

Housing Site Selection Process
Faversham Neighbourhood Plan
December 2022

Table of Contents

1.0 Context.....	3
2.0 Identifying Sites and Selection Process	4
3.0 Sites for Allocation.....	5

1.0 Context

Faversham is a historic market town with an important maritime and industrial heritage. The designated Neighbourhood Area covers the whole town of Faversham as well as part of the neighbouring settlement of Ospringe and rural areas to the north, east and south. The Neighbourhood Area includes sensitive rural landscapes, three Conservation Areas and a large number of listed buildings, many of which are concentrated in the town centre and Faversham Creek area.

Landscapes to the north and west of Faversham are sensitive with a limited capacity to accommodate change. This is particularly true of the north, where the open marshland of the Swale Special Protection Area (SPA) and its surrounding area creates long distance views out of and towards the town. Development close to the SPA has the potential to disturb bird populations, further limiting the capacity for development.

The A2 through Ospringe is an Air Quality Management Area (AQMA) and this will influence the scale and type of any growth on the western side of Faversham since proposals will be expected to result in no net increase in relevant pollutants.

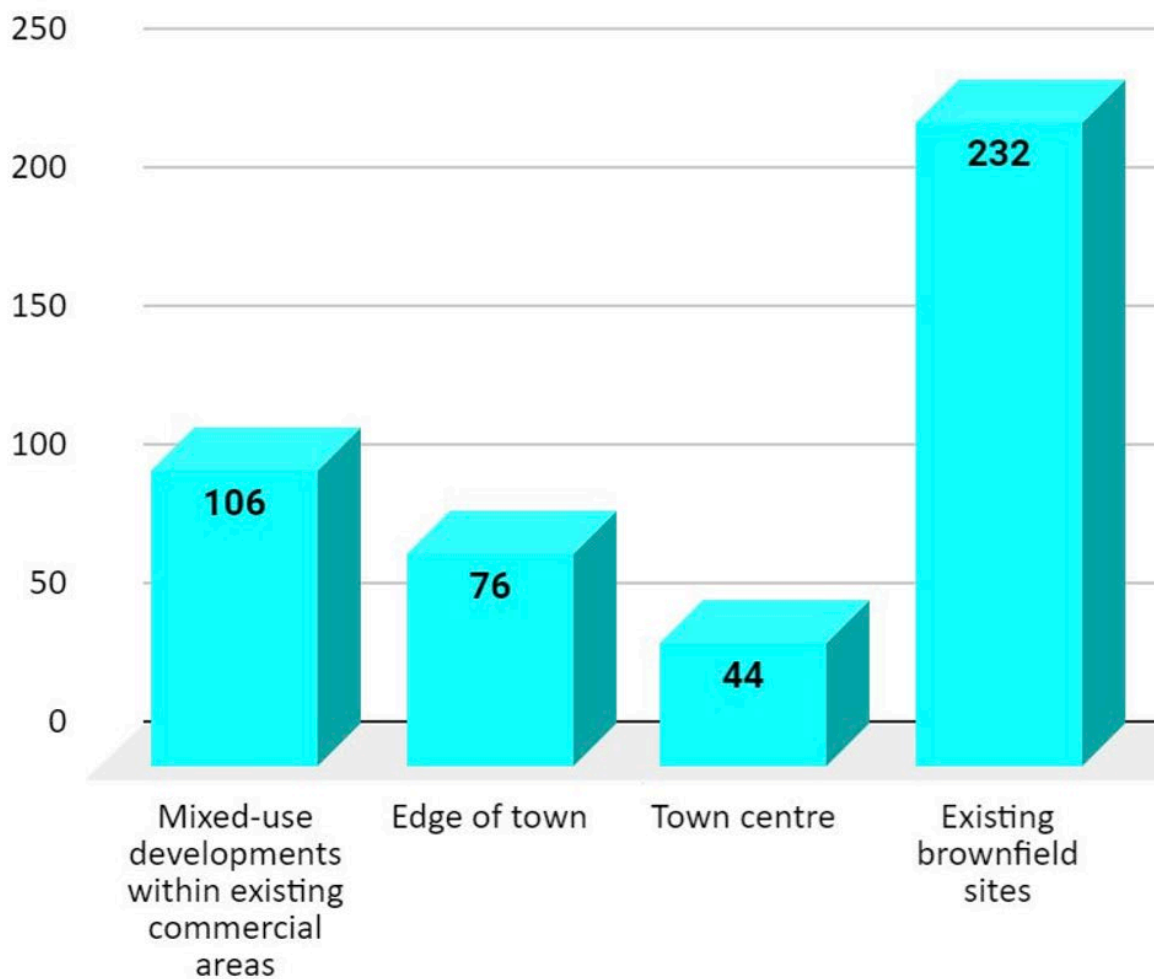
The south and east are somewhat less sensitive due to the physical and visual containment of the landscape, although some areas south of the town are sensitive because they may form part of the settings to the Kent Downs AONB, the town itself, and the individual character and separation of Ospringe.

Other than the northern edge of Faversham, the town is surrounded by the highest quality agricultural land, part of the belt of such land located north and south of the A2 running from Teynham in the west through to Boughton where land quality gives way to the clay soils of the Blean.

The Faversham Plan, is being prepared in the context of the adopted Swale Borough Local Plan (2017) and the emerging Swale Local Plan review. As part of the Swale Plan review, the Faversham neighbourhood plan has been tasked by with identifying sites suitable for allocation to meet a housing requirement of 219 dwellings. When considering the growth strategy the results from our householder survey showed that:

Question 12: Thinking about areas of our town that may be developed in the future, which of the following do you consider a priority area for the building of new homes?

(Response Options: Edge of town, Town centre, Existing brownfield sites, Mixed-use developments within existing commercial areas) 459 out of a total of 527 respondents (87.1%) answered this question:



Versions of the emerging Local Plan communicated to date, suggest that over 3,000 new homes will be allocated around the periphery of the current built up area of Faversham (although a large proportion of these will fall into other Parishes including Graveney, Boughton under Blean and Selling). Development of this scale is inevitably controversial and in the development of the Faversham Plan we have heard many and varied concerns being expressed by the community. Although the policies contained within the Faversham plans will apply to all development with the Faversham boundary, the Faversham Plan has no role in determining the appropriateness or otherwise of these 'strategic allocation.'

2.0 Identifying Sites and Selection Process

The process for the identification and appraisal of sites suitable for accommodating the 219 dwellings within the Faversham Plan is described below.

1. Potential sites for housing development were identified from three main sources. First, the Swale Strategic Housing Land Availability Assessment (April 2020) (SHLAA) was reviewed to identify sites within the Neighbourhood Area. The SHLAA identifies and assesses a total of 24 sites in the Neighbourhood Area, of which two are largely outside the Neighbourhood Area.

Second, the Made Faversham Creek Neighbourhood Plan allocated five sites within the Neighbourhood Area and those that had not been delivered were carried forward into the merging Neighbourhood Plan. Faversham Town Council also undertook a 'Call for Sites' exercise to enable landowners and developers to promote their land (in whole or in part) for development. The Call for Sites process was held in early 2021. In total, the 'Call for Sites' yielded a total of 20 sites (five of these sites included sections of SHLAA sites and the rest had not been assessed in the SHLAA). These processes collectively yielded 49 sites for consideration

2. **AECOM** were commissioned to undertake an independent site appraisal for the Faversham Neighbourhood Plan on behalf of Faversham Town Council (FTC). The work undertaken was agreed with the Town Council and the Ministry of Housing, Communities and Local Government (MHCLG) as part of the national Neighbourhood Planning Technical Support Programme led by Locality. The report concludes that 4 sites were immediately suitable for allocation (Rated **Green**) and a further 27 sites were potentially suitable for allocation, subject to the mitigation of identified constraints (Rated **Amber**). The remaining 18 sites were considered unsuitable for allocation. The judgement on the appropriateness of each site was based on the three 'tests' of suitability, availability, and achievability. These sites alongside the AECOM rating are noted in the table.
3. Each of the 31 sites deemed suitable or suitable subject to the mitigation of identified constraints were further evaluated by *the Neighbourhood Plan Volunteers Group*. Their evaluation was captured using a site appraisal pro-forma based upon a modified version of that found in the "Site Assessment for Neighbourhood Plans: A Toolkit for Neighbourhood Planners (Locality, 2019)" The purpose of using the pro forma was to enable a consistent evaluation of each site against an objective set of criteria. Prior to deployment the site evaluation criteria (and proforma) were consulted upon in May 2021. From the shortlist of 31 sites considered **Green** or **Amber** i.e. suitable, achievable, and available by AECOM, the volunteering group considered 17 of these sites suitable for allocation i.e. **Green** or **Amber**. These 17 'preferred sites' were consulted upon in February 2022.
4. Following the consultation **FTC** then applied additional site selection criteria derived from (a) consultee feedback, (b) the objectives of the Neighbourhood Plan, and (b) the preferences expressed by members of community through our engagement discussed elsewhere in this document. The criteria applied are listed below.

Preference should be given to sites that:

1. Represent the sustainable reuse of previously developed land.
2. Have the least environmental or amenity value and avoid development on existing agricultural land.
3. Stimulate economic regeneration through sensitive and sustainable mixed-use development.
4. Have the potential for community economic, social, and environmental gain.
5. Have no adverse impact to the setting of existing designated and non-designated heritage asset that cannot be mitigated.
6. Fall within the existing 'built up' boundary of Faversham.
7. Are small and medium-sized (up to 1h).

This process yielded 15 sites for final allocation which are described in the following section.

Sites on Faversham Creek

Swan Quay

This currently developed site on Quay Lane/Belvedere Road (now redundant commercial space), identified from the Swale SHLAA, is considered suitable for mixed-use development subject to (a) mitigation of identified constraints and (b) compliance with the policy below. It is estimated that the site has the capacity for 8-10 dwellings as part of a mixed-use development. It was considered that:

RAG Rating:
AECOM Site Assessment: [amber]
Faversham Neighbourhood Plan Site Selection Criteria: [green]
Site Summary:
The site has the potential to stimulate economic regeneration through sensitive and sustainable mixed-use development.
The site has the potential for community economic and social gain.
Development of the site would represent the sustainable reuse of previously developed land.
Development of the site will have no adverse impact to the setting of existing designated and non-designated heritage assets if developed in accordance with the policy
The site falls within the existing 'built up' boundary of Faversham.
The site is small and medium-sized (up to 1h).

Former Frank and Whittome Site, Belvedere Road

This currently developed site on Belvedere Road (now redundant commercial buildings), identified from the Swale SHLAA is considered suitable for mixed-use development subject to (a) mitigation of identified constraints and (b) compliance with the policy below. It is estimated that the site has the capacity for 7-10 dwellings as part of a mixed-use development. It was considered that:

RAG Rating:
AECOM Site Assessment: [amber]
Faversham Neighbourhood Plan Site Selection Criteria: [green]
Site Summary:
The site has the potential to stimulate economic regeneration through sensitive and sustainable mixed-use development.
The site has the potential for community economic and social gain.
Development of the site would represent the sustainable reuse of previously developed land.
Development of the site will have no adverse impact to the setting of existing designated and non-designated heritage assets if developed in accordance with the policy
The site falls within the existing 'built up' boundary of Faversham.
The site is small and medium-sized (up to 1h).

Chaff House and Car Park

This currently developed site on Conduit Street/Bridge Road (a redundant office building and private car park), identified from the Faversham NHP call for sites, is considered suitable for mixed-use development subject to (a) mitigation of identified constraints and (b) compliance with the policy below. It is estimated that the site has the capacity for 2-3 dwellings as part of a mixed-use development. It was considered that:

RAG Rating:
AECOM Site Assessment: [amber]
Faversham Neighbourhood Plan Site Selection Criteria: [green]
Site Summary:
Development of the site would represent the sustainable reuse of previously developed land.
The site has low environmental or amenity value
Development of the site will have no adverse impact to the setting of existing designated and non-designated heritage assets if developed in accordance with the policy
The site falls within the existing 'built up' boundary of Faversham.
The site is small and medium-sized (up to 1h).

BMM Weston Parcel 3 Brent Road

This private car park on Brent Road, identified from the Faversham NHP call for sites, is considered suitable for mixed-use development subject to (a) mitigation of identified constraints and (b) compliance with the policy below. It is estimated that the site has the capacity for 10 dwellings as part of a mixed-use development. It was considered that:

RAG Rating:
AECOM Site Assessment: [amber]
Faversham Neighbourhood Plan Site Selection Criteria: [green]
Site Summary:
The site has the potential to stimulate economic regeneration through sensitive and sustainable mixed-use development.
Development of the site would represent the sustainable reuse of previously developed land.
The site has low environmental or amenity value
Development of the site will have no adverse impact to the setting of existing designated and non-designated heritage assets if developed in accordance with the policy
The site falls within the existing 'built up' boundary of Faversham.
The site is small and medium-sized (up to 1h).

Ordnance Wharf

This previously developed site on Brent Road, identified from the Faversham Creek Neighbourhood Plan, is considered suitable for mixed use development subject to (a) mitigation of identified constraints and (b) compliance with the policy below. It is estimated that the site has the capacity for 3-4 dwellings as part of a mixed-use development.

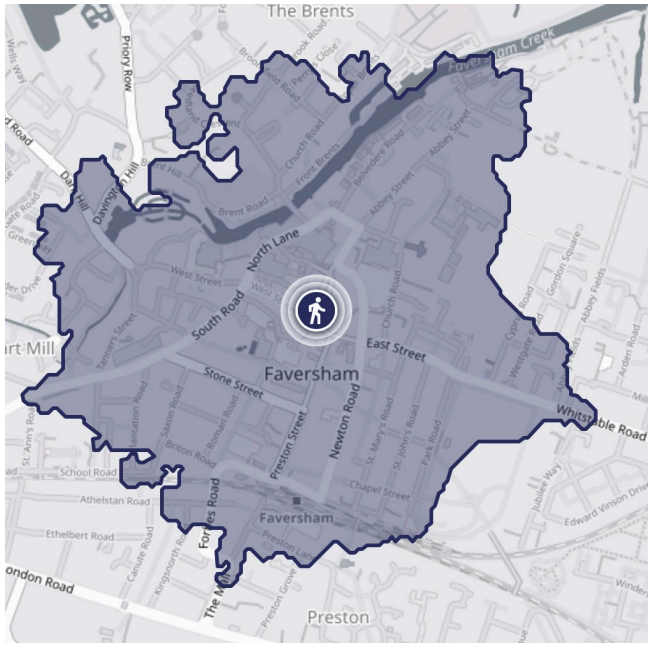
RAG Rating:
AECOM Site Assessment: [amber}
Faversham Neighbourhood Plan Site Selection Criteria: [green]
Site Summary:
The site has the potential to stimulate economic regeneration through sensitive and sustainable mixed-use development.
The site has the potential for community economic, social gain.
Development of the site would represent the sustainable reuse of previously developed land.
Development of the site will have no adverse impact to the setting of existing designated and non-designated heritage assets if developed in accordance with the policy
The site falls within the existing 'built up' boundary of Faversham.
The site is small and medium-sized (up to 1h).

Former Coach Depot

This currently developed site on Abbey Road (a car wash/repair garage), identified from the Faversham Creek Neighbourhood Plan, is considered suitable for mixed use development subject to (a) mitigation of identified constraints and (b) compliance with the policy below. It is estimated that the site has the capacity for 4-6 dwellings as part of a mixed-use development. It was considered that:

RAG Rating:
AECOM Site Assessment: [amber}
Faversham Neighbourhood Plan Site Selection Criteria: [green]
Site Summary:
The site has the potential to stimulate economic regeneration through sensitive and sustainable mixed-use development.
The site has the potential for community economic and social gain.
Development of the site would represent the sustainable reuse of previously developed land.
The site has low environmental or amenity value
Development of the site will have no adverse impact to the setting of existing designated and non-designated heritage assets if developed in accordance with the policy
The site falls within the existing 'built up' boundary of Faversham.
The site is small and medium-sized (up to 1h).

Sites within 10 minutes walk of Faversham Town Centre



Fentiman’s Yard, New Creek Road

This currently developed site on New Creek Road (lock up storage/light industrial), identified from the Swale SHLAA, is considered suitable for residential development subject to (a) mitigation of identified constraints and (b) compliance with the policy below. It is estimated that the site has the capacity for 6-7 dwelling. It was considered that:

RAG Rating:
AECOM Site Assessment: [amber]
Faversham Neighbourhood Plan Site Selection Criteria: [green]
Site Summary:
Development of the site would represent the sustainable reuse of previously developed land.
The site has low environmental or amenity value
Development of the site will have no adverse impact to the setting of existing designated and non-designated heritage assets if developed in accordance with the policy
The site falls within the existing ‘built up’ boundary of Faversham.
The site is small and medium-sized (up to 1h).

BMM Weston Parcel 1b, Brent Road Faversham

This currently developed sites on Brent Road (redundant factory space), identified from the Faversham NHP call for sites, is considered suitable for residential development subject to (a) mitigation of identified constraints and (b) compliance with the policy below. It is estimated that the site has the capacity for 3-4 dwellings. It was considered that:

RAG Rating:
AECOM Site Assessment: [amber]
Faversham Neighbourhood Plan Site Selection Criteria: [green]
Site Summary:
Development of the site would represent the sustainable reuse of previously developed land.
The site has low environmental or amenity value

Development of the site will have no adverse impact to the setting of existing designated and non-designated heritage assets if developed in accordance with the policy
The site falls within the existing 'built up' boundary of Faversham.
The site is small and medium-sized (up to 1h).

BMM Weston Parcel 1c, Brent Road Faversham

This currently developed sites on Brent Road (redundant factory space), identified from the Faversham NHP call for sites, is considered suitable for residential development subject to (a) mitigation of identified constraints and (b) compliance with the policy below. It is estimated that the site has the capacity for 4-5 dwellings. It was considered that:

RAG Rating:
AECOM Site Assessment: [amber}
Faversham Neighbourhood Plan Site Selection Criteria: [green]
Site Summary:
Development of the site would represent the sustainable reuse of previously developed land.
The site has low environmental or amenity value
Development of the site will have no adverse impact to the setting of existing designated and non-designated heritage assets if developed in accordance with the policy
The site falls within the existing 'built up' boundary of Faversham.
The site is small and medium-sized (up to 1h).

BMM Weston Parcel 2, Brent Road, Faversham

This currently developed sites on Brent Road (now redundant office space and grounds), identified from the Faversham NHP call for sites, is considered suitable for residential development subject to (a) mitigation of identified constraints and (b) compliance with the policy below. It is estimated that the site has the capacity for 15 dwellings (subject to details of re-use of existing office building). It was considered that:

RAG Rating:
AECOM Site Assessment: [amber}
Faversham Neighbourhood Plan Site Selection Criteria: [green]
Site Summary:
Development of the site would represent the sustainable reuse of previously developed land.
Development of the site will have no adverse impact to the setting of existing designated and non-designated heritage assets if developed in accordance with the policy
The site falls within the existing 'built up' boundary of Faversham.
The site is small and medium-sized (up to 1h).

Railway Yard

This previously developed site on Station Road, identified from the Faversham NHP call for sites, is considered suitable for residential development subject to (a) mitigation of identified constraints and (b) compliance with the policy below. It is estimated that the site has the capacity for 17-18 dwellings. It was considered that:

RAG Rating:
AECOM Site Assessment: [amber}
Faversham Neighbourhood Plan Site Selection Criteria: [green]
Site Summary:
The site has the potential to stimulate economic regeneration through sensitive and sustainable mixed-use development.
The site has the potential for community social gain through the provision of a create a cycling and walking route through the site linking the Recreation Ground, the existing railway footbridge and Jubilee Way industrial estate with the railway station
Development of the site would represent the sustainable reuse of previously developed land.
The site has low environmental or amenity value
Development of the site will have no adverse impact to the setting of existing designated and non-designated heritage assets if developed in accordance with the policy
The site falls within the existing 'built up' boundary of Faversham.
The site is small and medium-sized (up to 1h).

Former White Horse Car Park

This private car park on North Lane identified from the Faversham NHP call for sites, is considered suitable for residential development subject to (a) mitigation of identified constraints and (b) compliance with the policy below. It is estimated that the site has the capacity for 3-4 dwellings. It was considered that:

RAG Rating:
AECOM Site Assessment: [amber}
Faversham Neighbourhood Plan Site Selection Criteria: [green]
Site Summary:
Development of the site would represent the sustainable reuse of previously developed land.
The site has low environmental or amenity value
Development of the site will have no adverse impact to the setting of existing designated and non-designated heritage assets if developed in accordance with the policy
The site falls within the existing 'built up' boundary of Faversham.
The site is small and medium-sized (up to 1h).

Sites within 20 minute's walk from Faversham Town Centre



Kiln Court and Osbourne Court

These previously developed sites off Lower Road (now redundant care home facilities and their grounds owned by KCC), identified from the Swale SHLAA, are considered suitable for residential development subject to (a) mitigation of identified constraints and (b) compliance with the policy below. It is estimated that the sites have the capacity for 75 dwellings. This site is considerably larger than other sites allocated within the neighbourhood plan (at 2.74 hectares) but given it is owned by KCC we would hope the site is sold to a developer of social housing eg the Community Land Trust, to address the significant shortage of affordable rental housing in Faversham. It was considered that:

RAG Rating:
AECOM Site Assessment: [amber]
Faversham Neighbourhood Plan Site Selection Criteria: [green]
Site Summary:
The site has the potential for community social gain if allocated for housing for social rent.
Development of the site would represent the sustainable reuse of previously developed land.
The site has low amenity value
Development of the site will have no adverse impact to the setting of existing designated and non-designated heritage assets if developed in accordance with the policy
The site falls within the existing 'built up' boundary of Faversham.

Beaumont Davey Close

This currently developed site off the Ashford Road (now redundant Kent Fire and Rescue residential property), identified from the Swale SHLAA, is considered suitable for residential development subject to (a) mitigation of identified constraints and (b) compliance with the policy below. It is estimated that the site has the capacity for 10-12 dwellings. It was considered that:

RAG Rating:
AECOM Site Assessment: [amber}
Faversham Neighbourhood Plan Site Selection Criteria: [green]
Site Summary:
Development of the site would represent the sustainable reuse of previously developed land.
The site has low amenity value
Development of the site will have no adverse impact to the setting of existing designated and non-designated heritage assets if developed in accordance with the policy
The site falls within the existing 'built up' boundary of Faversham.

Queen Court Farmyard

This previously developed site off Water Lane (redundant Farmyard), identified from the Faversham Neighbourhood Plan call for sites, is considered suitable for residential development subject to (a) mitigation of identified constraints and (b) compliance with the policy below. It is estimated that the site has the capacity for 10-12 dwellings. It was considered that:

RAG Rating:
AECOM Site Assessment: [amber}
Faversham Neighbourhood Plan Site Selection Criteria: [green]
Site Summary:
Development of the site would represent the sustainable reuse of previously developed land.
The site has low amenity value
The site has the potential for community social and environmental gain through the provision of new footpaths linking to existing ones and a community green space the lower portion of the site bounding Water Lane, Mutton Lane and the Nailbourne.
Development of the site will have no adverse impact to the setting of existing designated and non-designated heritage assets if developed in accordance with the policy

Site Ref.	Location/ description	Site area (ha)	Current land use	Indicative Max Capacity (45 Dwellings per hectare) note 1	Site Capacity AECOM site appraisal note 2	landowner indicated number/type of units note 3	Potential Use	AECOM rating	FNP Site Selection Criteria rating	Final Outcome
CNP2	Ordnance Wharf, Brent Road	0.1	Brownfield	5	4	NA	Mixed use residential, commercial and community			suitable for allocation
CNP3	Former Coach Depot, Abbey Street	0.1	Brownfield	5	6	NA	mixed use, commercial and residential			suitable for allocation
FNP1	Fentiman's Yard, New Creek Road	0.15	Brownfield	7	6	NA	Mixed-use commercial and residential			suitable for allocation
FNP3	Former Frank and Whittope, Belvedere Road	0.206	Brownfield	9	10	NA	mixed use, commercial and residential			suitable for allocation
FNP11	Chaff House and Car Park, North Lane	0.06 (circa 500m2)	Brownfield	3	3	NA	mixed use- commercial and residential			suitable for allocation
FNP18	BMM Weston Ltd parcel 3 Land at Brent Road	0.38	Car park	17	10	45 flats	mixed use residential, commercial and community			suitable for allocation
18/029	Swan Quay, Belvedere Road	0.25	Brownfield	11	10	NA	mixed use, commercial and residential			suitable for allocation
FNP4	Kiln Court and Osborne Court	2.3	Brownfield	104	75	NA	Potential for residential or hybrid scheme			suitable for allocation
FNP5	Beaumont Davey Close, Ashford Road	0.42	Brownfield	19	12	NA	residential			suitable for allocation
FNP10	The Railway Yard, Station Road	0.73	Brownfield	33	18	32	residential			suitable for allocation
FNP12	Former White Horse Car Park, North Lane	0.08	Brownfield	4	4	NA	Residential			suitable for allocation
FNP15	BMM Weston Ltd FNP1b Land at Brent Road	0.09	Redundant factory accommodation	4	4	10 flats	Residential			suitable for allocation
FNP16	BMM Weston Ltd FNP1c Land at Brent Road	0.16	Redundant factory accommodation	7	5	15 flats	Residential			suitable for allocation
FNP17	BMM Weston Ltd parcel 2 Land at Brent Road	1	Redundant Offices within large grounds	45	15	10 houses, 12 flats	Residential			suitable for allocation
18/079	Queen Court Farmyard, Water Lane	1.7	Redundant Farmyard	77	9	9	Residential			suitable for allocation
FNP13	Rear access land to Market inn from St John's Road	0.02	infill	1	1	NA	Residential			Infill may be permitted under Policy Fav 02 so allocation un-necessary
18/068	Land at Perry Court Farmhouse, Brogdale Road	2.5	Farm Buildings	45	NA	NA	Residential			Redevelopment of existing buildings may be permitted under Policy Fav 02 providing there is no adverse impact on heritage assets so allocation un-necessary
18/169	Rear 97-103 Ashford Road	0.32	gardens	14	20	NA	Residential			Greenfield site so unsuitable
18/235	Land at Perry Court Farm, London Road	1.5	Agricultural land	60	NA	NA	Residential			Greenfield site so unsuitable
18/078	Lady Dane Farm Buildings, Love Lane	0.65	Farm buildings	29	NA	NA	Residential			Site no longer available
FNP14	Land at Ham Road	24.9	Agricultural land	100	NA	NA	Residential			Greenfield site so unsuitable
18/028	Land at Queen Court Farm, Brogdale Road	44.27	Agricultural land	400	NA	NA	Residential			Greenfield site so unsuitable
18/030	Land at Lion Field	1.45	Agricultural land	50	NA	NA	Residential			Greenfield site so unsuitable
18/062	39 Abbey Fields	7.7	Agriculture	175	NA	NA	Residential			Greenfield site so unsuitable
18/081	Land at London Road and Western Link	3.2	Grazing, scrubland	55	NA	NA	Residential			Greenfield site so unsuitable
18/107	Land east of Faversham Industrial Estate, Graveney Road	1.7	Agricultural land	50	NA	NA	Residential			Greenfield site so unsuitable
18/108	Land at Brett House, Bysing Wood Road	2.7	open scrubland	35	NA	NA	Residential			Greenfield site so unsuitable
18/167	Land west of Western Link	35.6	Agricultural land	600	NA	NA	Residential			Greenfield site so unsuitable

18/194	Bysingwood Primary School, Hazebrouck Road	0.7	Former school grounds	31	NA	NA	Residential			Site no longer available
18/203	Provender Mill, New Creek Road (Standard Quay)	0.95	Commercial/ industrial	25	NA	NA	Residential			Standard Quay contains leisure, retail and hospitality businesses and contributes positively to the visitor economy. Residential development would result in loss of existing employment contrary to Policy Fav 15.

Table: Sites for allocation in the Neighbourhood Plan

Note on estimated dwelling capacity.

Note 1: This is an indicative maximum capacity figure based upon (45 Dwellings per hectare. This figure was provided by the LPA, Swale Borough Council. It does not take into consideration any specific site constraints and is hypothetical.

Note 2: The estimated dwelling capacity have been taken from the Faversham Neighbourhood Plan Site options and assessment report (AECOM). The methodology is described in that report.

Note 3: This is the number provided by landowners where available.

The precise capacity of any given site will require negotiation and agreement between landowners, site promoters and the local planning authority at the point of planning application taking into consideration the type and size of housing required in the Neighbourhood Area, the wider objectives of the Neighbourhood Plan.