



5.0 Context Appraisal

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5.1 Density and Character Studies

Studies of four pockets of residential development around Hoo St Werburgh have been undertaken to establish the densities and key characteristics of different areas in order to inform the development proposals. These studies are considered in more detail on the next pages with the findings summarised below.

Density Summary

Densities range from 23dph in areas where houses are generally detached with large gardens up to 40dph in areas where there is more terraced housing and apartments close to the centre or in the new build area to the east of Bells Lane.

Character Summary

There are individual examples of buildings with notable character dispersed around Hoo St Werburgh from which some influence could be drawn for the proposed development, however the general extent of Hoo St Werburgh appears to follow national styles and trends.

With this in mind it is proposed that the design of the new development should draw on other local vernacular sources, whilst addressing the aspirations of Medway Council. Reference can also be taken from some of the buildings previously noted within the Sensitive Adjacent Features section such as Lancer's Farm and those adjacent the edges of the site.



Character Study Locations

5.2 Area One Character Study

Adjacent St Werburgh Church

Areas One (a) and () are located to the South of Hoo St Werburgh, adjacent the Grade I listed church. There are two distinct areas of residential development to either side of the church with a new residential area to the south of the church and an area of terraces to the north.

Density

Approximate density of One (a) = 35 houses per hectare and is predominantly 2 storey terraced houses / 3 storey apartments.

Approximate density of One (b) = 23 house per hectare to the south and is predominantly 2 storey detached houses.

Key Characteristics Area One (a)

- A mix of new build and older terraced houses and apartments.
- New builds located opposite the church sited at back of pavement.
- Older terraces further away from the church have small front gardens without boundary walls or fences.
- On road parking.
- New build terraces / apartments have a mixture of buff brick, timber cladding at first floor level and brown roof tiles with dormers.
- Older terraces are rendered with pitched roofs and sash windows.

Key Characteristics Area One (b)

- New build detached properties.
- Houses all set back from the road.
- Boundary hedges, fences and walls to the houses directly off Vicarage Lane. No boundary separation between pavements and gardens further down Church Farm Close.
- Contemporary interpretation of houses within the western residential area of Hoo St Werburgh with a mix of hipped and gabled roofs.
- Elevational treatments vary between each house with a combination of buff and red brick, timber cladding and tiles.
- Feature brick soldier course cills and heads.
- Organic road layout broken up by pockets of planting.



Area One



Area One



View 1



View 2



View 3



View 4

5.3 Area Two Character Study

Adjacent Hoo Centre

Area Two is located adjacent to the centre of Hoo St Werburgh. There is a mix of detached, semi-detached and terraced houses in this area and some 2 storey apartments.

Density

Approximate density = 39 houses per hectare and is a mix of 2 storey terraces, semi detached and detached houses and 2 storey apartments.

Key Characteristics

- All houses within this area are generally older, with a variety of characteristics.
- Grade I Meadow House is rendered and sits directly on the edge of the pavement. With adjacent walled gardens. It has a grey tiled gabled roof and Georgian sash windows.
- Other neighbouring detached houses sit back from the road with large front gardens.
- There is a mix of red brick, render and stone to other houses in the area.
- Roofs are both hipped and gabled with red and grey tiles and dormers.
- Windows have generally been replaced with UPVC, however some sash windows have been retained.
- Houses to the north of the centre of Hoo St Werburgh are raised up and set back from the road with extensive boundary planting.



Area Two



Area Two



View 1



View 2



View 3



View 4

5.4 Area Three Character Study

Western Residential Area

Area Three is an extensive residential area forming the West of Hoo St Werburgh. It is predominantly comprised of 2 storey semi detached and detached houses with an area of bungalows to the South of Knight's road.

Density

Approximate density = 24 houses per hectare and is a mix of 2 storey semi detached and detached houses.

Key Characteristics

- There are two distinct aesthetics to the houses within this area. Aesthetic one consists of semi detached and detached house with red tiled mansard roofs and red brick walls. Aesthetic two consists of semi detached and detached houses with gabled roofs and red or buff bricks with some elements of timber cladding.
- All houses are set back from the road with small front gardens and low level boundary walls or fences.
- Drives offer off road parking.
- Road patterns are set out in regular alignment, making use of the topography.
- Vistas towards the South and the East address views to the wider area.



Area Three



Area Three



View 1



View 2



View 3



View 4

5.5 Area Four Character Study

Eastern Residential Area

Area Four is an extensive residential area forming the East of Hoo St Werburgh. It is adjacent the West of the proposed site and is predominantly comprised of new build houses and apartments. Bells Lane forms a distinctive line of separation between this new build area of Hoo St Werburgh and the older areas.

Density

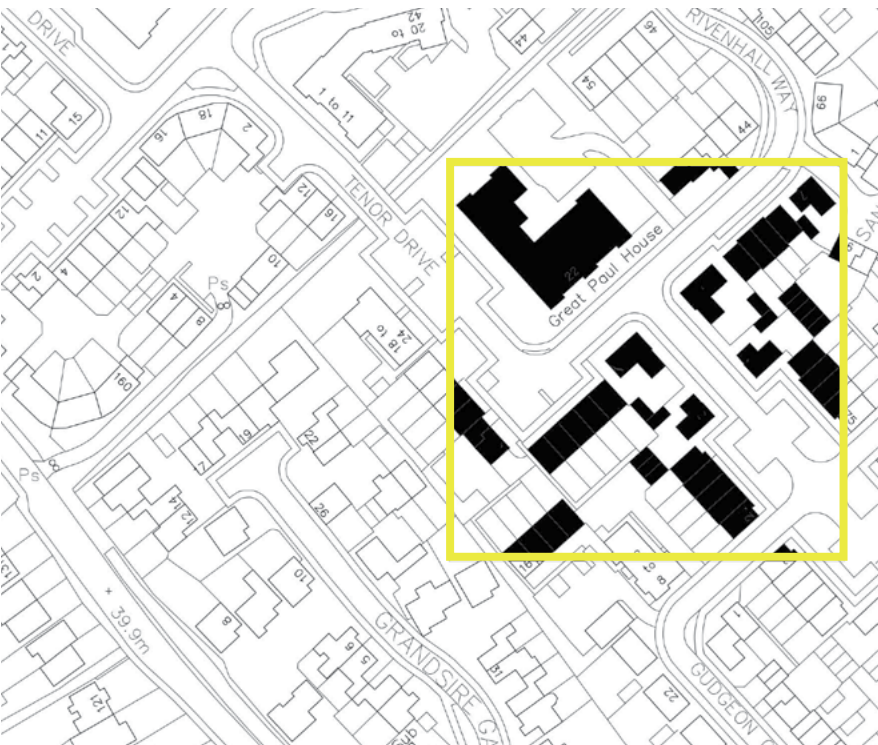
Approximate density = 40 houses per hectare and is a mix of 2 or 3 storey semi detached, and terraced houses and 3/4 storey apartments.

Key Characteristics

- All houses and apartments are new build and each pocket of subsequent development has a slightly different aesthetic.
- There is a variety of materials; red and buff brick, timber cladding, render and hung tiles.
- Both the hipped / mansard roofs are present with a mix of red and grey tiles.
- All houses and apartments sit back from the pavement with some elements of boundary planting or fencing.
- Parking is generally off road with driveways and garages.
- Road surfaces vary between tarmac and block paving.
- Road layouts are organic and interspersed with green space.



Area Three



Area Three



View 1



View 2



View 3



View 4

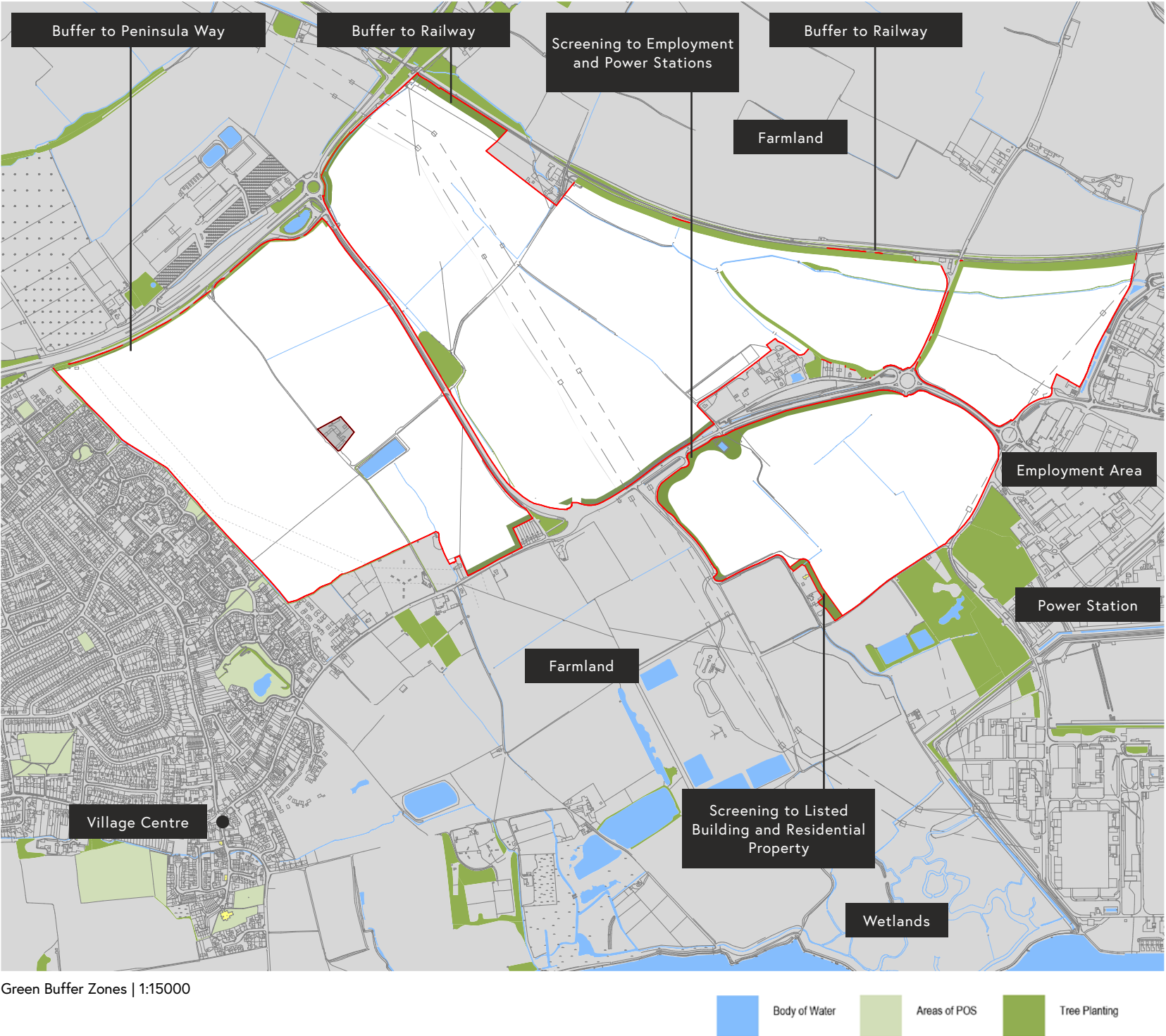


6.0 Development Strategy

6.0 Development Strategy

6.1 Green Buffer Zones

Existing hedge planting along the northwest edge of the site will be enhanced to create a buffer between the site and the A228. Densely planted buffers including development edge pathways are proposed to site edges to mitigate the noise levels generated by existing highways and the railway line. These buffers can also mitigate any visual impact on the surrounding area.

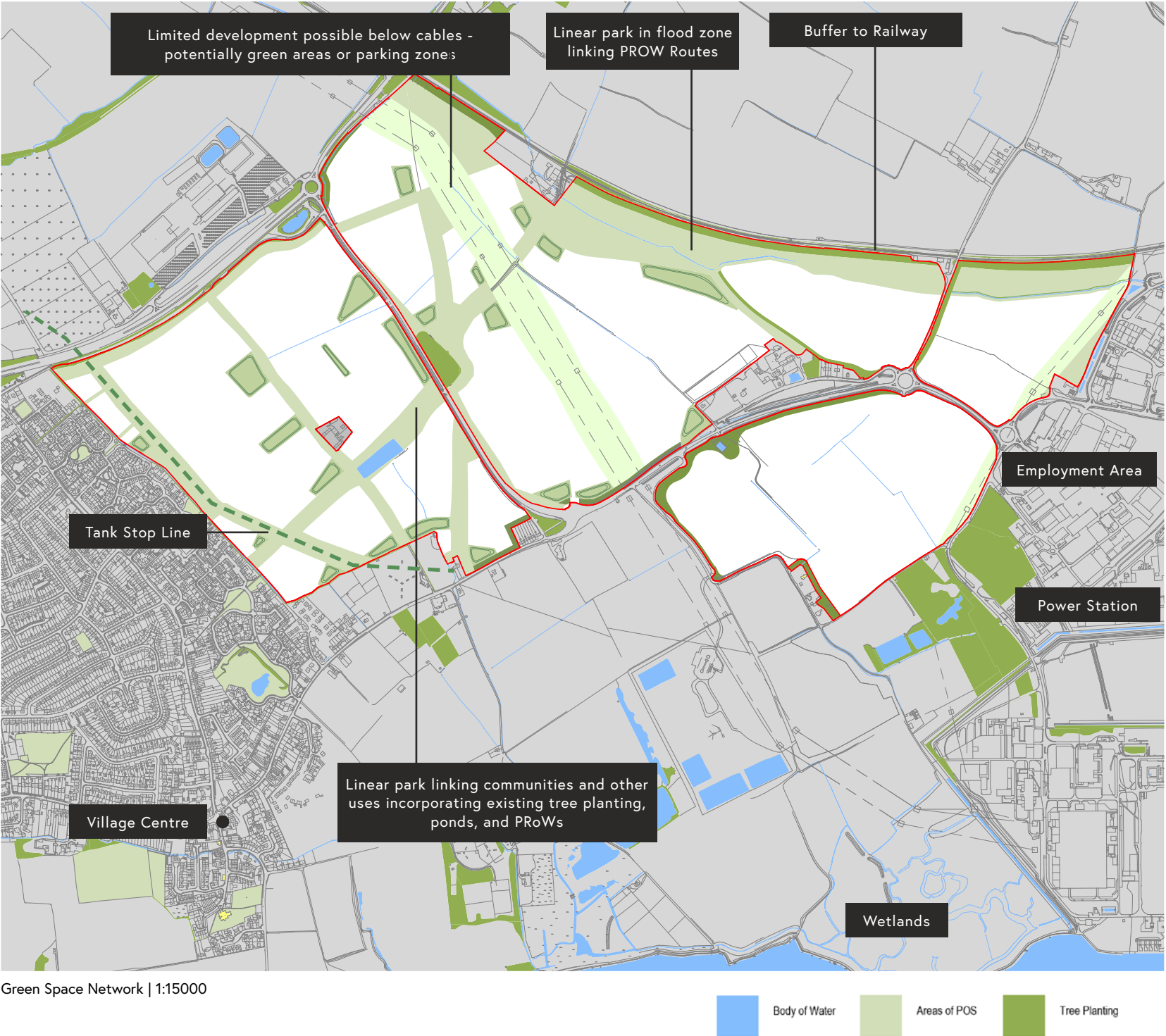


6.2 Green Space Network

An extensive network of green corridors and open spaces is proposed, designed around the various Public Rights of Way that cross the site, making a significant contribution to green and blue infrastructure.

This network will provide an attractive pedestrian-friendly environment to encourage walking and cycling around and across the site, linking with the wider PRoW and cycle networks.

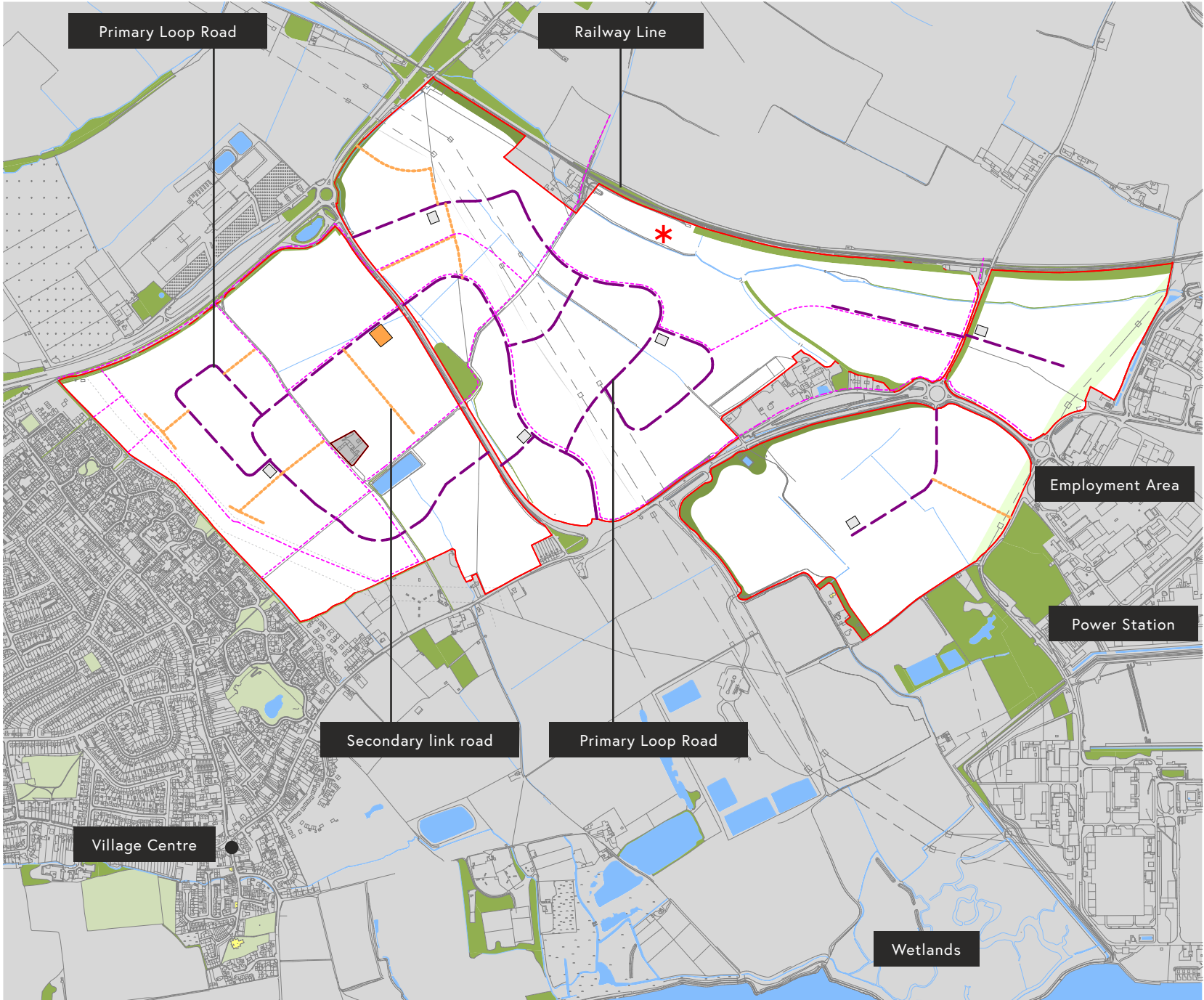
It will also separate the development into defined zones which distinctive characters can be developed and aid general navigation.



6.3 Access & Movement

The site comprises four parcels which are separated by existing roads. Expanding on these existing routes, a new network of primary, secondary and tertiary routes are proposed, each designed to have its own character generating a clear and distinctive hierarchy to ensure navigation and way finding is as easy and safe as possible.

A new primary loop road, centred around Ropers Lane and designed to accommodate a bus route is proposed. This route, combined with secondary and tertiary routes will provide access to the residential, education, retail and employment uses, interconnected with a network of existing and proposed pedestrian and cycle routes.



Green Space Network | 1:15000

6.4 Neighbourhood Characters

The masterplan includes provision for a transport hub which will support higher-density residential development. The residential element of the CCfE land-holding will contain areas of medium and high density which, have the potential to generate distinct neighbourhood character areas. The images within this section provide examples of how contemporary residential developments can create distinctive character areas and neighbourhoods while respecting and responding to the location.



A Abode, Proctor and Matthews Architects



B Polnoon, Proctor and Matthews Architects



C The Avenue, Pollard Thomas Edwards



D Woodside Square, Pollard Thomas Edwards

6.5 Rural Town Living in Hoo St Werburgh

The higher density areas of the development can be designed to make a significant contribution to housing need through efficient planning and contemporary design. This approach can create distinctive neighbourhoods the key principles of which can be summarised as below. The images show examples of how a contemporary approach to design can meet these aspirations:

- Urban character with areas of higher density.
- Close proximity to the historic village centre.
- Design and built form of new homes to work harmoniously with existing village setting.
- To achieve the aspiration for housing typologies, dwellings will comprise a mix of terraces, semi-detached houses and low rise apartments.
- Tree planting and vegetation to street scenes.
- Distinct neighbourhoods with own character.
- Design for healthy streets by prioritizing active modes of transport and providing pedestrian and cycle routes that, allow easy access to local amenities.



A Accordia, Fielden Clegg Bradley



B Key Worker Housing, Mecanoo Architects



C Stamford Hill, Stockwool Architects



D Marmalade Lane, Mole Architects

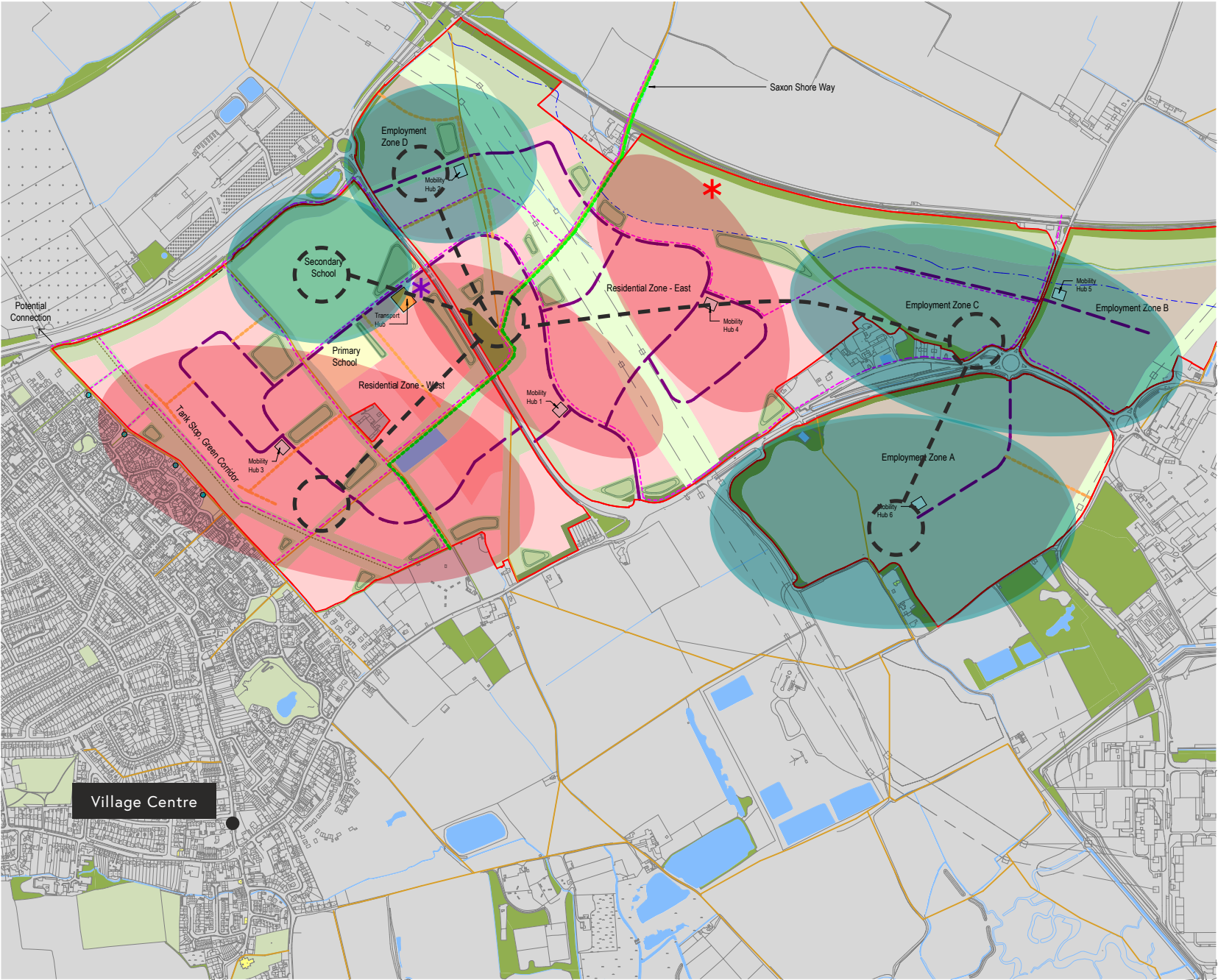
6.6 Walkable Neighbourhoods - Interconnected Communities

Phase 1 & 2

A low carbon strategy needs to be considered in a holistic manner, considering all aspects of carbon use and how these can be minimised through the life of the development. Appropriate design from the early stages of a project, considering both the built element of design and the wider behaviour of residents, will enable carbon reduction by encouraging and facilitating changes in behaviours such as travel patterns.

The development as proposed takes the form of distinct residential villages, employment quarters, the education zone, and community facilities. Served by main entry points on Peninsula Way, Stoke Road and Ropers Lane, the interconnectivity between the site's various quarters will become an important aspect of the development's success. As we now look to prioritize more sustainable modes of transport, the need to provide flexibility and multiple choices as to how residents move round the development and access wider amenities becomes an important element of the success of the master-plan.

For multiple choices of transport modes to be successful, access to these facilities will need to be made as easy as possible for residents. Readily available facilities will encourage increased use of sustainable methods of transport and reduce the reliance on petrol and diesel fuelled private cars.



Walkable Neighbourhood | 1:15000



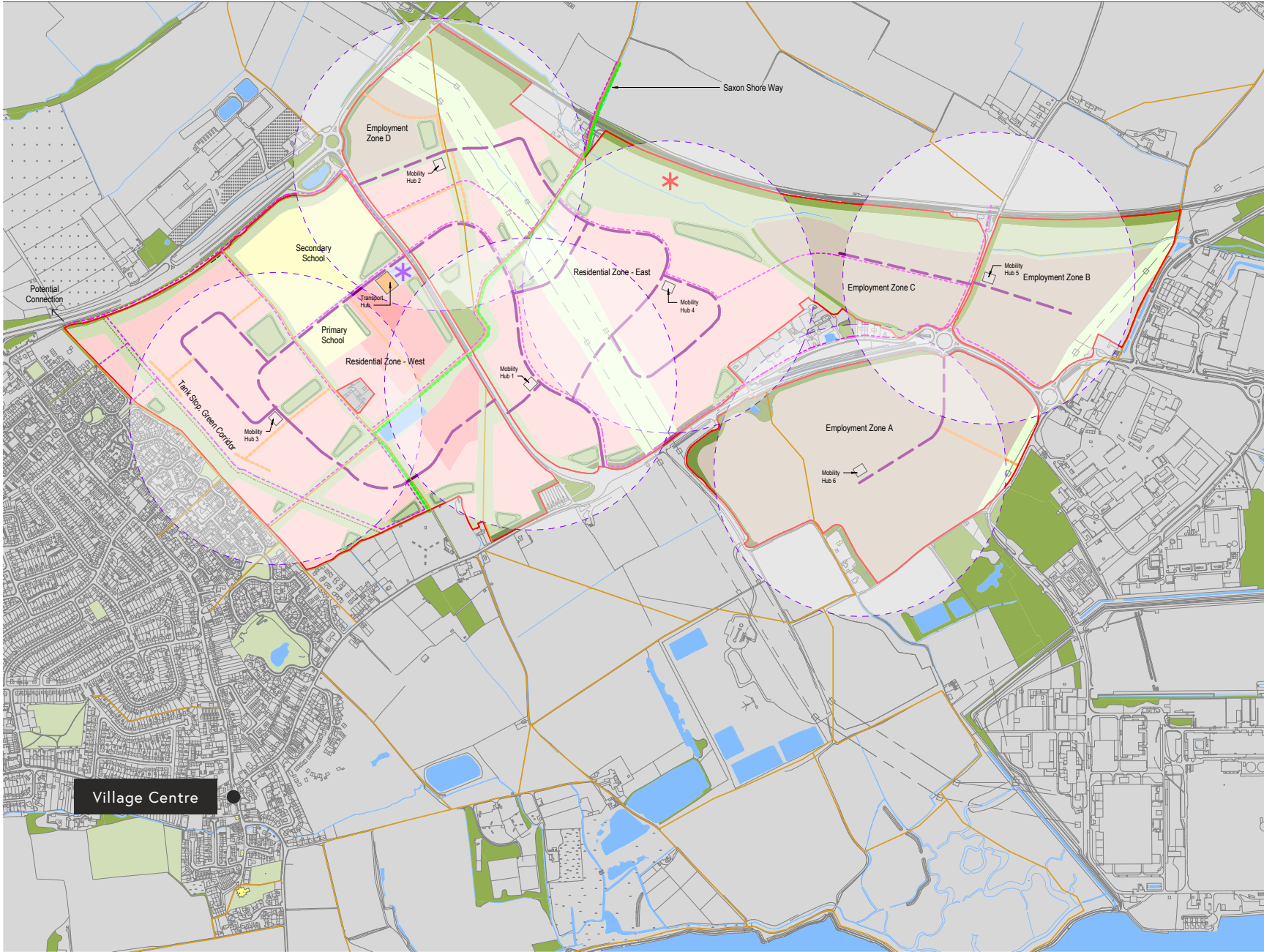
6.7 Public Transport

Phase 1 & 2

The development will be designed to accommodate a bus service which, will provide access to other areas of the site and amenities further afield. In accordance with current guidance, no home shall be more than 400m from a bus stop.

The diagram on this page shows the 400m isochrone applied to the current development layout and how each village, or quarter can be provided with a main bus stop at its heart. Access to bus services should be easily achieved by all residents.

Providing access to bus services within the heart of each neighbourhood offers the opportunity to combine centralised facilities designed to accommodate multiple modes of transport allowing shorter journeys to be combined with longer ones by simplifying and improving the inter-connectivity between neighbourhoods.



Walkable Neighbourhood | 1:15000

6.8 Integrated Transport & Mobility

Phase 1 & 2

In seeking to provide an integrated transport and mobility system as part of the development, supporting mobility hubs around a central transport hub offer an innovative solution to meeting the needs of the development by providing a seamless interchange between modes of transport. Mobility hubs will allow residents to combine any number of transport modes when moving around the development and accessing amenities beyond.

Case studies cite the positioning of mobility hubs within easy reach of all homes as dominant factor in their success. An objective in achieving success would be to target positioning homes within 300m of a hub. Should facilities not be available at the nearest hub, it should not be too far to travel to the next one.

The diagram on this page shows how strategically positioning hubs will allow them to be combined with bus routes. The plan adjacent shows how mobility hubs could be evenly distributed within the development accepting that some residents will need to travel more than 300m or 400m to the nearest hub.

Central Transport Hub - - - - -



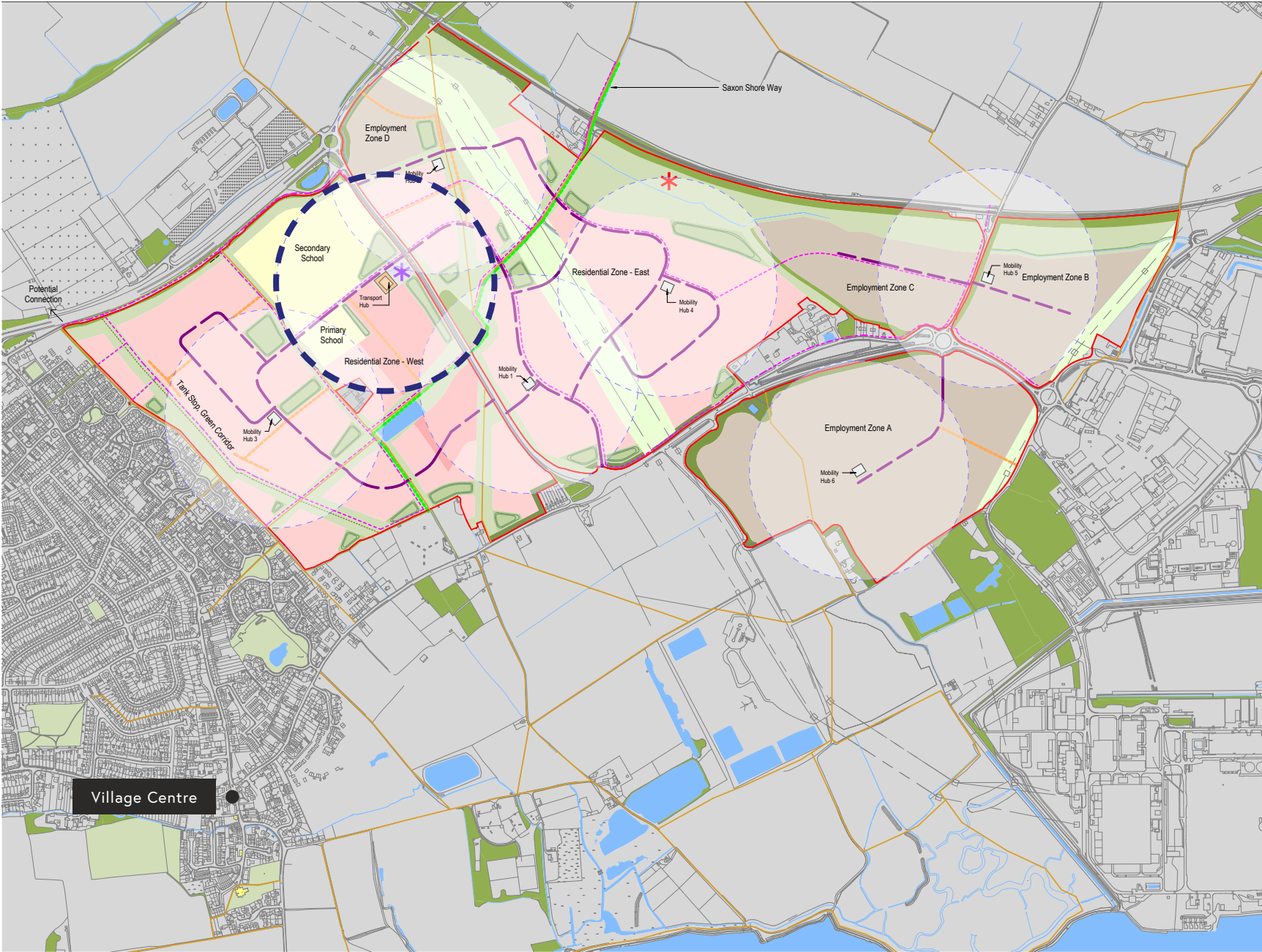
Car Charging Station | Kobe | Denmark



Mobility Hub | Bremen | Germany



Potential Car Club



Walkable Neighbourhood | 1:15000

6.9 Mobility Hubs

Mobility hubs offer the opportunity for residents and users to integrate various journey types within accessible and carefully considered locations throughout the development and reduce reliance on petrol and diesel fuelled private vehicles. They can be designed to form a series of attractive community spaces integrated within the master-plan. As the master-plan evolves, we will be looking to provide a good spread of facilities across the whole development ensuring that all residents are within easy reach of a mobility hub in addition to other community facilities.

CoMoUK provide guidance on mobility hubs including the design, what facilities should be provided together with funding and management. The guidance describes mobility hubs as follows:

"A mobility hub is a recognizable place with an offer of different and connected transport modes supplemented with enhanced facilities and information features to both attract and benefit the traveller."

It also describes three key characteristics:

- Co-location of public and shared mobility modes.
- The redesign of space to reduce private car space and improve the surrounding public realm.
- A pillar or sign which identifies the space as mobility hub which is part of a wider network and ideally provides digital travel information.

Within the context of the Hoo master-plan and in accordance with the guidance the following facilities are recommended:

- Access to local bus service.
- DRT feeder service.
- Car club parking bay(s).
- Secure cycle storage.
- Bike share.
- Cycle repair stand / pump.
- Electric vehicle charging bays.
- Micro-mobility drop-off and collection points.

- Digital pillar (providing information on local transport, way-finding, walking distances and local services).
- Other facilities could include:
 - Small café or space for a mobile tea/coffee stall.
 - Covered waiting area.
 - Fitness and play area.
 - Package delivery lockers.
 - Solar panels.
 - Green roofs.
 - Sustainable building materials and practises.
 - Permeable paving.





7.0 Sustainability

7.0 Sustainability

Corstorphine & Wright

7.1 Minimising Carbon in Travel

The first step is to minimise travel through providing an appropriate use mix and services within the development and looking to make travel within the development safe and convenient for pedestrians and cyclists.

Off site cycle way improvements will further encourage cycle use. The master-plan includes safe, off-road cycle routes and dedicated cycle and pedestrian routes.

Similarly providing for greater working from home through appropriate design (as discussed in section 7) and provision of high quality internet connections can reduce vehicle use.

The provision of high quality, regular, smart public transport with comfortable waiting facilities can reduce the use of private vehicles. Car club provision, allowing for lower levels of car ownership can give residents greater flexibility in travel options without the need for car ownership.

The interconnection between villages should be designed to accommodate the following modes of movement and transport:

- **Public Transport:** The development will be designed to accommodate a regular bus service which, will provide residents with access to the rest of the development including the employment zones. By providing bus stops throughout the development including within transport nodes strategically positioned within the heart of each village, the connection to and use of other modes of transport can be improved and encouraged.
- **Demand Responsive Transport (DRT):** The development would benefit from a flexible, shared transport service that allows users to specify times and destinations particularly in lower-density areas and at times of low-demand. This could benefit the development during the early phases when it might not be possible to provide a full bus services. DRT is mainly aimed at social inclusivity but, it can provide an option for reducing carbon by reducing private car journeys and providing connections to other modes of transport such as buses, etc.
- **Private cars** will continue to be used but, by accommodating facilities for electric vehicles there is the opportunity to encourage more sustainable private car ownership and use.

- **Electric vehicle charging points** provided as both private and communal facilities as standard will, again, promote a lower carbon approach to car ownership and usage.
- **Car club:** There is an increasing trend towards the use of car clubs for those who are unable or chose not to own a car. By providing easily accessible car club parking spaces and encouraging the use of electric vehicles, this trend can be encouraged.
- **Bicycles:** Cycling is an easy way to move around providing routes are safe and designed to clearly delineate between cycles, pedestrians and vehicles. The ability to store bicycles securely within private or communal areas will encourage their use. Their use can be further encouraged by interconnecting routes and storage with other modes of transport so cycling can become part of longer journeys.
- **Micro-mobility:** Again, there is a growing trend towards the use of electrically charged bicycles and scooters which, can be hired and collected / dropped off at specific locations. By providing low-carbon a solution to the first mile / last mile of longer journeys they can make an important connection to the wider transport network, particularly the railway station. A managed approach to micro-mobility can avoid inconsiderate parking which, can be unsightly and impair pedestrians.
- **Pedestrian routes** between each village will be an important element of inter-connectivity. Safe, secure and clearly defined footpaths which provide access to all areas, amenities and other modes of transport will be fundamental to the success of the development.
- **The inclusion of green corridors,** wooded areas, parks and natural landscapes offers the opportunity to create attractive cycle and pedestrian routes for leisure use and exercise. These can be incorporated as part of the inter-connectivity between villages but, will be fundamental to the enjoyment of the development and the well-being of residents.



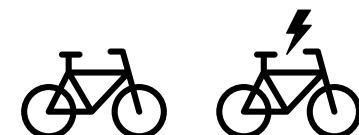
ENHANCED BUS ROUTES



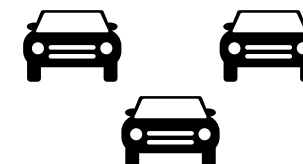
REDUCED CAR OWNERSHIP



INFRASTRUCTURE FOR ELECTRIC VEHICLES



ENHANCED DEDICATED CYCLE ROUTES



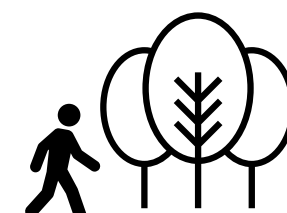
CAR CLUBS



ENCOURAGE LOCAL HIRE AND USAGE OF ELECTRIC SCOOTERS



DEDICATED FOOTPATHS



INTEGRATED LANDSCAPE APPROACH/FOOTWAYS

7.2 Green Infrastructure & Carbon Capture

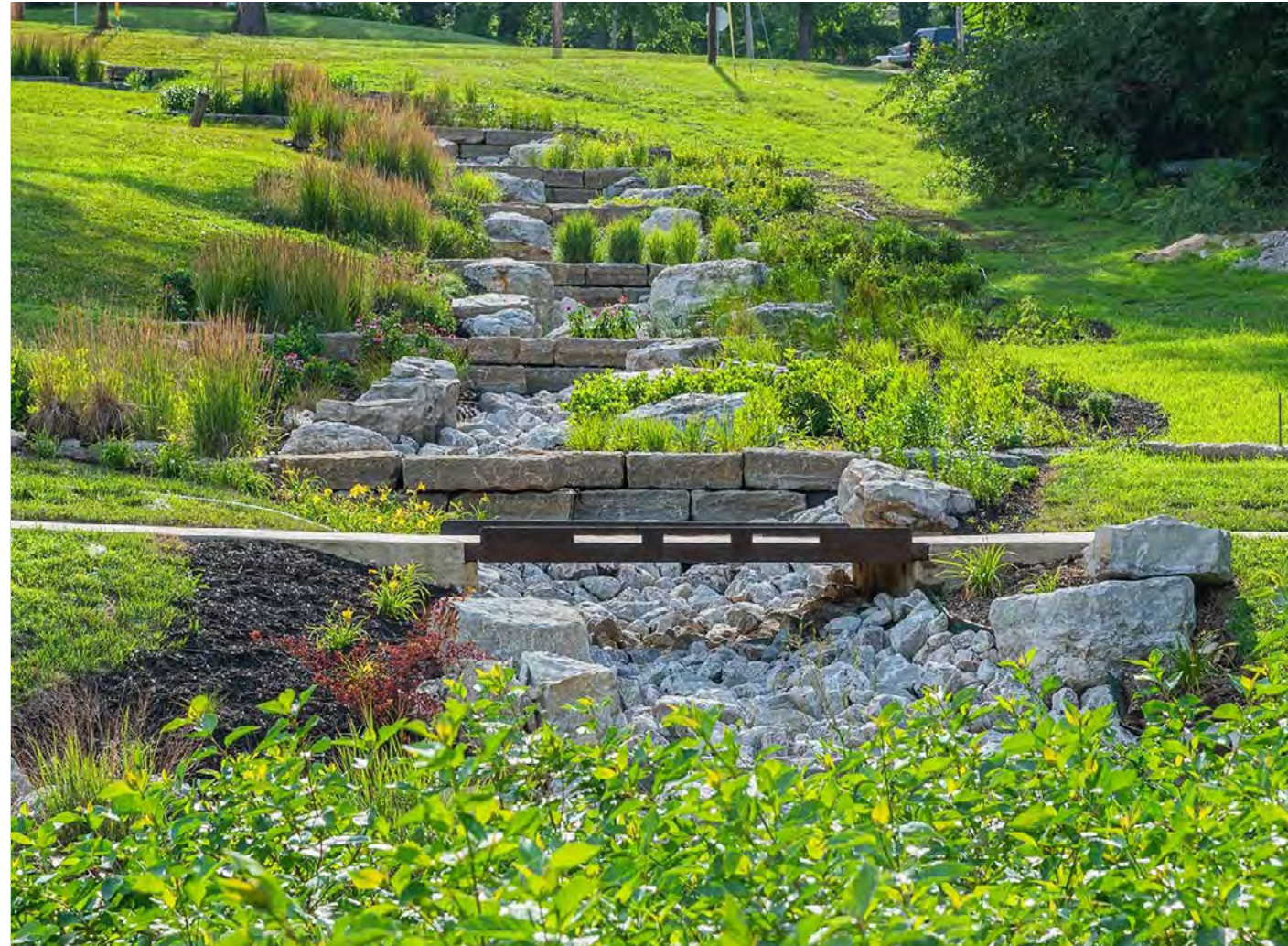
Providing adequate and successful green infrastructure has become increasingly important as developments are designed to adapt to and reduce the impact of climate change and create sustainable communities. Green infrastructure can offer a variety of spaces which, when fully integrated with the built environment can benefit the people who live in, work in and visit the community.

Green spaces can;

- Support people's mental and physical wellbeing by providing attractive spaces to experience, exercise in and overlook.
- Encourage active travel by creating attractive routes for walking, cycling, etc.
- Cool developed areas during hot weather.
- Reduce surface water run-off during wet weather.
- Help manage the existing Flood Zones.
- Provide carbon storage.
- Incorporate sustainable drainage systems (SuDS).
- Provide diverse habitats for native plant species and wildlife.
- Address social inequalities.

The development layout will be developed to provide a rich variety of green spaces and corridors which, can support these objectives and create a truly sustainable community and attractive environment. Key elements of the development moving forward will be:

- Green corridors
- Tree planting / natural woodlands
- Biodiversity / natural habitat
- Re-wilding
- Public Open Space
- SuDS
- Highway tree planting



7.2 Green Infrastructure & Carbon Capture

Construction should prioritize the use of materials with low embodied energy, with materials selected taking into consideration energy used in manufacture and carbon sequestering potential.

In addition materials should be locally sourced where possible reducing the energy use in transportation

Materials and systems should also be selected for their ease of recycling and recycled content, considering the benefits of reduced material use.

Buildings and development layouts should be designed to be efficient. Layouts that minimise road lengths will inevitably use less carbon. Similarly efficient building forms can reduce external wall to area ratios, reducing material use and furthermore reducing energy loss.

The majority of homes in the UK have been built using traditional masonry construction methods. However, alternative methods are becoming increasingly common. Modern Methods of Construction is now a commonly used term for alternative approaches to construction which involves the off-site, factory production of building components such as ready-made walls, floors, roofs and, in some cases, the 3D volumetric production of rooms. There are significant advantages in that the quality of components can be improved within a factory setting which, improves the longevity and thermal performance of buildings and reduces the amount of time on site.

The energy consumed in the production, transportation, construction, maintenance and ultimately disposal of building materials can form a significant percentage of the lifetime energy consumption and carbon-footprint of buildings. For buildings to be sustainable, in addition to the energy consumed in use, careful consideration of the materials used and their impact on the lifetime energy consumption of buildings will be required.

A significant contributor to the lifetime energy performance of buildings will be the sourcing of locally supplied materials and components. In terms of sustainability, this has the advantage of reducing the travel distance involved in the transportation of



materials and as a consequence of the embodied energy and carbon footprint of buildings.

Addressing these issues will be important in the creation of a sustainable development. Key issues to be considered are summarised below:

- Use of locally sourced, sustainable materials
- Modern Methods of Construction (MMC)
- Off-Site Manufacture
- Re-Use / Recycle / Life-Cycle Costing
- Low-embodied carbon technologies
- Reduce transport
- Reduce waste





8.0 Concept Masterplan

8.0 Concept Masterplan

8.1 Phase 1

The key principles of CCfE's proposed masterplan have been informed by discussions with Medway Council with particular regard to the emerging Local Plan and the aspirations for the Hoo Rural Town. The plan is presented in two phases with Phase 1 master planned to enable it to come forward on its own without reliance on Phase 2 to meet open space, infrastructure and highway requirements.

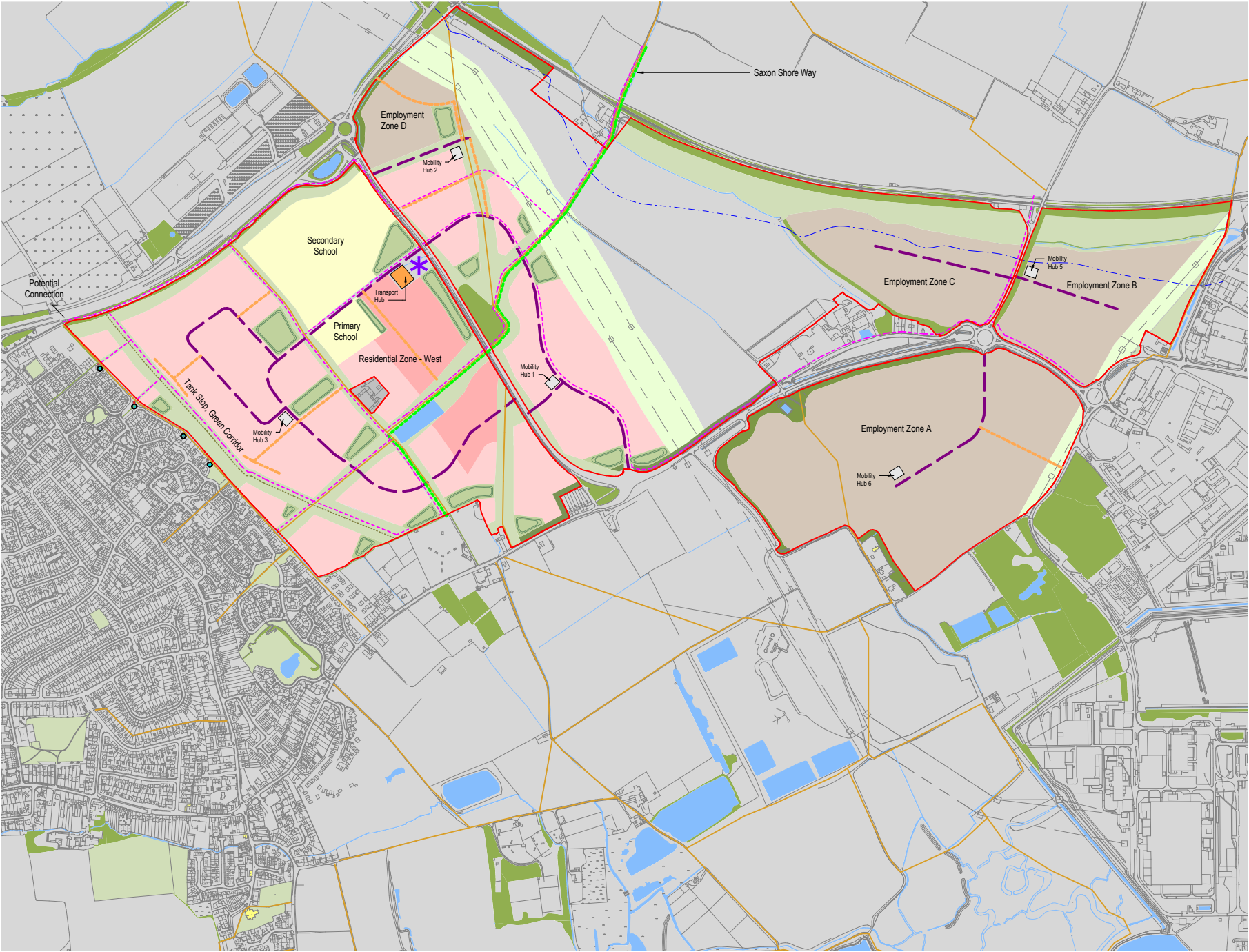
Phase 1 comprises the development of the west and central parcels together with the parcels to the east. The uses proposed include residential to land west of the overhead power cables easement combined with primary and secondary schools, a transport hub and retail use.

Existing features and facilities, such as the WWII tank stop, Angel Farm, green buffers and public rights of way, including Saxon Shore Way are retained and fully integrated into the masterplan. The residential zones are proposed as a mix of medium and high density designed to reflect the density and character of the location.

Key aspects of the masterplan are:

- Phase 1 can be delivered on its own and is designed to meet all requirements for open space, infrastructure, etc.
- A landscape-led scheme incorporating planted buffers and green corridors as part of existing key routes and features.
- Development of an effective blue infrastructure fully integrated with the landscape setting to enhance the green space and create an attractive outlook for the community.
- The incorporation of safe and legible pedestrian and cycle routes through the site which connect to the broader network.
- Developing a scheme that reflects the character and density of the surrounding settlement.
- The provision of a transport hub that provides inter connectivity between residential, employment, retail and education uses via sustainable modes.

CCfE and the development team will be working with Medway Council following the publication of the emerging Local Plan with a view to delivering a masterplan that can contribute to the national housing need by providing a vibrant community with access to educational, transport and retail facilities in addition to high-quality employment use.



- Proposed residential area
Medium dens/high dens
- Proposed employment area
- Proposed transport hub
- Proposed school locations
- Proposed landscape buffer
- Proposed green corridor / POS
- Proposed overhead power line easement
- Proposed attenuation basin
- Ponds (existing & proposed)
- Primary vehicle route
- Secondary vehicle route
- PROW Route
- WWII Tank stop line
- Saxon Shore Way
- Proposed cycle & pedestrian route
- Flood risk line

Concept Masterplan | 1:15000

8.2 Concept Quantum - Phase 1

The adjacent table demonstrates the potential development capacity of the site based on local requirements for Public Open Space together with the spatial requirement for the education provision and utilities easements.

In terms of residential densities, the proposal is based on the average density of housing areas adjacent to the site with higher densities proposed within the heart of the west parcel adjacent to the education facilities, retail use and transport hub creating a definitive character to this area.

A			B			C			D			TOTALS	
WEST PARCEL (SITE HHH22)			CENTRAL PARCEL			EAST PARCEL			EMPLOYMENT ZONE A & B (HHH35)				
Average DPH	Area (Ha)	Dwelling No's	Average DPH	Area (Ha)	Dwelling No's	Average DPH	Area (Ha)	Dwelling No's	Average DPH	Area (Ha)	Dwelling No's	Area (Ha)	Dwelling No's
30	0.0	0	30	0.0	0	30	0.0	0	0	0.0	0	0.0	0
39	32.1	1251	39	16.8	654	39	0.0	0	0	0.0	0	48.9	1906
50	7.5	376	50	0.0	0	50	0.0	0	0	0.0	0	7.5	376
Total Residential Development:		39.6 1627			16.8 654			0.0 0			0.0 0	56.4	2281
RESIDENTIAL QUANTUM													
Development Area - Low density													
Development Area - Medium Density													
Development Area - High Density													
Total Residential Development:													
NON-RESIDENTIAL DEVELOPMENT AREAS													
Secondary School													
Primary School													
Employment Use													
Retail Use													
Transport Hub													
Mobility Hub(s)													
Total Non-Development Areas:													
NON-DEVELOPMENT AREAS													
HV OH Power Cables easement													
Landscape Buffers													
SuDS													
Flood / Natural Habitat													
POS / Green Corridors													
Undeveloped Land													
Total Non-Development Areas:													
O/A Site Areas (Red Line):													
POS REQUIREMENT													
No. Dwellings per Parcel													
Population per Home / Totals:													
POS Local Usable Greenspace (2.4Ha/1000):													

8.3 Phase 2

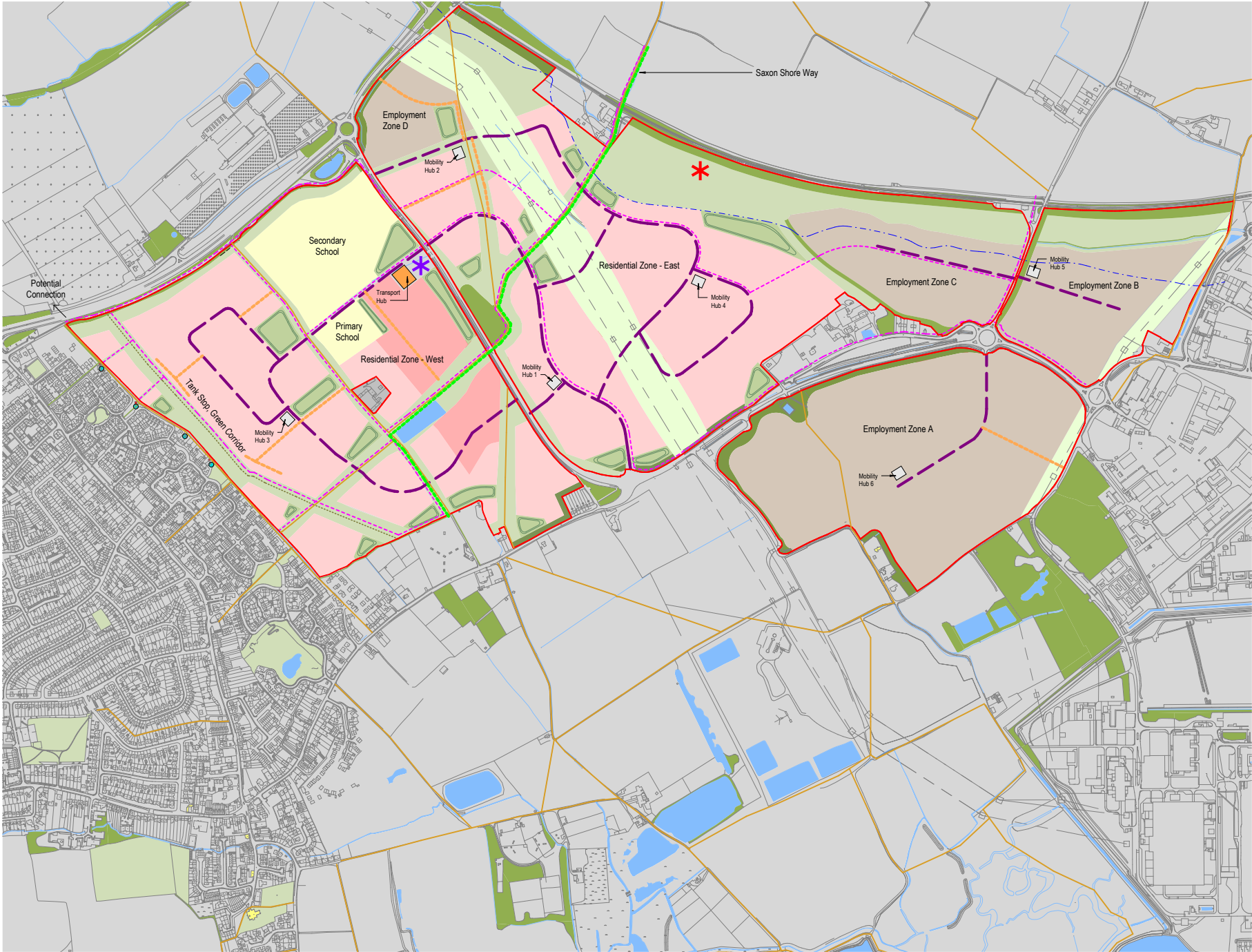
The plan on this page describes the potential development of the land to the east of the overhead power cable easement providing additional residential and employment uses. Phase 2 is a longer term aspiration which will benefit from the existing network of pedestrian and cycle routes and an extension of the primary, secondary and tertiary routes proposed to Phase 1.

The main transport hub is well placed to serve both phases of development whilst providing inter connectivity between the residential communities, together with education and employment uses.

Extending the development to the east of the overhead power cables easement will provide logical uses adjacent to a potential future railway station.

The extent of Flood Zone 3, centred around the existing brook is designed as a green corridor adjacent to residential development contributing to the landscape setting and natural habitats (BNG).

Attenuation basins have been shown indicatively based on a high-level assessment undertaken by Pell Frischmann. Exact locations and size of basin is subject to further detailed design, and it may be possible to distributes some of the storage requirements across the development parcels through the use of carefully selected SuDS features. Further consideration should also be given to access and maintenance for the basin features, and also co-ordination with any emerging landscape proposal to improve habitat provisions where required.



- Proposed residential area
Medium dens/high dens
- Proposed employment area
- Proposed transport hub
- Proposed school locations
- Proposed landscape buffer
- Proposed green corridor / POS
- Proposed overhead power line easement
- Proposed attenuation basin
- Ponds (existing & proposed)
- Primary vehicle route
- Secondary vehicle route
- PROW Route
- WWII Tank stop line
- Saxon Shore Way
- Proposed cycle & pedestrian route
- Flood risk line
- Potential future railway station

Concept Masterplan | 1:15000

8.4 Concept Quantum - Phase 2

The adjacent table demonstrates the potential development capacity of the site based on local requirements for Public Open Space together with the spatial requirement for the education provision and utilities easements.

In terms of residential densities, the proposal is based on the average density of housing areas adjacent to the site with higher densities proposed within the heart of the west parcel adjacent to the education facilities, retail use and transport hub creating a definitive character to this area.

RESIDENTIAL QUANTUM		A			B			C			D			TOTALS	
		WEST PARCEL (SITE HHH22)			CENTRAL PARCEL			EAST PARCEL			EMPLOYMENT ZONE A & B (HHH35)				
		Average DPH	Area (Ha)	Dwelling No's	Average DPH	Area (Ha)	Dwelling No's	Average DPH	Area (Ha)	Dwelling No's	Average DPH	Area (Ha)	Dwelling No's	Area (Ha)	Dwelling No's
Development Area - Low density		30	0.0	0	30	0.0	0	30	0.0	0	0	0.0	0	0.0	0
Development Area - Medium Density		39	32.1	1251	39	16.8	654	39	22.6	882	0	0.0	0	71.5	2788
Development Area - High Density		50	7.5	376	50	0.0	0	50	0.0	0	0	0.0	0	7.5	376
Total Residential Development:			39.6	1627		16.8	654		22.6	882		0.0	0	79.0	3163
NON-RESIDENTIAL DEVELOPMENT AREAS			Area (Ha)		Area (Ha)		Area (Ha)		Area (Ha)		Area (Ha)		Area (Ha)		Area (Ha)
Secondary School			8.8		0.0		0.0		0.0		0.0		0.0		8.8
Primary School			1.8		0.0		0.0		0.0		0.0		0.0		1.8
Employment Use			0.0		4.4		0.0		11.1		0.0		46.4		61.9
Retail Use			0.4		0.0		0.0		0.0		0.0		0.0		0.4
Transport Hub			0.2		0.0		0.0		0.0		0.0		0.0		0.2
Mobility Hub(s)			0.1		0.2		0.1		0.1		0.2		0.2		0.5
Total Non-Development Areas:			11.3		4.6		11.2		46.5		73.6				
NON-DEVELOPMENT AREAS			Area (Ha)		Area (Ha)		Area (Ha)		Area (Ha)		Area (Ha)		Area (Ha)		Area (Ha)
HV OH Power Cables easement			0.0		0.0		14.4		3.3		17.7				
Landscape Buffers			0.2		1.5		3.5		3.7		8.9				
SuDS			5.2		2.0		2.5		0.0		9.8				
Flood / Natural Habitat			0.6		0.0		0.0		0.0		0.6				
POS / Green Corridors			14.6		6.1		15.1		3.9		39.7				
Undeveloped Land			0.0		0.0		0.0		0.0		0.0				
Total Non-Development Areas:			20.7		9.6		35.5		10.8		76.6				
O/A Site Areas (Red Line):			72.6		31.0		69.3		57.3		230.2				
POS REQUIREMENT			West		East		East		Totals		Totals				
No. Dwellings per Parcel			1627		654		882		0		3163 Dwellings				
Population per Home / Totals:		3.36	5466		2199		2964		0		10628 Residents				
POS Local Usable Greenspace (2.4Ha/1000):		0.0024	13.12		5.28		7.11		0.00		25.51 Ha POS				



9.0 Summary

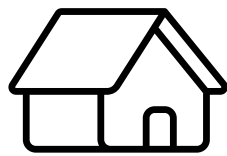
9.0 Summary

This document has been prepared as an initial site appraisal and analysis to underpin the development of the master plan layout going forward and to present the principles of CCFE's emerging vision for the site.

Key principles have been informed by discussions with Medway Council regarding aspirations for the wider Hoo Rural Town and the emerging Local Plan, primarily;

- Phase 1, the shorter term aspiration can be delivered as a stand alone development.
- Contribution to local and national housing need.
- A landscape led scheme with the incorporation of planting buffers and addressing the desire for green corridors where appropriate to the master plan layout.
- Integrated blue infrastructure that enhances the landscape setting and mitigates flood risk.
- The incorporation of safe and legible pedestrian and cycle routes through the site.
- Ensuring that the proposed scheme reflects the character and density of the surroundings.

The concept plan and key principles will evolve following further design development and discussions with officers of Medway Council.



Up to 3200 new homes,



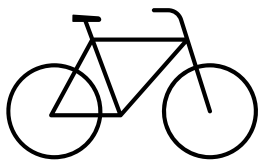
Distinctive neighbourhoods



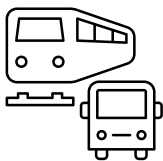
Biodiversity Net Gain



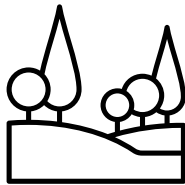
New primary & Secondary School



Safe and legible pedestrian and cycle routes



Connected to existing public transport network



Landscape-led scheme inspired by its setting



Response to the locality



New Employment use




Corstorphine & Wright

TOP 100 MEMBER


AJ  20
24

**URBAN
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GROUP** REGISTERED
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 www.corstorphine-wright.com

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