

Welcome to our public exhibition for Land West of Hoo

This exhibition gives you the chance to view and comment upon our outline proposals for a new homes development at Land West of Hoo St Werburgh.

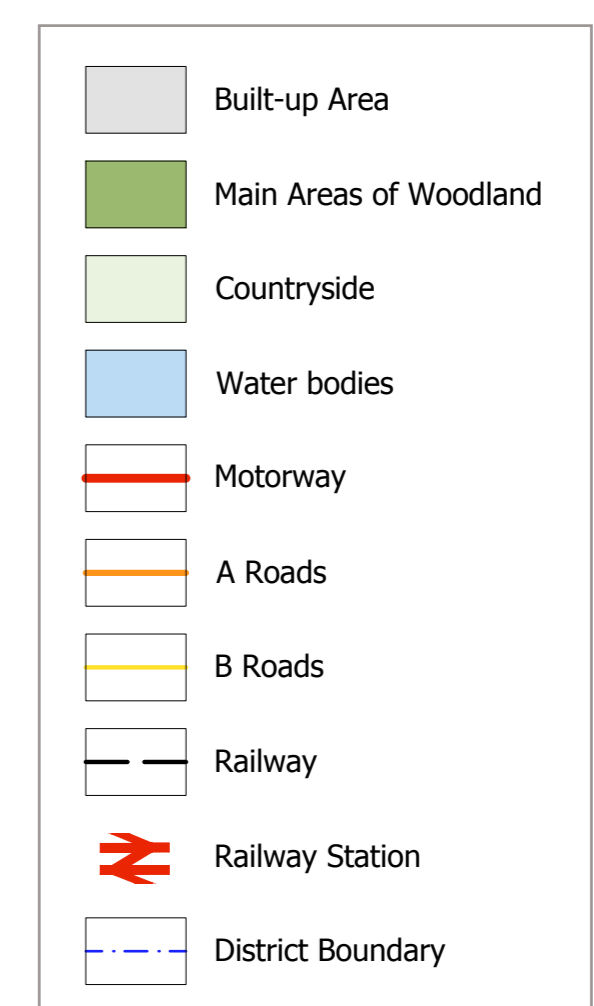
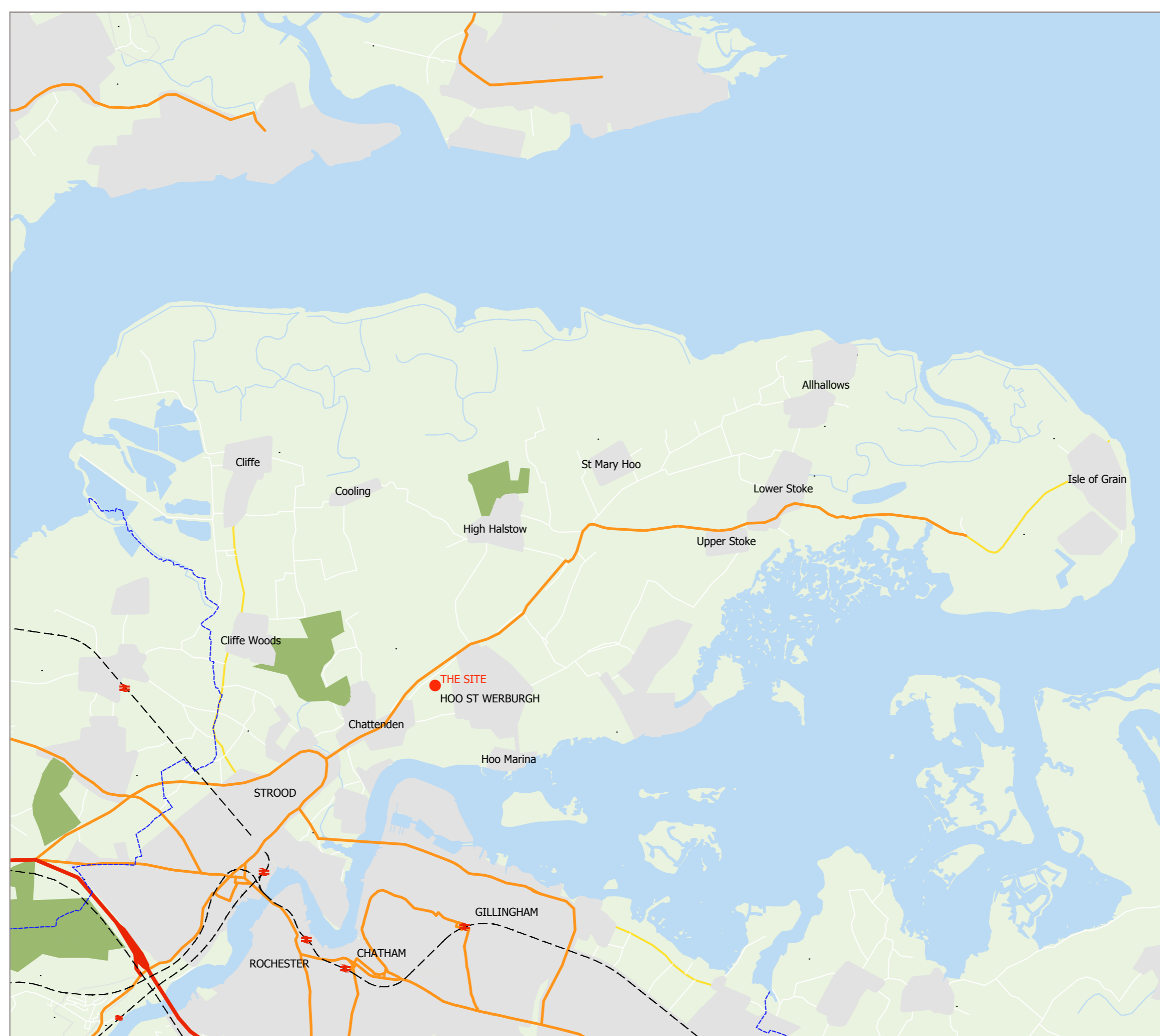
We are currently in the process of preparing a planning application for our proposed development which includes:

- Up to 500 new homes.
- Affordable housing (up to 25%).
- Possible commercial floorspace (comprising units for retail, café or takeaway).
- Substantial areas of open space which include a circular walk of approximately 2.4km.
- Children's play areas.
- Outdoor sports facilities and potential pavilion.
- Ecological improvements.

- A financial contribution towards primary school provision.
- Vehicle access from Main Road and Ratcliffe Highway.
- Off-site highway improvements.
- Improved walking and cycling routes.

We intend to submit an outline planning application to Medway Council in September, which if approved, will mean the local planning authority has accepted the principle of developing the land.

You can let us know what you think of our plans by filling in a feedback form and handing it to the team. Your feedback will help us refine our planning application before we submit it to the council.



About our scheme

500 homes with up to 25% affordable housing.

Possible units for retail, café or takeaway.

Open spaces, children's play areas and a circular walk.

Vehicle access from Main Road and Ratcliffe Highway.

Contribution towards primary school provision.

Outline planning permission would establish principle of development.

Our proposals for Land West of Hoo

The site

The proposed development site is greenfield land in agricultural use located on the western edge of Hoo St Werburgh. It extends to approximately 31 hectares in total and comprises four parcels of land between Aveling Close to the east and the A228 dual carriageway to the north-west. It is owned by Taylor Wimpey.

The planning situation

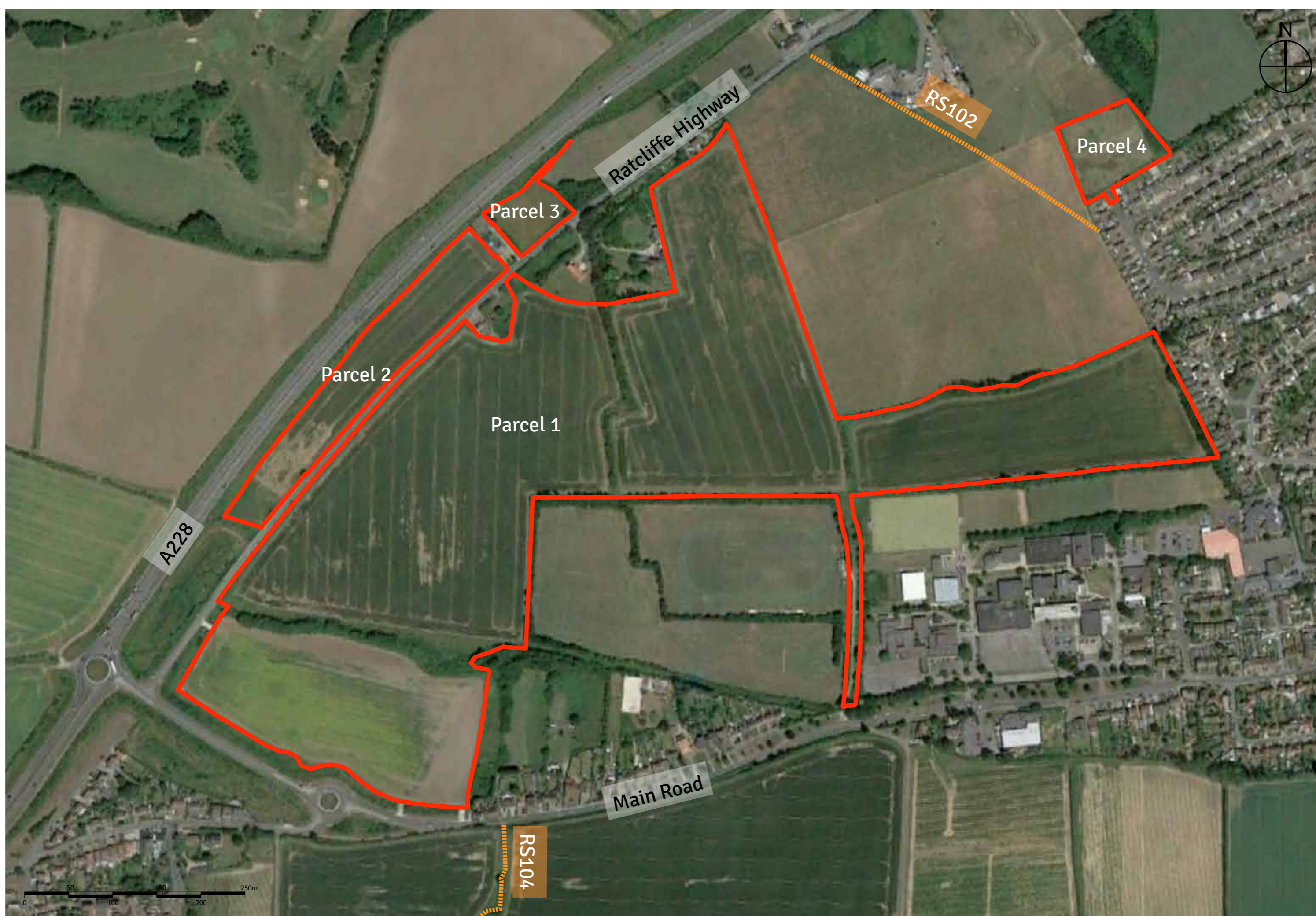
There is a shortfall of new homes being built across the country and so the Government has ordered local authorities to identify the levels of housing need in their area to address this shortfall.

Medway Council expects to announce its housing need in spring 2015, but in the meantime it has an interim target of building 1,000 new homes a year across the district.

However, it is likely that once the full assessment has been carried out, a higher housing target will be required.

While Medway Council will continue to see its brownfield sites regenerated, particularly in the Medway towns, significant development of greenfield sites will also be required to ensure housing needs are met.

The development of our site would deliver up to 500 new homes – a valuable contribution towards the district’s housing targets.



About the site

Site is on western edge of Hoo St Werburgh.

Site comprises four parcels of land.

Land is owned by Taylor Wimpey.

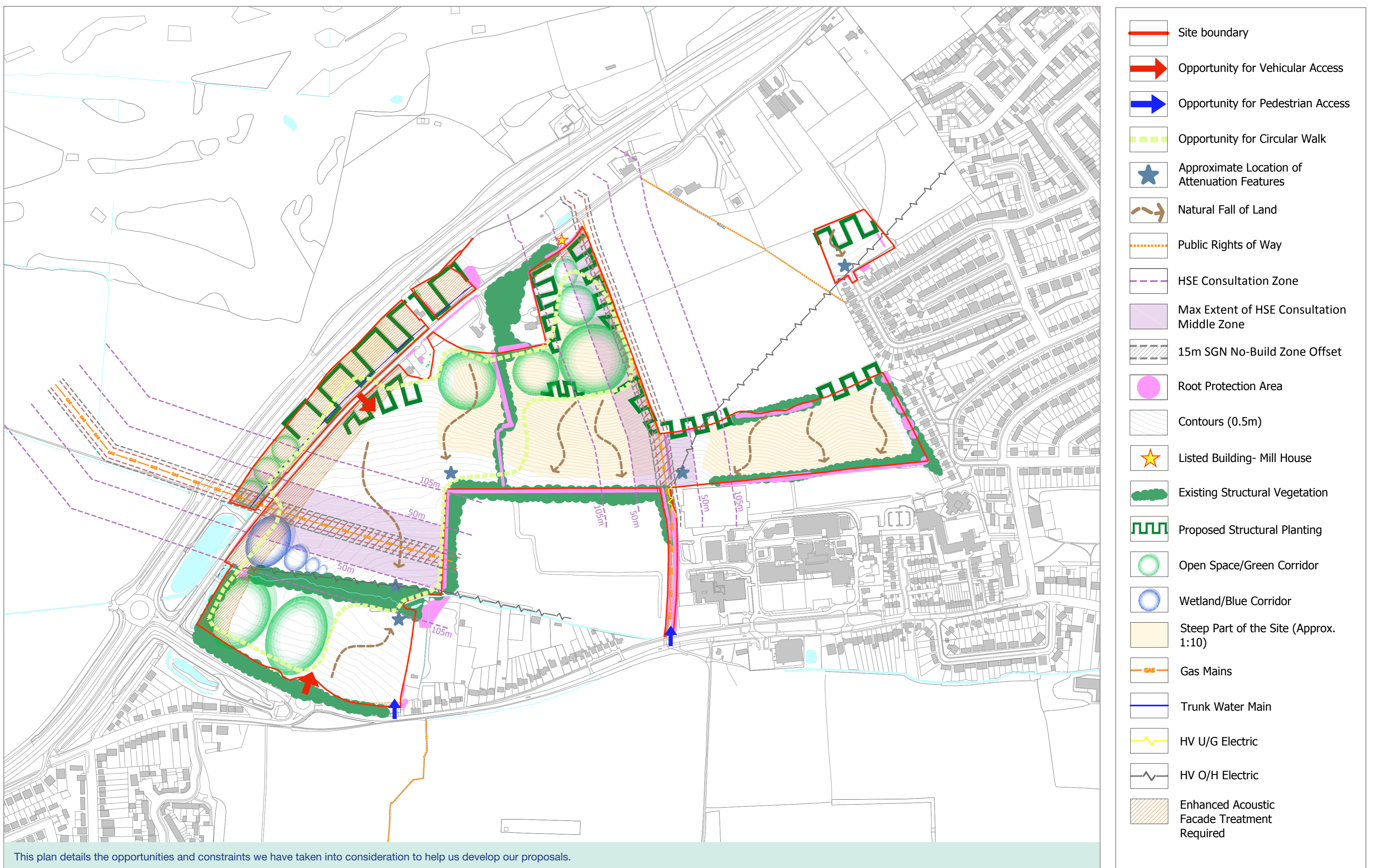
Medway needs 1,000 new homes a year.

Our proposals would help meet housing target.

Greenfield sites will need to be developed.

Information about the site we need to take into account

Before we start designing a new scheme, we complete an assessment of the site and the surrounding area as they are at the moment. We record those features we will need to take into account in our design. All of the relevant considerations, whether they fix the way our scheme will have to be designed or give us a real opportunity to make the most of a particular feature, are shown here.



Assessing the site

We've assessed the site and the surrounding area.

The plan illustrates the things we need to take into account in our design.

Our opportunities and constraints plan is based on the assessments.

Read more about opportunities and constraints on the following board.

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Landscape

We have carried out a Landscape and Visual Assessment which concluded there is potential for residential development on the lower-lying, less visually sensitive, land to the north and west of existing development. Land at the northern extent of the site, on the higher ground, is not proposed to be developed.

In terms of the impact on the wider landscape, the site is physically and visually separated from Lodge Hill by the Deangate Ridge which rises beyond the site to the north. The prevailing topography will enable the separate identities (Hoo St Werburgh and Chattenden) to remain within the surrounding landscape.

Agricultural

The site is comprised of predominantly Grade 3b agricultural land with small areas of Grade 3a agricultural land on the eastern edge of the site. Grade 3b land is categorised as moderate quality agricultural land. In view of this agricultural category, there are no policy constraints to the development of the land.

Cultural heritage

The site lies immediately south of Mill House, a Grade II-listed property. The significant distance between the site and Mill House, plus the intervening landscape, will ensure an appropriate relationship with Mill House.

Flooding and drainage

The site lies within Flood Zone 1 and is at low risk of flooding from a main river. An ordinary watercourse flows west to east through the site, and so the site layout is designed to take this into account.

Sustainable Drainage System (SuDS) will be used to ensure surface water run-off from the developed site will be discharged at rates no

greater than existing equivalent greenfield run-off rates. Drainage measures could include permeable paving, dry basins, swales, ponds or storage tanks or a combination of SuDS components, before being slowly released to the watercourse through the use of flow control devices.

Foul water will be discharged into the existing public sewer, within the site boundary, which has capacity to accommodate the development.

Ecology

The site is within proximity of a number of sensitive sites, in particular Medway Estuary & Marshes Special Protection Areas (SPA). On-site public open space, including a circular walk (and potentially off-site contributions to recreational measures) would reduce the recreational pressure on local sensitive sites and mitigate the impact of additional visitors to the SPA.

The majority of the site is considered to be of low ecological value. There are some protected species that have been recorded on the site. These include reptiles, great crested newts, bats and birds. The layout has been well designed to retain habitats of value and create new habitat areas.

Noise

The site is not significantly constrained by noise, however, some proposed homes located next to the A228/Peninsula Way and Main Road will require careful design consideration to achieve relevant British and World Health Organisation standards.

Gas mains

Two gas mains cross the site. Southern Gas Networks (SGN) and the Health and Safety Executive have confirmed that additional ground cover is required and there must be a 9-metre 'no-build' area along the route of both pipelines.

Things to think about

No development proposed on the site's higher ground.

The land is not best quality agricultural land.

Site has lowest risk of flooding.

Drainage measures will maintain current levels of water run off.

Design takes into account the watercourse through the site.

No building can take place in close proximity of the gas pipe routes.

Traffic, parking and access

The may also be off-site highway improvements to mitigate any traffic impacts that are predicted.

Medway Council has confirmed that significant funding is already in place to improve the Four Elms Hill roundabout. Taylor Wimpey is prepared to pay a further appropriate contribution to improve the existing roundabout if considered necessary as a result of its proposals.

We would like to hear your views on transportation issues as we continue with our Transport Assessment.

Parking

The parking strategy for the site will be in accordance with Medway Council's guidelines.

01	Deangate	Recreation ground/ Sports pitch	Deangate Ridge golf course
02	Deangate	Recreation ground/ Sports pitch	Deangate Ridge indoor bowls complex
03	Hoo	Recreation ground/ Sports pitch	G.E.C. Avionics club bowls
04	Hoo	Community hall/ Library/ Place of Worship	Peninsula Social Club
05	Hoo	Recreation ground/ Sports pitch	Peninsula Sports Club
06	Hoo	Shop/ Post Office/ Public House	Choice meats + KM Messenger
07	Hoo	Medical centre/ Dental practice	Hoo Dental Care + Doctors and Surgeons
08	Hoo	Shop/ Post Office/ Public House	KM Messenger, Hairtrends, Pharmacy and Off-Licence
09	Hoo	Recreation ground/ Sports pitch	Community Hall Sports Pitch
10	Hoo	Community hall/ Library/ Place of Worship	Community Hall
11	Hoo	Primary/Nursery Schools	Hoo St. Werburgh Primary School and Marlborough centre
12	Hoo	Primary/Nursery Schools	The Hundred of Hoo School
13	Hoo	Shop/ Post Office/ Public House	Off-Licence + KM Messenger
14	Hoo	Recreation ground/ Sports pitch	Hundred of Hoo Swimming Pool
15	Hoo	Medical centre/ Dental practice	Medway NHS. The Walter Brice rehabilitation Centre
16	Hoo	Shop/ Post Office/ Public House	Five Bells Pub
17	Hoo	Shop/ Post Office/ Public House	Indian restaurant/Take Away "Pink Paprika"
18	Hoo	Shop/ Post Office/ Public House	"SPAR" store
19	Hoo	Shop/ Post Office/ Public House	Bank, Food Store, Pharmacy, Opticians, Estate Agents.
20	Hoo	Community hall/ Library/ Place of Worship	Hoo Village Institute
21	Hoo	Shop/ Post Office/ Public House	Coffe Shop " Taggs"
22	Hoo	Shop/ Post Office/ Public House	Marine supply shop "Whitton Marine"
23	Hoo	Community hall/ Library/ Place of Worship	Hoo Library
24	Hoo	Community hall/ Library/ Place of Worship	Saint Werburgh's - Hoo Church
25	Chattenden	Petrol station/Garage	Jet Fuel Station, Bosch Service and Car Wash
26	Chattenden	Petrol station/Garage	Jet Fuel Station, "SPAR" Shop, Garage.
27	Hoo	Shop/ Post Office/ Public House	Pub "The Chequers" + "SPAR" Shop
28	Ratcliffe Highw.	Shop/ Post Office/ Public House	"The Windmill Public House"

Community facilities

Access

Vehicular access to the site will be provided off Main Road (at the existing roundabout south of the site) and off Ratcliffe Highway (to the north).

The access proposals have been discussed with Medway Council officers and are accepted in principle.

However, in addition, we are currently looking at creating a slip lane for traffic turning left at the roundabout from Main Road onto the A228 dual carriageway and would like to hear your views about this junction.

Within the site, the proposed layout maximises the potential for neighbourhoods, where walking and cycling are encouraged. The proposed development will also have a Travel Plan to encourage future residents to choose alternative ways to travel, other than by car.

A pedestrian and cycle access is proposed to be accommodated via an existing track west of the Hundred of Hoo Academy, which will provide a key link to the village centre. It is also proposed to extend the footway along the northern side of Main Road.

As the site is within 400m of a number of bus stops, there is unlikely to be the need for any bus services to be re-routed through the site. This will, however, be reviewed as we develop our proposals.

Traffic generation

A full Transport Assessment to measure the impact of additional traffic on the surrounding area is being prepared.



Key:

- Bus Stop
- Site
- Primary/Nursery Schools
- Shop/Post Office/PH
- Recreation Ground/Sports Pitch
- Medical Centre/Dental Practice
- Community Hall/Library/Place of Worship
- Petrol Station/Garage
- 400m walk distance
- 800m walk distance
- Main Bus Route
- Occasional Bus Route
- Public Rights Of Way
- RS104
- Footpath number
- National Cycle Route No.179
- 01
- Footway Widening
- 02
- Junction Improvement
- Proposed Cycle/Footway link
- ➔ Proposed Access

Our masterplan for Land West of Hoo

This is our emerging masterplan for our scheme, which has been drawn up following consultation with key stakeholders and Medway Council.

It indicates the proposed location of the new homes on the site. It also shows the location of open spaces, including the new village green and village square at the heart of the development, and the proposed hierarchy of roads within the site. It also shows the areas proposed for planting and key pedestrian/cycle links.

Please take time to look at the masterplan and let us know what you think.



Site Boundary	Main Pedestrian/Cycle Access Point	Emergency Link	Proposed and enhanced Structural Planting	Existing Stream
Dwellings	Primary Route	Village Square	Key Green Link	Attenuation Pond
Gardens	Secondary Route	Neighbourhood Green	Pedestrian Links	Pond for Habitat Creation
Garages	Access Street	Key Open Space	Circular Walk Approximately 2.5km	Swale
Vehicular Access Points	Shared Surface	Semi-Natural Open Space	Existing Public Rights of Way	Pumping Station

Open spaces at Land West of Hoo

Our emerging development proposals include approximately 14 hectares of open space.

The open spaces include:

- A central village green area including children's play areas.
- Further areas of open space, including a village square, for informal recreation.
- An area for outdoor sports facilities and a new changing pavilion.
- A network of footpaths, accommodating a circular walk of approximately 2.4km.
- Wetland areas to create new habitats and for attenuation ponds.
- Additional buffer zones/valley vistas for planting and scrub for ecological/landscape enhancements.

1 Deangate Ridge and Slopes

- Wildflower grassland, scrub and woodland
- Low key recreational paths and open space
- Extend wooded ridgeline character
- Long views to south
- Naturalistic play area

2 The Green

- Open grassed areas for informal recreation
- Traditional orchard and wildflower swathes
- Framed views to south-east
- Equipped play

3 Village Square

- Semi-formal mix of paving / planting / grassed areas
- Locally appropriate ornamental trees
- Drainage basin / pond

4 Wetlands

- Wetland wildflowers, scrub and canopy trees
- Drainage basins / ponds
- Low key walking / cycle routes

5 Green Lanes

- Wildflower grassland and scrub
- Low key walking / cycle routes

6 Chattenden Buffer

- Wildflower margins, scrub and canopy trees
- Low key recreational paths
- Formal sports provision
- Trim trail
- Ponds / Scrapes

Key Open Spaces Indicative Proposals

What will our scheme bring to the area?

Our proposal is for a residential development of up to 500 new homes in Hoo St Werburgh. The development will include a range of property styles and sizes. Up to 25% will be affordable homes.

Economic benefits

The development will make the following significant contributions to economic growth and employment locally:

- The site would provide for a population of 1,200 people.
- The total leisure and retail expenditure generated by future occupants of the scheme would be approximately £8.7m per annum, which will significantly benefit the local economy.
- The development will generate approximately 52 construction jobs per year on site.
- The scheme would provide accommodation for approximately 588 economically active people.
- The scheme would equate to a New Homes Bonus payment of £3.2m from the Government to Medway Council over a six-year period.

Social benefits

The development will contribute to significant social improvements locally, including the following:

- Contributions through Section 106 Agreement or Community Infrastructure Levy (CIL) are proposed to part fund new primary school provision within The Hundred of Hoo Academy. The facility will be designed so that it could be converted to a 2-form entry school to accommodate pupils from the proposed development. It is the intention to open a primary reception class on the Academy site from September 2015.
- The proposed scheme will deliver up to 125 affordable housing units (i.e. 25%). Approximately 60% of these will be allocated for affordable rent and 40% for intermediate/shared ownership.

Environmental benefits

The development will also provide the following environmental improvements:

- All new homes will meet Level 3 of the Code for Sustainable Homes.
- High quality 'green infrastructure' with a landscaped circular walk, sports and public open space.
- The proposal will seek to conserve and enhance biodiversity and incorporate opportunities for biodiversity enhancement.



Benefits of our scheme

New homes bonus to local council.

Improved public services.

Improvements to local infrastructure.

Increased revenue from council tax.

Contributions to local facilities.

More money spent in the local economy.

Information about our company, who we are and what we do

Taylor Wimpey was formed by the merger of George Wimpey and Taylor Woodrow in 2007. We are able to draw upon experience and best practice gathered over a history dating back to the 19th century. Today we are one of the largest homebuilders in the UK, completing over 11,000 homes each year.

Planning sustainable communities

We want our developments to be environmentally, socially and economically sustainable. We understand the importance of stimulating strong, vibrant and healthy communities while protecting and improving the natural, built and historic environment.

More than building homes

We build roads and junctions, sewers and utilities that link our developments with the surrounding areas. Where needed we provide community facilities such as schools, doctor's surgeries, shops and offices, bus stops and even railway stations, as well as much needed affordable homes. Such provision can help meet the day-to-day needs of the people living on, or near, our developments.

Green spaces

We design landscaping and open space to provide an attractive and safe setting for homes, recreational space for residents, and habitats for plants and wildlife. Green spaces could include tree or hedgerow planting, playgrounds or sports pitches.

Energy efficient homes

We look to reduce the energy demand of our homes by improving wall and roof insulation. In some cases we may also fit more complex technologies. This means that residents benefit from energy bill savings while their long term maintenance burden and costs are kept to a minimum.



Engaging with local people

We are committed to working with local people, community groups and local authorities during the planning phase and aim to keep them up to date with our activities and progress during construction. We aim to plan and design developments that balance the demands of our business with providing for the needs of our residents and their communities.

“Our aim is to be the nation’s leading residential developer for creating value and delivering quality. We are passionate about working with local people, businesses, local authorities and our customers to build aspirational homes.”

For more information, visit:
about.taylorwimpey.co.uk

Taylor Wimpey lays the foundations for thriving communities

We completed 11,696 homes in 2013, of which 2,124 (about 18%) were affordable homes.

In 2013, through planning obligations, we invested over £225m in the areas in which we built.

We provide public transport, road improvements and education facilities on many developments.

Landscaping and open space, including play areas and sports pitches, provide the structure to many of our developments.



What we would like from you, and what you can expect from us

Once you have had an opportunity to look at our scheme proposals, please do talk to us and ask any questions you may have, and feel free to fill in one of the feedback forms provided.

Your views are important to help us develop our scheme and are very much appreciated. We will review all comments received as we finalise our proposals before submitting a formal planning application in September 2014.

At that time the Council will write to local residents again, giving details of the application and providing an opportunity for you to make further comments.

Please leave completed feedback forms with a member of the project team today, or post to the following address:

Land West of Hoo Consultation
c/o Webb Associates Public Relations
22 The Point, Market Harborough
Leicestershire, LE16 7QU

Alternatively you can email your comments to:
hooconsultation@webbpr.net

Comments can also be submitted online at
www.taylorwimpey.co.uk/hoo

All feedback must be received by Monday 14th July 2014.



Thank you for attending today, your views make a real difference



What is Taylor Wimpey already doing in your area?

Taylor Wimpey has a successful track record of building high-quality new homes in Kent and the South East.

The following developments are now open across the county:

Hayle Park, Maidstone.
Kentleys Chase,
Tonbridge. Meadow
View, Herne Bay. Repton
Park, Ashford. Rookery
Court, Marden. The
Bridge, Dartford.

Taylor Wimpey also delivered The Pastures new homes development in Stoke Road, Hoo, which is sold out.

Our designs for Land West of Hoo

Here you can see sketches of how our proposed development could look.

The images show the central open space, the main green link, the neighbourhood on the eastern side of the site and the village square.



The central open space



The main green link



The neighbourhood on the eastern side of the site



The village square