Appendix 1 – Amended Policy CSD8

Policy CSD8: New Romney Strategy

New Romney should develop as the residential, business, service, retail and tourist centre for the Romney Marsh in line with the vision in paragraph 3.22. New development should respect the historic character of the town and the established grain of the settlement in line with the place-shaping principles set out in policy SS3.

The future development of the town should seek to support the retention of existing businesses and the attraction of new employment opportunities through the provision of an adequate supply of employment land to meet future need and through the provision of a sufficient level of new residential development to maintain an adequate labour supply.

The strategy for New Romney therefore supports the following:

- The enhancement of New Romney as a key market town and service centre for Romney Marsh, providing a range of services and attractions for local residents and tourists.
- The provision of further employment at an expanded Mountfield Road Industrial Estate, with better vehicular and pedestrian linkages to the town centre.
- A broad location for residential development to the north of the town centre.

Development should also seek to consolidate and improve the market town/service centre function of New Romney through contributing to the public realm and other priorities for investment in the High Street in line with SS5 including:

- Providing additional crossing points in the High Street to increase the ability of shoppers and visitors to circulate along the retail frontage,
- Improving the setting of historic buildings and minimising the environmental impact of through traffic within the High Street,
- Contributing towards community facilities required to serve the needs of the town.
- Development will need where appropriate to detail the delivery of measures, or contribute to improvements in skills/training in Romney Marsh area.

New Romney Broad Location

Development of the broad location should meet the following criteria:

- The development as a whole should provide around 300 dwellings (Class C3) and a range and size of residential accommodation, including 30% affordable housing, subject to viability.
• Pedestrian/cyclist linkages southwards to the town centre should be improved and prioritised from the central area of the development, in preference to linkages around the periphery of the site.

• Land proposed for residential development must have a sufficient level of internal connection through providing a new movement link through the site, appropriately designed to 20mph, and/or through a cycleway/footpath to provide a secure and attractive green corridor.

• Proposals should incorporate a minimum of 0.7ha of KCC land for the upgrade of St Nicholas’ Primary School playing facilities on a consolidated area adjacent to the southern site boundary.

• Archaeological constraints need to be examined and associated mitigation will be required to be provided at an early stage, in order to inform the masterplan, development strategy and quantum of development.

• Recommendations of the Shepway SFRA will be followed, and surface water attenuation for the overall site should be concentrated in the lowest areas of the site, and measures should also provide visual and nature conservation enhancement for the benefit of the site and local community.

• Appropriate off-site mitigation measures must be identified, including to ameliorate highway impacts and manage drainage demands;

Any planning application for the broad location should be preceded by, and consistent with, a single masterplan, addressing these objectives and produced in consultation with the local community, the District Council and key stakeholders.

The broad location is within the natural boundary which is currently defined by Cockreed Lane, as well as neighbouring land to the north east currently in commercial use, as shown in Figure 5.7. In addition, if the objectives of this policy cannot be met within the scope of this area, consideration may be given to additional development land to the southwest of Ashford Road, subject to further discussions with the landowner and any environmental or other constraints being addressed.