

## Tom Hawkes

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**From:** McGrath, Sean [REDACTED]  
**Sent:** 21 October 2025 15:31  
**To:** Consultations  
**Cc:** [REDACTED]  
**Subject:** Draft Canterbury District Local Plan: Focused Consultation 2025  
**Attachments:** Altira reps to Focused Consultation Oct 25 Final.pdf  
**Importance:** High

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**--Email From External Account--**

Dear Sir or Madam,

On behalf of our client Altira Park JV LLP, we attach representations in respect of the Focused Consultation on Canterbury City Council's Draft Local Plan.

Kitewood Estates Limited and Urban&Civic created the Altira Park JV LLP (the Partnership) to work together to deliver an exciting mixed-use scheme at Altira Park and Blacksole Farm, located to the south-east of Herne Bay. Many elements have now been delivered, but the Partnership want to carry on delivering investment in Herne Bay and are keen to ensure that the policy framework will help facilitate investment and job creation.

These representations relate to the draft Local Plan allocation Policy HB8: Altira. This allocation has been amended through the focussed consultation document by the exclusion of Moyne. Moyne now has a standalone allocation for residential development as Site N25. The Partnership welcome this new allocation.

It is not entirely clear, but paragraph 3.39 of the focused consultation indicates that the area at Blacksole Farm, which has a residential consent (ref. CA/22/02513), will also be excluded from the wider Altira allocation in the next iteration of the Plan. It would be helpful if this could be clarified.

In summary, these representations seek to ensure the viability and delivery of development at Altira. The Partnership request that there is enough flexibility on the proposed uses within the site allocation to react to changes to the market. Any use which creates new jobs and increases economic opportunities in the local area should be supported by the Council. The Partnership's experience is that the best way that the new Local Plan can support economic growth, including modern economy uses, is by allowing flexibility and encouraging investment. Overly prescriptive allocations and policy expectations which over-burdened businesses create barriers to investment and job creation.

I trust that the amendments proposed in these representations are incorporated in the next iteration of the Local Plan. We look forward to engaging further with the Council as the Local Plan progresses.

I would be grateful if you could confirm receipt of these representations.

If you require any further information, please let me know.

Kind regards,

Sean

**Sean McGrath BA (Hons) MSc MRTPI**  
Director



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