

Note to accompany the Canterbury District Employment Land Review, March 2013

23 May 2014

The Council's Employment Land Review (ELR) was completed in March 2013. As part of the study, a total of 29 existing sites and 4 proposed new sites that had been put forward as part of the SHLAA process were assessed. Those assessed were:

- Sites currently allocated in the current Local Plan for employment uses that remain wholly undeveloped;
- Employment clusters and sites with plots of land designated for employment uses still remaining;
- Other sites (sized above 0.25 ha or providing more than 1,000m² floor area) which have a live, unimplemented consent relating to employment uses;
- Sites wholly in use for employment/part-employment purposes, which are currently subject to a Local Plan SHLAA submission and which exceed 0.25 ha in size;
- Office buildings currently in use for or designated as B1(a) in Canterbury City which are currently subject to a Local Plan SHLAA submission or alternatively identified by officers as a prominent site at risk and/or requiring assessment; and
- 4 newly proposed sites that were put forward through the SHLAA process.

Sites were assessed via a visual inspection by officers and a desk-based study. The assessment employed a series of assessment criteria, which was formulated primarily using existing Government guidance for preparing Employment Land Reviews and the National Planning Policy Framework.

Amongst its key findings, the assessment recommended that four existing employment sites be released and their Local Plan allocations removed. The assessment also suggested that none of the proposed new sites be included as additional allocations. This was due to their relatively poor scoring overall and findings elsewhere in the ELR which indicated that, in quantitative terms, Canterbury district should have sufficient employment land supply to meet its estimated needs over the new Local Plan period if key sites came forward for development.

However, the ELR also acknowledged that there were some longstanding delays and difficulties in the delivery of key sites, which, may restrict the supply of employment space and that there is a need to plan for the replenishment of ageing and obsolete industrial stock. It also identified a need to meet specific local market needs (e.g. Whitstable) where shortages in employment space were apparent or significant future growth was planned for (i.e. Canterbury).

In June-August 2013 the Preferred Option draft of the Local Plan was put out for public consultation. As part of the consultation two additional employment sites were put forward and one site was re-assessed due to a change in circumstances. These sites were assessed against the same criteria as the original ELR (see attached forms). The findings are summarised in the table below:

	Site name	Sub-market area	Gross Area (ha)	Land remaining	Physical, sustainability assess	Market deliverability Assess	Overall weighted average	Suitability
SR6a	Land north of Sturry Road, Canterbury	Canterbury	2.2	2.2	2.27	2.57	2.39	Poor
SR7	Land south of Joseph Wilson Industrial Estate, Whitstable	Whitstable	2.5	2.5	2.82	3.57	3.12	Average
SR9	Hoplands Farm, Island Road, Hersden	Rural	33	33	2.36	2.71	2.50	Poor

SR6a: Land north of Sturry Road, Canterbury

This land has been put forward again, as a mixed commercial site to potentially include employment uses, due to the proposal to take the Sturry relief road across the site. Very little has changed with the site therefore the score changed only nominally and it is still rated as poor overall in terms of its suitability for employment uses. The site has high aesthetic and ecological value, being located in both the current and preferred Option Draft of the Local Plans as an AHLV and Green Gap, providing an important visual gap and biodiversity link between Sturry and Canterbury.

It is intended that the site could provide space for non-Class B uses, such as car showrooms and other uses for which site provision is not normally made specifically. An element of A3/A4 might be acceptable as part of a mixed-use site, but A1 retail would not be supported. The ELR analysis would suggest that there is a limited demand for office and industrial space in this area. However, should commercial or leisure development be considered for the site there could be some scope for ancillary employment uses such as operational office space.

SR7: Extension to the south of the Joseph Wilson Industrial Park, Whitstable

The proposal is to include 2.5ha of productive farmland to the south of the successful Joseph Wilson Industrial Park in Whitstable for development for employment uses. The site is located in an area of AHLV and is quite visible due to existing land contours. The loss of productive farmland also needs to be considered as does potential impacts on the amenity of adjacent residents. Containing development inside the 30 metre contour and ensuring extensive planting could act to mitigate many of the identified, potential environment impacts.

With respect to market deliverability there is likely to be a strong demand for employment space at this site and the developer has a successful record of bringing forward new developments. While overall, the ELR identified a sufficient supply of employment land across the district as a whole, the Whitstable market is identified as having a shortfall. For example only 6% of potential employment floorspace capacity is located in Whitstable, yet there is a continuing demand for employment space in the area. This proposal would meet a local need and be suitable for office, industry and warehousing uses. However, this needs to be balanced against the non-economic issues and potential mitigation measures.

SR9: Hoplands Farm, Hersden

This site was initially put forward as a housing site then a mixed use residential/employment site and now as a largely employment site, this suggests a predominantly speculative interest. The site is large in size, consisting of greenfield farmland and adjacent to a number of important ecological designations (SSSI, SAC, SPA, RAMSAR) and it is also highly visible. It should also be noted that while the adjacent road could be improved to carry additional traffic, there are significant pinch points at nearby Sturry and Canterbury that would require substantial improvements.

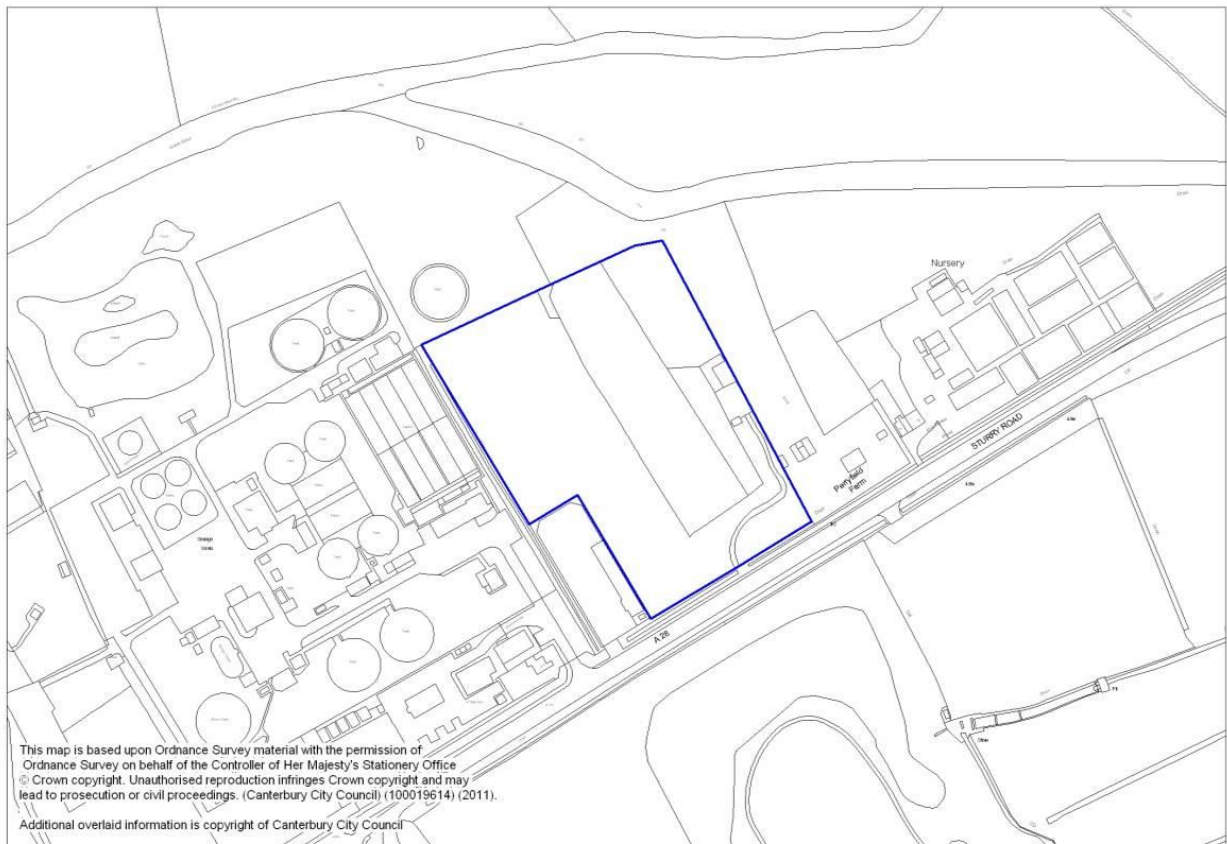
The ELR notes that the reputation of this area for employment development and uses is reasonably strong due to the close proximity of Lakesview Business Park and Canterbury Industrial Park. In spite of this a substantial quantity of industrial and office floor space is either currently vacant/available nearby, and there is land capacity remaining for new development at Lakesview Business Park.

The site scores poorly overall in the assessment as there is no significant evidence regarding new need, the suitability of the location and scale of the development and its likely impact on the environment and landscape.

SITE DETAILS		Score
Site Reference Number	SR6a	NA
Site Name/Address	Land north west of Sturry Road, Canterbury	NA
Map Location (Grid Ref)	616,998 – 159,720	NA
Current Use/Use Class:	Agriculture/grazing	NA
Potential/Proposed Use (s)	Mixed Use - commercial, employment and retail	NA
Brown/Greenfield/Mixed Agricultural land grade	Greenfield Grade 3	SP1 1
Site Area Land/plots left available	Approx. 2 Ha	NA
Total Floor Area Potential floor area (at m2/ha)	unknown	NA

Plan of site

SR6



Aerial

SR6



Photos of site from Sturry Road



SITE ASSESSMENT AND PLANNING		
<p>Description of Site: Including age/state/type of any buildings/external areas, topography, site shape, amenity/parking, trees/hedges, water bodies etc, tenancy/vacancy/type of businesses.</p>	<p>This greenfield site is located beyond the edge of the Canterbury City urban area. The site is characterised by rural land uses and is related to the surrounding rural area. The site is currently used for rough grazing. There are remnants of established hedgerows crossing the site and it contains a number of mature trees. A substantial tree line forms a boundary to the Sturry Road. The area forms part of a designated 'Green Gap' between the periphery of Canterbury and Sturry to the north east. The adjacent nursery is a built presence in the green gap making the openness of this site very important in maintaining the perception of an open rural area. There are long views across the site to the valley sides beyond.</p>	NA
<p>Condition of buildings and external areas</p>	<p>The site is rough pasture and as such is not highly maintained.</p>	SP17 NA
<p>Surrounding Uses: What - Compatible or sensitive, residential, commercial, competition.</p>	<p>The Great Stour River lies a short distance to the north of the site. Between the river and site are pasture land and a treatment pond. Canterbury Waste Water Treatment Works and a used car centre, abut the site to the west. To the east is Perryfield Farm and 1-3 Providence Place. A substantial nursery business is associated with the latter. Sturry Road then Sturry Road Community Park lies south of the site. The Sturry Road Park and Ride is located a short distance to the south west. Further along the Sturry Road towards the city is a Retail Node, along with a range of uses, including industrial and car sales on Vauxhall Road. The local landfill site can be seen on the hill behind this site.</p>	SP18 4
<p>Planning allocations and designations: Affecting or adjacent to site, length of any employment allocation. Length of any employment allocation</p>	<ul style="list-style-type: none"> • The site lies within the Area of High Landscape Value • Canterbury to Sturry Green Gap. • The site is located within flood zones 2 and 3. • To the south of the site, beyond the Sturry Road Community Park lie the Chequers Wood and Old Park SSSI. There is ancient woodland some distance to the north beyond the railway line. Stodmarsh, an internationally important site, is located to the east beyond Sturry and Fordwich. • Proposed Sturry relief road safe guarding route crosses the site under the draft Local Plan 2013 and may in the future impact on the other designations on this site. 	SP2 2

Planning status Pre-planning, Development Principles etc, Allocation, Outline Planning, Full Planning Permission.	Submitter proposed site.	SP3 1
Other Planning History: e.g. Employment Allocation or Planning Permission? Development Brief. Previous site proposal at LPI accepted and rejected 1998 plans	The inspector to the Canterbury District Local Plan 2006 supported the retention of the site as green gap: <i>"... In an edge-of-town area of scrappy visual character, this appears to me to be land of unquestionably rural character. ... It is a significant part of a Green Gap, the pinch point designation intended to keep the separate identities of Canterbury and Sturry...I find that the predominant characteristic of the designated Green Gap on the north side of Sturry Road is openness, a quality which is highly vulnerable to any greater degree of physical development... The case against development is increased by the location of the omission site within a river floodplain... I conclude that the site is rightly located outside a well defined Urban Area Boundary and that is and essential part of a worthwhile Green Gap designation."</i> Planning application CAO/92/0003 - 'a certificate of appropriate alternative development for B1 use' - withdrawn.	NA
Regeneration Area or Area of high deprivation? (ie in a ward having an LSOA in 20% most deprived in England)	NA	NA

SUSTAINABILITY/PHYSICAL ASSESSMENT		
Does the site have any of the following physical or infrastructure constraints?		
Proximity to Town or well serviced Village (services and workforce).	Adjacent to urban area approx. 2.7km from town centre.	SP5 2
Access (<i>external/internal/HGV's/parking</i>)	Difficult to support another greenfield development and new access onto Sturry Road which is nearing capacity. Even if the relief road were built there would be concerns about the effect of another access onto the new relief road so close to the junction with Sturry Road. Any use class that would generate any more than a very minimal amount of traffic movements would be difficult to support.	SP6 4

Highway capacity	Difficult to support another greenfield development and new access onto Sturry Road which is nearing capacity. However, site is situated on a frequent bus route and cycle route so is reasonably sustainable	SP7 2
Proximity to significant transport routes <i>Major A roads such as A299, A28, A2</i>	Over 5km to A2	SP8 1
Proximity to public transport (<i>800m to bus stop 2 or more services/hr</i>)	Yes	SP9 4
Infrastructure – <ul style="list-style-type: none"> ○ Water Supply ○ Sewerage/Drainage ○ Electricity supply ○ Gas Supply 	The site is likely to contain little if any infrastructure.	SP10 1
Renewable energy capacity	Limited	NA
Topography shape and size – (related to development potential)	Flat, square and reasonable size	SP14 4
Are any re-remediation works required? – <ul style="list-style-type: none"> • Electricity Pylons • Contamination/Pollution • Adverse Ground Conditions • Hazardous Risk • Building/material demolition or removal • other 	Electricity pylons appear to run along the rear of the site Contaminated land assessment due to past land use and adjacent land use. Old landfill opposite the site and sewage works adjacent. Drainage ditches.	SP15 2
Flood Zone	The site is located within flood zones 2 and 3	SP16 2
Would development have a detrimental impact on the environment, either within or adjacent to the site or in its vicinity? Including:		
Perceived local amenity <ul style="list-style-type: none"> • Townscape • Noise pollution • Light pollution • Residential Areas 	The site lies within the Area of High Landscape Value and the Canterbury – Sturry Green Gap. Development here could have a significantly detrimental impact on the functioning of the Green Gap and contribute to coalescence between Canterbury and Sturry village.	SP11 1
Environment <ul style="list-style-type: none"> • Landscape (AHLV/SLA/AONB) -within 1km • Trees/TPO – on site • Sites of Nature Conservation Interest – on site or adjacent • Protected Species/biodiversity – on site or adjacent • Water courses/bodies (within 25m) 	To the south of the site, beyond the Sturry Road Community Park lie the Chequers Wood and Old Park SSSI. There are blocks of ancient woodland to the north beyond the railway line. Stodmarsh, an internationally important site, is located to the east beyond Sturry and Forwich. The site lies within the Area of High Landscape Value and the Canterbury to Sturry Green Gap. The site is within 15m of the Great Stour river and lies within the water meadows. The Great Stour and surrounds carry a Local Wildlife Site protection. Potential for protected species to be present. Ecological surveys will be necessary.	SP12 2

Historic Environment – on site or adjacent	Archaeological evaluation required. Paleo-environmental assessment.	SP13 3
<ul style="list-style-type: none"> • Conservation Areas • Historic Parks and Gardens • Listed Buildings • Scheduled Ancient Monuments/AAI • Potential for Archaeology 		
Any likely design constraints – massing, height, location	Yes due to presence of green gap and nearby sewerage works and potential relief road	SP4 2
How and when could any constraints be overcome and effects mitigated?		NA
Average Score (weighted at 60%)		2.27 1.36

DELIVERABILITY AND MARKETABILITY		
Key delivery/suitability constraints <ul style="list-style-type: none"> • Viability issues, access, site preparation costs. • On-site and off-site planning and infrastructure requirements. • Viability, requirement for reinvestment, letting problems, occupation non-employment uses etc 	<p>In terms of employment uses there are likely to be a number of constraints and development costs predominately relating to its location in the Green Gap, need for infrastructure and flood zone and archaeological issues.</p> <p>It is not clear at this stage what role, if any, employment space would play in any future scheme.</p> <p>There are possible viability issues. The nearby site (i.e. Sturry Road trade counters/retail scheme) has struggled to secure finance and this does not include any B1 or B8 accommodation. There is no existing B1 or B8 space in the immediate area.</p>	DM1 1
Site Assembly Is site in public, single ownership or management or in multiple ownership likely to result in protracted site assembly or part of the site being unavailable for development or a ransom strip situation?	The site appears to be in single ownership thereby enabling unconstrained access on to the highway but this is not confirmed.	DM2 4
Achievability <ul style="list-style-type: none"> • The willingness of an owner or owners to sell or develop the site. • Is the site owner by developer or agency known to undertake employment development? Size/capacity of developer. • Are landowner aspirations realistic/in line with employment use? • Is public or other funding available? • Is private sector funding in place to allow delivery? 	<p>The submission also proposes retail/other commercial uses. This presumably refers to car sales which has a strong presence in this area. This is a use that may enable the site to be developed but the higher value associated with car sales reduces likelihood of employment space being delivered.</p> <p>A nearby scheme applied for a Growing Places Fund loan to help kick-start development but was unable to secure the necessary private sector finance required.</p>	DM3 2
Market Demand <ul style="list-style-type: none"> • Market Perception (<i>likely to be high or low demand</i>). • Competition (<i>from similar sites in</i> 	The proposal (in respect of employment uses) appears to be speculative, untested and does not appear to be linked to any designated users or group of specific users of employment space.	DM4 2

<p><i>market area)</i></p> <ul style="list-style-type: none"> Market requirements (<i>like to meet a need</i>) Attractiveness of locality 	<p>There is no competition in this locality though Lakesview Business Park (Hersden) is an established location for B1, B2 and B8 space. The locality is not prominent in respect of B1 (a) office development. It is some distance from the city centre and is not a recognised non-urban office location (such as Pean Hill). There is available industrial space in more established commercial/industrial areas in Canterbury (e.g. Marshwood Close, Broad Oak Rd).</p>	<p>DM5 3</p>
<p>Marketability</p> <ul style="list-style-type: none"> Visibility/attractiveness of location. Activity on site (<i>any development in the last 5 years</i>). Site being actively marketed? 	<p>The site is located on the A28 main road so is highly visible. The proposed Sturry relief road could aid the site's visibility and perception. However, it does not form part of any contiguous area of employment activity. Activity/marketing on site – N/A</p>	<p>DM6 N/A DM7 N/A DM8 N/A</p>
<p>Developers' phasing Is there a clear plan for development phasing (delivery plan)</p>	<p>Unknown at this time</p>	
<p>Is new employment development likely to take place?</p> <ul style="list-style-type: none"> During the next 1-3 years During years 3-5 years During years 5-10 years Beyond 10 years/within the plan period Beyond the plan period, if known. 	<p>The owner's representatives have initially suggested this could take place in 5 years.</p>	<p>DM9 3</p>
<p>Tenancy If built is the site fully tenanted or has it been vacant for any period of time.</p>	<p>N/A - Site newly proposed</p>	<p>DM10 N/A</p>
<p>Average Score (weighted at 40%)</p>		<p>2.57 1.03</p>
<p>Information on the timing of overcoming physical, infrastructure, and legal constraints, identified, will be taken into account, together when determining the time of development.</p>		

FINAL ASSESSMENT	
<p>Can development of the site be achieved during the plan period having taken into account the previously listed constraints, market and delivery factors?</p>	<p>The site is purely speculative and very much an unknown quantity in terms of delivering employment space. This locality appears to be more closely associated with non B-class use commercial activity. The proposed new Sturry relief road may assist the perception of the site but probably more for car sales type uses which require maximum visibility. There is also limited future demand for industrial space projected for the period 2011-2031 although replenishment will be required to replace obsolete stock.</p> <p>There are possible viability issues (e.g. addressing or mitigating physical constraints, installing new infrastructure), therefore any employment development is likely to require enabling uses.</p>

<p>Is employment the only acceptable form of built development on this site? (Due to constraints such as contamination, adjoining uses, sustainable development etc).</p>	<p>Local plan submission at present with no outline scheme etc in place - N/A However, the SHLAA submission comprises a range of commercial uses (including employment).</p>
<p>Any there any other material policy considerations?</p>	<p>Green belt and AHLV – the site provides an important visual break between Canterbury and Sturry.</p>
<p>Is the site suitable for retention/allocation/protection for employment? Would extra measures be required?</p>	<p>Proposal (as assessed for employment use potential) is entirely speculative at present. To allocate would require overriding economic rationale but the prospects for new employment space appear limited and uncertain.</p>
<p>If yes - What are the appropriate use classes? Which Market sector? Office, industry, warehouse, mixed employment, mixed use</p>	
<p>If No – should site be released and what alternative uses, ie retain current use or other?</p>	<p>Should the site be considered appropriate for commercial and leisure development, there may be capacity for a complementary component of employment uses such as operational office space or associated warehousing. However, this site is an important visual component of the Green Gap.</p>
<p>Final Averaged Weighted score</p>	<p>2.39</p>

SITE DETAILS		Score
Site Reference Number	SR7	NA
Site Name/Address	Land south of Joseph Wilson Industrial Estate, Millstrood Road, Whitstable	NA
Map Location (Grid Ref)	612183 - 165017	NA
Current Use/Use Class:	Agricultural land	NA
Potential/Proposed Use (s)	Industrial/employment	NA
Brown/Greenfield/Mixed Agricultural land grade	Greenfield Grade 3	SP1 1
Site Area	2.5ha	NA
Land/plots left available		NA
Total Floor Area Potential floor area	Maximum of 7,500m ²	NA

Plan of site



Aerial



Photo of site looking east



SITE ASSESSMENT AND PLANNING		
Description of Site: Including age/state/type of any buildings/external areas, topography, site shape, amenity/parking, trees/hedges, waterbodies etc, tenancy/vacancy/type of businesses.	Part of a large agricultural field, currently planted for grain. The site is on a high gently sloping plateau with far reaching views. To the north of the site is the industrial park and a housing development which has poorly maintained boundary planting and fencing. If the whole site were to be developed it would cut off the western portion of the field making it harder to productively farm.	NA
Condition of buildings and external areas	Well maintained farmland and some hedgerows and boundary plantings.	SP17 NA
Surrounding Uses: What - Compatible or sensitive, residential, commercial, competition.	To northwest is a new residential area consisting of 2 storey brick terraces and semi-detached houses with small rear gardens and primary windows facing the field. To the west and south is farmland (of which this is part) To the southwest homes and grounds To the east is the southern end of Joseph Wilson Industrial estate with a mix of employment and quasi-employment uses.	SP18 2
Planning allocations and designations: Affecting or adjacent to site, length of any employment allocation. Length of any employment allocation	Area of High Landscape Value (former SLA) Outside urban boundary Inspectors decision on 2006 LP stated that a larger extension to this industrial estate not be allowed due to landscape and traffic impacts. Part of the Court Lees and Millstrood Farmlands landscape character area.	SP2 2
Planning status Pre-planning, Development Principles etc, Allocation, Outline Planning, Full Planning Permission.	none	SP3 1
Other Planning History: e.g. Employment Allocation or Planning Permission? Development Brief. Previous site proposal at LPI accepted and rejected 1998 plans	CA//11/01144 - Erection of garage to provide ambulance parking and formation of car park – granted 23.9.11 (small portion of site adjacent to current buildings.)	NA
Regeneration Area or Area of high deprivation? (ie in a ward having an LSOA in 20% most deprived in England)	NA	NA

SUSTAINABILITY/PHYSICAL ASSESSMENT		
Does the site have any of the following physical or infrastructure constraints?		
Proximity to Town or well serviced Village (services and workforce).	Beyond urban boundary adjacent to industrial park.	SP5 3

Access (<i>external/internal/HGV's/parking</i>)	Through existing estate from Millstrood Road. The junction of the industrial estate road and Millstrood Road is suitable, depending on the size of the development.	SP6 4
Highway capacity	The existing access roads are not highway but need not be adoptable as no housing is proposed. The capacity of Millstrood Road is acceptable, and the capacity of the roundabout at junction with Thanet Way is unlikely to be exceeded although should be modelled. Superstore and bus routes are immediately adjacent. Crab & Winkle cycle route is adjacent on South Street and development may be able to accommodate a realignment to avoid part of South Street.	SP7 3
Proximity to significant transport routes <i>Major A roads such as A299, A28, A2</i>	2.6km to A299	SP8 3
Proximity to public transport (<i>800m to bus stop 2 or more services/hr</i>)	Adjacent to industrial park and supermarket Less than 800m to bus stop	SP9 4
Infrastructure – ○ Water Supply ○ Sewerage/Drainage ○ Electricity supply ○ Gas Supply	None on site – services available in adjacent IE	SP10 1
Renewable energy capacity	Limited	NA
Topography shape and size – (related to development potential)	High - very visible gently sloping plateau, with views	SP14 4
Are any re mediation works required? – • Electricity Pylons • Contamination/Pollution • Adverse Ground Conditions • Hazardous Risk • Building/material demolition or removal • other	None known	SP15 4
Flood Zone	No	SP16 4
Would development have a detrimental impact on the environment, either within or adjacent to the site or in its vicinity? Including:		
Perceived local amenity • Townscape • Noise pollution • Light pollution • Residential Areas	Landscape (AHLV) The site is in a AHLV and will be highly visible in the landscape and potentially have a significant adverse impact on adjacent homes.	SP11 2
Environment • Landscape (AHLV/SLA/AONB) within 1km • Trees/TPO – on site • Sites of Nature Conservation Interest – on site or adjacent	AHLV 500m to Convicts Wood SNCI	SP12 3

<ul style="list-style-type: none"> Protected Species/biodiversity – on site or adjacent Water courses/bodies (within 25m) 		
Historic Environment – on site or adjacent <ul style="list-style-type: none"> Conservation Areas Historic Parks and Gardens Listed Buildings Scheduled Ancient Monuments/AAI Potential for Archaeology 	NA	SP13 5
Any likely design constraints – massing, height, location	Landscape, design, noise and light and activity times to mitigate impacts on adjacent residential properties and the wider landscape.	SP4 3
How and when could any constraints be overcome and effects mitigated?	Moving the western boundary of the site to within the 30m contour and extensive boundary planting would help significantly with the visual acceptability of this proposal	NA
Average Score (weighted at 60%)		2.82 1.69

DELIVERABILITY AND MARKETABILITY		
Key delivery/suitability constraints <ul style="list-style-type: none"> Viability issues, access, site preparation costs. On-site and off-site planning and infrastructure requirements. Viability, requirement for reinvestment, letting problems, occupation non-employment uses etc 	Potential deliverability is assisted by the fact that the proposed site would form an extension to an existing successful business park. The current site is fully serviced, which may help to reduce site preparation costs. Although to ease pressure on existing access points an alternative access could be considered. There will be constraints associated with mitigation of environmental, landscape and housing amenity.	DM1 3
Site Assembly Is site in public, single ownership or management or in multiple ownership likely to result in protracted site assembly or part of the site being unavailable for development or a ransom strip situation?	Though the ownership arrangements are not clear at present, the track record of the site proposer suggests that a scheme could be assembled without protracted difficulties.	DM2 3
Achievability <ul style="list-style-type: none"> The willingness of an owner or owners to sell or develop the site. Is the site owner by developer or agency known to undertake employment development? Size/capacity of developer. Are landowner aspirations realistic/in line with employment use? Is public or other funding available? Is private sector funding in place to allow delivery? 	The site proposer's strong track record in delivering employment floorspace across east Kent indicates that every effort will be made to achieve the proposed extension. It is too early to assess the ability to secure private sector funding for this site. Public sector funding is unlikely to be available although commercial loans may be accessible via the LEP or EKSDC.	DM3 4
Market Demand <ul style="list-style-type: none"> Market Perception (<i>likely to be high or</i> 	The Joseph Wilson Industrial Estate is a well established and successful business site,	

<p><i>low demand).</i></p> <ul style="list-style-type: none"> • Competition (<i>from similar sites in market area</i>) • Market requirements (<i>like to meet a need</i>) • Attractiveness of locality 	<p>therefore an extended park would be attractive to unsatisfied and expressed interest as well as helping to release latent demand in the Whitstable area.</p> <p>Locally there is limited competition with low levels of vacant space available and no new schemes presently coming forward. This situation is reinforced by the ELR which discusses the Council's refusal of a scheme, that would have supplied new industrial space to existing Whitstable businesses seeking to expand. At an East Kent level the market for employment space would be more competitive.</p> <p>If the scheme were to include a formula similar to that provided on the existing site (e.g. B1a, B1c, B8) it would meet a need/demand locally for employment space.</p> <p>Overall the locality is attractive as long as any scheme successfully integrates the extension into the existing park setting and identity.</p>	<p>DM4 4</p> <p>DM5 4</p>
<p>Marketability</p> <ul style="list-style-type: none"> • Visibility/attractiveness of location. • Activity on site (<i>any development in the last 5 years</i>). • Site being actively marketed? 	<p>As above, the extension is not visible from the primary road routes or other A roads with access likely only from the existing industrial estate.</p> <p>N/A</p> <p>N/A</p>	<p>DM6 3</p> <p>DM7 NA</p> <p>DM8 NA</p>
<p>Developers' phasing</p> <p>Is there a clear plan for development phasing (delivery plan)</p>	<p>N/A</p>	<p style="background-color: #cccccc;"></p>
<p>Is new employment development likely to take place?</p> <ul style="list-style-type: none"> • During the next 1-3 years • During years 3-5 years • During years 5-10 years • Beyond 10 years and within the plan period • Beyond the plan period, if known. 	<p>In view of the lack of alternative local sites and general interest in potential industrial units for example it is possible that the site proposer could begin to supply new space between 3-5 years.</p>	<p>DM9 4</p>
<p>Tenancy</p> <p>If built is the site fully tenanted or has it been vacant for any period of time.</p>	<p>N/A</p>	<p>DM10 NA</p>
<p>Average Score (weighted at 40%)</p>		<p>3.57 1.43</p>
<p>Information on the timing of overcoming physical, infrastructure, and legal constraints, identified, will be taken into account, together when determining the time of development.</p>		

FINAL ASSESSMENT	
Can development of the site be achieved during the plan period having taken into account the previously listed constraints, market and delivery factors?	Yes delivery is probable due to a strong demand for new units together with the proposer's track record and ability to supply employment space. In terms of evidence and policy, the Council's current ELR suggests there is a need to supply additional industrial space at Whitstable to meet local business needs. However, important non-economic issues also need to be taken into account and assessed against its potential for employment use.
Is employment the only acceptable form of built development on this site? (Due to constraints such as contamination, adjoining uses, sustainable development etc).	Yes
Any there any other material policy considerations?	The site is in a AHLV and will be highly visible in the landscape and potentially have a significant adverse impact on the adjacent housing development. Moving the western boundary of the site to within the 30m contour and extensive boundary planting would help significantly with the visual acceptability of this proposal.
Is the site suitable for retention/allocation/protection for employment? Would extra measures be required?	Yes – with an amended boundary and boundary planting as discussed above.
If yes - What are the appropriate use classes? Which Market sector? Office, industry, warehouse, mixed employment, mixed use	Office, industry and warehousing (B1a, B1c and B8)
If No – should site be released and what alternative uses, ie retain current use or other?	
Final Averaged weighted score	3.12

SITE DETAILS		Score
Site Reference Number	SR9	NA
Site Name/Address	Hoplands Farm Island Road, Hersden	NA
Map Location (Grid Ref)	620,436 – 161,990	NA
Current Use/Use Class:	Agriculture	NA
Potential/Proposed Use (s)	Commercial including employment B1, B2 & B8 uses	NA
Brown/Greenfield/Mixed Agricultural land grade	Greenfield - Arable Farmland Grade 3	SP1 1
Site Area Land/plots left available	33 Ha	NA
Total Floor Area Floor Potential floor area	Unknown	NA

Plan of site



Aerial



Photos of site looking southeast



SITE ASSESSMENT AND PLANNING		
Description of Site: Including age/state/type of any buildings/external areas, topography, site shape, amenity/parking, trees/hedges, water bodies etc, tenancy/vacancy/type of businesses.	The site consists of large open fields and farm buildings surrounded by trees and hedgerows with far reaching views across east Kent as the site sits on the valley ridge. The surrounding area is made up of a small village with separate areas of residential developments, a few services and facilities and an industrial estate. It has a rural feel with large areas of agricultural land and fields with significant views.	NA
Condition of buildings and external areas	Disused farm buildings surrounded by fields. Provides a visual amenity for local residents, the agricultural grassland has not been well maintained but some of the hedgerows have.	SP17 NA
Surrounding Uses: What - Compatible or sensitive, residential, commercial, competition.	Immediately to the west of the site is a car sales/car wash, MOT garage, caravans, and a small café. To the north is the A28 and then the residential area of Hersden village. To the east are fields and the MOT vehicle testing station then Canterbury Industrial Park. The remainder of the area consists of large areas of agricultural land and fields. Along with the railway line and Westbere Marshes SSSI and Ramsar site to the south. There is an RSPCA animal rescue centre and associated accommodation in the southwestern corner of the site.	SP18 2
Planning allocations and designations: Affecting or adjacent to site, length of any employment allocation. Length of any employment allocation	<ul style="list-style-type: none"> • The northern boundary of the site is within flood zone 2 and 3. • There are no other local plan allocations on the site. • The site is adjacent to Stodmarsh SSSI, SAC, SPA and Ramsar • The western boundary hedge is TPO 	SP2 2
Planning status Pre-planning, Development Principles etc, Allocation, Outline Planning, Full Planning Permission for employment.	Permission for RSPCA centre	SP3 1
Other Planning History: e.g. Employment Allocation or Planning Permission? Development Brief. Previous site proposal at LPI accepted and rejected 1998 plans	CA//86/00659 Residential Development, Refused 1/10/86 CA//87/01575 and CA//87/01574 Residential and industrial developments including village centre, public open space, roads and amenity land – Withdrawn at appeal CA//06/01230, CA//09/01812, CA/10/1649, CA//12/01875 - Erection of a RSPCA animal rescue centre, care home, rabbit rescue building and associated staff accommodation Granted	NA

	<p>CA/07/1632 – Conversion of agricultural buildings to three residential dwellings – Withdrawn 11.1.08</p> <p>CA/08/00015 – Demolition of existing buildings and erection of commercial/ office – Refused</p> <p>CA/10/0232 – Proposed 25 plot gypsy caravan site including mobile homes, touring caravans and utility sheds – Refused 5.5.10.</p> <p>CA//12/00691 - Installation of 200 roof mounted solar panels, granted</p> <p>Local Plan Inquiry 2005 – Inspectors comments relating a proposal to designated the site as a Green Gap to the site. The inspector considered that this site should not be part of the green gap and stated in his report that <i>“Proper adherence by the Council to its existing open countryside policies should meet potential problems affecting separation in all the areas that understandably concern objectors.”</i></p>	
Regeneration Area or Area of high deprivation? (ie in a ward having an LSOA in 20% most deprived in England)	NA	NA

SUSTAINABILITY/PHYSICAL ASSESSMENT		
Does the site have any of the following physical or infrastructure constraints?		
Proximity to Town or well serviced Village (services and workforce).	Hersden is identified as a larger well-served village in the Settlement Hierarchy Study 2011 However, it is 5+km to Canterbury City	SP5 1
Access (<i>external/internal/HGV's/parking</i>)	It would be possible to create an access onto A28, or to take access from the existing roundabout at western edge of Hersden	SP6 4
Highway capacity	<p>There is sufficient capacity on A28 at this point, but the development would need to be modelled using the Canterbury transportation model to assess cumulative impact of additional traffic. No additional traffic crossing level crossing at Sturry can be accommodated without the construction of Sturry link road. It may be necessary for this development to contribute to that.</p> <p>The site is remote although there are some facilities in Hersden, but they are to north of A28. There is a good bus service on A28, but train station is 3km away.</p>	SP7 2
Proximity to significant transport routes <i>Major A roads such as A299, A2</i>	On A28 but to main A roads 5+km	SP8 1
Proximity to public transport (<i>800m to bus stop 2 or more services/hr</i>)	Yes – bus service	SP9 4

Infrastructure – <ul style="list-style-type: none"> ○ Water Supply ○ Sewerage/Drainage ○ Electricity supply ○ Gas Supply 	None on site but available in local area	SP10 1
Renewable energy capacity	Yes	NA
Topography shape and size	Level large flat series of fields sloping gently down towards the marshes. The fields make up the northern valley walls and are highly visible from across east Kent.	SP14 5
Are any re mediation works required? – <ul style="list-style-type: none"> ● Electricity Pylons ● Contamination/Pollution ● Adverse Ground Conditions ● Hazardous Risk ● Building/material demolition/removal ● other 	The site abuts an old mine site so would need contaminated land investigation. Noise issues from main road. The extent of any potential issues are unknown	SP15 3
Flood Zone	Edge of the southern part of the site is in flood zones 2 & 3. The development area appears to be outside of flood zone	SP16 4
Would development have a detrimental impact on the environment, either within or adjacent to the site or in its vicinity? Including:		
Perceived local amenity <ul style="list-style-type: none"> ● Townscape ● Noise pollution ● Light pollution ● Residential Areas 	The character of the area will change with the addition of a large number of employment units. There are light and visual amenity issues as the site is highly visible for a long distance to the south. There is also the potential for impacts on the adjacent residential area and the wildlife in the SSSI.	SP11 2
Environment <ul style="list-style-type: none"> ● Landscape (AHLV/SLA/AONB) -within 1km ● Trees/TPO – on site ● Sites of Nature Conservation Interest – on site or adjacent ● Protected Species/biodiversity – on site or adjacent ● Water courses/bodies (within 25m) 	The proposal will alter the landscape which has far reaching views across and of the site. The site is adjacent to Stodmarsh SSSI, SAC, SPA and Ramsar. Potential for protected species to be present, therefore <i>a scoping survey is necessary</i> additional surveys will also be necessary. Part of the site is adjacent to a Site of Nature Conservation Interest There are several trees and hedgerows within the site and along the boundaries. The hedgerow to the west is TPO. A tree survey would be required. The site is above the Westbere marshes so run-off is likely to have a significant impact on the adjacent wetland.	SP12 1
Historic Environment – on site or adjacent <ul style="list-style-type: none"> ● Conservation Areas ● Historic Parks and Gardens ● Listed Buildings ● Scheduled Ancient Monuments/AAI ● Potential for Archaeology 	Archaeological evaluation required. Saxon burial ground on land to the west	SP13 4

Any likely design constraints – massing, height, location	Yes - SSSI, RAMSAR, Landscape, adjacent residential area	SP4 2
How and when could any constraints be overcome and effects mitigated?	Limited potential for mitigation	NA
Average Score (weighted at 60%)		2.36 1.41

DELIVERABILITY AND MARKETABILITY		
Key delivery/suitability constraints <ul style="list-style-type: none"> • Viability issues, access, site preparation costs. • On-site and off-site planning and infrastructure requirements. • Viability, requirement for reinvestment, letting problems, occupation non-employment uses etc 	Being a greenfield site there would be significant onsite preparation costs. There also appear to be offsite constraints relating to future highways capacity on the A28 and beyond, potential impact on residential amenity as well as environmental considerations to mitigate. Therefore achieving employment space without other complementary commercial uses and pre-sales and/or anchor occupiers will be difficult.	DM1 2
Site Assembly Is site in public, single ownership or management or in multiple ownership likely to result in protracted site assembly or part of the site being unavailable for development or a ransom strip situation?	Though the actual ownership arrangements are not clear at present, the track record of the site proposer suggests that a scheme could be assembled without protracted difficulties.	DM2 2
Achievability <ul style="list-style-type: none"> • The willingness of an owner or owners to sell or develop the site. • Is the site owner by developer or agency known to undertake employment development? Size/capacity of developer. • Are landowner aspirations realistic/in line with employment use? • Is public or other funding available? • Is private sector funding in place to allow delivery? 	There are potentially substantial upfront development costs, ie access/contamination. As above the involvement of the site proposer suggests a clear intention to develop the site due to his strong track record of employment space delivery. Loans may be available to accelerate delivery (e.g. via LEP, EKSDC) but the extent to which private sector funding is in place/available is unknown.	DM3 3
Market Demand <ul style="list-style-type: none"> • Market Perception (<i>likely to be high or low demand</i>). • Competition (<i>from similar sites in market area</i>) • Market requirements (<i>like to met a need</i>) • Attractiveness of locality 	The Hersden area (due to the Lakesview effect) has a reasonably strong commercial reputation in the East Kent property market – operators generally know what to expect in terms of travel times, costs, proximity to ports/airports, access to local services etc. However, there are limitations to the types of businesses attracted to this site – currently Hersden is not a strong office location and there are likely to be planning restrictions (e.g. height, massing) which would reduce scope for high bay warehousing, logistics etc. Based on the employment space supply needs of the district and local market for employment space (i.e. evidence in the Council’s ELR), the	DM4 3 DM5 3

	<p>type of employment space proposed in the scheme is arguably more needed in other market areas such as Whitstable and Herne Bay.</p> <p>In terms of competition there is a significant level of employment space either vacant /available to new occupiers or yet to be developed at Lakesview Business Park. Currently 11,000 m² (116,600 ft²) is being marketed while there is capacity remaining for a further 9,000 m² industrial space.</p> <p>On balance a more mixed commercial scheme (e.g. local retail provision, car sales, trade counters) with an element of employment space could work.</p>	
<p>Marketability</p> <ul style="list-style-type: none"> • Visibility/attractiveness of location. • Activity on site (<i>any development in the last 5 years</i>). • Site being actively marketed? 	<p>The site is highly visible, with frontage on to the A28. Therefore, the site could develop attractiveness to businesses akin to Lakesview.</p> <p>New site – no activity or marketing. N/A</p>	<p>DM6 3 DM7 N/A DM8 N/A</p>
<p>Developers' phasing</p> <p>Is there a clear plan for development phasing (delivery plan)</p>	Not clear as yet	
<p>Is new employment development likely to take place?</p> <ul style="list-style-type: none"> • During the next 1-3 years • During years 3-5 years • During years 5-10 years • Beyond 10 years within the plan period • Beyond the plan period, if known. 	Proposer's track record suggests site could potentially deliver employment space over the Plan period. If this were to be allocated this could take place between 5-10 years.	DM9 3
<p>Tenancy</p> <p>If built is the site full tenanted or has it been vacant for any period of time.</p>	N/A	DM10 N/A
Average Score (weighted at 40%)		2.71 1.09
Information on the timing of overcoming physical, infrastructure, and legal constraints, identified, will be taken into account, together when determining the time of development.		

FINAL ASSESSMENT	
<p>Can development of the site be achieved during the plan period having taken into account the previously listed constraints, market and delivery factors?</p>	<p>Notwithstanding the proposer's strong track record of delivery in district and elsewhere in Kent and ability to deliver the proposed extension there is clearly a need to weigh this against identified environmental and transport considerations.</p> <p>Also the forecast future demand for industrial floorspace in the district (and in rural areas) is limited although there will be an ongoing need to replenish obsolete stock etc. This must also be taken into account.</p>

Is employment the only acceptable form of built development on this site? (Due to constraints such as contamination, adjoining uses, sustainable development etc).	No
Any there any other material policy considerations?	Productive agricultural land
Is the site suitable for retention/allocation/protection for employment? Would extra measures be required?	The site may be deliverable for some employment space but there are clear questions whether this is the appropriate location for a development of this scale and prominence with potential for significant impacts on the landscape, biodiversity and highways of the area.
If yes - What are the appropriate use classes? Which Market sector? Office, industry, warehouse, mixed employment, mixed use	
If No – should site be released and what alternative uses, ie retain current use or other?	Retain as agricultural land.
Final Averaged Weighted score	2.5