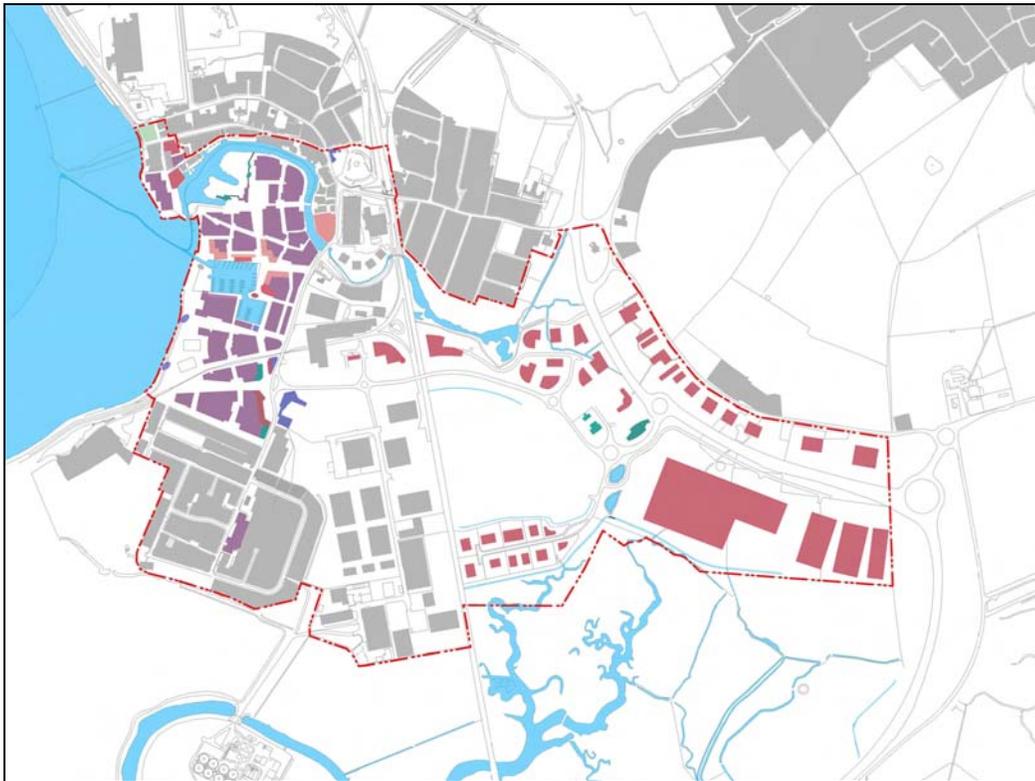


## Appendix 4.1 Queenborough and Rushenden Masterplan

### **Summary and Overview**

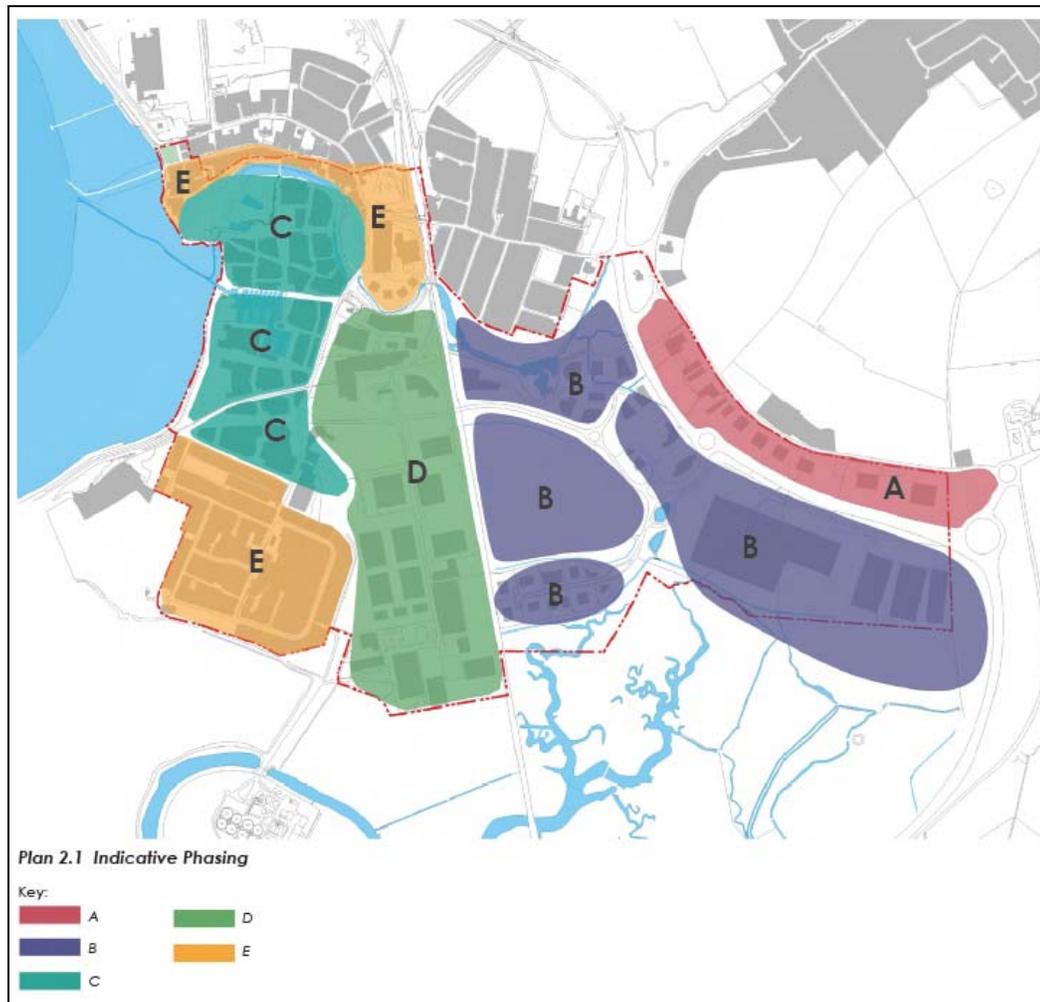
1. Queenborough and Rushenden is a major mixed use development proposal which aims to provide new housing to revitalise the area, employment opportunities to attract investment, improvements to education and local services, whilst valuing the visual, historical and ecological qualities that the Isle of Sheppey enjoys. The adopted Swale Borough Local Plan identifies An Area Action Plan and states that a Masterplan should be prepared and adopted to deal with more detailed issues. Within the Area Action Plan are two mixed use allocations north and south of Queenborough Creek.
2. In October 2009, the Council resolved to adopt the masterplan subject to a range of amendments being agreed and that issues relating to an Appropriate Assessment (AA) are resolved. At the time of writing, outstanding issues have been resolved and the comments of Natural England have been received to enable the Council to make its judgement on the AA.
3. SEEDA have been strongly active within the area for a number of years and have made strategic land purchases, as well as supporting a range of community activities ahead of implementation of the masterplan. Supporting infrastructure is also being put in place, most notably the provision of the Rushenden Link Road.
4. SEEDA have also led the master planning process. Around 2,000 new homes are proposed, of which 25% will be provided as affordable homes to be provided throughout the area. The housing will be provided on brownfield land, west of Rushenden Road, mainly on the former industrial land between First Avenue and Queenborough Creek. The new homes will provide a range of accommodation from 1-bed properties through to 4 bed properties. The density of development will range from 50 to 90+ dwellings per hectare.
5. Around 180,000 sq.m. of new employment floorspace is proposed – nearly two million sq.ft. This will primarily be within the Neatscourt area where there is the opportunity for a range of B1, B2 and B8 uses. Development has already commenced on this aspect of the proposals. Some smaller scale provision is proposed within the housing area though this will be more 'commercial' in nature flowing from opportunities presented by the marina and community facilities
6. The Masterplan includes proposals for a range of new community facilities, including a new health care facility, a new primary school, a sports hall and shops/cafés/restaurants. The focal point for new provision will be at "*Rushenden Square*", where a new link road meets Rushenden Road, and at the old school in Queenborough. The marina will also be a focal point for shops/cafés/restaurants.
7. Three new areas of open space are proposed – in association with the proposed school, a park alongside the Swale and a park on the creekside.
8. Water space is an integral part of the scheme, not just for recreational purposes (the marina), but also for biodiversity and sustainable drainage purposes. The proposed marina, located in the centre of the housing area, will comprise two basins – one for commercial use and one for community use. It is proposed that Sustainable Drainage (SuDs) principles will apply throughout the Master Plan area.
9. The masterplan is illustrated below:



**Figure 1 Queenborough and Rushenden Masterplan Land Use Plan**

Key: Employment – Dark Pink, Commercial – Green, Residential – Purple, Community / Education – Blue, Mixed Use – Pale Pink

10. The masterplan has been approved by the Council as SPD, subject to matters relating to the Appropriate Assessment being agreed (agreement reached informally with Natural England) and relatively minor changes being agreed with SEEDA.
11. A key part of the masterplan is its 'project delivery' plan. This provides the mechanism by which the costs of communal infrastructure are apportioned in a fair and equitable way across the various development areas shown in the masterplan. It establishes a management structure which will include key organisations likely to be involved in future management, potential structures, and the mechanisms for putting management arrangements in place.
12. There are four main landowners, although SEEDA are the majority partner.
13. The delivery plan divides the master plan area into a number of zones as illustrated below



**Figure 2 Development Zones and Indicative Phasing**

### Land east of the A249

14. This area is shown in the Masterplan for lower density business uses. It is separated from Neatscourt by the A249, and although it is likely to share some common servicing arrangements, it does not require in itself major new highway infrastructure to serve it. A key objective for this area will be enhancement of the local landscape, and the formation of a quality environment at the 'gateway' to the development area.
15. The communal infrastructure upon which substantive development in Zone A rests is primarily the need for enhanced foul drainage and water supplies. This is due to be provided as part of the first phase of development within Zone B and the construction of the Rushenden Relief Road (which carries foul drainage over the railway to the STW beyond).
16. The strategic phasing provisions for Zone A are therefore:

*No occupation to occur in Zone A until after the provision of appropriate strategic foul drainage infrastructure is in place i.e. after the completion of services to the STW west of the railway line via the Rushenden Link Road, or such other suitable alternative provision.*

### Neatscourt business park

17. Neatscourt is a longstanding Structure Plan and Local Plan priority area for new commercial development. A lack of suitable highway access, drainage and services have been some of the principle infrastructure constraints that have prevented this site coming

forward for development in the past, whilst the relatively weak economy has proved a disincentive to substantial investment. The completion of the A249 improvements has helped to encourage new business investment, and provide a basic means of access to the site.

18. The strategic phasing provisions for Zone B are therefore:

*No development in Zone B until the details of ecological mitigation measures required are agreed and where necessary implemented, to ensure no adverse impact on the integrity of the adjoining protected sites;*

*No occupation in Zone B in advance of completion of the 1st stage of the Rushenden Relief Road.*

## West of Rushenden Road/North Rushenden

19. This area includes the Local Plan allocations and has significant potential for redevelopment for mixed-use purposes, with new residential development, enhanced boating facilities, small scale retail uses and ancillary community uses, including a new primary school. The comprehensive development of the area is dependent upon the provision of improved highway access and off-site highway improvements, new and upgraded service infrastructure, and the provision of a range of social infrastructure to support the new development, all resulting in significant development costs. These development costs will need to be shared equitably across the development area, to ensure that no-one developer either bears an unreasonable share of the burden of bringing land forward for regeneration, or benefits unreasonably from the investment of others.

20. The phasing triggers for Zone C are shown below. Note these reflect the phasing as originally envisaged and not as recommended for the SHLAA.

Year	Residential Units <sup>1</sup>			Trigger (Occ) <sup>2</sup>	Infrastructure Requirement
	Market	Affordable	Cumulative		
07/08	0	0	0	0	Site for CHP station required
08/09	50	0	50		
09/10	75	0	125		
10/11	95	25	245	250	Temporary community centre to be available; Site for primary school to be acquired;
11/12	100	25	370	300	Minimum 15% on-site affordable housing (45 units in total);
12/13	100	30	500	500	Opening of Relief Road Stage 2 with at least temporary Stage 3 link; traffic calming to Queenborough High Street; Permanent utility upgrades as part of Relief Road works.
13/14	120	40	660	650	Opening Of Relief Road Stage 3; 1FE school (or suitable alternative provision) open;
14/15	130	40	830	700	Minimum 20% on-site affordable units (140 in total)
15/16	130	40	1000	1000	Rushenden Road traffic calming and environmental improvements to be implemented; Site for multi-purpose sports centre to be acquired
16/17	120	50	1180	1200	2FE School (or suitable alternative provision) to be open
17/18	120	50	1350	1250	New/Replacement library provided; Neighbourhood centre to be laid out and available; Permanent provision of on-site community building;
18/19	110	50	1520	1500	Multi-purpose sports centre to be open
19/20	110	50	1680		
20/21	110	50	1840		
21/22	110	50	2000	2000	Minimum 25% on-site affordable units (500 in total)
<b>Total</b>	<b>1500</b>	<b>500</b>			

Figure 3 Masterplan (not SHLAA) phasing

21. General phasing for open space, affordable housing and infrastructure are set out below (note that some matters have been subject to amendment during the masterplan process and the table is therefore presented for illustration:

Zone	Trigger (occupations)	Infrastructure Requirement
C1	150	15% on-site affordable housing
C1	250	Pedestrian bridge between Rushenden and Queenborough installed and available for use
C1	300	On-site strategic open space provision and enhancements to Creek
C1	350	20% on-site affordable housing
C1	450	25% on-site affordable housing + 5% off-site contribution (or 30% on-site)
C2	150	15% on-site affordable housing
C2	300	On-site strategic open space and (subject to landowner consent) enhancements to Beach area
C2	350	20% on-site affordable housing
C2	450	Opening of Marina/waterspace area
C2	450	25% on-site affordable housing + 5% off-site contribution (or 30% on-site)
C3	150	15% on-site affordable housing
C3	300	Neighbourhood centre to be laid out and available for use
C3	350	20% on-site affordable housing
C3	450	25% on-site affordable housing + 5% off-site contribution (or 30% on-site)

**Figure 4 Phasing for infrastructure**

#### **(D) Cullet Drive Estate**

22. The Cullet Drive Estate is home to a number of existing businesses. Over time, these businesses may change, expand, or relocate. It is not the purpose of this strategy to impose any additional costs on the operation of existing businesses, which clearly form a valuable part of the existing economy and life of the community. However, any new development proposals that do come forward within this area will similarly need to contribute towards the physical and social infrastructure to be provided, and which is required to support new development in the area. Although the majority of Cullet Drive is not subject to specific development proposals in the Masterplan, it is reasonable that future “windfall” proposals for significant business expansion or redevelopment (whether for business or other uses) should contribute to the enhanced infrastructure provided which enables such development to come forward.

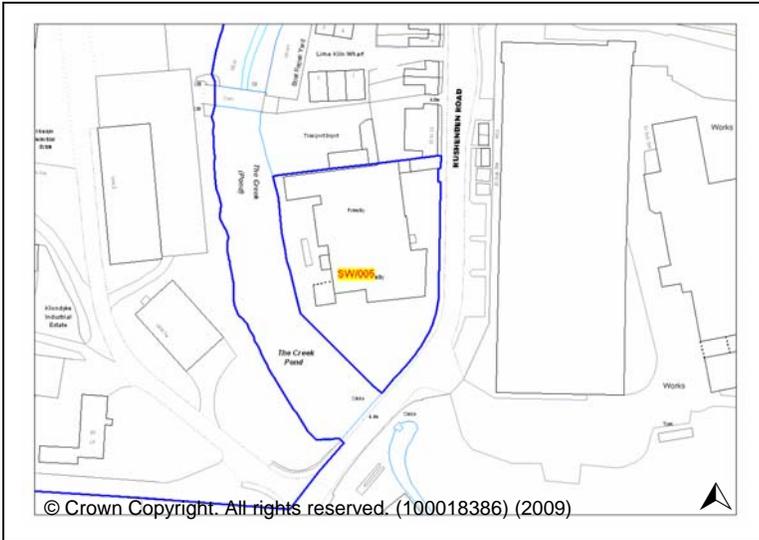
23. There are no phasing triggers for this zone.

#### **(E) The existing built-up areas of Queenborough and Rushenden**

24. The AAP boundary includes Rushenden and also parts of Queenborough adjacent to the Creek. Minor development within the existing built-up areas would not be liable to any contribution under this strategy (see definition of Excluded development in the Glossary section), but significant redevelopment proposals (for example the MIT or Foundary sites) would need to contribute towards the joint community and physical infrastructure that underpins the regeneration of that area.

25. There are no phasing triggers for this zone.

## Site Reports – non-allocated sites



**SHLAA Ref:** SW/005

**Site Address:**

**The Foundry, Rushenden Road,  
Queenborough**

**Site Area (ha):** 0.37

**Land Owners Yield:** 40-50

(Where applicable)

**Density Multiplier Yield:** 19

**Revised Yield:** 30

### General Site Description

This flat, open site forms part of the Queenborough and Rushenden AAP, although it is not allocated in the Local Plan (see SW/335 for further details), it is identified for mixed use development within the emerging master-planning SPD. The site is adjoined to the west and east by industrial and commercial land uses, although the Klondyke Industrial Estate to the west will be redeveloped as part of the regeneration scheme for a mix of residential and commercial purposes. The site is prominently located at the head of Queenborough Creek which produces the site boundary edge to the east and north. Residential development and a small depot front the site to the north. It is brownfield in nature and the site of a former foundry.

### Step 1 – Policy Constraints

#### Should site progress to step 2?

Yes

The site is located on Sheppey, identified by the RSS as an area of search for new housing. The development of the site for housing would make a valuable contribution toward the RSS policy SP3, requiring 60% of new development concentrated on pdl within the confines of existing built-up area boundaries. This area of Queenborough is identified by the draft Employment Land review as being of poor quality, but offering some potential for employment/mixed use as part of overall regeneration scheme and this is reflected through the masterplan SPD. Pursuing mixed use would have an impact upon the overall dwelling yield sought by the site promoter.

### Step 2 – Suitability

#### Should site progress to step 3?

Yes

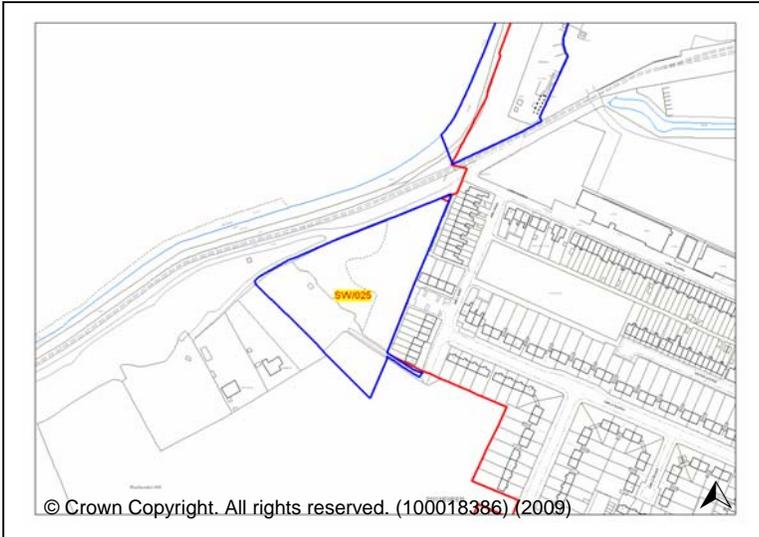
The site is subject to contamination issues, although, subject to further assessment, it is not thought to be an overriding constraint in a normal functioning market. The site is also subject to flood risk issues and forms part of flood risk zones 2 and 3. However, given the Environment Agency's stance on the remainder of the regeneration area, it is considered likely that the site would be able to pass the exceptions test of PPS25. The developer has assumed densities on the site in excess of 100 dph and whilst some parts of the regeneration area will have high densities, these levels are considered unlikely here over perhaps a three storey scheme, given the need to achieve mixed use and avoid accommodation on the ground floor. At a density of 50dph, over three stories, with commercial on the ground floor a yield of 30 is considered reasonable and will be applied to this particular site.

**Step 3 – Availability** **Should site progress to step 4?** Yes  
 The site is within single ownership and currently benefits from existing developer interest, and activity in the immediate locality from the Development Agency. There are no legal issues or tenancy or lease agreement on the site. It is, therefore, considered to be immediately available.

**Step 4 – Achievability** **Should site progress to step 5?** Yes  
 Housing here would be strongly compatible with the emerging regeneration proposals and with the uplift to the area being sought by the Development Agency, together with its waterside location, the site is considered to be attractive to the market. Concerns exist over contamination issues which may have a bearing upon viability and delivery timeframe at which the site maybe developed. The extent of contamination is unclear, but at this stage it is not thought to hugely affect achievability of the site. The current low market demand would also suggest that the site would not be developed until post 2012 when market conditions improve, additionally; the attractiveness of the site to the market is likely to be gradual and reliant upon the wider regenerative uplift that will take place, particularly if mixed uses are included. This has already commenced with primary infrastructure already under construction, as part of the wider masterplan. The relatively small scale of the site would suggest that the development will be brought forward through a more regional or local developer; however, the objective for mixed use on the site will require a developer with specific experience. As such it is anticipated that a single developer would complete the site in a 1-2 year period.

**Step 5 – Overall Achievability** **Developable 6-10 years**  
 The site offers and suitable location for housing/mixed use development. The site is available but the availability is dependant on the delivery of the masterplan and improving market conditions. Specifically the regenerative uplift sought by the masterplan needs to be further progressed for the market to potentially support a mixed use scheme and/or any adverse costs arising from contamination. Taking other achievability these matters into account development in the latter part of years 6-10 is considered reasonable.

0-5 years		6-10 years		11 – 15 years		15+ Years		Not Currently Developable	
	0 - 1		5 - 6		10 - 11				
	1 - 2		6 - 7		11 - 12				
Yield:	2 - 3	Yield:	7 - 8	Yield:	12 - 13	Yield:		Yield:	
	3 - 4	<b>30</b>	8 - 9	<b>15</b>	13 - 14				
	4 - 5		9 -10	<b>15</b>	14 - 15				



**SHLAA Ref:** SW/025

**Site Address:**

**Land at 'Nil Desperandum',  
Rushenden Hill,  
Queenborough**

**Site Area (ha):** 0.75

**Land Owners Yield:** 16

(Where applicable)

**Density Multiplier Yield:** 30

**General Site Description**

The site has a significant frontage to existing residential development to the east whilst the remaining land is predominantly undeveloped, except for the two discrete dwellings to the south west. The north boundary adjoins the sea defences of the Medway River and provides access for the dwellings to the south which in turn are well screened from the site itself by mature planting along the south boundary. The site has a considerable gradient sloping from south to north.

**Step 1 – Policy Constraints**

**Should site progress to step 2?**

Yes

Site is supported by provision within the RSS. Policy KTG1 highlights the necessity to release a some greenfield land to new development to encourage the revitalisation of Sittingbourne/Sheppey in Swale. The site adjoins international wildlife sites which would need to be considered during any development process. Being outside settlement confines, it would also need a change in the local policy context via the LDF to bring it forward.

**Step 2 – Suitability**

**Should site progress to step 3?**

Yes

Currently, the site is over the recommended distance for a GP Surgery and Primary School, however, the Queenborough and Rushenden Masterplan identifies that a new primary school and health centre will be provided as part of the major regeneration scheme and these new services will greatly reduce the need to travel to reach services and would significantly improve the suitability of site SW025 for housing development. Other minor constraints are access difficulties, utility provision, overhead powerlines and communications lines, archaeological potential, topography, flood risk, trees and the requirement to protect the amenity of existing residents. These are considered capable of resolution. Due to the nearby presence of international nature conservation sites, an Appropriate Assessment would be required; however, it is assumed that mitigation provided by the nearby regeneration area would also serve this area. Providing the aforementioned constraints can be overcome the site would offer a logical and sustainable extension to

**Step 3 – Availability**

**Should site progress to step 4?**

Yes

There are no apparent legal issue or lease and tenancy agreements affecting the availability of the site. It is currently in single ownership with a developer showing a keen interest to develop the site for housing purposes. The site does not benefit from an extant planning permission.

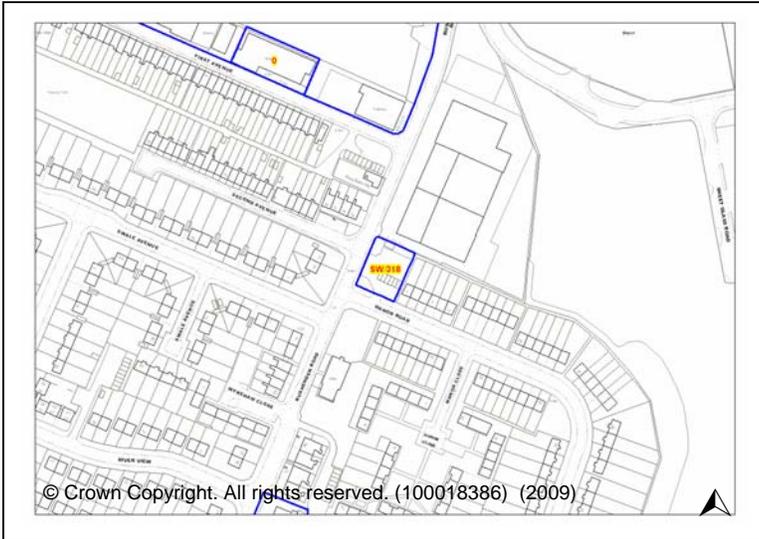
**Step 4 – Achievability** **Should site progress to step 5?** Yes

The slow down in market demand due to the current economic climate would suggest that the site is most likely to be deliverable post 2012-13. Minor site preparation costs will be incurred through site clearance requirements, with further costs sustained through the realignment of the telephone lines and power lines. Improvements to the unadopted access route and onsite infrastructure provision will also be a necessity but, critically these issues are unlikely to present a serious constraint to the delivery of the site in more buoyant market conditions. Considering the sites relatively small scale it is assumed that either a local or regional house builder would most likely to show an interest in the site and suggest an output in the region of 20-30 units per annum. The Queenborough and Rushenden regeneration area is located to the north west of the site and although development at SW/025 is not dependant on the delivery of the adjacent regeneration scheme, to bring the site forward in parallel, would allow residents to make use of the new facilities and services as well as creating a more desirable proposition to potential house buyers and attractiveness of the site. As such the delivery timeframe for the site is anticipated to be in the 11 -15 year period.

**Step 5 – Overall Achievability** **Developable 6-10 years**

The site is a suitable option for housing development. It is constrained by a number of minor factors which are not considered to present insurmountable boundaries to development, particularly with a return to a more buoyant housing market in the foreseeable future. The site is available, but considering the lack of extant planning permission, it is not likely to form part of the 0-5 year housing land supply. The site is also considered to be achievable, however, in light of the housing market slow down, and the need for a change in policy context, it is anticipated that the site will not form part of the short to medium term housing supply. Given that evidence of increased market confidence in the area is needed, by the visible regeneration of other parts of Queenborough, together with the lack of services and facilities in the immediate vicinity, the delivery of the site is projected for the early stages of the 11-15 year timeframe.

<b>0-5 years</b>	0 - 1		<b>6-10 years</b>	5 - 6		<b>11 – 15 years</b>	10 - 11	<b>20</b>	<b>15+ Years</b>	<b>Not Currently Developable</b>
	1 - 2			6 - 7			11 - 12	<b>10</b>		
Yield:	2 - 3		Yield:	7 - 8		Yield:	12 - 13		Yield:	Yield:
	3 - 4			8 - 9		<b>30</b>	13 - 14			
	4 - 5			9 -10			14 - 15			



**SHLAA Ref:** SW/318

**Site Address:**

**Land adjacent to Manor Road,  
Queenborough**

**Site Area (ha):** 0.09

**Local Plan Yield:** 6

(Where applicable)

**Density Multiplier Yield:** 6

**General Site Description**

The small brownfield site is allocated within the adopted Swale Borough Local Plan (see policy H5(1).22). The site consists of a small garage block and hardstanding, within an established residential area at Rushenden. Employment uses are located to the north beyond which is the wider employment area at the Creek area of Queenborough. Residential development, a mix of semi detached and terraced, is located immediately adjacent to the site.

**Step 1 – Policy Constraints**

**Should site progress to step 2?**

Yes

This site is not specifically supported by provisions in the SERSS. The site will, however, make a valuable contribution toward policy SP3, in concentrating 60% of all new development on pdl. The development of this site will also contribute toward the revitalisation of Sheppey, in particular the regeneration of Queenborough and Rushenden in line with SERSS policy KTG1. The site is also allocated in the adopted Local Plan under policy H5(1).22 and will therefore progress to stage 2 of the SHLAA.

**Step 2 – Suitability**

**Should site progress to step 3?**

Yes

The site is subject to flooding issues and would be required to undergo the Exceptions Test in line with the requirements as laid out PPS25. The adverse effects of development on the amenity of surrounding residents, together with the site preparation costs will also be a suitability consideration. However, these constraints can be overcome and would not preclude the site as a potential housing option. Furthermore, at present the site does not offer a sustainable location as is not well related to existing services and facilities. However, the Queenborough and Rushenden regeneration scheme is expected to provide these facilities so the site is considered to be suitable for housing development.

**Step 3 – Availability**

**Should site progress to step 4?**

Yes

The site is located within a residential area at Rushenden. It is in ownership of Amicus Housing Association who is actively pursuing environmental improvements initiatives in the locality. Whilst the site is not particularly attractive as it currently exists, its location close to the regeneration area to the north would suggest that this would become a more attractive development opportunity as the regeneration around the creek begins and becomes more established over time. Furthermore, urban renewal is taking place on a site immediately to the south. The link road to the A249 is nearing completion and will further add to the attractiveness of the area as a whole with near direct access to the wider strategic road network. It is assumed the site is in single ownership and although the garages appear disused they may be subject to extant lease arrangements. Furthermore the site does not enjoy current developer interest and is therefore not likely to be available for housing in the short term.

**Step 4 – Achievability**

**Should site progress to step 5?**

Yes

The site is on the periphery of the main residential area at north Rushenden. Whilst it is not a particularly desirable area to attractive developer interest, the uplift that will be associated with the nearby regeneration area, coupled with the environmental improvements proposed for Rushenden, will inevitably increase the attractiveness of this location. Whilst the site is not dependant on these regenerative factors, it is likely that the site will not be brought forward before these commence. Furthermore, development at this site is likely to be dependant on a return to more favourable market conditions (unless developed by an RSL). With the current housing market slow down suggesting the site will not come forward before 2012, this will coincide with the proposed commencement of the bulk of the regeneration activity to the south of the creek area. The small scale of this site would suggest it would be an attractive development opportunity for a local developer or RSL with an annual output within the region of 10 units per year. The housing quantum at this site as per the local plan policy H5(1).22 suggests that 6 units could be accommodated at this location, which would imply the site could be developed within one year of commencement. Critically, and allied to the availability of the site, it does not currently benefit from extant develop interest also the considering the uplift that will be associated with the adjacent Q+R regeneration, the site is likely to be developable toward the end of the 6-10 year timeframe.

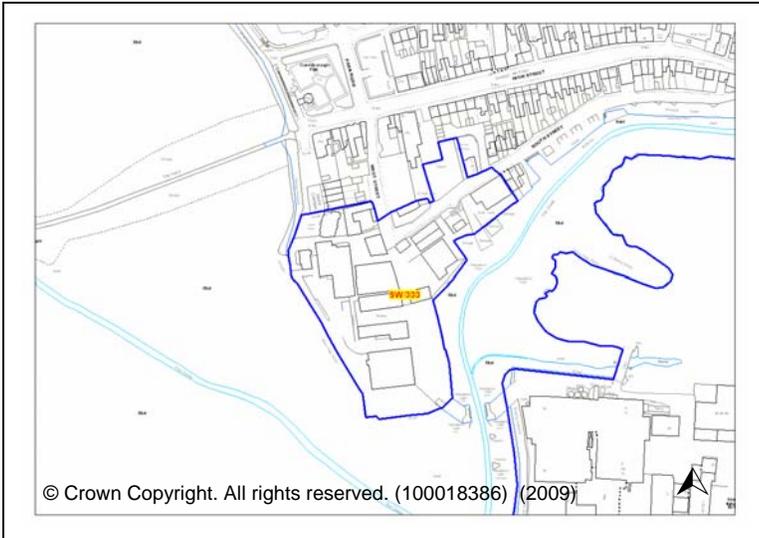
**Step 5 – Overall Achievability**

**Developable 6-10 years**

The delivery of the site, whilst not dependant upon, will be guided by the uplift associated with the Queenborough and Rushenden regeneration area. The regeneration is expected to progress in a south to north direction suggesting the site could be brought forward around earlier phases of the masterplan implementation scheme.

<b>0-5 years</b>	0 - 1		<b>6-10 years</b>	5 - 6		<b>11 – 15 years</b>	10 - 11		<b>15+ Years</b>	<b>Not Currently Developable</b>
	1 - 2			6 - 7			11 - 12			
Yield:	2 - 3		Yield:	7 - 8		Yield:	12 - 13		Yield:	Yield:
	3 - 4		<b>6</b>	8 - 9			13 – 14			
	4 - 5			9 -10	<b>6</b>		14 - 15			

## Site reports – Local Plan allocations



**SHLAA Ref:** SW/333

**Site Address:**

**West Street, Queenborough**

**Site Area (ha):** 1.45

**Local Plan Yield:** 100

(Where applicable)

**Density Multiplier Yield:** 70

### General Site Description

The area falls within the wider Queenborough and Rushenden Action Plan Area. Policy AAP6 covers some 165ha of land and building on both sides of Queenborough Creek and consists of the mixed use allocation MU5 (see report SW/335) and MU6 (discussed herein). The site is identified as a major strategic opportunity for the regeneration of the island comprising mainly of housing and employment but including an element of social and community provision (see overview report).

SW/333, specifically addresses the mixed use allocation to the north of Queenborough Creek (MU6) which currently consists of a 1.45ha area of business, vacant land and buildings, a number of wharfs and dockyard buildings together with small pockets of residential. Local Plan policy H5(1).14 states that redevelopment of this area can provide 100 dwellings. Local Plan proposals identify the site as being an attractive creekside location suitable for redevelopment with a mix of uses and high quality waterside housing whilst allowing the upgrade of existing uses that are creek related. The redevelopment will be complimented by commercial, leisure and retail use appropriate to a water side location.

Important environmental considerations are borne from the adjacent Special Protection Area (SPA) which is of international importance for its wildlife interest. Furthermore the site bisects part of the Queenborough Conservation area.

### Step 1 – Policy Constraints

### Should site progress to step 2?

Yes

This site is allocated in the Local Plan (see policies AAP6, MU6). The redevelopment of this brownfield site will make a significant contribution the regeneration of Queenborough and Rushenden and the wider area at west Sheppey. Its development will work toward achieving policy KTG1 of the SERSS. Furthermore, the site would is also supported by policy SP3 – urban renaissance and focus – in concentrating development within the existing confines of a built area boundary and focusing 60% of new development on previously developed land. The ELR notes that the scale of current activities is relatively small, and the buildings are suited to the range of lower-end workshop, boat repair and associated trades that occupy the site. The existing buildings appear to be fully occupied, but will require new investment in the near future. It concludes that the site provides the only supply of creek-side employment space in Queenborough, and so performs an important local role for creek-related industries even though it would be of poor quality for other types of uses. This role is acknowledged by the masterplan.

<b>Step 2 – Suitability</b>	<b>Should site progress to step 3?</b>	<b>Yes</b>
<p>The site is considered to offer a suitable location for housing development. It is allocated in the Local Plan, and whilst there are constraining factors affecting the site, it is expected that these barriers can be overcome and have been considered within the development of the Queenborough and Rushenden Masterplan. The most significant constraints surrounding the site are detailed below.</p>		
<p>Aside from the buildings that are listed within the site, there will be substantial site clearance requirements. This is not likely to impact on the site's suitability for redevelopment although this will have implications for the delivery timeframe of the site and the viability of the site itself. The site falls within the Queenborough Conservation Area. This proposal for this area as part of the Queenborough and Rushenden Masterplan will consist of a mix of residential and industrial components, to follow the mix use historically associated with this area. However, the redevelopment of the site will be a significant departure from what is currently exists with a number of 4-5 storey apartment and waterside residencies amidst the old industrial/commercial building and the new employment space. Whilst the conservation area is not intended to act as a barrier to development, a design approach will be required which reflects the area's history, character, scale form and detailing. There are a number of buildings which are listed. These will require preservation and should provide the context and inspiration from which the redevelopment of the area should be shaped.</p>		
<p>Much of the Queenborough and Rushenden area lies within flood protection zones 2 or 3. The island is well defended from coastal flooding on its western and northern edge and the standard of protection afforded by the defences is sufficient to protect against a 1 in 200 year event. The EA have identified the southern defences as an area of concern although inundation is unlikely to reach as far as the residential areas at Rushenden. It is therefore concluded that there is no requirement in the near future for major capital work scheme to the western defences, although some maintenance issues will need to be addressed. A flood risk assessment on the site and the masterplan has taken these results into account.</p>		
<p>The site is adjacent to a Special Protection Area (SPA), Site of Special Scientific Interest (SSSI) and RAMSAR site as part of the Swale mudflats. All these designations are of international importance and it must be ensured that development will not encroach or affect these designations. Where possible, action will be taken to preserve these important environments. These issues have been subject to Appropriate Assessment and measures have been agreed with Natural England.</p>		
<p>The site includes a number of existing residential properties and businesses, if poorly planned, this may result in a loss of privacy and sense of a waterside location for some properties and businesses. Whilst, the redevelopment of this dilapidated area will result in environmental improvements and uplift in land values and bring benefits that may outweigh this loss of amenity these issues will still need to be addressed as part of the planning application stage.</p>		

<b>Step 3 – Availability</b>	<b>Should site progress to step 4?</b>	<b>Yes</b>
<p>The site is allocated for residential uses in the Local Plan and has an approved masterplan for the wider regeneration area. It is therefore considered to be available for housing development. As there are a number of business and properties within the site there may be some problems with land assembly. However, as many of the owners share the ambition to develop this is not expected to drastically impact on the delivery of the site. The extant leases and tenancies have been considered as part of the masterplan phasing and have been reflected through the phasing structure supplied by SEEDA. Because of the substantial lead in time until commencement of this site (development of the masterplan area proceeding from south to north) the site assembly constraints are expected to have been resolved. However, this creates a situation where the site is considered to be developable, although delivery is not expected until after the SHLAA plan period (15+ years).</p>		

**Step 4 – Achievability**

**Should site progress to step 5?**

Yes

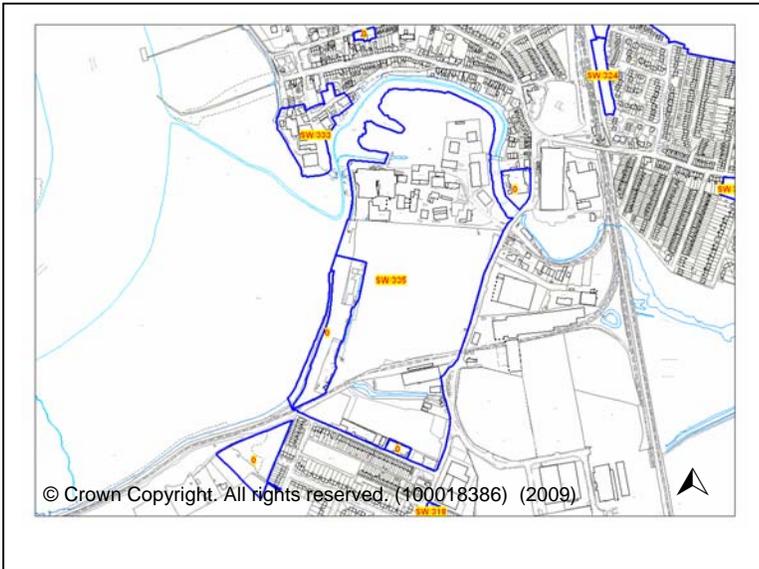
With the major regeneration proposals the area will be an attractive location for housing development. The delivery of the site has been affected by the economic recession, although investment in infrastructure has continued and this has not stopped commencement of the business park. Housing development is expected by 2012 following a return to more favourable market conditions. However, as stated above, development is likely to begin with the land to the south of the creek and will generally move in a northward direction which places the expected commencement date of site SW/333 outside the 15 year SHLAA plan period. The phasing of this site toward the latter stages of the Queenborough and Rushenden regeneration scheme will also mitigate any concerns raised over the viability of the site as the uplift in land values create a more attractive development opportunity. Delays are expected due to land assemblage issues although these constraints are not considered to be insurmountable. The delivery of housing is subject to a number of triggers that are discussed with the phasing structure within the masterplan. Whilst this will not impact on the achievability of the site it is an important consideration for estimated completion timescale for the development. The smaller scale of this site implies that it will be additionally attractive to both national and regional house builders. Depending on the number of developers acting within the site at anyone time will determine the annual delivery that can be achieved. Again, this has been considered by the masterplan and has influenced its phasing structure.

**Step 5 – Overall Achievability**

**Developable 15+ years**

This is a major regeneration project where the uplift expected by the influx of public and private investment is likely to make the area an attractive opportunity for developers who are already expressing interest in the project. This will be a long term project and as such it is expected that subsequent SHLAAs will need to keep progress under close review. It is not impossible that the site could come forward within the 15 year period, although, progress to date does not suggest this to be the case and a cautious approach has therefore been applied.

<b>0-5 years</b>	0 - 1		<b>6-10 years</b>	5 - 6		<b>11 – 15 years</b>	10 - 11		<b>15+ Years</b>	<b>Not Currently Developable</b>
	1 - 2			6 - 7			11 - 12			
Yield:	2 - 3		Yield:	7 - 8		Yield:	12 - 13		Yield:	
	3 - 4			8 - 9			13 - 14		100	
	4 - 5			9 -10			14 - 15			



**SHLAA Ref:** SW/335

**Site Address:**

**Creekside, Queenborough**

**Site Area (ha):** 20.35

**Local Plan Yield:** 1900

(Where applicable)

**Density Multiplier Yield:** 855

**Q+R Master Plan Yield:** 2,000

**Revised Yield:** 1870

### General Site Description

The area falls within the wider Queenborough and Rushenden Action Plan Area. Policy AAP6 covers some 165ha of land and building on both side of the Queenborough Creek which includes land identified under Policy MU5 (discussed herein) and MU6 (see site report SW/333). The site is identified as a major strategic opportunity for regeneration of the island comprising mainly of housing and employment but including an element of social and community provision (see report overview).

Site SW/335 includes the mixed use Allocation to the south of Queenborough Creek and West of Rushenden Road (MU5) comprising of a 20ha site between the Swale and Rushenden. The residential element is focused toward the south of the site (Carradon Area) whilst the mixed use, (commercial, residential, retail, leisure) will be focussed toward the north of the site. Abutting the creek, the northern part of the site falls within the Queenborough conservation area. The Swale itself is designated as a Special Protection Area (SPA) and is of international importance for its wildlife interest. To the east, beyond Rushenden Road, the site will be retained for employment purposes. Located to the south of the site is the established residential area at Rushenden Road. The majority of the site is vacant although there are still a few area that are still in use, namely the Brett Concrete site to the southwest (SW174) and the Klondyke Industrial Estate (SW/007) which consists of small industrial units and a number of older industrial buildings, a few of which are vacant.

The Local Plan highlights the site as being capable of providing 1900 dwellings, however, a review of this potential yield as part of the Master planning process has increased the figure to 2000 dwellings. The Masterplan phasing structure, provided by SEEDA, will form the basis of this report but it is important to note that the Local Plan mixed use allocation (MU5) does not align with the area covered by the Masterplan. The potential for double counting is clear and has led to some complication in estimating the potential yield of site SW/335.

Site SW/005, the former Foundry site adjacent to Rushenden Road, falls outside the MU5 allocation but is considered as part of the Q+R Masterplan area. The potential yield at this site has been deemed to be around 30 dwellings. As site SW/005 has been assessed independently of SW335, 30 dwellings have been subtracted from the yield at SW335. Similarly, site SW/333 is assessed within the SHLAA as Local Plan allocation yielding 100 dwellings. Again, this figure has been subtracted from the masterplan yield to produce a revised yield of 1870 dwelling at SW/335. This approach has eliminated any potential double counts but has led to a revised yield of 1870 units at site SW/335.

<b>Step 1 – Policy Constraints</b>	<b>Should site progress to step 2?</b>	<b>Yes</b>
<p>This site is allocated in the Local Plan. Its redevelopment will make a significant contribution toward the regeneration of Queenborough and Rushenden and the wider area at west Sheppey in line with policy KTG1 of the SERSS. Furthermore, the site would also be supported by policy SP3 – urban renaissance and focus – in concentrating development within the existing confines of a built area boundary and focusing 60% of new development on previously developed land. The ELR describes the area as being of average quality although the quality of the existing premises is poor, and the site is unattractive in appearance, with a poor internal layout, and generally attracting lower-end users. While the site currently meets the needs of local firms seeking lower-cost space, the masterplan envisages redevelopment primarily for residential uses, although some potential may exist for new small-scale employment uses as part of future mixed-use elements of this site.</p>		

<b>Step 2 – Suitability</b>	<b>Should site progress to step 3?</b>	<b>Yes</b>
<p>The site is allocated in the adopted Local Plan and is considered to be a suitable location for housing development. It is constrained by a number of factors although these barriers are not insurmountable and have been considered within the development of the Queenborough and Rushenden Masterplan. The more significant constraints are highlighted below.</p> <p>The site is adjacent to a Special Protection Area (SPA), Site of Special Scientific Interest (SSSI) and RAMSAR site as part of the Swale mudflats, these issues have been subject to Appropriate Assessment and agreement has been reached with Natural England.</p> <p>Development toward the north of the site, adjacent to the Creek, falls within the Queenborough conservation area. The Masterplan reserves part of the area to the west of the Klondyke headland for planting and open space and nature conservation area. The Remaining Klondyke area is proposed for mixed uses. There are a number of industrial buildings within this area, some of which are old. Whilst the conservation area will not act as a barrier to the regeneration of the area, development will be required to have due regard to the historic context and setting of this area and respond to the character of the built environment. This site has potential for buried remains associated with exploitation and reclamation of the marshes plus the remains of industrial and creek side activities. Significant archaeology could be dealt with through suitable conditions on a planning approval.</p> <p>Much of the Queenborough and Rushenden area lies within flood protection zones 2 or 3. The island is well defended from coastal flooding on its western and northern edge and the standard of protection afforded by the defences is sufficient to protect against a 1 in 200 year event. The EA have identified the southern defences as an area of concern although inundation is unlikely to reach as far as the residential areas at Rushenden. It is therefore concluded that there is no requirement in the near future for major capital work scheme to the western defences, although some maintenance issues will need to be addressed. A flood risk assessment on the site and the masterplan has taken these results into account.</p> <p>Previous industrial and commercial land use is likely to give rise to contamination at locations within the site. This is an issue to be considered as part of the development proposal. Investigative work will be required (has it been carried out) and appropriate remediation measure will need to be carried out. This will be particularly prevalent toward the north of the site where most of the heavy industry has historically been concentrated. The landowner of the Klondyke site has raised concerns over the viability of the site due to severe contamination and associated remediation costs, and has suggested that external funding may be required, however this will be a matter to be addressed at the planning application stage.</p>		

<b>Step 3 – Availability</b>	<b>Should site progress to step 4?</b>	<b>Yes</b>
<p>The site is considered to be immediately available for housing development with the first planning applications expected for 2010. The site is subject to multiple ownership (4+ no. owners) and a number of leases at the Klondyke Industrial site. However, as all owners share the ambition to develop the site and the leases of the site have been considered as part of the masterplan phasing this will not impact on the availability of the site. The presence of SEEDA as the majority owner brings added certainty.</p>		

**Step 4 – Achievability**

**Should site progress to step 5?**

Yes

With the major regeneration proposals at Queenborough the area will be an attractive location for housing development. The delivery of the site has been affected by the economic recession, although investment in infrastructure has continued and this has not stopped commencement of the business park. Housing development is expected by 2012 following a return to more favourable market conditions. Although large tracts of the site have already been cleared, there are still large site preparation costs associated with the land at Klondyke (SW/007) and at the Brett Land (SW/174). The owner of the Klondyke site has cited concerns over the viability of the site considering the demolition and contamination issues and has suggested external funding may need to be secured make the site a viable option. However, an influence here will be the value of the land when it is sold, as will rising land values over the next few years. These matters will be considered at the planning application stage.

The delivery of housing is subject to a number of triggers that are discussed with the phasing structure within the masterplan (see report overview). Whilst this will not impact on the achievability of the site it is an important consideration for estimated completion timescale for the development. The large scale of this site implies that it will be brought forward by a mix of national and regional house builders. Depending on the number of developers acting within the site at anyone time will determine the annual delivery that can be achieved. Similarly completions involving apartments will increase likely completion levels on certain phases. Both have been considered by the masterplan and have influenced its phasing structure.

**Step 5 – Overall Achievability**

**Deliverable 0-5yrs , Developable 6-10 / 11-15 / 15+ years**

This is a major regeneration project where the uplift expected by the influx of public and private investment is likely to make the area an attractive opportunity for developers who are already expressing interest in the project. This will be a long term project and as such it is expected that subsequent SHLAA will need to keep progress closely under review.

<b>0-5 years</b>			<b>6-10 years</b>			<b>11 – 15 years</b>			<b>15+ Years</b>	<b>Not Currently Developable</b>
	0 - 1			5 - 6	<b>125</b>		10 - 11	<b>170</b>		
	1 - 2			6 - 7	<b>130</b>		11 - 12	<b>170</b>		
Yield:	2 - 3	<b>50</b>	Yield:	7 - 8	<b>160</b>	Yield:	12 - 13	<b>160</b>	Yield:	
<b>245</b>	3 - 4	<b>75</b>	<b>775</b>	8 - 9	<b>170</b>	<b>820</b>	13 - 14	<b>160</b>	<b>30</b>	
	4 - 5	<b>120</b>		9 -10	<b>170</b>		14 - 15	<b>160</b>		