

More Faversham

Report and recommendations
from the workshops 28th &
29th October 2016



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Executive Summary

Faversham is an attractive and successful town, well loved by those who have grown up in it or chosen to settle there. It has a picturesque historic centre with thriving independent shops and other businesses, a strong economy and a lively cultural scene. It is a small walkable town. Like many towns in England it is experiencing growth as more proposals are come forward for housing developments around its periphery. This growth brings opportunities to build on the success of the town but also challenges in terms of infrastructure for walking, cycling and driving, public space and community facilities. Growth also threatens the unique identity of the town as new development potentially transforms Faversham from a place with special buildings and spaces to somewhere that could be anywhere.

The workshop recognised that the growth of Faversham is inevitable. While some residents of Faversham may oppose growth in general and some may oppose specific proposals, national and global pressures for more housing will find their expression in national and local policies. There are proposals in the emerging Swale local plan for 1,776 new homes in Faversham. This number has been increased because of the intervention of the planning inspector. Once this Swale local plan has been completed the Borough Council will begin working on the next one and will be looking for further sites for housing.

Growth brings challenges and also opportunities. Local facilities and services may come under strain but they may also become more viable, and new ones might be developed. New people will buy homes in the town but there is an opportunity to develop more affordable homes for local people. There will be increased traffic but also opportunities to invest in making Faversham a safer place to walk and cycle.

The workshops that took place in October 2016 developed principles and proposals to make the most of Faversham's growth. The principles are to be applied to new developments in the town to ensure that they are well connected, support the town centre, integrate green space and water courses and respond to local character. The proposals were for new initiatives to improve walking and cycling, transform the A2 road through the town so it was no longer a barrier to movement and reduce traffic speeds.

For the workshop participants the title 'More Faversham' was not just about the quantity of development. There was a feeling that new development should be seen as creating more Faversham rather than 'more anywhere'. This relates to the character of development and its integration into the existing town.

Background

Faversham Town Council and Swale District Council jointly commissioned Design South East to organise a design workshop (charrette) on the future of Faversham in October 2016. The workshop was carried out over 2 days, with targeted sessions aimed at ensuring that many stakeholders in the town could input into the process. The initial event was held with statutory stakeholders to help set the scene, identify any existing data sources and initiatives that might be important to this piece of work, and to begin establishing principles and new initiatives that may be needed. The second day was a larger session with a wider group, designed to ensure that as much of the towns key communities could input into this process. More than 30 people took part over the two days including town, borough and county councillors, representatives of community organisations, churches and local business.

Each of the days was broken into workshops which successively built towards generating an outline strategy for managing future growth in Faversham. The information from the first workshop was fed into the second, so that the wider group had a solid baseline to work from.

The outputs from these events are captured in this document.

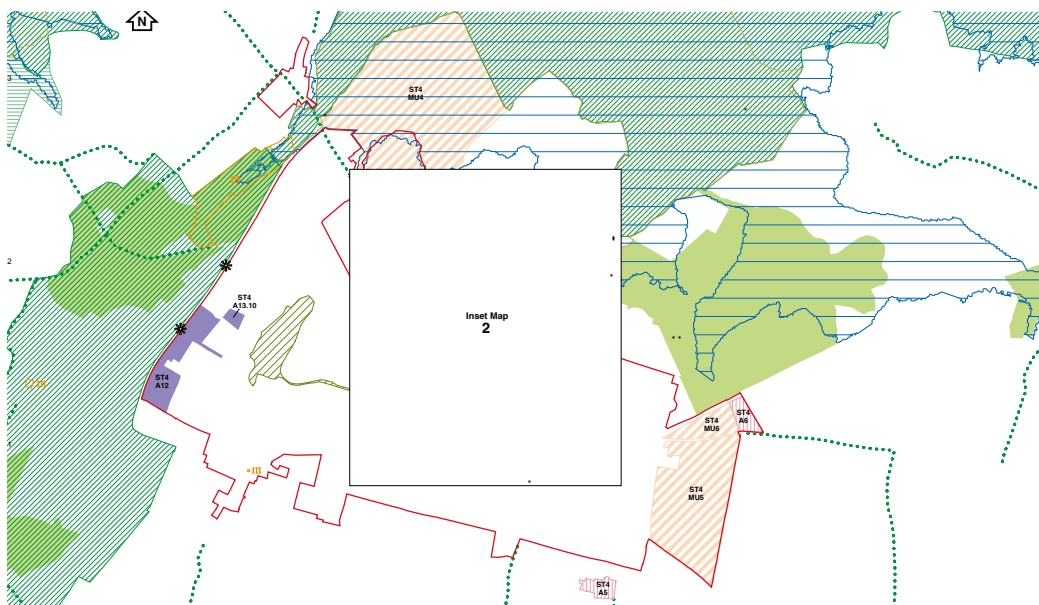


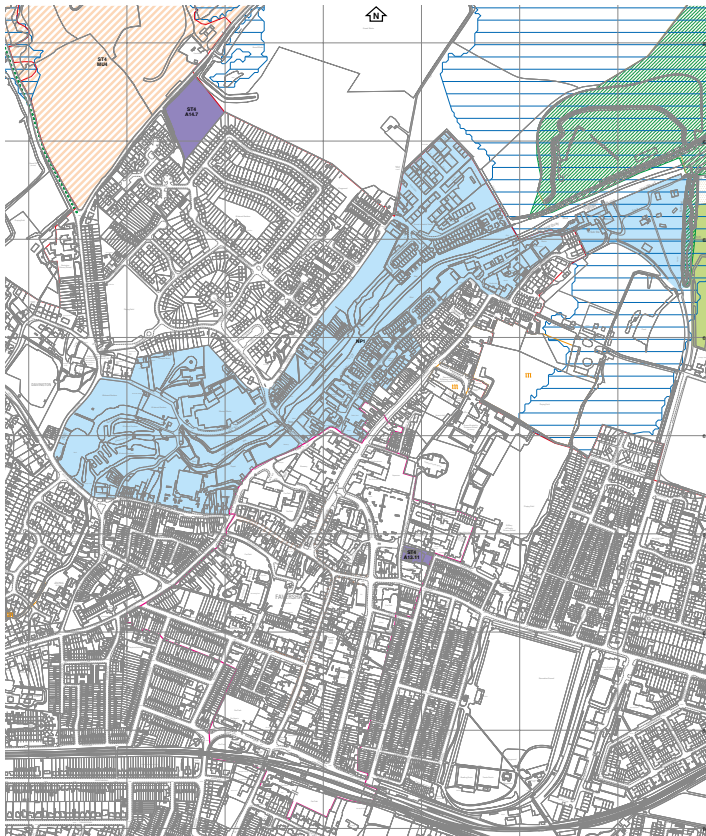
Faversham in the Local Plan

The status of Faversham as an attractive historic town is recognised in the Swale Local Plan, as is its marine heritage and impressive countryside setting. The Local Plan recognises that meeting the housing and economic needs of both the town and the wider area cannot be done without releasing new land for development. In doing so, the opportunity to improve the tourism offer is highlighted, as is the need to ensure any growth in the town sits comfortably with the town and its surroundings.

The provisional housing numbers for the town sit at 1,776 new dwellings, with allocations for 1,583 on existing sites in and around Faversham. The Local Plan says:

“Our main allocations for housing will be some 260 dwellings to support the employment site at Lady Dane Farm, east of Love Lane, Faversham, 250 dwellings on land at the Western Link, some 330 dwellings at Oare gravel works, together with a series of land releases to the south of the town at Brogdale Road (66 dwellings), Perry Court Farm (370 dwellings) and at Preston Fields (217 dwellings) to the east of Ashford Road. These sites have good access to the town and the strategic road network, but development will need to be sensitively planned so as to address the issues arising from their location within the setting of the town. At Graveney Road, the former Nova premises is also proposed for redevelopment for some 90 dwellings.”





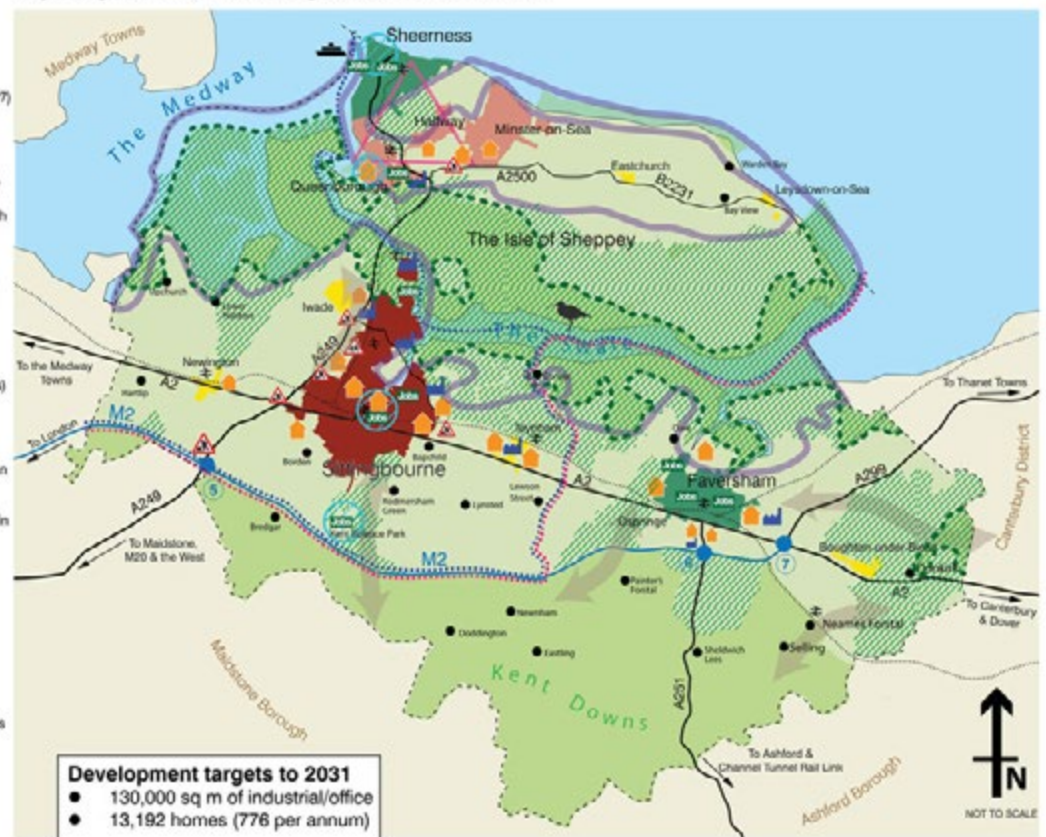
Key to the Proposals Maps

- Borough Boundary
- Built-up area boundary ST3
- Existing Committed Employment Allocations A1
- Existing Committed Housing Allocations A7
- Proposed Employment Allocations ST4
- Proposed Housing Allocations ST4
- Proposed Mixed Use Allocations ST4
- Proposed Regeneration Areas ST4
- Faversham Creek Neighbourhood Plan NP1
- Safeguarded Area of Search for Sittingbourne Northern Relief Road AS1
- Town Centre Boundary DM1
- Primary Shopping Area DM2
- Secondary Shopping Area DM2
- Holiday Parks DM4
- Proposed Local Green Spaces DM18
- Coastal Change Management Area DM23
- Erosion Zone 1 DM23
- Erosion Zone 2 DM23
- Kent Downs Area of Outstanding Natural Beauty DM24
- Areas of High Landscape Value (Kent Level) DM24
- Areas of High Landscape Value (Swale Level) DM24
- Important Local Countryside Gaps DM25
- Rural Lane DM26
- International & National Designated Site of Biodiversity &/or Geological Value DM26
- National Site Designated Solely for Biodiversity &/or Geological Value DM28
- Local Designated Site of Biodiversity DM28
- inc. roadside nature reserve
- Scheduled Monument DM34
- Historic Parks and Gardens DM35
- Area of High Townscape Value DM36

Key

- Principal Natural Asset (DM24, 20)
- Management of Recreational Impacts (CP7)
- Creation of Strategic Green Corridors (CP7)
- Areas of High Landscape Value (DM24)
- Protection of wider countryside (ST3)
- Strategy area boundary - High Growth (ST2-ST4, ST5-ST6)
- Strategy area boundary - Lower (conservation) Growth (ST2-ST4, ST7)
- Main Borough Urban Centre (ST3 Primary Growth Focus)
- Other Borough Centres (ST3 Secondary, constrained growth focus)
- Other Urban Local Centres (ST3 Supporting growth focus)
- The West Sheppey Triangle (ST3 Main Sheppey growth focus)
- Rural Local Service Centres (ST3 Main focus in rural areas)
- Other Villages (ST3 Minor focus for development)
- Coastal Change Management Area (DM23)
- Housing locations greater than 100 dwellings (ST4)
- Main proposed employment locations (ST4)
- Regeneration Areas (Regen 1 - 4)
- Existing Strategic Employment Site (CP)
- Proposed transport improvement
- Proposed secondary school

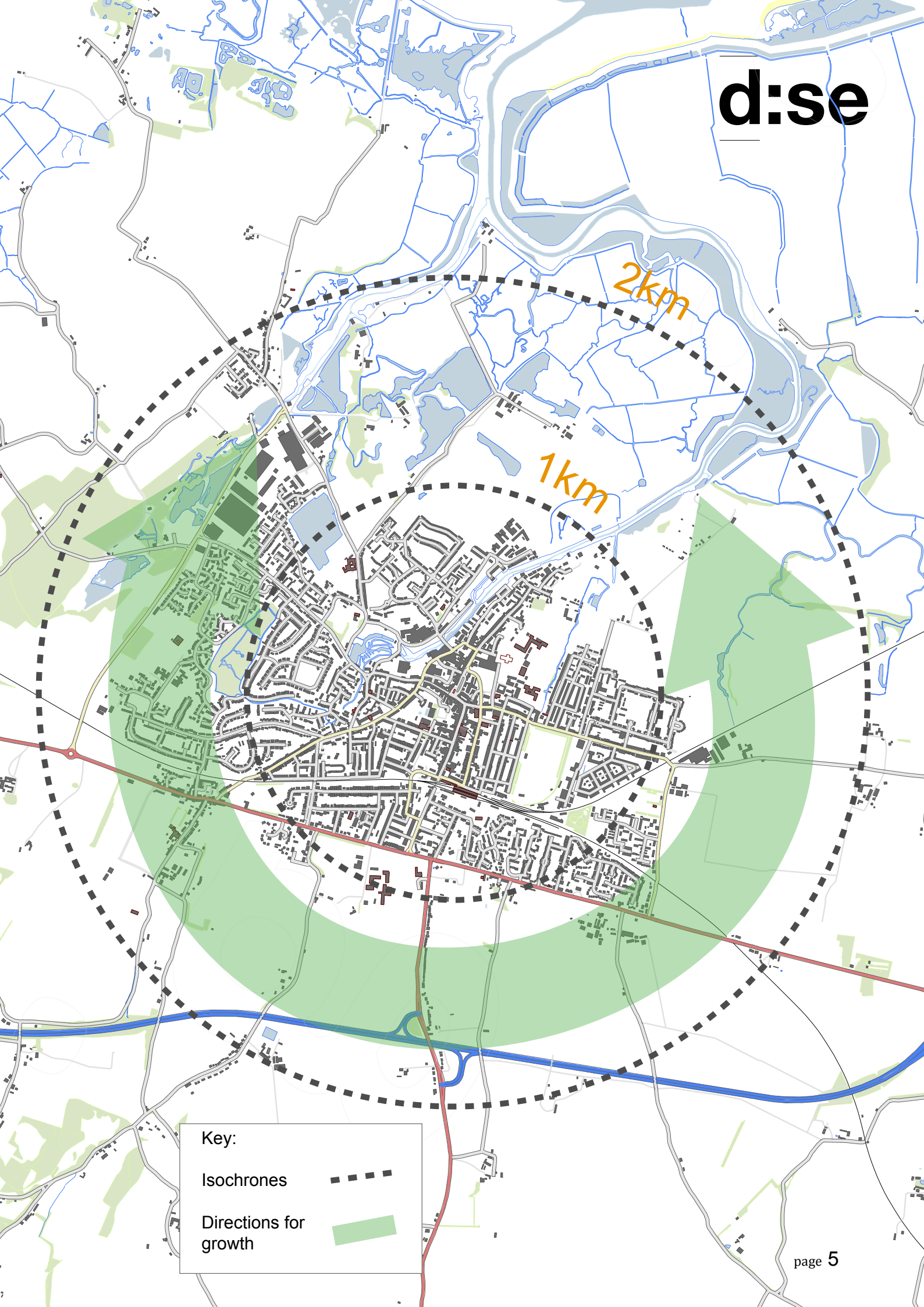
Key Diagram: Swale Borough Council Local Plan



More Faversham: The 2km town

Nearly all of the current built-up area of Faversham is within 1 kilometre of the centre. All of the proposed sites for growth are between 1 and 2 kilometres from the centre. Faversham is thus growing from a 1-kilometre town to a 2-kilometre town. A 2-kilometre town is still a relatively small town, walkable for most of its residents and capable of having a homogeneous identity and a strong sense of community.





Key:

Isochrones



Directions for growth



Challenges and opportunities

The workshop identified many aspects of Faversham's built environment, as well as its economy and social and cultural life, that was working well. It also identified those parts of the built environment where there was room for improvement and where future growth and change would create new challenges or exacerbate old ones.

Walkability

Faversham is a walkable town and has the potential to remain so even in its expanded form. Some streets in the town centre are pedestrianised, almost all others have reasonably wide footways and these are supplemented by a series of alleys or pathways which cut across the road network. However, there are some streets where footways are absent or restricted, particularly Brent Hill and Davington Hill. The points where major pedestrian routes cross some of the busier roads, for example the West Street/South Road junction, could be more pedestrian-friendly. Issues around the A2 and Creek are dealt with below.

Cycling

2011 census data shows levels of cycling to work between 1.3 and 2.3% in different parts of Faversham; around the national average. Apart from some challenging topography on the north-east side, Faversham is a cycle-able town. The historic street pattern does not create many opportunities for dedicated cycle-ways. Where they do exist the workshop identified that they have been implemented in a typically 'stop-start' pattern (i.e. a stretch of segregated cycling space suddenly ends and cyclists are expected to re-integrate into traffic). This is at best inconvenient, at worst dangerous. As in other towns and cities, having generally calm, low-speed streets is the best way to ensure cycle safety. The workshop identified East Street/Whitstable Road as being particularly uncomfortable for cyclists.

Driving and parking

There are times when traffic becomes congested in Faversham, particularly on South Street and Newton Road and on the A2. Some participants also reported difficulties with parking. Traffic is managed in Faversham in a way typical of the late 20th century where motorists are encouraged to use a limited number of distributor roads. Historic patterns of development and barriers such as the creek and railway mean that these more heavily trafficked roads do not form a rational network which leads to some convoluted journeys. Hence, difficulties at certain times of day. Being stuck in traffic or unable to find a parking space is frustrating, so perceptions of these difficulties can often seem worse than reality. It would be helpful to have some clearer data on traffic build up, waiting times, etc. and on usage of car parks at different times.

The railway and the A2

The railway, A2, A251 and M2 are major pieces of infrastructure that keep Faversham well-connected to the rest of Kent, London and beyond.

The railway and the A2 run east-west across the southern part of the town. Each in its way creates a barrier to north-south movement. Safety requirements means that the railway is an absolute barrier but there are 9 crossings as it passes through the town including 3 bridges and 2 underpasses for pedestrians only. The east of the town seems to suffer from the poorest cross-railways connectivity.

The barrier created by the A2 is more perceptual. As a busy road, it is difficult to cross for pedestrians and cyclists, but also for vehicles travelling north-south. This may reduce the degree to which residents of any development to the south of the A2 feel and act as if they are part of the town.

Connection to the countryside, Creek and Swale

An advantage of a small, walkable town is that the countryside is never far away. Streets and paths through the town do connect to the wider footpath network beyond but the workshop felt that these connections could be easier to use and more legible. The Creek and the Swale beyond are obvious targets for walking and developments over recent decades have prevented the establishment of a continuous Creek-side walk.

Form and character of development

There was concern about the form and character of development creating isolated 'estates' which felt separate from the rest of Faversham. It was acknowledged that it was inappropriate for new development simply to copy the architectural form and materials of the historic core of the town or the Victorian or 20th Century suburbs, but through response to landscape, connectivity, layout and street pattern new developments could be better integrated.

Town centre

Faversham's picturesque historic centre is a major asset of the town and has been crucial to ensuring that the retail and leisure economy of the town centre remains resilient. It has however meant that the retail offer is quite specific with chain stores and comparison shopping largely absent. This means that Faversham cannot compete with other centres in Kent, notably Canterbury for certain types of shopping and that residents have to make some shopping trips outside the town. Retail voids are low but there are some, and some marginal uses such as charity shops which indicates a degree of vulnerability.

There was a strong sense that the relative success of the town centre should not be taken for granted. Factors that reinforce that success include the town's walkability (into and around the centre), the proximity of employment and facilities such as the station, swimming pools, post office, pubs, etc. The strong social capital of Faversham, with its series of festivals, live events and markets helps to reinforce the centres success. All these factors for success need to be cherished and reinforced if the centre is to continue to thrive.

Economy

Faversham has a diversified economy where most private sector employers are small enterprises, with a few medium sized firms and only Shepherd Neame meeting the definition of a 'large' firm (i.e. over 250 employees). Unemployment is below average and there is a strong creative economy with many people working from home and good networking and collaboration between local businesses. As in all areas the care sector is large and growing.

As with most of Swale, more people commute out of the town for work (to other Kent centres and London) than come in. The visitor economy is significant to Faversham's prosperity and helps maintain a retail and leisure sector which might not be so strong if it only relied on the local population. Thus, Faversham's image and the quality of its environment is critical to its economic success.

Social exclusion

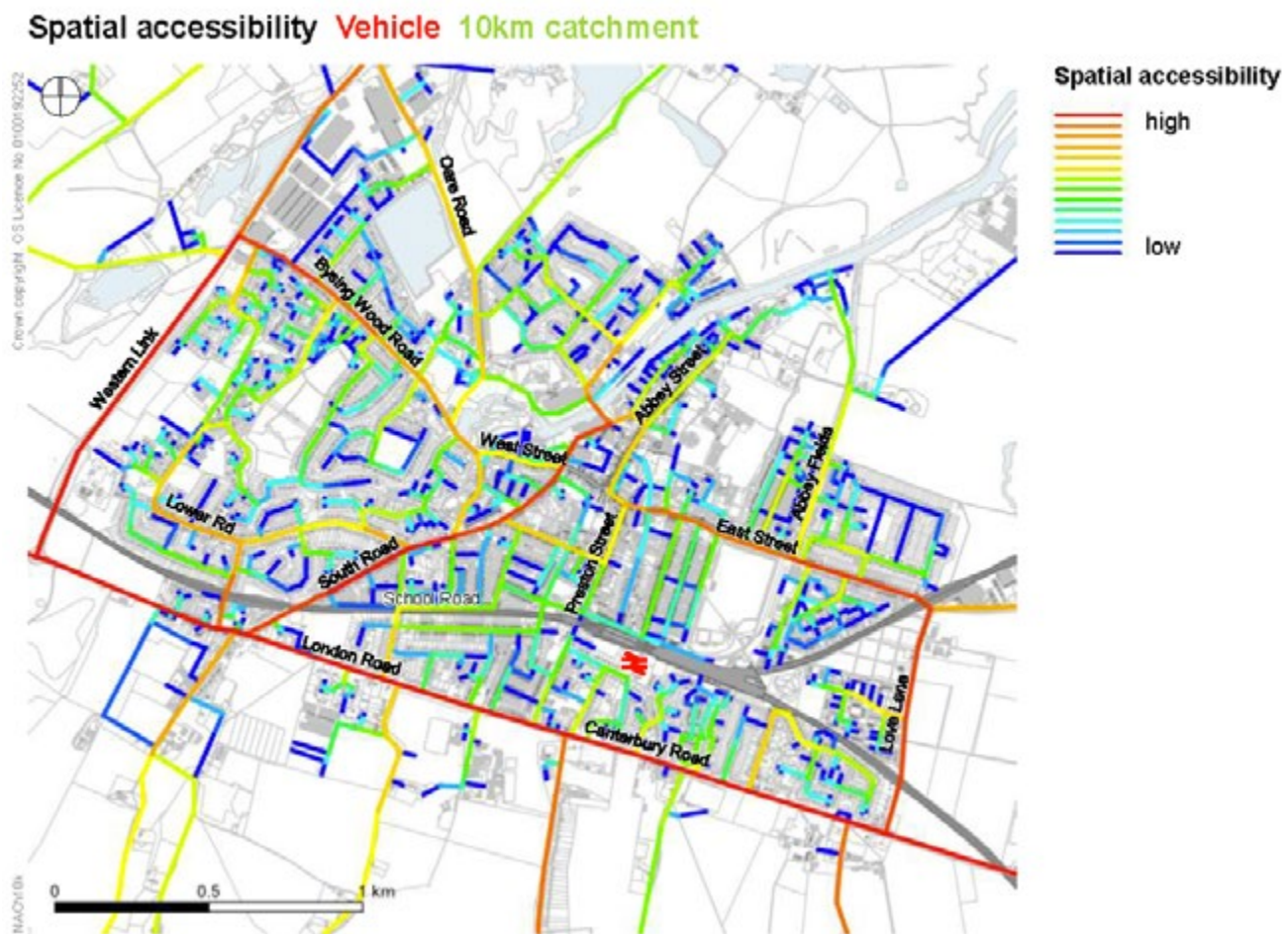
Faversham was felt to be a place where to a large extent long-term residents and newcomers get on well and work together constructively. However, Faversham does have pockets of deprivation and families living in poverty or suffering other disadvantages who will feel left behind by change in the town.

As in many parts of the country young people find it difficult to afford to buy (or even rent) their own homes. Faversham's attractiveness to commuters and others moving in from more expensive locations will push housing prices up. Earnings from local employment do not match this growth. This affordability crisis is a function of a wider lack of housing supply and the growth of housing in Faversham will not necessarily address it. The workshop felt that given national changes to the definition of affordable housing and pressures to reduce the percentage of affordable units within developments, affordable housing within new developments, although very welcome, would not provide all the answers.

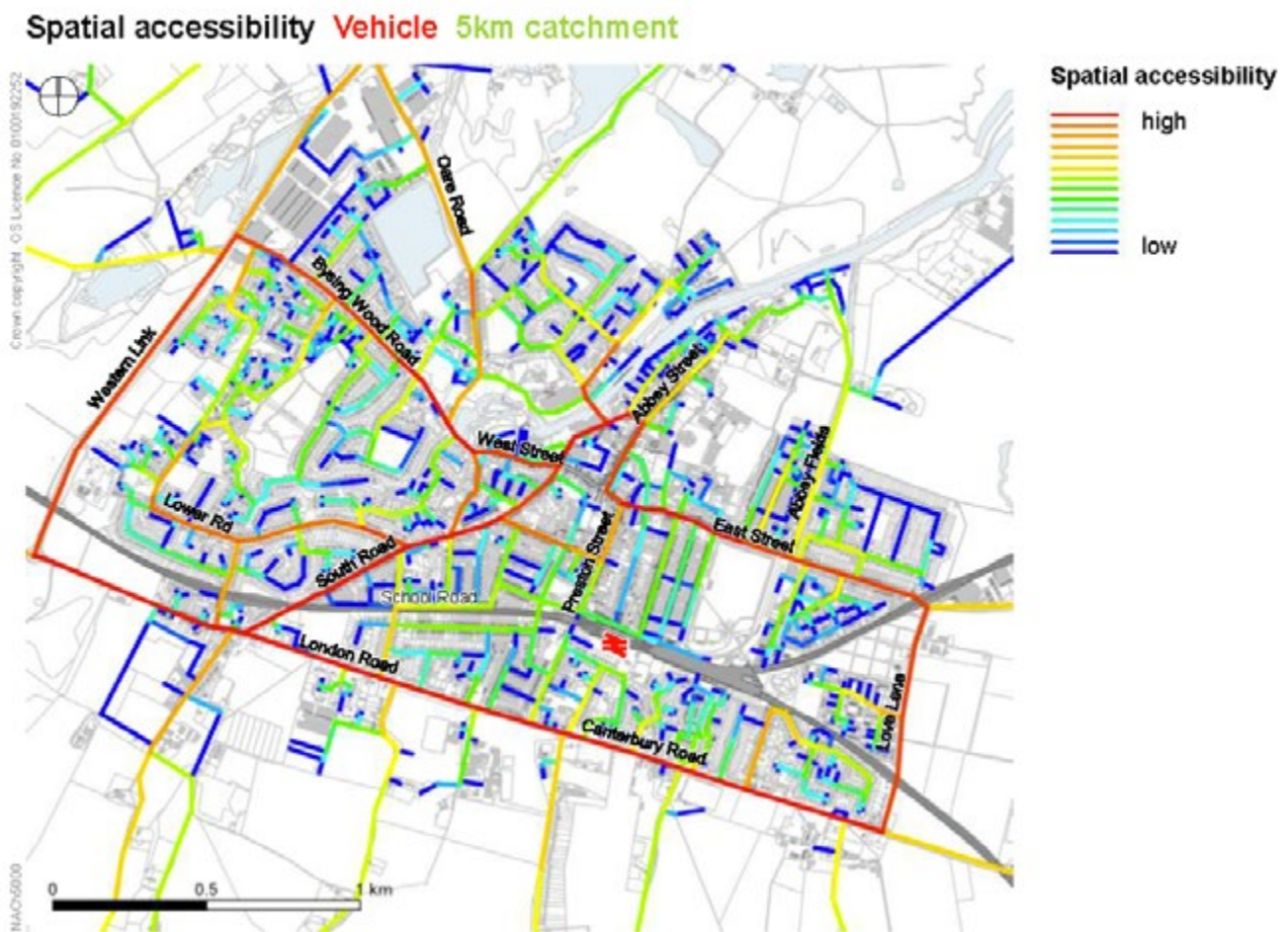
Identity and culture

Many of the elements that are associated with the identity of Faversham are found in other towns but it is their combination that makes Faversham unique. Faversham's built heritage is the most obvious manifestation of its identity and is crucial to its success as a town of markets with an 'al fresco' town centre with many cafés, pubs and other meeting points. At times not so visible, but a strong element of Faversham's identity is the strong and somewhat separate marine community around the creek with significant economic and cultural activity around boats and their repair and maintenance. Beyond the economically active area of the creek there is access to marshes and other rich areas of ecology. The presence of the brewery in the heart of the town is a significant part of Faversham's identity. The cinema, historic churches, sports and recreation facilities, museums and festivals all add to the mix. This ecosystem of cultural activity needs to be cherished as it raises Faversham above being simply a picturesque historic town.

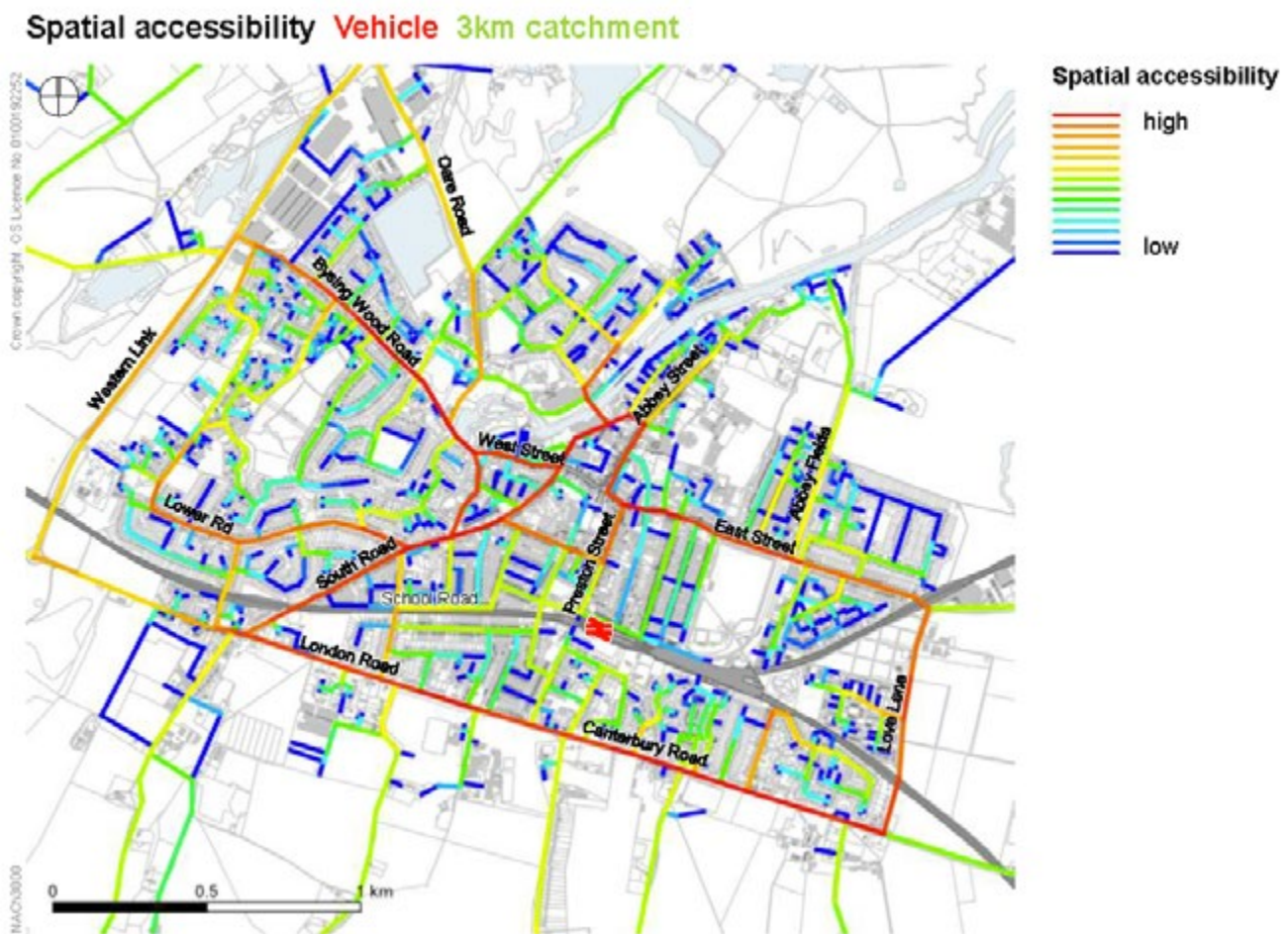
Connectivity and integration



Space Syntax Ltd very kindly shared with us analysis that they have undertaken which examines the way places and spaces in Faversham integrate with one another. Warm colours show high levels of spatial integration, whilst cooler colour represent streets and spaces that are not spatially accessible for any given model. The image above shows routes that are attractive to vehicles making long (10km) journeys. Note that the A2, the Western Link and South Road are the most important streets within town for this kind of trip, with much of Faversham offering very little by way of routes attractive to people making longer journeys.



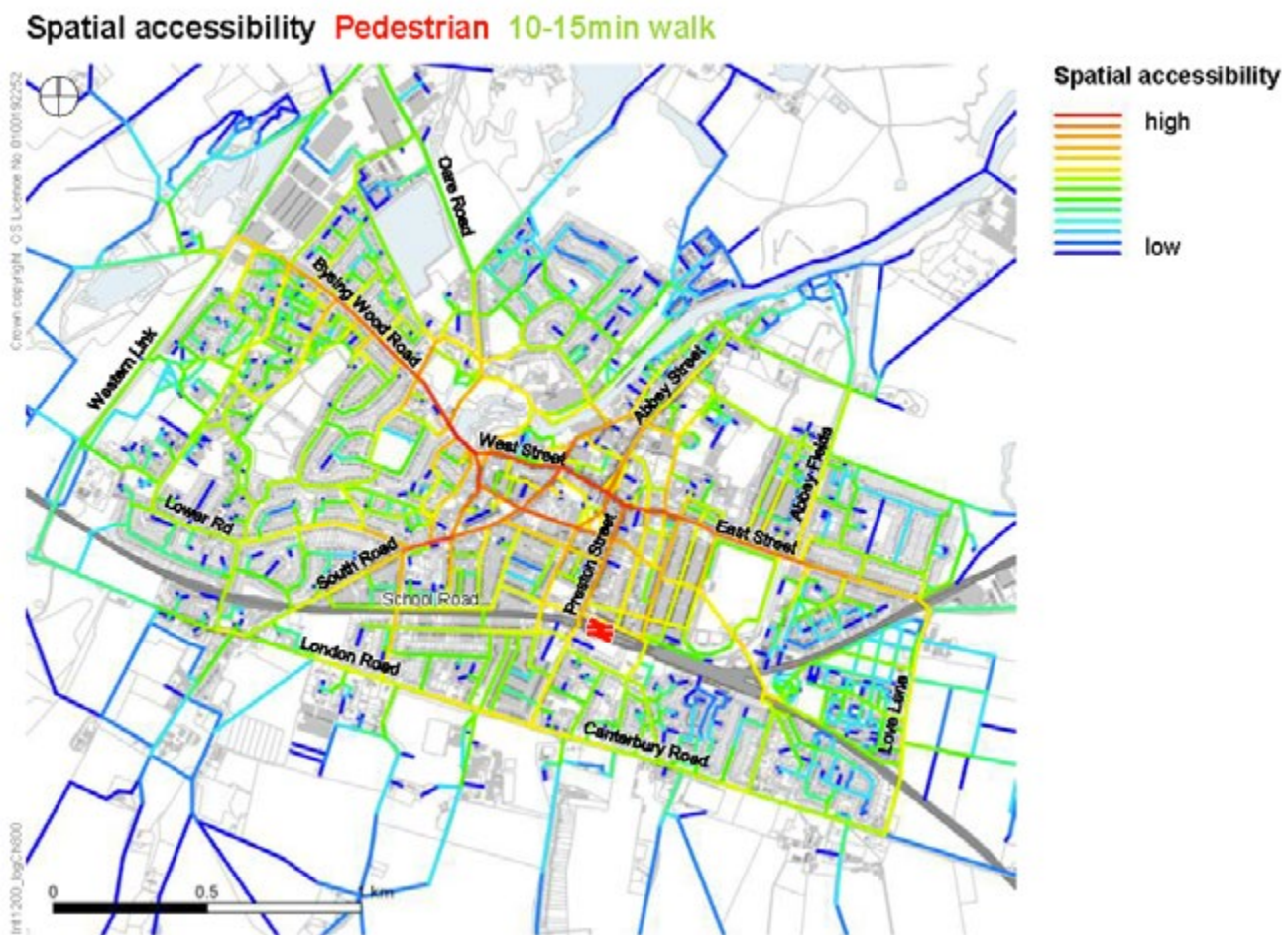
For more local trips (5km), town centre streets start to feature more prominently in the model, with Bysing Wood Road, West Street and East Street offering attractive routes for this kind of journey.



Making the trips more local still (3km) shows the importance of the town centre streets for these local journeys, indicating that the traffic that is found on these streets is generated within the town its self rather than being outsiders visiting. This starts to suggest that a push towards transport modes other than car could have a significant traffic reduction benefit for many of the streets within town, but especially Bysing Wood Road, West Street and East Street.

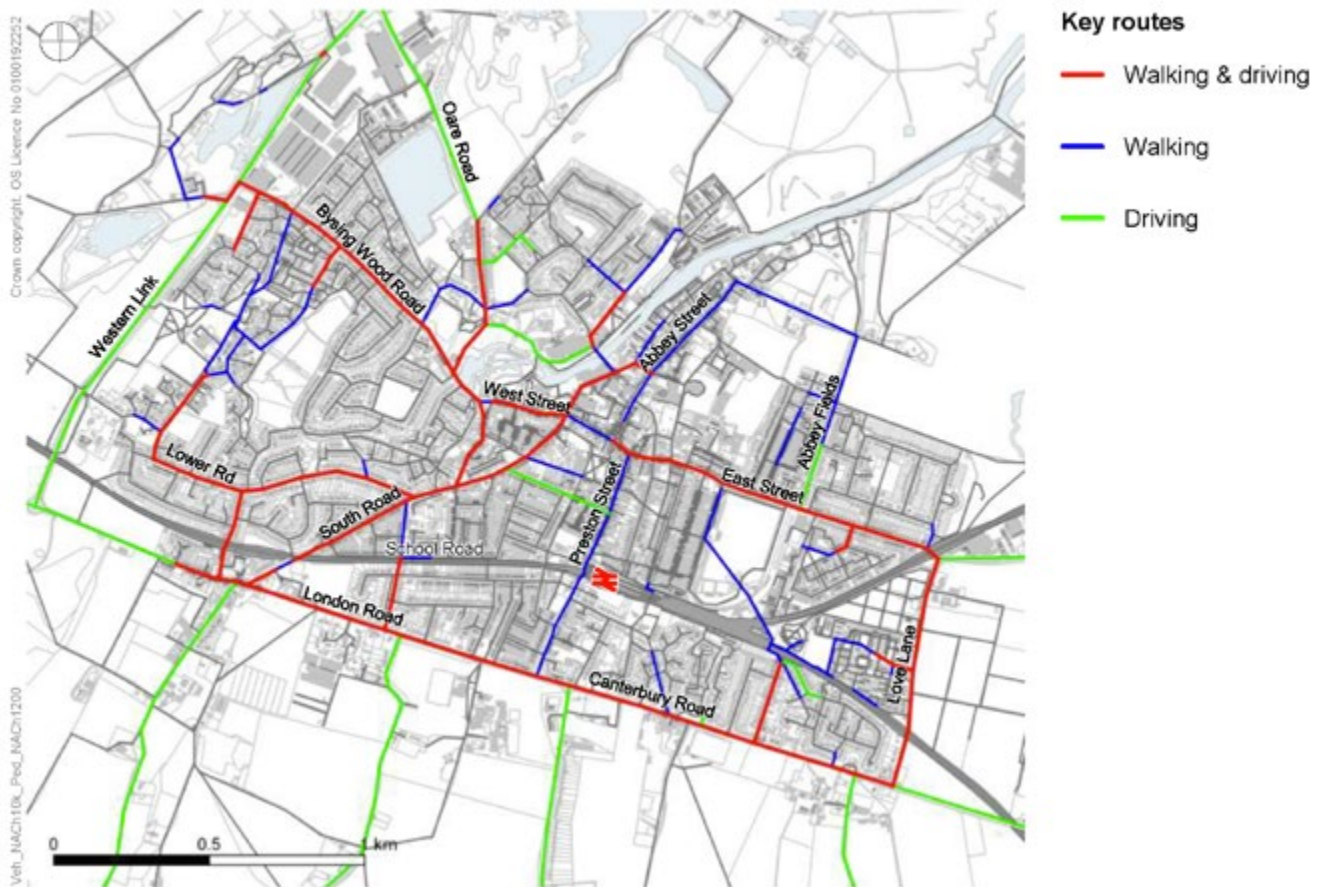


Closing the bridge between Church Road and Bridge Road helps to reduce some of the traffic using Abbey Street and into space surrounding the Guildhall, with some extra flows expected on Oare Road. How this bridge is used going forward, be it vehicular or only for pedestrians and cyclists, should be explored in more detail.



The pedestrian modelling reinforces the notion that Faversham is a distinctly walkable town, with most of the existing routes within the town accessible within the 10-15min walking timeframe. The most accessible spaces are the town centre streets, with the modelling showing that these are reachable within 10-15mins from more spaces within the town than any other. This suggests that walking and cycling should be a viable option for the people of Faversham.

Street typology



By combining a streets spatial score for vehicles and for walking, it is possible to get a picture of which routes could best serve everyone, only walkers, and only drivers. Red streets score highly for both walking and driving, and this indicates that their design needs to cater for both types of user. Note that the A2 is in this category. Many of the walking routes run north-south, and this could help promoting walking to the town centre from housing to the towns edges. Very few of the town's streets are likely to cater best for drivers only. Worth nothing here is that several good walking routes run to the southern edge of the town, where new development is planned. This could be highly beneficial for linking development sites to the south of the town back to the station and town centre.

Principles for growth

The workshops sought to develop a set of principles by which proposals for growth could be assessed. These fall into four overlapping areas:

Integration (More Faversham)

Delegates wanted to prevent the separation between 'estates' and existing communities that had characterised previous development. The aspiration was for new development to be seen as 'non-estate', 'plug-in-able' or 'stickle-brick' schemes. This might be achieved in a number of ways:

- Strong connectivity between new developments and the existing town, ensuring there is an appropriate volume of connections (vehicular, pedestrian and cycling) and that they are positioned to integrate with the exiting pattern of streets and paths and to respond to existing movement patterns and obvious desire lines.
- The street pattern within new developments continuing the pattern of the existing town so that it contributed to past and future connectivity. Radial routes are important because they support the town centre (see below) but connections between radial routes are also important to keep the town legible and easy to get around. South of the A2 there was thought to be a need, not necessarily for a single east-west route which might become an alternative the main highway, but a series of connections between the north-south routes such as Brogdale Road, the A251 and Salters Lane.
- Public open spaces (including green spaces, play areas, recreation areas) within new development connecting to existing public space and green infrastructure and designed to be welcoming to the rest of the town rather than just a public space for that development.
- An appropriate response to the landscape, including topography, natural features and built heritage.
- House design that responds to its context. This is not achieved by simply copying the features of a particular period of Faversham vernacular housing. Instead a site-specific response is required, depending on whether is a site is post-industrial, is extending a piece of town with a clear character or is striking out into the countryside and requires a more rural feel. A whole range of factors; form and massing, relationship to the street and building line, roofscape, orientation, materials; should be considered before deciding upon a combination that is appropriate for a particular site. High quality contemporary design was not ruled-out. The important factor is to have a reasoned narrative that supports the key design decisions.

Supporting the town centre

The economic prosperity and social integration of Faversham demands that new residents feel part of the town and use and contribute to the part that all residents share: the town centre. This relates to the need for connectivity identified about, but requires that particular emphasis is put on creating strong walking, cycling, public transport and vehicle connections to and from the town centre. New development should contribute to and support simple, legible radial routes in and out of the centre.

Enhancing the A2 London Road/Canterbury Road

We will discuss below the need for a specific initiative to calm the A2 through Faversham. It is important that developments that touch the A2 contribute to that objective. They can do this by:

- connecting directly to the A2 so that junctions help to slow traffic speeds
- supporting pedestrian and cycle crossings over the A2 from the development
- supporting pedestrian and cycle paths along the A2 adjacent to the development
- ensuring that new homes address the A2 and do not unnecessarily stand back from it.

Green and Blue

Green infrastructure, parks and play areas, the creek and ponds, and access to the wider countryside are all valued assets of Faversham. New development should find ways of integrating green space and existing watercourses in ways which reflects this history and integrates with existing green infrastructure. Sustainable urban drainage systems in new development should seek to create green spaces and bodies of water that also have visual, recreational and ecological value.

Proposed initiatives

The workshop sessions were not just aimed at revealing issues facing the town as it grows; it was a chance for the people who know it best to develop a list of initiatives that would help manage change in Faversham. This will provide a 'shopping list' of priority projects for country, borough and town council funds and for any additional Government funds that become available in the future.

Enhancing the A2

As growth occurs to the south of the A2, then the role of this major route needs to be re-evaluated to reflect its new place as a street within the town, rather than as a highway passing by it. Improved crossings, lower speeds and a more pedestrian-friendly environment will all be needed to ensure this new town street does not act as barrier, dividing the old and new parts of the town. Designers should be engaged to draw up plans (following suitable consultation) for the reconfiguration of the A2 through Faversham. This would then provide a plan which could be implemented in phases as funds become available.

Whistable Road pedestrian and cycle improvements

Whistable Road is an important route linking the Graveney Road and Love Lane development sites back into the town, but at present the walking and cycling experience is lacking. There is an opportunity here to improve cycling safety and to upgrade the public realm to improve the walking experience.

Town-wide 20mph zone

At the time of the workshop a campaign was in gathering momentum to get a 20mph speed limit across town to both improve walking and cycling and to reduce noise and air pollution as traffic increases. Since the workshop the Swale Joint Transportation Board has agreed to the 20mph limit. The task now is to find the estimated £60,000 required to fund signage, etc and overcome other practical barriers to implementation.

Walkability audit and plan

Key to capitalising on the compact and walkable structure of Faversham is making sure that walking routes are easy and safe to use. Footways should be wide enough and uncluttered, all paths should well maintained and not blocked by difficult-to-cross roads. The geometry of pedestrian rather than vehicle movement should dictate the design of streets. An audit of walking routes within the town, including how they are now and how they could be improved, should be undertaken to encourage modal shift. A shortlist of key crossings could be developed to be improved when funds become available. The West Street/South Road crossing, Brent Hill and Davington Hill are likely to be near the top of the list.

Improve baseline data

There is currently a gap in the knowledge base surround how the town works, and as growth comes forward, an improved understanding of traffic and parking within the town would help to mitigate the impacts of growth, enabling the town's infrastructure to be better managed. Examples of where further studies are needed include a detailed traffic model of the town, and an examination of the current Controlled Parking Zone to see if it can be extended.

Positive initiatives for affordable housing and addressing disadvantage

The workshop identified the difficulties of local people affording homes as the town's prosperity increases. While the planning system has a contribution to make in delivering affordable homes it was felt that a more direct initiative might be required. This was an early-stage suggestion but perhaps a study is needed as to what initiatives, perhaps working with local social landlords and exploring community land trusts, self-build and co-operative housing, might be brought forward to address this issue.

This points to a wider issue. Economic success and good place-making almost inevitably lead to gentrification as people who can chose better places to live. A wider initiative to monitor and suggest initiatives to tackle the issues of those left behind by Faversham's growth and success might be helpful.

A Faversham community panel

This is an idea for a new process of engagement rather than a specific initiative. The idea of this panel is to act as a Faversham community panel of design review panel for developments coming forward in the town, perhaps as part of the remit of the Town Council. The proposal would be established through a memorandum of understanding with Swale Borough Council as local planning authority that development proposals over a certain threshold should be considered by the community panel and their opinions given weight in planning decisions.

The merit of this proposal is that it would help to overcome the sense in the town that there is a rapid pace of development which the community is powerless to influence. The merit of such an arrangement should be explored further to establish:

- How membership of the panel would be decided and whether this would be a 'representative' panel or an 'expert' panel. If it is the latter then what would be the relationship to wider community engagement around development proposals?
- How issues around confidentiality would be dealt with when proposals were reviewed at an early, pre-application stage.
- What would be the relationship with the Swale Design Review Panel operated by Design South east.
- Who would act as the 'secretariat' for the panel.





Key:

Water in town



Green spaces
and links



Proposals without consensus support

There were two proposals which received a degree of attention at the workshop but did not command full support. Nevertheless, they should be recorded as there might be merit in evaluating them further, if only to be certain that they should not be pursued.

'Southern relief road'

This is a proposal to relieve some of the traffic at the western end of the A2 by building a new road from the A2 at a point west of the town towards the M2 junction. Clearly this would be a costly project both financially and in terms of the land use and environmental impact. Significant benefits would have to be demonstrated to be sure this was a worthwhile initiative.

A second retail centre for the town

During the workshop there were suggestions that housing growth south of the A2 would move the geographic centre of the town south. During a session in which more radical ideas were being floated the notion of 'A2 as High Street' was raised. While this was not supported it was thought that perhaps there was a case for a second centre for the town, probably located at the eastern end of the A2, which could provide the sort of larger scale retail units absent from the town centre. Such a proposal would need to be carefully considered so it did not have a negative impact on the thriving but vulnerable town centre economy.



What next?

Many of the initiatives listed above require further research, consultation, design work and cost estimation. Some of this can be carried out within the community, some will have to be commissioned from experts. The Town and Borough Councils need to consider the allocation of responsibilities.

Should these ideas form a bigger plan for Faversham? The limited experience of neighbourhood planning in the town has been difficult so there may be a reluctance to go down that route for the whole town. An alternative is a document which the Borough could adopt as a supplementary planning document, but even that requires further consultation and evidence gathering and can only address spatial planning issues.

A third alternative is some sort of community plan which has no statutory status but can be broad in its remit but have very limited planning weight. Or perhaps a single 'grand plan' is unnecessary and consumes too much collective energy when there is a clear list of initiatives needing attention.

Appendix I

Notes on growth sites

Immediately following the workshops Design South East was asked by Swale Borough Council to provide advice on each of the current growth sites in the light of the results of the workshops. There are seven sites, six of which have planning applications submitted or are subject to pre-application discussions. Some of these have already been subject to Design Review by Design South East's Swale Panel.

A. Oare Gravel Works

Reviewed by DSE 05.12.13

Planning ref: SW/14/0257

Hybrid application for 330 dwellings (detailed element is the non-residential)
3/3/14 awaiting decision – resolution to grant – awaiting 106 agreement

Integration

A strong feeling from the design workshop was that new development should not look like separate 'estates' but should integrate into the existing town. Although there have been improvements since the design review there are aspects of this scheme that still make this development appear separate. These include:

- Lack of direct route continuing Priory Row into the development
- Lack of housing with access off Oare Road and Ham Road
- Extent of green space at southern corner of site. We support the linear park but it does not have to exclude all development from the Priory Row/Oare Road/Ham Road junction.
- Lack of connectivity through the site to the North West access to junction of The Street and Western Link
- Lack of connectivity of internal walking/cycling paths to footpath network outside (e.g by Creek) or following desire line to Shipwrights Arms

The design workshop felt that new development should reflect the street pattern of Victorian and Medieval Faversham. The street pattern of this development although it has elements of a grid has a number of cul-de-sacs buried within blocks creating a confusion of fronts and backs.

B. Western Link

Reviewed by DSE 18.03.14 & 30.06.16

Planning reference: 14/502729/OUT

Outline agreed for 250 dwellings

Integration

The Design Workshop called for stronger links between existing communities and new development. This proposal has missed opportunities to create a vehicular link with Lower Road at Sumptor Road and between Kiln Court and the School playing fields.

Built heritage was identified as a key element of Faversham's character. Opportunities to make the most of the built heritage on the site have not been maximised.

C. Lady Dane Farm (Love Lane)

Reviewed by DSE 23.04.14

Planning reference: SW/14/0045

Outline approved

Integration

Opportunity has been missed for a more direct connection from Whitstable Road at the junction between Graveney Road and Love Lane. Opportunities have been missed for both housing and commercial development to more directly address, and gain access from, Love Lane.

The workshop felt that new development should reflect the street pattern of Victorian and Medieval Faversham. The street pattern of the illustrative masterplan is highly convoluted and illegible. Both vehicle and pedestrian movement within this plan would be confusing and difficult.

Whitstable Road cycle quality

Whitstable Road was identified as a route within the town which is poor for cyclists. There are opportunities for planning gain from this scheme to be used to improve Whitstable Road for cyclists, connecting to cycling facilities within the scheme itself.

D. Graveney Road (Nova site)

Reviewed by DSE 21.02.13

No application currently

E. Preston Fields

Pre-application discussions of proposal for 250 homes

Consultation boards show illustrative masterplan with good simple layout which reflects Faversham's Victorian street pattern

Enhancing the A2

The Design Workshop called for measures to transform the A2 from a trunk road to a town street. An opportunity has been missed to create development directly addressing the A2 at the access point.

Supporting the town centre

Need for more legible pedestrian connection across A2 to Preston Park which provides pedestrian route to railway footbridge and station.

F. Brogdale Road

Reviewed by DSE 21.02.13

Planning references:

SW/13/1567 – outline approved

16/506644/REM – reserved matters awaiting decision

16/503281/SUB – submission of design brief

Integration

Opportunities have been missed for both housing to more directly address, and gain access from, Brogdale Road and Brogdale Place. If main access was from junction of Brogdale Road and Brogdale Place it would reinforce connection to town. Contribution could be made to improve pedestrian experience in Brogdale Road and link to legible pedestrian and cycle routes through this development.

Green and Blue

The workshop felt Faversham strength was in integration of green and blue into built form of town. This proposal places all green space and ponds next to Brogdale Road and forces development into an inappropriately urban pattern to the west of the site.

Road layout does not reflect Faversham vernacular. Although there is one simple perimeter block the rest of the layout is illegible and has a confusion of fronts and backs.

G. Perry Court Farm

Reviewed by DSE 05.11.13

Planning reference: 15/504264/OUT

320 homes plus employment uses – awaiting decision

Integration

Illustrative masterplan shows development not addressing or having access to either Ashford Road or Brogdale Road.

The design workshop expressed an ambition to create more east west connections south of the A2. A more direct route across the site is needed. There is only one connection to Ashford Road and an opportunity is missed to join up more directly with the access into the Preston Fields development. A more southerly access road to the site could mainly serve the employment area. The area of residential development to the North East needs a more northerly connection to Ashford Road.

The pedestrian link north between the school sites should be enhanced.





About D:SE

Design South East is the region's leading source of built environment design support. Local authorities, developers and communities throughout the greater south east region trust us to provide outstanding and impartial design advice and assistance.

The south east plays a huge role in the UK economy and is the gateway to mainland Europe. The region is facing the enormous challenge of accommodating new homes and infrastructure while maintaining its status as one of the most beautiful parts of the country. Good design is at the heart of that conundrum, and the key to ensuring that the south east remains an exceptional place to live, work and visit.

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