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

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): (Add Hyperlink to Document)

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: (Add Hyperlink to document)

The Masterplan is supported by a strategic landscape overview, prepared by Growth Industry Landscape Architects: (Add Hyperlink to Landscape Study)

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): (Add Hyperlink to Drainage Study)

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: (Add Hyperlink to Parish Community Space Audit draft)

Design Guidance specific to Wye is set out in the Wye Village Design Statement, prepared in 2000 by the Wye Village Design Group, and adopted as Supplementary Planning Guidance: (Add Hyperlink to Village Design Statement)


Further general design guidance to which reference has been had is set out in Kent Design (date to add) and the Manual for Streets (date to add); (Add Hyperlink to Kent Design and Manual for Streets)

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: (Add Hyperlink to Public Consultation Report)

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. (add hyperlink to draft Rummey Masterplan)
BACKGROUND

Characteristics

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

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

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

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.
Former Wye College, Wye (Wye 3)

SUMMARY OF RELEVANT PLANNING POLICY
SUMMARY OF RELEVANT PLANNING POLICY

Neighbourhood Plan

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 formerly 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.
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 Bilting, Boughton Aluph, Godmersham, Hastingleigh 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 modelling of traffic flow at the level crossing and travel plans that encourage walking or cycling within the village and
  - 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 these 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 application 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>

FORMER WYE COLLEGE, WYE (WYE 3) : MASTERPLAN
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).
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 these 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.
SUMMARY OF RELEVANT PLANNING POLICY

Other Planning Guidance

4. 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
Overview

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 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.
Former Wye College, Wye (Wye 3)
CONTRAINTS 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
- Congestion at level crossing
- 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 of 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 east, 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.

**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.
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 Olanthigh 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 – their 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 online guidance on Planning for Walking notes under the heading “Pedestrian Catchments” 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 Withards
  - 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 cycleway 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.