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## PLANNING STATEMENT

Reserved Matters submission for the approval of matters relating to appearance, layout, scale and landscaping pursuant to LPA Ref. MC/18/0556 for an "Outline application with some matters reserved (appearance, landscaping, layout, scale) for construction of up to 450 market and affordable dwellings with associated access, estate roads and residential open space (Renewal of Planning Permission MC/14/2395)"

 Gibraltar Farm, Ham Lane, Hempstead, Gillingham, ME7 3JJ

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On Behalf of F D Attwood & Partners

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# 1 INTRODUCTION

- 1.1. This Planning Statement accompanies a Reserved Matters planning application pursuant to the outline permission under LPA Ref. MC/18/0556, approved on the 26th September 2018, which comprised an 'Outline application with some matters reserved (appearance, landscaping, layout, scale) for construction of up to 450 market and affordable dwellings with associated access, estate roads and residential open space (Renewal of Planning Permission MC/14/2395)', at Gibraltar Farm, Ham Lane, Hempstead, Gillingham, Kent, ME7 3JJ.
- 1.2. This application has been prepared taking account of the parameters established by the outline permission and following extensive engagement with the LPA and statutory consultees and benefits from a presentation and feedback from the South East Design Panel. This application is supported by the following documents:
- Design & Access Statement – Lee Evans Partnership
  - Plans, Elevations, Sections and CGIs – Lee Evans Partnership
  - Surface Water Management Strategy and Flood Risk Assessment – Herrington Consulting
  - 18-015-049 Shared Footway and Cycleway Details – C&A Consulting
  - Air Quality Report – Entran
  - Detailed Soft Landscaping Plan – EDP
  - Statement of Community Involvement – Hume Planning Consultancy

## 2 SITE DESCRIPTION AND CONTEXT

- 2.1. The site consists of 23.93-hectares of land predominantly within use as farmland lying immediately adjacent to the urban area of Medway known as Lordswood. Further east and adjoining Lordswood is Walderslade. These locations comprise extensive residential areas lying to the south of the built-up urban areas of Chatham and Gillingham. The site is situated to the south of the Capstone Valley which on its eastern side adjoins further residential development in an area known as Hempstead, which abuts another residential area known as Wigmore. The M2 Motorway skirts around the south of these extensive areas.
- 2.2. It was established by the outline permission that the application site is a sustainable location and this is evident from the housing and extensive services, employment, transportation links and community facilities.
- 2.3. One of the core principles is to always seek to secure high quality design. The NPPF identifies that good design “is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities” (Paragraph 124). Paragraph 127 equally emphasises the importance of design and its contribution to an area’s landscape setting. Paragraph 128 stresses that “Design quality should be considered throughout the evolution and assessment of individual proposals,” as has been reflected in the evolution of this submission. It is asserted this proposal would secure good design on this site respecting the character of the area and creating a high-quality residential environment. The original development masterplan for up to 450 dwellings was scrutinised at a Public Inquiry and emerging proposals for the site which benefit from community consultation, engagement with LPA officers and presentation to the South East Design Panel Review have shaped the final outline submission. Paragraph 129 supports the input of design review panels, specifying that “In assessing applications, local planning authorities should have regard to the outcome from these processes, including any recommendations made by design review panels.”
- 2.4. For just under half its length the south western boundary abuts a wooded copse known as Hall Wood in which is situated a small industrial building. The remainder of the south western boundary lies adjacent to existing residential development in Lordswood.
- 2.5. Part of the north-western boundary follows a track (PRoW – Byway RC29) which connects North Dane Way to Ham Lane, while the remainder is bordered by buildings associated with Gibraltar Farm. The north eastern boundary of the site, for the most part, abuts Ham Lane, save for a small indent around two dwellings known as Gibraltar Cottages.
- 2.6. Further east along Ham Lane and on its northern side, is the Elm Court Industrial Estate consisting of a number of substantial buildings. The south eastern boundary of the site follows the administrative boundary between Maidstone and Medway Councils.
- 2.7. Topographically and for the most part, the land gradient falls away from its south west boundary towards the buildings of Gibraltar Farm and Ham Lane. The land adjacent to the south east boundary sits on a plateau before land levels fall away to the north west.
- 2.8. The Site lies solely within the administrative area of Medway.

## 3 PLANNING HISTORY

### PLANNING HISTORY

- 3.1. Following a screening opinion, the permission for a residential led scheme of upto 450 dwellings under LPA Reference MC/14/2395 (was submitted to the LPA for consideration on the 8th August 2014 (Ref. MC/14/2395) and refused on the 27th January 2015 for the following single reason:

The development would result in an inappropriate form of development within a locally valued landscape and Capstone, Darland and Elm Court Area of Local Landscape Importance, resulting in harm to the landscape and rural character and appearance of the area contrary to the objectives of Policies S4, BNE25 (1) and BNE 34 of the Medway Local Plan 2003; The Medway Landscape Character Assessment 2011; National Planning Policy Framework, in particular the fifth Core Planning Principle referred to in paragraph 17 and paragraph 109 of the National Planning Policy Framework.

- 3.2. Following a Public Inquiry (Ref.APP/A2280/W/16/3143600) and having been recovered by the Secretary of State permission was granted (subject to a Section 106 Agreement) on the 6th March 2017. The time limiting condition attached to this permission required the submission of reserved matters within 18 months of the decision. Because of unforeseen delays a further application (Ref. MC/18/0556) for an identical development to MC/14/2395 seeking a time limited permission for a further 18 months, was submitted and granted conditional planning permission, this time by Medway Council (subject to a Section 106 Agreement) on the 26th September 2018. This Reserved Matters submission is submitted pursuant to this (extant) 2018 permission (LPA Ref. MC/18/0556)

- 3.3. Most recently, under LPA Ref. MC/19/0336, an outline application was submitted by the Applicant on the 1st March 2019 and is under consideration for an "Outline

application with some matters reserved (appearance, landscaping, layout, scale) for construction of up to 450 market and affordable dwellings; nursery and supporting retail space up to 85sqm, with provision of access; estate roads; cycle and pedestrian routes; off-site highway improvements; residential and community open space and landscaping." This application, whilst occupying largely the same site area (27 hectares) includes cross-border considerations, with access proposed from Ham Lane as opposed to North Dane Way, and off-site highway improvement works.

### PRE-APPLICATION ENGAGEMENT AND PUBLIC CONSULTATION

- 3.4. The original 2014 submission, and later (extant) 2018 permission set general design parameters which have shaped this Reserved Matters submission.
- 3.5. Given that matters relating to layout were not fixed at the outline stage, the Applicant and application team undertook pre-application engagement with Medway Council and other third-party consultees. Aspects of the detailed layout submission, which were common to the alternative layout with access from Ham Lane, were also the subject of a Local Exhibition.
- 3.6. The representations of the public and key stakeholders connected with the history of applications (outlined below) were reviewed and taken into account in the preparation of this submission. The following timeline outlines this planning history and context:
- 3.7. The submission has also benefitted from a South East Design Panel Review on the 16th July 2018 (at the Chatham Historic Dockyard) at which an emerging layout proposal was presented to a panel with specialisms in planning; architecture; urban design; landscaping / landscape architecture and transport planning. The discussions held

during this Review and the report feedback informed the final proposal submitted under this application and are referenced in the accompanying Design and Access Statement to this submission. Amendments to the draft layout presented to the panel focused largely upon embracing the natural topography within the site, which forms a valley, and improving its functionality as part of the site wide surface water drainage strategy, and utilising this feature to enhance the character of the development. This is reflected in the current Reserved Matters proposal.

- 3.8. On the 15th November 2018, a presentation was made by the Development Team to members of the Council, outlining a proposal similar in layout to the one currently put forward as part of this submission, albeit with access to the development served via Ham Lane. At this presentation, members were provided an opportunity to comment on the proposals and raise any queries. The feedback of members has also been taken into account in the preparation of this submission by the development team.
- 3.9. The public were also invited to view proposals for the site at a consultation event held at Hempstead Library (Community Hub) on the 16th November 2018 between 1pm – 8pm, where members of the consultancy team were in attendance to respond to any queries. Whilst this proposal also included an alternative access position to that approved from North Dane Way (in accordance with which this Reserved Matters submission is made), the general layout of the development and house types presented at this event were comparable to the current submission.

## 4 PROPOSAL

- 4.1. The proposed development is submitted pursuant to outline permission (LPA Ref.MC/18/0556), under which access was the only matter to be fixed, for up to 450 dwellings.
- 4.2. The Design and Access Statement sets out in detail the proposed development, its appearance, layout, scale and landscaping details, to satisfy Condition 1 attached to MC/18/0556.
- 4.3. The following details are relevant:
- The proposed number of units totals 440, comprising a mixture of flats, detached, semi-detached and terraced dwellings. This is in accordance with Condition 7 which requires that No more than 450 dwellings shall be constructed on the site;
  - The access road to the site via North Dane Way has been proposed in accordance with the details approved under MC/18/0556 (Condition 18);
  - 6.4-hectares of open space have been provided within the Site (exceeding the 0.531ha of open space requirement under Condition 8 attached to MC/18/0556);
  - 5.7ha of woodland have been provided within the Site (including retained woodland) (exceeding the 2.96ha of woodland required under Condition 8 attached to MC/18/0556);
  - A 15m buffer zone to the Ancient Woodland of Hall Wood has been provided within the site in accordance with Condition 8 attached to MC/18/0556;
  - Details of a pedestrian and cycle way connecting the proposed development to Lordswood Leisure Centre to the west of the site have been provided in accordance with Condition 25 attached to MC/18/0556
- An Air Quality Report has been provided with the submission in accordance with Condition 29 attached to MC/18/0556;

## 5 PLANNING POLICY CONSIDERATIONS

- 5.1. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be considered having regard to the relevant policies of the development plan unless material considerations indicate otherwise. The policies in the National Planning Policy Framework (the Framework) are material considerations to be taken into account when dealing with planning applications.
- 5.2. The Development Plan for Medway relevant to this planning application consists of the saved policies of the Medway Local Plan (adopted 2003). The plan runs to 2006 and is therefore time expired. The weight to be given to relevant policies is discussed below. The council has made two failed attempts to replace the 2003 plan which has led to a serious under supply of housing, and progression of the most recent Local Plan to 2035 has been largely tied to the outcomes of the Housing Infrastructure Fund Bid, the results of which have only just been recently determined (1st November 2019).
- 5.3. The result is that the council do not have an up to date development plan and the implications of this were considered by the Secretary of State in the planning appeal referred to in paragraph 3.3 above when planning permission was granted for up to 450 dwellings at the application site. This land supply position has not significantly changed since the Public Inquiry.
- 5.4. The policies in the 2003 Local Plan under which the application falls to be considered and the weight to be attributed to them are discussed below where a planning assessment of the application is made which also takes account of the earlier Secretary of State's decision to allow an appeal for a comparable level of development at the site.

### NATIONAL PLANNING POLICY FRAMEWORK 2019

- 5.5. The NPPF defines the purpose of the planning system as contributing to the achievement of sustainable development and divides this principal objective into three overarching and interdependent objectives, that need to be pursued in mutually supportive ways. The three objectives are:
- a) **An Economic Objective:** to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity, and by identifying and co-ordinating the provision of infrastructure.
- b) **A Social Objective:** to support strong, vibrant and healthy communities by ensuring that a sufficient number and range of homes can be provided to meet the needs of the present and future generations; and by fostering a well- designed, safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being.
- c) **An Environmental Objective:** to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.
- 5.6. With reference to the above objectives, the NPPF states that they are not 'criteria against which every decision can or should be judged', and that planning policies and decisions should 'play an active role in guiding development towards sustainable solutions, but in doing so should take local circumstances into account, to reflect the character, needs and opportunities in each area'



(paragraph 9). To ensure that sustainable development is pursued in a positive way, there is a 'presumption in favour of sustainable development' at the heart of the NPPF (paragraph 10).

5.7. Paragraph 11 of the NPPF cements this approach by confirming that for decision making purposes this means:

- approving development proposals that accord with an up-to-date development plan without delay ; or
- where there is no relevant development plan policies, or the policies which are most important for determining the application are 'out-of- date,' granting planning permission unless :
  - the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development; or
  - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits when assessed against the policies of this Framework as a whole.

5.8. The NPPF also encourages pre-application engagement and "front-loading", stating that "early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community" (Paragraph 39). The accompanying SCI to this application outlines the level of community input alongside the responses to the outline consented scheme and the current application (with access from Ham Lane) that is under consideration, that has been taken into account in the preparation of this submission.

5.9. The Framework also promotes mixed-use developments, stating that they can help to achieve healthy, inclusive and safe places by promoting social interaction and creating opportunities for meetings between people who might not otherwise come into contact with each other (Paragraph 91).

5.10. Chapter 8 of the NPPF highlights the importance of facilitating social interactions and creating healthy communities. Locating development within urban areas, close to existing amenities and facilities, as is the case with this proposal adjoining an established residential area would support this principle.

5.11. The sustainable location of developments is an important consideration in locating and designing developments. Paragraph 103 of the NPPF outlines that "significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering genuine choice of transport modes". As identified in the site description section above, this site is located within an accessible and sustainable location, with easy access to local services. The site layout offers improved cycle and pedestrian linkages and with the sites proximity to bus routes and on site provision of local shops and a nursery as well as proximity to local primary schools (where education capacity has been identified) are all factors that will contribute towards reducing car usage.

## 6 PLANNING ASSESSMENT

### PRINCIPLE OF DEVELOPMENT

6.1. The application site benefits from an extant outline permission for the construction of up to 450 market and affordable dwellings with associated access, estate roads and residential open space. Under this approval the point of access and its design was fixed. In addition, individual conditions referenced specific parameters to inform the reserved matters submission including.

- **Condition 5** - referencing site and access plans. Condition 18 also identified a specific approved access drawing.
- **Condition 6** – which required the reserved matters submission to be in accordance with the principles and parameters of the illustrative masterplan.
- **Condition 8** – which stipulated the provision of a specific area of woodland (2.9ha) to be set aside and an additional area (0.53 ha) of open/ play space and a 15m buffer where development was adjacent to the Ancient Woodland.
- **Condition 25** – which required the reserved matters scheme to include provision for a cycleway/footway.
- **Condition 27** – also required the reserved matters details to be informed by a surface water drainage strategy which has been undertaken by Herrington Consulting and details of which are set out in the supporting Flood Risk Assessment.

6.2. A significant body of work was undertaken by consultants within the team to support the outline proposal (both the original 2014 and most recent extant 2018 application) and this technical and design information was scrutinised by local residents, stakeholders and statutory consultees. The outline approval established the principle of

development and fixed the point of access from North Dane Way which was updated in the 2018 “renewal” permission. Whilst matters of appearance, scale, layout and landscaping were not fixed as part of the outline permission, landscaping evidence was scrutinised at the Inquiry and key viewpoints and existing landscaping features were evaluated in terms of their importance as part of the balancing of the benefits of the residential led scheme weighed against the landscape impact. These wider landscape findings influence the outline illustrative plan which was conditioned to inform the preparation of the reserved matters submission. These findings and the masterplan framework established at the earlier outline approval stage have been further refined as part of this detailed permission.

6.3. Having already established through the consented scheme that;

a) the site represents a sustainable location and the principle of up to 450 dwellings was acceptable and

b) the traffic generated by this quantum of housing development from the access point from North Dane Way, represents a fixed point to serve the layout with an emergency access from Ham Lane only...

it is asserted that the main issues relevant to this proposal relate to design quality guided by the parameters established by the outline permission as well as the satisfaction of relevant technical issues. The evolution of the design and the mix of housing put forward is principally addressed in the accompanying Design and Access Statement. The following issues therefore, in our view represent the main remaining planning considerations for this reserved matters submission:

- Landscape and Design Evolution
- Ecology

- Access
- Residential Amenity
- Technical Matters, including Flood Risk, Surface Water Management and Archaeology

## LANDSCAPE AND DESIGN EVOLUTION

- 6.4. As referenced in Paragraph 6.1 of this Statement, the Outline permission, under LPA Ref. MC/18/0556, established clear landscape parameters and the design team have taken these parameters into account when developing this detailed submission. It is noteworthy that Illustrative Masterplan Ref. EDP1995\_125 in particular (listed as an approved plan under Condition 6 of the Outline decision), provides a particular framework for the detailed scheme to follow. Parameter Plan 2 Access Plan (Amended) Ref. 1661-SK-006 Rev A has also informed the detailed layout.
- 6.5. The design team have taken account of feedback from the South East Design Panel, at which earlier iterations of the proposed layout were presented to the Panel, and then evaluated. This feedback focused largely on the need for the detailed development to take account of the natural topography of the land and the valley within it, which created the opportunity for individual character areas to be created. This has been reflected in this submission and is discussed in greater detail within the submitted Design and Access Statement.
- 6.6. Condition 8 attached to the outline permission is also prescriptive in its requirements for the provision of open space, woodland, and 15m buffers to the Ancient Woodland within the site. These parameters have also informed design choices with the 20m buffer strip of woodland proposed to the site's eastern boundary, which the Appeal Inspector concluded at Paragraph 73 of the decision letter represented a substantial factor in mitigating the landscape impact of the proposed development to an acceptable level.
- 6.7. The submission proposal provides the following breakdown of broader landscaping which is detailed in the Detailed Soft Landscaping Plan prepared by EDP which accompanies this submission. It is considered that these measures more than satisfy the conditional requirements:
- Open Space: 6.4-hectares
  - Woodland: 5.7-hectares

- The buffers from the Ancient Woodland of Hall Wood to be a minimum of 15m

- 6.8. As context it is also relevant to highlight the Appeal Inspector's conclusions at Paragraph 68, which stated that "The appeal site (without any landscaping buffers at the time) is invisible from the urban edges to the north, and for residents along 90% of the ALLI's boundaries there would be no change in their sense of being linked to the countryside."
- 6.9. The design approach has demonstrated key viewpoints established by the LVIA have been taken in to account by the detailed placemaking design process:
- The existing landscape framework within the site and planted buffers that are consistent with the outline masterplan (a requirement of condition 6 of the LPA Ref MC/18/0556) have led the detailed design approach and green and blue infrastructure has strongly influenced the detailed layout. This includes the stipulated 15m buffer from Hall Wood Ancient Woodland (required by condition 8 of the outline);
  - The detailed landscaping scheme focuses on providing a clear network of connected spaces in an integrated way informed by a) key views, b) their functionality as cycleway and footway links, c) blue infrastructure (SUDS); d) ecological corridors and e) connectivity between planned areas of open space within the site (adhering to the areas stipulated by condition 8);
  - Finally, the landscaping strategy also takes account of the topography of the land and the sloping areas that have allowed individual design character areas to be developed to provide place making identity to the development.

## ECOLOGY AND ANCIENT WOODLAND

- 6.10. The site was subject to ecological investigations by the Environmental Design Partnership (EDP) in 2013 and 2015 in support of application Ref. MC/14/2395. These previous baseline investigations included a full suite of ecological surveys and culminated in an Ecological Appraisal and an Ecology Addendum Report. These reports were re-submitted and accepted under the extant MC/18/0556 application, and have been taken into account in the preparation of the submitted layout design. No further ecological information is provided as this stage, although updated surveys will be undertaken prior to the commencement of development in line which is a safeguarding planning condition.

- 6.11. Conditions 11, 14, 15 and 17 are either prior commencement or prior occupation conditions attached to the 2018 outline which require the submission of further details pertaining to ecology and additional mitigation and these details will be provided following the approval of the Reserved Matters details .
- 6.12. The access position relative to the Ancient Woodland has already been accepted under the outline approval and the design incorporates the appropriate 15m buffer zones adjacent to the Hall Wood Ancient Woodland, pursuant to Condition 8 attached to the outline. For these reasons, it is considered that this Reserved Matters submission accords with the required buffer adjacent to Hall Wood Ancient Woodland in accordance with the outline approval.
- 6.13. It is relevant that extensive woodland and landscaping is also proposed as part of the development proposal and was previously recognised as an important component of the scheme by the Appeal Inspector.

## ACCESS AND TRAFFIC GENERATION

- 6.14. The access position, including footpath provision to the north of the access way, was 'fixed' and approved under the outline permission.
- 6.15. This access position (as approved) has been incorporated within the current submission . Internal estate roads have been audited by C+A Transport for forward visibility and the tracking of emergency vehicles etc. Parking provision also meets KCCs Interim Standards.
- 6.16. The layout also includes good permeability to allow for cycleway and pedestrian movements .

## RESIDENTIAL AMENITY

- 6.17. The application site, whilst geographically close to the existing conurbations of Lordwood and Hempstead, is separated from existing residential development by North Dane way to the west, and allotments and retained agricultural land to the east. Due to the distance of separation of the detailed layout from existing housing, it is concluded that the proposals, which generally follow the approved outline masterplan, appropriately safeguard the living conditions of the nearest residential occupiers.
- 6.18. The proposed residential properties also enjoy a good quality of amenity with the majority benefiting from their own private garden, and flats enjoying both balconies and communal outdoor areas. The development also contains 6.4-hectares of open space as part of an

integrated landscaping scheme which can be enjoyed by all occupants. The footpath and cycle connection to the Lordwood Leisure Centre, and to the western edge of North Dane Way, also provides pedestrian or cycle linkages and connectivity to the wider PROW network to provide opportunities for occupants to travel without the private car to nearby facilities.

- 6.19. For these reasons it is considered that the development proposal provides a good standard of residential amenity for prospective occupants.

## OTHER MATTERS

### FLOOD RISK AND SURFACE WATER MANAGEMENT

- 6.20. Herrington Consulting, who have had previous involvement and knowledge of the site and the surrounding area, were instructed to prepare a detailed Surface Water Management Strategy and Flood Risk Assessment for the application site pursuant to Condition 27 attached to the outline approval.
- 6.21. The site does not lie within a Flood Zone, and the Surface Water Drainage Strategy demonstrates how surface water can be appropriately dealt with, proposing a number of measures from smaller scale water butts, to site-wide permeable paving, driveways and roads; landscaped swales; and drainage basins.
- 6.22. With Herrington's expertise and experience, it is considered that the surface water drainage strategy technically meets the required standard to ensure rainfall is appropriately attenuated. The early involvement of Herrington's within the design process and further feedback from the Design Panel South East, has meant that the SUDS strategy has been developed alongside the landscaping framework and ecological and also had regard to the functionality of using the network of spaces as cycleway footpath connections. This holistic design solution, demonstrates that in this case the functionality and form of the spaces have been combined to guide the layout and achieve design quality.

### AIR QUALITY

- 6.23. Please refer to the accompanying Air Quality Report which has been prepared by consultants Entran.

### HIGHWAYS AND TRANSPORTATION

- 6.24. The proposed number of units do not exceed the 450 approved (Condition 7), and the detailed submission provides 440 dwellings with the same approved access

position (and subsequently the routing of vehicle movements from this point of access via North Dane Way).

## ARCHAEOLOGY AND HERITAGE

- 6.25. The Archaeological and Heritage Assessment that accompanied the 2018 consented submission concludes that there are no “in principle” constraints in respect of archaeological and heritage assets with regard to the development of the site and that no further work in respect of either designated or non-designated heritage assets will be required prior to the determination of the application
- 6.26. There will be no impact on the setting of any designated heritage assets identified in the wider study area and as such this heritage issue has not had a significant input in to the emerging stages of the layout.
- 6.27. The requirement for a trial trench evaluation of the site to be undertaken prior to commencement of development will be safeguarded by the planning condition (Condition 26) attached to the outline approval.

## 7 CONCLUSION

- 7.1. This Reserved Matters proposal is pursuant to outline consent LPA Ref MC/18/0556.
- 7.2. The outline approval (originally granted under MC/14/2395 by the Secretary of State and effectively "updated" by Medway Council under MC/18/0556), as well as the consultation with the LPA planners, and involvement with Council Members, statutory consultees, the South East Design Panel and members of the public have all contributed to shaping this detailed proposal. This detailed submission has therefore been prepared with a wealth of stakeholder interest, whilst being consistent within the parameters established at the outline stage.
- 7.3. The outline approval placed an upper limit on dwelling numbers (450 in total) and also established the principle of residential development whilst accepting the sites sustainable credentials which are not matters for consideration as part of this reserved matters submission. It has also been shown that access was also established at the outline stage and represents a fixed point.
- 7.4. Through the design process and level of engagement with many stakeholders the applicant has strived to achieve a high-quality layout that develops, to the next level of detail, the masterplan principles established by outline conditions 5, 6, 8, 25 and 27 and which have set the framework for the design analysis.
- 7.5. The design process has benefitted from a significant level of input from local residents, stakeholders, statutory consultees and feedback from the independent South East Design Panel review because of the past history of planning submissions. This feedback has provided a solid understanding of the local issues and has been considered by the design process.
- 7.6. The applicant assembled a design team where technical inputs such as ecology, surface water drainage and internal highway tracking and forward visibility etc were undertaken early on and have been allowed to shape the design process. The reserved matters submission has also benefitted from input from the LPA's planning and design teams as well as members.
- 7.7. It is concluded that the outcome of this design process will create a quality place with individual character areas that responds positively to the framework within which the development is set in line with policy x, y or z and paragraph x of the Framework.
- 7.8. This submission will allow the awaited 440 dwellings to be delivered contributing to meeting the recognised need through a mix of housing units in a high-quality characterful place formed by the landscaping framework and topography and is consistent with the Framework.
- 7.9. The overall benefits of the proposal vis a vis the landscape impact of the development, were previously addressed by the Secretary and State and later by Medway members when approving LPA Ref 18/... and these benefits of the proposal are not repeated in this statement the purpose of which is to demonstrate that the detailed design is of a high quality.
- 7.10. For these reasons and those outlined within this Statement, it is respectfully requested that LPA Officers consider this application favourably. The Applicant and development team look forward to working with the LPA in the consideration of this detailed submission which aims to accelerate housing delivery in an area of identified need alongside other environmental, social and economic benefits which will be secured by the development of this site as planned for by the earlier outline approval.