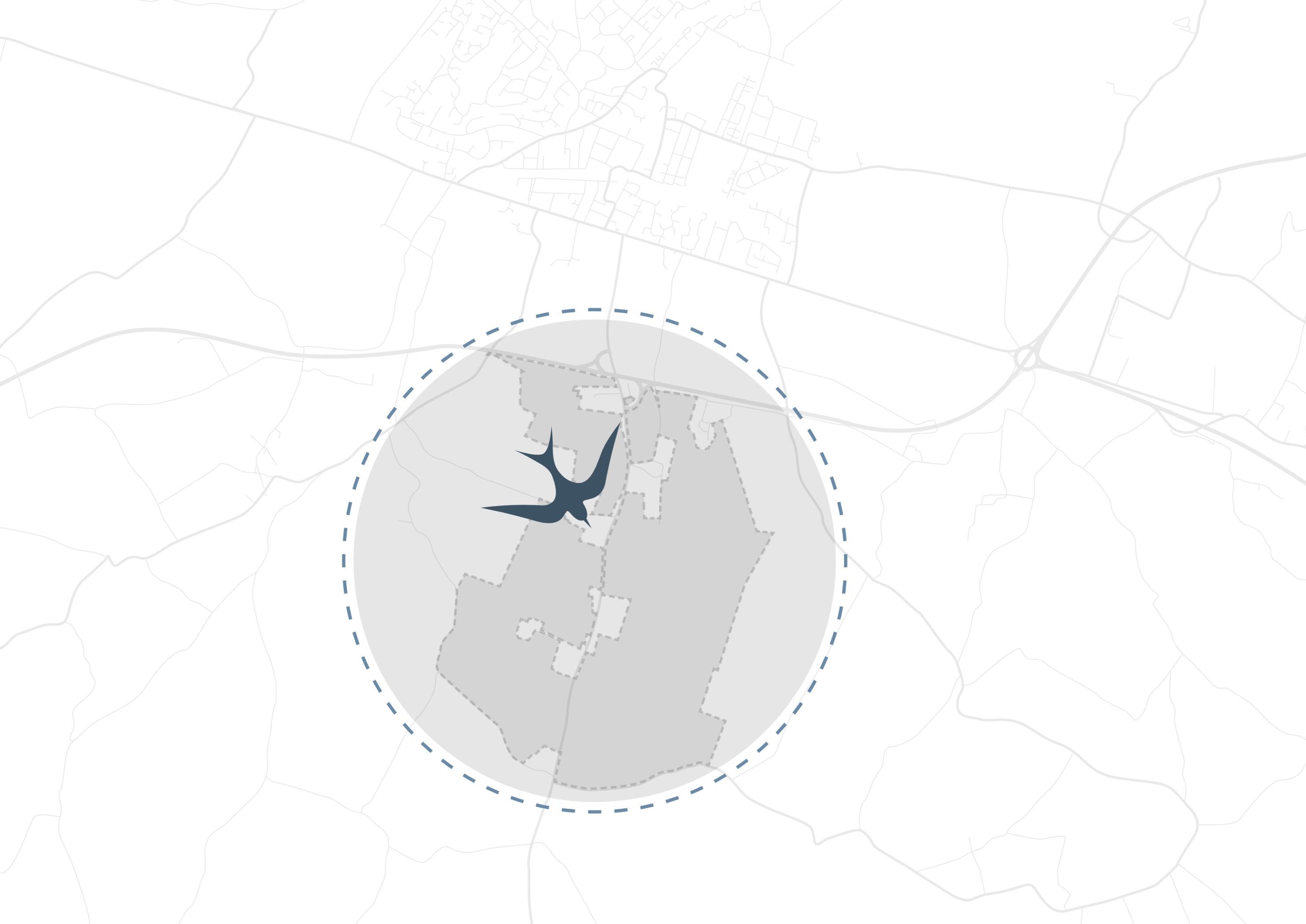




**A GARDEN VILLAGE
FOR SWALE**



LORD MATTHEW TAYLOR (HON MRTPI)

Visiting Professor of Planning, Plymouth University



Lord Taylor of Goss Moor has advised successive governments on planning policy, conducting the 2008 'Living Working Countryside' planning review and the 2011 creation of the Government's national Planning Practice Guidance suite. He authored the Policy Exchange report proposing the Garden Village programme. Gladman have engaged Lord Taylor on this Garden Village project in an independent advisory capacity to help us and the Council ensure our proposals are of the highest possible quality.



When I proposed the Garden Village programme to Government, the number one objective was to give councils the opportunity to deliver the homes people need in well planned, attractive new garden communities of the highest quality, instead of endless bland housing estates ruining the edge of historic towns. That means delivering great places to live and work, with all the facilities people need from parks and gardens to shops, cafes, schools and employment. In short, creating new 21st century communities with all the best qualities of traditional English market towns and villages.

I have been commissioned to help ensure that the proposals for a Garden Community south of Faversham achieve all these aims and more. By working with the Council, the intention is to create a long term partnership to design and deliver the best possible community, of the highest quality. The commitment is to meet all the objectives of the Government's Garden Village and Towns programme, and more importantly meet the needs of the people living and working in Swale, especially the next generation currently priced out of homes. This prospectus outlines the proposed approach and the opportunity presented by the well-connected site, but is the start of a process that is all about working with the community and the council to meet these local needs.

I am excited by the opportunity, and look forward to helping the council and the promoters of this scheme to achieve the best possible outcome – a truly sustainable, 21st century garden community people will be proud and delighted to live in.

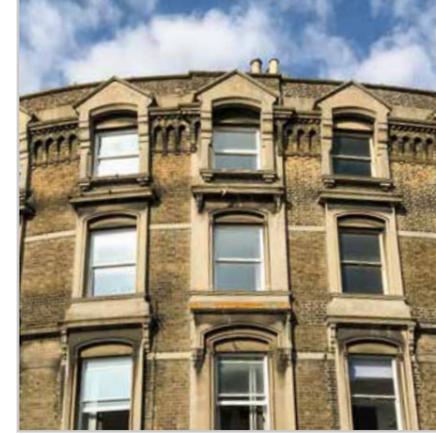


A handwritten signature in blue ink, appearing to read 'M. Taylor', on a light yellow background.

Faversham New Town

As you face a range of fine buildings, most of them 'listed' and at least 300 years old, it may come as a surprise that you are in a 'New Town'. But so you are. Court Street and its continuation northwards, Abbey Street (right) were laid out 700 years ago as a speculative development and 'new town' to provide a means of expansion for the 'old town' of Faversham, along the East Street/West Street axis.

The developers were the monks of Faversham Abbey, at the far end of Abbey Street. Devout they were, but also businesslike! The 'new town' also formed a grand new approach to the huge Abbey Church, and widened where you stand to provide plenty of space for the thrice-weekly market which also yielded them useful income.



INTRODUCTION; A GARDEN VILLAGE FOR SWALE

Gladman Developments are promoting land to the south of Faversham for a new Garden Village. Faversham itself is England's oldest 'New Town' planned and created by Monks in the 13th Century.

The site is controlled by four principal landowners who have agreed to work in partnership to plan and deliver a high quality new garden village.

The site presents an excellent opportunity to work in partnership with the Council, County Council, local community and stakeholders to create a self contained, sustainable, distinctive and attractive new settlement which will help to meet the housing needs of Swale Borough and the wider area.

This new Garden Village for Swale has the potential to deliver in the region of 5,000 new homes, a combination of high quality market, affordable and specialised housing, business / employment land, community uses and extensive greenspace in a strategically important and sustainable location to the south of the M2. The new Garden Village will include a combination of uses and facilities set out in further detail within this document.

There are further technical and environmental evaluations required however the evidence to date confirms that the land is relatively unconstrained and is entirely suitable for the scale and form of development being proposed.

The site's delivery is secured as the land is owned by a small group of landowners who are committed to working together with an experienced land promoter supported by a full team of professional consultants.

A NEW GARDEN VILLAGE FOR SWALE

THE NEW GARDEN VILLAGE

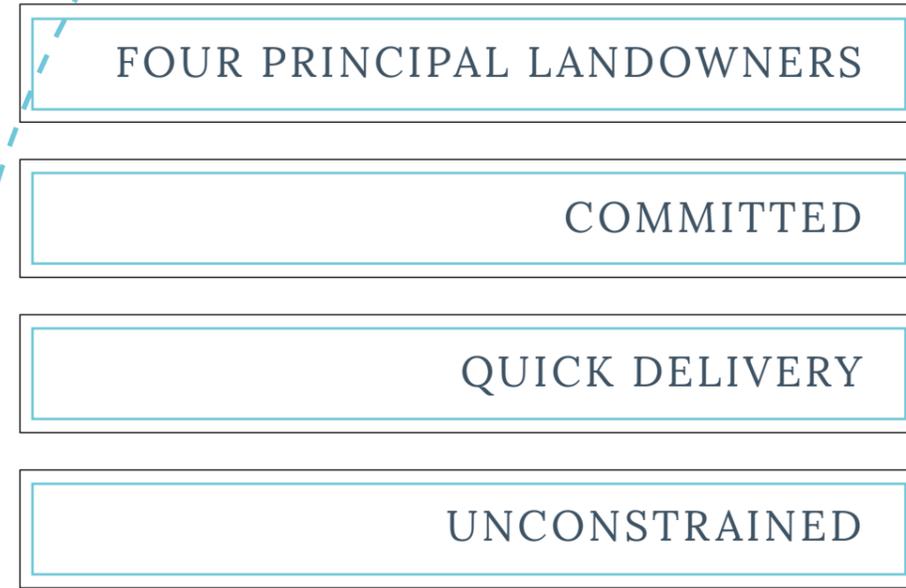
The land under control extends to approximately 317 hectares and lies in a sustainable location; adjacent to the southern side of junction 6 of the M2, and approximately 3km from Faversham (which runs along the northern side of the M2).

The site's close location to Faversham provides the opportunity for a self-sustaining new settlement with access to and the ability to enhance the existing sustainable transport connections within the wider catchment areas of Canterbury, Sittingbourne, Ashford, London, Medway Towns and Maidstone.

Survey work of the site is ongoing but to date there are no major constraints identified that would be a barrier to development of a garden village.

The site is under the control of four principal landowners and is being promoted by an experienced land promoter. This presents an ideal opportunity to work in partnership with the Council and local stakeholders to create a sustainable, distinctive and attractive residential led mixed use new settlement which will help to meet the needs of the Borough and wider area.

The benefits of focussed funding in a new garden village also benefits other stakeholder services such as education, health and waste collection.



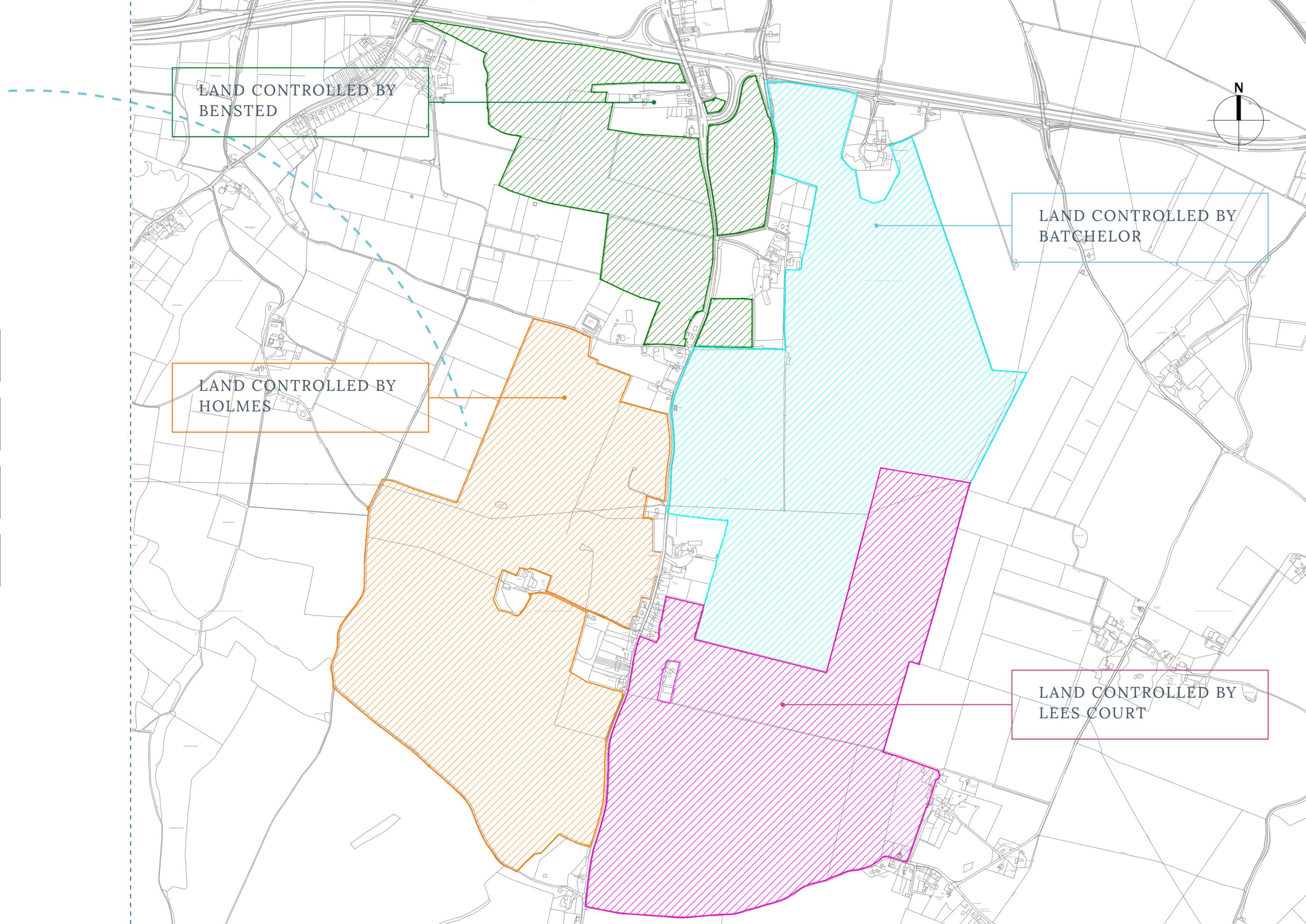
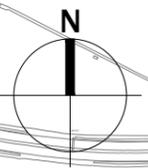
- LAND CONTROLLED BY HOLMES
- LAND CONTROLLED BY BENSTED
- LAND CONTROLLED BY BATCHELOR
- LAND CONTROLLED BY LEES COURT

LAND CONTROLLED BY
BENSTED

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BACHELOR

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HOLMES

LAND CONTROLLED BY
LEES COURT



CREATING A NEW GARDEN VILLAGE

GREAT PLACES FOR GREAT COMMUNITIES

The Government has identified that large new settlements have a key role to play, not only in meeting this country's housing needs in the short-term, but also in providing a stable pipeline of housing well into the future.

By delivering new standalone communities, urban extensions can be avoided, the character of existing settlements can be maintained and pressure on existing infrastructure, such as schools and doctors, can also be minimised.

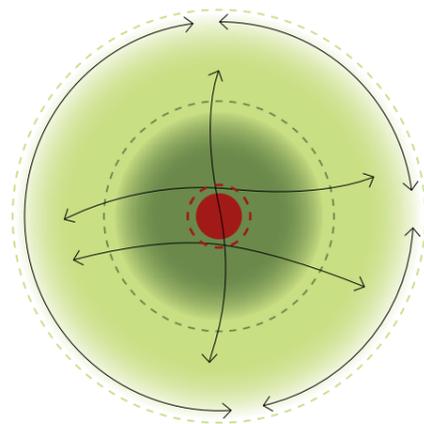
The concept is not new, it has previously been part of Britain's development history, however, there has been renewed interest in the idea of the "Garden City", and how the principles that underpin that idea can contribute to the supply of new homes.

Garden villages are an effective way to build upon the Garden City concept to deliver housing within an appropriate time frame and with a critical mass that will facilitate the delivery of infrastructure such as schools, health centres and transport improvements to the benefit of both new and existing communities.

GARDEN VILLAGE PRINCIPLES

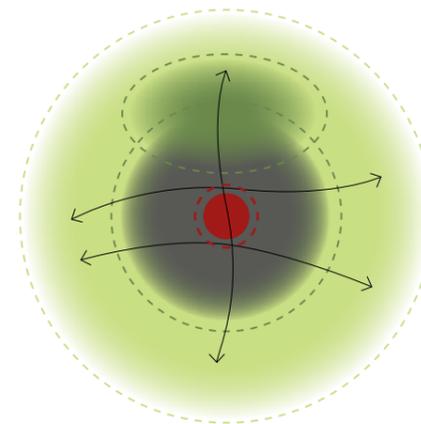
GARDEN CITY

- An autonomous, self-contained settlement surrounded by countryside.
- Independent from the neighbouring city
- Residential, industrial, commercial and agricultural uses
- Satellite to the neighbouring town



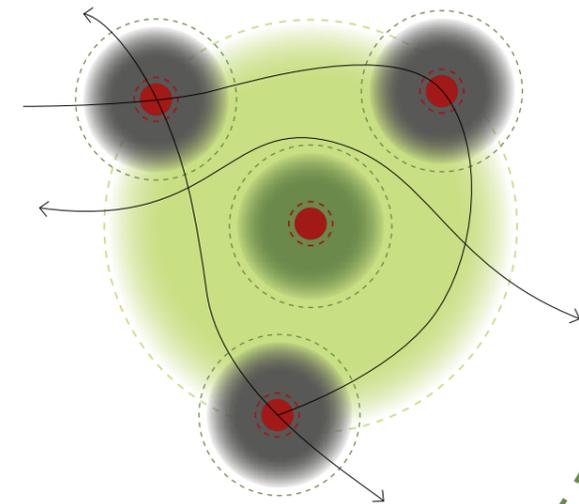
GARDEN SUBURB

- Acts as an expansion of the city or town
- Provides additional accommodation to an existing settlement
- Extends into the countryside
- Provides modest facilities while depending on the industrial and commercial activity of the city



GARDEN VILLAGE

- Is a distinct community but linked with the neighbouring towns and villages and responds to its landscape setting
- Provides a local centre with some commercial uses and good facilities
- Contributes to the overall sustainability of the sub-region



SWALE BOROUGH COUNCIL HAVE A NEW OPPORTUNITY
FOR GROWTH AND A STEP CHANGE IN QUALITY,
THROUGH CREATING SUPERB NEW PLACES.

Each project and location has its own specific context which means the Garden City principles are not a blueprint for designing new garden villages, but there are key characteristics that make garden villages successful.

The Government published their paper “Locally-Led Garden Villages, Towns and Cities” in March 2016, setting out the criteria to be considered for government support as follows:

Size:

between 1,500 and 10,000 dwellings;

Free Standing Settlement:

discrete settlement, and not an extension of any existing town or village;

Local Authority Led:

should support wider housing and growth ambitions;

Local leadership and community support:

strong local commitment to delivery, engage local communities from an early stage to ensure local support;

Quality and design:

use good design to create sustainable places where people want to live and be a part of the community;

Public sector and brownfield land:

effective use of previously developed and/or public-sector land;

Local demand:

to be built as a response to meeting housing needs locally;

Viability and deliverability:

demonstrate how new infrastructure will be delivered, demonstrating a credible route to delivering quality places without additional public subsidy;

Additional or accelerated delivery:

strong prospect of quantified early and accelerated delivery of housing for a genuine addition to housing supply;

Starter Homes:

high quality starter homes to be offered at least a 20% discount for first time buyers to have a place within well-designed new communities;

Support for small and medium enterprise house builders:

opportunities to promote a range of house builders;

Innovation:

incorporating innovating forms of delivery such as off-site construction, self-build, customer build and commissioning approach; and

Infrastructure:

clearly assessed infrastructure needs.

CREATING A THRIVING COMMUNITY

THIS GARDEN VILLAGE OFFERS AN EXCITING OPPORTUNITY FOR SWALE BOROUGH COUNCIL TO PLAN, AND IMPORTANTLY DELIVER, A NEW AMBITIOUS DEVELOPMENT OF THE HIGHEST STANDARDS.

To demonstrate how this will be achieved, key principles, aligned with those advocated by the Town and Country Planning Association, will be applied to the Garden Village which focus upon:

- Urban Design -**
- Sustainability -**
- A Thriving Community -**
- Healthy and Active Living -**

DESIGN PRINCIPLES

HIGH QUALITY HOMES

The development will cater for a diverse mix of house types, sizes and tenures, with a strong emphasis on affordable housing including starter homes and key worker homes, as well as opportunities for individual and community self-builds. The proposal provides a variety of housing options for older people. The development offers opportunities to promote a range of house builders to support both local and wider housing needs in Swale, in an area where there is identified market enthusiasm.



SUPPORTING INFRASTRUCTURE/USES

The Garden Village will be a self-sufficient, discrete settlement supported by clearly assessed infrastructure needs.

New facilities including a neighbourhood centre, three primary schools, a secondary school and playing fields will be available within vibrant, sociable neighbourhoods.

A variety of local jobs in the Garden Village will be available within easy walking and cycling distance of homes. It is estimated that the combination of all new sources of employment, would mean that the Garden Village can aspire to support a large proportion of the residents.

WELL CONNECTED TO NATURE

The existing character and features of the site will be integrated into the greenspace network which will provide an attractive setting to development while also maximising recreational and amenity opportunities.

An extensive new country park is proposed to the south of the Garden Village linking to the existing recreational routes connected to the Kent Downs AONB. This new open space will manage the transition into the countryside, providing a new area for people to relax, exercise, walk the dog, or simply enjoy peaceful country walks through the woodlands and open grasslands.



GREEN INFRASTRUCTURE

Green Infrastructure will be secured, delivering functional well designed green spaces that enhance biodiversity and local landscape character, providing play and recreational benefits. Allotments, community orchards and private gardens provide spaces and opportunities for residents and school children to grow local produce.

A THRIVING COMMUNITY



LEGACY

There is a strong leadership from Gladman and commitment to the Garden Village vision. The aim is to achieve support from partners and communities, with a commitment to continuous engagement with the community throughout the life of the project. There are opportunities to deliver the scheme through a partnership approach managed through a long-term community controlled stewardship structure providing a self-sustaining lasting legacy.



SPORT AND EXERCISE

The development will provide a comprehensive network of linked green spaces with footpaths, cycleways and play spaces. Sports pitches of various sizes and functions will allow people of all ages to participate in outdoor activity, resulting in healthy bodies and minds.



HEALTHY & ACTIVE LIVING

URBAN DESIGN



LOCALLY DISTINCTIVE

The new Garden Village will have a strong coherent architectural theme, which positively reflects and enhances the local context and character. It will be derived from the local traditional building styles and estate character to create a sustainable place where people want to live and be a part of the community. Streets will be generous with wide grassed verges on main roads, with large trees planted from the outset.



EXEMPLARY DESIGN

All homes will be expected to achieve the highest benchmark standard of sustainable design and construction with the development acting as an exemplar for other large scale housing schemes in Swale and further afield. The emphasis will be on more spacious and efficient layouts, embracing technological solutions.

We propose to work with stakeholders to develop the masterplan for the site to ensure a perfect outcome is achieved.

THE VISION



ACCESSIBLE AND SUSTAINABLE TRAVEL

The proposals will secure a sustainable, integrated and robust transport network, including a well-connected and accessible network of footpaths and cycle routes linking across the site and to the surrounding area. This network will be designed to be the most attractive form of local transport.

TECHNOLOGY

Technology and practical energy innovations are advancing at pace, with new opportunities constantly coming forward. The proposals will be flexible to achieve the optimum sustainability credentials.

This could include using zero-carbon and energy positive technology to ensure climate resilience.



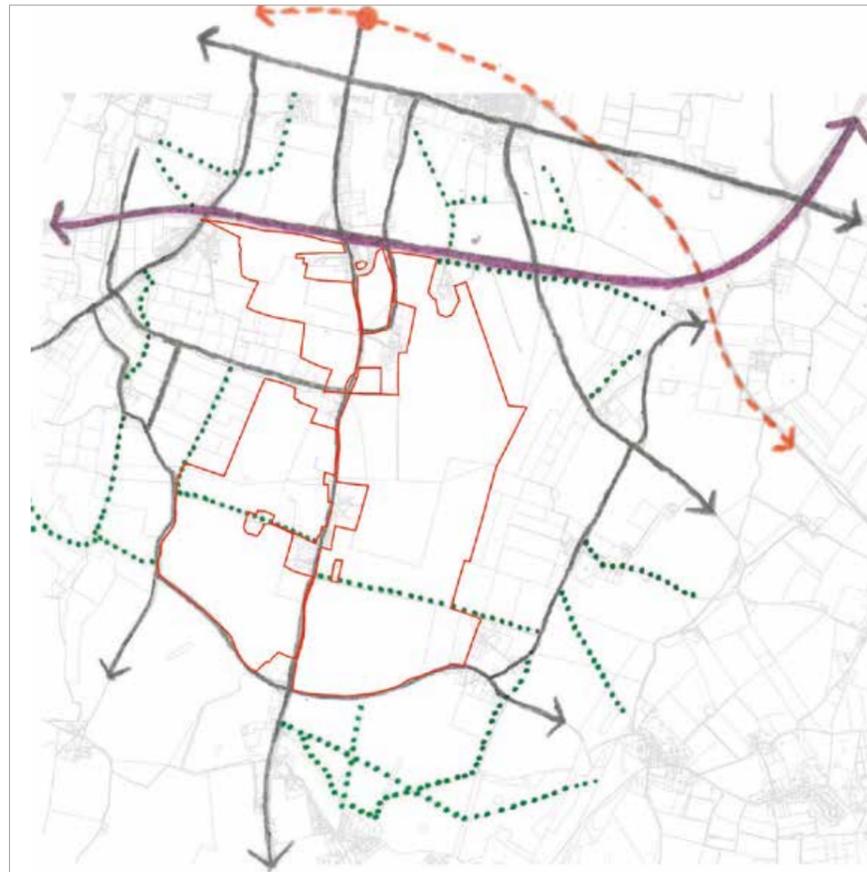
SUSTAINABILITY



ECOLOGY & DIVERSITY

The development will enhance the natural environment, delivering long-term ecological benefits by not only retaining existing features, but enhancing them and providing entirely new areas that will encourage the increase and range of the biodiversity in the area.

OPPORTUNITIES & CONSTRAINTS



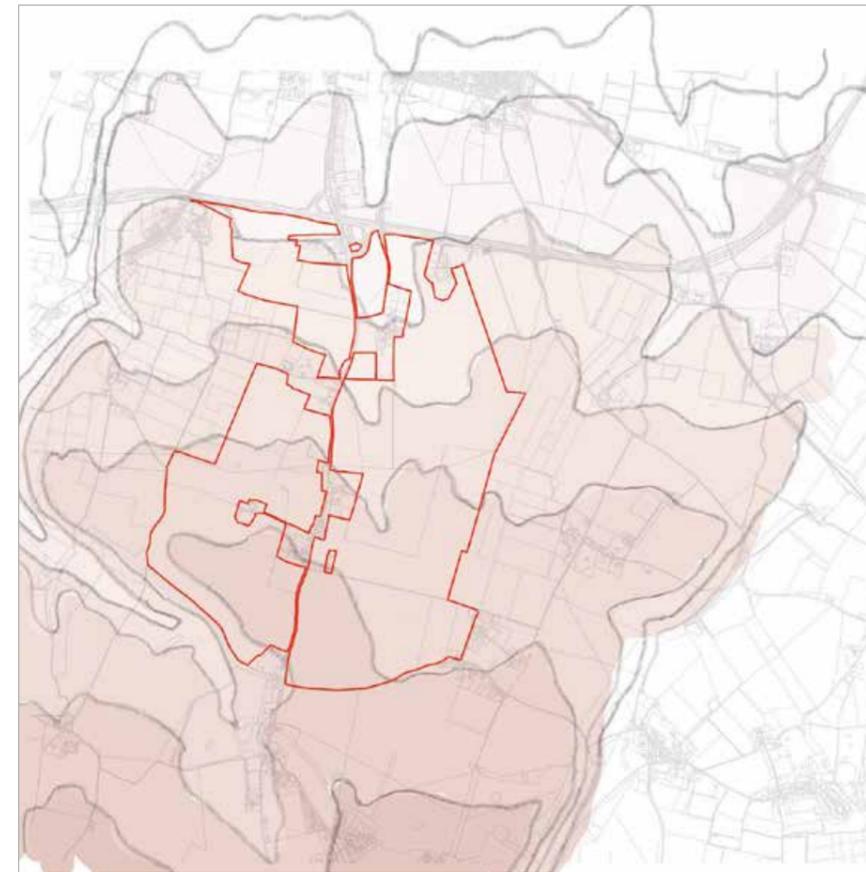
MOVEMENT

The site is adjacent to junction 6 of the M2 providing excellent transport connectivity to the wider motorway network

The A251 runs north/south through the site providing excellent connectivity to Faversham to the north and the Kent Downs AONB to the south

Faversham railway station is a 6 minute bus/car journey from the site providing sustainable links to the Canterbury, Sittingbourne, Medway, London and beyond

There are a number of PROW connecting to the edges of the site with an east/west route through the centre of the site. The PROW network provides excellent connectivity to surrounding areas including Faversham to the north and the countryside of the AONB to the south



TOPOGRAPHY

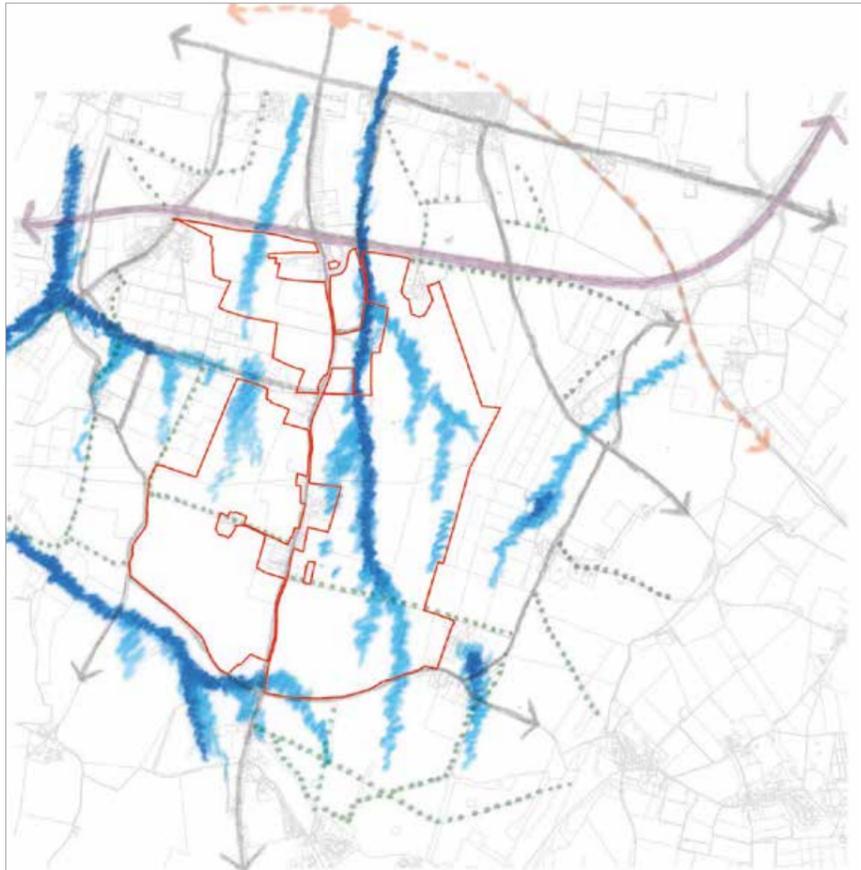
The site is gently undulating with a general fall to the north

The relatively flat topography poses no landform problems for construction

The natural fall to the north means that drainage is straightforward

Land to the north, west and east is generally flat

The topography to the south is more varied and raises gently.



HYDROLOGY

The majority of the site drains to the north with a small area along the southern edge draining south west.

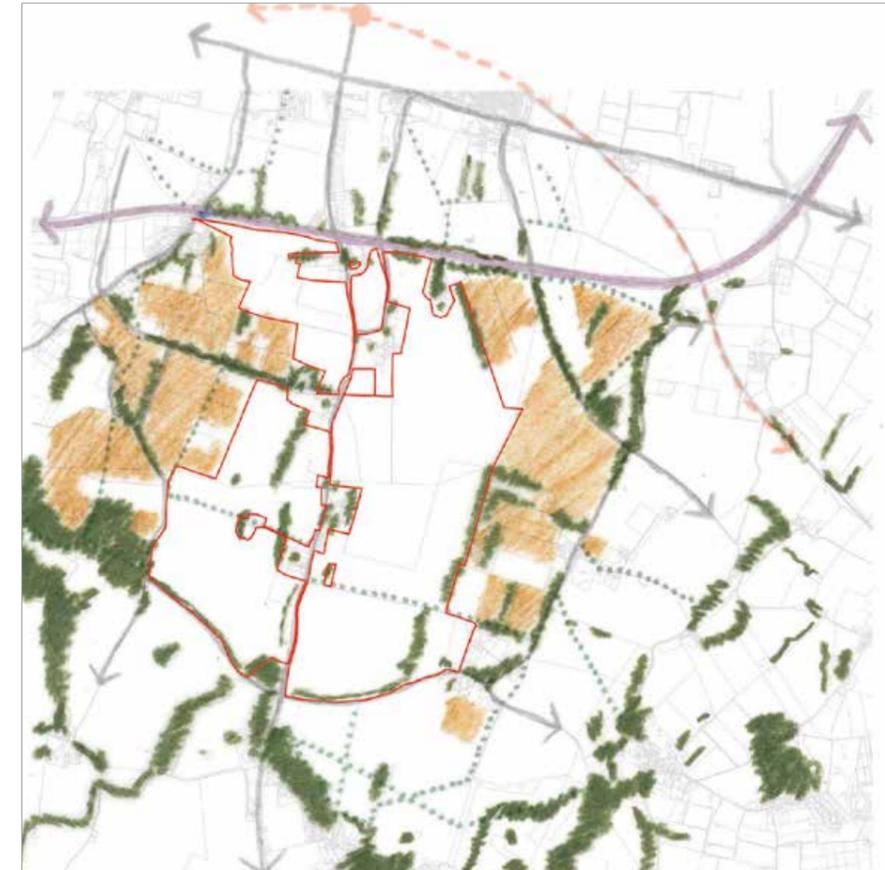
There are no major water courses, ponds or lakes within the site

No area of the site is affected by flood risk from nearby rivers or is part of a flood zone

There are a number of minor channels running in a generally northerly direction through the site taking surface water. Some of this surface water is from off site to the south.

Opportunity to refine the off-site and on-site surface water flow pathways within a defined SuD's corridor

Provide shallow based infiltration SuD's for the western extent which lies within a Source Protection Zone



VEGETATION & ECOLOGY

The majority of the site is large agricultural fields with few mature trees or hedgerows

The A251 running north/south through the site has mature hedgerows and trees along much of its boundary

Individual properties and farms within the site have mature hedgerows and trees along their boundaries and within gardens

Commercial orchards with well managed tall hedges and shelterbelts frame the west and east of the site

There is a compressive network of mature woodlands to the south of the site

The M2 motorway has mature embankment planting along the north of the site

Opportunity to provide a mitigation package for the Swale RAMSAR SPA, Wye and Crundale SAC, and Blean Complex SAC

OPPORTUNITIES & CONSTRAINTS



VIEWS

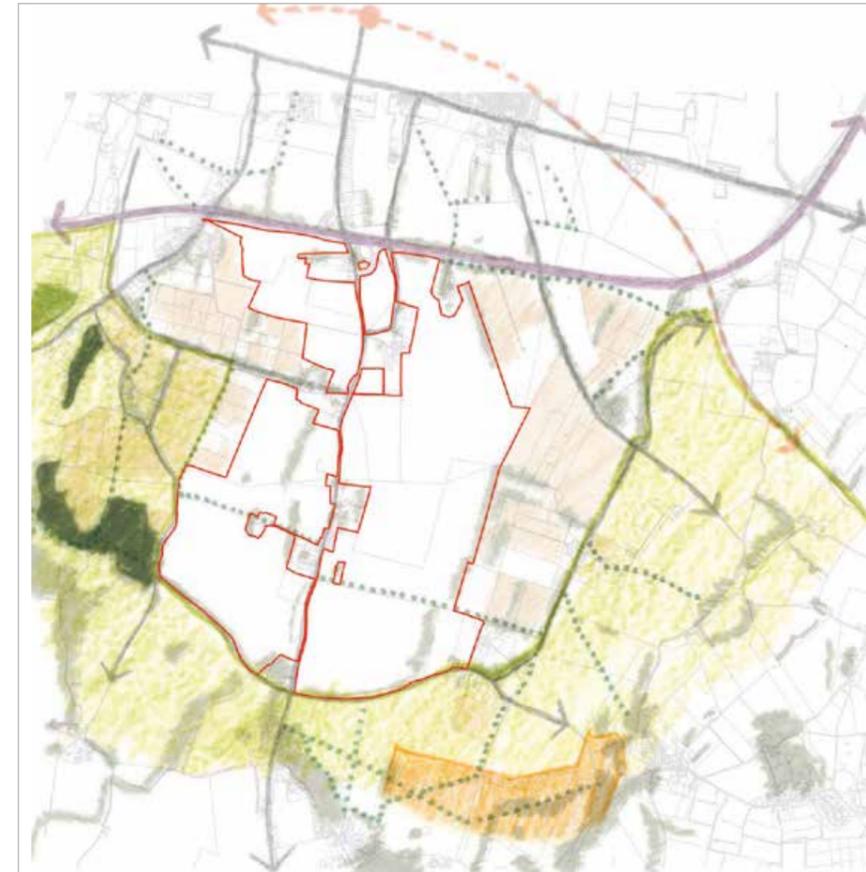
The combination of motorway embankments to the north; orchards, hedges and shelterbelts to the west and east and woodlands and topography to the south, limit views into the site making it visually very well contained

There are views into the site from some roads and PROWS to the south and along the south western boundary of the site

Excluding the A251 that runs through the site, the site can be seen from less than 13% of all roads within 1.5km of the site

Excluding the PROWS that are within the site, the site can be seen by less than 12% of all PROWS within 1.5km of the site

There are no significant views of the site from any roads or PROW more than 1.5km away



DESIGNATIONS

The site does not contain any areas of National designations

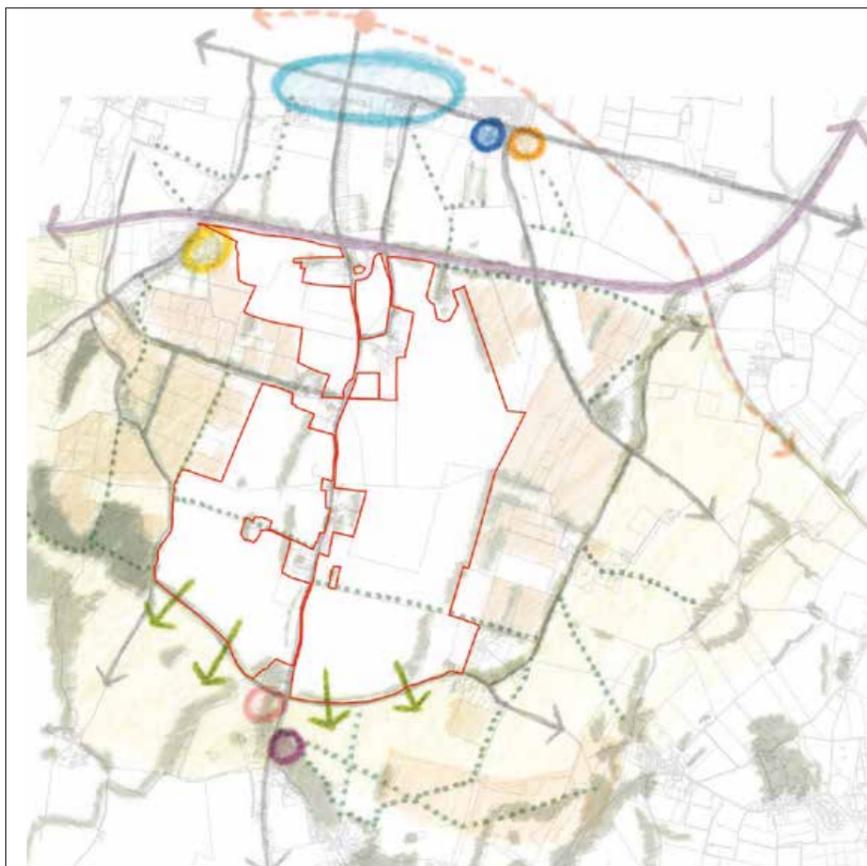
The site is within an 'Area of High Landscape Value'

The Kent Downs AONB abuts the south of the site

There is a Conservation Area immediately to the south of the site

Plumford Road Roadside Nature Reserve runs along the western half of the southern boundary

Badgin Wood is an ancient woodland adjacent to the south west corner of the site



LEISURE & COMMUNITY

The site benefits from its accessibility to Faversham and the range of community and leisure facilities that are there

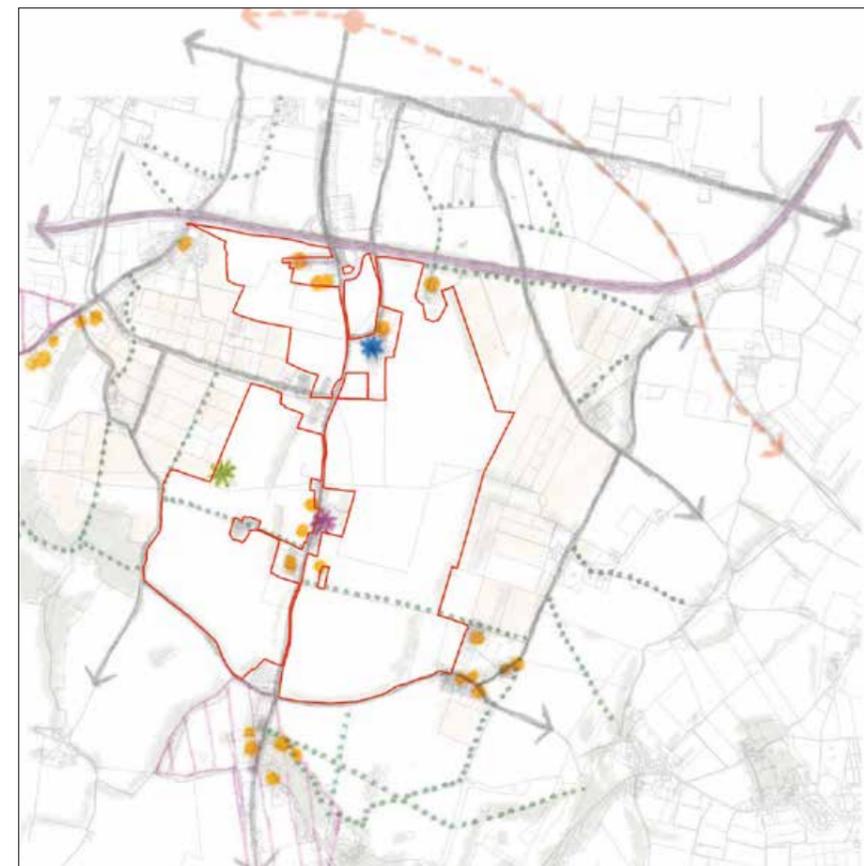
The site has excellent accessibility to the Kent Downs AONB

Brogdale Farm holds the National Fruit Collection and is a charity venture with a number of community facilities, less than 400m from north west of the site

There is a primary school at Sheldwich less than 800m from the south of the site

There is a church at Sheldwich, less than 250m from the south of the site.

There is a scout facility and scout playing field immediately adjacent to the A251 on the southern boundary of the site.



BUILDINGS & HISTORY

There are a number of existing properties along North Street within the centre of the site

There are a number of existing properties and buildings that add distinctiveness and could create landmarks to aid navigation and enhance the sense of place within the site.

There are a number of listed buildings within the curtilage of the site that require sensitive treatment of their setting and that add distinctiveness to the place

There is the potential for a Romano British villa along the western edge of the site

OPPORTUNITIES & CONSTRAINTS

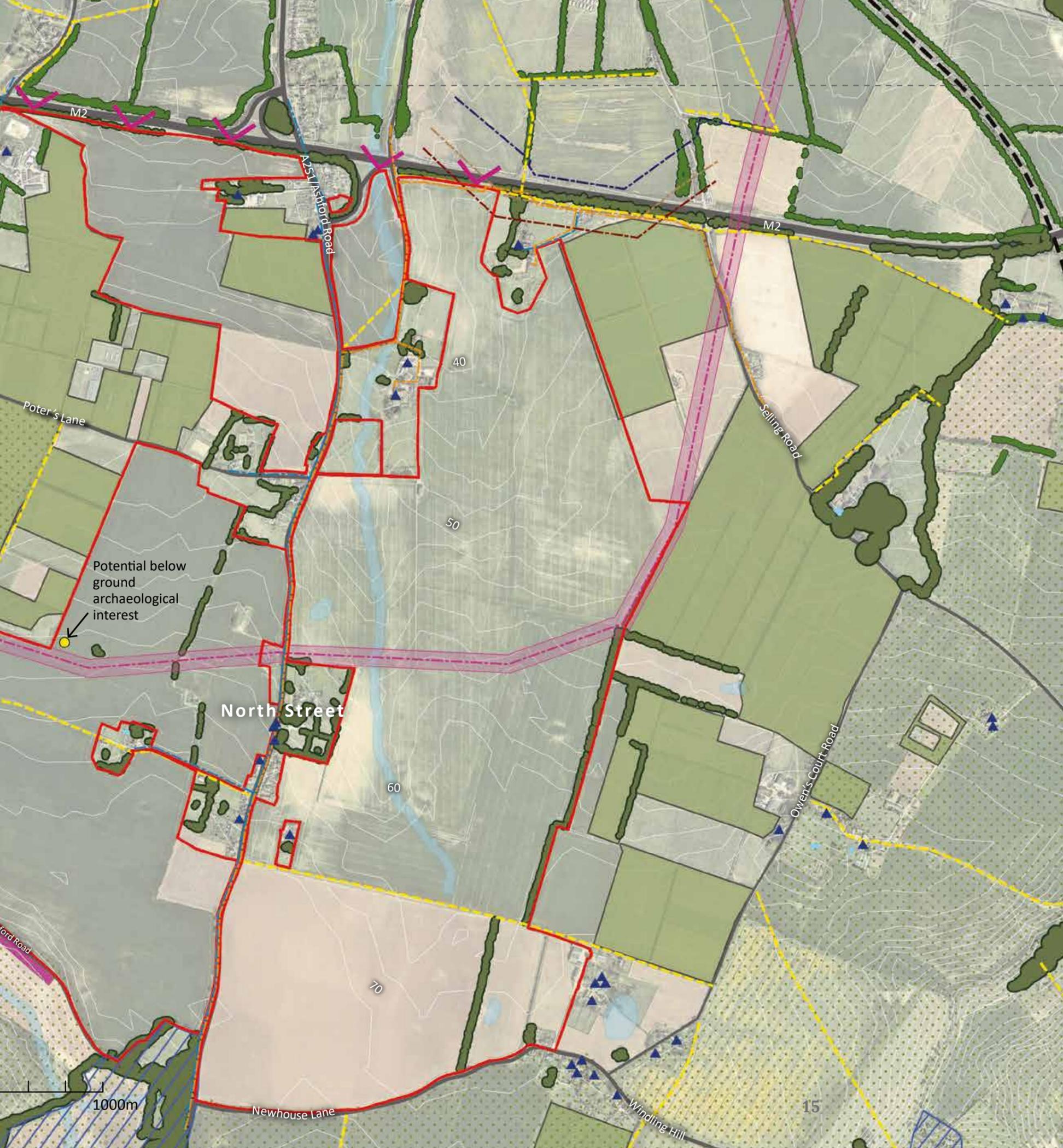
KEY:

- | | | | |
|---|----------------------------------|---|---|
|  | Site boundary |  | Areas of Outstanding Natural Beauty (AONB) |
|  | 2m contours |  | Local Wildlife Site |
|  | Public Rights of Way (PRoW) |  | Electric Transmission Lines and 25m offsite |
|  | Bridleway |  | LP gas lines |
|  | Roads |  | MP gas lines |
|  | Railway line |  | LHP gas main |
|  | Listed buildings |  | Approximate HSE middle zone |
|  | Existing vegetation |  | Approximate HSE outer zone |
|  | Existing orchard/food production |  | Noise source |
|  | Flood zone | | |



Scale 1:12500





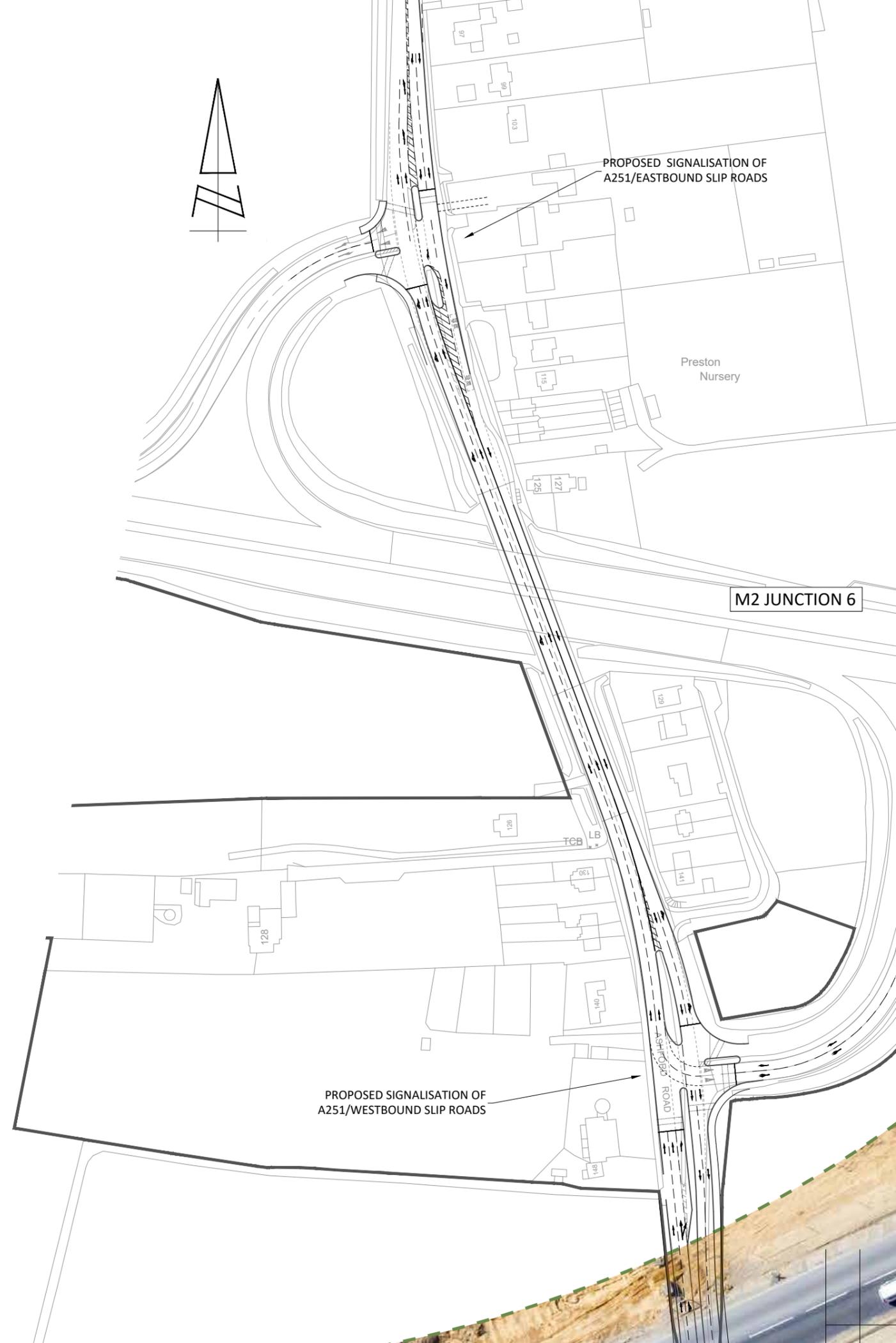
ADDRESSING THE CONSTRAINTS

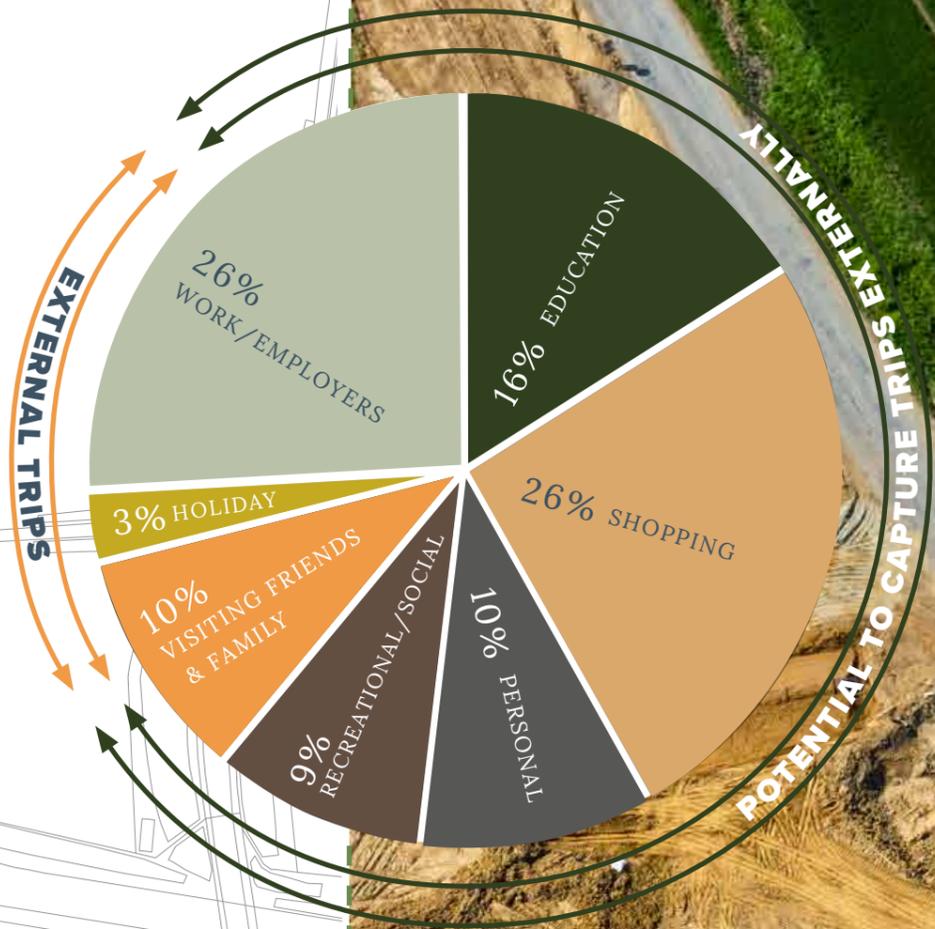
JUNCTION ENHANCEMENT

We acknowledge Swale Borough Council's concerns in relation to the Junction 6 of the M2 motorway and specifically the potential for major junction improvements in relation to the delivery of housing on the site.

The preliminary work undertaken to date notes the following;

- As the M2 motorway crosses the A251 at Junction 6 (M2J6), immediately adjacent to the development site, it offers the opportunity to provide direct access to the strategic road network from the settlement.
- Traffic movements to / from Faversham and traffic accessing both the M2 and A2 corridors have to pass through M2J6.
- The current motorway junction operates satisfactorily, and no significant constraints have been identified by Kent County Council or Highways England at M2J6 within the evidence base prepared to support the current Local Plan.
- As the garden village community grows, the increased traffic demands could be accommodated by the signalisation of the existing M2J6 – a scheme that could deliver significant additional capacity to the junction.
- The need for any further major improvements to the junction to cater for later phases of the development will be determined as part of the detailed technical appraisals undertaken to support the garden village.
- This phased approach to delivering infrastructure as the development progresses allows funding priorities to be established and tailored to the needs of the development.





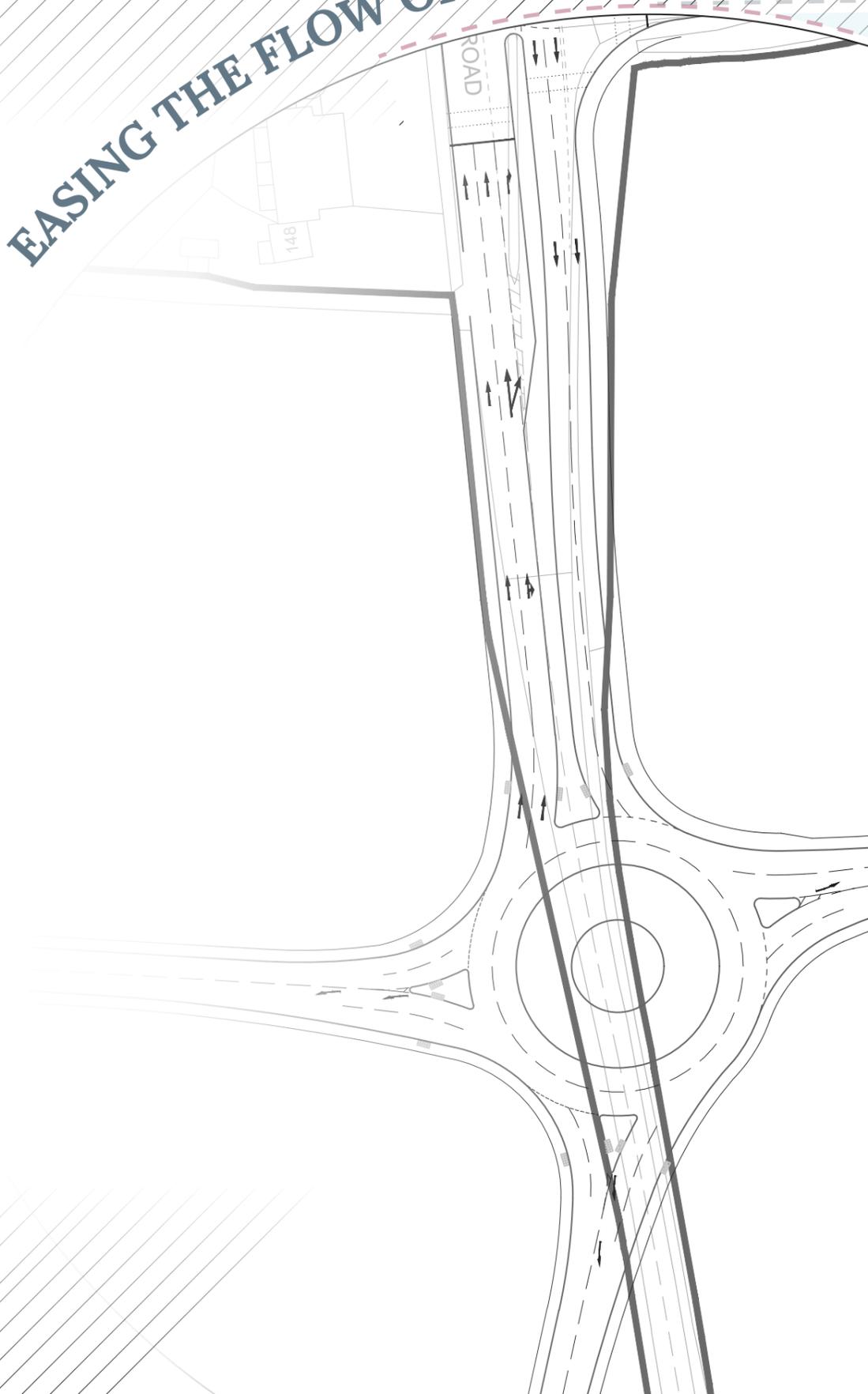
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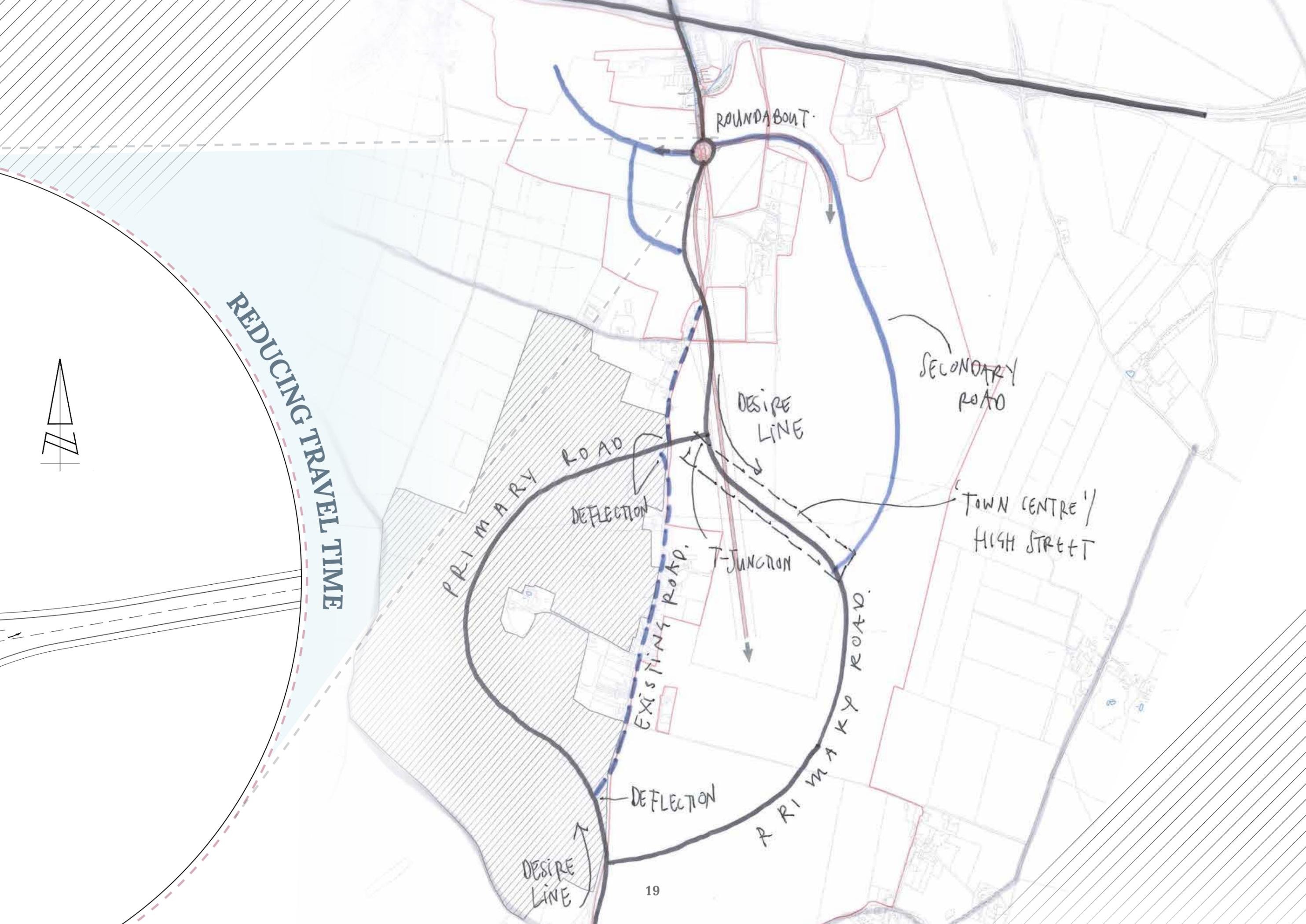
PROPOSED NEW ROAD STRUCTURE

Similar to the M2 junction, we acknowledge the potential concerns of Kent Highways in relation to the access point(s) on to the A251 Ashford Road, and its general functionality, safety and capacity. The preliminary works undertaken note the following;

- The site's proximity to the M2, A251 and A2 corridors will allow vehicular traffic to quickly access the strategic and local highway networks, ensuring that increased vehicle demands are directed to those areas of the network designed to cater for longer-distance trips, minimising the need for development trips to use the existing local road network.
- The existing A251 Ashford Road runs north-south through the centre of the site, noted as a single carriageway link, with a footway along the eastern side only, bordered by dwellings and farm buildings intermittently along its length.
- The development offers the opportunity to create an alternative high-quality spine road through the site, connecting into the existing A251 to the north and south of the site.
- This spine road will connect into a proposed roundabout to the north of the site, serving both sides of the development, crossing the existing A251 through the centre of the site, and re-join the existing A251 at the southern end of the development site.
- The new link would provide the primary access for all traffic movements associated with the new community. Access to existing dwellings alongside the current route would be provided via retained sections of the existing Ashford Road and through-traffic movements would be diverted onto the new spine road, allowing the existing route to be down-graded.
- The scale of the proposed spine road will be designed to accommodate the forecasted traffic levels and to reflect the character and nature of adjacent uses within the garden village. Networks of primary and secondary routes will be delivered across the settlement, with smaller-scale streets and private drives provided within individual residential parcels. A legible framework of streets will be created within the village to assist wayfinding and to ensure traffic is directed to the most appropriate routes through the settlement.

EASING THE FLOW OF TRAFFIC





ROUNDABOUT

SECONDARY ROAD

TOWN CENTRE / HIGH STREET

DESIRE LINE

PRIMARY ROAD

DEFLCTION

T-JUNCTION

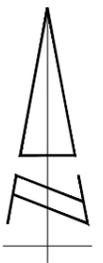
EXISTING ROAD

DEFLCTION

PRIMARY ROAD

DESIRE LINE

REDUCING TRAVEL TIME



KEEPING YOU CONNECTED

The 3km distance to Faversham is considered beyond typical walking distance but accessible by cycle and existing bus services. The mixed-use nature of the Garden Village offers the opportunity for day-to-day activities (to shops / schools / employment / open space and local markets) to be contained within the site curtilage and within 5-15 minute walking/cycling distances.

Therefore trips to Faversham will include visits to additional facilities within the town and in particular to access the railway station, for onward connection to locations further afield.

Faversham is accessible from the site by bus, with a typical journey time of c.6 minutes. Approximately 37% of people who live in Faversham currently work in Faversham and therefore delivering high quality public transport connections to Faversham will offer the opportunity for new residents to access jobs in the town by a sustainable mode.

The site is currently served by an existing hourly bus service (666) which connects Faversham with Ashford, including Eureka Park.

Faversham already benefits from strong public transport links with key employment destinations across the Borough and neighbouring authorities. Additional bus routes are available from the centre of Faversham, linking the town with Sittingbourne, Canterbury, and Maidstone.

The railway station in Faversham provides additional connections to Sittingbourne, Canterbury, Dover, Rochester and London St Pancras and London Victoria Stations. Journey times to Sittingbourne by rail are c.8 minutes and to London by rail are approximately 1 hour.



FAVERSHAM BUS TIMETABLE

BUS SERVICE	DESTINATION	JOURNEY TIME (APPROX)	FIRST BUS (FROM SITE)	LAST BUS (TO SITE)	FREQUENCY (PEAK TIMES)
666	Ashford Railway Station	44 minutes	06:55	18:07	Hourly
	Eureka Park	22 minutes	09:27	18:25	Hourly
	Faversham Railway Station	6 minutes	07:16	17:12	Hourly

MEDWAY
 34 km
 20 min

SITTINGBOURNE
 14 km
 31 min
 7 min

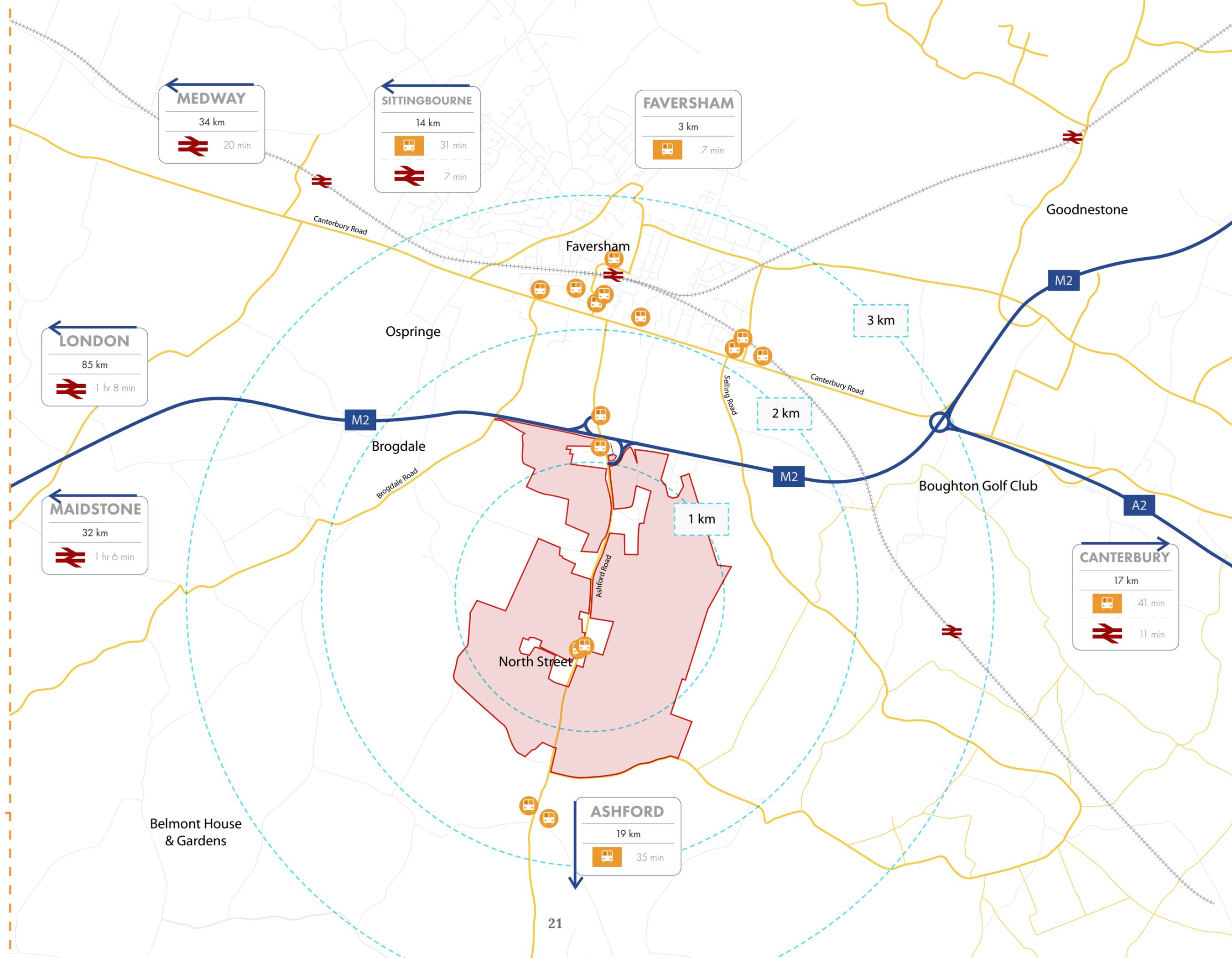
FAVERSHAM
 3 km
 7 min

LONDON
 85 km
 1 hr 8 min

MAIDSTONE
 32 km
 1 hr 6 min

CANTERBURY
 17 km
 41 min
 11 min

ASHFORD
 19 km
 35 min



THE IMPORTANCE OF SUSTAINABILITY

BEYOND THE GARDEN VILLAGE CONCEPT, THERE IS SCOPE TO ADOPT A COMPREHENSIVE APPROACH TO SUSTAINABLE DEVELOPMENT WITHIN THE VILLAGE ITSELF.



From water conservation to local food production, and energy efficient buildings to play space, we envisage garden villages as places to live active and healthy lives in a manner that limits the impacts on the environment.

The sustainable development approach is working towards an environmentally net positive position. By evaluating the opportunity and technology to reduce energy, waste, water consumption and carbon emissions throughout the development of the garden village and beyond. Such opportunities include but are not limited to:



- 
- The delivery of on-site multifunctional green space and the creation of a high-quality landscape framework which has the potential to safeguard ecosystem services, enhance wildlife habitat creation, and diversify the range of on-site habitats - resulting in net-biodiversity gains;
 - Provision of Sustainable Urban Drainage System (SuDS) and Strategic water attenuation to control water run-off, whilst having the added benefits of supporting new habitats and ecosystems;
 - Use of green corridors, public footpath and cycle networks throughout the scheme will help to maintain a sense of rural context, and provide increased connectivity across the village to schools, village centres, and open spaces including the existing Public Rights of Way. This will also assist in reducing car dependency;
 - Provision of Community Orchards/ Allotments provides the opportunity to create sustainable food production and is in keeping with the existing orchards and food production already established throughout Swale;
 - Consideration of renewable energy technologies to maximise the use of natural light and solar orientation (such as Photovoltaic (PV) panels, Solar panels) as well as heating water around homes by using technology such as Ground Source Heat Pumps (GSHP);
 - The provision of fibre optic cables across the garden village for both residential properties and the mixed uses – improving the internet connection links, opportunities for flexible working patterns and helping to reduce commuter journeys;
 - The use of rainwater harvesting (both greywater and rainwater) has the potential and scalability to reduce the overall potable water demand by residents, businesses and schools. This could be directly recycled in to the distribution system to provide a sustainable source of water for the villages' allotments, orchards and public open spaces.

CREATING THE CONCEPT



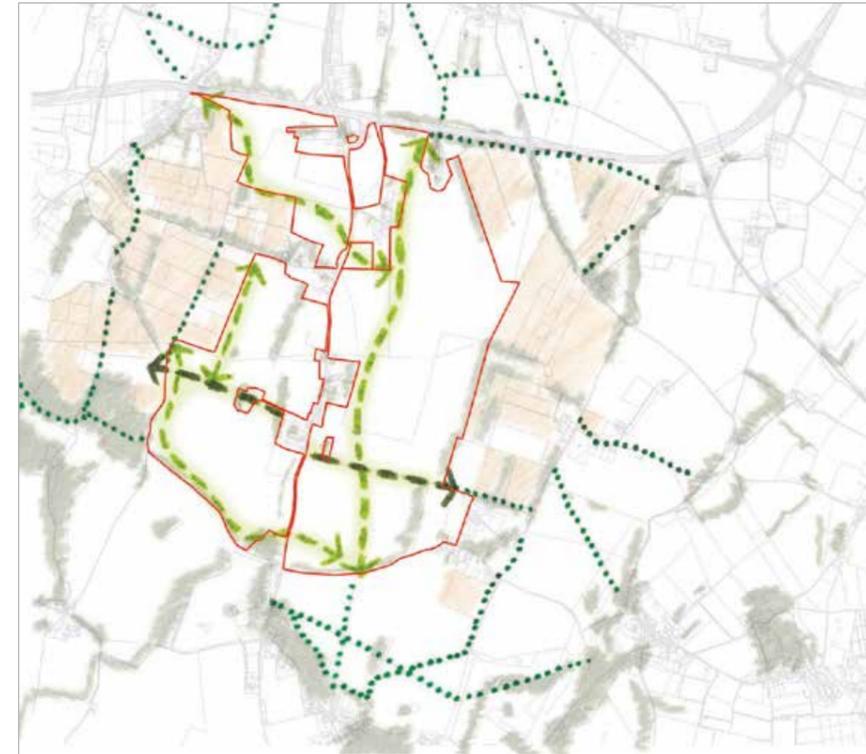
CONCEPT 1: SCREENING

Use landform and vegetation to screen noise from the M2 along the north

Extend the existing pattern of woodlands to screen views from the immediate south

Protect the landscape character through the use of a landscape buffer

Opportunity to provide a 'Country Park' along the southern and western edges of the site with introduced woodland planting to tie in with large areas of recreational open space helping to promote better engagement with communities about the benefits of the AONB

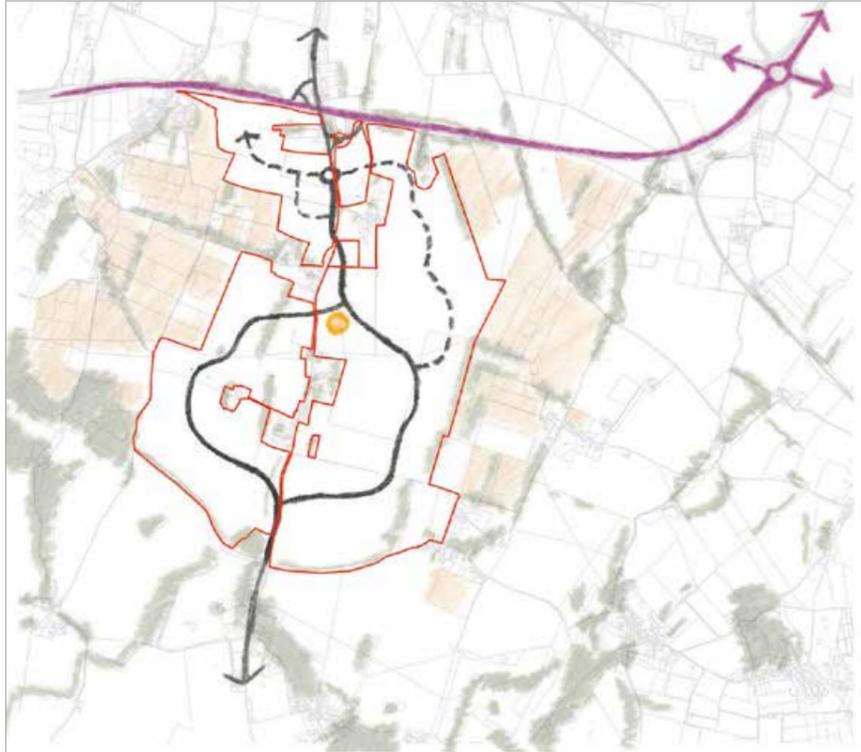


CONCEPT 2: PUBLIC RIGHT OF WAY CONNECTIONS

Link existing public rights of way to create a comprehensive network of footpaths, cycleways and bridleways through the site that connect to the wider PROW network beyond

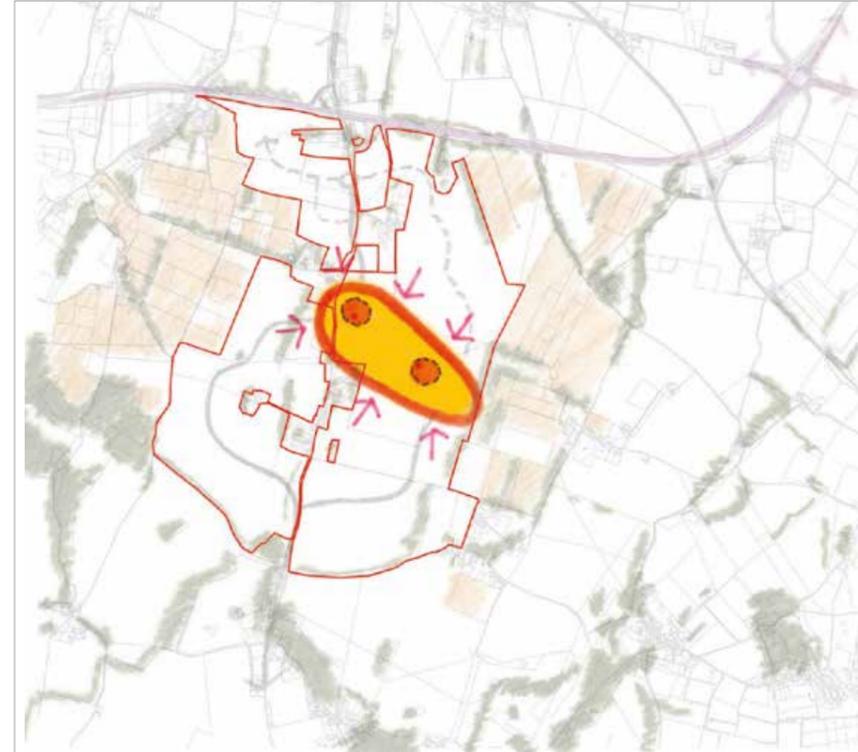
Create a new north/south link that provides an attractive route to Faversham to the north and Kent Downs AONB to the south; a proposal aligned with the Action Plan for the AONB; to 'promote public access connections'

Potential for a strong link into the existing fruit growing and agricultural areas to the west and east of the site



CONCEPT 3: NEW HIGHWAY ROUTE

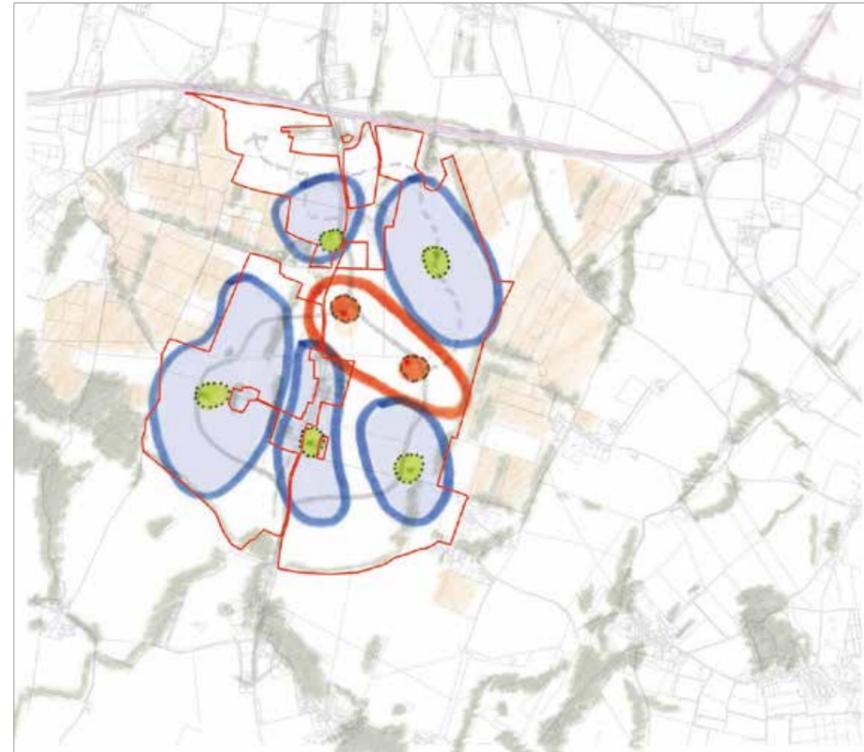
- Divert existing A251 through the development
- Create new roundabout junction into the site adjacent to J6 of M2
- Align new road to naturally encourage traffic heading south to head along eastern route and traffic heading north to take western route.
- Create additional secondary routes through north of development
- Create 'transport hub' for quick bus link to Faversham at central junction



CONCEPT 4: HIGH STREET

- Use new junctions as locations for main community hubs/ market squares
- Create mixed use village 'High Street' between the two hubs.
- Locate village services: supermarket, secondary school, Idea Store (multifunctional library) estates agent, GP, Pharmacy, High street shops, gym, hotel, professional services (solicitor etc), village trades (plumber, builder, decorator etc) on High Street (0 – 15 min walk to rest of development)

CREATING THE CONCEPT

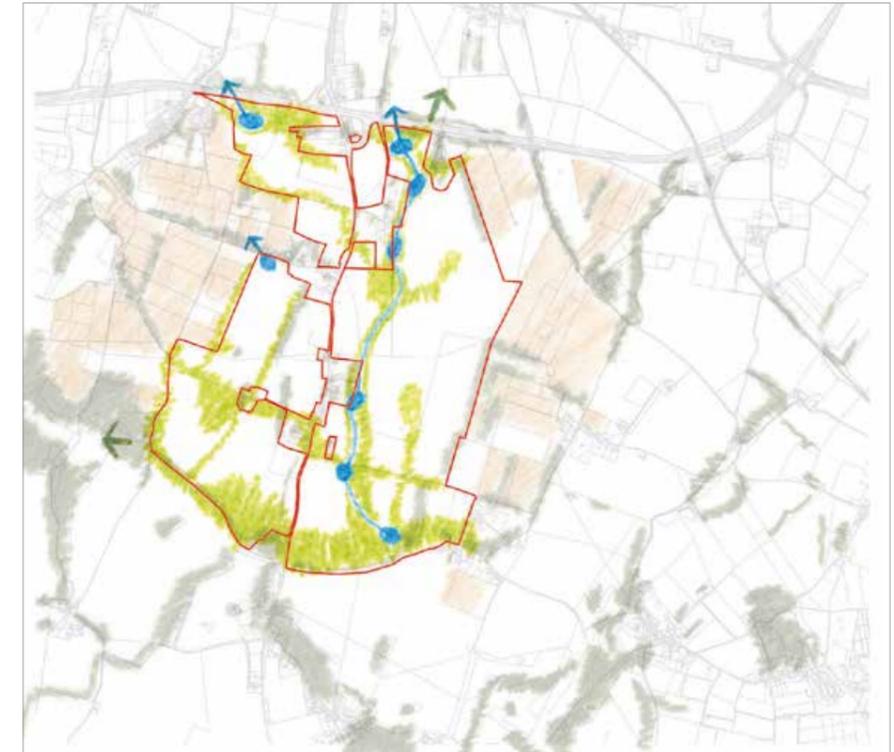


CONCEPT 5: LOCAL NEIGHBOURHOODS

Create local neighbourhoods with local services within each:

Local services include village green/space for community events /play area and may include: pub, local convenience store, day nursery, primary school, allotments

All homes to be within a 5 min walk of neighbourhood green



CONCEPT 6: GREEN INFRASTRUCTURE (GI) NETWORK

Create multifunctional, linked network of greenspace throughout the development

Incorporate Sustainable Drainage areas within GI network

Locate school playing fields to connect to GI network

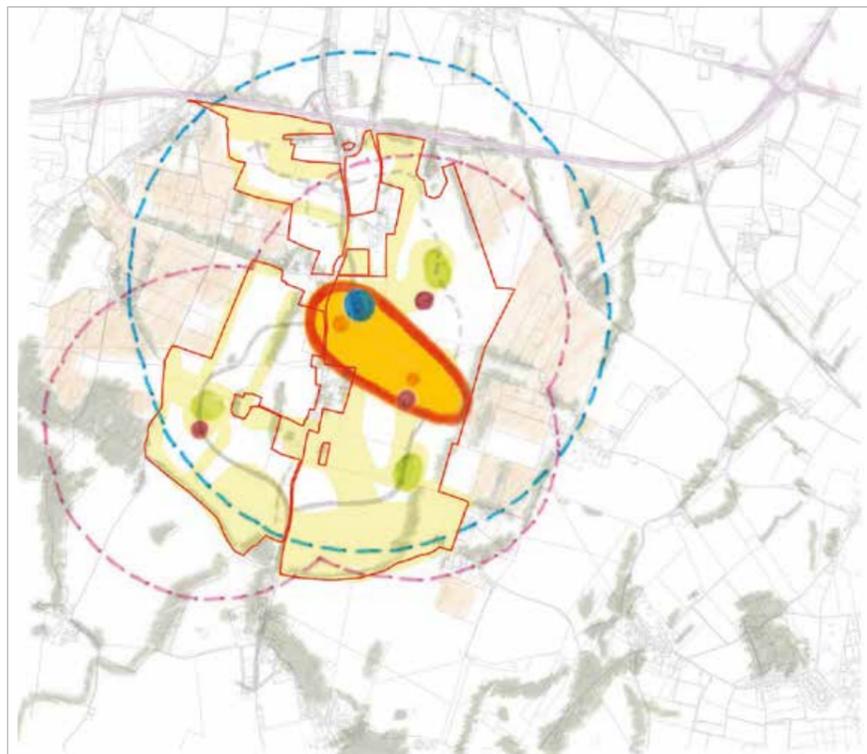
Locate sports centre playing fields to connect to GI network

Connect food growing areas (allotments, community orchards) to GI network

Expand GI with network of attractive, ecologically rich Greenways as off-road routes

Enhance biodiversity of site through GI network

Allow homes to front onto GI network



CONCEPT 7: WALKABLE COMMUNITY

All homes to be with a 5 min walk (800m) of neighbourhood greens and adjacent services

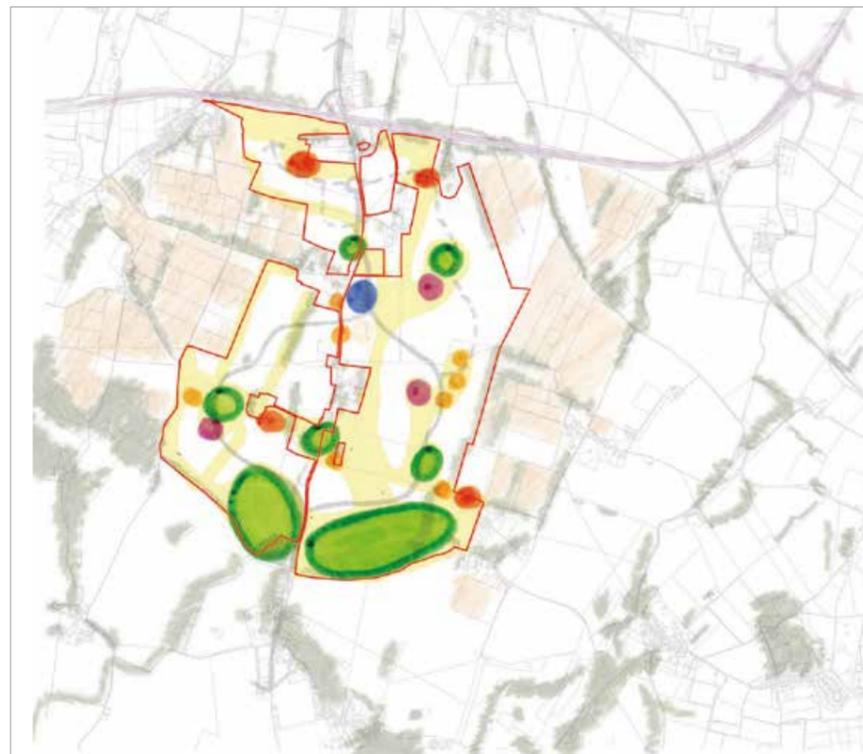
98% of homes to be within 5 min walk of primary schools

All homes to be within 15 min walk, 5 min cycle (1,200m) of High Street

All homes to be within 15 min walk, 5 min cycle (1,200m) of secondary school

All homes to be within 15 min walk, 5 min cycle (1,200m) of transport hub

All homes to be within 400m of a bus stop



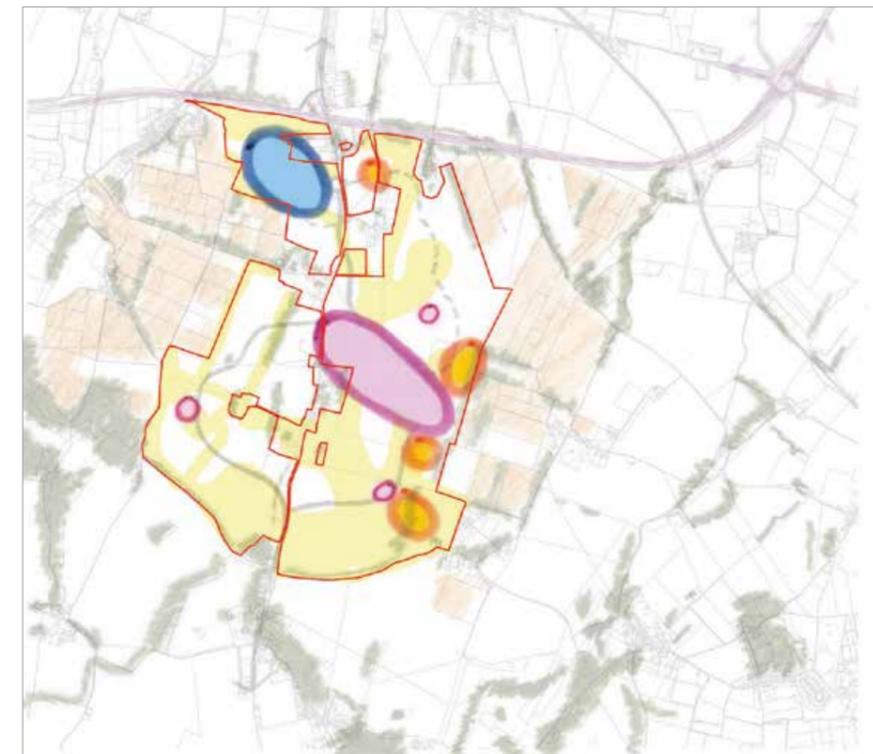
CONCEPT 8: HEALTH AND LEISURE

Sports fields/ leisure centre and country park provide buffer to AONB and wildlife areas to south and create links to countryside to the south

North / south green corridor encourages non-vehicular modes of transport through the site and creates interaction with nature

Cluster community facilities at neighbourhood centres to create hubs of social activity/interaction

Allotments and community orchards provide opportunities for healthy, local food growing, and social interaction



CONCEPT 9: EMPLOYMENT OPTIONS

Homes designed for flexible working

Neighbourhood employment options: care homes, primary schools, convenience store, etc

High Density, mixed use High Street employment options: supermarket, Idea Store (multifunctional library), estates agent, GP, Pharmacy, High Street shops, gym, hotel, professional services (solicitor etc)

Low density mixed use rural hamlet employment area on eastern side of site: rural crafts, rural trades, traditional village trades (plumber, builder, decorator etc), apartments with care.

Mixed use medium/high density office, services on northern edge of site.

Traditional employment/ business area close to M2 on north of site

INDICATIVE MASTERPLAN

CARE FOR THE ELDERLEY

Those looking to enjoy retirement in a high quality environment will be able to consider a range of living options, from retirement communities to specialist care homes, retaining privacy and convenient access to a wide range of facilities

REDUCED TRAFFIC

A new spine road alongside the current route would be provided taking traffic movements off the existing Ashford Road, and allowing the retained sections of the existing route to be down-grade.

VILLAGE GREENS

Opportunity to form large central greens within each neighbourhood, to act as a local community focus. The central green spine links all neighborhoods to each other and to the sports area, country park and AONB beyond. It provides space for village wide events such as festivals and celebrations

EMPLOYMENT

A variety of employment options are planned from flexible home working and village services to more traditional employment hubs. Employment uses in the northern area of the site benefit from the excellent links to the M2

AONB

Preserving the setting of the AONB through green space along the southern boundary, with strong links into the AONB via the existing PROW network

AMENITIES

A pedestrianised high street bookended by two local squares; typically a mixture of retail / leisure uses, with the opportunity for markets / community events at the local squares

ALLOTMENTS

Provision of allotments and community orchards for self-sufficient food production and a link to the wider landscape with the more commercial operations to the west





KEY:

- Site boundary
- Open space
- Existing public right of way
- Proposed footpath
- Existing woodland
- Proposed woodland
- Proposed SuDS attenuation
- Residential development
- Primary Road
- Secondary Road
- Retained section of the A251
- Bus loop
- Employment
- High street Retail / mixed use
- Mixed use
- Market hall
- Primary school
- Secondary school
- Pedestrian high street / Market square
- Community use
- Visitor centre
- Allotments
- Community orchard
- Formal playing fields
- Sports centre
- Burial ground
- Neighbourhood play area (NEAP)
- Locally equipped area of play (LEAP)

MEDICAL FACILITIES

The medical facilities will become a keystone to the garden village, providing the community with care and comfort that their health needs can be met without a need to travel to the surrounding settlements



CYCLE PATHWAYS

Pedestrian / Cycle links along the green corridors which supplement the existing PRoWs around the site and promote connectivity between Faversham, the Site and the AONB



OPEN SPACE

A mix of parks and gardens, natural and semi-natural greenspace and amenity spaces will provide opportunity for recreation and relaxation



SPORTS FACILITIES

The facilities will allow people of all ages to participate in outdoor activity, promoting a healthy and active lifestyle. The development of village sports clubs will give residents the opportunity to bond and make life-long friendships



EDUCATION

Provision of primary and secondary schools, and formal sports pitches, accessible via the green space network and the secondary spine road



FOCAL POINT

Access to the village centre from the A251 via a newly formed roundabout, with focal landscaping to create a sense of arrival



WATER CONSERVATION

Development of a SuDS corridor through the centre of site – providing strong links to the AONB (to the south) and the main high street to the north



INFRASTRUCTURE & DELIVERABILITY

AVAILABILITY OF UTILITIES:

The site is generally free from the constraints of existing utilities. Investigations are ongoing but the key utilities to note which influence the site to date are;

- Overhead Electricity Transmission Lines (ETL) which cross the central area of the site. Suitable easements have been provided in the masterplan;
- Both Medium and Low pressure gas mains are recorded within the A251 Ashford Road, but are not thought to extend into the edges of the site. There is a short section of Medium Pressure gas main along the northern boundary which has been accounted for within the Masterplan;
- A Health and Safety Executive (HSE) Outer Zone consultation to the north east corner of the Site. The consultation zone is a reflection of an LHP gas main to the north side of the M2. This has been accounted for by the masterplan.

The presence of electricity, gas, potable water, telecoms and sewerage networks in the vicinity of the garden village site enables the delivery of the development without the provision of entirely new services. It is anticipated that a garden village of this size will require localised reinforcement/upgrades to several of the existing networks and this information will be borne out in latter stages. It is not considered to present a constraint to the development and delivery of the site.

PLANNING FOR WATER:

We acknowledge the concerns in relation to the capacity of Faversham WWTW. A collaborative approach with Southern Water is sought to fully model the demands of the garden village, and suitably phase the delivery of the garden village which would allow a programme of investment to be carried out of both onsite and offsite works.

DELIVERABILITY

The site will be delivered on a phased basis. It is envisaged a masterbuilder will deliver key infrastructure including a local centre, schools, community facilities and landscaping with land sales to housebuilders, housing associations or care providers. The masterbuilder and landowners will be responsible for controlling the quality of the environment in the short-term. However, this does not preclude the opportunity for smaller scale SME builders or even self-build plots.

The role of masterbuilder will include;

- Delivery of the crucial infrastructure - Spine Roads, Schools, Village centre;
- Delivery in accordance to a Design Code to warrant the highest quality;
- Control parcel release in accordance with a detailed Phasing Plan.

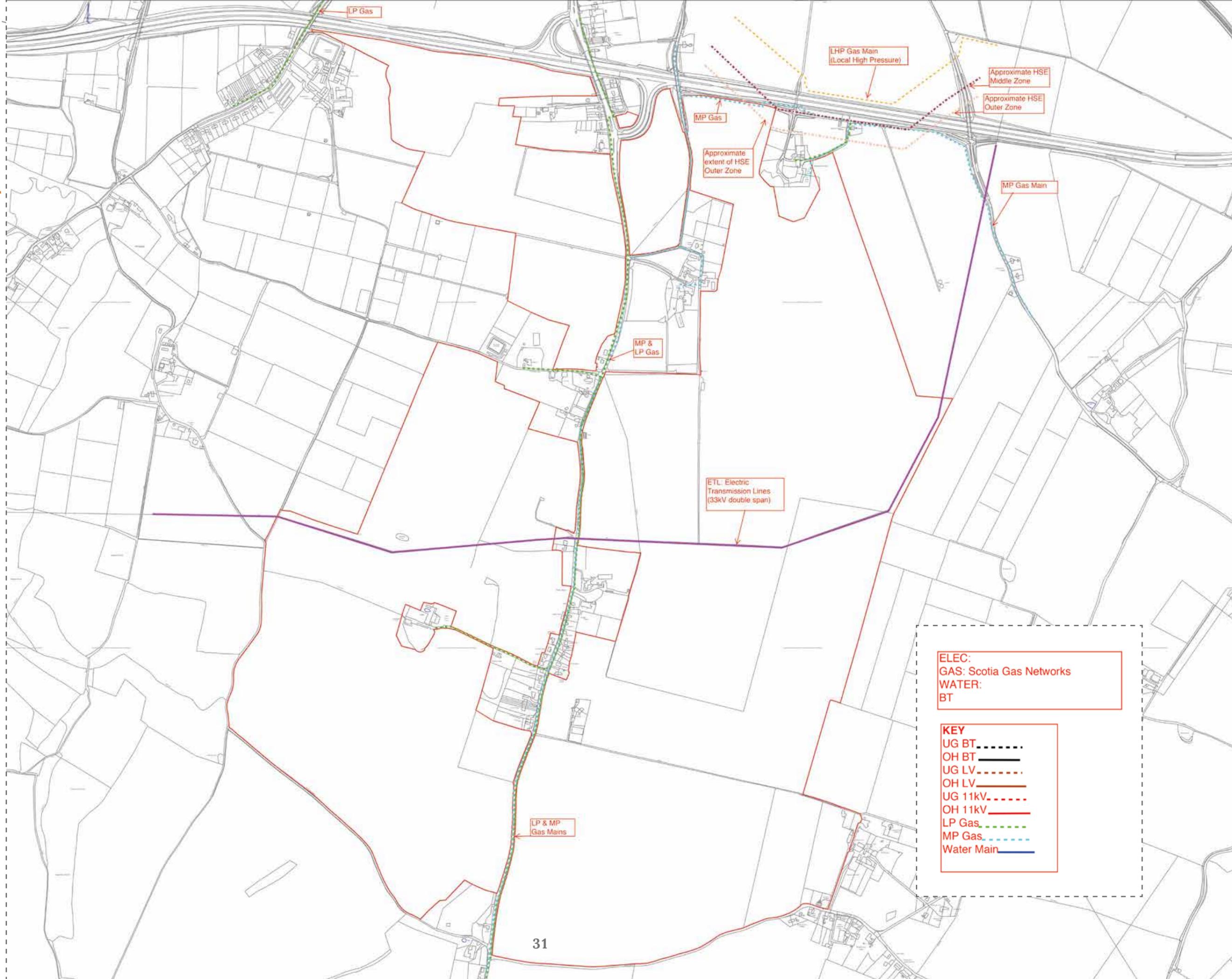
PARTNERSHIP

In order to deliver the scale of growth required a partnership approach will be sought with the Council and other key stakeholders to ensure that the garden village ambitions can be delivered in a timely manner in line with the standards expected.

FUTURE GOVERNANCE / STEWARDSHIP

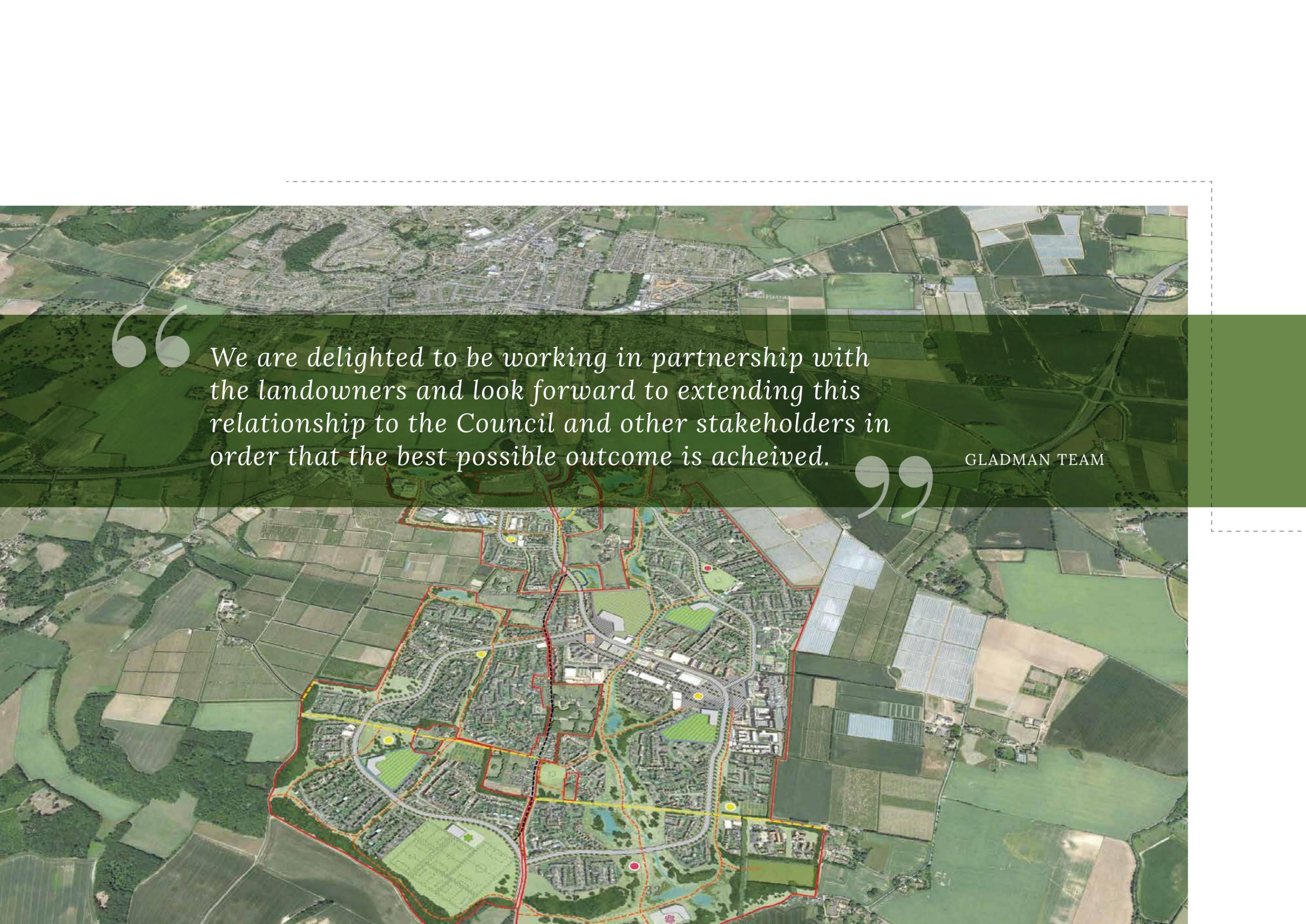
The structure of future governance will be a key part of creating a community and future long term stewardship. A community management company with resident and stakeholder participation is envisaged, funded through an annual management charge.

The community assets and open space elements of the Garden Village would also be transferred to a Management Trust / Parish Council / Community Management Company that will assume responsibility for maintaining and protecting them in perpetuity.



ELEC:
GAS: Scotia Gas Networks
WATER:
BT

KEY
UG BT
OH BT ———
UG LV
OH LV ———
UG 11kV
OH 11kV ———
LP Gas
MP Gas
Water Main ———



We are delighted to be working in partnership with the landowners and look forward to extending this relationship to the Council and other stakeholders in order that the best possible outcome is achieved.

GLADMAN TEAM

THE NEXT STEPS

MEET YOUR DEDICATED TEAM



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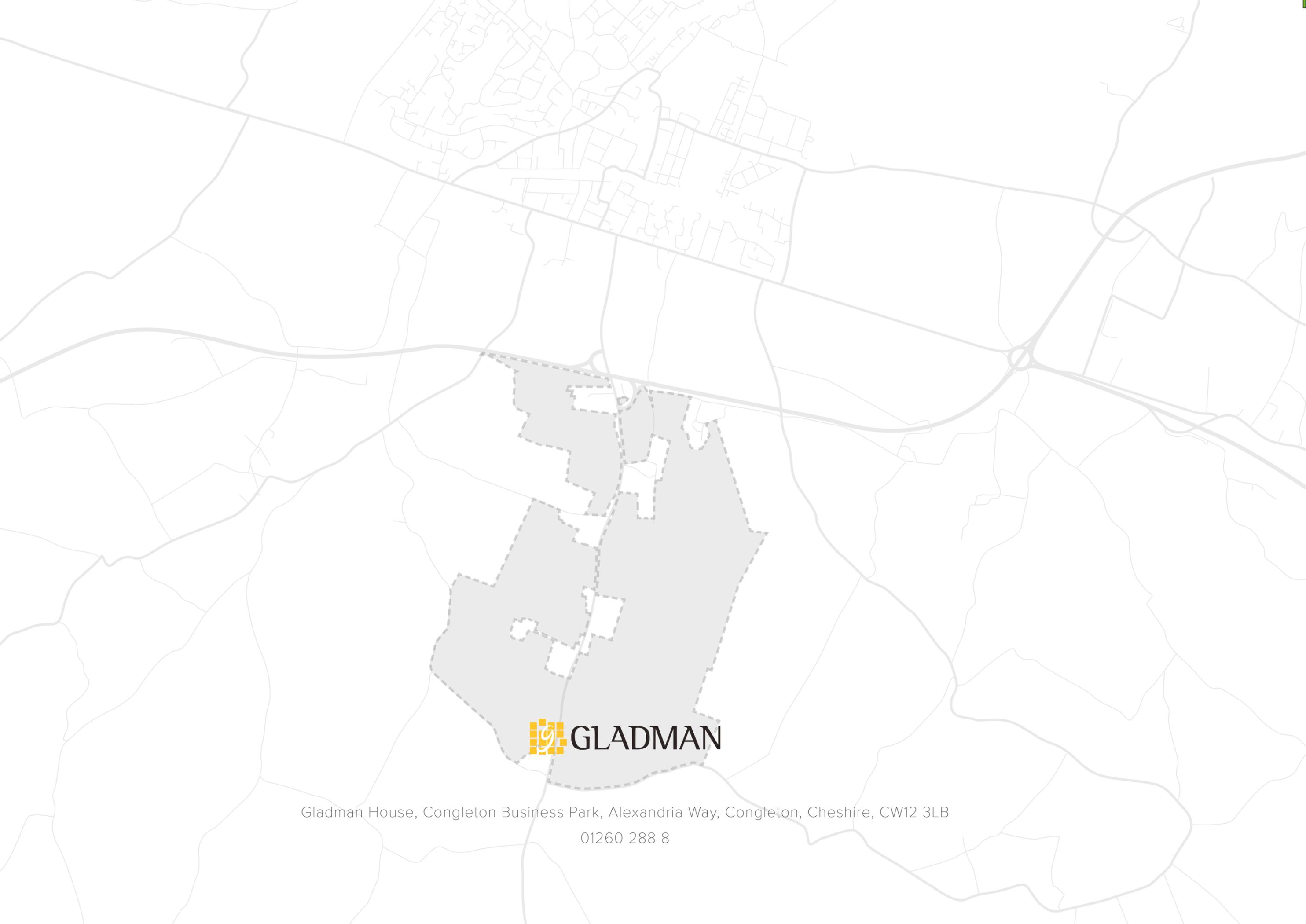


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