

Queenborough and Rushenden

Isle of Sheppey



Extract from Masterplan courtesy
Rumney Design Associates



Neatscourt layout courtesy of Harrison Hutch

JB Planning Associates form part of a multi-disciplinary team appointed by the South East England Development Agency (SEEDA), charged with bringing forward strategic planning proposals for the regeneration of the existing settlements of Queenborough and Rushenden.

The area lies on the Isle of Sheppey in the heart of Thames Gateway. Working with Swale Borough Council and the local community, SEEDA have commissioned a Masterplan for the regeneration of the town of Queenborough and the outlying area of Rushenden, aimed at regenerating the town and delivering substantial new development and infrastructure.

The project team has delivered a draft Masterplan to Swale Borough Council for consideration, and JB Planning Associates have been heavily involved in the preparation of material for that document, including devising the Planning Obligations strategy.

The Masterplan sets out objectives to deliver a range of infrastructure and environmental improvements, as well as the provision of around 180,000 sq m of new commercial development and 2,000 new homes.

The Practice has also been heavily involved in advising SEEDA on the preparation of the first planning applications to help deliver the objectives of the Masterplan, culminating in the submission of a planning application for the first phase of the commercial development (known as Neatscourt).

This application comprised the first part of a new relief road and some 80,000 sq m of mixed commercial floorspace with a regional headquarters distribution centre, offices, petrol filling station, hotel and other business uses. Planning permission has been granted, and is currently being implemented.