



# B I N B U R Y P A R K

G A R D E N V I L L A G E

Detling, Maidstone



Creation of an Exemplar Garden Village  
in the Garden of England







# BINBURY PARK

GARDEN VILLAGE

---

Quinn Estates are proposing the creation of a new garden village in Kent. Strategically located in mid Kent to support growth in the wider region, the scheme is proposed to encompass the following:

- 1100 dwellings
- 50 self build dwellings
- 500,000sq.ft of B8 commercial space
- 150,000sq.ft of office and incubator space
- Hotel
- New park and ride to ease chronic congestion in Maidstone
- Highways improvements including new access into the Kent Showground ; and
- Creation of a new country park
- Two form entry primary school and associated playing space;
- Village/local shopping facilities including medical centre;



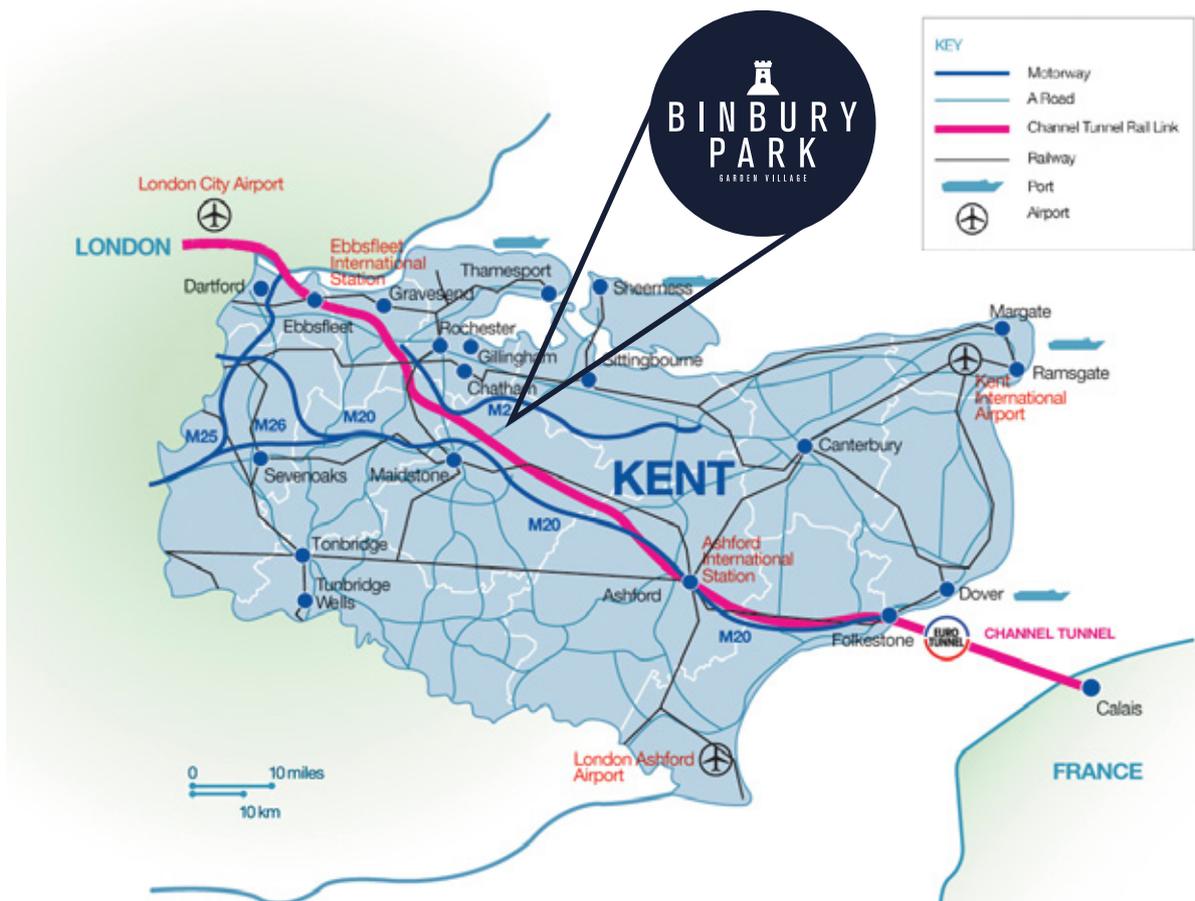
# Binbury Park, Detling

The site comprises the former Detling Aerodrome and additional surrounding land within Maidstone Borough.

Quinn Estates Limited would be working as the development partner to bring forward development on this site and envisages the potential for

nationally and regionally significant infrastructure improvements and major commercial and employment opportunities, in addition to a new

sustainable residential settlement. Quinn Estates Limited has a very strong track record of delivering large-scale, mixed-use developments across Kent.



# Objective

To obtain funding for strategically and regionally important highways improvements at a prime location between two nationally significant motorways.

To ensure the delivery of a new sustainable settlement, incorporating major residential development, an employment hub and business development centre and the largest publicly accessible country park in Kent. Development in an appropriate location which will critically relieve housing and transport pressure on Maidstone and rural service centres. This site is strategically located in mid Kent to support growth in the wider region

The proposed infrastructure will comprise:

- Nationally and regionally significant improvements to the A249 as part of a package of identified highway works to M2 (J5);
- Creation of an underpass/grade separation junction at the main access to the Binbury Park site to significantly improve highway safety;
- Creation of a new access to Kent County Showground to provide vastly improved road safety and traffic management solutions for major events at one of Kent's key visitor attractions;
- Improved accessibility and linkage between Lower Thames Crossing and M2/M20 corridor along the preferred route, alleviating highway and transport pressure at The A228/A229;
- Opportunity to deliver significant highways improvements at M20 (J7);
- Alleviates the requirement to introduce signalisation of A249 and therefore ensure efficient and improved traffic flows;
- New bespoke multi-functional bridge across A249 to link areas of public open space and to encourage non-car movement;
- Anticipated funding requirement in the region of £35m to deliver considerable national and regional betterment and create social, economic and environment benefits.



Kent County Showground

# Vision

To deliver a new sustainable settlement and commercial hub, using garden village principles, in an appropriate location in proximity to nationally important transport routes, comprising:

- Up to 1150 dwellings including 50 self-build plots;
- 500,000 sq ft of B8 commercial space;
- 75,000 sq ft of B1/B2 commercial space;
- 75,000 sq ft of business incubator space (B1/B2);
- Park & Ride with dual use for car parking during major tourism and leisure events at the Kent County Showground ;
- Pub/Restaurant;
- Hotel;
- New Country Park (in excess of 56 ha/140 acres) incorporating a bespoke connecting bridge to the existing White Horse Country Park, creating the largest publicly accessible open space facility in Kent for pedestrians, cyclists and horse riders;
- Preservation and enhancement of Bimbury Castle and Motte which are designated heritage assets and will be focal features within the new country park; and
- Open space and formal playing fields for local sports clubs and community use.

Kent County Council (with responsibility as both economic development and highways authority) and Locate in Kent have consistently advocated development at this location and support the proposals.

The site is within the Kent Downs Area of Outstanding Natural Beauty. The land is currently in private ownership and this proposal will make it wholly accessible and available for the

public to enjoy.

This scheme would deliver major residential, commercial and employment opportunities in a prime and attractive location where there is existing, established and successful commercial development and one of Kent's busiest tourist and leisure attractions, namely the Kent County Showground. The opportunity exists to build on these established uses and

create a regional cluster for business, commerce, leisure and residential development. The site is perfectly located to take advantage of connectivity that will be radically enhanced by the package of infrastructure improvements identified, making it a hugely attractive and prestige location for attracting business and living, providing social, economic and environmental benefits.

# Masterplan





## Key

---



Existing Business Park



Proposed Commercial Park



Proposed Residential Area 1100 homes



Self Build - 50 Houses



Park & Ride



Hotel



Primary School



Village Centre / Shops



Country Park



Open Space / Sports Pitches

# Economic Benefits

The Development will provide employment opportunities within the local area. The proposed commercial space could generate new jobs across a range of occupation types and skill levels. The Development will also generate annual business rates, contributing to the funding of local services and infrastructure, comprising:

## Construction Phase



## Completed Development



The provision of a 2 form entry primary school could also generate 36-42 jobs.



The total B1/B2 and B8 use floor space could provide around 2200 jobs.



Total commercial expenditure generated by the scheme = £21m PA (based on 2014 price)

## Labour Force & Economic Output on Completion

- The scheme provides accommodation for 1053 economically active people
- The Scheme will generate £1.57m in Council Tax
- It will generate £21m annual spend in commercial expenditure (comparison, convenience and leisure spend)
- Based on the proposed floor space the scheme will generate £4.8m in business rates per annum;
- New homes provide for a growing workforce delivering a £30.27m economic output per annum



# Creating High Productivity Clusters

The site is located to the north east of the Maidstone urban area, and lies to the immediate north of Sittingbourne Road (A249) which links the M20 (Junction 7) and M2 (Junction 5) occupying a prime position relative to the region's strategic road network.

The implementation of the wide reaching package of infrastructure improvements will provide the opportunity to transform the location as a business, leisure and commercial hub and a high quality residential environment.

The site has the potential to accommodate a significant quantum of new employment and economic activity-generating floor space (currently up to 650,000 sq ft of B1, B2 and B8 uses being considered). Given the site's location midway between London and the South East's major ports, a major new commercial hub would enhance the Borough's current employment offer and serve to attract new regional and nationally-focussed activities. The specific creation of incubator business units and office development will create a synergy and an ideal setting for young and dynamic start-ups to grow within

close and accessible proximity to the major population centres in Kent.

Existing businesses are located on the Detling Aerodrome Industrial Estate. These comprise an eclectic but established mix of operators and occupiers, but the opportunity exists to dramatically improve the access, environment, operating practices and security of the current estate with the development proposals. Renovation and upgrading of existing buildings, facilities and environmental improvements in the vicinity will have a positive impact upon the existing operators and create the chance to intensify similar uses within a dedicated but completely screened area, enabling a hub of specialist businesses to be accommodated without conflict to the adjacent new commercial and residential developments.

Proximity to one of Kent's major

visitor attractions will enable new businesses to locate at Binbury Park to serve the numerous leisure, corporate and tourism events that currently take place throughout the year, headlined by the Kent County Show which attracts 100,000 people annually. The Kent County Agricultural Society (KCAS) has major plans and objectives for future growth and combined with hotel and conferencing facilities, there is potential for new companies and education providers (local schools, colleges and the tertiary sector) to benefit and integrate with such uses to create agricultural, hospitality and service hubs with significant training opportunities which supports the innovation and skills agenda.

This site has been, and continues to be, advocated for its 'extensive' development potential by Kent County Council, which is the highway authority (Kent County

Council's Response to Housing Allocations in the Draft Maidstone Local Plan (Regulation 18) Consultation, April 2014) as an alternative to growth on the periphery of the already congested Maidstone urban area.

Informal discussions have taken place with Kent County Council representatives (Members and Officers) and there is considerable support for a major mixed use development proposal at this location in respect of the delivery of economic benefit and residential provision which with the

delivery of the identified infrastructure package would generate significant and nationally important benefits and improvements to the immediate transport network.

Additionally, Quinn Estates are working very closely with KCAS who fully support the development proposals for Binbury Park and see it as a hugely positive opportunity to support their future business objectives and enhance the reputation of the Kent Showground as a major tourist attraction within both the county and importantly,

also the SE England region. The range of events and activities that take place at the Showground only confirms and supports the accessibility of the location, which can only be further improved by the identified package of infrastructure works. Both the Showground and the Binbury Park development can be considered as complimentary in delivering economic, social and environmental benefits and growth opportunities for the local and regional area.

## Increasing Connectivity

The site occupies a prime position relative to the region's strategic road network within 5 km of two nationally strategic motorway junctions. This is a hugely important consideration in terms of the delivery of commercial opportunities at this location. These sections of road identified above have been allocated substantial Government funding for various improvement works that will increase junction capacity (see the Department for Transport's Roads Investment Strategy (March 2015) and Highway England's Delivery Plan (2015)). This positioning of the site also affords excellent future linkages with the proposed Lower Thames Crossing and the preferred route that is being considered by Highways England. The upgrading of the M2/A249/M20 corridor would

have significant national and regional benefits for transport and movement of traffic and goods by alleviating and mitigating existing congestion hotspots along the A228 and the A229 and support the regional and local economy and improving the quality of life of many residents of Swale and Maidstone.

The site is also immediately adjacent to an existing regular bus route along the A249 which serves both Maidstone and Sittingbourne confirming it is a sustainable location. The provision of a park and ride scheme will offer major advantages in enabling companies to attract employees to access the site sustainably and reliably but also offer new residents an alternative and sustainable means of travel to Maidstone and

Sittingbourne which have excellent rail connections to London and Kent's coastal towns.

Strategically, the location of the site affords access to most areas of Kent and SE London within 45 minutes' drive. The site is also within 5 - 30kms of the major urban conurbation (Medway) and the major settlements in Kent (Maidstone/ Ashford/ Canterbury/ Tonbridge/ Sittingbourne/ Tunbridge Wells/ Sevenoaks). In addition, the site is located within 50kms of the Channel ports (Dover/Folkestone) offering rapid connectivity via the motorway network to European connections. The infrastructure improvements identified will provide even better and more efficient accessibility for business and logistical operators.

# Creating New Homes and Communities

In addition to creation of business and employment hubs, the site can ensure the early delivery of a large proportion (approximately 1150 dwellings) of the Council's future housing supply in a single, managed release, making the site critical to the delivery of the Borough's proposed housing strategy in an appropriate location where infrastructure can be programmed in tandem to create an exemplar development in an established landscape setting.

The National Planning Policy Framework (NPPF) states the Government's planning policies for the country and how these are expected to be applied.

The NPPF sets out the Government's objectives to boost the supply and delivery of housing to support economic growth and meet housing need. It specifically requires Local Planning Authorities (LPA) to do two things which include the following:

- To identify the housing need for the Borough;
- To identify a supply of sites to provide 5 years' worth of housing land supply (against the identified housing need target).

In line with the requirements of the NPPF, Maidstone Borough Council have identified a housing need figure of 18,560 homes to be delivered in the Borough between the years 2011-2031, which equates to a requirement of over 900 dwellings to be built per annum.

The submitted Local Plan (May 2016) states that the Council does have a five-year housing land supply, but this has not been tested or scrutinised at Examination by a Planning Inspector and is questionable in view of Council's historic delivery rates and given that it does not take account of need generated

by London.

We believe that Maidstone Borough Council needs to significantly increase the number of dwellings to meet the existing and future needs of the Borough. As brownfield sites in the urban area have now been mostly redeveloped and sites adjoining

the urban area would exacerbate already acute transport issues, sites outside the settlement boundary (such as this site), need to be considered for housing delivery.

The residential component comprising 1150 dwellings will contribute to the pressing need for new homes within the Borough, and will be capable of making an early contribution to the present identified shortfall in housing sites. The site is under the control of a single landowner and is deliverable in the short term for development purposes.

Kent County Council has consistently put forward the former Detling Aerodrome site, which is part of the area that is referred to as Binbury Park. It did so in order to provide a range of alternative sites for consideration in the Local Plan process to those being promoted by the Borough Council which have significant infrastructure constraints, such as south-east Maidstone. The

County Council also advocated organic rather than large scale expansion of rural service centres.

Kent County Council has itself advocated the former Detling Aerodrome as having "potential for extensive housing or mixed use development" (Kent County Council's Response to Housing Allocations in the Draft Maidstone Local Plan (Regulation 18) Consultation, April 2014).

Clearly, the County Council's views are relevant and should be afforded particular weight in the consideration of future major development opportunities in terms of the planning of sustainable development (S33A of the Planning and Compulsory Purchase Act 2004).

Development at this location provides the opportunity to deliver a planned new community within the Borough to remove pressure from other existing settlements that do not have

sufficient or adequate infrastructure to accommodate proposed growth. This site is an appropriate location for a new community delivering a significant element of the Borough's future housing requirement, addressing the obvious flaws in the current strategic approach. The exemplar proposals will ensure delivery of high quality employment and a considerable proportion of the Borough's affordable and private housing within a short time frame due to the site's availability.

# Harnessing Innovation in the Built Environment

The National Planning Policy Framework (NPPF) promotes growth to meet the needs of current and future generations.

It also requires that growth should respect and, where possible, enhance the natural environment. The development of the site provides an opportunity to create a superb living and working environment by creating a landscape led- masterplan which recognises the wider landscape and benefits of ecosystems and provides net gains in biodiversity. Over 56 hectares (140 acres) will comprise multi-functional landscaped open space, parkland, woodlands, grasslands and recreational areas which equates to approximately 40% of the entire site. These green spaces will be publicly accessible through a network of footpaths, cycleways and bridleways. In addition, the gardens of proposed dwellings will contribute to biodiversity.

The site is located within the Kent Downs Area of Outstanding Natural Beauty. The southern part of the site between the Kent Showground and the existing industrial estate is flat and uninspiring. The dry valleys to the west and the landscape to the north is dramatic, offering fantastic long distance panoramic

views towards the Thames Estuary and beyond to Essex.

Whilst clearly paragraph 115 of the NPPF must be considered, paragraph 116 of the NPPF does not preclude development in the AONB provided there are compelling reasons and justification for allowing development of the site.

The site's constraints and opportunities has steered development towards the land of least landscape value. As part of the evolving master planning exercise for the site, Garden Village principles have been applied to create a high quality development which integrates major housing development, existing and proposed commercial buildings and community facilities within an established landscape setting. The fundamental approach has been to consider the existing landscape and topography features and assimilate development within that to create different character and development areas. Place making is paramount and the creation of an exemplar and sustainable community which puts the

landscape and environment first will ensure the success of the project.

The master planning process establishes the parameters and principles of the layout and would inform future design briefs for all development parcels to ensure integration within the established landscape. Consideration of existing views, constraints, built form, landscape features will determine the type of development and the choice of building materials, heights, density and massing across the site. Equally both residential and commercial development should take account of sustainable design and construction measures.

It must also be acknowledged that this part of the AONB already has a significant amount of economic development and other activities taking place on it as well as being traversed by the major A249 road, both of which should form part of the baseline for the assessment of the potential effects of development.

# Environmental, Ecological and Heritage Benefits

The provision of the largest publicly accessible country park in Kent establishes the principle of the integrating the proposed development. The land is open but containment is provided by existing topography and areas of vegetation in the landscape and views into and towards the site

vary and there are no distance views into the site from the surrounding area. This clearly assists in minimising any landscape and visual impacts and the development proposals would include appropriate mitigation measures to reduce any impacts on the surrounding

area and views as well as providing opportunities to enhance and improve the 'green infrastructure' (landscape and wildlife areas and linkages) and nationally important heritage assets within the locality.

## Ecology

Within the site there will be significant opportunity to maintain and enhance suitable habitats for protected and non-protected wildlife which we will aim to retain, restore and manage. Appropriate buffers will be provided to areas

of woodlands and important ecological assets and the development includes significant opportunities to create new wildlife habits, such as ponds, meadows, grasslands, and areas of new tree, shrub and hedgerow

planting, to enhance the landscape that already exists, as well as enhancing biodiversity and providing improved links to the ecology of the wider area.

## Heritage

There are number of existing heritage and other important local assets located within the site reflecting its former use by the RAF. In addition, Bimbury Manor (a Grade II listed building) as well as Binbury Motte and Bailey Castle (Scheduled Ancient Monument) are located within the

site. These nationally important heritage assets will be protected and enhanced as part of the development and they will be better revealed to existing and new residents to explore as part of the country park. It is intended as part of the scheme to create a heritage trail which will provide a

connection to the White Horse Wood Country Park and ruins of Thurnham Castle, enhancing the opportunities for people to appreciate the historic value of the site and surroundings.

## Landscape / Green Spaces and Parks

The scheme will provide green spaces and a new Country Park within the dry valley area which will be publicly accessible via green corridors extending through the development and link to and complement the White Horse Wood Country Park to the south west.

The green corridors will also connect the open spaces and provide safe footpath and cycleway routes. Some of these spaces will form part of a nature trail to complement the heritage trail that is also being designed. A number of new footpaths and

bridleways within the Country Park will be created connecting to the existing Public Rights of Way within the site which would provide connectivity to the wider surrounding AONB and by a bespoke new footbridge to the White Horse Wood Country Park

to the south west. As a result, a currently wholly private parcel of land will be made publicly accessible thus enabling and enhancing accessibility to the AONB for the public's enjoyment.



Images of the existing White Horse Country Park opposite the site (south of A249).

# Pulling It Together: Centres of Excellence

This site occupies a prime location within proximity strategic motorway corridor.

Funding for a package of strategically and regionally important highways and infrastructure improvements will ensure the delivery of a new sustainable settlement, incorporating major residential development, an employment hub and business development centre and the largest publicly accessible country park in Kent, in an appropriate location which will critically relieve housing and transport pressure on Maidstone and rural service centres where there is inadequate and unsuitable infrastructure.

Given the development constraints that exist within Maidstone Borough this site represents the opportunity to plan positively for the managed release of land that can accommodate a large-scale, mixed-use development that would provide early delivery of a significant proportion of the Borough's requirements in terms of employment and housing land in a sustainable manner, whilst reducing the need for significant additional development at

settlements that lack the necessary infrastructure or are already suffering from congestion with consequent air quality, noise and vibration impacts that adversely affect local residents.

The scheme can deliver significant employment and commercial generation by providing high quality and flexible business accommodation in an attractive environment. The location is preferred by many businesses because it is strategically located to take advantage of the transport network which would be transformed by the delivery of improved infrastructure.

The site is accessible to many large centres of population with ready access to a large economically active employment base, attractive to established and new businesses.

Opportunity exists to integrate with one of Kent's busiest tourist attractions and create synergies for training, skills and business innovation.

The creation of an exemplar business and living environment integrating with existing topography and established environmental features in a sustainable location, using garden village principles and a landscape led approach that will ensure the long term management of the AONB.

Environmental benefits and ecological mitigation and improvements will be coupled with preservation and enhancement of nationally significant heritage assets to be incorporated in the largest country park in Kent, made accessible for public use and enjoyment with significant health and amenity benefits.

This site is viewed in the regional context and must be considered 'deliverable' and capable of making a significant contribution to addressing a range of employment, housing and infrastructure objectives with appropriate funding.

# Quinn Estates

---

Quinn Estates are Kent's premier developer of commercial space having built in excess of 1m sq.ft and are regarded as Kent's most proactive developer of commercial business space.

Quinn Estates are a Canterbury based property development and investment group who have operated in Kent for 20 years. We have over £750m worth of residential property being built or in planning on land we own or control. We have a pipeline of commercial projects that will generate in excess of £100m. Once complete the projects we are involved in will deliver over £80m a year into the Kent economy and create over 7,000 construction and long term jobs. With in excess of 35 live projects, the schemes Quinn Estates are involved in have the ability to generate significant economic, social and environmental benefits across Kent.

Quinn Estates have planned, constructed and sold a diverse range of schemes including residential, healthcare, industrial, education, leisure and office developments.

Our expertise lies in identifying opportunities to add value through planning and design whilst also having the capability to build, having ourselves delivered in excess on 1m sq.ft of commercial space and hundreds of residential units.

We have successfully obtained planning permission on both heavily contaminated and greenfield sites and work with landowners, local authorities, property companies and private equity partners to deliver value and schemes to be proud of.

Through a thorough understanding of planning and politics, Quinn Estates have created a niche position within the Kent property scene for the delivery of exemplar developments.



**Quinn  
Estates**