LAND ADJACENT TO IVANS FIELD, CHART SUTTON, KENT

VISION DOCUMENT

macar.

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1.01 INTRODUCTION

This Vision Document, prepared on behalf of Macar Homes sets out the vision for a new development on land adjacent to Ivans Field, Chart Sutton, Kent. It is submitted in support of representations to Chart Sutton Parish Council regarding future housing opportunities in the area.

Macar Homes is the promoter of the Site having entered a legal contract with the landowner under an Option Agreement and welcomes the opportunity to engage with the Parish and wider stakeholders to bring forward the allocated number of homes (35) for Chart Sutton under Maidstone Local Plan Policy LPRSP8.

This Vision Document provides further justification and support for a proposed residential development, and demonstrates the suitability and deliverability of the Site to meet the housing needs and deliver wider benefits for the community.

The assessment work undertaken to date has culminated in the preparation of an Illustrative Site Plan that shows how the Site could be developed. The Illustrative Site Plan confirms that the Site can deliver up to 35 new homes and associated new public open spaces and facilities.

This Vision Document and its supporting information aims to inform Chart Sutton Parish Council and Maidstone Borough Council and interested parties to better understand the detailed assessment work undertaken by the appointed project team that has underpinned the design of the development proposal.

Site Location

1.02 ABOUT MACAR HOMES

Macar Homes is a privately owned, design-led housebuilder founded in 2017 and based in Sutton, serving London and the Home Counties. They specialise in creating high-quality, energy-efficient homes that enhance everyday living. Their developments feature a range of property types, from large family houses to stylish apartments, all meticulously crafted to blend with their surroundings and the local context.

Macar works across diverse sites—including brownfield land, former commercial plots, and subdivided larger properties—transforming them into thoughtfully designed residential schemes. They emphasise careful site selection and sensitively tailored design, collaborating with local communities and planning authorities to ensure each scheme integrates seamlessly into its environment.

Each home is built to meticulous standards, combining craftsmanship with modern technologies. Throughout the build process, a dedicated team supports customers to deliver a seamless and customer-focused experience from reservation to completion.

2.01 THE SITE LOCATION

The site is located to the north of Warmlake Road and immediately adjacent to Ivan's Field, within the village of Chart Sutton, Kent. Chart Sutton is a small, rural settlement situated towards the northern edge of the parish boundary, forming part of the wider Maidstone borough.

The site comprises an enclosed field with established vegetation and tree cover along its boundaries, providing natural screening and integration with the surrounding landscape. It is situated within the core of the village, occupying a sustainable and accessible location to the west of Chart Sutton.

To the north and south, the site is bordered by existing residential development, while to the east lies open countryside, contributing to the village's rural character. Its immediate proximity to the established built form ensures a well-related and logical extension to the settlement pattern.

The site lies within easy walking distance of a range of local amenities, including a convenience store, post office, village hall and recreation ground, contributing to the strong community infrastructure and walkable layout of the village.

The land has been identified as a shortlisted site for residential development within the emerging Chart Sutton Neighbourhood Development Plan, under site reference CS8, with an indicative capacity for approximately 35 new dwellings. Its inclusion in the emerging Neighbourhood Plan reflects the site's suitability for sustainable growth, and its development is expected to contribute positively to meeting local housing needs while reinforcing the character and vitality of Chart Sutton.

Site Location

Key

The Site

Chart Sutton Parish Boundary

2.02 THE SITE

The site is located within the village of Chart Sutton comprising an enclosed field with established boundary vegetation.

To the north, the site is bounded by Plough Wents Road, and residential buildings adjacent. To the east, the site adjoins open fields, offering long views across the surrounding countryside and reinforcing the rural setting.

The southern boundary is defined by Warmlake Road, with further expanses of arable land beyond, maintaining a strong landscape buffer between the village and the wider countryside.

To the south-west, the site adjoins a recent residential development at Ivan's Field, constructed around 2005. This area features modest, low-rise housing and forms part of the village's recent growth.

Along the western boundary, the site backs onto the rear gardens of existing residential properties, creating a clear relationship with the established village core and supporting the site's integration with the surrounding built form.

The images on this page are capturing the boundary edge of the development, providing a view of the interface between the project site and its surrounding environment.

1. View from Plough Wents Road looking south east

2. View from Ivan's Field looking north

Key Plan

3. View from Warmlake Road looking north west

2.03 LOCAL AMENITIES & ACCESSIBILITY

The site benefits from its close proximity to the surrounding settlements of Maidstone to the north and Sutton Valence to the south-east, both of which offer a broad range of services, facilities, and employment opportunities. This strategic location ensures residents have convenient access to both village-scale amenities and those of a larger urban centre.

The site is well connected via an established network of Public Rights of Way, promoting sustainable and active modes of travel such as walking and cycling. These routes provide direct access to nearby villages, schools, and recreational areas, as well as connections to the wider countryside.

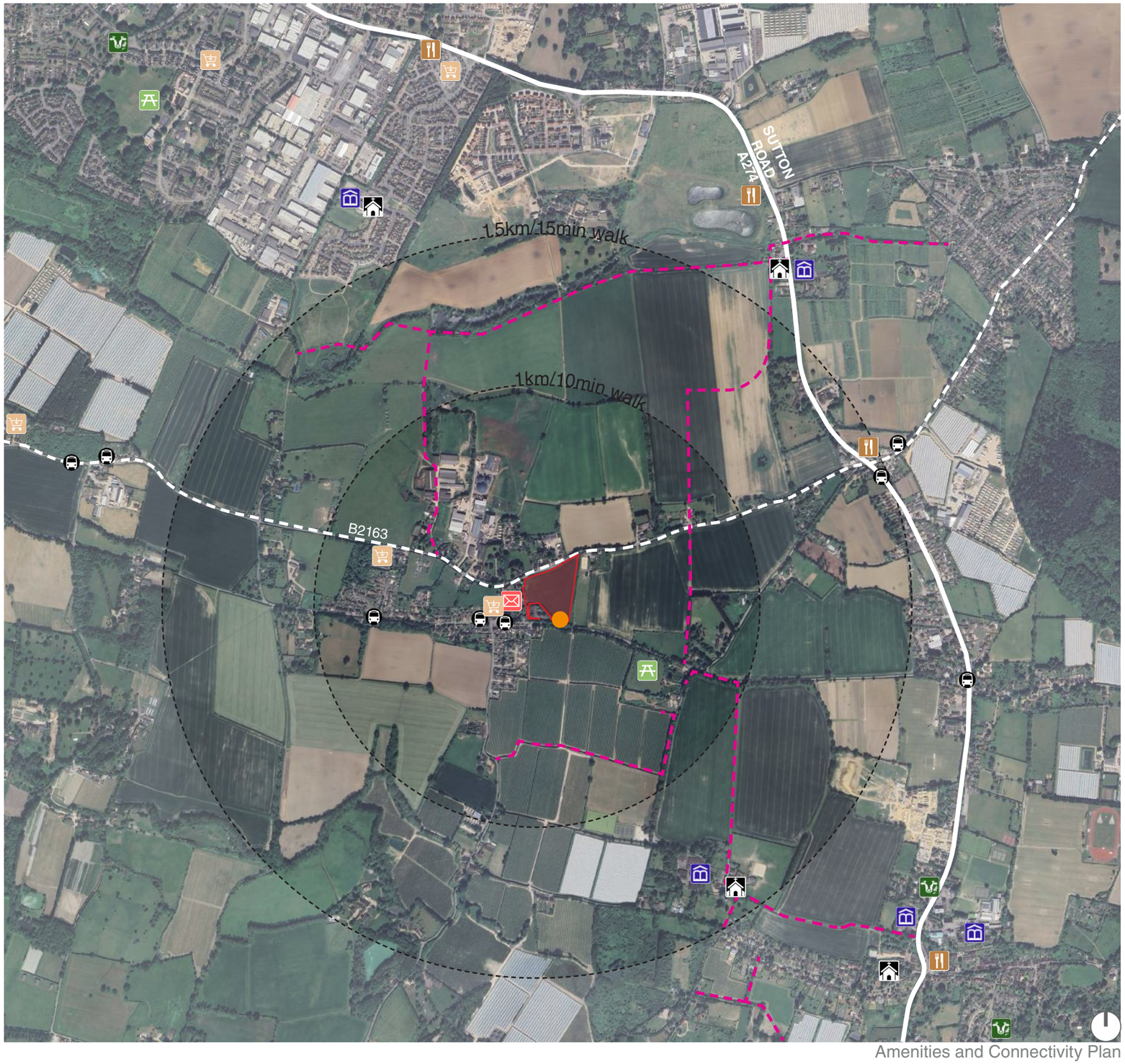
Chart Sutton and its surrounding area benefit from a strong community infrastructure. Several primary and secondary schools, as well as nurseries, are located within a short travelling distance. In addition, a variety of shops, restaurants, and public houses are available in the nearby villages and in Maidstone town centre.

The area is also well served by public open spaces, including playing fields, village greens, and local walking trails, which support outdoor recreation and community wellbeing. Medical facilities, including GP surgeries are accessible in both Sutton Valence and Maidstone.

Public transport is accessible, with regular bus services operating along Warmlake Road and in the wider vicinity, offering connections to Maidstone, Headcorn, and beyond. Headcorn railway station, approximately 5 miles to the southeast, provides direct services to London and Ashford, enhancing connectivity for residents and visitors alike.

KEY

- Site Location
- Site Access Point
- Bus Stop
- PROW
- Main Roads
- Medical
- Retail/Grocery
- Restaurant / Pub
- Post Office
- School/Nursery
- Playing Field
- Church



Amenities and Connectivity Plan

2.04 LOCAL CHARACTER

The architectural character of Chart Sutton reflects its rural village origins and gradual, organic growth over time. The built form is modest in scale, with a mix of vernacular buildings and more recent residential development that complements the local setting.

As a result of the mixture of architectural styles, a variety of materials and features can be seen throughout Chart Sutton.

To the north, dwellings are mainly two-storey properties featuring brick, render, tile hanging, and weatherboarding. Traditional proportions, chimneys, and symmetrical façades add rhythm and character, while details like gables, sash-style windows, and decorative brickwork reflect the village's traditional style.

To the west, the the dwellings incude rendered façades, timber boarding, and traditional roof forms, creating a strong rural character.

To the south-west, the Ivan's Field development features homes characterised by a combination of brickwork and weatherboarding. These dwellings incorporate lower eaves and hipped gablets, which reduce visual bulk and create a softer, more rural appearance in keeping with the surrounding village character.

Included are a series of photographs taken from nearby streets, which demonstrate the existing architectural and material context.

Key Plan

To the north, the dwellings are predominantly two-storey residential properties, featuring a mix of materials such as brick, render, and tile hanging. These homes exhibit traditional proportions, with chimneys punctuating the rooflines and adding articulation to the streetscape.

01

02

03

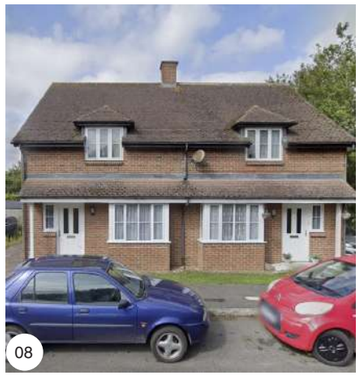
To the west, the historic core of the village is characterised by traditional rendered façades and elements of timber boarding, consistent with the vernacular architecture.

04

05

To the south-west, the development at Ivan's Field represents a more recent residential extension. These dwellings typically feature weatherboarding and brickwork, with lower eaves lines and distinctive hipped gablets that soften the massing and reflect a more rural character.

06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To the south, the built form is predominantly brick-built housing, with single-storey dwellings located immediately adjacent to the site.

09

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11

2.05 PLANNING CONTEXT AND HERITAGE

CS8: Land adjacent to Ivan's Field is one of the shortlisted housing sites identified within the emerging Chart Sutton Neighbourhood Plan. No designated heritage assets are recorded on the site, and the site is capable of being developed with no impact on nearby heritage assets.

Located within the village core, the site aligns well with the existing pattern of development and is considered a sustainable location for new housing.

The site is capable of delivering the full quantum of homes (35 new dwellings) allocated to Chart Sutton by Maidstone Local Plan Policy LPRSP8, helping to ensure the long-term sustainability of the village. The site benefits from excellent connectivity with the wider village, meaning that it would be very well integrated into the existing community if chosen.

In addition to meeting the required housing need — including a policy compliant number of affordable homes (40%) — the proposal for CS8 includes a new community building, community allotments, additional parking to serve the recreation ground, a community orchard, and public open space, all of which would provide lasting benefits for local residents and enhance the social and environmental value of the area.

KEY

Site Location - CS8

Grade II Listed Buildings

Heritage Context Map

2.05 PLANNING CONTEXT AND HERITAGE

In comparison, sites CS2, CS3 and CS10 present notable constraints that reduce their overall suitability.

CS2 includes CS1, which is under separate ownership. As a result, the site is constrained in its ability to deliver the required housing as it depends on being brought forward in combination with CS1. An illustrative layout submitted for CS1 highlights a lack of clear alignment between the two parcels, raising concerns over deliverability. This uncertainty limits CS2's suitability for allocation, given that it may not be achievable in isolation.

CS3 is accessed via a narrow road (Chart Hill Rd), which raises concerns over highway safety and the capacity to accommodate the level of traffic generated by new housing and new community building. This limited access could pose challenges for emergency and service vehicles, as well as increase the risk of vehicle-pedestrian conflict.

CS10, meanwhile, involves greater eastward expansion of the village into open countryside, resulting in a greater loss of greenfield land compared to CS8. This encroachment is less consistent with the existing settlement form and may undermine the rural character of the eastern village edge. Additionally, CS10 offers less opportunity for community infrastructure and integration with the village core given its eastward spread away from the village, making it less effective in delivering social value.

KEY

Site Location - CS8

Shortlisted Sites

Planning Context Map

2.06 FLOOD RISK / DRAINAGE

The site lies entirely within Flood Zone 1, indicating that it is at low risk of fluvial flooding. A review of national surface water flood risk maps also confirms that the site has a very low risk of surface water flooding, with no significant overland flow paths or ponding areas identified within the red line boundary. Notwithstanding this low-risk classification, a comprehensive and sustainable drainage strategy will be developed to manage surface water runoff from the proposed development.

The scheme has been designed to follow Sustainable Drainage Systems (SuDS) principles, with surface water managed on-site and attenuated to greenfield runoff rates. An attenuation basin is proposed at the north-eastern corner of the site—located at the site's natural low point—which will store water during peak rainfall events before discharging it at a controlled rate. The layout has been informed by topography to allow for effective surface water flow and collection. Permeable paving and other infiltration features may be integrated into the design to reduce impermeable surfaces and promote natural drainage where ground conditions permit.

A full Flood Risk Assessment and Drainage Strategy will accompany the planning application, incorporating climate change allowances and demonstrating how the scheme will avoid increasing flood risk elsewhere. These measures will ensure that the development remains resilient to future climate conditions and fully compliant with local planning policy, national guidance, and best practice in sustainable water management.

2.07 NOISE

The CS8 site (Land adjacent to Ivan's Field) is located between Warmlake Road to the south and Plough Wents Road to the north, both of which have been identified as potential sources of environmental noise.

To mitigate these impacts, the proposed development will incorporate high-quality acoustic design measures to effectively address noise from both road corridors, ensuring that future residents benefit from a peaceful and well-protected living environment.

The proposed layout positions the majority of dwellings away from the southern and northern boundary, increasing the separation between habitable spaces from both road corridors.

Through this proactive design approach, the development will create a comfortable and appropriate living environment, safeguard residential amenity, and respond positively to the acoustic challenges presented by the site's context, in alignment with Local Plan Policy LPRSP15 (Principles of Good Design).

2.08 ECOLOGY

The proposed development has been designed to respect and enhance the site's ecological features. Existing trees and hedgerows around the site boundary will be retained and protected where possible, providing valuable green corridors and natural screening that support local biodiversity.

While a small section of vegetation along the southern boundary will need to be removed to accommodate site access through Warmlake Road; any such loss will be offset by a comprehensive landscaping and planting strategy aimed at increasing biodiversity across the site.

The scheme will introduce a range of native species and ecological enhancements, such as new planting, informal open spaces, and a sustainable drainage basin and swales with potential for habitat creation.

The proposal includes the potential to provide new woodland within the site, as part of the illustrative masterplan. The new woodland area would not only enhance the landscape character but could also make a significant contribution to ecological enhancement.

The proposed development will seek to deliver a 20% Biodiversity Net Gain, in line with emerging national and local policy requirements, and contribute positively to the site's long-term ecological value.

Flood Risk Map

Plough Wents Road

SuDs

2.09 SUSTAINABILITY

Ensuring the scheme promotes sustainable transport modes will be at the core of the development. This will be achieved through creating an attractive development that has well-established pedestrian links, encouraging movement by foot, bicycle and utilising the existing bus service. There will be a provision of bicycle storage on the site.

Sustainability and addressing the impacts of climate change are fundamental principles guiding the development. The proposal aims to deliver new homes that priorities sustainability both now and in the future. Dwellings will be orientated to make the best use of natural daylight and sunlight.

Proposed constructions will optimise the building fabric, glazing, and structure to minimise energy consumption in the first instance by using low U-values and good air tightness, and ensuring that building services systems run as energy-efficiently as possible.

Enhancing the thermal performance of the building envelope helps to future-proof the structure and also yields the greatest CO^2 savings. Adding renewable technology will then yield maximum carbon reductions with lower long-term costs for home owners.

Following the proposed reduction in energy demand through fabric enhancements, the development will seek to reduce energy consumption further through the specification of mechanical and electrical systems with efficiencies that surpass the requirements of the Domestic Building Services Compliance Guide.

Dwellings will be designed and constructed in accordance with the amended Approved Document L1 of the Building Regulations which are part of the Government's road map towards a new Future Homes Standard in 2025, when all new homes will need to reduce emissions by at least 75% and the use of fossil fuel-based heating will be banned.

Air source heat pumps for efficient heating and cooling

EV charging points through out the site

Local play spaces that encourage a connection to nature

2.10 CONSTRAINTS AND OPPORTUNITIES PLAN

As part of the assessment and design process, the constraints and opportunities presented by the Site have been analysed, which include:

- Opportunity to deliver a residential development within close proximity to existing amenity and public transport connections, with limited development constraints.
- Gentle slope of site provides uninterrupted development opportunities.
- The proposed scheme looks to introduce a new vehicular access from Warmlake Road, which will be carefully considered to take into account the existing landscaping and site topography to achieve the required visibility splays.
- The existing nature of the Site presents the opportunity to retain the existing vegetation which borders the Site to the south, east and west and provide a 2m wide planting buffer.
- Potential to enhance biodiversity across the site through native planting as part of the landscaping strategy, while retaining existing boundary trees and hedgerows to create green edges that provide screening and added privacy for the proposed dwellings.
- SuDs feature can provide a natural buffer and act as an improved visual amenity for the residents as well as manage surface water runoff, improve water quality, and provide biodiversity benefits.
- Future potential pedestrian link to both Warmlake Road and Plough Wents Road.
- Potential noise sources from Warmlake Road and Plough Wents Road.

Constraints and Opportunities Plan

3.01 ILLUSTRATIVE SITE PLAN

The proposed layout accommodates 35 dwellings and will create a sustainable place to live that integrates with both the local community and the surrounding rural context.

The proposals will be landscape-led, delivering attractive, energy efficient new homes to meet local housing needs, including an appropriate provision of affordable housing.

The key features of our proposals include:

- The scheme proposes affordable housing provision which will be of a high standard to further benefit the community. 14 units out of 35 (40%) will be affordable dwellings;
- Potential for a community building located at the village core, well positioned to serve both new and existing residents, with associated parking;
- Potential for a community orchard to provide a shared green asset that encourages community involvement and local food production;
- Provision of public open space along the northern boundary with an opportunity to mitigate noise and pollution impacts from Plough Wents and Warmlake Road;
- A new vehicular access point is proposed to the south of the site via Warmlake Road, which will also serve pedestrian access;
- Retention of the existing boundary trees and landscaping within the Site along with additional significant native planting introduced;
- Parking provision for both the recreation ground and allotments to ensure convenient access for all users;
- Potential for woodland enhancement and planting to the north-east of the site, providing Biodiversity Net Gain (BNG) and delivering wider ecological benefits;
- Creation of pedestrian-friendly pathways and cycling infrastructure to encourage active lifestyles;
- Sustainability at the 'core' of the design and masterplanning approach;

Illustrative Site Plan

3.02 ACCESSIBILITY APPROACH

The site layout plan shows vehicular and pedestrian access primarily from the south via Waterlake Road, leading into a main spine road that runs through the southern section of the development towards the western part of the site. From this spine road, a couple of smaller roads branch northwards, creating a looped and well-connected internal street network. Pedestrian routes are clearly defined, with dedicated footpaths and crossing points throughout the site, enhancing pedestrian movement.

Parking on site will be provided fully in accordance with Kent County Council's parking standards, and design guidance on parking across various planning policy documents.

Summary of proposed parking arrangements as follows:

- 2 spaces per 2- and 3-bedroom house
- 3 spaces per 4-bedroom house (including garages where applicable)
- 1 space for 1 & 2 bedroom flat
- Visitor spaces (approximately 1 per 2 dwellings)
- Cycle parking will be provided for each dwelling to encourage sustainable travel.
- EV charging will be provided for all dwellings as wells as for the proposed recreation ground and community building.

KEY

- Site Boundary
- Vehicle Access Point
- Principal Road
- Proposed Footpath Links
- Raised Pedestrian Crossings
- Shared Surface

Accessibility Approach Diagram

3.04 LANDSCAPE STRATEGY

The proposed landscape strategy seeks to retain and enhance existing green infrastructure while introducing new landscape elements that contribute to both amenity and biodiversity.

Existing boundary trees and hedgerows—particularly to the east, north, and west—will be retained to provide a natural buffer and soften the site edges.

Public open space is proposed at key points throughout the development, including at the entrance and northern part of the site, where it integrates with the SuDs attenuation basin to form a multifunctional green space. A natural play area is included within the layout, supporting active use and creating a focal community space.

To further promote community engagement, healthy lifestyles, and local food growing, the landscape strategy also includes the provision of a community orchard and a series of allotment plots. These spaces will offer opportunities for new and existing residents to grow fruit, vegetables, and other plants, enhancing food resilience and encouraging outdoor activity and social interaction.

The wider planting strategy will include native species and structural planting to enhance ecological value, visual amenity, and seasonal interest, in line with local design guidance and best practice.

Together, these green spaces and features will form a well-integrated and multifunctional landscape that supports biodiversity, sustainability, and community wellbeing.

Macar is committed to providing Biodiversity Net Gain to meet the aspirational Maidstone Borough Council aim of a 20% enhancement.

Open Space Site Plan

KEY

Formal Open Space

Landscaping Buffer

3.05 3D ARTISTIC VIEW

4.01 SUMMARY

The proposed scheme on land adjacent to Ivan's Field offers a well-considered, landscape-led residential development that responds to its setting and local needs. The development seeks to create a sustainable and attractive new neighbourhood that complements the existing character of Chart Sutton and benefits from excellent accessibility and proximity to local services.

A summary of the key benefits that the proposals of the Site can deliver include:

- Opportunity to deliver 35 high-quality dwellings with a sustainable housing mix;
- Provision of 14 affordable homes (40%) in accordance with local policy;
- Provision for a community building located at the village core, well positioned to serve both new and existing residents, with associated parking;
- Provision for a community orchard as well as allotments to provide a shared green asset that encourages community involvement and local food production;
- Provision for Woodland enhancement and planting to the north-east of the site, providing Biodiversity Net Gain (BNG) and wider ecological benefits;
- Provide a fully integrated sustainable urban drainage scheme including swales and SuDs;
- The design and layout of this development reflects the principles of "Principles of Good Design" in relation to layout, accessibility, sustainability, physical security, landscaping and lighting. The design endeavours to create a safe environment that is also attractive in line with Kent Design Guide and the Maidstone Borough Landscape Character Guidelines SPD;

Macar looks forward to working with Chart Sutton Parish Council and Maidstone Borough Council, the community and key stakeholders into the next stages and will actively and positively engage with the Parish Council to discuss how the Site can best come forward to meet the Council's housing targets.