

4.0

The Proposed Development

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4.1 Site Layout

The proposed development has been shaped by a thorough understanding of the site's constraints and opportunities, as well as a detailed analysis of its surrounding context. This has resulted in a well-designed, carefully considered scheme that will provide high-quality homes for future residents while positively contributing to the character of the local area.

The massing of the buildings has been deliberately positioned to avoid Category B tree root protection areas, allowing for the retention of the majority of boundary trees. These existing landscape features help to maintain a green edge and support biodiversity, while also enhancing the visual amenity of the site.

The frontage buildings have been designed to complement and define Rose Avenue, reinforcing the street's character and contributing to a coherent and attractive streetscape.

To address concerns around overlooking and residential amenity, the buildings have been carefully sited and oriented. The retention and reinforcement of mature boundary trees and shrubs provide additional screening, ensuring privacy for neighbouring properties.

To the rear of the site, the scheme includes a communal garden and landscaped green space, offering residents access to high-quality outdoor amenity areas and fostering a sense of community.

Site Area	4015sq.m = 0.40Ha
Density	75U/HA
Existing residential units to be retained	1
Proposed new residential units (2 & 3 storey)	29
Additional new residential units	13
Total Number of Bedspaces provided	112



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4.2 Roof Plan



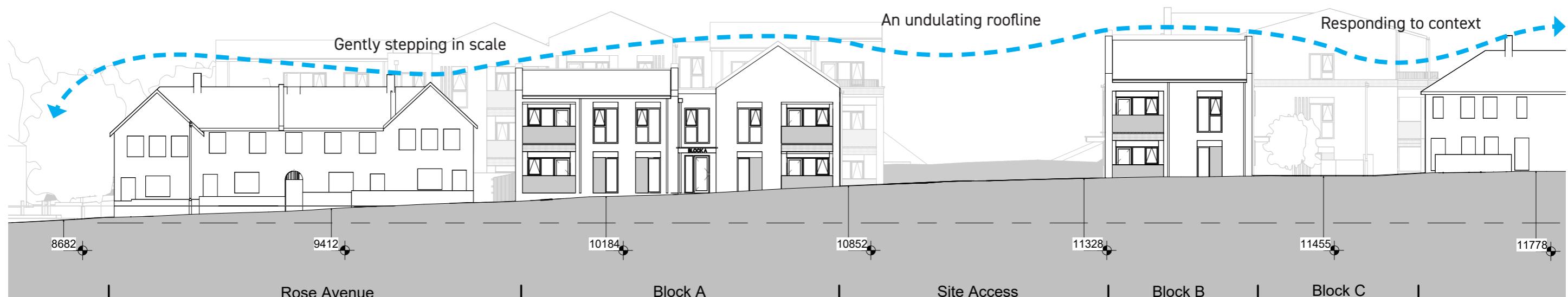
4.0 The Proposed Development

4.3 Heights

The proposed development comprises a mix of two and three-storey buildings, arranged to respond sensitively to the surrounding context and minimise visual impact.

The two-storey buildings are located at the front of the site, fronting Rose Avenue. While these buildings are slightly taller than some of the existing properties along the street, they have been carefully designed to remain in keeping with the established character of the area in terms of scale, proportion, and materiality.

The taller, three-storey buildings are positioned towards the rear of the site, where their visual impact is reduced. This arrangement ensures a graduated transition in height, helping the development integrate more comfortably into the existing urban fabric while maximising the site's potential.



Rose Avenue Street Section

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4.4 Overlooking and Separation distances

The proposed building layout has been carefully designed to create an active and engaging public realm while maintaining appropriate separation distances between habitable rooms to minimise overlooking and preserve residential amenity. The siting of each block has been informed by the guidance set out in Gravesend's Residential Layout Supplementary Planning Guidance (SPG), particularly in relation to privacy distances.

- Block A is located to the east of the site, aligned with the existing terrace at 1-7 Rose Avenue, creating a strong and active frontage. While slightly taller than neighbouring properties, its scale and massing are designed to complement the existing streetscape.
- Block B, positioned to the west of the site, mirrors the height and massing of Block A. It is located 11 metres from the side elevation of No. 41 Rose Avenue. To minimise overlooking, only bathroom windows face the existing property, complying with the minimum distance requirements for single-aspect dwellings. Blocks A and B are set 20-21 metres from the houses opposite on Rose Avenue, maintaining appropriate privacy buffers.
- Block C, located to the northeast of the site, is positioned 26-27 metres from the rear elevations of properties along Ingoldsby Road. To further reduce the potential for overlooking, the top floor is set back by approximately 1 metre, exceeding the minimum 26-metre separation distance.
- Block D, situated to the northwest of the site, maintains a distance of 24-26 metres from existing dwellings on Dickens Road and Rose Avenue. To mitigate overlooking, only kitchen windows and small living room windows face the rear of the 1-7 Rose Avenue terrace.

This carefully considered layout ensures that the development respects the privacy and amenity of existing residents while delivering a high-quality living environment for future occupants.



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4.5 Use and Amount

The proposed development will deliver a total of 29 new homes, comprising a balanced mix of unit types to meet a range of housing needs:

- 1-bedroom / 2-person homes 24%
- 2-bedroom / 3-person homes 7%
- 2-bedroom / 4-person homes 45%
- 3-bedroom / 5-person homes 24%

All homes have been designed to meet the Nationally Described Space Standards (NDSS) and comply with the requirements of Gravesham's Residential Layout Supplementary Planning Guidance (SPG).

In line with inclusive design principles, the proposals include 3 wheelchair adapted dwellings (10%), designed to meet Category 3 (M4(3)) standards of the Building Regulations. The remaining units are designed to Category 2 (M4(2)) standards, ensuring that all homes are accessible and adaptable to meet the needs of a wide range of residents, including those with reduced mobility.



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4.6 Access, Parking and Cycle Store Strategy

Access

The site will be accessed from Rose Avenue to the south, maintaining and enhancing the existing Home Zone concept both within the development and along the full length of Rose Avenue. This approach prioritises pedestrian safety and shared surface principles, creating a more inclusive and community-focused environment.

Initial swept path analysis has been undertaken to ensure that the proposed layout allows for safe and efficient vehicle movements, including access for emergency and service vehicles.

Parking Provision

In accordance with the Kent Design Guide – Movement and Connectivity (2021), the parking standards require:

- 1 space per 1- and 2-bedroom flat
- 2 spaces per 3-bedroom house

The site currently has no on-site parking provision. The proposed development introduces a total of 36 parking spaces, distributed as follows:

- 26 Unallocated Residential space
- 3 blue badge bays, located in close proximity to the wheelchair-accessible units.
- 6 visitor spaces of which 2 are located on site and 4 parallel bays are located along Rose Avenue.

The existing property retains a single space and is not included in the above calculations.

Cycle Parking

To promote sustainable travel, secure cycle storage is proposed at both the front and rear of the residential blocks. The scheme provides 30 cycle spaces, equating to 1 space per dwelling, in line with the Minimum Cycle Parking Standards set out in the Kent Design Guide.



Allocated Residential
Parking - House



Visitor Parking



Cycle Stores



Unallocated Residential Parking



Blue Badge Parking



EV Charging Point

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4.7 Refuse Strategy

As part of the design development, careful consideration has been given to the provision and management of refuse storage and collection across the site.

Blocks C and D (three-storey buildings) are provided with integrated bin stores, located within the building footprint for ease of access and operational efficiency.

Blocks A and B are served by a covered refuse store situated within the rear amenity space of the proposed flats, ensuring convenient access for residents while maintaining visual quality.

All refuse stores have been sized in accordance with Gravesham Borough Council's Waste Collection Requirements (Planning Guidance – August 2024), and are positioned to allow efficient collection from both Rose Avenue and the internal courtyard by council operatives.

Importantly, all dragging distances from bin stores to refuse collection vehicles have been designed to meet the maximum 15-metre requirement, ensuring compliance with operational standards and ease of service.

For further details, including vehicle manoeuvrability and access, please refer to the supporting Transport Statement, which includes swept path analysis for refuse vehicles.

Refuse Schedule – Communal			
Block	Generate Waste (1100l bin)	Recycling (1100l bin)	Food Waste (140l bin)
Block A	1	1	1
Block B	1	1	1
Block C	2	2	1
Block D	2	2	2



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4.8 Fire and Emergency Vehicle Access

The proposed fire strategy has been developed with input from Stanec. Fire tender access is provided via Rose Avenue, which serves as the primary entry point for emergency services.

The site layout has been carefully designed to allow fire tenders to position within 18 metres of the dry riser inlets, which are strategically located within each core of the apartment buildings.



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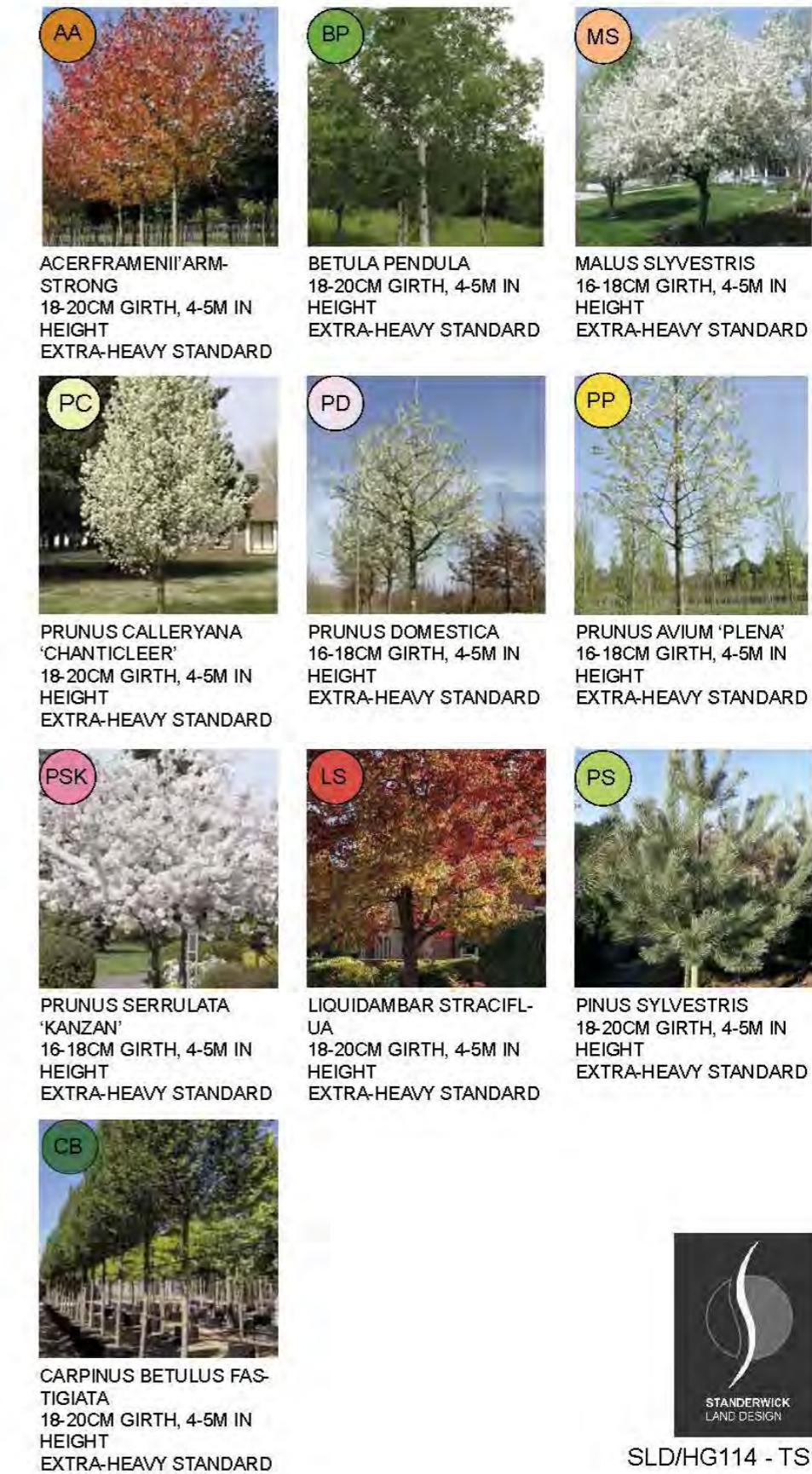
4.9 Landscape Masterplan



SLD/HG114-LM1

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4.10 Proposed Tree Strategy



SLD/HG114 - TS1

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4.11 Landscape Objectives

The proposals will aim to address the following objectives:

- Create an uplift in the quality of public open space provided on the site;
- Help create softening and framing for the built proposals;
- Retain and enhance the existing landscape resources where possible including the existing mature trees;
- Provide an increase in overall biodiversity within the site;
- Ensure the landscape creates new safe and accessible multifunctional space;



View of landscaped courtyard which Block C facing towards open amenity space.



View of communal landscaped garden to the rear of the proposed Block C.

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4.12 Proposed Habitat Types



STREET TREES:

TREES POSITIONED ALONGSIDE ACCESS ROAD AND WITHIN DEVELOPMENT TO BUFFER VIEWS ACROSS THE SITE. TREE CANOPIES PROVIDE HABITAT AND INCREASE THE GREEN NETWORK THROUGH THE SITE. THEY ARE GREAT LANDSCAPE FEATURES THAT CONTRIBUTE TO THE CHARACTER OF THE DEVELOPMENT AND CHANGE THROUGHOUT THE YEAR.



WS WILDLIFE SHRUB MIX:

DESIGNED TO ADD VISUAL INTEREST & WILDLIFE AMENITY PLUS BIODIVERSE NET GAIN, USING RHS GUIDE FOR WILDLIFE ENHANCEMENT. SHRUB & GROUNDCOVER ARE SPACED AT 5 PER M2 TO PREVENT WEED GROWTH & MAXIMISE VARIED PLANT FORM.



WN NATIVE WOODLAND EDGE MIX:

COMPRIZE A MIXTURE OF SCRUB AND UNDER STOREY PLANTS THAT WOULD CREATE A DENSE LAYERED HABITAT IDEAL FOR BIRDS, SMALL MAMMALS AND INVERTEBRATES. PLANTED AT 1 PER M2 AROUND EXISTING TREES,



WF WILDMEADOW MIX:

SELECTED TO FLOWER OVER A PROLONGED PERIOD, FROM EARLY SPRING THROUGH TO AUTUMN AND WILL PRODUCE NECTAR AND CREATE VISUAL INTEREST. THE MEADOW WILL PROVIDE FOOD AND COVER FOR WILDLIFE INCLUDING BIRDS AND BUTTERFLIES AND INCREASE BIODIVERSITY. THE MANAGEMENT REGIME WILL HELP PROMOTE FLOWERING SEASONS. WF WILD TURF APPLICATION.



NH NATIVE HEDGE PLANTING MIX :

TO PROMOTE WILDLIFE, SPECIES INCLUDED ATTRACT POLLINATING INSECTS SUCH AS BEES AND BUTTERFLIES. THE MIX IS DESIGNED TO INCREASE BIODIVERSITY AND PROVIDE FOOD AND SHELTER PLUS A GREEN LINK AROUND THE SITE. PLANTED AS WHIPS 3 PER M2.



H1 NATIVE HEDGE HORNBEAM :

TO PROMOTE WILDLIFE AND HABITATS FOR FAUNA & FLORA, NATIVE SEASONAL HEDGE RETAINING AUTUMN LEAVES FOR VISUAL INTEREST. PLANT 15LITRE STOCK OR AS AN INSTANT HEDGE @ 5 PER LINEAR METRE.

ECOLOGICAL MITIGATION COMPLIANCE

HABITATS THE SOFT LANDSCAPING SCHEME FOR THE SITE SHOULD INCLUDE A HIGH PROPORTION (>70%) OF NATIVE SPECIES AND NON-NATIVE SPECIES THAT ARE KNOWN TO BENEFIT WILDLIFE. TO INCLUDE A VARIETY OF HERBACEOUS PLANTS, BULBS, SHRUBS, CLIMBERS, HEDGEROWS AND SMALL TREES, TO PROVIDE A DIVERSITY OF HABITAT TYPE/STRUCTURE, TO BENEFIT LOCAL BIODIVERSITY AND TO ENSURE THAT THE SITE RETAINS GOOD ECOLOGICAL CONNECTIVITY WITH THE SURROUNDING AREA.



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4.13 Play Spaces



PLAY SPACE

There is provision for communal integrated play south of Block A & east of Block C. Design would promote 'Nature Play' which would be natural in form, materials and specification. Equipment and layout would be agreed with Gravesham Borough Council.



SLD/HG114 - PL1

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4.14 Hard Landscape Palette



P1 : NON-PERMEABLE BLOCK
PAVING , WHERE SERVICES ARE
LOCATED



P2 : PERMEABLE DRIVE SETT
TEGULA CEDAR, MARSHALL'S OR
EQUAL



P3 : PERMEABLE DRIVE SETT
TEGULA NATURAL, MARSHALL'S
OR EQUAL



P4 : RESIN BOUND BARLEY, SUR-
SET LTD OR EQUAL



P5 : GRASS WITH RUBBER PLAY
MATT



P6 : GRANITE STEPPING STONES



B1 : BENCH WITH ARMREST IN
THE MIDDLE STREETLIFE OR
EQUAL



F1 : 1100MM HIGH FENCE
METAL



F2 : 2000MM HIGH TIMBER FENCE
WITH 100X100MM CONCRETE
POSTS & LOWER CONCRETE
BOARD



F3 : 2000MM HIGH X1200MM WIDE
MOBILANE GREEN SCREEN WITH
SUPPORT POSTS SUPPLIED BY
MANUFACTURER. ALLOW FOR
400MM TOPSOIL TRENCH. PER



K1 : 159X255MM CONSERVATION
KERB MARSHALL'S OR EQUAL



E1 :TIMBER EDGE MOW STRIP
WHERE GRASS MEETS PLANTING
& PLANTING MEETS GRAVEL

PLAY EQUIPMENT SELECTED WITH COUNCIL



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4.15 Soft Landscape Palette



Buxus sempervirens



Carpinus betulus



Griselinia littoralis

SHRUB PLANTING



Crocosmia 'Lucifer'



Cistus corbariensis



Euonymus fortunei 'Emerald Gaiety'



Hosta fortunei



Houttuynia cordata 'Chameleon'



Hypericum calycinum



Prunus 'Otto Luyken'



Pittosporum tenuifolium 'Tom Thumb'



Salvia officinalis 'purpurascens'



Alchemilla mollis



Bergenia cordifolia 'Purpurea'

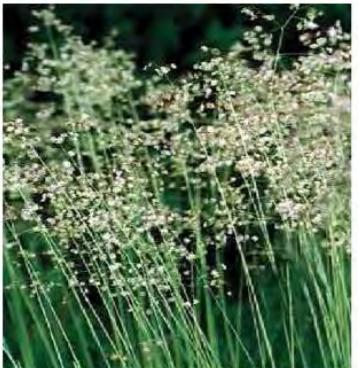


Bergenia 'Silberlicht'



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4.16 Soft Landscape Palette



Briza media



Ceanothus thyrsiflorus repens



Dianthus 'Haytor white'



Hebe 'White Gem'



Hebe pingulifolia 'Pagei'



Hedera hibernica



Heuchera micrantha 'Palace Purple'



Hebe albicans



Iris foetidissima



Kimmia japonica 'Rubella'



Lavandula angustifolia 'Munstead'



Lavandula stoechas pedunculata



Liriope muscari



Santolina chamaecyparissus 'Lemon Queen'



Santolina pinnata (Neapolitana) 'Sulphurea'



Stachys byzantina



Sedum spectabile 'Septemberglut'



Vinca minor 'Argenteo-variegata'



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4.17 Boundary Treatments

The boundary treatment strategy has been carefully developed to promote safety, privacy, and visual coherence throughout the site. Along the frontages facing Rose Avenue and the proposed courtyard, a low brick wall with integrated metal railings will be installed. This approach establishes clearly defined defensible spaces, reinforcing the distinction between public and private realms while maintaining an open and welcoming streetscape.

Timber fencing will be used to separate public areas from private gardens, providing residents with both privacy and security. These treatments have been selected to complement the architectural character of the development and contribute to a cohesive and attractive site environment.



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4.18 Sustainable approach to the development

The proposed development has been designed to meet the sustainable design and construction standards outlined in the Gravesham Borough Council Local Plan Core Strategy, relevant sections of the Building Regulations (Parts L, G, M, S, O, and F), and the National Planning Policy Framework. Further details are provided in the accompanying Sustainability Statement submitted as part of the planning application.

Key sustainability initiatives incorporated into the scheme include:

Fabric-First Approach

The development prioritises a fabric-first strategy, focusing on high-quality, energy-efficient building design. This includes high-performance insulation, airtight construction, and advanced glazing systems to minimise heat loss and reduce energy demand for both heating and cooling.

Durable, Low-Maintenance Materials

The use of robust, energy-efficient materials—such as high-quality brickwork—ensures long-term durability and reduces the need for ongoing maintenance, contributing to the overall sustainability of the scheme.

Energy-Efficient Residential Design

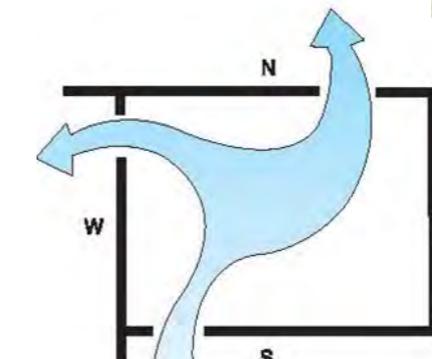
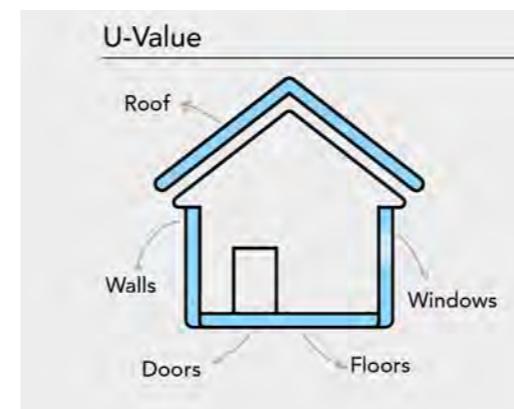
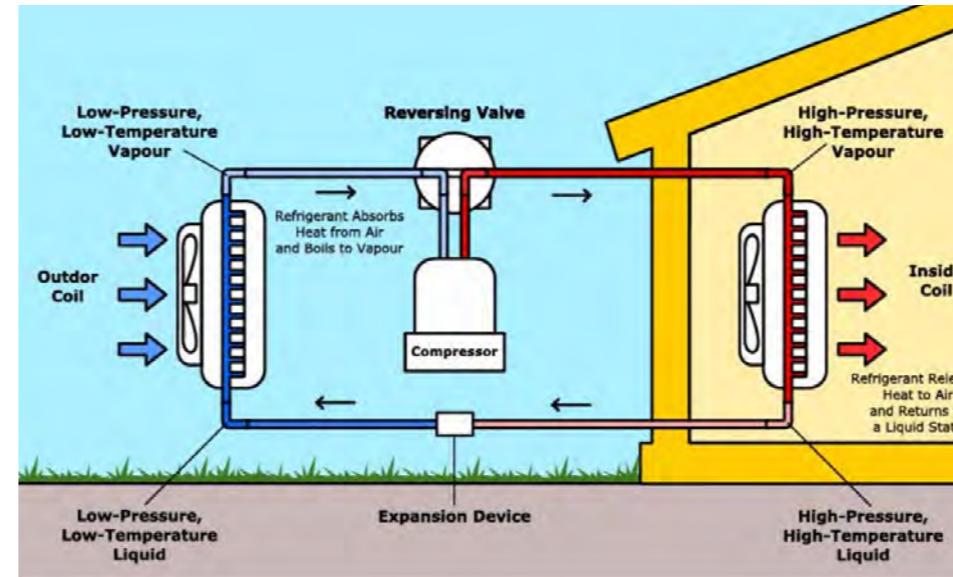
The layout and orientation of buildings have been optimised to reduce energy consumption. Internal configurations maximise dual-aspect units to enhance natural cross-ventilation and outlook. Openings have been carefully considered in terms of size, orientation, and g-values to mitigate overheating while maximising daylight and sunlight penetration.

Low-Carbon Heating Solutions

All homes will be equipped with Air Source Heat Pumps (ASHPs), providing a sustainable and low-carbon alternative to traditional heating systems.

Sustainable Transport Measures

The development promotes sustainable travel through the provision of secure cycle parking and electric vehicle (EV) charging infrastructure. All houses will be equipped with individual EV charging points to support the transition to low-emission transport.



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4.19 Elevations - Design Intent

The proposed design has been informed by a contextual appraisal of the local area, drawing inspiration from the characteristic materials and architectural features found within this part of Gravesend. While traditional buildings in the vicinity typically utilise red and yellow stock brick or pale cream render, the proposed development takes a contemporary approach, using a facing brick with varied textures and tones to enrich the elevations and provide visual interest.

Rather than replicating the existing vernacular, such as gabled roofs and a regular rhythm of window openings, to reflect the visual strength and proportions of local buildings. This approach ensures the development is contextually responsive while maintaining a distinct and contemporary identity.

A restrained palette of robust, low-maintenance materials, primarily brick and metal cladding, has been selected to ensure longevity and to allow the development to age gracefully over time.

The overall design philosophy is guided by the following principles:

- Contrast between architectural components to create visual interest
- Simplicity in form and detailing for clarity and coherence
- Elegance in proportion and composition
- Lightness in material expression and articulation
- Boldness in character, establishing a strong and recognisable identity
- Pattern and texture through the use of detailed brickwork to animate façades



Block D - South Elevation



Block D - East Elevation



Block C - South Elevation

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4.20 Material Palette Proposal

The following material palette is proposed:

- ① Facing Brick - Light grey stock
- ② Brick Detail - Protruding brick - Light grey stock
- ③ Brick Detail - Soldier course - Light grey stock
- ④ Concrete Lintel - Light buff
- ⑤ Zinc Cladding - Dark grey
- ⑥ Metal Balustrade - perforated dark grey
- ⑦ Window Screen - perforated dark grey
- ⑧ Windows & Doors - uPVC dark grey
- ⑨ Rainwater Goods - dark grey
- ⑩ Stone coping - light buff



Block C - West Elevation



① Facing Brick - Light grey stock



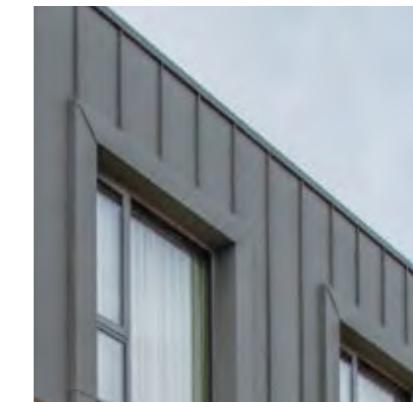
② Brick Detail - Protruding brick



③ Brick Detail - Soldier course



④ Concrete Lintel - Light buff



⑤ Zinc Cladding - Dark grey



⑥ Metal Balustrade - perforated dark grey

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4.21 Scale

Proposed heights across the site have been carefully considered to ensure that the scale of the buildings responds to the surrounding architectural landscape and roofscape. Minimising any impact of the proposals and avoiding any overlooking of neighbouring properties has been a key driver for the design proposals.

The proposed buildings will be a mixture of two and three storeys, with the two storey building located to the front of the site on Rose Avenue and the taller buildings to the rear. The two storey buildings fronting Rose Avenue, exceed the height of the other properties on the street but still respond to the general height.

The scale of the new development can be viewed on the contextual site sections provided below.



Proposed Site Section through internal courtyard looking at Block C and B in the background.



Proposed Site Section through Rose Avenue.



Proposed Site Section through internal courtyard looking at Block D.

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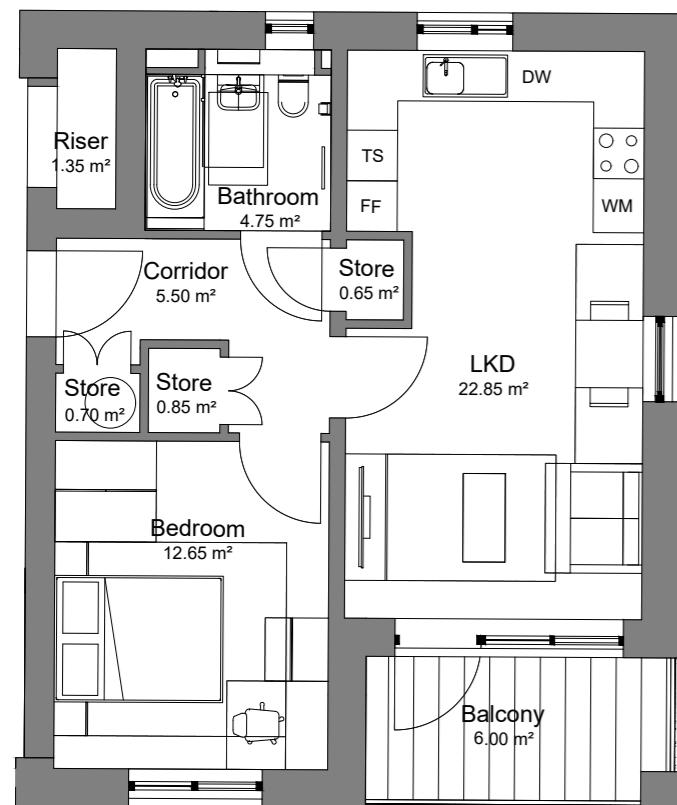
4.22 Sample Flat Layouts

All proposed homes have been designed to meet the Nationally Described Space Standards (NDSS), ensuring generous, well-proportioned living spaces that support a high quality of life. The internal layouts have been carefully considered to maximise natural daylight and create bright, uplifting, and welcoming environments for residents.

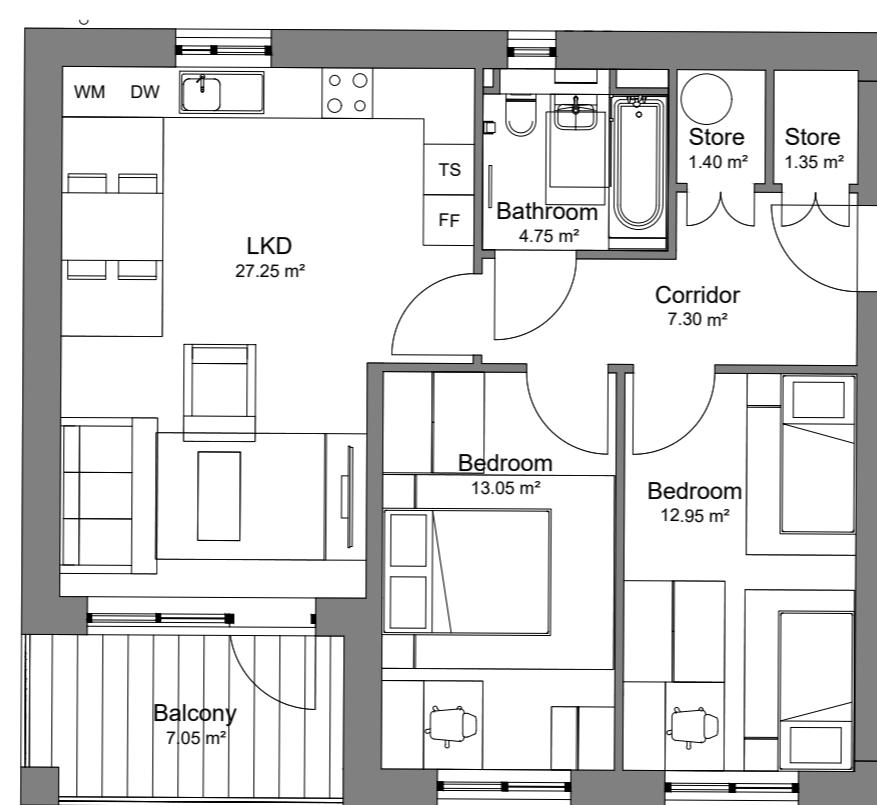
Each apartment features a generous entrance hallway with integrated storage, contributing to a sense of arrival and practicality. The efficient internal planning minimises circulation space, allowing for more usable living accommodation.

The dual-aspect kitchen, living, and dining areas are designed to enhance natural ventilation and daylight, while inset balconies provide private outdoor space with good outlooks and a sense of privacy. Bathrooms with windows further support natural ventilation and daylight access, improving comfort and reducing energy use.

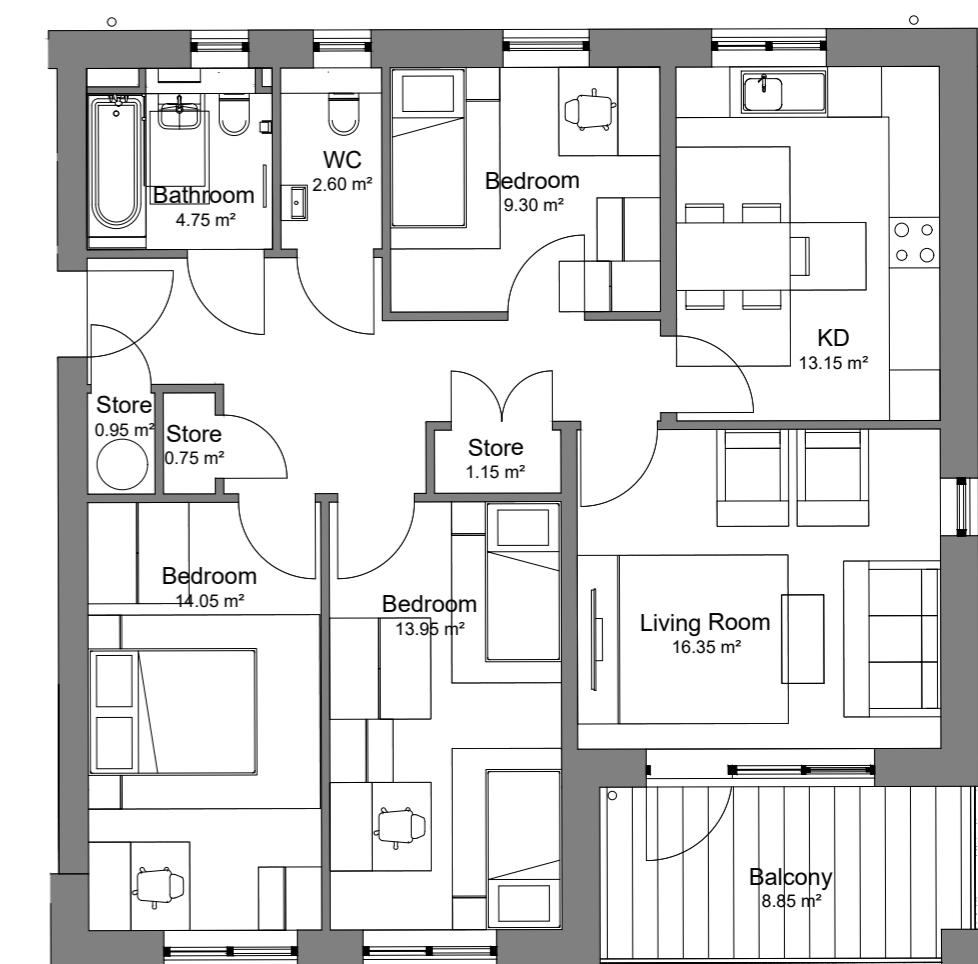
Large window openings and dual-aspect configurations promote a strong connection to the outdoors, reduce reliance on artificial lighting, and help mitigate overheating—contributing to both resident wellbeing and environmental performance.



1 Bed/2 person Flat
Location: Block A
Area: 50.4 m²



2 Bed/4 person Flat
Location: Block A
Area: 70.7 m²



3 Bed/5 person Flat
Location: Block D
Area: 93.8 m²

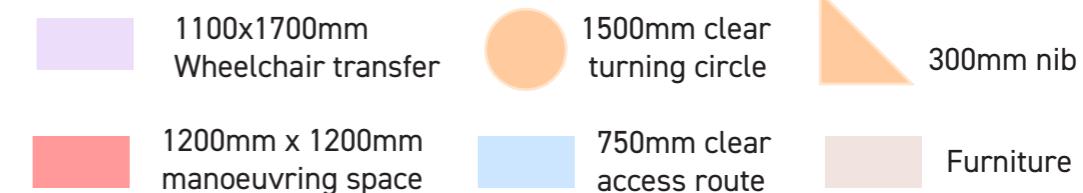
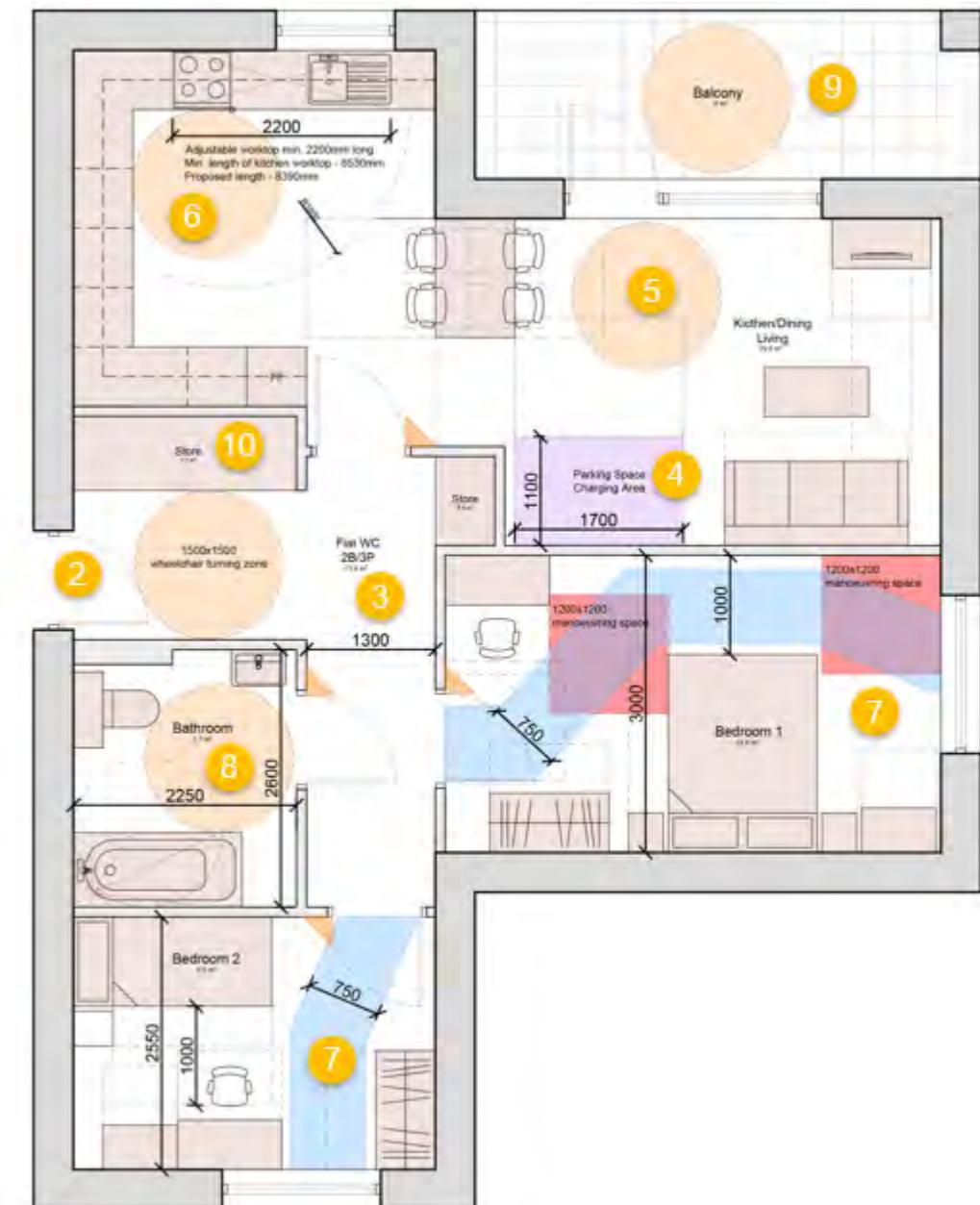
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4.23 Accessible Homes

There are 3 x M4(3) adapted WC apartments which represents 10% provision across the entire site.

The following principles have been applied to the layouts in line with Part M4(3) guidance.

1 Approach/car parking	5 Habitable Rooms	8 Sanitary
<ul style="list-style-type: none"> Clear 1200mm step free approach route. Min 1500x1500 level space provided at end of approach route and a max 10m intervals. Ramped access between 1:20 and 1:15 gradient. Min clear zone of 1200mm to one side & rear of parking space. 	<ul style="list-style-type: none"> Step free access to living spaces. Principal living area within entrance storey. Glazing to principal window to start at or below 850mm. Min combined area for living, dining and kitchen space: <p>3 bedspaces = 27m² 4 bedspaces = 29m²</p>	<ul style="list-style-type: none"> Dwelling with 2 or 3 bedspaces to have bathroom with level access shower Dwelling with 4 bedspaces to have a bathroom with level access shower and a separate WC / cloakroom. Dwelling with 4 bedspaces to have potential for a bath to be installed above the shower area. Bathroom located on same floor as principal bedroom' Level access showers constructed as wet rooms. Full wheelchair access to WC, basin and 1200 x 1200 shower Hoist and grab rail allowances made in ceilings/partitions. Outward opening door.
2 Private Entrances	6 Kitchen	9 Private external space
<ul style="list-style-type: none"> Min 1500x1500 level threshold at entrance, clear of door swing. Landing area covered for a min of 1200 x 1200mm. Min 1500mm clear turning circle inside entrance area/hallway in front of door when closed. Min 300mm nib to leading edge of principal entrance. Min 150mm nib on opposite/hinge side for letter cage fitting. Door has 850mm clear opening width. 	<ul style="list-style-type: none"> Kitchen and dining within the same room Min clear access zone of 1500mm in front of kitchen units. Overall length of worktop min 6530mm for wheelchair accessible dwelling with 3 & 4 bed spaces Sink and hob in height adjustable or easily lowered section of worktop. 2200mm long. 	<ul style="list-style-type: none"> Min 1500mm clear width and 1500mm turning circle. Level or gently sloping path with min 1050mm clear width to refuse, cycle and external store etc. Every path terminates in a 1500mm turning circle. 300mm nib to leading edge of gate/gateway. Min 850mm clear opening to every door connected to the private outdoor space.
3 Circulation	7 Bedrooms	10 Built in Storage
<ul style="list-style-type: none"> Clear hallway width of 1050mm. Where approach to doorway is not head on, min 1200mm clear width is required. Localised obstruction (such as a radiator) can reduce width to 900mm for no more than 2m. Every internal door has 850mm clear opening width. Min 300mm nib to leading edge of every door. Min 200mm nib to following edge of every door. 	<ul style="list-style-type: none"> One bedroom should be close to the accessible bathroom. Clear 750mm wide route from bedroom door to window Min 1200 x 1200mm manoeuvring space inside bedroom doorway. Bedroom ceilings capable of taking an overhead hoist. Principal bedroom has a min floor area of 13.5m² and min 3m wide clear of obstructions. 1000mm clear access zone to all sides and foot of bed space for the main bedroom and one side and foot of the bed to the secondary bedroom. All other bedrooms (double & twin) have a min floor area of 12.5m², min 3m wide. All other bedrooms (single) have a min floor area of 8.5m² min 2.4m wide. 	<ul style="list-style-type: none"> Min storage capacity for 2 Bedrooms: 2m²
4 Wheelchair transfer/storage	11 Switches, sockets & controls	
<ul style="list-style-type: none"> Storage for 2x wheelchairs and transfer between outdoor and indoor wheelchair to be provided. Min 1100 x 1700mm wide space on entrance level, preferable close to entrance. Location to be advised by the local fire service as per C9 Fire safety LPG Accessible with a clear width of 1200mm. In adaptable units this space and be converted into general storage. Power socket for charging 	<ul style="list-style-type: none"> 700-1000mm above FFL 700mm from inside corner other window handles 450-1200mm above FFL (except principal living room) 	



5.0

Summary

5.0 Summary

5.1 Closing Statement

This Design and Access Statement supports a planning application for a residential development comprising 29 high-quality homes, including private and communal outdoor spaces and associated parking, on the Rose Avenue site in Gravesend.

The proposal promotes healthy, vibrant living and integrates seamlessly with the surrounding residential neighbourhood. It enhances the site's usability by unlocking a significant portion of underutilised land, delivering much-needed family housing in the area.

As a 100% affordable housing scheme, the development directly addresses local housing needs and supports the community. It increases the number of homes on the site by 13, with 76% of the new dwellings designed to accommodate families, responding to a particularly high demand.

The site represents an efficient and sustainable reuse of land, aligning with market needs while delivering long-term environmental and community benefits. With a proposed density of approximately 75 dwellings per hectare and the inclusion of an internal courtyard, the scheme is consistent with local housing density policies and the character of the surrounding built environment along Rose Avenue.

The design is sensitive to the site's context, responding thoughtfully to both opportunities and constraints. Visual impact is minimised through the retention of boundary trees where possible, appropriate building scale, and architectural references drawn from the local vernacular. Adequate separation distances are maintained to preserve privacy and prevent overlooking of neighbouring properties.

The development has been carefully designed to complement the surrounding area in terms of form and massing. High-quality, robust, and durable materials are proposed throughout to ensure longevity and visual appeal.

A key feature of the proposal is its contribution to the public realm. The landscape strategy has been fully integrated into the overall design, creating a welcoming and attractive environment. The communal garden, located to the rear and shielded from the main access road, will provide a quiet, secure, and well-overlooked space for residents.

Sustainability is embedded in the design, in line with the Gravesham Borough Council Local Plan Core Strategy. The scheme incorporates a fabric-first approach, low-carbon heating solutions, and low-maintenance materials to meet modern environmental standards.

In summary, the proposed development is appropriate in terms of land use, scale, access, layout, and appearance. It represents a sustainable and efficient use of land that meets local housing needs while enhancing the character and quality of the area.





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BUILDING SERVICES ENGINEERING
BUILDING SURVEYING
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