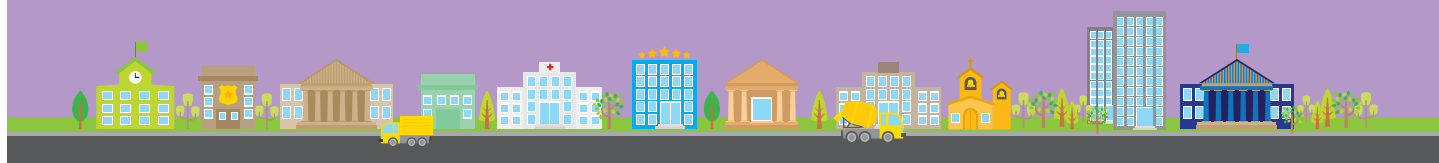




Future Medway

Development Strategy Consultation
Introduction

Have your say on
how Medway should grow



March 2018

medway.gov.uk/futuremedway

Medway
COUNCIL
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Introduction

The council is preparing a new Local Plan to set out how the area will develop to 2035. We are now consulting local people on how the plan will support the council's visions of 'growth for all'. It is important you take this opportunity to have your say on how Medway should grow.

The consultation period is from **Friday, 16 March 2018 until 5pm on Friday, 11 May 2018**.

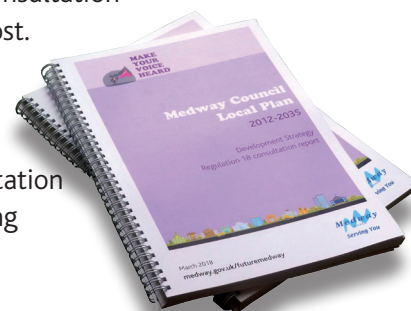
The plan will ensure the area has enough new homes, jobs and infrastructure to support the expected population growth. It will also focus on preserving Medway's environment and heritage.

Our challenge is to do this in a way that achieves sustainable growth. We need to balance this with the need for homes, jobs and services while conserving our natural and historic environments.

This document is an introduction to the council's proposed approach to growth in Medway and presents four scenarios for how the area could develop. Comprehensive details of how the area might look in the coming years can be seen in the Development Strategy consultation document.

We want to hear from residents, businesses, local organisations, community and interest groups to help create the best possible version of Medway. Now is the time to make your voice heard. You can submit your responses to the consultation online, by email or by post.

See page 11 for more details and where to see the full technical consultation document and supporting information both online and in hard copy.



Growth for all

The council's vision is to achieve 'growth for all' to make Medway an excellent place to **live, work, learn and visit**.

Medway's population has grown by more than 10,000 people since 2012 to 278,542 in 2016. By 2035 our population could be more than 330,000 people. If we do not plan properly for our growing and changing population there will be greater pressures on:

- Housing - the council knows Medway needs 29,500 new homes by 2035. A government formula may mean this figure goes up to 37,000. We need to identify a housing target for the plan. The reality of these targets is influenced by Medway's infrastructure limitations and by our important environmental assets. Our Special Protection

Areas, Sites of Special Scientific Interest, Areas of Outstanding Natural Beauty and Green Belt bring both environmental advantages and constraints.

- Local services, such as schools and health centres.
- Growth in the local economy- this will be held back and if we do not plan for growth, development will happen on a piecemeal basis.

We also need to promote development that will help to:

- Boost our local economy
- Improve the health of residents
- Address decline in town centres
- Provide new services and infrastructure
- Create a flourishing and attractive environment

What is happening now?

Consulting on a Development Strategy document is an important stage in preparing a new Local Plan. The report is a technical document which sets out the ambitions for the plan, options for how Medway could

grow and draft policies for managing development.

Comments need to be made in writing to the council by **5pm on Friday, 11 May 2018**.

Planning positively for Medway's successful future

The Local Plan sets out a vision for Medway in 2035 as a leading university waterfront city of 330,000 people, noted for its revitalised urban centres and its stunning natural and historic assets and countryside.

It sets ambitions for:

- A place that works well
- A riverside city connected to its natural surroundings
- Medway being recognised for its quality of life

- Ambitious in attracting investment and successful in development that benefits all

Medway is a complex and diverse area. A large urban area has grown up between the river and the Kent Downs. There are wide tracts of remote countryside... strategic industrial, energy and transport facilities... good quality farmland. A third of the land is of international or national importance for wildlife.

What comments have been made on the plan?

Last year the council consulted on development options with local people, community and voluntary groups, developers, business and statutory organisations.

They told us that they support the regeneration of Medway's urban areas and calls to improve the town centres. Many people also value the green spaces and

countryside across Medway and want to see them protected.

However, they are concerned about pressures on infrastructure and services. Upgrades to a range of services, such as transport, schools and healthcare should be in place with new housing.

How many houses are needed?

Our independent research into housing needs looked at population projections up to 2035 and a range of local factors such as house prices and migration patterns. It showed that 29,463 homes would be needed in Medway between 2012 and 2035, or 1,281 homes a year.

Last year the government proposed a formula that increased housing numbers in areas of high house prices. This resulted in much higher figures for housing needs in London and the south east,

and lower numbers in the north of the country. The government considers that Medway needs to build 1,665 homes a year, or 37,143 homes by 2035. This figure is included in the consultation options.

Since 2012, 2,822 homes have been built in Medway and there are 7,299 homes with planning permission that have not yet been built. We also anticipate some homes will be built on sites that have not been identified in the plan. These are also taken into account and are described as the housing 'pipeline'.

How are we approaching the development of growth plans?

The council has identified four alternative approaches to how Medway could grow to meet the aims of the Local Plan. The council has no preferred option at this stage.

The information below will help to inform your views on the scenarios – it explains significant elements of our Local Plan strategy. If you want more details, please refer to the Development Strategy consultation document. For example, if you want more information on housing locations, you will find

details in section three of that document. See page 11 for details of where to find the main document and supporting information.

It is important you take this opportunity to tell us your views on each of the scenarios.

Please complete our online survey, or contact us by email or by post – see page 11 for details on how to do this. The deadline for your comments is 5pm on Friday, 11 May 2018.

1. Promoting the regeneration of urban waterfront and town centres

The Local Plan vision places regeneration at the heart of Medway's development strategy.

Regeneration of existing areas is a priority of the Medway strategy for growth. We continue to transform our urban waterfront and bring forward rejuvenation and improvements in some of the town centres.

The redevelopment of underused sites along the urban waterfronts and centres makes the best use of brownfield land and provides opportunities for homes, jobs, services, community and leisure activities and new public spaces.

The council has set out its ambitions for regeneration in our vision document Medway 2035, which promotes a successful economy and growth with benefits for all. You can find this document online at medway.gov.uk.

As well as the regeneration of the urban waterfront sites, the plan also promotes opportunities for new development in parts of town centres. This could include new housing, boosting the number of people living in the centres and supporting local shops, services and restaurants. New businesses could be attracted to sites near the town centres.



2. A rural town on the Hoo Peninsula

Local people have told us that they are concerned about pressures on infrastructure. They want to see new housing supported by upgrades to local services and facilities. The council has responded by looking at what growth options give the best scope for improvements in infrastructure.

We consider that focusing growth into a small rural town around Hoo St Werburgh would bring these opportunities for new infrastructure. Development of new employment sites as part of the rural town, and

nearby sites at Kingsnorth, could help to boost the area's economy.

As well as a mix of housing types, a rural town could provide new country parks, schools, leisure centre, health facilities, new jobs and shops. New transport links could include the opening of a passenger rail service on the Hoo Peninsula. The rural location demands the greatest care in planning for growth to respect the special qualities of the environment and to keep a rural character.

3. Wider growth

A mix of smaller sites in suburban areas around Rainham and Capstone and other villages are proposed to provide a range of housing sites. These are of a smaller scale, reflecting difficulties in addressing infrastructure and environmental issues.

The council wants to avoid unchecked growth of the suburbs, which could undermine our ambitions to revitalise town centres and lead to more car based travel. We will also continue to resist inappropriate development in the Green Belt to the west of Medway.

Development scenarios

There are four scenarios:

Scenario 1:

Meeting the housing need of 29,500 homes

Scenario 2:

Investment in infrastructure to unlock growth

Scenario 3:

Meeting government's target of local housing need of 37,000 homes

Scenario 4:

Consideration of development within Lodge Hill SSSI

On the following pages there is an explanation and a map showing potential development for each scenario.

They all share these common elements.

Homes will be supported by:

- New and expanded schools
- Health facilities
- Leisure and community centres
- Transport upgrades
- Riverside walks
- Parks and play areas

The growth around Hoo would include two new country parks, employment areas, new shops, transport links and services.

If you would like to look at the scenario maps in more detail, please visit our website: medway.gov.uk/futuremedway

Scenario 1:

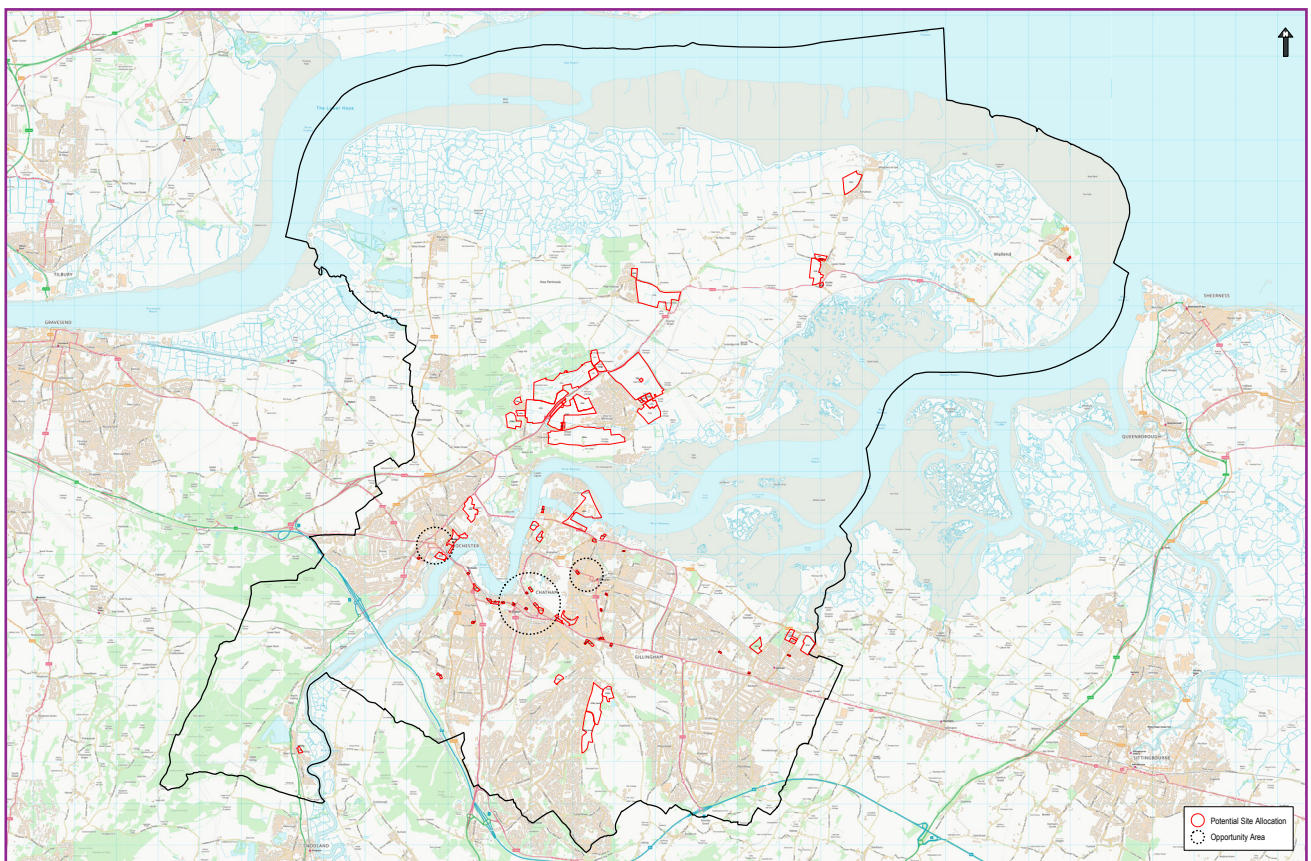
Meeting the housing need of 29,500 homes

This is based on the council's analysis of the number of homes needed to support the area's population growth and change up to 2035. The strategy seeks to first direct growth to brownfield regeneration sites. About half of the growth would take place on urban sites where we can make the best use of land.

A rural town and some village expansions on the Hoo Peninsula would provide for the improvements in infrastructure to support a wide mix of development. These areas could meet over a third of the growth needed. About a sixth of development would be spread across sites in suburban areas and smaller villages.

It does not involve development on land designated for its environmental importance at Lodge Hill. There would be some buffers of undeveloped land next to these protected areas.

This scenario could deliver about 16,500 new homes on the sites identified in the map. Given the existing 'pipeline' of development, a total of 29,950 homes could be built by 2035.



Breakdown of housing across this area

Urban sites: 12,775 homes

Hoo Peninsula: 9,318 homes

Suburban sites: 4,528 homes

Scenario 2:

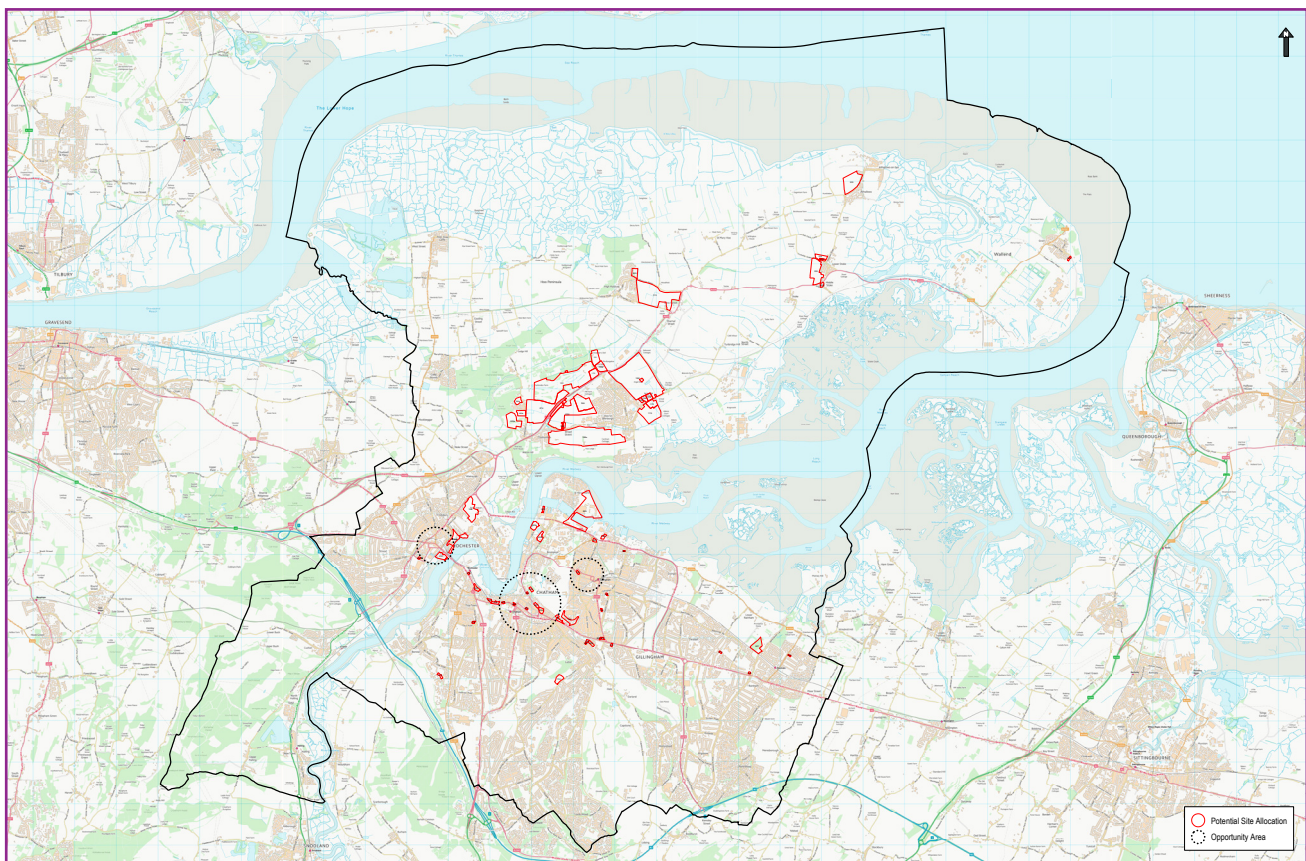
Investment in infrastructure to unlock growth

Growth of a rural town on the Hoo Peninsula is dependent on new infrastructure and services. The council is working to secure major funding to upgrade transport and other services in the area. This includes the potential use of the Grain freight railway line on the Hoo Peninsula for passenger services. If we were successful in getting a new train service for the area, it could open up opportunities for new jobs and different approaches to design. We could develop at higher densities in specific locations that are well connected to a new station.

The higher and faster rates of housing delivery in this scenario would reduce the need to release land in

some suburban locations. Over 40% of growth would be on the Hoo Peninsula. In comparison with Scenario 1, this would remove land in the Capstone Valley and to the north of Rainham from proposed development allocations.

The higher density rates would boost the number of homes that could be built in the area. This scenario could deliver about 17,500 new homes on the sites identified in the map. Given the existing 'pipeline' of development, a total of about 31,000 homes could be built by 2035.



Breakdown of housing across this area

Urban sites: **12,775 homes**

Hoo Peninsula: **11,750 homes**

Suburban sites: **3,179 homes**

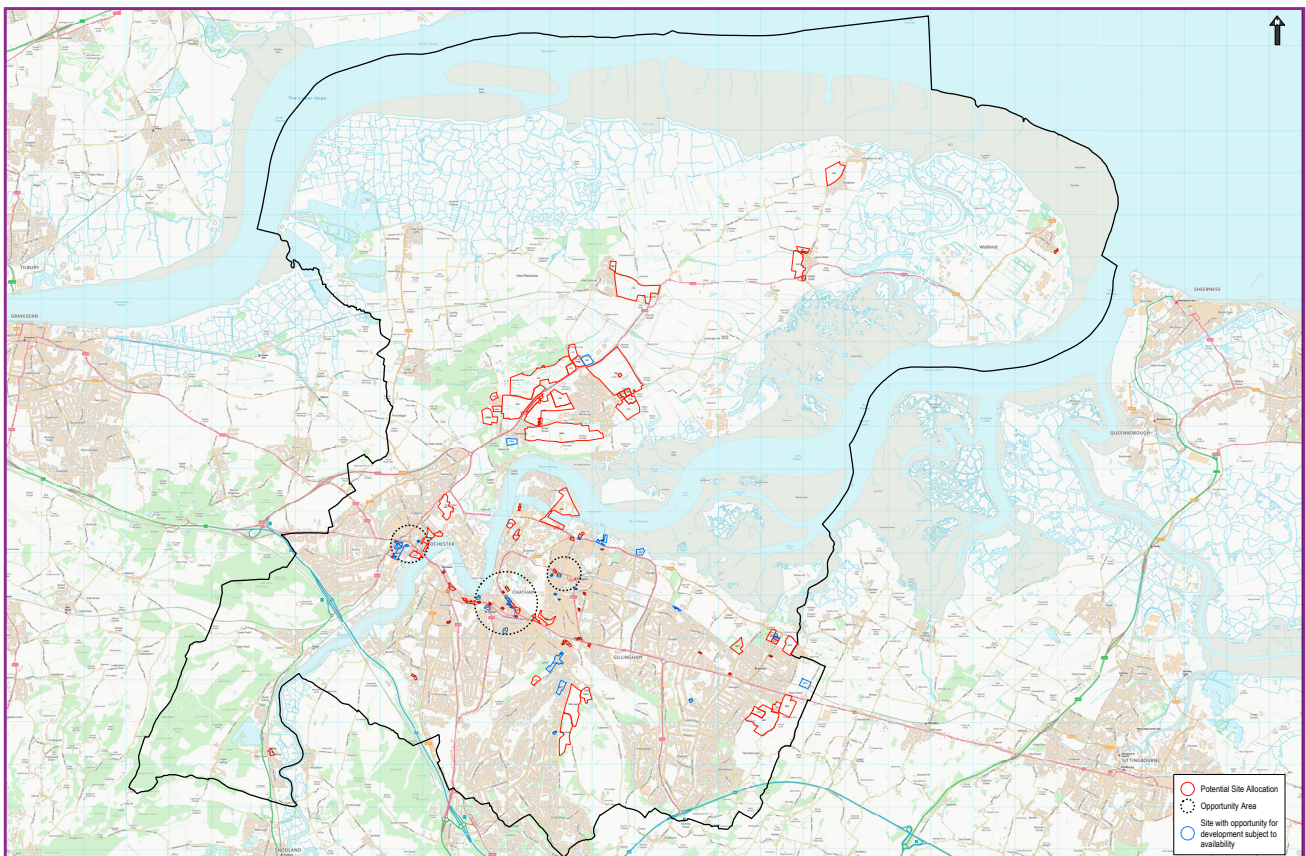
Scenario 3:

Meeting government's target of local housing need of 37,000 homes

The council has looked at options for how we could reach such a large increase in the land needed for housing to meet the government's target. However, the Local Plan is not just about housing - it's about balanced growth. To find more land for housing we would need to see more of the potential regeneration sites come forward for development. This could include the loss of some employment sites for housing developments. We would also need to release more land in suburban locations, such as to the east of Rainham, and this would make up about a fifth of total growth.

This scenario could deliver about 22,500 new homes on the sites identified in the map. Given the existing 'pipeline' of development, a total of 35,960 homes could be built by 2035.

This scenario involves much higher levels of growth in all areas, and would need careful planning and substantial funding of service improvements to deliver sustainable development.



Breakdown of housing across this area

Urban sites: 14,194 homes

Hoo Peninsula: 12,162 homes

Suburban sites: 6,276 homes

Scenario 4:

Consideration of development within Lodge Hill SSSI

Previous stages of consultation on the Medway Local Plan referred to the possible use of land at Lodge Hill for a new settlement on the Hoo Peninsula. This involved development on land designated as Site of Special Scientific Interest (SSSI) for its environmental importance. The proposal related to a planning application, which has now been withdrawn.

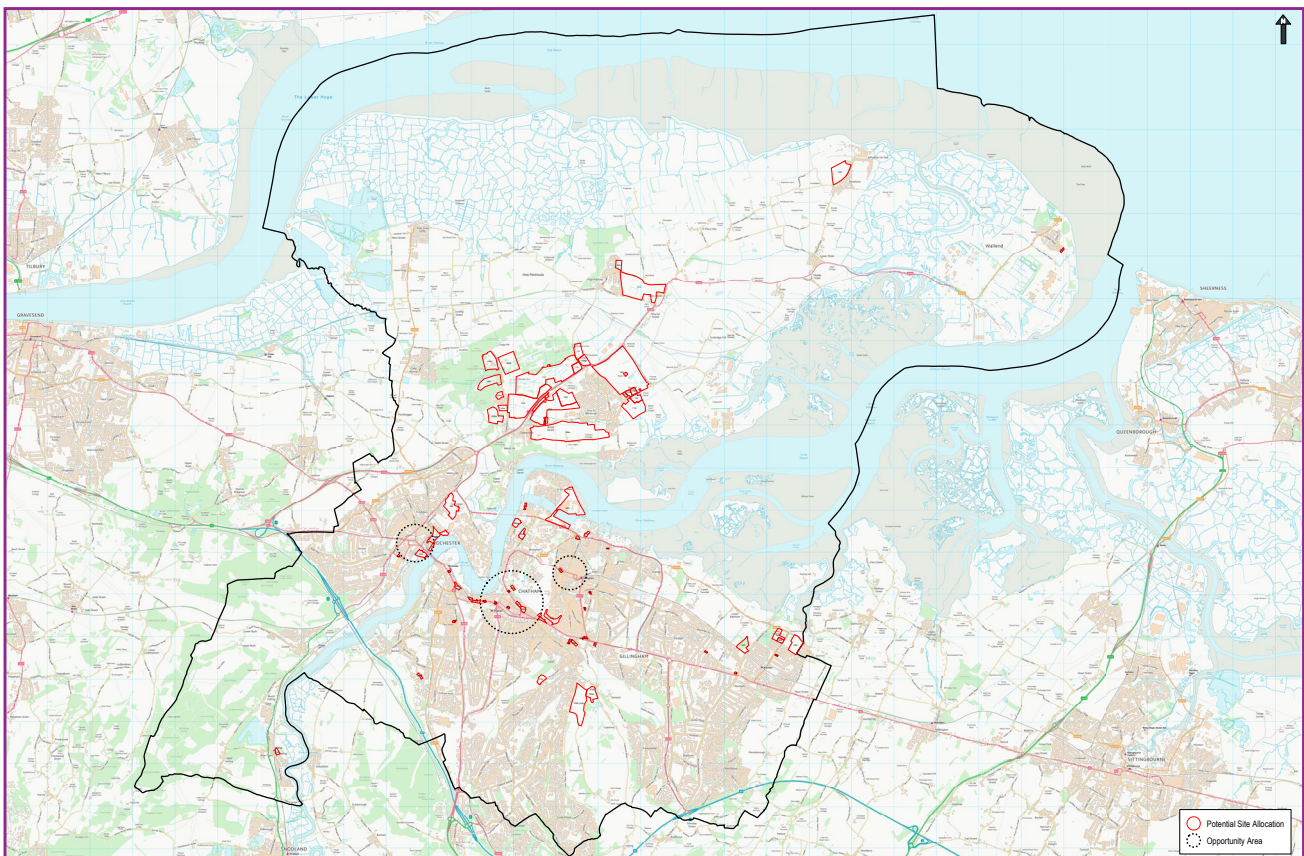
Homes England, the government's regeneration agency, now owns the site. It is preparing a new planning application for a smaller scheme for up to 2,000 homes with supporting services. Some of the development would involve building on the SSSI land. Homes England is proposing a scheme where the majority of land would be protected from

development. This would include land managed for nature conservation and some new public open space.

Development would provide homes as well as the funding to remove unexploded ordnance and manage other land for nature conservation.

The additional land at Lodge Hill would remove the need to allocate some land for development in Stoke and in the Capstone Valley.

This scenario could deliver around 17,000 new homes on the sites identified in the map. Given the existing 'pipeline' of development, a total of 30,500 homes could be built by 2035.



Breakdown of housing across this area

Urban sites: **12,775 homes**

Hoo Peninsula: **10,357 homes**

Suburban sites: **4,108 homes**

Preparing policies to manage growth

The Development Strategy consultation document is not just about land for housing. The main consultation document is a detailed technical report and looks at a number of important themes:

- Housing
- Employment
- Retail and centres
- Natural Environment and Green Belt
- Built environment
- Health and communities
- Infrastructure
- Transport
- Minerals, waste and energy

The report sets out the issues Medway faces and draft policies on how we could best address them. These include:

- Getting the right mix and design of housing for Medway's communities, including affordable housing, opportunities for self build housing, and provision for gypsy and traveller communities;
- Providing an attractive range of employment sites, to boost the local economy, particularly in securing better quality jobs and benefiting from links with our universities and colleges;
- Strengthening our town centres, neighbourhood and village centres and considering how Medway needs to respond to the major changes that have been taking place in shopping patterns over recent years;

- Protecting our natural environment, with benefits for wildlife and people, and how we can improve our resilience to climate change, including flooding, and improve levels of air quality;
- Cherishing Medway's rich heritage, whilst promoting the best quality of modern development, that is sensitive to the distinctive character of the local area;
- Promoting healthy communities and providing the social facilities that provide the basis for a good quality of life;
- Planning for infrastructure to keep pace with the area's growth, providing for schools, healthcare, sports facilities and greenspaces, and utilities;
- Ensuring our transport systems are fit for Medway's successful future, providing a choice of travel options, that are sustainable, and meet the needs of businesses;
- Planning for the sustainable supply of minerals and the management of waste, and a range of energy installations.

The council welcomes views on the draft policies and approaches. We need to make sure that we are taking the right actions to get the quality and right type of development in Medway to achieve our ambitions for the area.



How can I find out more?

Online

You can view the Development Strategy, supporting documents and new, detailed maps of all four scenarios on the council's website at: medway.gov.uk/futuremedway

We have also produced some further summary information about what the development proposals may mean for regeneration, a rural town on the Hoo peninsula and wider growth in suburban and rural areas.

Printed copies

You can view a copy of the main report at the reception desk of the council offices at Gun Wharf, public libraries and community hubs across Medway. You can find details of the locations and opening hours of these buildings at: medway.gov.uk. You can also use the public libraries to view the additional information on the council's website.

How can I make my views known?

If you would like to make comments on the proposals in the Development Strategy document you must submit them in writing by **5pm on Friday, 11 May 2018**.

You can respond in the following ways:

Online: medway.gov.uk/futuremedway

By email: futuremedway@medway.gov.uk

Post: **Planning Policy Team**

Regeneration, Culture, Environment and Transformation, Medway Council

Gun Wharf, Dock Road, Chatham, Kent ME4 4TR

What happens to my comments?

We will record all written comments as part of the process of preparing the new Local Plan. All comments will be published on our website - personal details such as addresses of individuals will be removed. We will keep your details on our records

and keep you informed about further work on the Local Plan.

We will review all comments received, look at the key issues raised, and take these into account in working to the next stage of the draft plan.



Who to contact

Planning Service

Regeneration, Culture, Environment and Transformation
Medway Council, Gun Wharf, Dock Road, Chatham, Kent ME4 4TR

Website: medway.gov.uk/futuremedway

Email: futuremedway@medway.gov.uk

Telephone: 01634 331629

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

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

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中文	331781	हिंदी	331783	Polski	332373	একুশফর	331786	فارسی	331840	Lietuviškai	332372