



# Maidstone West

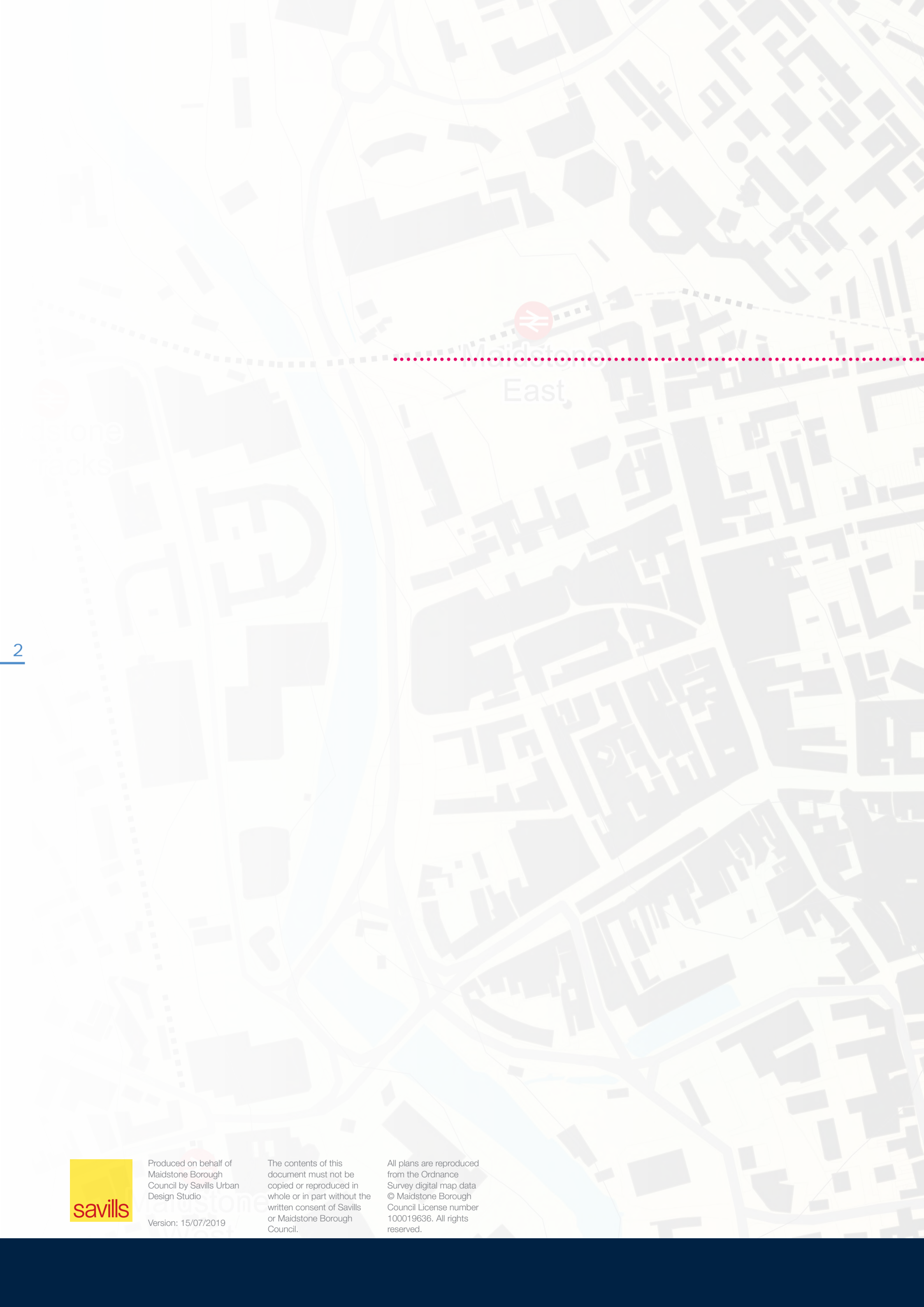
Planning Guidelines | July 2019



OPPORTUNITY SITES

MAIDSTONE TOWN CENTRE





Maidstone  
East

Maidstone  
East



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**Note: See separate supporting Appendices Document**

## Vision Statement

*New development at Maidstone West will deliver a high quality variety of new homes as part of a mixed-use opportunity at the western gateway to the town centre. New buildings will relate positively to the the River Medway as well as the adjacent streets. The associated public realm environment can be significantly enhanced, including Maidstone West Station. Opportunities shall be taken for improving traffic circulation in the streets within and around the sites, including Broadway, the Bridges Gyratory and Barker Road.*

# Objectives for the Site

## **To create a vibrant and sustainable riverside neighbourhood around Maidstone West Station**

This is a sustainable location that will be well suited to increased opportunities for an integrated residential community, whilst retaining the benefits of a variety of shops, leisure and sustainable transport options.

## **To enhance the connectivity to and scenic quality of the River Medway**

The northern site provides the opportunity to present an enhanced frontage to the River Medway, minimising the dominance of the Bridges Gyratory. The proximity to the river will add value to new properties in this location, as well as enhance views from the eastern side of the River Medway. Enhanced natural surveillance from new buildings combined with associated public and private amenity space along the river, would also contribute to the vibrancy of the riverside walk/cycle route.

## **To enhance the public realm and vehicular circulation of Hart Street, Barker Road and Maidstone West Station**

The redevelopment of the B&Q site provides the opportunity to widen Hart Street, allowing for wider pavements, street tree planting and creating opportunities for enhanced traffic circulation. Opportunities should also be taken to enhance the parking and access layout and public realm design of Maidstone West forecourt, with the potential for connecting Station Approach to Hart Street to help

ease traffic movement. This could be further facilitated by enhancing the junction of Station Approach with the A26, possibly through the relocation of the War Memorial from the western end of Broadway.

## **To enhance pedestrian and cycle connectivity**

The nearby Bridges Gyratory presents a physical barrier. New development should be associated with improvements to cycle and pedestrian connections with the wider area, especially to the town centre.

## **To provide space for urban living**

Given the central, sustainable and attractive riverside location of the site, opportunities should be sought to provide a high proportion of residential properties across both sites. This increase in the town centre's residential population will enhance its vibrancy and economy. These sites are suited to high density schemes that include a high proportion of apartments, although townhouses would also be encouraged. This could also include retirement living.

## **To minimise flood risk**

Given the location of much of the site within Environment Agency Flood Zones 2 and 3, ground floor uses should be designed to mitigate potential flood damage.

**To include opportunities for leisure, retail and community uses**

The redevelopment should allow for the inclusion of non-residential uses at the ground floor level to serve both the new residents and visitors to the area. These should particularly be along frontages with Broadway and Hart Street, where footfall would be highest due to their proximity to Maidstone West Station and routes in/out of the town centre. Uses here could include gyms, convenience stores and takeaways. The redevelopment of the northern site could also accommodate space for a supermarket and parking, similar in size to the existing Lidl.



*Maidstone West Station*

**To respect the setting of the heritage assets on the site and in the immediate surrounding area**

Proposals should respect and enhance the setting of the former Church of St Peter and the Maidstone Centre, All Saints and Rocky Hill Conservation Areas. Whilst outside of the site boundary, consideration should be given to relocating the war memorial to a less busy and accessible area.



*Northern Site: Broadway, looking east towards Broadway Shopping Centre*

**To provide a viable and deliverable solution for the sites**

This brief explores some of the key aspects of the viability and deliverability of development proposals on site; as market conditions change, these issues may be subject to review and there may be scope for variation in the design and layout of the buildings and spaces within the parameters of the key design principles.



*Southern site: Hart Street/Barker Road*

# 1. Introduction

## 1.1 Role of the Planning Guidelines

1.1.1 These Planning Guidelines have been prepared by lead consultant Savills for Maidstone Borough Council ('the Council'). The purpose of the document is to encourage, promote and facilitate the redevelopment of two sites to the north and south of Broadway, adjacent to Maidstone West Station. Throughout the document they will be known as the 'northern site' and 'southern site' (see Section 1.2 below).

1.1.2 These sites both occupy accessible locations within the heart of Maidstone (see Figure 1). Whilst this document covers the overlapping context and opportunities for the sites, it is recognised that they are likely to be brought forward as two separate developments.

1.1.3 This document provides an analysis of the existing context of the site, presenting potential opportunities and constraints (Section 2); a clear set of parameters for how the site could be taken



Fig.1: Site Location

forward that would be acceptable to Maidstone Borough Council in planning and urban design terms (Section 3) and an illustrative scenario (Section 4) which gives an indication of the likely capacity of the site, based on the guidance set out in Section 2 and within a context of improving market conditions.

1.1.4 The document sets out what could be achievable and acceptable in planning terms and would be welcomed by the Council. It is not intended to be a supplementary planning document.

1.1.5 The guidelines are a culmination of an extensive design and feasibility study undertaken by Savills for five Maidstone Town Centre Opportunity Sites during the period April 2018 - July 2019. These opportunity sites are shown on Figure 2 and consist of:

- Site 1. Granada House and Gala Bingo
- Site 2. Mote Road
- Site 3. Len House
- Site 4. Maidstone Riverside
- Site 5. Maidstone West

## 1.2 Site Locations and Context

1.2.1 The two sites measures some 2.73 hectares gross (6.75 acres) and are located on the western bank of the River Medway, immediately to the west of the town centre.

1.2.2 The northern site (1.27ha) is currently occupied by the Broadway Shopping Centre immediately west of the Bridges Gyratory. Its northern boundary lies adjacent to Buckland Road, whilst to the south it is adjacent to Broadway. Its western boundary lies adjacent to a railway line that connects Maidstone West Station to the south with Maidstone Barracks Station to the north.

1.2.3 The southern site (1.46ha) lies to the immediate west of the Crown Combined Court Centre on Barker Road. The southern boundary of the site is also contained by Barker Road, opposite Lockmeadow Entertainment Centre. The northern boundary of the site is adjacent to Hart Street, opposite a McDonald's drive-thru, whilst the western boundary is also contained by Hart Street, opposite the Hart Street Commercial Centre. The area also includes Maidstone West Station (Network Rail) and part of its car parking area, extending to Broadway to the north. Part of the area adjacent to the Station is on a 150 year lease to Arch Company but could be considered for future development. Whilst the site boundary does not include Broadway, consideration is given to potential enhancements to its vehicular and pedestrian environment.





Fig.2: Opportunity Sites

**Key**

- 1 Gala Bingo + Granada House
- 2 Mote Road
- 3 Len House
- 4 Maidstone Riverside
- 5 Maidstone West

## 1.3 Process

1.3.1 The planning guidelines and proposals for all five Opportunity Sites have been developed through a collaborative process involving extensive stakeholder engagement. This has included two landowner/officer consultation workshops, a site walkabout and two roundtable meetings with Maidstone Borough Council Members.

1.3.2 A thorough analysis of the site and its context has also been carried out, as set out in Section 2. Savills team has included masterplanners, landscape architects, development consultants, heritage consultants. Markides Associates has provided transport advice.



*Broadway shopping centre, Broadway (northern site).*



LIDL

Tanning Shop

truGym

Sunbed Tanning 40p

No U-turn

No parking

# 2. Issues for Consideration

## 2.1 Opportunities and Constraints

2.1.1 A thorough analysis has been carried out of the site and its context, which is summarised in the attached appendices. The analysis and engagement process highlighted a number of opportunities and issues to consider/address in taking the sites forward for development. These can be summarised as follows:

- The central location of the sites, with limited constraints in the immediate vicinities, gives an excellent opportunity to provide medium to high rise living. This could also include retirement living and hotels.
- The redevelopment of the northern site provides the opportunity to enhance pedestrian connectivity to the River Medway and access across The Broadway and Gyratory, as well as maximise visual connection to the sites. It also provides the opportunity for associated public realm enhancements, such as space for avenue tree planting.
- All of the southern site and much of the northern site are situated within Environment Agency Flood Zones 2 and 3. Technical flood risk surveys will need to be undertaken together with mitigation measures, especially if residential uses are promoted on the ground floor. Given the central location of the sites, it would be beneficial to incorporate retail/leisure uses on the ground floor of properties fronting the Gyratory/Broadway and Hart Street.
- The development of the southern site provides the opportunity to enhance vehicular circulation, parking and the pedestrian environment at Maidstone West Station and the widening of Hart Street. This will provide a more welcoming gateway to the town and facilitate traffic movement around Barker Road, Broadway and Hart Street.
- Opportunity for enhanced pedestrian connections to Maidstone West Station and improvements at the Station Approach/A420 junction, potentially including the relocation of the war memorial to provide more space for vehicular movements.
- The redevelopment provides the opportunity for 'greening' the area. This should include space for more tree planting, front garden space and opportunities for roof terraces and communal gardens in the centre of blocks. Existing trees on Barker Road are an asset and any development should avoid their removal.
- Potential impacts on the highways network generated by alternative uses within the area, especially the Bridges Gyratory and Barker Road junction with the Broadway.
- Potential air, noise and contamination issues given the sites' urban history and setting will require appropriate technical assessments.
- The presence of the railway line adjacent to the western boundary of the sites will require consideration of how residential properties are located/internally designed to minimise impacts on privacy and noise.

- Views of new developments from the eastern side of the River Medway will be an important consideration, especially development on the northern site and the skyline of the southern site. Both developments provide an opportunity to enhance these views.
- Development will need to be aware of the presence of foul water sewers and an electricity sub-station in the western part of the southern site. This may require easements to be left or the diversion of the utilities.



*Barker Road public car park*



*Nearby open space adjacent to River Medway*



*Broadway Shopping Centre with views towards eastern side of River Medway*



*Eastern area of Broadway Shopping Centre*

# 3. Overall Development Principles

**This section of the document provides guidance to potential developers as to how the site should be developed. This guidance is supported by precedent images and the design rationale plan at Figure 3.**

## 3.1 Land Use

3.1.1 There is the potential for a variety of uses on the sites, however the most economically viable option will be residential. Whilst most value would be gained from limiting ground floor internal parking, the location of over half the sites in Flood Zones 2 and 3 mean that it is likely that the most suitable ground floor use will be retail, cafés and restaurants, leisure, parking and storage. If flood mitigation measures could be incorporated that allowed for ground floor residential uses, then this would be preferable within the Barker Road area.

3.1.2 Given that much of the surrounding area has medium-rise buildings, including the Broadway Shopping Centre on the northern site, Broadway Heights apartments opposite Maidstone West Station, the Travelodge Hotel to the north, the Combined Law Courts and riverside apartments along Hart Road to the south, much of the site would also be well suited to taller buildings. These buildings can provide visual enclosure to the river, Bridges Gyratory and Broadway. New residential buildings in this area should therefore reflect this emerging character, with the inclusion of taller landmark buildings to provide visual interest to the skyline. As such, buildings fronting the Broadway, Bridges Gyratory and northern part of

Hart Street and Barker Road would all be suited to apartments.

3.1.3 If a residential led scheme comes forward, it will still be important to include some other, mixed uses at the ground floor level where footfall will be greatest, such as at the eastern end of the Broadway and along Hart Street. This would also be suitable adjacent to Maidstone West Station, although parts of this area (shown as yellow on Figure 3) are currently on long leases to other parties. This will increase the vibrancy of the area and associated natural surveillance. Such uses could complement the increased residential population proposed for in and around the site, including retail uses such as convenience stores as well as takeaway restaurants, cafés and gyms.

3.1.4 If there is market demand, consideration should also be given to the incorporation of large retail units as an integral part of the development for the northern site. This should be focussed in the south-west corner of the site on the junction of Broadway and the Bridges Gyratory and could include undercroft parking set behind retail units on the ground floor and a large retail unit on the first floor. It may be necessary for the development to incorporate a similar amount of floorspace and car-parking as is currently

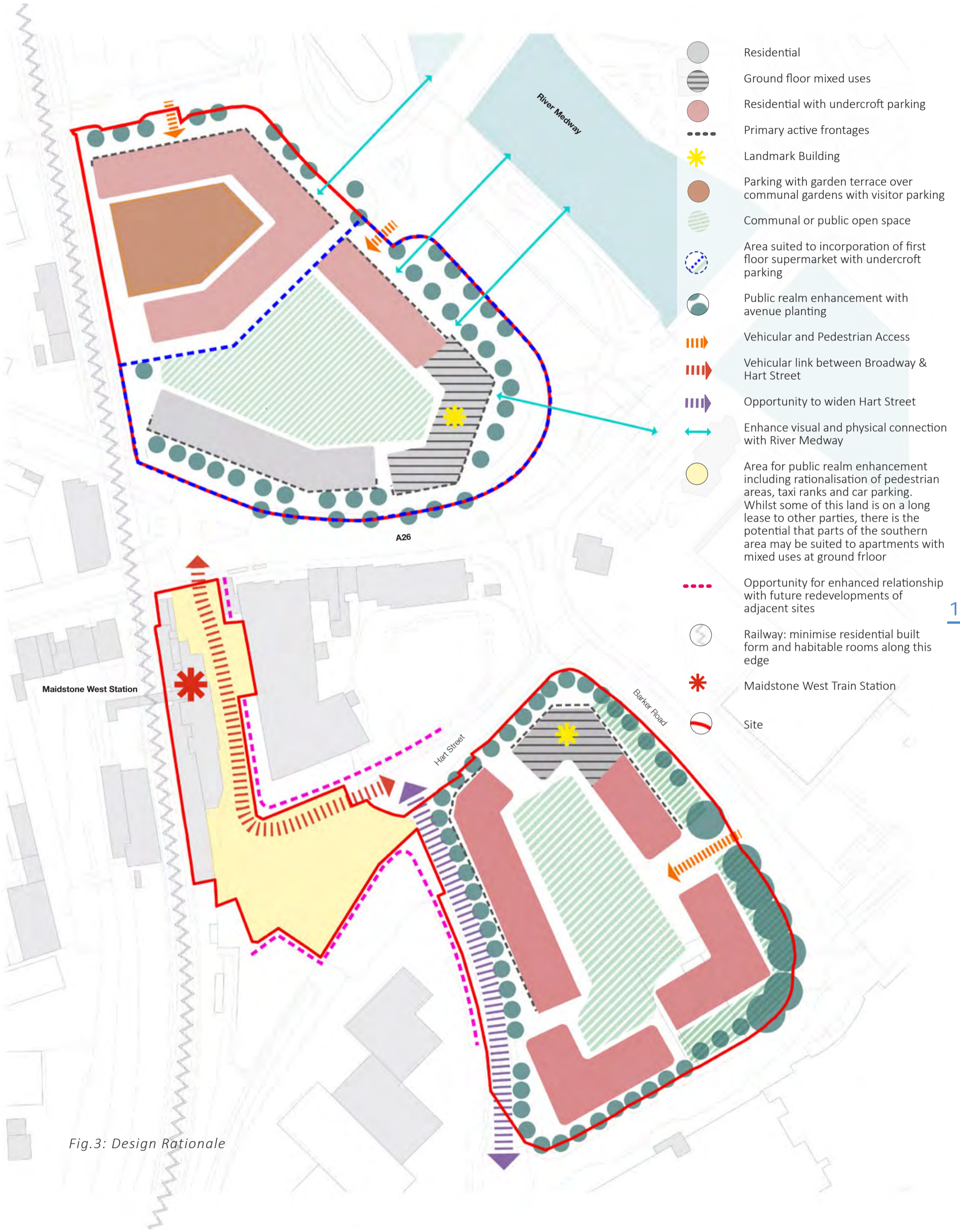


Fig.3: Design Rationale



*Apartments and retail units provide natural surveillance and active street frontages*



provided within the Broadway Shopping Centre. To provide appropriate scale to the street and create a landmark building, such a development would benefit from the incorporation of a tall building at the junction of Broadway and the Bridges Gyratory.

3.1.5 The southern part of the southern site may also be suited to family housing to give a varied structure to the community, however it is recognised that apartments may be a more viable option. Given the height and density of existing housing within the site and immediately to the west of the site, it would be appropriate for any housing to comprise terraces of three to four storey townhouses with integral garages. Given flooding and possible land contamination constraints, these may need to be designed with raised ground floors and gardens.

3.1.6 In summary, the main use class suited to the sites will be:

- C3 Residential

3.1.7 Together with a limited amount of:

- A1 Shops
- A3 Restaurants and Cafes
- A5 Hot Food Takeaways
- D2 Assembly and Leisure (such as gyms)

3.1.8 Whilst the site may also be suited to hotel use (C1) and business (B1), it is recognised that there is unlikely to be appropriate market demand for these.



*Apartments over small retail units create active street frontage*



*Apartments over supermarket within a landmark building*

## 3.2 Scale and Form

3.2.1 Given the sites' location in the centre of Maidstone and their access to local transport links, there is an opportunity to maximise density in the context of high quality design and layout.

3.2.2 New buildings should respect the existing alignments of Broadway, Hart Street and Barker Street as well as the River Medway. The layout of the development should create a perimeter block structure which clearly defines public fronts and private backs. Buildings should provide active frontages and surveillance to pedestrian routes and open spaces. Continuous frontages are encouraged to provide enclosure to the streets and spaces.

3.2.3 New development should respect the existing building lines as well as the scale of existing buildings and streets. Given the relatively wide nature of Broadway and the Bridges Gyratory, and River Medway beyond, buildings on this frontage of the northern site should be at least four storeys in height, with the potential to rise to a landmark building at the junction of Broadway and the Gyratory. Buildings significantly taller than the

existing Broadway Centre will be welcomed if they are of a slender form and of a high architectural standard.

3.2.4 Due consideration will need to be paid to views towards the nearby listed buildings, such as the former Church of St Peter, and properties on Buckland Road are likely to step down to approximately three storeys .

3.2.5 In the southern part of the site, apartments could rise to approximately four storeys in height, with the potential for a taller landmark building of up to nine storeys on the junction of Barker Road and Hart Street.

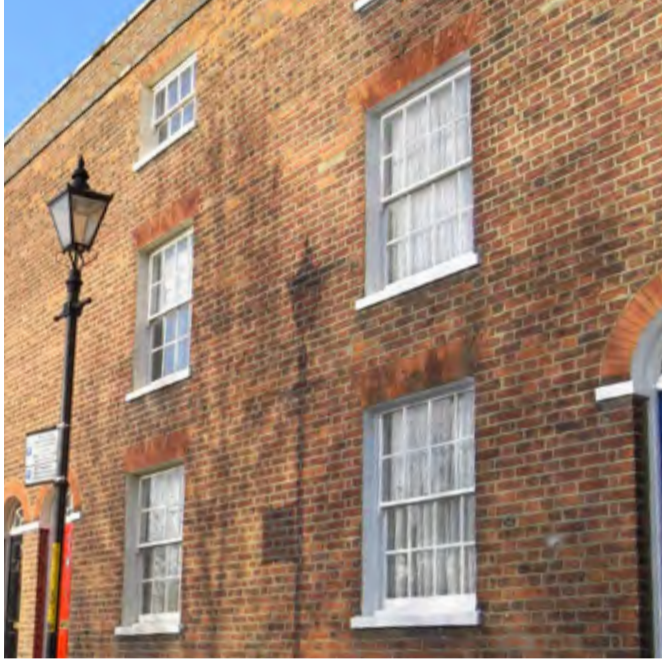
3.2.6 The scale of development must allow for maximum sunlight onto the public realm and open spaces.

3.2.7 Buildings should be arranged so as to maximise the distance of habitable rooms and windows from the railway line along the western boundary of the site. This can be achieved by setting back from the railway line, with parking and access roads and the gable ends of buildings occupying this part of the parcel.



*Varied building heights with the potential for landmark buildings*





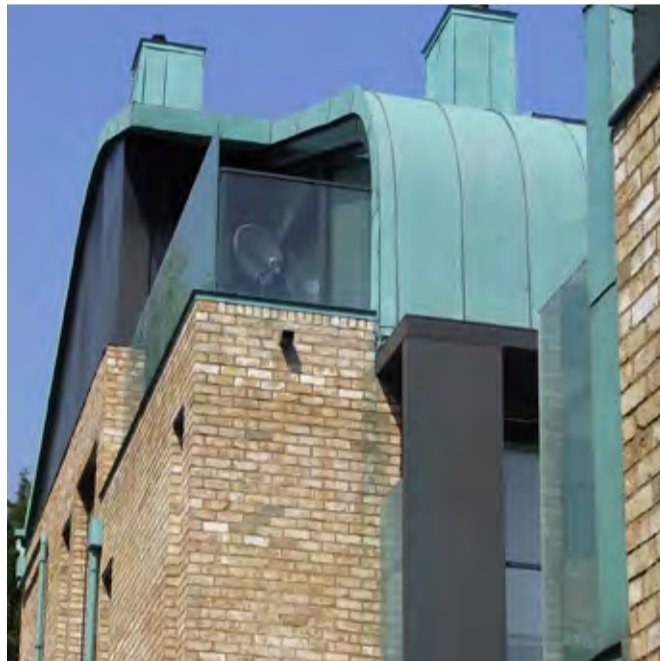
*Traditional brickwork, Maidstone*



*Red and buff bricks with Kentish Ragstone plinth(Fremlin Walk, Maidstone)*



*Kentish Ragstone (Archbishop's Palace, Maidstone)*



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*Images: Examples of contemporary architecture within a green setting. The use of balconies and a limited palette of complementary materials should provide an attractive and varied elevation to avoid a monolithic appearance*

### 3.3 Building Design and Materials

3.3.1 The design of the development across the site will need to respond to the context of the site and the key buildings in the local area. However, given the general lack of heritage constraints in the immediate surrounding area, there is the potential for the site to accommodate sustainable modern materials.

3.3.2 The site presents an opportunity for high quality contemporary design and the use of contemporary materials such as metal windows. Whilst balconies may be less appropriate on the busier streets such as Broadway and the Bridges Gyrotory, elsewhere they are encouraged wherever possible, to provide private amenity space and natural surveillance to the adjacent streets and spaces.

3.3.3 It is intended that a limited palette of materials will be used with architectural detailing and design providing the richness in character, rather than a large variation in texture and colour. An appropriate use of materials and simple design will ensure the longevity of the buildings' appeal.

3.3.4 Specific materials will need to be agreed directly with the local planning authority. If a traditional approach is to be taken, the colour palette should be:

- Walls and elevations: red or yellow stock bricks, glass, metal cladding and Kentish Ragstone
- Roofing: monochrome/ plain colours, including clay tiles/slates



*Incorporation of planting strips around buildings*

### 3.4 Public realm and open space

3.4.1 Maidstone Borough Council places great importance on maximising opportunities for providing functional green spaces within the town centre. Any scheme for the site should deliver good living environments for those living in and using the revitalised site as well as improved biodiversity. In addition, the Maidstone Borough Local Plan (MBLP) allows for a financial contribution to be made to improve existing sites and enhance the capacity of existing provision, if suitable opportunities for new open space cannot be identified within the specified accessibility standards due to site constraints.

3.4.2 Due to the vehicle dominated character of the Bridges Gyratory and Broadway, it is important to enhance the pedestrian environment of streets in this area. A key opportunity for public realm enhancement will be to maximise pavement widths, leaving space for large-scale avenue tree planting on Broadway, as well as the narrower streets of Barker Road and Hart Street. The redevelopment of the Broadway Shopping Centre should also provide opportunities to enhance pedestrian connectivity with the river, through enhanced road crossings for example. If ground floor residential space is provided within the scheme, it should be set back behind private garden space of at least 2m in width, enclosed by a robust but attractive boundary treatment such as painted metal railings.

3.4.3 With the potential to widen Hart Street, the development of the southern site also provides an opportunity to provide public realm enhancements to Barker Road, especially in the vicinity of the Crown Combined Court Centre and Lockmeadow Entertainment Complex, such as shared-surface areas.

3.4.4 Existing mature trees on Barker Street, opposite the law court, should be retained as an integral part of any development, subject to arboriculture surveys.

3.4.5 The public realm should use high quality hard materials wherever viable, encouraging increased use of the public spaces and providing an attractive setting to new buildings here. In particular, the redevelopment on part of the Maidstone West Station parking area should be associated with public realm enhancements to the Station parking areas, with enhancements to the pedestrian environment and additional tree planting. Consideration could also be given to the incorporation of multi-storey parking in new buildings in this area.

3.4.6 Elsewhere, opportunities should also be taken for incorporating private and public green spaces around new apartments. These can take the form of internal communal gardens set within the centre of development blocks as well as roof terraces. Contamination surveys may be required to ensure appropriate mitigation is taken where necessary, given the industrial history of the site.



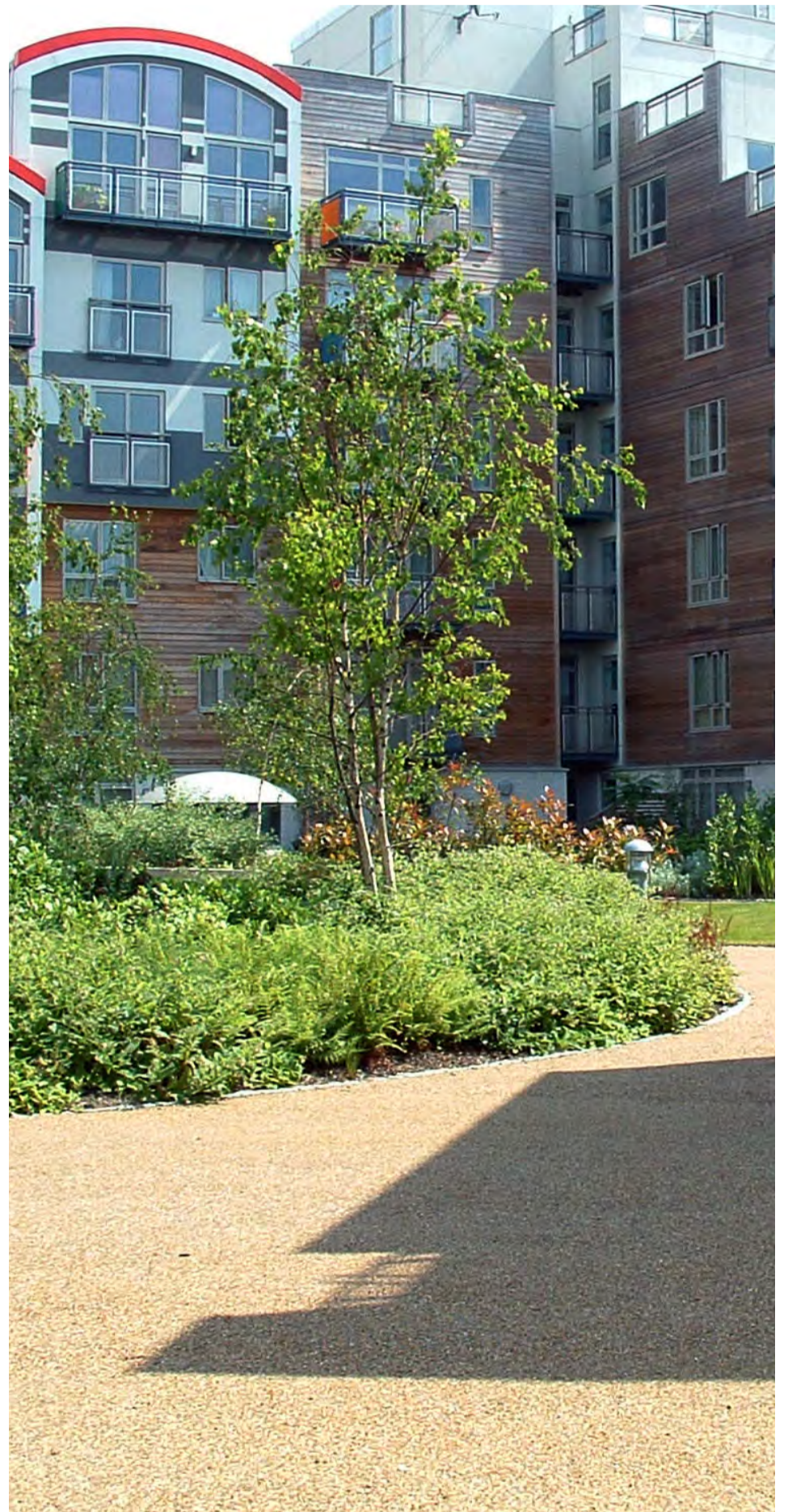
*Greening the environment: space should be taken for tree planting, front gardens to buildings and roof terraces*

## 3.5 Access, parking and sustainable travel

3.5.1 Given the busy nature of the surrounding highways, access points to the various development parcels will need to be carefully considered. This could include opportunities for introduction of one-way circulation through the Station Approach Area and Broadway Shopping Centre site. Given the changes in trip generation that will occur with redevelopment on the sites, transport assessments should be undertaken to help guide detailed design and indicate improvements that might be needed to the wider highway network. This is especially important with regard to the eastbound carriageway of the Bridges Gyratory and one-way system around the Broadway/Terrace Road/Tonbridge Road, and early discussions should take place with Kent County Council.

3.5.2 Access around Hart Street can be significantly enhanced with the widening of this carriageway where it runs adjacent to the western side of the southern site. This could then provide opportunities for providing safer pedestrian access and for improving vehicular circulation/connectivity with Barker Road.

3.5.3 The development of the sites should consider the relocation of the war memorial at the western end of the Broadway to a site that is more accessible and peaceful, such as Brenchley Gardens. This could then provide an opportunity for junction improvements at the junction of Station Approach



*Garden terrace over car parking*



with Broadway when combined with opening up the eastern end of Station Approach to connect with Hart Street. This could help alleviate congestion in the immediate area as well as improve the setting of the war memorial.

3.5.4 Parking standards are set out in Policy DM23/ Appendix B of the MBLP. These propose a maximum of one parking space per one or two bed flat/house and three or four+ bed house in the town centre, ideally within gated/controlled garages or parking court.

3.5.5 Due to the central location of this development site within Maidstone, the provision of parking should reflect the good accessibility of the site by public transport, i.e. parking provided as part of development reduced as far as possible. This development may be expected to provide an individual travel plan, to ensure full developer commitment to encourage sustainable travel and provide real sustainable alternatives to the end user of the development.

3.5.6 The Council recognises the growing capacity issues for residents parking in the town centre. Given that the town centre is such a sustainable location, for the five opportunity sites, a parking ratio of below 1:1 is appropriate. However, the Council will ensure that there is not a detrimental impact of this policy on existing neighbourhoods,

inasmuch residents that move into new homes on the sites that do not benefit from an allocated parking space/s, will not be able to apply for residents parking permits to be used in the surrounding streets. Furthermore, in terms of the overall quantum of parking that is provided on site, adequate provision will be held back for the use of visitors, and these arrangements will be enforced. In addition, the restrictions on access (such as controlled entry) together with the type, size and mix of homes will be taken into account.

3.5.7 The schemes should include secure bicycle storage for residents and should contribute to enhancements to cycle and pedestrian links to the town centre and riverside.



*Covered cycle parking*

## 3.6 Safety and security

3.6.1 Development on the site will deliver the following key principles to create a safe and secure environment by:

- Ensuring natural surveillance and human presence including active uses at ground floor, buildings fronting onto the public realm and locating parking in safe and secure courtyards.
- Minimising conflict by providing safe routes for pedestrians and cyclists, and managing traffic movement in the locality, especially enhancing

pedestrian movement and safety around the Broadway and Bridges Gyratory area.

- Providing secure and surveyed parking areas.
- Ensuring that all publicly accessible space is easily surveyed by properties and secure access given to private space.
- Secure cycling parking areas to be provided within all residential blocks.

*High proportion of integral balconies to provide natural surveillance & outdoor amenity space*



# 4. Illustrative Development Scenarios

## 4.1 Introduction

4.1.1 This section sets out potential scenarios for how the site could be developed, reflecting the principles set out in Section 3. The scenarios illustrate how the sites may be developed based on good placemaking principles and an understanding of the local property markets, however they should not be seen as the only solution.

4.1.2 Given the costs of redeveloping the Broadway Shopping Centre site and ongoing desire of existing occupants to remain within the site, the redevelopment of this area should be seen as a medium to long term opportunity. The deliverability of redevelopment on the B&Q site may be achievable in the medium term, depending on the desire of the company to relocate this store.

## 4.2 Illustrative Scenario: Northern Site

4.2.1 The scenario creates a series of perimeter blocks that provide active frontages and surveillance and visual enclosure to the existing streets within the area. It shows the redevelopment of the Broadway Shopping Centre and its replacement with a series of residential apartment blocks around two courtyards. The central location of the development means that residential uses here could include retirement living, build-to-rent (PRS) or a hotel.

4.2.2 The northern courtyard includes a parking area which has the potential to have a garden terrace above it. The southern courtyard incorporates a large communal garden at ground level, however there is also the potential to build a supermarket over this area with a garden roof-terrace above and parking below. All of the buildings fronting Buckland Road and the Bridges Gyratory have ground floor internal parking, which is a suitable use given the flood risk here.

4.2.3 Buildings on the corner of Broadway incorporate commercial units on their ground floors which could be used for retail, leisure such as gyms, cafés or takeaways. Blocks to the west have apartments along the ground floor level, as they are outside of Flood Zone 2. These are set back from the Broadway frontage, allowing a front garden strip to provide privacy to ground floor flats and enhance the public realm of the adjacent street. Given the coarse urban grain here with wide highways and the open character of the River Medway to the north-east, there is the scope for this to include a landmark building.

4.2.4 The highest block, on the corner of Broadway and the Gyratory, is a landmark building. As the site levels rise to the west, the overall block heights diminish to four storeys at the western end of the Broadway. This also helps respect the setting of the listed buildings to the south. All of the

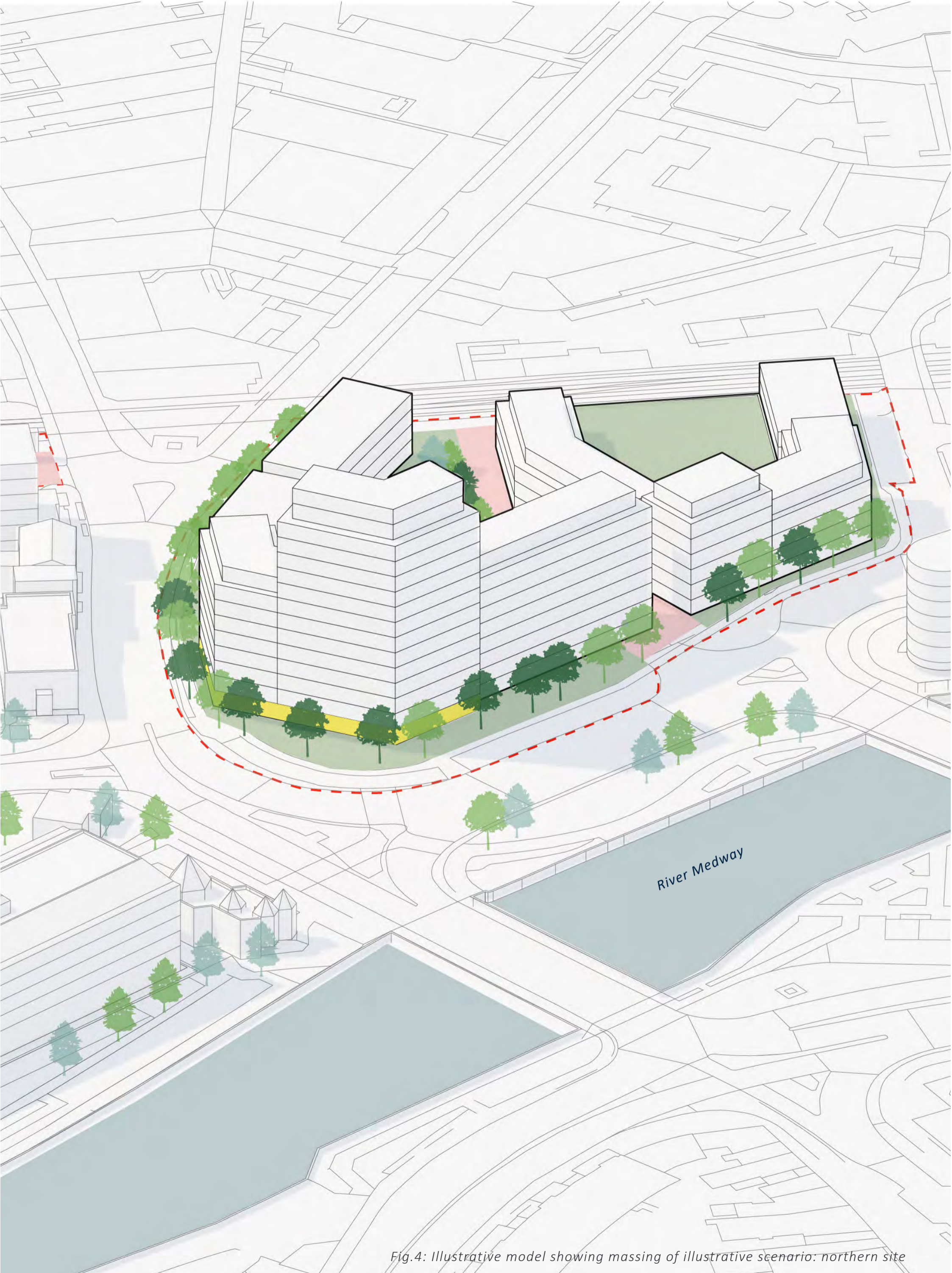


Fig.4: Illustrative model showing massing of illustrative scenario: northern site

buildings in this area are sufficiently set back from the adjacent highways to allow space for large tree planting, especially along the Broadway and river frontage. Buildings are proposed parallel to the River Medway to maximise opportunities for views of the river and reinforce a stronger relationship between the building and river.

4.2.5 This scenario illustrates how approximately 281 residential units could be accommodated on the northern site. Given that that the northern site is 1.27 hectares in size, this gives an average density

of approximately 221 dwellings per hectare assuming that the entire site is developable.

4.2.6 The illustrative scheme allows for approximately 125 no. residential car parking spaces, giving an average of 0.4 spaces per apartment.

4.2.7 The scenario also allows for 632 sq.m ( 6803 sq.ft) net internal area ground floor retail/leisure uses, with no associated parking. If required however, the scenario could be adapted to include a first floor supermarket with ground floor parking in the area occupied by the southern garden.

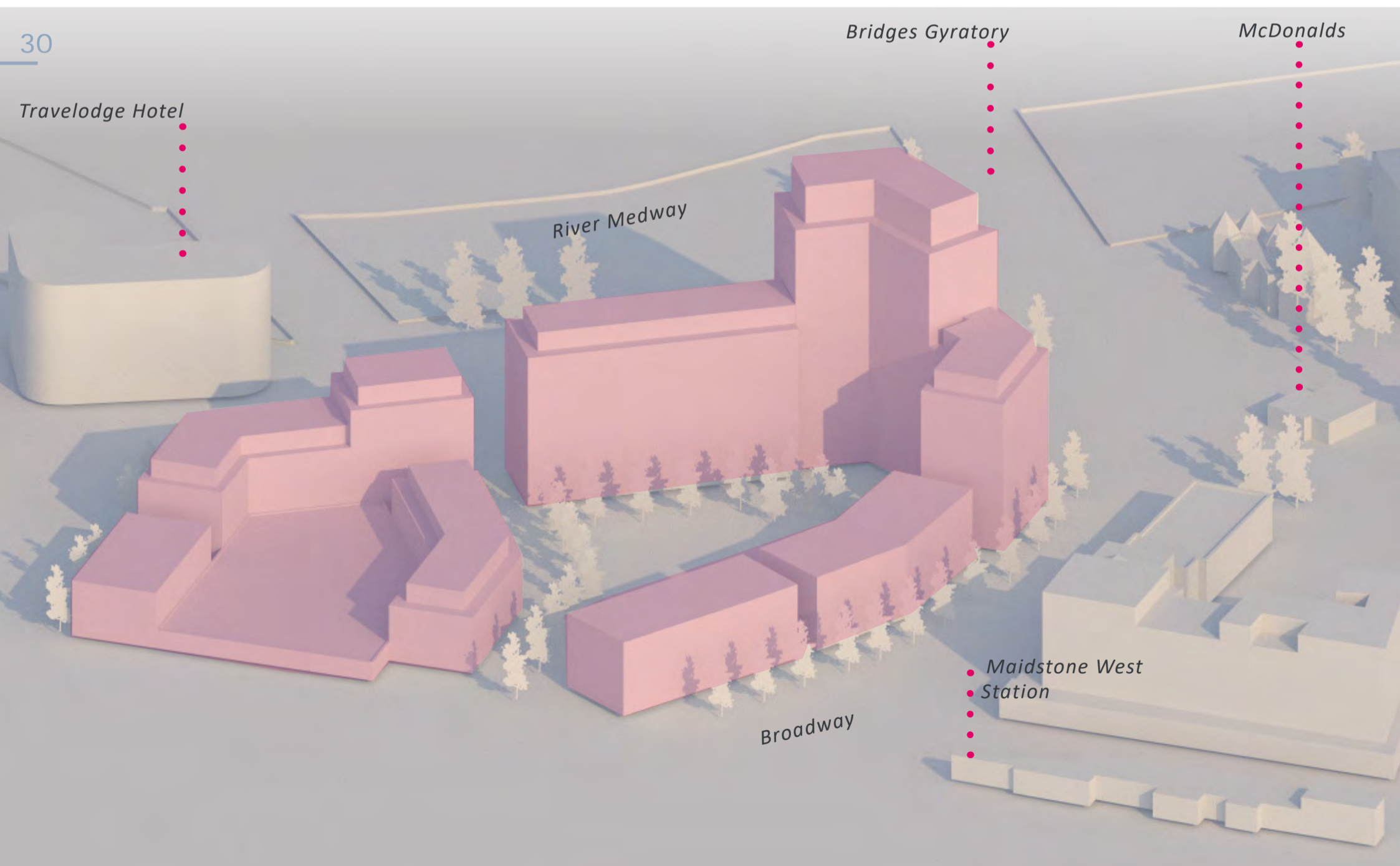


Fig.5: Model showing illustrative scenario: northern site



Fig.6: Illustrative Scenario: Capacity Plan: Northern Site



Schedule: Illustrative Scenario - Northern Site

	Use	Total No. of floors	GEA (m <sup>2</sup> )	Net Internal Area (m <sup>2</sup> )	No. of units*	No. of parking spaces
a.1	Residential+ GF parking	3	954	763(80%)	8	10
a.2	Residential+ GF parking	4.5	2029	1623(80%)	21	14
a.3	Residential+ GF parking	6.5	2931	2345(80%)	18	8
a.4	Residential+ GF parking	3.5	2187	1750(80%)	21	20
a.5	GF Parking	1	-	-	-	55
a.6	Residential+ GF parking	8.5	4896	3916(80%)	58	18
a.7 Mu	Residential-Penthouse	2	526	420	7	-
	Residential Retail (A1) Food & drink (A3)	12	5196	4156(80%)	69	-
a.8 Mu	Residential	7.5	2332	1866(80%)	31	-
	Retail (A1) Food & drink (A3)	1	311	264(85%)	-	-
a.9	Residential	4	1872	1498(80%)	25	-
a.10	Residential	4	1688	1350(80%)	23	-
<b>Total</b>					<b>281</b>	<b>125</b>

\* Indicative residential mix

	min. GIA	mix	average unit size
1bed	50m <sup>2</sup>	40%	60
2bed sml	61m <sup>2</sup>	45%	
2bed lrg/ 3bed sml	86m <sup>2</sup>	15%	

### 4.3 Illustrative Scenario: Southern Site

4.3.1 On the southern site, this scenario proposes the demolition of the short terrace of late Victorian properties on Hart Street, opposite the McDonald's drive-thru, as well as the two storey Barker Chambers apartment block opposite Lockmeadow. It also shows the closure of the Barker Street public car park. This allows a comprehensive approach to be taken to this block and a landmark building to be built on the junction of Hart Street and

Barker Road. This will terminate views from the Broadway at the entrance to Barker Road. Given that Hart Street already accommodates a number of takeaway restaurants, it is possible that there will be sufficient demand for replacement commercial premises at ground floor level. These are likely to still be most suited to convenience stores and takeaways, for example, providing opportunities for both daytime and evening activity along the

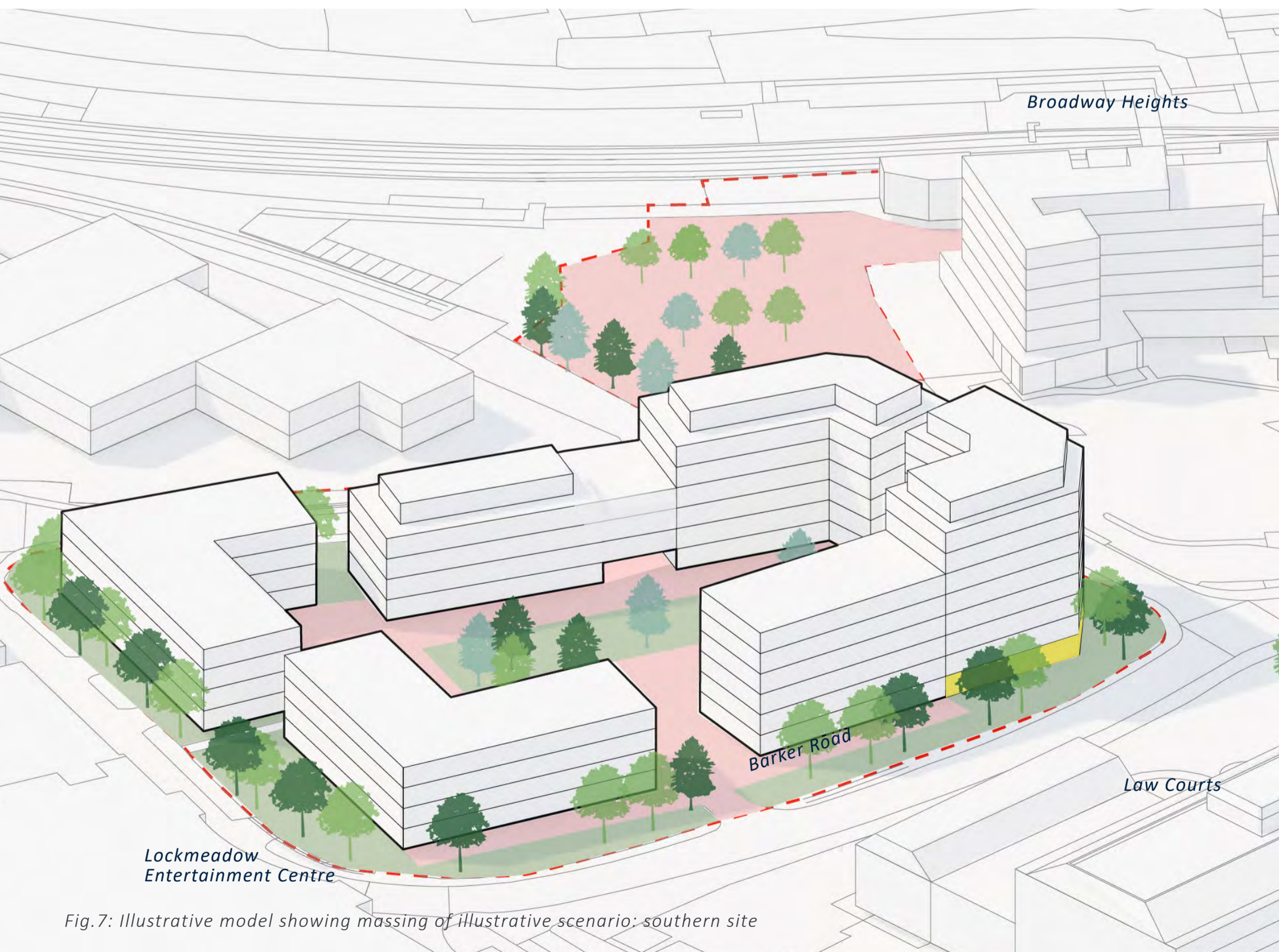


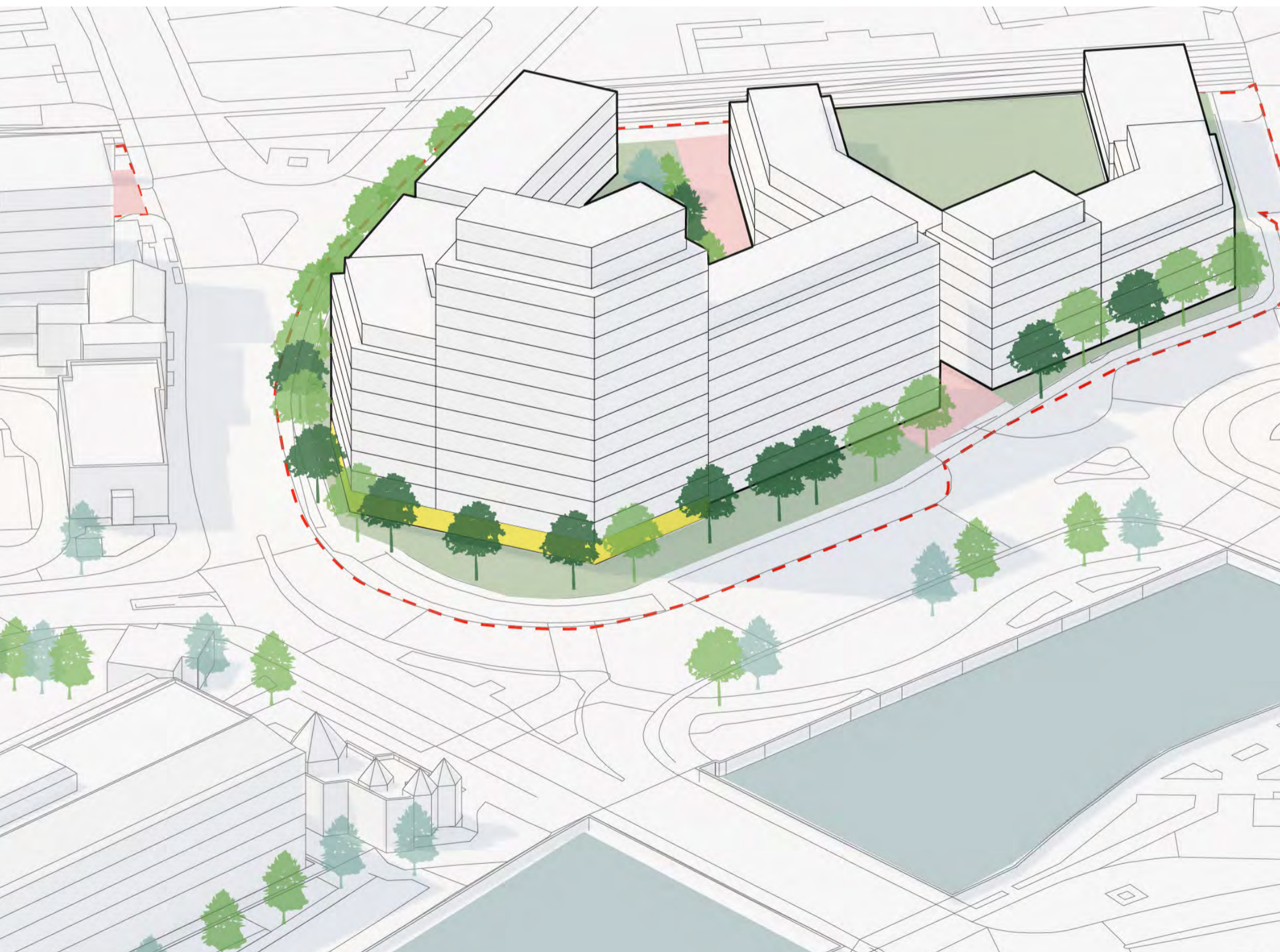
Fig.7: Illustrative model showing massing of illustrative scenario: southern site



street. On Barker Road and the south-western side of Hart Street, apartment blocks incorporate internal parking at ground floor level, ensuring that flood impact is minimised. Above these would be apartment blocks varying in height from nine storeys at the Barker Road/Hart Street junction down to four storeys along Barker Road at the southernmost part of the block. By providing ground floor internal parking, external

space can be used for communal gardens rather than significant amounts of external parking.

4.3.2 The reconfiguration of this block will enable Hart Street to be widened, allowing space for avenue tree planting, wider pavements and two lanes of traffic. Existing trees on Barker Road can be retained by setting back the apartment block here.



4.3.3 Due to the recent disposal of parts of the parking areas off Station Approach by Network Rail, it is not possible to plan for any built development adjacent to Maidstone West Station, although the remaining parking area could be reconfigured to create accesses off Broadway and Hart Street. This should assist with vehicular movement around the site and wider area. Enhancements to the parking and public realm here, including tree planting, would create a more attractive

gateway space to users of the station, and would be especially welcoming to visitors to the town. Any improvements here should not result in the loss of any parking spaces and will need to respect the access requirements of adjacent land users (currently unknown).

4.3.4 In total, this scenario for the southern site provides approximately 445 sq.m (4790 sq.ft) net internal area of retail, cafés and restaurants, leisure, 201



Fig.8: Illustrative Scenario A: Capacity Plan- Southern Site

no. apartments and 93 residential parking spaces (approximately 0.46 spaces/apartment).

4.3.5 Based on the suggested residential development area bounded (but excluding) Barker Road and Hart Street, the approximate net density of this scenario is 195 dwellings per hectare.

	Use	Total No. of floors	GEA (m <sup>2</sup> )	Net Internal Area (m <sup>2</sup> )	No. of units*	No. of parking spaces
b.1	Residential+ GF parking	6.5	3386	2709(80%)	38	17
b.2	Residential	3	282	226(80%)	4	-
b.3	Residential+ GF parking	4.5	1859	1487(80%)	19	13
b.4	Residential+ GF parking	4	3064	2451(80%)	31	25
b.5	Residential+ GF parking	4	3120	2496(80%)	31	25
b.6	Residential+ GF parking	6	2382	1905(80%)	26	13
b.7 Mu	Residential	7.5	3930	3144(80%)	52	-
	Retail (A1)Food & drink (A3)	1	524	445(85%)	-	-
	<b>Total</b>				<b>201</b>	<b>93</b>

Schedule: Illustrative Scenario - Southern Site

\* Indicative residential mix

	min. GIA	mix	average unit size
1bed	50m <sup>2</sup>	40%	60
2bed sml	61m <sup>2</sup>	45%	
2bed lrg/ 3bed sml	86m <sup>2</sup>	15%	



### Southern Site Variation: Retention of Hart Street Buildings

4.3.6 As a variation, the terrace of Victorian retail units on Hart Street could be retained. This reduces the amount of new-build units on the site, as well as the scale of the new properties in the immediate vicinity of the retained terrace. Building heights in this area have a maximum height of five storeys, as they step up from the Hart Street terrace towards Lockmeadow.

4.3.7 The main advantage to this approach is that existing owners and residents will retain their properties. This would also speed up the delivery of the remaining development. The main disadvantages are that the existing properties may appear incongruous when seen adjacent to new blocks of taller, more modern apartments and the capacity of the site reduces to approximately 130 no. apartments, 71 less than Scenario 1 (excluding the five retained shops/maisonettes).



Fig.9: Variation to Capacity Plan- Southern Site

4.3.8 The approximate net density of this scenario is 126 dwellings per hectare.

4.3.9 Given that the scheme could accommodate approximately 88 no. parking spaces, this scenario shows a slight increase in the parking ratio, with approximately 0.68 spaces/apartment.

### Southern Site Variation: Townhouses

4.3.10 As a further variation, the Council would also welcome 3 or 4 storey townhouses within the southern area of the site, where building heights are lower. Given the flood restrictions and possible land contamination in the site, together with the juxtaposition of the adjacent massing of the Lockmeadow Entertainment Centre, it is understood that apartments are likely to be more marketable.

	Use	Total No. of floors	GEA (m <sup>2</sup> )	Net Internal Area (m <sup>2</sup> )	No. of units*	No. of parking spaces
<b>b.1</b>	Residential	2.5	634	514(80%)	9	-
<b>MU</b>	Retail (A1)Food & drink (A3)	1	258	218(85%)	-	-
<b>b.2</b>	Residential+ GF parking	4.5	3092	2473(80%)	32	22
<b>b.3</b>	Residential+ GF parking	4	3176	2540(80%)	32	25
<b>b.4</b>	Residential+ GF parking	4	3120	2496(80%)	31	25
<b>b.5</b>	Residential+ GF parking	4.5	1508	1206(80%)	16	11
<b>b.6</b>	Residential+ GF parking	3.5	560	448(80%)	5	5
<b>b.7</b>	Residential	2.5	494	395(80%)	5	-
<b>Mu</b>	Retail (A1)Food & drink (A3)	1	141	120(85%)	-	-
	<b>Total</b>				<b>130</b>	<b>88</b>

Schedule: Variation to Southern Site Scenario: Retention of Hart Street buildings



