This document has been designed to be printed double sided at A3 (landscape).
INTRODUCTION

Project Brief

This Masterplan has been prepared to guide the future change of use and redevelopment of the former Wye College Campus at Wye, as shown on the plan on the right.

This Masterplan has been prepared in the context of the policies of the Wye Neighbourhood Development Plan 2015–2030, adopted in October 2016; Policy WNP6, mixed development, of the Neighbourhood Plan indicates that development proposals for the Wye 3 site (the planning policy designation for the site in the adopted Tenterden and Rural Sites DPD) should deliver a mix of uses, including education, business, community infrastructure and summer housing, given the scale of the site in relation to the village, such development should be developed in a phased manner in accordance with the Masterplan that has been adopted as a Supplementary Planning Document by Ashford Borough Council.

Key issues to be addressed in the Masterplan include:

- Definition of village envelope (within which built development will be permitted during the Neighbourhood Plan period, unless justified by other material planning considerations)
- Establish the future use of the former ADAS buildings, on the north side of Wye
- Set out land use policies to guide the future development of the former Wye College Campus, in the context of the objective of a mix of uses including residential, business/employment, Wye School, and community facilities/services

The Masterplan sets out proposed land uses for each of the parcels of land within the Former Wye College Campus, and the approach to additional social and community provision, including public open space, and community facilities.

The Masterplan also sets out an indicative sequencing of development, for each of the parcels of land within the overall former Wye College Campus; proposals for phasing are not considered appropriate, in the light of the desirability of bringing forward land and buildings within the former Wye College Campus for appropriate forms of use/development in the interests of the positive planning of the area, in accordance with the National Planning Policy Framework.
INTRODUCTION

Ownership

The physical parameters of the Masterplan are set by the boundaries of land and buildings in the ownership of Telereal Trillium, forming the major part of the former Wye College campus, acquired from Imperial College London in Autumn 2015. The area acquired is shown at the plan to the right. The area covered by the Masterplan includes the following main components:

• Complex of Listed Buildings at the High Street/Olantigh Road, previously used for a combination of teaching and student residential accommodation for Wye College
• Former Science Laboratories, west of Olantigh Road
• Former Russell Laboratories, west of Olantigh Road
• The Former Students Union and Leisure Facilities, west of Olantigh Road
• Kempe Centre, east of Olantigh Road, formerly used as Library and Learning Resource Centre for Former Wye College
• Research buildings and glass houses, land north of Occupation Road
• Premises used for small business accommodation, land south of Occupation Road, together with 4 existing dwellings
• Buildings and glasshouses formerly occupied by BCP Ltd, south of Occupation Road
• Former ADAS buildings (former Government Offices)

The Masterplan excludes the freestanding small development sites at the former Wolfson Lecture Theatre, High Street and former Wolfson House student accommodation, Lower Bridge Street, and also the Village Green, High Street.

The process of preparation of the Masterplan has involved extensive consultation with local residents, local organisations, and other stakeholders, through two full day workshops and two public exhibitions; feedback and conclusions from these events has helped inform the Masterplan process.
The former Wye College campus lies within the Kent Downs Area of Outstanding Natural Beauty; part of the former campus lies within the Conservation Area, part of the accommodation is situated in an important complex of listed buildings.

The former Wye College was a major centre of activity in the village, with 900 students, and 140 staff; with many students resident either in college accommodation, or other rented accommodation in the village. The students and staff brought life and vitality to the village, as well as providing support for local services, while creating significant levels of travel demand, by private car, public transport, walking and cycling.

The loss of the educational institution, with all its associated activity, has left both a legacy of mostly vacant buildings, and a widely held aspiration to see both new uses, and new life, brought back into the village, as part of the long term future of Wye.

These aspirations are supported by the policies of the Neighbourhood Plan, referred to in later sections of this Masterplan.

While the majority of buildings remain vacant, education use has been re-established, through the use of the Kempe Centre, and adjoining land, by Wye School, which is on the path to becoming a three form entry secondary level school, with up to approximately 650 students, and 90 staff, when fully operational. At present, the total number of students is 456 and the total number of staff is 49 (44.25 full time equivalent). Planning permission has recently been granted for new permanent teaching accommodation, a sports centre, and multi use games area, together with car parking and access, to accommodate the final number of students, once three form entry is achieved across all age ranges.

Some other buildings are presently in use by local businesses, notably Wye Bugs (presently occupying accommodation on the north side of Occupation Road, but scheduled to relocate to other accommodation on the south side of Occupation Road); BCP, who until recently have occupied the commercial buildings and glass houses at the eastern end of Occupation Road, on its south side, a commercial re-let to a similar organisation is presently under negotiation; and a number of small businesses, including an architects office, and carpenters workshop, occupying premises on the south side of Occupation Road.

The only other buildings or land presently occupied are the building known as the Latin School, to which access is currently provided on request at no cost to the Wye Heritage Centre; and use of land north of the Russell building, adjoining the Students Union building, for car parking associated with Wye School, pending completion of their permitted car park.
BACKGROUND

Vision

The adopted Neighbourhood Plan envisages re-use and redevelopment to provide a mix of:

- Residential uses (conversion and new build)
- Educational uses (achieved through the establishment of Wye School)
- Business Use
- Community Use

The former Wye College campus, as further set out in the following appraisal section, was acquired by Telereal Trillium from the former owners, Imperial College of London in October 2015, for commercial development/redevelopment.

The preparation of the Masterplan has been informed by available base data, including background studies carried out in conjunction with preparation of the Neighbourhood Plan, and additional studies with regard to transport carried out on behalf of the previous owners, Imperial College. A further comprehensive transport and parking study was carried out, in the latter part of 2017, and the results are set out in the Strategic Transport Assessment January 2018 (Transport Planning Practice).

Detailed studies were carried out by Canterbury Archaeological Trust, with regard to both the archaeological interest of the land and buildings comprising the Former Wye College, and surrounding land; and the historic interest of the Grade 1, Grade 2* and Grade 2 Listed buildings.

The Masterplan is supported by a strategic landscape overview, prepared by Growth Industry Landscape Architects.

The Masterplan is supported by a Drainage Study, giving a strategic overview of foul and surface water drainage considerations (RMB Consulting engineer and Hobbs Parker Property Consultants).

Wye Parish Council has been preparing a Parish Community Space Audit; at present, this is a draft document, regard has been had to this in preparation of the Masterplan.


The process of preparation of the Masterplan has involved extensive engagement with the Parish Council, other local organisations, local residents, and other stakeholder organisations; a comprehensive report on the consultation process has been prepared, and its content and the conclusions have helped inform the Masterplan.

Prior to the acquisition of the Former Wye College Campus by Telereal Trillium, a draft Masterplan was prepared on behalf of the former owners, Imperial College of London, by Robert Rummey; this Masterplan was not adopted, having failed to find favour with either Ashford Borough Council or Wye with Hinxhill Parish Council.
It is critical to the success of the Masterplan, and the development which will follow it, that it respects the special character of Wye, as illustrated by the following photographs. These have been grouped to illustrate particular characteristics or themes, which have helped inform the Masterplan proposals.

**Houses grouped around Open Spaces**
The grouping of houses around open spaces is a notable characteristic of Wye.

**Typical forms of Development**
The density of built development varies, from higher density, mostly terraced housing, in the centre of Wye, to lower density detached and semi-detached houses, on the periphery of the village. There are also examples of courtyards, around which buildings are grouped.
Characteristics

Development on Corners/Gateways
Buildings on street corners, or entrances to courtyards, within Wye, are often more prominent buildings, perhaps of a greater height (three storeys rather than two storeys), or with principal elevations facing both sides of a corner.

Hedgerows and other forms of Boundary Treatment
Much of the housing outside the historic core of Wye is of a relatively suburban layout and appearance, but is often given character by the nature of boundary treatments, in particular the use of hedgerows, which range from formal to informal; the latter being more common as one moves towards the fringes of Wye. The photographs below illustrate a more formal hedgerow, within a suburban layout, enclosing front gardens and fronted by a grass verge, between the footway and highway; and a more informal hedgerow boundary, behind a low brick wall, with only a narrow footway between boundary and highway.

Buildings occupy Elevated Positions
In a number of locations within Wye, buildings – typically houses – are situated in elevated positions above the adjoining footway/highway. The photographs below illustrate houses with generous front gardens, where the houses are several metres above street level.
Characteristics

Strong Street Enclosure and Traditional Design and Materials

In comparison, the historic core of Wye is characterised by a strong sense of street enclosure, and buildings of traditional design, detailing and materials, as illustrated by the following photographs. Features of note include:

- Strong sense of street enclosure, buildings set back only a short distance from the footway and highway
- A mixture of sash and casement windows of traditional proportions
- Small dormer windows
- Railings or low walls to small front gardens
- Entrance archways
- Occasional dwellings set back further from the footway and highway

There is an eclectic mix of building materials employed in both historic and more modern buildings in Wye, but predominant types include:

- Red stock brick with Kent peg clay tile roofs
- Painted render/stucco with Kent peg clay tile or slate roofs
- Clay plain tiles on upper elevations
- Decorative clay hanging tiles on upper floor elevations
- Yellow stock brick
- Painted timber weatherboarding (white or black)
- Timber painted sash and casement windows, entrance canopies, dormer windows
- Ragstone, flint and brick boundary walls
- Iron hand railings on steps, rainwater guttering

Views out of the Village

A particular characteristic of Wye is the number of opportunities for views out of the village to the surrounding countryside, both along main/principal roads within the village, but also within other areas of residential development. The first photograph below illustrates views across the green space at Churchfield Way and the open view to the west of the Village from Churchfield Way close to its junction with Bridge Street.
03

Former Wye College, Wye (Wye 3)

THE DESIGN PROCESS
The design process has sought to engage with both the local community, and stakeholder groups, with the oversight of a Steering Group, comprising representatives of Ashford Borough Council, the professional team representing the site owners, Telereal Trillium, and Wye Parish Council. The Steering Group has met on 7 occasions since December 2016.

The Masterplan Steering Group has established a process including the following stages:

- 12th January 2017: Workshop 1
- 16th May 2017: Workshop 2
- 24th May 2017: Exhibition 1
- 7th September 2017: Exhibition 2
- November 2017: Draft Masterplan for consideration by Steering Group
- 17th January 2018: Informal Presentation of Masterplan proposals to elected members, Ashford Borough Council
- March 2018: Draft Masterplan published for four week consultation period
- March/April 2018: Collation and assessment of responses, Steering Group meeting
- April 2018: Local Plan and Policy Task Group to consider responses, potential changes and overall suitability of Masterplan.
- April 2018: Any amendments required to final draft Masterplan
- 10th May 2018: Cabinet meeting to consider Wye3 Masterplan

All workshops and exhibitions were held in the Great Hall within the former Wye College Campus complex. The first workshop, facilitated by Sue McGlynn, examined broad principles for the preparation of the Masterplan and opportunities and constraints, for the use and development of land and buildings within the Masterplan area, leading to broad themes and indicative proposals emerging. The second workshop looked in more detail at proposals for land north and south of Occupation Road and land west of Olantigh Road. Full details of the workshop and the two exhibitions which followed are set out in Section 5, which summarises the comprehensive Report and Appendices prepared on stakeholder consultation.
SUMMARY OF RELEVANT PLANNING POLICY
The Masterplan seeks to guide future development on those areas falling within its boundary in the context of the relevant policies of the Adopted Wye Neighbourhood Development Plan. These include Policy WNP6 Mixed Development, WNP9 Scale of Housing Development, and Policy WNP11 The Former Imperial College London Campus at Wye.

Policy WNP6 indicates that the Masterplan will be adopted as a Supplementary Planning Document by Ashford Borough Council; however, in light of the relatively small scale of the proposals and the extensive consultation which has already taken place in the earlier stages of the Masterplan preparation process, Ashford Borough Council has determined that the Masterplan should be adopted for Development Management purposes, and hence guide and direct development proposals within the Masterplan area, but not be formally adopted as Supplementary Planning Document.

The policy and guidance context is further set by relevant Local Plan policies within the adopted Tenterden and Rural Sites DPD, which will be superseded in due course by the Emerging Ashford Local Plan 2030 – and the adopted Ashford Core Strategy, which will also be superseded in due course by the Emerging Ashford Local Plan 2030 (Note the Ashford Local Plan 2030 was submitted for examination on 21st December 2017 with the Local Plan examination scheduled to commence in April 2018. Adoption is anticipated in late 2018/early 2019).

The Wye Neighbourhood Development Plan, on its adoption, has superseded the non-strategic policies of the Tenterden and Rural Sites DPD.

**Wye Neighbourhood Plan 2015–2030**

The Wye Neighbourhood Development was considered at public examination in the latter part of 2015; the independent examiner recommended a number of changes to the plan, which were agreed and incorporated in a revised plan, which was supported at a public referendum held on 8th September 2016. The Neighbourhood Plan was adopted on 24th October 2016.

The adopted Neighbourhood Development Plan contains the following policies with specific regard to the former Wye College Campus site.
SUMMARY OF RELEVANT PLANNING POLICY

Neighbourhood Plan

Policy WNP1a Village Envelope
Development outside the village envelope, as defined in Figure 4.1, will only be permitted in accordance with development plan and national policies for development in the countryside and the AONB. Between Olantigh Road and Scotton Street the village envelope will be defined by the Masterplan referred to in Policy WNP6.

Policy WNP3 Traffic Impact
New developments will only be permitted if they do not cause a significant increase in the volume of traffic leading to:

- Severe queuing along the roads leading to the level crossing (Harville Road, Bramble Lane, Bridge Street and Churchfield Way) as identified by the failure of queues to clear when the gates open, or
- Serious harm to highway safety because of the over-use of rural roads leading to Wye from Bitling, Boughton Aluph, Godmersham, Hastingsleigh and Naccolt.

To support control of the impact of increased traffic,

- Applications for development of business activity (involving more than 5 workers) or residential development of more than 10 dwellings must be supported by
  - Traffic analysis including modeling of traffic flow at the level crossing and travel plans that encourage walking or cycling within the village
  - Analysis of the impact on the roads leading into and
  - within the village, schools access and effects on
  - neighbouring residents convenience

Policy WNP4 Supporting Business
Proposals for business development to replace jobs lost through the closure of the College, particularly in education, research, food production and tourism will be supported providing that they conform to other policies in this plan.

Policy WNP5 Integrated Housing
Local Needs Housing should mainly be met by integration within the affordable housing component of any new developments in Wye.

Policy WNP6 Mixed development
Development proposals for the WYE3 site should deliver a mix of uses, including education, business, community infrastructure and some housing. Given the scale of the site in relation to the village, such development should be delivered in a phased manner in accordance with a Masterplan that has been adopted as a Supplementary Planning Document by Ashford Borough Council.

Prior to any planning application pursuant to the agreed Masterplan an application for a screening determination regarding the need for an Environmental Impact Assessment shall be made to Ashford Borough Council. Subject to that opinion any application should be accompanied with an appropriate Environmental Impact Assessment.

Policy WNP7 Community Support
Where new housing development takes place, developer contributions through CIL and Section 106 Agreements where the legal requirements in paragraphs 203 and 204 of the NPPF are met having regard to the development proposed, will be directed towards:

- Improvements to the village hall complex,
- The provision of a day care facility for elderly residents in Wye

Policy WNP8 Countryside and Environment

a. All new development will respect the qualities of the Kent Downs AONB and development that is harmful to those qualities will only be permitted in exceptional circumstances.

b. The impact of new development on the Wye and Crundale Downs SAC, NNR and SSSI, and on the Kent Downs AONB having regard to the Kent Downs Management Plan, must be specifically addressed in planning application documentation.

c. Details of landscaping for developments of more than 5 houses should include a landscape strategy which will incorporate the following details:
  i. Existing and proposed hard and soft landscaping;
  ii. A condition survey of all existing trees and hedgerows;
  iii. An outline of the measures to be taken to protect existing trees and hedgerows during construction;
  iv. Consideration of both near and distant views of the development from the principal public vantage points showing existing landscaping and that proposed to be established after 10 years; and

v. Details, where appropriate, of how those areas retained for open space and/or woodland will be managed in the future.

d. Development proposals shall adequately address the potential for ecological impacts to arise, giving appropriate consideration to protected and designated species and designated areas, including Wye and Crundale Downs SAC, NNR and SSSI. The mitigation hierarchy shall be followed to avoid, minimise and, as a last resort, compensate for any identified ecological impacts.

Policy WNP9 Scale of housing development
The Neighbourhood Plan proposes the development of approximately 150 dwellings over the period up to 2030 as set out in Table 5.1.

Table 5.1 Indicative numbers of dwellings for phased development up to 2030

<table>
<thead>
<tr>
<th>Development</th>
<th>NP Proposals to 2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wye1</td>
<td>27</td>
</tr>
<tr>
<td>Planning approval approved March 2015</td>
<td></td>
</tr>
<tr>
<td>Wye2</td>
<td>25</td>
</tr>
<tr>
<td>Planning approved August 2014</td>
<td></td>
</tr>
<tr>
<td>Wye3</td>
<td>approx. 50</td>
</tr>
<tr>
<td>Subject to Masterplan</td>
<td></td>
</tr>
<tr>
<td>Change of Use</td>
<td>approx. 35</td>
</tr>
<tr>
<td>Eight dwellings approved on the Old Brickworks site Naccolt (February 2015). Permission for one change of use on the east side of the road, was granted October 2014.</td>
<td></td>
</tr>
<tr>
<td>Windfall</td>
<td>approx. 15</td>
</tr>
<tr>
<td>Total</td>
<td>approx. 150</td>
</tr>
</tbody>
</table>
Policy WNP11 The former Imperial College London campus at Wye

As outlined in Core Policy WNP6, the former Imperial College London landholding at Wye (WYE3) is proposed for a mix of uses, including education, business, community infrastructure and housing. In this regard development proposals for this site shall, subject to viability:

a. Provide for the continued use of part of the site for education through the establishment of a secondary school or equivalent activity on the site.
   • Any such development should include the adoption of a travel plan to limit the use of cars to bring staff and students to and from the site prior to the commencement of any such development. Detailed design should be submitted to and agreed by the local planning authority and the highways authority for the entrance to the school and the Occupation Rd/Olantigh Rd junction in agreement with the developers of the remaining Occupation Rd site prior to the occupation of the buildings for this use.

b. Redevelop part of the site as a business hub (B1 Office or A2 Research and development).

c. Retain and enhance the existing commercial land use along the southern side of Occupation Road for employment use (B1).
   • Renovation of the properties here would improve the appearance of the entry route into the village from the North Downs Way.
   • For (b) and (c), adequate parking provision for such commercial floorspace should be provided as part of any such redevelopment.

d. Incorporate the continued use of the land south of Occupation Rd for horticultural businesses.

e. Achieve the positive re-use of the Grade 1 and Grade 2 listed, and other unused Edwardian buildings of the former Wye College by a mix of community, residential and business uses.
   • Such development would require provision of a new pedestrian and vehicular access route into the site.
   • Small scale B1 use, live/work units and some residential change of use would also be supported here to encourage the development of a thriving community hub in these historic buildings in the heart of the village.

f. Retain the Withersdane site for institutional, residential (C2) use, subject to traffic generation being compatible with the highway constraints of Scotton Street and the upgrading of footpath links between the site and the village to ensure mobility scooter access.

g. Re-develop areas of land not used by the school or business hub for approximately 50 dwellings.

h. Achieve appropriate reuse of the site of the former ADAS buildings, having regard to the concept of the walkable village.

i. Pay particular attention to the potential for innovation in materials and form in the design of new buildings, and should where possible embody elements such as green roofs and non-reflective materials to limit the visual impact of additional development here on the surrounding AONB. Any development should provide a connection to the nearest point of adequate capacity in the sewerage network, as advised by Southern Water.

j. Ensure that all additional landscaping provided across the site is of high quality given its setting within the AONB, is comprised of species native to this area of the Kent Downs and of a design, scale and format appropriate to its setting close to the SAC. Applications should demonstrate how proposed landscaping has been designed to enhance views from the AONB.

k. Where appropriate, having regard to the statutory requirements, development of WYE3 will be subject to Section 106 agreements to support traffic calming on Olantigh Rd., Scotton Street and Oxenturn Rd, improvement to the village hall complex and the establishment of a day care centre for the elderly (see Appendix B).
SUMMARY OF RELEVANT PLANNING POLICY
Other Planning Guidance

The Wye Village Design Statement was prepared in 2000 by the Wye Village Design Group, and adopted as Supplementary Planning Guidance, hence it is a material consideration for the determination of planning applications. Furthermore, Policy WNP2, High Quality Design states; inter alia:

“Each development proposal should include a proportionate statement and illustrations demonstrating how the principles and guidelines of the VDS have been addressed (attached as Appendix D to the Neighbourhood Plan).”

The text of the Village Design Statement dealing with Wye College is attached as Appendix A to this Masterplan. Its concluding paragraph states:

“As the College has grown in size, new buildings have been added for residential and academic purposes mainly at Withersdane or along Olantigh Road, the most recent addition being the prize winning Library and Learning Resource Centre.”

The Wye Village Design Statement includes a useful analysis of the historical growth of Wye, characteristic building types and materials, and planning concerns; it sets out guidelines for new development, under the headings of:

Basic principles
1. Each development proposal should include a statement and illustrations demonstrating how the principles and the following guidelines have been addressed.
2. The landscape setting of Wye, its historic centre and more recent extensions add together to give the village its present sense of place. New developments should make a positive contribution to the environment and the community.
3. Developers should be encouraged to involve local people in early discussions for any proposed new developments of significant size or impact.
4. Environmental sustainability should be considered in decisions on the design, materials, construction and site management of all new buildings.
5. The question of vehicle parking and movement should be specifically addressed for all developments.
6. Particular care should be taken in the Conservation Area to ensure that alterations and new buildings relate to architecture and scale to their surroundings and make a satisfactory contribution to the historic core of the village.

Design
1. The design of new buildings should confirm to the Wye context by avoiding anonymous ‘pattern book’ designs and ‘Wealden’ or other styles alien to Wye’s locality. Equally, designs based on a confused mixture of architectural styles and decoration, that mimic but lack the integrity of genuine historic buildings, should not be considered.
2. High-quality contemporary architecture and designs which complement their surroundings and incorporate variations in geometric form, mass and scale will be encouraged.
3. Features to conserve natural resources such as energy and water should be encouraged in the design of new buildings, when and wherever feasible.
4. Designs should consider flexibility of internal use and external space, to allow for changes of use and additions over time.
5. Design layouts should incorporate traditional local treatments of boundaries such as walls, fences, verges and planting.
6. Shop fronts and signs should not be intrusive or mutilate parts of existing buildings. Standard fascias should be avoided.
7. In the Conservation Area most future development is likely to be limited to minor alterations or small-scale infilling. Groups of buildings should aim to reflect the variations in geometric form, mass, scale and architectural styles of their surroundings; roof heights, spans and pitches should also be in keeping.
8. Maintenance in the Conservation Area and of Listed Buildings; original details should be retained and repaired where feasible; as far as possible traditional techniques and sympathetic materials should be used. Particular care should be taken with the designs and materials used for extensions and for alterations such as replacement doors and windows.

Materials
1. Building materials play an important part in determining local character.
2. All materials, where modern or traditional, should be suitable and of the highest quality feasible.
3. Materials that harmonise with neighbouring buildings should be used for both new developments and alterations.
4. Principles of sustainability should be encouraged in the choice and source of materials.
5. For older buildings and for new ones in the Conservation Area, materials should be strictly limited to those which closely match the traditional fabric of the contemporary buildings in colour, texture and appearance. The use of salvaged materials may well be appropriate.

Layout
1. Particular care should be taken to design the layout and density of the new developments so as to ensure privacy and freedom from excessive noise for residents in surrounding gardens and dwellings, especially in backland and infill sites.
2. The design and materials used for boundaries and street furniture, including signs, lighting and seats, should be selected with care to reflect Wye’s traditional styles and to reflect the rural nature of the village.
3. Roads in new developments should be appropriate to the rural character of the village.
4. Adequate off-street parking should be provided for all new developments, particularly those within the Conservation Area.

Access and Mobility
1. Easy, safe access by foot and bicycle should be incorporated in plans for new developments.
2. All new development should make provision for a people-friendly network of safe routes within the village suitable for non-car users, those with prams, wheelchairs or having limited mobility.
3. Consideration should be given to the provision of cycleways and links to local and national cycle routes where feasible.
CONVENIENT CYCLE STORAGE SPACE OR FACILITIES SHOULD BE INCLUDED IN THE DESIGN OF ALL NEW BUILDINGS.

LANDSCAPE
1. Entrances to the village should be visually welcoming and avoid a stereotypical suburban look.
2. Existing green and other open spaces should be preserved and enhanced. Any significant new developments should incorporate new green spaces and recreation areas.
3. Full advantage should be taken of the land form for any significant new developments on the edges of the village, particularly when visible in long views. Attention should be given to the impact on landmark features such as the Crown and riverside, and to sensitive views within the village, for example the Parish Church and the village greens.
4. Designs for new development should provide details of hard and soft landscaping. A variety of appropriate (preferably native) trees, hedging and border plants should be used, and a sustainable maintenance plan should be provided as an integral part of the design where appropriate.

The Guidance in the Wye Village Design Statement is a key supporting document to be read alongside the Masterplan.

OTHER RELEVANT PLANNING POLICIES
Other relevant planning policies and guidance are set out in the following documents; relevant policies from each are summarised in Appendix B to this Masterplan.

- Ashford Adopted Core Strategy
- Tenterden and Rural Sites DPD
- Ashford Local Plan 2017
- National Planning Policies and Guidance
The Draft WYE3 Masterplan has been developed following considerable stakeholder and public engagement. Central to its delivery was the WYE3 Steering Group set up by Ashford Borough Council (ABC) in late 2016, comprising officers from ABC, representatives of Wye with Hinxhill Parish Council (WHPC) and representatives of Telereal Trillium and its professional team.

The various elements of the consultation process were agreed by the WYE3 Steering Group at every stage.

The overall approach involved four main elements:

- A full day workshop externally facilitated involving a wide range of officers, civic and heritage groups, local residents and businesses which discussed the overall approach to the masterplan and the set the context for the work that followed. January 2017
- A more focused workshop looking at three areas which were the most challenging to decide on the appropriate use and how they would fit into the overall masterplan. May 2017
- A round of public consultation on the emerging ideas from the two workshops, including a public exhibition and online engagement. May 2017
- A round of public consultation on the draft masterplan, including a public exhibition and online engagement, as well as internal Ashford Borough Council officer consultation. September 2017

The main themes that were discussed during the various consultation events and activities that have influenced the development of the masterplan include:

- Current traffic conditions and the impact of future traffic generation
- The junction between Olantigh Road and Occupation Road in the context of the expansion of Wye School and the potential for development north and south of Occupation Road
- How to achieve appropriate redevelopment of the ADAS site and the role of the donkey field
- Movement and connections through the site and also with the wider area including to the North Downs Way and the centre of the village
- Design and layout of proposed development
- The overall amount of development

The issues and themes raised during the consultation were then tested against the policies relevant to the site at national, county, borough and neighbourhood levels, along with deliverability and viability.

The draft masterplan has responded to the themes raised through the consultation (as set out above) as follows:

- Traffic – the pavements along Olantigh Road will be widened and traffic calming measures put in place to make use of the road by pedestrians and cyclists safer.
- Junction of Olantigh and Occupation roads – a more rural approach to the junction has been proposed.
- Although there are PD rights for the conversion of the existing buildings to 52 flats, the ADAS site will be redeveloped for 20 family houses at a low density, with the donkey field only used for gardens.
- A number of new paths will be created to improve the overall movement around the site and to improve the ADAS site’s connectivity to the village. The route through Occupation Road to the North Downs Way and the Crown will be pedestrianised and landscaped to extend the rural feeling of this major walk into the village.
- The design of the various areas of development has been carefully considered, with each parcel of land having a different approach depending on its use and its location in the village. Densities of both residential and commercial development proposals have been driven by the village location.
- The overall amount of development has been considered on the basis of Neighbourhood Plan policies, viability and the overall capacity of the site/s and an appropriate balance has been reached.

The full Masterplan Consultation Report with appendices is attached at Appendix C to this Masterplan.
06  Former Wye College, Wye (Wye 3)

CONSTRAINTS AND OPPORTUNITIES
PLANNING AND DESIGN PRINCIPLES
Constraints and Opportunities

**Constraints**

- Area of Outstanding Natural Beauty
- Agricultural Land Quality
- Bio-diversity/Special Area of Conservation (SAC)
- National Nature Reserve (NNR)
- North Downs Way – conflict between walkers and vehicles; other public rights of way
- Concept of walkable village
- Consider how much traffic was associated with previous uses of the college
- Traffic calming, speed limits
- HGV movements
- Narrow rural roads
- Sewage and drainage limits
- Covenanted land
- Existing trees
- Heritage – Listed Buildings, Conservation Area
- Implications of growth of Wye School
- Condition of buildings at ADAS

**Opportunities**

- AONB – opportunity to enhance
- Remove inappropriate trees and buildings
- Opportunity to improve the entrance to the site and village from the east (North Downs Way)
- Shape Wye’s future
- Meet housing needs, for the whole range of the community, including the elderly
- Create nationally recognised and exemplary sustainable development
- Better small business space
- Opportunity to live and work in the same place
- Facilities for the community (clubs, health care, school and outdoor spaces)
- Preserve historic fabric (Listed Buildings in Conservation Area)
- Improve green infrastructure
- Improve biodiversity
- Secure appropriate development on ADAS
- Improved pedestrian and cycle routes
- Make the village centre more vibrant
- Make land available to self builders
- Renew a sense of place for the village
- Development funding from proposed development could be used to improve highway safety
The Masterplan process has included consideration of opportunities and constraints; the first workshop (Workshop Session 1) identified the following constraints and opportunities:

**Constraints**

**Area of Outstanding Natural Beauty – views into and out of village**
- The whole of the Masterplan area, and indeed the whole of the village of Wye, lies within the Kent Downs Area of Outstanding Natural Beauty. Accordingly, views into and out of the village are an important consideration.
- Of particular significance are the views into the village from the North Downs Way, leading into Occupation Road, from the east, and corresponding views moving from west to along Occupation Road, towards the Wye Crown.
- Glimpsed views of part of the former ADAS building site are also available from elevated positions, to the east, in the vicinity of the Crown.

**Agricultural Land Quality**
A high proportion of the land within the Masterplan area, proposed for development, is shown as land not in agricultural use, or otherwise shown as occupied by buildings, on the Agricultural Land Classification Map for East Kent (source Agricultural Land Classification Map 1" to 1 mile 1963 edition, which contains greater detail than 2017 online plan at 1:2,500 scale). The remaining areas of land to the north and east are shown as being of Grade II agricultural land quality.

**Bio-diversity/Special Area of Conservation (SAC)**
Wye and Crundale Downs Site of Special Scientific Interest (SSSI) and Wye and Crundale Downs Special Area of Conservation (SAC) are designated nature conservation sites lying to the east of the Masterplan area; development proposals within the Masterplan area should ensure that there are no adverse impacts on these nature conservation designations.

**National Nature Reserve (NNR)**
The Wye National Nature Reserve lies to the east and south east of Wye, development proposals for the Masterplan area should ensure no adverse impact on the Natural Nature Reserve.

**North Downs Way – conflict between walkers and vehicles; other public rights of way**
The North Downs Way is a national walking route, part of which runs through the Masterplan area (between the eastern boundary of the land north and south of Occupation Road, and the western boundary of land west of Olantigh Road). There is scope for conflict between walkers, and traffic associated with both existing development, and additional development proposed through the Masterplan.

**Concept of walkable village**
The Neighbourhood Plan establishes the concept of the walkable village, with the objective of restricting the growth of the village to locations within reasonable walking distance (indicated as approximately 400m) from the centre of the village.

**Consider how much traffic was associated with previous uses of the college**
Masterplan proposals should take account of the estimated traffic associated with the former college uses.

**Traffic calming, speed limits**
Masterplan proposals should consider whether traffic calming is required, including consideration of appropriate speed limits, this is considered to be an issue of potential significance at Olantigh Road, where excessive speeds have been noted for vehicles entering the village from the north.

**Congestion at level crossing**
Traffic congestion occurs when the level crossing gates are closed, the impact of Masterplan proposals on traffic queues at the level crossing should be considered.

**HGV movements**
Only very limited numbers of HGV’s use roads within Wye, typically associated with servicing local businesses and other facilities, nonetheless Masterplan proposals should consider the accessibility of change of use of redevelopment proposals for HGV visits, and avoidance of conflict with other road users, including cyclists and pedestrians.

**Narrow rural roads**
Rural roads in the vicinity of Wye are typically narrower than urban roads, and often lack footways. Development proposals should consider impact on rural roads, through appropriate Transport Assessment.

**Sewage and drainage limits**
Masterplan proposals should take account of the capacity of both foul and surface water drainage systems, and the scope to upgrade these where necessary.

**Covenanted land**
Part of the land south of Occupation Road, to the east of the existing allotments, is subject to a covenant restricting its use to agricultural or horticultural purposes only.

**Existing trees**
Within the Masterplan area there are a significant number of trees, including land protected by a Woodland Tree Preservation Order (east of Olantigh Road, south of former ADAS buildings); there are also significant mature trees surrounding the site of the former ADAS buildings. Also noteworthy are groups/lines of conifers, planted as windbreaks/screening for buildings (north and south of Occupation Road, and on the eastern boundary of the Masterplan area); and the area planted in recent years with young trees, to the east of the former ADAS building site. Where these trees have a significant landscape or amenity role Masterplan proposals will seek to protect these.

**Heritage – Listed Buildings, Conservation Area**
The following section of the Masterplan deals in detail with the heritage context for the Masterplan proposals, in summary the main Listed Building complex, within the former Wye College area, and the Conservation Area designation are significant heritage designations, which will be an important influence on the Masterplan proposals.

**Implications of growth of Wye School**
Planning permission has now been granted for the expansion of Wye School, to a three form entry school; Transport Assessment associated with the Masterplan proposals will take account of the implications of expansion of the school, up to its approved limits.

**Condition of buildings at ADAS**
The existing ADAS buildings are in a deteriorating condition, due to vandalism, and require either repair and refurbishment, or replacement.

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Constraints and Opportunities

Opportunities

AONB – opportunity to enhance
There are significant opportunities to enhance the character of the AONB, through the removal and/or replacement of existing unsightly buildings, notably to the north and south of Occupation Road, but also including part of the stock of buildings on the west side of Olantigh Road (excluding Listed Buildings). New and replacement buildings offer the opportunity for significant enhancement, through appropriate design, scale and materials.

Remove inappropriate trees and buildings
Many trees within the Masterplan area do not make a positive contribution to its character – in particular conifers, planted solely for screening purposes – removal offers scope for enhancement of character, together with buildings which detract from existing character, as noted above.

Opportunity to improve the entrance to the site and village from the east (North Downs Way)
Replacement of existing buildings, and removal and replacement of inappropriate trees offers the opportunity to improve the entrance to the site and village from the east, there is further scope to enhance the entrance to the village through creation of a completely or mainly traffic free pedestrian route for at least part of the length of the North Downs Way in this location.

Shape Wye’s future
In the days when Wye College was in operation, it made a significant contribution to the life and vitality of the village, its redevelopment and regeneration through the Masterplan proposals offers an opportunity for it to make a significant contribution to the future of the village, by bringing new activity to the former Wye College Campus, and the village as a whole.

Meet housing needs, for the whole range of the community, including the elderly
Within the Masterplan area there are significant opportunities for housing development to meet the needs of different groups within the local community, including the elderly.

Create nationally recognised and exemplary sustainable development
New development offers the opportunity for new buildings which meet the highest standards of sustainable development.

Better small business space
There are opportunities within the present stock of disused buildings for the creation of improved business space; including the replacement of the small business accommodation on the south side of Occupation Road, which is presently provided in unsightly buildings, which do not make a positive contribution to the character of the village.

Opportunity to live and work in the same place
The creation of additional small business space will increase opportunities for people to live and work in close proximity, thereby reducing the need to travel.

Facilities for the community (clubs, health care, school and outdoor spaces)
Both new development, and the reuse of existing buildings, offer the opportunity for improved community facilities/community access, commensurate with the scale of development involved.

Preserve historic fabric (Listed Buildings in Conservation Area)
The main complexes of listed buildings, situated within the Conservation Area, have been disused for a significant period of time, and are in a deteriorating condition, development proposals offer the opportunity for preservation of this important historic fabric.

Improve green infrastructure
There are opportunities for creation of additional areas of public open space, both formal and informal.

Improve biodiversity
There are opportunities to create enhanced habitat, and habitat corridors, to provide opportunities for increased biodiversity interest.

Secure appropriate development on ADAS
The existing ADAS buildings have Permitted Development Rights for conversion to 52 apartments; there is an opportunity to provide an improved quality of buildings, and general environment.

Improved pedestrian and cycle routes
There are opportunities to improve both pedestrian and cycle routes, including providing additional routes, where appropriate.

Make the village centre more vibrant
When in use, the college buildings accommodated residents, students and staff, including considerable daytime activity, contributing to the vitality of the village centre; reuse/redevelopment offers the opportunity for restoration of this important contribution to the vitality of the centre of the village.

Make land available to self builders
The Masterplan should explore opportunities for land to be made available to self builders.

Renew a sense of place for the village
A loss of the activities associated with the former Wye College have had an adverse impact on sense of place; the successful establishment of the Wye School has helped to recreate this sense of place, which can be further enhanced, through additional development/redevelopment.

Development funding from proposed development could be used to improve highway safety
There are opportunities for improvements to highway safety, in conjunction with the development/redevelopment of the Masterplan area, including traffic calming.

A detailed examination of opportunities and constraints for each individual component site within the overall Masterplan area is set out in the appraisal section, within this part of the Masterplan Statement.
Planning and Design Principles

A brief summary of key planning and design principles to inform the preparation of the Masterplan is set out below.

AONB

Area of Outstanding Natural Beauty – development at the former Wye College Campus should not detract from the natural beauty of the Area of Outstanding Natural Beauty, within which Wye is situated, and in particular should respect the principle that development should not significantly detract from key views into, out of and within the village, shown in figure 2.3 to the Neighbourhood Plan (Policy WNP1c Views). Key views of relevance to the Masterplan are:

Views to the east
- The Crown and Downs viewed from the Kempe Centre
- Views towards the Crown from Occupation Road
- The Crown & Heritage Buildings viewed from Golden Square

Views into Wye from the Crown

Sustainable Development

The key provisions of the policy supporting sustainable development encompassing development which meets social, environmental and economic objectives in an acceptable manner, are to be applied to all development which is the subject of this Masterplan.

Heritage Considerations

Development proposals comprised within the Masterplan should ensure the protection of the character of listed buildings and the Wye Conservation Area; in the context of the former Wye College, it is of particular importance to bring listed buildings back into productive and viable uses, thereby ensuring their renovation and long term maintenance. Where archaeological interest is present, this should be recorded and or preserved, as considered appropriate.

Making best use of previously developed land

It is an important principle of both National and Local Policy that best use is made of previously developed land; much of the land within the former Wye College holding, within the Masterplan area, is previously developed land.
Walkable Village

The Neighbourhood Plan states that the concept of a concentric village with the centre within easy walking distance is a cornerstone of the WNP’s approach to the future planning and development of the village; suggesting that a good indicator of a sustainable settlement is the location of housing within 5 minutes walk, or about 400 metres, from the centre of the village, which in the case of Wye is defined as the Bridge Street/Church Street junction. Development within this area will allow pedestrians to have good access to essential facilities, e.g. the primary school, medical centre and railway station, and will preserve the surrounding countryside. (Objective 1, Wye Neighbourhood Plan). This concept is used to establish a village envelope, which is noted to be defined through the Masterplan between Olantigh Road and Scotton Street. (Figure 4.1, Wye Neighbourhood Plan).

The approach of the Neighbourhood Plan is reflected in the emerging Masterplan proposals, with a strong emphasis on providing enhanced opportunities for walking, and other sustainable modes of travel, within the village. The Masterplan preparation process has also provided an opportunity to review best practice guidance on appropriate walking distances, for different types of facilities.

This review has shown a clear preference for typical walking distances to local facilities of 800m, or 10 minutes. This is the figure adopted in the Manual for Streets 2007; the guidance (paragraph 4.4.1) emphasises that this should not be regarded as a maximum walking distance. The Chartered Institution of Highways and Transportation Guide “Planning for Walking” (April 2015) notes that 80% of all journeys of less than 1 mile are made wholly on foot, with an average distance for walking journeys of 0.85 miles (1,500 yards/1.371 metres).

This guidance further notes (paragraph 6.4) that walking neighbourhoods are typically characterised as having a range of facilities within 10 minutes walking distance (around 800m); but noting further that the propensity to walk or cycle is not only influenced by distance but also the quality of the experience and the power of a destination. For bus stops in residential areas, 400m has traditionally as been regarded as a cut off point; people will walk up to 800m to get to a railway station, which reflects the greater perceived quality or importance of rail services.

The Campaign for Better Transport Guidance “Sustainable Transport and the NPPF – a guide for local councils and communities” repeats the guidance that residential development should be located within walking distance (800m) of a local centre of shops and other facilities. The Chartered Institution of Highways and Transportation online guidance on Planning for Walking notes under the heading “Pedestrian Catchments” that walking neighbourhoods have a range of facilities within 10 minutes walking distance (around 800m). Taking this guidance together, it is clear that the appropriate distance to use for the purposes of supporting the concept of the “walkable village” is 800m, rather than 400m as indicated in the Neighbourhood Plan.

Contribute to Sustainable Community Objectives

Development proposals in the Masterplan should contribute to sustainable community objectives, including the provision of new housing, employment, and appropriate contributions to community uses. The provision of these uses accords with the Site Specific Policy for the former Wye College Campus, WNP11, in the Neighbourhood Plan, which proposes a mix of uses, including education, business, community infrastructure and housing. In all cases, specific development proposals are subject to viability.

Contribute to Sustainable Transport Objectives

Background document BD4 to the Neighbourhood Plan, transport and traffic appraisal, assumes an indicative development mix, although the footnote at page 10 notes that there is flexibility in the allocation of activities on the Wye 3 Site but the overall quantum of mixed development remains as analysed.

The Neighbourhood Plan sets out, as a broad principle, that traffic associated with the reuse and redevelopment of the former Wye College Campus should not exceed estimated traffic associated with the former use of the campus; studies carried out in support of the Neighbourhood Plan then gave guidance on the broad quantum of development, though redevelopment or reuse of existing buildings, to be incorporated within the Neighbourhood Plan.

The development mix shown comprises:

- 25 new houses (Wye 1, land of Churchfield Way)
- 15 house (Wye 2, Luckley Field)
- Wye 3 Campus
- 50 new dwellings
- The Free School at maximum capacity 600 pupils/90 staff
- 5,000m² business space in the Kemp Centre and other sites including Withersdane
- 2,500m² of mixed business and community use in the Grade I buildings
- Change of use and windfall – 50 dwellings

The footnote at page 10 also notes that planning approval has subsequently been given for 25 houses on Wye 2 and 27 houses on Wye 1, and that the traffic generation figures therefore underestimate impact from these developments.

The primary issue noted with regards the issue of traffic...
generation is impact on queues at the level crossing; BD4 contains diagrams indicating the current (at 2014) queue lengths, and modelled estimates for increases in queue lengths associated with traffic comparable to that from the operation of the former Wye College.

This Masterplan is further informed by an additional traffic study which reviews existing base data and assumptions; to ensure that the adopted Masterplan is based on accurate and up to date information, a full review has been carried out, including the commissioning of new surveys, addressing both traffic generation, and car parking within the village, which is also identified as a significant issue within the Neighbourhood Plan.

The wider sustainable transport objectives of encouraging wider use of public transport (rail and bus), walking and cycling are also supported in the Neighbourhood Plan, notably at Policy WNP10, which notes that development will be encouraged to provide links with safe walking and cycling routes to the village centre, facilitating access to schools, the surrounding countryside and station – minimising the need for car use. The loss of existing footpaths and cycleways will be resisted. New development should be built around the idea of a walkable village with integrated adequate pathways directly connecting to the centre of the village. These objectives further inform the preparation of the Masterplan, which seeks to encourage safe walking and cycling routes, by improving, and adding to, the existing network of paths within Wye.

Achieve a High Standard of Design for New Development

Development proposals should achieve a high standard of design, and use of materials, taking account of the guidance in the village design statement, and wider principles of good design.

These wider principles of good design are set out in Policy CS9: Design Quality, Ashford Core Strategy 2008, the Policy stating:

Development proposals must be of high quality design and demonstrate a positive response to each of the following design criteria:

- Character, distinctiveness and sense of place.
- Permeability and ease of movement.
- Legibility.
- Mixed use and Diversity.
Planning and Design Principles

- Continuity and Enclosure.
- Quality of Public Spaces.
- Flexibility, Adaptability and Liveability.
- Richness in Detail.
- Efficient use of Natural Resources.

Preparation of the Masterplan has been further informed by the key masterplanning issues identified by Sue McGlynn, in her presentation to the first of the two workshops.

- Understanding all scales or layers of local character – uncovering
  - Landscape structure
  - Urban Structure; connections and accessibility
  - Neighbourhood structures; land uses, buildings & density

- Landscape structure
  - Landscapes for humans and wildlife, balancing movement, access and ecology
  - Making space for green infrastructure for well-being, ecology and agriculture

- Urban Structure
  - Moving and meeting, importance of connected streets
  - Walk-ability: Not just distance, connected routes too
  - Community and privacy, the importance of building fronts to streets and public spaces/routes and building backs to private space
  - Put altogether: Perimeter development, made up of joined up streets + active building fronts + private backs

- Neighbourhood structure: Land uses, density and buildings
  - Density is a measure not a quality, very different forms at the same density
  - Intermixing uses in a compatible way.
  - Intermixing new and old buildings
  - Schools – achieving security without high fences to public routes and spaces.

- How will we judge success for the Wye Masterplan?
  - Makes room for green routes and spaces
  - Facilitates movement and access on foot and cycle

- Supports place identity: character, culture and commodity
- Supports the village centre
- Provides more than just houses: employment, education, community facilities, horticulture
- Spreads benefits throughout the village

Ensure New Development meets appropriate Environmental Standards

All new development secured through the Masterplan should ensure that appropriate environmental standards are met, with particular regard to:

- Foul and surface water drainage
  - Ensure foul drainage does not exacerbate any existing problems; explore opportunities to reduce impact on existing foul drainage network.
  - Utilise SUDS measures to minimise impact of surface water runoff from development/redevelopment.

- Biodiversity
  - Ensure no adverse impacts on biodiversity and explore opportunities for enhancement with biodiversity interest.

- Archaeological interest
  - Ensure no harm to areas of archaeological interest.

- Contaminated land
  - Ensure full account is taken of any potential contamination of land or buildings; and that development proposals address any contaminated land issues identified.

- Noise
  - Ensure development proposals take full account of existing noise environment; and do not cause any issues of noise nuisance, in relation to neighbouring uses/users.

- Renewable Energy
  - Development proposals should consider the scope for incorporation of renewable energy measures where appropriate.

Sustainable design and construction

- Development proposals should meet building regulation requirements with regard to sustainable design and construction.

Materials

- Development proposals should use appropriate materials, in the light of guidance in the Village Design Statement, and other statutory and non-statutory guidance.

Direct impact on existing trees/landscaping

- Development proposals should identify direct impact on existing trees or landscaping; where existing trees or landscaping make a positive contribution, they will generally be retained, where trees or landscaping make a negative or neutral contribution to local character.

Outdoor lighting

- New or enhanced outdoor lighting can have an adverse impact on residential amenity and dark night time skies; development proposals will consider the necessity for additional/enhanced outdoor lighting, and proposals will follow best practice guidance on minimising wider impacts of such lighting.
07 / Former Wye College, Wye (Wye 3)
HERITAGE AND TOWNSCAPE CONTEXT
HERITAGE AND TOWNSCAPE CONTEXT

Historical Growth Pattern

Like many historic settlements, Wye grew up around a crossroads. In Wye's case a Roman-era fording point of the River Great Stour en route between Hastings and Canterbury over the North Downs, and a second, north–south, trackway following the river. The village developed as a medieval market town and a focus for education, following the establishment of a seminary in the mid 1400s. The seminary was taken over by Imperial College and remained in use as an agricultural college until 2005.

Available Ordnance Survey mapping shows the core of the village has two main historic focal points: the junction of Olantigh Road with Scotton Street / High Street, which is the location of Wye College, and Church Street, leading to the Church of Saint Gregory and Saint Martin. Church Street, rather than High Street, is the commercial centre of the village. Following the arrival of the Ashford – Margate railway in the 1840s the village became more accessible.

The rapid expansion of the village between the 1950s and present day is illustrated by the maps below. It is noteworthy that during this period peripheral residential growth has tended to follow a typical 'suburban' format based on cul-de-sacs. This has compromised the historic perimeter block structure.
Narrow plots establish rhythm
Continuous tree line and wall marks approach to village from north
ADAS site concealed
Varied roof forms and chimneys add interest to roofscape
Narrowing of street width gives impression of greater length
Narrow plots establish rhythm
Wide expanse of carriageway tarmac is not pedestrian friendly
ADAS site concealed
Continuous tree line and wall marks approach to village from north
Bend in road 'leads' eye
Grass verge softens streetscape
On-street parking slows traffic
Predominantly 2–storeys with hipped roofs
Building set back reduces on approach to village
Vertical subdivision provides rhythm and breaks visual scale of building
Inconsistent boundaries and cars in front gardens
View south down Church Street
View south down Olantigh Road
View further down Olantigh Road towards village
Heritage and townscape context
Townscape analysis
Former Wye College, Wye (Wye 3) : Masterplan
Former Wye College, Wye (Wye 3)

DETAILED SITE APPRAISALS
This section sets out a short summary of the key characteristics of the main components of the former Wye College campus.

The original focus of the activities of Wye College was the grouping of important listed buildings (Grade I, Grade II* and Grade II), located in a series of interlinked quadrangles, at the corner of High Street and Olantigh Road. With the exception of the limited use of the Latin School on a permissive basis by Wye Heritage Centre, these buildings are vacant; their condition has been deteriorating since they became vacant and there is a pressing need for them to be brought back into active use, with appropriate repair, refurbishment, and adaptation. This complex of buildings has been the subject of a very detailed appraisal by Canterbury Archaeological Trust, which has informed the preparation of the Masterplan, and the concurrent application for conversion of the listed buildings, which is presently awaiting determination. This proposes:

- Conversion of the listed buildings to 39 new residential units
- Provision of enlarged and improved accommodation for the Wye Heritage Centre
- Great Hall, Lecture Theatre and Chapel to be retained as communal spaces for residents, with public access also
- Two new residential units, on land to the north in conjunction with car parking
- Car parking provided to full parking standard in a mixture of parking barns and open car parking spaces
- Full renovation of listed buildings to appropriate standard

A public footpath runs alongside the northern boundary of the listed building complex, from Olantigh Road, to the Churchyard where the footpath continues across the Churchyard, to the High Street.

To the north of the former science laboratories is a track that serves farm buildings to the west and is also the route of the North Downs Way, which runs from east to west through the village. Immediately adjoining, to the north, is a former squash court, presently vacant; to the north of this building lies the Russell laboratory, a two storey building, formerly in use as classrooms and laboratories, but now vacant. This building shares with the former science laboratories the feature of terracotta panels.

To the north of the complex of listed buildings lie the former science laboratories, comprising mostly two storey, with some one storey and some two and a half storey buildings; the buildings are set back from Olantigh Road, with a landscaped area with an avenue of trees. While generally of little architectural interest, the buildings display an interesting grouping of bespoke terracotta panels, which reflect the academic interests of the former Wye College. A public footpath runs along the western boundary of the site, beyond which lie allotments.

To the north of the Russell laboratories lie the former Students Union building, an area of car parking, and a former outdoor swimming pool, now filled in, for safety reasons.
On the east side of Olantigh Road, opposite the Russell building, is the Kempe Centre, formerly the Teaching and Learning Centre for Wye College, constructed in the 1980s. This building is now used by Wye School; two storey temporary classrooms used by the school are situated to the north. Planning permission has recently been granted for a multi use games area, which is presently under construction, and for the construction of new permanent teaching accommodation, a sports hall, and associated car parking and access.

To the east of Olantigh Road lies Occupation Road, running from east to west; Occupation Road forms part of the North Downs Way, which continues to the east to the Crown, which is on an elevated position above the village.

The north side of Occupation Road is bounded by a conifer tree screen behind which lie an extensive complex of glass houses, and a variety of other permanent buildings, formerly used as a research centre which are now largely unoccupied with the exception of a small local business, Wye Bugs. To the east of this complex lies the former meteorological station; beyond this lies an area of presently unused grazing land, known locally as the Strawberry Field. The eastern boundary of the land and buildings acquired by Telereal Trillium is formed by a substantial alder tree screen, understood to have been planted as a windbreak, and typical of the local landscape at and around Wye.

On the south side of Occupation Road, moving from west to east, are firstly a group of single storey buildings, (comprising a mixture of permanent and temporary structures, presently occupied by a number of local businesses) then to the north of these lie 4 existing dwellings, which have recently been refurbished, and are now occupied. To the north of these 4 dwellings lie the premises occupied until recently by BCP; these comprise a substantial area of glasshouses, with associated storage and office buildings, including a substantial grouping of temporary office/research buildings, which lie at the eastern end of the site. A line of alder trees screens this area from views from the east; a public footpath runs between Occupation Road, and Scotton Street, to the south.
DETAILED SITE APPRAISALS

Appraisal

To the south of the buildings on the south side of Occupation Road lie allotments; part of the land adjoining the allotments, to the east, and including part of the land used until recently by BCP, is subject to a covenant restricting its use to agriculture or horticulture only.

To the north of the Wye School lies an area of existing woodland, beyond which lie the former ADAS buildings. These were built and used as Government offices but are presently vacant and have been subject to severe vandalism and theft, leaving them in a poor overall condition. They comprise a mixture of one and two storey buildings, under flat roofs, configured in a horseshoe shape within the site. These buildings have been confirmed to be the subject of Permitted Development Rights, which provide for their conversion to 52 flats with associated car parking and cycle parking being provided within the site.

To the east of the former ADAS buildings lies an enclosed area, presently in use as pasture and sometimes described as the Donkey Field, but previously in use in conjunction with Wye College for research purposes; to the east of this area lies an area presently being established as a woodland, through local tree planting schemes; beyond which lies open agricultural land.
09
Former Wye College, Wye (Wye 3)
LANDSCAPE STRATEGY
Overview

The emerging Masterplan proposals have been informed by a strategic level Landscape Study, prepared by Growth Industry Landscape Architects; the full landscape study report supplements this Masterplan Report.

The landscape study summarises the design and consultation process undertaken in 2017 in relation to landscape matters of connectivity and character affected by the proposed Masterplan development, with the findings presented as a series of strategic landscape approaches.

The Landscape Study explores the Wye Village context, and existing connectivity, highlighting the network of existing footpath and bridleway connections, and how they relate to the proposed Wye3 sites. The study presents potential development sites in terms of landscape character and opportunities to inform the architectural proposals contained within this overall Masterplan.

The Landscape Study presents a series of strategies outlining the wider Masterplan opportunities for enhancements and additions to landscape character, as well as improved connectivity brought about by the proposed Masterplan development.

The key findings and conclusions of the Landscape Study are summarised below. The Landscape Study identifies the areas of land and buildings comprised within the Wye3 Masterplan area; and the general topographic setting, which is noted as:

“To the east as the topography descends towards the village fringe and begins to flatten out, steep wooded elevated downland of Crown is replaced by productive agricultural fields on more gentle topography, defined with their locally characteristic formal linear enclosures of Poplar and Alder trees windbreaks. The geometric and orthogonal landscape character and scale of this farm land is in contract to the more fluid and non-linear nature to the west of the village which is greatly influenced by the River Stour and its floodplain.”

The Landscape Study examines wider connectivity, and existing connections, noting:

- The regional North Downs Way and Stour Valley Walk, passing through the village east to west, and converging along Occupation Road through to Church Street via the church yard.
- National Cycle Route 18 passes through Wye along Olantigh Road, along Upper Bridge Street, and onwards along Oxenturn Road.
- Other footpaths extend beyond the central road and footway network, generally following historic field boundaries.
- The Wibberley Way is a permissive path that runs north–south across the organic farmland, at the eastern boundary of the Masterplan area.

The Landscape Study notes that the view from the Crown landmark provides a good overview of the WYE3 sites, in the context of the village and wider landscape of the North Downs Ridge, and the Stour Valley below.

Key points noted include:

- Importance of strong and mature treescape within the village as a whole.
- Below the Crown, the landscape topography descends towards the village, gradually becoming flatter to agricultural fields with distinctive field boundaries and strong lines of tree belt shelters.
- The ADAS site presents a relatively sunken and discrete site, contained by mixed woodland on its eastern boundary to the fields, and mature 25m high Arboretum woodland and mature beech trees along Olantigh Road; the double roof height of the existing ADAS building and tall water tower are evident in the view.
- Occupation Road (North) is a well enclosed series of field enclosures lying in front of the existing Wye School building with its distinctive roof clearly visible.
- Occupation Road (South) is identified by the gable ends of the existing glass houses partially visible behind the Alder shelter belt.
The diagram below summarises the existing immediate landscape contacts of the Wye3 sites:
The Landscape Study then includes site specific analyses, for the individual redevelopment areas, within the former Wye College Campus, the key conclusions are summarised below for each site.

**ADAS Site**

The diagram below summarises key landscape features of the former ADAS buildings site, which are noted to include:

- Fall in levels across the site from east to west of approximately 10m.
- The site has three main component areas comprising:
  a. Site entry at approx contour + 39m – 40m
  b. Mid plateau at + 33m
  c. Donkey Field, falling westwards from +50 to +46m
- The level changes between plateau are as follows:
  d. Grassland quad between existing buildings falling from +43 to 40m at a 1:10 gradient.
  e. Steep embankment between Donkey Field falling from +46/47m to 43m at a 1:2 gradient.
- The opportunity exists to select housing typologies that can exploit the average 3m level differences between the embankments and plateau and thus reduce their impact in this location by one storey (3m being the typical residential storey height).
- Sole point of vehicular access into the site is formed via a formal brick walled gateway to the west off Olantigh Road.
- The site is surrounded by a series of mature stands of woodland trees.
- No formal internal footpath connections, although there is a pavement running to the eastern side of Olantigh Road connecting to the site entrance.
LANDSCAPE STRATEGY

Site Specific Analysis

1. Mature Beech trees define site entrance framing view westwards to the North Downs
2. Existing sloping central courtyard space endorsed by buildings with TPO woodland to rear
3. Pronounced level change at foot of Donkey Field
4. Donkey Field looking towards ADAS
5. Young mixed woodland looking north to Long Plantation
Occupation Road Sites
The diagram opposite summarises the key landscape characteristics of the land at Occupation Road (both north and south).

- Constant fall in topography from +57m to +49m, from east to west.
- Sole point of vehicular access into the site is along Occupation Road.
- Pedestrian access focused on the route of the North Downs Way; north to south permissive route (Wibberly Way) extends north across the organic fields following the eastern site boundary.
- More open character, around the open grassland of the weather station field, and strawberry field to the east, bounded by traditional Alder and Poplar lines acting as windbreaks. An overgrown orchard lies in the north east corner of the strawberry field; these blocks of vegetation provide a valuable natural screen to the wider farmland and the land beyond.
- Wye Bug site forms a well defined site, enclosed by tall dense fir hedgerow and Beech hedging, more open along its northern and north western boundary with the Free School.
- South of Occupation Road existing glass houses, residential, commercial units and their associated yards and parking areas occupy much of the existing land holding, however the traditional Alder Field boundary and mature Willow and Poplar tree clusters partially screen much of this development when viewed from the east.
LANDSCAPE STRATEGY

Site Specific Analysis

1. Strong Alder shelter belt as field enclosure alongside Wibberley Way
2. North Downs Way on approach from the east with Alder line to site boundary
3. Occupation Road
4. Existing pond and Glasshouses within Covenanted land
5. Open grazing fields (Strawberry Field) towards the former Orchard
Olantigh Road Landscape Considerations
The Landscape Study notes that Olantigh Road forms a direct and historic point of entry into Wye village from the north, due to the straight nature of this rural road there are observed issues with vehicle speed and narrow or inconsistent pavements which need addressing to ensure better pedestrian comfort and safety going forward as building plots become developed including the Wye School expansion.

Key landscape characteristics are noted as:
• The straight road is generally flat around +47m closer to the village, starting to descend gradually to +39m outside the ADAS entrance.
• A strong linear approach to village, offers access to a range of sites including ADAS, Wye School, Occupation Road, and private houses, former students union, Russell Laboratories, science block, Squires Cottages and Listed Building Campus to the west.
• Road is contained along its southern length by built development; in front of the western buildings, the 4m wide grassed verge is located planted with occasional small medium fruiting trees.
• A particular landscape feature along the eastern edge is the mature woodland and historic lines of deciduous trees nearer the ADAS site and further north, beneath these trees near continuous brick wall continues along the eastern side of the road heading north forming a strong linear landscape element.
Site Specific Analysis

1. Olantigh Road western pavement width is too narrow at approximately 900mm

2. Olantigh Road looking north showing lack of pavement in front of the school to the east

3. Western pavement width reduces to approximately 600mm outside the former Science Buildings

4. The junction of Olantigh and Occupation Road occurs outside former Squash Building and Free School entrance, combined with farm access road and North Downs Way crossover

5. North Downs Way between Churchfield Allotments and former Science Buildings on approach to the Church
The Landscape Study identifies the key strategic moves as:

Nestled at the foot of the Downs, Wye is a village surrounded by open countryside; a rich agricultural tapestry of rectilinear fields bounded by strong hedgerows, tree belts and woodland plantations. The natural beauty of the countryside and this strong sense of rurality, acknowledged by the AONB classification, is part of what makes the village an attractive place to live and work. Any new development that seeks to occupy the edge or periphery of the village must respect the neighbouring landscape character rather than seek to impose a suburban character upon it. The transitions between open countryside, new residential neighbourhood and village core should be gentle, not jarring so that each appears merely an extension of, or progression to, the other.

This can be best achieved by reflecting key characteristics of the village’s built form; architecture, streetscape and materiality within the new development. In terms of landscape the aim would be to pull the essence of the countryside through the development, drawing in the surrounding landscape characteristics that are key to making Wye such a special place to live. This includes not only the tree and plant species characteristic of the locality but the fundamental form and structure of the wider landscape.

The three core tenets of the landscape strategy are put forward in direct support of the aspirations of the Neighbourhood Development Plan in particular WNPS (respecting the qualities of the Ken Downs AONB) and WNP10 (enhancing connectivity and creating new green spaces). They are as follows:

- **Draw the countryside in** to bring the countryside right into the heart of the new development through the creation of strong linear green spaces that capitalise on key downland views, afford opportunities for informal recreation, space for sustainable drainage and that foster biodiversity.

- **Foster positive links** to link these linear green spaces with green thoroughfares that provide safe and attractive corridors for both wildlife and residents and that provide generous space for a legacy treescape which when combined with the existing boundary trees will have a positive aggregate effect in mitigating the visual impact of the development on the wider AONB landscape, especially when viewed from the downland above.

- **Create circulatory routes** to utilise these green links in the creation of a network of safe, traffic-free circulation routes for walkers and cyclists, linking to the wider footpath network, not only to positively support and encourage the notion of a ‘Walkable Village’ but to ensure that no part of the development feels independent or isolated from the village core and existing community and to celebrate and reinforce the route of the North Downs Way as it enters the village from the east.
LANDSCAPE STRATEGY

Core Objectives

The Landscape Study identifies the following core objectives:

1. Improve the junction, crossing, pavement provision and general streetscape on Olantigh Road.
2. Separate traffic and pedestrians along Occupation Road making the route of the North Downs Way the principal traffic-free thoroughfare, providing a safe and comfortable pedestrian and cycle link with the village.
3. Create a generous linear green space between the vehicular access to the development and Occupation Road/North Downs Way drawing the countryside into the heart of the development providing scope for SUDS integration (linked to the existing pond) and opportunities for informal recreation.
4. Create green corridors between development parcels echoing the strong field boundaries of the surrounding landscape and providing opportunities for large scale, legacy tree planting to mitigate the visual impact of the development from the downland, to foster biodiversity and to provide traffic-free circulatory routes through the development.
5. Strengthen the landscape boundaries to surrounding farmland to create comfortable micro-climates and to mitigate the visual impact of the development.
6. Create a buffer to the school grounds for the privacy of both pupils and new residents and to aid wind mitigation.
7. Retain the ADAS arboretum and enhance community access. Create a green link to allow pedestrian and cycle access through the woodland between the school and the former ADAS site.
8. Support use and enjoyment of North Downs Way through the provision of a dedicated parking area for walkers, picnic area and information board to create a ‘gateway’ to the North Downs Way.
9. Utilise the recently planted woodland to the east of ADAS as informal Open Space.
10. Improve and enhance existing footpaths and create new routes for better connectivity.
A series of new or improved connections are proposed within the Wye 3 Masterplan, reinforcing the walkability and connectivity between sites and within the overall village path network. These connections are primarily pedestrian improvements, although in the case of the North Downs Way extend to cyclists and are outlined on the adjacent connectivity plan.

The Masterplan proposes two principal areas of improved connections which are outlined below and explained on the following pages:

**Streetscape Footpath Improvements:**
1. Pedestrian priority crossings and junction improvement outside the Wye School. (in association with traffic calming measures further along Olantigh Road).
2. Improvements to the streetscape experience along Olantigh Road, seeking increased footway widths on both sides of Olantigh Road connecting to the ADAS site.
3. Enhancements to footpath connection between Olantigh Road and Churchyard passing by the Listed Building campus.

**Rural Footpath Network Enhancements:**
4. Enhancements to the North Downs Way as it passes along Occupation Road, to extend the rural character of this regional route as close to the village as possible.
5. Enhancements to the North Downs Way as it passes alongside Churchfield Allotments en route to the Churchyard.
6. New footpath connections throughout the Masterplan sites.
LANDSCAPE STRATEGY

Proposed Landscape Connectivity

The Landscape Study identifies scope for path and pavement improvements at:

- Olantigh Road Junction
- Olantigh Road streetscape improvements
- Improvements to the footpath between Olantigh Road and the Church

Further scope for improvement is noted at Occupation Road / North Downs Way; where it is noted that at present Occupation Road presents a fairly unattractive prospect in contrast to the picturesque open countryside lining the North Downs Way as it descends into the village from the east. Occupation Road being characterised by shabby commercial and former horticultural buildings, derelict garages and oppressive evergreen hedging.

EXISTING views along Occupation Road. The route has a narrow, corridor-like feel with views to the wider landscape restricted to glimpses either end.

PROPOSED enhancement of the North Downs Way along a traffic-free Occupation Road with adjacent linear residential green space.
The Landscape Study also addresses scope for widening of the Churchfield allotment path, while maintaining the mature Beech hedging, and the addition of a new connection to the new informal public open space and the ADAS site.

EXISTING narrow path between boundary hedge and Churchfield Allotments

EXISTING narrow path between boundary hedge and Churchfield Allotments

EXISTING The Strawberry Field pasture looking towards the woodland with the strong Alder boundary with the Wibberley Way permissive path behind

Fenced Strawberry Field pasture  New Trees  New connecting route to public open space via a generous greenway

Bolstered Boundary  Wibberley Way Permissive Path  Organic Field
10

Former Wye College, Wye (Wye 3)

URBAN DESIGN VISION
URBAN DESIGN VISION

Design Quality

The urban design vision for the area covered by the Masterplan has developed from the planning and design principles outlined above, it has also taken account of the design concepts outlined by Sue McGlynn in the first workshop, the wider context of the Wye Neighbourhood Plan, and other national and local planning policies and guidance, including the Wye Village Design Statement.

Key elements have been identified as:

- Landscape led approach: Protecting important views out of, and into Wye but also securing opportunities for enhancement – notably the route of the North Downs Way through Occupation Road, and onwards to the west
- Enhancing and improving the network of footpaths/cycle paths, through the village, both to achieve improved connectivity and also to assist in promoting the concept of the walkable village
- Enhancement of green spaces around the improved network of footpaths/cycle routes within the village
- Special focus on the junction of Occupation Road and Olantigh Road – where necessary enhancements for highway safety associated with the school, must be balanced with securing an enhancement to appearance with a rural character
- New built development to reflect and incorporate the overall landscape and movement strategy to be developed.
- Overall mix of new development to incorporate residential, business, education and community uses
- Design and appearance of new development to reflect the principles of the Wye Village Design Statement, within the wider context of principles of design guidance in national and other local policy documents, notably:
  - Scale of development
  - Locally appropriate materials
  - Form and layout of development to have regard to local precedents within Wye

The photographs in section 2 Background illustrate the diversity of built form and materials of existing buildings/street scenes within Wye, which have helped guide the preparation of the detailed Masterplan proposals.

The urban design vision draws on the design principles set out in Building for Life 12. By way of a general design overview and utilising the BFL headings:

1. Connections: The aim has been to integrate the masterplan and the individual sites into the fabric of Wye by reinforcing existing connections and creating new ones, see strategy plan.
2. Facilities and Services: Commercial workspace is proposed west of Olantigh Road. This involves converting an existing laboratory building, see layout, which proposes workspace wrapping around an internal courtyard. Good location and easily accessible from village centre.
3. Public Transport: Each site has relatively good access to public transport, which will help to reduce car dependency. As all sites are within the 800m walkable village strategy this will also help to reduce car dependency. A detailed Transport Assessment has been prepared by TPP.
4. Meeting Local Housing Requirements: Following market assessment the overall development will have a mix of housing types and tenures to suit local requirements. The aim is for a housing mix that will create a broad based community, avoiding creating too many larger or too many smaller homes from being grouped together. See masterplan and individual site layouts.
5. Character: Following detailed townscape analysis the proposals draw inspiration from context, topography and orientation. Distinctiveness can be achieved by designs that respond to local characteristics in a contemporary way. See ADAS elevational proposals.
6. Working with the Site and its Context: Each of the proposals take advantage of existing topography, landscape features, existing buildings etc. See relevant constraints and opportunities proposals and subsequent individual proposals for each site.
7. Creating well Defined Streets and Spaces: Generally buildings are designed and positioned within a landscape ‘framework’, as this helps to define the streets and spaces they address.

Fronts of buildings, to include front doors and habitable rooms face the street to create active frontages and provide surveillance. See individual site layouts.
8. Easy to find your way around: As well as the masterplan, each site layout identifies a clear network of well defined streets and spaces with well defined routes. In particular, this assists orientation and site legibility for the user. In particular, see ‘Land north of Occupation Road’ scheme proposal.
9. Streets for all: Site layouts and their respective street layouts have been designed to encourage cars to drive slowly. The detailed design stage will review material specification and finishes to reinforce this safety principle.
10. Car Parking: Resident and visitor parking is sufficient and at detailed design stage will be finally co-ordinated and integrated so as cars do not dominate the street scene. Landscape design, in particular, to be carefully considered to help reduce visual impact in the relevant street scenes.
11. Public and Private Spaces: Clear definition of spaces to be finally co-ordinated at detailed design stage.
12. External Storage and Amenity Space: Adequate external storage space for bins, recycling and bicycles to be finally co-ordinated at detailed design stage.
URBAN DESIGN VISION

Rural Kentish Character

The following images are used to illustrate key pointers to the development of appropriate forms of development, through this Masterplan:

- Caring Wood, Kent
- Orchard Gate, Ditton
- Avante Coxeath
- Staplehurst
URBAN DESIGN VISION

Built Form

Interesting frontage to green spaces

Innovatively interpret clusters of rural farmsteads, oasts and barns

Compact enclosed streetscenes with good natural surveillance and refined architectural detailing
URBAN DESIGN VISION

Landscape

Landscape designs integrated into layouts to create identity and a strong sense of place.

Attractive green spaces to create local distinctiveness.
10

URBAN DESIGN VISION

Street Design

Innovative rural street designs as traffic calming features. Improved pedestrian and cycle experience.

Slower streets and lanes – carriageway narrowing, contrasting materials, cross overs, pedestrian priority.

Non standard robust quality materials, integrated landscaping, shared surfaces, non priority junctions.
Former Wye College, Wye (Wye 3)

FRAMEWORK STRATEGY AND OPTIONS
DESIGN EVOLUTION
Framework Strategy

The framework strategy for the area covered by the Masterplan is driven in the first instance by the landscape and movement strategy; the development of these concepts is set out in the landscape strategy annexed to this Masterplan and summarised at Section 9. This establishes key principles for each of the main character areas within the Masterplan, each of which has been explored through the presentations and discussions at workshop sessions 1 and 2; with further feedback from exhibition 1 and exhibition 2.
Character Areas

These character areas are:

a. Land north and south of Occupation Road
   - Land north of Occupation Road
   - Land south of Occupation Road

b. Site of former ADAS buildings, and adjoining land
   - Site of former ADAS buildings
   - Donkey Field

c. Land and buildings west of Olantigh Road
   - Main complex of listed buildings at the junction of Olantigh Road and the High Street
   - Former science laboratories, north of listed buildings
   - Former Russell laboratories, north of North Downs Way
   - Former students union building and car parking, north of Russell Building

In addition, workshop session 1 identified the importance of the junction of Olantigh Road with Occupation Road, in terms of both facilitating the free and safe movement of vehicles, pedestrians and cyclists and also achieving a rural character for any junction improvements appropriate to its setting.
a. Land north and south of Occupation Road

The unifying consideration for this area is the status of Occupation Road as part of the North Downs Way. The workshop sessions identified at an early stage the importance of providing an improved landscape corridor along this route.

Development proposals should also incorporate:
- Strategic landscape planting on eastern site boundary, to the north and south of Occupation Road
- A strategic footpath link to the north of Occupation Road to supplement existing permissive path
- New areas of public open space, to serve new development areas to be integrated within overall landscape approach

The first workshop session established the broad acceptability of the principle of new residential development on the north side of Occupation Road. On the south side of Occupation Road, the retention of existing business accommodation to continue to accommodate local businesses in the short/medium term, was supported, with the longer term option of redevelopment for business purposes to be explored further.

At the time of the first and second workshops, the planning application for the Wye School remained undetermined. The application was subsequently amended, following an initial report to the Planning Committee, and subsequent consideration by a Design Review Panel; planning permission was approved in August 2017. The school proposals have in effect become a fixed point within the Masterplan.
It was also agreed at the workshop that it would be appropriate for a permissive path, and the arboretum, to be in the vicinity of the existing entrance to the former ADAS site. The footpath/cycleway links should include further links to the east, to the existing redevelopment site (former glasshouses) to Olantigh Road, and a new link from the southern part of the ADAS movement networks within Wye. The footpath/cycleway links should include a new link from the southern part of the ADAS redevelopment site (former glasshouses) to Olantigh Road, through the woodland between the site and the Wye School, and it should also include further links to the east, to the existing permissive path, and the arboretum.

It was also agreed at the workshop that it would be appropriate to introduce traffic calming on Olantigh Road, in conjunction with proposals to redevelop the former ADAS site, to slow vehicle speeds, when approaching the village from the north. This will need to be subject to detailed consideration but would be likely to be in the vicinity of the existing entrance to the former ADAS site.

b. Former ADAS Buildings

The first workshop considered a number of alternatives for the former ADAS buildings; alternatives for further consideration at workshop 2 were agreed to include:

- Conversion to 52 residential units (Permitted Development Rights, as already confirmed applicable)
- Other suggestions brought forward at the workshop included return to use as business floor space, or a residential care home, or in conjunction with the Wye School

Workshop 1 provided useful guidance on how development, in any one of these forms, could be served by additional footpaths/cycleway links, and hence integrated into the wider movement networks within Wye. The footpath/cycleway links should include a new link from the southern part of the ADAS redevelopment site (former glasshouses) to Olantigh Road, through the woodland between the site and the Wye School, and it should also include further links to the east, to the existing permissive path, and the arboretum.

It was also agreed at the workshop that it would be appropriate to introduce traffic calming on Olantigh Road, in conjunction with proposals to redevelop the former ADAS site, to slow vehicle speeds, when approaching the village from the north. This will need to be subject to detailed consideration but would be likely to be in the vicinity of the existing entrance to the former ADAS site.

c. Land and Buildings West of Olantigh Road

Land west of Olantigh Road comprises four parcels of land, comprising:

- Main complex of Listed buildings at the junction of Olantigh Road and the High Street, formerly used as teaching accommodation and student accommodation
- Former science laboratories, north of Listed buildings
- Former Russell laboratories, north of North Downs Way
- Former students union building and car parking, north of Russell Building

Workshop session 1 established clear support for the conversion of the main Listed building complex to a mixture of residential and community use; in the period following the workshop the car parking requirement for conversion of the Listed buildings was agreed with Ashford Borough Council and Kent County Council, in the context of the current planning application, and accordingly a clear boundary can be established between the Listed building complex, including the required car parking, and the area to be available for further redevelopment immediately to the north, at the former science laboratories.

Redevelopment of the former science laboratories was also supported, with the concept of either extra care housing, or residential care home, gaining general support, although alternative use for either residential redevelopment, or additional business floor space was also mooted.

Workshop session 1 provided support for the conversion of the former Russell laboratories to business floor space and the more general aspiration to retain existing businesses (such as Wye Bugs) in Wye, where existing businesses wish to do so.

The former student’s union building, and car parking north of the Russell building also has the potential for conversion to business use, with car parking shared with the former Russell building. Car parking should be provided to the full standard for business uses.

Junction of Olantigh Road and Occupation Road

This junction is seen as a key area to be developed in detail, through the Masterplan process. The location of the Free School in the former Kempe Centre and the further buildings now subject to detailed planning approval mean there will be increased traffic movements through the junction; additional traffic will also be generated by new residential development of the land north of Occupation Road.

Accordingly, junction improvements to ensure safety for all users – vehicular traffic, pedestrians and cyclists – are necessary, and a scheme of improvements has been agreed in conjunction with the planning permission for the Free School.

However, it was widely felt there was scope to achieve a more rural character to junction improvements, appropriate to the location within the AONB. A unified design approach could be achieved, which also takes in the agreed necessity for traffic calming works on the stretch of Olantigh Road to the north, to the junction with the access to the redevelopment of the former ADAS site.

These key issues have been tested, through an iterative process of preparation of both the wider strategic plans, with regard to landscape, movement and land use, use as well as illustrative layout plans. These have been refined through the workshop process, consideration of comments from the two public exhibitions, and through the Wye Masterplan steering group.
This section of the Masterplan outlines how the illustrative layout plans for each of the key character areas have evolved, through the iterative process outlined.

a. Land North and South of Occupation Road

The two workshop sessions held for the Masterplan included discussions on the potential extent and scope of new residential development on land north of Occupation Road: these have provided some key parameters, to guide the preparation of the Masterplan proposals including:

1. New residential development density should reduce from west to east, reflecting the move towards the edge of Wye
2. Improved landscape corridor to be provided along Occupation Road/North Downs Way
3. No built development on furthest field (known locally as the Strawberry Field) but possible scope for AONB related uses including car parking and a camping barn.
4. Desirable to incorporate strategic landscaping on a north south axis to reduce visual impact of new built development from the North Downs Way to the east
5. Development should incorporate sustainable drainage measures (SUDS)
6. Affordable housing to be located on the western most part of the land north of Occupation Road (in the most accessible location and also at the highest density)
7. Improved pedestrian routes by linking Occupation Road to the former ADAS site to the north, supplementing the existing permissive path

The planning approval for the final phase of development of the Wye School including car parking and access off Occupation Road, has provided a fixed boundary to the western limit of proposed residential development.

The North Downs Way, running along Occupation Road, has been a key consideration in refining the illustrative layout proposals. It has been concluded that it would be desirable, as far as is possible, to separate walkers from vehicular traffic, and accordingly illustrative plan proposals show the provision of a parallel vehicular route, to the north of Occupation Road. This allows Occupation Road to be narrowed, to provide for the needs of walkers and cyclists; and for a more rural character to be achieved, through relationship to adjoining land, surfacing etc.
The first illustrative layout plan, incorporating this parallel access route, proposed 4 individual cul–de–sacs serving new residential development, to the north of Occupation Road; with an area of public open space separating the two pairs of cul–de–sacs. Comments from Ashford Borough Council Planning Department have led to the introduction instead of 2 loop roads, serving residential development, to provide improved accessibility, particularly for refuse and other servicing vehicles.

It has further been agreed that vehicular access routes should be kept to a minimum in terms of carriageway widths, with passing places provided where appropriate. These concepts have further informed the detailed proposals outlined in the following section of the Masterplan.

The proposals included provision for SUDS within areas of landscaped open space.

With regard to land south of Occupation Road, the two workshop sessions indicated broad support for the concept of retention of business uses, with environmental enhancement through redevelopment, including bio–diversity improvements. At present, it is anticipated that existing business accommodation will remain in use, by local businesses. However, to address the broader issues of how this area might develop in the future, indicative proposals have been developed, showing redevelopment of the former BCP site for low intensity business use, in single storey buildings. These could be in the form of “model farm” buildings, which might typically be expected to be found in an edge of village location; buildings of this scale would be of a reduced scale compared to existing built form, and hence offer scope for both environmental enhancement, and reduced landscape impact. This concept, proposed by Ashford Borough Council Planning Department, has informed the preparation of the illustrative Masterplan proposals.

Initial illustrative proposals for this area showed how a comprehensive redevelopment could be achieved, within the overall BCP area; proposals have been further refined, to retain existing landscaping belts, to further reduce landscape impact.

Existing tree planting along the northern boundary to BCP and in front of the 4 existing dwellings, provide a strong landscape feature. The proposal that this could be retained and extended, through any future redevelopment of the land south of Occupation Road, west of the existing dwellings, was supported, and is included in the Masterplan proposal.
Design Evolution

b. Former ADAS Buildings

As noted earlier, the former ADAS buildings have confirmed Permitted Development Rights for conversion to residential use for 52 apartments and associated car parking. However, there is general consensus that an alternative form of development/use of the site would be more appropriate; it is a pre-requisite, for viability reasons that a re-use achieve a comparable value, to the Permitted Development Rights Scheme. For this reason, alternative uses suggested by interested parties have been rejected, as further detailed below:

Business use?
Conversion of the existing former ADAS buildings to business use would be considerably more expensive than conversion of other more suitable buildings elsewhere within the former Wye College complex for this purpose. Redevelopment to provide new employment buildings would not be economically viable. Business use would generate more traffic than either 52 flats, or 27 detached houses.

Alternative site for Wye School?
Wye School is now established at the former Kempe Centre and full planning permission has been granted for new buildings to accommodate the school at its full capacity. The former ADAS site would also be less suitable due to its location of the edge of the village.

Residential Care Home?
A residential care home would not make effective use of the site (the site is much larger than required for a residential care home).

Return site to nature?
This would incur significant demolition and clear up costs whilst generating a negative site value.

Solar energy generation facility?
The site is not suitable for solar energy generation being shaded by surrounding trees.

Furthermore, as noted above, none of these alternative suggestions would meet the minimum viability requirement, of matching the value of the existing Permitted Development Rights approved scheme.
A further suggestion was that self build plots could be provided at the site. This has been considered, but self build plots are not favoured, as they typically result in a much longer construction period, with adverse impact on the development as a whole, and on immediately adjoining plots. However, there is scope to include “bespoke” specification houses, where some details of external elevations/materials, and internal fixtures and fittings, are designed and constructed in consultation with a purchaser.

For these reasons, residential redevelopment of the former ADAS buildings is the option favoured by the Masterplan. The next two questions considered through the review of alternative design options have been what the appropriate number of dwellings is, and whether the development site should incorporate the adjoining land, known as the "Donkey Field" but under the previous use in conjunction with Wye College, having been used as a horticultural research area.

The initial proposal put forward for residential redevelopment, as an alternative to the Permitted Development scheme for 52 flats, was for 27 family houses, on generous plots; the question raised by the Parish Council, and other local participants in the workshop process, was how new residential redevelopment could be supported, having regard to the concept of the “walkable village”.

Opportunities and Constraints
As noted earlier, the revisions made to the Neighbourhood Plan by the Examiner require the Masterplan to put forward proposals for the appropriate redevelopment of the former ADAS buildings site, having due regard to the concept of the walkable village.

The initial proposals have included improved pedestrian links, in addition to the existing footway on the east side of Olantigh Road, which serves the site; this will have the effect of both reducing walking distances to the centre of the village, and also allowing redevelopment of the site to be linked to a wider, extended footpath network.

In the interests of striking a suitable compromise, the site owners have put forward a proposal for a reduced number of new family homes of 20; in conjunction with a reduced number of new dwellings at Occupation Road, of 40. This reduced number of new dwellings has then been explored further, with consideration given to the future use of the “Donkey Field”. The first iteration of the illustrative plan with 20 new dwellings shows the Donkey Field incorporated within the site, and, while the majority of the Donkey Field is to be used as residential gardens, the dwellings are shown sited within the Donkey Field itself.

This proposal raised concerns over potential landscape impact, with particular reference to views from the east; after a further site inspection and detailed consideration of levels, revised proposals have now been prepared, which restrict use of the Donkey Field to residential gardens only, with new dwellings sited at the change of level between the former ADAS buildings site, and the Donkey Field. The effect is to create two storey dwellings, with only a single storey evident in views from the north. The supporting landscape analysis indicates that this proposal will not have a greater landscape impact than the existing ADAS buildings.

In parallel with these considerations, discussion has focussed on the internal site layout. The original site layout showed cul-de-sacs, at the request of Ashford Borough Council Planning Department this has been amended, to include a loop road through the site.

Consideration of site layout issues at Workshop 2 also suggested there would be scope for the provision of public open space within the development; this has been incorporated, and the site area now meets the requirement for formal play space, set out in the Adopted Ashford Borough Council Green Space Standards.
The area of pasture with a number of young trees to the east of the former ADAS buildings and Donkey Field, does not presently have any public access rights; the site owners are willing however to dedicate this land for use as informal public open space, and to provide footpath links, enabling it both to serve as an area of amenity open space, and as a walking route. It is hereafter referred to as the ‘ADAS Amenity Land’.

Having established the key scheme parameters outlined above, the illustrative layout plan has evolved to seek to reflect appropriate aspects of the wider character of Wye, as outlined in Section (ix) above. Particular features considered appropriate for consideration are:

- Sloping site, hence opportunity to reflect character feature of houses in elevated positions
- Houses grouped around open space
- Incorporate hedgerows
- Scope for more prominent buildings on corners/entrance to site
- Scope for courtyard development

In addition to these points, the setting of the site within established woodland boundaries, is a key characteristic of the site; this will in the main be reflected by retention of existing trees, but there is scope for a small number of specimen trees within the new central open space.

To ensure there is no adverse impact on longer distance views of the site from the east, the illustrative layout plan (see below) shows annotation indicating that Permitted Development Rights are to be removed from the rear parts of the gardens to the houses adjoining the Donkey Field; new ancillary garden buildings (garden sheds etc.) could only be constructed on the lower part of the garden to the 4 houses concerned.
Design Evolution

c. Land and buildings West of Olantigh Road

Conversion of Former Wye College Listed Buildings

Preparation of the Masterplan has proceeded in parallel with preparation and submission of the current planning application for conversion of the listed buildings to a mixture of mainly residential uses, with some community uses which is awaiting determination. It has been agreed that the determination of this planning application will not prejudice the outcome of the Masterplan process. Establishment of the boundary to the site, including car parking provision to the full appropriate standard, has enabled the setting of a clear boundary between the listed building complex and the former science laboratories to the north.

The listed building application proposals include:

- Conversion of the listed buildings to 39 new residential units
- Provision of enlarged and improved accommodation for the Wye Heritage Centre
- Great Hall, Lecture Theatre and Chapel to be retained as communal spaces for residents, with public access also
- Two new residential units on land to the north, in conjunction with car parking
- Car parking provided to full parking standard, in a mixture of parking barns and open car parking spaces
- Full renovation of listed buildings to appropriate standard

Given that it has been agreed that these proposals would not prejudice the outcome of the Masterplan process, this has in effect become a fixed point within the Masterplan.

With regard to consideration of alternatives, it is a pre-requisite of proposals that they should provide a long term viable use for the listed buildings; this must be viable, taking into account the significant cost of renovation and conversion of the listed buildings. Some parties have suggested that there should be a greater provision of space for community uses within the conversion proposals; however, increased community use of buildings within the complex would be incompatible with residential amenity of residents of the new accommodation and would have an adverse impact on viability.

A specific proposal has been made that the building known as the Latin School should be retained for community use; access is presently provided, on request and at no cost, to the Wye Heritage Centre. However, the application proposals provide for improved and enlarged accommodation for Wye Heritage Centre; accordingly, there is no need for this accommodation to be retained for their use. The Latin School was made the subject of an Asset of Community Value Designation, during 2017; the provision of enlarged and improved accommodation for Wye Heritage Centre will enable on incorporation of the building within the area for residential use and removal of the Asset of Community Value Designation. Furthermore, use of the Latin School for a community purpose would be incompatible with its location within the garden to what will become a substantial house, with walled garden.

A further suggestion was that the car parking proposed in conjunction with the conversion could be made available for wider public use. The current proposals make provision for car parking for residents and visitors at the full car parking standard; it would not be appropriate to allow public use of these private car parking spaces.

With regard to potential alternative uses of the listed buildings, the complex as a whole has previously been marketed with no interest arising for an educational use. A suggestion made at Workshop 1 was whether accommodation could be made available for business use; it is considered that there are more appropriate buildings for conversion to business use within the Wye College complex, commensurate with the relatively low market rents for commercial accommodation in 2742-05A (March 2016)
Wye. Furthermore, such uses would not be viable given the substantial conversion costs and costs of restoration of the listed buildings.

Subsequent to the conclusion of the Masterplan workshop sessions, suggestions have also been made that accommodation could be made available within the listed building complex for either a youth hostel, or as an alternative location for a residential care home. Both of these options have been considered and rejected on grounds of both viability and incompatibility with the residential conversion proposals for the balance of the listed building complex. In addition, the requirements for residential care home operators for standard sized rooms with en-suite facilities would be incompatible with the configuration of the listed buildings.

**Former Science Laboratories, Olantigh Road**

As noted above, the boundary between the former science laboratories, and the listed buildings to the south has been established through agreement on the appropriate size of the site for the listed building complex. This enables the preparation of an illustrative layout plan, showing redevelopment for Use Class C2 for the purposes of either a residential care home, or extra care housing (housing accommodating elderly people, with care provided on site). This was a land use supported by the workshop sessions, having regard to the age profile of the population of Wye, and the perceived suitability of the site for this purpose.

Key parameters for redevelopment of the site have been noted as:

- Existing buildings on site are mostly of two storeys, with some one storey and some two and a half storey buildings; redevelopment should be of a similar scale, with no greater visual impact
- Landscape frontage to Olantigh Road to be maintained
- Bespoke terracotta panels from existing building to be retained for re-use, where possible
- Limited widening of footway to Olantigh Road to be carried out, to improve accessibility, while retaining rural character

The illustrative layout plan below shows a residential care home, with a single point of vehicular access, shared with the listed buildings complex, and car parking provided to the required standard. The illustrative layout plan assumes a building of two storeys. Suggested detailed parameters for more detailed redevelopment proposals are set out in the Masterplan proposals in the following section of this statement.

With regard to consideration of alternatives, one suggestion arising from the earlier workshop sessions was whether the site could accommodate open market housing or self build housing instead of specialist accommodation for the elderly. Specialist housing for elderly people within Use Class C2 is the preferred use; the size and configuration of the site favours this use (all 4 site frontages offer scope for views out from internal accommodation), and there is an identified need and market demand for such accommodation in Wye.

**Former Russell Laboratories and Former Student Union Building, Olantigh Road**

The Wye Neighbourhood Plan supports the provision of business accommodation, both for existing businesses in Wye and new businesses; the former Russell Laboratories and former student union building on Olantigh Road are considered to be the most appropriate for conversion for business use. Advice from local commercial agents has been sought which indicates demand for such accommodation at moderate market rents; initial costings indicate that business re-use of the existing buildings can be viable, subject to the detailed requirements of potential future occupiers and applicable market rents.
Design Evolution

The workshop sessions discussed potential uses, with support expressed for small business accommodation comprising uses such as office suites, art/craft studios and a café.

The illustrative layout plan shows car parking provision made to the full standard on site; in response to points raised at the workshop sessions, there is scope for this parking area to be made available for public use outside business hours (evenings and weekends), subject to suitable management arrangements being put in place.

The single storey building immediately to the north of the former Russell Laboratories will be demolished, as its condition is too poor for it to be retained.

With regard to consideration of options, in earlier proposals it was suggested that the former squash court building could be demolished; however, the appraisal by the Canterbury Archaeological Trust has identified some potential interest in retaining this building, and it is considered that its removal could cause harm to the streetscape, through opening a large gap in the frontage to Olantigh Road, in a sensitive position adjoining the North Downs Way. At present, the former squash court building frames views out of Wye, to the countryside beyond this feature occurring in other locations within Wye, and being noted to be a significant local characteristic.

With regard to alternative uses for the site, suggestions were made as to whether the site could be used for a care home or residential redevelopment; this is not considered appropriate, as the existing buildings are the most suitable of the buildings within the former Wye College campus for business re-use, and accordingly this is the preferred use for the site.

A further suggestion was that all existing buildings on the site could be demolished, to provide additional car parking. This, as above, would fail to make buildings available for continued business use; however, as referred to earlier, there may be scope the parking for business uses to be used for as public car parking of the parking for business uses, at evenings and at weekends, subject to appropriate management measures being put in place.

Junction of Occupation Road with Olantigh Road

The approved scheme for the school includes new junction arrangements, shown on the plan below; these achieve the requirement for safe movement of vehicles and pedestrians and cyclists through the junction, however the workshop process has indicated a desire for improvements to achieve a more rural character. Accordingly, an alternative proposal has been prepared, which will form the basis for further discussions with Kent County Council as highway authority, and could be progressed in conjunction with the wider redevelopment proposals.
SUMMARY OF KEY CONCLUSIONS OF TRANSPORT STUDY
SUMMARY OF KEY CONCLUSIONS OF TRANSPORT STUDY

Overview

The Masterplan is accompanied by a Strategic Transport Assessment, prepared by TPPC (January 2018) which looks at the following key issues:

• Comparison of anticipated traffic generation from conversion/development proposals, compared to former Wye College use (or alternative educational reuse)
• Initial appraisal of capacity of junctions
• Initial appraisal of issue of queue lengths at Wye railway level crossing, and anticipated impact of Masterplan proposals on these
• Walking and cycling
• Bus and rail access
• Local Highway networks
• Review of car parking capacity in Wye, implications for new development proposals
• Review of traffic collision data
• Current and future use of rural lanes

The Trip Generation Assessment within the Masterplan Transport Assessment considers all development within the Wye3 development area including the Telereal Trillium Masterplan Development, the Wye School and the Area of Outstanding Natural Beauty proposed car park; it also considers cumulative developments of Wye1 and Wye2 (other sites allocated for residential development in the Wye area). It also includes sites within the ownership of Telereal Trillium at The High Street (former Wolfson Lecture Theatre) and Upper Bridge Street (former Wolfson House student accommodation), although these do not lie within the Masterplan area they are included in order to undertake a robust assessment of the development proposals on the Wye Road network, and the Wye level crossing.

The Strategic Transport Assessment process involved firstly the setting of key parameters with Kent County Council as Highway Authority, including in particular:

• Survey locations for traffic counts
• Parameters for car parking survey
• Trip generation rates for former educational uses, and alternative uses proposed in the Masterplan
• Junctions to be assessed
• Assignment rates for different parts of the local highway network, for the proposed development areas

These proposals have been prepared in close consultation with Kent County Council Highways Department.

With regard to traffic generation, the assessment of peak hour flows (8-9am, and 5-6pm, as agreed with Kent County Council) shows a reduction in total vehicle trips of 4 in the AM peak period, and an increase of 4 vehicles in the PM peak period compared to the figures for cumulative traffic generation from:

- Masterplan proposals
- Wye School
- Wye 1
- Wye 2
- Former Wolfson Lecture Theatre site
- Former Wolfson House site

Compared to the cumulative impact including former educational use, as agreed with Kent County Council. These traffic flows have then been assessed against the key issues of the capacity of local road junctions, and queue lengths at Wye railway level crossing.

Across the wider peak hour periods (7-10am and 4-7pm), the proposed Masterplan development will result in an increase of 18 vehicle trips, and a reduction in 11 vehicle trips, respectively, when compared to the existing site.

The addendum to the Transport Assessment, net impact of Masterplan trip generation, demonstrates that the Masterplan development proposals would result in fewer vehicle trips in both the AM and PM peak periods, when compared with the existing site. In total there would be 77 fewer vehicle trips in the AM peak hour and 59 fewer vehicle trips in the PM peak hour when compared to the alternative situation of the buildings being reoccupied based on their extant uses. This direct comparison excludes the proposals not forming part of the Masterplan (Wye School, Wye 1 and Wye 2, sites of former Wolfson Lecture Theatre and former Wolfson House).

An assessment has also been carried out of the development proposals on school trips; this demonstrates that a total of 58 primary and 6 secondary school vehicle trips would be removed from the level crossing, due to a higher proportion of trips originating within Wye, rather than outside. If just 50% of these trips were to pass through the level crossing, this would equate to a reduction of 32 vehicle trips.

With regard to the capacity of local road junctions, the assessment has covered:

• Junction of High Street with Olantigh Road
• Junction of Olantigh Road with Occupation Road
• Junction of Churchfield Way with Bridge Street
• Junction of Oxenturn Road with Upper Bridge Street
• Junction of Upper Bridge Street with High Street/Scotton Street
• Junction of Harville Road with Bramble Lane
• Junction of Harville Road A28 Canterbury Road
• Junction of Bramble Lane with A28 Canterbury Road

The Strategic Transport Assessment also examines the design of the junction of Olantigh Road and Occupation Road, in the context of wider proposals to be progressed through the Masterplan, for traffic calming in Olantigh Road.

In each case, the appraisal indicates that additional traffic associated from the development will not lead to any overloading of existing junctions, or the capacity of individual roads.

Detailed modelling has been carried out of the impact of the Masterplan proposals on queue lengths at Wye railway level crossing; these indicate only small increases in the number of vehicles queuing on each approach to the level crossing, in both the AM and PM peak hours. For the AM peak hour, an increase of 3 vehicles queuing on Bramble Lane, and an increase of 1 vehicle queuing on Harville Road is predicted; on Bridge Street/Churchfield Way there is an increase of 10 vehicles and on Bridge Street (south) there is an increase of 4 vehicles (AM peak hour). Comparing the same scenarios for the PM peak hour, there is an increase of 3 vehicles queuing on Bramble Lane and an increase of 4 vehicles queuing on Harville Road; on Bridge Street/Churchfield Way there is an increase of 6 vehicles and on Bridge Street (south) there is an increase of 2 vehicles. In each instance, the model indicates that all queues clear during each gate open period for all scenarios, including the predicted completed development at 2022.

With regard to car parking capacity in Wye, the Strategic Transport Assessment includes a review of car parking, which follows the study carried out on behalf of Telereal Trillium in January 2016. The latest parking stress survey result indicates 121 car parking spaces available at the time of peak occupancy.
SUMMARY OF KEY CONCLUSIONS OF TRANSPORT STUDY

Overview

(09:00) within a 200 metre walking distance of the Masterplan development area. This represents 63% of the total unrestricted parking capacity of 193 spaces. The parking survey included an overnight assessment at 5.100. For robustness, the overnight assessment does not include any single yellow line parking; it excludes the availability of car parking spaces on Scotton Street, Olantigh Road, Bridge Street, Oxenturn Road, St Ambrose Green, Cherry Garden Lane, Cherry Garden Crescent, and Old Vicarage Gardens.

With regard to future use of rural lanes, by its nature and location Wye is linked by rural lanes to the surrounding primary road network. Apportionment of development traffic has been agreed by Kent County Council, on a “gravity model” basis; this apportions development traffic to the local road network, taking account of anticipated trip destinations, and the most convenient route for road users to reach these. The roads to which development traffic has been apportioned are:

- Harville Road
- Bramble Lane
- Oxenturn Road
- Olantigh Road

The Strategic Transport Assessment has included an appraisal of accident records, for each of these routes, and associated junctions; it is concluded that the increase in traffic through the development proposals within the Masterplan will not lead to any significant increase in accident risk, on any of these rural roads, linking Wye to the surrounding primary road network.

Street Design and Public Realm

The Transport Assessment includes an appraisal of the necessary infrastructure improvements to Olantigh and Occupation Road, in order to improve junction indivisibility, reduce vehicle speeds, widen footways and provide at grade crossing facilities.

The diagrams shown illustrate current proposals for:

- Improvements to Olantigh Road/Occupation Road junction
- Proposals for traffic calming on Olantigh Road, including carriageway narrowing, improved footways, village “gate”

The latest proposals for the Olantigh Road/Occupation Road junction now include 3 individual raised tables, on each of the 3 arms of the junction; these achieve the necessary speed reduction benefits, while maintaining appropriate carriageway widths, and also retaining a more rural character, compared to a single raised table, for the whole of the junction.

The proposals for the junction of Olantigh Road and Occupation Road have been designed to accommodate the turning movements of a 15m coach, a 10m ridged HGV and an 11.3m refuse vehicle.

The photograph below shows a typical village gateway entry treatment; this type of gateway entry treatment is appropriate for the proposals in Wye due to the needs located on a straight road where vehicle speeds can be high, and there is no street lighting.

In addition to the village gateway, a further carriageway narrowing is proposed, to the north of Middlefield Cottages access, and to the south of the existing 30mph speed limit signs, which are located adjacent to the northern boundary of Middlefield Cottage. This double kerb build out has been designed to encourage speed reduction when entering the developed area of the village.
To encourage future residents of the proposed Masterplan development proposals to travel in the most sustainable manner, Travel Information Packs will be prepared and distributed to each household when the first property owners take possession. The information packs will provide information on sustainable travel to and from the Masterplan development and will include the following:

- Information on the location of local amenities and services within the village, including walking and cycling times.
- Information on the health benefits of walking and a map showing the accessible areas on foot with typical journey times.
- Local cycle network maps and information on cycle parking facilities within the village.
- Information on cycle training available from KCC.
- Promotional material setting out the benefits of cycling.
- Bus network maps and timetable information.
- Rail network maps and timetable information.
- Links to Google Journey Planner and National Rail websites which provide journey planning and live departure information.

Traffic calming is proposed in two locations, to the north of the Olantigh Road/Occupation Road junction. Firstly, to the north of the school, the carriageway width is shown to be reduced by a depth of 0.7 metres on the west side, and 0.9 metres on the east side, giving a carriageway width of 3.3 metres; priority is given to vehicles travelling in a northerly direction. The second area of traffic calming, to the north, will correspond to a reduction in the speed limit from 60 miles per hour to 30 miles per hour; situated just before the northern boundary of Middle Field Cottage, to the west of Olantigh Road. As for the southern traffic calming works, there will be a reduction in carriageway width (0.7 metres to both the east and west), giving a carriageway width of 3.3 metres; with priority for vehicles travelling north.
SUMMARY OF KEY CONCLUSIONS OF DRAINAGE STUDY
SUMMARY OF KEY CONCLUSIONS OF DRAINAGE STUDY

Overview

Drainage and SUDS

The Masterplan is accompanied by a Strategic Review of the Foul and Surface Water Drainage associated with development/redevelopment of the Former Wye College. This outlines the key provisions of local policy documents, including the Ashford Borough Council Core Strategy Policy CS20 on Sustainable Drainage; the Sustainable Drainage SPD (Ashford Borough Council); and the Kent County Council Drainage and Planning Policy Statement – Local Flood Risk Management Strategy Guidance June 2017.

In summary, the Drainage Policy Guidance of Ashford Borough Council and Kent County Council requires the use of SUDS measures, to reduce surface water flows from development sites, to a level below that associated with their former use, if a brownfield site, with an aspiration to limit run off to greenfield discharge rates and to no more than the existing greenfield discharge rate, where development of a greenfield site is involved.

These measures seek to prevent any risk of surface water flooding; in addition, where there are combined sewer systems, carrying both foul and surface water, reducing surface water discharges will reduce the likelihood of foul water flooding.

Foul water flooding has been reported in Wye, at times of heavy rainfall; indicating that this is associated with increased surface water flows through combined foul and surface water sewers. Accordingly, it is a guiding principle of the drainage strategy for the redevelopment of the Former Wye College land and buildings that surface water flows will be reduced, from existing levels.

The Strategic Drainage Review then sets out the overall drainage strategy to be employed for each of the individual component areas within the Masterplan; to ensure that this objective is achieved. This in turn will ensure that the development proposals, as a whole have a beneficial effect on existing drainage conditions in Wye, by reducing the total outflow (foul plus surface water) discharging into the existing sewer network.

Foul and Surface Water Drainage

a. Land North of Occupation Road

Land North of Occupation Road is proposed in the Masterplan for the development of 40 new dwellings, with density reducing from west to east, and including substantial areas of public open space.

Approximately 60% of the site is presently occupied by a combination of glasshouses and research buildings, with associated hard standings; with approximately 60% of the site covered by buildings and hard standings.

The remaining part of the site (approximately 40% of total site area) is presently a greenfield site formerly used as a meteorological station.

Accordingly, the estimated total coverage of buildings and hard standings, across the development site as a whole, is in the order of 20–25%; the key principles for the foul and surface water drainage strategy are:

- Achieve net reduction in built area (houses, roads, and other hard standing areas including car parking);
- On site provision of combination of soakaways, swales, and other SUDS features, all within existing site area (substantial areas of public open space available to assist in meeting this requirement);
- Overall net reduction in surface water run off.

Detailed proposals will also be developed for the small car park proposed for North Downs Way visitors, on the North side of Occupation Road.

b. Wye School

Wye School has planning permission for the construction of new classrooms, sports hall, car parking and multi use games area; with new drainage connections to the existing sewer in Olantigh Road.

c. Land South of Occupation Road

Land south of Occupation Road, within the Former Wye College area, comprises:

- Existing premises in use by small businesses, between Occupation Road and adjoining allotments.
- Four existing dwellings (2 pairs of semi-detached dwellings)
- Horticultural/business use, formerly occupied by BCP, to be re-let for similar purposes – comprising substantial areas of glass houses, and other buildings.

With regard to the existing small business premises, this site has a very high degree of existing site coverage (in excess of 80%); in the short term, these premises will remain in their existing...
configurations, and hence lead to no increase in foul or surface water to the sewer network.

In the longer term, it is intended that these premises will be redeveloped for business purposes; a lower percentage site coverage is envisaged, creating the opportunity for the introduction of sustainable drainage measures, and also thereby reducing surface water run off; these proposals would therefore result in reduced surface water flows, and also reduced foul drainage, through a reduced floor area.

No changes are proposed to the two pairs of existing dwellings.

The former BCP premises are presently anticipated to remain in their existing configuration; however, the Masterplan envisages their redevelopment in due course, albeit on a reduced area (excluding part of the site which is presently subject to a covenant restricting its use to agricultural or horticultural purposes only). This site has a very high site coverage ratio of hard standing/buildings to undeveloped areas (approximately 75%); the redevelopment, on a reduced site area, will therefore result in a very substantial reduction in surface water outflow, in the order perhaps of 50%.

Each of the sites/buildings south of Occupation Road presently drains to a sewer on Occupation Road, which links to a sewer in Olantigh Road.

d. Former Russell Laboratories and Former Students Union, Olantigh Road

The Masterplan proposal for these existing buildings is their retention, in large part; with one smaller single storey building proposed to be demolished. Accordingly, the proposals in the Masterplan will lead to a reduction in surface water run off; there is scope for the introduction of SuDS drainage measures, either on the site of the single storey building to be demolished, or the site of the former swimming pool, to the east of the former Students Union building. A combination of these factors will result in a net reduction in surface water flows.

Foul flows are predicted to be similar for the proposed business re-use, compared to the former educational use.

This site and buildings drain to the sewer on Olantigh Road.

e. Former Science Laboratories, Olantigh Road

The Masterplan proposes demolition of existing buildings, and redevelopment for a residential care home/extra care housing. The site presently has a high degree of site coverage (approximately 80%); the form of redevelopment envisaged would increase the amount of green space at the site, and afford greater opportunity for SuDS measures on site.

It is estimated that the proposed residential care home/extra care housing use would result in a higher foul drainage outflow; however, this would be compensated for by the reduced surface water outflow.

f. Listed Buildings, Olantigh Road/High Street

The listed buildings complex, at the heart of Wye College was formerly in use for a mixture of educational accommodation, and student residential accommodation. The Masterplan proposes conversion of the existing buildings, for mainly residential uses, with some areas for communal use.

The site is currently the subject of a planning application for this use; a fully detailed surface water drainage strategy is presently under preparation, in support of this application.
Former Wye College, Wye (Wye 3)

MASTERPLAN PROPOSALS
The detailed proposals comprising the spatial Masterplan have evolved from the following considerations:

- Policies of the Neighbourhood Plan
- Existing uses/existing use rights for land and buildings, including Permitted Development Rights
- Strategic policies of the Tenterden and Rural Sites DPD (until superseded by the Emerging Ashford Local Plan); on its adoption both strategic and non strategic policies of the Emerging Local Plan will be more up to date than the Neighbourhood Plan.
- Emerging Ashford Local Plan
- National Guidance on Key Topics:
  - Historic Environment
  - Natural Environment
  - Transport and Traffic
- Planning and Design Principles outlined in Part 1, Preparation and Design Evolution

For each land parcel the Masterplan identifies:

- Suitable land use or land uses
- Conversion, redevelopment, new build or combination of these
- Amount of new development (expressed as an approximate number or range, to allow for design to drive the final scheme on each site
- Scale of resulting built development
- Height/number of storeys, massing
- Transport implications including parking
- Contribution to local community provision (on site or off site contribution)
- Landscape/new planting/open space/habitat enhancement
- Historic Environment considerations
- Other development management considerations relevant to the proposal (for example, residential amenity)

The Masterplan is supported by detailed studies concerning:

- Landscape, movement strategy and land use (Section 9)
- Transport (Section 12)
- Foul and surface water drainage/SUDS; (Section 13)
FORMER WYE COLLEGE, WYE (WYE 3) : MASTERPLAN

14

MASTERPLAN PROPOSALS

Overall Masterplan

The wider policies of the development plan (Tenterden and Rural Sites DP2, Core Strategy, Emerging Ashford Local Plan) will address the implications with regard to other development management considerations including:

- Contaminated land
- Noise
- Renewable energy
- Sustainable design and construction
- Materials
- Direct impact on existing trees/landscaping
- Utilities
- Parking
- Outdoor lighting
- Other development contributions (Section 106, or future CIL regime)

Where these and other development management considerations are significant they are referred to at the appropriate sections below, with regard to individual site areas.

Planning applications pursuant to the Masterplan will also have due regard to the guidance contained within the Wye Village Design Statement 2000.

As each proposal progresses to the planning application stage, consideration will be given to the necessity of screening for the purposes of the Environmental Impact Assessment regulations; this process requires due consideration to be given to the potential for cumulative effects on the environment.

Landscape, Movement and Land Use Strategy (Summarised at Section 9)

The Landscape, Movement and Land Use Strategy Study which accompanies this Masterplan establishes the key principles for the landscape framework, within which the individual site proposals have been developed. These include key principles for each individual development site, including, for example, the enhancement of the North Downs Way along Occupation Road across the junction with Olantigh Road and to the west of Olantigh Road; advance strategic planting, where appropriate; and consideration of the landscape implications of development proposals on the wider character of the AONB, including views within Wye, and views into Wye from the surrounding countryside.

The Landscape, Movement and Land Use Strategy Study takes account of the general principles applicable for development in the Area of Outstanding Natural Beauty, and the key views identified for the AONB in the Planning and Design Principles Section.

The overall Masterplan drawing shows the individual land use proposals within the overall landscape context, and the associated movement strategy.

The overall Masterplan drawing shows the village envelope, as required by Policy WN2, in accordance with the requirements of the Neighbourhood Plan Examiner, who specified that the Masterplan should establish the village envelope between Scotton Street and Olantigh Road. In summary, the village envelope includes:

- Land proposed for new residential development on the north side of Occupation Road
- Land south of Occupation Road, comprising land already in built uses and the allotments and undeveloped covenanted land, to secure a logical boundary
- Land and buildings at Wye School, including areas with planning permission for sports hall, new classrooms, parking and access areas, but excluding the MUGA and playing fields
- Land and buildings at Former ADAS complex, including the “Donkey Field” (but noting the further proposals of the Masterplan that use of this latter area will be principally for residential gardens only).

The village envelope excludes:

- Land known as “Strawberry Field”, north of Occupation Road
- MUGA and school playing fields as noted above
- “ADAS Amenity Land”
- Agricultural land to east of “ADAS Amenity Land”

The Neighbourhood Plan Examiner required that the Masterplan should establish appropriate proposals for redevelopment of the Former ADAS building site, having due regard to the concept of the walkable village. The plan at Appendix D shows an 800 metre radius, from the centre of Wye’s historic core (defined by Church Street, The High Street, and Upper Bridge Street, on its boundaries). This is seen as a realistic point from which to examine the concept of the walkable village, especially given that important village facilities lie considerably closer to the Wye 3 Masterplan area than this point, including the Co-op convenience store, Church, Wye School, and both current and proposed business uses on other parts of the Wye 3 site.

It will be noted that the limit of the 800 metre radius includes the whole of the Former ADAS buildings; from which improved pedestrian links are proposed. As noted earlier it is considered that the 800 metre radius represents a reasonable walking distance in the light of relevant technical guidance, especially given that some facilities are closer than this distance; this is considered to reinforce the conclusion of the Masterplan that residential redevelopment of the Former ADAS buildings, which already benefit from Permitted Development Right conversion to 52 flats, is both reasonable and appropriate.

The illustrative Masterplan proposals have been prepared for each of the permanent parts of the Masterplan area, drawing on the process of design evolution outlined in the earlier sections of this statement.
Land North of Occupation Road

The illustrative layout plan shows a development of 40 new dwellings, the following points can be highlighted:

- Vehicular traffic re-routed from North Downs Way, now pedestrian/cycle only
- Linear Park incorporating SUDS Ponds between North Downs Way and new vehicular route
- Further Linear Park running north to south, with SUDS Ponds, to provide local amenity space, and green “break” to development, when viewed from the east/North Downs Way
- Long distance views through development, along North Downs Way, new vehicular route and within residential development, across Linear Park
- Residential density reduces from west to east, towards edge of the village
- New dwellings of 2 or 2½ storeys (2 storeys plus rooms in roof space).
- “Strawberry Field” shown as grazing land, existing former orchard retained, new public footpaths provided
- This area is considered to have potential for future residential development, in a future review of the Ashford Local Plan/Wye Neighbourhood Plan/Masterplan, such a review would take account of:
  - The need for any new residential development
  - Whether the “Strawberry Field” is to be preferred, compared to other possible alternative sites in Wye
  - Development contributions to meet needs arising directly from the proposed new dwellings and which are fairly related in scale and kind to those needs

Strategy Plans

- North Downs Way
- Green and Blue Infrastructure
- Buffer/Screening
- Pedestrian Connections
- Access to Development Parcels
- Development Parcels
- Residential

Proposal
Land South of Occupation Road

In the short term it is anticipated that existing commercial uses will continue, however the Masterplan seeks to give a long term direction for future development, as illustrated on the Proposed Commercial Development Plan. To maintain the new pedestrian status of the North Downs Way, rear vehicular access is proposed for the “triangle” site, with new single storey buildings fronting the North Downs Way and hedgerow planting on the boundary, to provide a continuous green vista, on the south side of the North Downs Way.

The former BCP site, if vacant in the future, is shown to be redeveloped for a series of single storey buildings in a “model farm” layout; car parking is largely enclosed within courtyards, to prevent any impact on the views from the Crown to the east. Existing landscape planting along the eastern boundary within the site adjoining the North Downs Way is retained.

Vehicular access to the two pairs of existing houses is shown from the respective commercial developments at either end, to remove vehicular traffic from the North Downs Way.
MASTERPLAN PROPOSALS

Architecture and Built Form

ADAS Buildings
The illustrative layout plan shows the development of 20 new family homes, key points from the illustrative plan are:

- Amount of built form no greater than the footprint of the existing former ADAS buildings.
- Development grouped around green space, at site entrance
- Buildings at site entrance grouped to form entranceway to site
- New houses form courtyard (former glass house site)
- New houses of 2 or 2½ storeys in height (2 storeys plus rooms in the roof space)
- Hedgerows used as boundary treatments throughout the site
- Development on “donkey field” limited to residential gardens only
- Permitted Development Rights for new garden buildings/structures to be removed from eastern part of residential gardens on former donkey field
- Houses backing on to former donkey field are split level (two storey frontage/single storey rear, to minimise landscape impact)
- New pedestrian link to village through woodland; new pedestrian links to amenity land to the east
- Development contributions to meet needs arising directly from the proposed new dwellings and which are fairly related in scale and kind to those needs

The proposals and relationship to local topography are illustrated on the site sections A–A and B–B. These demonstrate how the proposals sit within the existing landscape setting of the site.

Strategy Plans

- Retain and enhance existing tree enclosure
- Focal space with a green heart
- Landscape buffer

Proposal

Links to the Countryside
Connected Lanes
Focal Spaces/Nodes
Wye School
The proposals for new built accommodation at Wye School (three storey teaching block, sports hall, multi-use games area, access and parking) now have planning permission; the permitted proposals are included within the overall landscape, movement and land use plan.

Conversion of Listed Buildings to Residential and Community uses
The current planning application proposals, including car parking, are shown within the overall landscape, movement and land use strategy plan.
Covenanted Land

The area shown as “covenanted land” on the Masterplan comprises land subject to a covenant in favour of the Parish Council, restricting its use to agricultural or horticultural purposes. Part of this land is presently occupied by buildings associated with the former BCP use; it is anticipated that these buildings will be reused for similar purposes.

The remaining area of land subject to this covenant is presently vacant; the Masterplan anticipates that future uses of this land would be compatible with the requirements of the covenant. This could include the provision of additional land for allotments, subject to any such provision being off set against other development contributions.

New Small Business Centre, former Russell Laboratories, Olantigh Road

The illustrative site layout plan shows conversion of the former Russell laboratories building to a small business centre, with car parking provision to the full commercial vehicle parking standard. Suitable uses will include:

- Offices
- Artist studios
- Health/alternative health practitioners
- Craft workshops
- Café
- Retail
- Gym
- Education/training
- Other small business uses

Proposed Residential Care Home/Extra Care Housing, former Science Laboratories

The illustrative Masterplan shows the provision of a building of two storeys, sharing a single vehicular access, with the conversion of the Listed buildings to the south, to residential uses. Full car parking provision, including visitors is to be made on site; there may be scope for shared car parking, with the Listed buildings, depending on the precise nature of uses and parking demand.

The final scale of development will be compatible with existing buildings, which comprise a mixture of single, two and a half storey buildings.

Other development requirements comprise:

- Footway on Olantigh Road to be widened, while retaining landscape frontage to site
- Terracotta panels to be retained for reuse/display in new building
- Provision for enhancement of public footpath along western boundary with allotments
- Scope for wider community use of communal facilities within proposed residential care home/extra care housing to be explored at planning application stage, however this cannot be imposed as a requirement on potential operators – it will depend on their own operating model

FORMER WYE COLLEGE, WYE (WYE 3): MASTERPLAN

14

MASTERPLAN PROPOSALS

Architecture and Built Form
MASTERPLAN PROPOSALS

Social and Community Provision
The Masterplan makes the following proposals for additional land for public open space/public access:

- Public open space/green to serve proposed residential redevelopment, former ADAS buildings
- ADAS Amenity Land to become amenity open space, land east of donkey field, in conjunction with residential redevelopment of former ADAS buildings
- Public open space to serve residents needs, 40 new dwellings, land north of Occupation Road
- Further amenity open space, in conjunction with re-routing of vehicular traffic away from the North Downs Way, enhancements to North Downs Way

Any consideration of possible development contributions for other types of open space requirement will be considered through the development management process, taking into account the existing provision of open space within Wye, including the playing fields to be provided in conjunction with the Wye School.

With regard to allotment provision, it is understood that there is presently a surplus of allotments in Wye; subject to detailed calculations, it does not appear therefore that there will be any requirement for a financial contribution to allotment facilities. There may however be scope for the provision of additional land for allotments, within the covenanted land, where this could be offset against other development contributions.

With regard to the provision of other community space, the proposals for the conversion of the Listed buildings include the provision of enlarged accommodation for the Wye Heritage Centre; and access for public use to the Great Hall, Chapel, and Lecture Theatre. The provision of enlarged accommodation for the Wye Heritage Centre will enable the inclusion of the Latin School in the residential conversion, and removal of the Asset of Community Value Designation from the Latin School.

Policy WNP7 Community Support of the Neighbourhood Plan seeks to direct development contributions from new housing development towards improvements to the village hall complex, and the provision of a day care facility for elderly residents in Wye. The policy notes that these are contributions payable where the legal requirements in Paragraphs 203 and 204 of the NPPF are met having regard to the development proposed. Any contributions to the need for enhanced community facilities must be fairly related in scale and kind to the anticipated growth in population/households associated with new development proposals, within the Masterplan. The Neighbourhood Plan expresses a clear preference for development contributions to be focused on additional community provision within Wye itself, rather than outside the village; Telereal Trillium will seek to ensure that development contributions are targeted towards local provision, to meet the aspirations of the Neighbourhood Plan, wherever possible, in the context of requests for contributions which may be received from both Ashford Borough Council and Kent County Council.

Affordable Housing
The appropriateness of provision of affordable housing will be considered in the context of national legislation and guidance pertaining at the time of the submission of individual planning applications (the national planning legislative and policy context being under review). The preferred location for affordable housing is shown on the land use proposals map.

The present position on affordable housing in the adopted Tenterden and Rural Sites DPD anticipates a request for affordable housing at the rate of 35%; the recently approved revisions to the Draft Ashford Local Plan 2017 indicates a request for provision of affordable housing at a total rate of 40% in the rural areas, including social housing for rent at 10% and affordable home ownership at 30%, including a minimum of 20% shared equity housing.

Policy WNP5 Integrated Housing of the Neighbourhood Plan indicates that Local Needs Housing should mainly be met by integration within the affordable housing component of any new developments in Wye. The explanatory text notes that this is put forward on the basis that the analysis of available sites suggests that it will not be easy to identify suitable exception sites for Local Needs Housing.

However, it is a pre-requisite of Local Needs sites, as exception sites, that these will be situated on land which would not otherwise be considered suitable for new housing development. Accordingly, the Masterplan does not make proposals for identification of land as an exception site for Local Needs Housing within the Wye 3 area.

Housing Needs Survey simply identifies households with both an identified need for affordable housing and a desire to be accommodated in Wye. Accordingly, the Masterplan proposes that priority should be given to households with both an identified housing need, and local connections to Wye in the allocation of affordable housing to be provided within the Masterplan area.
MASTERPLAN PROPOSALS

Architecture and Built Form

Viability
Viability is a matter best assessed at the time of individual planning applications; the application for conversion of the Listed buildings has been accompanied by a Viability Statement.

Overall Scale of Development
The total quantum of development anticipated in the Masterplan is as follows; these should be regarded as approximate figures, as it is important that the Masterplan retains a degree of flexibility.

<table>
<thead>
<tr>
<th>Development</th>
<th>Approx. amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conversion of Listed Buildings to residential uses: (39 conversion, 2 new build)</td>
<td>41 dwellings</td>
</tr>
<tr>
<td>Redevelopment of Former ADAS Buildings</td>
<td>20 dwellings</td>
</tr>
<tr>
<td>Land North of Occupation Road</td>
<td>40 dwellings</td>
</tr>
<tr>
<td>Former Science Laboratories – redevelopment for residential care home/extra care housing</td>
<td>50 bed spaces</td>
</tr>
<tr>
<td>Wye School</td>
<td>600 students</td>
</tr>
<tr>
<td>Former Russell Building and Former Students Union</td>
<td>3,723 sq metres business floor space</td>
</tr>
<tr>
<td>Land South of Occupation Road – redevelopment for business purposes</td>
<td>3,558 sq metres business floor space</td>
</tr>
</tbody>
</table>

- Historic building/community access
  - Wye Heritage Centre (Heritage Centre/other community uses):
    - Great Hall
    - Lecture Theatre
    - Chapel
    - Staircase/“Ancient Briton” Statues

It is considered that these proposals reflect the aspirations of the Wye Neighbourhood Plan, with regard to the promotion of business activity (Policy WNP4); Mixed redevelopment of Wye 3; Policy WNP6, while respecting the constraints relating to Views (WNP1C), Countryside and Environment (Policy WNP8), High Quality Design (WNPC), and Traffic Impact Policy WNP3).

With regard to the scale of housing development, the provisions of Policy WNP9 Scale of Housing Development anticipate approximately 50 new dwellings at Wye 3, with a further 35 from change of use; the total number of dwellings (101) is considered not to exceed this total (85) by a significant amount. Given that this constraint is driven to a very large degree by traffic issues, including the capacity of the level crossing, and associated queue lengths, it is considered that the Masterplan proposals, following the Strategic Transport Assessment, will not lead to greater impact than those anticipated from the development mix proposed in the Adopted Neighbourhood Plan. The Strategic Transport Assessment has included all land uses, including any additional impacts arising from the proposal for residential or extra care bed spaces, and the proposals for additional business floor space, through either conversion or redevelopment.
Former Wye College, Wye (Wye 3)

IMPLEMENTATION
IMPLEMENTATION

Implementation Strategy

This section sets out the overall Implementation Strategy, for the area subject to the Masterplan, the approval to maintaining a focus on design policy; and the adoption process. The final section deals with delivery of the Masterplan.

Timetable

It is anticipated that, following adoption of this Masterplan, planning applications will be prepared and submitted by Spring 2018; details of the anticipated sequencing of development are set out at paragraph (15.36) below.

It is anticipated that development will be completed over a period of between 5 and 10 years, dependent on market demand and wider economic conditions.

Funding

All the land and buildings within the Masterplan area is within the ownership and control of Telereal Trillium. The majority of development funding will be provided by Telereal Trillium from private funding sources.

In some instances development may take place with a development partner, such partners could include, for example, a registered social landlord, or landlords, where the provision of affordable housing is concerned, or a specialist developer/operator of residential care homes/extra care housing, where the provision of specialist accommodation for elderly people is concerned.

Delivery vehicles or agency/partners and local delivery

Telereal Trillium will be the principal delivery agency/lead developer for all parts of the area subject to the Masterplan. It is possible that a development partner will be sought for the proposed residential care home/extra care housing for elderly people. Initial approaches have already been made to such operators.

Where the provision of affordable housing is concerned, this will involve participation of a registered social landlord, or landlords.

Marketing

Telereal Trillium will carry out marketing of different stages of the development of land and buildings within the Masterplan as each progresses using the services of appropriate marketing agents for both residential and commercial property. Marketing will be for both sale and lease of properties.

Management and maintenance strategy

Details of the management and maintenance strategy for each of the different areas of land and buildings within the Masterplan are set out below.

Refurbishment and conversion of Listed buildings

It is proposed that the Listed building complex will be converted to a mix of mainly residential, with some community use. As there are extensive common areas, including the quadr, pedestrian circulation areas, and car parking areas, residential units will be offered for sale on the basis of a long leasehold.

A management company will be established to secure the long term maintenance of the Listed buildings and management and maintenance of common areas; each leasehold owner will be responsible for an agreed proportion of the overall service charge, on an annual basis.

The Masterplan proposes that Wye Heritage Centre, to which access to the Latin School is currently provided on request at no charge, will move to enlarged and improved accommodation within the complex of Listed buildings. This is to be offered on the basis of a peppercorn rent and a proportionate contribution to the overall service charge, on a similar basis for that to be paid by residential occupiers, enabling the Latin School to be incorporated in the residential development, and its Asset of Community Value Restriction to be removed.

The Great Hall and Lecture Theatre will be mainly used as communal spaces by the future residents of the Listed buildings and managed by the Management Company; these spaces will also be available for letting, by agreement, to appropriate local organisations for uses compatible with residual amenity of the surrounding residential properties. Use of these buildings will be subject to a charge equivalent to that charged for other comparable local facilities.

The Chapel and staircase, which will accommodate the “Ancient Briton” statues, will form part of the communal areas subject to the resident service charge; no charge will be made to visitors to the Chapel, for the purposes of worship at arranged times, or to the visitors to the staircase. Access will be arranged by the Management Company.

Site of former ADAS buildings

Redevelopment of the former ADAS buildings will be on the basis of offering new homes for sale on a freehold basis. Common areas will be retained, and passed on to the ownership of a management company, maintenance costs will be supported by an annual charge to residents. The Masterplan indicates a preference for the provision of affordable housing on the north side of Occupation Road; any affordable housing contribution from the development of the former ADAS buildings could be located here.

It is anticipated that part of the access road within the site will be adopted by Kent County Council, those areas of road which are not adopted will be maintained by the management company, as for the common areas.

The ADAS Amenity Land to the east of the Donkey Field, will be retained and managed by Telereal Trillium as amenity land to be enjoyed by the residents of the residential re-development of the former ADAS buildings. Access will also be allowed for the general public, in conjunction with the provision of new pedestrian routes through the Masterplan area.

Land North of Occupation Road

It is proposed that the new housing on the north side of Occupation Road will be for freehold sale; with land for affordable housing conveyed subject to covenants restricting it to use only, to an appropriate registered social landlord/landlords.

Affordable housing will be for either rental, sale on a shared equity basis, or starter homes/discounted sale in each case to households meeting the appropriate needs criteria, subject to agreement with the Local Planning Authority.

It is anticipated that the main access road running parallel to Occupation Road, will be adopted by Kent County Council; access roads which are not adopted will be retained by the overall management company established to manage the common areas for the whole of the residential development, subject to a management charge to future residents. Each development area will have its own Management Company.

The green/open spaces within the development will be managed by the management company to be established, as will the...
IMPLEMENTATION

Implementation Strategy

linear park running between the residential development, and the existing alignment of Occupation Road/North Downs Way.

The area proposed to be retained as paddock/pasture land on the north side of Occupation Road, will be leased to a suitable occupier, who will be responsible for its management and maintenance.

Land for public car parking proposed is identified to the north of Occupation Road.

Land South of Occupation Road

Land on the south side of Occupation Road is presently in a variety of business uses; in the short to medium term, the approach of the Masterplan is to retain these existing business premises for occupation by either by existing businesses or other suitable businesses.

In the medium to long term the Masterplan anticipates redevelopment of both the “triangle” south of Occupation Road, and the former BCP premises further to the east for new business uses. It is proposed that the freehold of these properties would be retained by Telereal Trillium; they would be rented to commercial occupiers on appropriate leases. These leases would include a management charge for maintenance of common areas, payable by business occupiers.

Conversion of former Russell Laboratory to business use

The former Russell Laboratories are to be converted to business use and retained in the ownership of Telereal Trillium. Individual leases (short to medium term) will be offered to tenants; a management charge will cover maintenance of common areas, and the car park, to be provided to the north.

Redevelopment of former students union building

The former Students Union building is to be converted to business use and is anticipated to be retained in the ownership of Telereal Trillium. Individual leases (short to medium term) will be offered to tenants; a management charge will cover maintenance of common areas, and the car park, to be provided to the north.

Risk Analysis

Telereal Trillium is a private company with substantial property holdings and other resources, including access to development funding; it is in a strong position to take a longer term perspective, on progressing the redevelopment of the former Wye College Campus.

Accordingly, it is well placed to deal with uncertainty which may arise through either changes in general economic conditions or more specific considerations such as the impact of Brexit on the economy and the housing and commercial property markets.

Notwithstanding the question of wider economic considerations, the former Wye College Campus is considered to represent a favourable development opportunity for the land use proposals identified, given that:

- Proposed development mix includes both residential, business and community uses.
- The housing market remains strong in Wye.
- There is a growing need for accommodation suitable for elderly people with greater levels of dependency, in general; Wye has an older age profile, than the average for the local area.
- Some premises already in business use; good demand identified for further business accommodation.

Accordingly, the risks to successful implementation of the Wye Masterplan are capable of being managed, in the context of an owner with sufficient resources and flexibility to deal with market fluctuations, against a backdrop of strong market demand.

Maintaining a Focus on Design Policy

Managing implementation

Given the modest scale of development involved, it is considered that, following the detailed consideration of proposals through the Masterplan preparation process, the appropriate level for assessment of detailed designs in the future will be through the normal development management process, with pre-application discussions and detailed planning applications with the Local Planning Authority where appropriate.

Where appropriate, applications will be subject to a screening request, with regard to the possible requirement for Environmental Impact Assessment.

Sequencing of development

The anticipated sequencing of development is as follows:

1. Listed Buildings refurbishment and conversion
2. ADAS and/or Occupation Road (north)
3. Conversion of former Russell building to business use
4. Redevelopment of former science laboratories for residential care home/extra care housing
5. Business use of former students union building
6. Redevelopment of land south of Occupation Road for business purposes

Each planning application will include a short note updating the Masterplan, with regard to the likely sequencing of development and updating as appropriate the detailed studies of transport, and drainage.

Adoption Process

It is anticipated that this Masterplan will be adopted by the Cabinet of Ashford Borough Council by Spring 2018.

Delivery

It is proposed that each planning application pursuant to the Masterplan will include a review of the appropriate sections of the Masterplan.

It is anticipated that the Masterplan will have an effective life of 5 to 10 years; whether a review is appropriate should be considered after five years from date of adoption.
Former Wye College, Wye (Wye 3)

APPENDICES

a. Extract from Wye Village Design Statement
b. Planning Policies and Guidance
c. Indicative Walking Distance Radius Map
Wye Village Design Statement

Building in the Conservation Area

It is the juxtaposition of the buildings in the Conservation Area, with their variety of heights, roof pitches, window patterns and construction materials (see pages 33-35) that gives Wye its individuality. Most of the buildings are grouped 'check-by-jowl' and open directly onto the street. However, quite large gardens, many of which were yards for earlier business premises or were formed, are hidden behind this frontage and are not apparent from the street. Where access has been possible, larger yards have been developed for housing since the 1970s; and outbuildings have been converted to dwellings.

Over the centuries the character and use of buildings in Wye have altered in response to the needs and changing fortunes of the inhabitants. Some buildings were demolished; others were updated in the latest style; new rooms, extra staircases or outbuildings were added; new houses replaced old and spaces between buildings were filled in.

As the supply of traditional building materials, such as wood, ran out, alternatives had to be introduced. Construction methods evolved to make buildings that were more comfortable and efficient, and to take advantage of contemporary innovations such as chimneys, glass windows, kitchen ranges, indoor plumbing, gas and mains drainage.

Church Street is the commercial centre of Wye. There are two banks, several shops, a public house and a restaurant. Many of the houses have ancient cellars and have been altered and updated over the years. Georgian fronts were added to older buildings. Outbuildings behind some of the buildings are modern alterations. Tyler's Yard, once a brewery, was converted for housing in 1978.

Primary school (left) and almshouses.

Primary School from Bridge Street.

Church Street from Bridge Street.

Bedrooms on the upper side facing primary period, including modern houses (right).

Bridge Street has many ancient houses (e.g. Swan House) 16th century with Norman foundations, and 123 Bridge Street c.1400. Waltham Hall house with early Elizabethan and Georgian infilling. Wye's tradespeople had premises here until a few shops do remain. Lady Ironstone, Toms Hill School and the almshouses founded by Cardinal Kenege are set back from the road on the bank of the River Stour, on the southern side of Lower Bridge Street.

View on Bridge St. side from House (right).

A merged cottage on Bridge Street.

The Green and the Old Flitch Horse, a medieval half-moon, once a pub, now accommodation for postgraduate students.

Semi-detached Victorian houses on Upper Bridge Street. Battle (left) is an older building with a modern bathroom.

Medieval house on the High Street which belongs to Wye College house Georgian house.

Upper Bridge Street from Golden Square looking towards Round Terrace.
Planning Policies and Guidance

(a) **Ashford Adopted Core Strategy** policies relevant to the Masterplan area:

- Policy CS1 Guiding Principles emphasises the importance of sustainable development and high quality design and sets key planning objectives.
- Policy CS2 sets out the borough wide strategy including housing numbers with development focused in the Ashford Growth Area. Wye is identified as a location for smaller scale development opportunities.
- Policy CS6 confirms the settlement hierarchy and the number of units to be provided at Wye.
- At the more detailed level policy CS9 sets provisions for design quality: CS10: sustainable design and construction; CS11 on biodiversity; CS12 on affordable housing; CS13 on transport; CS14 on meeting community needs and CS15 on sustainable drainage.

(b) **Tenterden and Rural Sites DPD** policies relevant to the Masterplan area are:

- Policy WYE3 - provisions for the long term future of the buildings, facilities and land at the former Imperial College campus. Many of the provisions have been superseded by events.
- Policy TRS1 confirms that minor residential development or infilling is acceptable within the built-up confines of Wye subject to the following criteria:
  
  a) the development can easily be integrated into the existing settlement without the need to substantially improve the infrastructure or other facilities;
  
  b) the proposal is of a layout, scale, design and appearance that is appropriate to the character and density of its surrounding area;
  
  c) it does not result in the displacement of other active uses such as employment, leisure or community uses in the area; and,
  
  d) the proposal would not result in the loss of public or private open spaces or gaps that are important characteristics of the settlement.

- Policies TRS2 and 4 relate to exception sites for local needs housing.
- Policy TRS5 sets out the circumstances allowing for exception sites for specialist housing schemes.
- Policy TRS7 – provides for the retention of existing employment sites and premises.
- Policy TRS19 – requires that all developments make provision to meet the additional requirements for infrastructure and community services and facilities arising from the development.

(c) **Ashford Local Plan 2017**:

- Notes the preparation of Neighbourhood Plan, site allocation policies for Neighbourhood Plan, not Local Plan.

The Wye Neighbourhood Development Plan, on its adoption, has superseded the non strategic policies of the Core Strategy and Tenterden and Rural Sites DPD. The strategic policies in these plans remain in force until replaced by the Emerging Ashford Local Plan 2030 (adoption anticipated late 2018/early 2019).

The Emerging Ashford Local Plan may, in due course, supersede some elements of the Wye Neighbourhood Development Plan: Although, unless modified during the post consultation and examination stages, it does not propose to include site allocation policies for Wye, as noted above.

(d) **National Planning Policies and Guidance**

Relevant Central Government Planning Policy Guidance is set out in the National Planning Policy Framework (March 2012) and in the regularly updated Planning Practice Guidance.

Key areas which are of direct relevance to the preparation of this Masterplan include:

- Historic Environment (Listed Buildings, Conservation Areas, archaeological considerations including Scheduled Ancient Monuments)
- Natural Environment, including Area of Outstanding Natural Beauty, habitats and species of nature conservation interest, including European Designations.
- Transport and traffic, including encouragement for sustainable modes of travel (walking, cycling, public transport), and the approach in development management to traffic and parking.

NPPF section 12 **Conserving and enhancing the historic environment**

129. In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and so more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes or has the potential to include heritage assets with archaeological interest, local planning authorities should require developers to
submit an appropriate desk-based assessment and, where necessary, a field evaluation.

129. Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset’s conservation and any aspect of the proposal.

131. In determining planning applications, local planning authorities should take account of:

- the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- the desirability of new development making a positive contribution to local character and distinctiveness.

132. When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. As heritage assets are irreplaceable, any harm or loss should require clear and convincing justification. Substantial harm to or loss of a grade I listed building, park or garden should be exceptional. Substantial harm to or loss of designated heritage assets of the highest significance, notably scheduled monuments, protected wreck sites, battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.

134. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.

135. The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that affect directly or indirectly non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

137. Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites and within the setting of heritage assets to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset should be treated favourably.

138. Not all elements of a World Heritage Site or Conservation Area will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 133 or less than substantial harm under paragraph 134, appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.

139. Non-designated heritage assets of archaeological interest that are demonstrably of equivalent significance to scheduled monuments, should be considered subject to the policies for designated heritage assets.

NPPF section 11. Conserving and enhancing the natural environment

109. The planning system should contribute to and enhance the natural and local environment by:

- protecting and enhancing valued landscapes, geological conservation interests and soils;
- recognising the wider benefits of ecosystem services;
- minimising impacts on biodiversity and providing net gains in biodiversity where possible, contributing to the Government’s commitment to halt the overall decline in biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures;
- preventing both new and existing development from contributing to or being put at unacceptable risk from, or being adversely affected by unacceptable levels of soil, air, water or noise pollution or land instability; and
- remediating and mitigating derelict, degraded, derelict, contaminated and unstable land, where appropriate.

111. Planning policies and decisions should encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value. Local planning authorities may continue to consider the case for setting a locally appropriate target for the use of brownfield land.
115. Great weight should be given to conserving landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to landscape and scenic beauty. The conservation of wildlife and cultural heritage are important considerations in all these areas, and should be given great weight in National Parks and the Broads.

**NPPF section 4 Promoting sustainable transport**

32. All developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. Plans and decisions should take account of whether:

- the opportunities for sustainable transport modes have been taken up, depending on the nature and location of the site, to reduce the need for major transport infrastructure;
- safe and suitable access to the site can be achieved for all people; and
- improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development. Development should only be permitted or refused on transport grounds where the residual cumulative impacts of development are severe.

34. Plans and decisions should ensure developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised. However this needs to take account of policies set out elsewhere in this Framework, particularly in rural areas.
Indicative Walking Distance Radius from Wye’s Historic Core at 800 metres