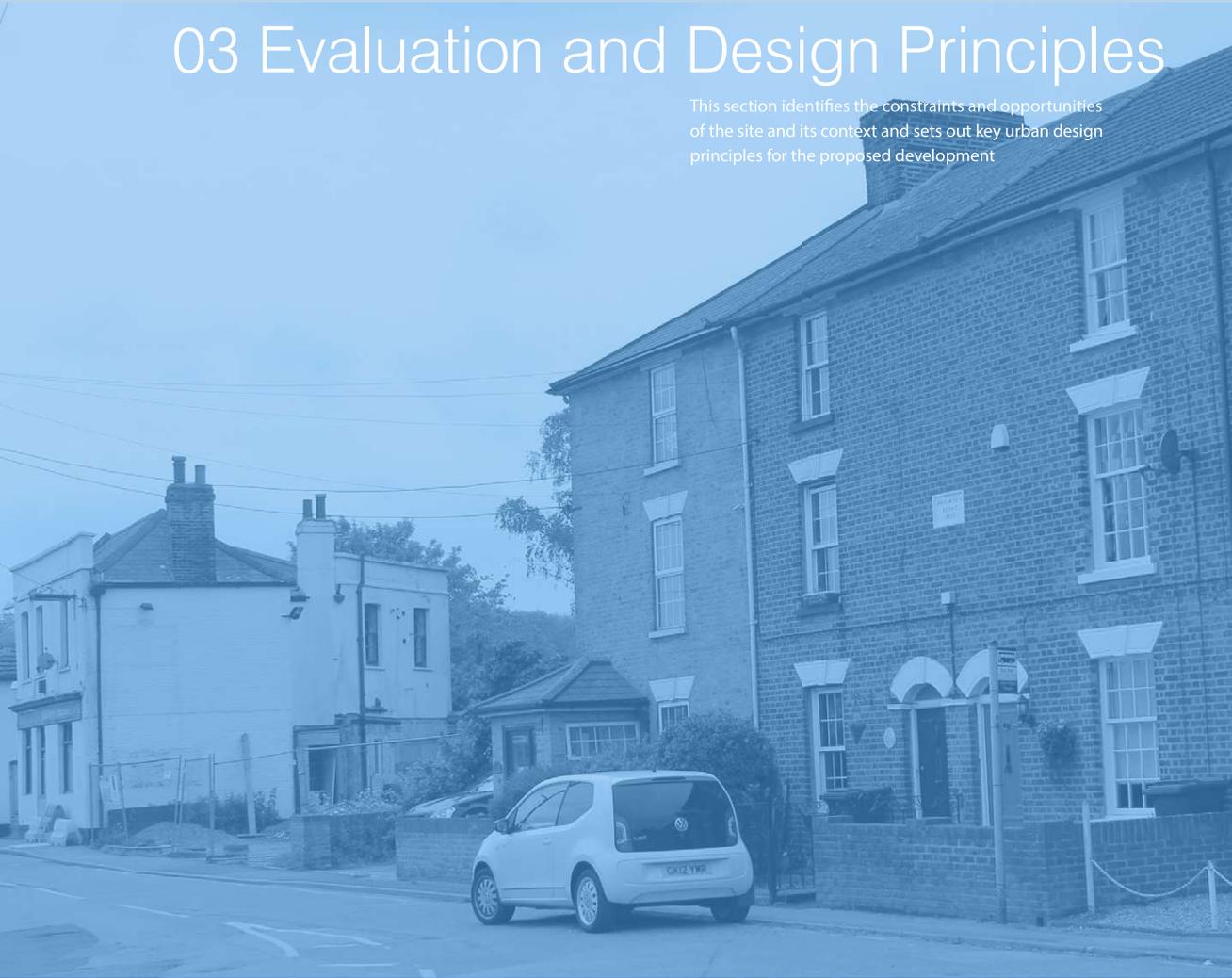


03 Evaluation and Design Principles

This section identifies the constraints and opportunities of the site and its context and sets out key urban design principles for the proposed development



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Evaluation

Strategic Environmental Constraints

Figure 12 on the following page highlights the key environmental constraints to development within Cliffe Woods. This analysis of constraints and opportunities has informed the location of the development proposals.

Future development, in the village, is limited to the east by the potential impact on the Ancient & Ancient Replanted Woodland associated with Great Chattenden Wood.

The Green Belt limits the extent of future development to the west.

Further to the north, potential impacts on Nationally Designated Sites, including an area of local landscape importance limits development in this direction.

The railway serves to transect the landscape to the north and west, limiting the extent of development in these directions.

To the south, development is limited by the reservoir and rising landform as well as the Listed Building associated with Mockbeggar Farm.

By contrast the Site provides a logical direction of

growth to the west of the village where there are limited constraints. The presence of existing residential development to the east of the Site and the existing road network provides good connections to the Site.

Constraints associated with the inter-visibility between the Site and the countryside to the south and west, particularly in views from the road corridor to the south and the rising landform to the south - west can be mitigated through the design and layout of the Site and the planting proposed.

3

Evaluation

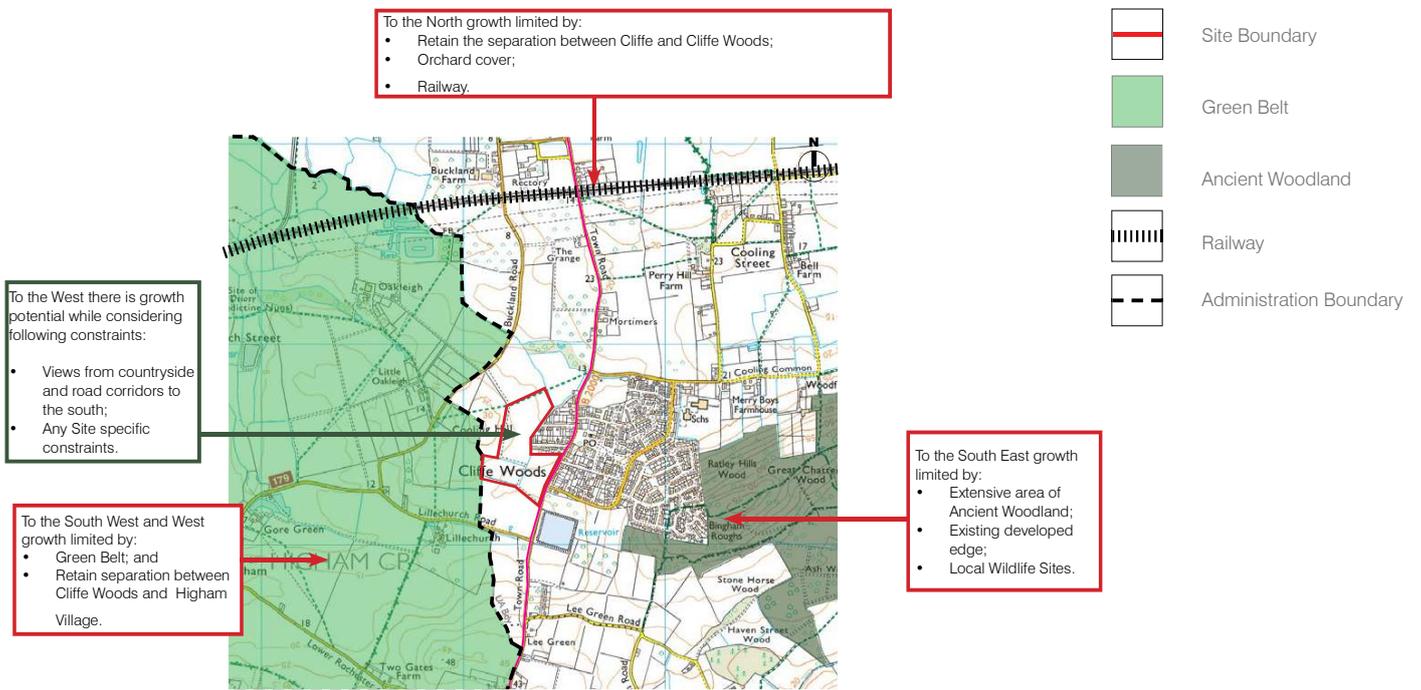


Figure 13: Strategic Environmental Constraints (NTS)

3 Evaluation

Site Constraints and Opportunities

The constraints and opportunities associated with the proposed development have been identified following the assessment of the Site and its surroundings, as detailed in Section 2.0. These are listed opposite and shown on the constraints and opportunities plan at Figure 14. This assessment of the Site and its surroundings has informed the design proposals.

Constraints

- The primary vehicular access into the site would be via Town Road.
- Existing trees and hedgerows comprising the Site boundaries are to be retained as an integral part of the layout wherever possible with compensatory planting provided where it is necessary to remove vegetation;
- The settlement edge location will influence the proposals in respect of structural planting and housing densities;
- Mitigation of landscape and visual impact of development on the wider landscape particularly to the south and west of the Site;
- The low point of the Site is located to the north east and represents both a constraint and opportunity in respect of surface water attenuation;
- Consideration of potential effects of development upon the Green Belt;
- The development will be arranged to accommodate the easement to the existing gas pipes and will respect existing HSE Consultation Zones; and
- The existing PROW route to the north will be incorporated into the layout of the development.

Opportunities

- Provision of high quality sustainable housing development, which can accommodate up to 225 new homes with associated infrastructure and green space;
- Provision of a strong landscape framework, which would include existing retained trees and hedgerows supplemented by additional structural planting, represents an opportunity to create new habitat for wildlife;
- Provision of new pedestrian and cycle routes within the Site including a circular route with connections to the existing PROW network;
- Creation of high quality architecture and public realm through incorporation of the local vernacular; and
- Provision of areas of amenity greenspace, an equipped play area and attenuation basin, which would be designed to create opportunities for formal and informal recreation and wildlife.

3 Evaluation



Figure 14: Constraints and Opportunities (NTS)

-  Site Boundary
-  1 Contours
-  2 Potential Views from Public Rights of Way
-  3 Existing Trees / Hedgerows
-  4 Existing Public Rights of Way
-  5 Existing Hedgerow Provides Screening Effect to North
-  6 Existing Tree belt
-  7 Existing Utilities / Services & Easements
-  8 Existing Overhead Cable
-  9 Views Towards the Site from the Town Road
-  10 HSE Consultation Zones & Gas Main
-  11 Views Towards the Site from Existing Dwellings

3

Evaluation

Key Design Principles

The following pages set out the key urban design principles for the proposed development. The design principles are informed by the evaluation of the constraints and opportunities of the Site and its surroundings as well as national and local design guidance:

- Character and Sense of Place
- Access and Movement
- Quality of the public realm
- Safe and Secure Neighbourhood
- Diversity
- Sustainability

Character and Sense of Place

- Integration of distinctive development with the existing built form of Cliffe Woods in terms of scale, height and massing;
- Respond to the existing Site context including views into and out of the Site;
- Retention of existing landscape features and habitats on Site; and
- Protection of existing and proposed residential amenity through enclosure of rear gardens.

Access and Movement

- Creation of a clear movement hierarchy providing easily recognisable routes which balances the street as a space alongside its function as a movement corridor;
- Provide a layout which makes it easy to find your way to, through and around the development;
- Integration of parking within the development in accordance with local design standards and guidelines.

3

Evaluation

Quality of the Public Realm

- Provide streets, squares and public open space which are well connected, vibrant attractive and easy to move through and within;
- Introduction of area of equipped play as an integral part of the open space strategy;
- Integration of existing and proposed landscape features in order to soften built form; and
- Provision of a safe and attractive attenuation basin as part of the Sustainable Drainage System.

Safe and Secure Neighbourhood

- Create a development which addresses the street with active frontages; and
- Control of access to private areas, particularly rear gardens and parking courts

Diversity

- Provide a mix of land uses, tenure and styles; and
- Creation of an environment that provides ease of movement for all types of users.

Sustainability

- Make efficient use of land through proposing a development with an appropriate density;
- Contribute to environmental sustainability through energy efficiency, water conservation and protection of biodiversity;
- Manage surface water through integration of Sustainable Drainage System;
- Encourage use of sustainable materials; and
- Encourage walking / cycling by providing safe routes which connect into the existing PROW network.

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04 Development Proposals

This section describes and illustrates the design proposals and demonstrates how they respond to the constraints and opportunities identified in the previous section



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Design Proposals

Design Evolution

The development proposals have been guided by an iterative design process, which has been informed by consultation with key stakeholders including members of the public and the local planning authority. The process has comprised environmental and technical work, which has included an analysis of landscape, ecology, water and drainage, arboriculture and movement. It has also considered the development's relationship with Cliffe Woods and the surrounding context.



4

Design Proposals

Use and Amount

The development proposals are illustrated by the Framework Plan, which indicates the parameters of the development. The plan identifies the following:

- The Site boundary;
- The means of vehicular access into the site (See Transport Assessment for details);
- The location and extent of proposed land uses;
- The amount of built development (Net Developable Area).

The outline planning application covers an area of 10.9ha and comprises of:

Residential Development (7.1ha)

The development provides land for up to 225 houses with associated streets, private gardens and parking space. Housing will be set within an attractive network of connected streets and surrounding greenspace. Character streets will create variety and a sense of identity within the layout.

The housing mix will be determined at the detailed stage, but it is expected to include a broad range of house types as found within the local townscape that will allow for modern living and for a wide demographic. The development will also include the provision of affordable housing.

The average net density for housing blocks will be approximately 32 dwellings per hectare. Generally lower densities will occur on the northern, southern and western edges. Higher densities will be located along the primary vehicular route.

Total Green Infrastructure (3.8ha)

The development would be set within a strong landscape framework, which includes areas of public open space, structural planting, an attenuation basin and an equipped play area. Existing trees and hedgerows would be retained wherever possible and supplemented with new areas of grassland and trees. The existing PROW will be retained within the proposed Green Infrastructure and complimented by proposed pedestrian/cycleways including a circular route.

The Total Green Infrastructure is comprised of the following elements:

Public Open Space

The primary area of amenity open space is proposed to the south of the site including a generous area to the south-west which would incorporate an area for equipped play and provide opportunities for both formal and informal recreation. Further open space is proposed along the entire perimeter of the Site with a wider strip along its western boundary. Proposed tree planting within open space in the south and west of the

Site will help mitigate the landscape and visual effects of the development on the surrounding landscape. The quantity of Public Open Space would be provided in accordance with local standards.

Attenuation Area

The attenuation pond would be located to the north east of the Site within the blue line 'Other land in control of applicant' and designed to create an attractive landscape feature of value to wildlife and residents alike.

Neighbourhood Equipped Area for Play (NEAP)

The play area would be located within the primary area of amenity space to the south-west of the Site and designed to provide a range of equipment for young children. The play area would be located adjacent to the proposed footpath.



Figure 15: Development Framework (NTS)

-  Site Boundary: 10.9ha
-  Proposed Residential Area:
7.1 ha (Up to 225 Dwellings @ 32 dph)
-  Existing Vegetation / Hedgerows Retained
-  Existing Main Road
-  Retained Public Right of Way
-  Existing Grass Land
-  Proposed Planting / Green Infrastructure (3.8ha)
-  Proposed Indicative Vehicular Access
-  Proposed Site Access
-  Proposed Circular Pedestrian Route
-  Proposed Public Open Space
-  Proposed Children's Equipped Play
-  Proposed SuDs (to engineers specifications)

4

Design Proposals

Illustrative Masterplan

The Illustrative Masterplan along with supporting text and illustrations in this section of the Design and Access Statement indicate the principles of urban structure, (i.e. the framework and the layout of streets and pedestrian routes), and the urban grain, (i.e. the location, arrangement and design of the development blocks, plot arrangement, and green infrastructure).



Indicative Site perspective

Design Proposals



Figure 16: Illustrative Masterplan (NTS)

-  Site Boundary: 10.9ha
-  Proposed Residential Development: (7.1 ha). Up to 225 Dwellings @ 32
-  Indicative Road Layout
- Green Infrastructure (3.8ha) includes:
 -  Existing Public Rights of Way
 -  Existing Vegetation to be retained
 -  Proposed Tree Planting
 -  Proposed Public Open Space (3.8ha)
 -  Proposed Circular Pedestrian Route
 -  Proposed NEAP Play Area
 -  Indicative Attenuation Area Located within the Blue Line (to engineers specifications)

4 Design Proposals

Sustainability and Resource Efficiency

The following list, whilst not exhaustive, represents a series of guiding principles for sustainable design and construction, which can be explored as part of the detailed design:

- *Consideration of more passive sustainable materials and techniques such as increased levels of insulation, mechanical ventilation, heat recovery systems and natural paints;*
- *Consideration of use, or appropriate re-use, of locally produced building materials;*
- *Installation of sensitively sited and designed renewable energy technologies such as solar panels and ground source heat pumps;*
- *Consideration of summer cooling by appropriate tree planting and building design and orientation;*
- *Consideration of impact of more frequent storm events and the careful design and installation of higher capacity rainwater goods or rainwater harvesting systems;*
- *Opportunities to build in features for biodiversity such as bat and bird boxes and holes and the protection of nesting birds;*
- *The conservation of natural resources on site such as hedgerows and trees and planting of new*

grassland areas, native trees, shrubs, hedgerows, street trees and garden trees;

- *Provision of opportunities and space for home based working and office space within new homes;*
- *Maximising storage space within the building and individual plots, with appropriate space for recycling, refuse, cycle storage, and rainwater harvesting;*



Sustainable drainage system integrated within Public Open Space

- *Provision of a level of air-tightness better than current building regulations;*
- *Energy efficient light fittings, combined with the use of time controls, passive infra red and daylight dimming controls to reduce electric consumption*

- *High efficiency lamps and timer/daylight controls for external space lighting;*
- *Central thermostatic controls and time switches to allow for high levels of control of space and water heating requirements throughout the building;*
- *Individual smart meters for each unit to allow for easy monitoring of consumption;*
- *Energy efficient appliances labelled 'A' or better to be installed where possible.*

4 Design Proposals

Access and Layout

The arrangement and the design of streets is the underlying element of place making and the creation of attractive places. Vehicular access will be provided via Town Road as detailed in the Transport Assessment (TA). The key urban design principles that are expected to be adopted at the detailed stage are the following:

- *To create a series of 'street types' that have different functions and design characteristics which will deliver changes in character across the layout;*
- *To provide streets and routes that are safe, direct and well connected which will deliver a legible environment.*
- *To maximise pedestrian and cycle connectivity with the existing edge of Cliffe Woods, Public Rights of Way and the surrounding countryside;*
- *A layout that encourages people to walk and cycle and to use the Primary Street;*
- *To establish active and animated street frontages with an attractive public realm.*
- *Ensuring that all users (pedestrians, cyclists, car users, buses) can move safely, and calmly through the streets, with particular emphasis on non-car users and less mobile people.*
- *To control, and seek to reduce, vehicle speed by urban design methods;*

- *To establish a legible environment of streets, routes, crossing points, surfaces, materials and edges.*
- *To provide safe and convenient access into the development.*

Street Pattern

An irregular pattern of streets similar to that found within Cliffe Woods would be appropriate as this will deliver streets that are more direct and easier to navigate around as well as creating development (perimeter) blocks that are practical and efficient in their design. It will also allow the opportunity to introduce feature houses, spaces or village greens as streets intersect.

Indicative Street Types

A hierarchy of higher order and lower order street will be adopted. This helps residents and visitors understand the place and provides contrast and character.

The higher order Primary Street will accommodate a series of feature spaces and feature buildings, whilst a lower order street such as Neighbourhood Streets, will be more intimate in character. Street types, will have different characteristics in terms of width, building form and landscape treatment. This will generate a series of "character streets" that are distinctive and legible.

These will be the following:

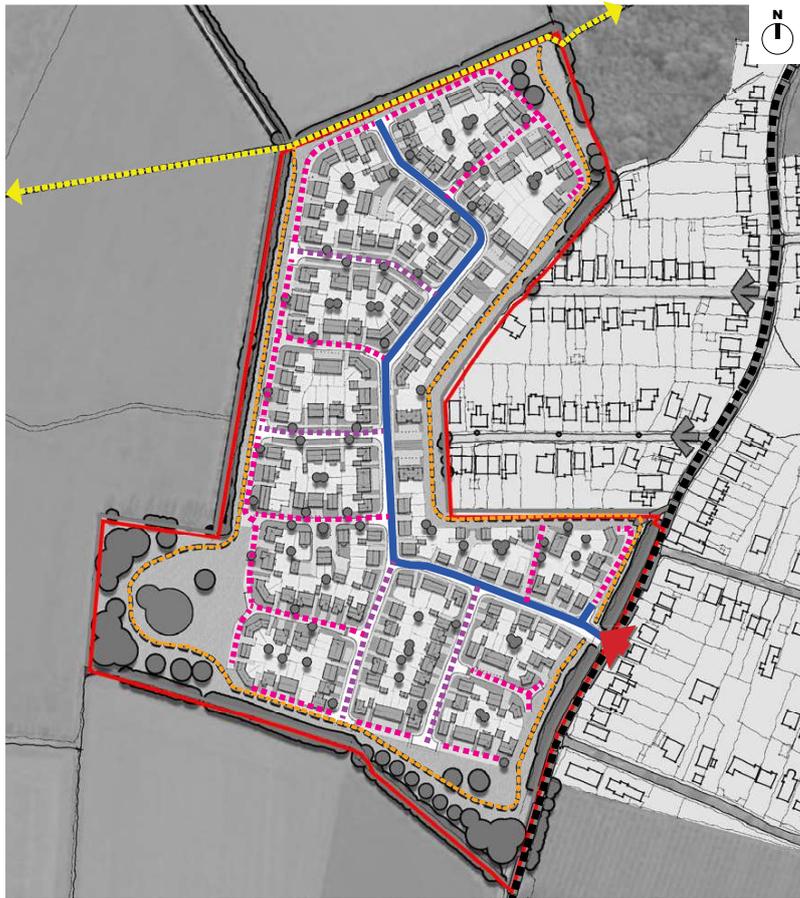
- A Primary Street
- Secondary Street
- Neighbourhood Street

There are further opportunities to create different street types at the detailed stage. A number of the Neighbourhood Streets, particularly to those located to the periphery of the Site in close proximity to the public open space (pos) could be designed as shared surface streets.

Function

It is important that all streets cater for the needs of pedestrians and cyclists as priority, but also for the movement of car users, as well as refuse, recycling and emergency vehicles.

The detailed street design should not be overly engineered. It needs to consider all users, so that streets are safe, attractive, accessible and easy to move through.



-  Site boundary
-  Primary Vehicular Access
-  Primary Street
-  Secondary Street
-  Neighbourhood Street
-  Existing Public Right of Way
-  Proposed Footpaths / Cycleways
-  Existing road

Figure 17: Character Streets Plan (NTS)

4

Design Proposals

Character Streets - Primary Street

The key characteristics of the Primary Street are as follows:

- It will need to function as a higher order street providing the main vehicular route around the site.
- It will need to accommodate safe movement for all (pedestrians, cyclists and vehicles);
- The Primary Street will circulate through the core of the development providing access to the Secondary Streets;
- Feature spaces should be flanked by distinctive buildings to establish landmark spaces within the layout;
- In general, it should have a semi-continuous building line with the use, for example, of linked terrace properties and appropriate and consistent frontages;
- Properties should face the street with parallel frontages, which will be relatively shallow;
- Its character should be defined by (where constraints allow) the use of street trees and formal plot boundary treatment.

Relatively shallow frontages. Limited opportunities for tree planting along street due to the presence of underground utilities. However, there are opportunities for on-plot planting.

Semi-continuous building line and relatively consistent frontages.

Potential to include distinctive buildings and/or tree planting at key junction within the Site.



Primary Street - Indicative Sketch



1 Proposed circular footpath

4

Design Proposals

Character Streets - Secondary Streets

The key characteristics of the Secondary Streets are as follows:

- They should connect with the Primary Street and provide circulation into the core of the layout and the perimeter (housing) blocks;
- Secondary Streets will need to accommodate safe movement for all (cyclists, pedestrians and vehicles);
- In general it is expected they will have narrower carriageway widths than the higher order streets;
- They should exhibit a more informal arrangement of buildings with a more varied building line. This should include a greater variation in setbacks and the use of deeper frontages;
- Parallel frontages should be used as well as some buildings oriented with their gables onto the street. This will break up the building line and add character;
- It is expected that there will be a more varied plot arrangement with less linked terrace dwellings and a higher proportion of semi-detached and detached properties.



Secondary Street - Indicative Sketch

4

Design Proposals

Character Area - Neighbourhood Street

The key characteristics of the Neighbourhood Streets are as follows:

- *The most minor routes and streets within the development;*
- *They are likely to have the narrowest carriageway within the layout and serve a relatively small number of properties;*
- *Neighbourhood Streets should lie on the edge of the layout, or opposite areas of green space;*
- *Where appropriate, Neighbourhood Streets may be designed as 'shared surface' streets;*
- *Building arrangements should be informal in character with some buildings located with their gables onto the street;*
- *There should be a higher proportion of detached properties, with larger plots and deeper frontages (front gardens), which will produce lower density arrangements;*
- *In many cases, Lanes should converge into private drives or shared private drives serving a handful of properties.*



Neighbourhood Street - Indicative Sketch

4

Design Proposals

Footpaths and Cycleways

The Development Framework creates a number of walking and cycling routes through a connected pattern of streets and footpaths, including a circular pedestrian route linking to the existing PRow network to the north. This overall strategy will encourage the community to walk and cycle and will promote healthy active living. These will serve all significant desire lines within the Site and offer safe and secure routes towards existing connections into the village centre.

The street design will also include footways to provide priority for pedestrians and cyclists in terms of movement and crossing points. This will help to facilitate safe and easy pedestrian and cycling movement through the development including its green spaces.



Calming Traffic

Calming and slowing traffic is an important part of delivering streets for people, and encouraging walking and cycling. To slow vehicles, and to encourage users to drive with caution, it is expected that some, or all of the following methods will be used.

- *Locating buildings so that they are close to the street edge or carriageway;*
- *The use of frequent street intersections and where practical the use of some tight junction and corner radiuses;*
- *The introduction of features that act as visual 'incidents' along the street;*
- *Changes in the carriageway surface with the use of 'unexpected' road surface materials;*
- *A section of the kerb to be built out to create a wider footway and a narrower carriageway;*
- *The use of well designed 'shared surfaces' to create streets for all; and*
- *Carefully restricting forward visibility through the arrangement of buildings, the building line and landscape treatment.*

Care will be needed to ensure that some methods, such as 'shared streets', are used in appropriate locations,

and that they are inclusive in their design, with a particular focus on materials and demarcation.

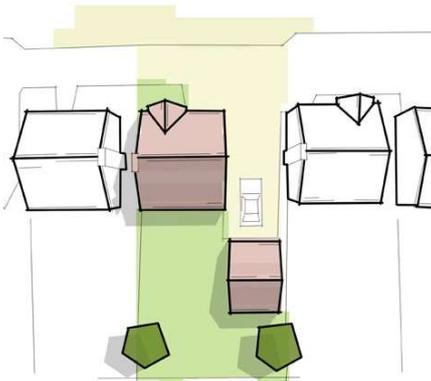


Variations in surface material and raised tables to encourage users of roads to use caution and slow down

Design Proposals

Garages and Parking

New homes should be designed so that have sufficient parking spaces based on the local authority standards, together with appropriate visitor parking.



Typical plot arrangements - Parking to side of property



(above) A drive-through archway incorporated into the dwelling with garage to the rear

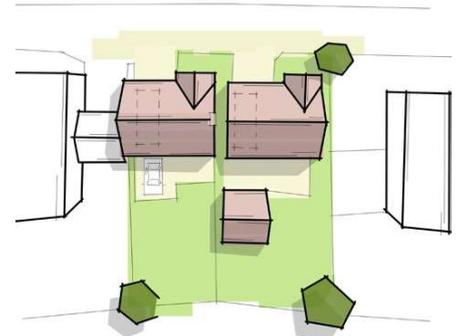
The aim is that there will be a range of parking solutions that are based upon national and local design guidance. This should comprise a combination of the following:

- *garages and car ports;*
- *on-plot driveways;*
- *on-street; and*
- *shared courtyard parking.*

The key design principle is to locate vehicles so that they do not dominate the street scene, but at the same time ensure that owners can see them, and that they have easy access to them. Careful detailing in terms of the

plot arrangement, frontages and landscape will help to sensitively integrate vehicles into the layout.

Where plots allow, it may be possible to arrange the garage, stores and other outbuildings around an open courtyard rather than the driveway running directly into the garage or parking area. Parked cars can be further screened by hedges, trellis or pergolas.



Typical plot arrangements - Parking to rear of property

4

Design Proposals

Arrival Points and Focal Spaces

The detailed block and street layout will be arranged so that it composes a series of attractive views and vistas. These will be defined by a sequence of connecting views (short or long), which lead or draw the eye from one feature to another. The use of a subtly curving main street will help to encourage views of landmark buildings, spaces or trees. More intimate, glimpsed, or framed views will also enrich the scheme. This will be achieved, for example, by including a street tree within the view that is framed by a building group, or a building line which deliberately restricts and then suddenly channels a view to a landmark building.

The detailed design will also include subtle variations in the building line, in terms of scale, height, and set back of buildings from the footway. This will be supplemented by quality materials and landscape treatment which will produce an attractive street.

-  Site boundary
-  Focal Point/Landmark
-  View/Vista
-  Arrival spaces
-  Focal spaces



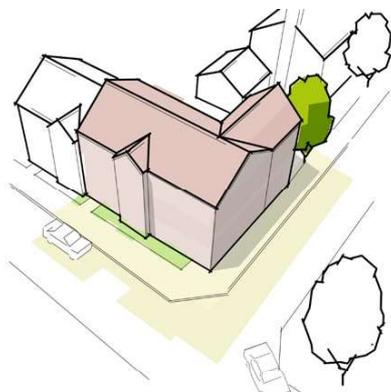
Figure 18: Vistas and Views (NTS)

Design Proposals

Housing Plot Arrangement

In broad terms, the street network is based around an irregular pattern of development blocks.

It is vital that the development is easy to navigate. The layout will provide a choice of interconnecting routes made identifiable through the use of landmark features and key spaces within the layout. This will help residents and visitors to easily navigate around the place and will ensure a high degree of legibility.



Indicative corner plot arrangement

Corner Plot Arrangements

How blocks change direction, or move around corners, is an essential part of place making. The design will follow the best practice example of using, where appropriate a continuous built frontage 'wrapping' around corners, and thus enclosing and defining spaces. The benefit of this approach is that it maintains a positive definition to the street, and avoids 'weak' ill-defined edges. This will provide opportunities for locating landmark buildings on corners which in turn will help terminate, or frame views along the street.

Landmark Features

The use of landmarks or a gable end facing onto the street in an otherwise straight line of buildings will provide identity within the layout. Other distinctions will be achieved by the careful use of building height and mass. The subtle use of materials and colour will also achieve this affect.

Streets that lead to landmark spaces will be a key design principle. These will be formed by the distorted grid and the intersection of blocks, as well as building groups.

4

Design Proposals

Safety and Security

A desirable place to live, work and play, which is safe and secure, is fundamental. This will be achieved by the way the development is laid out and by the street, block and plot design.

Buildings will be located to actively face streets and public areas in order to promote 24 hour surveillance, and to encourage safer places. Public areas such as the streets and play areas will be designed so that they are safe, easily accessible and attractive to use. All users will be considered as part of an inclusive design approach. It is important that there is good surveillance of public spaces by a number of properties and buildings, and that barriers, blank walls and 'dead ends' are avoided. Locating windows and doors on corners, or gable ends is a key principle, and occurs within the local context. Across the whole development careful attention will be paid to designing out crime through the layout, and promoting privacy and security.

This will be achieved by:

- High quality active streets;
- The position of buildings to the front of the plot;
- Well located windows and doors that survey the public realm clearly defining public and private spaces.

Continuity and Enclosure

To define the boundaries between private and public space, all dwellings will have some form of private frontage. These will tend to be smaller in higher density areas, whilst in lower density areas there will be the opportunity for increased frontages. However, it is important that frontages are not excessive and that buildings still relate and interact with the public realm.

In general, the use of smaller private frontages with larger rear gardens should be the predominant theme along the main routes and around public spaces, with larger front gardens used to define corners or vistas, along the lanes and towards the edges. Frontages will be defined by the use of consistent boundary treatments, which reflect the local vernacular.



4

Design Proposals

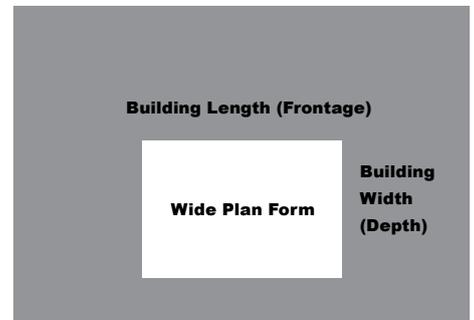
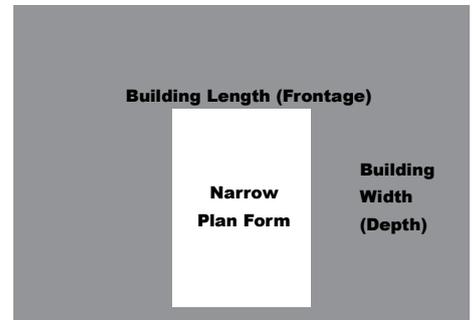
Scale

Buildings will be designed to have a variation in their height from ground to ridge or eaves, and the arrangement of buildings within a plot will seek to ensure subtle changes in height to create a varied roof line across the development.

A high percentage of buildings will include chimney pots whether functional or decorative which will increase building heights marginally, but will also add significantly to ensuring a varied roofline across the development. There will also be a variation in the step of roof lines to reflect the local building style.

Building dimensions range in floor plan considerably between 1 and 5 bed units. Best practice advocates that a mix of both wide and narrow plan forms are to be used.

Wide frontage buildings allow for greater opportunity of facade variation along the street, whilst a narrow frontage approach will establish a run of linked dwellings and continuous frontages. The design uses both forms to create a varied street scene.



4

Design Proposals

Density

Typically, the housing density determines part of the character of the streets, the design of the development blocks and the types of houses. Providing up to 225 dwellings at an average net density equates to 32 dph. This is considered to be a suitable average density given the Site's settlement edge location.

The layout will be designed with a variety of individual block densities. Higher densities will be achieved along the higher order primary street, which will consist of more linked buildings to reinforce the character of these streets as the principal route through the development.

Lower density development would be located at the plot edges overlooking areas of public open space.

The proposed development falls entirely outside of the HSE consultation zones and does not effect the proposed densities.



Lower density areas would generally occur on plots at the edge of the development



Higher density areas would be located along the primary street

Housing Mix

It is proposed to provide a range of 1-5 bedroom dwellings with a choice of house types, from single occupancy units to family sized accommodation. This would generate a wide demographic and also encourage a mixed community.

A choice of homes would include flats, terraced or linked units, townhouses, semi-detached and detached dwellings which broadly relates to the range of housing that can already be found within the local area.

Building design will consider flexible long-term living, with opportunities for home offices, and lifetime home standards.

The development will seek to provide the council's latest affordable housing requirement.

Design Proposals

Landscape Design

The landscape proposals have evolved through consideration of the Site and its setting as well as best practice design guidance. The landscape features of merit within the Site include existing hedgerows and trees that comprise the Site's boundaries. The majority of these features can be retained and enhanced as an integral part of the development.

The following key landscape features are proposed:

- Retention of boundary trees that are of landscape interest;
- Establishment of new diverse areas of green infrastructure including meadow, amenity grasslands and tree planting;
- Provision of tree planting set within open space in the south of the site.
- Provision of new pedestrian/cycle routes across the Site, including a circular route with connections to Town Road and the existing PROW to the north;
- Provision of equipped children's play area;
- Provision of SuDS features designed to provide biodiversity and amenity benefits.

The future maintenance and management will be secured for the long-term via a planning obligation using an appropriate public body or private management company.



Tree Planting

Tree planting will be located along the Primary Street and at the entrance gateways to the development. Elsewhere, a comprehensive use of street trees will be adopted as a key design principle, and this will establish a distinct character for the development. Within the open space larger growing tree species will be used including a larger proportion of native species.

Trees will be located to enhance visual interest and to provide identity and where appropriate they may serve as landmark features. Tree-lined avenues are proposed along streets, particularly those that run parallel to the existing residential streets adjoining the Site to the east, namely Ladyclose Avenue and Mortimer's Avenue to increase legibility and the visual relationship with the existing housing to the east. In general, tree planting will help to soften the built form, provide shade and create ecological habitats.

For all new street trees, attention will be given to siting and selection of species. The long term growth and spread will be well considered, as well as their relationship with buildings, streets and public areas. It is essential that suitable trees grown for urban locations are specified, with a narrow compact form, and a medium height.

Areas of structural planting would be designed using where appropriate species as recommended by The Kent Design Guide (n.d) and other published design guidance adopted by the local authority.

4

Design Proposals

Proposed Buffer Planting to Green Belt to the west.

Existing Trees Retained to boundaries setting Site within a well-vegetated and structural landscape.

Public Open Space to north-east

Proposed Footpath/ Cycle Way through linear strip of POS connecting with Town Road via existing informal access route along the eastern boundary.

Proposed Vehicular Access Off Town Road

Proposed NEAP Play Area within POS

Proposed Circular Footpaths / Cycleways

Proposed Housing Fronting onto POS

Proposed Circular Footpath/ Cycleways through POS



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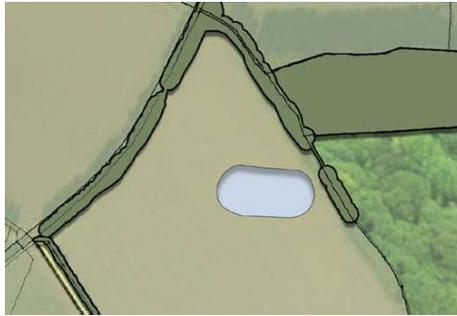
Design Proposals

Drainage Strategy

The GI areas will include sustainable drainage features. Surface water would ultimately drain to an attenuation basin located to the north east of the site.

The key points are as follows:

- Surface water drainage features to be designed accorded to SuDS principles;
- Surface water drainage features to contribute to site biodiversity and amenity.



Attenuation basin to the north-east of the site would be designed to provide multiple benefits



Example of SuDS basin

Design Proposals

Appearance

Whilst the development does not advocate pastiche or historic solutions, it is important that the new development has some connection with local character and place making. This is achieved through an analysis of street character, built form and materials. One of the most obvious ways of achieving a response will be by using traditional building materials, especially the use of colour and boundary details. This will be the guiding rationale for the development.

The following guidance for new buildings is taken from The Kent Design Guide (n.d) which updates the previous guidance published by the Kent Initiative in 2000. The guide also includes more detailed guidance which could be considered at the reserved matters stage;

Style

With regards to style of new development the guidance states:

- "New design should avoid the confused application of architectural styles or inappropriate historic imitation. Emphasis should be placed on the quality of the design solution, whether it is a reflection of a historic style or
- a contemporary approach. An applied veneer of cladding in a traditional material can weaken the

integrity of the building."

Surface Materials

- "Macadam - The use of macadam for carriageways and footways, particularly when combined with standard drab grey kerbs, suggests car-dominated environments. Reinstatement of excavations by service companies can often result in an unattractive patchwork. A short, simple palette of materials should be used.
- Block Paving - A large variety of types and colours are available. Generally block paving indicates a less car dominated environment. Reinstatements can be carried out that do not detract from the original appearance.
- Stone Setts - Useful for providing demarcation between public and private domain. Can provide an uneven textured surface to deter vehicles in over-run margins or to deter high speeds.
- Paving Slabs - Available in natural stone or textured concrete. Generally more attractive and easier to reinstate than macadam.
- Bound Gravel - Less durable and not suitable for areas of high vehicle traffic. However, this is an attractive alternative to macadam or block paving for use in lightly trafficked areas and footpaths.
- Kerb - Natural stone or textured concrete offer a much more attractive and equally durable alternative to standard plain concrete kerbs.
- Conservation style kerbs with a larger width and a shallower depth than standard concrete kerbs are also appropriate and attractive for many locations.

- Varied materials - Designers should restrict the number of different types of materials. A limited amount of natural material can dramatically lift the quality of an area."

Colour

With regard to the use of colour in the design of new development, the guidance states that although colour does not have to be bound by tradition careful consideration should be given to context. Further to this the guidance states:

- "harsh contrasts of colours should be avoided. Care should be taken to blend the colours of new developments into the existing context;
- most successful colours are generally variants of those found naturally in Kent's building materials;
- exceptions to this in Kent, particularly the pinks, blues and yellows in the architecture of some coastal towns."

Boundaries

With regards to boundaries, the guidance considers the following to be appropriate:

- "Walls, railings and fences have a character appropriate to their location and should be selected with durability in mind, particularly on public boundaries.
- Their form varies according to their surroundings and to the degree of enclosure required.
- an existing wall, hedge or fence, which already

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gives an overriding form to an area is retained and incorporated into the new development.

- *an existing watercourse is used as a boundary as well as a positive asset for the development. They should not be culverted, fenced-off or excluded from proper maintenance, unless required for safety reasons.*

Building Materials

Good quality design relies on the choice and combination of materials. This is crucial to the success of a scheme.

In general, the number of different materials used should be kept to a minimum.

Further to this the guidance states:

- *"Using local materials reinforces the character and identity of an area whilst reducing the need for transport of materials;*
- *Depending on context, contemporary materials can be used to produce innovative and unique buildings and these are encouraged;*
- *Materials for walls should conform to the dominant local character, colour and texture;*
- *tile hanging, stained or painted boarding, render and brick varies across the county. These differences should be respected and used to reinforce local character; and*
- *The recycling or re-use of building materials, particularly tiles and bricks, can assist in integrating*

a development into its setting as can the use of new but traditionally produced materials sourced from local suppliers."

At this design stage, the photographic examples on the following page give an indication of the type of design treatments that are anticipated and the general appearance of the built form. The materials selected for the development would provide a modern interpretation of the traditional materials shown here. This includes, tile roofs and brick and render materiality. Boundary treatments could include brick walls, timber fences, estate railings and hedgerows. The emphasis will be upon well detailed buildings which are built on a human scale.

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05 Summary

This section summarises how the objectives and proposals will create a high quality sustainable development



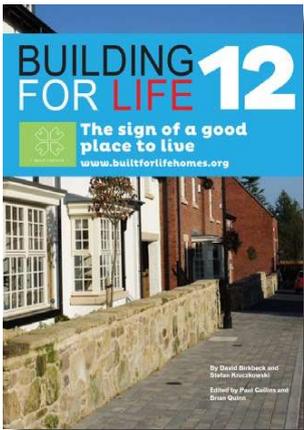
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Summary

Building for Life 12 Summary

The following section evaluates the design proposals in relation to the 12 Building For Life Questions. If the standard is met for each question then a green light will apply.



Integrating into the Neighbourhood

1) Does the scheme integrate into its surroundings by reinforcing existing connections and creating new ones; whilst also respecting existing buildings and land uses along the boundaries of the development site?

The existing PRoW RS72 that runs parallel with the Site's northern boundary will be incorporated into the development's layout. The PRoW will run parallel with the existing boundary hedgerow and through the proposed open space, incorporating tree planting. The scheme also provides new pedestrian routes across the Site which connect to the existing footpath network.

Lower density housing will be set behind green space located to the periphery of the proposed development to allow for new planting. To the south and west this serves to set new development back from agricultural land beyond.

A filtered landscape edge is also proposed to agricultural land to the south of the site. The existing vegetation comprising the majority of the Site's boundaries will be retained and vegetation within gardens to the east of the Site will be protected allowing it to continue to filter views of the site.

Score: **Green light**

2) Does the development provide (or is it close to) community facilities, such as shops, schools, workplaces, parks, play areas, pubs or cafes?

The development will provide a new area of public open space featuring areas for formal and informal play. New pedestrian routes will provide opportunities for informal recreation. The Site is close to a range of local facilities including shops and pubs within Cliffe Woods.

Score: **Green light**

3) Does the scheme have good access to public transport to help reduce car dependency?

The development has easy access to public transport with close links to existing bus routes along the B2000 Town Road. Clear and easy to use pedestrian routes would be available within the development to the bus stops.

Score: **Green light**

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Summary

Creating a Place

4) Does the development have a mix of housing types and tenures that suit local requirements?

The accommodation mix would reflect the needs and aspirations of the local community. The design would include a range of dwelling sizes across the Site, to provide a mixed community. The tenure mix would reflect the local community, and would provide a balanced and robust mix of tenures.

Score: **Green light**

5) Does the scheme create a place with a locally inspired or otherwise distinctive character?

The illustrative layout and green infrastructure for the scheme would respond to its context and provide a distinctive character through the use of "character streets".

At a detailed level, features could be included in the design, to develop local distinctiveness. This could include the selected use of traditional materials at key locations.

Score: **Green light**

6) Does the scheme take advantage of existing topography, landscape features (including water courses), wildlife habitats, existing buildings, site orientation and microclimates?

Existing trees and hedgerows around the perimeter of the Site would be retained and integrated into the scheme. The exception being the removal of a section of hedgerow for the Site access along the eastern boundary and the removal of two existing hedgerows traversing a portion of the southern section of the Site to facilitate a more legible layout. The scheme exploits the existing landscape and topography to determine the location of the attenuation pond. The pond is located outside of the red line at a low point within the blue line boundary.

Score: **Green light**

7) Are buildings designed and positioned with landscaping to define and enhance streets and spaces and are buildings designed to turn street corners well?

The scheme is based on a series of development blocks, which interlock with the landscape. There would

be a clear definition of the private and public realm and properties would overlook the areas of public space.

Score: **Green light**

8) Is the scheme designed to make it easy to find your way around?

The layout for the scheme follows a simple approach with a distinct 'Primary Street', 'Secondary Streets' and 'Neighbourhood Street' to allow residents and visitors to easily find their way around. The relationship with the green infrastructure would allow easy orientation.

Score: **Green light**

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Summary

Street and Home

9) Are streets designed in a way that encourages low vehicle speeds and allows them to function as social spaces?

The building layout has defined the street network, so that highways and car parking do not dominate. Where main pedestrian routes cross the streets levels would be raised to give pedestrians priority, and to assist in calming traffic.

Score: **Green light**

10) Is resident and visitor parking sufficient and well integrated so that it does not dominate the street?

Car parking would be integrated into the overall layout and design. Car parking would be primarily located to the side and rear of dwelling where appropriate to minimise detracting from the street scene.

Score: **Green light**

11) Will public and private spaces be clearly defined and designed to be attractive, well managed and safe?

The streets and the public spaces would all be overlooked by adjacent dwellings, allowing informal surveillance and safe routes.

Score: **Green light**

12) Is there adequate external storage space for bins and recycling as well as vehicles and cycles?

The building layout will allow for bins and recycling stores to be stored out of sight and minimise their impact on the street scene.

Score: **Green light**

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