



DESIGN & ACCESS STATEMENT

PREPARED IN RESPECT OF:

AN OUTLINE APPLICATION

ON LAND WEST OF:

HERNE BAY ROAD,

STURRY

CONTENTS

1.00	INTRODUCTION
1.01	DESIGN TEAM
1.02	SCOPE AND CONTEXT OF THIS DESIGN & ACCESS STATEMENT
1.03	SITE APPRAISAL
1.04	APPLICATION OF THE DESIGN AND ACCESS CRITERIA
2.00	PLANNING HISTORY AND POLICY
3.00	DESIGN PRINCIPLES AND SOLUTION
3.01	NATIONAL DESIGN GUIDE 2021
3.02	THE CHARACTERISTICS OF WELL-DESIGNED PLACES
3.03	COMPONENTS FOR GOOD DESIGN
3.04	APPLICATION OF THE TEN CHARACTERISTICS OF WELL-DESIGNED PLACES
3.05	APPLICATION OF THE COMPONENTS FOR GOOD DESIGN
4.00	SUSTAINABILITY
5.00	ACCESS AND HIGHWAYS
6.00	SUMMARY

FIGURES

FIG 1	FRONT PAGE	AERIAL VIEW WITH SITE LAYOUT
FIG 2	PG 8	LOCATION PLAN
FIG 3	PG 9	AERIAL LOCATION PLAN
FIG 4	PG 10	SITE PHOTOGRAPHS – 1
FIG 5	PG 11	SITE PHOTOGRAPHS – 2
FIG 6	PG 12	SITE IN CONTEXT
FIG 7	PG 14	PHOTOGRAPHS OF EXISTING AREA
FIG 8	PG 15	SETTLEMENT EDGE PLAN 1
FIG 9	PG 15	SETTLEMENT EDGE PLAN 2
FIG 10	PG 18	CONSTRAINTS & OPPORTUNITIES PLAN
FIG 11	PG 20	MOVEMENT PLAN
FIG 12	PG 22	OVERALL PARAMETERS PLAN
FIG 13	PG 24	TEN CHARACTERISTICS OF WELL-DESIGNED PLACES
FIG 14	PG 28	CONTEXT PLANS – EXISTING & PROPOSED
FIG 15	PG 33	ILLUSTRATIVE MASTERPLAN
FIG 16	PG 36	CHARACTER STUDIES AREAS 1 & 2
FIG 17	PG 37	CHARACTER STUDIES AREAS 3 & 4
FIG 18	PG 39	ACCESS DIAGRAM

1.00 INTRODUCTION

1.01 THE DESIGN TEAM

PLANNING CONSULTANTS	-	WOOLF BOND PLANNING
ARCHITECTS	-	PAUL HEWETT R.I.B.A. CHARTERED ARCHITECT
LANDSCAPE ARCHITECTS / LVIA	-	ENVIRONMENTAL DIMENSIONS PARTNERSHIP (E.D.P.)
ECOLOGISTS	-	THE ECOLOGY CO-OP
HIGHWAYS & TRANSPORT	-	S.D.P.
ARBORICULTURALISTS	-	ARBORTRACK SYSTEMS LTD
FLOOD RISK & DRAINAGE	-	AQUATERRA CONSULTING
ARCHAEOLOGY	-	ARCHAEOLOGY SOUTH-EAST
SUSTAINABILITY / SERVICES /AIR QUALITY	-	PINNACLE ESP
HERITAGE CONSULTANT	-	TCMS HERITAGE
NOISE ASSESSMENT	-	ANDERSON ACOUSTICS
A.L.C. REPORT	-	SARAH KERNON

CONTENTS

1.00 INTRODUCTION

1.01 DESIGN TEAM



1.02 SCOPE AND CONTEXT OF THIS DESIGN AND ACCESS STATEMENT

This Design and Access Statement has been prepared on behalf of Fairfax, with input from the Design Team, and forms part of their outline planning application submission in respect of the proposed development on Land west of Herne Bay Road, Sturry.

The application description comprises :

Outline planning application for the erection of up to 127 dwellings, together with the provision of landscaping, open space, and associated development works, with access from Herne Bay Road.

Only the principle of developing the site for up to 127 dwellings (C3 Use), including affordable homes, along with the means of access are to be determined as part of this outline application.

Appearance, landscaping, layout and scale are reserved for subsequent determination.

The Scheme is shown on the following application plans:

1. Site Location Plan No. 2504/PL.01 Rev. A
2. Proposed Access Drawing No. SDP-XX-XX-DR-D-306 Rev. P3

The supporting plans comprise the following:

3. Illustrative Constraints and Opportunities Plan No. 2504/PL.02 Rev.B
4. Overall Parameters Plan No. 2504/PL.07 Rev.C
5. Illustrative Masterplan 2504/PL.08 Rev. J

Plans (1) and (2) referenced above comprise the application plans for the purpose of determining the application, whilst the Plans at (3) to (5) are submitted for illustrative purposes only, but are informed by the various technical assessments of the site and its wider setting. They provide context for the Council's assessment of the potential impact of the scheme upon the Site, its immediate environs and the wider area. The Overall Parameters Plan (4) can be subject to a condition requiring the reserved matters scheme to be in general conformity with this plan.

CONTENTS

1.00 INTRODUCTION

1.02 SCOPE AND CONTEXT OF THIS
DESIGN AND ACCESS STATEMENT



1.02 SCOPE AND CONTEXT OF THIS DESIGN AND ACCESS STATEMENT / 2

This Statement, which is part of the Validation Requirements of the General Development Procedures Order (GDPO), reflects the findings of the technical reports prepared as part of this submission by the various disciplines - including arboricultural, heritage, ecological, landscape and visual impacts, together with highways and flood risk assessments. Each of the disciplines have assessed the site and the surrounding area, and their base-line findings have fed into the Illustrative Constraints and Opportunities Plan, the Overall Parameters Plan as well as the Illustrative Masterplan - thereby ensuring that the development will function well and add to the overall quality of the area, as well as being sympathetic to local character and history.

Careful consideration has been given to the importance of demonstrating the mechanisms that will be used in the delivery of design quality within the built environment, and to this end this Statement has the following functions and use:

- i. Provides a concise description of the key issues that have been identified by the various disciplines within the design team.
- ii. It describes how the evaluation of these matters has informed the evolution of the initial design decisions and the Illustrative Masterplan. The illustrative material shows how the development proposals optimize the potential of the site to accommodate and sustain an appropriate level of development, together with enhanced landscape and ecological areas, and transport links.
- iii. This document provides information on how matters such as urban design, composition, access, circulation, open space, ecological and landscape considerations have influenced the illustrative proposals.
- iv. This Design and Access Statement takes all of the above into account and provides a framework for the future delivery of a high-quality residential scheme.

The Statement uses the following criteria:

Assessment - of the planning and physical context of the site.

Evaluation - identifying the site constraints that will guide and inform the development principles.

Design - sets out the vision for the site based upon the key parameters and illustrates a solution.

CONTENTS

1.00 INTRODUCTION

1.02 SCOPE AND CONTEXT OF THIS
DESIGN AND ACCESS STATEMENT



1.03 SITE APPRAISAL

i. The Site and its Surroundings

The site under consideration extends to approximately 9.7 hectares and sits on the northern edge of Broad Oak. It is bounded on the eastern side by the A291 Herne Bay Road, which links the south of Herne Bay to the north with Sturry to the south. The existing field boundaries that define the curtilage of Foxhill House and its associated lodges, stables and commercial uses is to the north of the site. To the west and south the boundaries are made up from various field boundaries and rear garden curtilages of properties in Barnet's Lane and Sweechgate.

The site comprises four open pastoral agricultural fields that are irregular in shape and pattern and which range from small to medium in size. Field boundaries are defined by a mixture of tree belts and hedgerows which range from thick and unmanaged to narrow and sparse, with the condition of each being variable. The central hedgerow has a number of individual trees scattered along its length.

Topographically, the site is located on the broad ridgeline on which Broad Oak is located at circa 50m AOD. The northern part of the site begins to fall in a northerly direction towards Sarre Penn, and the eastern edge of the land under consideration begins to fall in an easterly direction towards Lower Sweech Farm.

The PRoW Sturry Footpath CB69 crosses through the site on a broad south-west to north-east alignment, connecting Sweechgate to the A291 Herne Bay Road. From this PRoW there are views across the majority of the site, with the exception of the north-western field. There are a number of informal and undesignated routes throughout the site that appear to be used by dog walkers, and these generally connect to Sarre Penn to the north.

Visually the site is generally flat with the northern part sloping in a northerly direction towards the boundary. There are views from within the eastern and southern parts of the site of the Grade II Listed Sweech Farm and its associated Stable Block, located opposite the south-eastern corner of the site.

CONTENTS

1.00 INTRODUCTION

1.03 SITE APPRAISAL

i. The Site and its Surroundings



1.03 SITE APPRAISAL

i. The Site and its Surroundings

Looking at the wider area, the existing older housing stock sits immediately to the south and mainly comprises a mixture of detached and semi-detached houses. There is new development further to the south which again is a mixture of house styles and sizes. The images of neighbouring properties (Fig. 7) show that there is no discernible architectural movement or historic style prevalent in the area. Houses in this part of Broad Oak have, as with many villages, been built in an ad-hoc manner over the years, and to an extent the form and design reflect the era in which they were built.

The site has a number of facilities nearby, including Broad Oak Village Stores which sits on the junction between Sweechgate and Herne Bay Road. Tesco Express is on the nearby Buddy's Retail Park - which also has a butchers, coffee shop and children's play centre.

Sturry is some 20 minutes from the site on foot and this has a good range of facilities and shops including Sturry Church of England Primary School and Sturry Pre-School Group. There is also Junior King's School in Milner Court. Sturry Railway Station sits on the Ashford to Ramsgate Line and is operated by Southeastern Railway. It has regular services to a wide range of destinations including Ramsgate, Canterbury, Ashford, Maidstone and London.

There are 5 buses in each direction that pass the site on Mondays to Saturdays allowing for connections to Sturry and Canterbury to the south and Herne Bay to the north.

CONTENTS

1.00 INTRODUCTION

1.03 SITE APPRAISAL

i. The Site and its Surroundings





Fig. 2



Fig. 3



AERIAL LOCATION PLAN



Fig. 4 Existing Site Photographs courtesy of Fabrik



Fig. 5 Existing Site Photographs courtesy of Fabrik

1.03 SITE APPRAISAL

ii. Site in Context

As can be seen from the Ordnance Survey extract below, the Site (shaded in red) is situated on the northern edge of Broad Oak.

Being located on the edge of Broad Oak, the site has access to a variety of transport links. It is in a sustainable location – see SDP Transport Statement.

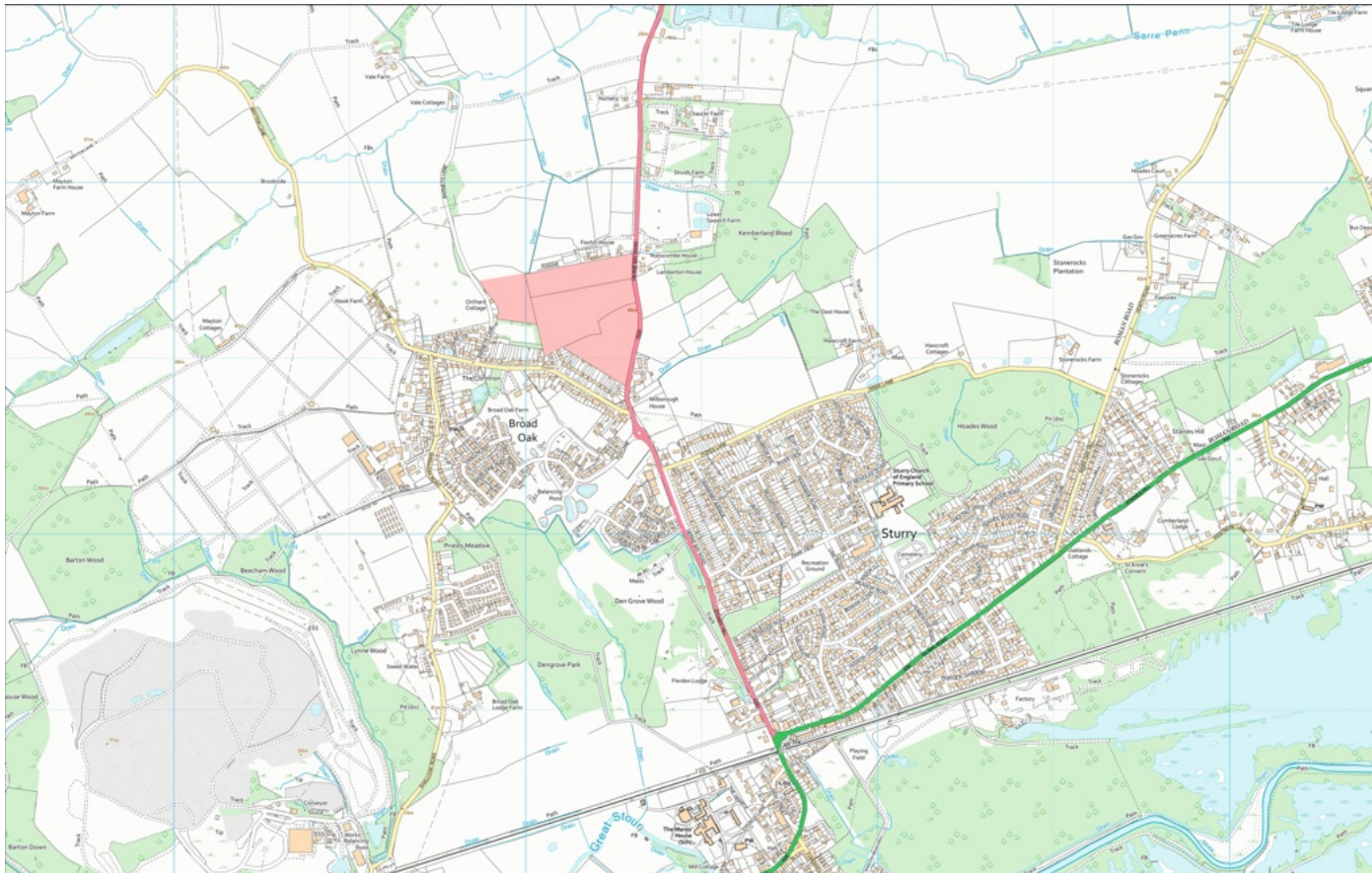


Fig. 6

CONTENTS

1.00 INTRODUCTION

1.03 SITE APPRAISAL

II. Site in Context



1.03 SITE APPRAISAL

iii. Character of Area

As part of the assessment of the area in which the development will sit, we have looked in detail at neighbouring development patterning.

As can be seen from the images below that show the local grain of development, the area around the application site has a typical edge of settlement form. It is this patterning that will inform the Illustrative Masterplan layout.



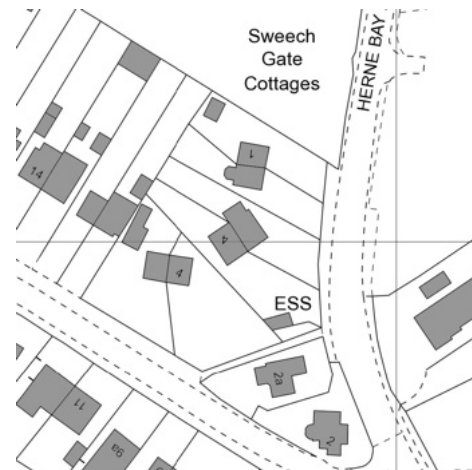
← Pattern of development at Orchard View, adjacent to site.

→ Pattern of development in Chapel Lane, to the south of the application site.



← Linear Pattern of development at Sweechgate to immediate south of development site

→ Pattern of development south of the development site.



CONTENTS

1.00 INTRODUCTION

1.03 SITE APPRAISAL

III. Character of Area



1.03 SITE APPRAISAL

iii. Character of Area

The montage of photographs below show the variety of housing styles and unit types in the immediate vicinity.



Fig. 7

1.03 SITE APPRAISAL

iv. Settlement Character

The edge of settlement character and patterning of the neighbouring areas, the well-screened boundaries and the provision of formal and informal areas of open space will be key factors in determining the scheme design and layout.

Good principles of special relationship should be observed – i.e. public spaces are located in appropriate locations and don't get mixed with private spaces.

By using many of the existing development characteristics in the design response, the development proposals should sit comfortably in the locality.

v. Settlement Integration

The integration of the site within an extension to the settlement area offers a sensible expansion of the edge of Broad Oak.



Existing edge of settlement of Broad Oak



Proposed edge of settlement of Broad Oak

Figs. 8 & 9

CONTENTS

1.00 INTRODUCTION

1.03 SITE APPRAISAL

IV. Settlement Character

v. Settlement Integration



1.04 APPLICATION OF THE DESIGN AND ACCESS CRITERIA

ASSESSMENT - of the planning and physical context

The site appraisal provided in this Statement and those provided by E.D.P. show the application site in relation to its physical context. The Aerial Location Plan, Location Plan, and Illustrative Masterplan (Figs 2,3,15) shows that the site sits adjacent to a residential area on the north side of Broad Oak.

EVALUATION - identification of the site constraints and opportunities that will guide and inform the development proposals.

The site appraisal section provides a series of photographs of the site (Figs. 4 & 5), and these demonstrate that the site is relatively open, with trees and hedge screens principally on the perimeter, leaving fairly unconstrained areas that are suitable for development. The tree, ecological and landscape reports and assessments prepared by Arbortrack, Ecology Co-op and E.D.P respectively, that accompany this Statement indicate that the principal constraining features are on the boundaries - as are the opportunities to improve wildlife corridors and strengthen the planting / landscaping.

DESIGN - sets out the vision for the site and identifies key parameters and illustrates the solution.

The vision for the site is to construct a well-designed layout that sits comfortably in this sustainable location on the edge of the settlement of Broad Oak.

The key parameters are established and identified via the assessment and evaluation of the site and the Design Principles and Solution section that follows will show the evolution of the design of the Illustrative Masterplan.

CONTENTS

1.00 INTRODUCTION

1.04 APPLICATION OF THE DESIGN AND
ACCESS CRITERIA

1.04 APPLICATION OF THE DESIGN AND ACCESS CRITERIA

ASSESSMENT - CONSTRAINTS

- ACCESS. Safe pedestrian and vehicular entrances.
- LANDSCAPE. Visual impact on existing landscape and features.
- ARBORICULTURE. Retain and protect important trees on or adjacent to the site.
- ECOLOGY. Protect and enhance existing bio-diversity features.
- CONNECTIVITY. Important to link the site to the surrounding areas.
- LOCAL SETTING. Respect existing settlement characteristics.
- SURFACE WATER. Ensure any surface water is accommodated within the site boundaries.

ASSESSMENT - OPPORTUNITIES

- Site represents an opportunity for a modest development on the edge of the settlement of Broad Oak that will provide much needed new housing (including affordable units).
- The site represents an opportunity for a new area of residential development that does not have impact on neighbouring properties or the wider area.
- The development proposals allow areas on the perimeters for the creation of new wildlife and ecological corridors which will link around the developable area.
- Surface water can be used as part of the bio-diversity enhancement measures.

THE ASSESSMENTS PROVIDED BY THE CONSULTANT TEAM GENERATED THE ABOVE CONSTRAINTS AND OPPORTUNITIES CRITERIA, WHICH INFORMED THE DEVELOPABLE AREA SHOWN ON THE FOLLOWING CONSTRAINTS AND OPPORTUNITIES PLAN

CONTENTS

1.00 INTRODUCTION

1.04 APPLICATION OF THE DESIGN AND ACCESS CRITERIA





Fig. 10

1.04 APPLICATION OF THE DESIGN AND ACCESS CRITERIA

ASSESSMENT - MOVEMENT

- The Movement Plan that follows builds upon the Constraints and Opportunities Plan and shows the pattern of roadways sitting within the area of land identified for development.
- The Movement Plan shows the principal vehicular accesses being taken off Herne Bay Road.
- The roadway “contains” most of the development as part of its perimeter block typology. This protects the existing landscape features and allows for the creation of ecological corridors.
- In their Transport Statement S.D.P will provide further information and detail in respect of the access and in particular footpath links to the periphery of the site and beyond.
- Various road widths and surfaces could be used to provide differing character areas within the development layout.
- The Movement Plan that follows shows a variety of non-vehicular routes through the site, and various other footpath and cycle links. These will contribute to the reduction in the reliance upon cars for getting to, not only the local neighbourhood, but to areas further afield.

THE ESTABLISHMENT OF A PERIMETER BLOCK FORM OF ROAD PATTERNING WILL CONTAIN DEVELOPMENT AND HELP DETERMINE THE ORIENTATION OF THE UNITS WITHIN ANY LAYOUT.

CONTENTS

1.00 INTRODUCTION

1.04 APPLICATION OF THE DESIGN AND ACCESS CRITERIA





Fig. 11

1.04 APPLICATION OF THE DESIGN AND ACCESS CRITERIA

ASSESSMENT - PARAMETERS

- A modest sized scheme can be created within the site that provides a housing mix that will reflect local need, whilst making good use of the land available without impacting upon landscape, ecological features, or neighbouring properties
- A carefully designed layout will see the safe retention of the important trees and existing hedgerows and will see them supplemented with additional landscaping, using native species.
- Linked to the improved landscaping is the creation of enhanced ecological margins that will improve bio-diversity of the site.
- The surface water will be accommodated on the edges of the parcels of development to the north, where the land falls naturally. The water detention feature will also bring ecological benefits as part of an holistic approach to bio-diversity.
- The Overall Parameters Plan that follows is a compilation of the information shown on the Constraints and Opportunities Plan and the Movement Plan.

THE OVERALL PARAMETERS PLAN HAS BEEN SUBMITTED AS A DRAWING FOR CONSIDERATION AS IT OUTLINES THE CONSTRAINTS AND OPPORTUNITIES AND GIVES A FIRM FOUNDATION FOR A FUTURE MASTERPLAN.

CONTENTS

1.00 INTRODUCTION

1.04 APPLICATION OF THE DESIGN AND ACCESS CRITERIA



2.00 PLANNING HISTORY AND POLICY

Matters related to both the planning history of the site and planning policy are dealt with in the Planning Statement that forms part of the submission and has been prepared by Woolf Bond Planning.

PLANNING HISTORY AND POLICY

2.00 PLANNING HISTORY AND POLICY

3.0 DESIGN PRINCIPLES AND SOLUTION

3.01 NATIONAL DESIGN GUIDE 2021

The National Design Guide 2021 (NDG) seeks to address the question of how we recognise well-designed places. This has been done by the government via the introduction of the NDG which outlines and illustrates 'how well-designed places that are beautiful, enduring and successful can be achieved in practice'.

3.02 TEN CHARACTERISTICS OF WELL-DESIGNED PLACES



The ten characteristics of well-designed places

The NDG lists the Ten Characteristics of Well-designed Places detailed below, and also the Components for Good Design which are noted on the following pages.

CONTEXT - enhances the surroundings

IDENTITY - attractive and distinctive

BUILT FORM - a coherent pattern of development

MOVEMENT - accessible and easy to move around

NATURE - enhanced and optimised

PUBLIC SPACE - safe, social and inclusive

USES - mixed and integrated

HOMES AND BUILDINGS - functional, healthy and sustainable

RESOURCES - efficient and resilient

LIFESPAN - made to last

Fig. 13

3.0 DESIGN PRINCIPLES AND SOLUTION CONT..../

3.03 COMPONENTS FOR GOOD DESIGN

The Components for Good Design as identified in the National Design Guide are as follows:

LAYOUT

Layout shows the routes through a scheme and the blocks of development - illustrating how they are arranged to relate to each other to create streets, open spaces and areas of built form.

The Layout defines the following:

- the structure and settlement pattern;
- the grain - pattern of development blocks and plots;
- the broad distribution of different uses, and their densities and heights.

FORM

Form is the three-dimensional shape and modelling of buildings and the spaces they define. Buildings and spaces can take many forms, depending upon their:

- size and shape in plan;
- height;
- bulk - their volume;
- massing - how bulk is shaped into a form;
- building lines - the alignment of building frontages along a street;
- relationship to the plot boundary - and whether they share party walls or not.

In the case of spaces, their form is influenced by the buildings around them.

The form of a building or a space has a relationship with the uses and activities it accommodates, and also with the form of the wider place where it is sited.

DESIGN PRINCIPLES AND SOLUTION

3.00 DESIGN PRINCIPLES AND SOLUTION

3.03 COMPONENTS FOR GOOD DESIGN

3.0 DESIGN PRINCIPLES AND SOLUTION CONT..../

3.03 COMPONENTS FOR GOOD DESIGN

SCALE

Scale is the height, width and length of each building proposed within a development in relation to its surroundings. This relates both to the overall size and massing of individual buildings and spaces in relation to their surroundings, and to the scale of their parts. It affects how a space can be used and how it is experienced.

Enclosure is the relationship between the height of the buildings across a space, and the dimensions of the space itself.....different degrees of enclosure influence how people use different spaces, by creating differences in character that suit different activities.

APPEARANCE

Appearance is the aspects of a building or space within the development which determine the visual impression the building or space makes, including the external built form of the development, decoration, lighting, colour and texture. In the case of a space, it's landscape also influences its appearance.

LANDSCAPE

Landscape is the treatment of land (other than buildings) for the purpose of enhancing or protecting the amenities of the site, the area in which it is situated and the natural environment. Landscape includes landform and drainage, hard landscape - such as surfacing, boundary treatments, street furniture and play equipment. It also includes soft landscape - trees, shrubs and other planting.

MATERIALS

The materials used for a building or landscape affect how well it functions and lasts over time. They also influence how it relates to what is around it and how it is experienced. The scale, form and appearance of a building influence what materials may be appropriate for its construction. Materials should be practical, durable, affordable and attractive. Choosing the right materials can greatly help new development to fit harmoniously with its surroundings.

DETAILING

Detailing affects the appearance of a building or space and how it is experienced. It also affects how well it weathers and lasts over time.

DESIGN PRINCIPLES AND SOLUTION

3.00 DESIGN PRINCIPLES AND SOLUTION

3.03 COMPONENTS FOR GOOD DESIGN

3.0 DESIGN PRINCIPLES AND SOLUTION CONT..../

3.04 APPLICATION OF THE TEN CHARACTERISTICS OF WELL-DESIGNED PLACES

CONTEXT

The application proposals seek to ensure through careful design and siting that a modest residential development scheme can be delivered on land to the west of Herne Bay Road that will sit comfortably in the surrounding area, without having an undue impact on neighbouring properties, landscape or ecological features. See Figs. 14 & 15

IDENTITY

The form of the proposals and the extent of the developable land is informed by the Constraints and Opportunities Plan (Fig.10) and the Overall Parameters Plan (Fig.12) which identify key components of a future development.

Future submissions will develop a local distinctiveness of design, detail and materials to ensure that the houses reflect the local vernacular.

BUILT FORM

The extent of the built form is shown on the Illustrative Masterplan (Fig.15). Whilst the nature of the proposed units will be part of future Reserved Matters submissions, it is envisaged that the new properties will be principally two-storey in height to eaves level. As a result, they will accord with the form of the neighbouring residential properties.

MOVEMENT

The S.D.P Transport Statement that forms part of the application package, details how the access location will provide the basis for safe vehicular and pedestrian and cycle access and egress.

DESIGN PRINCIPLES & SOLUTION

3.00 DESIGN PRINCIPLES AND SOLUTION

3.04 APPLICATION OF THE TEN CHARACTERISTICS OF WELL-DESIGNED PLACES



Existing Context of the site in relation to settlement edge



Fig. 14

Proposed Context of development in relation to neighbouring settlements

3.0 DESIGN PRINCIPLES AND SOLUTION CONT..../

3.04 APPLICATION OF THE TEN CHARACTERISTICS OF WELL-DESIGNED PLACES CONT...../

NATURE

The proposal will provide significant levels of bio-diversity net gain and ecological enhancement and reinforcement - see Ecology Co-op's Statement.

As can be seen from the drawings, the acknowledgement of existing ecological and bio-diversity margins is a constant, as is the opportunity to enhance these to create high quality corridors on the perimeter of the development, and among the existing field boundaries that cross the site.

PUBLIC SPACES

As can be seen on the Illustrative Masterplan, areas of Public Open Space, Formal Play, Seating and General Recreation have been proposed throughout the scheme.

USES

The proposed new residential development sits comfortably alongside existing houses in this predominantly residential area.

HOMES AND BUILDINGS

All the proposed homes will be functional and sustainable. They will accord with the 'Technical housing standards - nationally described space standards'. As a result, they will have good sized accommodation and usable room sizes with ample storage. Each home will have its own amenity space which will contribute to the development being functional, healthy and sustainable.

DESIGN PRINCIPLES & SOLUTION

3.00 DESIGN PRINCIPLES AND SOLUTION

3.04 APPLICATION OF THE TEN CHARACTERISTICS OF WELL-DESIGNED PLACES



Ecological Margin



Play Area

3.0 DESIGN PRINCIPLES AND SOLUTION CONT..../

3.04 APPLICATION OF THE TEN CHARACTERISTICS OF WELL-DESIGNED PLACES CONT...../

RESOURCES

The sustainability measures for the development are embodied in the report prepared by Pinnacle ESP. The proposal will include not just renewable and energy generating schemes, but also enhanced ecological margins and water management measures, providing an holistic approach to the use of resources and the existing environment.

See Section 4.0

LIFESPAN

The proposed homes will be constructed to a lifetime standard and could include various flexible spaces and sustainable and energy generating features. The properties will be Part M compliant providing easier access for those less ambulant or wheelchair bound.

DESIGN PRINCIPLES & SOLUTION

3.00 DESIGN PRINCIPLES AND SOLUTION

3.04 APPLICATION OF THE TEN CHARACTERISTICS OF WELL-DESIGNED PLACES

3.0 DESIGN PRINCIPLES AND SOLUTION CONT..../

3.05 APPLICATION OF THE COMPONENTS OF GOOD DESIGN

LAYOUT

The Illustrative Masterplan that is included in this Design and Access Statement has been informed by the Constraints and Opportunities Plan, the Movement Plan and the Overall Parameters Plans. The information on these three drawings has in turn been informed by the various technical assessments and reports prepared by the consultant team.

The Illustrative Masterplan is supplied as supporting information, with the Layout itself to be the subject of future Reserved Matters applications.

The drawings that underpin the Illustrative Masterplan do help identify key elements - including a safe access and egress location, important existing trees and landscape features, with enhanced or new ecological and landscape margins, together with suitable locations for surface water run-off.

The Illustrative Masterplan follows closely the landscape parameters guidance prepared by EDP, in particular the disposition of the developable areas. The result are well contained parcels of development that have little impact on either immediate neighbours or the wider area.

As can be seen from the Illustrative Masterplan, the layout is generally underpinned by the principles of perimeter block typology, whereby the development roads enclose the majority of the developable area and consequently provide buffering to the existing landscape features, existing boundaries and ecological margins.

The access is located on the eastern boundary and connects the proposed development to Herne Bay Road and is in the form of a simple priority junction arrangement that will allow safe ingress and egress for car users and pedestrians. There are three development parcels each bounded or separated by existing field boundaries, and as mentioned each of these landscape features is buffered by the roadways. The houses are generally orientated to face the street that serves them, albeit, there are a few units that face footpaths running through areas of landscaping or open space, and these properties visually police the spaces.

DESIGN PRINCIPLES & SOLUTION

3.00 DESIGN PRINCIPLES AND SOLUTION

3.05 APPLICATION OF THE COMPONENTS OF GOOD DESIGN



3.0 DESIGN PRINCIPLES AND SOLUTION CONT..../

3.05 APPLICATION OF THE COMPONENTS OF GOOD DESIGN

There are two road links from the southern parcel of development through the central field boundary, and they connect to the perimeter road pattern that encloses the larger area of development on the northern side. There is a strong open area/landscape feature shown running through the western side of this parcel of development, with houses overlooking to passively police the space. This open area has been created to provide a potential view through to the Blean Woodland area to the north. The houses that front this space have their parking located behind them in small private courtyards.

From the northern parcel of development there is a road connection on the western side to a small area of development. The units in this part of the site are detached, and thereby create a softer edge to the development and bring forward a different character area.

There are a variety of formal and informal areas of open space and play shown around the site that will create interest and can include formal seating areas. Similarly, there are opportunities to create formal and informal footpath links through parts of the site - creating opportunities for recreation and exercise.

The density of the proposed units on the site is modest and reflects the edge of settlement location and the sensitive approach to the sites constraints.

The Illustrative Masterplan provides a sound base for future reserved matters submissions. It shows that a sensitive approach has been taken to the development proposals resulting in a constrained layout that has little impact on neighbouring properties or the existing landscape features.

DESIGN PRINCIPLES & SOLUTION

3.00 DESIGN PRINCIPLES AND SOLUTION

3.05 APPLICATION OF THE COMPONENTS OF GOOD DESIGN



3.0 DESIGN PRINCIPLES AND SOLUTION CONT..../

3.05 APPLICATION OF THE COMPONENTS OF GOOD DESIGN CONT..../

FORM

Form encompasses a number of aspects of a scheme, including size and shape, height, bulk, building lines and relationships to boundaries.

The form of the illustrative proposals has been carefully considered and determined in particular by the relationship of the development to existing ecological and landscape features, as well neighbouring properties and boundaries.

The drawings in this application package clearly demonstrate the form of the layout shown on the Illustrative proposals is wholly appropriate for the location in terms of size, shape and building lines. Whilst future Reserved Matters applications will have more detail in respect of height and bulk it is, as mentioned earlier, envisaged that the new houses will be predominantly two-storey to eaves – thereby sitting comfortably in this location.

APPEARANCE

The architectural style and detail of the proposed new homes, and the materials, will be part of future applications. It is anticipated that the appearance will be traditional, to accord with the location, and the materials palette will be in keeping with the area.

LANDSCAPE

The Illustrative Masterplan and Landscape Strategy Plan shows suggested locations for the structural landscaping which will be the subject of future Reserved Matters submissions.

MATERIALS AND DETAILING

As mentioned in the Appearance section, it is anticipated that a local vernacular and material palette would be appropriate for this location and will be part of future submissions. The following page illustrates some of the facing and roofing materials that could be used.

DESIGN PRINCIPLES & SOLUTION

3.00 DESIGN PRINCIPLES AND SOLUTION

3.05 APPLICATION OF THE COMPONENTS OF GOOD DESIGN OF GOOD DESIGN



3.0 DESIGN PRINCIPLES AND SOLUTION CONT..../

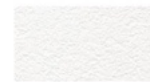
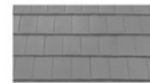
3.05 APPLICATION OF THE COMPONENTS OF GOOD DESIGN CONT..../

APPEARANCE

Whilst matters related to appearance, fenestration and material choices will be part of the subsequent Reserved Matters application, it is anticipated that the new housing will be principally 2-storeys to eaves level, with well-proportioned roofs above.

Shown adjacent is an indication of the materials palette that could be used - with red multi-stock bricks being the principal facing material, although a number of units could have render, and some of the ancillary structures such as garages could have a boarded finish.

SUGGESTED MATERIALS PALETTE



Variety of roof tile colours

to include :

Slate Grey

Farmhouse Red

Rustic Red

Breckland Brown

ALL to be small format tiles

Variety of shades of red multi-stock

facing brick

to include quoining

where

appropriate

Additional facing materials to

be used in limited

locations:

Render

Horizontal boarding

DESIGN PRINCIPLES & SOLUTION

3.00 DESIGN PRINCIPLES AND SOLUTION

3.05 APPLICATION OF THE COMPONENTS OF GOOD DESIGN OF GOOD DESIGN

3.0 DESIGN PRINCIPLES AND SOLUTION CONT..../

3.05 APPLICATION OF THE COMPONENTS OF GOOD DESIGN CONT..../

CHARACTER STUDIES AREAS



- 1 Units overlooking play spaces providing visual policing.

Proposed houses will address the roadway in a traditional manner.



- 2 Units orientated using perimeter block typology to police pedestrian links, play spaces and landscape and attenuation features.

FIG.16

DESIGN PRINCIPLES & SOLUTION

3.00 DESIGN PRINCIPLES AND SOLUTION

3.05 APPLICATION OF THE COMPONENTS OF GOOD DESIGN OF GOOD DESIGN



3.0 DESIGN PRINCIPLES AND SOLUTION CONT..../

3.05 APPLICATION OF THE COMPONENTS OF GOOD DESIGN CONT..../

CHARACTER STUDIES AREAS



- 3 Perimeter block typology with houses overlooking important landscape features.



- 4 Different character area, creating a more intimate environment.

The units are orientated to overlook the public realm – leading to passive policing of this area.

FIG.17

DESIGN PRINCIPLES & SOLUTION

3.00 DESIGN PRINCIPLES AND SOLUTION

3.05 APPLICATION OF THE COMPONENTS OF GOOD DESIGN



4.00 SUSTAINABILITY

Matters related to sustainability and renewable energy are included in the report prepared by Pinnacle ESP and could include measures as listed below. Further renewable energy sources and energy saving features would be part of Reserved Matters submission.

As mentioned earlier, the scheme will not only provide thermally efficient homes with energy generating features, but also the development proposes various ecological and landscape improvements that will contribute to the site's overall sustainability levels.

Energy savings and subsequent reduction in CO² emissions have been targeted through implementation of the following:

- exceeding good or best practice standards for thermal insulation of opaque and glazed elements;
- achieving air permeability of 3.0m³/h.m² at 50Pa in dwellings;
- high efficiency LED lighting to be provided throughout;
- high efficiency heat recovery ventilation systems;
- boiler plant efficiency >89%;
- integration of water conservation appliances such as low flow fittings to reach a target water usage of 110l/p/day;

SUSTAINABILITY

4.00 SUSTAINABILITY

5.0 ACCESS AND HIGHWAYS

The Transport Statement prepared by S.D.P provides information in respect of the access arrangements for vehicles and pedestrians off Herne Bay Road.

As can be seen from the Transport Statement, the proposal will bring forward enhanced pedestrian movement opportunities that will connect the site to the locality and wider area. It also details the sustainable nature of the site.

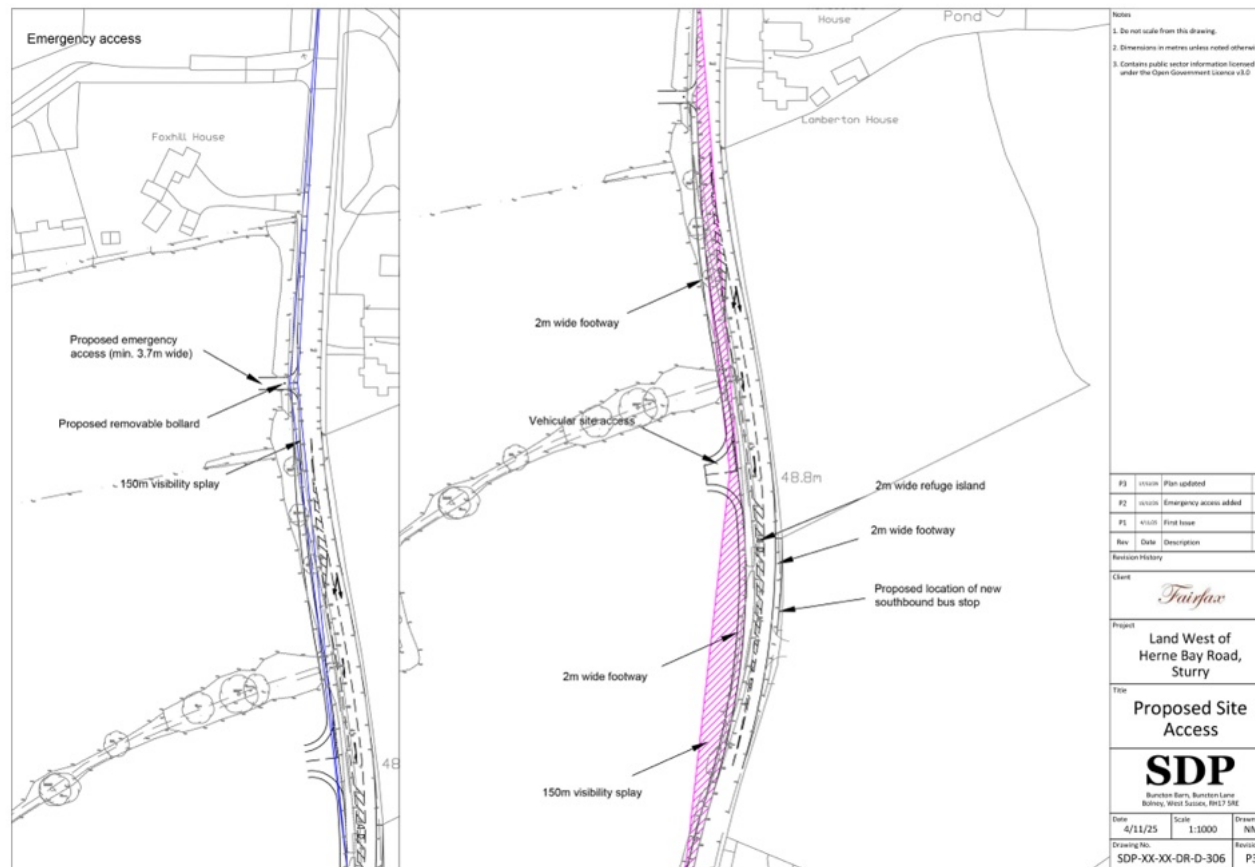


Fig. 18

ACCESS & HIGHWAYS

5.00 ACCESS AND HIGHWAYS

6.0 SUMMARY

The proposals embodied in this submission show that the opportunity exists for the creation of a high-quality landscape and ecology led residential scheme to be provided in this sustainable location.

The illustrative material demonstrates how a residential scheme, including new affordable homes, can be delivered without having undue impact on the site's immediate neighbours, the wider area or key landscape and ecological features.

The site is available, sustainable and importantly, deliverable.

Planning Conditions on an Outline Permission can ensure compliance with NPPF 24, providing a development that has a strong sense of place, identity, and provides for publicly accessible amenity areas.

SUMMARY

6.00 SUMMARY