SCOTT BROWNRIGG

ASHFORD ROAD, MAIDSTONE

PLANNING DESIGN & ACCESS STATEMENT

REPORT
19512-SBR-ZZ-XX-RP-A-80000

PREPARED FOR

Wates DEVELOPMENTS

N:\Projects\[etc]

This report has been prepared for the sole benefit, use and information of Wates for the purposes set out in the report or instructions commissioning it. This report, together with further reports accompanying this application relate to the present situation and may be subject to supplementary information as discussions progress with the local authority.

Revision	Description	Issued by	Date	Checked
01	Preliminary First Issue	PR	**29/11/2022**	BC
02	Preliminary Second Issue	PR	**12/12/2022**	BC
03	Preliminary Third Issue	PR	**21/12/2022**	BC
04	Planning Issue	PR	**01/02/2023**	BC
05	Planning Issue	PR	**02/02/2023**	BC
06	Planning Issue	LF	**16/02/2023**	BJC

Approved **Mr Bruce Calton**

Signature

Date **16/02/2023**

© Scott Brownrigg. All right reserved

© Crown Copyright. All right reserved. The OS drawings included in the document are reproduced based on the Ordinance Survey Map with the permission of the Controller of Her Majesty's Stationary Office. Licence No. 100020449. Aerial Photos from Google Earth.

CONTENTS

1.0 ..... INTRODUCTION AND BACKGROUND 6

1.1 The Statement 6
1.2 Proposal 6
1.3 Design Brief Analysis 6
1.4 Scope of Design 8
1.5 Pre-Application 8
1.6 Health and Safety 8
1.7 Sustainability Statement 8

2.0 ..... SITE APPRAISAL 11

2.1 Location and Context 11
2.2 Designations of the Site 11
2.3 Site Overview 15
2.4 Development Extents 15
2.5 Access and Movement 15

3.0 ..... DESIGN EVALUATION 18

3.1 Design Objectives and Principles 18
3.2 Outline Design following Pre-Application 19
3.3 Quantum and Use 20
3.4 Proposed Massing and Scale 21
3.5 Site Access and Movement 26

4.0 ..... ACCESS STRATEGY 44

4.1 Access Strategy 44

INTRODUCTION
TO THE WATES GROUP

The Wates Group, established in 1897, is one of the leading privately-owned, construction, development and property services companies in the UK.

Wates employs circa, 3,800 people, working with a diverse range of clients and partners from across the public and private sectors. Our work is guided by inspiring better ways of creating the places, communities and businesses of tomorrow.

We are committed to the long-term future of the built environment. Our award-winning corporate social responsibility and sustainability programmes underpin our vision to become the most trusted partner in the built environment, leaving a positive legacy for the communities in which we work and live.

Now in our fourth generation of family ownership. Wates' professional family shareholders are committed to the future of the business, growing the Wates Group in a sustainable way over the long term, with a view to handing over to the next generation.

Our vision is to be the most trusted partner in the industry. Everything we do is underpinned by our award winning corporate social responsibility programme. Reshaping tomorrow, which shapes our ethos that business should be a force for good.

At the heart of our work is an absolute commitment to the health, safety and well being of our people.

" THE WATES GROUP TAKES VERY SERIOUSLY ITS RESPONSIBILITIES TO BE A GOOD CORPORATE CITIZEN, TO PAY OUR TAXES AND TO CONTRIBUTE TO SOCIAL VALUE VIA OUR ACTIVITIES IN THE COMMUNITIES WHERE WE WORK. WE ARE ECONOMIC MULTIPLIERS, GUIDED BY OUR PURPOSE OF WORKING TOGETHER TO INSPIRE BETTER WAYS OF CREATING THE PLACES, COMMUNITIES AND BUSINESSES OF TOMORROW."

Sir James Wates CBE
Chairman

Wates DEVELOPMENTS

SCOTT BROWNRIGG

PEGASUS GROUP

AVISON YOUNG

RAMBOLL

SLR

i-Transport

FLAC

1.0

INTRODUCTION AND BACKGROUND

1.0 INTRODUCTION AND BACKGROUND

1.1 The Statement

This design and access statement (DAS) is prepared on behalf of Wates Developments. The document supports the outline planning submission, for;

“Application for outline planning permission for storage and distribution floorspace (Class B8 use) up to 116,120 sq.ft , with ancillary offices, associated car parking, HGV parking, landscaping and infrastructure. All matters reserved except for access.”

This DAS aims to demonstrate how the outline proposal for the site has been formulated for development of the site to accommodate a new build single storey including mezzanine, warehouse/office building associated ancillary buildings and landscaping. This DAS should be read in conjunction with the architectural drawings and other supporting reports and information accompanying the application.

The report follows planning guidance set out for the analysis of design and access considerations for planning applications.

1.2 Proposal

The proposal involves the development of previously undeveloped land including the erection of one two storey B8 commercial warehouse (including mezzanine), with ancillary office. Mezzanine space being 9,190 sqft, with distribution floor space 113,940 sqft.

The proposal is a suitable, deliverable and commercially viable use of the site, and will serve to meet growing market demand in the region. Supporting analysis included in the document includes commercial, landscape, design and transport assessments.

Logistics Market

UK Logistics > 100,000sqft

The Logistics sector has seen a sustained increase in occupier demand for warehouse space over the past decade and unprecedented growth more recently, with 55.1 million sqft take up across The United Kingdom in 2021 and 30.2 million sqft at the end of Q3 2022.

As a result of strong demand, the supply of available warehouse space has fallen sharply. At the end of H1 2022, based on immediately available space combined with speculative pipeline under construction, vacancy rates have contracted to approximately 3% compared with 8% three years ago.

This decline illustrates how demand has overrun supply space with increasing demand being sustained by a variety of drivers, including:

- Occupier benefits in terms of the efficiency of new buildings in respect to warehouse operations / customer service;
- growing requirements for new buildings to provide capacity for additional inventory to mitigate supply chain risks and / or to meet customer demand for shorter order lead times;
- growing demand for new buildings linked to automation, including within the Fast Moving Consumer Goods (FMCG) sector;
- growing requirements for improved sustainability performance new buildings provide.

Kent Logistics (>100,000 sqft)

Similarly, the Kent logistics market has seen unprecedented levels of take up throughout 2020-2021, with a surge of building and pre-let activity across key schemes namely Aylesford Newsprint, Powerhouse Dartford, London Medway Commercial Park and Woodcut Farm.

IIn terms of Kent’s supply, there is very little coming forward in terms of speculative development at the larger end of the market and the majority of this is clustered closer to the M25 south of the River Thames around Dartford and Belvedere. Given the increasing demand/supply imbalance, there is an acute need for further Grade A Logistics space (>100,000 sq.ft) to be provided in the region in the immediate term.

1.3 Design Brief Analysis

This Design and Access Statement relates to the placement on the site of one warehouse/light industrial building with car parking provisions and landscaping elements.

The brief for the building as set out by the client is based on the following objectives:

Proposed Use

It is accepted that the new build environment will be primarily for warehouse use and occupied by prime tenants.

Floor Area

The site has an area of 2.88 hectares. The proposed building footprint is up to 123,130 sqft GIA distribution warehouse and approximately 7,600 sqft ancillary office space. This is to be provided through a warehouse ground floor with an ancillary mezzanine space and office space.

Siting

Although the layout is a reserved matter, it is envisaged the developable area is strategically located to the rear being located at the east, with appropriate site boundary distances and access zones for maintenance. The position allows for additional landscaping to the site and the required parking and turning circles for all vehicles. This approach also enables the most efficient use of the land, in accordance with planning requirements.

Particular care has been taken to ensure that the proposed layout allows vehicles of all sizes to park and manoeuvre safely within the site. The finished floor levels of the building and the attendant car park area have been set to minimise the cut and fill required to create a sustainable development approach during construction.

Building Heights

The building is to have a parapet height of up to 15 metres above ground level. This height is typically lower than a distribution centre of this size and scale, however the proposed height at 15 metres ensures the surrounding views and massing are both retained and appropriate for the sensitive landscape context.

Design & External Materials

Although appearance is a reserved matter, it is envisaged that the facade materials are to be aluminium powder coated insulated sandwich panels. In keeping with the highest standards of contemporary warehouse design.

Panels will vary in profile and orientation to create rhythm and interest to the elevations and to draw attention to the entrances as appropriate. Pedestrian entrances to the buildings are to be highlighted with high quality porticos and reveals. The first floor office space are to have a long strip window of silicon jointed curtain walling to the North Elevation.

Access

The principal means of vehicular access will be from Ashford Road at the southern boundary of the site. There will be one entrance with surface access for lorries and vehicles, and separate pedestrian and cycle route.

Car Parking

Although parking is a reserved matter, both cycle and parking is designed to align with KCC maximum standards and local policy requirements, including;

6 disabled spaces are provided along with 10 active electric vehicle charging points.

- 100 car parking including 6 disabled spaces and 10 electric charging points
- 40 HGV parking bays are provided including 24 parking bays
- 9 unallocated motorcycle spaces
- 58 cycle spaces

Hard & Soft Landscaping

An illustrative landscape masterplan has been formulated which proposes in response to the AONB and local landscape designation, soft landscaping is concentrated around the perimeter of the site to provide visual buffering between the site and Kent Downs sensitive landscape AONB designation.

The car parking area is primarily laid in permeable paving to facilitate an appropriate and considered sustainable drainage design. The permeable block paved surface allows rain water to infiltrate the surface and reduce runoff.

Image from Application 21-506791 Woodcut Farm, Neighbouring site *(Image credit PRC Architecture & Planning). Blue line denotes approximate boundary to Woodcut Farm industrial and warehouse development.*

1.4 Scope of Design

All elements of the works shall be designed and constructed in accordance with all applicable regulations and standards prevailing at the start of planning submission/construction. The project will also be designed in accordance with:

- National and Local Planning Policies
- Building Regulations for England and Wales.
- Disabled Discrimination Act (BS 8300:2010)
- The Regulatory Reform (Fire Safety) Order 2005
- Project principles: CDM Regulations 2015; all relevant Safety and Work Regulations.

1.5 Pre-Application

Following the pre application advice, with a written response from Maidstone Borough Council dated 16th March 2022, reference 22/500541/PAMEET. We have followed the advice and written response where appropriate to refine the proposal and provide further design information and supporting evidence.

1.6 Health and Safety

The building project will require the highest standards of health and safety management taking into account at all times the appropriate legislation.

Policy:

The material procurement process, workmanship management, and operation of the building/project will be assessed for hazards and consideration given to minimising risk to others. All unpreventable or significant risks will be identified.

Project principles: Compliance with CDM Regulations 2015; HSE Safety and Work Regulations will be adhered to HSE considerations are highly important to the client. The design team is to address HSE considerations throughout the design and construction processes.

1.7 Sustainability Statement

The development shall target a BREEAM New Construction 2018 rating of 'Excellent'.

Sustainability is one of the core principles for this proposal. The site offers a great opportunity to create new jobs, close to an area of expanding population, in a low energy building set within an appropriate sustainable location for the proposed use class.

A number of sustainable design principles have been incorporated in the design of the building:

- Passive design measures have been incorporated to reduce energy demand at source.
- The site layout and orientation of the building has been optimised to reduce risk of overheating.
- Roof lights have been provided to the Warehouse space to optimise the use of natural daylighting.
- Photovoltaic (PV) panels are proposed for installation on the roof. These will be treated to prevent any form of glare. Final PV array sizing to be confirmed at detail design stage.
- Improved performance building fabric and air permeability exceeding the requirements of Part L
- High efficiency LED luminaires and lighting controls are proposed (not selected as final selections are down to tenant fit out).
- Energy efficient fans and heating equipment with BMS control have been selected.
- The Building Emission Rate (BER) and Building Primary Energy Rate (BPER) demonstrate an improvement on the Target Emission Rate (TER) and Target Primary Energy rate (TPER) achieving compliance with Part L volume 2 2021 criterion 1 and 2.
- Each building achieves or exceeds the minimum four mandatory credits required under BREEAM Energy category Ene 01 for an 'Excellent' rating.

Ramboll engineering consultants have outlined the sustainability initiatives and two potential energy strategy options to achieve compliance with regulatory and planning policy targets within the Energy Strategy report.

KEY DRIVERS

National:

- Local Planning Policies (Maidstone Local Plan)
- National Planning Policy Framework (NPPF)
- Building Regulations Part L Volume 2 2021 and onwards
- National Grid's Future Energy Scenarios (FES)
- Climate Change Committee Net Zero Local

Energy hierarchy

The energy strategy will be developed in line with the energy hierarchy of Be Lean, Be Clean, Be Green. This will prioritise savings made through passive design and energy efficiency prior to consideration of connection to existing heat networks,

Figure 1: Energy hierarchy.

Be lean

Design measures are those which reduce the demand for energy within buildings, without consuming energy in the process.

These are the most robust and effective measures for reducing CO2 emissions as the performance of the solutions, such as wall insulation, is unlikely to deteriorate significantly with time and are less likely to be subject to change in the future. In this sense, it is safe to assume that the benefit of these measures will continue at a similar level for the duration of their life.

Some typical passive design measures are likely to include optimisation of fabric performance, ventilation strategies and daylight / lighting strategies. Passive design constitutes a major element of the approach to energy.

Figure 1: Summary of typical Be Lean measures.

Be clean

This stage of the energy hierarchy refers to the use of heat networks or on-site Combined Heat and Power (CHP) in order to reduce consumption from the national grid and gas networks, providing energy through the generation of electricity, heating and cooling on-site.

Be green

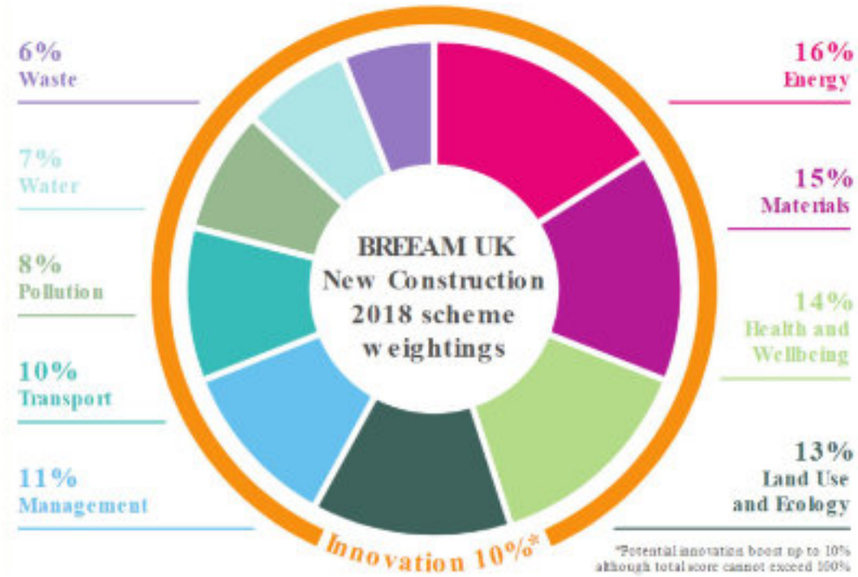
The Be Green stage of the energy hierarchy explores the feasibility of Low and Zero Carbon (LZC) technologies to allow for the production of renewable energy onsite in order to offer a further reduction in carbon emissions.

Low and zero carbon (LZC) technology assessment

Renewable or zero carbon technologies harness energy from the environment and convert this to a useful form. Many renewable technologies are available and these will be considered more fully as the design progresses.

BREEAM

BREEAM is a third-party certification scheme developed by the BRE (Building Research Establishment). It is used to rate the environmental performance of new or existing buildings at Design and Post Construction stages. A BREEAM rating (Pass, Good, Very Good, Excellent, Outstanding) can be awarded where sufficient credits have been achieved on the basis of meeting environmental performance criteria in each of the technical categories.



BREEAM assessment categories and their relative weighting.

Local Policies do not set out a requirement to achieve a BREEAM excellent. We will however aim to target a minimum BREEAM Excellent rating. We will also be aiming to get a low EPC rating.

Building Construction and Energy

The development shall promote the building to the highest sustainable credentials for this use class and site parameters;

- Utilise the most appropriate orientation with site constraints
- Designed to operate as passively as practical
- Designed and constructed to utilise sustainable energy sources where possible
- Utilise low carbon systems and design

To achieve the above principles and aspirations the building design has been considered to provide and deliver:

- Highly insulated cladding systems
- Pre-fabricated facade cladding system for ease of installation
- Top light (Roof lighting) to the main building for consistent natural light
- High level of air tightness to the buildings facade
- Energy efficient modern heating systems
- Modern Low energy lighting with appropriate sensor technology
- Renewable energy systems with roof mounted photovoltaics
- Green roof system to ancillary buildings
- Green wall and climbing vine design to the facade
- North facing glazing to the ancillary officer space only
- No glazing to the south facing to reduce unwanted solar gain
- New planting and tree planting allowing natural habitats, natural shading and carbon offset.

Indicative sketch visual - Entrance to building & Amenity

Indicative sketch visual - Entrance to building & Amenity

2.0

SITE APPRAISAL

Table of Contents entries found

2.0 SITE APPRAISAL

2.1 Location and Context

The Land at Ashford Road Maidstone (7.14 acres / 2.88 hectares) provides for an excellent location and can accommodate a single unit industrial warehouse providing lettable floor area of 9,190 sqft Mezzanine, with distribution floor space 113,940 sqft.

The site is located at junction 8 of the M20 in Kent. It is strategically located with a reach as far the East Midlands (within 270 minutes by HGV), and internationally via the Eurotunnel and Thames and Channel ports. Around 21 million consumers are reachable within 3 hours via HGV.

The site is well placed geographically for logistics use, for both national and international connections. Due to the local workforce in Kent being geared towards logistics and manufacturing, with a high proportion within the industry, or connected trades.

In terms of sustainable transport, access to the site is well served with 2 train stations within a 10 minute cycle ride and regular bus services connecting to Maidstone and Ashford.

2.2 Designations of the Site

The site is located on Ashford Road, adjacent to the Woodcut Farm development.
The site boundaries are generally formed by an established mix of native trees and hedges. The Kent Downs Area of Outstanding Natural Beauty ('AONB') is located to the north, beyond the M20 and the Ashford to Maidstone railway line.

Please see the accompanying Planning Statement for more detail.

Benefits of the Location for Logistics

- Proximity to service customers (businesses or end consumers) with good access to major population centres, including Greater London and major towns in Kent and Sussex in particular.
- Competition due to displacement of occupiers away from London and the M25 due to significant rental and labour cost increases at existing sites.
- Direct access onto junction 8 of the M20 providing connectivity to the national motorway network via the M25. Motorways account for < 1% of the total road length in GB but 47% of all HGV traffic.
- Proximity to built-up area of Maidstone providing access to an economically active population / labour force.

Between July 2020-June 2021 Maidstone's economically active population totalled 93,000, increasing to 335,100 within the wider Medway Travel to Work Area. Of this 3,500 and 12,400 people were unemployed respectively. Importantly, within these numbers whilst 8,400 people are economically inactive they are looking for employment. (Maidstone and Medway Annual Population Survey 2021).

View 1. Google Street View - September 2022

Google Earth - August 2022

Supply and Competition within the Borough of Maidstone

Within the Borough of Maidstone there are no immediately available Industrial & Logistics units greater than 100,000 sq ft (9,290 sqm) with only two pipeline development schemes under construction or committed to over the next 48 months, those being:

Former Syngenta Works Site, Hampstead Lane, Yalding

• Multi-Let industrial scheme with outline planning (B1c, B2 and B8) totalling 500,000 sq ft (46,451 sqm). Unit sizes range between 2,000 – 30,000 sq ft (186 - 2,787 sqm), Does not address larger unit demand in the region.

Loc8, Woodcut Farm, Ashford Road, Maidstone, ME17 1XG

• Loc8 is situated adjacent to proposed site and should provide for an agglomeration of units within close proximity. Notably the proposal will not directly compete in size or use classes.

• 12 unit Multi-Let scheme ranging from 5,436 – 36,404 sq ft (505 - 3,382 sqm), (office and B1 uses) which cannot accommodate larger B8 logistics operators.

• 4-unit Mid-Box with unit sizes ranging from 37,000 – 54,000 sq ft (3,437 - 5,017 sqm). These units do not compete due to units size and restrictive 9m internal eaves height, with many Logistics occupiers requiring a minimum of 12m for > 100,00 sq.ft (9,290 sqm) units.

Further analysis of local supply is provided in the Economic Need Assessment report.

Image from Application 21-506791 Woodcut Farm, Neighbouring site *(Image credit PRC Architecture & Planning)*

2.3 Site Overview - Landscape Character

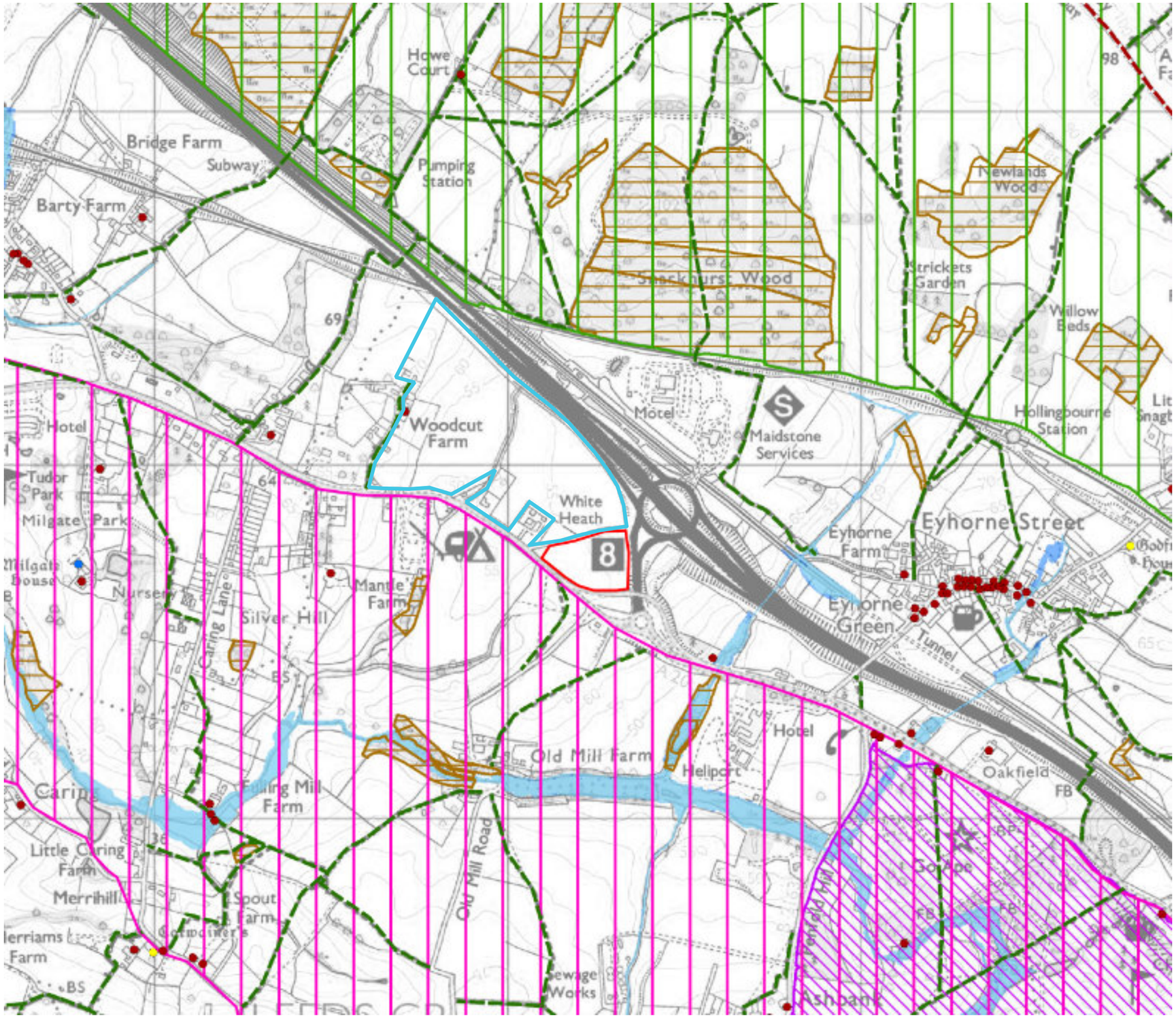
The site falls within a local landscape which is subject to two landscape character assessments. With regard to the Landscape Character Assessment of Kent (2004), the site sits within the Leeds-Lenham Farmland Character Area. The site also falls within another character area documented in the Maidstone Landscape Character Assessment (amended 2013), the Valleys Landscape Type and the Leeds Castle Parklands Landscape Character Area (reference 49) and the White Heath Farmlands Detailed Character Area. What is of particular note, is that the surrounding landscape exhibits a significant amount of built infrastructure in the locality. Immediately to the east of the site lies a major motorway junction (reference 8) which connects to a further major highway, the A20, both of which frame the site. Immediately to the north of the site lies an extant planning permission for commercial premises and buildings (Application Ref. 21-506791), this development is now largely complete. Immediately north of the site and the M20 motorway is a motorway service area, known as Maidstone Services.

The 2021 Landscape Character assessment denotes - "…the landscape is heavily influence by the M20/HS1 corridor and traffic is both visible and audible. The busy A20, Ashford Road, also dissects the area in an east west direction, increasing the impact of major infrastructure and fragmenting the landscape"

A short distance to the west of the site lies a large golf course and country club, known as the Tudor Park Marriott Hotel. To the south-east of the site lies a further major hotel complex, the Mercure Maidstone Great Danes Hotel. Whilst the overriding character of the area is rural in context, the landscape is nonetheless a settled landscape which is punctuated with significant amounts of built infrastructure. This proposal would not be out of character in this local development context.

Application site boundary

Woodcut Farm - Adjacent site



2.0 SITE APPRAISAL

2.3 Site Overview

The site is 3 sided with an area of 2.88 hectares.
It is about 240 metres wide (east to west at the widest point) and 175 metres at the longest point (north to south).

It is broadly a flat site and is currently under agricultural use. It is bounded by Ashford Road to the south, and the Hollingbourne Interchange of the M20 to the east.

A new logistics site has been formed to the neighbouring land to the north known as Woodcut farm. Future residential and mix use master plan opportunities have also been provided to the surrounding landscape on the recognition of the areas appropriateness for development and sustainable location.

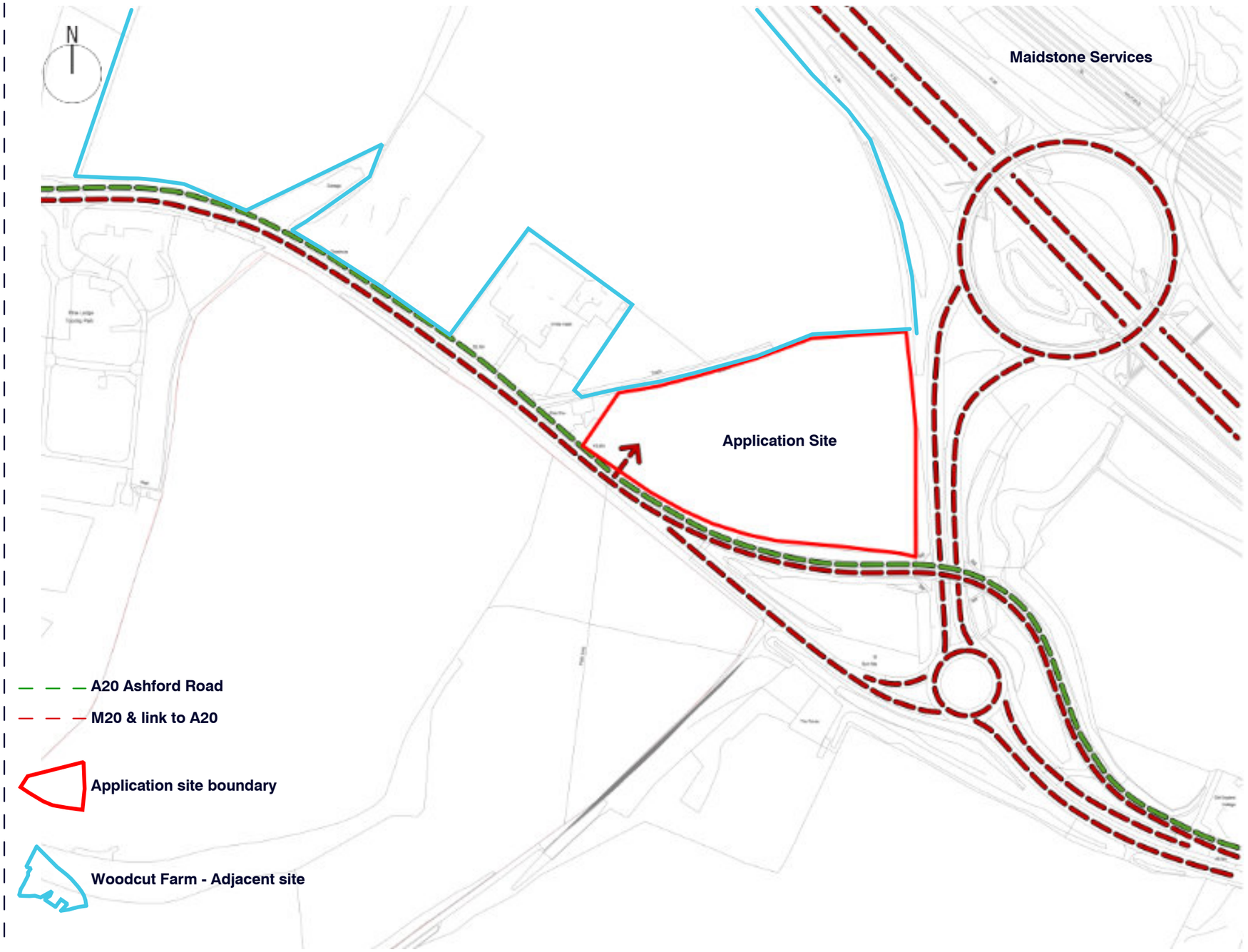
2.4 Development Extents

The scheme proposes the erection of a new modern and sustainable two storey B2/B8 commercial warehouse, with ancillary office mezzanine, parking and improvement to the landscaping and ecology.

2.5 Access and Movement

The principle means of vehicular access will be from Ashford Road at the southern boundary of the site. The entrance is located as per the existing entrance to the site and holds appropriate site lines, visibility splays and highway safety. Pedestrian and cycle entry is provided by safe paths with a level change from the main vehicle access.

Indicative sketch visual - Secure Entrance



Application site boundary

Surrounding Photographs

3.0

DESIGN EVALUATION

3.0 DESIGN EVALUATION

3.1 Design Objectives and Principles

The site is a natural extension to the Loc8 industrial scheme, and allows for the creation of an agglomeration of industrial and commercial uses, as supported by paragraph 83 of the NPPF.

Key opportunities include proximity to existing infrastructure links (A20/M20) and the local settlement of Maidstone.

Key for map

Application site boundary

Existing trees provide screening to the site

Road infrastructure

Rail infrastructure

Local buildings

AONB

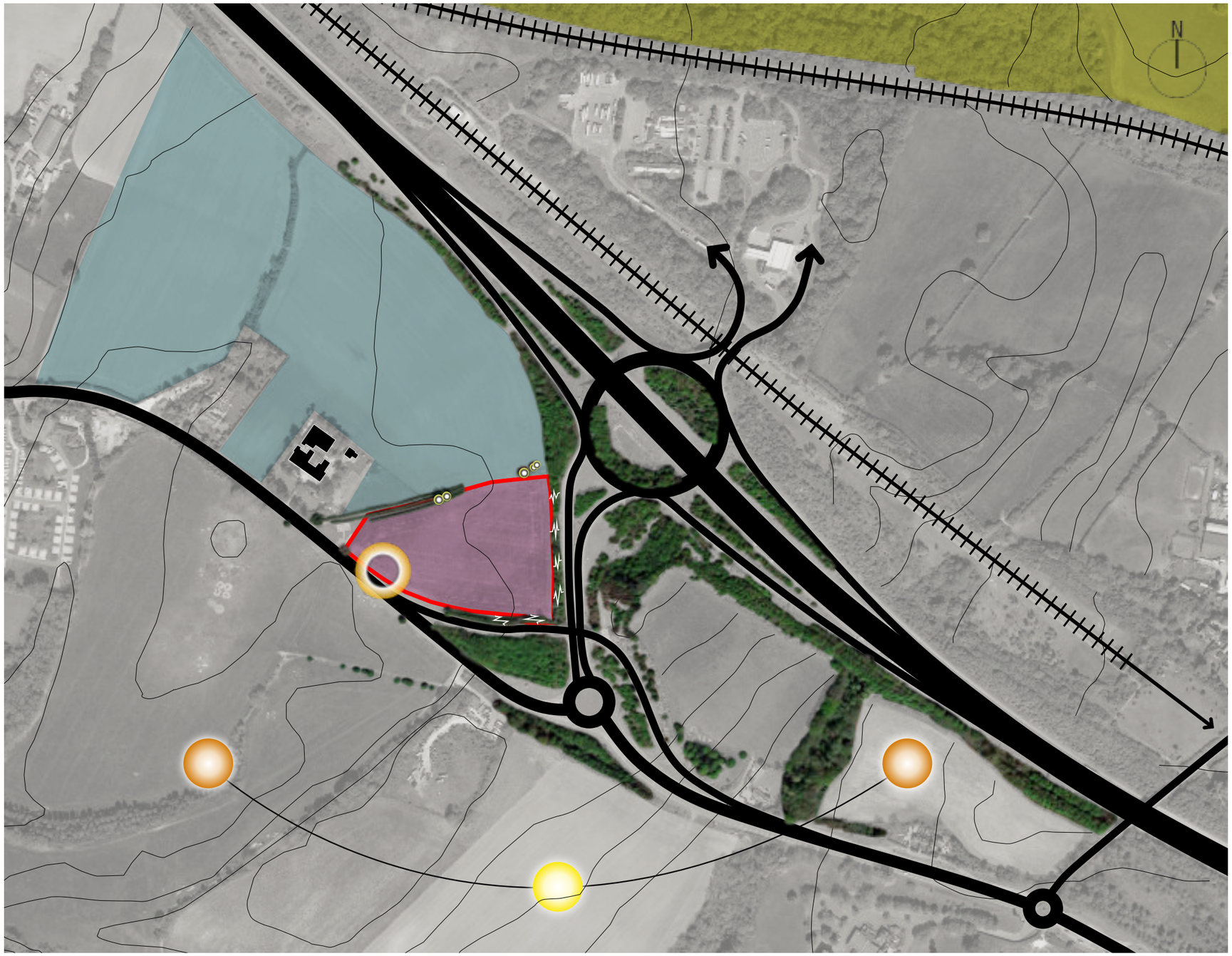
Adjacent site with new warehouse development

Potential developable area

Siite entrance

TPO trees

Bus stop - 11 per day Maidstone-Ashford International



3.2 Outline Design following Pre-Application

As the scheme developed, a number of options were considered. The most suitable layout evolved to meet market conditions to provide one large building instead of a small mixture of sizes. This is following an in depth review of the local demand.

You can see by the proposed design that the following design improvements to the master plan include;

- Additional landscaping to improve both visual appearance and local ecology.
- New tree planting to the northern and eastern boundaries.
- Improved access road design
- Building footprint reduced and relocated to create additional boundary separation to facilitate additional landscaping.
- Green roofs to ancillary outbuildings improving water run off and biodiversity.

Pre application design

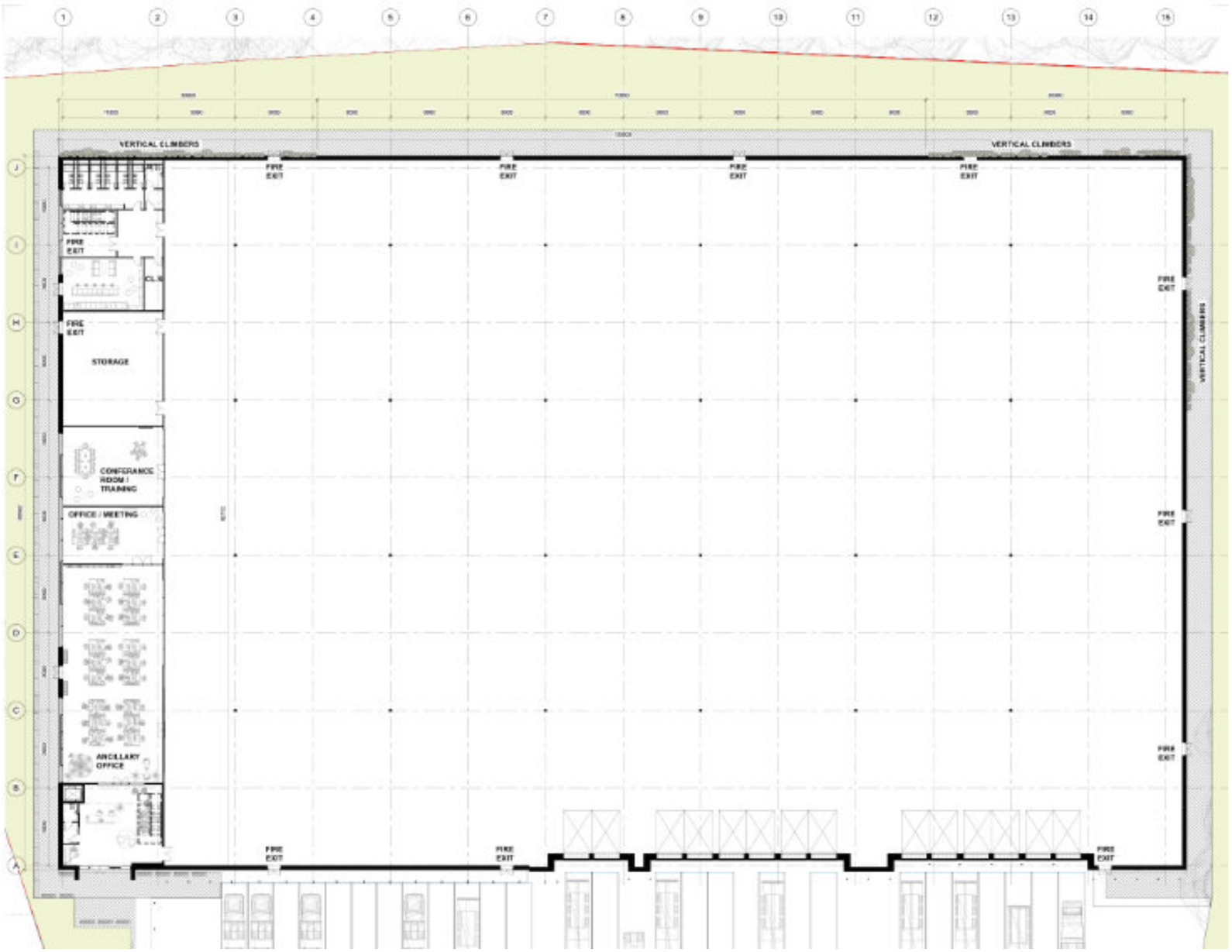
Proposed design

3.3 Quantum and Use

The proposed development will provide for a total of up to 123,130 sq.ft of area (GIA).

The design proposal holds the following break down of areas for each space:

- Ground floor office under Mez deck – 373 sqm
- Meeting area/ flexible space at ground floor under Mez deck – 108 sqm
- Storage under Mez deck – 153 sqm
- Reception area inc. disabled WC – 108 sqm
- Kitchen, break out and mess area inc. cleaners store and lobby – 97 sqm
- Superloo design (WC's and showers) at ground floor 65 sqm



Ground Floor Plan - NTS

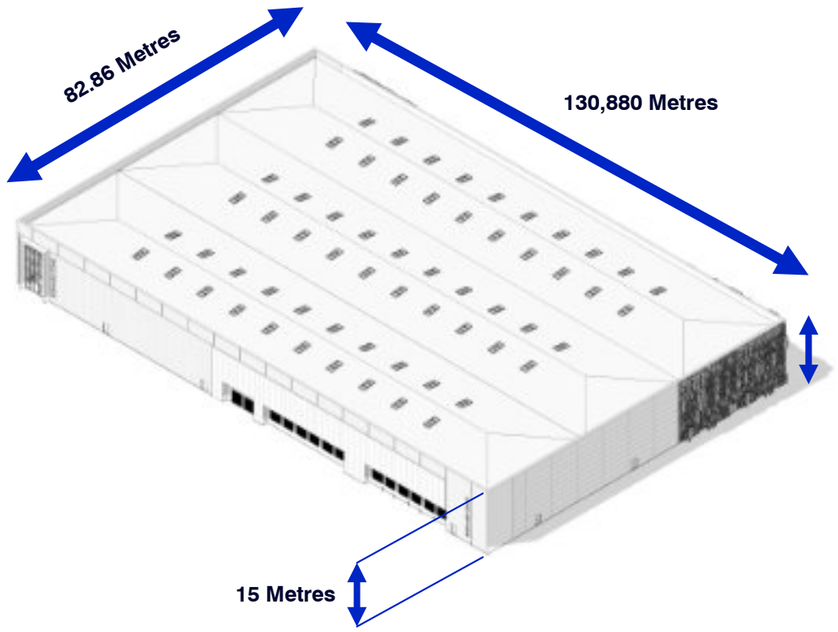
3.4 Proposed Massing and Scale

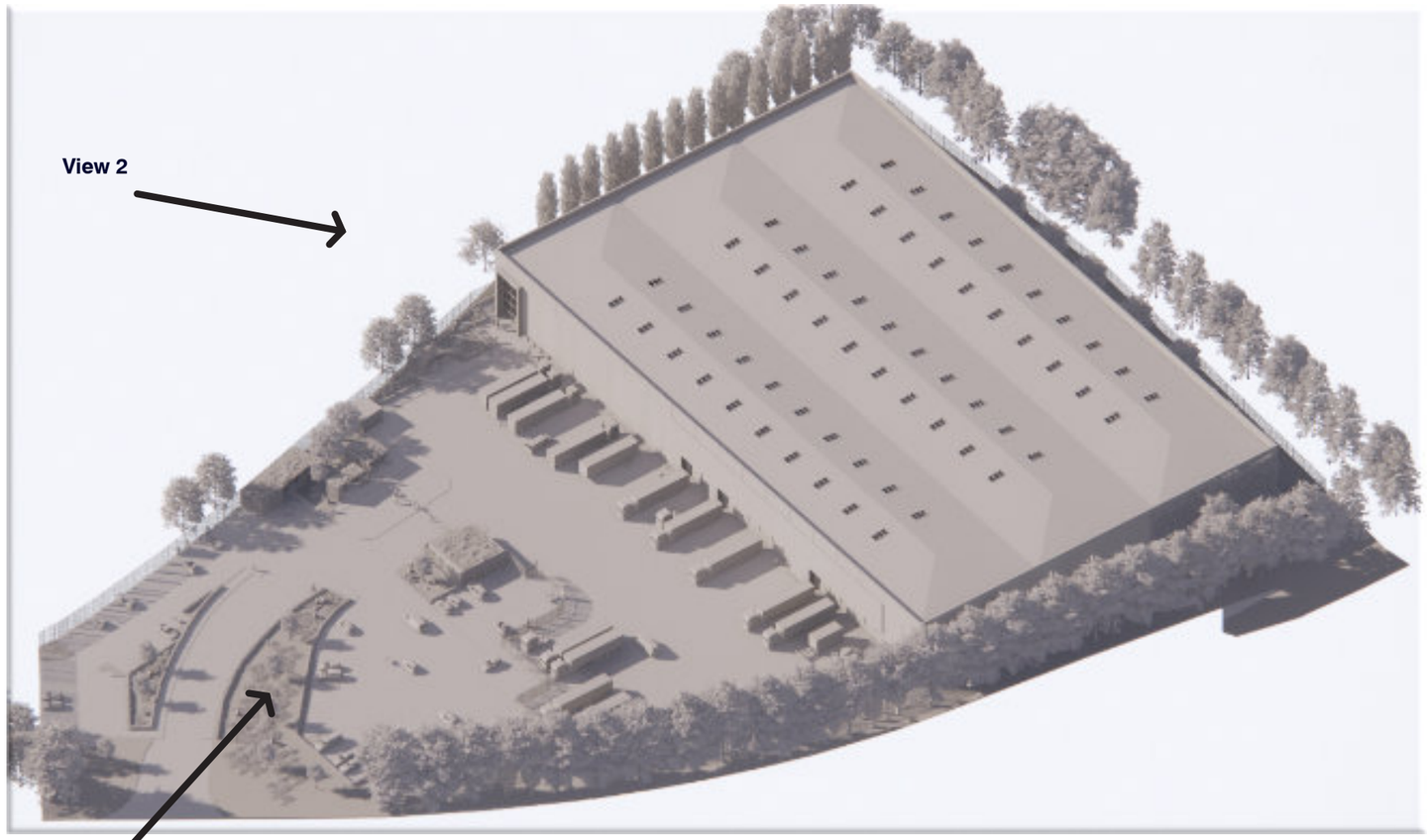
While scale and massing is a reserved matter, the building is scaled to achieve the appropriate internal height for the footprint and required commercial use as determined by the market. The parapet height will be 15 metres.

The proposal align with accepted height of the Loc8 logistics development to the north-west. (Planning reference).

Indicative sketch visual - Axonometric View 1

Indicative sketch visual - Entrance View 2





Visual Amenity

The site and the proposed building benefits from a high degree of visual containment. The area surrounding the site has relatively few public rights of way. Due to local topography, mature tree cover and vegetation, as well as various built form and infrastructure, the opportunity to observe the proposed building in the local landscape would be very limited. There is immediately to the south of the site, a narrow country lane known as Old Mill Road, which follows a ridge of local high ground. This is one of a few locations where the proposed building would be seen with the backdrop of the Kent Downs AONB escarpment to the north.

It can be
seen in the visualisation that the AONB escarpment forms a distant backdrop to the landscape foreground. The extant Ashford Road project can be seen in the context of this view. Additionally, the middle ground reveals a cluster of vertical infrastructure of railway gantries and lighting columns. The proposed building would sit in the middle ground and no higher than the lighting columns.
The building at 15m in height has been carefully designed to ensure that it sits below the horizon and that the legibility of the Kent Downs AONB escarpment would remain with the scheme in place. The massing model for the proposal illustrates how the use of colour could assist in making the building recessive in local views. From many local public rights of way in the area, the proposed building would have little or no bearing upon views into the AONB. The AONB itself is a heavily wooded environment, limiting viewing opportunities outward to the surrounding countryside. Any views of the proposed building would be very limited and would be seen in the context of other surrounding built, infrastructure located across the area.

Planning Policy

In terms of planning policy, the proposal sits well beyond the Kent Downs AONB which lies to the north of the M2 motorway and Maidstone Services. The proposal also sits out with and beyond an area of Local Landscape Value which lies to the south of the site and the A20. The site therefore does not fall within any statutory or non-statutory landscape protection designation. The special qualities that define the Kent Downs AONB would remain materially unaffected with the proposed scheme in place. The special components, characteristics and qualities of the Kent Downs AONB would also remain and prevail with the proposal operational.

Summary

In summary, the proposal would be effectively assimilated into the site and surrounding area. This is demonstrated by the proposal's high degree of physical and visual containment. Detailed design concerning colour of the building would further enhance its visually recessive qualities.

Dark Design Approach

The design illustrates a limited palette of materials with a dominant black/ grey panelled design with varying profiles and change in rhythm/ proportion and depth to the facade. The overall intention is to partially conceal the bulk from certain view points. Most of the site will be very well concealed, due to nature of the landscape and tree belt. The building sits in an appropriate position next to the motorway. Darker materials typically blend nature into the landscape with trees surrounding the building on 3 sides.

The roof design with the parapet at 15 metres hides the pitched roofs which in turn hides roof lights and PV panels.

Whilst the architectural design has been set out in detail to ensure the proposal is both appropriate and feasible this stage the elevation treatment is indicative and the final appearance would be designed and agreed at reserved matters.

PEGASUS GROUP

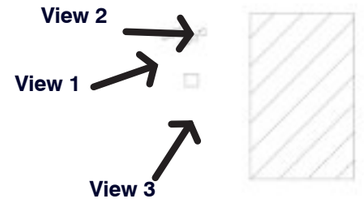
VIEWPOINT 10 - PHOTOMONTAGE (YEAR 1)

VIEWPOINT 6 – EXISTING

VIEWPOINT 6 – PHOTOMONTAGE (YEAR 15)

Indicative sketch visuals

Indicative sketch visual - View 1



Indicative sketch visual - View 2

Indicative sketch visual - View 3

Indicative sketch visuals and building section

Indicative sketch visual - View 4

Section AA - NTS

Indicative sketch visual - View 5

3.5 Site Access and Movement

A singular site access is proposed from the A20 Ashford Road to the south in the form of a ghost island right turn junction.

Refuse stores are provided within the secure area. Refuse collection is to be managed by the occupiers.

The site is well situated to the existing walking/cycling networks and the 10X bus route which provides an hourly service between Ashford and Maidstone. The scheme will provide secure cycle parking on-site, alongside lockers and shower/changing facilities within the building. A Travel Plan has also been prepared to accompany the planning application to promote the use of sustainable transport modes for all employees and site visitors.

In line with BS EN 12464-2 2014 (Light and lighting – Lighting of work places. Part 2: Outdoor work places) “pedestrian passages and vehicle turning, loading and unloading areas” will have lighting levels of 50 lux and parking areas will have a minimum of 10 lux.

Full vehicle tracking studies have been produced and can be refereed to within the I-Transport design package and reports.

Local Highway Network

The A20 Ashford Road provides the main site frontage to the south and is the principal non-motorway route between Maidstone and Ashford. It is a single carriageway road subject to a speed limit of 60mph. The A20 Ashford Road also connects with the M20 to the east of the site at Junction 8, with the M20 providing strategic connections to destinations further afield.

Walking and Cycling

There is continuous footway provision along the northern side of the A20 Ashford Road from the site westwards to Bearstead and onwards towards Maidstone. To the west it provides a direct walking route to the numerous local facilities within Bearstead and to the bus stops on the A20 Ashford Road in the vicinity of the site. There are also a number of public rights of way (PROW) in the vicinity of the site.

There are footway and cycleway improvements proposed on A20 Ashford Road to the west of the site as part of the consented Woodcut Farm scheme which comprise the provision of a new footway/cycleway on the northern side of the A20 Ashford Road between the Woodcut Farm access and the A20 Ashford Road / Roundwell junction. This footway/cycleway will improve cycle connectivity to the west and the proposed development will provide a footway/cycleway connection to tie into this.

Public Transport

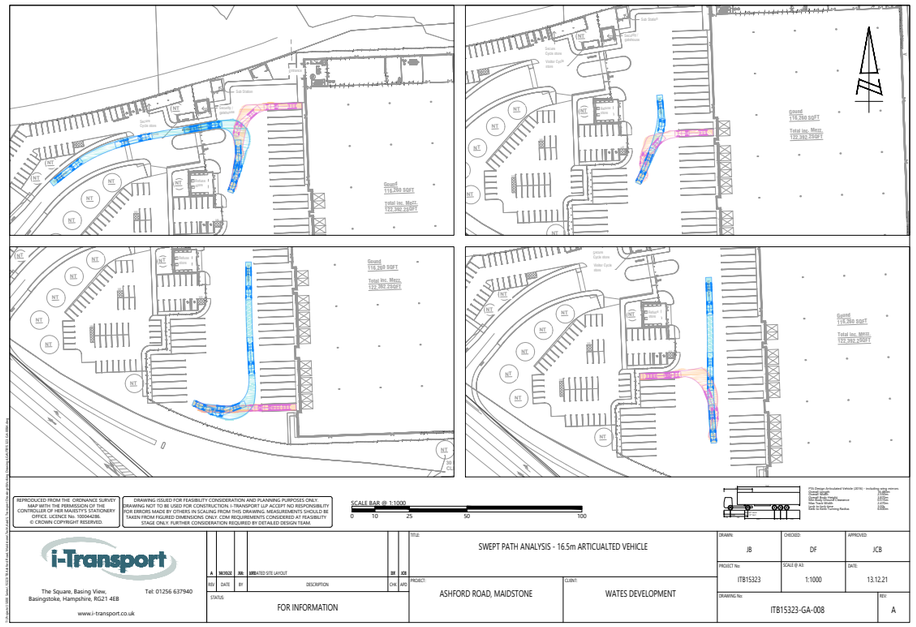
The site is well served by the hourly 10X bus which routes between Ashford and Maidstone via Charing, Harrietsham and Lenham, with the closest bus stops located some 500m – 600m to the west of the site on the A20 Ashford Road.

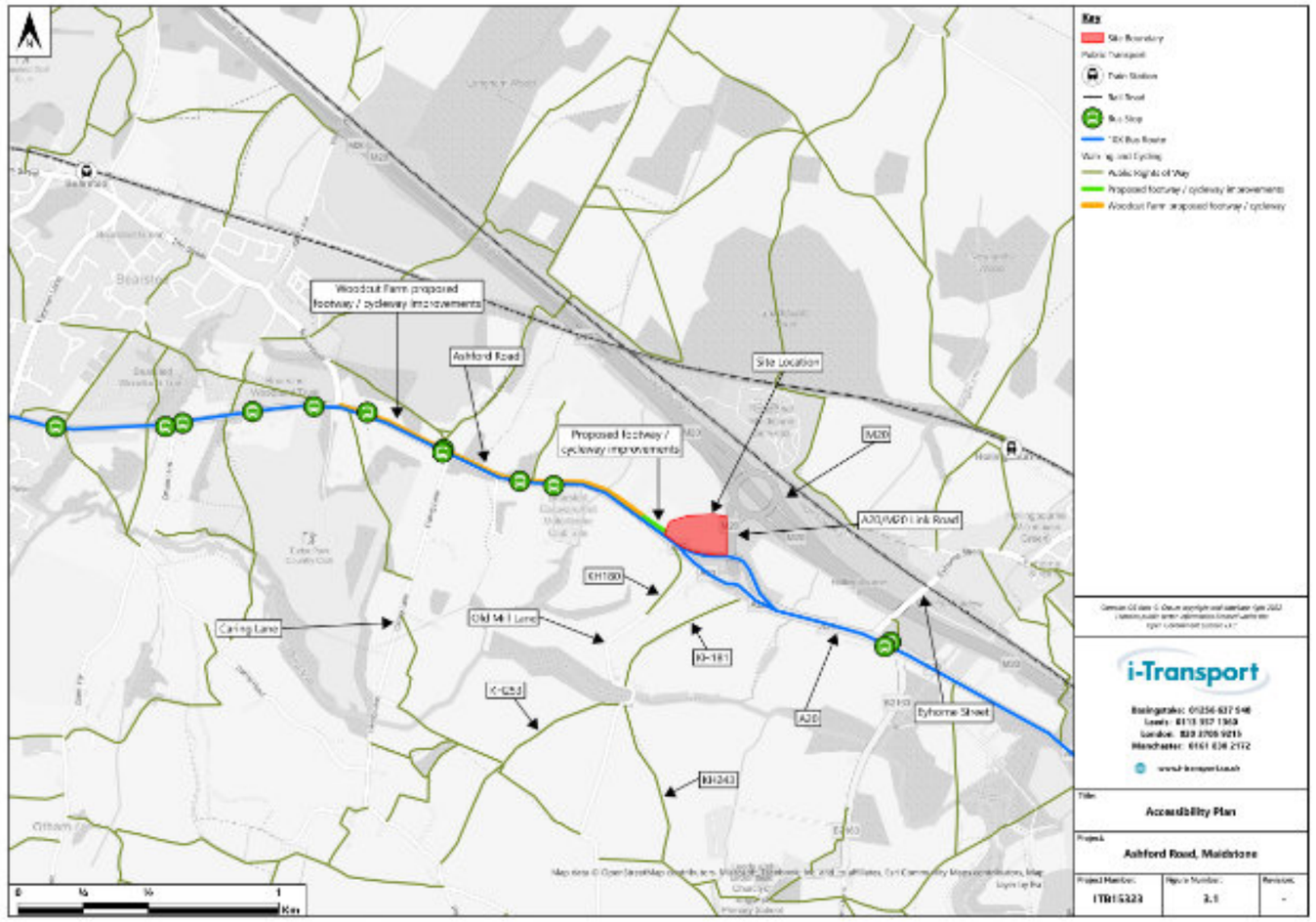
Whilst the 10X bus serves Ashford and Maidstone railway stations, the closest stations to the site are Hollingbourne and Bearstead which are both located some 2.5km to the northeast and northwest respectively (within a comfortable cycling distance). Both stations are served by frequent rail services to London, Ashford International, Canterbury West and Maidstone.

The site benefits from good existing pedestrian, cycle and public transport connections. The proposed sustainable transport strategy will maximise these opportunities by providing:

- High-quality pedestrian and cycle connections from the site to the existing network (including tying into the proposed new footway/cycleway on the A20 Ashford Road);
- Adequate levels of cycle parking on-site alongside changing/shower facilities to promote cycle travel to work;
- Electric vehicle charging facilities across the site (10% of spaces will be provided with active charging points and 10% will be provided with passive charging points);
- A comprehensive site-wide Travel Plan to promote and incentivise sustainable travel. Measures within the Travel Plan include a site-specific car share scheme, a season ticket loan scheme, flexible working, cycle training and cycle vouchers.

Designs provided by I-Transport (Project transport and highways consultant)

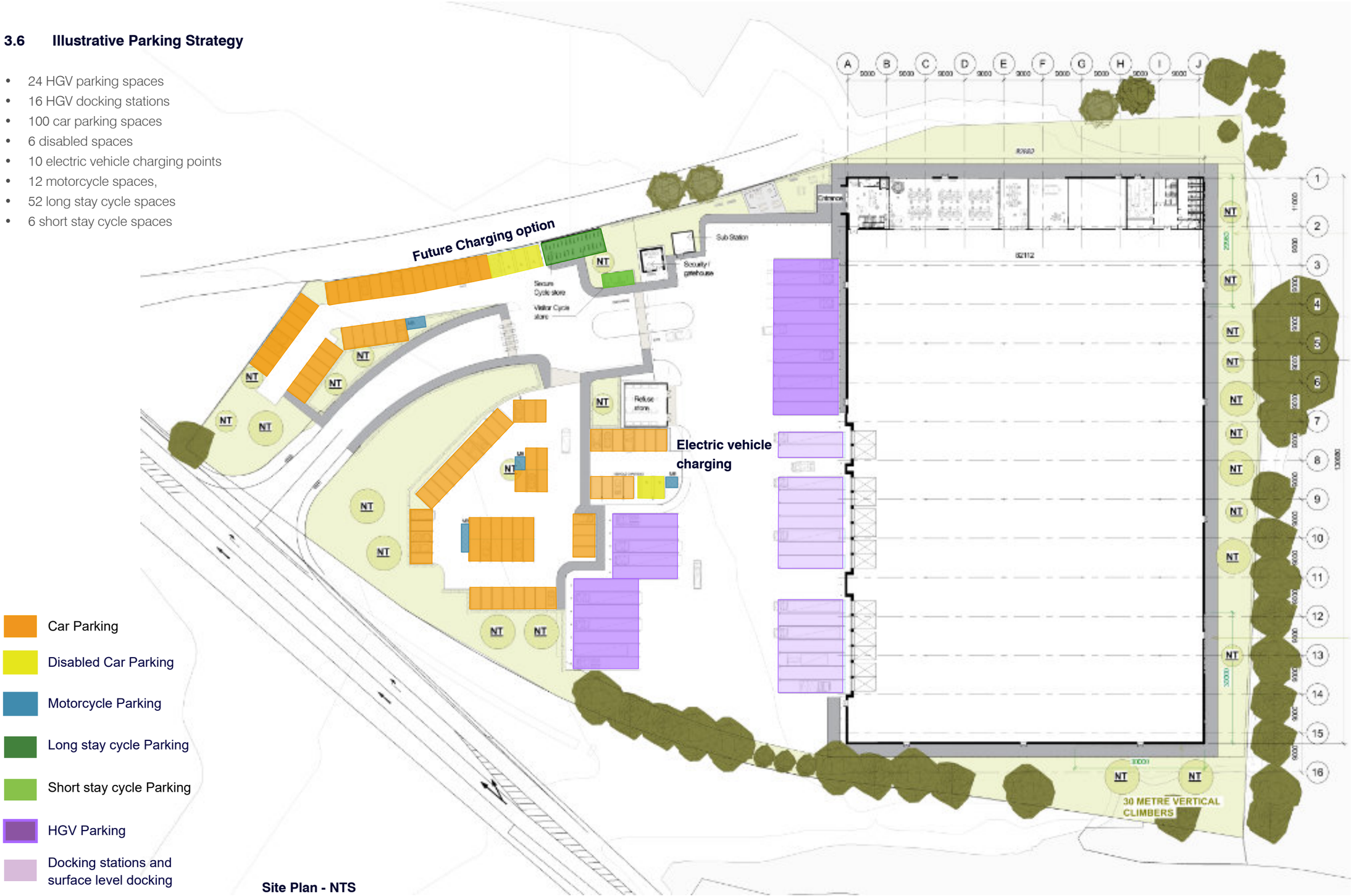




I-Transport Drawings

3.6 Illustrative Parking Strategy

- 24 HGV parking spaces
- 16 HGV docking stations
- 100 car parking spaces
- 6 disabled spaces
- 10 electric vehicle charging points
- 12 motorcycle spaces,
- 52 long stay cycle spaces
- 6 short stay cycle spaces



Site Plan - NTS

3.7 Site Management

The intention is for site to be 24 hour monitored for safety, security and site management.

The site will benefit from a gatehouse which can allow for a location for a full time site management team dedicated to site maintenance and security.

The site will consider CCTV in key locations around the site. The design proposal is to provide a high quality environment to attract highgrade companies, to ensure the highest standards of estate management will be proactively pursued.

Security / Gatehouse

A proposed gatehouse is located appropriately within the site to monitor the site and allow ease of both entry and exit into the secure area.

The site is divided by a secure fence line to allow ease of a security and maintenance.

Services

The site layout holds specific service requirements to facilitate the proposal. The sub station, refuse and cycling ancillary buildings are all specifically located within the site to allow ease of safe movement for vehicles and pedestrians. Along with maintenance and management.

Refuse

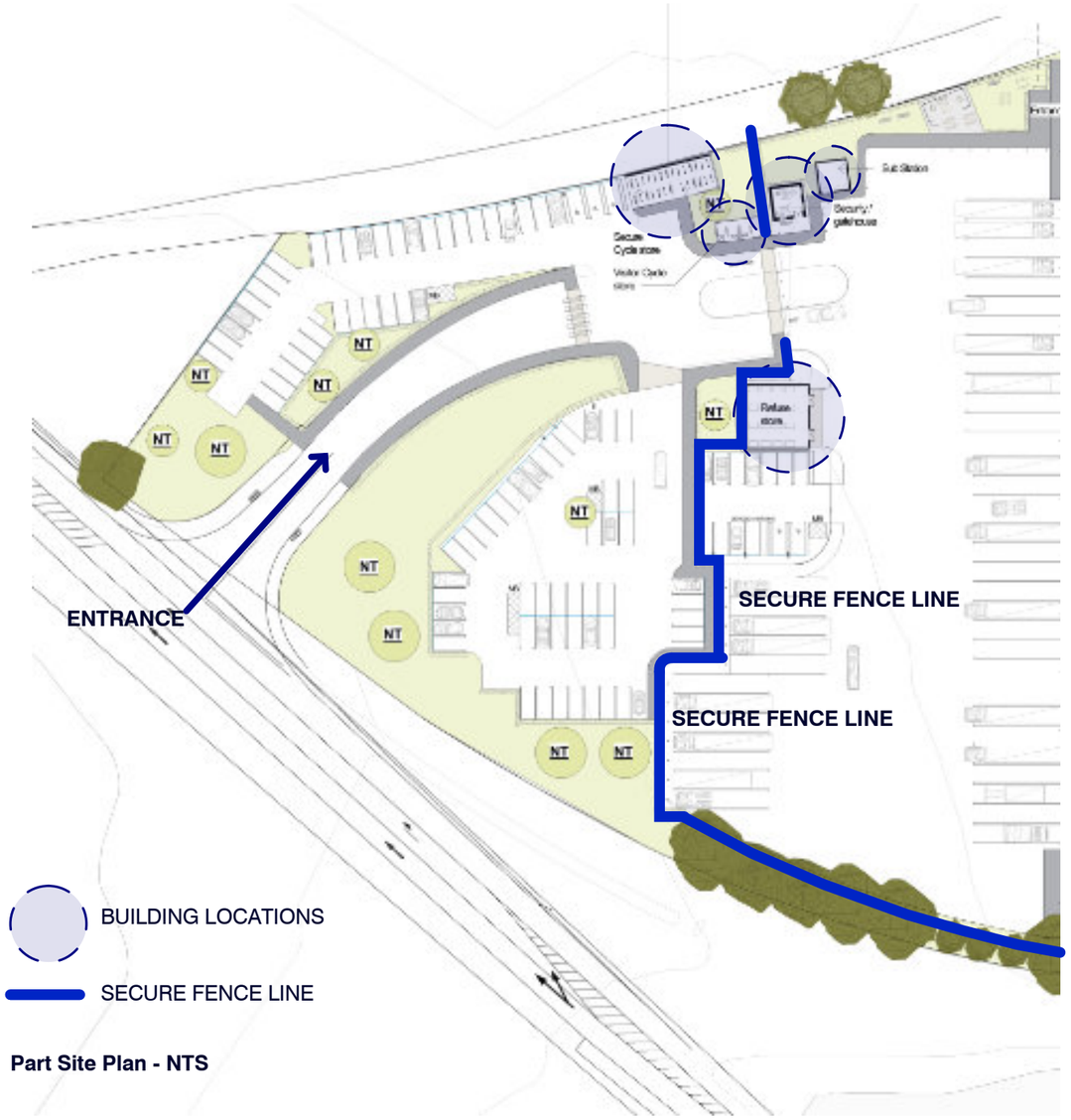
Refuse is provided within the secure fence line, this enables secure access and a managed solution. Vehicle tracking of HGVs has been undertaken which demonstrates that refuse vehicles can easily and safely access, turn and exit the site.

Amenity

External amenity space is provided within the landscape design at the front of the main entrance, this allows the building users and visitors outside space to provide health and well being.

Cycle Storage

Covered and secure cycle storage for employees and visitors is provided as well as changing/shower facilities. The cycle storage is situated in convenient locations for all users. Electrical spurs can be provided to facilitate charging for electrical cycles.



Part Site Plan - NTS

Indicative sketch visual - Secure vehicle and pedestrian entrance

Indicative sketch visual - Amenity Space

Indicative sketch visual - Cycle and Gatehouse

Indicative sketch visual - Cycle Storage

3.8 Landscape Design and Ecology

The proposal would benefit from tree planting around the perimeter of the site, notably along the eastern edge with hedgerow around the parking and entrance from Ashford Road. The planting along the eastern edge aims to provide physical and visual containment for the building from the surrounding area utilising native species from the local area. It is intended that the proposal would be framed with native trees, hedgerows shrubs, including areas of scrub to create a verdant and attractive setting for the scheme whilst contributing to visual amenity and the landscape setting.

The site itself consists of one single arable field. This field has no internal hedgerows or standard trees that would lie within the interior of the site. The existing perimeter hedgerows and trees can be retained and form an integral part of the landscape design as green infrastructure.

The scheme would inevitably involve the loss of one arable field, but this is somewhat isolated in practical farming circumstances by the highway infrastructure alongside the site and the neighbouring development immediately to the north and future regeneration to the surrounding area.

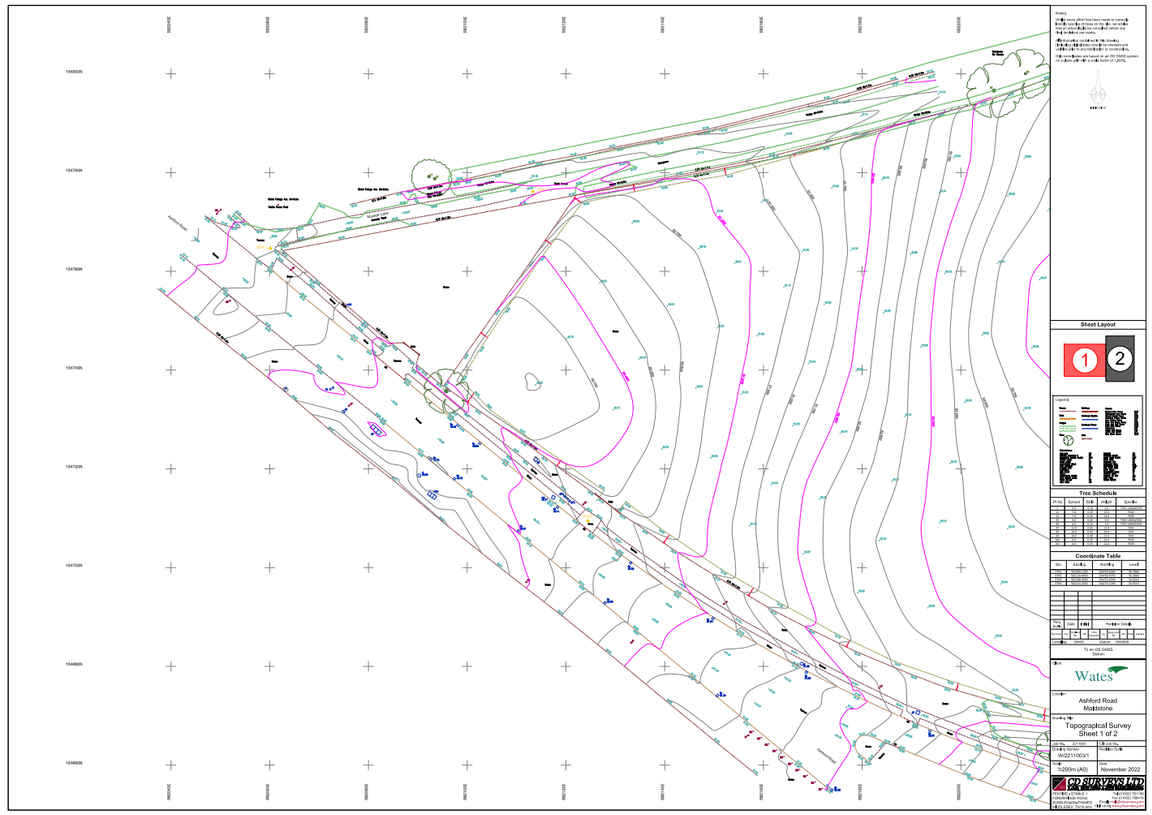
The current site has low landscape and ecological value, given the intensive agricultural use over a number of years. The design proposal provides a high-quality landscaped environment that will provide new habitats. Offsite habitat creation will ensure a biodiversity net gain in relation to the scheme.

Site Levels

The site is a varied topography, a full topographical survey has been prepared to support the application and provide information for the proposed design. The proposal is to provide a cut and fill approach albeit a carefully balanced approach to the site. The design retains all trees and vegetation within the site and astride of the red line boundary.

Drainage and Food Risk

A full flood risk assessment has been prepared in support this application. The site is in Flood Zone 1, the proposed design includes SuDS features.



Indicative sketch visual - Entrance Road

Indicative sketch visual - Green wall / Vines

3.9 Landscape Plan

The landscape proposals shown on the adjacent plan aim to provide a gateway into the scheme and define the edge of the parking, as well as greening the curtilage creating a niche amenity space for users beside the entrance and screening to the eastern edge as well as climber planting to the built façade. The indicative plan schedules submitted with the landscape plan set out the species to be used across the site including tree, native shrub, hedgerow and scrub planting along with the planting around the car park. The chosen species aim to maximise biodiversity using native species that enhance the landscape character of the site.

Site Plan - NTS

3.10 General Arrangement Plans

The design provides a maintenance strip around the building for ease of access, cleaning maintenance and escape routes. This is a flat level surface, required to meet building regulations. The perimeter of the building holds both existing and new landscaping.

The internal design allows for large warehouse space for multiple use and longevity. 14 loading bays are provided to the open plan space.

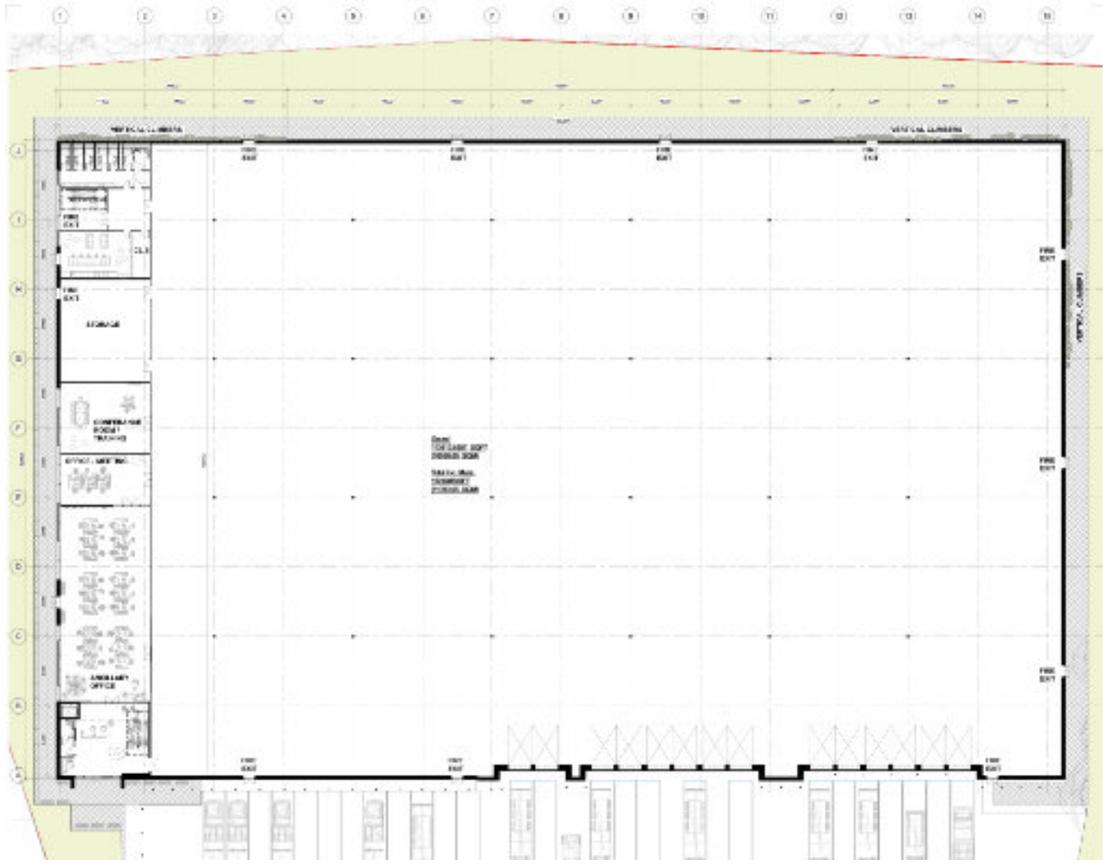
The entrance as a pedestrian is to the reception area, which is a double height space, managed by a reception desk. A feature staircase allows immediate access to the mezzanine space along with a lift.

The entry holds a disabled WC, seating and reception desk. Behind the reception is a secure open plan office space which leads onto further ancillary spaces.

At the rear of the building houses back of house elements such as a dedicated mess/ break room, WC and shower storage. A kitchen, break out space and cleaners storage is also provided.

Indicative sketch visual - Ancillary Office

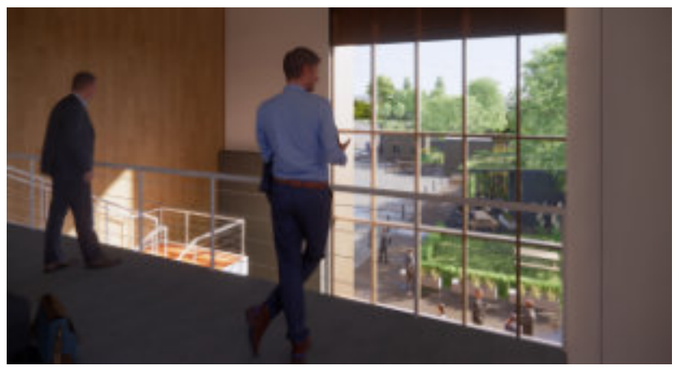
Indicative sketch visual - Entrance



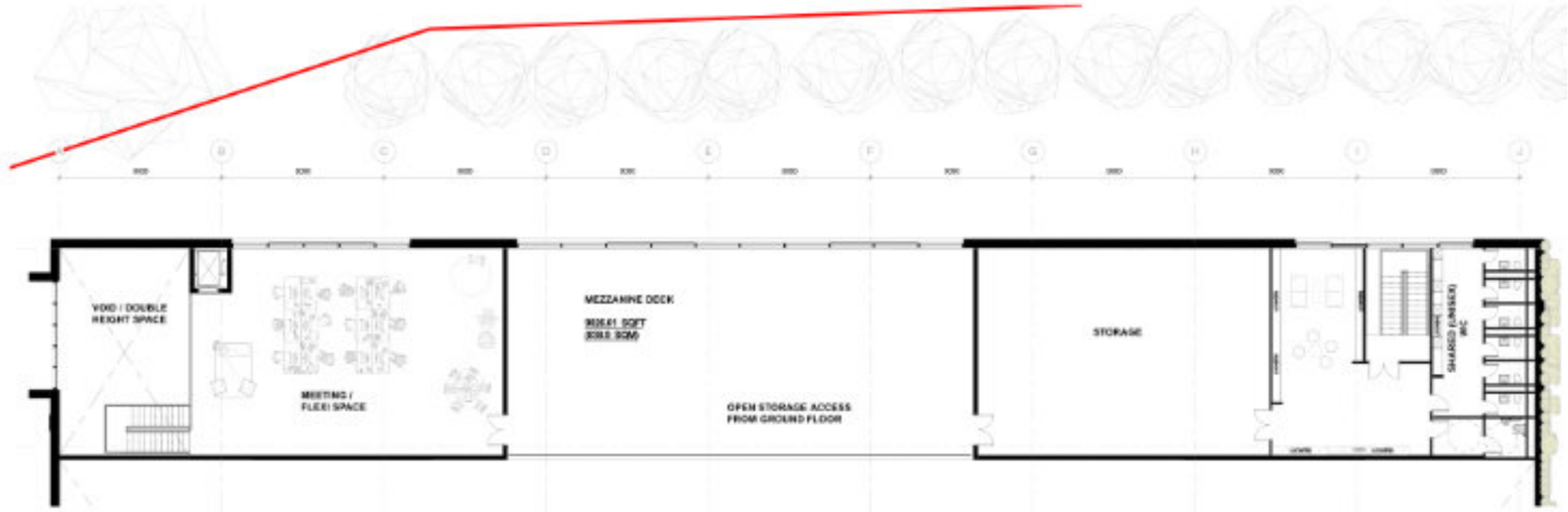
Ground Floor Plan - NTS

Indicative sketch visual - Entrance

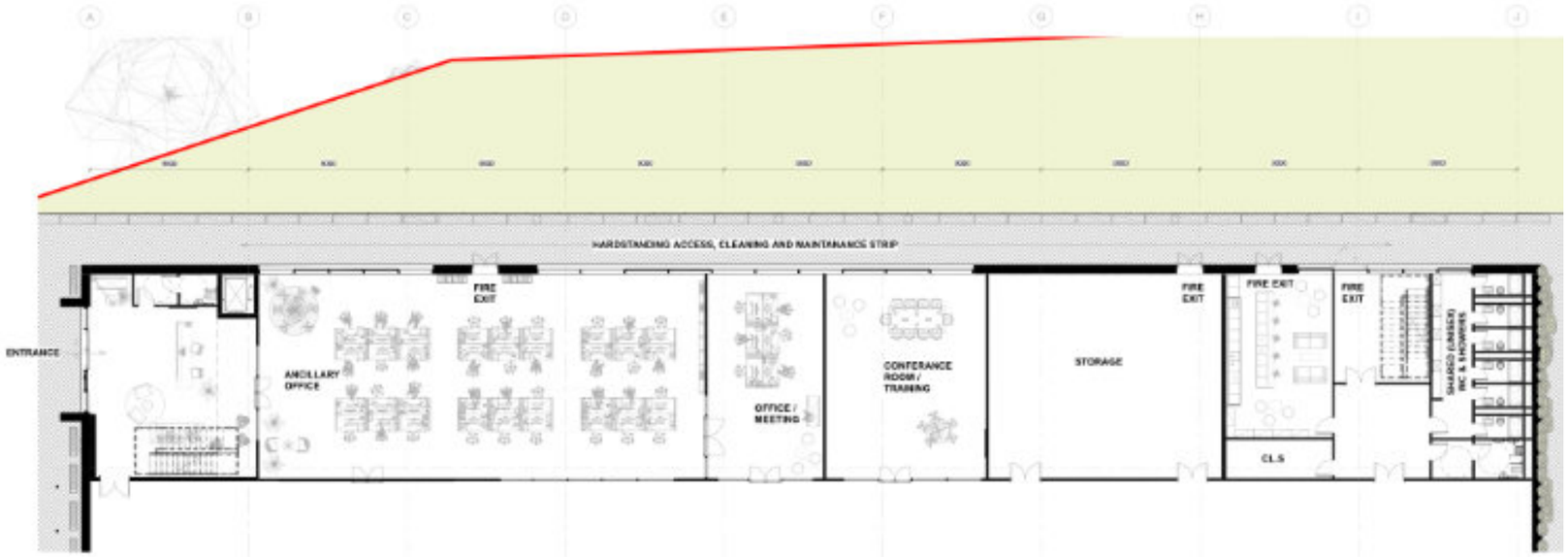
Indicative sketch visual - Ancillary Office



Indicative sketch visual - Entrance Void



Part Mezzanine Plan - NTS



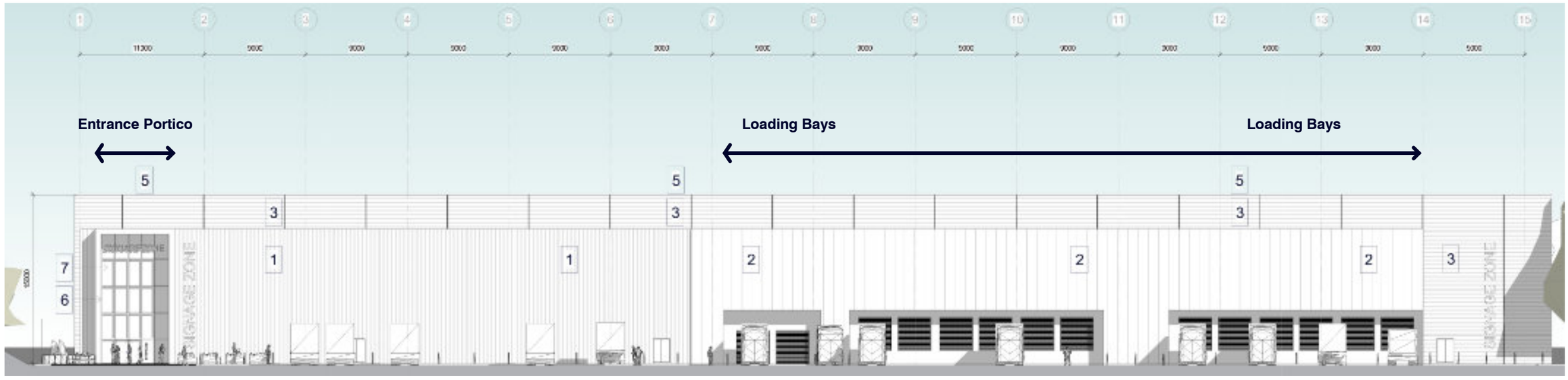
Part Ground Floor Plan - NTS

3.11 Elevations

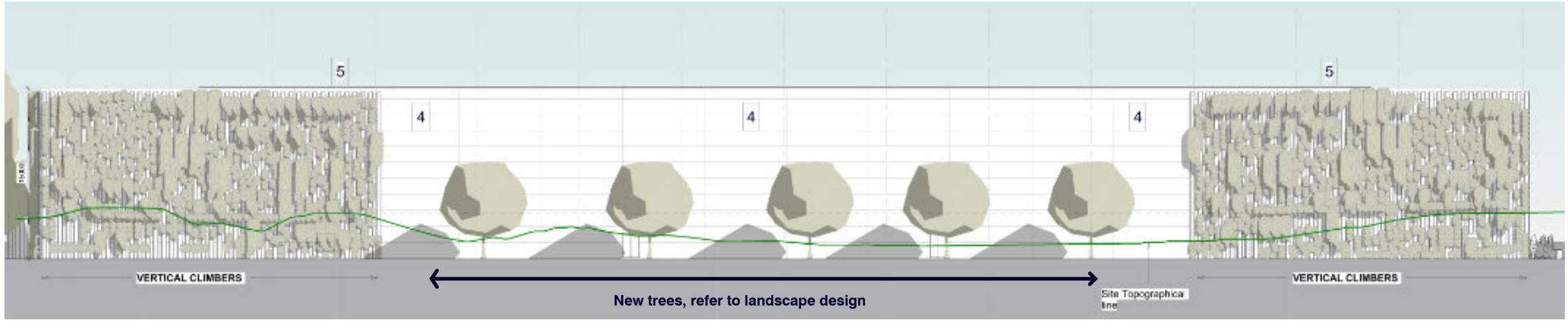
The elevations are illustrative as appropriate at outline stage, however reflect the key design principles for the site's development. The design follows the pre application feedback, while adding further design refinement.

Materials

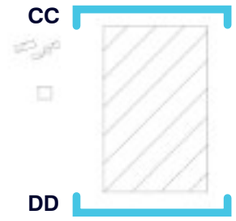
1. Kingspan Curvwall - Vertical profile
2. Recon Prevcast ragstone panels
3. Kingspan Curvwall - Horizontal profile
4. Kingspan Convex profile
5. Aluminium coping
6. Aluminium entrance portico
7. Glazed curtain wall



Elevation AA - NTS

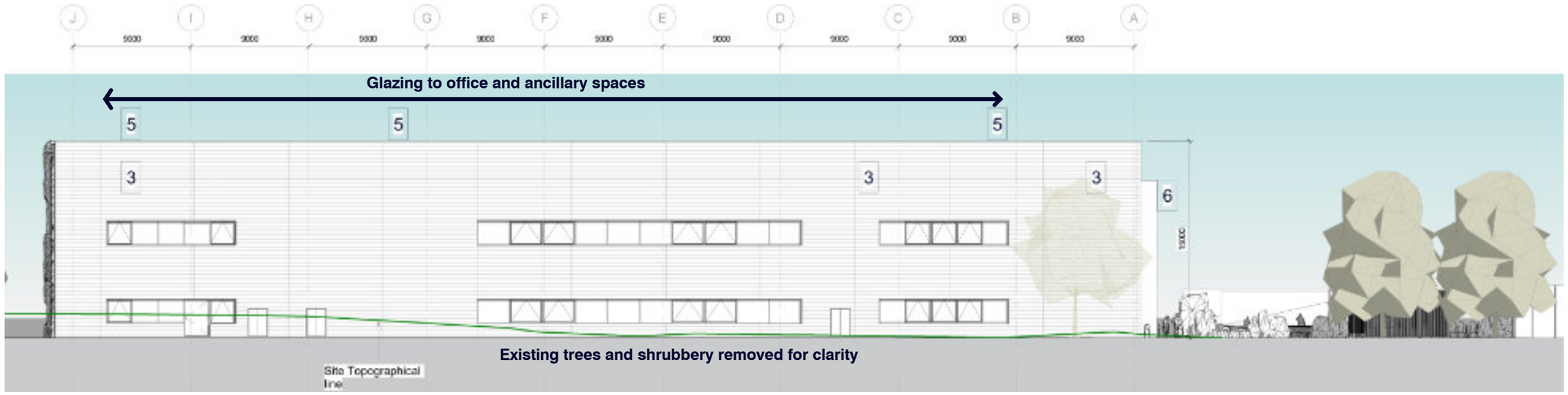


Elevation BB - NTS

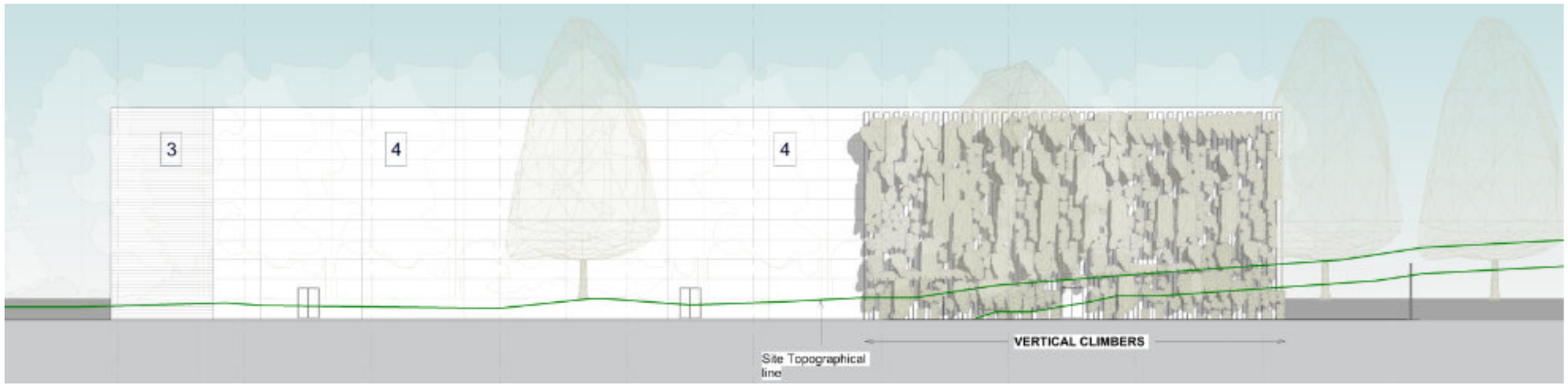


Illustrative Materials

1. Kingspan Curvwall - Vertical profile
2. Recon Prevcast ragstone panels
3. Kingspan Curvwall - Horizontal profile
4. Kingspan Convex profile
5. Aluminium coping
6. Aluminium entrance portico
7. Glazed curtain wall



Elevation CC - NTS



Elevation DD - NTS

3.12 Illustrative Facade Design - Appearance and Materials

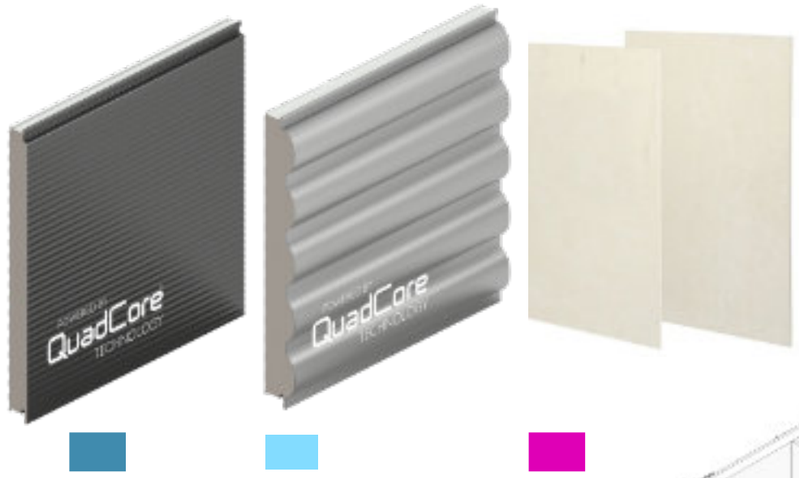
The design philosophy for the proposed scheme has been taken from the recognise constraints, opportunities and advise from the feasibility and pre-application stage.
The proposed outline application takes this to a further level of design, specialist consultant input and quality. This can be demonstrated by the design of the building with the facade design site setting out, landscape design, ecological design and sustainability.

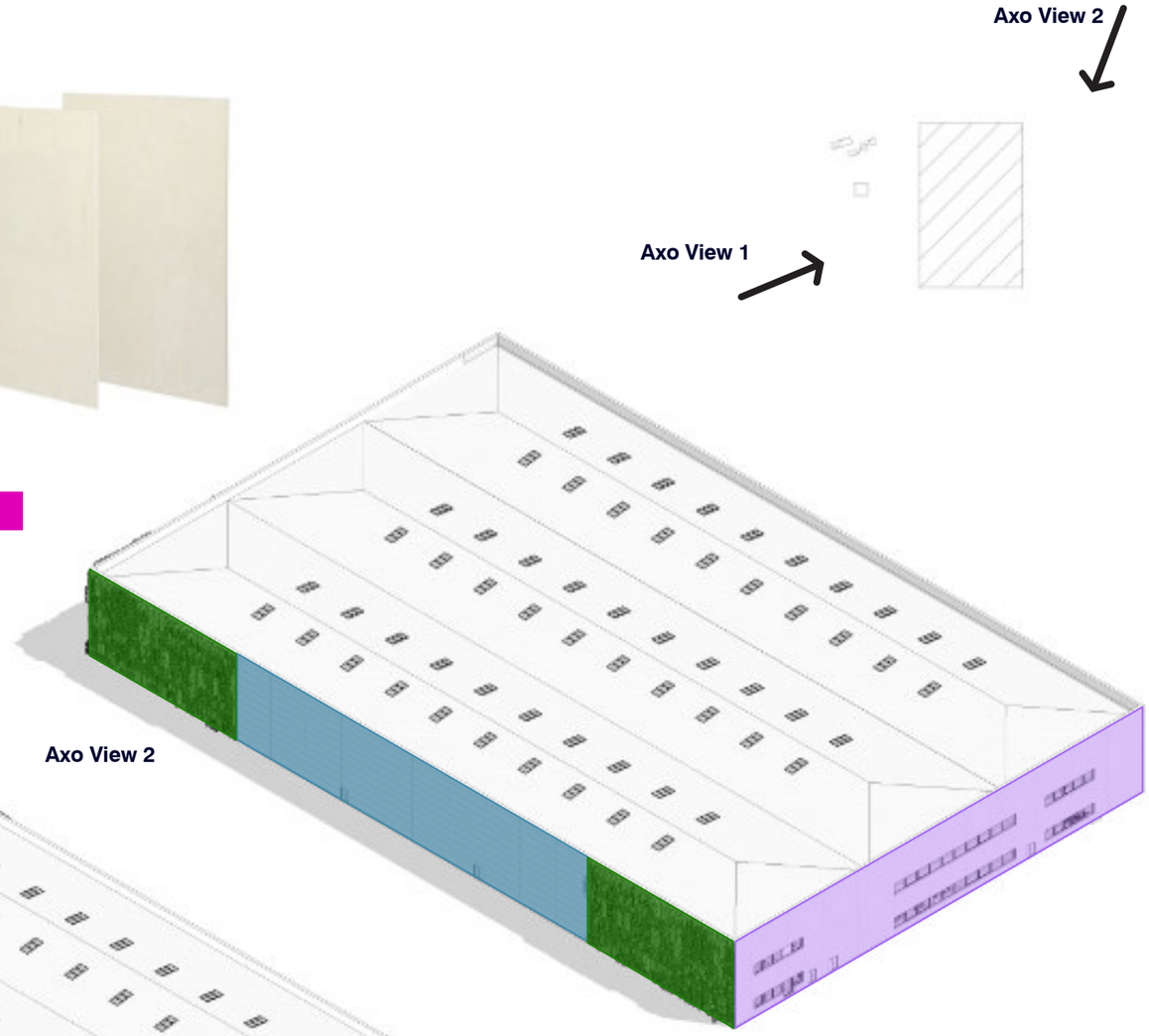
The design principle is taken from the architectural design for an industrial design of this size and scale, while adding a refined architectural design to the facade and interior layouts. The design approach to the site has been to be responsive to the location, whilst providing an employment facility that is state of the art and future proofed with modern contemporary design for longevity and sustainability.

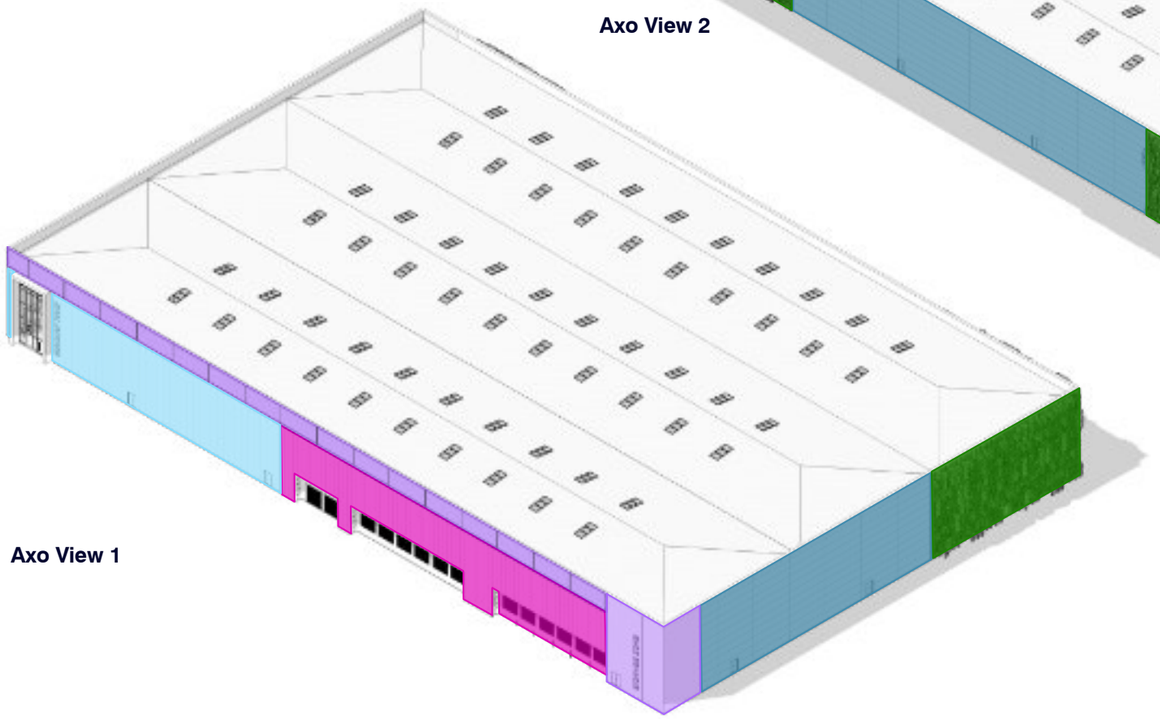
The height of the roof is defined by the surroundings and immediate site location along with previous pre application input. The roof form holds three hipped roofs but are hidden behind the parapet zone thus creating the required internal height and zones while creating a modern a elegant building.

Specific location of the entrance and glazing to the facade is set out to accommodate the site arrangement and orientation.

The materials have been carefully considered along with the colours and facade panel forms. The dark cladding creates detail and works well within the surrounding mature tree belt. The material specifications allow for a robust and solid design for both longevity and ease of maintenance.







Kingspan Curvwall - Vertical

Kingspan Curvwall - Horizontal

Kingspan Convex

Pre cast stone facade

Green facade design

View 1

View 1 - Indicative sketch visual

3.12 Illustrative Facade Design

The proposed building elevations reflect the operational nature of the industrial building. The indicative materials are intentionally limited to create a simple and elegant form, creating a clean and contemporary aesthetic.
Profiled metal panels with both vertical and horizontal profiles creates varied forms to the elevation. Pre fabricated panels ensure high quality finishes and controlled detailing.

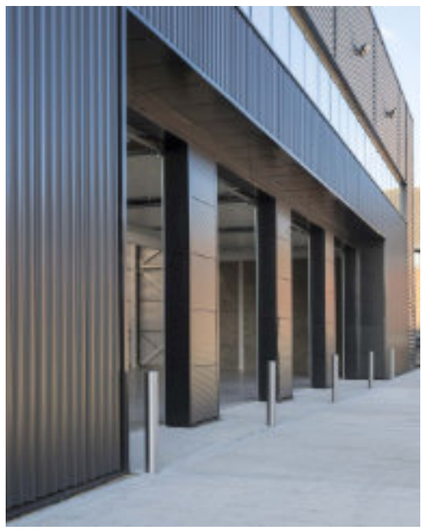
Pre cast reconstituted stone cladding is proposed to add a high quality material and a different aesthetic finish and colour to the facade, the location on the front elevation creates a dominant design while breaking up the elevation. A combination of dark metal panelling and reconstituted stone forms a rational fenestration to the building facades. Reconstituted pre cast stone takes reference from the local quarried Kent stone, forming a contextual response to place and materiality. Charcoal metal panelling grounds the building to the earth, and quietens its presence, allowing the stone elements to take visual precedence around the entrance of the docking bays. Aluminium portico design to the main entrance creates an elegant, considered focal entry point.

By maintaining a consistent but limited palette of materials this visually reduces the impact of the development from the surrounding area, both from long- and short-range views.

The design also holds extensive green walls and vertical plant climbers adding a softer aesthetic to the areas adjacent to the existing trees foliage and newly planted trees. This seeks to mitigate any visual impact of the building in terms of intervisibility.

Proposed portico and curtain wall design to entrance

Signage Zone design with horizontal profiled panels



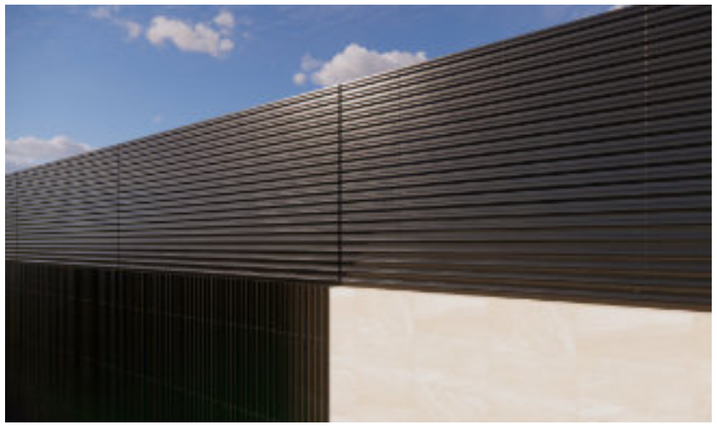
Precedent images - Faraday Road - Architect: Scott Brownrigg

Images from the architectural design model, showing the visual facade and material intent.

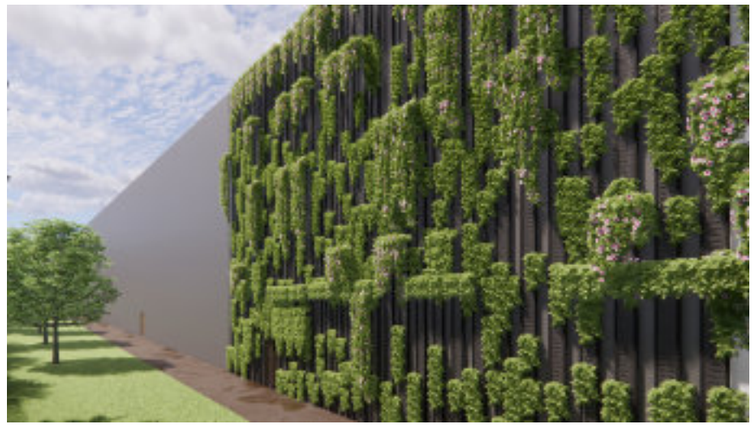
Glazing to North elevation

Green wall / climbing wires

Proposed pedestrian entrance



Horizontal profiled panels



Green wall / climbing wires

Loading bays

Signage and loading bays

3.13 External Views

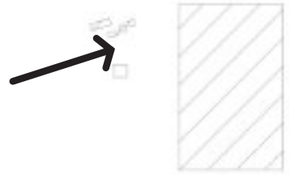
Indicative sketch views capturing the architectural design intent.

View 1

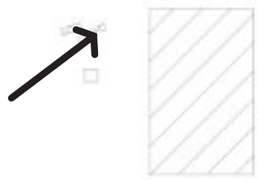
View 1 - Indicative sketch visual

Indicative sketch visuals

View 2



View 3



4.0

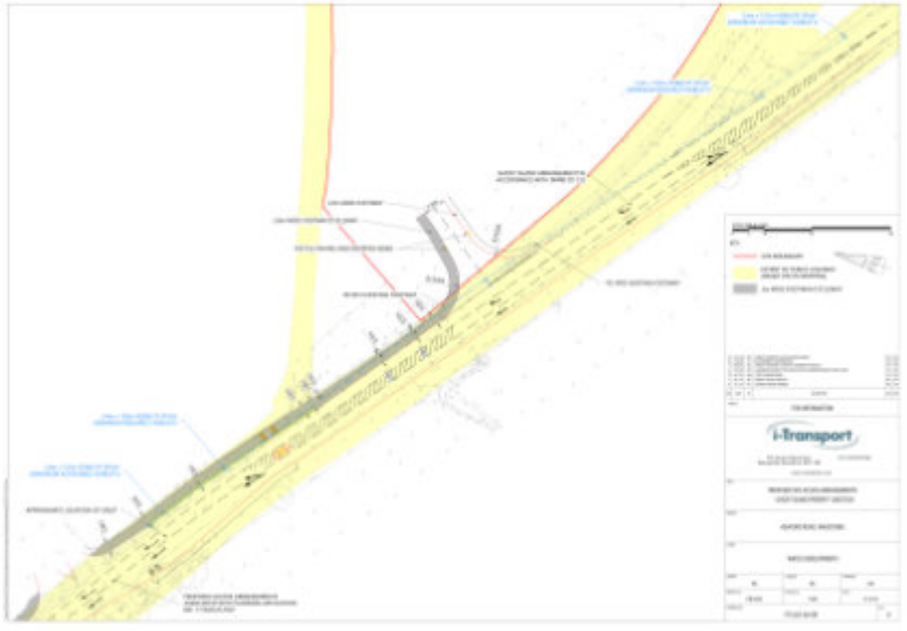
ACCESS STRATEGY

4.0 ACCESS STRATEGY

4.1 Access Strategy

Access to the site is proposed via a ghost island right turn junction which is shown on the i-Transport drawing ITB15323-GA-001H. The access arrangements tie into the permitted ghost island right turn site access arrangement associated with the Woodcut Farm scheme, as well as a new footway/cycleway along the northern side of the A20 Ashford Road. Adequate visibility splays in line with the recorded speeds on the A20 Ashford Road are achievable in all directions.

The access arrangements were agreed with KCC through the pre-application discussions and have been subject to an independent Stage 1 Road Safety Audit (RSA).



I-Transport Drawing

Indicative sketch visual

5.0

CONCLUSION

5.0 CONCLUSION

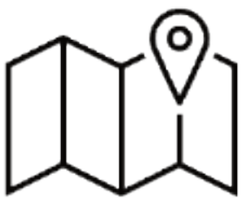
The proposal put forth provides an excellent opportunity in the immediate term to address acute demand for distribution space in the Maidstone area. It can be considered highly sustainable in terms of land use, location, specification, green credentials and provides for significant economic benefits.
The design sitting within a landscaped setting with a modern sustainable attractive contemporary building will create and attract high quality and premier businesses creating local employment opportunities. The proposal will sit comfortably within the site and setting with the neighbouring 'Woodcut Farm' development and local regeneration.

Deliverability

- The site is available, suitable and deliverable now.
- The scheme is responsive to current owner / occupier demand in the region providing for a Grade A specification unit to institutional standard
- Wates Development have the capacity, capital resources and expertise to deliver the scheme promptly and efficiently.
- As a single unit, the scheme can be completed, occupied and operating within the next 36 months. Due to the design and pre assembled off site panels.
- Delivery of the scheme in the short term will assist to ease current acute supply / demand imbalances for warehouse space in the region and nationally.

Location

- The site is a logical additional development to the Woodcut Farm development to the immediate west.
- The site is sustainably located with easy connections to Maidstone and Ashford
- As a logistics site, the sites location is excellent both nationally and internationally with infrastructure links close to major population centres and labour pools.



Economic Benefits

- The proposal will deliver a significant supply chain and economic benefit.
- Provides a significant benefit including a variety of job opportunities for local people and helps address local unemployment.
- Employment Creation: A 123,130k sq.ft distribution unit located at Ashford road would create c.128 direct jobs on site, with 90% (115) to be captured locally by people living in the Medway TTWA.
- Multiplier effects: The development could also generate around an additional 33 indirect and induced jobs in the local area (Medway TTWA) and an additional 50 indirect and induced jobs in the wider area.

Green Credentials

- The scheme is to be built to BREEAM "Excellent" standard with a high EPC rating.
- Provides for Fast Charge Electric Vehicle Points
- Provision of Biodiversity Net Gain and improved ecology.

Landscape

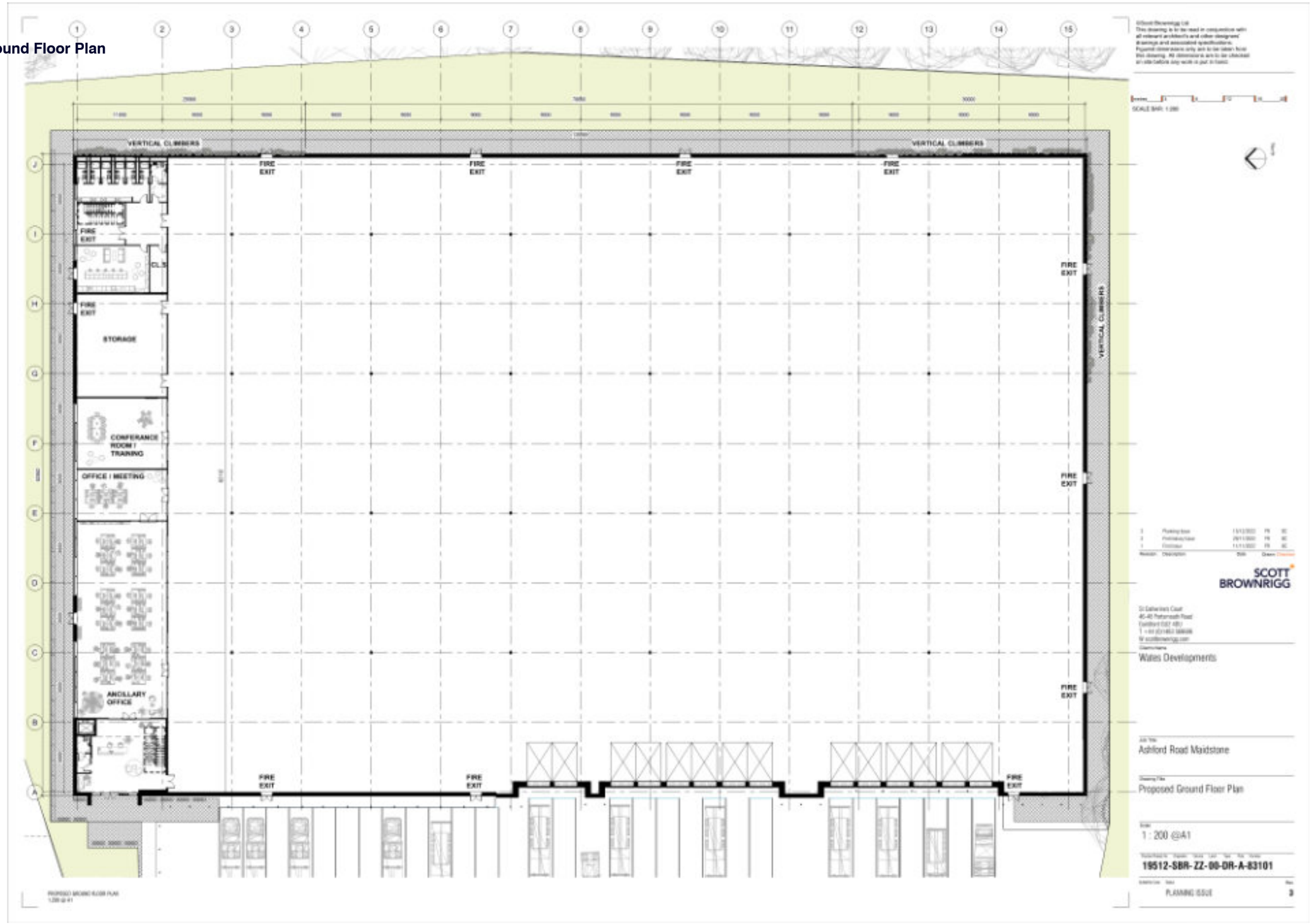
- The site is currently separated from the open countryside by highways infrastructure on all sides, forming defensible boundaries. It would therefore form development, adjoining existing employment land and highway network.
- Landscape design is responsive to place, respecting the AONB to the North, as well as adding to existing tree cover, creating additional screening and providing for a biodiversity uplift across the site.
- Improvement to ecology and local wildlife
- Managed sustainable drainage design provided to improve the site

View 1 - Indicative sketch visual

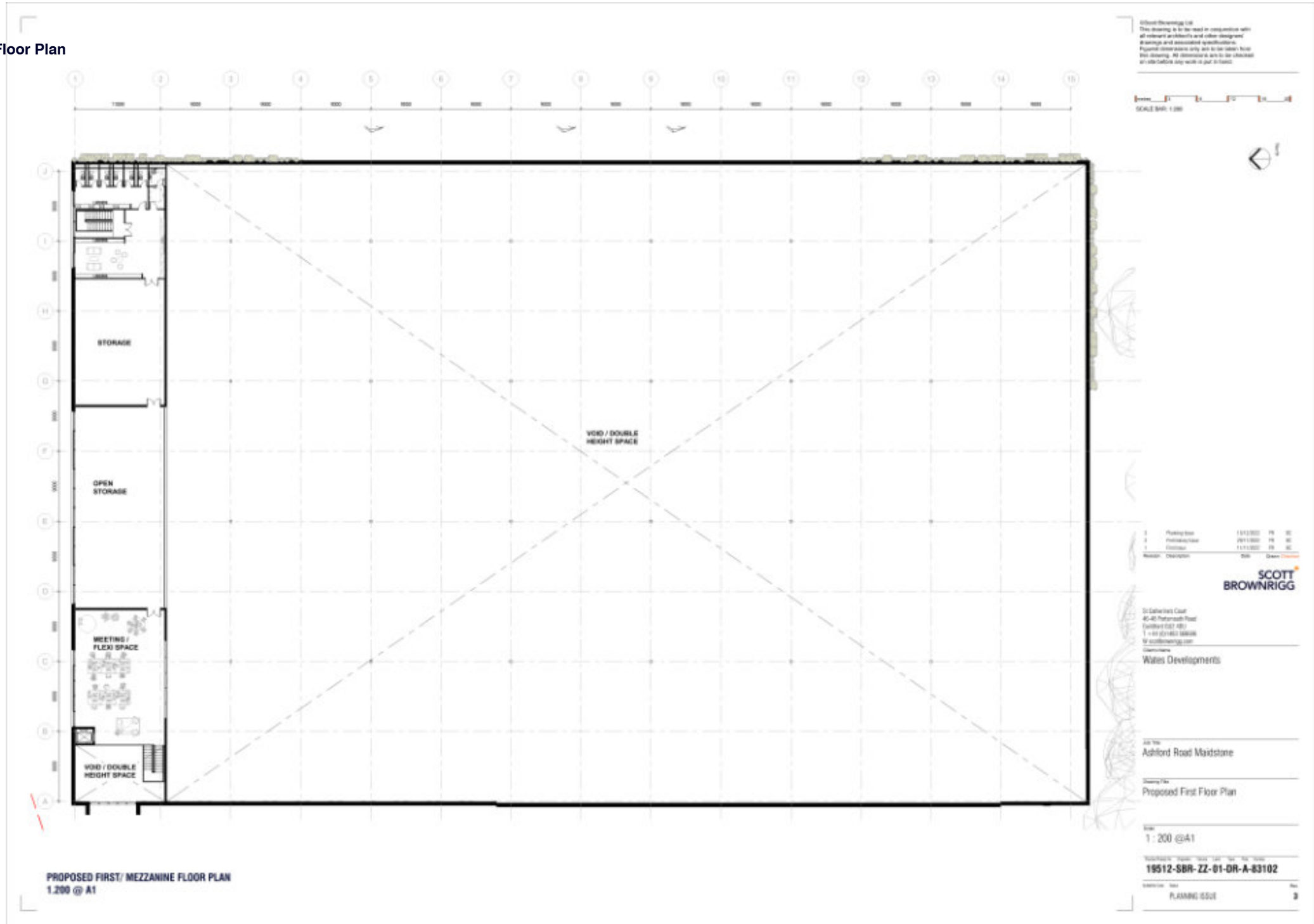
6.0

APPENDIX

6.1 Proposed Ground Floor Plan

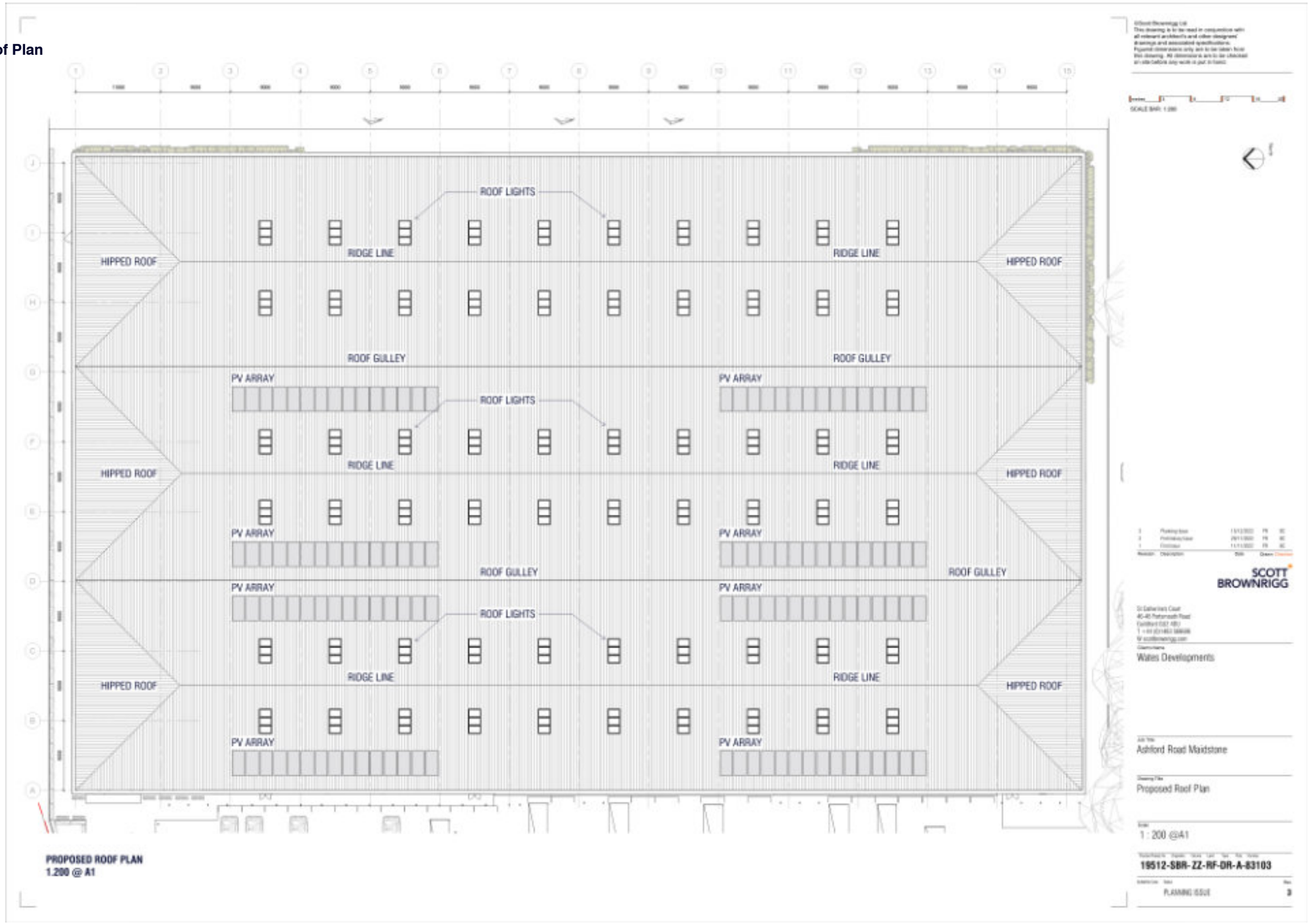


6.2 Proposed First Floor Plan

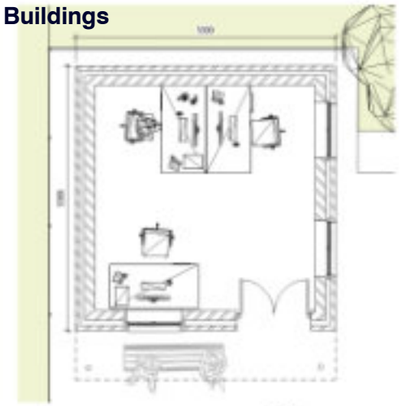


PROPOSED FIRST/ MEZZANINE FLOOR PLAN
1.200 @ A1

6.3 Proposed Roof Plan

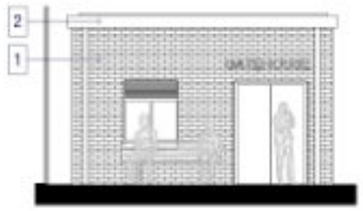


6.4 Proposed Ancillary Buildings

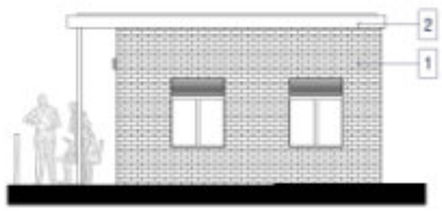


PROPOSED GATE HOUSE
1.50 @ A1

ROOF PLAN
1.50 @ A1

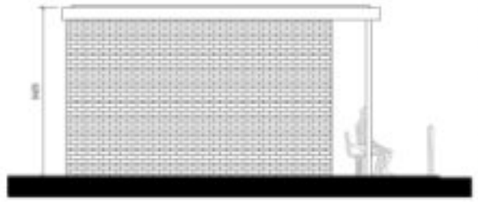


FRONT ELEVATION
1.50 @ A1



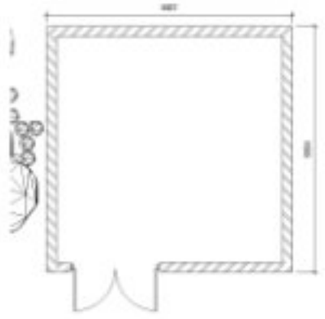
SIDE ELEVATION
1.50 @ A1

REAR ELEVATION
1.50 @ A1



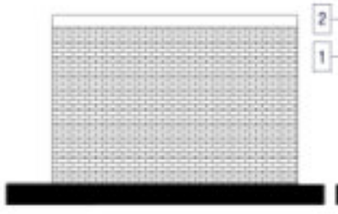
SIDE / FLANK ELEVATION
1.50 @ A1

SKETCH 3D

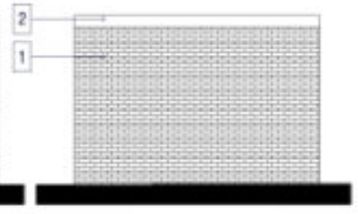


PROPOSED SUB STATION
1.50 @ A1

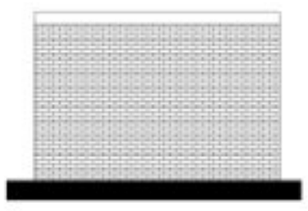
FRONT ELEVATION
1.50 @ A1



SIDE ELEVATION
1.50 @ A1



SIDE ELEVATION
1.50 @ A1



REAR ELEVATION
1.50 @ A1

MATERIAL KEY -

1 - Facing brickwork
2 - Aluminium Coping and Fascia

SCOTT BROWNRIGG

Wates Developments

Ashford Road Maidstone

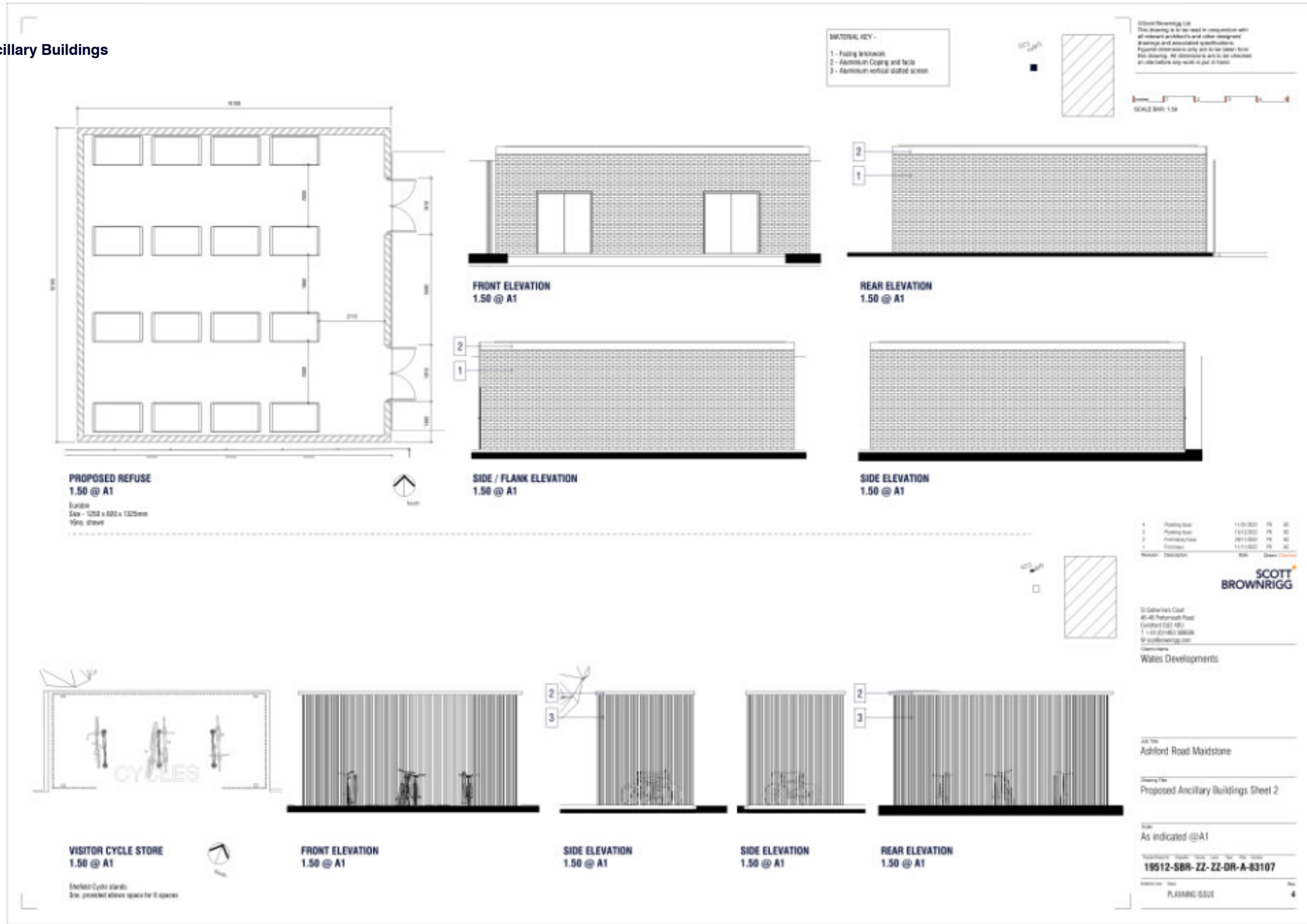
Proposed Ancillary Buildings Sheet 1

As indicated @A1

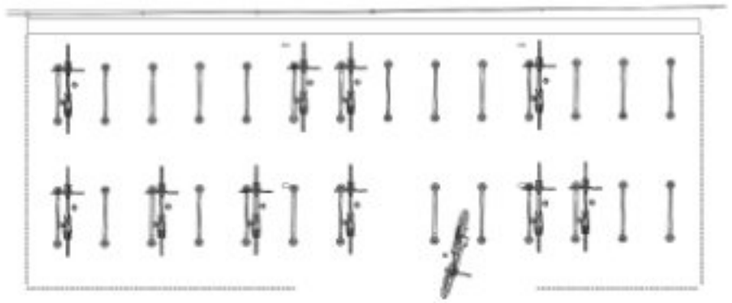
19512-SBR-ZZ-ZZ-DR-A-83106

PLANNING ISSUE

6.5 Proposed Ancillary Buildings



6.6 Proposed Ancillary Buildings

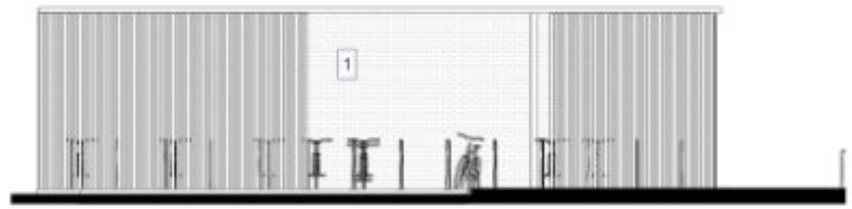


CYCLE STORE
1.50 @ A1

Sheffield Cycle stands
27no. provided allows space for 52 spaces

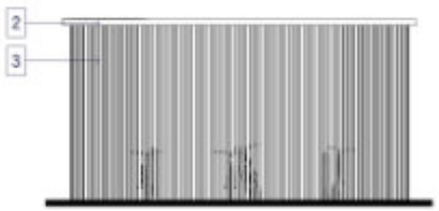
ROOF PLAN
1.50 @ A1

SKETCH 3D IMAGERY



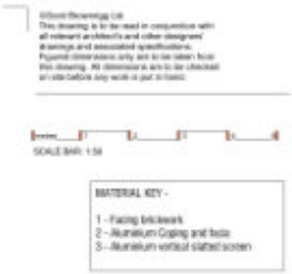
FRONT ELEVATION
1.50 @ A1

REAR ELEVATION
1.50 @ A1



SIDE ELEVATION
1.50 @ A1

SIDE ELEVATION
1.50 @ A1



SCOTT BROWNRIGG

Wates Developments

Ashford Road Maidstone

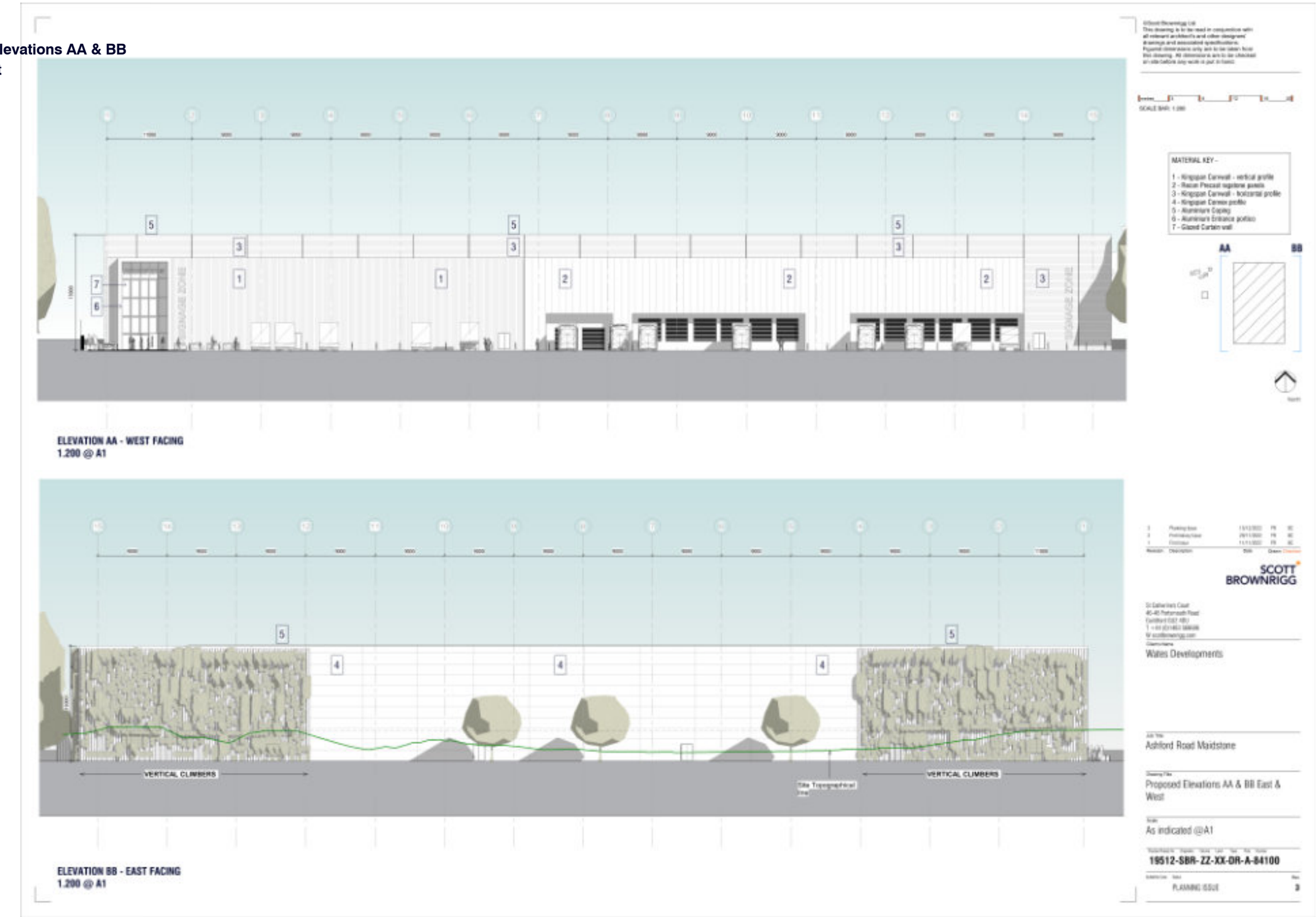
Proposed Ancillary Buildings Sheet 3

As indicated @A1

19512-SBR-ZZ-ZZ-DR-A-83108

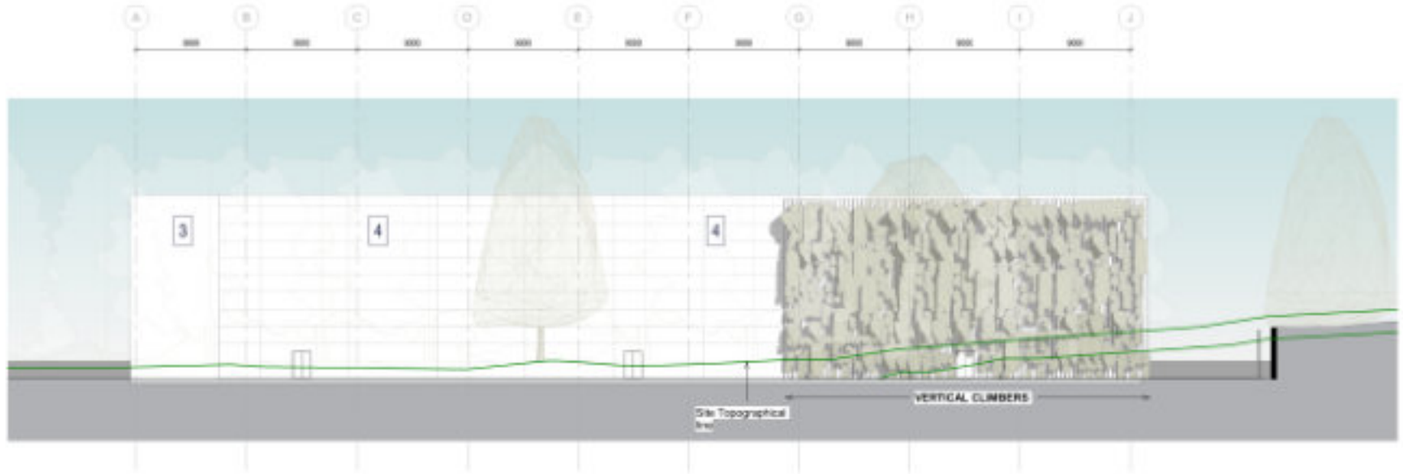
PLANNING ISSUE 3

6.7 Proposed Elevations AA & BB East & West

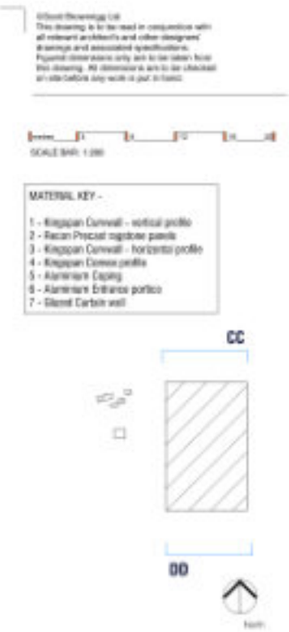


6.8 Proposed Elevations CC & DD North & South

ELEVATION CC - NORTH FACING
1:200 @ A1



ELEVATION DD - SOUTH FACING
1:200 @ A1



SCOTT BROWNRIGG

Wates Developments

Ashford Road Maidstone

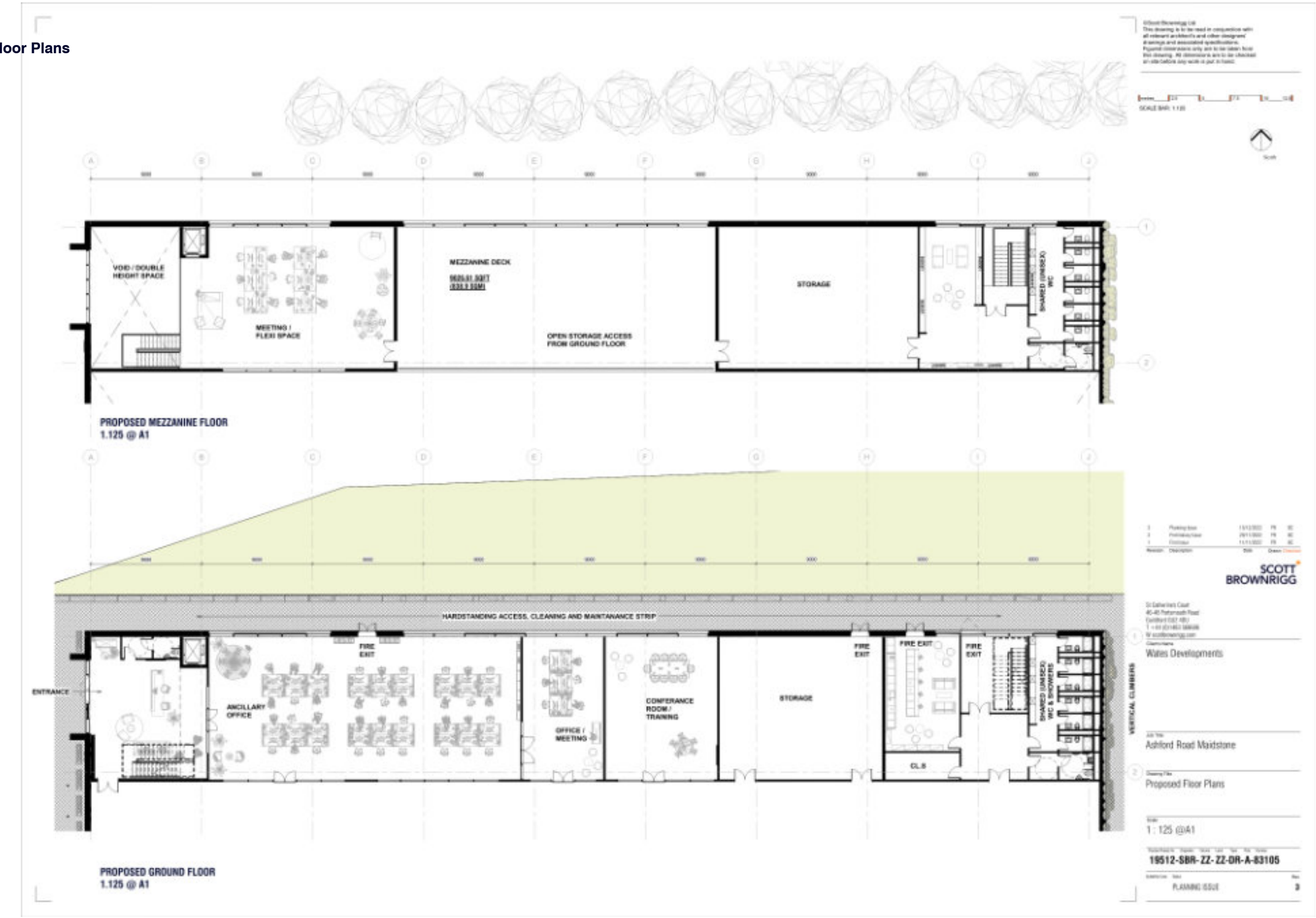
Proposed Elevations CC & DD North & South

As indicated @A1

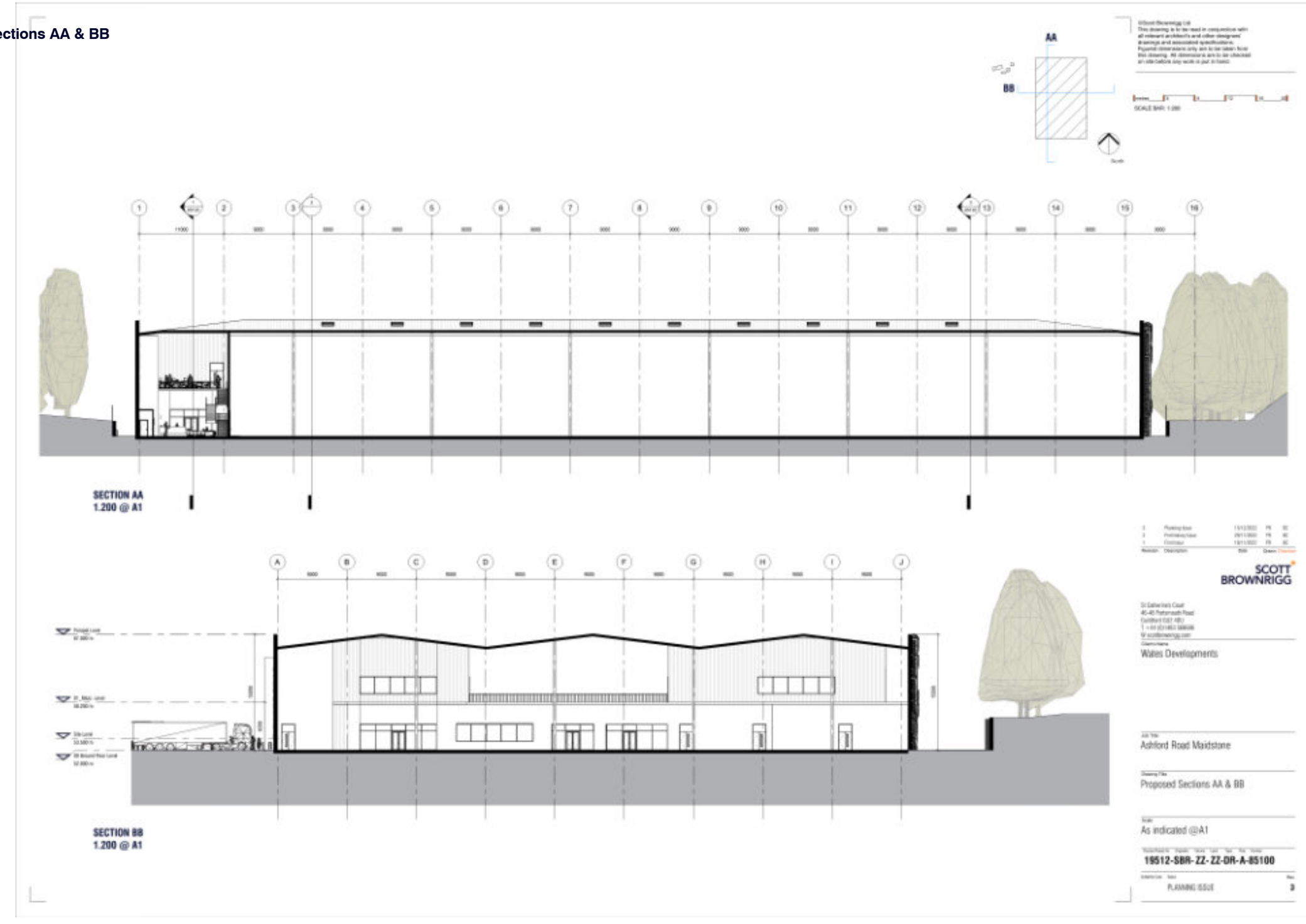
19512-SBR- ZZ-XX-DR-A-84101

PLANNING ISSUE 3

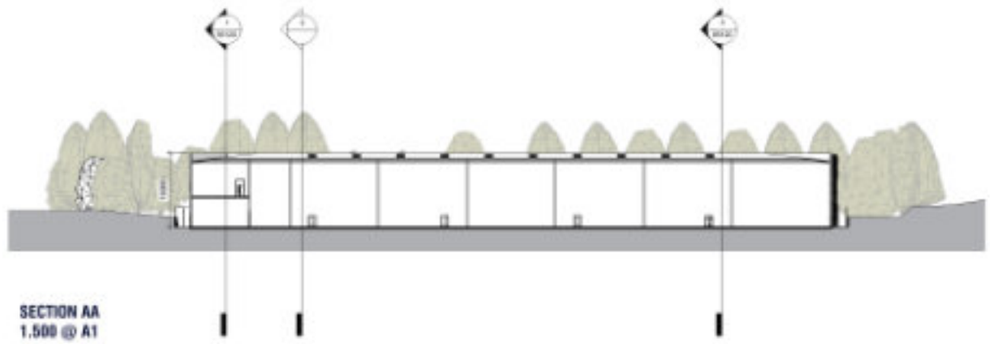
6.9 Proposed Floor Plans



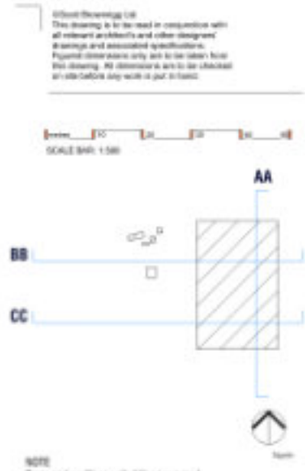
6.10 Proposed Sections AA & BB



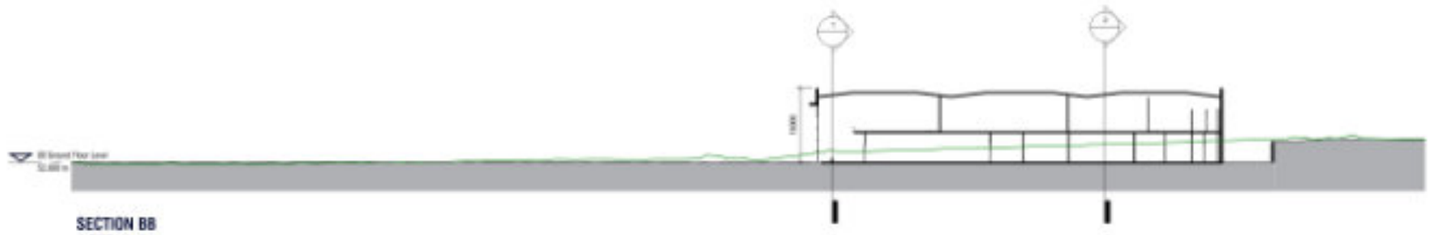
6.11 Proposed Site Sections



SECTION AA
1:500 @ A1



NOTE
Trees and ancillary outbuildings removed on Section BB and DD for clarity



SECTION BB
1:500 @ A1

SECTION CC
1:500 @ A1

SCOTT BROWNRIGG

Wates Developments

Ashford Road Maidstone

Proposed Site Sections

As indicated @A1

19512-SBR-ZZ-ZZ-DR-A-85120

PLANNING ISSUE 2

Wates House
Station Approach
Leatherhead
Surrey KT22 7SW

Tel: 01372 861000
www.wates.co.uk

Wates
DEVELOPMENTS

SCOTT BROWNRIGG