES

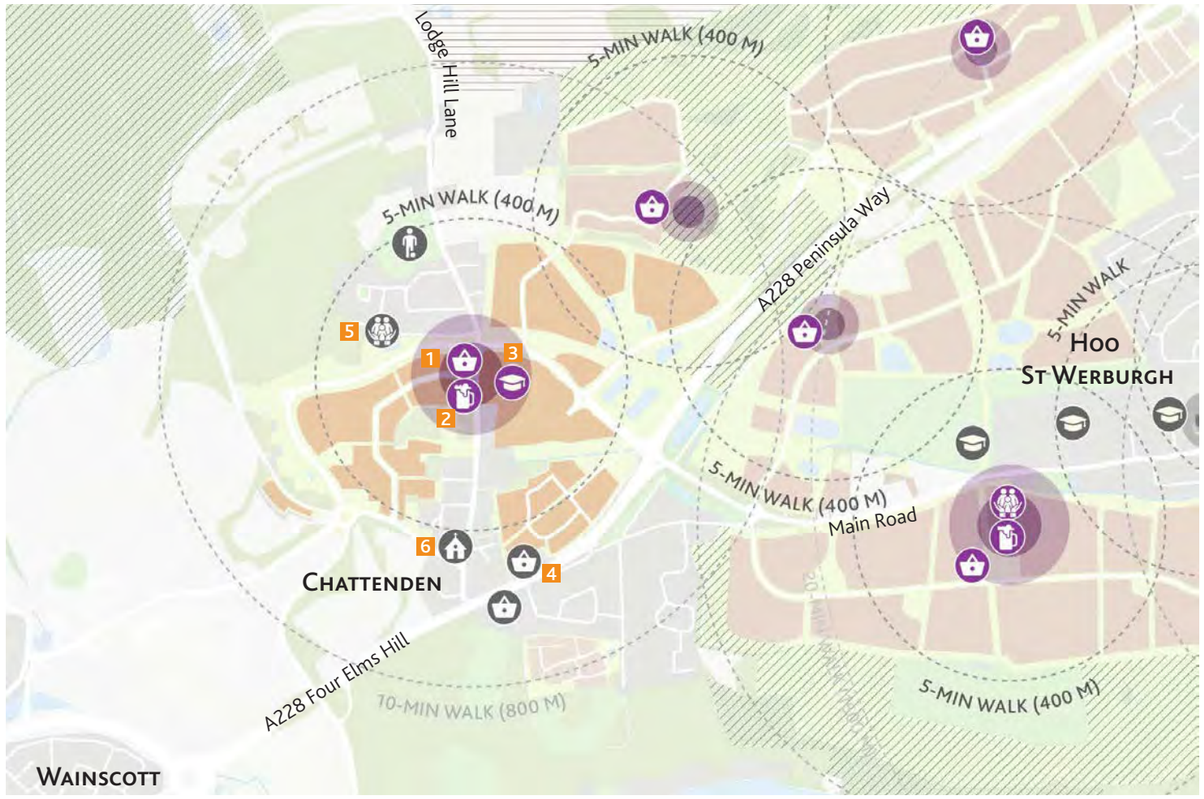


Figure 5.13 Chattenden Community facilities diagram

- Potential growth at Chattenden
- Potential growth in other neighbourhoods
- Existing settlement
- Existing neighbourhood centre
- Proposed neighbourhood centre
- Existing facility
- Proposed facility
- Commercial and retail
- Healthcare
- Education
- Food and beverage
- Community facility
- Faith
- Public services
- Sports and leisure

- A new neighbourhood centre located along Chattenden Lane, near the junction with the relief road, will be within a 10-minute walk from most of Chattenden. Services will include small-scale retail, food and beverage and expanded and relocated Chattenden Primary School.
- The new facilities will coexist with existing services. Existing convenience stores along the A228 will continue to serve residents in the south, while Chattenden Community Centre will continue to serve the community.



1 NEIGHBOURHOOD CENTRE WITH CONVENIENCE STORE



2 FOOD AND BEVERAGE


3 PRIMARY SCHOOL


4 EXISTING FACILITIES ON THE A228


5 CHATTENDEN COMMUNITY CENTRE


6 BISHOP GUNDALF CHURCH, CHATTENDEN

Figure 5.14 Chattenden community facilities - existing and proposed

5| THE NEIGHBOURHOODS

5.2 CHATTENDEN

BUILT FORM

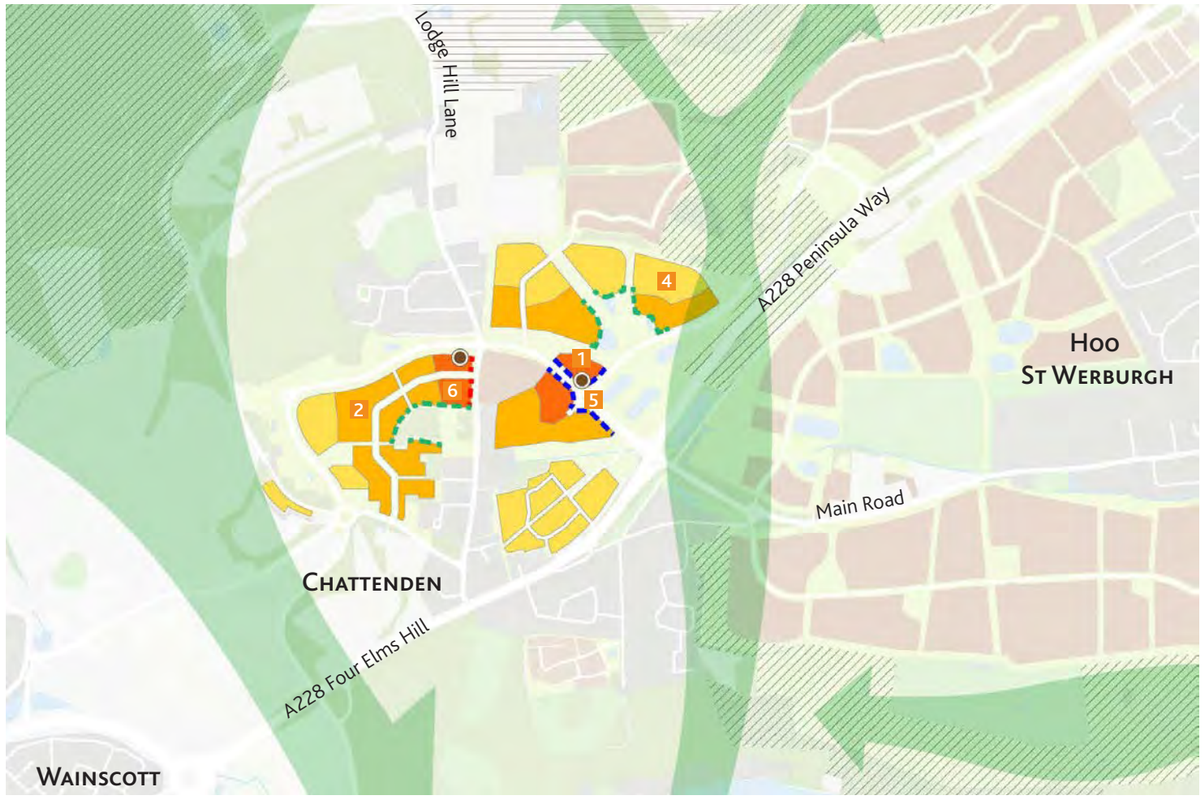


Figure 5.15 Chattenden densities distribution and frontages

- Residential - low density (up to 35 ph)
- Residential - medium density (up to 45 ph)
- Residential- high density (up to 50 ph)
- Potential growth location
- Existing settlement
- Potential corner treatment / landmark
- Active frontage
- Key frontage along road
- Key frontage facing open space
- Green corridor and landscape buffer between settlements


1 HIGHER DENSITY AREA


2 TERRACED HOUSING IN MEDIUM DENSITY AREA


3 LOW DENSITY AREA


4 KEY FRONTAGES FACING LARGE OPEN SPACES


5 KEY FRONTAGE ALONG RELIEF ROAD ENTRANCE



6 ACTIVE FRONTAGE AT THE NEIGHBOURHOOD CENTRE

Figure 5.16 Chattenden Built form inspirational images

- The proposed relief road will be the principal route to Chattenden, where high density development will be concentrated.
- Development density gradually decreases away from the relief road. At the former Chattenden Barracks site, high and medium density concentrates at the proposed secondary street and decreases further west, to discourage access to the Chattenden Woods and Lodge Hill SSSI, which is ecologically sensitive.
- Potential landmarks or treatments to prominent corners at the proposed neighbourhood centre and at the relief road / A228 roundabout, to mark entry points to Chattenden.
- Chattenden will have key frontages along prominent edges of development:
  - An active frontage along Chattenden Lane at the neighbourhood centre
  - Key frontage along the relief road from the A228, marking entry to Chattenden
  - Key frontage facing existing Rams Bottom Wood at Chattenden Barracks site.

5| THE NEIGHBOURHOODS
5.3 DEANGATE RIDGE

OVERVIEW



DEANGATE RIDGE

The potential Deangate Ridge neighbourhood is a sensitive environment with specific measures to secure ecology through the Strategic Environmental Management Scheme (SEMS), of which the creation of Deangate Ridge Community Parkland is a major component.

The new community parkland has several aims: acting as a landscape buffer between the proposed development and the Chattenden Woods and Lodge Hill SSSI with ecological measures including grassland management and expansion of woodland; establishing a new open space for use by the community including the re-purposing of an existing building as a new woodland centre and the creation of viewing and picnic areas to capitalise on the long distance views over the former Lodge Hill training camp and SSSI. New footpaths through the community parkland will enhance links to Cliffe Woods, Chattenden and the wider Hoo area.

New housing to be located south of the community parkland and to be low density in character, allowing for mainly detached housing to respond to the topography. The new residential area lies on the northern slope of the ridge, creating the opportunity to maximise landscape views from houses on the edge of the Parkland, so therefore careful attention to orientation to be considered.

The eastern part of the neighbourhood along Dux Court Road allows for other land uses. Deangate Ridge Sports Complex has the potential to be redeveloped for community purposes, while the site at the north-east corner of the Peninsula Way / Dux Court Road roundabout could be considered for employment uses that relate to the local agricultural industry.



LOW DENSITY HOUSING ON A HILLTOP LOCATION



SENSITIVE EDGE OF DEVELOPMENT ADJACENT TO WOODLAND



DETACHED HOUSING WITH LANDSCAPE VIEWS



A VARIETY OF HOUSING TYPOLOGIES WHICH RESPOND TO STEEP TOPOGRAPHY

Figure 5.17 Deangate Ridge inspirational images

5| THE NEIGHBOURHOODS

5.3 DEANGATE RIDGE



LEGEND

- Neighbourhood centre (proposed)
- Indicative new shared user bridge
- New/upgraded pedestrian crossings
- Residential - low density (up to 35 ph)
- Residential - medium density (up to 45 ph)
- Community facility
- Employment
- Retail (at ground floor)
- Potential sports pitches
- location
- Strategic Environmental Management Scheme (SEMS)
- Land under environmental management
- Open space
- Woodland
- Water body
- Footpath (proposed)
- Bridleway loop
- Hoo stop line

Figure 5.18 Deangate Ridge summary diagram

5| THE NEIGHBOURHOODS

5.3 DEANGATE RIDGE

OPEN SPACES & PEDESTRIAN CONNECTIVITY



Figure 5.19 Deangate Ridge Open spaces & pedestrian connectivity diagram

- Potential growth at Deangate Ridge
- Potential growth in other neighbourhoods
- Existing settlement
- Water body
- Land under environmental management
- Primary green route
- Secondary green route
- Green route along existing street / PRoW
- Proposed/improved bridleway
- Proposed footpath
- Existing footpath
- Indicative new shared user bridge
- New / upgraded pedestrian crossing
- Hoo stop line
- SEMS / community parkland
- Neighbourhood park
- Proposed and existing sports provision
- Open space
- Existing landscape













Figure 5.20 Deangate Ridge Open spaces inspirational images

- A new community parkland forms a major component of the new neighbourhood and one of the new parks in the Strategic Environmental Management Scheme (SEMS). Deangate Ridge Community Parkland is a landscape buffer to the adjacent Chattenden Woods & Lodge Hill SSSI, with an ecological management programme including grassland management and woodland expansion. The new community parkland will be an accessible open space, allowing residents to experience outdoor activities such as walking and cycling. There will be viewing and picnic points, which will have long distance views of the Lodge Hill training camp and SSSI to the north.
- Deangate Ridge will be connected to the other community parklands via a network of green routes. These green routes will be landscaped pedestrian and cycle routes which connect with the existing network of footpaths in the wider Hoo area. A potential new shared user bridge over the A228 is part of the proposed green route, making north-south travel easier.
- Further detailed work is needed to plan for open space requirements.

5| THE NEIGHBOURHOODS

5.3 DEANGATE RIDGE

ROAD INFRASTRUCTURE AND PUBLIC TRANSPORT



Figure 5.21 Deangate Ridge infrastructure & public transport diagram

- Potential growth at Deangate Ridge
- Potential growth in other neighbourhoods
- Existing settlement
- Existing road
- Planned relief road with potential cycle lane
- Proposed primary street
- Proposed secondary street
- Proposed tertiary street
- Public space
- Existing bus route
- Proposed bus route (1)
- Proposed bus route (2)
- Enchanced pedestrian/ cycling connection

- Deangate Ridge will be supported by the planned relief road as part of the Housing Infrastructure Fund (HIF).
- Secondary and tertiary roads will feed into the relief road, taking pressure off the existing A228 Peninsula Way.
- A new public space will be created at the eastern entrance at Dux Court Road, marking a gateway to the neighbourhood.
- Access to buses will require a walk to Ratcliffe Highway to the south of the A228, or to Chattenden or Dux Court Road. Further studies will be required into future bus provision at Hoo.







Figure 5.22 Deangate Ridge Road infrastructure inspirational images

5| THE NEIGHBOURHOODS
5.3 DEANGATE RIDGE

COMMUNITY FACILITIES AND SERVICES

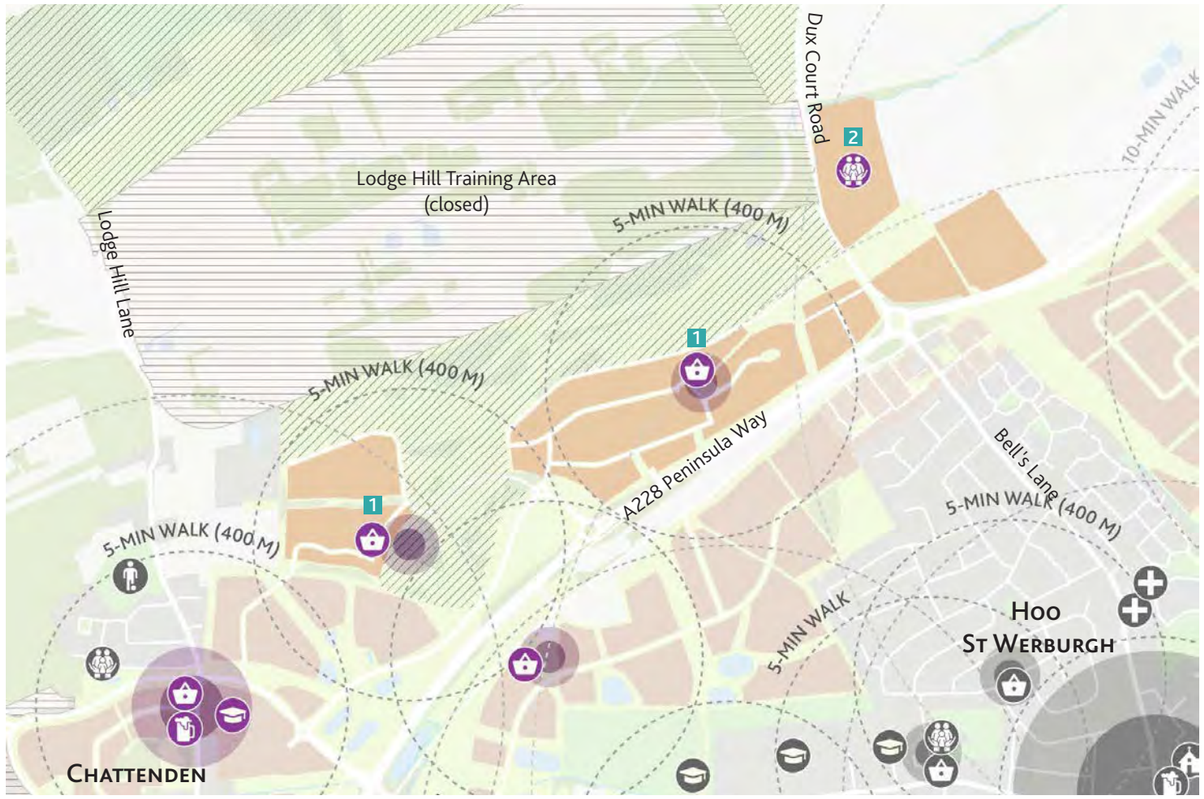


Figure 5.23 Deangate Ridge Community facilities diagram

- Potential growth at Deangate Ridge
- Potential growth in other neighbourhoods
- Existing settlement
- Existing neighbourhood centre
- Proposed neighbourhood centre
- Existing facility
- Proposed facility
- Commercial and retail
- Healthcare
- Education
- Food and beverage
- Community facility
- Faith
- Public services
- Sports and leisure

- Deangate Ridge will be a low density neighbourhood with 2 small-scale neighbourhood centres. Each centre will have at least one convenience store to cater to the needs of local residents.
- For more substantial shopping needs, residents can travel to Chattenden or Hoo St Werburgh village centre, which are within easy reach.
- Deangate Ridge Sports Complex will potentially be redeveloped as a community facility, which requires further detailed planning.



1 CONVENIENCE STORE AT THE NEIGHBOURHOOD CENTRE



2 POTENTIAL COMMUNITY FACILITIES AT DEANGATE RIDGE SPORTS COMPLEX

Figure 5.24 Deangate Ridge community facilities - existing and proposed

5| THE NEIGHBOURHOODS

5.3 DEANGATE RIDGE

BUILT FORM



Figure 5.25 Deangate Ridge densities distribution and frontages

- Residential - low density (up to 35 ph)
- Residential - medium density (up to 45 ph)
- Potential growth location
- Existing settlement
- Potential corner treatment / landmark
- Key frontage along road
- Key frontage facing open space
- Green corridor and landscape buffer between settlements

- The residential area lies on the northern slope of the ridge, affording long distance views across Lodge Hill training camp and Chattenden Woods and Lodge Hill SSSI to the north. Low density housing is suited to the steep topography and maximising these views will be a priority. Detached houses will form the majority of the housing mix, with a maximum of 2 to 3 storeys.
- The north-west corner of the Peninsula Way / Dux Court Road / Bell's Lane roundabout will have medium density housing, reflecting its more accessible location of the roundabout.
- Key frontages facing the new community parkland and the relief road, with opportunities for treatment at prominent and highly visible corners.



Figure 5.26 Deangate Ridge Built form inspirational images

5| THE NEIGHBOURHOODS

5.4 WEST OF HOO ST WERBURGH

OVERVIEW



WEST OF HOO ST WERBURGH

The West of Hoo St Werburgh neighbourhood lies at a sensitive location between Chattenden and Hoo St Werburgh and therefore the relationship and connections to existing villages needs to be established.

A green corridor between the existing village of Chattenden (at Coes Green and Toad Hall Crescent) and the West of Hoo St Werburgh neighbourhood will be maintained to prevent coalescence between Chattenden and Hoo St Werburgh. Introduction of a new shared user bridge across the A228 Peninsula Way could encourage new walking and cycling connections across the green corridor between Hoo and Chattenden.

The area to the north of Main Road will be mainly low density in character, responding to the steep topography. The area to the south of Main Road will allow for medium density and a new neighbourhood centre, with small-scale retail and community services. This area will be adjacent to the planned Cockham Community Parkland, a new open space as part of the Strategic Environmental Management Scheme (SEMS) and improve access to the Medway estuary.

Other new facilities are planned at this neighbourhood. A new primary school is planned at the eastern end, while at Vicarage Lane a new healthy living centre and a leisure centre with outdoor pitches are proposed, which are in close proximity to the existing village centre and benefit local residents. Traffic measures will be undertaken to ensure these new facilities are accessible.

New bus links are proposed to ensure that the new development areas connects to Hoo St Werburgh and reduces car dependency in the Hoo Peninsula.



PROMINENT FRONTAGE FACING A COMMUNITY PARKLAND



HIGHER DENSITY HOUSING AND PUBLIC SPACE AT THE NEIGHBOURHOOD CENTRE



LOW DENSITY HOUSING ON STEEP TOPOGRAPHY



HEALTHY LIVING CENTRE

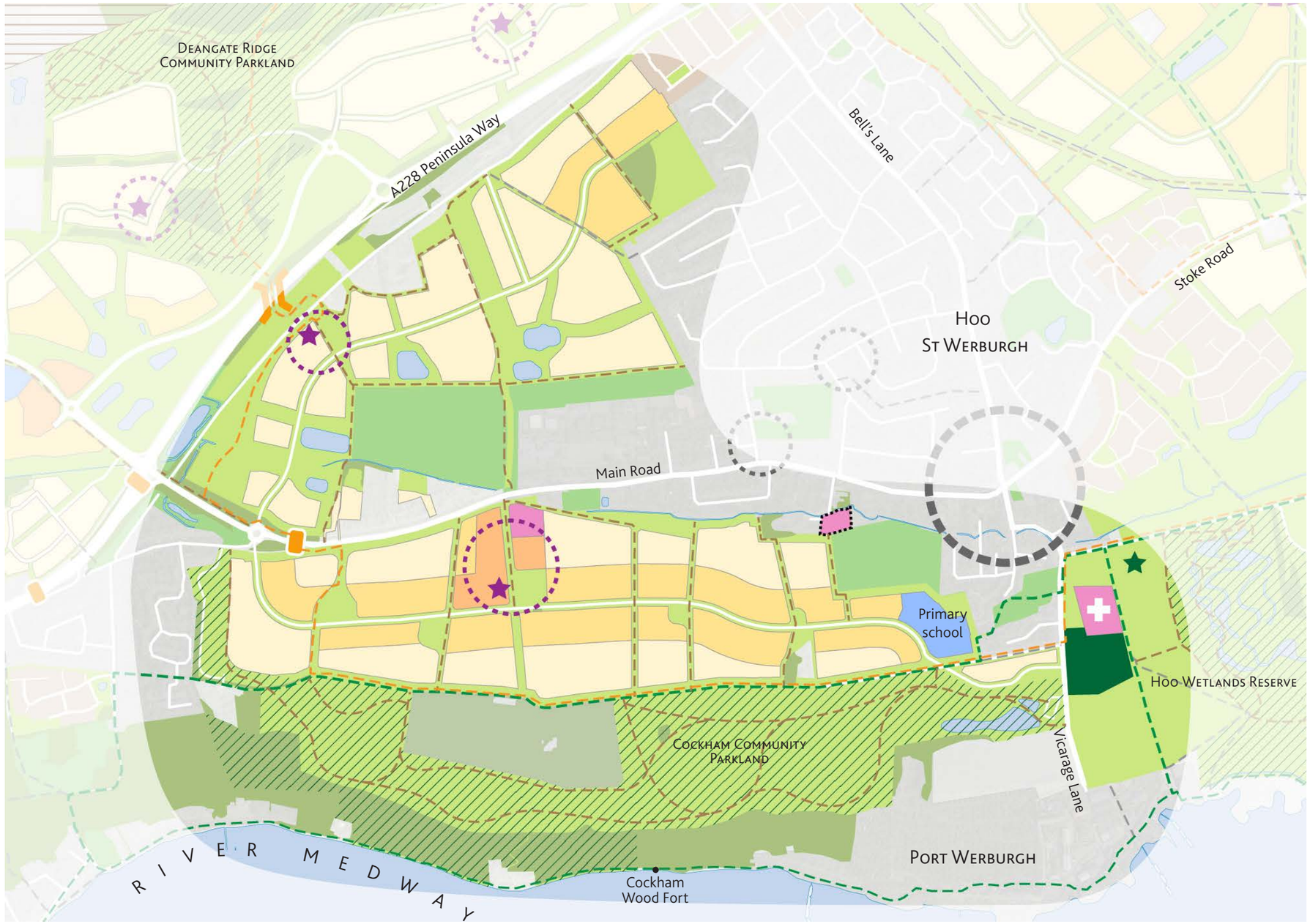


LEISURE CENTRE

Figure 5.27 West of Hoo St Werburgh inspirational images

5| THE NEIGHBOURHOODS

5.4 WEST OF HOO ST WERBURGH



LEGEND

- Village centre (existing)
- Neighbourhood centre (existing)
- Neighbourhood centre (proposed)
- Indicative new shared user bridge
- New/upgraded pedestrian crossings
- Residential - low density (up to 35 ph)
- Residential - medium density (up to 45 ph)
- Residential- high density (up to 50 ph)
- Community facility
- Healthy living centre
- Potential improvements to Walter Brice Centre
- School
- Employment
- Retail (at ground floor)
- Potential outdoor sports facilities location
- Leisure centre
- Other development sites
- Strategic Environmental Management Scheme (SEMS)
- Open space
- Existing open space
- Woodland
- Water body
- Footpath (existing)
- Footpath (proposed)
- Saxon Shore Way
- Bridleway loop

Figure 5.28 West of Hoo St Werburgh summary diagram

5| THE NEIGHBOURHOODS

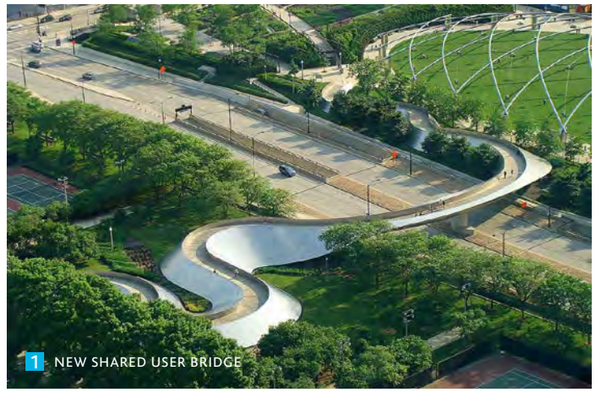
5.4 WEST OF HOO ST WERBURGH

OPEN SPACES & PEDESTRIAN CONNECTIVITY



Figure 5.29 West of Hoo St Werburgh Open spaces & pedestrian connectivity diagram

- Potential growth at West of Hoo St Werburgh
- Potential growth in other neighbourhoods
- Existing settlement
- Water body
- Land under environmental management
- Primary green route
- Secondary green route
- Green route along existing street / PRoW
- Proposed/improved bridleway
- Proposed footpath
- Existing footpath
- Indicative new shared user bridge
- New / upgraded pedestrian crossing
- Hoo stop line
- SEMS / community parkland
- Neighbourhood park
- Proposed and existing sports provision
- Open space
- Existing landscape


1 NEW SHARED USER BRIDGE


2 NEW PEDESTRIAN AND CYCLE PATHS THROUGH RESIDENTIAL AREAS


3 MEADOWS AND ECOLOGICAL ENHANCEMENT


4 NEIGHBOURHOOD PARKS WITH PLAY AREAS


5 SEATING AND PICNIC AREAS

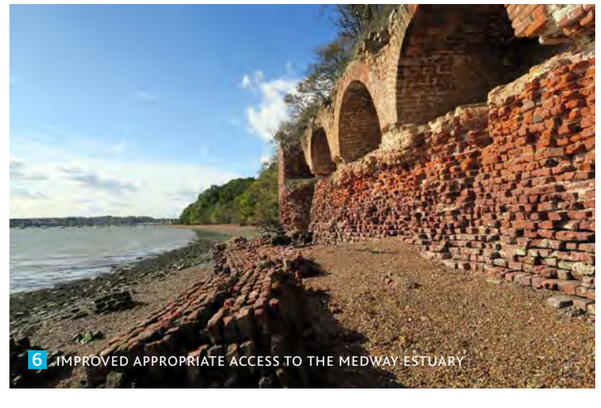

6 IMPROVED APPROPRIATE ACCESS TO THE MEDWAY ESTUARY

Figure 5.30 West of Hoo St Werburgh Open spaces inspirational images

- As part of the Strategic Environmental Management Scheme (SEMS), a new Cockham Community Parkland will be created, opening up appropriate access towards the Medway estuary. A green route loop will connect with the other community parklands at Deangate Ridge (via a potential new shared user bridge) and Hoo Wetlands Reserve.
- In addition to the community parklands, a hierarchy of new neighbourhood parks will be created, which will be evenly distributed to allow even access to open space.
- The existing Saxon Shore Way and planned England Coast path will be supplemented with a network of new pedestrian and cycle routes, which cross the new development to Main Road.
- Further detailed work is needed to plan for open space requirements.

5| THE NEIGHBOURHOODS

5.4 WEST OF HOO ST WERBURGH

ROAD INFRASTRUCTURE AND PUBLIC TRANSPORT

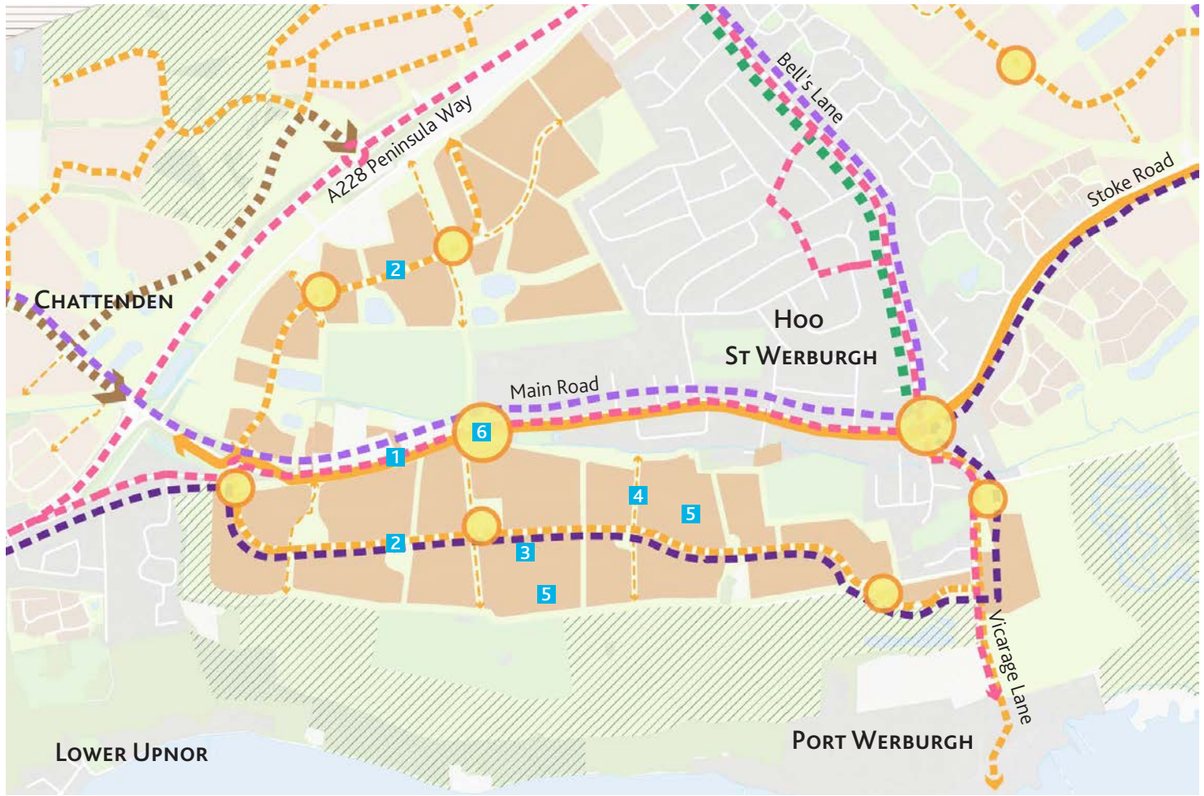


Figure 5.31 West of Hoo St Werburgh infrastructure & public transport diagram

- Potential growth at West of Hoo St Werburgh
- Potential growth in other neighbourhoods
- Existing settlement
- Existing road
- Proposed primary street
- Proposed secondary street
- Proposed tertiary street
- Public space
- Existing bus route
- Proposed bus route (1)
- Proposed bus route (2)
- Enhanced pedestrian/cycle connection

- Main Road will become West of Hoo St Werburgh's primary street, while a new secondary street will form the core of the neighbourhood's road network. Tertiary streets, including the road serving the Wilsonian Sailing Club and Hoo Lodge, will feed into the secondary street.
- New public spaces will be created at prominent junctions, encouraging residents to stop and relax, as part of the healthy streets concept. The most prominent of all will be at the new neighbourhood centre, allowing it to become a social hub.
- The existing bus routes will be supplemented with new routes, connecting with the centre of Hoo, the proposed rail station and High Halstow.


1 EXISTING HEDGEROW AND VERGE ALONG MAIN ROAD TO BE PRESERVED


2 TREE-LINED PRIMARY AND SECONDARY STREETS


3 NEW BUS ROUTES CONNECTING WITH THE WIDER HOO AREA


4 TERTIARY ROADS WITH VERGES


5 MEWSES / HOME ZONES


6 PUBLIC SPACES

Figure 5.32 West of Hoo St Werburgh Road infrastructure inspirational images

5| THE NEIGHBOURHOODS

5.4 WEST OF HOO ST WERBURGH

COMMUNITY FACILITIES AND SERVICES

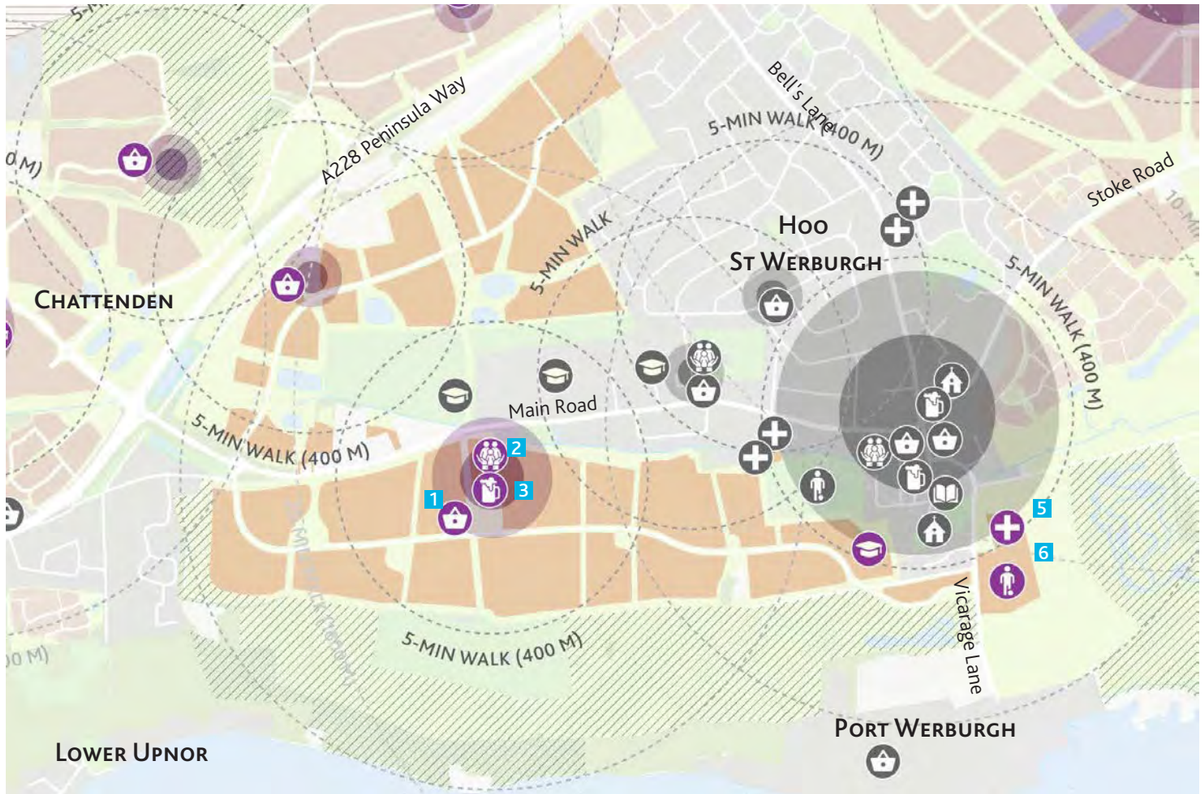


Figure 5.33 West of Hoo St Werburgh Community facilities diagram

- Potential growth at West of Hoo St Werburgh
- Potential growth in other neighbourhoods
- Existing settlement
- Existing village centre
- Existing neighbourhoood centre
- Proposed neighbourhood centre
- Existing facility
- Proposed facility
- Commercial and retail
- Healthcare
- Education
- Food and beverage
- Community facility
- Faith
- Public services
- Sports and leisure


CONVENIENCE STORE AT THE NEIGHBOURHOOD CENTRE


2 COMMUNITY CENTRE


3 FOOD AND BEVERAGE


4 POTENTIAL RECONFIGURED WALTER BRICE REHABILITATION CENTRE


5 HEALTHY LIVING CENTRE


6 LEISURE CENTRE IN A PARKLAND SETTING

Figure 5.34 West of Hoo St Werburgh community facilities - existing and proposed

- West of Hoo St Werburgh will have a new neighbourhood centre to the south of Main Road, which will be within a 10-minute reach of most of the neighbourhood. The new centre seeks to complement the existing Hoo St Werburgh village centre, and will feature small-scale retail, food and beverage and community facilities.
- North of Main Road will have a new neighbourhood centre, limited to at least one convenient store to cater to local needs. This will be located in proximity to the potential shared user bridge over the A228.
- A new 2-form entry primary school will be located to the east, serving the growing population.
- Vicarage Lane will be the site of a new Healthy Living Centre and leisure centre with outdoor football pitches. This location will respect the sanctity of Hoo burial ground and also be located away from flood risk zones. The location is ideal for existing Hoo residents, although further detailed planning will be required to address the traffic along Vicarage Road.
- Potential redevelopment of the Walter Brice Centre, subject to further planning.

5| THE NEIGHBOURHOODS

5.4 WEST OF HOO ST WERBURGH

BUILT FORM



Figure 5.35 West of Hoo St Werburgh densities distribution and frontages

- Residential - low density (up to 35 ph)
- Residential - medium density (up to 45 ph)
- Residential- high density (up to 50 ph)
- Potential growth location
- Existing settlement
- Potential corner treatment / landmark
- Active frontage
- Key frontage along road
- Key frontage facing open space
- Green corridor and landscape buffer between settlements













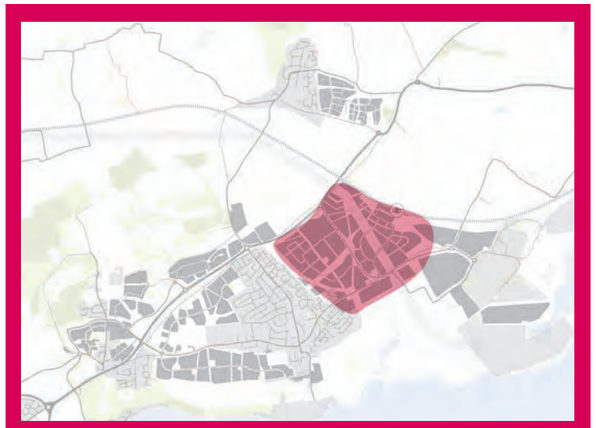
Figure 5.36 West of Hoo St WerburghBuilt form inspirational images

- West of Hoo St Werburgh represents the western limit of Hoo St Werburgh, with a strategic green corridor acting as a landscape buffer separating it from Chattenden.
- North of Main Road will consist largely of low density housing, suited to the steep topography of the south facing slope of the ridge.
- The south of Main Road will consist of a mix of low to medium density, with high density housing reserved for the neighbourhood centre.
- A prominent southern frontage will strengthen the neighbourhood's relationship with the planned Cockham Community Parkland.
- The secondary street through the south of Main Road will feature a prominent frontage aiding wayfinding and street hierarchy legibility. Houses facing the primary street will consist of sections of continuous frontage and small front gardens and generous landscaped verges.
- Prominent gateway points will feature corner treatments that are appropriate to the scale of development.

5| THE NEIGHBOURHOODS

5.5 EAST OF HOO ST WERBURGH

OVERVIEW



EAST OF HOO ST WERBURGH

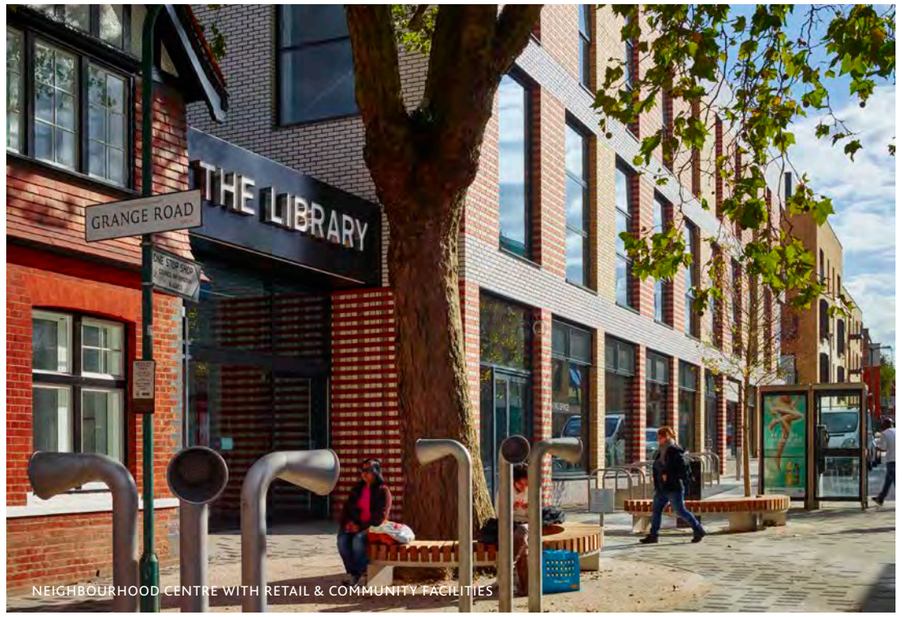
The opening of a new rail station with passenger services connecting to the North Kent Line offers exciting opportunities for the area. The station has the potential to become a major transport hub with improved bus connections serving the wider Hoo Peninsula.

There is an opportunity for a new neighbourhood centre based around the station, bringing together a mix of activities, including homes, services and employment. The commercial and retail offer will be larger in scale at East of Hoo St Werburgh than at the other proposed neighbourhood centres, reflecting the importance of the rail station to the rural town.

Green infrastructure at East of Hoo St Werburgh includes new green routes for pedestrian and cyclists, including an enhanced Roper's Green Lane, which connect with new open spaces and the wider area. Part of the former Hoo stop line will form one of these new open spaces, complete with wayfinding and interpretive signage, keeping the new development connected to its military past.

The new neighbourhood will have the highest density particularly around the station at the neighbourhood centre, which will predominately consist of terraced houses and flats. Further away from the neighbourhood centre, housing density will gradually decrease, and in these areas a wider mix of housing, including detached and semi-detached houses, which will complement the character of the existing Hoo St Werburgh. 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.



NEIGHBOURHOOD CENTRE WITH RETAIL & COMMUNITY FACILITIES



RAILWAY STATION WITH INTEGRATED TRANSPORT HUB


SUPERMARKET AT THE NEW CENTRE


HIGH DENSITY HOUSING IN PROXIMITY TO THE STATION


COMMUNITY PLAYGROUNDS

Figure 5.37 East of Hoo St Werburgh inspirational images

5| THE NEIGHBOURHOODS

5.5 EAST OF HOO ST WERBURGH



LEGEND

- Hub for new services
- Neighbourhood centre (proposed)
- Residential - low density (up to 35 ph)
- Residential - medium density (up to 45 ph)
- Residential- high density (up to 50 ph)
- School
- Employment
- Supermarket (potential location)
- Retail (at ground floor - potential location)
- Facilities including gym (at ground floor - potential location)
- Youth Hub (potential location)
- Other development sites
- Proposed railway station
- Railway station infrastructure
- Open space
- Woodland
- Water body
- Footpath (existing)
- Footpath (proposed)
- Saxon Shore Way
- Bridleway loop
- Hoo stop line

Figure 5.38 East of Hoo St Werburgh summary diagram

5| THE NEIGHBOURHOODS

5.5 EAST OF HOO ST WERBURGH

OPEN SPACES & PEDESTRIAN CONNECTIVITY



Figure 5.39 East of Hoo St Werburgh Open spaces & pedestrian connectivity diagram

- Potential growth at East of Hoo St Werburgh
- Potential growth in other neighbourhoods
- Existing settlement
- Water body
- Primary green route
- Secondary green route
- Green route along existing street / PRoW
- Proposed/improved bridleway
- Proposed footpath
- Existing footpath
- New / upgraded pedestrian crossing
- Hoo stop line
- Neighbourhood park
- Proposed and existing sports provision
- Open space
- Existing landscape
- Proposed railway station


1 PRIMARY GREEN ROUTE INCORPORATING EXISTING WATER BASIN


2 UPGRADED PEDESTRIAN AND CYCLE PATHS


3 PUBLIC OPEN SPACE BENEATH OVERHEAD POWER LINES


4 WATER ATTENUATION BASIN AND OPEN SPACE


5 GREEN ROUTE ALONG PRIMARY ROAD



6 HERITAGE TRAIL ALONG THE HOO STOP LINE

Figure 5.40 East of Hoo St Werburgh Open spaces inspirational images

- A network of green routes for pedestrians, cyclists and horse riders, to connect with existing footpaths and bridleways at East of Hoo St Werburgh and the wider area. Roper's Green Lane will form part of a continuous primary green route from High Halstow through to Hoo St Werburgh via Stoke Road. The area under the overhead power lines will also form a green route, connecting with the south.
- A hierarchy of neighbourhood parks throughout the East of Hoo St Werburgh, with larger ones at the widened section of the Roper's Green Lane green route and also by the station with the attenuation basin form an attractive landscape feature.
- The Hoo stop line will form a green open space, with potential for a heritage trail with interpretive signage, connecting Hoo with its military past.
- Further detailed work is needed to plan for open space requirements.

5| THE NEIGHBOURHOODS

5.5 EAST OF HOO ST WERBURGH

HEALTHY STREETS & PUBLIC TRANSPORT

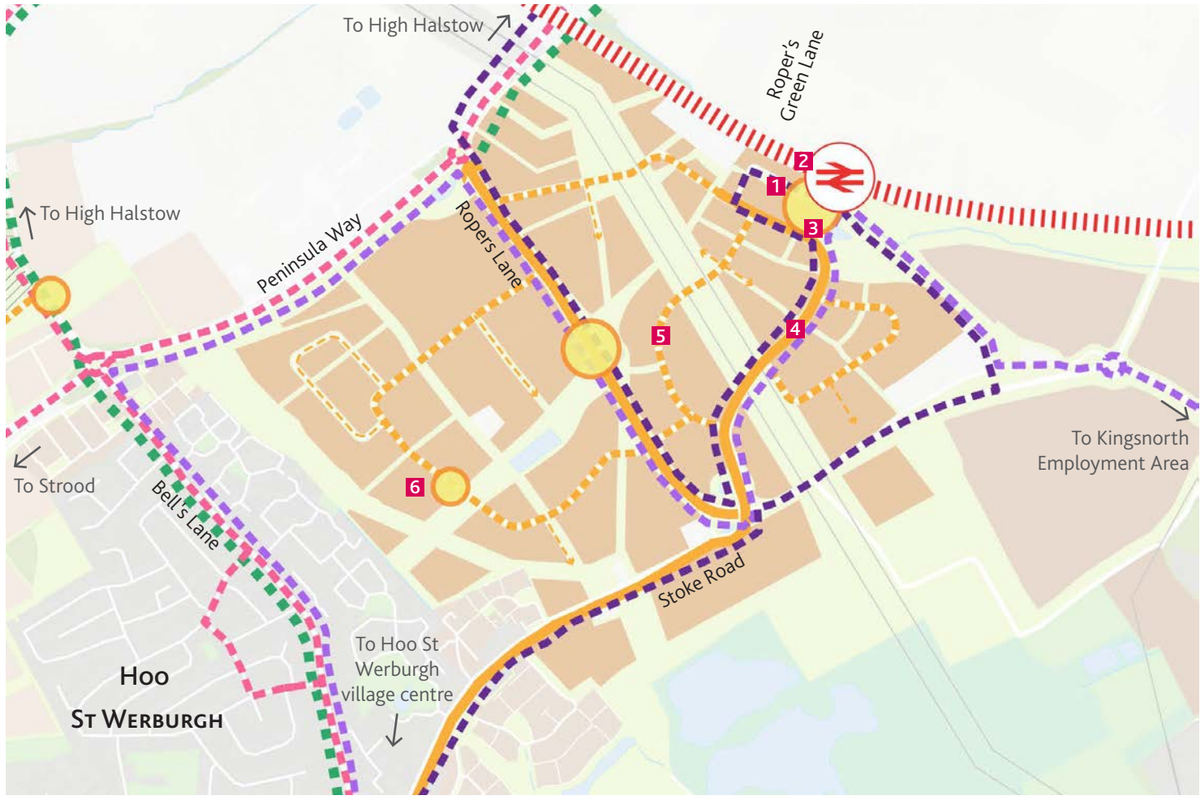


Figure 5.41 East of Hoo St Werburgh infrastructure & public transport diagram

- Potential growth at East of Hoo St Werburgh
- Potential growth in other neighbourhoods
- Existing settlement
- Existing road
- Proposed primary street
- Proposed secondary street
- Proposed tertiary street
- Public space
- Proposed railway station
- Existing bus route
- Proposed bus route (1)
- Proposed bus route (2)
- Enchanced pedestrian/ cycling connection

- New primary street, linking the Roper's Lane / Stoke Road roundabout to the station, forms part of the Housing Infrastructure Fund improvements plan. The primary street will have 5-metre verges on both sides, forming a pleasant environment for pedestrians.
- Secondary streets and tertiary streets form a clear and legible hierarchy at East of Hoo St Werburgh.
- A hierarchy of new public spaces at key intersections, encouraging pedestrian activity and movement. A public square at the station will be the most prominent part of the public realm network, acting as a gateway to the whole rural town and the Hoo Peninsula generally.
- New transport hub, incorporating the planned rail station and new bus stops, encouraging mixed-mode commuting.
- New bus routes which complement the existing routes, which connect the station with the wider peninsula.


1 INTEGRATED TRANSPORT HUB


2 NEW PASSENGER RAIL SERVICE TO THE NORTH KENT LINE


3 PUBLIC SPACE AT THE NEIGHBOURHOOD CENTRE


4 LANDSCAPE VERGES ALONG THE PRIMARY STREET


5 LANDSCAPE VERGES ON SECONDARY STREETS


6 PUBLIC SPACE WITH PLAY AREA

Figure 5.42 East of Hoo St Werburgh Road infrastructure inspirational images

5| THE NEIGHBOURHOODS

5.5 EAST OF HOO ST WERBURGH

COMMUNITY FACILITIES

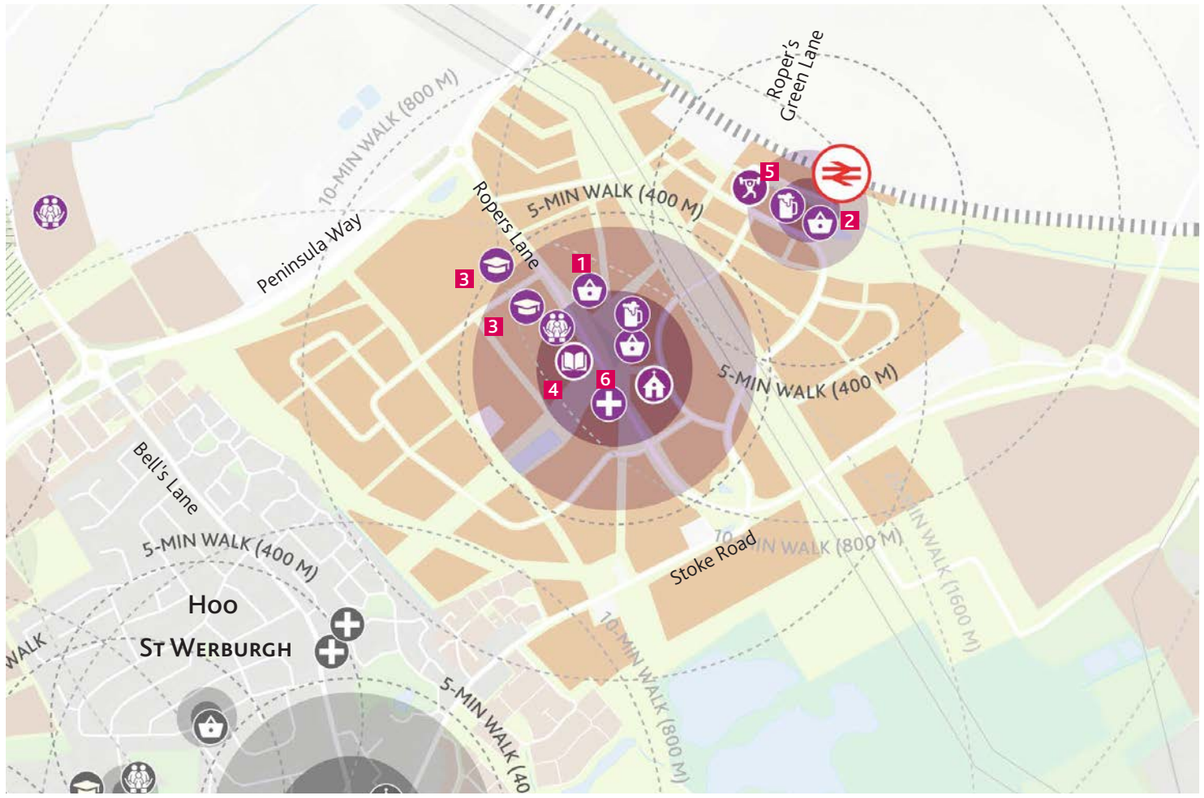
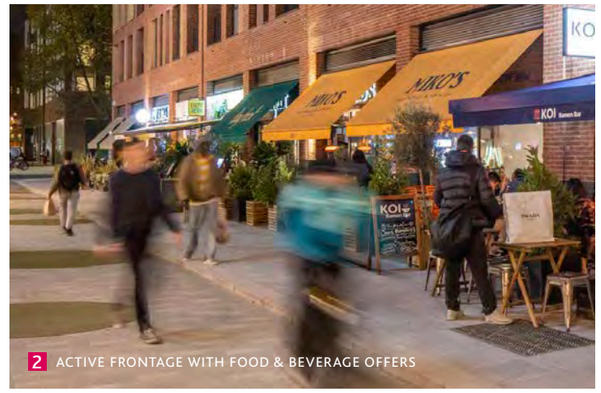


Figure 5.43 East of Hoo St Werburgh Community facilities diagram

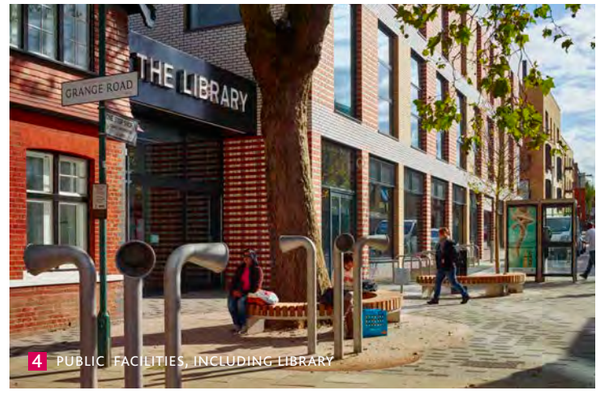
- Potential growth at East of Hoo St Werburgh
- Potential growth in other neighbourhoods
- Existing settlement
- Proposed rail station
- Existing village centre
- Hub for new services
- Existing neighbourhood centre
- Proposed neighbourhood centre
- Existing facility
- Proposed facility
- Commercial and retail
- Healthcare
- Education
- Food and beverage
- Community facility
- Faith
- Public services
- Sports and leisure
- Gym

- A hub for new services with a variety of facilities and a supermarket to be located in the heart of East of Hoo St Werburgh, serving the growing population of this neighbourhood and wider Hoo Peninsula providing additional services that will complement and not compete with the existing village centre at Hoo St Werburgh. This hub is to be served by public transport and located on pedestrian links to the wider area.
- Potential for an additional hub by the railway station with some commercial provision, where connecting bus routes serve the wider area.
- A new 8-form entry secondary school and a 2-form entry primary school located in close proximity to each other, at the northern end of Roper's Lane. The secondary school's northern location is intended to serve residents of High Halstow, with potential for a bus service.


1 SUPERMARKET AND PUBLIC SPACE


2 ACTIVE FRONTAGE WITH FOOD & BEVERAGE OFFERS


3 NEW SCHOOL PROVISION



4 PUBLIC FACILITIES, INCLUDING LIBRARY


5 GYM FACILITY



6 HEALTHCARE FACILITY

Figure 5.44 East of Hoo St Werburgh community facilities - existing and proposed

5| THE NEIGHBOURHOODS

5.5 EAST OF HOO ST WERBURGH

BUILT FORM



Figure 5.45 East of Hoo St Werburgh densities distribution and frontages

- Residential - low density (up to 35 ph)
- Residential - medium density (up to 45 ph)
- Residential- high density (up to 50 ph)
- Potential growth location
- Existing settlement
- Potential corner treatment / landmark
- Active frontage
- Key frontage along road
- Key frontage facing open space
- Green corridor and landscape buffer between settlements
- Proposed railway station













Figure 5.46 East of Hoo St WerburghBuilt form inspirational images

- Highest density around the station at the neighbourhood centre, which will predominately consist of terraced houses and flats.
- Further away from the neighbourhood centre, the East of Hoo St Werburgh will have medium density, ideal for complementing the new primary and secondary schools. Housing mix to include detached, semi-detached and terraced housing.
- Low density development adjacent to the existing Hoo St Werburgh settlement and south of Stoke Road, where the new development faces the proposed open space at the Tarmac site.
- Maximum 2 to 3 storeys in building height, with the high density area to be predominately 3 storeys in height
- Key frontages facing prominent open spaces, including the primary green route along Roper's Green Lane and the proposed open space at the Tarmac site.
- Active frontages facing the proposed rail station and along the planned primary street at the neighbourhood centre.
- Potential landmark buildings at key gateway locations, such as the railway station and at neighbourhood access points.

5| THE NEIGHBOURHOODS

5.5 EAST OF HOO ST WERBURGH

NEW CENTRE LOCATION - OPTION 1

The Framework considers three scenarios for the supermarket location in the vicinity of the proposed railway station, based on independent advice. With the proposed new pedestrian, cycle, bus and vehicular connections to this area, this emerging centre will serve the local community as well as the wider Hoo Peninsula. The exact location of the supermarket and the type of the facilities in the centre is subject to further discussion and consultation.

Key points for Option 1 (see Figure 5.47) include:

- An approach for the neighbourhood, with a linear centre starting from Ropers Lane potentially leading up to the rail station.
- The proposed supermarket is to be located to the east of Ropers lane performing as a key anchor for the new centre. This location assists in linked trips facilitated by the shared supermarket and centre car parking.
- The potential supermarket is to have an approximate site area of 2 hectares, with a gross unit size of between 2,000 and 2,500 square metres. A 100 to 150-space surface car parking is to be provided within the site.
- The new centre will provide a complementary high street offer that would be in harmony with the existing Hoo St Werburgh village centre thereby avoiding harm.
- The rail station would be part of a multi-modal interchange and can be accompanied by limited complementary uses for transport users. The offer would be different to that located in the proposed new centre to avoid negative impacts on the centre. The potential location of the centre is an appropriate distance away from the existing Hoo St Werburgh centre without having an adverse impact on its health.
- The main disadvantage of this option is that the aspired hub is not achieved.



LEGEND

- Hub for new services
- Station hub
- Residential
- School
- Employment
- Supermarket (potential location)
- Retail (at ground floor - potential location)
- Facilities including gym (at ground floor - potential location)
- Community facility -Youth Hub (potential location)
- Other development sites
- Proposed railway station
- Railway station infrastructure
- Open space
- Water body
- Footpath (existing)
- Footpath (proposed)
- Saxon Shore Way
- Bridleway loop
- Bus route (existing)
- Bus route (proposed - 1)
- Bus route (proposed - 2)

Figure 5.47 East of Hoo St Werburgh New Centre location - Option 1

5| THE NEIGHBOURHOODS
5.5 EAST OF HOO ST WERBURGH

NEW CENTRE LOCATION - OPTION 2

Key points for Option 2 (see Figure 5.48) include:

- An approach for the neighbourhood, with the centre focussed on the rail station, which is a hub where retail and other facilities are concentrated.
- Potential for a supermarket directly opposite the proposed railway station, with a site area of approximately 2 hectares, with a gross unit size of between 2,000 and 2,500 square metres. A 100 to 150-space surface car parking is to be provided within the site, which is to be shared with the rest of the centre.
- Potential for small-scale retail, service and food and beverage units, up to 20 in total in and approximately 100 square metres each, to be located in close proximity to the station, with opportunities to amalgamate two or three units into one. The total units could be delivered in phases over the course of the development of the new community, up to 10 units at a time.
- The potential location of the centre is an appropriate distance away from the existing Hoo St Werburgh centre without having an adverse impact on its health.
- The key advantage of this option is the creation of a hub, where the station, retail and other facilities are in one location, within walking distance of each other. In addition, siting the supermarket directly opposite the station creates a sense of arrival for railway passengers entering and exiting the station, and aids legibility of the centre.



Figure 5.48 East of Hoo St Werburgh New Centre location - Option 2

5| THE NEIGHBOURHOODS

5.5 EAST OF HOO ST WERBURGH

NEW CENTRE LOCATION - OPTION 3

Key points for Option 3 (see Figure 5.49) include:

- An approach for the neighbourhood, with the centre focussed on the rail station and a supermarket located further south.
- The proposed supermarket is to be located to the east of Ropers lane performing as a key anchor for the new centre. This location assists in linked trips facilitated by the shared supermarket and centre car parking.
- The potential supermarket is to have an approximate site area of 2 hectares, with a gross unit size of between 2,000 and 2,500 square metres. A 100 to 150-space surface car parking is to be provided within the site, which is to be shared with the rest of the centre.
- Potential for small-scale retail, service and food and beverage units, up to 20 in total in and approximately 100 square metres each, to be located directly opposite the station, with opportunities to amalgamate two or three units into one. The total units could be delivered in phases over the course of the development of the new community, up to 10 units at a time.
- The potential location of the centre is an appropriate distance away from the existing Hoo St Werburgh centre without having an adverse impact on its health.
- The potential retail units between the rail station and the anchor supermarket encourages footfall between the two locations and ensures that the active uses between are healthy and vibrant. However, the supermarket is not in the immediate vicinity of the station in this scenario, which weakens the compact nature of the hub.
- Growth of the centre could occur further south of the supermarket.



Figure 5.49 East of Hoo St Werburgh New Centre location - Option 3

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5| THE NEIGHBOURHOODS
5.6 HIGH HALSTOW

OVERVIEW



HIGH HALSTOW

The existing village of High Halstow is surrounded by a tranquil landscape setting with fine views. The scale of proposed growth will significantly extend High Halstow, which therefore needs sensitivity and investment in quality design. The proposed extension seeks to help High Halstow retain a distinct identity and separation from Hoo. The countryside between High Halstow and the new station at Hoo will remain open. Connections to the natural environment and sites to the north, as well as long distance views will be retained. The marshland to the north and shoreline along the river Thames will be left intact, with green routes strenghtening these connections.

One of the key benefits for existing residents will be the proximity to the proposed railway station, which forms part of the sustainable transport solution. New services at the new local neighbourhood centre and will be carefully planned so not to undermine the historic centre.

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 role of self-build and custom housing to extend the range of house types help to reinforce High Halstow as a sustainable attractive village and guard against creating a dormitory settlement.

The overall housing density will remain low with semi-detached and detached houses being the predominant housing typology to reflect the existing village context. The overall setting will be compact to create and encourage a strong sense of community.


LOW TO MEDIUM DENSITY HOUSING


VERNACULAR KENT ARCHITECTURE


LOW DENSITY HOUSING FACING WOODLANDS AND OPEN SPACE


DETACHED HOUSES IN THE LOW DENSITY AREA

Figure 5.50 High Halstow inspirational images

5| THE NEIGHBOURHOODS

5.6 HIGH HALSTOW



Figure 5.51 High Halstow summary diagram

5| THE NEIGHBOURHOODS
5.6 HIGH HALSTOW

OPEN SPACES & PEDESTRIAN CONNECTIVITY

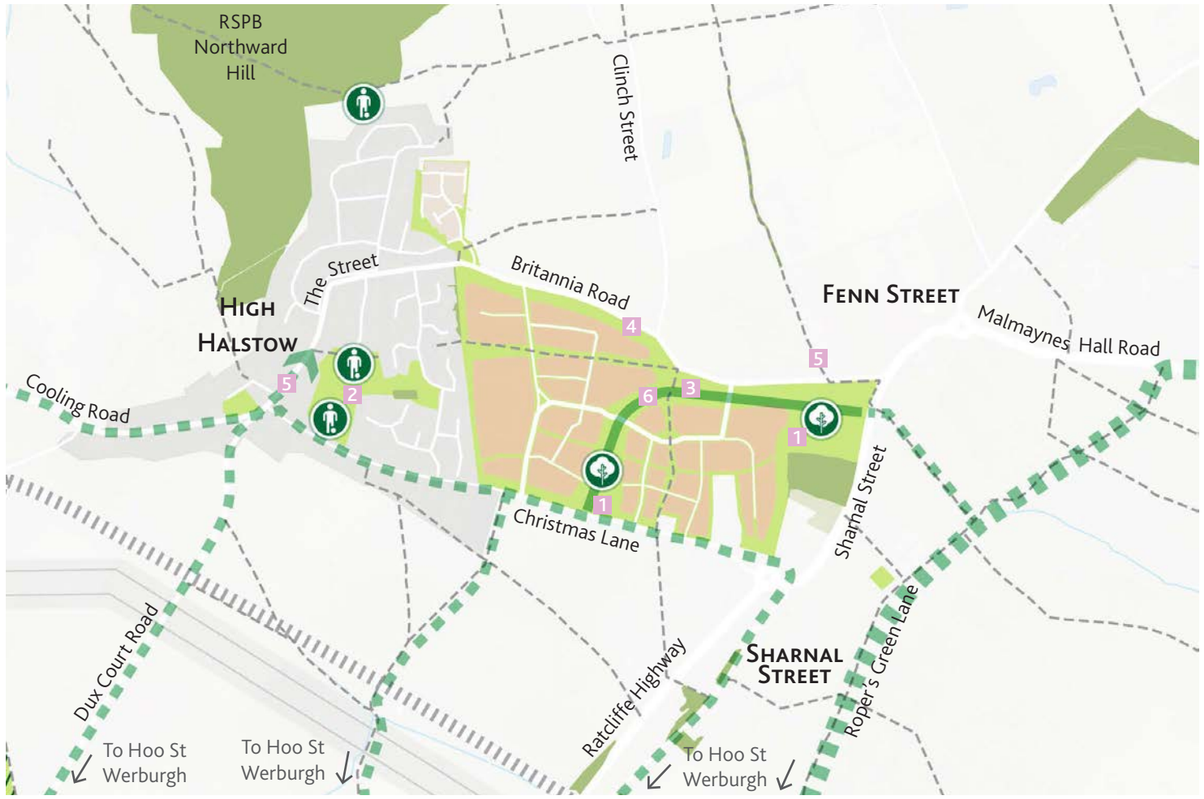


Figure 5.52 High Halstow Open spaces & pedestrian connectivity diagram

- Potential growth at High Halstow
- Existing settlement
- Water body
- Secondary green route
- Green route along existing street / PRoW
- Proposed/improved bridleway
- Proposed footpath
- Existing footpath
- Neighbourhood park
- Proposed and existing sports provision
- Open space
- Existing landscape

- New green routes linking High Halstow and Hoo St Werburgh, using existing footpaths and roads and encourage pedestrian connections within the wider Hoo area. The green route along Dux Court Road forms part of the Strategic Environmental Management Scheme (SEMS) and connects with the proposed Lodge Hill Community Parkland.
- The proposed green routes also connect with RSPB Northward Hill and the marshes to the north of High Halstow.
- New neighbourhood parks to complement the existing network of open spaces.
- Further detailed work is needed to plan for open space requirements.



Figure 5.53 High Halstow Open spaces inspirational images

5| THE NEIGHBOURHOODS
5.6 HIGH HALSTOW

HEALTHY STREETS & PUBLIC TRANSPORT



Figure 5.54 High Halstow infrastructure & public transport diagram

- Potential growth at High Halstow
- Existing settlement
- Existing road
- Proposed primary street
- Proposed secondary street
- Proposed tertiary street
- Public space
- Railway line
- Proposed bus route (1)
- Proposed bus route (2)
- Enhance pedestrian/cycle connection

- Primary access from Christmas Lane through the proposed neighbourhood centre. Potential upgrades to Christmas Lane to support the scale of new development.
- Potential public space at the heart of the new neighbourhood centre.
- Potential new bus route connecting High Halstow with Hoo St Werburgh via the proposed schools at Ropers Lane and the planned rail station.













Figure 5.55 High Halstow Road infrastructure inspirational images

5| THE NEIGHBOURHOODS

5.6 HIGH HALSTOW

COMMUNITY FACILITIES AND SERVICES



Figure 5.56 High Halstow Community facilities diagram

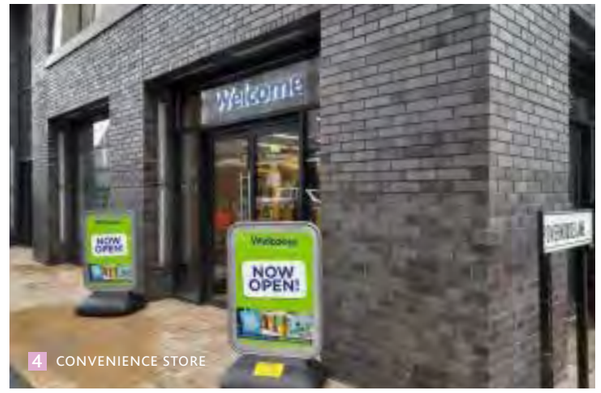
- Potential growth at High Halstow
- Existing settlement
- Existing neighbourhood centre
- Proposed additional neighbourhood centre
- Existing facility
- Proposed facility
- Commercial and retail
- Healthcare
- Education
- Food and beverage
- Community facility
- Faith
- Public services
- Sports and leisure

- New neighbourhood centre to co-exist with and complement the existing historic centre, with facilities evenly distributed between the two centres. The majority of the enlarged High Halstow settlement will be within a 10-minute walk of either neighbourhood centre, making key services accessible.
- Potential for small-scale public and community facilities, which do not detract from or compete with the existing facilities at High Halstow.
- Expansion by 1-form entry and relocated High Halstow Primary School into the new neighbourhood centre.


1 ENLARGED AND RELOCATED PRIMARY SCHOOL


2 HEALTHCARE FACILITY


3 COMMUNITY FACILITIES



4 CONVENIENCE STORE



5 FOOD AND BEVERIDGE


6 EXISTING CONVENIENCE STORE ON CHRISTMAS LANE

Figure 5.57 High Halstow community facilities - existing and proposed

5| THE NEIGHBOURHOODS
5.6 HIGH HALSTOW

BUILT FORM



Figure 5.58 High Halstow densities distribution and frontages

- Residential - low density (up to 35 ph)
- Residential - medium density (up to 45 ph)
- Residential- high density (up to 50 ph)
- Existing settlement
- Potential corner treatment / landmark
- Active frontage
- Key frontage along road
- Key frontage facing open space
- Green corridor and landscape buffer between settlements

- Green corridor and landscape buffer between High Halstow and Hoo St Werburgh to prevent coalescence of built-up areas and maintaining long distance views of the south. Sensitive and high-quality design to be encouraged to maintain the distinct character and identity of High Halstow.
- High density development limited to the neighbourhood centre, incorporating a mix of uses, including small-scale retail and community facilities.
- Gradual decrease in housing density to the north and east, with options for self-build and custom housing to extend range of housing.
- Maximum building height of 2 - 3 storeys to conform with the character of the existing High Halstow settlement.
- Active frontages at the neighbourhood centre along the primary street
- Key frontages facing the open space, which forms a primary green route. Sensitive edge facing the ancient woodland at Sharnal Street.
- Potential for a small-scale building with landmark features at the Ratcliffe Highway / Christmas Lane / Sharnal Street roundabout, to mark the entry to High Halstow from Hoo St Werburgh.



Figure 5.59 High Halstow Built form inspirational images

5| THE NEIGHBOURHOODS

5.7 HIGH HALSTOW NEIGHBOURHOOD PLAN

DESIGN CODE & NEIGHBOURHOOD PLAN

High Halstow Parish Council is preparing a Neighbourhood Plan. It has consulted on an early draft of the plan. In autumn 2021 High Halstow Parish Council produced a Design Code to support the draft High Halstow Neighbourhood Plan policies. The Design Code sits alongside the emerging High Halstow Parish Neighbourhood Plan, consolidating its vision and design principles to provide specific commitments for development approvals. Extracts from the draft High Halstow Design Code are shown opposite. The Design Code is supporting work for the Neighbourhood Plan, and there will be further consultation and an independent examination before the content of policies and design guidelines are confirmed.

The document guides designers and developers to meet the aspirations of the existing High Halstow community and ensure that design proposals are of high quality and integrate well with the existing village and surrounding landscape.

The High Halstow Design Code follows the National Model Design Code process of understanding the existing context of the area and setting design codes across each of the key themes of:

- Movement;
- Nature;
- Built Form;
- Identity;
- Public Space;
- Use;
- Homes and Buildings;
- Resources; and
- Lifespan

The High Halstow Design Code aligns in principle with Hoo Development Framework. The key discrepancies are around the main access route from south-east alignment and densities distribution. These details are to be confirmed within the course of community consultations later this year.

The extracts from the draft High Halstow Design Code have been published in the Hoo Development Framework consultation document, so that there is an opportunity to compare approaches, and progress further consultation.

For further information on the High Halstow Neighbourhood Plan, please see the dedicated website: highhalstowneighbourhoodplan.co.uk



Figure 5.60 High Halstow Framework Plan. Source: 1172-URBED-RP-L-Design Code-High Halstow

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Appendix 1

GILLESPIES
1 St John's Square,
London,
EC1M 4DH
United Kingdom

t: +44 (0)20 7253 2929
e: design.london@gillespies.co.uk
w: www.gillespies.co.uk

London | Oxford | Manchester | Leeds | Moscow | Abu Dhabi