

3 INVOLVEMENT

OUR APPROACH

Consultation and engagement has an important role within the planning process. The East Malling Trust is committed to undertaking meaningful consultation and engagement as part of its promotion and design of the site. The East Malling Trust together with the project team have taken a pro-active approach and have completed a series of pre-application meetings, presentations and exhibitions prior to submission of the outline planning application.

The aim of the consultation process has been to ensure that the project team has a good understanding of stakeholders' views and knowledge, and would be able to integrate them into the project decision making process where appropriate.

For stakeholders and the local community to be provided with every opportunity to contribute their views on the proposals, this consultation programme was devised on the basis of six principles for effective consultation:

Notify stakeholders that are to be consulted;

Inform those being consulted about the proposals;

Engage with the local community, stakeholders and Council to ascertain their views on our proposals;

Measure responses and analyse results of the consultation exercise;

Respond to the consultation by amending the proposal, where deemed appropriate;

Publish details of the final proposal. A full Statement of Community involvement (SCI) has been prepared and submitted as part of the planning application submission.



Public consultation exhibition boards



Public consultation

You're invited to a public exhibition:

Date: Wednesday, 31 October	Date: Thursday, 1 November
Time: 2pm - 8pm	Time: 2pm - 8pm
Venue: East Malling Centre Chapman Way, East Malling ME19 6SD	Venue: Ditton Community Centre Kiln Barn Rd, Ditton ME20 6AH

East Malling Trust is proposing to develop two areas of land no longer required for scientific research for new homes, with up to 300 at Ditton Edge and up to 110 at Parkside in East Malling.

If approved, East Malling Trust can continue its support for world-class top and soft fruit research on the site by funding a new science campus. It would also support the Trust's efforts to provide high quality accommodation for the 69 businesses based on the 550-acre estate, as well as maintain the Grade I-listed Bradbourne House.

We would welcome the views of the residents of East Malling and Ditton

Further details will be available shortly at: www.EMT-planningforthefuture.co.uk

PUBLIC CONSULTATION EVENT

A Public Exhibition to share details of the proposals was held at Ditton Community Centre, Kiln Barn Road, Ditton on Thursday 1st November 2018. The event was advertised in the Kent Messenger and via a local leaflet drop. It was open to local councillors between 12.30pm and 2pm and the public between 2pm and 8pm. A total of 269 people attended and were able to view 13 panels detailing the proposals and speak to members of the project team.

Feedback forms were available to be completed on the day, with 113 being returned. A project website www.emt-planningforthefuture.co.uk is available for the public to view the proposals and submit comments. By 9am on Tuesday, November 13th, 78 online submissions had been received from residents of both Ditton and East Malling. Issues raised by Ditton residents largely concerned the number of units proposed, the impact of additional traffic on local roads, and additional pressure on local services such as schools and GP surgeries. The website will remain online throughout the planning process.

Advert placed in local paper



DITTON

Kiln Barn
recreation
ground

Ditton quarry
nature reserve

Ditton Edge site analysis plan












4 EVALUATION

BASELINE SITE ANALYSIS

The Site has a number of existing and historic constraints and characteristics that have been taken into account through the design process. These include the following:

- The site is bounded by residential estates to the north - predominantly backing onto the site, with the exception of Brampton Field, that partially fronts onto Ditton Edge, creating a sensitive edge that needs careful design approach;
- The Site has a 5m slope from south to north which is likely to influence the location of the drainage solutions.
- There are long range views towards the East Malling Research Campus, Kent Downs and Greensand Ridge which need to be respected.

- There are mature tree lined windbreaks located along the northern, eastern and southern boundaries which are to be kept where possible to retain the existing landscape character.
- An historic stone wall forms the southern part of the western boundary, which is essential to the village of East Malling's character and is to be preserved.
- The existing public right of way, which crosses diagonally through the Site connecting Ditton to East Malling is to be retained and enhanced to provide a pedestrian and cycle connection.

-  Site boundary
-  Potential vehicular access
-  Potential pedestrian access
-  Conservation area
-  Listed buildings
-  Existing building frontages
-  Important views
-  Historic field boundaries
-  Public Right of Way
-  Existing trees, windbreaks, hedgerows
-  Contour levels

5 DESIGN

VISION - A PLACE-MAKING APPROACH

ILLUSTRATIVE MASTERPLAN

PRINCIPLES OF THE MASTERPLAN

DEVELOPMENT STRUCTURE

CHARACTER AREAS

FRONTAGES & FOCAL POINTS

MOVEMENT & CIRCULATION

STREET HIERARCHY

LANDSCAPING & OPEN SPACE STRATEGY

PARKING

DRAINAGE STRATEGY

ACCESS

ECOLOGY



DITTON

Kiln Barn
recreation
ground

Ditton quarry
nature reserve

St Peter's Road

Brampton Field

Scott Close

Kiln Barn Road

Cherry Orchard

Kiln Barn Road

Bagstone Court

Illustrative masterplan



5 DESIGN

VISION - A PLACE-MAKING APPROACH

A place-making approach has been adopted to ensure that the development responds positively to the context and opportunities of the surrounding area and the site. Building on this, a strong vision has been developed which brings new site-specific ideas into play, as well as drawing on best practice.

The vision is to create a sustainable new living environment with new homes that are accessible to everyone, an inclusive place which makes everyone feel comfortable, safe and secure, a place where people want to live, which promotes an active lifestyle and sense of well-being, and a place where future residents are proud to call home.

The proposal will deliver a wide range of choice of new, sustainable, high quality housing, including affordable housing whilst responding sensitively to the village of Ditton as well as preserving historic assets within the Bradbourne and East Malling Village Centre Conservation Areas. Five themes have been developed to ensure quality. They include:

Positive identity to ensure that the new development responds to the site and its context to ensure it will be a positive extension to the existing village of Ditton. The development will be defining new spaces with its own

identity while respecting the existing village's distinct characters.

Viable and sustainable place, which is deliverable in the long term and contributes in a positive way to the economic viability of the area.

A connected place which links and integrates with the existing community of Ditton. The proposed development aims to create a friendly, neighbourly environment where streets and spaces are designed to look and feel inviting and would encourage an active lifestyle by supporting play, as well as walking and cycling to nearby destinations.

Delivering best practice in development which is responsive to the environmental constraints, including the existing mature landscape features.

Quality homes with private gardens would be a mix of sizes and types from one and two bed properties through to four bed family homes. A range of housing tenures would also be provided, including affordable housing, for a wide range of local needs, green space to live and play, good access to public transport and a place people can be proud of.



Illustrative view looking north-east

ILLUSTRATIVE MASTERPLAN

To support the outline application, an illustrative layout has been prepared that will be used to guide the potential design of the site. The site is approximately 11.5 hectares and could deliver up to 300 new dwellings.

The design of new development at Ditton Edge has established a number of emerging design principles. These have informed the design of the illustrative masterplan and where possible will influence the design of the final development. They include the following:

- The proposals will be high quality with significant on-site open space;
- The design will respect listed structures and heritage assets;
- Important views will be utilised and safeguarded;
- Proposed dwellings will front onto streets and open space;
- New development will connect into and extend existing routes;
- A round-site footway will be provided where possible;
- The existing field system will influence the design;
- Trees and hedgerows will be preserved where possible;

PRINCIPLES OF THE MASTERPLAN

Heritage and conservation

The proposed masterplan is located outside of the Bradbourne House Conservation Area. It has been designed to respect and protect the historic field structure, listed buildings and heritage assets surrounding the site and within the wider area. Development at this location will be sympathetic to the character of the surrounding townscape and would provide a logical and integrated extension to the south of Ditton. Important views will be utilised and safeguarded. The illustrative masterplan has been designed to accord with the relevant historic, environmental and sustainable planning policy and guidance.

Character

To the north, the illustrative plan seeks to replicate the density of Ditton, the suburban character giving way to a more relaxed density to the south where new streets and lanes would provide views south to the Kent Downs and Greensand Ridge. Across the site, smaller residential courtyards surrounded by dwellings would create attractive and quiet places to live away from surrounding streets and development.