



77, Commercial Road, Paddock Wood, Kent, TN12 6DS Tel: 01892 831600  
[REDACTED] www.bloomfieldsltd.co.uk

Planning Policy  
Planning Services  
Medway Council  
Gun Wharf  
Dock Road  
Chatham, Kent  
ME4 4TR

Our Reference: 01.002.1437/TWO

24 November 2022

Dear Sir / Madam

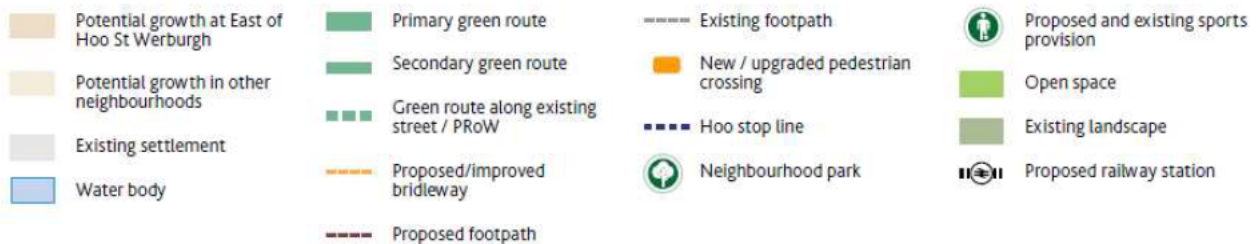
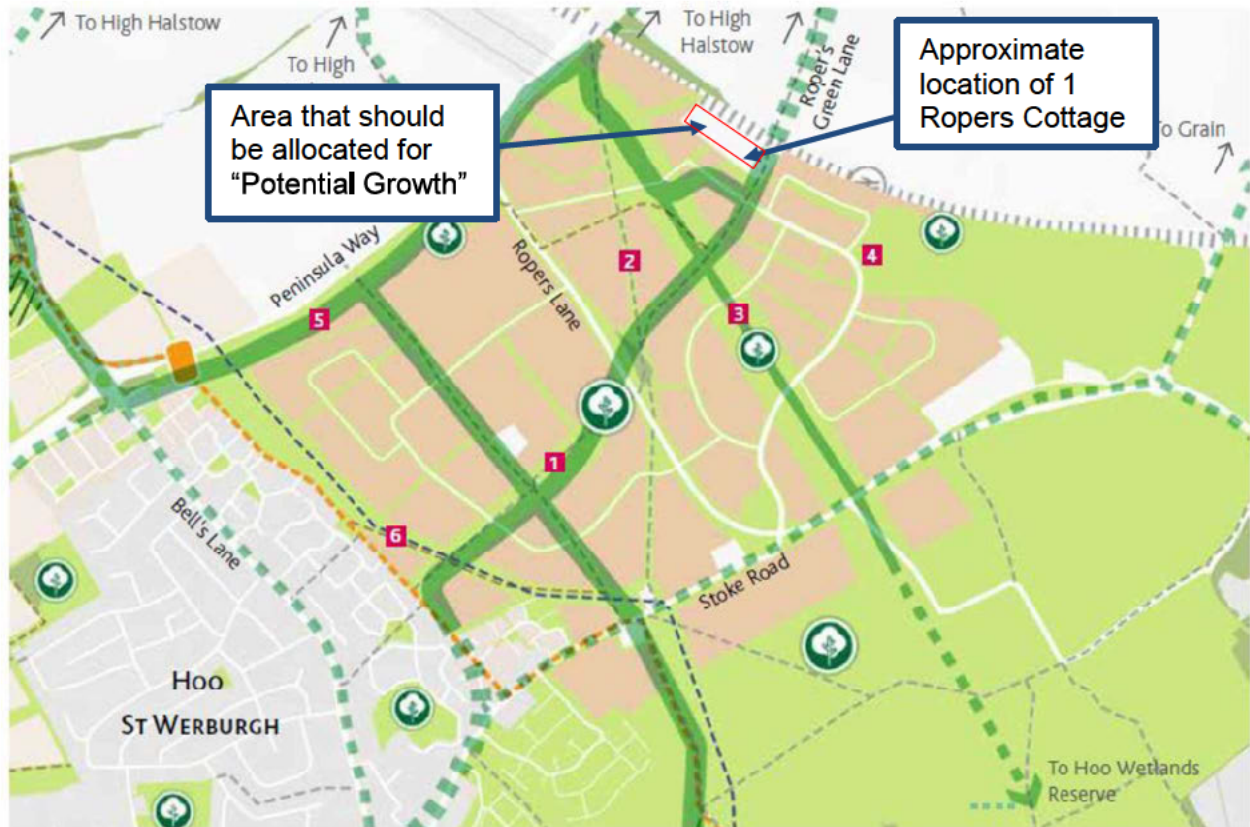
**Hoo Development Framework consultation (Sept 2022)**

This submission is made on behalf of our client Mr and Mrs Ross Goatham, who reside at 1 Ropers Cottage, Ropers Lane, High Halstow, Hoo, ME3 8AD, in the area forming part of the proposed neighbourhood called the "East of Hoo St Werburgh".

Our client purchased their house given its isolated location with extended views, tranquillity and a high level of privacy. This is not a landscape character that is retained as a consequence of what is now being proposed in the Hoo Development Framework (HDF) document. Instead, this proposal results in development that would surround our client's property with built form on all sides.

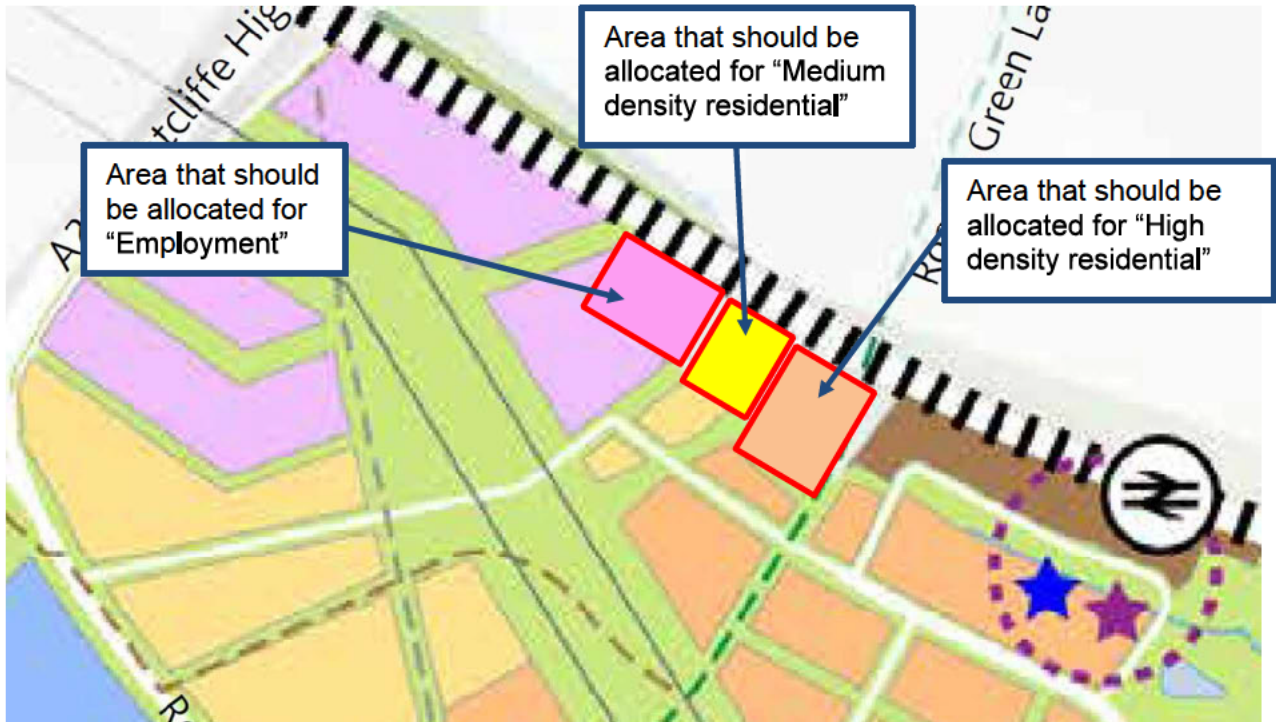
Whilst this would not be the applicant's preference, they understand the significant shortfall of housing provision and employment land in Medway and the consequential benefits proposals like this can deliver in terms of improved transport links and community facilities whilst seeking to improve design standards and have due regard to landscape and ecological matters.

However, what appears to be lacking in this proposal is the completeness in approach that should be taken if a neighbourhood such as the "East of Hoo St Werburgh" is being proposed. In other words, the area in which our client's property sits and the land immediately to the north should be included as an area allocated for "Potential growth at East of Hoo St Werburgh" as shown at **Figure 1** overleaf.



**Figure 1** – Figure 5.39 in the HDF document showing the approximate location of our client’s property and the area that should be included within the “Potential growth at East of Hoo St Werburgh” allocation (outlined in red and immediately south of the railway line).

Giving due regard to figure 5.45 of the HDF document on page 103, logic would be that the bottom third of this currently excluded area be allocated as high yielding residential density (up to 50 dph) the middle section be allocated for residential development with a medium yielding density (up to 45 dph) whilst the most northern third be allocated for employment land. This would tie in well with the currently proposed scheme set out at figure 5.38 on page 99 of the HDF document as illustrated overleaf at **Figure 2**.



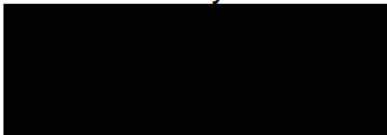
**LEGEND**

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

**FIGURE 2 –** Figure 5.38 showing the summary diagram of the proposed ‘East of Hoo St Werburgh neighbourhood area’ and how the plan could be updated having regard to that already proposed.

We would welcome the opportunity to discuss further provision as suggested in the representation.

Yours faithfully



**Thomas Ogden BSc (Hons) MRICS MBIAC AssocRTPI**  
**Director**