

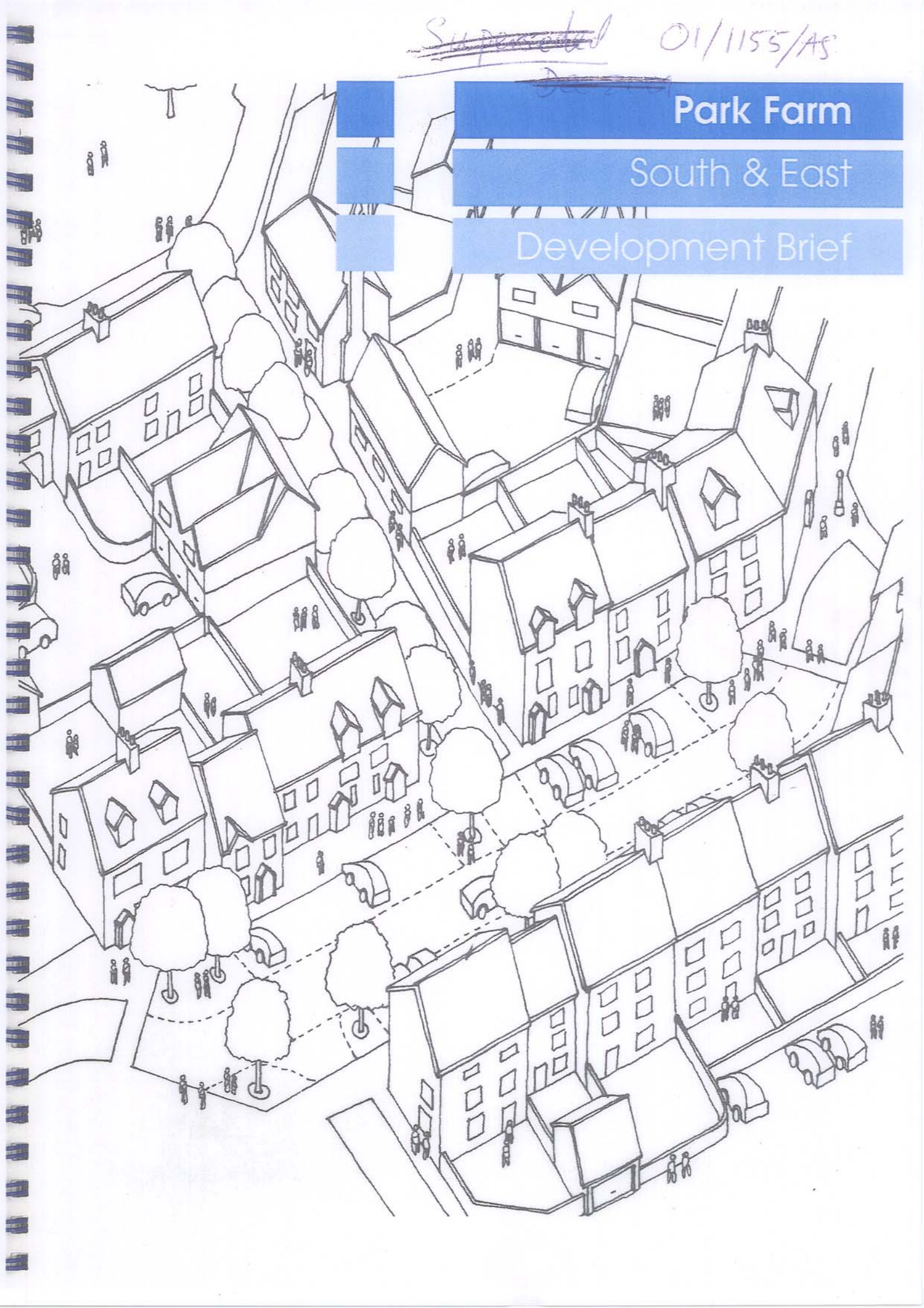
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Park Farm

South & East

Development Brief



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**Park Farm**  
**South & East**  
**Development Brief**



Buchanan Consulting Engineers

December 2001



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## INTRODUCTION AND BACKGROUND

Introduction and Background  
Status of Document  
Site Description

1.0

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## 1.0 INTRODUCTION AND BACKGROUND



By Design - Better Places to Live



Sustainable Urban Extensions



Urban Design Compendium

1.1 This Development Brief has been prepared in support of proposals for a sustainable, mixed use urban expansion, with associated improvements to infrastructure, highways, public transport and community facilities on land at Park Farm South and East, Ashford. The site forms part of the wider South Ashford development area which includes additional land at Cheeseman's Green and Waterbrook to the north-east, allocated for residential, mixed use and employment development in the adopted local plan. A context plan is included as Figure One to this document showing the extent of the development allocations in South Ashford.

1.2 The Development Brief has been prepared to support the planning application for development at Park Farm South and East and to demonstrate how the development concept meets the requirements and tests of sustainable design, and in so doing:

- Provide a clear explanation of the proposed development;
- Demonstrate how a high quality sustainable development can be achieved; and
- Establish a clear set of guidelines for the design and layout of the development and the coordinated delivery of associated infrastructure and facilities.

1.3 The Development Brief has been prepared with regard to advice contained in PPG1, PPG3 and PPG13, and in particular to the following recently issued urban design guidance:

By Design - Better Places to Live  
(DTLR / CABE 2001)

By Design - Urban Design in the Planning System:  
Towards Better Practice  
(DETR / CABE, 2000)

Urban Design Compendium  
(English Partnerships and the Housing  
Corporation, 2000)

Sustainable Urban Expansions:  
Planned Through Design  
(The Princes Foundation, English Partnerships,  
DETR, CPRE, 2000)

Places, Streets and Movement:  
A Companion Guide to Design Bulletin 32  
Residential Roads and Footpaths  
(DETR, 1998)

Kent Design:  
A Guide to Sustainable Development  
(Kent Association of Local Authorities, 2000)





Enquiry By Design

## Status of Document

- 1.6 This document sets out the parameters for the development of Park Farm South and East and establishes a set of design principles and guidelines for the site. It sets a standard of approach that will be embraced by developers through the submission of reserved matters applications for individual development parcels. Reserved Matters applications will be accompanied by detailed design briefs which clearly demonstrate how the principles set out in this Development Brief have been applied on a plot specific basis, in order to ensure quality and consistency of design throughout the development.
- 1.7 This Development Brief is submitted in support of an outline planning application for the development of Park Farm South and East. The Brief has been adopted by the Borough Council as Supplementary Planning Guidance to guide and inform the development of the site. It is envisaged that outline planning permission will be granted which will be subject to a number of conditions and legal agreements which serve to control and regulate the development and thereby ensure that the principles set out in this document are achieved in practice.

## Site Description

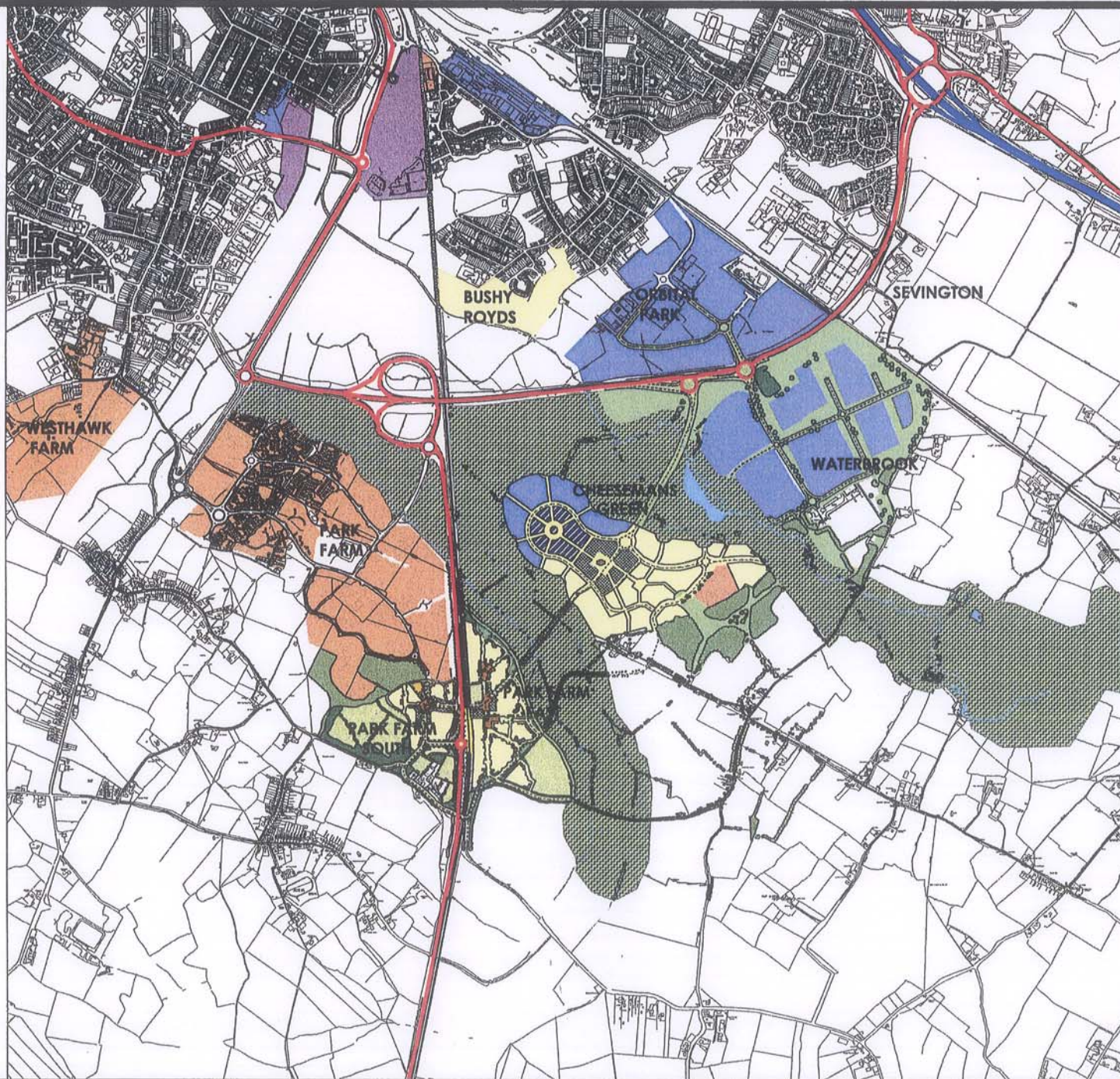
- 1.8 The site is located on the southern edge of Ashford and straddles the transport corridor formed by the A2070 Hamstreet Road and the Ashford to Hastings railway line. Park Farm South lies to the west of the A2070 Hamstreet Road and is bounded to the north by Park Farm and Parklane Wood, to the south by Finn Farm and Church Hill and to the west by the Park Farm buffer zone. Park Farm East is located to the east of the A2070 Hamstreet Road and is bounded to north-east by the Cheeseman's Green allocation, to the east by the floodplain and agricultural land predominantly under the control of Pelham Homes Ltd, to the south by Finn Farm Road and to the west by the Ashford to Hastings railway line, beyond which lies the A2070 Hamstreet Road.
- 1.9 The site is currently used for intensive arable farming and is contained within blocks of woodland and hedgerows. The topography of the site and the surrounding area is gently undulating with only slight slopes. The Ruckinge and Bilham dykes occupy the lowest part of the site, set within floodplain. The land rises to the west and to the east of the dykes. A low ridgeline is located to the south of Parklane Wood, within the Park Farm South area. The existing accommodation bridge across the A2070 Hamstreet Road and railway line provides a movement link between Park Farm South and East.

- 1.4 In addition, the development proposals have been rigorously tested through the Enquiry by Design process. A three day workshop was held in March 2001 at the request of Ashford Borough Council, and facilitated by independent consultants appointed by the Princes Foundation. It was attended by the key stakeholders involved in the design and planning process including officers from both Ashford Borough Council and Kent County Council, local members, parish councillors, statutory consultees, groups such as CPRE, development facilitators such as English Partnerships and adjoining landowners. Draft proposals put forward in mid 2000 were assessed against current best practice advocated in government planning and design guidance. The proposals stood up well to detailed scrutiny and the following changes were recommended and subsequently incorporated into the development proposals:
  - Endorsement of the rail halt and local centre as the focal point of the development, with high density housing and mixed uses focussed around it;
  - Establishing the principle of an 800 metre ring, centred on the proposed rail halt, defining the critical development mass for the longer term;
  - Removing the major distributor road linking Park Farm South and East and making best use of existing roads;
  - Increasing permeability within the site, tightening the urban form and creating a real sense of place through the application of the most up to date urban design principles.
- 1.5 Figure Two illustrates the key principles for the immediate and longer term development of land in Pelham ownership that emerged from this process. Although there is no commitment on behalf of the Borough Council to these longer term development principles, it is important to understand how the current proposals would fit with longer term principles for the development of the adjoining land.









# CONTEXT PLAN

Figure one

- Primary access routes
- M20
- New rail halt
- Proposed housing
- Pub / restaurant
- Proposed primary school
- Mixed use
- Employment
- Local centre
- Retail development
- Residential under construction
- Flood plain
- Existing woodland
- Proposed tree planting
- Grassland



## Buchanan Consulting Engineers

ALLEN | PYKE | associates

landscape architecture urban design environmental planning



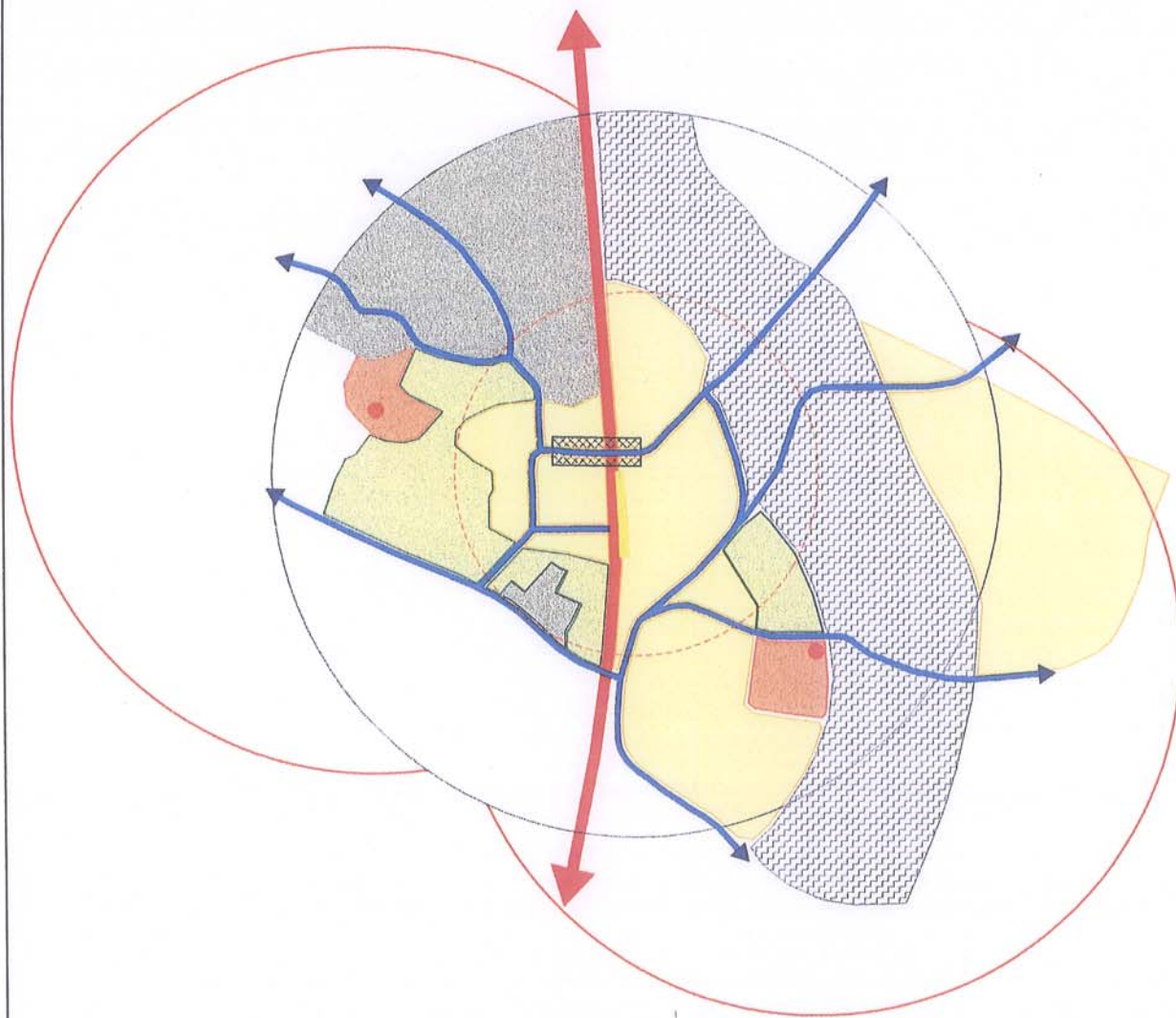
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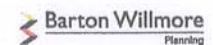
LONG TERM STRUCTURE  
DIAGRAM  
Figure two

- Residential development
- Flood plain
- Woodland / open space
- Primary school
- Rail halt
- Local centre
- Local movement corridor
- Major movement corridor
- 800m PED shed / local centre
- 800m PED shed / schools
- 400m PED shed / local centre



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## LOCAL PLAN POLICY CONTEXT

Introduction  
Transport  
Landscaping and Ecology  
Community Facilities  
Affordable Housing





## 2.0 LOCAL PLANNING POLICY CONTEXT

- 2.1 The housing allocation at Park Farm South and East has been confirmed by Ashford Borough Council in the Ashford Borough Local Plan, adopted on the 10 June 2000. The Enquiry by Design process ensured that the proposals were assessed against planning and design guidance contained in PPG1, PPG3 and PPG13. As a result of this process, the local plan footprint has been increased and the site access modified. The proposals reflect latest government guidance, but will be treated as a departure from the adopted Local Plan and therefore referred to GOSE as part of the planning application process.
- 2.2 The purpose of this section of the Brief is to demonstrate how the proposals at Park Farm South and East are in conformity with the adopted policies contained in the Ashford Borough Local Plan. This section is structured on a subject by subject basis. Elements of S17 site specific policy are addressed in the first instance, followed by subject specific policies contained elsewhere in the Local Plan which relate to the proposals. The approach adopted comprises a brief description of the different elements of the policies, an explanation as to the conformity of the proposals with that policy and the cross referencing of the policy to the relevant section in the Brief where the particular elements of the proposals are described in more detail.
- 2.3 The Council set out in Policy S17.2 the need to produce a new development brief for Park Farm South and East to ensure the provision of infrastructure, including shops, community and play facilities. This brief has been produced in response to this policy requirement to help facilitate the comprehensive planning of Park Farm South and East. Paragraph 17.2 further states that the brief will need to be part of a wider strategy for the linked development areas of Park Farm, Cheeseman's Green and Waterbrook, all allocated for development in the adopted Local Plan. Figure Three shows the latest Master Plan for these areas which are currently or are shortly to be the subject of planning applications. The final development of these areas may differ therefore from that which is currently shown.

### Transport

- 2.4 Ashford Borough Council is seeking funding for improvements to the transport system to enable a significant proportion of trips to be carried out by public transport, as well as contributions towards a wider package of highway and other measures in the area, to enable development to take place. The infrastructure list describes the main elements of transport infrastructure relating to Park Farm South and East. These comprise:

**"Provision of site and construction of rail halt prior to substantial completion of the extension site; Completion of junction to A2070 and installation of local traffic management measures needed on the local road network prior to completion of the first dwelling east of the A2070; Complete the dedicated pedestrian/cycle/bus link between the two parts of the extension, serving the local centre, prior to the first completion east of the A2070."**

- 2.5 The supporting text stresses the importance of putting the link between the two parts of the extension in place prior to the development of land at Park Farm East. Further guidance is also given on the facilities to be provided at the rail halt, which includes cycle and car parking, bus access, drop off facilities and good quality passenger waiting facilities. The text also emphasises the importance of providing attractive and convenient public transport to Ashford town centre.
- 2.6 It also emphasises the importance of providing a new junction on the A2070 Hamstreet Road, in particular managing additional traffic levels on rural roads in the area and also providing linkages with the Cheeseman's Green development.
- 2.7 The transport elements of the proposals are described in detail in Section Eleven of this Brief. The Master Plan for the site shows the rail halt immediately adjacent to the local centre, the proposed junction on the A2070 Hamstreet Road together with local traffic access restrictions and the link between Park Farm South and East, which can either initially be open only to buses, cyclists and pedestrians, (as defined by the South Ashford Transport Study) or which could be made all purpose, in line with the findings of the Enquiry by Design process. Cycle and car parking, together with drop-off facilities and good quality passenger waiting facilities will all be provided at the local centre.

### Landscaping and Ecology

- 2.8 The Council states in Policy S17 that they will seek to secure proposals which protect existing important habitats (including Park and Parklane Woods, trees, established hedgerow and the South Willesborough Dykes and other ditches) wherever practical and design new habitat links linking the existing woodland and wetland habitats, providing routes for wildlife and for the long term management of these areas. The infrastructure list sets out the specific infrastructure sought and timings relating to landscape and ecology. It states:



**“Buffer Zone – laid out with agreed management plan and maintenance agreement in place prior to the completion of the 75<sup>th</sup> dwelling on the area of the extension west of the A2070. South Willesborough Dykes (within the site) and other watercourses – Management plan and maintenance agreement in place prior to the commencement of development on each part of the extension.”**

**“establish a mix, density and pattern of land uses and a network of footpaths, cycle routes and public transport facilities which reduce the need for people to travel by car and create pedestrian and cycle routes through the site which link into the wider network and give easy access to important destinations outside the site.”**

2.9 Section Ten of this Brief describes the landscape and ecological proposals for the Park Farm South and East development area. The existing areas of ecological habitats and links on the site are limited to hedgerows and to the dykes to the east of the A2070. The proposals have been designed to respect, preserve and where possible enhance the existing habitats and links. Habitat links have been incorporated into the proposals enabling the movement of wildlife within the development. The dykes will be retained and protected during construction. The landscape proposals of new hedgerows, dykes and areas of woodland will create new links between the existing retained areas of ecological interest. Pelham Homes will produce management plans and maintenance agreements for the Buffer Zone and South Willesborough Dykes as part of their negotiations with Ashford Borough Council. These will be submitted prior to the development commencing. Existing Management and Maintenance Agreements on the existing Park Farm development illustrate Pelham Homes commitment to protecting and enhancing existing landscape and ecology.

2.13 Section Eleven of the Brief describes the public transport initiatives that form part of these proposals, centred on the provision of a new rail halt and also including the routing of buses through the site. Furthermore, the footpath/cycleway strategy for the site includes for the provision of further footpath/cycleways that link up with the existing routes and provide access to adjoining areas as well as Ashford town centre to the north.

## Community Facilities

2.10 Policy S17 states that the Council will seek to secure proposals for the site which;

2.14 Policy S17 states that the Council will seek to secure proposals for the site which:

**“provide a variation of housing density (with higher densities around the local centre) building types and roof heights with sensitively designed layouts incorporating open areas which create a real sense of place.”**

**“provide facilities to cater for the impact of and needs arising from the development, including equipped public open space, play areas, local hall and contribution towards the costs of primary and secondary education facilities.”**

2.11 Sections Five to Nine of this Brief describe how the urban design strategy will achieve a real variation of housing densities, focusing areas of high density development around the local centre and lower density development adjacent to the open space areas. The proposals will achieve a real sense of place within both Park Farm South and East and particular attention will be paid to achieving variations in both height and building types.

2.15 The infrastructure list further elaborates on this and identifies the specific community facilities sought, together with indicative timings for their provision. Detailed discussions have taken place with officers at Ashford Borough Council and the list below reflects the latest position with regard to the specific community facilities sought:

2.12 Policy S17 further re-iterates the importance of establishing public transport networks within the development area and emphasises the importance of creating footpath / cycleway networks both within the development and which link with existing networks in the wider area. It states that the Council will seek to secure proposals which:

- Local Play Area – provision of new play area in the eastern part of the site, together with neighbourhood play area within the local park;
- Primary and secondary school – financial contribution to be agreed with Kent County Council and the LPA;
- Leisure facilities – provision of sports and multi-use games area, tennis courts, skateboard park and changing facilities;
- Local centre – reservation of land; and
- Community facilities – contribution towards upgrading of facilities at Park Farm community centre.

2.16 Pelham Homes are fully committed to providing community facilities as part of the development proposals at Park Farm South and East. Discussions are ongoing between consultants acting for Pelham Homes and officers at Ashford Borough Council over the composition of these facilities and discussions are also taking place with Kent County Council





concerning education contributions relating to the proposed development. An agreed position will be reached on these issues and the mechanism for delivery set out in a Section 106 Agreement.

## Affordable Housing

- 2.17 Pelham Homes is committed to the provision of fully integrated affordable housing as part of the development proposals for Park Farm South and East, in line with Government advice. This will comprise mainly homes for rent and for sale on a shared ownership basis (part ownership / part rent), both to be provided in association with a Registered Social Landlord (Housing Association) to be agreed with Ashford Borough Council. Some of the affordable homes may take the form of "market affordable" low cost housing comprising small and starter units for sale and housing for market rent. Affordable housing will be "pepper potted" to suit the relevant housing association and the Local Planning Authority, but with the underlying aim of the maximum grouping of units being no more than 5, integrated with the market housing across the scheme as a whole.

- 2.18 In addition, the following policies have been taken into account in the formulation of the proposals for Park Farm South and East.

- 2.19 Policy DP7 seeks to secure habitat enhancement within new developments such as the housing allocation at Park Farm South and East.

### Policy DP7: Habitat Enhancement

**"Wherever practical, all new development proposals should provide for the enhancement of nature conservation by maintaining and/or creating suitable habitats with locally native species and corridor planting to help sustain and promote wildlife. Proposals will need to show how such habitats will be managed and maintained in the future to protect their natural interest....."**

- 2.20 The majority of the site is under intensive arable cultivation and the only areas of any importance in nature conservation terms are the Willesborough Dykes. Chapter Ten of this Development Brief describes how these habitats are retained and enhanced as part of the proposals for Park Farm South and East. A Management Plan will be produced setting out the precise nature of the habitat management proposals.

## Policy EN13: Green Corridors in Ashford

**"The Council will protect and enhance the green corridors in Ashford. Measures to improve their appearance and nature conservation value, to provide access for pedestrians and cyclists, and suitable leisure facilities will be permitted provided they do not damage the green corridor environment, including the river and other watercourses."**

- 2.21 The Green Corridor comprises the Willesborough Dykes and their immediate surroundings, to the east of Park Farm East. Section Ten of this Development Brief describes how the Green Corridor at this location will be protected and enhanced as part of the proposals for Park Farm South and East.

## Policy HG1: Housing Density

**"In new residential developments the Council will seek an overall minimum density of 25 dwellings per hectare. Development at a density lower than this will only be permitted where there are exceptional site or market circumstances"**

- 2.22 In accordance with the minimum density standards in policy HG1 and government advice on making best use of development land, it is envisaged that an average net density of 35 dwellings per hectare will be achieved across the site.

## Policy HG2: Design of New Development on Development Sites

**"Housing proposals on sites covered by a specific Development Site policy should show how the following issues have been considered and, where appropriate, incorporated into the scheme's detailed design:**

- a) the creation of an attractive and varied environment which respects the key features of the site, creates visual interest and focal points and a strong sense of place;
- b) the promotion of energy saving designs and layout;
- c) on larger sites, the use of housing density and layout planning to create both diversity in character and a more sustainable pattern on development which helps to make public transport a feasible option, and encourages pedestrians and cyclists;
- d) road layout and detailed design which incorporates traffic management measures as an integral part of the overall design;
- e) in developments of over 500 dwellings, the provision of recycling collection facilities."



2.23 The Brief describes how the first three elements of this policy have been incorporated into the proposals. The road layout and detailed design is addressed in Section Eleven of the Brief. Recycling collection facilities will be provided as part of the sustainable strategy for the site in the South Square and adjacent to the rail halt. In addition, a household composting facility will be provided within the Sports Area at Park Farm East. Dwellings should incorporate space for the storage of a recycling box, where design allows, available from Ashford Borough Council. Boxes measure 60cm long x 40cm wide x 35cm high.

## Policy DP3: Energy Saving Design and Layout

**"The Council will seek to negotiate for individual building designs and overall development layouts which promote the conservation of energy. Where appropriate, development proposals will be required to show how these issues have been considered and incorporated into the scheme's design."**

2.24 Detailed layout submitted at the reserved matters stage must incorporate energy saving principles, in accordance with policy DP3.

## Policy HG11: Housing variety in large developments

**"In developments of 25 or more dwellings a mix of house sizes and types should be provided to cater for the identified needs of all sections of the community."**

2.25 Sections Five to Eight of the Development Brief describes the mix of house sizes and types that will be provided as part of the proposals for the development, in accordance with Policy HG11.

## Policy TP2: Traffic Calming

**"Measures will be taken to identify localities or routes where traffic volumes or perceived dangers significantly interfere with movement by pedestrians or cyclists, and/or damage the wider environment. In such cases, the Council, in conjunction with the County Council, will consider the need for traffic management/calming measures in consultation with local residents and businesses, the emergency services, public transport operators and others requiring vehicular access."**

**"Road layouts within new developments will need to be designed with appropriate traffic management measures to help limit vehicle speeds and improve safety for all road users. Care will be needed in the design of traffic management measures so that they are appropriate to their surroundings, particularly in conservation areas."**

2.26 Off-site traffic management measures are described in the Technical Appendix One. Traffic restraint and associated traffic calming on site will primarily be achieved through an integrated approach to building form and highway design which creates the conditions for low traffic speeds. These are described in Section Eleven of the Brief and include the use of different surface materials.

## Policy TP4: Development and cycle routes

**"The Council will work with the Highway Authority to improve facilities for cyclists by seeking to provide a continuous network of cycle routes, including those shown on the Proposals Map. Development proposals should demonstrate how the needs of cyclists have been taken into account in the detailed planning and layout of schemes, including the provision of cycleways serving important destinations such as shops, schools, leisure facilities, work places and car parking facilities."**

2.27 The urban design strategy for the site incorporates a cycleway network which provides access both within the development, as well as to adjoining development areas and Ashford Town Centre. Linkages are provided to all important destinations both within and adjoining Park Farm South and East, including shops, schools, leisure facilities, work places and car parking facilities, including those within the town centre.

## Policy TP6: Cycle Parking

**"Proposals for employment, shopping and leisure development and for any buildings used by the general public should provide secure parking for a minimum of 2 bicycles for the first ten car parking spaces provided and thereafter, 1 space for every 10 car spaces. At local centres within major new housing areas provision should be made for at least as many cycle spaces as car spaces needed...."**

2.28 A parking area is being provided within the local centre, to serve both the centre as well as the adjoining railway halt. Cycle parking spaces will be provided here to a standard to be agreed with the Local Planning Authority, although this should be above the Ashford Borough Local Plan standards to encourage cycle use. Cycle parking will also be provided at the South Square and at each of the dwellings either by utilising space within the garden area or by developers providing a lockable cycle store for properties without gardens.





## Policy TP7: Buses and Taxis

**"Developers will be expected to cater for the needs of bus and taxi operators within new developments by providing layouts which encourage operational efficiency and maximise likely bus passenger traffic and facilities such as shelters and seating."**

- 2.29 The layout of Park Farm South and East has been designed very much with the bus in mind and a link is provided across the Ashford to Hastings railway line, linking Park Farm South and East, as well as a further link to Cheeseman's Green. Bus shelters and seating will be provided within the development, and real time information systems will be extended from the Ashford Core network to key new bus stops, such as at the South Square and Rail Halt. Opportunities to incorporate these facilities in or under buildings should be taken in the design of the development. Provision for taxi drop off waiting areas will be made at the Rail Halt.

## Policy TP17: Rural Roads

**"Development proposals which are likely to generate levels of traffic, including heavy goods vehicle traffic, beyond that which the rural roads serving them could reasonably accommodate in terms of capacity and road safety will not be permitted."**

- 2.30 Restricted local access measures will be integral to the design of the development to regulate the flow of traffic onto the existing rural roads. These are described in Section Eleven of the Brief. At the construction stage the new roundabout on the A2070 Hamstreet Road will be built first so that construction traffic takes access from this point.

## Policy LE5: Equipped Public Open Space

**"Provision should be made in new residential developments with a capacity of 15 or more dwellings for equipped public open space to meet the needs generated by the development, according to the following minimum standards:**

**Children's playing space: 0.6-0.8 hectare per 1000 population; and**

**Outdoor playing space for youth and adult use: 1.6-1.8 hectares per 1000 population.**

**In applying these standards, account will be taken of the size and type of dwellings involved, and whether the needs generated by that development could reasonably be met by an existing over provision of suitable, equipped public open space in the locality...."**

- 2.31 Section Twelve of the Brief describes the level of equipped public open space to be provided as part of the proposals. Discussions are ongoing with the Council, but provision will be made for equipped public open space, in line with the adopted standards.

## Policy LE7: Play Facilities

**"New residential proposals should make provision for the following children's play facilities to meet the leisure needs generated by the development:**

**...sites with a capacity of 500 or more dwellings should provide additional 'neighbourhood play areas' in addition to a local play area for every 200 additional dwellings.**

**In applying these standards, account will be taken of the scale of the proposed development, the size and type of dwellings involved, and whether the needs generated by the development could reasonably be met by any existing facilities in the locality."**

- 2.32 Section Twelve of the Brief describes the level of play facility provision to be provided for the development. Discussions are ongoing with the Council, however, play areas will be provided in accordance with the standards set out in Policy LE7.

## Policy LE9: Maintenance of Public Open Space

**"Where equipped open space (including play facilities), landscaped gardens, woodland or protected habitats are proposed as part of a new residential development, the Council will need to be satisfied that it will be properly maintained in future, whether privately or by adoption by the Council."**

- 2.33 Pelham Homes is fully committed to the maintenance of public open space at Park Farm South and East. The mechanism for the long term management of the public open space has yet to be finalised, but could comprise the creation of a landscape management company or a management trust, or a combination of these.

## Policy CF2: Water supply and quality

**"Development will be refused if:**

- a) after consultation with the relevant water company, it is considered that there are inadequate resources or facilities to supply water, or
- b) after consultation with the Environment Agency, they are considered likely to have an unacceptable impact on the quality or quantity of groundwater resources."



- 2.34 Mid Kent Water accept that there is adequate capacity to serve all the proposed development at Park Farm South and East. The proposed development is fully compliant with Policy CF2 of the Local Plan.

**Policy CF3: Development and Flooding**

*unacceptable*  
**"The Council will not permit development which would be subject to an acceptable risk of flooding, or which would adversely affect the ability of the land to drain, or which would worsen flood conditions elsewhere."**

- 2.35 All development proposed is located above the 100 year floodplain consistent with Ashford's flooding and development strategy, with appropriate run-off flow regulation to achieve no material impact on the flood regime, as agreed with the Environment Agency. The proposals are consistent with advice contained in draft PPG25 and sustainable urban drainage systems (SUDS) will be implemented, where possible, throughout the development. This is described in more detail in Technical Appendix One.

**Policy CF5: Waste water treatment**

**"The Council will seek the continued concentration of waste water treatment at existing sites, and proposals for the improvement of waste water treatment facilities at Bybrook Wastewater Treatment Works in Ashford and other existing sites will be supported, subject to meeting policy DP2."**

- 2.36 Section Thirteen of the Brief sets out the strategy for dealing with wastewater from the development. Southern Water have confirmed that there is adequate capacity in the existing primary pumping station at Park Farm and within proposed upgrades to the primary pump network, to accommodate waste water from Park Farm South and East. Bybrook Sewage Treatment Works has capacity to serve the proposed development.

**Policy CF9: Waste Recycling**

**"...The provision of recycling collection facilities is required with large new housing developments (over 500 dwellings) associated with the local centre in accordance with policy HG2."**

- 2.37 Recycling collection facilities will be provided within the proposed development, in accordance with Policy CF9 and the statement in paragraph 2.23 above. It is envisaged that the precise location and the nature of the provision will be determined through the use of a planning condition applied to the initial grant of outline planning permission requiring the submission of further details for the approval of the Borough Council at reserved matters stage.





## THE PLANNING APPLICATION

Introduction  
 New Housing and Mixed Uses  
 Transport Improvements  
 Public Open Space  
 Landscape Proposals  
 Primary / Secondary Schools

3.0

3.1

3.4

3.6

3.10

3.11

3.12



## 3.0 THE PLANNING APPLICATION



New housing



New rail halt



New pub / restaurant

3.1 The Planning Application site includes land at Park Farm South and East, the extent of which is shown as Figure Four. The following documentation is submitted in support of this application:

- Development Brief;
- Environmental Statement;
- Environmental Statement Appendices, Volumes 1 and 2;
- Environmental Statement Non Technical Summary;
- Travel Appraisal Report; and
- Technical Appendix One.

3.2 The Planning Application seeks planning permission for:

- The construction of approximately 780 new houses in the area labelled 'Housing' on the Development Principles Plan, including up to 60 units which will be designed to be capable of accommodating mixed uses;
- The construction of a new rail halt on the Ashford to Hastings railway line, together with associated car parking, shown as 'New Rail Halt' and 'Rail Halt Car Park' on the Development Principles Plan;
- The construction of a pub restaurant and associated car parking, shown as a 'Pub / Restaurant' on the Development Principles Plan;
- The provision of public open space to support the housing, in accordance with the National Playing Field Association standards and indicated as a 'Local Park' and 'Sports Area' on the Development Principles Plan;
- The construction of a new roundabout and access on the A2070, as shown on the Development Principles Plan;
- The construction of new roads, footpaths and cycleways, within the site to support the development, as shown on the Access and Circulation Plan; and
- The provision of structural landscaping, within the site as indicated on the Development Principles Plan.

3.3 It is envisaged that outline planning permission will be granted which will be subject to conditions and legal agreements aimed at controlling the development to ensure it is consistent with the principles set out in this Development Brief.

### New Housing and Mixed Uses

3.4 Outline planning permission is sought for the construction of approximately 780 new dwellings on the housing areas indicated on the Development Principles Plan. The dwellings are to be constructed in accordance with guidance contained in this Development Brief which will produce a high quality, sustainable urban environment. Housing within the defined local centre on the Development Principles Plan will mainly be constructed to three storeys, up



to 60 of which will be designed so as to be capable of accommodating mixed uses. These flexible buildings are described in more detail in section Eight of the Development Brief and will be located in the area identified as the local centre on Figure Six and possibly in key landmark buildings.

- 3.5 Following Enquiry by Design a layout has been produced for Park Farm South to demonstrate how the principles of quality housing at a higher density can work in practice. That layout satisfactorily achieves a density of 35 dwellings per hectare. It is therefore proposed that the new houses within the development will be built at an average density of 35 dwellings per hectare. This is within the range advised in PPG3. A mix of dwelling types and sizes will be provided ensuring a wide range of housing types and compliance with policy HG11 of the Ashford Borough Local Plan. Provision will be made within the development for affordable homes meeting the needs of those less able to afford the outright purchase of a house. The manner by which affordable housing is controlled and provided will be included in the planning obligation accompanying the grant of planning permission. The provision of the affordable housing is the responsibility of the developer.

## Transport Improvements

- 3.6 A new roundabout is proposed on the A2070 Hamstreet Road which will provide the primary point of access to Park Farm South. Roads will be constructed to serve the residential areas at Park Farm South and East and linkages will be provided with Finn Farm Road and the existing Park Farm development. In addition, two linkages will be provided to connect Park Farm East to Cheeseman's Green, which lie to the north and east of Park Farm.
- 3.7 A new rail halt will be provided, together with accompanying car parking, at Park Farm East. The existing accommodation bridge will facilitate access to the rail halt from all interchange and transport movements across the bridge.
- 3.8 Traffic signals will be put in place on the accommodation bridge to control the flow of traffic across the bridge and provide bus priority. Depending on the precise agreement reached with the Local Authority, access across the bridge will either be bus and pedestrian / cyclists only, or will include all vehicle movements.
- 3.9 Traffic calming will be provided within the existing Park Farm development, to deter cars from 'rat running' through the site to the new junction on the A2070 Hamstreet Road. Similarly, traffic calming will be provided on Finn Farm Road and the surrounding rural lanes in order to deter 'rat running' through Kingsnorth, Steeds Lane and the surrounding villages

and hamlets to the new A2070 Hamstreet Road junction.

## Public Open Space

- 3.10 The following provision is proposed:

- Three sports pitches – two to be provided at Park Farm East and the third as an addition to the facility at Kingsnorth;
- Training lit multi-use games area and skateboard area;
- Two training lit tennis courts;
- Sports pavilion including changing and refreshment facilities;
- Local play area; and
- A neighbourhood play area.

## Landscape Proposals

- 3.11 A comprehensive landscape strategy has been devised as part of the proposals. It is proposed that on completion of each part of the development i.e. infrastructure, dykes, housing, sports area etc, planting would take place in the first season following. In addition, a landscape management plan will be put in place to secure the long term management and maintenance of the public realm. This will be confirmed prior to development commencing.

## Primary / Secondary Schools

- 3.12 There are existing primary schools at Park Farm (Furley Park) and in Kingsnorth village. Discussions are ongoing with Kent County Council regarding contributions towards both primary and secondary education and this issue will be resolved via Section 106 negotiations.

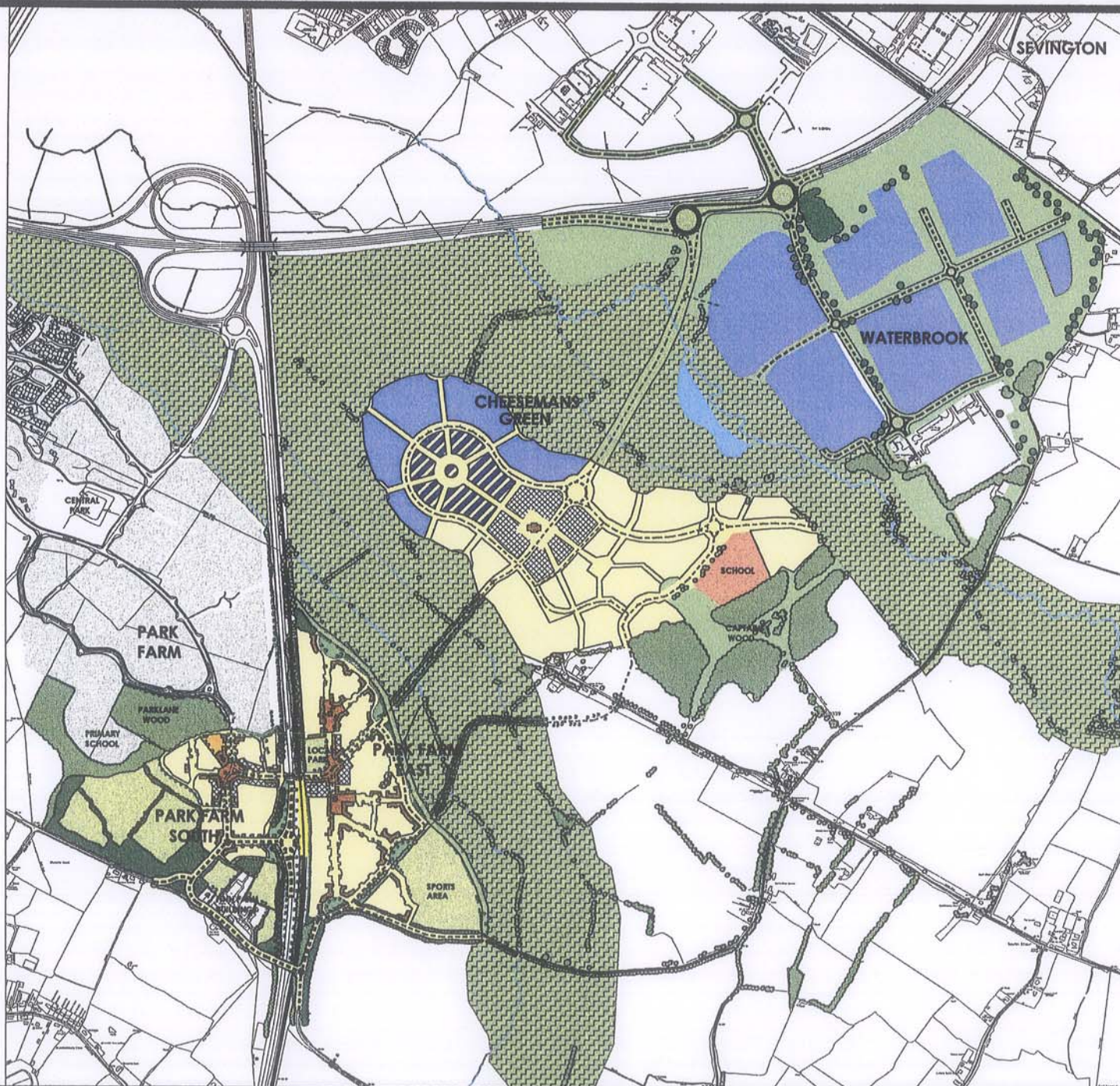


Existing Kingsnorth primary school









# MASTER PLAN

Figure three

- Access roads / bus routes
- New rail halt
- Street
- Proposed housing
- Pub / restaurant
- Mixed use
- School
- Employment
- Local centre
- Square
- Flood plain
- Existing woodland
- Proposed tree planting
- Grassland
- Water courses/bodies



0 40m 100m 200m 400m

## Buchanan Consulting Engineers

ALLEN|PYKE|associates

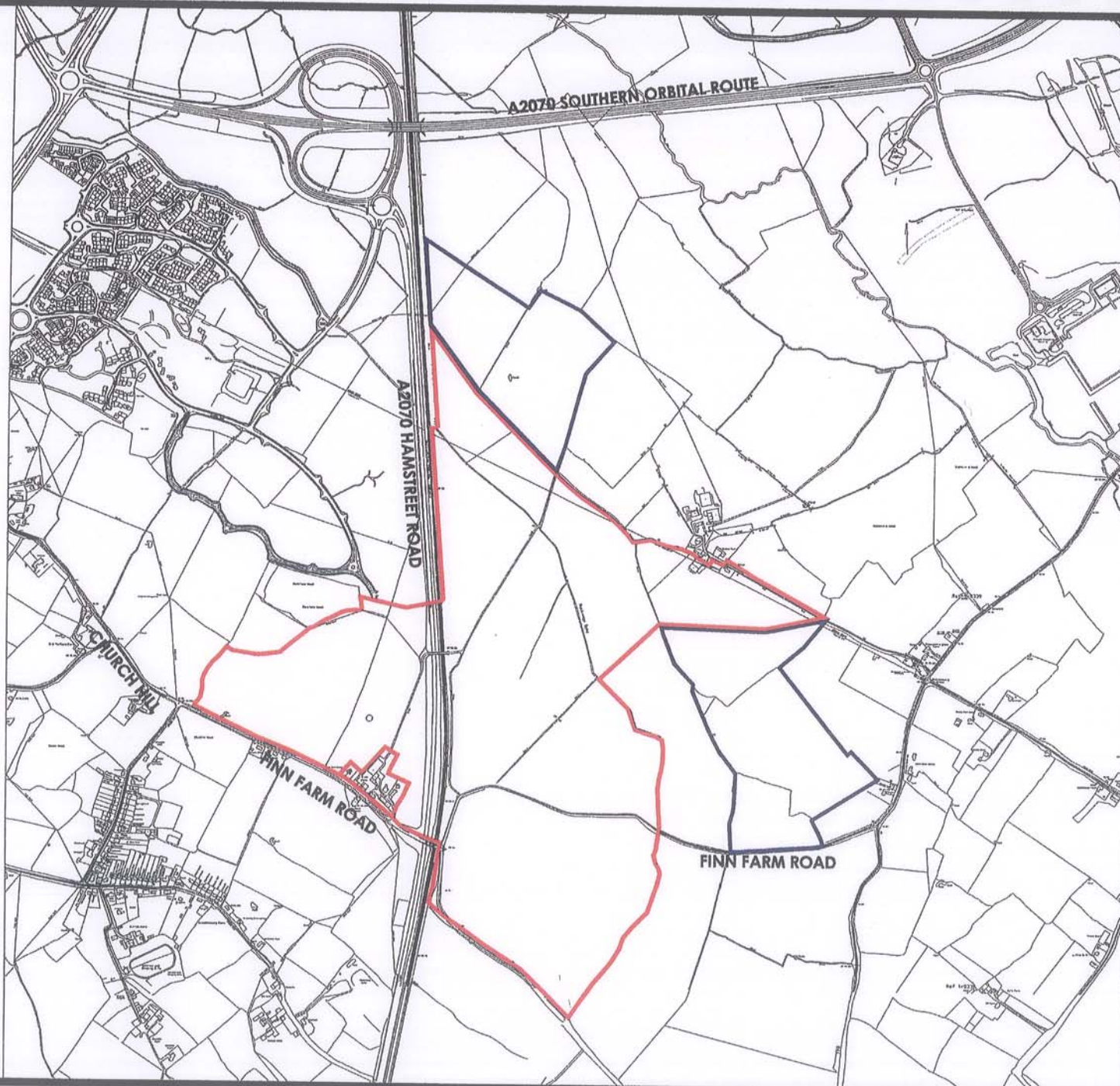
Engineering Architecture Urban Design Environmental Planning



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PLANNING APPLICATION  
DIAGRAM  
Figure four

- Planning application site
- Other land within the applicants ownership



**Buchanan Consulting Engineers**

ALLEN | PYKE | associates

Landings settlement Sites usage Enhancement planning



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