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# PEDHAM PLACE

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A New Settlement Vision for Sevenoaks

January 2022



# 1 Executive Summary

**This brochure sets out a concept vision for the development of a new settlement at Pedham Place, Swanley, as part of a Call for Sites and review of the emerging Local Plan for Sevenoaks 2015 - 2035.**

Gladman Developments Limited (Gladman) is promoting the site on behalf of the site's landowners and has submitted this settlement vision document to demonstrate the potential benefits that the site can offer as an allocation for development within the new Local Plan Sevenoaks District 2015-2035.

Following a vigorous process of identifying the opportunities and constraints for the Pedham Place site, Gladman commissioned URBED to create a new settlement masterplan vision for the site.

The vision for the site illustrates the opportunity to deliver a range of high-quality housing, employment, social and community infrastructure and sports and recreational facilities in a sustainable location in Sevenoaks District.

Built around the scheduled ancient monument, Fort Farningham, the new hill town takes inspiration from fortified settlements. The distinctive pentagram layout will create a legible, walkable settlement built around a substantial central park.

Pedham Place will become a thriving real place, with a mix of uses, a lively high street offering a range of local facilities, and a zero-carbon ready settlement, both in terms of the new housing and how its residents get around and will support residents to live, work and enjoy at all stages of life.

This compact settlement will be surrounded by parkland and rewilded greenspace, while extensive tree cover, gardens, local green space, green routes and courts will create opportunities for rich biodiversity to flourish.





## 2 Why Pedham Place?

**Strategic sites like Pedham Place can offer an opportunity to deliver development sustainably, in a planned way, alongside key infrastructure.**

Pedham Place lies just southeast of Swanley within the county of Kent in South East England in the District of Sevenoaks. The proximity to Swanley provides direct links to Bromley South, London Victoria, Sevenoaks and Ashford.

The site is extremely well placed to deliver new homes, employment, and community uses, which will deliver the economic and social needs for the District over the next decade and beyond. Pedham Place offers the opportunity to deliver a mixed-use development providing c.2,500 much-needed quality new homes and affordable homes, community, commercial and employment uses, together in a cohesive and sustainable vision.



Site Location Plan

# 3 The Site

The site comprises c.144ha and is primarily used as Pedham Place Golf Centre (PPGC).

The site topography was artificially transformed in the 1990s by a landfill tipping of inert aggregates onto the site to create man-made undulations to the land as part of the development of an extensive links-style golf course.

At present, the site comprises two parcels of land, each owned by separate landowners but both being represented by Gladman.

The eastern parcel consists of:

- A golf course business, including an 18 hole golf course, a 9 hole short golf course, a driving range, clubhouse and ancillary service buildings;
- Approximately 1,400sqm of commercial buildings plus curtilage;
- Three dwellings totally around 400sqm plus curtilage; and
- Fort Farningham - a scheduled monument.

The western parcel is a greenfield that is used for car boot sales. This site was also included within the previous draft Local Plan for 11ha of employment land under Policy EM4.

Initial investigations suggest that no abnormal costs would be involved with the development, which would save from the need to reprofile and level the man-made topography arising from the golf course landscaping



Site Plan



## 4 ■ Origins

**The form of the masterplan is a modern reinterpretation of hill forts and fortified towns, taking inspiration from Fort Farningham at the heart of Pedham Place.**

Most new large housing developments are designed to look like they have gradually grown over time. This approach rarely works as the effect is artificial and often leads to confusing places that discourage walking and cannot sustainably support a mix of uses.

URBED believes that new places should look as though they have been designed. New developments should have a clear structure and orientation points so that everyone knows where they are and can find their way around.

In this case, we have taken design inspiration from Fort Farningham, which was built on the site as one of a series of mobilisation centres along a 70 mile stretch of the North Downs.

The fort dated back to the 1890s and was built to counter a potential French invasion and has formed the inspiration to develop a modern reinterpretation of a hill town for the site.

The form of earlier hill forts and fortified towns pictured on the adjacent page provides a precedent for developing a clear orthogonal structure to the streets and development blocks of the masterplan.



Fort Farningham (built c. 1890s.)



## 5 Inspiration

Inspiration for the layout also comes from the more formal arrangement of Dutch housing schemes.

The irregular layout of UK schemes has its origins in highway regulations, and while the cul-de-sacs are now generally linked to create perimeter blocks, the irregular arrangement has remained.

Such a picturesque approach can sometimes be appropriate, but on a large scheme, the layout can become confusing, the housing layout is inefficient with lots of space that is difficult to use, and the highways can dominate.

More formal layouts overcome these issues and also create a sense of place through views, vistas and public spaces that don't rely quite so much on the quality of the housing design.



## 6 Geometry

These inspirations led us to explore different geometries as shown on the right and graduate in formality from top to bottom.

All the layouts stick to the overall arrangement of uses agreed in earlier stages of the design work.

The employment space is on the land to the west, and the secondary school and park and ride are to the north. The high street runs on an axis from the site entrance to the fort in each case. This route is likely to have the most passing trade in the absence of through traffic.

The preferred options were the pentagon and hexagon forms because they echoed the fortified towns mentioned earlier.

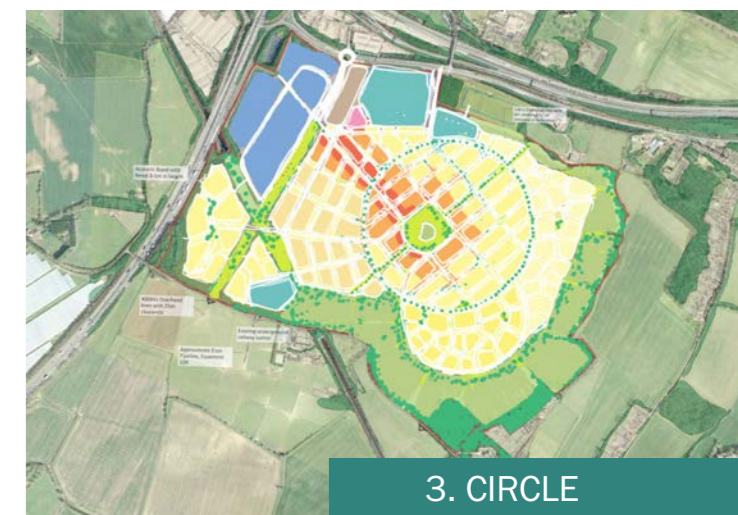
The final version of the plan is a combination of these two options, using the pentagon but becoming more informal around the edges of the plan. In the final option the residential development to southwest part of the site has been refocussed to the centre to enhance connectivity.



1. PENTAGON



2. HEXAGON



3. CIRCLE



4. ORGANIC

## 7 | A Real Place

**By a real place we mean a small town with the mix of people and facilities that you would expect to find in an existing town.**

This includes, first and foremost, a high street lined with shops and other facilities. It also means a range of services from primary and secondary schools to doctors, dentists, nurseries, yoga studios, community halls and sports facilities. It also means a mix of people of all ages and backgrounds, not all of who commute to work elsewhere.

The high street is key to this, and we are only too aware of how difficult it is to build a new high street. Cambourne, a new settlement of 6,000, has only completed a fraction of its planned high street.

The high street is, therefore, as much an economic proposition as a design idea. The cost of the shops needs to be treated as part of overheads with low rents and short leases so that they are attractive to small start-up businesses.

This has been done in Nansledan in St. Austel, where a parade of shops has been built and filled with three cafes, a florist, wedding shop, yoga studio and accountant despite having completed only 300 homes.

This also depends on uses that draw people into the area other than residents. These will include the secondary school that will serve a wider catchment, the hotel, the leisure and tennis centre, the park and ride, the office and employment space and a proposed new boutique restaurant in Fort Farningham. These will ensure that there are people on-site at all times.





## 8 ■ More than Housing

- 01 High street with at least 20 individual shop units, potentially anchored by a small street front supermarket. The street will be shared surface but allow vehicles and buses;
- 02 Cafe corner - a second small section of high street next to the park with a number of cafes and bars;
- 03 150-200 bed hotel with ground floor reception and restaurant at the entrance to the high street;
- 04 Tennis centre linked to hotel with indoor and outdoor courts;
- 05 Transport hub with cycle hire and repair facilities, car share, ticketing, park and ride bus stops and charging points;
- 06 Secondary School with playing fields serving a wider catchment than just the site;
- 07 New Pedham Place Primary School;
- 08 Forest Primary School;
- 09 Playing fields with changing facilities;
- 10 Central Park to provide a setting for Fort Farningham;
- 11 Parkland: managed open space for informal recreation;
- 12 Re-wilded green space with access only via designated footpaths to significantly improve biodiversity;
- 13 Fort Farningham restaurant ideally with a bespoke operator able to draw customers from a wide area;
- 14 Specialist accommodation for older people apartments/village;
- 15 Local workspaces/shop units within the housing area;
- 16 A variety of office spaces;
- 17 Small scale business units;
- 18 B2/B8 Manufacturing/Production - Storage and Distribution (with ancillary offices);
- 19 Park and Ride with around 400 spaces.



## 9 Zero Carbon Ready

The aim is to create a zero-carbon ready scheme to respond to the climate emergency, addressing the whole life carbon of new buildings, providing planting for heat mitigation and offering sustainable travel options.

**Housing:** The scheme will be built so that homes are heated without the use of fossil fuels, with efficient electrified heat in place of gas boilers. Once the electricity grid is de-carbonised (by 2035), the housing will therefore be zero carbon in use.

It will still be essential to ensure that the housing is energy efficient to reduce demands on the grid, lower bills, and provide comfort; therefore, housing will meet the LETI energy standards.

**Renewable Energy:** The scheme will incorporate renewable energy provision through connected Photovoltaic provision on roofs. Photovoltaics will be placed on new homes and linked to intelligent energy store that will allow demand response to make sure energy is used on-site, reduce bills for residents, and help support the grid.

**Planting:** The scheme will also be designed to mitigate global heating and avoid the need for cooling. This will include shading, street trees throughout and extensive planting.

**Travel:** The scheme will need to address travel as part of its zero-carbon aspirations. This will include demand reduction through the mix of people on the site (not a dormitory suburb), local workspace and homeworking provision. It will also include public transport via the park and ride scheme, an accessibility hub with bike and car share services and provision for 100% electric car ownership.

The carbon targets will also embrace the recycling and drainage systems are described elsewhere.



# 10 Travel Strategy

The access strategy is designed to reduce car use as much as possible and to encourage active travel and the use of sustainable modes of transport within and beyond the new settlement.

Primary vehicle access to Pedham Place is from the A20 to the north, and the secondary access is just to the east of this. As a result, the site has no through traffic and the potential trip generation is limited by the capacity of the M25 junction.

Therefore, the access strategy is designed to reduce car use as much as possible. As previously mentioned, this includes a reduction in the need to travel via local workspace and home working, public transport and the travel hub and full-fibre connectivity (FTTH) and/or 5G provision.

The settlement has also been designed to be a walkable neighbourhood, where community facilities are within a 10-15 minute walking distance of homes within the scheme.

**Access Hub/Park and Ride:** The scheme includes a park and ride facility. This will serve people travelling by car to Swanley Station, taking them out of the M25 junction. They will support a much better bus service for the site than would otherwise be possible. The Park and Ride will be linked to a transport hub that will include bike hire/maintenance, e-scooter and e-bike hire station and a car share scheme.

**Foot and Cycle:** The existing public right of way will be retained with only a minor diversion to follow the masterplan streets. The scheme will also create a network of new pedestrian routes and dedicated cycle routes, as shown on the plan.

The network of dedicated cycle routes is designed to provide safe, attractive, segregated routes that connect the key destinations across the

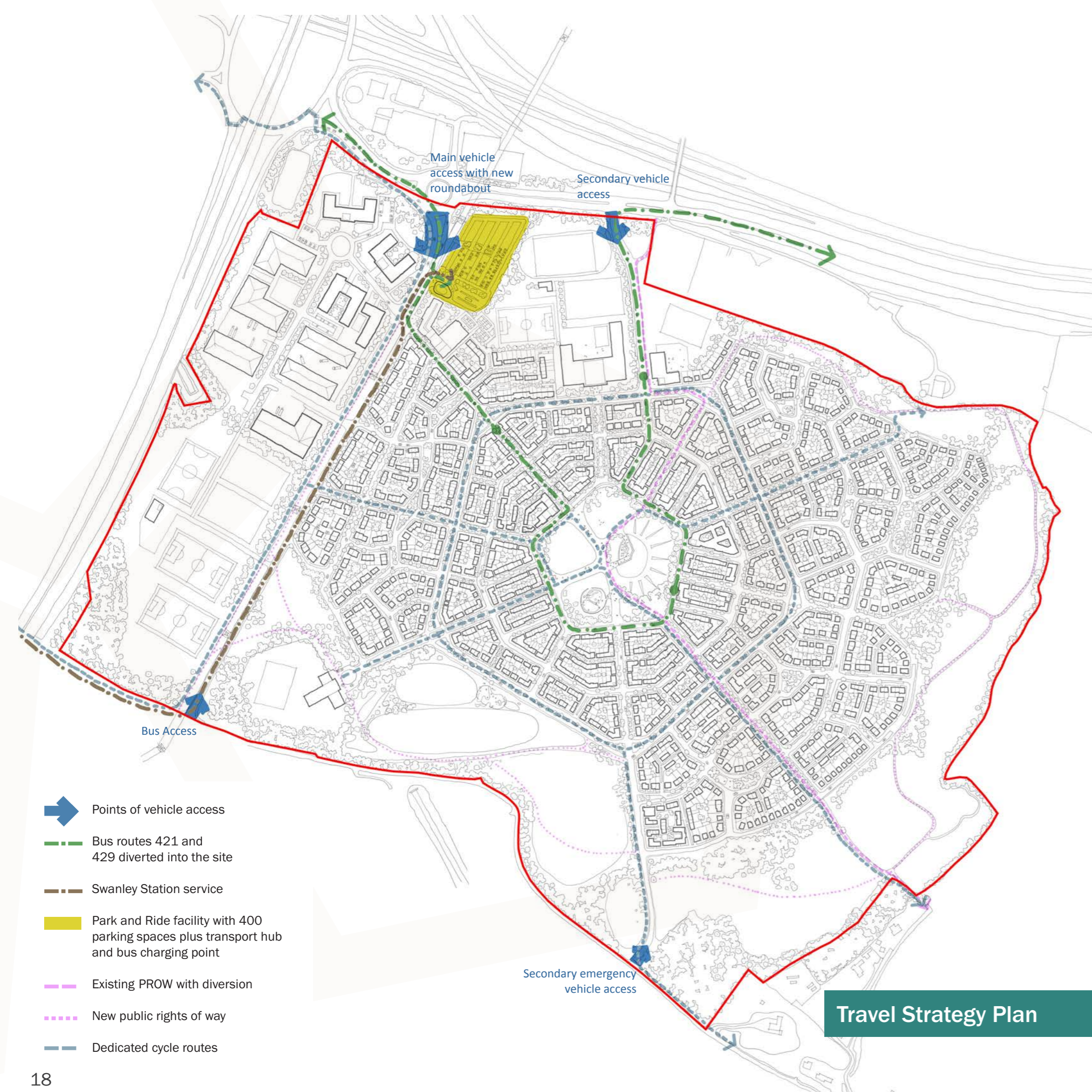
scheme, including the primary schools and secondary school, the high street, the transport hub, employment area, the central park and surrounding parkland areas.

**E-bike and e-scooters:** An e-bike and e-scooter hire system will be provided across the scheme, with docking stations located conveniently at key destinations around the site for ease of access. The scheme will provide an e-bike/ e-scooter docking station at Swanley Station to provide a smooth transport mode transition between train and e-bikes/e-scooters and improved cycle connections between the site and the station.

**Buses:** There are two bus routes shown on the plan. The first is the route that currently terminates at Swanley Station (and is therefore within the Oyster Card Zone). The intention is to extend this (the brown route) to terminate in the park and ride scheme on-site, which will then also come within the Oyster Card Zone.

This could come through the junction but alternatively would use an alternative route via Crockenhill Lane to the south to avoid traffic. This route currently runs three services an hour and could be supplemented by a shuttle service to Swanley Station in between the existing services to achieve six buses an hour.

The other bus route (highlighted green) is the 421 and 429 that run hourly. These would be diverted into the site and interchange at the park and ride. This service will also include new stops next to the schools and on the high street.



Travel Strategy Plan



# 11 Wellbeing

Pedham Place will be a healthy neighbourhood where people have access to formal and informal opportunities for recreation, walking, cycling and a place to connect with nature.

The open spaces will offer a wide range of landscape features and ecological enhancements such as tree/shrub planting, bird and bat boxes and hedgehog highways to enhance the site's biodiversity and space for recreational use. The open space provision includes the following landscape spaces:

- 01 **Central Park:** At the heart of the scheme is a four-hectare central park around Fort Farningham as a central focus to the scheme. The park will be a formal space with railings and a road (Park Lane) around the edge.
- 02 **Parklands:** The slopes around the scheme and the edge of the site will be developed as country parks and include managed areas of open space for informal recreation.
- 03 **Natural green space:** New areas of natural open space will be rewilded and provide opportunities for extensive tree/shrub planting to increase the site's biodiversity and re-introduce natural habitats. Access will be limited to footpaths and landscaped areas within rewilded areas and enhanced biodiversity to protect the habitats.
- 04 **Green Streets:** Green streets will be essential features of the scheme; they are streets with narrow carriageways and a central landscape strip of 7-15m in width. These will be usable open spaces and include footpaths and cycleways.
- 05 **Local Open Spaces (Neighbourhood Parks):** There are a series of neighbourhood parks throughout the scheme so that every home is within easy reach of at least one. Each neighbourhood park will be landscaped with new trees, planting and local artwork and will provide the space for outdoor community events and activities.
- 06 **Playing Fields & Sports Grounds:** There will be a range of opportunities for sport and recreation. The main area of playing fields will be to the south-west, and the schools will also have sports facilities available for public use.
- 07 **Tennis Courts:** The scheme includes a new tennis centre with indoor and outdoor courts.
- 08 **Play Areas:** The map overleaf shows several play areas. These include a NEAP in the central park and a series of LEAPs accessible to all residents, providing a variety of attractive natural play structures and features such as earth mounds, timber play, water features (ponds and swales) and boulders and offering new seating areas.



# 12 Public Realm

In addition to the open space framework, the scheme has a walkable network of streets, organised with the hierarchy shown on the adjacent plan and described below.

- 01 **Primary Vehicle Access:** The main vehicle access into the site has been designed to provide the traffic capacity required. This will not be able to have frontage development but will only run as far as the junction at the top of the high street (which will be traffic light controlled).
- 02 **High Street:** This runs between the access and the central park and is intended to be a bustling high street carrying traffic and pedestrians. There are two shared space sections where traffic and pedestrians will mix. Elsewhere traffic speeds will be 20mph.
- 03 **Park Lane:** A special route is proposed around the central park. This will be a formal urban road with a continuous frontage on one side and railings to the park on the other. It will also need to accommodate buses and much of the through traffic from other parts of the site.
- 04 **Green Streets:** The main pentagon and five of the radial routes will be designed as greenways. These will have narrow carriageways and a central green strip with landscaping, seating areas, cycle routes and paths.
- 05 **Secondary Streets:** These will be the streets that provide the main vehicle access into each part of the site as spurs from Park Lane. The aim is to keep traffic off the minor roads as much as possible.
- 06 **Local Streets:** These give frontage access to the housing areas and provide on-street parking. They will be designed as traditional streets with kerbs and footways.
- 07 **Tertiary Streets:** the second level of local street will include play streets, home zones and alleyways. These will provide frontage access but will have a shared surface and not have on-street parking.
- 08 **Bus route:** The bus link to Crockenhill Lane will be a single lane for buses only with crossing places to minimise its width.

# 13 Density & Land Use

The housing for the scheme is based on three density bands; high density, medium density and medium-low density.

**High-Density Residential Use:** This is focused around the central part and along the high street, set at 70 dwellings per hectare, a density that can be achieved entirely with terraced housing. However, the aim here is to combine terraces with low rise (3 storeys) apartments in some of the corners. Parking will be on-street and in rear courtyards.

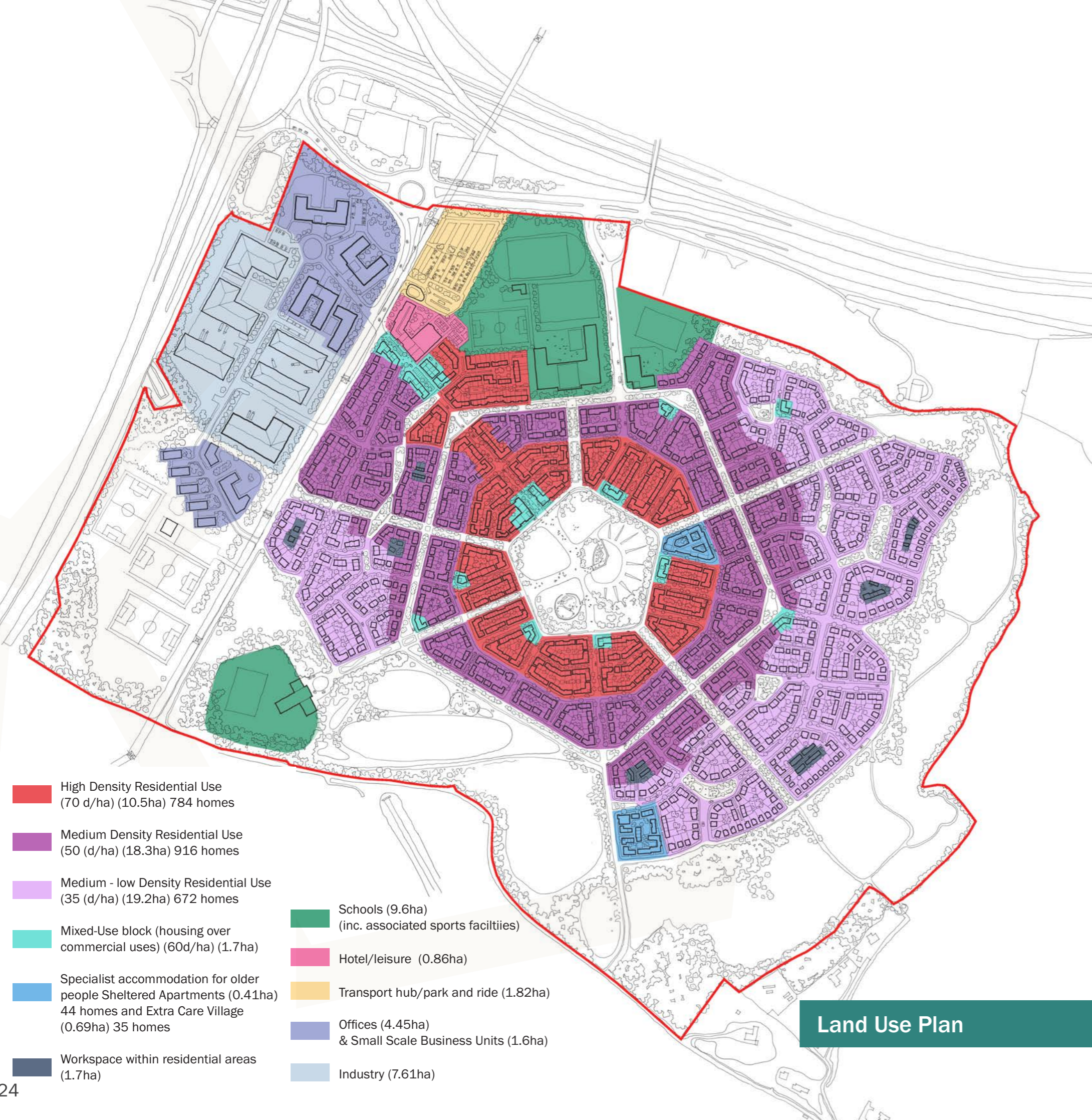
**Medium Density Residential Use:** This is set at 50 dwellings per hectare. This is primarily intended to be developed as semi-detached housing with some low rise (3 storeys) flats marking corners. Parking will be on-plot behind the building line either between homes or accessed from rear courts. Visitor parking will be on-street.

**Medium-Low Density Residential Use:** This is set at 35 dwellings per hectare and will consist of semi-detached and detached housing with some apartments.

**Mixed-Use Blocks:** The plan includes mixed-use blocks with a housing densities of 60 dwellings per hectare over workspaces. On the high street, these workspaces are likely to be retailing. However, elsewhere they are intended as a flexible workspace, used for a range of commercial activities (including retail).

**Specialist Accommodation for Older People:** Two facilities are shown, a retirement village on the southern edge of the site (50d/ha) and extra care apartments next to the central park (100d/ha).

**Residential Workspace:** The scheme also includes some workspace units, generally in rear courtyards, intended for commercial use (use class E) to encourage working on site.





A variety of Office Spaces

Park and Ride with around 400 spaces

Transport hub with cycle hire and repair facilities, car share, ticketing, park and ride bus stops and EV charging points

B2/B8 Manufacturing/Production Storage and Distribution

150-200 bed hotel with ground floor reception and restaurant at the entrance to the high street

High street with at least 20 individual shop units, potentially anchored by a small street front supermarket

Tennis centre linked to hotel with indoor and outdoor courts

Small scale business units

New Secondary School with playing fields

Playing fields with changing facilities

New Pedham Place Primary School

Cafe corner - a second small section of high street next to the park with a number of cafes and bars

New Forest Primary School

Specialist accommodation for older people (apartments)

Fort Farningham restaurant

Central Park to provide a setting for Fort Farningham

Parkland - managed open space for informal recreation

Re-wilded green space with access only via designated footpaths to significantly improve biodiversity

Local workspaces/shop units within the housing area

Specialist accommodation for older people (village)

# 14 Vision for Pedham Place

