

Land North of Marden

Initial Members Briefing February 2019



The Project Team

- Introductions.
- Countryside Properties.

Countryside is a leading UK developer with over 60 years experience specialising in building communities, creating homes and urban spaces that people want to be a part of.

Our expertise has been recognised and celebrated with numerous awards, including 'Large Housebuilder of the Year (2017)' at the Housebuilder Awards.

We believe placemaking is not just about geography. It's about a feeling and a sense of community. A place to us is as much about the meaning as it is the physical building.

1. We provide a common vision for the future of the community.
2. We provide the surrounding area with a renewed sense of identity.
3. We have a 60-year legacy built on the positive experiences our places make possible.
4. We deliver enduring value for all.



COUNTRYSIDE
Places People Love



The Project Team

Firmin Ltd

- Firmin Ltd are a local family who own significant landholdings within the borough and have run a road haulage company for over 80 years.
- They have made significant investments within the Borough.
- Construction of the new Marden and Cricket Hockey Club north of the railway.
- Recent permission for Wares Farm (Berry Gardens).
- Berry Gardens, Pattenden Lane and Underlyn Lane provide three of the largest local rural employers.





The Project Team

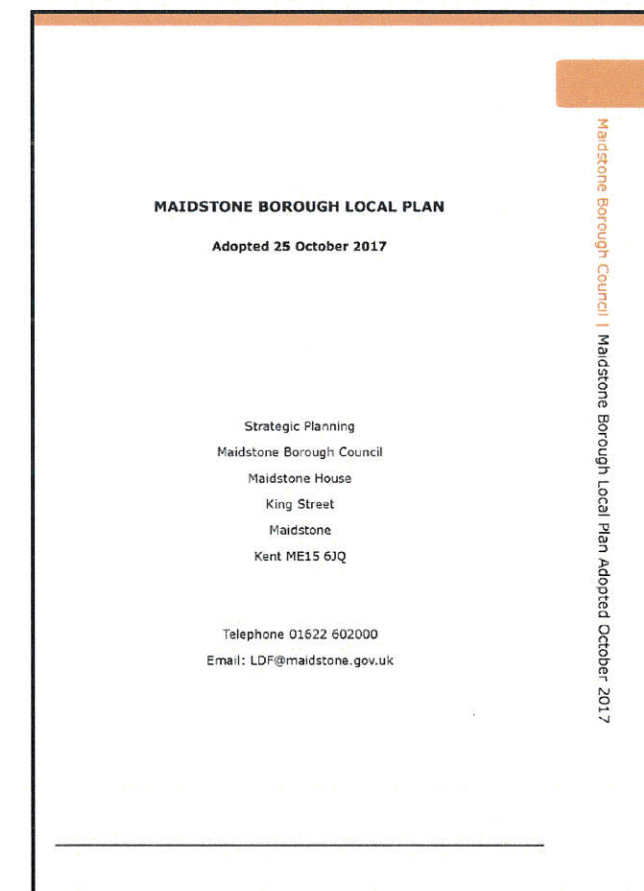
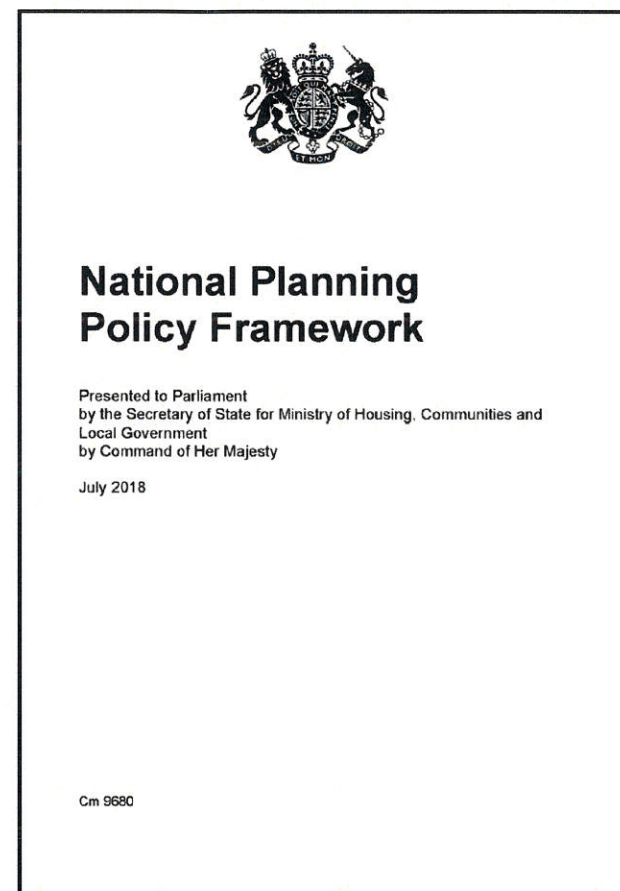
DHA Planning

DHA is made-up of five specialist technical consulting teams providing Planning & Development, Transport, Design, Environmental Impact and Infrastructure advice from its offices in Maidstone and Crawley.



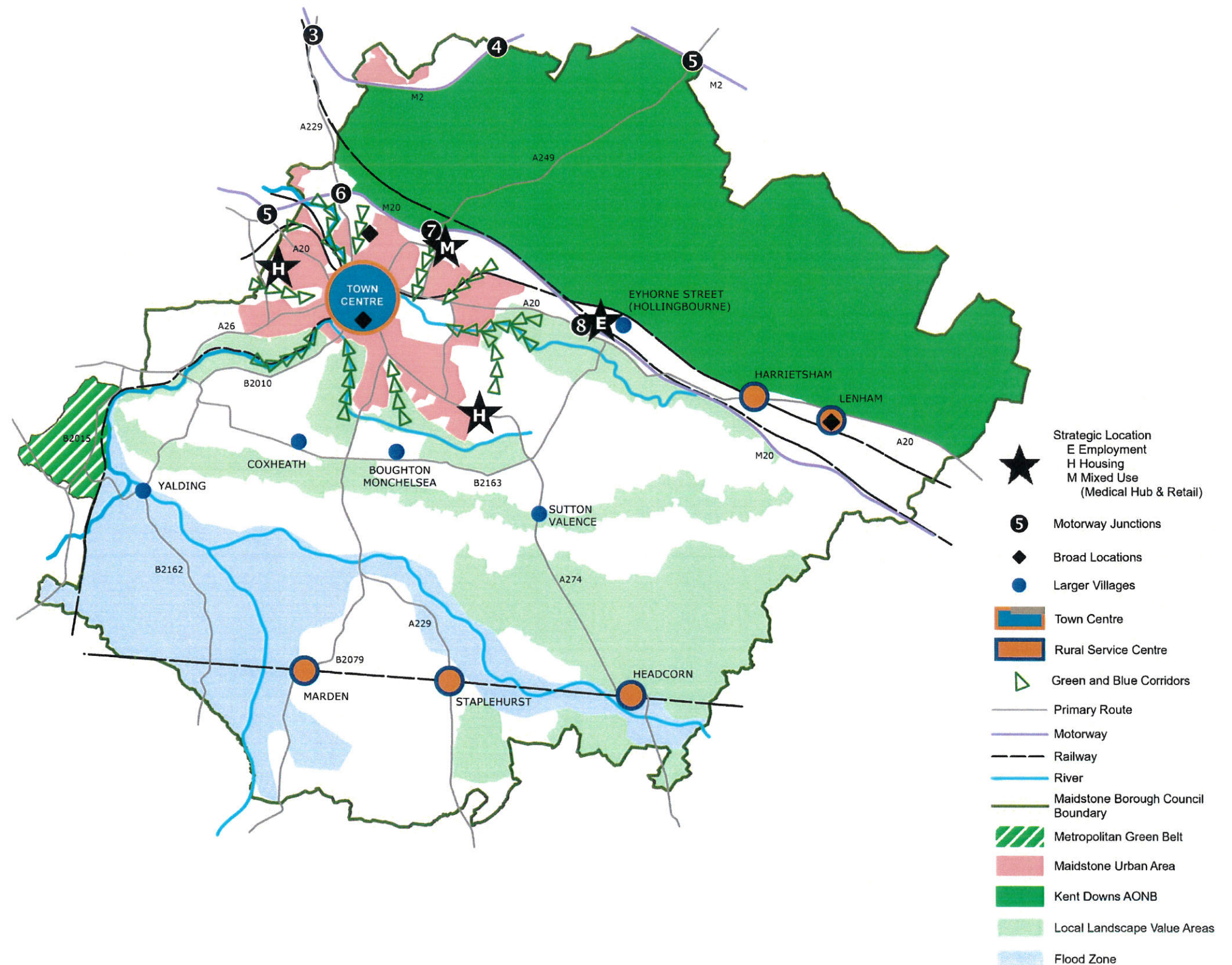
MBC Planning Overview - why is more housing required?

- MBC adopted their Local Plan in 2017.
- This delivered a dispersed model of development across the Borough.
- Largest sites contained to North West and South East of Maidstone plus significant growth in the Rural Service Centres.
- Requirement of an Early Review - in place by 2021.
- Government Requirement to use Standardised Housing Methodology will require more housing sites to be found.
- Call for Sites to begin on the 28th February.



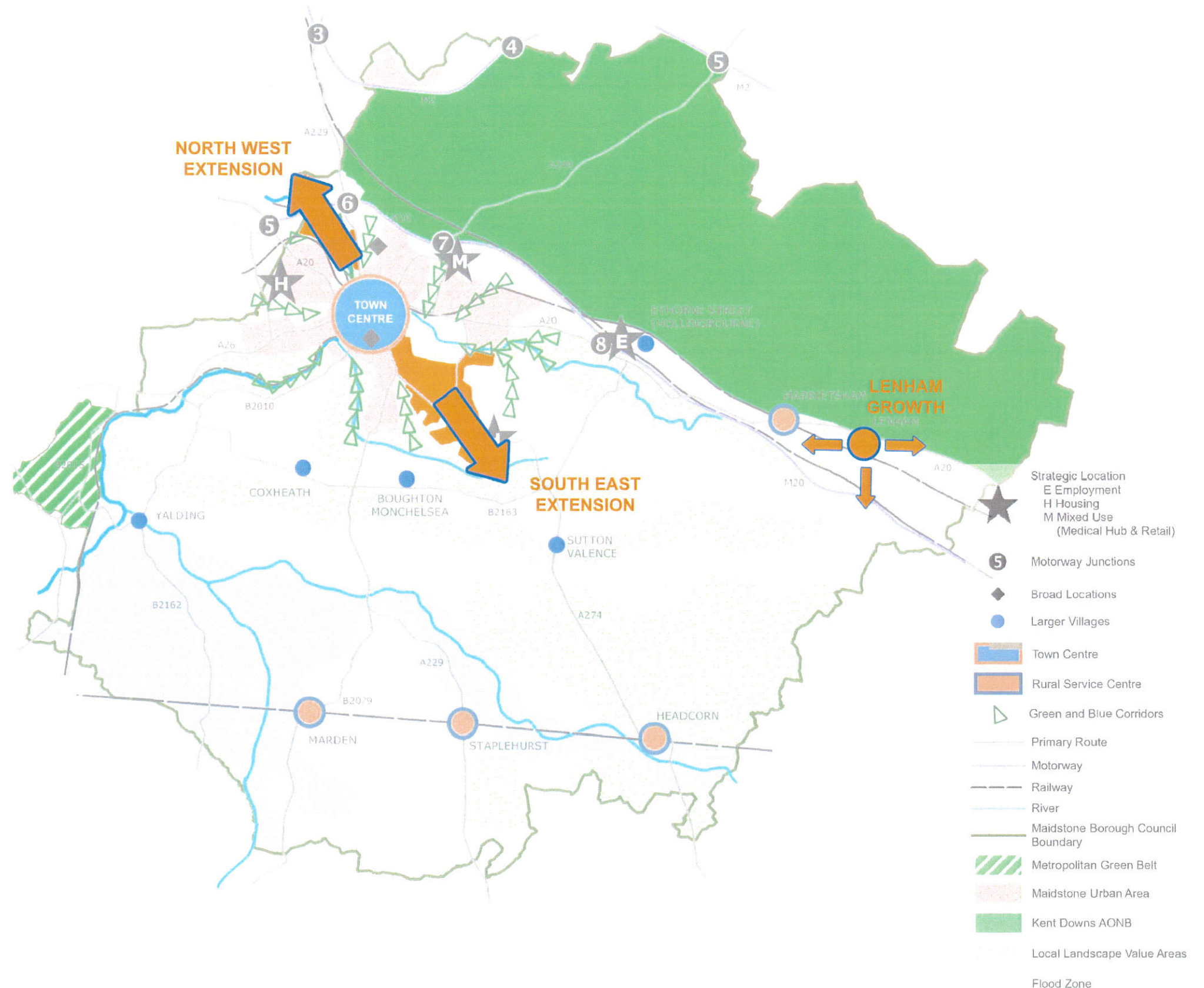
Planning Opportunities and Constraints in the Maidstone Borough

- North Downs Area of Outstanding Natural Beauty.
- Areas of Local Landscape Importance.
- Flood Risk Zones.
- Transport Links - in particular connections.
- Proximity of service centres.
- Border with Tonbridge & Malling.



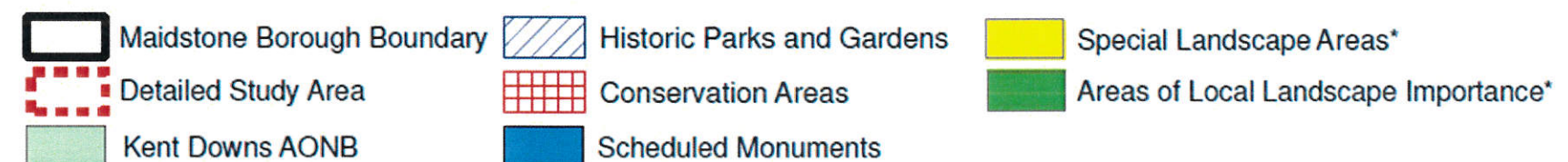
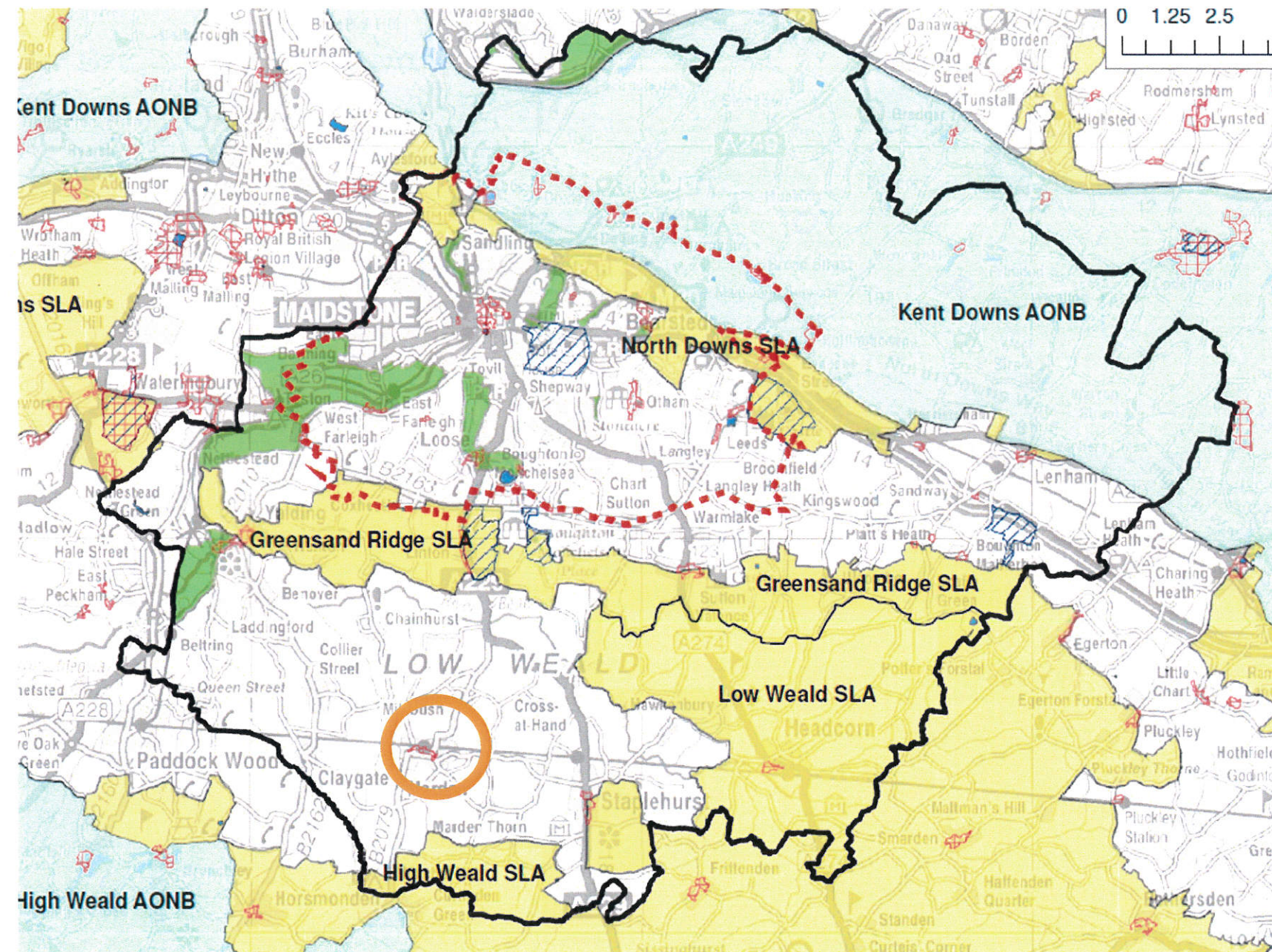
Existing Local Plan (Dispersed Model)

- For the past 30 years, Maidstone Borough Council has sought dispersed development across the Borough which has failed to stimulate or to fund significant infrastructure improvements.
- Where have the majority of the housing developments been located within the Borough.
- South East and North West Maidstone.
- Significant dispersal at the Rural Service Centres.
- Benefits of the Garden Settlement approach.



Why Marden and why next?

- Falls outside the Area of Outstanding Natural Beauty.
- Falls outside of any Flood Zone.
- Is not subject to any Special Landscape Areas or Areas of Local Landscape Importance.
- Falls on the railway link to London and 11 km south of Maidstone.
- Pattenden Lane is one of the largest employment areas outside of Maidstone and has capacity to expand.
- Good level of existing community facilities, particularly in terms of sports provision and healthcare.
- Conservation Area falls south of the railway.
- One small area of Ancient Woodland (to be retained).
- Local Wildlife site to the east (Wanshurst Green).



*NB: Local landscape designations defined in the Maidstone Borough Wide Local Plan 2000 are saved policies.

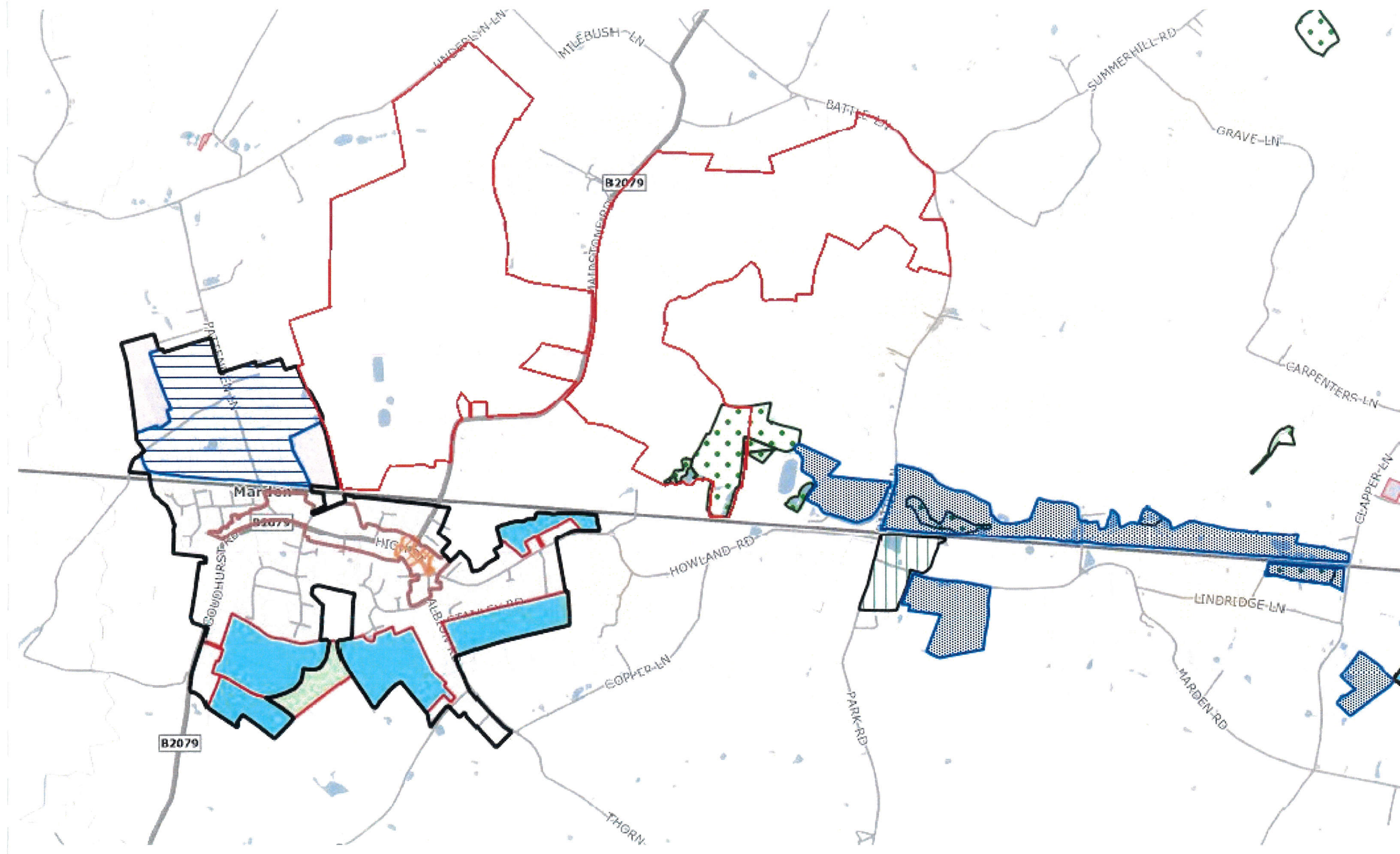
Potential Development Area

- Potential Development Area equates to some 135 ha / 334 acres north of the railway.
- Resultant rounding off of Marden.
- Railway as buffer and an opportunity.
- Land to the north of the railway provides a unique opportunity to develop the village in a sustainable manner that would respond positively to the pattern and grain of development to the south.



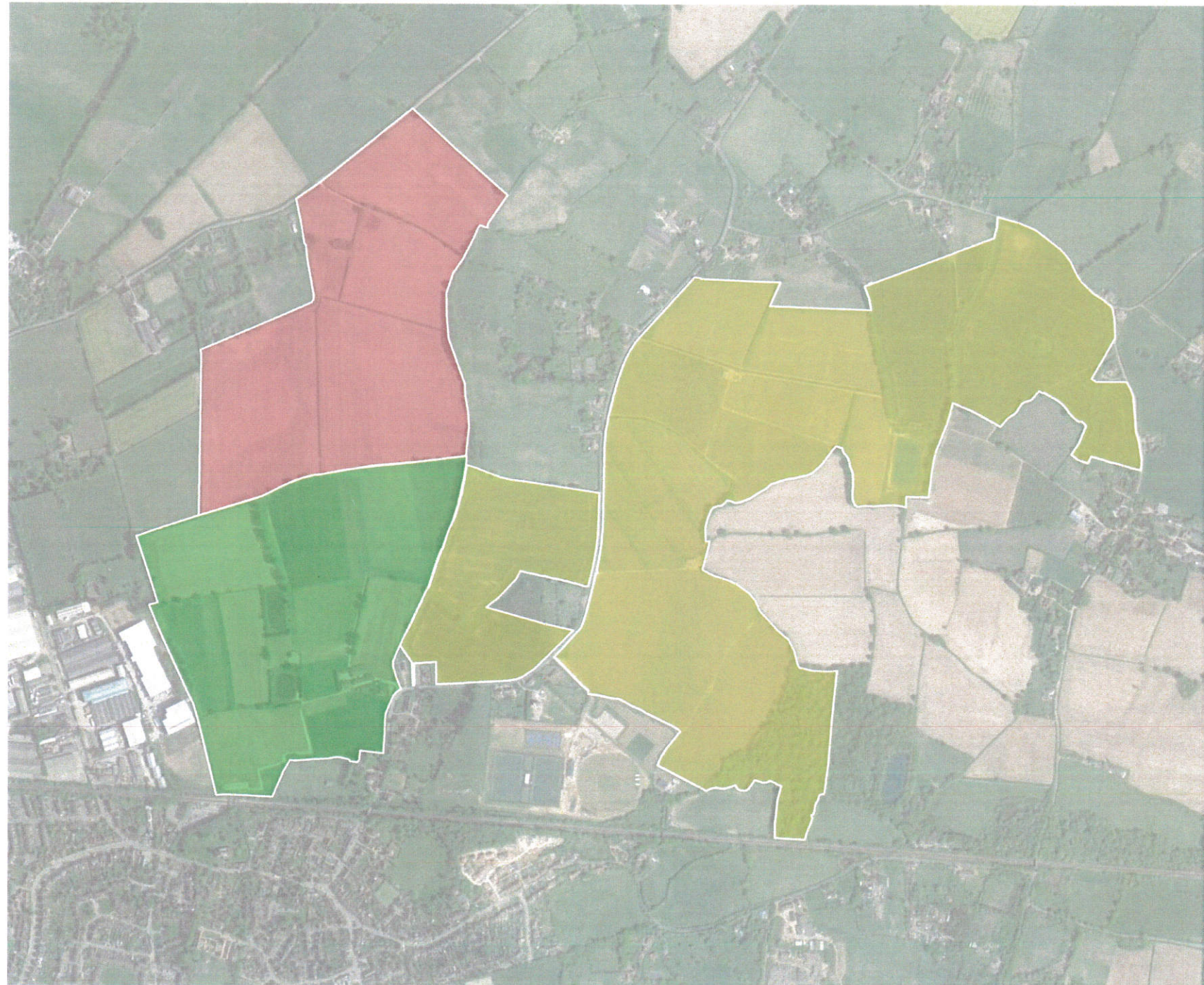


Local Plan Context



Working in Partnership

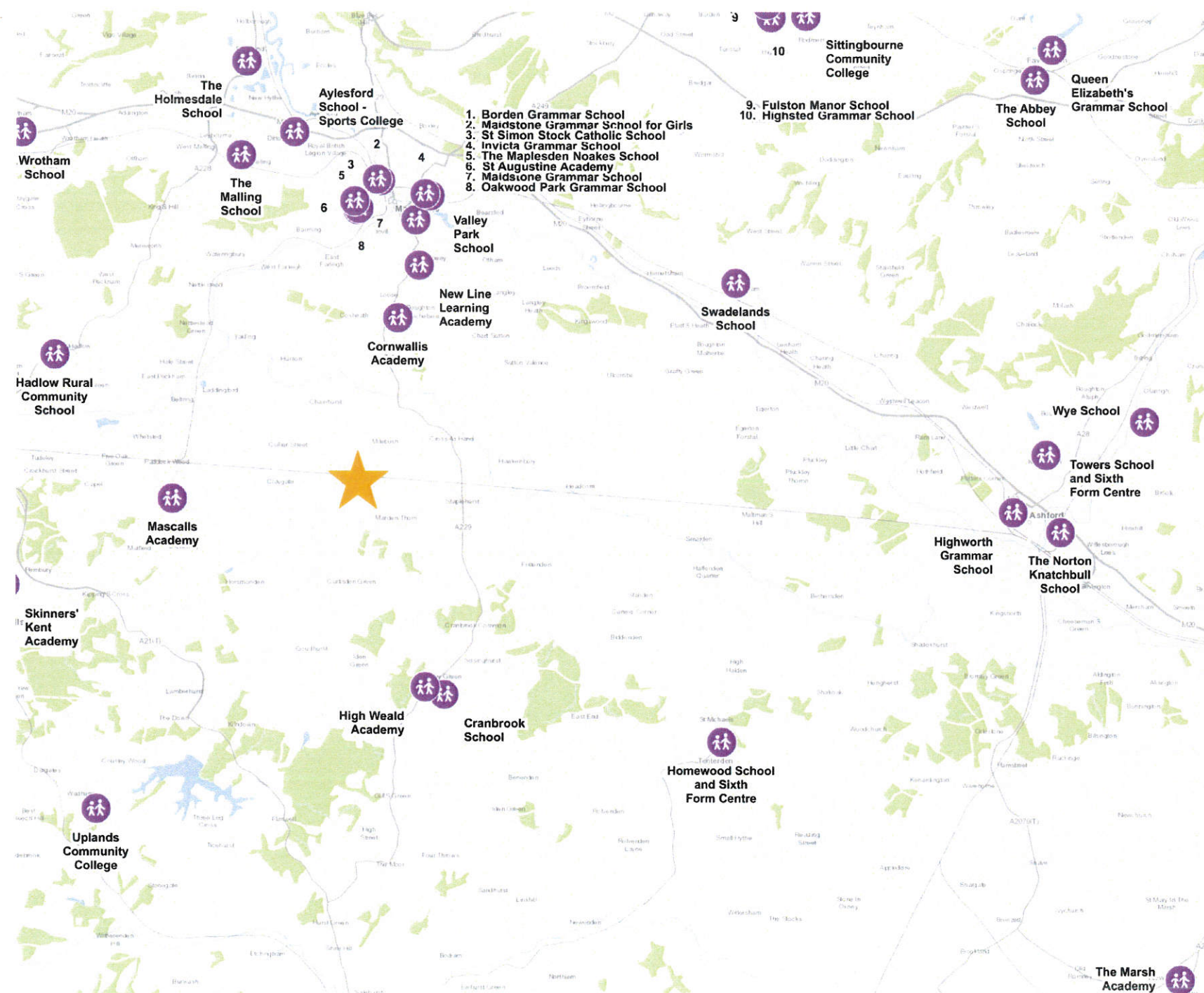
- This proposal is deliverable and developable.
- Only three landowners across 135 ha.
- All working in partnership with Countryside Properties to deliver a high quality, landscape-led development.
- Adhering to garden village principles.
- Opportunities for genuine place making.



Key Community Benefits

School Provision – A New Secondary and Primary School

- Locations of existing secondary schools.
- Marden Neighbourhood Plan.
- Existing Primary School at capacity.
- Discussions with KCC to date anticipate a shortfall in secondary education need within the Borough within the short to medium term.
- Promoting state of the art facilities and a new model of school fit for 2019.
- Provision of a new primary/secondary school in Marden.



Extended Car Park (Station)

- Neighbourhood Plan request.
- *'Support will be given to proposals to expand Marden Station providing the proposal accords with other policies in the Marden Neighbourhood Plan'.*
- *'A bus service linking the town centre with the park and ride site could be extended to Marden station for use by Marden residents travelling into and out of Maidstone and those residents of south Maidstone who currently travel to Marden by car to catch the weekday commuter trains'.*
- Marden Station - additional 100 spaces approx. north of the railway.
- Discussion with Network Rail.
- Proximity of Listed Church.



MARDEN NEIGHBOURHOOD PLAN
CONSULTATION DRAFT JUNE 2018
REGULATION 14 NEIGHBOURHOOD PLANNING (GENERAL) REGULATIONS 2012



Other Community Benefits

- **Health Centre** - contributions would be made to the expansion of the existing Marden Medical Centre and Marden Dental Practice, or the provision of additional facilities nearby.
- **Small Local Retail Provision.**
- **Multi- functional, publicly accessible open space.**
- Retained arable farmland and fruit orchards, neighbourhood areas of play, significant open spaces, new habitat creation and an enhanced water network.
- **Nursery** - Part accommodate existing facilities found in the village namely the Children's Centre and the preschool playgroup currently housed in the Marden Memorial Hall if required.
- Independent Living.
- Expansion of Marden Cemetery.

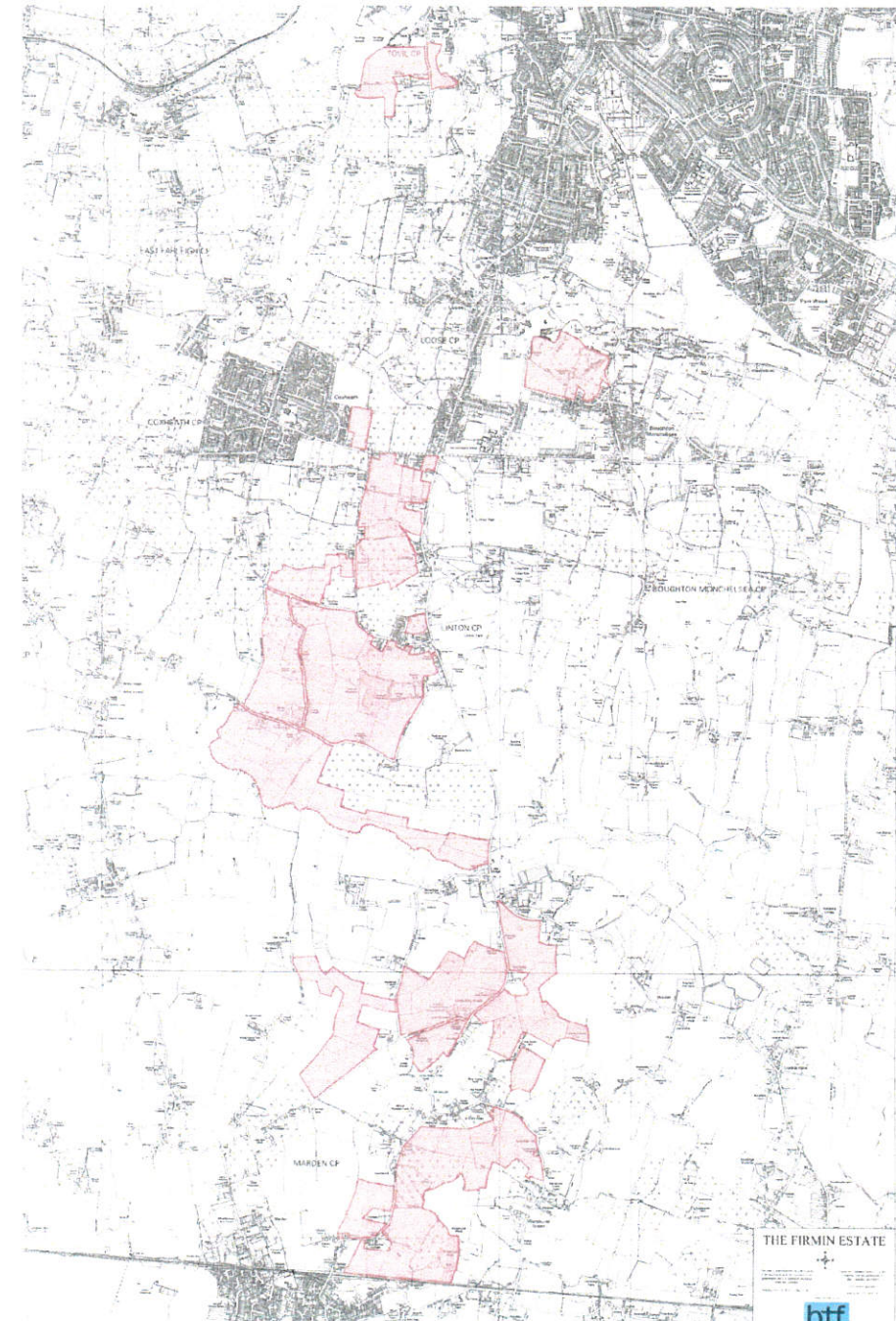
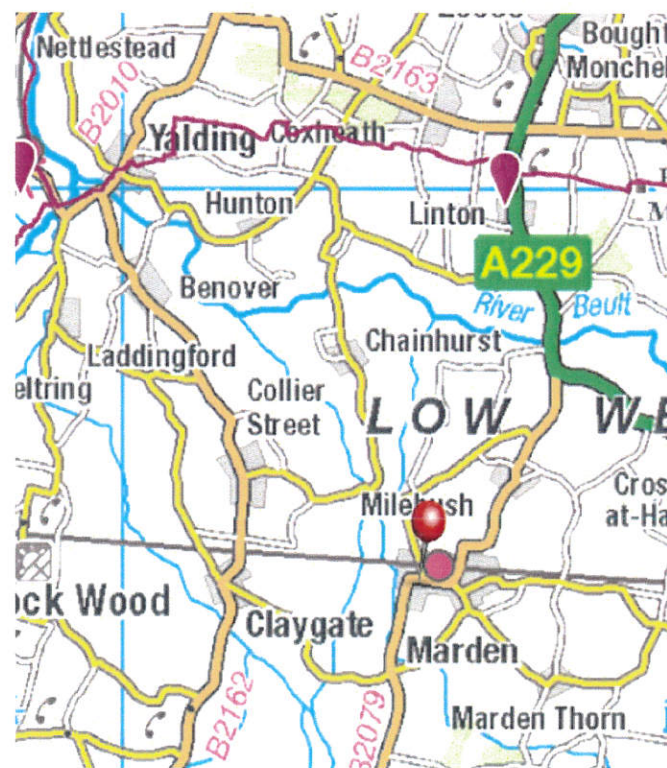
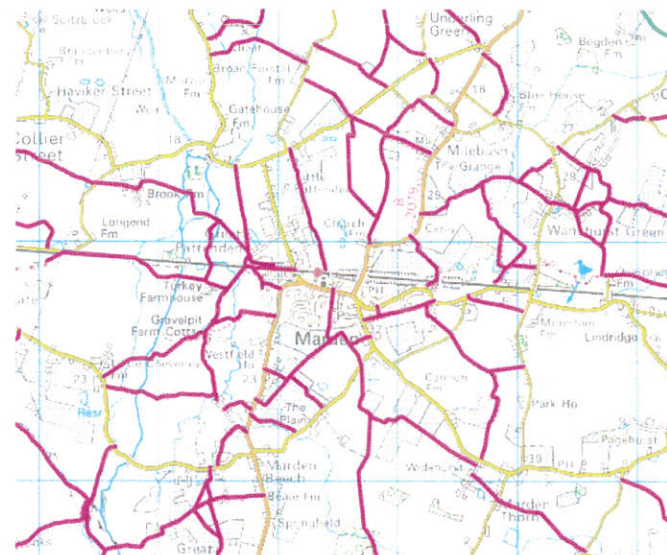


Strategic Highways - Junction Improvements



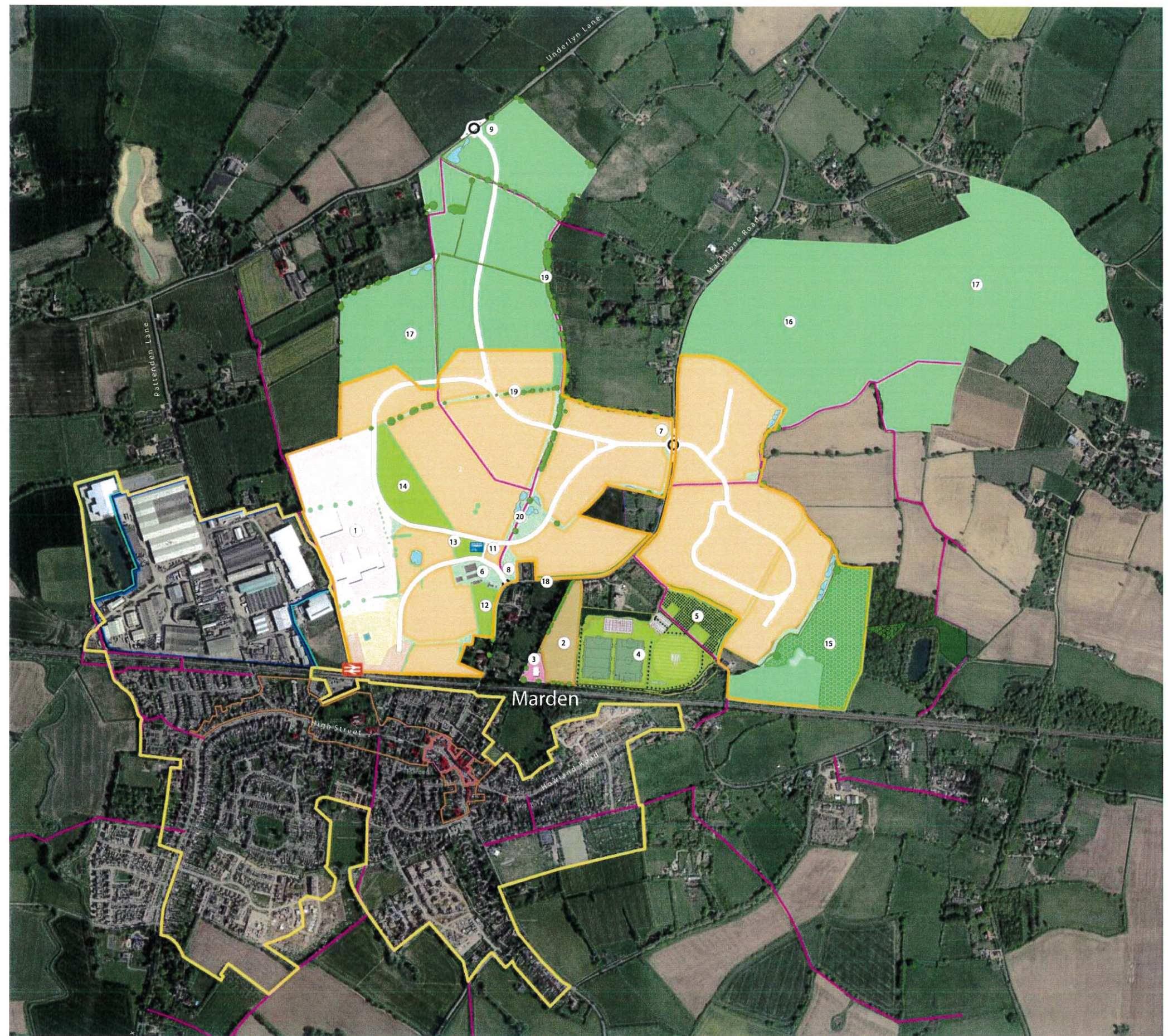
Promoting Transport Choice

- South Maidstone Transport Interchange.
- Enhanced bus services to Marden and surrounding villages.
- Increased station parking.
- Cycle Routes.
- Utilising and building upon the existing Public Right of Way network.
- Internalised trips.
- Taking advantage of new transport technologies e.g. on demand transport.



An Evolving Framework

- Up to 2000 new homes.
- New Schools.
- Station Parking.
- Open Space.
- Independent Living.
- Extended Employment.
- Community Facilities.
- New highway junctions.



Next Steps

- We want to have **full and meaningful engagement** with all relevant stakeholders throughout this process, to ensure that the proposed development is of the quality that reflects the historic and vibrant character of Marden.
- Forthcoming and proposed meetings:
 - Parish Meetings.
 - Further Meetings with KCC (Education & Highways).
 - Meetings with Highways England & Network Rail.
 - Workshop with Marden Primary School.
 - Neighbourhood Plan Steering Group.
 - Claygate regarding allocated expansion.
- Submission of a masterplan book with supporting planning and transport case submitted as part of the Council's Call for Sites process by May 2019.