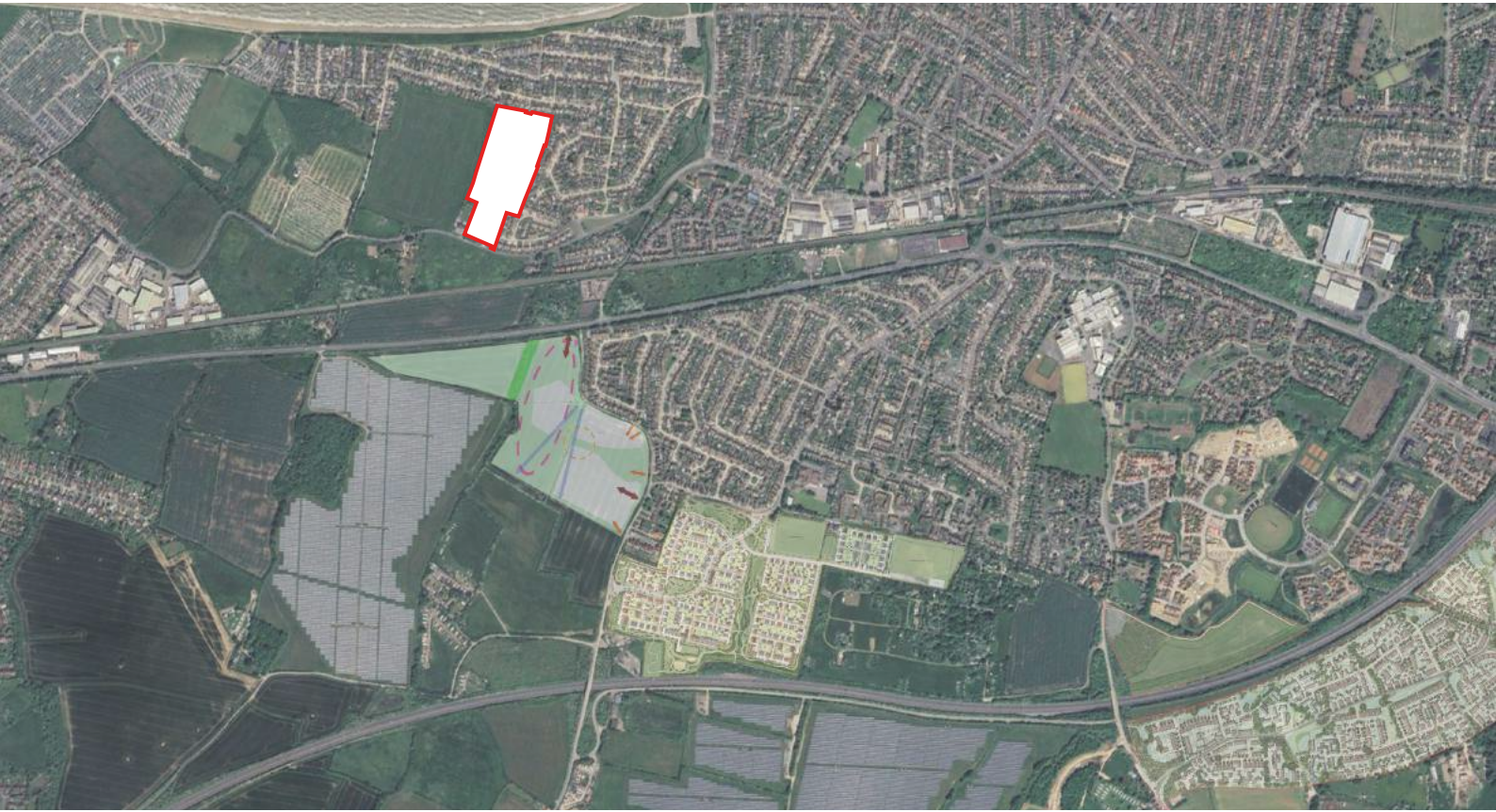




VISION DOCUMENT

LAND NORTH OF WHITSTABLE ROAD,
HERNE BAY, CANTERBURY

MAY 2024

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THIS DOCUMENT HAS BEEN PREPARED BY:

A2 – Architecture & Development
on behalf of Wates Group.

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1.0



INTRODUCTION



This Vision Document, prepared by A2 - Architecture & Development Ltd on behalf of Wates Developments Ltd, highlights the vision for the future development of Land North of Whitstable Road in Herne Bay. The site holds untapped potential for significant transformation. With its brownfield history characterised by extensive hardstanding, currently serving the caravan park, it stands poised to contribute meaningfully to Canterbury's sustainable growth.

Strategically nestled between two proposed school sites, this area presents an opportunity to address the urgent need for new family and affordable homes, perfectly aligning with Canterbury City Council's progressive development vision. Enhanced by convenient transportation links and its potential for brownfield regeneration, this site offers a responsible solution to meet housing demands while safeguarding the area's distinctive character.

It is evident that strategic infrastructure development on this site could yield considerable benefits for Herne Bay and its surrounding areas. This document serves as a testament to the viability, feasibility, and sustainability of the proposed development, aiming to surpass the expectations outlined by Canterbury City Council.



Wates Developments is an expert in land, planning and residential development throughout Southern England. The business focuses on securing land and delivering planning consents in sustainable locations in areas of high demand. The business partners with a number of national housebuilders in joint ventures to deliver much-needed housing developments.

Everything we do is guided by our purpose of working together to inspire better ways of creating the places, communities and businesses of tomorrow. Our goals are to be more sustainable, trusted and progressive, and our people are driven by our behaviours of 'we care', 'we are fair' and 'we look for a better way'. At Wates, we are committed to reducing our industry's environmental impact and our five-year strategy sets out this commitment and how we can be better custodians of the environment and protect our Earth's precious resources and habitats for future generations.



"Graphic taken from Wates Group Annual Report"

This proposal seeks to deliver a legacy of community benefit in a sustainable manner, complementing existing settings with high-quality developments and accessible transportation links. A well-designed framework will outline the benefits and shape the development. This proposal focuses on the regeneration of a brownfield site while maintaining the green gap between Herne Bay and Whitstable. The scheme aligns with Policy DS6, aiming to provide a high-quality built environment that enhances the overall character of the region. Designated green gaps, crucial for preventing the coalescence between settlements, will be safeguarded from any development that could compromise their openness or ecological significance. This commitment underscores the project's dedication to sustainable growth and preserving the distinctive identity of the area.

Use the opportunity of the Local Plan to plan positively for new communities and provide much needed housing.

Promotion of a high-quality environments and standard of living, which considers the needs of present and future generations.

Use best practice urban design principles to guide the creation of safe, legible, and vibrant new communities.

Promotion of the sustainable location of the area, with facilities accessible via local road, rail, and bus links, and within walking and cycling distance - promoting healthy living.

Delivery of housing to meet local needs, including affordable housing, a mix of housing types and sizes.

Capitalise on the existing green infrastructure, providing a network of green spaces that is easily accessible to all and improves ecological habitats & biodiversity.



2.0



SITE & CONTEXT



2.1 SITE LOCATION

Situated in the southeastern corner of England, nestled within the picturesque county of Kent, Herne Bay is a Victorian seaside town boasting delightful coastal living. Just a short distance of 4 miles from Whitstable and 7.6 miles from Canterbury, residents enjoy convenient access to the town’s rich historical heritage and diverse array of amenities.

Located along the western border of Herne Bay, the site promises an idyllic seaside lifestyle located just a 5 minute walk to Studd Hill Beach and only 1.6 miles from the town centre. Strategically positioned, it ensures easy access to popular destinations like Canterbury city centre.

Conveniently situated near the A229, a major artery linking London to the coast, residents will find seamless connectivity. Sustainable transport links are easily accessed and well-placed bus stops are located short 2-minute walk from the site which offers frequent services to Margate, Canterbury, and Whitstable, extending into Green Hill. Herne Bay railway station is located just 1.4 miles east, providing swift connections along the Kent Coast, Chatham, Canterbury, and London via High-Speed Service. Our development fosters connectivity and convenience, ensuring residents can effortlessly navigate both near and far.

KEY			
	TRAIN STATION		RAILWAY LINE
	BUS STOP		KEY ROUTES
	TOWN CENTRE		BUS ROUTE





SITE LOCATION

CHESTFIELD & SWALECLIFFE
TRAIN STATION

HERNE BAY
TRAIN STATION

HERNE BAY

SWALECLIFFE

HAMPTON

A2990

A2990

GREEN HILL

CHESTFIELD

HERNE

A299

WEST END

HERNE
COMMON

RADFALL

A299

CANTERBURY:
20 MINUTES
(7.6 miles)

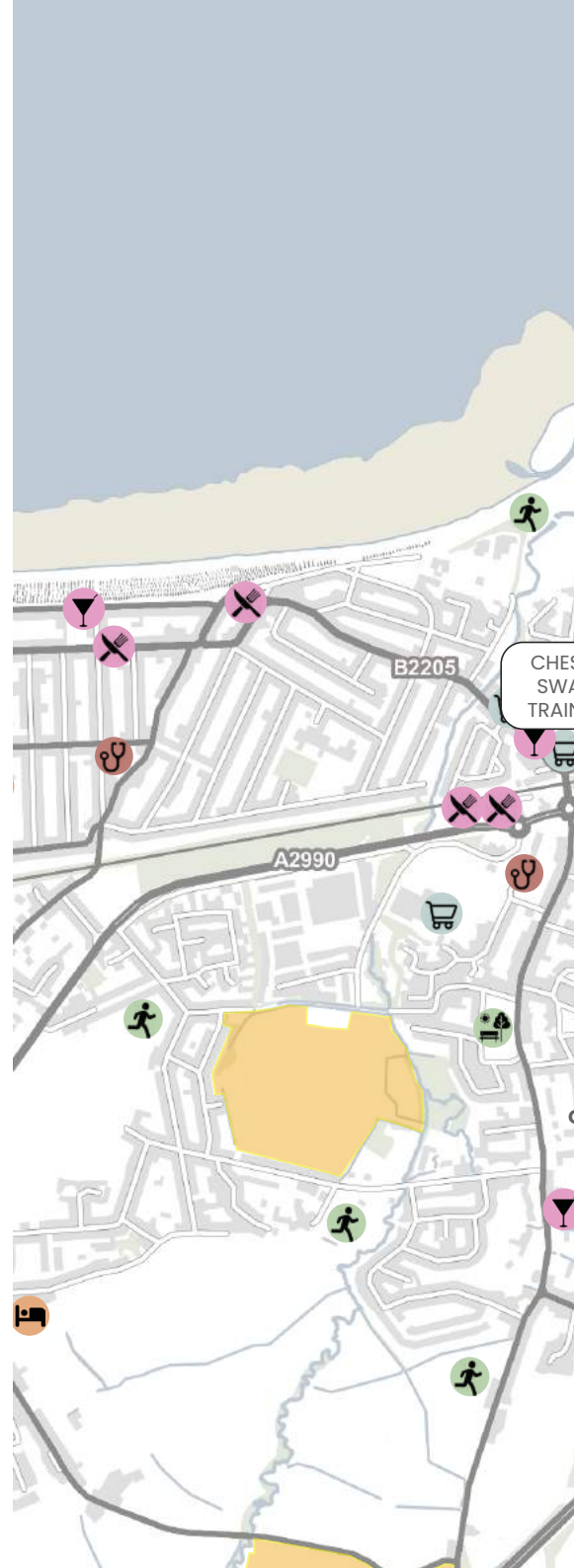
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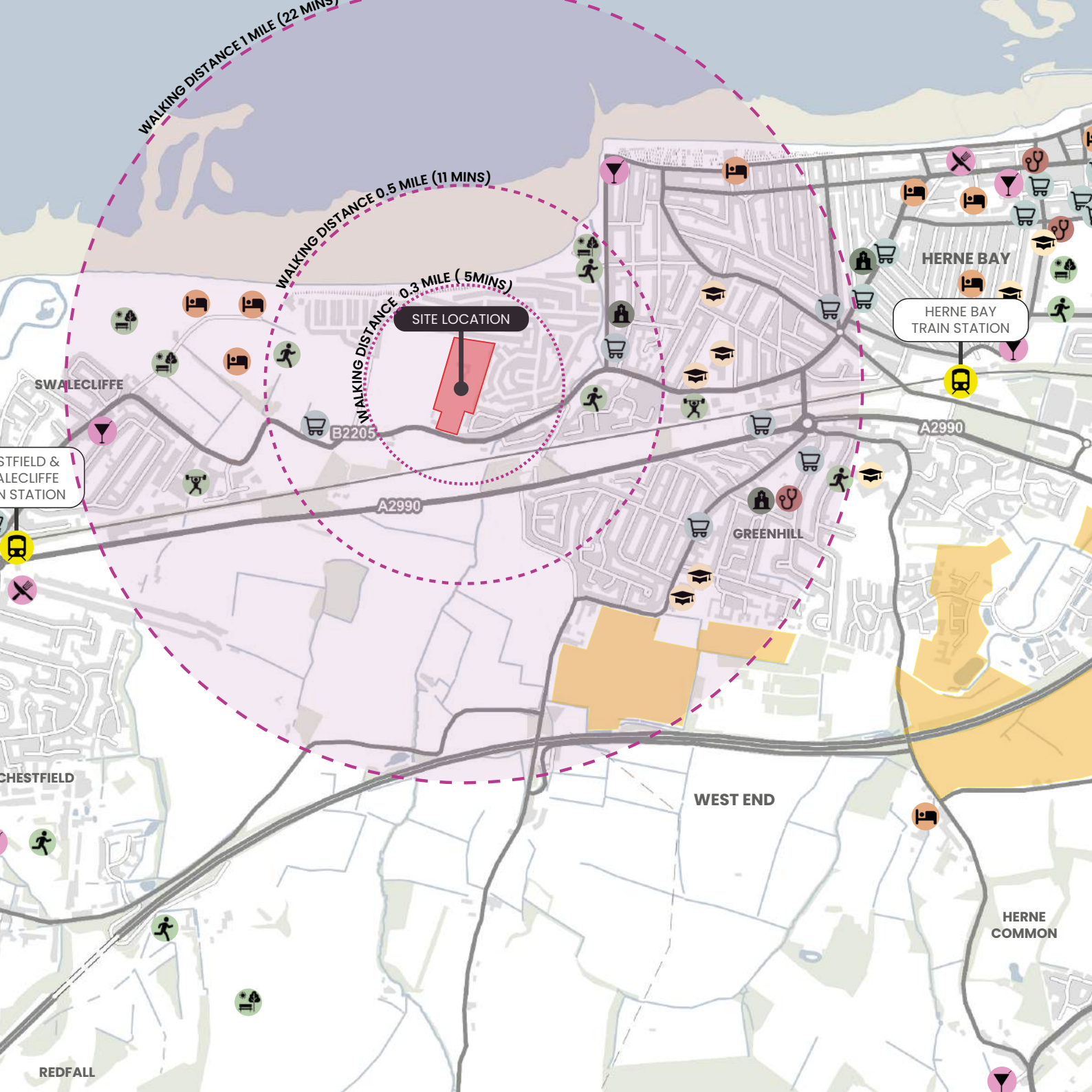
Aside from natural beauty and beaches, Herne Bay provides a range of amenities and activities including; traditional resort attractions, amusement pier, boutique shops, restaurants, pubs, and cafés.

There is a wide range of public open space in the vicinity of the site offering various recreation activities and parks. Hampton Pier recreation ground set down behind the sea wall between Hampton Pier and Studd Hill beach, the park offers a variety of play equipment for all ages. Located 1.2 miles north west is Swalecliffe Brook and Long Rock which is a designated Site of Special Scientific Interest (SSSI). The spot offers popular routes and trails which wind through the grass, shingle and waterways while providing home to a variety of species and habitats.

Additionally, the town offers excellent education facilities and opportunities, with plans for two additional schools that are allocated within the emerging local plan, making it an attractive and sought after destination for families.

KEY	
	TRAIN STATION
	SPORTS FACILITY
	RECREATION GROUND
	PARK/WOODLAND
	PLACE OF WORSHIP
	CLINIC/SURGERY
	EDUCATION
	SUPERMARKET/SHOP
	BAR/PUB
	RESTAURANT
	HOTEL/BNB
	SURROUNDING DEVELOPMENT





2.3.1 THE SITE TODAY

The site is located on the northern side of Whitstable Road and measures approximately 4.5ha. At present the site plays host to holidaymakers and provides pitches for camping, touring caravans and motorhomes within a family run business.

The site is broadly rectangular in shape and is made up of areas of hardstanding and grassland. There are a number of structures located on the site positioned centrally to the parcel. These includes the family owned dwelling, a clubhouse and utility building to serve customers, as well as numerous outbuildings. Customers have access to the amenities on site and are given the option of electric or non-electric pitches.

Access to the site is via Whitstable Road (B2205) from which a gravel track divides the site in two and leads to the centre where stands the club house. There is a small cut-through between the neighbouring dwellings that border the site to the north which allows access through to Ford Close which leads the way to Stud Hill beach. Bordering the site to the east is a built up residential area comprising of 1-1.5 storey bungalows and 2-2.5 storey houses. The western edge of the site is bound by hedgerows which border the a large parcel of open green space.

Due to the previously developed nature of the site along with its strategic position we believe that the site would benefit by being brought forward for future development to assist in the delivery of new family homes for the Kent district.



KEY

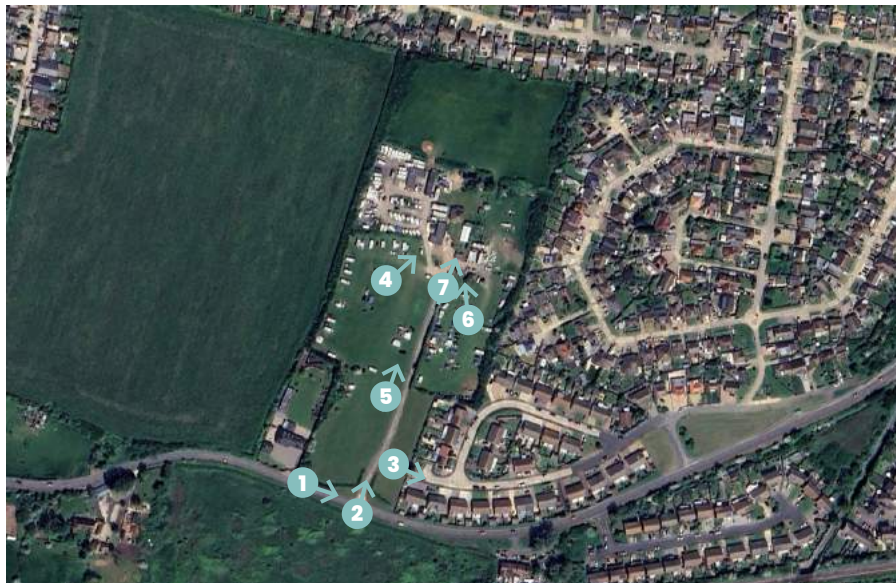
- SITE BOUNDARY
- ANCILLARY CURTILAGE
- CARAVAN AREA
- EXISTING HARDSTANDING
- EXISTING BUILDING
- EXISTING HEDGEROW



2.3.2 SITE PHOTOGRAPHS

Alongside are a series of site photographs that shows site access, views across the site, and neighbouring boundaries and existing visual impact of the site.

A context map accompanies the images that outlines the location and peripheral view of each image. This information allows us to review and establish some of the initial site constraints and opportunities of which we have responded to within the design of our vision proposal for the development.



1 View East Along Whitstable Road
Image source: Google Maps



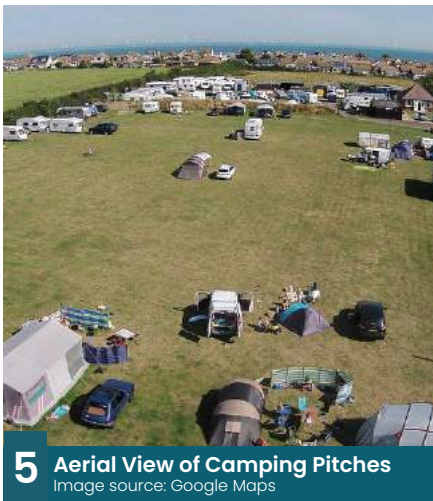
2 View of Existing Site Entrance
Image source: Google Maps



3 View of Pedestrian Access
(Via Hampton Gardens) Image source: Google Maps



4 Aerial View of Caravan Storage
Image source: Google Maps



5 Aerial View of Camping Pitches
Image source: Google Maps



6 View of Camping Pitches
Image source: Google Maps



7 View of Community Building
Image source: Google Maps

This section offers an exploration of the site's history, presenting a series of maps that vividly illustrate its evolution alongside the surrounding area over the years. Through these visual aids it provides a valuable insight into the site's transformation and development, particularly since its transition from residential land to a caravan and camp site.

The imagery not only captures the site's development but also serves as a testament to the changing landscape of its environs. Notably, the adjacent parcel of land, which regularly hosts a car boot sale, becomes a focal point in this time-line. Over time, the frequent use of this land has taken its toll on the grass, leaving visible traces of wear and tear.

**Site Ariel - 1960**

Image source: Google Earth

**Site Ariel - 2009**

Image source: Google Earth

**Site Ariel - 2013**

Image source: Google Earth



Site Ariel - 1990

Image source: Google Earth



Site Ariel - 2003

Image source: Google Earth



Site Ariel - 2017

Image source: Google Earth

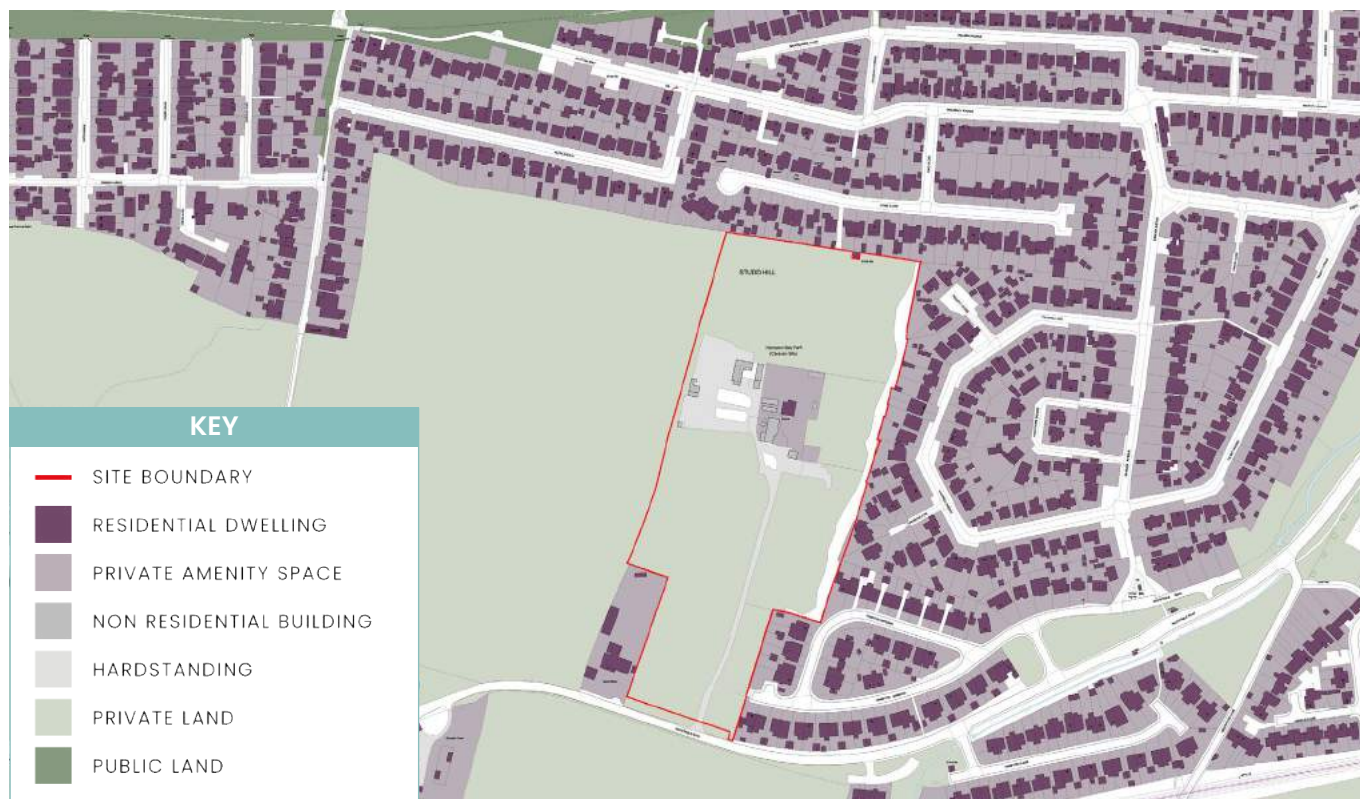


Site Ariel - 2023

Image source: Google Earth

2.5.1 LAND USE

Enveloped by residential properties and green space, the site offers a prime canvas for proposed future development. Central to our design ethos is forging a mutually beneficial relationship with the neighbouring properties. Our aim is to seamlessly integrate the development into the surrounding environment, respecting and enriching the existing character of the area. By doing so, we envision creating a vibrant, well-connected, and sustainable community. By presenting the below coloured coded site plan and in-depth analysis of the surrounding area, we offer a comprehensive understanding of the existing and surrounding land use.



BUILDING HEIGHTS 2.5.2

The local area exhibits a fairly uniform context in terms of building scales. To the north and east, the majority of surrounding buildings to the east consist of bungalows, some dwellings have rooms in the roof extending from 1 to 1.5 creating a low-rise environment. In contrast, the remainder of the local area is typically 2 storey, with some extending up to 2.5.



2.5.3 LOCAL CHARACTER

In the local vicinity, a diverse range of buildings showcases various architectural styles, materials, and finishes. The accompanying photos provide insights into the urban settlement characteristics nearby, predominantly featuring constructions from the 20th and early 21st centuries. The majority of these residences stand at 1 to 2.5 storeys. Nestled amidst modest gardens, most homes maintain a simple form and scale, with front gardens or driveways that help minimise the visual impact of cars.

Constructed mainly of red or multi-brick with red/brown concrete tiles, some buildings also incorporate buff brick and slate grey tiles. Some properties comprise of render, tile hanging, or weatherboarding. Window frames and doors are typically white uPVC or timber.



Whitstable Road



Windsor Gardens



Hillman Avenue



Clare Drive



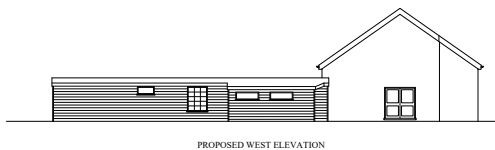
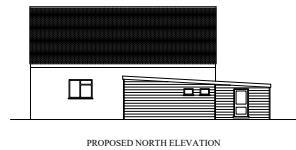
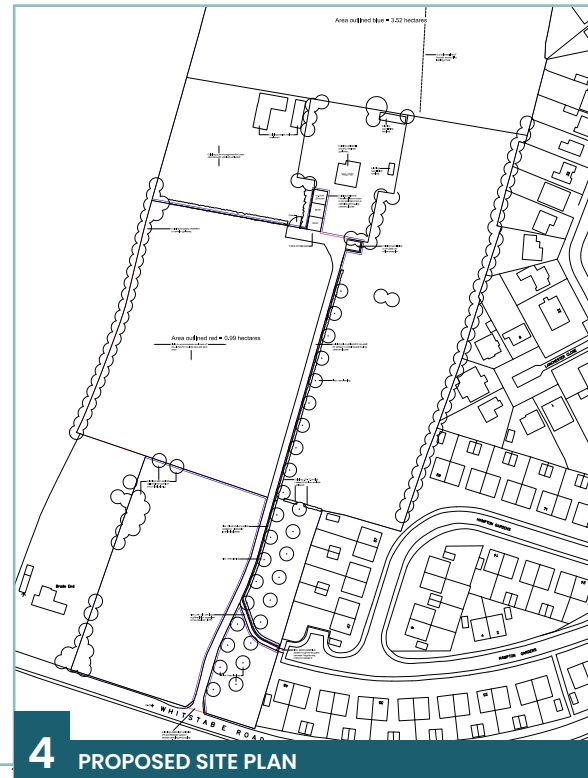
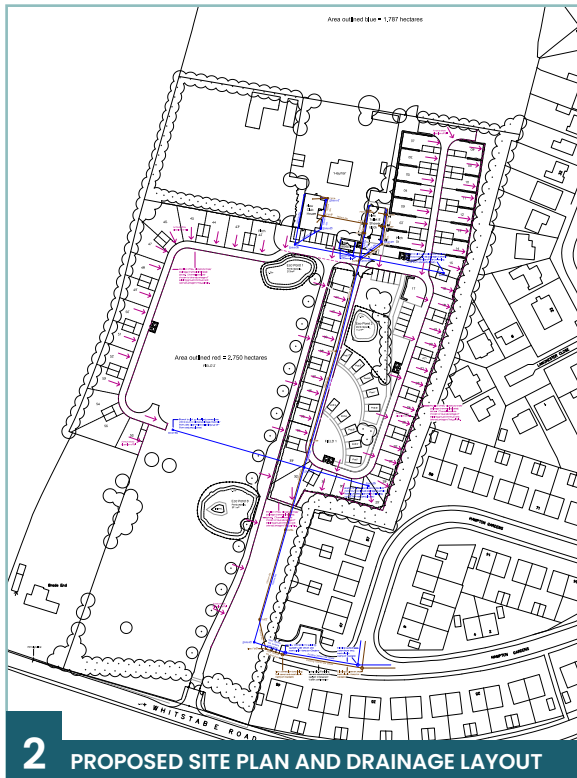
West Cliff Gardens



Freshwater Close

This section offers an overview of the relevant planning history associated with the site. By examining past applications, we gain valuable insights into the site’s historical trajectory and its significance within the broader planning context. This analysis serves to underscore the rationale behind preserving the site from classification within the green gap, emphasising its evolution and potential contribution to sustainable urban growth. Alongside are extracts from selected planning applications.

	Application Number	Address	Description	Status/ Decision
1	CA//11/01939	Heymar Whitstable Road Herne Bay CT6 8BL	Change of use of land to a touring caravan and camp site including the erection of associated buildings and formation of internal access road.	Application Withdrawn 21/02/2012
2	CA//12/00469	Heymar Whitstable Road Herne Bay CT6 8BL	Change of use of land to a touring caravan and campsite including the erection of associated buildings and formation of internal access road. (Revised Scheme).	Granted 03/05/2013
3	CA//14/01370	Heymar Whitstable Road Herne Bay CT6 8BL	Details submitted pursuant to conditions 02 (landscaping), 04 (acoustic fencing) 05 (risk assessment of ponds), 06 (drainage details), 10 (transport arrangements), 13 (footway details), 14 (plant equipment) 21 (archaeological) and 22 (surface water) of planning permission CA/12/00469/FUL.	Refused 10/09/2014 Details submitted were insufficient.
4	CA//14/01767	Hampton Bay Park Whitstable Road Herne Bay Kent CT6 8BL	Retrospective application for change of use of land to touring caravan and camp site (maximum 25 grass pitches).	Granted 27/10/2021
5	CA//19/00326	Hampton Bay Park Whitstable Road Herne Bay CT6 8BL	Change of use of land for the stationing of up to 20 no. touring caravans.	Granted 20/02/2019
6	CA/23/00116	Hampton Bay Park Whitstable Road Herne Bay CT6 8BL	Single-storey side extension.	Granted 28/04/2023



6 PROPOSED ELEVATIONS

ADOPTED CANTERBURY DISTRICT LOCAL PLAN (2017)

This document for the vision of the future development at Land North of Whitstable Road in Herne Bay has been prepared in accordance with a comprehensive review of policy and guidance framework on the national and local levels.

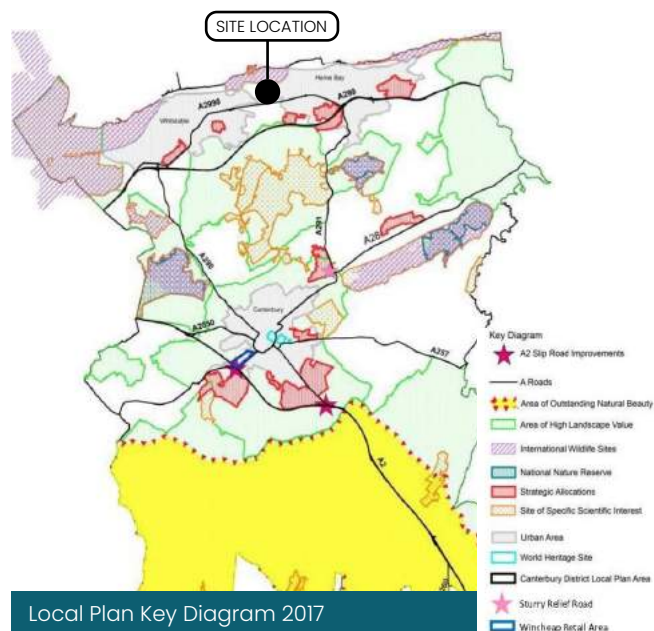
The Site is located outside of the current urban areas of Whitstable and Herne Bay as identified on the Adopted Local Plan Proposals Map and does not fall within one of the 'exceptions' criteria listed in policy **HD4** of the **Adopted Canterbury District Local Plan (2017)**, as suitable for new dwellings.

Key policies that have been identified as relevant to this proposal and therefore have been considered in the development and conceptual design of the schemes vision:

- **SP1:** Sustainable development
- **SP2:** Development Requirements
- **SP3:** Strategic Site Allocations
- **SP4:** Strategic approach to location of development
- **OS6:** Green Gaps
- **OS7:** Herne Bay and Whitstable Green Gap
- **HD4:** New Dwellings in the Countryside

Policy SP3 paragraph 1.47 of the Local Plan states that any development in addition to the sites identified in the Plan will be judged against the District settlement hierarchy. The Study recommends that there should continue to be a sequential approach to the allocation of land for development, that is, that new housing development should primarily be concentrated in the urban centres of the District, with new development in the rural settlements limited.

Paragraph 1.49 goes on to say the allocation for new development in the District seeks to make best use of previously developed land and buildings where available.



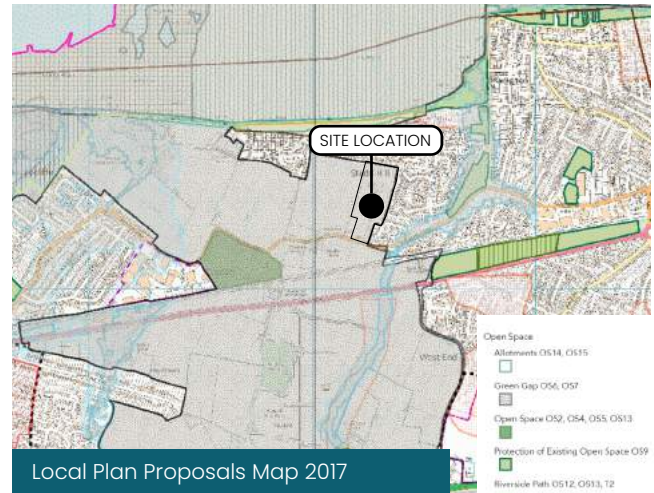
Policy SP4 talks about the urban areas of Canterbury, Herne Bay and Whitstable will continue to be the principal focus for development. In addition to the development allocations set out in this plan:

1. In the urban areas of Canterbury, Herne Bay and Whitstable, new housing development will be supported on suitable sites, where this would be acceptable in terms of environmental, transport and other planning factors, and would not result in the loss of sites identified for business and other specific uses;

Policy HD4 dictates that the City Council generally approves development in existing villages that matches their size and character. Housing expansion within certain villages is anticipated to contribute to the rural housing stock.

Despite its designation within the 'Green Gap' by **Policy OS7**, the site's current usage resembles that of a brownfield area. Factors such as existing structures, hardstanding, and utilities challenge the notion of it possessing an 'open character'. The policy underscores the importance of safeguarding the built-up areas of Herne Bay and Whitstable from coalescence. However, it also outlines instances where development will be allowed, specifying that it should not:

- a. Result in a material expansion of the built up confines of the urban areas of Herne Bay or Whitstable; or
- b. Significantly affect the open character or separating function of the Green Gap; and
- c. Result in new isolated development within the Green Gap.



The proposed vision for this development does not comply with the aims and objectives of policies SP4 and HD4 of the **Adopted Canterbury District Local Plan (2017)**, within when looked at in isolation.

However, these policies have become outdated since their formulation, which was based on the housing demand assessment for the district outlined in the Housing Needs Review of 2015, conducted within the context of the NPPF 2012. Given that the NPPF has undergone multiple revisions since 2012, the approach taken to address housing requirements in the Adopted Local Plan is no longer aligned with the NPPF 2023. Consequently, the significance of **Policies SP4 and HD4** is significantly reduced.

DRAFT CANTERBURY DISTRICT LOCAL PLAN TO 2045

Following the growth of the district and a number of changing factors since the adoption of the Canterbury Local District Plan 2017 the draft new local plan is relevant and provides weight to the vision of this future development proposal.

The latest draft of the Local Plan identifies land parcels as strategic development sites in the emerging Local Plan.

Key policies that have been identified as relevant to this proposal and therefore have been considered in the development and conceptual design of the schemes vision:

- **SS2:** Sustainable design strategy for the district
- **SS3:** Development strategy for the district
- **HB3:** Herne Bay urban area
- **HB4:** Land to the west of Thornden Wood Road
- **R1:** Rural Service Centres
- **R19:** Countryside
- **DS1:** Affordable Housing
- **DS2:** Housing Mix
- **DS4:** Rural Housing
- **DS6:** Sustainable Design
- **DS14:** Active and sustainable travel

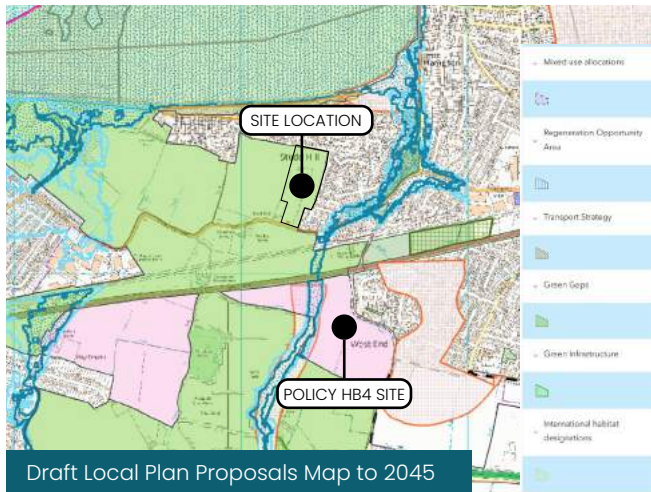
Policy SS2 requires new development to ensure the following:

- Efficient land use
- The design and layout of new communities must be carefully considered to maximise sustainability
- Maximised energy and water efficiency in design
- Respect for the distinctive local character
- High connectivity levels for sustainable access to surrounding facilities and services
- Provision of high-quality open space appropriate to the scale of the site

Policy SS3 outlines a target of 1,252 new dwellings per year from 2020 to 2045. It designates Whitstable and Herne Bay as secondary development focuses and key district centres. Additionally, it restricts support for housing development in rural areas to exceptional cases.

Policy HB3 introduces a series of strategic development sites seeking to consolidate growth which includes the provision of a new secondary school. Within this policy the council will also seek to improve walking and cycling connectivity from the south of herne bay to the town centre and the countryside.

Policy HB4 offers a comprehensive description of the site: It designates the land to the west of Thornden Wood Road for mixed-use development, subject to specific criteria. This policy for the site allocation holds particular relevance to this proposal, as it draws parallels with our proposal to allocate Land North of Whistable Road for development which is currently situated within the 'Green Gap'.



Policy R19 Provides details of requirements surrounding 'appropriate' new housing development within the countryside. Point 1 explains support will only be given providing the proposed development protects the rural character and appearance of the countryside and: (a) it represents appropriate infill development within the Villages and Hamlets identified in Policy SS3; (d) it meets the requirements for rural exception sites or entry-level exception sites set out at Policy DS4.

Policy DS4 Further provides information relevant to new development within rural sites, and the exceptions for the nature of these proposals that would generally be considered as 'unsustainable development'. Point 1 outlines that proposals for development of rural exception sites which are suitable for first time buyers or renters, will be permitted where:

- (c) The development is directly adjacent to an urban area, rural service centre or local service centre; and
- (d) The development would be proportionate in scale to the existing settlement, appropriately accessible by sustainable transport, including by walking and cycling, and the need for the development outweighs any harm;

Policy DS6 Breaks down the requirements for Sustainable Design to ensure new developments demonstrate and align with the relevant principles. Point 3 outlines that development proposals should ensure the efficient and optimal use of land:

- (b) Within the urban areas and rural service centres, residential development at around 35 dwellings per hectare (net) will be expected where this accords with other policies within this plan. Higher densities may be permitted where evidence shows this is appropriate in relation to the specific site context;
- (c) On all sites development proposals should use a design-led approach to ensure appropriate densities; and
- (d) Proposals which fail to make efficient use of land will be refused.

As outlined previously in section 2.06 Policy HB3 of the emerging Local Plan sets out a list of site allocations for development which support the growth of the Herne Bay area. This section highlights some of the surrounding development which is in close proximity and relevant to the nature of this proposal.



Located nearby is the Strode farm development which is currently within Phase A of its development. The overall masterplan for the site seeks to deliver approximately 800 family homes, a local centre including retail and community services, significant open space providing allotments, recreation areas, and ecological habitats across the 110 acre site.



1

Strode Farm Hybrid Application - Illustrative Masterplan (Planning Ref: CA//15/01317)

Located southeast of the proposed site is the Land South of Greenhill Road site which is being built out by Bellway Homes. The outline planning application was approved in October 2020 which covered up to 450 dwellings with all matters reserved including a community building, pedestrian and cycle link. The proposed site comprises of former arable fields and former playing fields of an adjacent school. This is also located adjoining the below allocated site.



2 Land south of Greenhill Road Outline Application – Reserved Matters layout (Planning Ref: CA/21/01277)

Policy HB4 within the emerging Local Plan (to 2045) allocated the Thordon Wood Road site for development opportunity for the Herne Bay and coastal area. The development mix will comprise of 150 new dwellings, a secondary school, and a number of open space elements. The site sits adjacent to the proposed site at Whistable Road on the other side of Thanet Way and was originally identified within the green gap in the adopted Local Plan (2017).



3 Land to the west of Thornden Wood Road – Policy HB4 – Concept masterplan

This vision identifies the site as an ideal location for sustainable growth, aligning seamlessly with the overarching vision for the district's future. The initial capacity and design assessment, undertaken by A2, as set out in this document, shows that the site can deliver circa 115 dwellings. Alongside providing much needed housing, we demonstrate how the proposal will retain and enhance existing perimeter trees and hedgerows ensuring the scheme is in keeping with the existing surrounding urban area while being respectful of the surrounding countryside.



The site stands out as largely unaffected by various statutory and non-statutory constraints, including those related to landscape, heritage, ecology, and flood risk. This positions it as a significantly less sensitive location compared to many alternatives.



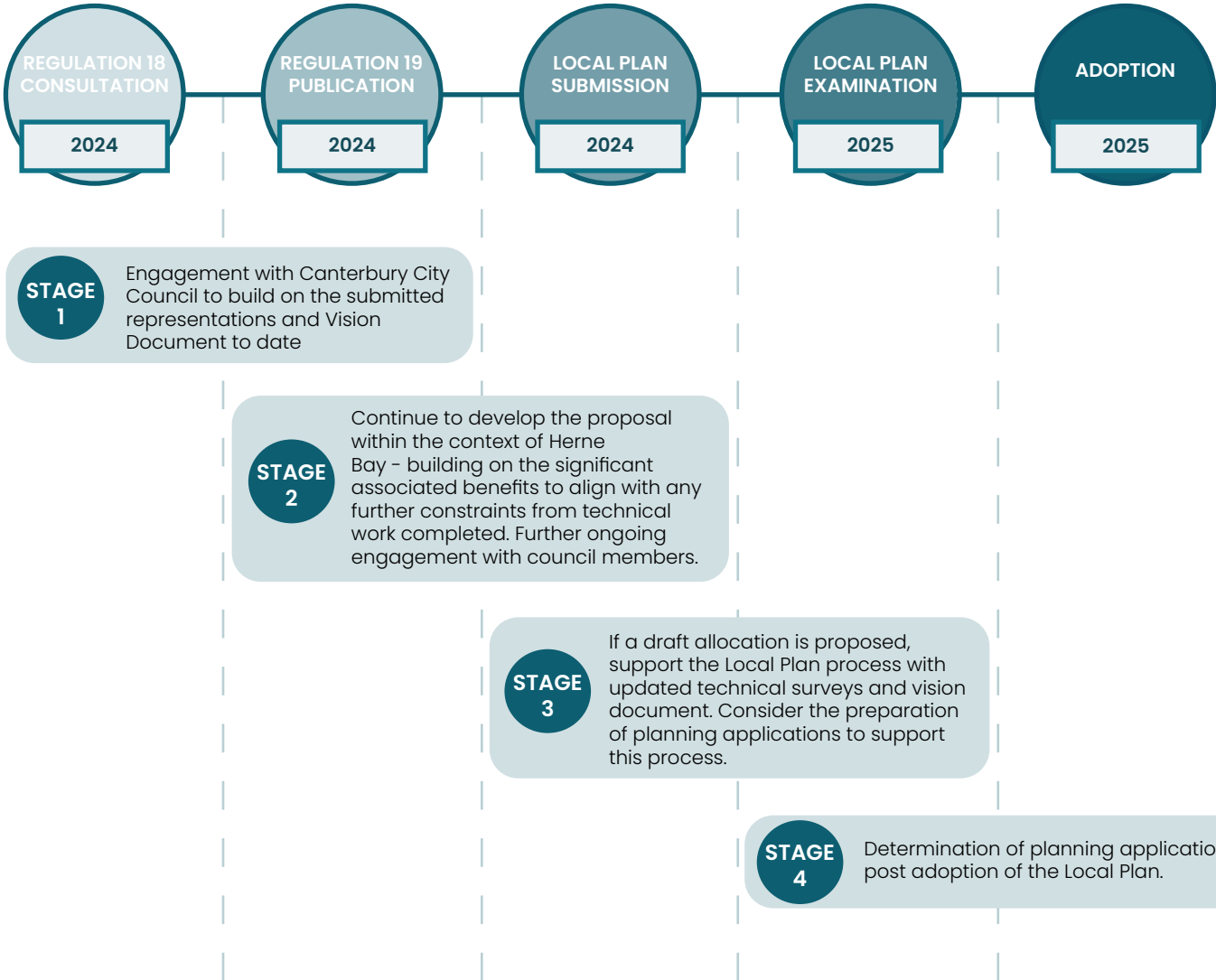
With access to a wide range of sustainable transport networks such as walking, cycling, buses, and trains, the site offers convenient connections to surrounding towns, Canterbury, and beyond. Its excellent access to the local highway network further enhances its appeal.



Introducing additional housing in this area will effectively address the pressing challenges of housing supply shortage and affordability. This sustainable growth approach will ensure that Herne Bay retains its vibrancy as a coastal community. Moreover, the provision of new family homes near educational facilities will promote a healthy, active, and sustainable lifestyle.



Our development vision, adhering closely to relevant local policies, prioritises efficient land use on previously developed land while respecting and enhancing the distinctive local character. The design framework outlined in this document underscores our commitment to ensuring high levels of connectivity, thereby facilitating sustainable access to surrounding facilities and services without jeopardising the coalescence between the settlements of Herne Bay and Whitstable.



A silhouette of a landscape featuring two trees and a group of people on a horizon line, positioned to the right of the large text.

3.0

DESIGN FRAMEWORK



To ensure that our layout delivers rich and vibrant schemes, we approach the process by following key design principles to establish the vision. We begin with a review of the site's immediate context to create and develop an understanding of the local area. Having undertaken a thorough analysis, we are then able to integrate four key design principles to our conceptual development stage which underpin the preparation of the layout.

1. QUALITY DESIGN

The design and character of the scheme will be delivered by transforming this site into an attractive development, offering a healthy and sustainable lifestyle.



2. LOCALLY DISTINCTIVE

The proposed design and layout of the site will be harmonious with its surrounding character, with a coherent architectural theme throughout. Deriving local styles and features, like box frame windows and brick detailing.

3. INFRASTRUCTURE

The proposed development will deliver on and off-site improvements to local infrastructure including the provision of new open space and structured pedestrian and cycle links to the existing highway network and surrounding routes.



4. SUSTAINABLE CONNECTIVITY

There will be a well-connected network of footpaths that link with the existing pedestrian network. Promotion of public transport such as trains and buses as well as opportunities for cycling will ensure new residents have access to sustainable travel choices.

Below are a handful of method / current thoughts we will explore and incorporate within the scheme as we take it through the process.

1. ENERGY

The new house specification will provide the following in their specification:

- Air tightness standards to Building Regulations.
- All windows will be double-glazed.
- Electric charging to all plots.



2. ADAPTABILITY

The new homes will be designed to provide the opportunity for residents to work at home, having sufficient space and facilities and being equipped with suitable outlets that will enable the occupants to have data access and necessary power supplies.

3. COMMUNITY

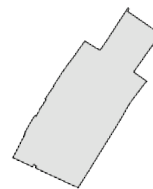
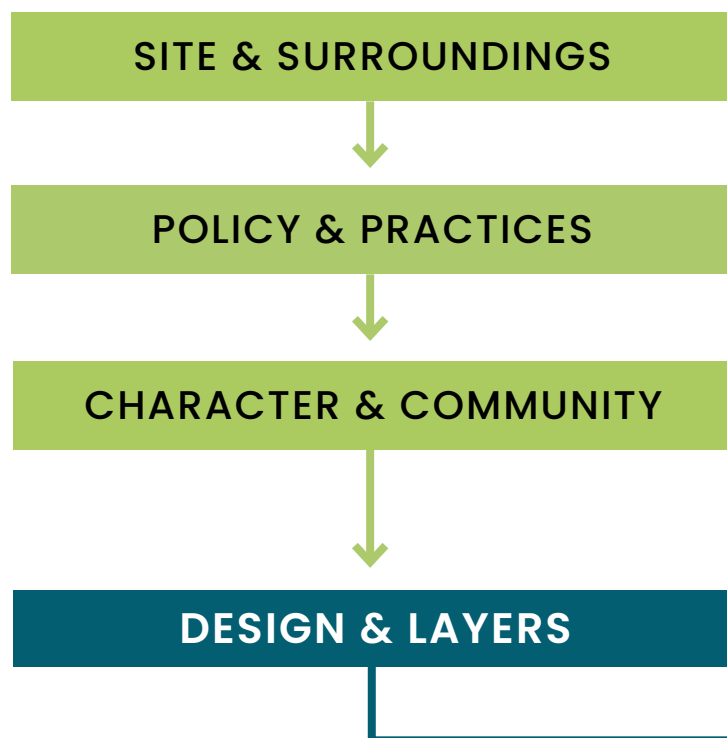
A Home Owners' Pack will be provided with the dwellings which will contain at least the following information: Local transport services, Utility supplier, Energy efficiency, Local amenities, Refuse collection, Recycling facilities, Local organisations and community groups, Environmental technologies installed in the home, including water efficiency information.



4. PUBLIC TRANSPORT

The site is located 1.4 miles from Herne Bay train station which provides direct access to surrounding towns Whistable, Ramsgate and Canterbury city centre. There are regular bus services along neighbouring roads which also serve easy access around Herne Bay and to surrounding towns.

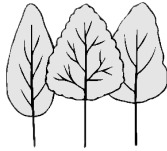
Our aim is to build upon the surrounding area context and fulfil the goal of creating desirable seaside living to bring out key characterises of the local area, and add a plethora of benefits to the surrounding. We approach the framework with layers in mind, allowing us to respond positively to all aspects.



1

EXISTING SITE

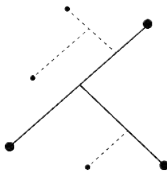
Drawing reference from the draft local plan, we have analysed and understood the requirements, constraints and opportunities of the existing site. Once these have been drafted and explored we then begin to form the base of our conceptual scheme.



2

GREEN INFRASTRUCTURE

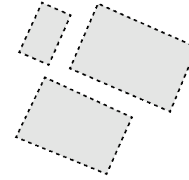
The secondary layer to our concept is green infrastructure, which begins the formation to creating landscape led scheme. Achieved via structured landscaping, pockets of green space, designated open spaces, spacious amenities.



4

ROUTES

Thoughtful consideration to a site's access and movement determines the mapping of primary and secondary roads, through routes and pathways within the scheme, as well as its connection to surrounding highways in the immediate area.



3

PARCELS

Green infrastructure then informs the parcel structure layout. Parcels are formed to create strong frontages with respectful boundaries. The formation of these parcels not only comply to standard but also follow the narrative of the surrounding area to the scheme.



5

SPACES, FRONTAGES & VIEWS

This final layer is key to creating a thriving and sustainable community within the local area of Herne Bay. Achieved by the thoughtful and purposeful consideration of strong frontages, respectful viewing corridors and creation of energetic and vibrant spaces.

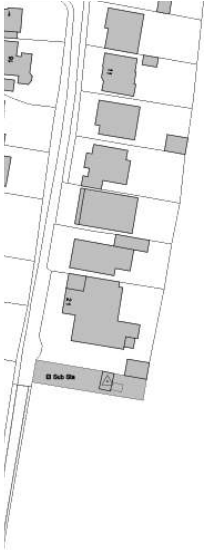
Following the analysis of the site in section 2.0 a small number of constraints and opportunities were identified that have been considered whilst developing the concept scheme. The design process is iterative and informs the evolution of our development framework:

Constraints

- Potential overlooking from existing dwellings to the north
- Entrance requires formalising
- Sensitive landscaped edge to the west
- Existing overhead power lines through centre of the parcel

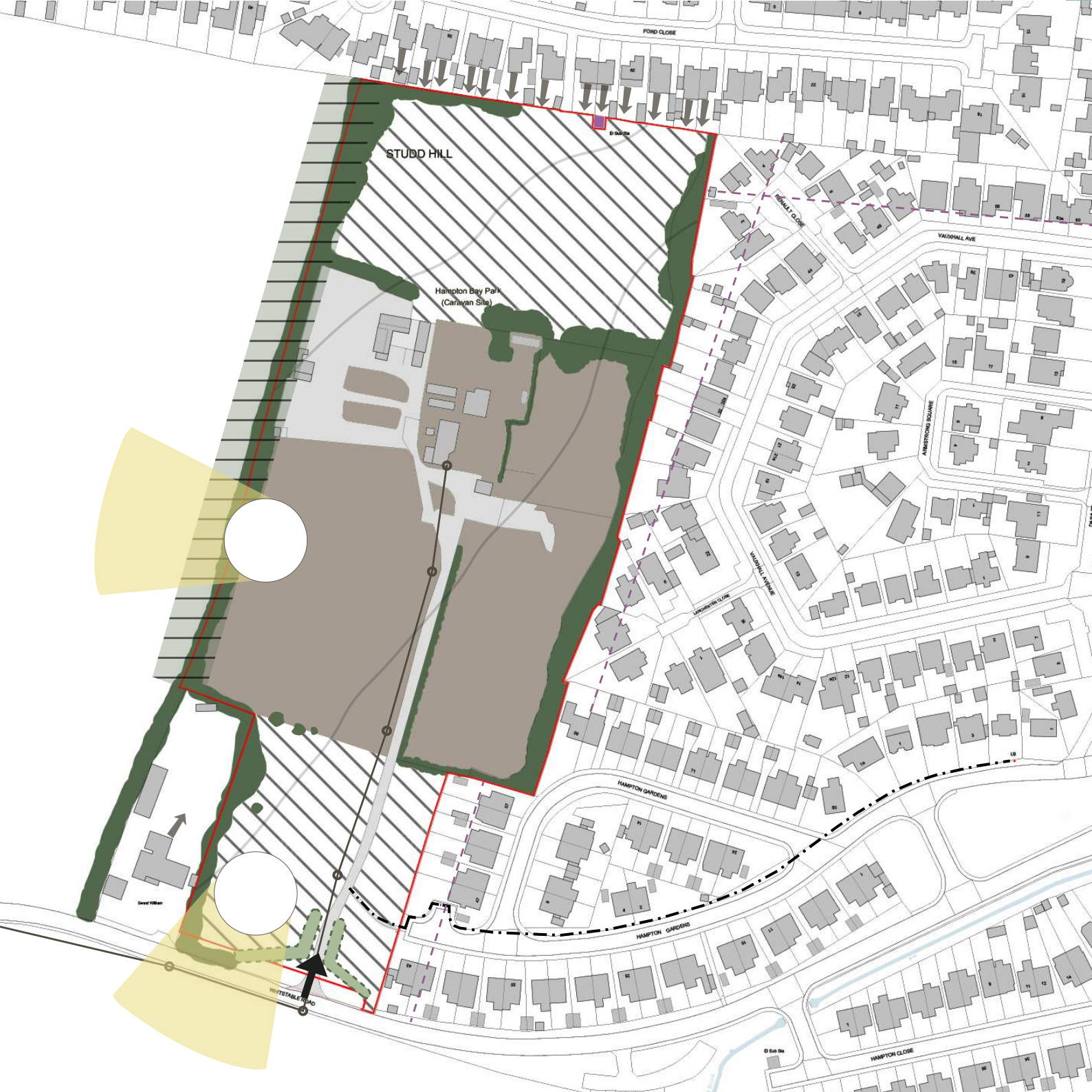
Opportunities

- Existing vehicular access
- Established mains electricity on site
- Existing footpath providing access to town centre
- Views across countryside from site
- Utilising a brownfield site
- Potential of reduction in large areas of hardstanding
- Enhanced landscaping opportunities
- Provision for new open space



KEY

- SITE BOUNDARY
- ▨ ANCILLARY CURTILAGE
- CARAVAN AREA
- EXISTING HARDSTANDING
- PRIVATE AMENITY SPACE
- EXISTING BUILDING
- BUNG
- SENSITIVE EDGE
- SUBSTATION
- EXISTING HEDGEROW
- POND
- VIEWS ACROSS COUNTRYSIDE
- OVERHEAD POWER LINES
- ➔ VIEW FROM NEIGHBOURING DWELLING
- ~ CONTOUR LINES
- ➔ ESTABLISHED SITE ENTRANCE
- - - ESTABLISHED FOOTPATH
- - - EXISTING BUILD LINE



3.5.1 LAND USE

Following the analysis of the local area, and the valuation of the considerations of the site. This plan highlights the development parcels and how we can ingrain a landscape/ green led development that integrates to the wider area of Herne Bay.

- Development parcels to respect and align with surrounding forms
- Open space will comprise of general and landscaped green space, providing social interaction opportunities for the new residents and community.
- Enhanced existing landscaped edge, including a buffer around the development parcel.
- Allocated area for SUDs for on-site drainage solutions.
- Enhanced sensitive green edge to the western boundary.



KEY

SITE & SURROUNDINGS

- SITE BOUNDARY
- PRIVATE AMENITY SPACE
- EXISTING BUILDING
- SENSITIVE EDGE

SITE LAND USE

- STRUCTURED LANDSCAPING
- INDICATIVE OPEN SPACE
- DEVELOPMENT PARCEL
- INDICATIVE BUILDING FRONTAGES
- PROPOSED LOCATION FOR SUDS

INDICATIVE ROUTES & ROADS

- INDICATIVE VEHICULAR MOVEMENT



3.5.2 BUILDING HEIGHTS

This site will consist of a range of building heights ranging from 1 to 2 storey which reflects the existing urban area build forms to the north and east as well as recent developments in the area. 1 storey dwellings will boundary into the established build form, with 2 storey centralised within the site. Housing towards the western edge will be designed with sensitivity to the green edge.



KEY

SITE & SURROUNDINGS

- SITE BOUNDARY
- PRIVATE AMENITY SPACE
- EXISTING BUILDING
- OPEN AMENITY SPACE

INDICATIVE DEVELOPMENT

- UP TO 12m RIDGELINE
- IF SENSITIVE EDGE REQUIRED UP TO 10.5m RIDGELINE

- INDICATIVE BUILDING FRONTAGES

INDICATIVE ROUTES & ROADS

- INDICATIVE VEHICULAR MOVEMENT



3.5.3 DENSITY

A variety of densities are proposed throughout the site. The design will be responsive to the built edge along the northern and eastern boundary of the site and reflect the character of the surroundings including the recently built out neighbouring development, while the eastern edge of the site holds the highest density relating to the already established urban area.

Overall the site will achieve an average of 35 DPH sitewide respecting the local grain.



KEY

SITE & SURROUNDINGS

- SITE BOUNDARY
- EXISTING BUILDING
- PRIVATE AMENITY SPACE
- OPEN AMENITY SPACE

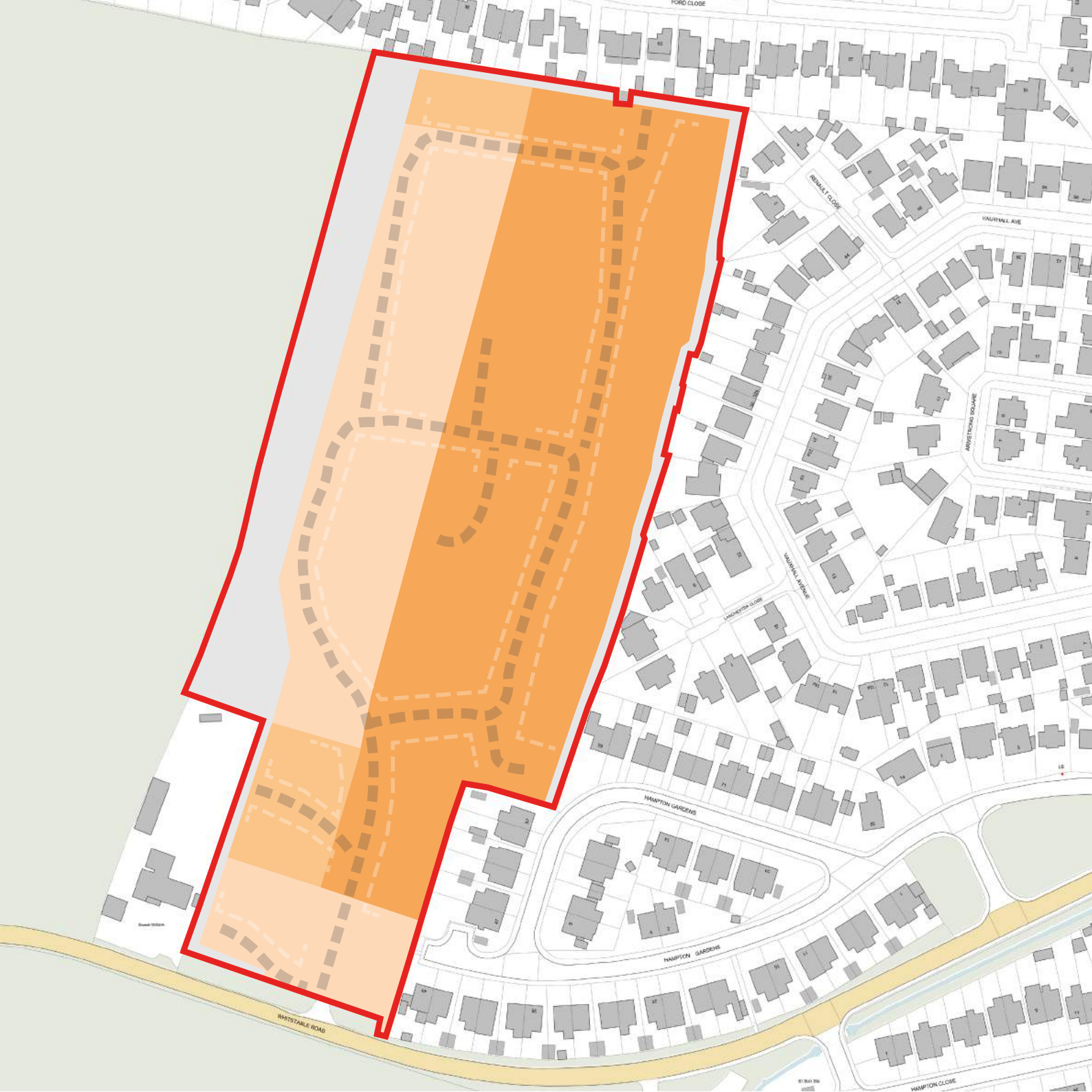
INDICATIVE DEVELOPMENT DENSITY

- 10-20 DPH
- 21-35 DPH
- 36-50 DPH

- INDICATIVE BUILDING FRONTS

INDICATIVE ROUTES & ROADS

- INDICATIVE VEHICULAR MOVEMENT



3.5

PARAMETERS:

3.5.4 ROUTES & ROADS

To facilitate the creation of a clear and accessible development that avoids a monotonous road layout, it is crucial to establish a clear and concise street hierarchy. This hierarchy clearly outlines potential of the movement parameters for the development.

The key parameters outline in this plan are:

- Structured road hierarchy to best facilitate the flow of vehicles.
- Movement network designed to be pedestrian and cyclist friendly to maximise sustainable forms of transport.
- Parking strategies depending upon the location, density and building typology.



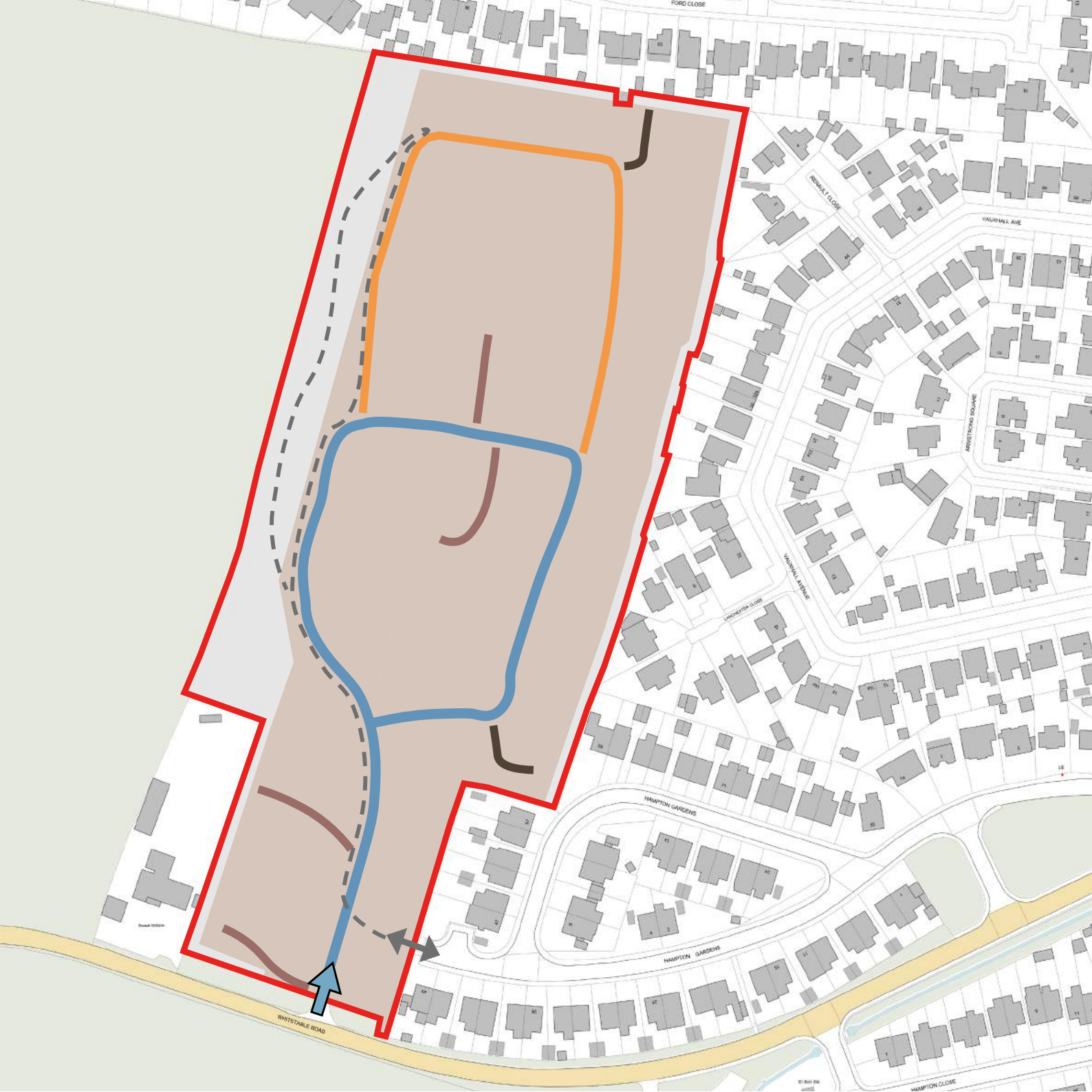
KEY

SITE & SURROUNDINGS

-  SITE BOUNDARY
-  PRIVATE AMENITY SPACE
-  EXISTING BUILDING
-  OPEN AMENITY SPACE
-  DEVELOPMENT PARCEL

INDICATIVE ROUTES & ROADS

-  VEHICULAR ACCESS
-  PEDESTRIAN/CYCLE ACCESS
-  PRIMARY ROAD
-  SECONDARY ROAD
-  PRIVATE DRIVE
-  COURTYARD
-  PEDESTRIAN/CYCLE ROUTE



Our analysis of the constraints and opportunities and the layering of the design parameters has been incorporated into this parameter plan, forming the basis of the next stage of the design development process – a breakdown is provided below:

- Structured landscaping throughout the scheme, with tree lined streets and the ability to incorporate views to the south across the site through street alignment.
- Enhanced landscaping edge, including sensitive green edge to the western boundary.
- Utilising the topography of the site with attenuation basin/ sustainable drainage systems for natural drainage solutions.
- High-quality development in attractive areas responding and fulfilling the housing needs of the local area.



KEY

SITE & SURROUNDINGS

- SITE BOUNDARY
- PRIVATE AMENITY SPACE
- EXISTING BUILDING

LANDSCAPING

- EXISTING HEDGEROW
- INDICATIVE OPEN SPACE
- PROPOSED LOCATION FOR SUDS
- PROPOSED LOCATION FOR LAP

INDICATIVE DEVELOPMENT

- UP TO 12m RIDGELINE
- IF SENSITIVE EDGE REQUIRED UP TO 10.5m RIDGELINE
- INDICATIVE BUILDING FRONTAGES
- LANDMARK BUILDING
- KEY CORNER LOCATION

INDICATIVE ROUTES & ROADS

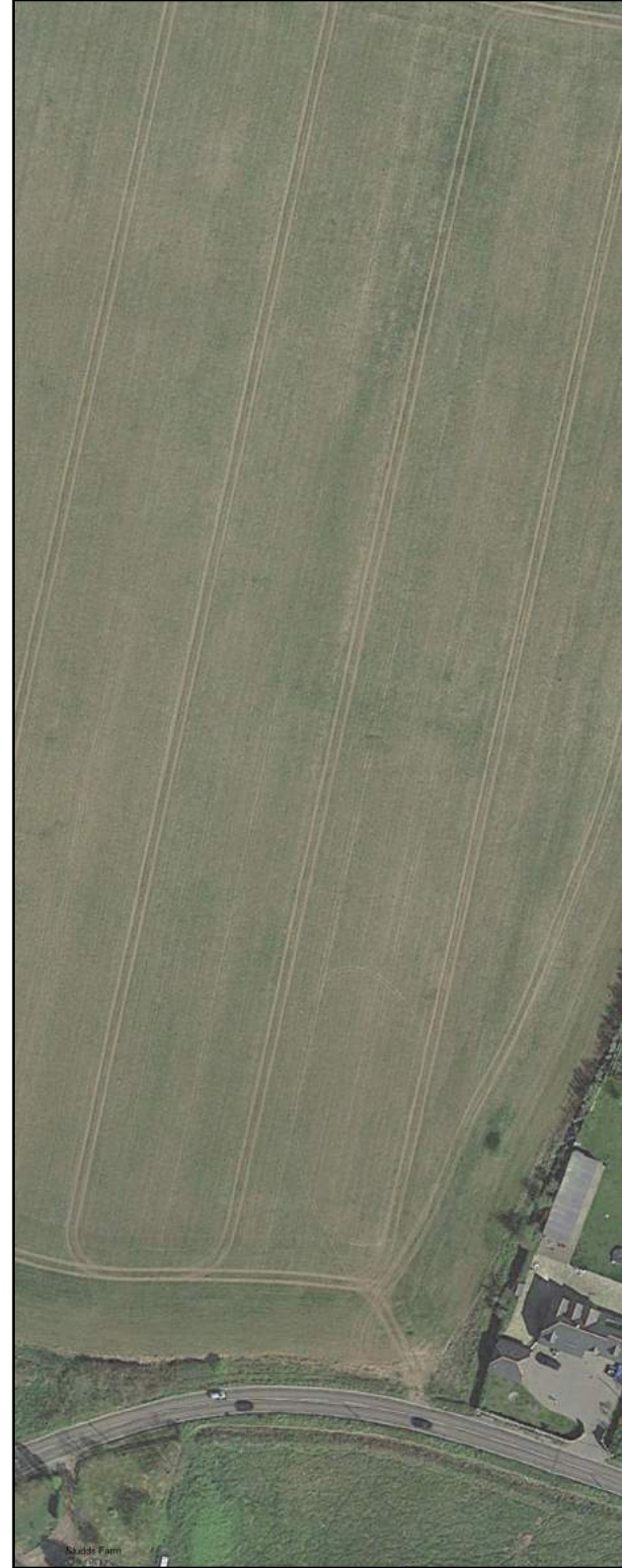
- VEHICULAR ACCESS
- PEDESTRIAN/CYCLE ACCESS
- INDICATIVE VEHICULAR MOVEMENT
- INDICATIVE PEDESTRIAN/CYCLE ROUTE



Our key objective is to blend the character of the surroundings whilst also creating a place with identity that responds positively to the existing community. The scheme will be reflective of its locality, and the distinctive natural and built elements of this part of Herne Bay will be woven into the fabric of the scheme. Major open spaces, front and rear gardens, green verges, and pocket communal spaces will be brought together to create tranquillity and beauty. Assessing the surrounding density of existing the newly proposed developments, we believe that we would be able to achieve 115 family and affordable homes. The design of houses, gardens, open spaces, and community facilities will encourage social interaction at a village and neighbourhood level.

This will be delivered through the following:

- Providing an appropriate housing mix in line with Policy DS2 resulting in a high-quality built environment in accordance with Policy DS6
- Providing 30% affordable housing
- 15% of dwellings built to M4(2) standards
- 5% of dwellings to be built to M4(3) standards
- Designed relating to recent surrounding developments for a coordinated approach to the growth of the village
- Relating pattern, scale and character
- Providing suitable SuDS system making use of the existing topography on the site
- The site will provide 20% biodiversity net gain in-line with Policy DS21
- Improved wider pedestrian and cycle connections

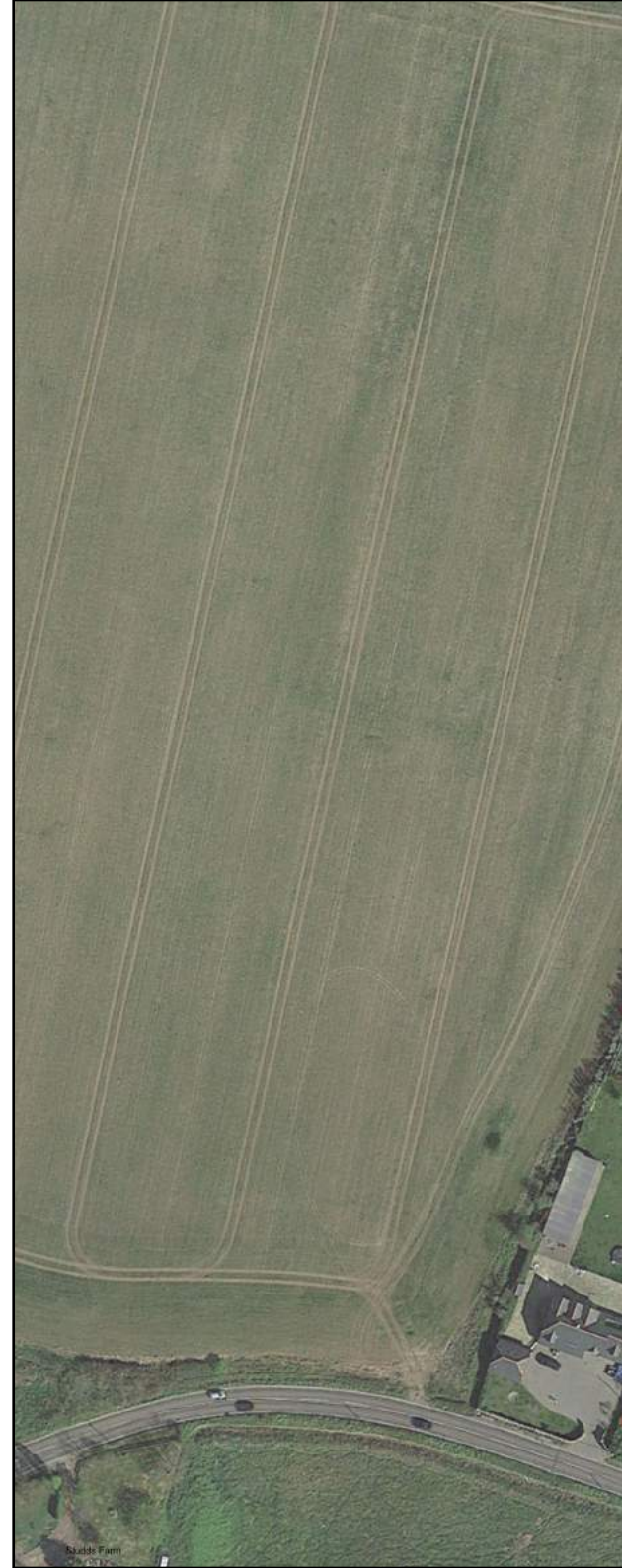




The site layout showcases the vision for the scheme, which highlights the nature of the development in its surrounding context. The design parameters and framework have guided the scheme layer by layer incorporating constraints and opportunities through site appraisals and assessments.

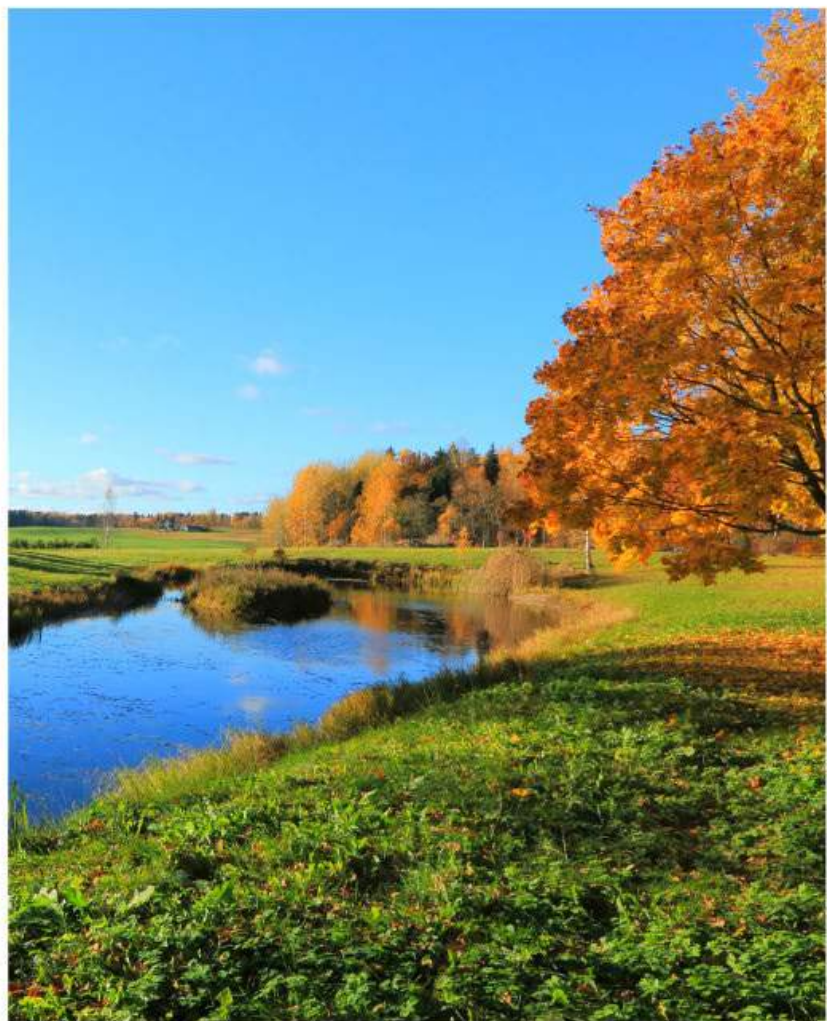
Key objectives of the vision is to seamlessly integrate the development within the existing local character, appearance and the amenity of neighbouring dwellings. The proposed layout reflects surrounding build lines and characteristics of the surrounding urban area. The vision proposes the addition of new open space which respects the rural nature of the land adjacent to the western boundary, while private amenity spaces provide adequate separation distances to neighbouring properties to the north and east.

- Ensuring that new high-quality homes are arranged in a manner that respects the existing features such as the built edges, hedge lines, rural edges and individual mature trees.
- By aligning streets to create vistas views of existing mature trees and other landscape elements.
- Utilising rural edges to form a zone of open space that can be enhanced with a nature trail.
- Formation of a block layout and road structure that enable the creation of lanes, courtyards and mews to respect the character of the surrounding form of Herne Bay.









4.0



CONCLUSION



In conclusion, the proposed vision for the development at Land off Island Road, Hersden, Canterbury, represents a pivotal opportunity to enhance the local landscape and address pressing housing needs. Despite its classification within Canterbury's emerging local plan as part of a "green gap," our thorough examination reveals the untapped potential inherent in this site's transformation.

Strategically positioned amidst proposed school sites and boasting convenient transportation links, this development initiative aligns seamlessly with Canterbury City Council's forward-thinking approach to sustainable urban growth. By repurposing brownfield land previously utilised as a camping caravan park, we aim to create a modern, green-led residential community that respects its surroundings while providing essential housing options.

Our commitment to collaboration with council officers, stakeholders, and local residents underscores our dedication to creating a development that integrates seamlessly into the fabric of Hersden and Canterbury. Moving forward, we will continue to engage with the community, refine our vision based on feedback, and conduct further technical assessments to ensure that the proposed development realises its full potential.

Ultimately, this vision document stands as a testament to the viability, feasibility, and sustainability of the proposed development. It represents not only a solution to address housing demands but also a catalyst for positive transformation and growth within Herne Bay and its environs. With careful planning and community engagement, we are confident in our ability to exceed the expectations outlined by Canterbury City Council and deliver a development that enriches the lives of residents for generations to come.





PROVIDING UP TO
115
NEW HOMES



CLOSE PROXIMITY TO
HERNE-BAY
TRAIN STATION



AIDING THE
CREATION OF
JOBS
ON & OFF SITE



OFFERING UP TO
30%
AFFORDABLE HOMES



SUSTAINABLE
**CONSTRUCTION
CONSIDERATIONS**



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