

# SP BROADWAY

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Building Relationships

## **Statement of Community Involvement** Land at Copper Lane & Albion Road, Marden

**August 2023**

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## **1. Introduction**

This Statement of Community Involvement has been prepared to support an outline planning application by Rydon Homes to Maidstone Borough Council for the development of new homes on land at Copper Lane and Albion Road, Marden.

Rydon Homes instructed SP Broadway to assist with community engagement regarding these proposals, to brief local community representatives and Marden residents regarding the proposals. This document outlines the consultation process to date and should be read in conjunction with the other documents supporting the planning application.

## **2. Context to the public consultation**

### **National planning policy**

Paragraph 39 of the National Planning Policy Framework (2021) states that:

*'Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.'*

Section 122 of the Localism Act (2011) states that:

*'Where (a) a person proposes to make an application for planning permission for the development of any land in England, and (b) the proposed development is of a description specified in a development order, the person must carry out consultation on the proposed application.'*

### **Local planning policy**

Maidstone Borough Council's Statement of Community Involvement (2018) states that:

*'All applicants are encouraged to consult with adjoining owners or occupiers prior to submitting a planning application. For major schemes, it is advisable for applicants to consult with the wider community, stakeholders (including local ward Members) and statutory bodies prior to the submission of an application.'*

### **3. Initial outreach to district & parish councillors, May & June 2022**

- As the first stage of the consultation process, in May 2022 Adam Robinson of SP Broadway emailed the three Maidstone Borough Council members for Marden and Yalding ward on behalf of Rydon Homes, to request meetings to discuss the proposals for the land at Copper Road and Albion Road. Both Cllr David Burton and Cllr Claudine Russell replied to this initial contact, suggesting that a formal meeting could be organised via officers at Maidstone Borough Council. A formal meeting did not ultimately take place; however, both Cllr Burton and Cllr Russell attended the subsequent public exhibition in July 2022.
- In June 2022 Adam Robinson of SP Broadway emailed the Clerk of Marden Parish Council to request a private meeting with parish councillors to discuss the proposals for the land at Copper Road and Albion Road, ahead of a public exhibition. The Clerk replied to invite Rydon Homes to attend one of the Parish Council's forthcoming public meetings; however, Rydon Homes decided it would be preferable to present their proposals publicly for the first time at the public exhibition instead of a public meeting of the Parish Council, so this offer was declined.

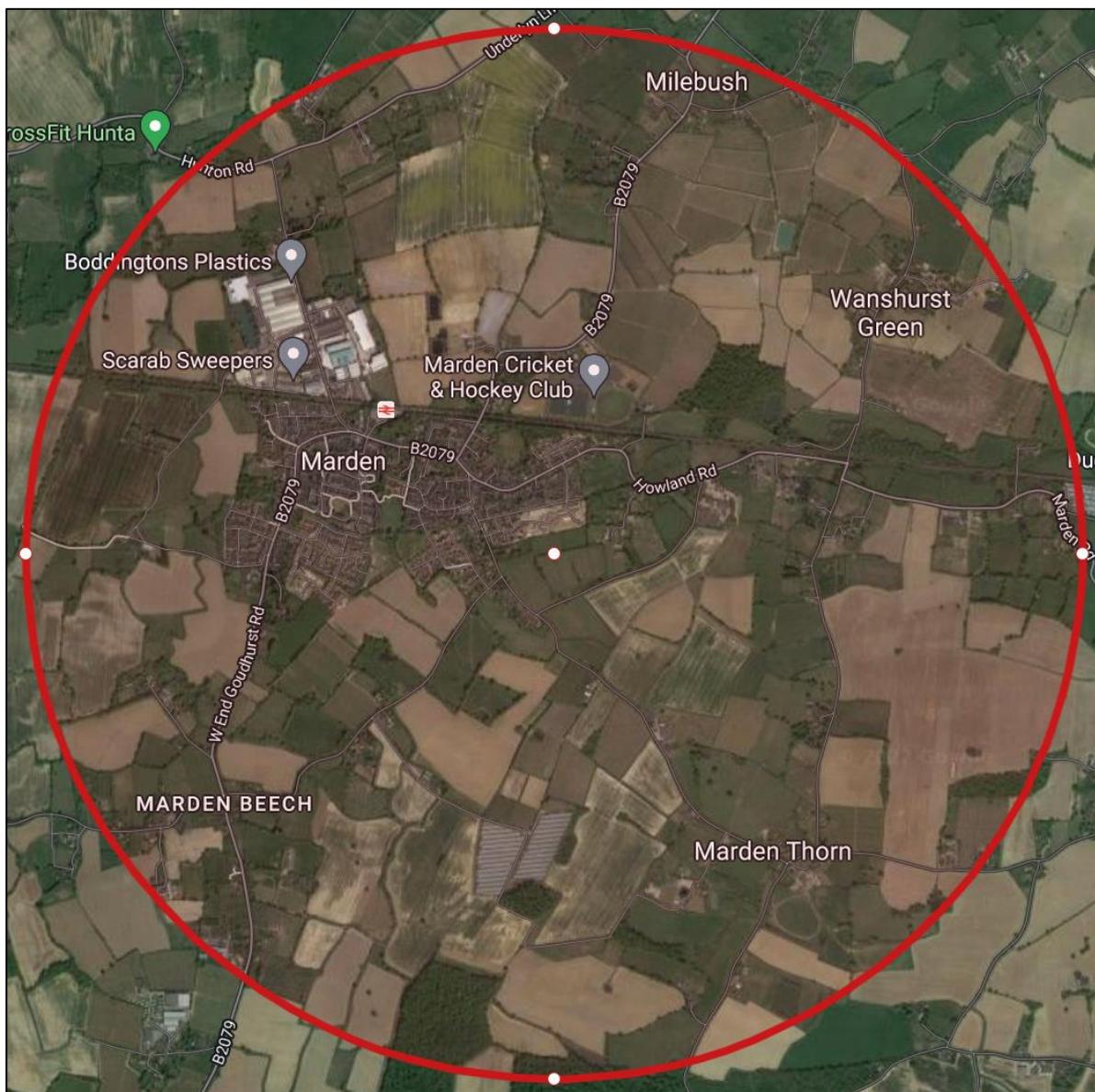
#### 4. Public consultation, July 2022

A public exhibition of draft proposals for the land at Copper Lane and Albion Road was held on Saturday 2 July 2022 from 11am to 3.30pm and on Wednesday 6 July 2022 from 4pm to 8.30pm, at Marden Memorial Hall. In addition, a consultation website, [www.copperlane-albionroad.co.uk](http://www.copperlane-albionroad.co.uk), went live at 11am on 2 July, providing a means for those unable to attend the exhibition to view the proposals online and leave feedback.

##### Preparation

In order to make residents aware of the public exhibition and online consultation, a notification letter (see Appendix 1) was posted to residents first class on Thursday 16 June 2022. The letter confirmed the venue details for the public exhibition, as well as the website name for the online consultation.

The notification letter was posted by the mailing house Lbox Communications to over 2,000 addresses within a 2,000-metre radius of the land at Copper Lane and Albion Road, shown in the image below:



*The notification letter was posted to all addresses within the red line*

The notification letter was also sent to the following stakeholders to inform them of the public exhibition:

- Mrs Alison Hooker, Clerk of Marden Parish Council (for forwarding to all Parish Councillors)
- Cllr Mrs Annabelle Blackmore, Marden and Yalding ward, Maidstone Borough Council
- Cllr David Burton, Marden and Yalding ward, Maidstone Borough Council
- Cllr Claudine Russell, Marden and Yalding ward, Maidstone Borough Council
- Cllr Lottie Parfitt-Reid, Maidstone Rural South division, Kent County Council
- Mrs Helen Grant MP, Member of Parliament for Maidstone & the Weald constituency

### **Exhibition display**

To illustrate the draft proposals, a series of display boards (see Appendix 2) was prepared for the public exhibition. These detailed the proposals across nine display boards with the following headings:

- Welcome [introduction board]
- Constraints & Opportunities
- Our Draft Proposals
- Landscape / Ecology
- Connectivity
- Flood Risk & Drainage
- Next Steps

The centrepiece of the display was an indicative layout for 124 homes and public open space, with a corresponding key underneath describing key features:



*The indicative layout for the land at Copper Lane & Albion Road displayed at the public exhibition*

#### KEY FEATURES OF THE LAYOUT

- |   |   |
|---|---|
| 1. Albion Road building line respected  | 9. Increased scale to north east, next to taller buildings in Russet Grove  |
| 2. Revised access to existing property  | 10. Retained community orchards   |
| 3. Gateway Building set inboard   | 11. Extensive areas of landscaping, pond features and enhanced ecological / biodiversity habitat  |
| 4. Meandering angular streetscape   | 12. Local areas of play and public open space   |
| 5. Communal public space / Community village green  | 13. Footpath/cycle connection onto Copper Lane (and emergency access)   |
| 6. North South spine footpath following existing hedgerow   | 14. Retained existing 'windbreak' tree line, delineating higher density development within northern part of site and lower density with angular built edge within southern part of site |
| 7. Retained and reinforced perimeter hedgerows and trees and retained historic field boundaries within site |   |
| 8. Angular rural edge of lower scale houses   |   |

*The key describing key features of the indicative layout*

A feedback form was also prepared (see Appendix 3) that was available at the exhibition for attendees to fill in. The form asked the following four questions:

- *Taken as a whole, what are your impressions of the draft proposals for the land at Copper Lane & Albion Road?*
- *If this development does go ahead, what types of homes would you like to see delivered on the land at Copper Lane & Albion Road? (For example, 1-beds, 2-beds, 3-beds, 4-beds, apartments, bungalows etc)*
- *If this development does go ahead, are there any play / sports facilities you would like to see provided on the land at Copper Lane & Albion Road, or any improvements made to existing play / sports facilities in Marden?*
- *Do you have any other comments?*

The following members of the project team were in attendance at the exhibition to answer questions:

- Erica Peck, Rydon Homes (Saturday 2 & Wednesday 6 July)
- Kevin Willcox, Rydon Homes (Saturday 2 July)
- Paul Mephram, Rydon Homes (Wednesday 6 July)
- Samuel Martin, Rydon Homes (Wednesday 6 July)
- Chris Hough, Sigma Planning Services (Saturday 2 & Wednesday 6 July)
- Charlie Minty, OSP Architecture (Saturday 2 July)
- Jonathan Fox, OSP Architecture (Wednesday 6 July)
- Mark Gimingham, i-Transport (Saturday 2 & Wednesday 6 July)
- Paul Daykin, HSP Consulting (Saturday 2 & Wednesday 6 July)
- Adam Robinson, SP Broadway (Saturday 2 & Wednesday 6 July)

## Consultation website

To enable those who could not attend the exhibition to view the proposals online, a consultation website, [www.copperlane-albionroad.co.uk](http://www.copperlane-albionroad.co.uk) was created by SP Broadway. This comprised two pages: a Home page containing a link to a PDF of the exhibition display boards, and a Feedback page with an in-built feedback form:



July 2022 Public Exhibition    Provide Your Feedback

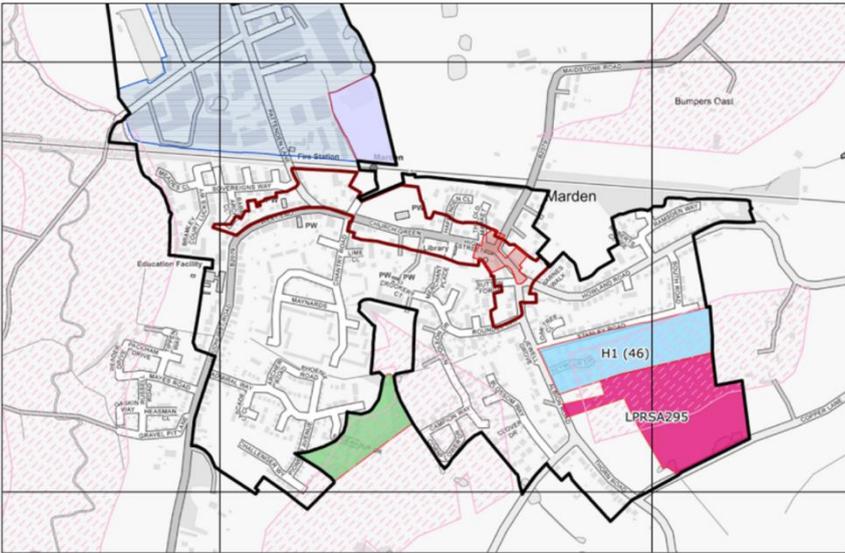
# Land at Copper Lane & Albion Road, Marden

## July 2022 Public Exhibition

**Rydon Homes is bringing forward proposals for up to 124 new homes and new public open space on land at Copper Lane and Albion Road in Marden. This land has been identified for new market and affordable homes, public open space and associated infrastructure in Maidstone Borough Council's Local Plan Review (draft for submission), which was submitted to the Government for examination in March 2022.**

**A public exhibition of draft proposals for the site is taking place on Saturday 2 July 2022 from 11am to 3.30pm, and on Wednesday 6 July 2022 from 4pm to 8.30pm, at Marden Memorial Hall.**

[Click here to view the exhibition display](#)



*A screenshot of the Home page on [www.copperlane-albionroad.co.uk](http://www.copperlane-albionroad.co.uk)*

The website's in-built feedback form asked the same questions asked on the feedback form provided at the public exhibition:

**1. Taken as a whole, what are your impressions of the draft proposals for the land at Copper Lane & Albion Road?**

**2. If this development does go ahead, what types of homes would you like to see delivered on the land at Copper Lane & Albion Road? (For example, 1-beds, 2-beds, 3-beds, 4-beds, apartments, bungalows etc)**

**3. If this development does go ahead, are there any play / sports facilities you would like to see provided on the land at Copper Lane & Albion Road, or any improvements made to existing play / sports facilities in Marden?**

**4. Do you have any other comments?**

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reCAPTCHA  
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SUBMIT

*The in-built feedback form on [www.copperlane-albionroad.co.uk](http://www.copperlane-albionroad.co.uk)*

The website went live at 11am on Saturday 2 July 2022 and remained live during the consultation period. The website is now closed.

## **Participation and feedback**

Approximately 88 people attended the public exhibition on Saturday 2 July 2022 and approximately 37 people attended the public exhibition on Wednesday 6 July 2022: approximately 125 attendees in total.

Feedback comprised:

- Verbal feedback
- 33 feedback forms submitted at the exhibition or posted following the exhibition
- 20 emails / online feedback forms, sent via email following the exhibition

## **FEEDBACK SUMMARY**

- The most popular topics of discussion were:
  1. Capacity of Marden Primary Academy
  2. Opposition to the principle of development
  3. Access onto Albion Road (need for footway, vehicle speeds etc)
  4. Capacity of Marden Medical Centre
  5. Flooding / drainage
  6. Impact on residents of Seymour Drive (Russet Grove development)
  7. Impact on site ecology / wildlife
- The most popular housing types were:
  1. 3-beds (joint first with bungalows)
  1. Bungalows (joint first with 3-beds)
  3. Affordable / council homes (mainly with the proviso that they be for local people only)
  3. 4-beds
  4. 2-beds
  5. 5-beds
- There was no great difference in numbers between those who thought a play area should be provided on-site (ideally with 'proper' equipment), and those who did not because Marden has plenty already.
- Other topics raised:
  1. Importance of retaining existing planting on field boundaries
  2. Supportive comments
  3. Demand on local utilities (sewage, water, electricity, internet etc)
  4. Crime & anti-social behaviour
  5. Building heights
  6. Quality of existing bus service
  7. Public Right of Way 281 (opposite the proposed access on Albion Road)
  8. Construction management
  9. Maintenance of open space & landscaping
  10. Request for a nursery building on-site

## **WRITTEN FEEDBACK**

The feedback form asked four questions:

- 1. Taken as a whole, what are your impressions of the draft proposals for the land at Copper Lane & Albion Road?**
- 2. If this development does go ahead, what type of homes would you like to see delivered on the land at Copper Lane & Albion Road? (For example, 1-beds, 2-beds, 3-beds, 4-beds, apartments, bungalows etc)**
- 3. If this development does go ahead, are there any play / sports facilities you would like to see provided on the land at Copper Lane & Albion Road, or any improvements made to existing play / sports facilities in Marden?**
- 4. Do you have any other comments?**

### **Taken as a whole, what are your impressions of the draft proposals for the land at Copper Lane & Albion Road?**

All 52 respondents answered this question. Key issues raised were:

- **Capacity of Marden Primary Academy**

21 respondents expressed concern that Marden Primary Academy lacks the capacity to absorb new pupils from the development:

- *There is no suggestion for the expansion of Marden Primary School, already operating above normal capacity, with children having to be taken to Staplehurst.*
- *Please can Rydon et al speak to KCC / MBC (lobby councillors) of school expansion which is desperately needed. If you could spend some time putting this forward + show your working in an application you'd be likely to gain lots of support & overcome much of your objections.*
- *Current residents of Marden, specifically the Millbrook Estate could not get school places at the primary school.*
- *Families who have moved into new houses in Marden are unable to send their children to their local school as Marden is now so oversubscribed.*
- *The primary school is now at capacity so the narrative in Rydons plan that a primary school is available is simply untrue for future homeowners on the site, unless developers fund an extension to Marden primary school.*
- *Please also consider that Marden Primary Academy is already oversubscribed. If the development is sold as an opportunity for young families within walking distance of a local school this would be misleading. This end of Marden was outside the catchment for the school this year.*

- **Opposition to the principle of development**

At least 20 respondents provided comments that could reasonably be interpreted as indicating opposition to the principle of development on the site:

- *We do not wish this development to happen*
- *I believe Marden has reached saturation point in terms of new housing, particularly at the pace in which it has happened over the past few years.*
- *I think this is a very ill-advised site in the Local Plan*
- *I am totally against this development as it appears the proposal looks like a modern council estate*
- *Marden has reached the limit of its development*
- *The village does not have the capacity to absorb a greater population*

- **Access onto Albion Road**

17 respondents expressed concern about the proposed access on Albion Road. Concerns included the lack of an existing footway from the site into the village, vehicle speeds, and safety issues at the Albion Road / Thorn Road / Plain Road junction.

- *Entrance / exit from the site onto Albion Road at that point is undesirable – the road is too narrow, there are no pavements & no room for addition of pavements although essential for residential access & pushchair & wheelchair users.*
- *124 homes, Albion Road will not cope. It is already dangerous walking to and from the village. Access will be difficult as it looks as if there are 4 drives opposite but in actual fact there are 6 properties, and is already difficult to see.*
- *Albion Road is not much more than a country Lane and its narrowness has been magnified by the recent development on the old Cricket Ground. More traffic (especially construction traffic). Without sight of the proposed enhancements to Albion Road and the access to the development, I can only point out that the increased traffic will produce additional dangers to both other cars and pedestrians.*
- *Albion road can't take any more cars. The sheer volume of traffic means cars are often exceeding the speed limit to get their car through the gap on oncoming traffic. This is exacerbated by the lack of traffic calming. Albion road is not a "B" however the land continues to be developed resulting in huge amounts of traffic considering how narrow it is. The pavement will need to continue down Albion road connecting russet grove to the proposed entrance of the new estate. To do that you will need to acquire land because the road is already narrowed. This is not highlighted on the plan and therefore I can't understand how the development can proceed without it.*
- *Your proposal mentions that the access to the development site from Albion Road is a constraint. If these houses are built and the only vehicle access is via Albion Road, this will put even further pressure on an already busy access road into Marden from the south and*

*the east of the village. Speeding on this stretch of road is a big problem for local residents and the lack of pavements creates potential danger to the many pedestrians who use this road. There would obviously be no benefit to local residents from your development, just increased traffic flows, higher noise and air pollution.*

- *The country lane (Albion Road) the site will flow to is not suitable today and certainly will not be suitable for traffic flows if this proposal goes ahead. Double yellow lines and parking controls will be required in the area if this does go ahead to enable safe access.*
- *Albion Road / Thorne Road / Copper Lane / Plain Road are simply not designed for the volume of traffic currently, let alone with extra houses. May require a 20 mph limit to be considered and / or speed camera on Albion Road?*
- *Due to the, increasingly, dangerous junction of Albion Road / Thorn Road / Plain Road, removal of the grass triangle at the junction of Plain Road / Albion Road and Thorn Road, should be considered. The fingerpost could be moved into the field opposite (in Thorn Road), subject to the landowner's consent, as was the position until the early 2000s. It is further recommended that all hedges and greenery on all sides of the junction should be maintained at a low height, to improve visibility.*

*The 30 mile-an-hour limit on sections of Plain Road and Thorn Road should be extended to the whole length of Thorn Road. This should be coupled with physical traffic calming measures along Albion Road / Thorn Road and Plain Road.*

- **Capacity of Marden Medical Centre**

16 respondents expressed concerns about the capacity of the existing doctors' surgery in Marden, Marden Medical Centre:

- *Doctor's overrun with an ageing community.*
- *The doctors surgery is already struggling to manage the amount of people now in this area.*
- *The medical centre & pharmacy are always busy*
- *Need to ensure medical centre is able to cope with more residents. They are already under pressure.*
- *The medical centre has no capacity.*
- *We will need more medical facilities*

- **Flooding / drainage**

15 respondents expressed concern that the development would increase flooding problems off-site around Copper Lane:

- *The drainage issues need to be addressed very carefully as there are already flooding problems in that area especially with the recent Russet Grove development.*

- *Increase the risk of flooding (despite what the expert consultants advise, we live opposite the site and we know current flooding areas & levels & how these have increased since the building on the cricket ground site)*
  - *MAIN CONCERN negative impact of surface water run-off contributing to the already problematic localised flooding and run-off to the south of Copper Lane. Residents on Park Road already experience lack of good drainage + floods due to water not draining well from the existing set up. Adding to the ground cover (tarmac etc) carries a high risk of exacerbating the local problem.*
  - *Flooding at Copper Lane is an existing worry. Downstream the ditch system is poor. More runoff even though controlled will be a problem.*
  - *Also flooding has increased since the old cricket pitch was built [on] and this will just get worse with the concrete going down.*
  - *The application sites may not be liable to significant surface water flooding. However, the ditches southward at the junction of Thorn Road and Copper Lane, and along Copper Lane (which the above surface water pipe runs into), frequently overflow and the fields abutting both sides of Copper Lane are often saturated as a result of run-off from further up-hill. Building on the former Cricket and Hockey Club site ('Russet Grove') has already resulted in additional surface water flooding, and the proposals will result in additional surface water flooding*
- **Impact on residents of Seymour Drive (Russet Grove development)**

The exhibition was attended by several residents of Seymour Drive, immediately to the north of the development, and at least eight respondents expressed concerns about the impact of the proposed development on their homes – particularly the density of the proposed housing adjacent to their homes, the treatment of the existing boundary, the distance between existing homes and new ones, the height of the new homes and the type of new homes.

- *I live in a 4 bed house, private owner and whole lane is 3, 4, 5 bed detached houses, therefore would like similar housing facing my garden, ie houses should be private, detached, 2 storeys maximum, not block skyline view and should match plot size. I have a 4-bed house and should have same neighbour and only [one] neighbour not 3 neighbours as per plans. 3 neighbours is too much.*
- *Too many houses alongside the existing tree line boundary to Seymour Drive. Intense development close to Seymour Drive. Bend in new road on development pushes the new houses and gardens close to properties in Seymour Drive. This tree line boundary must stay. Wildlife is abundant along this tree corridor.*
- *Ideally we would like to request that bungalows to be built along the boundary line between Seymour Drive and the orchard. That way Seymour residents will not be as overlooked as the initial plans state.*
- *We back [onto] the new development so very concerned at the intensity of building on the northern boundary and also another block of flats is proposed. We have numerous birds in our garden which will be impacted and we have also seen foxes, rabbits, owls, hawks, bats etc. in the orchard.*

- *Given the site directly impacts and interferes with our property, we would like to discuss the plans for the boundary and arrange a meeting please (should these plans be approved). We want the boundary to be as sympathetic as possible to Seymour drive residents and respectful of privacy on both sides of the fence.*
  - *We are plot 63 [of Russet Grove development]. Concerned about the height of the new houses. As you come into your new development the houses should be considered to be lower houses (maybe bungalow?). Need to confirm trees untouched! & We need to know who & how these brambles will be maintained as they grow wild...distance between the two gardens?*
  - *Our property directly backs onto the orchard so understandably we are disappointed to hear that there is a potential 3 year build on the horizon having paid a premium for the orchard view as well as the luxury of not being overlooked. The draft plans directly impact our view and will interfere with our day to day family life. We have a young daughter, who's bedroom is to the rear of the house so any noise during the day will affect her naps. We also have a newborn baby on the way so it's quite upsetting to think of the disturbance this will cause our young family. In terms of the development itself, we are concerned with the housing due to back into our property. Is this likely to be housing association for example? How overlooked will our property be? How much noise disturbance is this build likely to create?*
  - *On a personal level I have concerns over the boundary hedges & what you actually are going to build adjoining my houses, you appear to be going to build on an area with considerable wildlife including squirrels, rabbits, badgers & bats adjacent to my garden.*
- **Impact on site ecology / wildlife**

A number of respondents suggested that the site is rich in wildlife, and were concerned that the ecology and biodiversity of the site would be eroded by the development:

- *"Potential to enhance" ecology – more is required here.*
- *Empathy for ecology and biodiversity*
- *The development will threaten & damage wildlife in this beautiful ecological area – I do not believe the plans suggested at this exhibition will overcome this problem.*
- *Marden Wildlife...would appreciate the opportunity of liaising with your ecological consultants, and planners, to ensure that realistic strategies to protect existing biodiversity and secure a meaningful BNG can be based on detailed consideration of our local knowledge and records.*
- *The impact on the wildlife on the whole site has been overlooked. Especially the fact that this land is currently private and does not allow public access, allowing the flowers & fauna to live in its isolated environment without impact from the public. Making a public place, especially around the ponds would create problems for anything to survive. There are critically endangered species that currently live here that will be destroyed.*
- *I query whether the development will "enhance flora, improve foraging opportunities, improve the wildlife habitat overall and improve the biodiversity value of the site". I just*

*don't see how building up to 124 houses can possibly do anything other than decrease the biodiversity value.*

- *As a whole we are saddened firstly to hear that the wildlife currently living in the orchard have not been considered in the proposed plans.*
- *There are two large ponds which are home to a diverse number of birds, fish, frogs, and surrounding land home to badgers, foxes, field mice, shrews. Has anyone done tests to see if there exists great crested newts? If there are then these ponds must be protected, not turned into another place for people to go fishing, play ball, etc. Even now there are few signs of wildlife and for some reason the wildlife, including moorhens have disappeared in the last few weeks – what has happened?*
- *Hopefully the 20% increase in BNG will be achieved as this is a sensitive site with red listed birds etc.*
- *The proposals will have a negative ecological impact*
- *'Retention of existing hedges' does not qualify as a 'gain'.*

**If this development does go ahead, what type of homes would you like to see delivered on the land at Copper Lane & Albion Road? (For example, 1-beds, 2-beds, 3-beds, 4-beds, apartments, bungalows etc)**

- **Bungalows**

14 respondents expressed a wish to see some bungalows provided if the development goes ahead:

- *There is a big local issue for older residents to downsize and there is a lack of housing of this kind. This would tick a big box if a number of apartments and bungalows could be incorporated on the site – residents need to feel integrated in the community not isolated.*
- *How about a courtyard of small bungalows?*
- *A few bungalows along the boundary might be a thought but are probably unprofitable!*

- **3-beds**

14 respondents expressed a wish for 3-bedroom homes to be provided.

- **Affordable housing / council housing / homes for local people**

12 respondents expressed a wish to see affordable and / or council housing provided. Nearly all of them also stipulated that these homes should be specifically for local people, with a couple referring to a Housing Needs Survey being undertaken by Marden Parish Council:

- *If you do persist with this development please work with MPC to ensure all affordable homes go to local young couples & families and not sold off to providers from out of the area as this has led to increased crime & social problems. MPC is currently carrying out a survey on homes for local young people – please try some joined up thinking.*

- *Developers criteria for “affordable homes” are still not affordable for people living and working in the town therefore still no use to anyone already here that wish to move up the property ladder or aspire to a new home.*
  - *Out of interest, what kind of homes will these be? I doubt very much that they will be what we class as “affordable”? I think if they were smaller starter homes for local people that would be seen as more favourable in the eyes of the community*
  - *Affordable housing for local people. A lot of people living in the newer builds are not from the area and are trying to move back to where they want which makes it impossible to swap if you’re already in the area. Selfishly, I’d like to see decent sized affordable 4 beds as many in the village do not seem to be big enough bedroom wise for families of more than 6.*
  - *Affordable housing should only be for local residents. There is a particular need for local people to be able to buy “affordable” houses who should be given preference- they don’t want to move away where they are more affordable. Marden Parish Council in liaison with MBC are currently undertaking a Housing Needs Survey to assess whether there is a need for “local needs” housing.*
  - *Definitely more 3 / 4 bed council housing, there are so many people in the area that want to stay in the village that are desperate for them. My wife and I ourselves have been trying for over a year to get a 3 bed in village, it’s basically impossible*
- **4-beds**

11 respondents expressed a wish to see 4-beds provided.
  - **2-beds**

Seven respondents expressed a wish to see 2-beds provided.
  - **5-beds**

Four respondents expressed a wish to see 5-beds provided.
  - **Apartments**

Three respondents expressed a wish to see some apartments provided. However, another three respondents expressed a desire to see no apartments provided.
  - **1-beds**

Only one respondent indicated a preference for 1-bed properties.

**If this development does go ahead, are there any play / sports facilities you would like to see provided on the land at Copper Lane & Albion Road, or any improvements made to existing play / sports facilities in Marden?**

- **On-site play / sports facilities not needed**

12 respondents indicated that play / sports facilities on the site were either undesirable or not required because of the number of existing facilities of this kind already in Marden:

- *Any on-site play facilities will probably attract youths from off-site and lead to problems. Do not do this.*
- *None – no further risk of traffic flow, parking. Previous sports facility has relocated due to being built over!*
- *Not required due to new hockey / tennis club etc*
- *None. Marden already has excellent facilities.*
- *Absolutely not – we are overrun with this type of facility of all sizes within the village, plus there is a large existing sports facility on the outskirts of the village.*

- **On-site play area**

10 respondents indicated that they would like to see a play area provided on-site:

- *A proper play area for both younger and older children on site, eg zip wire, extensive climbing frame.*
- *Decent play space would be great as the provision on other housing sites is rubbish. Your indicated space is only 1.5 cars long which will be rather rubbish. Something meaningful please.*
- *I think similar play areas to those provided on the Highwood Green & Parsonage sites. In keeping with the area and catering for younger & slightly older children but not enough on site to attract / encourage antisocial behaviour.*
- *Real play areas are required and should be built and handed over to the parish council for future upkeep. So far the "play equipment" that has been supplied but developers in the past has been shoddy, poorly executed and noting more than bits of wood screwed together. A play area should include equipment children want to play on (swings slides climbing frames etc) in a safe and secure area and not a tick box exercise built with small budgets in mind. If you don't have the budget don't bother!*

- **Open / informal space**

Four respondents indicated a desire for more open, 'casual' space as opposed to equipped play or sports areas:

- *Inclusion of green open space*

- *Some non play / sports areas would be welcome, i.e. just green space, we don't all have children.*
- *Casual recreation + dog walking land*
- *Open play areas*

- **Improvements to existing facilities**

Three respondents indicated they wished to see improvements to existing facilities in the village:

- *The Parish Council have an extensive Infrastructure Spend Plan. The top one is a replacement Pavilion and utilities at Southons Field the main venue for village events.*

*Replacement changing rooms at Marden Playing Field.*

*Upgrade of Scout HQ at library area for all uniformed organisations and provision of youth club facility*

- *A gym added to the existing sports club*
- *Regarding Sports facilities Rydons should be held accountable to provide path access alongside Maidstone road to the sports centre already in place in Marden. Currently access is by car or walking along a 40mph road without pedestrian access which is unsafe and dangerous for the age group wishing to use the facilities. Before any developments are planned the pedestrian access along Maidstone road from village centre to the sports club should be a priority*

**Do you have any other comments?**

Other issues raised included:

- **Importance of retaining the existing planting on field boundaries**

Nine respondents highlighted the importance and desirability of retaining the existing tree and hedgerow planting on the field boundaries:

- *I would like confirmation from an official body that the existing mature trees & hedges will not be felled. All too often one hears, in this situation, trees being cut down "by mistake / in error". It is also in the national interest to retain these trees & hedges.*
- *I was impressed with the draft outline of how the layout has been designed to fit in around the existing landscape of ponds, hedgerows, orchards and retention of historic field boundaries within the site, and increased tree planting.*
- *All trees and hedgerows on the boundaries should be preserved.*
- *This tree line boundary must stay. Wildlife is abundant along this tree corridor.*

- *All existing trees and hedgerows on the boundaries of the combined sites should be retained and enhanced.*
- *We trust that the existing hedgerows and trees as seen from Thorn Road, dividing the first field from the proposed development and to the left of this field, will not be removed.*
- *On a personal level I have concerns over the boundary hedges*
- *Need to confirm trees untouched!*
- *Hedgerows – please keep as many hedgerows – too many have been lost with earlier developments.*

- **Supportive comments**

Eight respondents provided comments that can reasonably be interpreted as supportive of the development in principle:

- *No problem with more housing which is welcomed as people struggle in Marden.*
- *No issue with the development size*
- *On the whole we are fairly positive towards the site development.*
- *We (my husband and I) find the draft proposal perfectly acceptable and have no problem with it.*
- *I think it's a well rounded proposal, taking into account access, views & green space but with a decent amount of housing. I'm in support.*
- *Good, very well thought out, it has taken the village into consideration, whilst finding a way to build much needed housing*
- *Seems well thought out. Looks promising*
- *Very good, plenty of green areas so wildlife can co-exist*

- **Demand on local utilities**

Seven respondents highlighted concerns that local utilities (ie. the sewage system, electricity supply, internet coverage etc) are already struggling to cope with demand:

- *Sewage, water, internet all struggle.*
- *The area has significant issues with sewage and waste water and nothing in the plan addresses this.*
- *The village already has a lot of issues with power, internet.*
- *There are significant issues with connecting into sewage facilities to the north of the site. Mainly as these are uphill of the site and may require pumping. Thought should be given*

*into the construction of, or linking in with, facilities to the south of the site as what is essentially being proposed is unsustainable in the long-term.*

- **Crime & anti-social behaviour**

Six respondents noted that recent development in Marden has led to a rise in crime and anti-social behaviour in the village:

- *Already social problems in the new Redwood developments with problem tenants shipped in from Cambridge, London etc. Litter in ditches, houses packed together causing problems.*
- *Any affordable housing has been sold off to London Boroughs resulting in rise in crime and anti-social behaviour.*
- *The incidence of antisocial behaviour and crime has increased.*
- *There are housing association properties, which are not wanted because it brings more crime to the village.*

- **Building heights**

Five respondents expressed specific concerns about building heights, particularly towards the top of the site adjacent to Seymour Drive because of its position on higher ground and its proximity to existing homes:

- *Why tall buildings at the top of the site + vice versa?*
- *Definitely not 3 storey buildings*
- *As you go into the development it should start low and get higher as you go deeper into the development. So from Albion Road side is less visible.*
- *Do not want 3 storey houses*
- *Dwellings, on the combined sites, should be single storey, or a maximum of two storeys, to account for the sensitivity of the landscape; and not follow the bad example of the social housing on the 'Russet Grove' development which is three storeys and consequently intrudes on the landscape.*

- **Quality of existing bus service**

Three respondents noted that bus services in Marden are currently poor:

- *The bus service is poor to non existent for the area and again requires investment from the developers before new homes should be granted permission.*
- *I think there would be even more need for KCC improvements to bus services.*
- *Bus service that at best is sketchy.*

- **Public Right of Way 281**

Three respondents had comments regarding the Public Right of Way opposite the proposed entrance to the development on Albion Road:

- *Improve the local PROW.*
- *PROW 281 – narrow, muddy, overgrown & poor access at either end.*
- *The public footpath highlighted on the plan opposite the entrance to the proposed estate is on private land and therefore unreliable as a thoroughfare and can not be submitted for easing the commuter traffic that the new estate will create. Also it is not usable in winter as it is ankle deep in mud.*

- **Construction management**

Two respondents highlighted the need for effective management of the construction process:

- *Have a good plan for when the site is constructed as lorries in the village have already been an issue and caused damage on some roads especially the Russet Grove development*
- *How the development plan to mitigate congestion in and around Marden when construction starts?*

- **Maintenance of open space & landscaping**

Two respondents asked who would be responsible for maintenance of the open space and landscaping across the site:

- *Your proposal shows that there would be communal public space, a community village green, local areas of play and open public spaces. If this did happen, who would be responsible for the upkeep and continuing maintenance of such areas? This would require an annual monetary budget to pay for this – where would this cash investment come from? You also mention a landscaped attenuation pond – who would maintain the landscaping of this area? I have seen such a structure on one of the developments in Marden and it is now a mess due to lack of care and attention. Who would be responsible for the care and maintenance of the retained community orchards on an ongoing basis?*
- *We need to know who & how these brambles will be maintained as they grow wild.*

- **Request for a nursery building on-site**

One respondent requested that a nursery building be provided on-site:

- *Please consider providing one building for a nursery on site. Childcare provision locally is poor and this would be a very welcome addition. Happy to work with you on this.*

## 5. Response to issues raised: The submitted proposals

Following consideration of the feedback received during the consultation, the following changes have been made to the proposals:

- The number of homes proposed has been reduced from 124 dwellings to 117 dwellings, representing a density of 19.56 dwellings per hectare.
- The layout of new homes along the northern boundary has been revised, to include setting plots inboard in places, supplemented with landscaping and reinforced by tree planting.
- The number of homes proposed at the entrance to the site off Albion Road has been reduced from six to four, in a retained landscape setting.
- The proposed village green has been relocated westwards, widened and elongated as a considerable-sized community space.
- The distance between the proposed homes and the existing boundary planting has been increased, providing an amenity landscape setting.
- Dedicated ecological areas are proposed to the western and eastern boundaries, which will be fenced off and planted appropriately and removed from street lighting.

The following is the updated site layout plan submitted with the planning application in August 2023 for a reduced number of homes (117 new homes):



*Updated site layout plan, August 2023 (please see the Design & Access Statement for more information)*

## 6. Response to issues raised: Key issues

A number of key issues were raised by respondents during the consultation, which the project team has sought to respond to in the section below.

- **Capacity of Marden Primary Academy**

Given that the site is proposed for allocation for new homes in the submitted Maidstone Borough Council Local Plan Review, Kent County Council would have been consulted by Maidstone Borough Council as the Local Education Authority and capacities assessed for primary and secondary schools during the Local Plan review consultation.

The Local Plan Review makes provision for the expansion of the existing Marden Primary Academy by 0.6 FE (which equates to around an additional 126 pupil places). 124 new homes would generate around an additional 26 primary places (depending upon the approved housing mix). Marden Primary Academy operated in 2021 at 5.7% undercapacity.

Policy A3 (Primary Education) is addressed within the Maidstone Local Plan Submission Version 2022 and will be addressed through financial contributions from S106 and CIL.

- **Opposition to the principle of development**

The site is proposed for allocation for approximately 113 new homes and additional public open space in the submitted Maidstone Borough Council Local Plan Review. The Local Plan Review has been prepared by Maidstone Borough Council including periods of public consultation at the following stages:

- 19<sup>th</sup> July 2019 – 30<sup>th</sup> September 2019 – Scoping, Themes and Issues
- 1<sup>st</sup> December 2020 – 8<sup>th</sup> January 2021 – Regulation 18b Preferred Approaches
- 29<sup>th</sup> October 2021 – 12<sup>th</sup> December 2022 – Regulation 19 Draft for Submission

- **Access onto Albion Road (need for footway, vehicle speeds etc)**

Speed surveys (ATC – Automatic Traffic Count) have been carried out on Albion Road and Thorn Road, demonstrating that average vehicle speeds are below the 30mph speed limit.

However, noting residents' concerns raised at the public exhibition, the application proposes traffic calming measures, which include a range of features designed to slow the speed of vehicles on approach to and when leaving the village. Whilst the final traffic calming scheme will require approval by Kent County Council, the application proposes the following suite of measures:

- Enhanced gateway feature at the location of the 30mph speed limit change on Thorn Road
- Build out with priority working arrangements and cycle bypass on Thorn Road to the south of Copper Lane
- Coloured surface treatment at the junction of Thorn Road / Copper Lane
- Virtual narrowing with flush edge strips between the Copper Lane and Plain Road junctions and on Albion Road as far as Seymour Drive

- Build out with priority working arrangement and cycle bypass on Thorn Road to the south of Plain Road
- Reconfiguration to the existing Albion Road / Plain Road / Thorn Road junction to provide a simple priority arrangement to improve visibility, with coloured surfacing. Potential to explore with Kent County the opportunity to provide landscaping, verges, pedestrian refuge and potentially bus waiting facilities
- Coloured surface treatment at the Seymour Drive / Albion Road junction

Opportunities to provide a footway on Albion Road to the north of the site (to link with the existing footways north of Seymour Drive) have been explored but have not been taken forward, due to Albion Road operating as a shared surface / mixed traffic road south of Seymour Drive, and the opportunity presented to provide and enhance pedestrian connectivity via access to the existing Public Right of Way located directly opposite the proposed vehicular access (public footpath KM281). This footpath provides direct pedestrian access to the services and facilities within the village, including the shortest walking route to the primary school. A scheme for the enhancement of the footpath has been informally agreed with Kent County Council, at the pre application stage.

The proposed access from Albion Road into the site, will take the form of an all-purpose priority junction. The access road carriageway will measure 6.0m at its western section near Albion Road, narrowing to 5.5m within the site. Visibility splays will be provided wholly within the site boundaries.

There will be 2.0m wide footways on both sides of the carriageway within the site, which will wrap around the bellmouth onto Albion Road. The southern footway stops opposite public footpath KM281 and a dropped kerb crossing will be provided to facilitate pedestrian access to the west side of Albion Road to access this footpath.

An emergency vehicular access will be provided to the south of the site, onto Copper Lane, also providing alternative cycle access to / from the site.

- **Capacity of Marden Medical Centre**

Given that the site is proposed for allocation for new homes in the submitted Local Plan Review, Maidstone Borough Council would have consulted during the Local Plan Review consultation with the Primary Care Service. The Local Plan Review makes provision for the extension of and / or improvements to Marden Medical Centre.

- **Flooding / drainage**

The site is not impacted by significant surface water flooding. Low points – notably the existing ponds – will experience elevated water depths during storm events, but these are located outside of the development area. Routes for overland flow will be provided within the proposed development to ensure that dwellings are not at risk from even extreme events.

The development will result in additional surface water controls and additional surface water storage, which will help mitigate existing risks.

The proposals for the site include for the control of site derived runoff. Discharge from the site will be restricted to equivalent greenfield rates. The drainage solution will potentially allow an improvement to the existing surface water regime and reduce the flood risk to Copper Lane by managing the water levels in existing ponds and the storage of excess flow within a new pond.

- **Impact on residents of Seymour Drive (Russet Grove development)**

All existing mature boundary planting is to be retained. The minimum garden length adjacent to Seymour Drive is 10 metres, increasing to 18 metres in some areas along this northern boundary. None of the proposed houses in this area exceed 2 storeys (the only 2.5 – 3 storey buildings being reserved only immediately adjacent to the existing 3-storey block in the south-eastern corner of the Russet Grove development.

The proposed layout of the homes adjacent to Russett Grove will be reviewed, including staggering the building lines of the homes to optimise back-to-back distances with properties in the Russet Grove development.

- **Impact on site ecology / wildlife**

Habitats identified within the site include:

- A commercial orchard comprising lines of intensively managed apple and plum trees with herbicide strips beneath. The fruit trees are interspersed by mown, species poor, semi-improved grassland and fringed by boundary hedgerows / treelines.
- An area of dense scrub is present in the west of the site, dominated by bramble with a small pond present along the southern hedgerow.
- A series of four ponds is present in the south of the commercial orchard, with the grassland around parts of these ponds indicative of a more diverse, semi-improved, neutral grassland of greater ecological interest than that within the wider orchard area.

The features of relatively higher ecological value within the site are considered to be the boundary hedgerows and trees, the ponds and the surrounding grassland, with the remainder of the site (the commercial orchard and bramble scrub) being of limited ecological value.

Protected species surveys were undertaken between 2020 and 2022, identifying and recording the existing habitats and flora and fauna which occupy the site. The majority of the current site is not suitable for reptiles, being managed through cutting / mowing and the field margins are also very limited / narrow, with opportunities restricted to very small areas, e.g. adjacent to hedgerows.

Ideally, any areas of suitable reptile habitat would be retained as part of any development proposals, and given it is proposed to retain and enhance the majority of hedgerows, this should be relatively simple to design in to any development of the draft allocation sites. The extent of suitable habitat could also be expanded to achieve an enhancement if open spaces were located adjacent to existing habitats, e.g. as part of a newly created traditional orchard. Should areas of suitable reptile habitat be impacted by the proposed development, then specific reptiles surveys may be required to support a planning application.

The proposed development will be subject to a site-wide strategy to incorporate an appropriate level of biodiversity net gain in accordance with national and local policy, aiming to secure a 20% biodiversity net gain to reflect the Maidstone Local Plan Review policy.

The design of the site will pay special attention to artificial lighting systems to reduce visual intrusion from the countryside and the negative impacts on wildlife.

- **Importance of retaining existing planting on field boundaries**

The existing field boundaries are of relatively higher ecological value than the commercial orchard and bramble scrub. Existing tree / hedge site boundaries shall be retained and enhanced apart from where required for vehicular or pedestrian access. Hedgerows, trees and dense scrub offer suitable habitat for foraging and nesting birds, while the orchard areas offers seasonal foraging opportunities. New native planting associated with any development proposals would likely provide additional nesting and foraging habitats for a range of bird species. The inclusion of fruit-bearing species would maintain the seasonal foraging resource and nest boxes could be erected as part of any proposals to further increase nesting opportunities within the site.

The proposed boundary treatment of the eastern edge of the site will be reviewed, taking independent consultant advice with respect to protecting and enhancing habitats for Turtle Doves, which local residents and ecological interest groups have advocated within the existing hedgerows and trees along parts of the eastern boundary.

- **Demand on local utilities (sewage, water, electricity, internet etc)**

The proposal will demonstrate that adequate connections to the nearest points of the network are achievable, and that adequate capacity exists / can be created for all utilities. Where there may be limited capacity in the utility network, the occupation of the development will be phased to align with the delivery of improved infrastructure.

- **Crime & anti-social behaviour**

The layout of the proposed homes, pedestrian routes and areas of public open space will be designed having regard to the Secured by Design scheme, which is the official UK Police Flagship initiative supporting the principles of 'designing out crime'.

The form of the development is one of perimeter blocks, and the relationship of built form with the associated public realm seeks to ensure that natural surveillance of these public spaces reduces the ability and intent to undertake criminal and anti-social behaviour without being seen.

The design will encourage positive interaction and discourage negative behaviour through the inclusion of community orchards and circular dog walking routes within the proposal to maintain a presence within the development throughout the day and evening, with suitable surfacing of the path networks to maintain these activities in all seasons.

- **Building heights**

The building heights will comprise predominately 2 storey homes, to reflect the building heights on the adjacent built form. Apartments extending to 2.5 - 3 storeys are proposed only within the north-west of the site, immediately adjacent to the 3-storey building in the Russet Grove development.

Responding to residents' comments, a review will be undertaken to consider reducing and loosening the southern boundary of the proposed development, to incorporate an increased mix of single and 1.5 storey homes to soften further the proposed southern edge of the proposed development.

- **Quality of existing bus service**

The closest bus stops to the site are located on Plain Road (near the Albion Road junction), circa 270m and 360m from the centre of the Albion Road and Copper Lane parts of the site respectively, and along Albion Road (near the Roundel Way junction). Further bus stops can be accessed approximately circa 740m and 830m from the centre of the sites respectively on the B2079 / High Street.

The above bus stops are served by the following NU-Venture bus service:

- Bus 22 – Maidstone – Tovil – East Farleigh - Gallants Lane – Chainhurst – Marden – Goudhurst
- Bus 23 – Maidstone – Tovil – East and West Farleigh – Yalding – Laddingford – Marden – Goudhurst
- Bus 27 – Maidstone – Loose – Linton Corner – Marden – Goudhurst

These bus services provide a service approximately every two hours between Marden and Maidstone, Monday to Saturday. Buses leave Marden and arrive in Maidstone before 09:00 and buses to Marden depart after 17:00 from Maidstone, meaning that the bus service would be attractive to some commuters.

The proposed development could provide new bus stop infrastructure for the Plain Road bus stops and / or bus stops on Albion Road. Such details would be worked up with Kent County Council and the local bus operators and can be secured by condition / planning obligation.

- **Public Right of Way 281 (opposite the proposed access on Albion Road)**

Kent County Council's Public Rights of Way Officer has informally agreed a scheme for enhancement / improvement of the existing Public Right of Way located opposite the proposed vehicular access off Albion Road (KW281), to comprise of hard surfacing along the length of the Public Right of Way (except for a short stretch of existing gravel surface to existing private driveways adjacent to Albion Road). Cutting back of existing overgrown vegetation to secure the full width of the Public Right of Way is also proposed.

- **Construction management**

The site will be subject to a Construction Environment Management Plan (CEMP), including:

- Practical steps to avoid impact on the retained landscaping features and prevention of pollution to ponds and watercourses
- Control of construction vehicles delivering to the site, and minimising local impacts through the delivery routes to and from the site.
- A detailed lighting strategy to minimise impact on associated habits.
- Internal management of the site compounds, including cabins, parking and material storage layouts
- Control of intrusive operations to acceptable working hours to reduce impact on adjoining properties from noise and dust.
- A scheme for community liaison and public engagement, to provide information to both existing and new residents to safeguard the amenity and safety of the public and constructors alike.

- **Maintenance of open space & landscaping**

The proposed public open space, play equipment and landscaping (including trees, ponds, hedgerows and paths) will be managed including a regime of maintenance undertaken by a Management Company, which will be established following the occupation of the homes.

- **Request for a nursery building on-site**

One respondent suggested that a nursery building be provided on-site. Given the location of the site on the edge of the village and distance from Marden Primary Academy, it is not considered that the provision of a commercial nursery would be best sited in the most sustainable location for nursery users.

## **7. Conclusion**

Rydon Homes has undertaken an appropriate process of community engagement regarding the land at Copper Lane and Albion Road, Marden. This process will continue as required once the outline planning application has been submitted to Maidstone Borough Council.

As a result of consultation, a number of changes have been made to the proposals, including a reduction in the number of homes proposed from 124 to 117 and a redesign of the site layout, with particular regard to the northern boundary adjacent to the Russet Grove development.

The consultation has also flagged up a number of key issues for residents, particularly concerns regarding highway safety along Albion Road and Thorn Road, the need to protect the existing ecology and wildlife present on the site, and the impact of the proposed development on local services and infrastructure. The project team has sought to provide additional information regarding these issues and will liaise with officers at Maidstone Borough Council and Kent County Council to ensure that these issues are properly taken into account and mitigated as part of the proposed development.

The project team would like to place on record its thanks to all those who have taken part in the consultation process to date.

## 8. Appendices

### 8.1. Appendix 1: Exhibition notification letter sent to residents & stakeholders

15 June 2022

Dear Sir / Madam,

**Invitation to a public exhibition of proposals for new homes and public open space on land at Copper Lane & Albion Road, Marden**

I am writing to you on behalf of Rydon Homes, who are bringing forward proposals for new homes on land at Copper Lane and Albion Road in Marden (a map and a site outline plan is provided overleaf). This land has been identified for new homes in Maidstone Borough Council's draft Local Plan Review document, which was submitted to the Government for examination in March 2022.

The proposals for the site are at a draft stage, and we are looking to seek the views of residents and interested parties early to assist with informing the proposals. SP Broadway are assisting with communications regarding the land at Copper Lane and Albion Road and I am writing to invite you to a public exhibition of the draft proposals, which will be taking place on:

**Saturday 2 July 2022 from 11am to 3.30pm**

and

**Wednesday 6 July 2022 from 4pm to 8.30pm**

at

**Marden Memorial Hall, Goudhurst Road, Marden TN12 9JX**

*(Car parking spaces at the Memorial Hall are limited, so please consider alternative means of travel to / from the exhibition if possible)*

If you are unable to attend, the draft plans on display at the exhibition will also be available to view online at [www.copperlane-albionroad.co.uk](http://www.copperlane-albionroad.co.uk) from 11am on Saturday 2 July 2022. If you do not have access to a computer, please give me a ring on 07711 262 925 and I will arrange for a paper copy of the exhibition material to be posted to you.

If you would like to provide written feedback on the exhibition material, there are four ways you can do this: 1) by filling in a feedback form at the exhibition; 2) by filling in the in-built feedback form on our website, [www.copperlane-albionroad.co.uk](http://www.copperlane-albionroad.co.uk); 3) by emailing your feedback directly to me at [adam@spbroadway.com](mailto:adam@spbroadway.com); or 4) by posting your feedback to me in an envelope marked 'Freepost SP BROADWAY' (you do not need to provide a stamp or an address). I would be grateful to receive your feedback by Wednesday 27 July 2022 at the latest.

I very much hope you will attend the exhibition or view the draft proposals online and let me know your views. If you have any queries in the meantime, please do not hesitate to contact me.

Yours faithfully,

**Adam Robinson**  
07711 262 925  
[adam@spbroadway.com](mailto:adam@spbroadway.com)

Thomas House | 84 Eccleston Square | London SW1V 1PX

## 8.2. Appendix 2: Exhibition display boards (board 1 of 7)

# Land at Copper Lane & Albion Road, Marden

## WELCOME

Welcome to our public consultation. The purpose of this exhibition is to share with you our evolving ideas for the provision of up to 124 new homes (including 40% affordable housing) and public open space. Over two exhibitions on 2nd and 6th July and through a website, you have the opportunity to discuss your thoughts and ideas with us and provide your feedback. Our intention is to ensure the best design solutions for the site are achieved.



Aerial of Village, Conservation Area and Site Location

### Site Location

The site is approximately 1,300 metres to the south-east of Marden Station and totals approximately six hectares, with a short western frontage along Albion Road and a much longer southern frontage along Copper Lane.

The majority of the site is currently a commercial orchard, which slopes down from the northern to southern boundary along Copper Lane. Immediately to the north of the site is the recently constructed Russet Grove housing development.

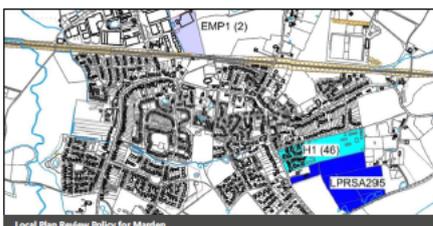
### Maidstone Borough Council Local Plan Review

Maidstone Borough Council has been undertaking a review of the Maidstone Local Plan, which identifies and proposes sites for development across Maidstone Borough.

The Local Plan Review document was submitted to the Secretary of State for independent examination in March 2022, and proposes that the land at Copper Lane and Albion Road be allocated for the development of approximately 113 new homes (policy LPRSA295). The site at Copper Lane and Albion Road is the only new housing development proposed for Marden in the Local Plan Review.

The Local Plan Review also proposes the enlargement of the existing primary school, improvements to the existing health facilities and the provision of new public open space.

If the Local Plan Review document is found 'sound' by the independent examiner, the council will then look to adopt the Local Plan Review as council policy.



Local Plan Review Policy for Marden

### Marden Neighbourhood Plan

The Marden Neighbourhood Plan was made in 2020 following a Parish referendum. The Neighbourhood Plan aims to balance the existing and future needs of residents and businesses to fulfill Marden's function as a Rural Service Centre.

### An Outline Planning Application

In anticipation of the adoption of the Local Plan Review, Rydon Homes is seeking to submit an 'outline' planning application to Maidstone Borough Council later this year for the land at Copper Lane and Albion Road.

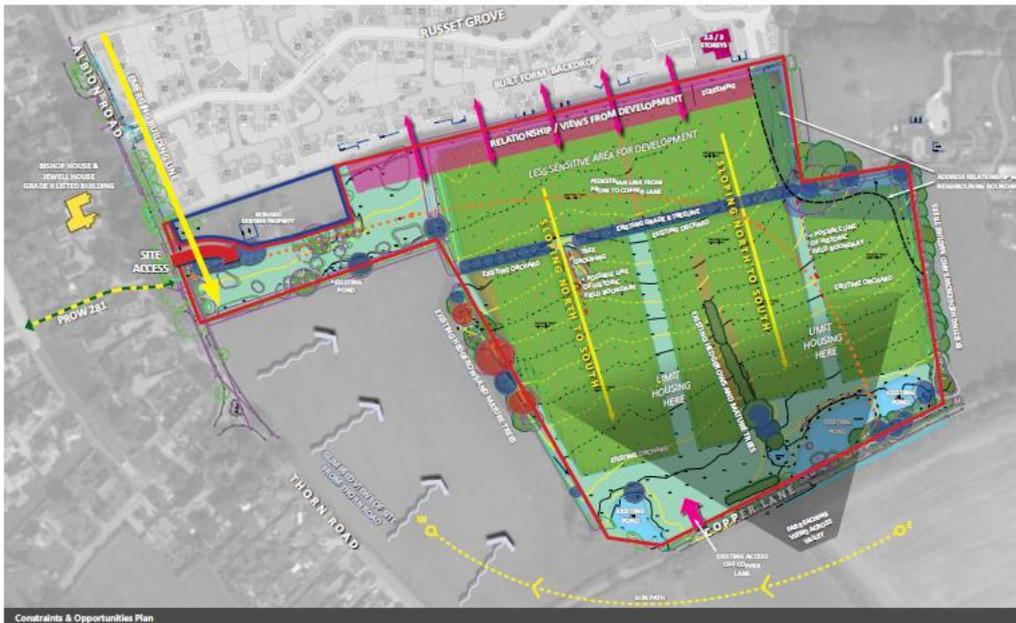
This application would deal only with the principle of building homes on the site – a precise layout and housing designs would be the subject of a later, 'reserved matters' planning application, which would need to be submitted and consented by the council before construction could begin.

Appendix 2: Exhibition display boards (board 2 of 7)

# Land at Copper Lane & Albion Road, Marden

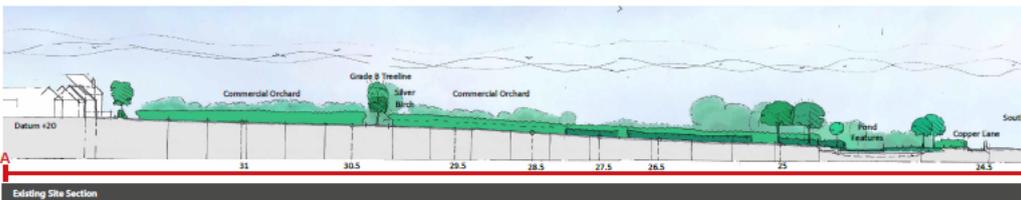
## CONSTRAINTS & OPPORTUNITIES

As a first step in drawing up draft proposals for the land at Copper Lane and Albion Road, the design team has considered the constraints and opportunities presented by the site. These are presented in the Constraints and Opportunities Plan below:



- ### CONSTRAINTS
- Russet Grove (124 two and three storey dwellings) to the north - close to final build out
  - Site access off Albion Road
  - Albion Road building line
  - 'Northern' part of site delineated by existing 'wind break' treeline
  - Site slopes from north down to south
  - Existing perimeter mature trees and mature hedgerows
  - Listed Buildings to west of Albion Road and north east of site
  - Ponds to south along Copper Lane
  - Distant views into southern part of site

- ### OPPORTUNITIES
- Site proposed for allocation for approximately 113 new homes and public open space in Local Plan Review
  - 2 and 3 storey skyline built edge of Russet Grove to the north
  - Higher density within screened northern part of site, lower density/looser layout within more open southern part of site
  - Additional public open space and ecological enhancements within southern part of site
  - Potential for staggered building height across slope of site to south
  - Vehicular access from Albion Road, emergency access onto Copper Lane
  - Pedestrian/cycle links onto Copper Lane and connections to wider public footpath network



Appendix 2: Exhibition display boards (board 3 of 7)

# Land at Copper Lane & Albion Road, Marden

## OUR DRAFT PROPOSALS

Bearing in mind the opportunities and constraints presented by the site, we consider that up to 124 homes could be provided on the land at Copper Lane and Albion Road. The image below shows an indicative layout for 124 homes and public open space:



- ### KEY FEATURES OF THE LAYOUT
- |   |   |
|---|---|
| 1. Albion Road building line respected  | 9. Increased scale to north east, next to taller buildings in Russet Grove  |
| 2. Revised access to existing property  | 10. Retained community orchards   |
| 3. Gateway Building set inboard   | 11. Extensive areas of landscaping, pond features and enhanced ecological / biodiversity habitat  |
| 4. Meandering angular streetscape   | 12. Local areas of play and public open space   |
| 5. Communal public space / Community village green  | 13. Footpath/cycle connection onto Copper Lane (and emergency access)   |
| 6. North South spine footpath following existing hedgerow   | 14. Retained existing 'windbreak' tree line, delineating higher density development within northern part of site and lower density with angular built edge within southern part of site |
| 7. Retained and reinforced perimeter hedgerows and trees and retained historic field boundaries within site |   |
| 8. Angular rural edge of lower scale houses   |   |



## Appendix 2: Exhibition display boards (board 4 of 7)

# Land at Copper Lane & Albion Road, Marden

## LANDSCAPE

The intention is to provide significant areas of open space within the site, as well as to protect and enhance existing hedgerows and boundary planting:

- Retain/restore existing field boundaries
- Enhance habitat opportunities around water bodies and ditches
- Additional structural tree planting within site and supplementing ageing species within retained hedgerows
- New pedestrian link through development, from PROW KM28 across Albion Road through development down to Copper Lane
- More limited development within lower/southern part of site
- Avoid suburban paraphernalia on more sensitive southern settlement edge
- Soften visual prominence of housing through native structural planting throughout development
- Enhancing area of ponds, basins with community orchards, making the area accessible to the community



## ECOLOGY

We are required to demonstrate a 20% increase in Biodiversity Net Gain (BNG) as part of the policies of the Maidstone Local Plan Review:

BNG will be achieved through:

1. The retention of existing hedgerows and trees, with supplemental planting of native species
2. Creation of new wildflower grasslands, traditional orchards, attenuation basins and swales
3. Creation of 'dark corridors' for bats together with provision of bat and bird boxes
4. Hedgehog gaps through boundary fencing.

Cumulatively, these mitigation measures have the potential to enhance flora, improve foraging opportunities, improve the wildlife habitat overall and improve the biodiversity value of the site.

An Operational Orchard (non traditional) dominates the existing site with semi-improved grassland, mature hedgerows and trees within dense shrub.

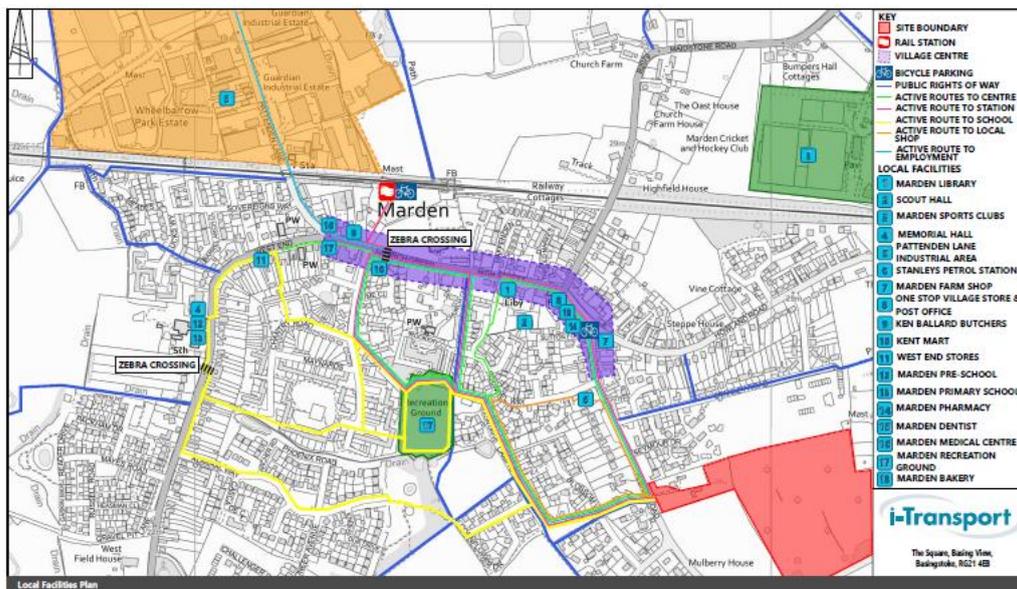
An Ecological appraisal and protected species survey have been commissioned by an independent ecological consultant.



## Appendix 2: Exhibition display boards (board 5 of 7)

# Land at Copper Lane & Albion Road, Marden

## CONNECTIVITY



### Accessibility/Sustainable Transport Modes

- Marden is a Rural Service Centre, benefiting from local facilities including a primary school, medical centre, library and village hall, together with convenience stores and leisure facilities, in addition to employment opportunities.
- The proposed development will connect the site with the existing local footway network on Albion Road from which the local facilities can be accessed within a reasonable walking distance. Opportunities exist to improve the existing local footway network.
- Marden Station has frequent rail connections to London and other retail and employment centres such as Tonbridge, Paddock Wood, Staplehurst and Ashford, providing good opportunities to travel by other modes of transport than the private car.
- Local bus services route through Marden providing a connection to Maidstone.
- A Travel Plan will accompany a future planning application, setting out a range of measures and commitments which will be implemented to encourage sustainable travel amongst residents.



### Vehicle Access & Traffic Impact

- Vehicle access is proposed via a new junction into the site from Albion Road. Parking surveys and traffic surveys have been carried out which will inform the proposed access junction design, and improvements to the local highway network.
- A full traffic impact analysis assessing development impacts including cumulative impacts will be undertaken together with pre-application engagement with the local highway authority, Kent County Council.

## Appendix 2: Exhibition display boards (board 6 of 7)

### Land at Copper Lane & Albion Road, Marden

## FLOOD RISK & DRAINAGE



### Fluvial (River & Sea) Flood Risk

The site is located within Flood Zone 1; an area with the lowest probability of flooding from rivers and sea. The nearest river is the Lesser Teise located approximately 1.75 km west of the site.

### Surface Water (Rainfall) Flood Risk

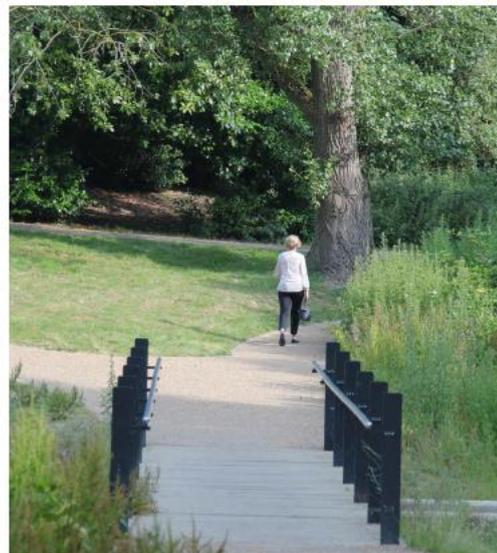
The majority of the potential development site is categorised as being at 'very low' risk of long-term surface water flooding. Two ribbons of elevated flood risk are evident within the west and east of the main land parcel, progressing southwards toward existing ponds located within the site's southern boundary.

### Groundwater

The site is located within an area designated as 'low' for groundwater vulnerability and is not situated within a Groundwater Source Protection Zone.

### Discharge Quality & Sustainable Urban Drainage Systems

Green engineering solutions such as swales, permeable paving and attenuation basins will be employed to mitigate pollution and provide the required surface water attenuation volume. Infiltration and positive outfall options to discharging surface water are currently being explored through on-going surveys.



## Appendix 2: Exhibition display boards (board 7 of 7)

### Land at Copper Lane & Albion Road, Marden

#### NEXT STEPS

Thank you for attending today's exhibition. We appreciate you taking the time to share your views on the draft proposals for up to 124 dwellings and new public open space. Following the receipt and review of views from residents and stakeholders, further surveys, design work and feedback with Maidstone Borough Council and Kent County Council will be on-going, prior to the submission of an outline planning application later this year.



#### There are four ways you can provide us with feedback:

1. By filling in one of the feedback forms provided at this exhibition
2. By filling in the in-built feedback form on our consultation website: [www.copperlane-albionroad.co.uk](http://www.copperlane-albionroad.co.uk)
3. By emailing your feedback directly to [adam@spbroadway.com](mailto:adam@spbroadway.com)
4. By posting your feedback in an envelope marked Freepost SP BROADWAY (you do not need to provide a stamp or an address)

If you require more time to look at these boards before providing comments, they are now available to view on our

consultation website, [www.copperlane-albionroad.co.uk](http://www.copperlane-albionroad.co.uk)  
We would be grateful to receive your written feedback on the proposals by Wednesday 27 July.

We will go through all of the feedback received and consider what changes need to be made to the proposals before submitting an outline planning application to Maidstone Borough Council, hopefully by the end of the summer.

Once an application has been submitted, you will be notified by the council and invited to provide your comments to the council directly.

In the meantime, if you have any queries about the proposals, please do not hesitate to contact Adam Robinson of SP Broadway on 07711 262 925 or at [adam@spbroadway.com](mailto:adam@spbroadway.com)



### 8.3. Appendix 3: Exhibition feedback form (page 1 of 2)



Thank you for taking the time to attend the public exhibition today. We would be grateful if you would please fill in this form to provide us with written comments on the proposals for the land at Copper Lane & Albion Road.

*You can choose whether to give feedback anonymously or to share your name and contact details with us. We will only use your contact information to: 1) follow-up on any queries you raise on the form; 2) follow-up on specific points you make, which we may wish to explore further with you; or 3) understand where you live in relation to the proposed development. We will never use your information for marketing purposes.*

**Name:**

**Address:**

**Email:**

**Phone:**

**Taken as a whole, what are your impressions of the draft proposals for the land at Copper Lane & Albion Road?**

**PLEASE TURN OVER**

**Appendix 3: Exhibition feedback form (page 2 of 2)**

**If this development does go ahead, what types of homes would you like to see delivered on the land at Copper Lane & Albion Road? (For example, 1-beds, 2-beds, 3-beds, 4-beds, apartments, bungalows etc)**

**If this development does go ahead, are there any play / sports facilities you would like to see provided on the land at Copper Lane & Albion Road, or any improvements made to existing play / sports facilities in Marden?**

**Do you have any other comments?**

**Once you have filled in this form, please place the form in the box provided, or post the form to us in an envelope marked 'Freepost SP BROADWAY' – you do not need to provide a stamp.**