

Local Development Framework Panel Meeting	Agenda Item: 5
Meeting Date	2 March 2015
Report Title	Queenborough and Rushenden - Indicative Revised Land Use Plan: Addendum to 2010 Adopted Masterplan - Consultation Results
Cabinet Member	Cllr Lewin, Cabinet Member for Planning; and Cllr Cosgrove, Cabinet Member for Regeneration
SMT Lead	Pete Raine - Director of Regeneration
Head of Service	James Freeman - Head of Planning Services
Lead Officer	Gill Harris - Spatial Planning Policy Manager
Key Decision	No
Classification	Open
Forward Plan	Reference number: N/A
Recommendations	<ol style="list-style-type: none"> 1. To note the results of the recent consultation; 2. To agree the suggested change to the Masterplan Addendum: and 3. To agree the adoption of the Addendum to the original Masterplan SPD for Development Management purposes.

1 Purpose of Report and Executive Summary

1.1 This report is to inform Members of the responses received as part of the recent consultation on the Queenborough and Rushenden Masterplan Addendum and to recommend that Members agree its use for Development Management purposes.

1.2 The main points highlighted in the report are:

- the majority of respondents wanted the adoption of the Alternative Marina Creek Plan by Messers Orpin, MacDonald and Bell; and
- in the light of this, it is proposed that the Masterplan Addendum is altered to show the area to the south of the Creek as safeguarded for future Creekside leisure, commercial and open space uses. This leaves open the possibility of the Alternative Marina Creek Plan being implemented once the promoters gain funding for their scheme

2 Background

- 2.1 Members will recall that at the LDF Panel meeting on 25 September 2014 they agreed the contents of the Masterplan addendum (See Appendix I) for the purpose of a six-week public consultation. This consultation ran from 3 November to 15 December 2014.
- 2.2 The Masterplan Addendum was produced to provide a refresh of the adopted Masterplan to reflect changing economic conditions and progress in the current and planned delivery of the Queenborough and Rushenden regeneration proposals, as well as other material changes such as changes in land ownership.
- 2.3 Much of the adopted Masterplan will remain in place for Development Management purposes, especially the overall vision and design concepts. The main changes proposed to the Masterplan included:
- the reduction of dwelling numbers from 2,000 to 1,180;
 - the removal of the proposed marina;
 - the inclusion of the former ISTIL Mill and Thomsett Way sites for potential residential development; and
 - a new location for the proposed primary school.

Results of Public Consultation on the Masterplan Addendum

- 2.3 Almost 70 responses were received to the consultation (See Appendix II) covering a mixture of issues. There was support for the more central location of the school with some arguing it should be built in tandem with the Phase I houses to avoid local overcrowding of the primary school. Another respondent believed that the plan offers no future or aspiration for Sheppey's young people. Others stated that Queenborough's maritime heritage must be retained.
- 2.4 Queenborough Town Council objected to the reduction in dwelling numbers and the removal of the marina. They stated that they: "have sympathy for the current business users on the Klondyke Industrial Estate who have been told to vacate the land rented without the provision of adequate alternative accommodation." However, the Economic Development team at SBC has previously offered help to tenants to try to assist them with their relocation. The HCA are also in talks with the primary leaseholder, Charles Stevens, about extending the lease for one year.
- 2.5 There was one issue which the majority of respondents focussed on; the Alternative Marina Creek Plan by Messers Orpin, MacDonald and Bell (See Appendix III). This document has been prepared by three local residents in response to the proposed removal of the marina from the Masterplan.

2.6 The Alternative Marina Creek Plan proposes an impounded Queenborough Creek Marina bounded to the north by the existing quayside, and to the south to include Klondyke Wharf and Cutters Dock. A sector gate would be added to impound the water in the Creek with a pedestrian crossing on the lock gate. The Swale mooring arrangements by the Queenborough Harbour Trust would be continued and expanded and enhanced by the introduction of a dedicated visitor berthing area within the impounded Creek fronting the Town Quay adjacent to South Street. The marina would provide 150 to 200 berths or more varying in size. The Plan includes a technical and practical feasibility study which can be viewed in Appendix III.

2.7 A large number of respondents requested that this alternative plan be 'adopted' by the Borough Council instead of the proposed Masterplan Addendum. Respondents supported the alternative plan for a number of reasons, notably that:

- the waterside location is unique and should not be used for housing when alternative brownfields available for this;
- the alternative marina plan is cheaper and more deliverable;
- a marina would add to local amenity and recreation value and provide a focus for the area;
- a marina would generate local employment and will support the economic prosperity of the town and island as a whole;
- it would attract a lot of visitors to the area, especially if the expected level of tidal access could be achieved, and could be a significant boost to the tourism offer of Queenborough and Sheppey generally, as an important focal point. It would diversify Sheppey's traditional 'bucket and spade' holiday offer and cater for a more sophisticated market;
- Queenborough is a better location for a marina than the Sheerness Port proposal. Economic upturn means that deliverability of a marina now possible and should be reinstated in plans;
- a marina would make the housing in the area more viable and enable a higher density to be achieved; and
- increased yacht visits will encourage related industry and jobs.

3 Proposals

3.1 As a result of, and in response to, the consultation responses received, it is proposed to strengthen the Masterplan Addendum to highlight that the area to the south of the Creek is to be safeguarded for future Creekside leisure, commercial and open space uses. This can be seen in Appendix I. This leaves open the possibility of the Alternative Marina Creek Plan being implemented once the promoters gain funding for their scheme.

3.2 The HCA have been kept informed of the consultation responses and they proposed the suggested amendment in consultation with SBC Officers. They are content that it fits in with their plans for the area as a whole.

4 Alternative Options

4.1 An alternative option is not to make the suggested change to the Addendum and agree it as it was prior to the consultation. However, this would ignore the results of the public consultation.

4.2 Another option is to not agree this addendum and rely on the provisions of the adopted Masterplan for development management purposes. However, this would not reflect the changed economic circumstances and land ownership changes at Queenborough and Rushenden, and the HCA's future plans.

5 Consultation Undertaken or Proposed

5.1 A period of public consultation ran from 3 November 2014 to 15 December 2014. Every residential and business address within the Masterplan area received a letter notifying them of the consultation, alongside statutory consultees and local interest groups. Copies of the Masterplan Addendum were made available at the Rushenden Community House, Castle Connections in Queenborough, Queenborough Library, and at the Sheppey Gateway in Sheerness.

5.2 Details of the consultation and the Masterplan Addendum were placed on the Borough Council's website. A press release was also issued.

6 Implications

Issue	Implications
Corporate Plan	Open for business; and Healthy environment
Financial, Resource and Property	The costs can be met from existing budgets.
Legal and Statutory	The process will follow the statutory planning regulations where necessary.
Crime and Disorder	None identified at this stage.
Sustainability	The draft addendum pursues sustainable development across all elements of the plan.
Health and Wellbeing	None identified at this stage.

Risk Management and Health and Safety	None identified at this stage.
Equality and Diversity	None identified at this stage.

7 Appendices

7.1 The following documents are to be published with this report and form part of the report:

- Appendix I: Indicative Revised Land Use Plan: Addendum to 2010 Adopted Masterplan
- Appendix II: Table of Representations Received to the Consultation.
- Appendix III: The Alternative Creek Marina Plan by Messers Orpin, MacDonald and Bell.

8 Background Papers

8.1 None.