

Outline Planning Application

# Land East of Albion Road and North of Copper Lane Marden

Design and Access Statement

22037



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- 9.1 Closing Remarks

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# 1.0

Introduction



# 1.0 Introduction

## 1.1 Introduction

This outline Planning Application has been prepared for Rydon Homes Limited for the development of land to the east of Albion Road and north of Copper Lane, Marden.

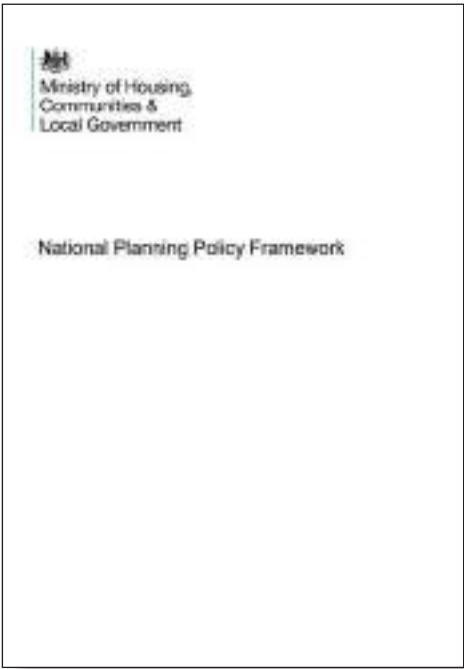
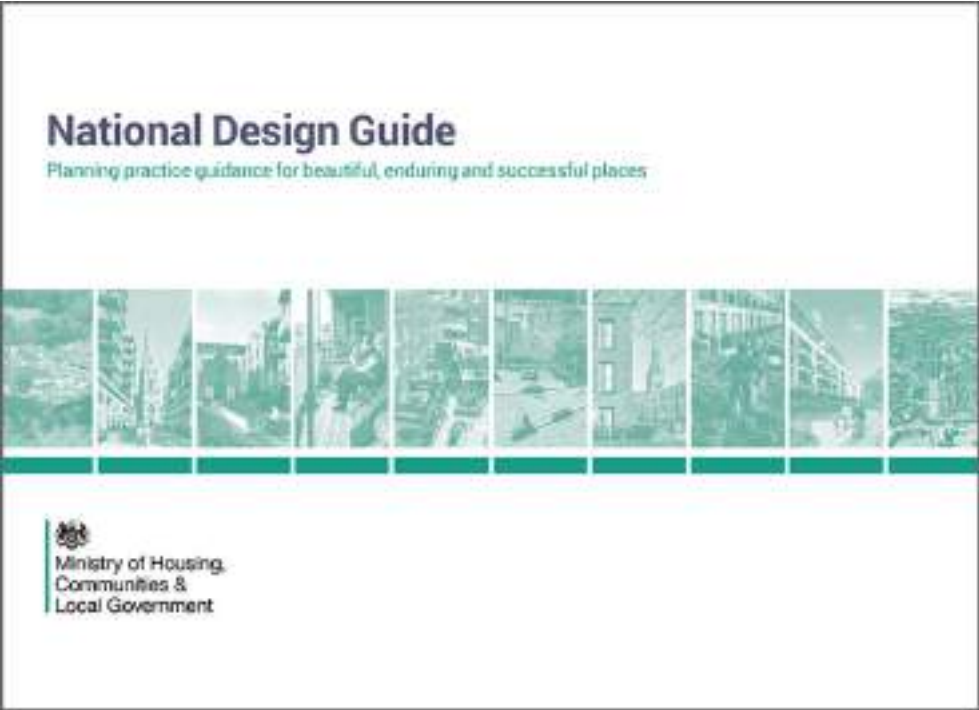
Rydon have appointed a comprehensive design team to consider this site, based on the principles as set out in the National Design Guidance. The outline planning application is for 117 dwellings, including associated infrastructure, public open space, parking, landscaping and access.

The National Design Guide (NDG) sets out three cross cutting themes for good design from the National Planning Policy Framework (NPPF) (Character, Community and Climate) and from that 10 characteristics which work together to create well designed places, nurture and sustain a sense of community and positively address environmental issues affecting the climate.

Based on this national guidance the Kent Design Guide is a key reference document in understanding the unique character and establishing the placemaking principles for a new community at this location.

This is expanded by the Maidstone Borough Council edition of Building For Life 12 which sets out guidance for housing development within their borough.

The Marden Neighbourhood Plan forms the basis for considering this site within the context of the village setting. The outline planning application will therefore be based on a character appraisal of the Marden context as set out in this Design and Access Statement at Section 3





1.0 Introduction

The 10 Characteristics of the National Design Guide

Well-designed places have individual characteristics which work together to create its physical distinctiveness. The ten characteristics highlighted in the National Design Guide help to nurture and sustain a sense of community and work to positively address environmental issues affecting climate. They all contribute towards the cross-cutting themes for good design as set out in the National Planning Policy Framework and are applied to the design process in considering a new community on this site.

The National Design Guide headings are clearly referenced throughout this document to demonstrate that the design process follows this guidance to achieve well-designed places. These ten characteristics interact to create an overall character of place, as an integral part of Marden Village.

The document is colour coded with the headings as extracted from The National Design Guide.

The National Model Design Code. (NMDG)

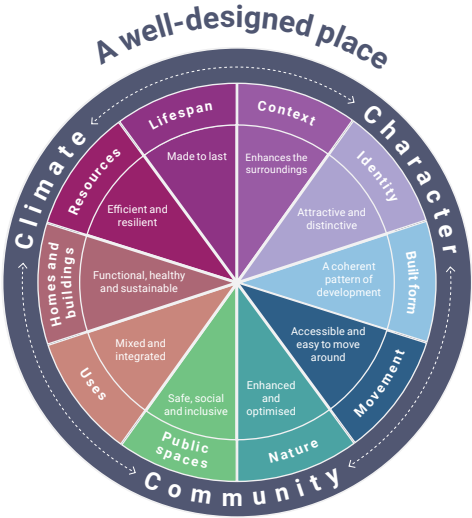
The National Design Guide is supplemented by a more recent document which expands on the 10 characteristics of good design, with guidance on how to prepare detailed design codes for developments:-

National Model Design Code (NMDG)

- Part 1- The Coding Process
- Part 2- The Guidance Notes

As an outline planning application this DAS sets out the principles of a masterplan approach, defining street hierarchy and layout parameters as a basis for subsequent design coding of the masterplan framework.

This masterplan approach has been the subject of community engagement to influence the emerging proposals as an integral part of the wider design process (Section 5). The proposals and parameters are explained at Section 6 and Section 7 identifies a series of character areas within the pattern of the proposals which cojoin to create a cohesive community.



The ten characteristics of well designed places (National Design Guide, September 2019)



National Design Code -Headings

Context	
C1	Understand and relate well to the site, its local and wider context
C2	Value heritage, local history and culture
Identity	
I1	Respond to existing local character and identity
I2	Well-designed, high quality and attractive places and buildings
I3	Create character and identity
Built form	
B1	Compact form of development
B2	Appropriate building types and forms
B3	Destinations
Movement	
M1	A connected network of routes for all modes of transport
M2	Active travel
M3	Well-considered parking, servicing and utilities infrastructure for all users
Nature	
N1	Provide a network of high quality, green open spaces with a variety of landscapes and activities, including play
N2	Improve and enhance water management
N3	Support rich and varied biodiversity

Public spaces	
P1	Create well-located, high quality and attractive public spaces
P2	Provide well-designed spaces that are safe
P3	Make sure public spaces support social interaction
Uses	
U1	A mix of uses
U2	A mix of home tenures, types and sizes
U3	Socially inclusive
Homes & buildings	
H1	Healthy, comfortable and safe internal and external environment
H2	Well-related to external amenity and public spaces
H3	Attention to detail: storage, waste, servicing and utilities
Resources	
R1	Follow the energy hierarchy
R2	Careful selection of materials and construction techniques
R3	Maximise resilience
Lifespan	
L1	Well-managed and maintained
L2	Adaptable to changing needs and evolving technologies
L3	A sense of ownership



# 1.0 Introduction

## 1.2 Location

Marden is a village and civil parish in the borough of Maidstone, Kent. The village is centrally located within the county, approximately 8 miles south of Maidstone on the River Beult, a tributary of the River Medway.

The village is on the B2079 linking with the A229 to/from Maidstone and has a railway station on the south eastern mainline – London Charing Cross/Cannon Street to Dover. The village is therefore an attractive commuter location.

The area is well known as a commercial fruit growing area, apples particularly and plums on the subject site, which is to the south east of Marden centre. To the east of the village is Marden Meadows, an 8.3 acre series of meadows which have been designated a Site of Specific Interest, managed by the Kent Wildlife Trust.

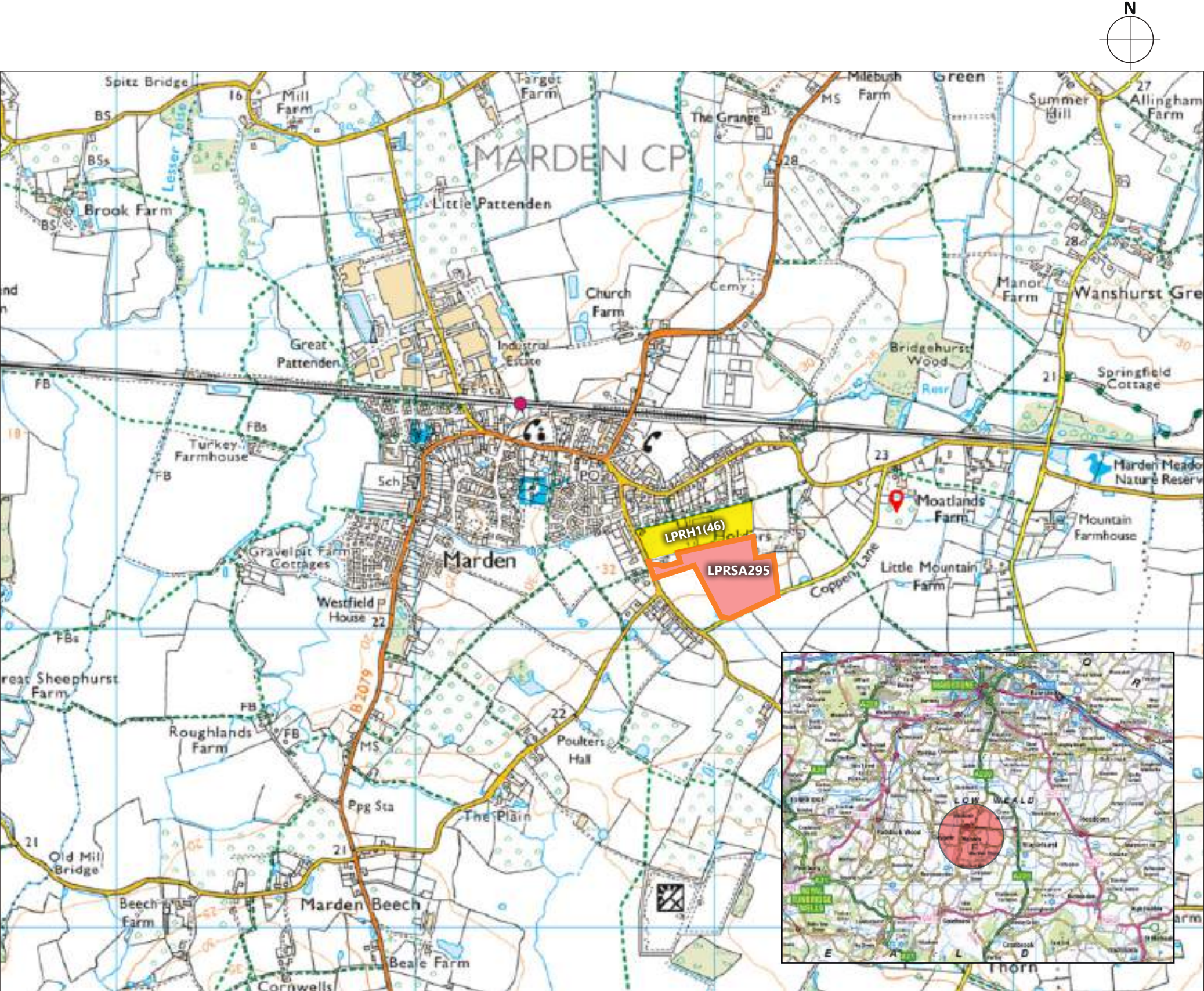
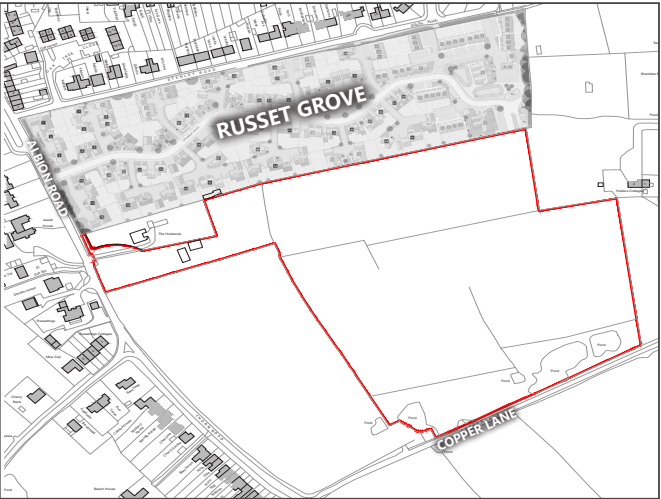
The High Weald AONB is on the edge of the village at Winchett Hill, in the southern part of Marden Parish, although primarily in the adjacent administrative area of Tunbridge Wells Borough Council.

## 1.3 Site Definition - Red Line Demise

The subject site is approximately 1300 metres to the south east of the mainline railway station along Albion Road.

The site is currently an orchard which declines from the northern to southern boundary along Copper Lane and is proposed for residential redevelopment. Russet Grove is a recently constructed residential development along the northern boundary.

The overall site is approximately 6 hectares with a short western frontage along Albion Road and a much longer southern frontage along Copper Lane.



Site Location Plan - Marden Village



# 1.0 Introduction

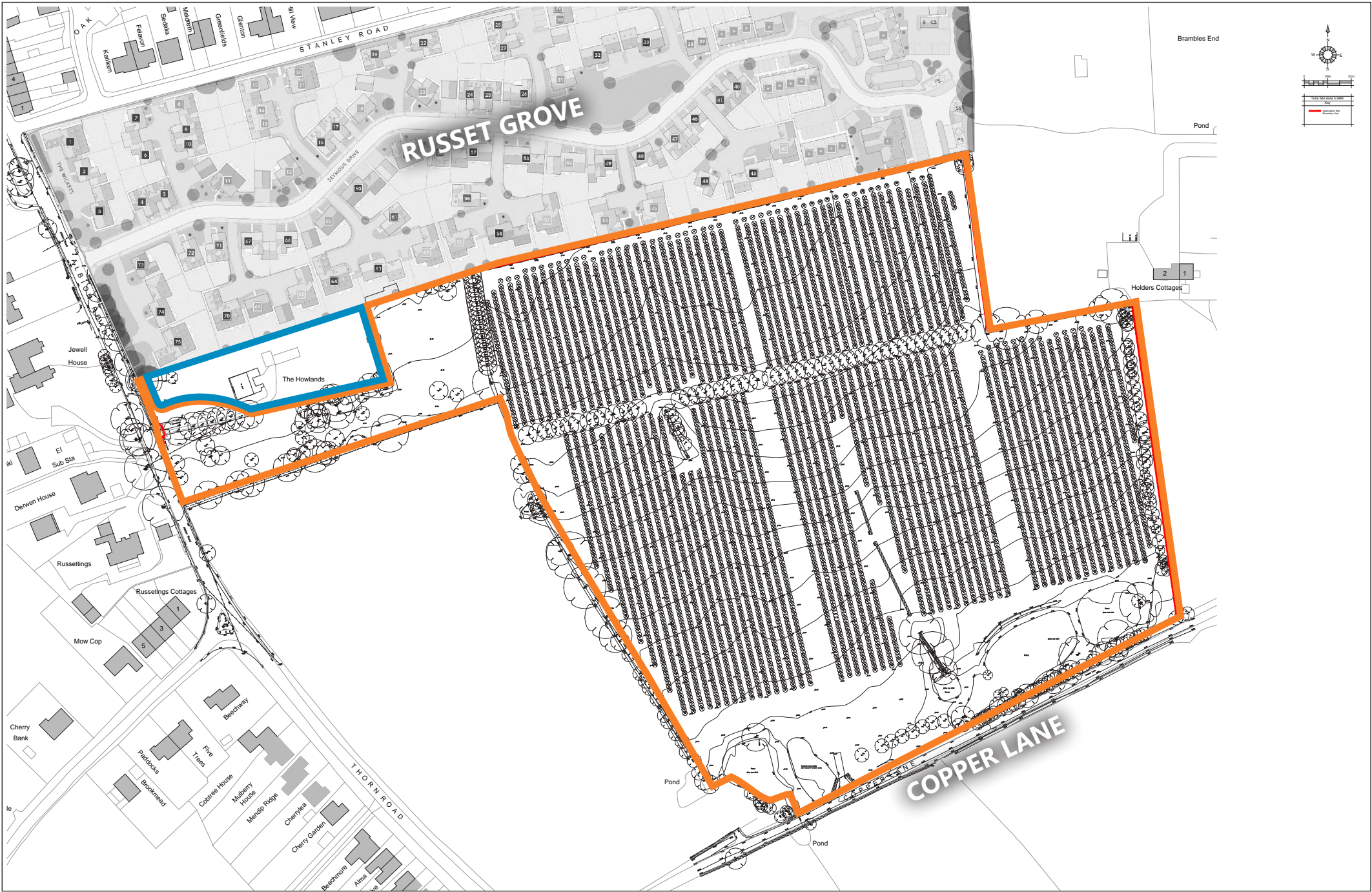
## 1.4 Site Plan

Russet Grove is a meandering streetscape with a more linear southern edge. The Howlands is excluded from the red line site demise to the west. From this ‘panhandle’ level, the site descends southwards with the linear orchard following the slope. Ponds to the south are arranged along Copper Lane which is a clearly defining east - west edge.

The orchard effectively covers the entire site, except the southern ponds, with perimeter maturing landscaping. The immediacy of the Russet Grove properties to the northern edge provides a prominent built boundary backdrop to the orchard.

A windbreak alignment of silver birch trees is at the upper level of the site, transversing east-west at right angles to, and much taller than the commercial orchard.

This feature effectively divides the site into northern and southern areas, with screening to the northern higher portion adjacent to Russet Grove.



Existing Site Survey

# 2.0

## Existing Site & Policy Context





## 2.0 Existing Site & Policy Context

### Conservation Area

Immediately to the south of the railway/railway station is the central Conservation Area of Marden. This is linear with the railway alignment which effectively defines the northern edge of the village.

To the heart of the Conservation area is St. Michaels and All Angels Church, with West End and High Street to the east, leading into Albion Road towards the subject site. The square church tower and turret define the centre of the village – as an imposing grouping of medieval sandstone buildings. It is a Grade I listed building, set back from the through road of the Conservation Area, in an extensive churchyard setting.

The remainder of the Conservation Area is more immediate to the street, particularly to the West End local shops and to the High Street.

The juxtaposition of Georgian, Victorian and more historic horizontal (white) timber and tile clad buildings is notable.

The angular nature of the built forms at the crank of the High Street, with Maidstone Road junction northwards and the street deflecting south east then southwards is a key feature of the town scape.

It is the group value of the Conservation Area, aligned with tile hung upper levels to terraced and conjoined properties at arbitrary angles which defines the space and the streetscenes southwards towards the subject site. “End stop” forms with roadways continuing past at angles, creates an interesting, enclosed townscape to both east and west of the village centre.

- Site Definition
- Conservation Area
- Marden Train Station



Albion Road

### Immediate Context

#### Albion/Thorn Road

The ‘pavement’ aligning properties continue along Albion Road with areas of widened green vista as the properties opposite are considerably set back. This is more suburban but maintains the essence of the village, with these noticeable green spaces created by deferring the building forms.

The properties opposite the site are a more eclectic groupings of primarily brick 2/2.5 storey dwellings.

Russet Grove is the new build development immediately to the north of the subject site, fronting Albion Road. This is set back from the roadway and also reflects the materiality of the village. The development provides the “backdrop” to the subject site viewed northwards as a series of ridge lines, roofscapes and gables.



Albion Road From Site



Site Viewed Northwards



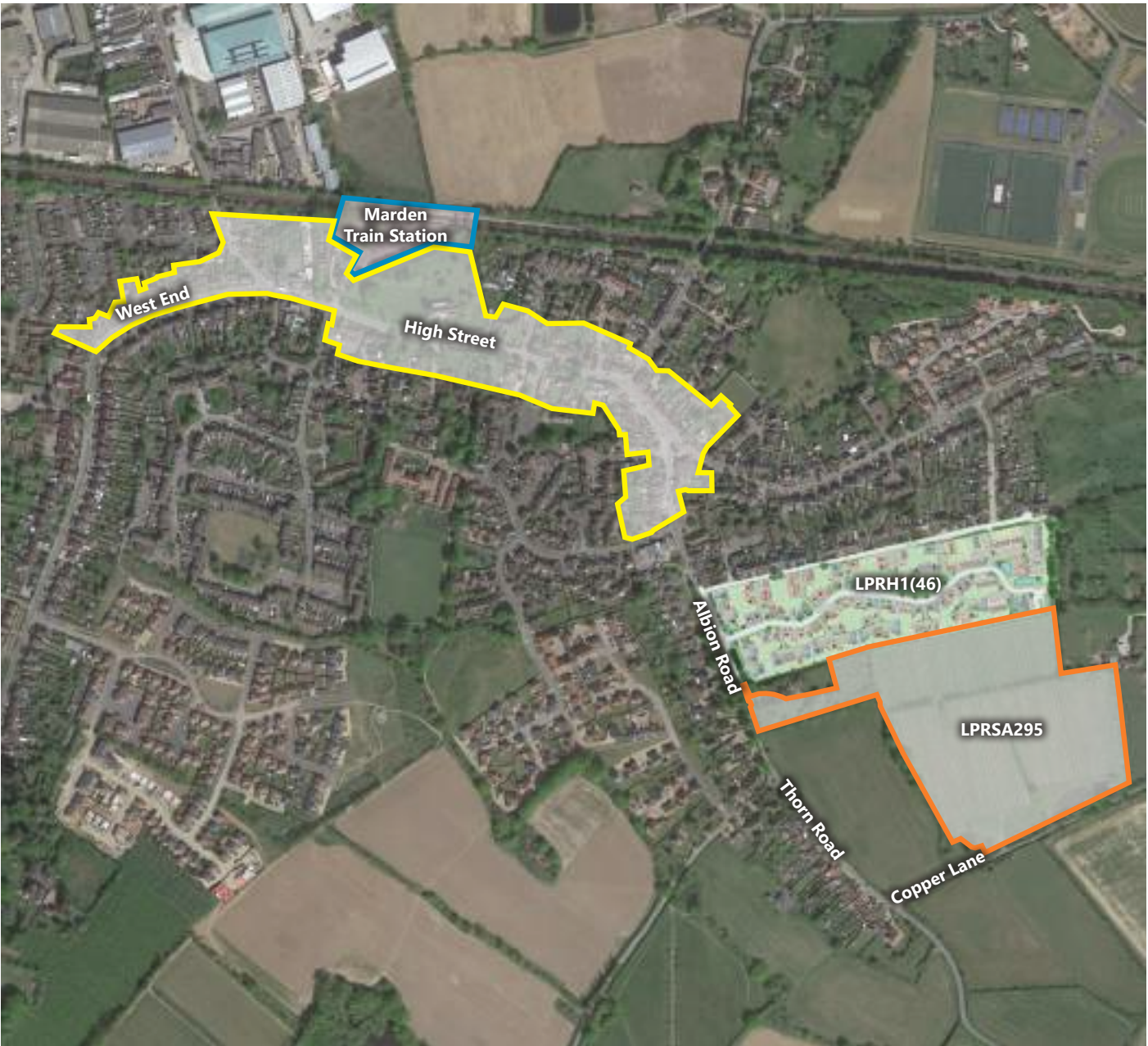
Marden Railway Station



St Michaels Church



Tile & Timber Clad buildings





# 2.0 Existing Site & Policy Context

## 2.1 Local Plan Review – October 2021

The current adopted Local Plan is dated 2017 but a considerable consultation Local Plan Review (LPR Oct. 21) is underway to achieve the revised Government target of 1160 dwellings per year within Maidstone Borough over the coming 15 year period – to 2037.

The Local Plan Review (LPR) refers to adopted Neighbourhood Plans to guide the process for land uses and development proposals in the Borough, included the Marden Neighbourhood Plan (2020).

Marden is identified as a Rural Service Centre in the Local Plan and in the Review, as a secondary location for new housing after Maidstone, being on the mainline railway network. As a “highly sustainable settlement”, Policy LPRSP6 applies :-

1) Focus new housing (and employment) development within the settlements when it is:

a) An allocated site carried forward from the 2017 Local Plan or newly allocated within this Local Plan Review;

b) Minor development such as in-filling; or

c)The redevelopment of previously developed land that is of a scale appropriate to the size of the village.

The key diagram emphasises the linear railway across the south of the Borough, passing through Marden, to the north of the village conservation area.

## 2.2 Marden - Policy LPRSP6 (E)

The specific Rural Service policy for Marden identifies the subject site (LPRSA 295) for delivery of approximately (113) dwellings and site H1 (46) for approximately (124) dwellings.

The subject site is therefore allocated within the draft Local Plan Review for residential development. The H1 (46) site has already been constructed to the northern boundary- Russet Grove.

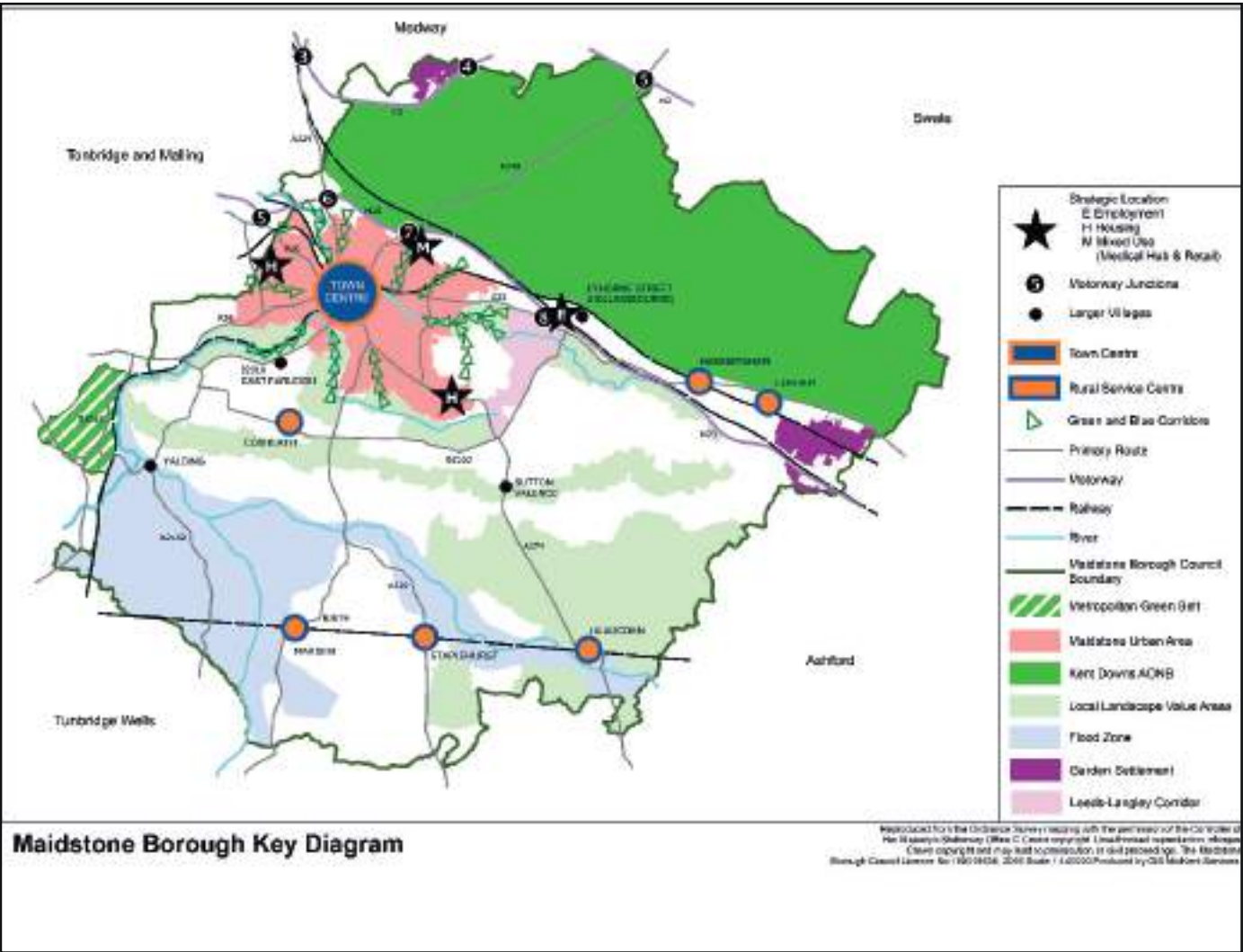
The Local Plan (Review) contains policies to consider in the residential development process, particularly LPRSP10 (B): Affordable Housing provision – 40% of dwellings – split 75% Affordable Rent and 25% Shared Ownership.

Marden is a successful service centre, particularly in terms of employment opportunities, and also has strong key community facilities such as a medical centre, library and village hall. Marden has frequent rail connections to London and other retail and employment centres, which has created a demand for new development. This has to be balanced with the desire to ensure local people have access to affordable housing. Flooding is an issue in Marden and the Strategic Flood Risk Assessment advises strict controls on the location of development within Flood Zones 2 and 3.

POLICY LPRSP6(E) – MARDEN

At the rural service centre of Marden, as shown on the policies map, key services will be retained and supported.

1) In addition to minor development and redevelopment of appropriate sites in accordance with policy LPRSP6, approximately 124 new dwellings will be delivered on site H1 (46), and 113 on LPRSA295.



A comprehensive Planning Statement accompanies this Outline Planning Application, and expands upon relevant policies applicable to the subject site.



## 2.0 Existing Site & Policy Context

The National Design Guide defers to the more local policies which set out a design framework for considering the site:-

### 2.3 Neighbourhood Plan

#### Marden Neighbourhood Plan (2017-2031)

Being in the middle of the County, the village is set in the heart of the Kentish Weald and the Neighbourhood Plan sets out the Wealdon Character of the local landscape. Although virtually all of the Wealdon forest has gone, tree belts, tall windbreak hedges and replanted woodland surround the modern farming crops, orchards – as per the subject site, and more recently vines.

- Policy NE3 provides clear guidance with regards to the subject site/boundaries.

#### POLICY NE3 – LANDSCAPE INTEGRATION

All proposed developments should be designed to integrate into their surroundings in the landscape and contribute positively to the conservation and enhancement of that landscape. Dense hedgerow planting with native species is the preferred boundary treatment if the strengthening of existing hedgerows or restoration of lost hedgerow boundaries is not possible. Artificial lighting systems, if deemed necessary, require sensitive treatment to reduce visual intrusion and negative impacts on wildlife.

- Policy BE1 sets out the Local Character Policy:

#### POLICY BE1 – LOCAL CHARACTER

Development proposals should be designed to protect the fabric and setting of any designated and non-designated heritage asset and respect and enhance the existing character of the village. Development must be both visually and functionally sympathetic to the existing styles and materials – examples of which are illustrated in this plan, in order to maintain and enhance Marden's sense of place.

- Policy A2 sets out the Open Space Aspirations

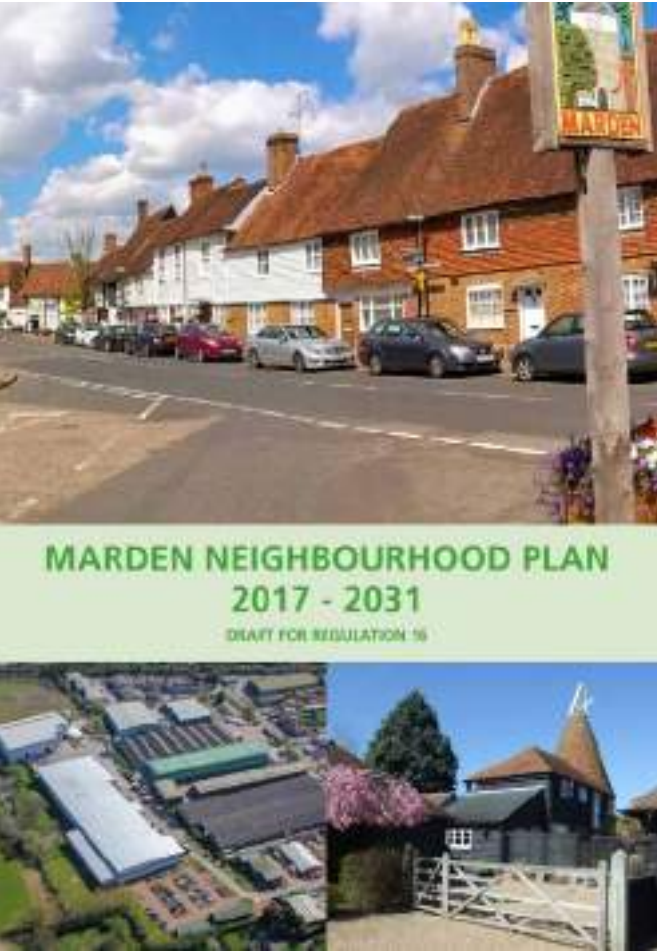
#### POLICY A2 – OPEN SPACE

All major development\* should provide areas of amenity, recreation, woodland, ponds or other water features and these to be retained for community use. Links should be provided between areas of open space, community facilities and the public rights of way network, with management plans confirming operating responsibilities put in place to safeguard the future retention of these areas.

#### Neighbourhood Plan Excerpt

*This Plan does not seek to prevent the development of three storey buildings – the use of roof spaces with small dormer windows is a typical feature of the Kentish Landscape.*

The Plan would therefore seek to support development of a suitable scale and height that respects and enhances the Wealdon character or Marden.



### 2.4 Kent Design Guide

This guidance is referred to in the Local Plan Review, It is arranged in sections describing the local Kent character and defining the process to bring development proposals forward.

The 'Guide' emphasises the need to build on the local character. As per the Conservation Area analysis the guide identifies the qualities of Kentish village townscape:-

- Compact Forms
- Building Diversity
- Mix of Uses and Materials
- Active Street Frontages
- Irregularity of Plan
- Pattern of Narrow Lanes
- Informality of Spaces

These headings provide a strong framework for considering the site

#### Respecting Context and Character

To achieve a well-integrated design, the established character of existing villages must be respected. The design of new developments should evolve from the special Kentish character. This means:

- Reinforcing positive design features of an area
- Respecting the scale, street patterns, landscape, local materials, colours, style and detailing of surrounding areas.
- Carefully managing differences in building and eaves height.
- Including public areas that draw people together and create a sense of place, routes which make a positive contribution.
- Avoiding a wide variety of building styles or mixture of materials
- Maintaining and creating good views and vistas, and
- Forming a harmonious composition with surrounding buildings or landscape features.

Section 2 of the Kent Design 'Guide' sets out the clear "steps" to creating successful places:-

- Step 1 – Understanding the site
- Step 2 – Generating the layout
- Step 3 – Designing for Movement
- Step 4 – Getting the Detail Right

The following sections consider these steps of design development to bring forward the Local Plan Review and Neighbourhood Plan aspirations, based on an outline character appraisal of the Marden context.

#### Character Area Guidelines



Villages are usually intimate in character and centred around a square or green. Materials tend to be limited to locally available brick, timber, tile and render, softened with age.

# 3.0

Character Appraisal





## 3.0 Character Appraisal

### 3.1 Marden Village - Character Appraisal

The Marden Neighbourhood Plan (Policy BE1) stipulates that “Development must be both visually and functionally sympathetic to the existing styles and materials”.

The village centre is linear in layout, with localised widening and narrowing, lined by an array of building styles set within the Conservation Area.

The B2079 runs through the village from the south, past the village hall, the village centre and exits northwards. This is the spine of the village. In the vicinity of St Michaels Church are typical Kentish horizontal boarded buildings juxtaposed with Georgian and other styles.

The ‘tighter’ townscape of the village centre is to the east with groupings of buildings creating enclosure and deflection of the streetscene.



Marden - B2079 - Village Hall



Marden - B2079 - Typical Village Street Scene



Marden - B2079 - Typical Georgian House



Marden - B2079 - Marden High Street - Enclosure and Deflection



Village Character Area Location



Marden - B2079 - Typical Timber Clad Buildings



Marden - B2079 - Marden High Street



# 3.0 Character Appraisal

## 3.2 Albion Road - Character Appraisal

The “deflection” of the High Street veers southwards into Albion Road with a “fork junction at the village sign. The streetscape enclosure and group value of the buildings is the key character at this part of the village, which becomes more linear and random away from the village centre.

Stepped roof profiles and straight frontages are a feature of the Kent village, particular the traditional cottages aligning Albion Road, which are half and full elevations of horizontal white boarding, notably two and a half storeys.

The steps in the streetscape are noticeable from the single to two / two and a half storey buildings, many cojoined to emphasise the group value and the streetscene alignment.

The sense of enclosure, and widening of the streetscape with green verges is the notable feature of the approach towards the site.



High Street



Albion Road



Albion Road



Character Area Locations

## Identity



Village sign at the High Street / Albion Road Fork Junction



# 3.0 Character Appraisal

## 3.3 Thorn Road - Character Appraisal

Albion Road becomes Thorn Road in the vicinity of the site (past the entrance) and is “more rural” in nature, as a mix of domestic scale and design.

Again, there are two and a half storey examples with Edwardian influences to this one sided development.

These more sturdy houses - semi and detached - create a different character, away from the village centre.

To merge these diverse characters of the “village centre” and this “edge of village” character is the aspiration of the Marden



Russet Grove

This is immediately north of the site and has a variety of home styles with the use of local materials and local vernacular. The frontage to Russet Grove creates a two sided street and building line, leading towards the subject site.



Village Character Area Location



# 3.0 Character Appraisal

## 3.4 Copper Lane - Character Appraisal

The Neighbourhood Plan places emphasis on Landscape Integration:- (Policy NE3) “Dense hedgerow planting with native species is the preferred boundary treatment if the strengthening of existing hedgerows or restoration of lost hedgerow boundaries is not possible”.

Copper Lane is a double sided hedgerow narrow road at the southern boundary of the site. There is a ‘gap access’ to the site in an otherwise continuous hedgerow, with extensive ponds strung along the lowest part of the site. The commercial orchard is beyond the ponds and the built forms of Russet Grove provide the back drop to this landscape character edge of the subject site.

Looking westwards from Copper Lane to the serrated roof line of the Albion/Thorn Road properties, these properties also provide a built form backdrop the west.- See site photographs.

The field adjacent to Thorn Road will remain, maintaining the open aspect eastwards, and northwards along Copper Lane from the Thorn Road junction.



Copper Lane - Westwards facing Thorn Road



Site Access Off Copper Lane



Copper Lane - Eastwards



Village Character Area Location



Copper Lane - South of Site with Existing Ponds



Copper Lane - Eastwards



3.0 Character Appraisal

3.5 Neighbourhood Plan - Village Character

The materiality is extracted from the character areas to provide a palette for the proposals.

This village character is captured in the Neighbourhood Plan. It acknowledges that there is “no single Marden building style” and advocates that “new housing development...blends with the existing vernacular style”. This is set out graphically in their document. (P21 & P22)

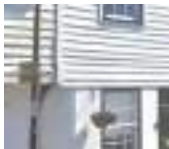
Red Brown  
Brickwork Brick detailing  
Expressed Bargeboards



Smooth Render  
Expressed Eaves  
'Georgian' Features



Horizontal White Boarding  
Render / Brick Base  
Back Edge of Pavement



Fill Height Horizontal  
White Boarding  
Small Cottage Gardens



Tile Hanging Hipped Dormers



Traditional Materials and Designs

Weatherboarding

Traditionally white on domestic buildings and black on farm buildings (also when converted). Either full facade or on upper elevations only.



Peg Tiles and Bricks

Mainly multi-hued, ranging from bluish-red to reddish-brown. Tiles generally darker than bricks. Hung on part or full facade. Historically made from local clay.



Special Features and details

Roof Profiles

Houses of all ages (and old farm buildings) typically have hipped or half-hipped roofs. Clay tiles are the norm.



Oast cowls

(ubiquitous)



Weather vane and clock

(Marden Bowls Club)



Exposed beams

(High Street)

Gable end detailing

(Marden Thorn)



Wooden porches

(Goudhurst Road)

Metal Porches

(Chantry Road)

Special Features and details (cont'd)

Decorative Railing

(West End)



Brick wall decoration

(Stanley Road)



Chimney cowls

(Cherry Orchard)

Arch windows

(Cherry Orchard)

Street Furniture

Village sign



Milestone

Mounting block

Old fingerpost sign



Signs old and new

Bridge nameplate



Parish Pump

Church wall seat

# 3.0 Character Appraisal

## 3.6 Marden Figure Ground

The site is assessed on the basis of the existing figure ground of Marden, emanating from the Conservation Area. The arrival of the railway created a strong linear E-W edge to the north of the village. **(1)**

The ‘fork junction’ to the east of the Conservation Area with the continuous frontages is strongly evident in the figure ground as the centre of the village. **(2)**

The village centre clearly has an “intimate character” as identified by The Kent Design Guide and the church grounds and sense of enclosure contribute to the ‘heart’ of the village.

This sense of enclosure and streetscape is the basis for considering the subject site.

The “Russet Grove” development to the north of the subject site **(3)** is the more immediate ‘angular’ figure ground with the western aspect of the Thorn Road properties on a more linear alignment, likewise those facing the site. The meandering access way is a feature of the site layout.

Albion/Thorn Road has an emerging building line **(4)** on its eastern side – as a ‘transition’ towards the more rural area of the village along Copper Lane.

The building line is a key design criteria of the National Guidance providing clear direction for the western ‘entrance’; to the site.

Development proposals can be ‘tested’ set within this existing figure ground pattern.

