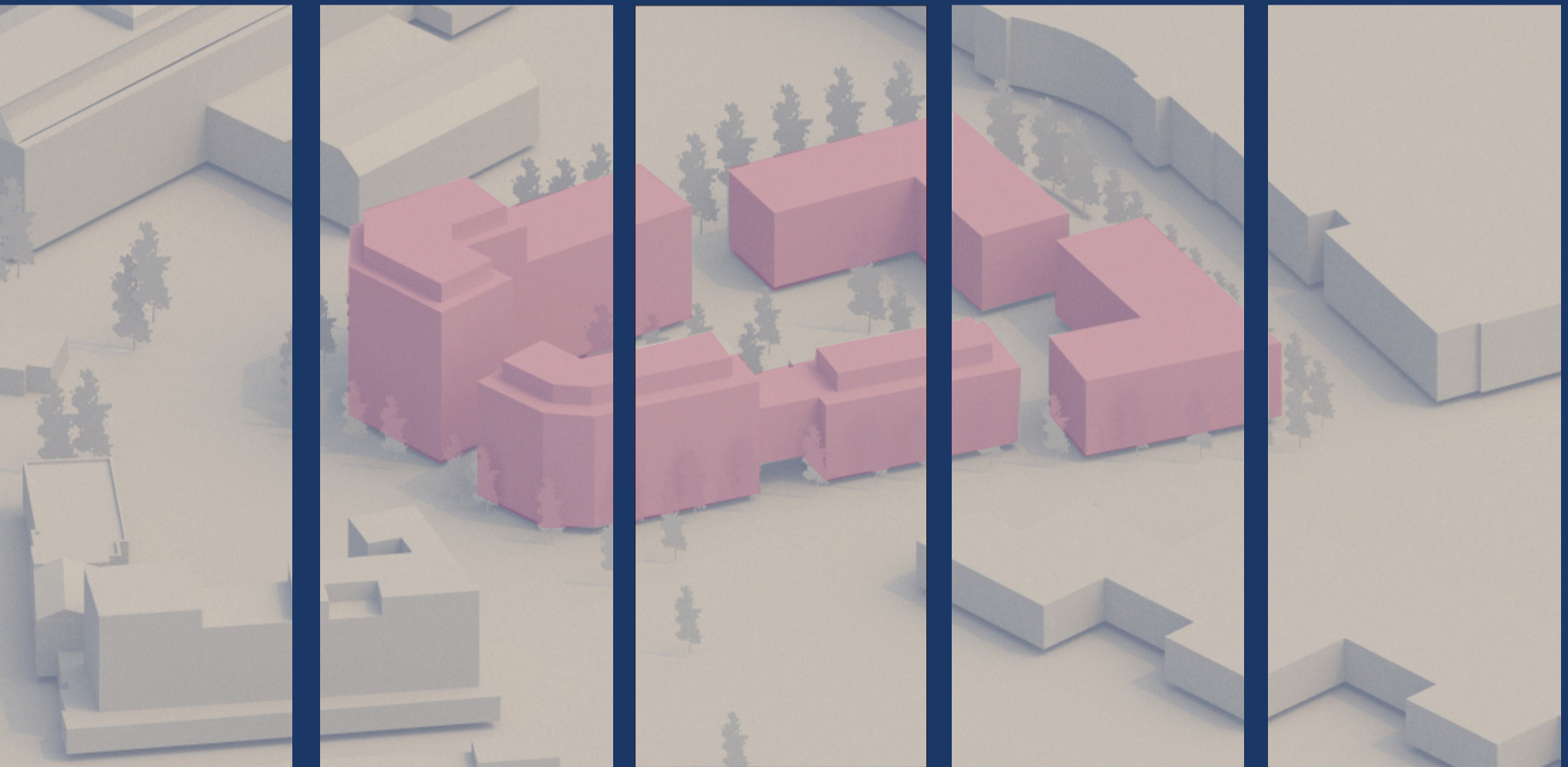




Maidstone West

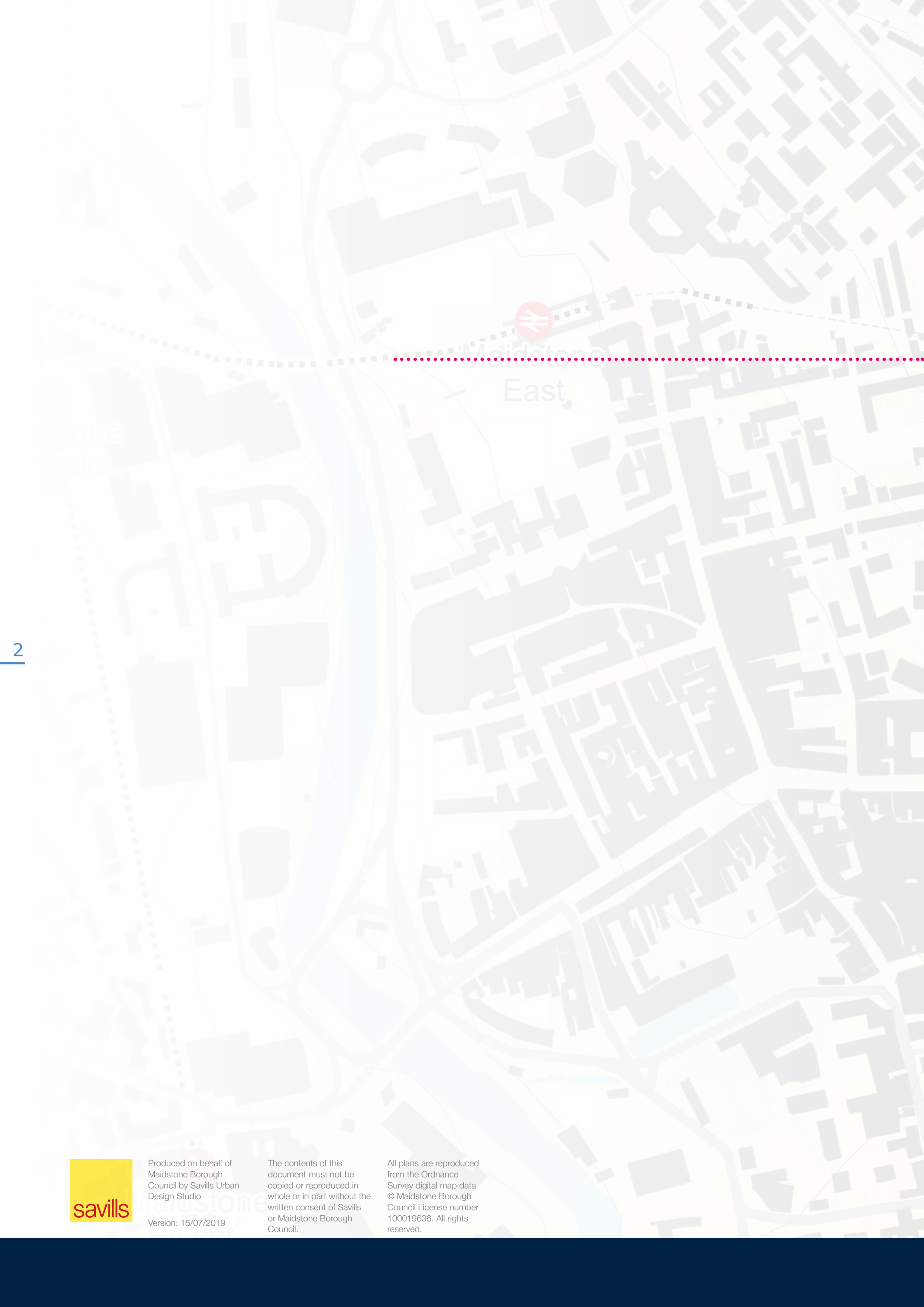
Planning Guidelines | January 2020



OPPORTUNITY SITES

MAIDSTONE TOWN CENTRE





Maidstone
East

Maidstone
East



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

Version: 15/07/2019

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Note: See separate supporting Appendices Document

Vision Statement

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

Objectives for the Site

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

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

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

The redevelopment of the B&Q site provides the opportunity to widen Hart Street, allowing for wider pavements, street tree planting and creating opportunities for enhanced traffic circulation. Opportunities should also be taken to enhance the parking and access layout and public realm design of Maidstone West forecourt, with the potential for connecting Station Approach to Hart Street to help ease traffic movement. This could be further facilitated by enhancing the junction of Station Approach with the A26.

To enhance pedestrian and cycle connectivity

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

To provide space for urban living

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

To minimise flood risk

Given that much of the site lies within Environment Agency Flood Zone 2 (medium risk) and some lies within Flood Zone 3 (high risk) some measures will be required to mitigate potential flood damage.

To include opportunities for leisure, retail and community uses

The redevelopment should allow for the inclusion of some non-residential uses at the ground floor level to serve both the new residents and visitors to the area. These should particularly be along the Hart Street frontage, where footfall would be highest due to their proximity to Maidstone West Station. Uses here could include gyms, convenience stores and takeaways.

To respect the setting of nearby heritage assets

Proposals should respect and enhance the setting of the former Church of St Peter and the Maidstone Centre, All Saints and Rocky Hill Conservation Areas.

To provide a viable and deliverable solution for the sites

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



Maidstone West Station



Hart Street



Hart Street/Barker Road junction

1. Introduction

1.1 Role of the Planning Guidelines

1.1.1 These Planning Guidelines have been prepared by lead consultant Savills for Maidstone Borough Council ('the Council'). The purpose of the document is to encourage, promote and facilitate the redevelopment of a site to the south and east of Maidstone West Station (see Section 1.2 below).

1.1.2 The site occupies an accessible location within

the heart of Maidstone (see Figure 1).

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



Fig.1: Site Location

out in Section 2 and within a context of improving market conditions.

1.1.4 The document sets out what could be achievable and acceptable in planning terms and would be welcomed by the Council. It is not intended to be a supplementary planning document. 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 Site during the period April 2018 - July 2019. These opportunity sites are shown on Figure 2 and consist of:

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

1.2 Site Locations and Context

1.2.1 The site measures some 1.46 hectares and is located on the western bank of the River Medway, to the west of the town centre.

1.2.2 It lies to the immediate west of the Crown Combined Court Centre on Barker Road. The southern boundary of the site is also contained by Barker Road, opposite Lockmeadow Entertainment Centre. The northern boundary of the site is adjacent to Hart Street, opposite a McDonald's drive-thru, whilst the western boundary is also contained by Hart Street, opposite the Hart Street Commercial Centre. The area also includes Maidstone West Station (Network Rail) and part of its car parking area, extending to Broadway to the north. Part of the area adjacent to the Station is on a 150 year lease to Arch Company, but could be considered for future development. Whilst the site boundary does not include Broadway the proximity of this busy highway will need to be considered in future developments.

1.3 Process

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

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



Fig.2: Opportunity Sites

Key

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

2. Issues for Consideration

2.1 Opportunities and Constraints

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

- The central location of the site, with limited constraints in the immediate vicinities, gives an excellent opportunity to provide medium to relatively high rise living. This could also include retirement living and hotels.
- Nearly all of the site is situated within Environment Agency Flood Zones 2 and 3 (medium and high risk respectively). Technical flood risk surveys will need to be undertaken together with mitigation measures, especially if residential uses are promoted on the ground floor. Given the central location of the site, it would be beneficial to incorporate retail/leisure uses on the ground floor of properties fronting Hart Street and Barker Road to avoid residential uses in this area of high flood risk.
- The development of the site provides the opportunity to enhance vehicular circulation, parking and the pedestrian environment at Maidstone West Station and the widening of Hart Street. This will provide a more welcoming gateway to the town and facilitate traffic movement around Barker Road, Broadway and Hart Street.
- Potential air, noise and contamination issues given the site's urban history and setting will require appropriate technical assessments.
- Opportunity for enhanced pedestrian connections to Maidstone West Station and improvements at the Station Approach/A420 junction, potentially including the relocation of the war memorial to provide more space for vehicular movements.
- The redevelopment provides the opportunity for 'greening' the area. This should include space for more tree planting, front garden space and opportunities for roof terraces and communal gardens in the centre of blocks. Existing trees on Barker Road are an asset and any development should avoid their removal.
- Potential impacts on the highways network generated by alternative uses within the area, especially the Bridges Gyratory and Barker Road junction with the Broadway.
- The presence of the railway line adjacent to the western boundary of the site will require consideration of how residential properties are located/internally designed to minimise impacts on privacy and noise.
- Views of new developments from the eastern side of the River Medway will be an important consideration, especially if new buildings rise above the existing roofline. The developments provides an opportunity to enhance these views.
- Development will need to be aware of the presence of foul water sewers and an electricity sub-station in the western part of the site. This may require easements to be left or the diversion of the utilities.
- The need to respect the setting of the Grade II listed townhouse, 21 The Broadway, to the north of the site.



Eastern end of Broadway, to the north of the site, including Broadway Shopping Centre



Pedestrian bridge to the east of the site links to the town centre.



Barker Road public car park and B&Q within site.



View towards site from eastern side of the River Medway, including the Crown Combined Court Centre



Western end of Broadway, at entrance to Maidstone West Station



Frontage to Maidstone West Station - opportunities for improvement to public realm and vehicular circulation

3. Overall Development Principles

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

3.1 Land Use

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

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

skyline. As such, buildings fronting the northern part of Hart Street and Barker Road would all be suited to apartments.

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

3.1.4 The southern part of the site may also be suited to family housing to give a varied structure to the community, however it is recognised that apartments may be a more viable option. Given the height and density of existing housing within the site and immediately to the west of the site, it would be appropriate for any housing here to comprise terraces of three to four storey townhouses with integral garages. Given flooding

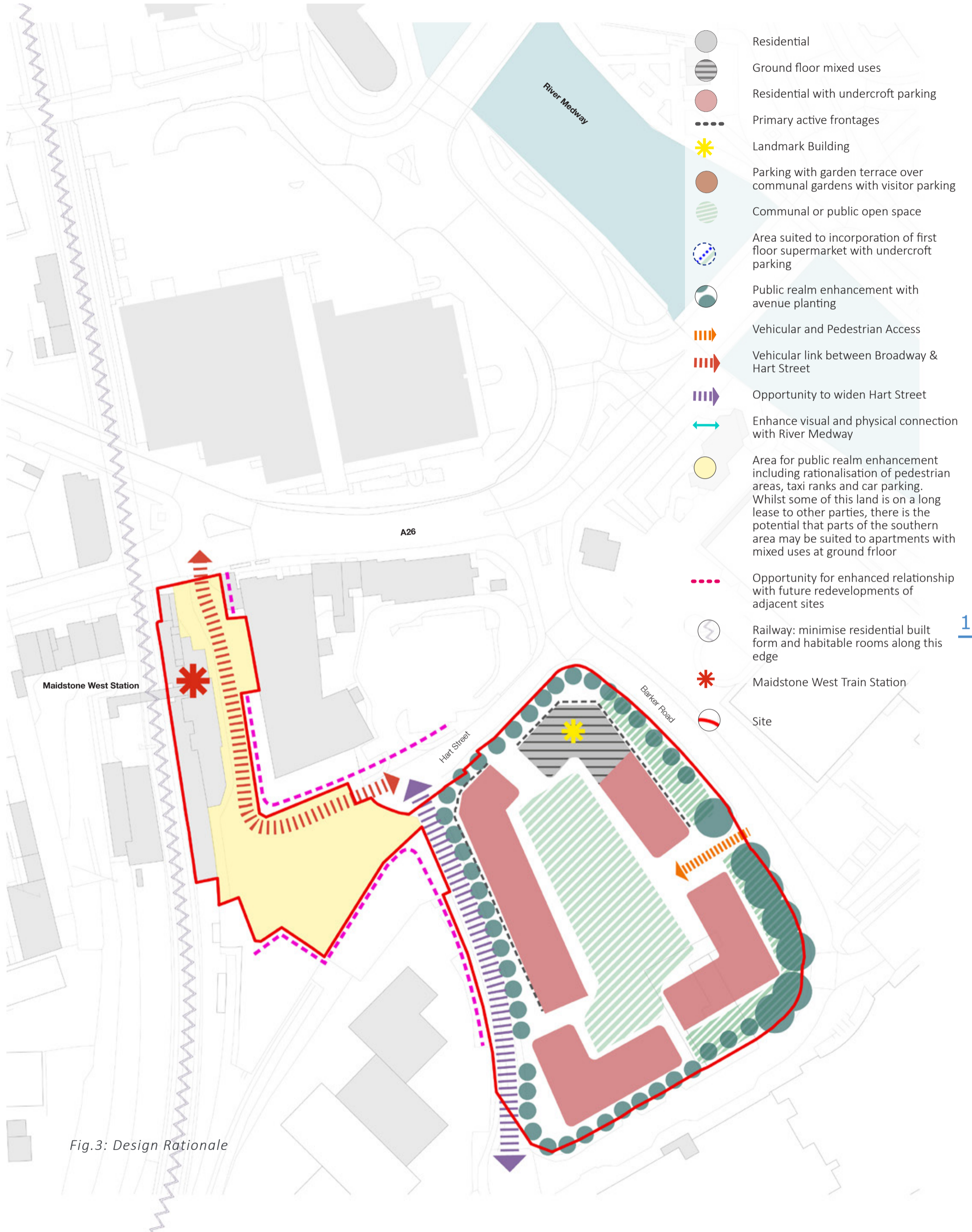


Fig.3: Design Rationale



Apartments and retail units provide natural surveillance and active street frontages

and possible land contamination constraints, these may need to be designed with raised ground floors and gardens.

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

- C3 Residential

3.1.6 Together with a limited amount of:

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

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



Apartments over small retail units create active street frontage



Apartments over supermarket within a landmark building

3.2 Scale and Form

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

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

3.2.3 New development should respect the existing building lines as well as the scale of existing buildings and streets.

3.2.4 Due consideration will need to be paid to views from the east of the River Medway as well as the setting of the nearby listed building, 21The Broadway, to the north of the site.

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

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

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



Varied building heights with the potential for landmark buildings





Traditional brickwork, Maidstone



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



Kentish Ragstone (Archbishop's Palace, Maidstone)



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

3.3 Building Design and Materials

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

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

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

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

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



Incorporation of planting strips around buildings

3.4 Public realm and open space

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

3.4.2 Due to the vehicle dominated character of the Bridges Gyratory and Broadway, it is important to enhance the pedestrian environment of streets in this area, such as the northern end of Barkers Road. A key opportunity for public realm enhancement will be to maximise pavement widths, leaving space for large-scale avenue trees on Barker Road and Hart Street as well as outside Maidstone West Station. If ground floor residential space is provided within the scheme, it should be set back behind private garden space of at least 2m in width, enclosed by a robust but attractive boundary treatment such as painted metal railings.

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

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

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

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



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

3.5 Access, parking and sustainable travel

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

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

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

3.5.4 Due to the central location of this development site within Maidstone, the provision of parking



Garden terrace over car parking



Under cover cycle parking



Car parking within a leafy context.



Covered cycle parking

Undercroft parking

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

3.5.5 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.

3.5.6 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 will deliver the following key principles to create a safe and secure environment by:

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

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

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

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



4. Illustrative Development Scenarios

4.1 Introduction

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

4.1.2 The deliverability of redevelopment may be achievable in the medium term, depending on the desire of B&Q to relocate its store.

26 4.2 Illustrative Scenario

4.2.1 This scenario proposes the demolition of the short terrace of late Victorian properties on Hart Street, opposite the McDonald's drive-thru, as well as the two storey Barker Chambers apartment block opposite Lockmeadow. It also shows the closure of the Barker Street public car park. This allows a comprehensive approach to be taken to this block and a landmark building to be built on the junction of Hart Street and Barker Road. This will terminate views from the Broadway at the entrance to Barker Road. Given that Hart Street already accommodates a number of takeaway restaurants, it is possible that there will be sufficient demand for replacement commercial premises at ground floor level. These are likely

to still be most suited to convenience stores and takeaways, for example, providing opportunities for both daytime and evening activity along the street. On Barker Road and the south-western side of Hart Street, apartment blocks incorporate internal parking at ground floor level, ensuring that flood impact is minimised. Above these would

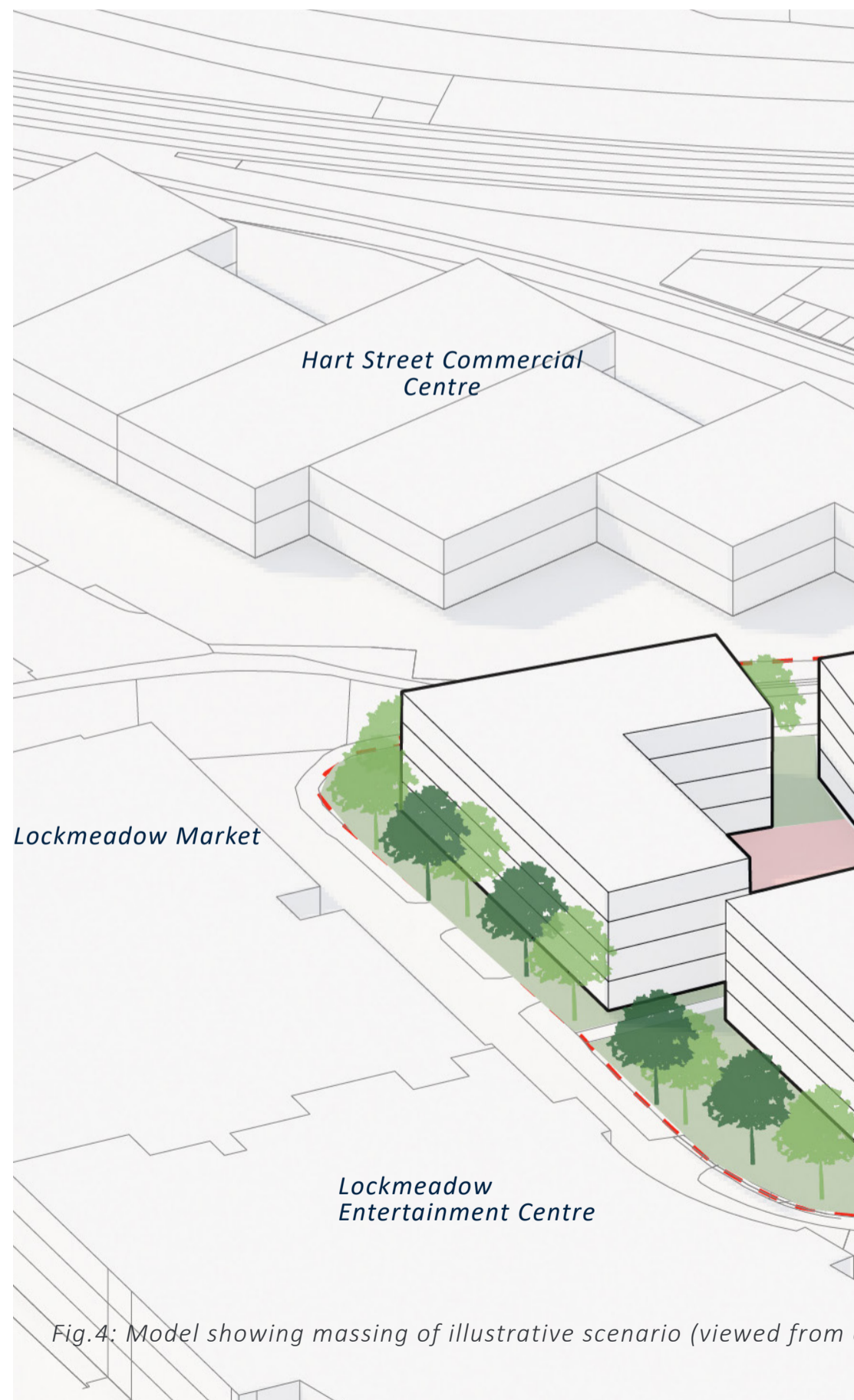


Fig.4: Model showing massing of illustrative scenario (viewed from

be apartment blocks varying in height from nine storeys at the Barker Road/Hart Street junction down to four storeys along Barker Road at the southernmost part of the block. By providing ground floor internal parking, external space can be used for communal gardens rather than significant amounts of external parking.

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

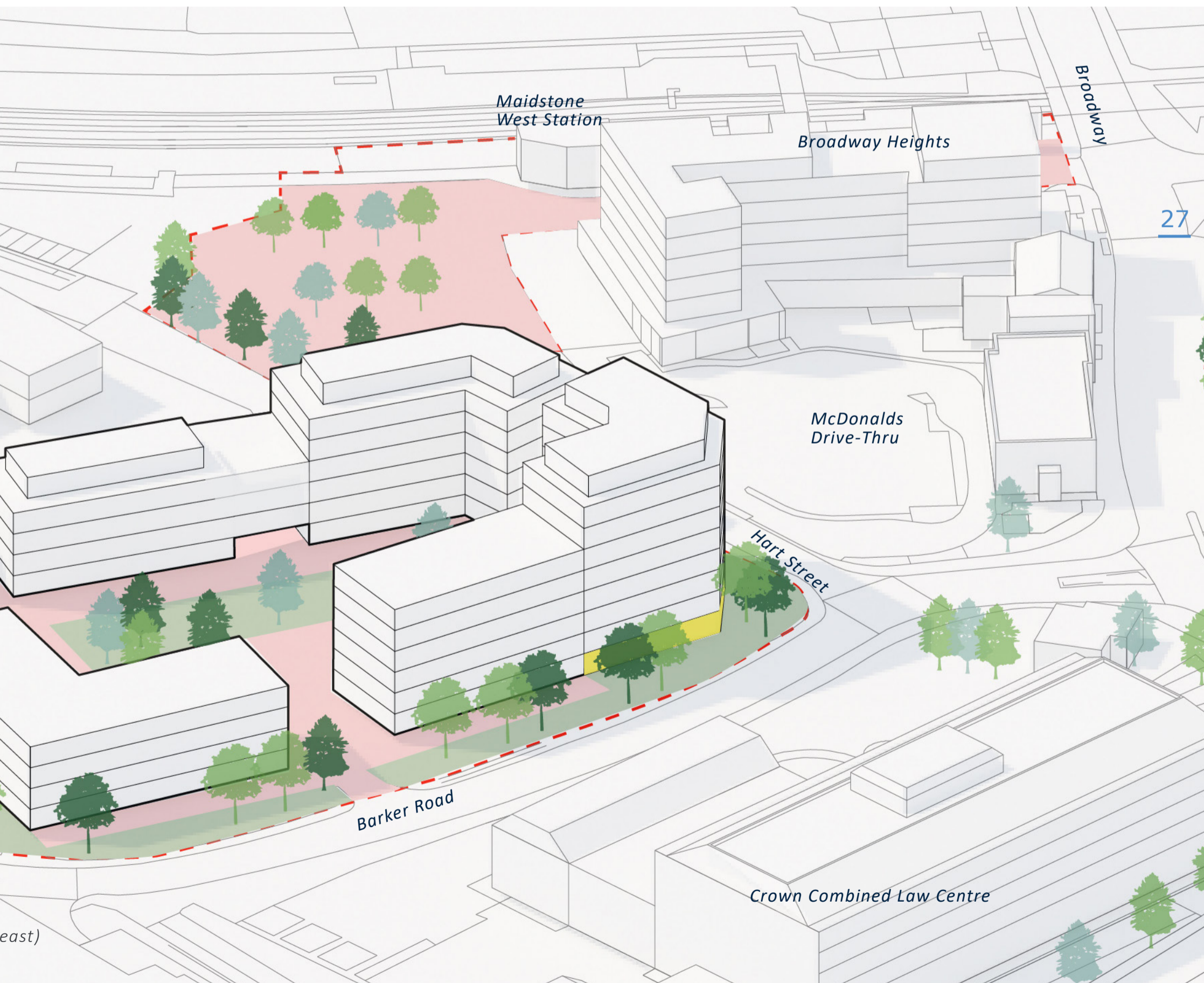




Fig.5: Illustrative Scenario: Capacity Plan

Schedule: Illustrative Scenario

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

* Indicative residential mix

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

4.2.3 Due to the recent disposal of parts of the parking areas off Station Approach by Network Rail, it is not possible to plan for any built development adjacent to Maidstone West Station, although the remaining parking area could be reconfigured to create accesses off Broadway and Hart Street. This should assist with vehicular movement around the site and wider area. Enhancements to the parking and public realm here, including tree planting, would create a more attractive gateway space to users of the station, and would be especially welcoming to visitors to the town. Any improvements here should not result in the loss of any parking spaces and will need to respect the access requirements of adjacent land users (currently unknown).

4.2.4 In total, this scenario for the site provides approximately 445 sq.m (4790 sq.ft) net internal area of retail, cafés and restaurants, leisure, 201 no. apartments and 93 residential parking spaces (approximately 0.46 spaces/apartment).

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



Variation: Retention of Hart Street Buildings

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

4.2.7 The main advantage to this approach is that existing owners and residents will retain their properties. This would also speed up the delivery of the remaining development. The main disadvantages are that the existing properties may appear incongruous when seen adjacent to new blocks of taller, more modern apartments and the capacity of the site reduces to approximately 130 no. apartments, 71 less than that shown in Figure 5 (excluding the five retained shops/maisonettes).

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

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

Variation: Townhouses

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



Fig.6: Illustrative Scenario Variation: Capacity Plan

Schedule: Illustrative Scenario - Variation

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

* Indicative residential mix

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

