

Medway Council
Planning Policy

25 November 2022

By email only

Dear Medway Planning Policy

Hoo Development Framework Consultation Response from Redrow Homes Limited

This letter is submitted by Knight Frank on behalf of Redrow Homes Limited in respect of the Hoo Development Framework ('HDF') which has been published for public consultation until 25 November 2022. Redrow have a land interest at Land East of High Halstow and at Deangate Ridge.

This letter provides a high level summary of our comments and we would welcome the opportunity to further discuss any matters with you.

Overall, Redrow support the preparation of the HDF including the proposals contained within it to deliver growth on the Hoo Peninsula. We recommend that the proposals contained in the HDF go onto inform the new Local Plan, and should form part of the next stage of formal consultation on the new Local Plan. We support the Council's ambition to deliver growth.

The vision set out in the HDF is long term (covering 30+ years) which is positive. As part of this, we recommend that the HDF, whilst providing clear guidance, is also flexible enough to stand the test of time. This is especially important in respect of the fact that the growth area contains multiple interests and landowners and it must be capable to responding to market conditions overtime.

We support the four key principles including a landscape-led development, access and movement, vibrant and sustainable neighbourhoods and an attractive and tailored built environment. Redrow's proposals at High Halstow have been designed to achieve all of these principles.

In respect of the section on High Halstow, it is important that the HDF recognises that the proposals (at Land East of High Halstow) seek to grow the village in a sustainable manner, and that the site does not purely represent an extension. The Redrow proposals are being designed in a sensitive manner and are based on engagement with the Parish Council, the Neighbourhood Plan Steering Group and Medway Council. They seek to keep the village as a village, and retain its current identity and character, so do not seek to "undermine" the historic centre. As suggested in the HDF, the proposals aim to create a mix of character areas.

In respect of design of the proposals (Figure 5.51) the general layout and design principles are supported. Our main comment is that there is potential to include site access off the Sharnal Street roundabout, which we are currently exploring with a range of stakeholders. In addition, if self-build is to be provided on sites, its requirement should be based on recent evidence.

We trust this feedback is useful and we re-iterate our desire to work with you to bring forward high quality and sustainable development to support the HDF. If you would like to discuss any matters further please do not hesitate to contact me.

Yours sincerely



Roland Brass

Partner, Planning (For and on behalf of Knight Frank LLP)

