

District and Local Centres

June 2013

Centre Definitions

- The Maidstone Town Centre is a primary regional town centre and embraces a wide range of activities and performs many different main functions. It is expected that the planning for the future of Maidstone Town Centre will be achieved successfully through the use of an area action plan, with masterplans or development briefs for particular sites.
- District centres will serve a wider catchment than a local centre and will typically cater for weekly resident needs. It will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library.
- Local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and launderette. In rural areas, large villages may perform the role of a local centre.
- Small parades of shops of purely neighbourhood significance are not regarded as centres.

Summary of Assessments

Centre Name:	MBWLP Policy No. (saved policy)	Location:	Assessment Category:	Commentary summary:	Date of last survey
District Centres:					
Mid-Kent Centre, Castle Road, Allington	R10(i)	Maidstone Urban Area	District centre	The centre has a distribution of key shops and facilities, with a large supermarket (approx. 1,300sqm), allowing it to meet the criteria as a district centre.	July 2010
Grovewood Drive, Grove	R10(vi)	Maidstone Urban Area	District centre	The centre is focussed around the Tesco superstore with a floorspace of approximately 3,400sqm, with some smaller key shops, services and facilities. Given the range available it meets	July 2010

Green				the criteria as a district centre.	
Heath Road, Coxheath	R10(xv)	Rural Village	District centre	The site is located outside the Maidstone urban area, centrally within the Coxheath village, around a cross road junction along Heath Road. As the site is located outside the urban area and given the variety of retail services and non retail services and facilities available, the area can be classified as a district centre.	28/6/13
The Square, Lenham	R10(xvii)	Rural Service Centre	District centre	The area has a central distribution around the main village square, with a variety of comparison shops, and convenience stores including a village store and newsagents. Given the variety and number of retail shops, facilities and services available the area can be considered as a district centre.	05/07/13
High Street, Headcorn	R10(xvi)	Rural Service Centre	District centre	The shops in this area are distributed along the main road within the village centre. Retail shops include a large variety of both convenience and comparison stores. Given the variety and number of retail shops, services and facilities available, the area can be considered as a district centre.	05/07/13
High Street, Marden	R10(xviii)	Rural Service Centre	District centre	A large proportion of the properties within the northern side of the R10 boundary have now been converted for residential use. However, there is still a selection of key shops, services and facilities available, including a village store and newsagents attached to the post office. Although the area does not have a large number of shops, many key services and facilities are present, therefore given the locality within a rural area, the site can be considered as a district centre.	04/07/13
High Street, Staplehurst	R10(xix)	Rural Service Centre	District centre	The Staplehurst centre consists of a parade of shops to the north west. These shops then continue down the road to the south and along the opposite side of the High Street. . Given the range of shops, services and local facilities, Staplehurst is considered to be a district centre. It is also considered that the district centre now extends further south than is identified on	05/07/13

				the existing R10 boundary, as shown by this survey.	
Local Centres:					
Ashford Road, Bearsted	R10(ii)	Maidstone Urban Area	Local centre	The centre is split by the A20 into two sections, with a reasonably large variety of shops and services, and therefore meets the criteria as a local centre	July 2010
The Green/ The Street, Bearsted	R10(iii) NW Part	Maidstone Urban Area	Local centre	Located to the north west of Bearsted Green, the site has a limited number of shops and services. On its own, it would be unlikely to meet criteria as a local centre, however if combined with the south eastern section it can be considered a local centre.	July 2010
The Green/ The Street, Bearsted	R10(iii) SE Part	Maidstone Urban Area	Local centre	Located to the south east of Bearsted Green, the site has a limited number of shops and services. On its own, it would be unlikely to meet criteria as a local centre, however if combined with the north western section it can be considered a local centre.	July 2010
Marlborough Parade, Beverley Road, Barming	R10(iv)	Maidstone Urban Area	Local centre	The site is a small parade of retail stores surrounded by a residential area. The site appears to be on the margin in meeting the criteria as a local centre. Given the site is currently identified as a local centre in the Local Plan, and fits within the wider spatial pattern, it still should be considered a local centre.	July 2010
Cherry Tree, Tonbridge Road	R10(v)	Maidstone Urban Area	Local centre	The site is centred around a main road junction between Tonbridge Road, Queens Road and Fant Lane, splitting the area into three parts. The centre has a number of small shops, services and facilities, whilst the southern section is now in residential use.	July 2010
Boughton Parade, Loose	R10(vii)	Maidstone Urban Area	Local centre	The centre consists of a row of retail shops and services on one side of Loose Road. Other facilities can be found further along the road and on the opposite side of the Loose Road. Given the	28/06/13

				retail facilities and services available the area can be considered as a local centre.	
Egremont Road, Madginford	R10(viii)	Maidstone Urban Area	Local centre	The centre, consisting of a parade of shops offering a range of retail comparison and convenience stores and other non-retail services and facilities, with an library, infant and junior school within close proximity.	July 2010
Parkwood Parade	R10(ix)	Maidstone Urban Area	Local centre	<p>The centre has a central spatial distribution with an 'L' shape layout of retail services and facilities, a large car park with a bus stop, and recycling facilities on site, and a number of key shops, facilities and services.</p> <p>Outline planning permission 12/1052 has been granted for residential development and new community and commercial facilities with all matters reserved for future consideration. The committee report says that in terms of the retail provision, it has been agreed that the floor space will at least match the existing level of provision, and that it will be constructed and will be ready for occupation prior to the existing units being demolished. This is likely to require the retail units to be relocated, which would need to be assessed against Policy R10 of the Local Plan.</p> <p>The parade was still open and trading when surveyed in 26/07/13.</p>	26/07/13
Sandling Lane, Penenden Heath	R10(x)	Maidstone Urban Area	Local centre	The centre consists of a small parade of retail shops and services, located within a residential area close to Penenden Heath recreation ground.	25/07/13
Senacre Square, Woolley Road	R10(xi)	Maidstone Urban Area	Local centre	The centre has an 'L' shape distribution of retail services and facilities, and a reasonably large car park. Although the area lacks some public facilities such as a library, sub-post office and pharmacy, it can be considered as a local centre.	July 2010

Northumberland Court, Shepway	R10(xii)	Maidstone Urban Area	Local centre	This Centre has a 'U' shaped layout with a car park in the centre adjacent to the road, surrounded by the shopping parade. The area has a number of small retail shops and services. Although the site does not contain a sub-post office, given the range of shops and services available ensure it meets the criteria of a local centre.	July 2010
Snowdon Parade, Vinters Park	R10(xiv)	Maidstone Urban Area	Local centre	The site has a small parade of retail shops and takeaways / restaurant. The site appears to be on the margin in meeting the criteria as a local centre. Given the site is currently identified as a local centre in the Local Plan, and fits within the wider spatial pattern, it still should be considered a local centre.	July 2010
Mangravet, Sutton Road/Mangravet Avenue	N/A - NEW	Maidstone Urban Area	Local centre	The area is located adjacent to the Sutton Road and both sides of Mangravet Avenue. Although the area is small in size, given the number of facilities and retail services available, the area can be considered as a local centre.	July 2010
Yalding, High street / Benover Road Hermitage Walk	N/A - NEW	Rural Village	Local centre	The spatial distribution of the shops, non-retail services and local facilities is distributed sparsely around the village with no real central point; residential properties are located between the shops and services. Provided a considered centre boundary is identified, the area would meet the criteria as a local centre.	July 2010
Hermitage Walk	N/A - NEW		Local centre	The centre consists of a small parade of retail shops, including a Tesco Express and vets, located within a residential area adjacent to Maidstone Hospital.	25/06/13
Other – NOT Local or District Centre:					
Boughton Monchelsea	N/A	Rural Village	Other	The village shop has a convenience store containing a post office, off licence and cash machine. The pub, hair dressers and other village services are distributed throughout the village. The lack of retail facilities and the dispersal of other village	28/06/13

				facilities mean the area cannot be defined as a local centre.	
Sutton Valance	N/A	Rural Village	Other	The distribution of shops and pubs through the village and the lack of a small supermarket mean the area cannot be defined as a local centre.	28/06/13
Kingswood	N/A	Rural Village	Other	Kingwood has a convenience store with post office along Charlesford Avenue and a small parade of shops along Ceyser Drive. The village does not have the quantum of retail to be defined as a local centre.	01/07/13
Eyborne Street (Hollingbourne)	N/A	Rural Village	Other	There is a very small village shop which includes an out-reach post office service. The only comparison shop is a hair dressers. There are a couple of pubs and a Osteopath Clinic. The village does not have the quantum of retail to be defined as a local centre.	01/07/13
Upper Stone Street, Maidstone	R10(xiii) Upper part	Maidstone Urban Area	Other	The site has a linear distribution, located along a busy main road leading out from the town centre. The area has a number of takeaways / restaurants / public houses, and some comparison retail shops. However, the area does not have a convenience store, or any key local facilities and services. The large majority of the services within this area are focussed towards automobile servicing and sale. The area provides some secondary servicing of the town centre and some local services, rather than a centre in its own right.	
Upper Stone Street, Maidstone	R10(xiii) Lower part	Maidstone Urban Area	Other	The site is located to the south of the other section of R10(xiii), and also has a linear distribution, located along a busy main road leading out from the town centre. The area provides some secondary servicing of the town centre and some local provision, rather than a centre in its own right.	
Willington Street Shopping Parade	N/A	Maidstone Urban Area	Other	A small parade of retail shops and facilities is located along Willington Street, including two convenience stores and a sub-post office. Whilst the area has a sub-post office, the number of	

				retail services and local facilities available is limited, therefore the site is not considered to be a local centre, rather a parade of shops.	
Harrietsham, West Street / A20	N/A	Rural Village	Other	The distribution of shops and services within the Harrietsham Village is not centralised. The majority of the area is now within residential use with some shops and services at various points along the route. Given the sparse distribution of retail shops, services and local facilities, the area may not be considered as a local centre.	05/07/13
Newnham Court Shopping Village, Near Junction 7, M20	N/A	Just outside Maidstone Urban Area boundary	Retail park	The retail park has developed in an ad-hoc manner gaining significant permissions in the 1980's. It is probably more accurately described as a retail park rather than a district or local centre, as it does not offer significant convenience or local public facilities or services, such as a library, post office and a sizeable supermarket.	