



LEN HOUSE (ROOTES, MAIDSTONE)

Welcome to our exhibition showcasing our proposals for a significant regeneration project that looks to restore the Grade II listed Len House, and provide new commercial and residential spaces for Maidstone

INTRODUCTION

Len House (Rootes Maidstone) is a Grade II Listed Building and covers 1.095ha of previously developed land in a prominent Town Centre location.

The site has been linked to the automobile industry since it was built and most recently was vacated by its former owner (Peugeot) in November 2019 who relocated to a modern sales facility in Park Wood Industrial Estate.

Maidstone Borough Council has identified the site as an 'Opportunity Area', recognising the site's suitability for redevelopment and securing a mix of commercial and residential uses that ensures the long term future of this iconic Listed Building.

Classicus Estates has a track record of redeveloping previously developed sites and acquired the site with the intention to bring forward high quality proposals that not only respect the Listed Building, but deliver an exciting new chapter for this site and the Town.



MASTERPLAN

We propose the vast spaces within Len House to be restored for circa 2450sqm of commercial use, with 160 no. residential units above and to the rear of Len House. We also propose to open the River Len culvert, and provide a new square on the riverfront for Maidstone.

COMMERCIAL USES



We propose the large ground floor spaces of Len House be used for commercial purposes such as Food/Beverage, Retail, Office, Tech, or Leisure opportunities.

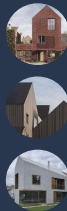
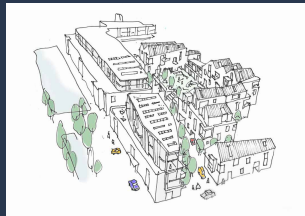
As a part of this, we propose that the re-introduction of the food and beverage offering could make use of a recreation of the original petrol pump, situated in the new 'square' along Mill Street and the River Len.



MASTERPLAN

RESIDENTIAL DEVELOPMENT

We propose a development of circa 160 units within, above and behind the existing Len House. This comprises of circa 60% 2 bed flats, 10% 3 bed flats and 30% 1 bed flats.



1st floor residential units within Len House and 2 no. storeys of residential accomodation above

Residential development to the rear of Len House

Residential development adjacent to Len House



TRANSPORT

- The applicant is engaged with KCC Highways and Transportation with regards to matters pertaining to Transport and Access. A Transport Assessment (TA) will be submitted with the planning application.

- Information on the trips from the existing use (the Rootes dealership) have been compared to the expected trips from the proposed use. No significant increase in vehicles is envisaged. This will be confirmed in the TA.

- The site accords with local and national policies with regards to promoting sites with strong sustainable travel. It is noted that the site is one of the emerging Town Centre Opportunity Sites. The site is located within the Maidstone Town Centre Boundary and the Retail Core (DTZ report : Maidstone Town Centre Assessment, Maidstone Borough Council, August 2013).

- The site is within walking distance of Maidstone West and Maidstone East stations providing rail routes to Medway towns, Tonbridge, Tunbridge Wells, London (St Pancras, Victoria and Charing Cross) and Ashford/East Kent.

- The site is close to all the radial bus routes (using either 'The Cannon', Chequers Bus Station or Pudding Lane).

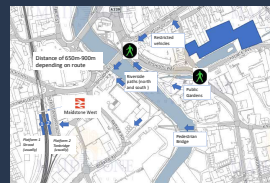
- The vehicular access will use the current accesses on Palace Avenue and Mill St. The safety record for the area has been analysed and will be reported in the TA.

- There are good pedestrian facilities, including the shared space/pedestrian areas in the town centre (via Gabriel's Hill) and the river towpaths. The Medway towpath is also a recent cycling facility between Aylesford village and Barming Bridge. There are also other cycle routes starting from the town centre and heading to and through Mote Park.

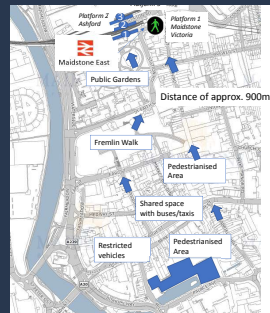
- The parking arrangements will be confirmed in the TA.



Vehicular



Maidstone West



Maidstone East



Bus Routes

HERITAGE

Len House, formerly known as Rootes of Maidstone, building, dates from 1937-38 and was designed by Howard and Souster as the showroom and workshop for Rootes, a local motorcar business.

The building's significance derives from a combination of:

- Architectural interest as an example of a Modernist motorcar showroom and workshops which retains a significant proportion of its original fabric and due to its grand scale, town-centre location and picturesque setting adjacent.
- Historical value as a rare example of a commercial garage from an early phase of motoring and additional interest being a prominent manifestation of a hugely successful British car manufacturer

The site is also located within the Maidstone Town Centre and adjacent to the All Saints Conservation Area within which are a series of highly graded listed buildings and Scheduled Monuments associated with the Archbishop's Palace.

The proposed development has been designed with the significance of these assets in mind and seeks to:

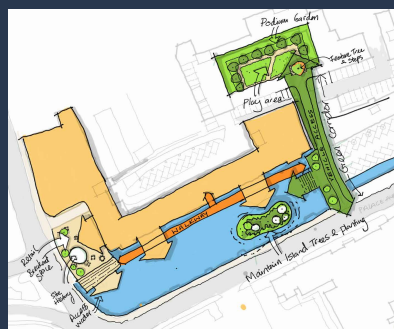
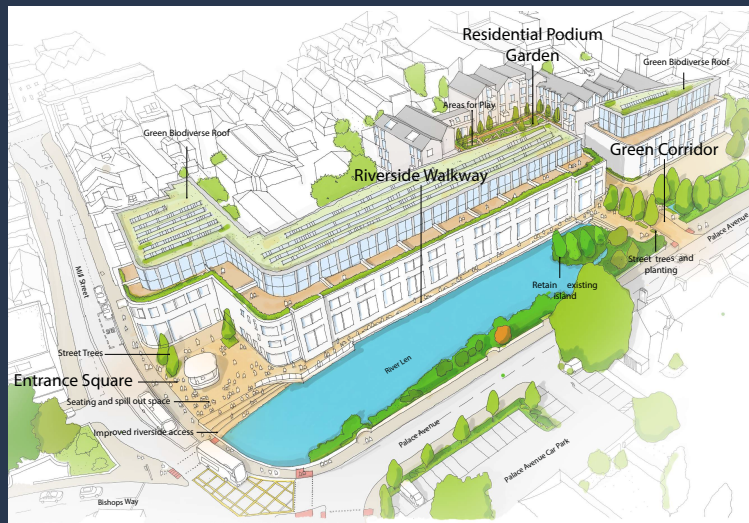
- Secure the restoration of lost elements and deteriorated historic fabric, for example works to the exterior, lighting, fenestration;
- Retain key internal and features of heritage value, for example the important vehicle ramp;
- Provide the grade II listed building with a viable long term use; and
- Considerably improve public realm within the conservation area including enhancement works to the River Len.



HERITAGE



LANDSCAPE



Improved access to water



Riverside walkway



Residential Podium garden



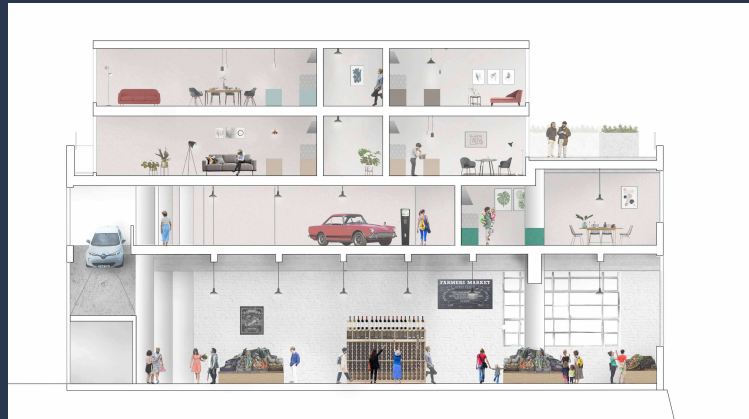
Entrance Square

The landscape design draws upon the history of the site and aims to enhance access to the River Len. There is a sensitive interweaving of the rich history/culture, commerce, and existing and proposed blue / green infrastructure providing a mixture of functional and biodiverse open spaces.

HOW WILL THIS LOOK



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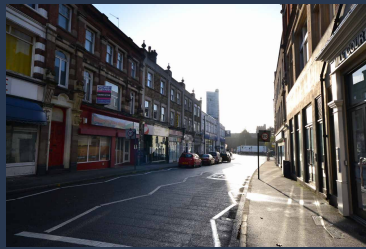
HOW WILL THIS LOOK



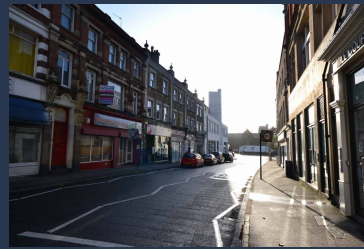
View from Archbishops Palace Forecourt towards Len House - Existing



View from Archbishops Palace Forecourt towards Len House - Proposed



View from Mill Street towards Len House - Existing



View from Mill Street towards Len House - Proposed

