

## **APPENDIX 10**

### **ASSESSMENT OF POTENTIAL NEW EMPLOYMENT SITES**

**Potential New Site:****LAND NORTH EAST OF SITTINGBOURNE****Reference****S3.1****Area (ha)**

10.3



Criteria	Comment	Score (out of 5)
Current Use	Greenfield site	
Strategic Access	Approximately 4 km from the M2 (J7), access via A2 and B2040 and local roads.	3
Local Road Access	No existing road access to site, but could be accessed from newly completed section of Sittingbourne Northern Relief Road, via existing Eurolink Way which becomes congested at peak times. Completion of Northern Relief Road would provide direct access to A249	2
Proximity to urban areas, and access to labour & services	On edge of Sittingbourne, close to range of local services and facilities; few facilities in immediate vicinity	4
Proximity to incompatible uses	Adjoins existing industrial estate and new residential areas to south and open countryside to north and east.	4
Site characteristics and development constraints	Medium sized site, regular in shape, low-lying; within area of identified flood risk and close to areas of ecological sensitivity	3
Market attractiveness	Close to established employment location; attractive setting with new road nearby	4
Planning / Sustainability Factors	Not identified in Local Plan; currently being promoted for Eurolink Five extension to include 56,650 sq.m mixed employment uses. Further development in this location requires link to A249	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

20

**Potential New Site:**

**LAND SOUTH OF KEMSLEY PAPER MILL,  
SITTINGBOURNE**

**Reference**

**S3.2**

**Area (ha)**

**3.6**



Criteria	Comment	Score (out of 5)
Current Use	Greenfield site to north of Sittingbourne	
Strategic Access	Over 15 km to Junction 5; direct access to A249 trunk route (dual section); on alignment of Sittingbourne Northern Relief Road	4
Local Road Access	New dedicated access onto A249 via new roundabout	5
Proximity to urban areas, and access to labour & services	Remote site, with some residential areas nearby but no local services available in immediate vicinity; Swale station within 2 km (request stop only)	2
Proximity to incompatible uses	Near new residential areas to south west but separated by new Relief Road; also close to existing Kemsley Paper Mill and other employment areas to north; open countryside (including country park) to south east.	4
Site characteristics and development constraints	Medium-sized site, sloping to the south-east; along alignment of Sittingbourne northern relief road; close to areas of nature conservation value including Country Park;	3
Market attractiveness	Potentially prominent location on A249 / Northern Relief Road (if constructed) and close to existing and new-build employment areas	4
Planning / Sustainability Factors	Not identified in Local Plan; currently being promoted for 18,500 sq.m of B1/2/8 uses. Potentially good employment location, but adjacent to residential area and other sensitive uses. Existing permission for extension to Kemsley Mill car park adjoins the site.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**23**

**Potential New Site:****LAND AT PHEASANT FARM EAST, BOBBING****Reference****S3.3****Area (ha)****10.4**

Criteria	Comment	Score (out of 5)
Current Use	Greenfield site / agricultural land	
Strategic Access	Over 15 km to M2 Junction 5; direct access to A249 trunk route (dual section)	4
Local Road Access	Only limited existing road access onto B2005, but adjacent to A249 junction	4
Proximity to urban areas, and access to labour & services	On edge of Sittingbourne; close to existing residential areas but no services in immediate vicinity.	3
Proximity to incompatible uses	Self-contained site in open countryside location; adjoins some residential uses to south-east	4
Site characteristics and development constraints	Large site, undulating topography; no obvious constraints	3
Market attractiveness	Potentially high-profile location close to A249 junction; close to existing employment development at Kemsley Fields	4
Planning / Sustainability Factors	Not identified in Local Plan; currently being promoted for commercial, transport haulage and distribution uses. Well situated relative to strategic road access and existing employment areas at Kemsley; within strategic gap	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:****22**



**Potential New Site:**

**LAND NORTH OF QUINTON ROAD,  
SITTINGBOURNE**

**Reference**

**S3.4**

**Area (ha)**

**61.0**



Criteria	Comment	Score (out of 5)
Current Use	Greenfield site, former agricultural land	
Strategic Access	Over 15 km to M2 Junction 5; within 2 km of junction of A2/A249	3
Local Road Access	Only existing road access is via Bramblefield Lane (small residential cul-de-sac); alternative access could be provided from Quinton Road	2
Proximity to urban areas, and access to labour & services	On edge of Sittingbourne; close to existing residential areas but no services in immediate vicinity. Located close to Kemsley railway station on Sheppey line and some local bus routes	3
Proximity to incompatible uses	Self-contained site; bounded by railway line to east and A249 to west. Adjoins existing residential areas on northern edge;	3
Site characteristics and development constraints	Large site, sloping to the south; elevated position may result in visual impacts; no other obvious constraints	3
Market attractiveness	Potentially prominent site alongside the A249, but not an established employment location	3
Planning / Sustainability Factors	Not identified in Local Plan; outside of Sittingbourne settlement boundary and within strategic gap, includes area identified for community uses.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**17**

**Potential New Site:**

**LAND AT GREAT GROVEHURST FARM,  
SITTINGBOURNE**

**Reference**

**S3.5**

**Area (ha)**

**12.4**



<b>Criteria</b>	<b>Comment</b>	<b>Score (out of 5)</b>
<i>Current Use</i>	Greenfield site / agricultural land	
<i>Strategic Access</i>	Over 15 km to M2 Junction 5; direct access to A249 trunk route (dual section)	4
<i>Local Road Access</i>	Only limited existing road access onto B2005, but adjacent to A249 junction	4
<i>Proximity to urban areas, and access to labour &amp; services</i>	On edge of Sittingbourne; close to existing residential areas but no services in immediate vicinity.	3
<i>Proximity to incompatible uses</i>	Self-contained site in open countryside location; adjoins existing residential area to south	3
<i>Site characteristics and development constraints</i>	Large site, level and regular in shape; no obvious constraints	4
<i>Market attractiveness</i>	Potentially high-profile location at A249 junction; close to existing employment development at Kemsley Fields	5
<i>Planning / Sustainability Factors</i>	Not identified in Local Plan; currently being promoted for commercial, transport haulage and distribution uses. Well situated relative to strategic road access and existing employment areas at Kemsley	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**23**

**Potential New Site:**

**LAND OFF NORTHERN RELIEF ROAD,  
SITTINGBOURNE**

**Reference**

**S3.6**

**Area (ha)**

**11.8**



Criteria	Comment	Score (out of 5)
Current Use	Greenfield site / agricultural land	
Strategic Access	Over 15 km to M2 Junction 5; direct access to A249 trunk route (dual section)	4
Local Road Access	Only limited existing road access onto Swale Way, but adjacent to A249 junction	4
Proximity to urban areas, and access to labour & services	On edge of Sittingbourne; close to existing residential areas but no services in immediate vicinity.	3
Proximity to incompatible uses	Self-contained site in open countryside location; adjoins some residential uses to south-east	4
Site characteristics and development constraints	Large site, level and regular in shape; no obvious constraints	3
Market attractiveness	Potentially high-profile location at A249 junction; close to existing employment development at Kemsley Fields	5
Planning / Sustainability Factors	Not identified in Local Plan; currently being promoted for 54,000 sq.m B1/2/8 uses. Well situated relative to strategic road access and existing employment areas at Kemsley. Outside of settlement boundary and would impact strategic gap between Sittingbourne and Iwade	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**23**



**Potential New Site:**

**LAND AT BOBBING HILL,  
SITTINGBOURNE**

**Reference**

**S3.7**

**Area (ha)**

**2.0**



<b>Criteria</b>	<b>Comment</b>	<b>Score (out of 5)</b>
<i>Current Use</i>	Greenfield site / agricultural land	
<i>Strategic Access</i>	Over 15 km to M2 Junction 5; within 1 km of A249 trunk route (dualled section)	4
<i>Local Road Access</i>	No existing road access, would require new access onto Sheppey Way to provide good access to A249; existing access via Bobbing Hill is constrained and residential in character	3
<i>Proximity to urban areas, and access to labour &amp; services</i>	Outside of Sittingbourne and separated from it by A249 dual carriageway; close to some existing residential areas but few services in immediate vicinity.	2
<i>Proximity to incompatible uses</i>	Surrounded by open countryside; some residential properties nearby.	3
<i>Site characteristics and development constraints</i>	Small site, level and regular in shape; no obvious constraints	3
<i>Market attractiveness</i>	Low-profile location, but attractive setting and good road access; away from established employment locations	2
<i>Planning / Sustainability Factors</i>	Not identified in Local Plan; outside of any settlement boundaries and within local strategic gap. Could accommodate some small-scale employment uses to meet local needs, but not a sustainable location.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**17**



**Potential New Site:**

**LAND FRONTING MILTON CREEK,  
SITTINGBOURNE**

**Reference**

**S3.8**

**Area (ha)**

**0.4**



Criteria	Comment	Score (out of 5)
Current Use	Former wharf on edge of Milton Creek	
Strategic Access	Over 5 km to M2 Junction 5, via A249/A2 and town centre routes	3
Local Road Access	Current access is narrow via Gas Road, from roundabout on Castle Road / Eurolink Way.	3
Proximity to urban areas, and access to labour & services	On edge of Sittingbourne town centre, close to a range of local services and facilities; few facilities within immediate vicinity	4
Proximity to incompatible uses	Adjoins existing industrial estate; open land and creek to west	4
Site characteristics and development constraints	Very small site, narrow and irregular in shape; within area of identified flood risk.	1
Market attractiveness	Low-profile location, but adjoins existing and proven industrial estate location	4
Planning / Sustainability Factors	Not identified within Local Plan. Being promoted for up to 24 live-work units or 2,000 sq.m of commercial floorspace. Could provide some smaller scale employment uses, but constrained site	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**19**

**Potential New Site:**

**BOBBING COURT FARM, SHEPPEY WAY,  
SITTINGBOURNE**

**Reference**

**S3.9**

**Area (ha)**

**4.1**



Criteria	Comment	Score (out of 5)
Current Use	Mix of old buildings with variety of business uses in south-west portion of site, together with open pasture on the rest of the site.	
Strategic Access	Over 5km to M2 Junction 5, via A249/A2 and Sheppey Way; within 1km of A249 junction	3
Local Road Access	Direct access onto Sheppey Way, although some restricted visibility on existing access; passes through some residential areas and primary school in Bobbing.	3
Proximity to urban areas and access to labour and services	Peripheral, although not hugely remote, some services within 1 km at Bobbing village and at nearby roadside services.	2
Proximity to incompatible uses	Some residential adjoining and open countryside, together with A249 to the south-east.	4
Site characteristics and development constraints	Some building clearance (if required) otherwise self contained and level; no other constraints	3
Market attractiveness	Unclear as to status of existing uses, but location would make it reasonably attractive to the market	3
Planning/Sustainability Factors	Not identified in Local Plan, not built up area boundary to Bobbing. Sustainability of accessibility is average and use of minor road through village may be an issue.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**18**

**Potential New Site:****LAND OFF MAIDSTONE ROAD****Reference****R3.1****Area (ha)****3.4**

Criteria	Comment	Score (out of 5)
Current Use	Greenfield site / agricultural land	
Strategic Access	Adjacent to M2 Junction 5, via Maidstone Road	5
Local Road Access	No existing road access, but could be derived from Maidstone Road	3
Proximity to urban areas, and access to labour & services	Remote location, with some residential properties nearby, but no local services in immediate vicinity	1
Proximity to incompatible uses	Surrounded by open countryside and A249 to west	4
Site characteristics and development constraints	Medium sized site, level and regular in shape; no obvious constraints	3
Market attractiveness	Potentially high-profile location, but remote from established employment areas	3
Planning / Sustainability Factors	Not identified within Local Plan; outside of settlement boundaries. Currently being promoted for B1/2/8 uses or lorry park. Could accommodate latter subject to highway improvements, but remote location for general employment	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:****19**



Potential New Site:

**DANAWAY COLD STORE SITE,  
DANAWAY**

Reference

**R3.2**

Area (ha)

**1.7**



Criteria	Comment	Score (out of 5)
Current Use	Document storage facility in converted cold store, with some ancillary office space	
Strategic Access	Approximately 2 km from M20 Junction 5, and 1.5 km from A2 via old Maidstone Road	4
Local Road Access	Accessed directly Maidstone Road, with some restricted visibility	3
Proximity to urban areas, and access to labour & services	Fairly remote location, with some residential properties nearby, but no local services in immediate vicinity	2
Proximity to incompatible uses	Surrounded by open countryside; some residential properties nearby	4
Site characteristics and development constraints	Small site, regular in shape; level slopes away from main road but no obvious constraints	3
Market attractiveness	Low-profile location, but an existing employment function	3
Planning / Sustainability Factors	Not identified within Local Plan; planning permission previously granted for conversion of cold store unit; currently being promoted for 28 dwellings and about 5,000 m <sup>2</sup> commercial space. Could meet local/rural needs in this location.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**19**



**Potential New Site:**

**POND FARM, POND FARM LANE  
BORDEN**

**Reference**

**R3.3**

**Area (ha)**

**1.8**



<b>Criteria</b>	<b>Comment</b>	<b>Score (out of 5)</b>
<i>Current Use</i>	Redundant farm buildings and agricultural land	
<i>Strategic Access</i>	Approximately 5 km from A249 via rural routes	2
<i>Local Road Access</i>	Accessed from Pond Farm Road, a narrow rural road with restricted junction onto site	1
<i>Proximity to urban areas, and access to labour &amp; services</i>	Remote location, with some residential properties nearby, but no local services in immediate vicinity	1
<i>Proximity to incompatible uses</i>	Surrounded by open countryside, some residential properties nearby	3
<i>Site characteristics and development constraints</i>	Small site, level and regular in shape; no obvious constraints	3
<i>Market attractiveness</i>	Low-profile location, existing buildings vacant and in poor condition; remote from established employment areas	1
<i>Planning / Sustainability Factors</i>	Not identified in Local Plan; remote site but potential to cater for rural employment needs and allow re-use of agricultural buildings	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**11**

**Potential New Site:**

**FIRS FARM, DEANS HILL ROAD,  
BREDGAR**

**Reference**

**R3.4**

**Area (ha)**

**0.25**



Criteria	Comment	Score (out of 5)
Current Use	Redundant farm buildings and open yard	
Strategic Access	Approximately 10 km from A249 via rural routes	1
Local Road Access	Accessed from Deans Hill Road, a narrow rural road with restricted junction onto site where it joins Silver Street	2
Proximity to urban areas, and access to labour & services	Remote location, with some residential properties nearby, but no local services in immediate vicinity	1
Proximity to incompatible uses	Surrounded by open countryside; some residential properties nearby	3
Site characteristics and development constraints	Very small site, level and regular in shape; no obvious constraints	2
Market attractiveness	Low-profile location, existing buildings vacant and in poor condition; remote from established employment areas	1
Planning / Sustainability Factors	Not identified in Local Plan; remote site but potential to cater for rural employment needs and allow for re-use of agricultural buildings	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**10**

**Potential New Site:**

**CAMBRAY WORKS, STICKFAST LANE,  
BOBBING**

**Reference**

**R3.5**

**Area (ha)**

**2.0**



Criteria	Comment	Score (out of 5)
Current Use	Former farm buildings converted to provide B1 office space, Environment Agency storage facility, and open storage used by construction company	
Strategic Access	Approximately 5 km from A249, via Sheppey Way	3
Local Road Access	Accessed from Stickfast Lane, a narrow rural road with restricted junction onto site	2
Proximity to urban areas, and access to labour & services	Remote location, with some residential properties nearby, but no local services in immediate vicinity	1
Proximity to incompatible uses	Adjoined by open countryside and some residential cottages	3
Site characteristics and development constraints	Medium sized site, level and regular in shape; no obvious constraints	4
Market attractiveness	Low-profile location, but existing employment location.	3
Planning / Sustainability Factors	Not identified in Local Plan; planning permission granted in 2007 for conversion of former farm buildings to B1 uses	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**16**



Potential New Site:

**LAND NORTH OF CAMBRAY WORKS,  
STICKFAST LANE, BOBBING**

Reference

**R3.6**

Area (ha)

3.6



Criteria	Comment	Score (out of 5)
Current Use	Greenfield site, former orchard	
Strategic Access	Approximately 5 km from A249, via Sheppey Way	3
Local Road Access	Accessed from Stickfast Lane, a narrow rural road with restricted junction onto site	2
Proximity to urban areas, and access to labour & services	Remote location, with some residential properties nearby, but no local services in immediate vicinity	1
Proximity to incompatible uses	Adjoined by open countryside, existing works site to south and some residential cottages	3
Site characteristics and development constraints	Medium sized site, level and regular in shape; no obvious constraints	4
Market attractiveness	Low-profile location, but adjoins existing employment location.	2
Planning / Sustainability Factors	Not identified in Local Plan	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

15



**Potential New Site:****LAND AT PHEASANT FARM WEST,  
BOBBING****Reference****R3.7****Area (ha)****11.0**

Criteria	Comment	Score (out of 5)
Current Use	Greenfield site / agricultural land	
Strategic Access	Over 5 km to M2 Junction 5, via A249/A2 and Sheppey Way; within 2 km of A249	4
Local Road Access	Limited existing road access directly onto Sheppey Way; passes through some residential areas	3
Proximity to urban areas, and access to labour & services	Remote location, with no services in immediate vicinity; closest services in Iwade village	1
Proximity to incompatible uses	Adjoined by open countryside with existing depot site to south, some residential properties nearby	4
Site characteristics and development constraints	Large site, reasonably level and regular in shape; no obvious constraints	4
Market attractiveness	High-profile location alongside A249, but attractive setting and well maintained units	3
Planning / Sustainability Factors	Not identified in Local Plan; outside settlement boundaries. Currently being promoted for commercial / transport depot uses. Could meet some localised needs, but not a sustainable location.	

**[Scoring: 5 = best, 1 = worst]****TOTAL SCORE:****19**

**Potential New Site:**

**LAND OFF CHURCH ROAD,  
NEWINGTON**

**Reference**

**R3.8**

**Area (ha)**

**5.5**



Criteria	Comment	Score (out of 5)
Current Use	Greenfield site / wooded land	
Strategic Access	Approximately 6 km from M2 Junction 5, and within 1 km of A2 via very constrained route (Church Lane) with low railway bridge	3
Local Road Access	No existing road access to site, but could be derived from School Lane/High Oak Hill.	2
Proximity to urban areas, and access to labour & services	On edge of Newington village, with some residential properties nearby, and some local services including train station and public transport routes	3
Proximity to incompatible uses	Adjoined by open countryside to south and east, and residential properties to north and west	2
Site characteristics and development constraints	Small site, undulating topography and heavily wooded; reported biodiversity interest but no other obvious constraints	2
Market attractiveness	Low-profile location, but attractive setting; remote from established employment areas	3
Planning / Sustainability Factors	Not identified in Local Plan; outside settlement boundaries. Currently being promoted for commercial / transport depot uses. Potentially sustainable location to meet some localised employment needs, but limited in scale by road access	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**15**



**Potential New Site:**

**LAND SOUTH OF NEWINGTON INDUSTRIAL  
ESTATE, LONDON ROAD, NEWINGTON**

**Reference**

**R3.9**

**Area (ha)**

**0.8**



Criteria	Comment	Score (out of 5)
Current Use	Former orchard, no longer in use	
Strategic Access	Beside A2 and within 6 km of M2 junction via reasonable roads	2
Local Road Access	Access possible via existing estate with reasonable junction on to A2	4
Proximity to urban areas, and access to labour & services	Relatively remote location and distant from settlements in Swale but close to labour supply in Gillingham	2
Proximity to incompatible uses	Adjoined by existing industrial estate to north, with open land and agricultural uses with few dwellings nearby on other sides. Site well screened by trees.	4
Site characteristics and development constraints	Moderate sized but level site with reported biodiversity interest; no obvious development constraints.	4
Market attractiveness	Adjoins existing industrial estate, which accommodates lower value uses but with low vacancy levels.	3
Planning / Sustainability Factors	Outside any settlement boundary. Has some potential as logical extension of existing employment site, although proposed allocation of extension rejected through previous Local Plan process	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**19**

Potential New Site:

**NEPTUNE ORCHARD,  
LOWER HALSTOW**

Reference

**R3.10**

Area (ha)

**2.4**



Criteria	Comment	Score (out of 5)
Current Use	Greenfield site / agricultural land, with some equestrian uses	
Strategic Access	Within 2 km of A2 but 10 km from M2 junction via narrow rural roads	1
Local Road Access	Accessed from Vicarage Lane, a narrow rural road with restricted junction onto site	2
Proximity to urban areas, and access to labour & services	Remote location, with some residential properties nearby and limited local services in available in village	2
Proximity to incompatible uses	Open countryside to east; residential properties to south and west	3
Site characteristics and development constraints	Small site, level and regular in shape; no obvious constraints	3
Market attractiveness	Low-profile location remote from established employment areas, but attractive setting	3
Planning / Sustainability Factors	No identified within Local Plan; outside of established village boundary; could meet some small-scale rural employment needs	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**14**



**Potential New Site:**

**LAND AT FROGNAL LANE,  
TEYNHAM**

**Reference**

**R3.11**

**Area (ha)**

7.3



Criteria	Comment	Score (out of 5)
Current Use	Former brick pit, now part laid out for sports pitches	
Strategic Access	Approximately 10 km from the M2, access via A2.	2
Local Road Access	Direct access onto A2 via Frognal Lane, a narrow lane with difficult junction onto A2.	2
Proximity to urban areas, and access to labour & services	On edge of Teynham, close to village facilities, residential areas and public transport routes including train station	4
Proximity to incompatible uses	Self-contained site, adjoining residential areas on three sides, with open countryside to west	3
Site characteristics and development constraints	Reasonably large site, regular in shape and level; no obvious constraints	4
Market attractiveness	Not a proven employment location, but large site in close proximity to A2 although no frontage onto main road	3
Planning / Sustainability Factors	Not identified in Local Plan; outside of identified settlement boundary, and close to area of high landscape value. Could contribute to meeting local employment needs within Teynham as part of mixed-use development of site subject to upgraded local road access.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

18

**Potential New Site:**

**LAND EAST OF STATION ROAD,  
TEYNHAM**

**Reference**

**R3.12**

**Area (ha)**

**4.3**



<b>Criteria</b>	<b>Comment</b>	<b>Score (out of 5)</b>
<i>Current Use</i>	Former orchard and open greenfield land	
<i>Strategic Access</i>	Approximately 10 km from the M2, access via A2.	2
<i>Local Road Access</i>	No current road access to site other than Nobel Close (small residential cul-de-sac) from Station Road, with difficult junction onto A2	2
<i>Proximity to urban areas, and access to labour &amp; services</i>	On edge of Teynham, close to village facilities, residential areas and public transport routes including train station	4
<i>Proximity to incompatible uses</i>	Immediately adjoins residential areas on three sides, with open countryside to east	2
<i>Site characteristics and development constraints</i>	Reasonably large site, level and regular in shape; no obvious constraints	4
<i>Market attractiveness</i>	Not a proven employment location, but large site in close proximity to A2 although no frontage onto main road	3
<i>Planning / Sustainability Factors</i>	Not identified in Local Plan; outside of existing settlement boundary. Could contribute to meeting local employment needs within Teynham as part of mixed-use development of site subject to upgraded local road access.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**17**

**Potential New Site:****HOOKS HOLE,  
CHESTNUT STREET****Reference****R3.13****Area (ha)****1.8**

Criteria	Comment	Score (out of 5)
<i>Current Use</i>	Farm buildings, inc. 2 large modern sheds, together with farm grazing land.	
<i>Strategic Access</i>	Less than 3 km from Junction 5 of M2 via Key Street and A249	4
<i>Local Road Access</i>	Assuming existing access via short stretch of narrow lane to Maidstone Road and then to A249.	3
<i>Proximity to urban areas and access to labour and services</i>	Peripheral location, with some residential properties nearby, but few local services in the immediate vicinity.	2
<i>Proximity to incompatible uses</i>	Open countryside to south and listed building. Electricity station to east.	3
<i>Site characteristics and development constraints</i>	Regular shaped site, but drop in levels from Maidstone Road with site in a bowl. Narrow lane from existing access. Trees on boundary.	2
<i>Market attractiveness</i>	Reasonably good, given its proximity to A249 and provided that access can be improved. Not a proven business location.	3
<i>Planning/Sustainability Factors</i>	Not identified in Local Plan, Chestnut Street has no built up area boundary. Could meet local rural needs, but overall sustainability of location is only average.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:****17**



**Potential New Site:**

**STREET FARM,  
BORDEN**

**Reference**

**R3.14**

**Area (ha)**

1.5



Criteria	Comment	Score (out of 5)
<i>Current Use</i>	Farm storage buildings, open field and pond.	
<i>Strategic Access</i>	Approximately 6 km from A249 via rural routes	2
<i>Local Road Access</i>	Accessed from Pond Farm Road, a narrow rural road, in close proximity with junction to other narrow lane. Access into Borden narrow and winding.	1
<i>Proximity to urban areas and access to labour and services</i>	Peripheral with only access to limited village services	1
<i>Proximity to incompatible uses</i>	Almost surrounded by open countryside, with some residential properties nearby, including listed buildings and conservation area.	2
<i>Site characteristics and development constraints</i>	Small site, listed buildings and conservation area, pond and trees, restricted access.	2
<i>Market attractiveness</i>	Low-profile location, existing buildings in poor condition, remote from established employment location. Some limited potential for rural based businesses in existing buildings.	1
<i>Planning/Sustainability Factors</i>	Not identified in Local Plan; remote site, but potential to cater for limited rural employment needs to allow re-use of agricultural buildings.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

9



**Potential New Site:**

**SALE FIELD, RUINS BARN ROAD,  
SITTINGBOURNE**

**Reference**

**R3.15**

**Area (ha)**

**3.5**



Criteria	Comment	Score (out of 5)
<i>Current Use</i>	Former parkland, mature trees.	
<i>Strategic Access</i>	8km from M2 via town centre and A2, 5 km via narrow rural lane.	2
<i>Local Road Access</i>	Access via narrow rural roads south of Sittingbourne with constrained junctions.	2
<i>Proximity to urban areas and access to labour and services</i>	Peripheral location, close to labour, but poor to services in the immediate locality.	2
<i>Proximity to incompatible uses</i>	Almost surrounded by open countryside, but with some housing to the north east, deep quarry to the north-east. Within attractive landscape.	3
<i>Site characteristics and development constraints</i>	Generally level and regular in shape, bounded by mature trees; no obvious constraints	4
<i>Market attractiveness</i>	Low profile location, but unlikely to be attractive to potential science park uses (nearby) due to it not being managed/secure. Attractive location	2
<i>Planning/Sustainability Factors</i>	Not identified in Local Plan. Access, landscape and visual issues likely to affect site	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**15**

**Potential New Site:**

**LAMBERHURST FARM,  
DARGATE**

**Reference**

**R3.16**

**Area (ha)**

**21.3**



Criteria	Comment	Score (out of 5)
<i>Current Use</i>	Existing complex of employment uses in former agricultural buildings of varying quality. Surrounding land managed either as grassland or for arable.	
<i>Strategic Access</i>	A long new access across a field is proposed. This would give access to A299 within 1 km via narrow lane, with M2 some 4 km distant.	3
<i>Local Road Access</i>	With new access road proposed, narrow lanes would be largely avoided.	3
<i>Proximity to urban areas and access to labour and services</i>	Remote location, albeit with high speed access to Faversham and Whitstable. Poor local services	1
<i>Proximity to incompatible uses</i>	Open countryside; adjoins attractive landscape and woodland reserve.	4
<i>Site characteristics and development constraints</i>	Rising ground from 15m-40m, requires new access. Adjoins attractive landscape which may constrain scale/form of development	2
<i>Market attractiveness</i>	Some distribution activities nearby suggest that there may be some potential interest given access to A299, although likely to be at lower end of market	2
<i>Planning/Sustainability Factors</i>	Not identified in Local Plan, remote from any settlement, located within attractive rural environment and visually prominent and likely to be very visually damaging.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**15**

**Potential New Site:**

**MAYFIELD TEYNHAM, LONDON ROAD,  
TEYNHAM**

**Reference**

**R3.17**

**Area (ha)**

**0.3**



Criteria	Comment	Score (out of 5)
<i>Current Use</i>	Former allotments now overgrown.	
<i>Strategic Access</i>	Approximate 10 km from the M2 via the A2.	2
<i>Local Road Access</i>	Direct to A2 with new access straightforward.	4
<i>Proximity to urban areas and access to labour and services</i>	On edge of Teynham, close to village facilities, residential areas and public transport routes including train station.	4
<i>Proximity to incompatible uses</i>	Self-contained site, adjoining residential areas on two sides, with open countryside to rear.	2
<i>Site characteristics and development constraints</i>	Small site but regular in shape and level, with no obvious constraints.	3
<i>Market attractiveness</i>	Not a proven location for major new business, but with good access it could attract some interest.	2
<i>Planning/Sustainability Factors</i>	Not identified by Local Plan, outside built up area boundary, but could contribute to meeting local employment needs in Teynham.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**17**



**Potential New Site:**

**OAK TREE FARM,  
RODMERSHAM GREEN**

**Reference**

**R3.18**

**Area (ha)**

1.4



Criteria	Comment	Score (out of 5)
<i>Current Use</i>	Former chestnut fence manufacturing site, now vacant.	
<i>Strategic Access</i>	At least 8 km to A249/M2 via rural lanes or Sittingbourne town centre.	1
<i>Local Road Access</i>	Access direct onto rural lane, but lane narrow	2
<i>Proximity to urban areas and access to labour and services</i>	Fairly remote from main centres of labour supply and town facilities. Some localised facilities in nearby village	2
<i>Proximity to incompatible uses</i>	Open countryside, although housing area immediately to north of site.	3
<i>Site characteristics and development constraints</i>	Reasonably level and regular in shape; no obvious constraints.	3
<i>Market attractiveness</i>	Road access and general location unlikely to present attractive opportunity. Notwithstanding this, the site may offer opportunities for rural employment. Some evidence of local needs from previous planning permission not implemented in favour of other site.	2
<i>Planning/Sustainability Factors</i>	Generally unsustainable location for major employment, but may offer good opportunity for local rural businesses suitable for low vehicle movement.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

13

Potential New Site:

**WATERHAM PARK, HIGHSTREET ROAD,  
WATERHAM**

Reference

**R3.19**

Area (ha)

**6.5**



Criteria	Comment	Score (out of 5)
Current Use	Large greenfield site in agricultural use lying between service station on A299 and large glass houses/ industrial area; lies on eastern edge of Borough	
Strategic Access	Approximately 4 km from the A2 and M2 (J7), but via dual carriageway A299	4
Local Road Access	Access to A299 via Highstreet Road, which is narrow but with limited traffic, with potential to provide good site access junction.	4
Proximity to urban areas, and access to labour & services	Remote from main Swale settlements but within 3 km of Whitstable; no public transport access	1
Proximity to incompatible uses	Adjoins farmland on 2 sides with roadside services adjoining on south east boundary and glass houses on north west	4
Site characteristics and development constraints	Large, level site and fairly regular in shape; no other obvious development constraints.	4
Market attractiveness	Site promoted by landowner for 227 dwellings or 2,220 m <sup>2</sup> of commercial floorspace. Reasonably high profile location beside roadside services on A299 and close to established industrial area.	3
Planning/Sustainability Factors	Site previously rejected by Local Plan Inspector due to unsustainable location, incursion into attractive countryside and landscape impact. Relatively remote from main Swale settlements to meet Borough's employment needs and would rely on car transport.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**20**



**Potential New Site:**

**LAND ADJOINING A299 JUNCTION,  
THANET WAY, WATERHAM**

**Reference**

**R3.20**

**Area (ha)**

**1.5**



Criteria	Comment	Score (out of 5)
Current Use	Small greenfield site lying between A299 junction and transport depot uses on eastern edge of Borough	
Strategic Access	Approximately 4 km from the A2 and M2 (J7), but via dual carriageway A299	4
Local Road Access	Access to A299 via slip road shared with transport depot.	4
Proximity to urban areas, and access to labour & services	Remote from main Swale settlements but within 3 km of Whitstable; no public transport services	1
Proximity to incompatible uses	Site surrounded by roads with farmland further south, A299 to north west and transport depot and car dealership to south east	5
Site characteristics and development constraints	Small raised site, reasonably regular in shape; understood to contain spoil from A299 construction but no other obvious constraints.	3
Market attractiveness	Site promoted by landowner for 4,000 m <sup>2</sup> of commercial space. Reasonably high profile location beside roadside services on A299 and adjoining established industrial/commercial area.	4
Planning/Sustainability Factors	Location is relatively remote from main Swale settlements and would rely on car based transport.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**21**



**Potential New Site:**

**BAYVIEW FARM,  
PAINTERS FORSTALL**

**Reference**

**F3.1**

**Area (ha)**

**0.3**



Criteria	Comment	Score (out of 5)
Current Use	Redundant farm buildings and yard adjoining farm on edge of Painters Forstall village, 3 km south west of Faversham	
Strategic Access	Approximately 5 km from the M2 (J7) and A2 but via narrow rural roads.	1
Local Road Access	Narrow access road with tight junction off rural road from village but some improvement to junction possible; suitable only for small vehicles	1
Proximity to urban areas, and access to labour & services	On edge of small village, with very limited local facilities nearby. Very limited public transport.	1
Proximity to incompatible uses	On edge of village with farm building to east and roads and open farmland on other sides	4
Site characteristics and development constraints	Small site, regular in shape; village lies in conservation area but no other obvious development constraints	3
Market attractiveness	Relatively remote location with few other employment uses nearby. Some potential for very small scale rural based B1 uses.	1
Planning/Sustainability Factors	Site promoted by landowner for 9-12 dwellings or 2,000 m2 of B1 space; provides some scope to provide for rural employment needs	

[Scoring: 5 = best, 1 = worst

**TOTAL SCORE:**

**10**

**Potential New Site:**

**LAND AT DUKE OF KENT JUNCTION,  
FAVERSHAM**

**Reference**

**F3.2**

**Area (ha)**

**14.3**



Criteria	Comment	Score (out of 5)
Current Use	Greenfield site in agricultural use	
Strategic Access	Approximately 1.5 km from the M2 (J7), and very close to A299 (Thanet Way) dual carriageway.	4
Local Road Access	Access possible via Headhill Road, at top of hill, with new access also possible from A299,	4
Proximity to urban areas, and access to labour & services	Over 2 km from edge of Faversham but in remote rural location with no nearby services or residential areas, or very limited public transport in immediate vicinity	2
Proximity to incompatible uses	Adjoined by open countryside on 2 sides with A299 to south east. Single dwelling immediately adjoining on one side but large scale of site should allow constraints to be avoided	4
Site characteristics and development constraints	Large site and regular in shape but much of it steeply sloping	2
Market attractiveness	Relatively remote rural location although close to A299 and M2 junction. Existing roadside services at Waterham 4 km along A299	3
Planning/Sustainability Factors	Promoted by landowner for roadside services/lorry park; site remote from Faversham while steep slope appears unsuited to lorry park use, although limited visual impact.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**19**



Potential New Site:

**LAND AT PERRY COURT FARM,  
FAVERSHAM**

Reference

**F3.3**

Area (ha)

**7.5**



Criteria	Comment	Score (out of 5)
Current Use	Greenfield site in agricultural use with farm buildings	
Strategic Access	Within 0.5 km of the M2 (J6) and A2 via Ashford Road (A251), which is reasonable road with difficult access to A2	4
Local Road Access	Potential to provide new road access off Ashford Road (A251) which contains residential properties on one side; Brogdale Road to the west is narrow rural road	3
Proximity to urban areas, and access to labour & services	Close to southern edge of Faversham, across A2 within 1 km of town centre services/public transport and near residential areas but no services or facilities in immediate vicinity	3
Proximity to incompatible uses	Adjoins secondary school and playing fields/farmland to north with open countryside to south and west, and residential across Ashford Road to east	3
Site characteristics and development constraints	Medium/large sized site, regular in shape, and gently sloping; visible in long views from M2 and A251 with some potential for adverse visual impact	3
Market attractiveness	Potential to provide reasonably prominent site close to M2 although not proven employment location,	3
Planning/Sustainability Factors	Promoted by landowner for 100 dwelling units and 10,000 m2 of commercial space; large scale development could set precedent for extension of Faversham south of A2 and affect setting of town	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**19**



Potential New Site:

**LAND EAST OF ASHFORD ROAD,  
FAVERSHAM**

Reference

**F3.4**

Area (ha)

20.0



Criteria	Comment	Score (out of 5)
Current Use	Greenfield site south of A2 largely in agricultural use with some residential buildings	
Strategic Access	Adjoins M2 (J6) and A2 via A251 (Ashford Road) although junction with A2 difficult	4
Local Road Access	Potential to provide new road access off A251 although junction would be between residential properties and near slip road from M2; access to narrow Salters Lane to east would not be adequate given difficult A2 junction	2
Proximity to urban areas, and access to labour & services	Close to southern edge of Faversham across A2 within 1 km of town centre services/public transport and near residential areas but no services or facilities in immediate vicinity	3
Proximity to incompatible uses	Adjoins A2 to north, and M2 to south with open countryside to east but rear of residential properties immediately to west, although these have large rear gardens.	2
Site characteristics and development constraints	Large site, regular in shape, and gently sloping; limited visibility in views from M2 due to bridge and backdrop of residential uses on Ashford Road	3
Market attractiveness	Potentially prominent site close to A2/M2 on the edge of Faversham although not proven employment location,	3
Planning/Sustainability Factors	Scale of potential development very large relative to Faversham's needs and strategy although not all site needs to be developed; development could set precedent for extension of Faversham south of A2 and may affect setting of town	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

17

Potential New Site:

**LAND FRONTING LONDON ROAD,  
FAVERSHAM**

Reference

**F3.5**

Area (ha)

**3.0**



Criteria	Comment	Score (out of 5)
Current Use	Greenfield site in agricultural /orchard use on south western edge of Faversham	
Strategic Access	Located adjacent to A2 within 4 km of M2 junction 7	4
Local Road Access	No direct road access but new access off Western Link or A2 possible although this would be close to the A2/Western Link junction	2
Proximity to urban areas, and access to labour & services	On edge of Faversham urban area; reasonably near residential areas but no services or local facilities in immediate vicinity and infrequent buses past site.	3
Proximity to incompatible uses	Bounded by roads on two sides, railway line to north and residential to east. Also lies just south of the Western Link Local Plan employment allocation site.	4
Site characteristics and development constraints	Medium sized site, level and regular in shape but below level of adjoining A2. Beside Roman burial site. Would be exposed to traffic noise from A2, but no other obvious constraints	3
Market attractiveness	Prominent location at A2/Western Link junction with potential gateway role for Faversham but adjoins allocation not taken up after many years	3
Planning/Sustainability Factors	Within defined town boundaries but could change green edge of Faversham and this prominent gateway site would require high quality design. Site previously rejected by Local Plan Inspector partly on impact on rural aspect of approach to Faversham	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**19**



**Potential New Site:**

**LAND AT APPLECRAFT CENTRE,  
FAVERSHAM**

**Reference**

**F3.6**

**Area (ha)**

**6.7**



Criteria	Comment	Score (out of 5)
Current Use	Largely open site used for garden centre, tearooms/craft centre, agricultural use and travelling fairs and containing some small scale packing/distribution use.	
Strategic Access	Lies very close to A2 within 2 km of M2 junction 7	4
Local Road Access	Existing access off Selling Road leading directly off A2; reasonable site access but busy junction with A2.	3
Proximity to urban areas, and access to labour & services	On southern edge of Faversham although across busy A2; within 1.5 km of Faversham town centre and close to residential areas but no facilities in immediate vicinity and infrequent buses past site.	3
Proximity to incompatible uses	Adjoins A2 to north, Selling Road to west with open agricultural land to south and east	4
Site characteristics and development constraints	Large site, reasonably level and regular in shape; no obvious development constraints but contains some retail uses some temporary employment premises	3
Market attractiveness	Close to A2 with potential to form prominent site but not near any proven employment locations. Not promoted by landowner	3
Planning/Sustainability Factors	Site lies south of A2 although close to Faversham although large scale development could set precedent for extension of Faversham south of A2.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**20**



**Potential New Site:**

**LAND AT ABBEY PARK,  
FAVERSHAM**

**Reference**

**F3.7**

**Area (ha)**

**67.5**



Criteria	Comment	Score (out of 5)
Current Use	Large, mainly greenfield area on north east edge of Faversham currently in agricultural use with part adjoining creek used for boat storage/repair	
Strategic Access	Approximately 1 km from A2 and over 3 km from M2 Junction 7, both via narrow residential or rural roads	2
Local Road Access	Difficult access into site at present through residential roads; would require significant work to improve access to main roads	2
Proximity to urban areas, and access to labour & services	Adjoins residential areas to west and within 1.5 km of Faversham town centre but few local services in immediate vicinity. No direct public transport services.	3
Proximity to incompatible uses	Adjoins open countryside to north east, creek and boat related uses to north west; residential areas to west and railway line to south east.	3
Site characteristics and development constraints	Very large site, largely level and regular in shape; part of site subject to tidal flood risk and site designated as of wildlife interest	3
Market attractiveness	On edge of Faversham but somewhat remote location from main roads and not proven employment area; has been promoted for many years for business park use. Currently promoted by landowners for 95,000 m2 of B1-B8 uses and 350 dwellings.	3
Planning/Sustainability Factors	Allocation as business park rejected by Local Plan inspector and at 2004 appeal due to lack of need for such large scale employment development, landscape impact, potential flood risk and impact on M2 junction 7; scale of employment use remains too large for Faversham	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**16**

**Potential New Site:****LAND AT LADY DANE FARM AND LAND EAST OF FAVERSHAM****Reference****F3.8****Area (ha)****67.5**

Criteria	Comment	Score (out of 5)
Current Use	Large greenfield site in agricultural use on south eastern edge of Faversham town (includes two sites in separate ownership)	
Strategic Access	Within 1 km of M20 Junction 7 potentially via A2 but requires infrastructure improvements	4
Local Road Access	Part of site adjoins A2 with new junction possible although on to very busy road. Also potential for new access off Love Lane although this is a relatively narrow road.	3
Proximity to urban areas, and access to labour & services	On edge of Faversham, within 1.5 km of town centre services and close to residential areas but no services in immediate vicinity	3
Proximity to incompatible uses	Adjoined by A2 to south, farmland to north and east and residential edge of Faversham to west, although separated by Love Lane. Mixed use development would need suitable separation between uses but large site should allow this.	4
Site characteristics and development constraints	Large site, largely level and regular in shape. No other obvious development constraints	4
Market attractiveness	Promoted by landowner for residential (18.5 ha) and office/industrial uses (8.5 ha); prominent site at gateway to Faversham although not proven employment location. Land in different ownerships	3
Planning/Sustainability Factors	Rejected by Local Plan Inspector due to lack of need for such large scale employment development, extension to Faversham boundary, into countryside, adverse visual impact and need to improve J7 of M2.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:****21**



Potential New Site:

**LAND AT LADY DANE FARM,  
FAVERSHAM**

Reference

**F3.9**

Area (ha)

27.0



Criteria	Comment	Score (out of 5)
Current Use	Open farmland on south eastern edge of Faversham town (smaller part of site F3.9)	
Strategic Access	Within 1 km of M20 Junction 7 potentially via A2 but requires infrastructure improvements	4
Local Road Access	Potential for new access off Love Lane although this is a relatively narrow road.	2
Proximity to urban areas, and access to labour & services	On edge of Faversham, within 1.5 km of town centre services and close to residential areas but no services in immediate vicinity	3
Proximity to incompatible uses	Adjoined by A2 to south, farmland to north and east and residential edge of Faversham to west, although separated by Love Lane. Mixed use development would need suitable separation between uses but large site should allow this.	4
Site characteristics and development constraints	Large site, largely level and regular in shape. No other obvious development constraints	4
Market attractiveness	Promoted by landowner for residential (18.5 ha) and office/industrial uses (8.5 ha); prominent site at gateway to Faversham although not proven employment location.	3
Planning/Sustainability Factors	Part of larger site rejected by Local Plan Inspector due to lack of need for such large scale employment development, extension to Faversham boundary, into countryside, adverse visual impact and need to improve J7 of M2. Smaller scale more suited to Faversham's needs.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

20



**Potential New Site:**

**TRIANGULAR SITE, EAST OF LOVE LANE,  
FAVERSHAM**

**Reference**

**F3.10**

**Area (ha)**

3.0



Criteria	Comment	Score (out of 5)
Current Use	Open farmland on south eastern edge of Faversham town adjoining A2	
Strategic Access	Adjoins A2 and within 2 km of M20 Junction 7 potentially via A2	4
Local Road Access	Potential for new access off Love Lane although this is a relatively narrow road. New access off busy A2 would be problematic	2
Proximity to urban areas, and access to labour & services	On edge of Faversham, within 1.5 km of town centre services and close to residential areas but no services in immediate vicinity	3
Proximity to incompatible uses	Adjoined by open farmland across railway line to north east with A2 to south and residential area across Love Lane to west	3
Site characteristics and development constraints	Small gently sloping site and triangular in shape;	3
Market attractiveness	Potentially high profile gateway site but not near any proven employment areas and railway line detracts from environment. Not promoted for development by landowners.	3
Planning/Sustainability Factors	Reasonably sustainable location on edge of Faversham although small site and needs high quality development to preserve setting of town.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

18

Potential New Site:

**QUEENS COURT FARM,  
OSPRINGE**

Reference

**F3.11**

Area (ha)

2.5



Criteria	Comment	Score (out of 5)
Current Use	Open farmland and old farm buildings	
Strategic Access	Within 1 km of A2 and approximately 4 km from the M2 (J7), but 1 km of this via narrow rural road .	3
Local Road Access	Access via narrow rural and residential Water Lane road with difficult access on to A2	1
Proximity to urban areas, and access to labour & services	In open country 1.5 km south of Faversham town centre; very limited local facilities, residential areas or public transport routes nearby	2
Proximity to incompatible uses	Open farmland or buildings on 3 sides with some residential premises to north	4
Site characteristics and development constraints	Medium sized, level site within conservation area and containing some listed buildings. Within area of flood risk	2
Market attractiveness	Remote rural location away from any employment areas	2
Planning/Sustainability Factors	Site being promoted for housing and employment uses. Previously rejected by Local Plan Inspector due to unsustainable location, lack of detailed proposals for access and scale of development and constraints of listed buildings.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

14

**Potential New Site:**

**FORMER MACKNADE GARDEN CENTRE,  
SELLING ROAD, FAVERSHAM**

**Reference**

**F3.12**

**Area (ha)**

**0.3**



Criteria	Comment	Score (out of 5)
Current Use	Former garden centre with vacant buildings, used for car wash (not authorised)	
Strategic Access	On A2 within 2 km of M2 at junction 6 or 7.	3
Local Road Access	Close to A2, but via Selling Road, with busy junction at A2.	3
Proximity to urban areas and access to labour and services	On southern edge of Faversham, although across busy A2; within 1.5 km of town centre and rail station and close to residential areas. No facilities in immediate facilities and infrequent public transport.	3
Proximity to incompatible uses	Adjoins A2 to north, Selling Road to west with farm buildings to the south. Listed building.	3
Site characteristics and development constraints	Small site but adjoins other land; reasonably level and regular in shape; no obvious constraints.	3
Market attractiveness	Close to A2 with potential to form prominent site, particularly if packaged with adjacent locations, but not near proven employment locations.	3
Planning/Sustainability Factors	Site lies south of A2, although close to Faversham, well contained. Best packaged with adjacent locations.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**18**



**Potential New Site:**

**LAND WEST OF WHITEWAY ROAD,  
QUEENBOROUGH**

**Reference**

**SH3.1**

**Area (ha)**

**12.5**



Criteria	Comment	Score (out of 5)
Current Use	Northern section of site comprises area of hardstanding for storage of vehicles; area south of Whiteway Road is vacant greenfield site	
Strategic Access	Over 15 km to M2 Junction 5; direct access to A249 trunk road via Sheppey Crossing	2
Local Road Access	Adjoins Whiteway roundabout for access to A249. Northern area has existing track access onto Whiteway Road (B2040); southern part of site has no existing road access.	5
Proximity to urban areas, and access to labour & services	On northern edge of Queenborough, close to Aesica plant; within walking distance of residential areas and some limited local services.	4
Proximity to incompatible uses	Self-contained site, bounded by A249, Whiteway Road and railway line to south. Adjoins other employment uses and open land; allocated employment site immediately to south.	5
Site characteristics and development constraints	Large site but irregular in shape; traversed by drainage canal, within area of identified flood risk and nature conservation value requires investigation	2
Market attractiveness	Prominent site adjoining A249 on approach to Sheerness; close to existing employment areas	4
Planning / Sustainability Factors	Not identified in the Local Plan, and not currently being promoted for development. Southern area outside of settlement boundary and within nature conservation and high landscape value area. Northern part of site previously considered as alternative access route to Port.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**22**

**Potential New Site:**

**LAND AT COWSTEAD CORNER,  
Nr QUEENBOROUGH**

**Reference**

**SH3.2**

**Area (ha)**

150



Criteria	Comment	Score (out of 5)
Current Use	Greenfield site previously in agricultural use	
Strategic Access	Over 15 km to M2 Junction 5; access to A249 via Cowstead Roundabout.	2
Local Road Access	No current road access to site, but potential to provide new road access from B2231 subject to junction / layout improvements	3
Proximity to urban areas, and access to labour & services	On edge of Halfway Houses, and close to Neats Court / Queenborough regeneration area, but no existing local services in close proximity to site.	3
Proximity to incompatible uses	Surrounded by open countryside, bounded by B2231 to south and residential areas of Halfway Houses along northern edge.	3
Site characteristics and development constraints	Undulating site, partly higher ground with potential for adverse visual impact; no obvious development constraints	3
Market attractiveness	Situated close to Neats Court employment allocation; potential to provide reasonably prominent site close to A249/Sheppey Crossing, but not a proven employment location.	3
Planning / Sustainability Factors	Not identified in Local Plan. Outside of settlement boundaries and lies within designated local countryside gap. Large site area suggests that mixed-use development most likely option if development considered.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

17

**Potential New Site:**

**LAND EAST OF SCOCLES ROAD,  
Nr MINSTER**

**Reference**

**SH3.3**

**Area (ha)**

74



Criteria	Comment	Score (out of 5)
Current Use	Greenfield site in agricultural use	
Strategic Access	Over 15km to M2 Junction 5; about 2 km from A249 via B2231	2
Local Road Access	No existing road access to site, but close to busy junction of B2231 and Scocles Road. Potential new road access from Scocles Road subject to junction improvements	3
Proximity to urban areas, and access to labour & services	On edge of Minster, close to new residential areas but no services or facilities in immediate vicinity	2
Proximity to incompatible uses	Large area of open countryside; bounded by B2231 to south and Scocles Road to west; close to existing residential areas of Minster along northern edge	5
Site characteristics and development constraints	Large site, undulating topography; no obvious constraints	3
Market attractiveness	Prominent site on the edge of Minster, adjoining new residential areas, but not a proven employment location.	3
Planning / Sustainability Factors	Not identified in Local Plan; lies outside of Minster settlement boundary. Scale of site suggests mixed-use development is most likely option for development. Could contribute to meeting local employment needs, but not a proven location.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

18



**Potential New Site:**

**LAND WEST OF VANITY FARM HOLIDAY  
CAMP, LEYSDOWN-ON-SEA**

**Reference**

**SH3.4**

**Area (ha)**

5.6



Criteria	Comment	Score (out of 5)
Current Use	Greenfield site in agricultural use	
Strategic Access	Over 20 km to M2 Junction 5 via Sheppey Crossing; about 10 km from A249 trunk road via B2231	1
Local Road Access	Potential to provide new road access onto B2231 (Leysdown Road), although on bend in road and outside of 30 mph zone	3
Proximity to urban areas, and access to labour & services	On edge of Leysdown, close to residential areas and some limited local services; infrequent bus routes pass site.	3
Proximity to incompatible uses	Bounded by B2231 to north, adjoined by open countryside to south and west, and existing holiday camp and care home to east	4
Site characteristics and development constraints	Large site, level and regular in shape; no obvious constraints	3
Market attractiveness	Prominent location at gateway to small town but not attractive location for employment uses generally	2
Planning Factors	Outside of defined settlement boundary. Site previously rejected by Local Plan Inspector for housing due to visual impact on open countryside. Provides some scope to meet local employment needs, but scale too large to meet Leysdown's needs.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

16

**Potential New Site:**

**SHEERNESS HOLIDAY PARK,  
MINSTER**

**Reference**

**SH3.5**

**Area (ha)**

**12.4**



Criteria	Comment	Score (out of 5)
Current Use	Holiday park	
Strategic Access	Over 15 km to M2 Junction 5; about 3 km to A249 trunk road via Halfway Houses	2
Local Road Access	Existing access onto A250; reasonably wide road and good visibility. Alternative access would be required if holiday park to be retained	4
Proximity to urban areas, and access to labour & services	On edge of Sheerness; close to residential areas but no facilities in immediate vicinity.	2
Proximity to incompatible uses	Adjoined by open land; bounded by drainage canal and small breakers yard to north along northern edge.	4
Site characteristics and development constraints	Level and regular in shape; lies within area of identified flood risk; no other obvious constraints	3
Market attractiveness	Potentially prominent location but not near established employment areas and area of generally demand	2
Planning / Sustainability Factors	Currently being promoted for commercial / retail uses. Designated as holiday park, but lies outside any settlement boundaries; surrounded by area of nature conservation value.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**17**

**Potential New Site:**

**LAND AT NEATS COURT / COWSTEAD  
CORNER, QUEENBOROUGH**

**Reference**

**SH3.6**

**Area (ha)**

**2.9**



Criteria	Comment	Score (out of 5)
Current Use	Greenfield site previously in agricultural use	
Strategic Access	Over 15 km to M2 Junction 5; direct access to A249 trunk route via Sheppey Crossing	2
Local Road Access	No current road access to site, although potential for access to be derived from adjacent Neats Court development site. currently has no local road access, Planning permission recently refused for new agricultural access point onto the A249 on highway grounds	3
Proximity to urban areas, and access to labour & services	Fairly remote site, with no residential areas or facilities available in immediate proximity; future development at Neats Court will increase range of local facilities	2
Proximity to incompatible uses	Adjoined by open land bounded by A249 to east; adjoins Neats Court allocated employment site currently being developed	5
Site characteristics and development constraints	Medium sized site, level and regular in shape; no obvious constraints	3
Market attractiveness	Potentially a high profile 'gateway' site at entrance to Sheppey	5
Planning / Sustainability Factors	Promoted by landowner for 13,000 sq.m B2 / B8 uses; planning application for new agricultural access onto A249 refused (SW/08/0248). Reasonably sustainable location close to future Neats Court development.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:**

**20**



**Potential New Site:**  
**HARTS PARK CAMP,**  
**LEYSDOWN**

**Reference**  
**SH3.7**

**Area (ha)**  
**13.0**



Criteria	Comment	Score (out of 5)
Current Use	Holiday chalet Park with mix of chalet types on edge of settlement; contains some well tended areas, other parts in poor quality	
Strategic Access	Secondary road cul-de-sac some 10 km from the A249 and 20 km from M2 at junction 5.	1
Local Road Access	Direct access to secondary road.	4
Proximity to urban areas and access to labour and services	Distant from main population centres, but with potential localised labour market. Only village services available. Poor public transport service.	1
Proximity to incompatible uses	Adjoins residential and other holiday uses.	2
Site characteristics and development constraints	Reasonably level and regular in shape; no obvious development constraints.	3
Market attractiveness	Road access and general remote location unlikely to present attractive opportunity. Notwithstanding this, a public sector or development subsidised scheme could serve localised needs.	2
Planning/Sustainability Factors	Leysdown displays poor sustainability characteristics, but properly supported employment scheme could assist regeneration objectives and help address social and economic disparities.	

[Scoring: 5 = best, 1 = worst]

**TOTAL SCORE:** 13