

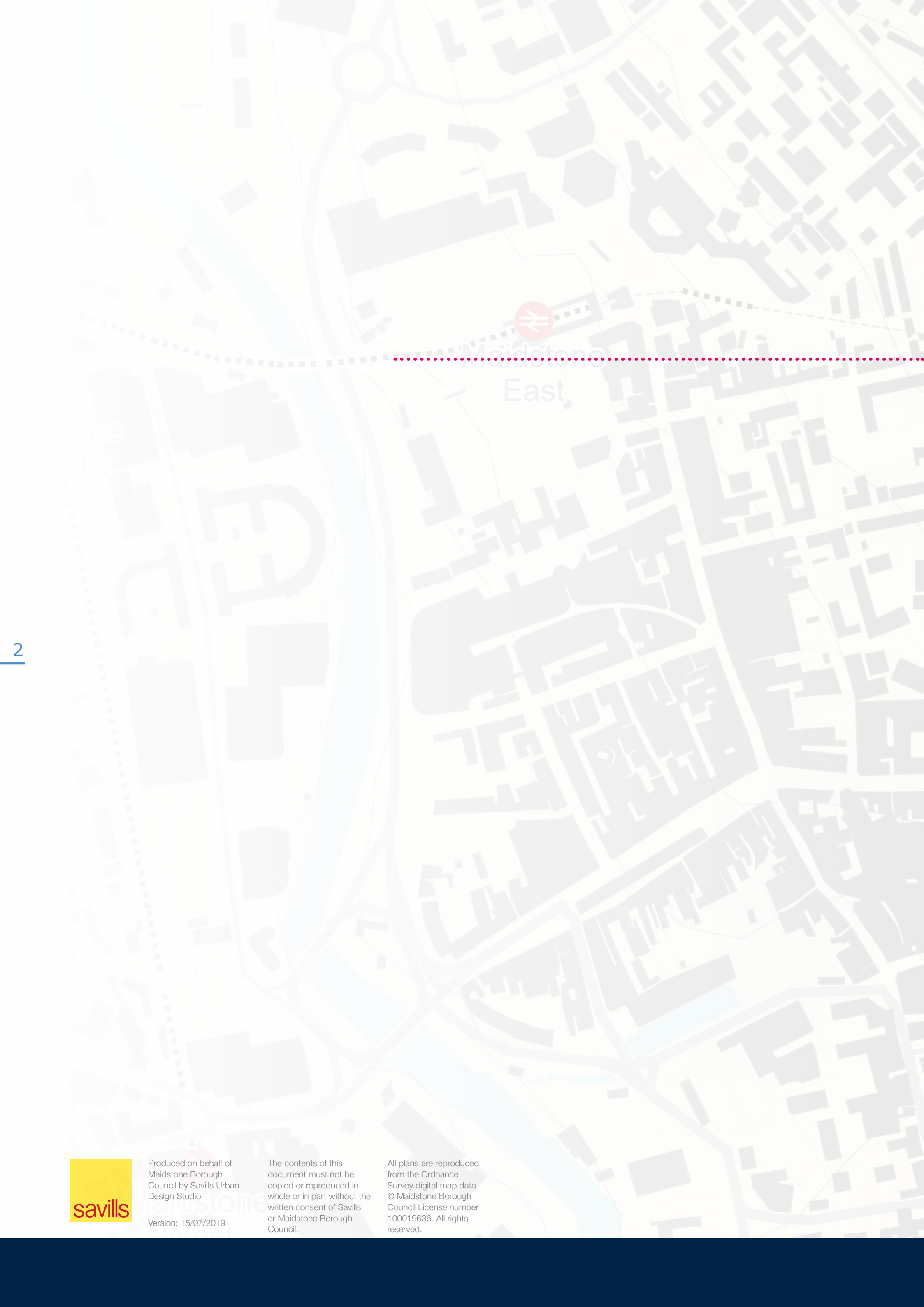
# Maidstone Riverside

Planning Guidelines | January 2020

OPPORTUNITY SITES

MAIDSTONE TOWN CENTRE





Produced on behalf of  
Maidstone Borough  
Council by Savills Urban  
Design Studio

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**Note: See separate supporting Appendices Document**

## Vision Statement

*New development at the Maidstone Riverside Opportunity Site will create a new high quality residential community to the western bank of the River Medway. New and existing buildings will relate positively to the waterfront, maximising potential for views of the river and providing space for an enhanced riverside walk and associated public space. Whilst the redevelopment will be residential led, it will include space for commercial, leisure and much needed community facilities and infrastructure.*

*The development will champion good design and provide high quality public realm and urban living, offering a mixture of accommodation types within the heart of the town. Such a sustainable development would hopefully lead to a net reduction in motorised traffic movements along St Peter's Street.*

# Objectives for the Site

## **To create a new riverside ‘neighbourhood’**

The size and location of the site provides an opportunity to create a new area for riverside living. The River Medway would inform the character of the neighbourhood and by creating a residential neighbourhood with the necessary community facilities and infrastructure the area can become a desirable and distinctive place to live.

## **To enhance the public realm and scenic quality of the River Medway**

The development provides the opportunity to present an enhanced frontage to the River Medway, repairing the urban fabric along the eastern edge of the site. This will add value to new properties in this location, as well as views from the eastern side of the river. Enhanced natural surveillance from new buildings combined with associated public and private amenity space along the river, would also contribute to vibrancy of the riverside walk/cycle route. Retail uses need to ‘open up’ to the River Medway both visually and functionally.

## **To enhance the public realm and scenic quality of St Peter’s Street**

New buildings along St Peter’s Street can present more continuous active frontages to the street than is presently provided by the retail sheds. Development can allow space for avenue tree planting, providing visual softening and enhanced biodiversity.

## **To enhance pedestrian access, permeability and open spaces**

A key opportunity will be enhancements to the pedestrian walk along the River Medway, which should also encourage cycle use. Safe and attractive pedestrian/cycle links should also be provided between this riverside walk and St Peter’s Street, associated with open spaces that allow clear views through to the river from St Peter’s Street.

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

Given the central, sustainable and attractive riverside location of the site, opportunities should be sought to provide a mix of house types on the site. This increase in the town centre’s residential population will enhance its vibrancy and economy.

## **To provide a mix of house-types**

Whilst the eastern side of St Peter’s Street lends itself to apartment living (due to its suitability for medium scale buildings and flooding issues at ground floor level), opportunities should also be provided for family housing, subject to flooding and contamination consideration and mitigation. Retirement properties would also be suited to the area.

## **To secure the future of the Powerhub listed building**

Viable uses should enable the iconic Powerhub building to remain as a local landmark.



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

The redevelopment should allow for the inclusion of non-residential uses at the ground floor level, to serve both the new residents and visitors to the area. These should especially be at the southern and northern edges, where footfall would be highest (close to Maidstone Barracks and Maidstone East Stations to the north and the Gyratory to the south). Uses could include cafés, restaurants, gyms, and convenience stores. It is essential that community infrastructure, such as a health facility and a primary school, are provided.

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

Proposals should respect the landmark quality and setting of the Powerhub building, as well as the listed Church of St Peter to the immediate south of the site, the Maidstone Conservation Area and listed buildings to the east of the River Medway.

### **To minimise flood risk**

Given the location of much of the site within Environment Agency Flood Zones 2 and 3, ground floor uses should be designed to mitigate potential flood damage. In particular, any proposals for ground floor residential use are likely to require mitigation.

### **To provide a viable and deliverable solution for the site and secure the future of the listed Powerhub building**

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

# 1. Introduction

## 1.1 Role of the Planning Guidelines

1.1.1 These Planning Guidelines have been prepared by lead consultant Savills for Maidstone Borough Council ('the Council'). Its purpose is to encourage, promote and facilitate the redevelopment of a number of sites along St Peter's Street on the western side of the River Medway.

1.1.2 These sites occupy accessible locations within the heart of Maidstone. Whilst this document covers the overlapping context and opportunities for the sites, it is recognised that they are likely to be brought forward as more than one development.

1.1.3 The document provides an analysis of the existing context of the site, presenting potential opportunities and constraints (Section 2). It provides a clear set of parameters for how the site could be taken forward that would be acceptable to Maidstone Borough Council in planning and urban design terms (Section 3) as well as an illustrative scenario (Section 4) which gives an indication of the likely capacity of the site, based on the guidance set out in Section 2 and within a context of improving market conditions.

1.1.4 The document sets out what could be achievable and acceptable in planning terms and would be welcomed by the Council. The document represents the 'art of the possible'. There may well be other ways of achieving appropriate solutions utilising different approaches to those potential solutions illustrated here.

1.1.5 The guidelines are a culmination of an extensive design and feasibility study undertaken by Savills for five Maidstone Town Centre Opportunity Sites during the period April 2018 - July 2019. These opportunity sites are shown on Figure 1 and consist of:

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



Fig.1: Opportunity Sites



Waterside Gate

Maidstone East Railway Station

Buckland Hill

Maidstone Barracks Railway Station

Jewsons

Baltic Wharf

Scotney Gardens

St. Peter's Street

Wickes

The Range

TK Maxx + Hobbycraft

Asda Living

Former Church of St. Peter

Travelodge Hotel

Fremlin Walk

Fairmeadow



## 1.2 Site Location and Context

1.2.1 The site measures some 7.09 hectares gross (17.52 acres) and is located on the western bank of the River Medway, immediately to the west of the town centre (see Figure 2). It comprises two areas centred on St Peter's Street, separated by Scotney Gardens, with a further area to the north of the railway line connecting with Maidstone East Station. Both of the southern areas are bounded by the railway line to the west. The southernmost area extends to the western edge of the towpath adjacent to the River Medway to the east, whilst the central area extends to the bank of the River Medway.

1.2.2 The central area (2.6 hectares) is bounded by an embankment to the railway bridge to the north of the Powerhub Building and Scotney Gardens to the south. The southern area (4.25 hectares) stretches from Scotney Gardens in the north, to the southern boundary of the Travelodge Hotel carpark and Church of St Peter's to the south.

1.2.3 The northern area (0.24 hectares) is currently occupied by car parking and extends from the base of the railway embankment in the south to a wall just south of a terrace of townhouses at Waterside Gate.

## 1.3 Process

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

1.3.2 Savills team has included masterplanners, landscape architects, development consultants and heritage consultants. Markides Associates has provided transport advice.



*Raglan House, from St Peter's Street, looking north*



*Scotney Gardens, looking south along St Peter's Street*

## 2. Issues for Consideration

### 2.1 Opportunities and Constraints

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

- Part of the northern site area (Powerhub Building and Baltic Wharf) is covered by Policy RMX1(5) in the Maidstone Borough Local Plan (MBLP). This states that this area is suitable for a mix of uses including housing, offices, leisure uses, cafés, restaurants and retail. The policy (see Appendix A below for full wording) also covers the design and layout, access, flooding, noise, air quality, land contamination and highways requirements.

- The existing buildings and uses on the site generally have a poor relationship with the River Medway. This is an excellent opportunity for new buildings to create a vibrant frontage to the river, stimulating a variety of uses along here.
- There is generally poor pedestrian/cycle accessibility and connectivity to and along the river path. The redevelopment presents the opportunity to connect St Peter's Street with the river as well as extend the existing path to the north of Scotney Gardens, where it currently stops.
- The landmark Powerhub building requires a viable land use to secure its future. The costs of refurbishing/converting the building, especially given its relatively poor condition, listed status and deep floor plan may require an innovative conversion and enabling development.



Powerhub site with Scotney Gardens beyond, seen from pedestrian footbridge over River Medway

- The recent construction of buildings in the southern site area have associated long leases, meaning that this area is likely to be developable in the long term.
- Much of the site lies within Environment Agency Flood Zones 2 and 3. Technical flood risk surveys will need to be undertaken together with mitigation measures, especially if residential uses are promoted on the ground floor.
- The presence of foul water sewers within the site will require easements to be left or the diversion of the sewers.
- The relative lack of vegetation on the site, especially along St Peter's Street, gives the area a hard, urban character. The redevelopment provides the opportunity for more tree planting.
- The presence of the railway line adjacent to the western boundary of the sites will require consideration of how residential properties are located/internally designed to minimise impacts on privacy and noise.



Listed former St Peter's Church, seen from Wickes car park

- New development will have potential impacts on the highways network generated by alternative uses within the area.
- Potential air, noise and contamination issues given its urban history and setting. Appropriate technical assessments will be needed.
- The proximity to Maidstone Barracks Station provides the opportunity for enhanced pedestrian connections and the potential for new station facilities.
- The eastern part of the site is clearly visible from the River Medway and the western side of the town centre, given the open setting of the River Medway in the foreground.
- The development of the site provides the opportunity to enhance these views, although particular consideration will need to be given to the skyline along this river frontage.
- There are glimpsed views of the sites from the elevated residential area to the west. New development will need to respect this relationship.



Northern end of St Peter's Street with Jewsons and Powerhub buildings

# 3. Overall Development Principles

This section of the document provides guidance to potential developers as to how the site should be developed. This guidance is supported by precedent images and the parameter plan at Figure 3. The key design requirements are set out as follows.























## 3.1 Land Use

3.1.1 There is the potential for a variety of uses on the site, however the most economically viable option will be residential. This provides the opportunity to create a new riverside residential community that will benefit from the close proximity to public transport and Maidstone town centre. However, it is important that new development provides for the necessary community infrastructure so that a genuine neighbourhood is created.

3.1.2 Given that much of the land to the east of St Peter's Street lies within Flood Zones 2 and 3 and will be less suited to ground floor residential uses, it would be logical for this area to be the focus for apartment buildings with ground floor parking and storage or community/retail units. If flood mitigation measures could be incorporated that allowed for ground floor residential uses, then this would be preferable.

3.1.3 Given the wide character of the River Medway, this eastern edge of the site would also be well suited to taller apartment buildings that can provide visual enclosure to the river.

3.1.4 The frontages of St Peter's Street would also be well suited to apartment blocks, providing

-  Policy RX(1) area: Powerhub | proposed residential led redevelopment with conversion/new build residential units
-  Listed building: potential need for partial demolition subject to listed building consent
-  Raglan House. Within curtilage of listed building. Building contributes to character & enclosure of St. Peter Street but may restrict vehicular access to Powerhub site.
-  Residential/community neighbourhood with approximate 80%/20% apartment/town house mix
-  Riverfront neighbourhood with majority apartments + ground floor cafes & restaurants + shops + leisure uses
-  Suitable locations for mixed-uses at ground floor
-  Active Frontage providing natural surveillance to streets, river and pedestrian links to river
-  Landmark Building (Mixed use ground floor)
-  Riverfront public open space, including opportunity for equipped play
-  Avenue tree planting on St Peter's Street
-  St Peter's Street- existing adopted highway
-  Potential public car parking areas for Travelodge Hotel and proposed park/mixed use development
-  Landmark spaces/buildings along St Peter's street terminate vistas from river front
-  Enhance views to/from river
-  Land adjacent to railway- minimise development/habitable rooms close to track
-  Open space between St Peter's Street and River Medway. Precise width/location to vary, contributing to character of wider area
-  Private open spaces/parking to provide visual separation with existing residents
-  Existing vegetation along railway line to be retained if possible, providing visual enclosure and nature conservation value
-  Maidstone Barracks Station: potential for new station building
-  Potential pedestrian bridge across River Medway (Action MTC13 of the Maidstone Pedestrian & Cycling Strategy 2011-2031)
-  River Medway
-  Site boundary

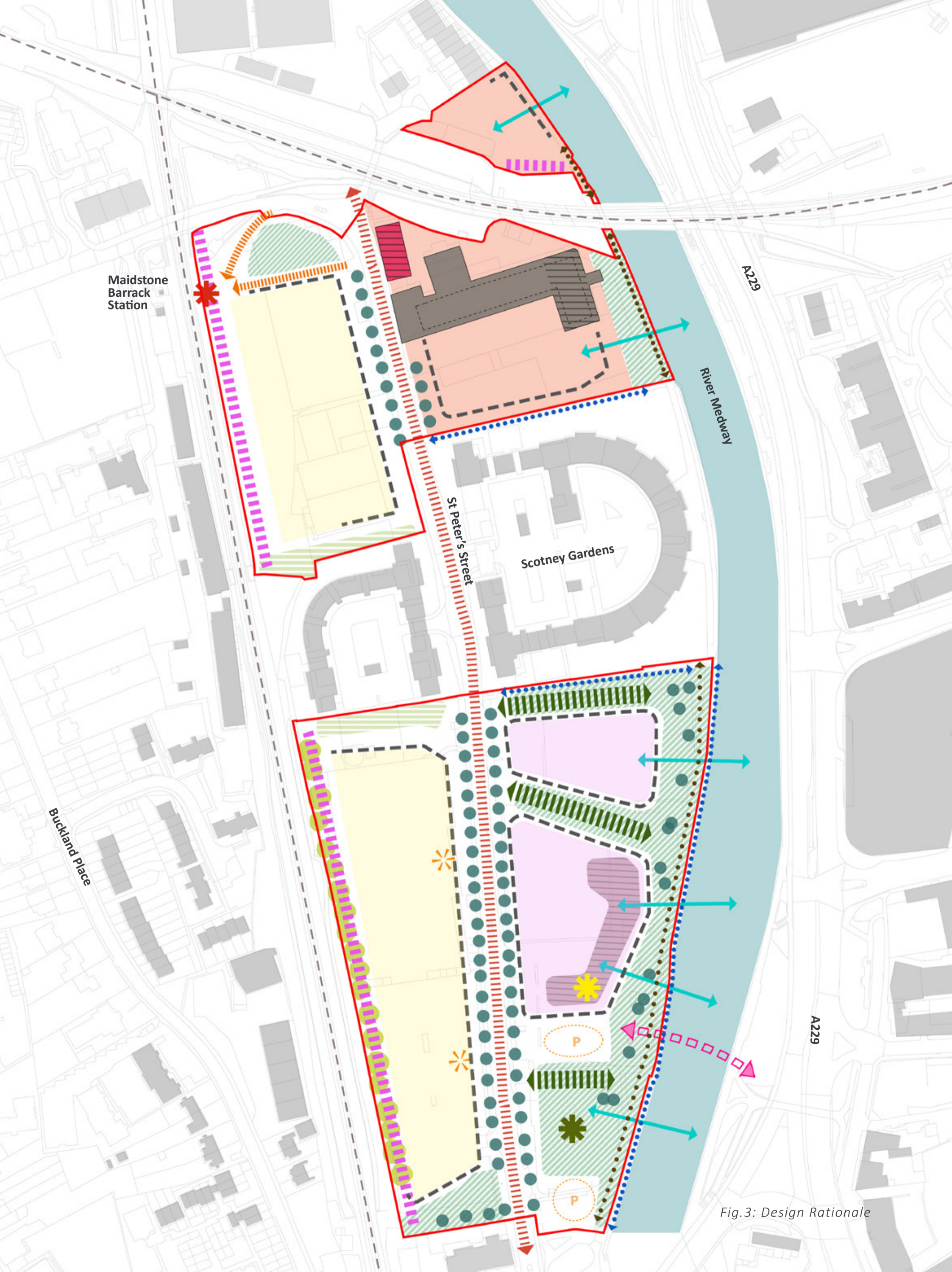


Fig.3: Design Rationale

a suitable height to width ratio to this wide street. This would also enable parking to be located to the sides and rear of the buildings, minimising access points onto St Peter's Street and manoeuvring within the street.

3.1.5 The area should also provide space for family housing. Given the height and density of existing housing within the site and immediately to the west of the site, it would be appropriate for such housing to consist of relatively high-density terraces of townhouses with integral garages. These should predominantly be focussed on the western side of St Peter's Street, where they can be located outside of Flood Zone 2 and form part of a logical transition in height and density from the east to the west. Depending on flooding and contamination constraints, these may need to be designed with raised ground floors and gardens.

3.1.6 Subject to flood assessments and mitigation measures, there may also be the potential to incorporate short terraces of townhouses on the eastern side of St Peter's Street, within the Baltic Wharf area and north of the railway line.

3.1.7 Although residential uses will be the most viable land-use, it is essential in placemaking terms to include some other mixed uses at the ground floor level on the waterfront, especially where footfall will be greatest, such as at the southern end of the site close to the Travelodge Hotel and within the Powerhub building. This will increase the vibrancy of the area and associated natural surveillance. Such uses could serve the new and existing residential population and include retail



*Opportunities for waterside apartments with occasional commercial uses beneath*



*Townhouses with ground floor parking*



*Medium-rise apartments*

uses such as convenience stores, restaurants/cafés and gyms.

3.1.8 If Maidstone Barracks Station was redeveloped at a later date, this northern part of the site would also be a logical position for a community hub, including a convenience store, health centre and units suitable for takeaways for example.

3.1.9 Space also needs to be allowed for health and education facilities and early discussions will be required with Kent County Council Education and the relevant local NHS Trust. Similarly, space for early years childcare/education should be considered.

3.1.10 A new school or extension to an existing school tends to be triggered if over 600 new homes are built, meaning that such a facility is likely to be required (especially when considered with further homes on the Maidstone site and, moreover, the significant growth in the Town Centre's population). A school needs to be considered as part of a wider community hub, with the potential for a community health facility, convenience stores and community centre. This would be more suited to being located on the western side of St Peter's Street where it can be outside of Flood Zone 2 and where the riverside frontage can be retained for taller buildings. The



*Urban community hub with apartments above*

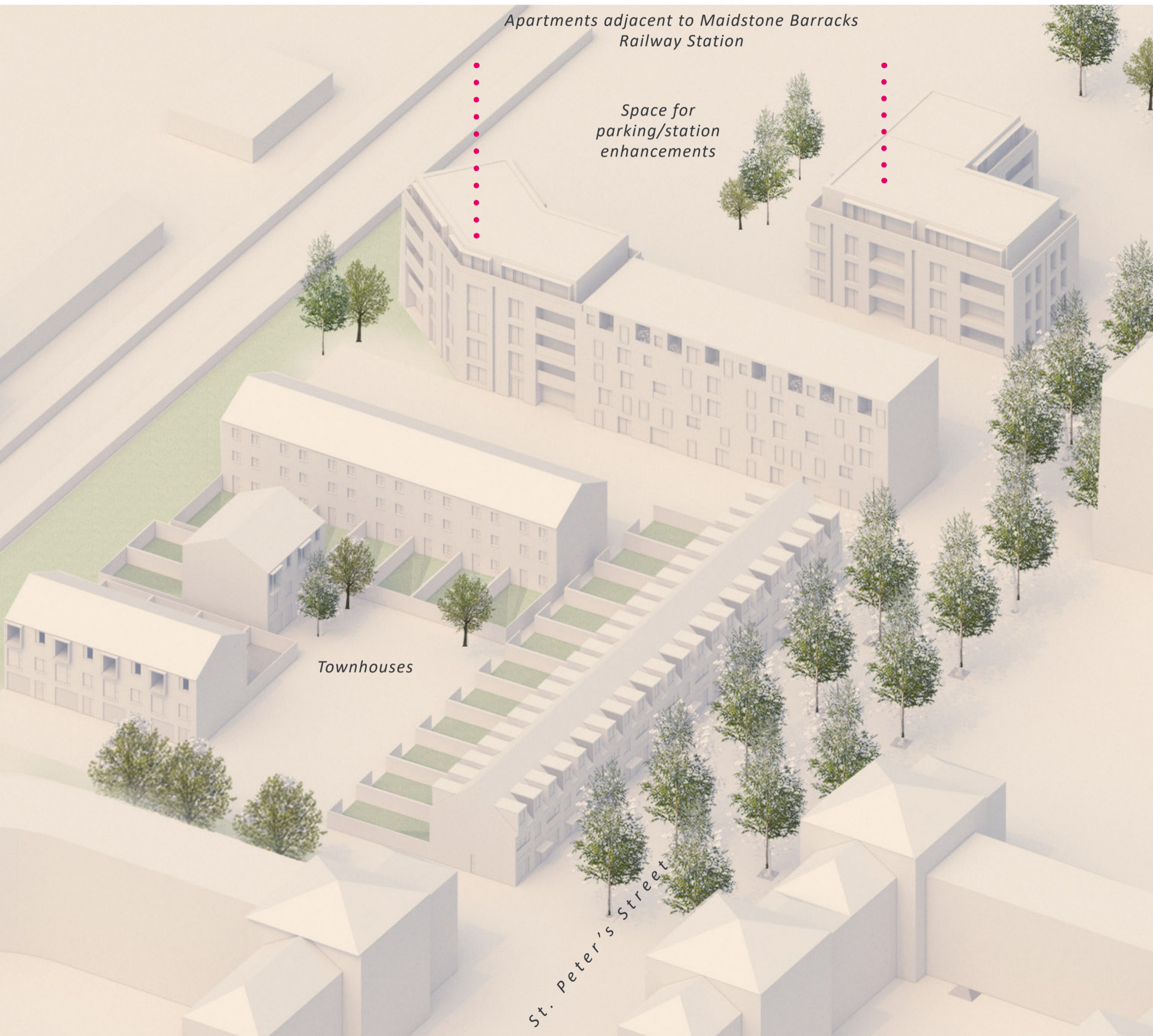


Fig.4: Maidstone Barracks Station area: illustrative scheme



location of a community hub close to the railway means that residential uses can be focussed away from the railway.

3.1.11 The school and community facility buildings should be designed so as to front on to St. Peter's Street. Given the urban setting, it would be appropriate to consider a modern, urban, high density two to three storey design for the school and the incorporation of community facilities and shops beneath taller residential units. Consideration should also be given to incorporating play space on the roof of the school.

3.1.12 The primary school will require an equalisation strategy for delivering this, given the relatively large number of land-owners with an interest in the site.

3.1.13 Similarly, the delivery of commercial uses will need careful planning, perhaps through the use of flexible building designs, as many uses such as convenience stores, nurseries or gyms may not become viable until a significant proportion of the site has been developed out and occupied.

3.1.14 In summary, the main use class will be:

- C3 Residential

3.1.15 Together with a limited amount of:

- A1 Shops
- A3 Restaurants and Cafés
- A5 Hot Food Takeaways
- D1 Non-residential institutions (such as premises used for medical or health; crèches, day nurseries or day centres; the provision of education; a public hall or exhibition hall)
- D2 Assembly and Leisure (such as gyms)

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

## 3.2 Scale and Form

3.2.1 Given the sites' location in the centre of Maidstone and their access to local transport links, there is an opportunity to maximise density in the context of high quality design and layout. The existing Powerhub Building, Scotney Gardens and Travelodge buildings on the river frontage, are all the equivalent of five to six residential storeys in height. Similarly, further to the south,

properties on Hart Street that overlook the River Medway also comprise four and five storey apartment blocks. New residential buildings in this area should therefore reflect this emerging character, albeit with the inclusion of taller landmark buildings to provide visual interest to the skyline. The scale of development must allow for maximum sunlight onto the public realm and open spaces.



3.2.2 New buildings should respect the existing alignment of St Peter's Street, presenting active frontages to the street. The layout of the development should create a block structure which clearly defines public fronts and private backs. Buildings should provide active frontages and surveillance to pedestrian routes and open spaces.

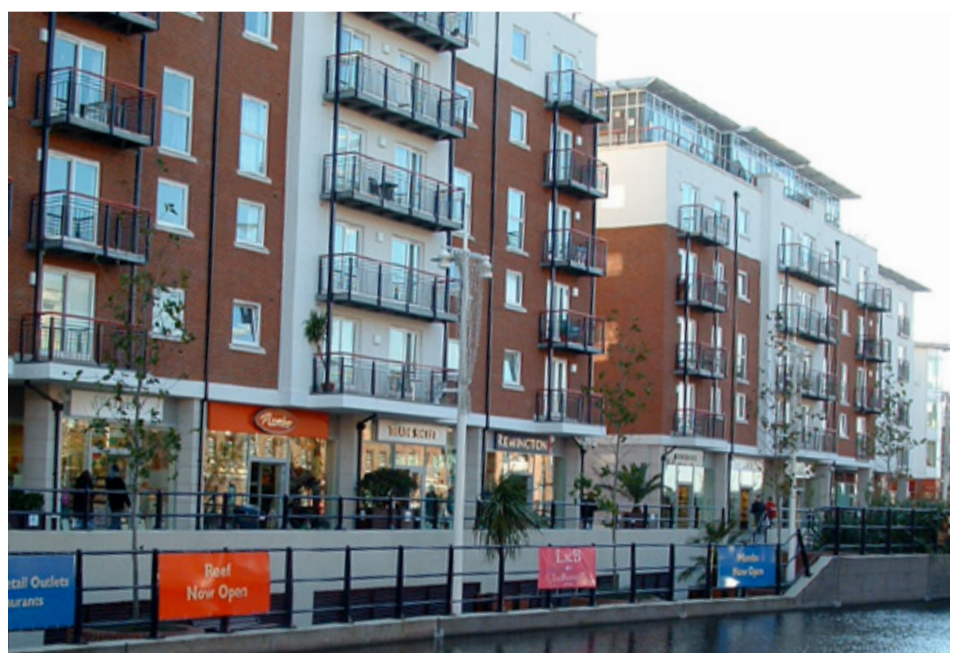
3.2.3 Continuous frontages are encouraged to provide enclosure to all streets and spaces. This is especially important for the new river frontage and along St Peter's Street. Given the relatively wide nature of St Peter's Street, it should be fronted by buildings that are at least four storeys high.



Fig.5: Illustrative Massing Model: South-eastern area viewed from east

3.2.4 New buildings on the eastern side of the site should be of an appropriate scale to complement the width of the River Medway. This should generally present a built frontage to the river, with new buildings generally being no less than five storeys in height. Building heights should present a varied but co-ordinated appearance along the river frontage, given the importance of this elevation in views from the east. There is an opportunity to provide a landmark building at the southern end of the site, up to approximately eight storeys in height, but respect will need to be paid to views towards the setting of nearby listed buildings, such as the Powerhub and former Church of St Peter.

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

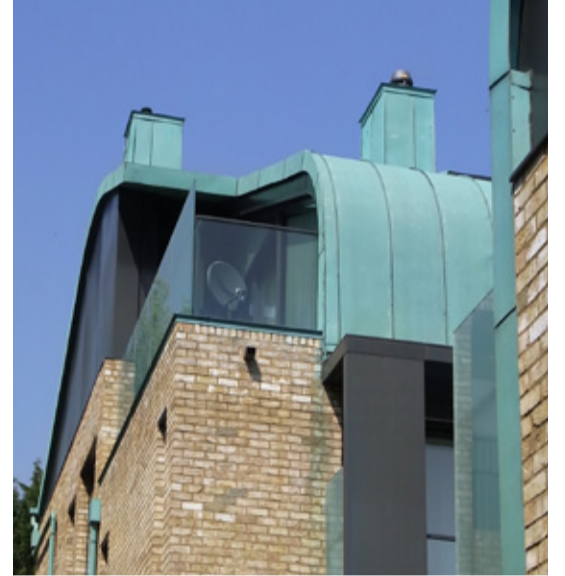


*Medium-rise waterfront apartments, Gunwharf Quays, Portsmouth and Grand Union Canal, London*





*Red and buff bricks (Fremlin Walk, Maidstone)*



*Copper clad roofing*



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



*Simple palettes of materials can include brick, timber and glass. Integral balconies and high proportion of glazing provide natural surveillance to the public realm and bright interiors*



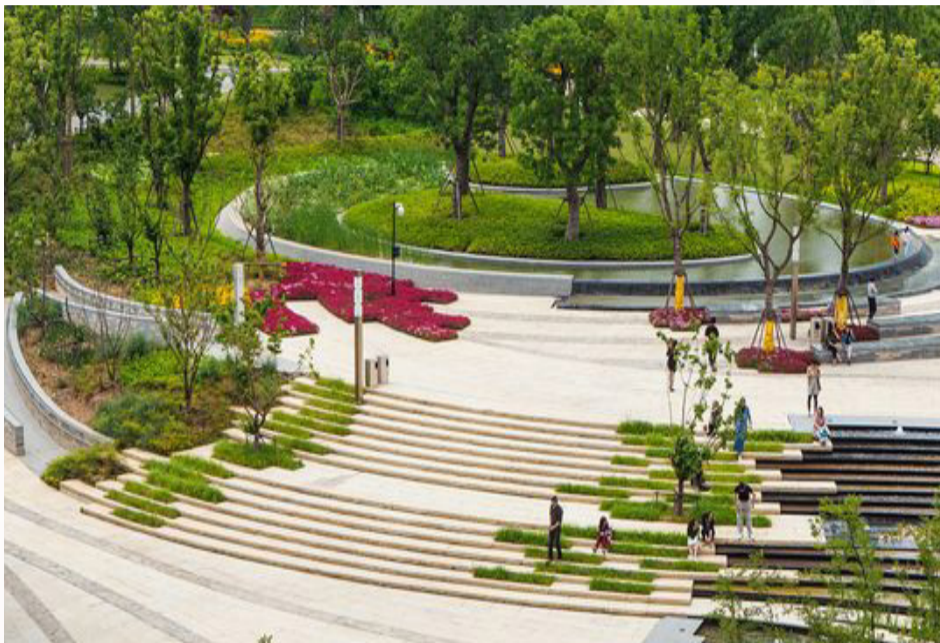
### 3.3 Building design and materials

3.3.1 The design of the development across the site will need to respond to the context of the site and the key buildings in the local area, especially the Powerhub. It is intended that a limited palette of materials will be used, with architectural detailing and design, providing the richness in character rather than a large variation in texture and colour. An appropriate use of materials and simple design will ensure the longevity of the buildings' appeal.

3.3.2 The site presents an opportunity for high quality contemporary design and the use of contemporary materials such as metal windows. The use of inset balconies is encouraged to provide private amenity space as well as opportunities for natural surveillance.

3.3.3 Specific materials will need to be agreed directly with the local planning authority, although the primary colour palette will be:

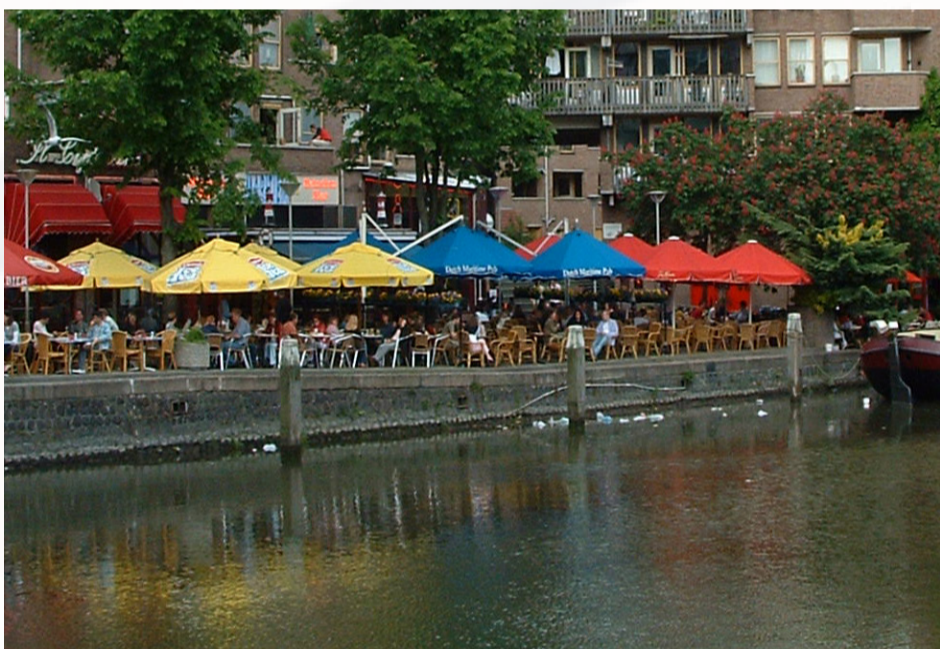
- Walls and elevations: red or yellow stock bricks, glass, metal cladding or Kentish Ragstone.
- Roofing: monochrome/ plain colours, including clay tiles/slates.



*Riverfront park with informal meeting/events space*



*Riverfront park, Richmond upon Thames*



*Space for riverfront dining*



*Townhouses/apartments with pedestrian green corridors*



*Space for roof-terraces*



*Space for outdoor cafe seating, Brindley Place, Birmingham*



### 3.4 Public realm and open space

3.4.1 A key opportunity for public realm enhancement will be along the River Medway frontage and along St Peter's Street. Both of these linear routes should incorporate large-scale street trees such as London plane, maple or lime trees. Elsewhere, opportunities should also be taken for incorporating private and public green spaces around new apartments, as well as private garden spaces for townhouses. Contamination surveys will be required to ensure appropriate mitigation is taken where necessary, given the industrial history of the site.

3.4.2 The public realm should use high quality hard materials wherever viable, encouraging increased use of the public spaces and providing an attractive setting to new buildings. Particular attention should be made to enhancing accessibility to the waterfront through the use of ramps, for example and encouraging the shared use of the path for cycles and pedestrians. Attractive and accessible pedestrian and cycle routes should also be provided between St Peter's Street and the River Medway, enhancing permeability as well as providing generous vistas towards the river. These routes should be set within wide green corridors that are overlooked by adjacent apartments and widen out to connect with a new green corridor that runs the length of the river frontage.

3.4.3 There should be at least one large area (0.3ha minimum) of riverside park incorporated within the site. This is most logically positioned at the southern end of St Peter's Street, where it can form part of the setting to the former Church of St Peter. The park should include an area for car parking that can be utilised by the Travelodge Hotel, as well as users of any community facilities or leisure/food and drink facilities at this southern end of the site. The park should incorporate space for a Local Equipped Area for Play as well as community activities such as performances, picnics or outdoor fitness classes. The park would also provide a suitable space for a new pedestrian bridge to cross the River Medway (as per the Maidstone Walking and Cycling Strategy 2011-2013).

3.4.4 The northern end of the site there is the potential for an area of open space to be incorporated that accommodates the sloping flanks of the railway bridge to the west. This could accommodate future development associated with a new station at Maidstone Barracks Station.



*Garden terrace over car parking*



*Space for covered cycle parking*



*Opportunity for additional pedestrian bridge across River Medway*

### 3.5 Access, parking and sustainable travel

3.5.1 The development should maximise opportunities for safe pedestrian and cycle movement, especially connecting with the bridges to the north and south of the site, Maidstone Barracks Station and the riverside. Consideration should also be given to introducing more formal pedestrian crossings along St Peter's Street, especially on the desire lines to any proposed school. Consideration should also be given to the provision of a pedestrian footbridge across the River Medway in the centre of the site, either at the time of development or at a later date (see Action MTC13 of the Maidstone Pedestrian & Cycling Strategy 2011-2031 (Maidstone Borough Council & Kent County Council, 2018).

3.5.2 St Peter's Street should remain as the only adopted highway through the site, with various vehicular access points coming off it and leading to each new development parcel. The detailed design of access points should ensure that these are aligned so as to avoid accesses being directly opposite each other.

3.5.3 Given the changes in trip generation that will occur with redevelopment on the site, transport assessments should be undertaken to help guide detailed design and indicate improvements that might be needed to the wider highway network, especially the junction of Buckland Hill with London Road and the eastbound carriageway of the Bridges Gyratory. An aspiration is a net

reduction in motorised traffic movements.

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

3.5.5 Due to the central location of this development site within Maidstone, the provision of parking should reflect the good accessibility of the site by public transport, i.e. parking provided as part of development reduced as far as possible. It is recognised that, due to the high risk of ground floor flooding, parking might be the only viable solution in some areas, meaning it may be possible to achieve approximately 0.75-1 space/ unit.

3.5.6 The Council recognises the growing capacity issues for residents parking in the town centre. Given that the town centre is such a sustainable location, for the five opportunity sites, a parking ratio of below 1:1 is appropriate. However, the Council will ensure that there is not a detrimental impact of this policy on existing neighbourhoods, inasmuch residents that move into new homes on the sites that do not benefit from an allocated parking space/s, will not be able to apply for

residents parking permits to be used in the surrounding streets. Furthermore, in terms of the overall quantum of parking that is provided on site, adequate provision will be held back for the use of visitors, and these arrangements will be enforced. In addition, the restrictions on access (such as controlled entry) together with the type, size and mix of homes will be taken into account.

3.5.7 One or two small car parks should be included at the southern end of the site. This could be for use by visitors to restaurants/cafés/shops/health centres in this area, as well as by visitors to the Travelodge Hotel, whose residents currently use the St Peter's Retail Park car park and a small car park adjacent to the hotel that lies within the site boundary as an overflow parking area.

3.5.8 This development may be expected to provide an individual travel plan to ensure full developer commitment to encourage sustainable travel and provide real sustainable alternatives to the end user of the development. The schemes should include secure bicycle storage for residents and should contribute to enhancements to cycle and pedestrian links to the town centre and riverside.

## 3.6 Safety and security

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

- Ensuring natural surveillance and human presence including active uses at ground floor and buildings fronting onto the public realm. This will include the incorporation of windows overlooking pedestrian routes to the River Medway, especially the existing footpaths to the north and south of Scotney Gardens.
- Locating parking in safe and secure courtyards which benefit from overlooking from adjacent windows, doors and footpaths.
- Minimising conflict by providing safe routes for pedestrians and cyclists and managing traffic movement in the locality.
- Ensuring that all publicly accessible space is easily surveyed by properties and secure access given to private space.
- Secure cycling parking areas to be provided within all residential blocks.



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

# 4. Illustrative Phasing Plan

## 4.1 Introduction

4.1.1 The site is within multiple ownership and is currently occupied by a number of businesses, some with relatively long leases. Potential development on the site will therefore come forward in a piecemeal fashion, from the short term (up to five years) to long term (over 10 years). Given the uncertainty associated with both the size of the development and the long term nature of its deliverability, a suggested phasing plan (Figure 5) indicates the types of land uses and indicative housing numbers that could come forward within each phase.

4.1.2 This section sets out the potential capacity of the various site areas, given their known constraints, as well as the likely phasing of development.

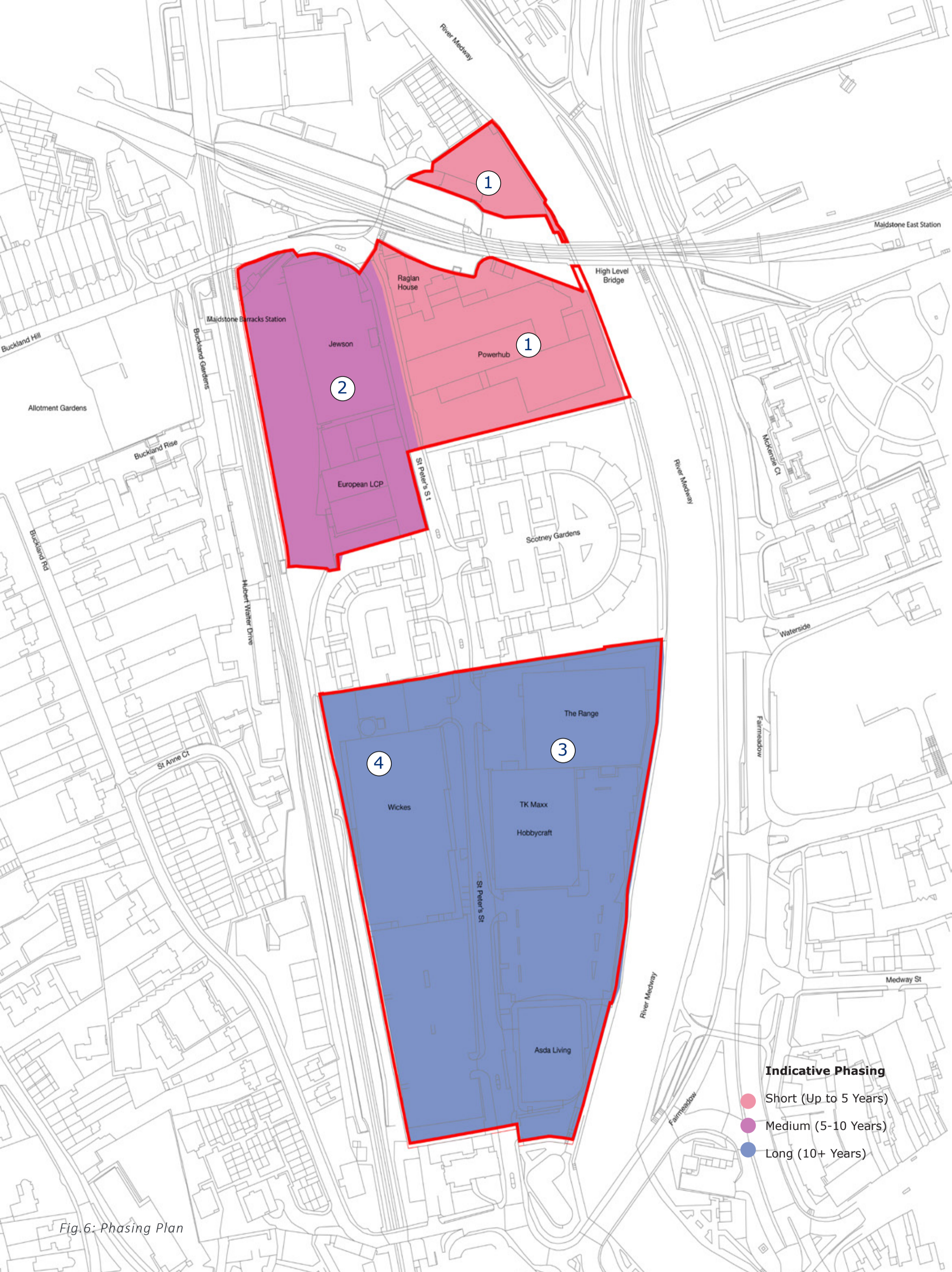
## 4.2 Powerhub + Baltic Wharf ①

- Site potentially deliverable in the short term (0-5 years).
- Highly sustainable location opposite Maidstone Barracks Railway Stations and across the River from Maidstone East Station and Maidstone town centre.
- Opportunity to secure the future of the iconic Grade II listed Powerhub building.
- Potential for approximately 220 residential units comprising apartments in converted Powerhub building plus new build units (townhouses and apartments) in area to south of the listed building and the separate area to the north of railway.

- Development to meet requirements of MBLP Policy RMX1(5).
- The site lies within Flood Zones 2 and 3. Residential conversion of Powerhub building can benefit from ground floor parking to avoid residential use at this level. All new build units will also need to incorporate flood mitigation measures.
- Opportunity for ground floor river front commercial or leisure uses within Powerhub building if viable.
- Inclusion of public riverside walk and open space with potential future connection beneath railway bridge (subject to third party landownership agreement).
- Development may require the loss of Raglan House (unlisted) to facilitate vehicular access, as well as alterations to the Powerhub Building and inclusion of new penthouse storey(s), all subject to further heritage and viability assessments. Maidstone Borough Council is open to discussions with regards to such proposals.

## 4.3 Maidstone Barracks Station Area ②

- Highly sustainable location adjacent to Maidstone Barracks Railway Station and the footbridge crossing over the River Medway to Maidstone East Station and Maidstone Town Centre.
- Site occupied by three land-owners, including Jewsons. Could be delivered in the medium term (5-10 years).
- Potential for approximately 25 townhouses and 95 apartments (20% townhouses and 80% apartments mix).



**Indicative Phasing**

- Short (Up to 5 Years)
- Medium (5-10 Years)
- Long (10+ Years)

Fig.6: Phasing Plan



- Opportunity for ground floor community and commercial uses, given location immediately adjacent to Maidstone Barracks Station.
- Incorporation of new public open space at northern site boundary (on flanks of railway bridge) could incorporate future enhancements to Maidstone Barracks railway station.

#### 4.4 St Peter's Street East ③

- This area's riverside frontage and its proximity to the town centre and all three of Maidstone's railway stations mean this will be a highly desirable site for future residential development.
- Long leases on the current occupiers mean that this site is unlikely to be deliverable within the next 10 years.
- Much of the site lies within Flood Zone 2 and given the broad nature of the River Medway and St Peter's Street, this area should accommodate medium to tall scale apartments with ground floor parking/storage, together with a significant proportion of riverside public open space.
- Potential for approximately 220 apartments set within blocks of varying sizes and heights to give visual variety to the river front.
- Opportunity for ground floor community and limited commercial/leisure uses overlooking the park and river.
- Area to include riverside walk and open spaces including a 0.3ha+ park with play area.
- Area needs to retain parking for the adjacent Travelodge Hotel at its southern end.



## 4.5 St Peter's Street West ④

- Area lies predominantly outside of Flood Zones 2 and 3 and does not have a river frontage and would therefore be particularly suited to family housing. The St Peter's Street frontage would benefit from apartments or four storey townhouses with rear vehicular access.
- Based on this approach, this area has the potential to accommodate approximately 90 apartments and town houses with approximate mix of 70% townhouses and 30% apartments.
- Community uses including a primary school, medical centre, community hall and local shops within a central, accessible location on St Peter's Street need to be provided.

## 4.6 Overall housing numbers

4.6.1 Based on the approximate housing numbers set out 4.2 - 4.5 above, the site is likely to accommodate approximately 650 units. Excluding the areas reserved for a riverside walk, park and St Peter's Street (see Figure 5), this gives an average net density of approximately 108 dwellings per hectare, with higher densities to the east of St. Peter's Street and lower densities to the west.

4.6.2 These numbers do not allow for the provision of a primary school site. If this is required, the total number of residential units would reduce.



