

Northfleet Harbourside

Design Code

Rev E

10 April 2024



**Northfleet
Harbourside**



uns
UNSTUDIO





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Created by	DT/PC
Checked by	JR
Issue type	Planning
Issued on	29 Aug 2023

This Design Code has been produced by HLM Architects for Landmarque Property Group. Northfleet Harbourside has been designed in collaboration with UN Studio and C+W O'Brien Architects, refer to the list above for the relevant disciplines and responsibilities.



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**Northfleet
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Part A Background

Northfleet Harbourside

- 1.0 Planning and Purpose of Design Code
- 1.1 Structure and Application of Design Code
- 1.2 Sustainability Ambition Statement
- 1.3 Vision Statement

Part A Background

1.0 Planning and Purpose of the Code

The Design Code has been prepared as part of the Northfleet Riverside Outline Planning Application (OPA) to provide design guidance for the future development of the site. The Design Code should be read in conjunction with the Design and Access Statement, along with the Parameter Plans accompanying the OPA.

Together they provide the primary design information needed by the designers of future detailed Reserved Matters Applications (RMA). The Design Code has been prepared to ensure that the highest standard of design is delivered across the site, as individual development parcels are brought forward through a process of phased development.

It also aims to ensure a consistent and coherent design approach between different parcels and character areas, whilst maintaining the overall design ethos for the wider development set out in the Design and Access Statement (DAS).

This document sets the expected levels of design quality to be delivered across the scheme. This will provide certainty to residents, stakeholders and Gravesham Borough Council that Northfleet Harbourside will deliver excellence in placemaking.

Site Application Boundary
The guidance in this document relates to all development within the red line



Design Components of the Application



Parameter Plans

Sets out the development plots, land use, road network and location of public spaces and green infrastructure.



Design and Access Statement

Provides background to the layout, design concept and strategies for the development.



Design Code

Controls the form and detailed design of future Reserved Matters Applications through illustration of the Spatial Masterplan Framework.

Part A Background

1.1 Structure and Application of Design Code

The Design Code presents information in a variety of ways depending on the degree to which it should be complied with (as illustrated on the adjacent sample pages).

- Text set within a colour box, or within a table with a colour header, indicates 'design objectives' that must be followed to ensure the development follows the high-quality aspirations desired.
- Text, which is not in a box, indicates design requirements that reflect 'best practice approach' and recommendations desired as part of the application to achieve the distinctive character desired.
- Plans and diagrams are illustrative only unless contained within a box with a blue header.
- Artist's impressions and precedent photographs are illustrative only and give an impression of how the design principles might be interpreted.

The specific guidance within this Design Code is provided to inform each individual development parcel within Northfleet Harbourside. It is important that developers and designers read and understand the guidance that relates to the development, and in particular they should be aware of relationship of neighbourhood parcels immediately adjacent to the parcel or phase which is being designed.

Compliance with the Design Code

All future RMAs should look to comply with the relevant elements of the design guidance. In order to demonstrate this, each application should include a completed copy of the Design Compliance Checklist, which can be found at the end of the document.

Future RMAs will be subject to detailed design and public consultation which may lead to deviation from this guidance, but should that occur appropriate justification will be included within future applications.

Further explanation of the design rationale will be provided within individual design statements accompanying each RMA. Departures from the principles in the Design Code will only be acceptable where they can clearly be shown to demonstrate placemaking benefits and/or respond appropriately to changing legislation, varying circumstances or technological advancements. Detailed justification will need to be provided to justify departures from the principles in the Design Code.

All Reserved Matters applications should demonstrate compliance with the Design Code and be accompanied by:

- A completed Design Compliance Checklist.
- Detailed justification for any aspects of non-compliance.

Design requirements and recommendations which represent 'best practice approach'



Illustrative diagram

Design objectives that must be followed

Illustrative precedent imagery

Part A Background

1.1 Structure and Application of Design Code

The Design Code is organised into four key sections; Spatial Masterplan Framework, Neighbourhoods, Detailing the Building and Detailing the Place. This structure allows for a wider understanding of the site proposals, before focusing on detailed aspects of the design and how the multitude of components combine to form the framework masterplan.

Spatial Masterplan Framework



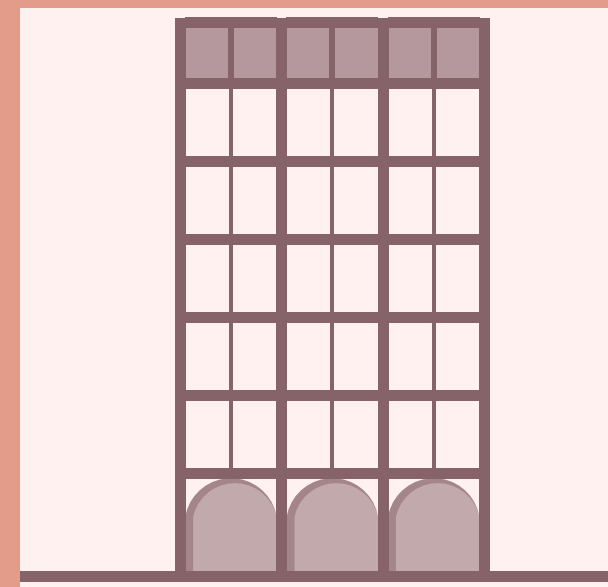
The spatial masterplan framework chapter sets out the key site wide design parameters which define the proposals. These parameter drawings present a series of extents which combine to form the framework masterplan from which all design approaches are based.

Neighbourhoods



More detailed proposals for each neighbourhood area are defined through a series of topics which are illustrated to convey the principal design elements for individual spaces and, the allocated development parcels. There are common themes described throughout the character areas that are integral to the wider masterplan. These include, development parcels, access and movement, green infrastructure, and site edge conditions.

Detailing the Building



This part of the document sets out key design objectives for the buildings on the site. Its principal focus is to provide detailed guidance on the design parameters for each of the various building typologies. These include residential, commercial, retail, hospitality, and stadium.

The residential typology is made up of three themes, presented as design guidance to create an architectural language that unifies the character areas.

There is also more general guidance on appropriate massing strategies for each neighbourhood, building form, scale, rhythm, appearance, critical distances, elevational composition across each typology, guidance on buildings of significance, pedestrian requirements, and the articulation of appropriate building signage.

Detailing the Place



The detailing the place chapter describes the specific elements within each of the open spaces and public realm. It sets out key design principles relating to individual types of space character, and includes illustrative plans, sections and, precedent images to explain the design intent.

It also includes detailing principles for the design and specification of hard and soft landscape elements, boundary treatments, street furniture and street lighting. It includes diagrams and precedent photos to provide further guidance.

Part A Background

1.2 Sustainability Ambition Statement

To achieve the sustainability objectives set out in the DAS, the Design Code requirements that must be adhered to include:

- Sustainable land use through reuse of existing developed and brownfield site
- Sustainable communities connected with Gravesham and Northfleet that deliver social value
- Sustainable connectivity and modal transport changes by creating a 15min walkable neighbourhood
- Biodiversity Net Gains through habitat creation
- Improvements to open space provision
- A modal shift to active travel and the promotion of public transport

As part of Reserved Matters in pursuance of the outline, each application must deliver the sustainable outcomes for Northfleet Riverside development as follows:

- reduce carbon dependency
- achieve sustainable development with remarkable outcomes
- define together a coherent sustainability strategy for delivery our aspiration
- collaborate with the Council to support them in delivering:
 - National Determined Contributions
 - Council's Corporate Plan 2019-2023
 - Climate Change Strategy 2022-2030
 - Circular economy initiatives
 - Social value (aligned with socio-economic objectives), and a
 - Green travel plan strategy

As part of the reserved matters applications, each building will be modelled in detail to demonstrate the CO² savings and the submission sets design parameters that follow LETI guidance. This guidance was developed to ensure that new buildings would achieve exemplary energy performance and ensure that the UK would meet it's 2050 Net Zero commitment by reducing demand on the electrical grid and enable it to use renewables and decarbonise. The energy statement also includes a commitment to meet BREEAM Excellent for non-domestic buildings as well as achieving 4 credits under Wat01 through the selection of efficient sanitary ware & potential rain/ grey water harvesting technologies being adopted on the scheme.

Robust low and zero carbon technologies including air source heat pumps and solar photovoltaics have been selected for the site. Utilising these technologies on the development will allow the applicant to put forward a sustainable energy strategy, backed by proven strategies, built on robust principles



Above: "RIBA Core Sustainable Outcomes Target" from RIBA Sustainable Outcomes Guide, published by RIBA 2019.

Part A Background

1.3 Vision Statement



“ The Vision Northfleet Harbourside: **People, Pride, Place.**

The neighbourhood with Ebbsfleet United at it's heart.
A strong community for the future, built from a proud past.

”



Part A Background

1.3 Vision Statement

Vision Pillars

Six key Vision Pillars come together to create a comprehensive placemaking vision for Northfleet Harbourside. The Pillars take into account all of the key aspects required for the creation of a sustainable new neighbourhood; active travel and transport, the creation of a welcoming and engaged community, green and blue infrastructure, addressing the climate emergency, recognising the heritage of the area and providing a broad mix of homes. RMA's must comply to deliver on these Vision Pillars.

01 A Well Connected Place

A permeable, well connected network of active travel connections and easy access to public transport.

02 A Welcoming Community

Centred around the new home of Ebbsfleet United FC, Northfleet Harbourside has community at its heart. The new development connects in with existing neighbourhoods and provides them with new facilities such as health care and community meeting spaces.

03 A New Green Northfleet

Two new parkland areas, publicly accessible river and harbour frontages, as well as numerous pocket parks and public squares. Northfleet Harbourside presents new outdoor amenities for new and existing residents. The green and blue infrastructure is designed to increase the biodiversity of Northfleet.

04 Low Energy, Low Carbon and the Climate Emergency

Homes and commercial buildings with low energy requirements and producing their own energy through renewable sources. Reducing carbon emissions in construction and operation wherever possible.

05 A Strong Future Built on the Past

The proud heritage of the area is to be captured and used as inspiration for the architecture and landscape of Northfleet Harbourside - referencing both the maritime and industrial legacy of the neighbourhood.

06 A Rich Mix of Uses

A broad mix of green spaces, shops, healthcare facilities, leisure attractions, cafés, bars along with workplaces and homes, all contribute to the creation of a 15 minute neighbourhood. Most day to day needs can be found within the neighbourhood, without the need to get there by car. In addition to a mix of uses there will be wide variety of homes in terms of size and levels of affordability.





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Part B Spatial Masterplan Framework

Northfleet Harbourside

- 2.0 Masterplan Principles
- 2.1 Illustrative Masterplan
- 2.2 Framework Masterplan

Part B Spatial Masterplan Framework

2.0 Masterplan Principles

Urban blocks

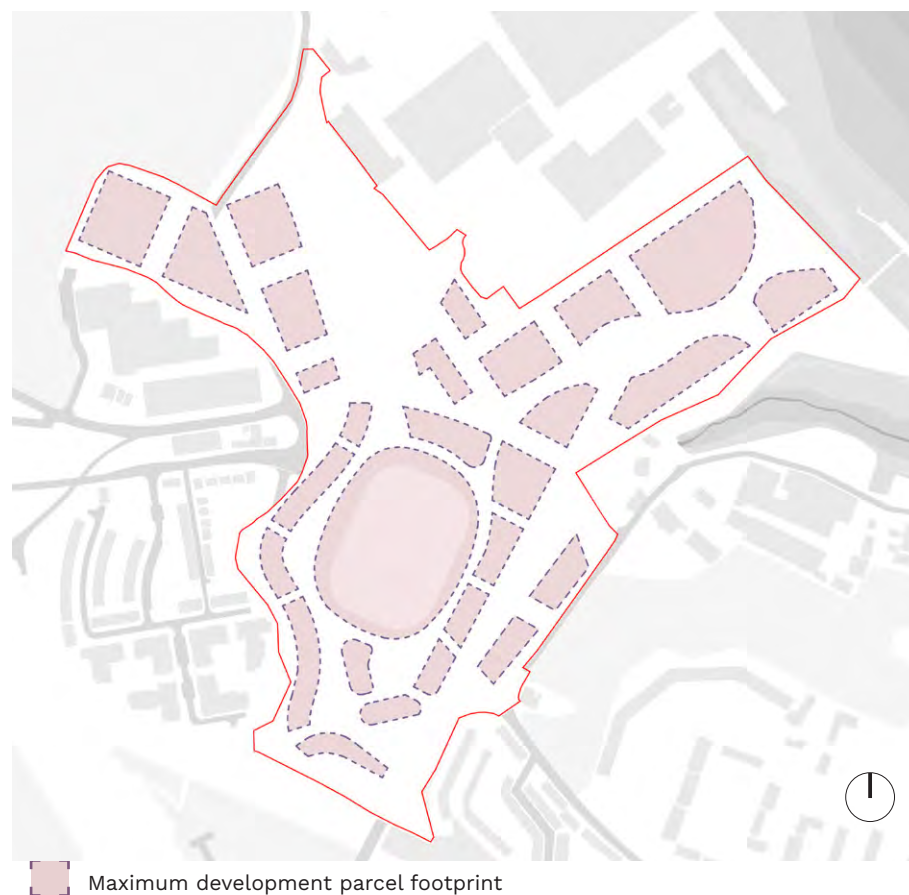
The development parcels should be set out as illustrated to define a coherent streetscape and open space strategy. They must form a strong built edge to define the enclosure of public spaces alongside promoting active frontages, social interactions, safety and security.

Connections and permeability

A highly permeable network of active travel routes are brought through open spaces and along streets. Convenient connections to existing routes must be made to promote walking and cycling with provisions to be made for potential future connections.

Key public spaces

A series of public open spaces are provided across the site. Strategically located to connect active travel routes through car-free environments. Each space has its own character and function reflected in the landscape and architectural design.



Part B Spatial Masterplan Framework

2.0 Masterplan Principles

Heights and massing

Building heights generally increase up to three tallest areas; there is a high point adjacent to Swanscombe Marshes, towards the River Thames and another towards the centre of the site. The centrally located tall building is strategically positioned to reduce its visual impact to surrounding areas whilst not overshadowing the primary public spaces or park areas.

The lowest building heights are in the Marketplace. This has the dual purpose of maintaining power line clearance whilst respecting the heights of the existing properties to the western boundary.

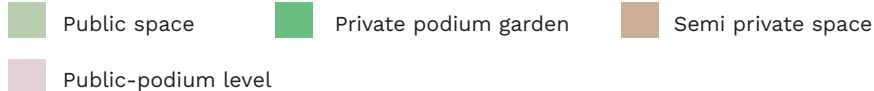
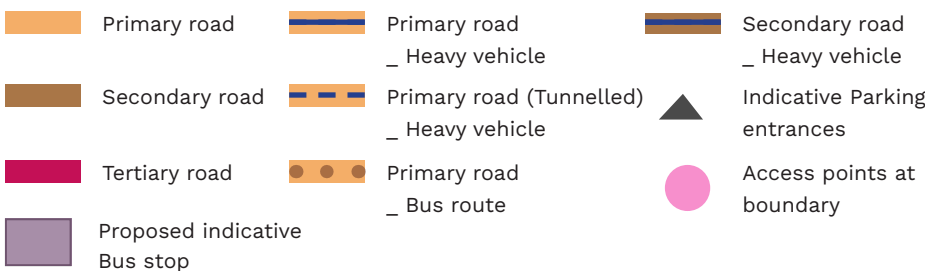
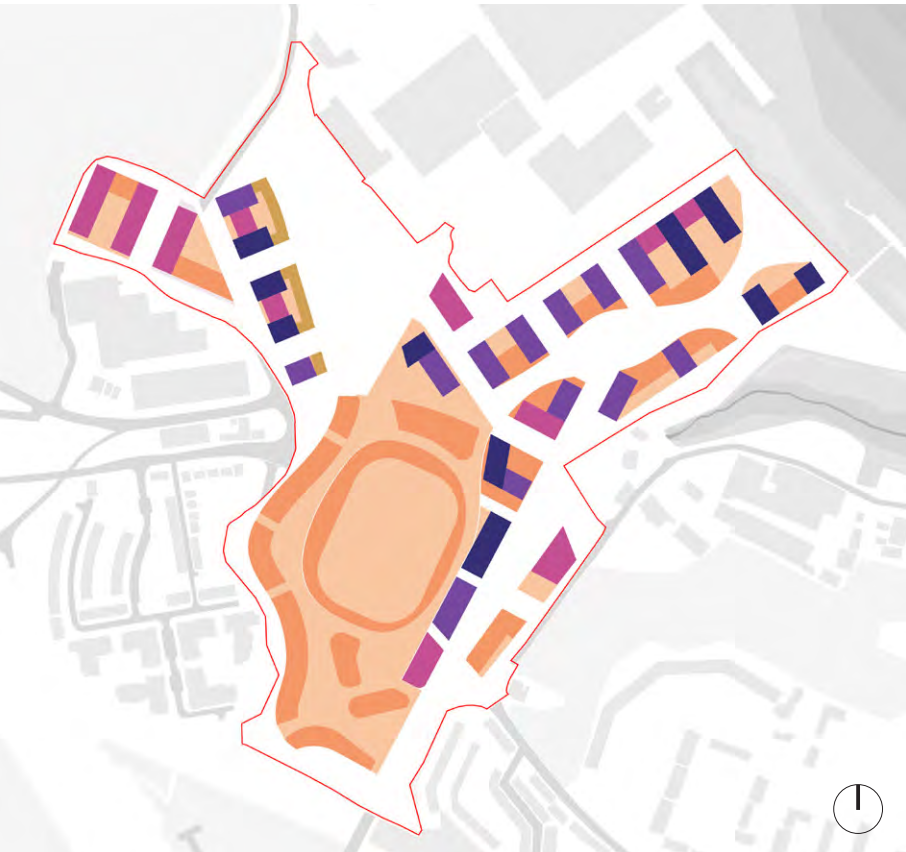
Vehicular access, refuse and emergency vehicular movement

The primary concept for vehicular movement is to keep traffic away from the key public spaces, ensuring an attractive landscape environment that promotes active travel. Vehicular routes from the north and west to the south and east are routed through a podium tunnel beneath the Marketplace.

Access to the proposed residential buildings is provided along routes away from the key public spaces. A bus only section of road along the Boulevard ensures that this street is safe and attractive to active travel as well as creating a pleasant, low traffic commercial street with active uses at ground floor.

Public and private space

There should be a clear division between publicly accessible spaces and private spaces. Generally private residents gardens are located at podium level away from the public realm. A restricted area along the northern boundary separates pedestrians from service traffic to the industrial uses. There is also a service route for the buildings in the north western edge. For security, access to this route is limited to residents only.



Part B Spatial Masterplan Framework

2.0 Masterplan Principles

Active frontages

Building frontages at entrance level should be lined with uses appropriate to the street and space they face. This principle ensures streets and spaces have the appropriate level of activity and overlooking - essential for a well used and safe public realm.

Mixed uses are focused around the Marketplace and Boulevard with some additional food and beverage outlets located around the waterfront areas. Local amenity uses are evenly distributed throughout the development.

Elsewhere residential frontages predominate. The design of the residential frontages should be altered according to their setting - they can be categorised in three main groups; green space facing, street facing or residential ancillary frontage. The last category is applied where the entrance level area is appropriate only for service uses.

Building podiums are designed to reduce the amount of inactive frontage facing public realm. Inactive frontage onto public realm should be limited to a maximum extent of 25m.

Servicing, maintenance and emergency access

Servicing to the residential building podiums is intended to be from the street network away from the park areas and key public spaces. Likewise servicing for the Marketplace is intended to take place within the podium away from the public realm area above. Vehicle movement associated with servicing and waste collection should be carefully managed to reduce impact on residents and so as to not negatively impact the quality of the pedestrian focussed street network.

Maintenance and emergency routes through the parks and public realm should be designed to the minimum dimensions possible. This is to reduce excessive amounts of hard landscaping within the public spaces that can reduce amenity, increase surface water run-off and increase embodied carbon.

Any turning heads must be integrated into hard landscape design and must not negatively impact the quality of the public realm.

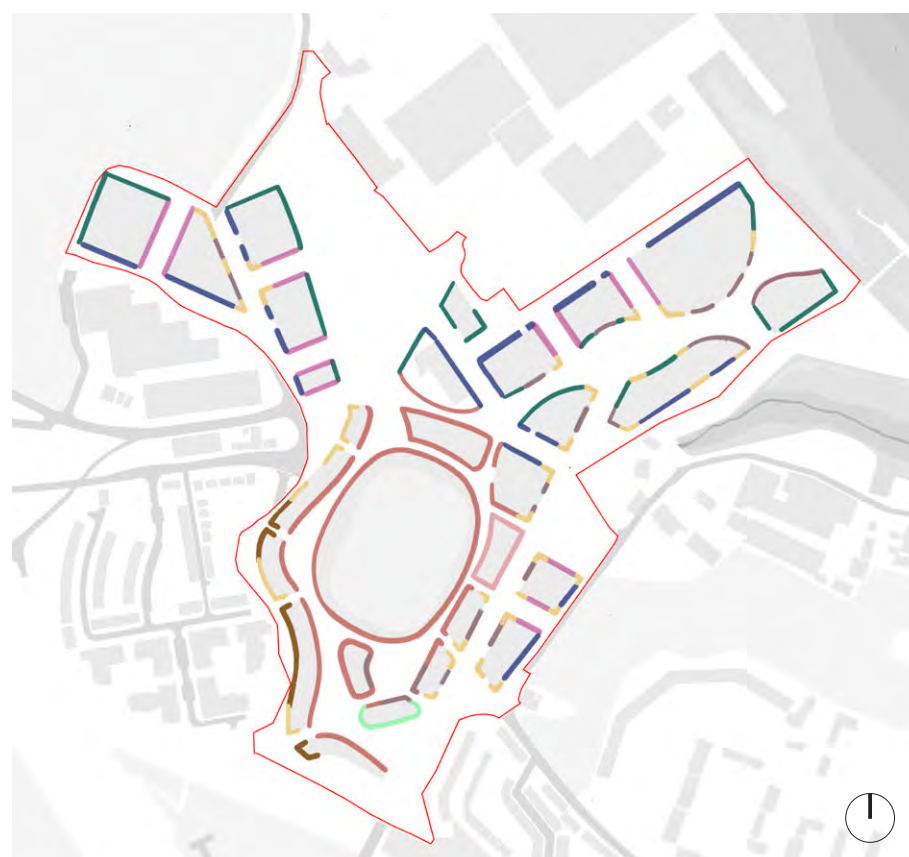
Parking strategy

The majority of cycle and car parking should be provided off street within building podiums. A limited number of visitor and disabled parking spaces are to be provided at surface level.

Parking for the Marketplace and Stadium is located in an area of two storey podium. A regular distribution of lifts and stair cores provide access from the podium parking garage to the shopping area.

Building podiums are to be designed to reduce the amount of inactive facade onto public realm areas. The frontages addressing public realm are to be wrapped in active uses such as ground floor apartments, duplexes and townhouses, residential entrances, amenity uses, shops and cafes.

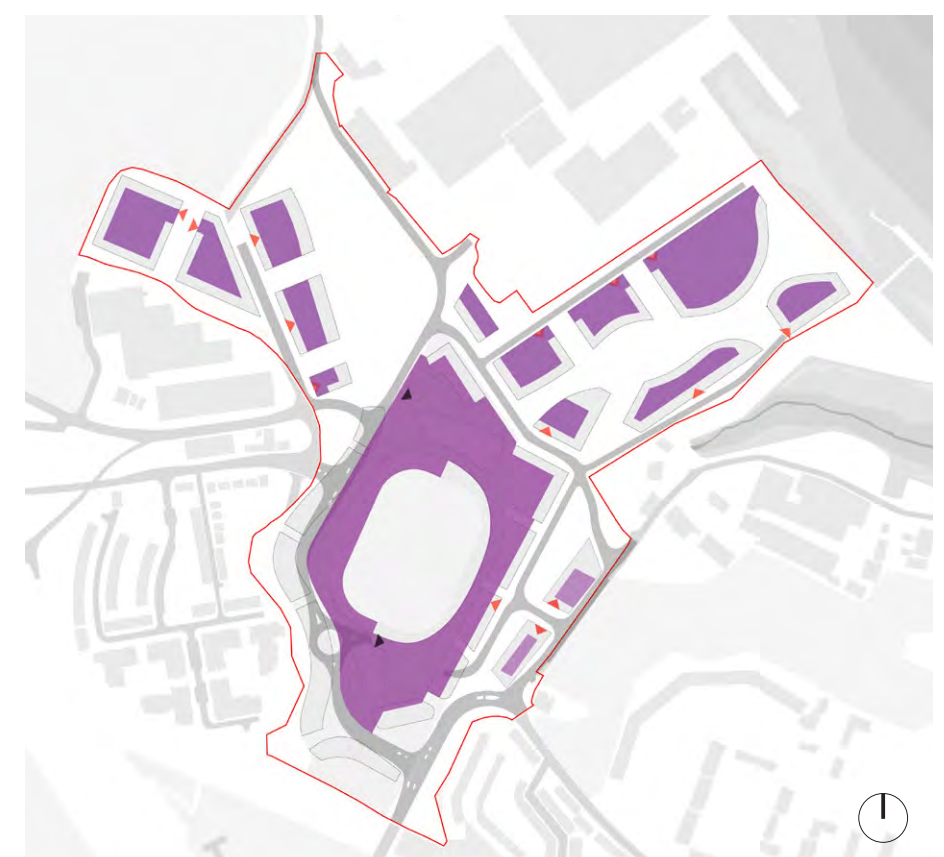
Parking entrances should be located discretely away from key vistas.



- Mix of Residential and Residential Ancillary
- Green Facing Residential
- Local Amenity
- Community Uses
- Retail
- Cafés, restaurants and bars
- Hotel
- Business Incubator Space
- Street Facing Residential



- Planned primary service route
- Servicing route in road tunnel
- Service route for employment area
- Secondary emergency access and maintenance route
- River wall maintenance access



- Indicative Marketplace podium parking area
- Indicative area of podium parking within residential blocks
- ▲ Indicative entrance to residential podium parking
- ▲ Indicative entrance to marketplace podium parking

Part B Spatial Masterplan Framework

2.0 Masterplan Principles

Site edges

Northfleet Harbourside has a variety of site edge conditions and uses. The development represents an opportunity to connect and improve the context for existing communities that are currently disconnected by heavy road infrastructure and industrial uses. Surrounding neighbourhoods will now meet with high quality landscape and a mix of uses complementary to residential uses. Connections between river, harbour and marsh are made for better access for people, as well as, wildlife.

In other areas, where existing industrial uses bound the site, the agents of change principle will apply: a variety of measures are proposed to mitigate the potential impact of the existing industrial activity from new residential and leisure uses. This will ensure homes and green spaces are safe and comfortable whilst industrial activity can continue unhindered.

The site edges have been designed to respond to their context. Each parcel is composed as a combination of different and distinct building forms with appropriate gaps between them - this will avoid the appearance of a wall of development.



Northern Boundary Service Route Edge

Buildings along this boundary will be designed to allow industrial and residential uses to coexist comfortably. Apartments along this edge will be designed and orientated to maximise views of Riverside Gardens and the River Thames. Further acoustic and air quality analysis at Reserved Matters Application (RMA) stage will conclude whether further mitigation is required, such as, mechanical ventilation strategies or the use of winter gardens in certain apartments.

Further detail on this edge can be found in Part C - 4.0 Riverside Character Area.



Thames View Edge

Publicly accessible riverside frontage. Homes will benefit from views over the river. At ground floor, amenity spaces, shops and cafes will activate the promenade area.

Further detail on this edge can be found in Part C - 4.0 Riverside Character Area.



Harbourside Edge

Publicly accessible harbourside frontage. Homes will benefit from views over the historical Northfleet Harbour. At ground floor, residential entrances and ground floor apartments will activate the promenade area. The harbourside edge to Robins Creek will be designed to provide intertidal habitats. Further assessment at RMA stage will further develop ecological enhancements to Robins Creek.

Further detail on this edge can be found in Part C - 4.0 Riverside Character Area.



Grove Road Edge

The frontage along Grove Road establishes a residential character to activate the street edge. The majority of homes along this street will overlook the woodland providing visual amenity and passive surveillance to the green space. This residential edge of the development will provide a welcoming threshold to existing and proposed neighbourhoods to the east.

Further detail on this edge can be found in Part C - 5.0 Boulevard Character Area.



Stonebridge Plaza Edge

Stonebridge Plaza is the key threshold space for Northfleet Harbourside from the south and east. It is the main arrival space from Ebbsfleet International, Northfleet Station or Gravesend. The eastern edge of the landscaped plaza provides a sizeable green buffer to the Railway Street neighbourhood opposite.

Further detail on this edge can be found in Part C - 7.0 Marketplace Character Area.



Marketplace Green Buffer

A new, high-quality landscaped amenity space with active travel route is proposed along the western edge adjacent to the Robinson Way neighbourhood. The new green edge will be activated by community uses such as incubator units for supporting new businesses. It will also include supporting facilities/retail at ground floor to serve the community and those commuting through the site. Access to the Marketplace and Northfleet Harbourside beyond is provided at regular intervals. This edge will greatly improve connections and visual amenity for surrounding residential properties in addition to biodiversity improvements.

Further detail on this edge can be found in Part C - 7.0 Marketplace Character Area.



Northfleet Industrial Estate Edge

Buildings along this boundary will be designed to allow industrial and residential uses to coexist comfortably. Apartments along this edge will be designed and orientated to maximise views towards Swanscombe Marshes and Power Park. Further acoustic and air quality analysis at Reserved Matters Application (RMA) stage will conclude whether further mitigation is required, such as, mechanical ventilation strategies or the use of winter gardens in certain apartments.

Further detail on this edge can be found in Part C - 6.0 Parkland Character Area.



Swanscombe Marsh Edge

Homes along this edge will benefit from views over Swanscombe Marshes. The broad opening of Power Park to the marsh will connect habitats into Northfleet Harbourside's parkland - creating a substantial increase to biodiversity and habitats in the area.

Further detail on this edge can be found in Part C - 6.0 Parkland Character Area.



Power Park Edge

The northern boundary to Power Park is designed to allow industrial uses and green infrastructure to coexist comfortably. Acoustic screening and integrated planting separates the park from the service road to the industrial estate to the northeast. Further detailed study through the RMA process will be carried out to determine exact levels of acoustic and visual separation required. A substantial buffer has been allowed for the creation of a safe and comfortable environment within the public open space.

Further detail on this edge can be found in Part C - 6.0 Parkland Character Area.

Part B Spatial Masterplan Framework

2.1 Illustrative Masterplan

An illustrative masterplan has been prepared for the site, responding to the key design principles set out within the Design and Access Statement (DAS) that have evolved through the design evolution and consultation process.

It shows how the proposed development will consist of an exciting new stadium to house Ebbsfleet FC, alongside a high-quality retail village and marketplace, a significant and coherent provision of new streets, public open spaces surrounded by three new residential neighbourhoods.

The resulting neighbourhood character areas and their specific development parcels will provide residential accommodation and a mix of non-residential uses, along with supporting ancillary accommodation to make this a thriving new area for Gravesham and Northfleet. The illustrative masterplan shows how it is proposed to bring these elements together to create a high-quality and vibrant destination for Gravesham.

The detailed design of the site will be brought forward through future RMAs using the guidance contained within this Design Code and the associated Parameter Plans.

Key Features of the Illustrative Masterplan:

- Up to 3,500 new homes in a mix of size, type and tenure.
- Over 2.1ha of new parkland area in Parkland Gardens and Riverwalk Gardens.
- Two new, publicly accessible, destination waterfront walk opening out onto River Thames and overlooking Northfleet Harbour.
- New c.8,000 capacity stadium for Ebbsfleet United with associated up-to-date supporting facilities.
- Up to 21,000m² of commercial and retail space in three distinct settings:
 - The Marketplace - a pedestrianised shopping area including cafés, bars and other leisure attractions.
 - The Boulevard - a tree-lined, car-free street lined with active frontages including offices, hotel and retail uses.
 - The Riverside - a collection of cafés, restaurants and shops overlooking the Amphitheatre and River Thames.
- A new network of safe, car-free walking and cycling connections linking routes from surrounding neighbourhoods, Ebbsfleet International Station, Northfleet Station to the Swanscombe Marshes, the river and Northfleet Harbour.
- Improved road access that separates pedestrians and cyclists from vehicles and Heavy Goods traffic.



Part B Spatial Masterplan Framework

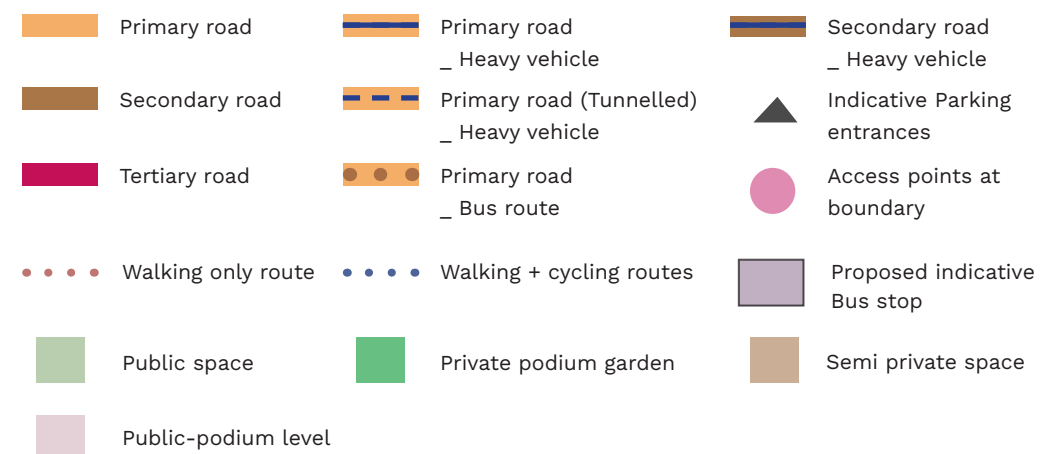
2.2 Framework Masterplan

The Framework Masterplan serves to illustrate the land uses of the site and their arranged adjacencies. The plan is the result of the design process undertaken as explained within the Design and Access Statement.

The primary Framework Masterplan elements are composed of built form, access and landscape. Within these piers of use further parameters are illustrated that will govern the sites development through future RMA's.

The Framework Masterplan also conveys the design objectives and requirements of each element needed to deliver the development vision. The design objectives and requirements are listed and explained along with visual examples.

In the following section each character area is explored in more detail, providing explanation of key design principles achieved through the site organisation and arrangement of key uses.



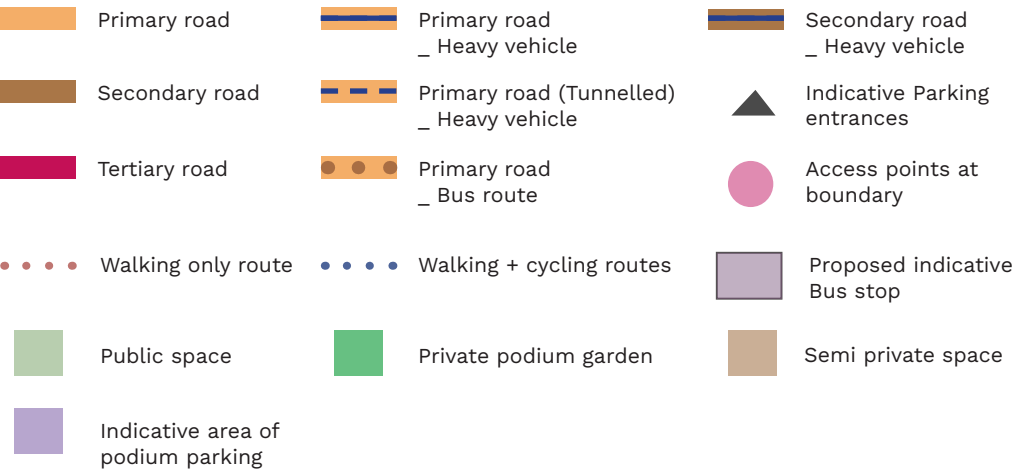
Part B Spatial Masterplan Framework

2.2 Framework Masterplan - Ground access level

The Framework Masterplan demonstrates the lower, access level of Northfleet Harbourside. At ground floor, all of the apartment buildings feature podiums filled with car parking. The podiums are to be lined with mixed uses and residential entrances to ensure the surrounding public realm is activated and well overlooked.

A large podium surrounds the stadium. The podium features a road tunnel re-routing traffic from the north and east of the site to the southern boundary. The primary benefit of this strategy is separating traffic, including Heavy Goods Vehicles to the surrounding industrial areas, from pedestrians using the Marketplace and Stadium. The existing industrial traffic benefits from efficient, direct connections and is not inconvenienced by the development. Northfleet Harbourside residents and visitors benefit from road traffic being removed from the central area of the site making active travel connections safe with improved air quality.

Centrally located within the podium is car parking. The edge of the podium is again lined with active uses - community uses line the green buffer along the western edge, commercial and retail uses line the eastern edge along the Boulevard.





**Northfleet
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Part C Character Areas

Northfleet Harbourside

- 3.0 Introduction
- 4.0 Character area 1 - Riverside
- 5.0 Character area 2 - Boulevard
- 6.0 Character area 3 - Parkland
- 7.0 Character area 4 - Marketplace

Part C Character Areas

3.0 Introduction

The Masterplan has been organised into five distinctive neighbourhood areas; **Riverside**, **Parkland**, **The Boulevard**, **The Marketplace** and **The Stadium**. This section sets out the principles for how each neighbourhood is to be laid out - describing how buildings, streets, public spaces and parks are to interact. This section also describes the edges of the site - how the development will respond to its surrounding neighbours and landscape context such as the River Thames and Swanscombe Marshes (SSSI).



Parkland

The Parkland is a residential community set around a new public open space. This Power Park contains play and leisure facilities with abundant landscape to create habitats to ensure Biodiversity Net Gain. Power Park will connect new habitats with the existing Swanscombe Marshes, to further encourage biodiversity into the site. The majority of homes have views over green space and incorporate pocket parks and gardens.



Riverside

The Riverside residential community includes a new publicly accessible frontage onto the River Thames and views to Robins Creek. Residents and visitors alike will be able to walk along the river edge and admire the view before connecting back into the new Riverside Gardens. A series of residential buildings line the northern edge forming a distinctive built form character up to 20 storeys in height providing views over the new green space and over the river.



Marketplace

Surrounding the Stadium is the Marketplace - a car-free leisure and retail destination. A lively place will be created by shops and cafés spilling out into the landscaped public realm. The vibrancy of the area will extend into the evenings and all throughout the year.



Stadium

The Stadium is the new home of Ebbsfleet United FC. In addition to a new stadium environment, the club will benefit from modern facilities such as changing and treatment rooms, hospitality areas and a club shop. Arrival to the stadium will be an event in itself as fans can congregate within the food and beverage areas and enjoy the new landscaped spaces surrounding the ground.



Boulevard

The Boulevard character area is centred around a formal tree lined street activated by mixed uses to include residential, office, hotel and community amenities. Traffic along the street is limited to only buses and cycling routes. Along with broad pavements this makes the street attractive to browsing shops and for outdoor dining. As well as providing homes, the surrounding buildings house a hotel and offices. The Boulevard forms the important connection with Stonebridge Road and access to Gravesham.

Part C Character Areas

4.0 Character Area 1 - Riverside



4.1 Introduction

The Riverside residential community includes a new publicly accessible frontage onto the River Thames and Robins Creek. Residents and visitors alike will be able to walk along the river edge and admire the view before connecting back into the new Riverside Gardens. The Gardens house habitat areas, play spaces and areas for sitting and relaxing. A series of residential buildings line the northern edge of the Riverside Gardens taking in views over the new green space or over the River Thames.



Part C Character Areas

4.0 Character Area 1 - Riverside

4.2 Framework plans

 Primary road	 Primary road _ Heavy vehicle	 Secondary road _ Heavy vehicle
 Secondary road	 Primary road (Tunnelled) _ Heavy vehicle	 Indicative parking entrances
 Tertiary road	 Primary road _ Bus route	 Active travel routes
 Public space	 Private podium garden	 Semi-private space

Access and Movement

- 1 Primary road - bus route**
Primary road providing key east-west connection through the site. Routed through podium tunnel to allow landscaped public realm to pass above.

2 Secondary road - service route
Secondary road with restricted access toward Riverwalk to serve podium parking garages and extend to emergency service access when required.
- 3 Tertiary road - Riverside Mews**
Landscaped arrival courts activated by apartments at ground floor.

4 Turning heads
Design of turning heads must be integrated into hard landscape design and must not negatively impact the quality of the public realm.

Green Infrastructure and Public Realm

- 5 Riverside Gardens**
Park area connecting the River Thames to the heart of the neighbourhood. Green space contains car-free active travel routes, formal and informal play elements. SuDS features and planting areas provide habitat areas.

6 Amphitheatre
Amphitheatre created within public open space providing views towards an informal stage area.
- 7 Riverwalk**
New publicly accessible waterfront promenade integrating flood defence wall with landscape elements and seating. Cafés and bars open out onto the public realm overlooking the river.

8 Harbourside Drive
New publicly accessible waterfront promenade overlooking Northfleet Harbour and Robin's Creek. Includes heritage features referencing the history of the harbour.

Built Form

- 9 Communal Podium Gardens**
Private landscaped spaces for residents within the apartment buildings.

 **Primary Frontages**
Primary frontages are distinctive façades with mixed elevation treatments of retail and residential characters.



The Riverside
The lively mixed use neighbourhood with active public realm connected to the Thames riverfront.

Part C Character Areas

4.0 Character Area 1 - Riverside

4.3 Key Streets and Spaces: Northern Boundary Service Route



Indicative section through the Northern boundary service route

Objectives:

A secondary road with restricted access to serve podium parking garages. Access road dimensions between 4.8 - 6m wide designed to accommodate emergency and refuse collection, along with residential vehicular traffic to podium parking. Pedestrian use limited to residential access.

Street scene designed to provide a rhythm and character suited to residential use. A green curtain structure along northern edge to provide acoustic and visual separation from the adjacent industrial estate.

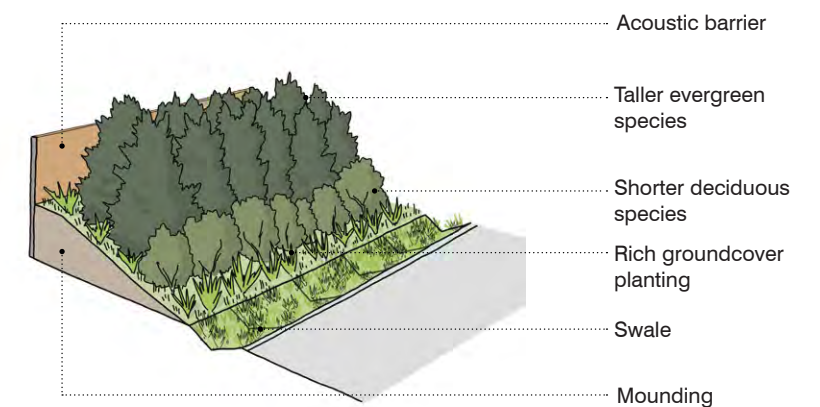
This space will be planted with structural planting of a raised 'green curtain'. Green curtain will be constructed up to a height of 6m with banked planted area reducing in height to ground level. Planting will consist of broadleaved woodland planting and under storey native species shrub planting. Structure must provide mitigation of any visual impacts from the adjacent industrial estate and form a continuous habitat corridor.

The green curtain should establish an attractive 'green' outlook and appearance for the development as a whole. Performing a role in filtering particulates from the atmosphere and reducing the perception of noise, lighting and other operational impacts on residents.

Northern boundary service route must include the following features:

- Secondary Street 4.8m-6m wide
- A green curtain structure along northern boundary with minimum 3m high landscape bund with a 1:2 and 1:3 sloped planted bank to provide screening of the adjacent industrial estate;
- Broadleaved woodland planting and under storey native species shrub planting providing a continuous habitat corridor;
- Habitat enhancement measures such as bird, bat and bee boxes and deadwood to encourage wildlife and increase biodiversity;
- Evergreen species to provide year round green screening; and
- Sustainable drainage features designed to promote water filtration and habitat creation.

Green Curtain



Part C Character Areas

4.0 Character Area 1 - Riverside

4.3 Key Streets and Spaces: Riverside Gardens



Objectives:
The Riverside Gardens are located centrally east of Northfleet Harbourside development. Providing a combination of lawns, wildflower meadows, seating, ornamental planting, doorstep/incidental play features for younger children, waterpark and central communal events space.

Each space shall be designed individually but follow an underlying concept to use organic, free flowing shapes influenced from the tidal forms of the River Thames and to contrast with the geometry of each residential block.

Apartment buildings with mixed uses at ground floor line the edges of Riverside Gardens. Where non-residential uses are present at ground floor hard landscape abuts the buildings providing access to the shops, cafés and bars. Where ground floor apartments are present the building edges are lined by private terraces.

Safe pedestrian footpaths and cycle routes run through the car-free public space. The routes connect the river and harbourside back to the central area of the development.

Semi-mature trees and multi-stem, specimen and medium height shrubs shall create the structure for the layout of the Riverside Gardens. The structural planting will form the background for ornamental compositions of herbaceous perennials and evergreens (40% & 60% respectively). The centre of the gardens should comprise a mixture of lawns, species rich wildflower meadow and a paved communal event space (80% & 20% respectively). Paths will include wayfinding, continue the heritage/art/ecological trail and use local materials use as Thames aggregate, self-binding gravel, hoggin, crushed brick or similar aggregate materials.



Indicative section through the Riverwalk Gardens

Riverside Gardens must include the following features:

- Landscape designed specifically to maximise ecological habitats;
- Planting design to consist of evergreen semi-mature multi-stem, specimen and medium height shrubs. Trees to provide year round seasonal interest;
- Ornamental planting with seasonal interest and emphasis on native species must be chosen. Planting design arranged in drifts as a response to the flow of River Thames;
- Integrated play elements, both informal and formal must be located to meet local needs and to allow for recreation and wider community use play;
- A heritage/art/nature trail throughout the site;
- Footpaths to meet accessibility requirements routed through the central green space;
- SuDS features shall be planted to promote a diverse range of locally indigenous species; and
- Lighting of footpaths and cycleways must be illuminated to agreed levels



Water rockery playscape



Central sheltered community space

Footpaths and cycle routes	2m (min)-3.8m (max) allowing for emergency / maintenance access to surrounding buildings
Green Space	80% minimum to be soft landscape
Edge Conditions	Non-residential frontage: 5m (min) hard landscape edge for access and to allow outdoor dining space Residential frontage: 1.5m (min.)-2m (max.) defensible private terrace space or a 1m (min) planted defensible boundary in front of ground floor windows

Part C Character Areas

4.0 Character Area 1 - Riverside

4.3 Key Streets and Spaces: Thames View



Objectives:

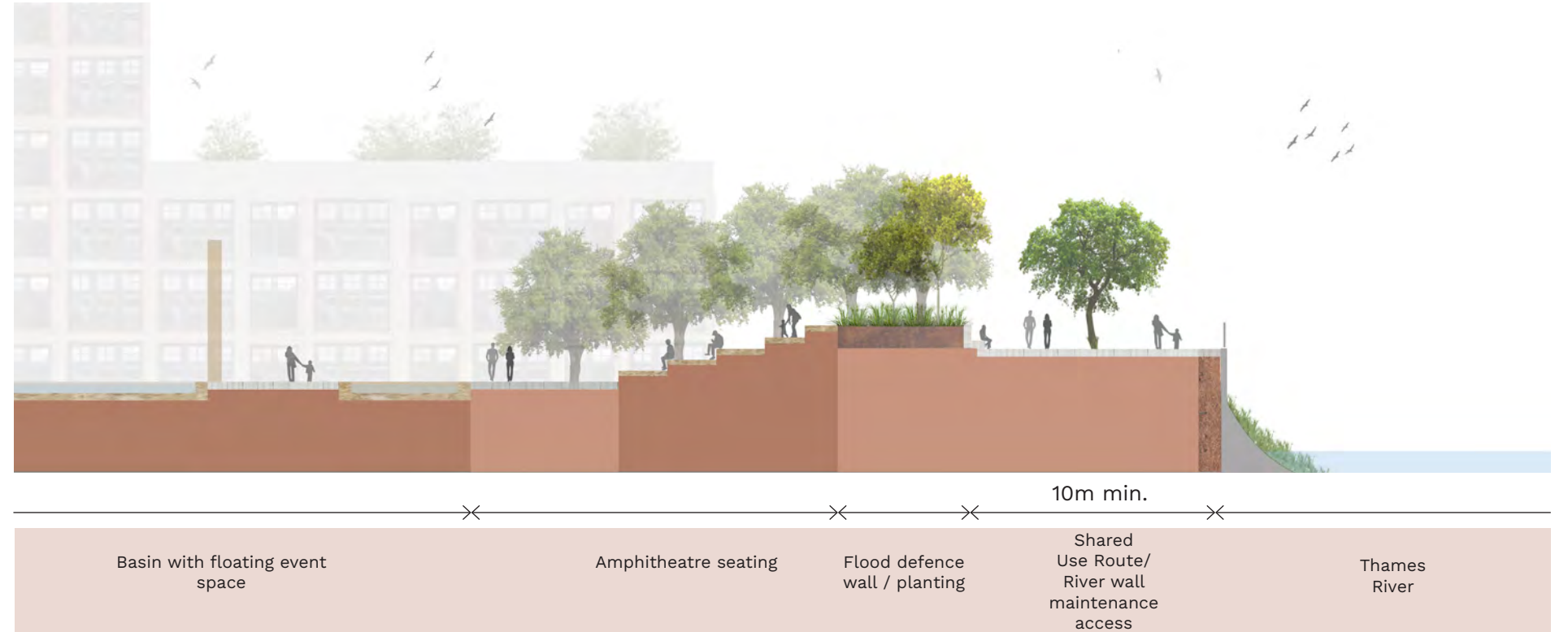
The Thames View public realm is located at the north edge of site and is formed by the extent and shape of development plot parameters. The development plots will be designed to contain the space with active frontages that activate the Thames view area.

An average width between the river wall edge and the residential/commercial façades will range from 10m minimum, and up to 20m. This variety in width allows the Thames View and Robin's Creek public realm areas to provide the additional interest of planting beds, trees, and places to rest, with outward facing seating looking towards the river Thames.

The public realm including the north edge of Robin's Creek also connects to the Riverside Gardens central public realm space.

The public realm spaces will include landscape planting, seating, incidental play, water features, lighting, and an entertainment space. Planting should respond to the Design Code palette of soft and hard landscape elements. The two public realm spaces should feel as one connective area, with organic shapes and swathes of landscape materials expressed as a garden 'spilling out' towards the Thames. The spaces will include public art and information signage as part of the scheme design.

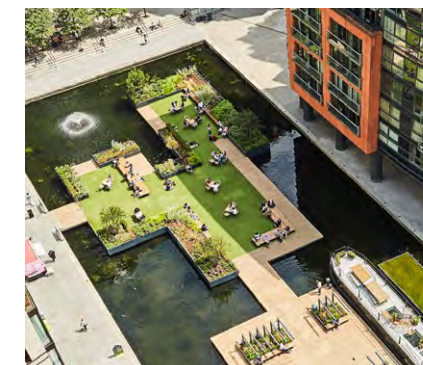
The mini amphitheatre space provides a raised stepped seating area focusing views onto an informal stage located in the water feature. This will provide opportunities to host events and community activities.



Indicative section through Thames View

Thames View must include the following features:

- Minimum 10m shared walkway for pedestrians and cyclists alongside the River Thames;
- Public realm and planting must vary between 1.5m min and 4.5m maximum;
- Rain gardens and SuDS integrated into the design;
- Amphitheatre to be designed in accordance with Part M of the building regulations providing inclusive design solutions for all types of user;
- 1100mm (minimum height) railing with integrated art to be included along the river edge;
- Bird, bat boxes and deadwood included in all planting areas;
- Public art and educational signage to be included;
- Incidental play such as boulders and stepping logs to be included within the planting; and
- Paving materials to be high quality granite, yorkstone or sandstone with heritage features integrated into the public realm



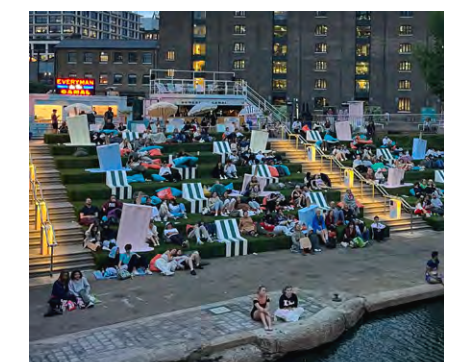
Basin with floating event space



Ornamental planting along Thames edge



Food and beverage spill out space

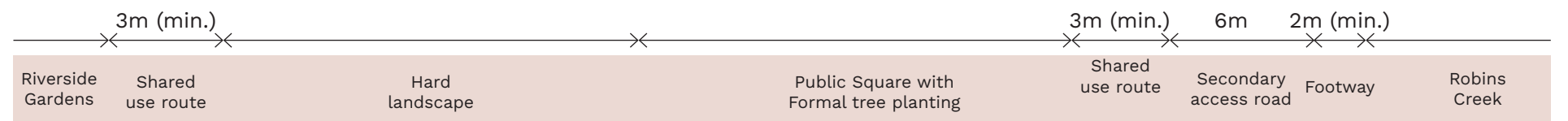


Amphitheatre down to the basins edge

Part C Character Areas

4.0 Character Area 1 - Riverside

4.3 Key Streets and Spaces: Harbourside



Indicative section through the Harbourside

Objectives:

The Harbourside public realm is located at the southeast edge of site and is formed by the extent and shape of development plot parameters and the adjacent historic Northfleet harbour. The development plots will be designed to front the space with active frontages that activate the harbourside view.

An average width between the river wall edge and the residential and commercial façades will be a maximum of 10m. A service vehicle access is required to pass this area and will be constructed as a shared surface with its route indicated through material choices.

The Harbourside public realm will provide for a more intimate space connected to the historic Northfleet Harbour. The public realm areas will be mostly hard landscape, incidental tree and contained shrub planting, with structures to sit on, facing towards the historic harbour.

The paving surface will consist of high-quality finishes marking the space, such as granite setts and natural slabs.

The Harbourside public realm will provide a green link connecting to the Riverside Gardens space.

In accordance with the recommendations within the Preliminary Ecological Appraisal tree and shrub planting species should be native to provide ecological enhancement to Robins Creek. Planting should also respond to the Design Code palette of soft and hard landscape elements.

The public realm connects to both the Thames View and Riverside Gardens central public realm spaces. The two Thames facing public realm spaces should feel as one connective area, with organic shapes and swathes of landscape materials expressed as a gardens 'spilling out' towards the Thames.

The spaces will include public art and information signage as part of the scheme design. Lighting should be incidental and located as part of existing structure or within the surface material or under seating structures.

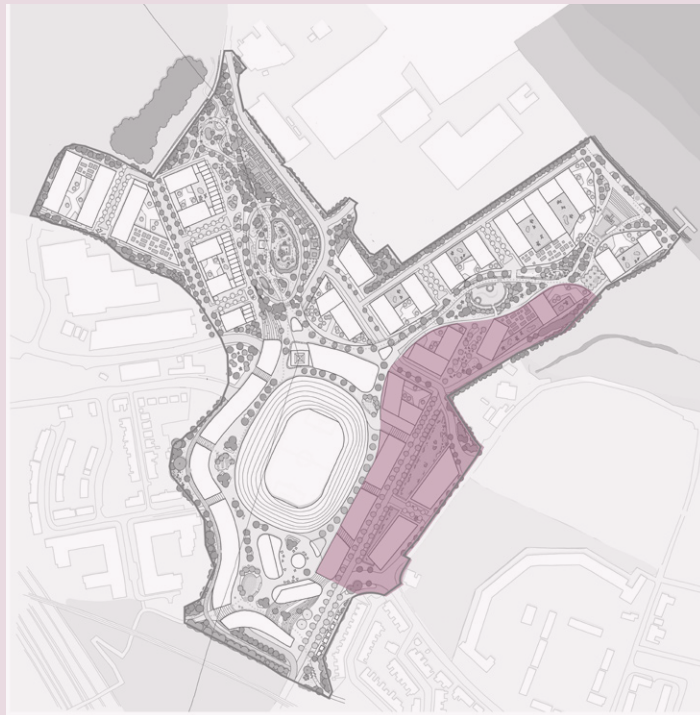
The public realm space will not include incidental play, water features or entertainment spaces.

Harbourside must include the following features:

- Built form frontage to provide a coherent design and straight edge to this space;
- SuDS solutions must be integrated into the design; this could include permeable paving and rain gardens where viable;
- Street trees to be planted a minimum of 1m from edge of service route;
- Arrangement of boxhead trees with an understorey of seating and tables to be located between development plots;
- High quality colourful table and chairs providing incidental seating under trees, in addition to fixed seating structures positioned to maximise places to congregate along this edge;
- High-quality surface finishes such as granite setts in warmer tones to be used; and
- Native tree and shrub planting species must be used along southeast boundary adjacent to Robin's Creek.

Part C Character Areas

5.0 Character Area 2 - Boulevard



5.1 Introduction

The Boulevard forms the primary access from Stonebridge Road, into the heart of Northfleet Harbourside. The Boulevard character area is an urbanised street centred around formal mature trees and activated by mixed use buildings. Traffic along the street is limited to only buses and active travel.

The Boulevard will be designed with broad pavements, providing room for browsing at shop windows and street activations.

As well as providing homes, the surrounding buildings house a hotel, offices and a community and business incubator hub. The Boulevard has stemmed from a desire to create a street that has a unique sense of place and authenticity within the local community and provides opportunity for activation and discovery throughout the day.

The Boulevard should include an enjoyable biodiverse linear landscape that links to proposed artisanal shops and local craft stores. The EUFC stadium can also be accessed from the Boulevard.

Art and heritage interventions will connect stories of an industrial past with the character of a modern Northfleet destination. This may be interpreted with material choices, patterns, sculptures and feature trails.



Part C Character Areas

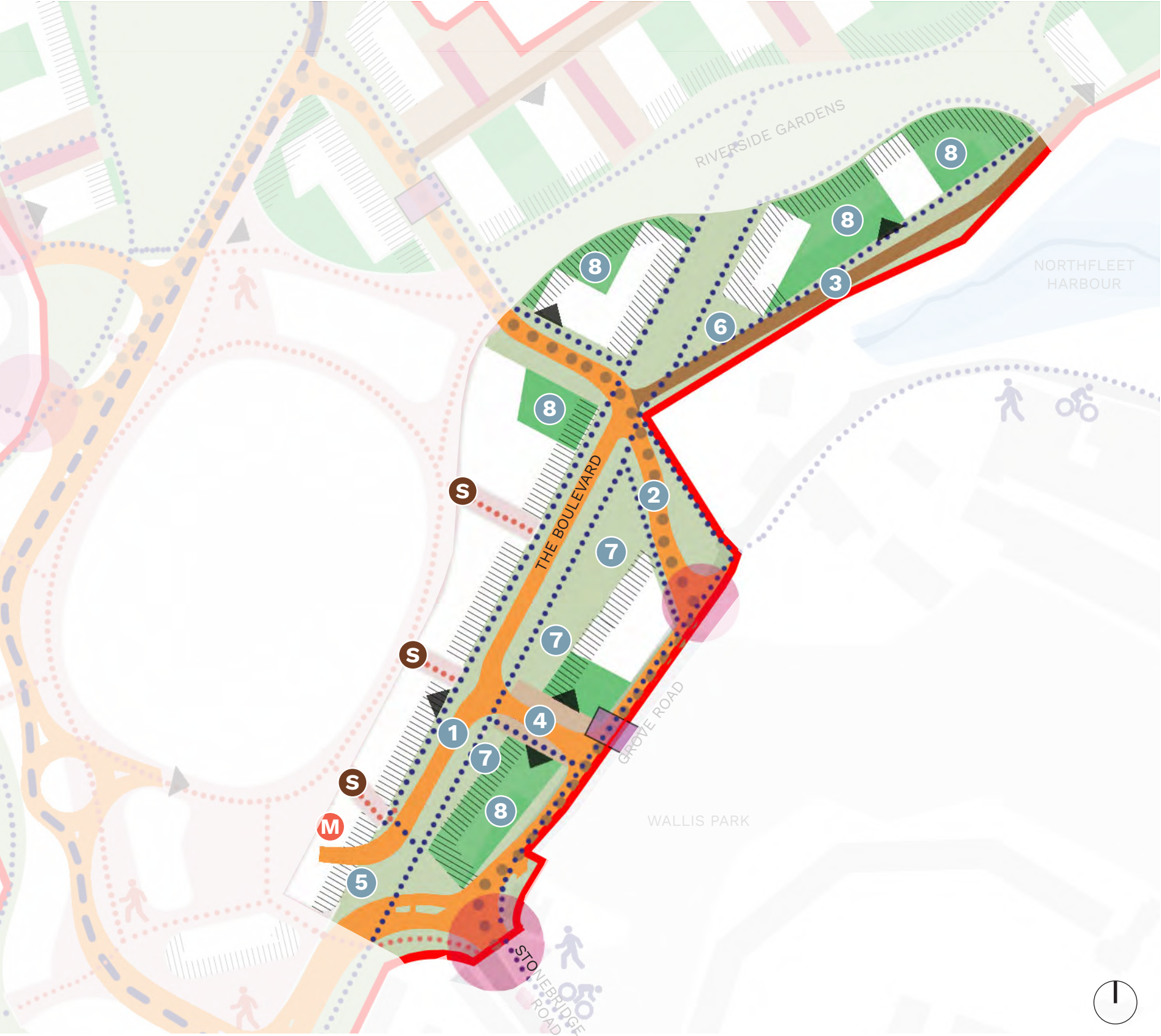
5.0 Character Area 2 - Boulevard

5.2 Framework plans

 Primary road	 Primary road _ Heavy vehicle	 Secondary road _ Heavy vehicle
 Secondary road	 Primary road (Tunnelled) _ Heavy vehicle	 Indicative Parking entrances
 Tertiary road	 Primary road _ Bus route	 Proposed indicative Bus stop
 Active travel routes	 Walking only	 Urban block outline
 Public space	 Private podium garden	 Semi-private space

Access and Movement

- 1 Primary road - The Boulevard**
A tree-lined commercial led mixed-use street with active frontages at ground floor. Vehicular traffic is restricted to improve levels of accessibility. A secondary road junction provides connection through to Grove Road.
- 2 Primary road - Grove Bridge**
This forms a primary bus route and residential access into Northfleet Harbourside via Grove Road. The road bridges the de-culverted River Ebbsfleet forming a significant landscape space and gateway entrance into the site.
- 3 Harbourside Drive**
A shared-surface waterfront promenade overlooking Northfleet Harbour and Robin's Creek, providing active-travel priority. This restricted vehicular access serves a number of residential buildings.
- 4 Secondary road - Grove Lane**
Forming an arrival space with low-traffic shared-surface access to residential buildings and restricted access to boulevard. Grove Lane bridges over de-culverted section of River Ebbsfleet.
- 5 Stonebridge Plaza**
Primary arrival plaza from Northfleet, Gravesend and beyond. A shared surface space with traffic calming measures to manage speeds and prioritise pedestrians and cyclists. Mobility Hub anchors an arrival point at Stonebridge Road.
- 6 Harbourside Yard**
Landscaped, car-free public space terminating at northern end of the Boulevard. The south-facing space presents opportunities for outdoor dining.
- 7 De-culverted River Ebbsfleet**
landscape space creating bio-diverse wetland zone.
- 8 Communal Podium Gardens**
Private landscaped spaces for residents within the apartment buildings.
- Primary Frontages**
Primary frontages are distinctive façades with mixed elevation treatments of retail and residential characters.



The Boulevard
A crafted neighbourhood with provision of artisanal shops and local amenities for the neighbourhood.

Part C Character Areas

5.0 Character Area 2 - Boulevard

5.3 Key Streets and Spaces: Boulevard



Objectives:

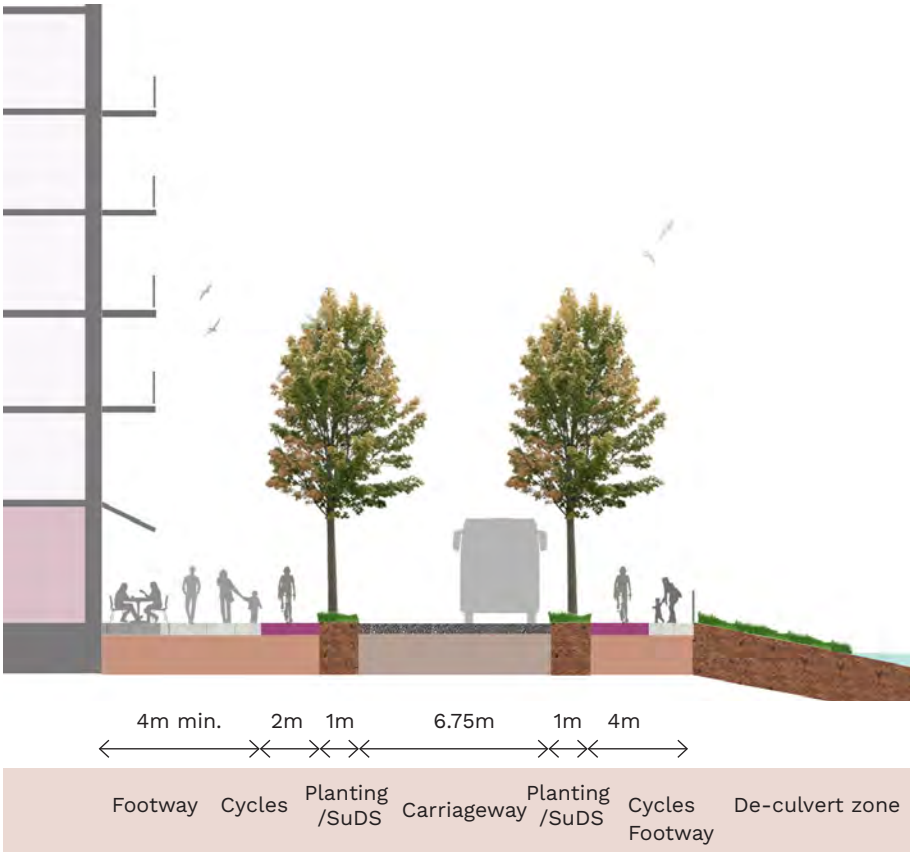
The Boulevard is an important primary street connecting Stonebridge Road with the Riverside character area. It is planned as an active-travel priority route, providing access to the stadium, offices, local artisanal amenities, residential areas, and the Riverside Park.

Designed to capture the imagination of all ages, the space will be brought to life through rich architectural details in the building façades, strong rhythms in building design, along with coordinated building and surface materials to create a cohesive street scene.

The Boulevard provides a valuable lineal greenspace, with tree and shrub planting with integrated SuDS designed to create visual and habitat interest. Opportunities to increase biodiversity are achieved through the de-culverting zone providing a valuable river bank habitat offering a shared sanctuary for people and pollinators within a dense urban environment.

The Boulevard must include the following features:

- Development plots to be aligned and form a straight edge to street and de-culverted zone.
- Architectural detailing to be coordinated from ground to second story, aligned with the palette and themes of materials described in Detailing the Buildings chapter.
- The restricted vehicle use carriageway will be located centrally within the shared surface street and be delineated with a flush banding edge to create a subtle indicator of its route.
- Formal specimen mature-tree planting located on either side of the carriageway with sufficient space to allow trees to grow to a substantial size.
- Trees positions set back a minimum of 1m from the edge of the carriageway edge and, no closer than 3m from the edge of the building façade.
- Trees to be planted at regular intervals along Boulevard length (5m min.- 10m max.).
- SuDS integrated into street design, via underground crates and permeable paving, rills, channels, and rain garden elements where appropriate, linking to de-culverted river.
- Boulevard carriageway and footway to be paved in high-quality paving material aligned with the palette and themes of materials described in Detailing the Place chapter.
- The carriageway will incorporate cycle paths and should be 7m maximum. The footways either side will be 3m minimum in widths.
- Bright, interesting modular seating to be located along the Boulevard, with integral seating planters located appropriate the street design. All furniture choices to align with the palette and themes of materials described in Detailing the Place chapter.
- Visibility of the de-culverted section of River Ebbsfleet to be enabled with a visually permeable balustrade along its edge, and
- The industrial heritage of the site will be captured through art and sculpture interventions and heritage boards where appropriate.



Indicative section through The Boulevard

Carriageway Width	6.75m maximum 2.3m wide drop off and loading zones
Footways	4m minimum on both sides of carriageway
Cycleways	2m minimum on both sides of carriageway
Landscape Character	Allows two-way vehicle movement Formal regular boulevard tree planting within rain garden and green planting verge (1m wide min.) No raised kerb upstands Unified surface treatment

Part C Character Areas

5.0 Character Area 2 - Boulevard

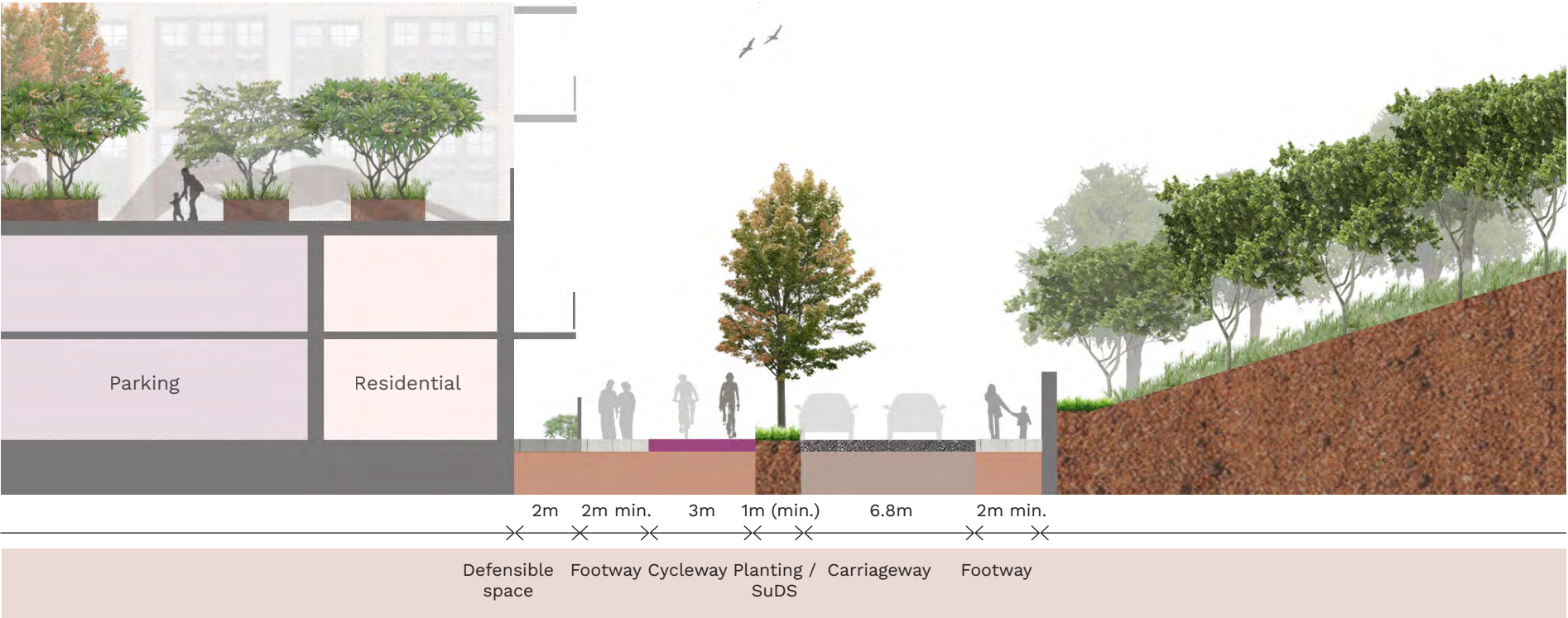
5.3 Key Streets and Spaces: Grove Road



Objectives:

Grove Road will form one of the residential vehicular access points and site wide service and bus route into the proposed development. It is an existing road straddling part of the eastern site boundary that will be maintained and upgraded with formal streetscape design to meet highway approvals. Grove Road will continue to provide access to and from the historic Northfleet Harbourside and local businesses to the east of the site, along the River Thames. It also continues to be connected to Stonebridge Road but will be transformed into a plaza area at its most southern point. The proposed buildings along Grove Road will be aligned to the street edge, and of varying heights. The built-form edge includes access routes into the site for all users, with occasional private access into residential courtyards.

Design of buildings should include for natural surveillance along the street. Responding to the linear nature of Grove Road and the wooded area adjacent to the site, the new architectural elevations fronting Grove Road will be reinforced by semi-mature avenue tree planting with incidental parallel street parking will be located along one side.



Indicative section through Grove Road

Grove Road must include the following features:

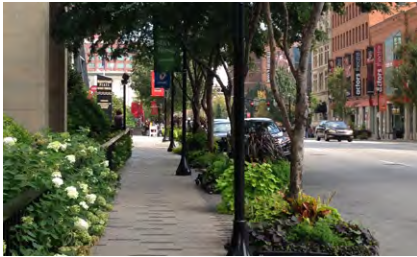
- Providing primary bus route into and through site with a bus stop;
- Active frontage to street edge;
- Building elevations to be constructed in alignment with the pavement edge;
- Access routes through built plot areas will be shared surface to enable pedestrians and wheeled users easy access along Grove Road;
- Carriageway width 6.8m maximum 2.3m wide drop-off and loading zones where required;
- Footway and wheeled user pavement, 2.0m minimum;
- Cycle route on road, demarcated in colour;
- Grove Road to be a minimum of 9m in width in total;
- Planted defensible space against residential frontages including rain gardens, SuDS, mature tree planting and pollinating species where possible;
- Unified hard-landscape surface treatment should include permeable surfacing where possible; and
- Large semi-mature trees planted in designated soft landscape zones within the street pavement edge.



Inclusion of rain gardens



Street planters with integrated seating



Verge with street trees and an abundant ground level planting



Rain gardens planted with pollinating species

Carriageway	6.8m minimum
Footways	2m minimum
Cycleway	3m two-way cycleway (single side only)
Landscape Character	A green buffer of native planting incorporating active travel routes and SuDS.

Part C Character Areas

6.0 Character Area 3 - Parkland



6.1 Introduction

The Parkland residential community is set around a new public open space, Power Park, providing a diverse collection of experiences for local residents. Power Park combines a sequence of spaces that will activate and delight the user.

The Power Park starts to the north of stadium and falls from the raised podium level down to the primary activity area which includes a NEAP along with seating, paths, trees and canopies for shade. Tree avenues follow the paths and form a perimeter to the park's edges adjacent to the access roads.

From the Power Park activity area users can pass through a woodland glade of trees providing canopy shade and shelter, assisting with cooling and cleaning the air. This intern builds a cascading green tree top view for the residential block balconies that overlook onto the park.

The woodland glade will then break up to a more random scattering of tree groups, set within a mounded landscape of amenity grass, wildflower areas, and rustic natural play structures. This landscape will recognise the neighbouring Swanscombe Marshes SSSI ecology and will be planted



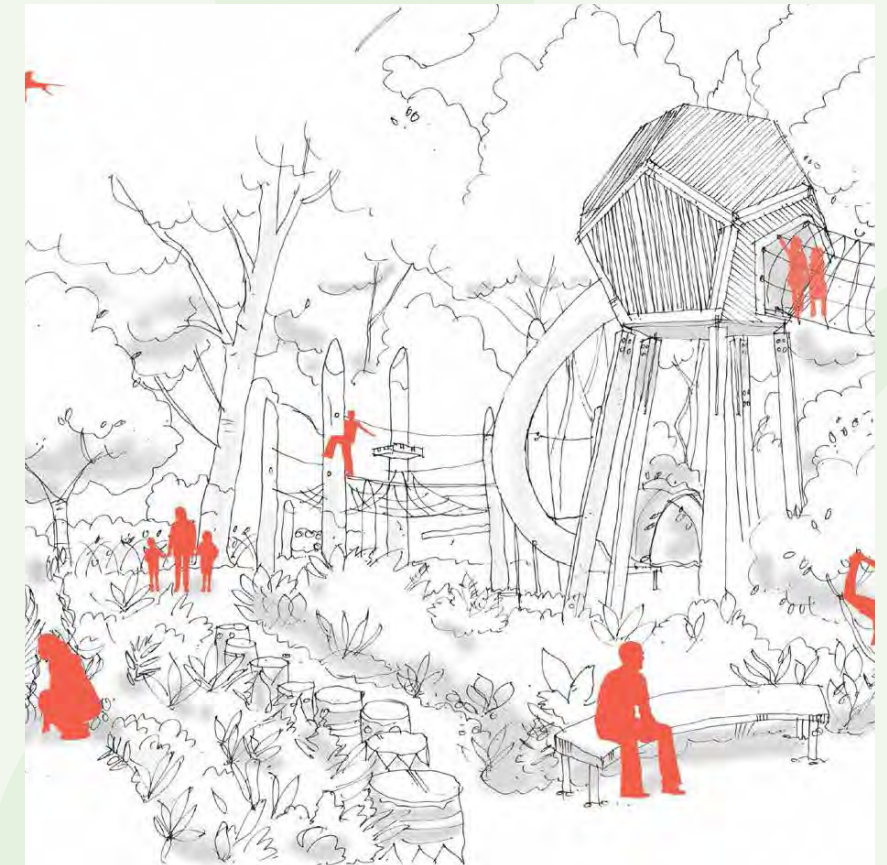
Illustrative photomontage of Power Park

with species that help to attract those special wildlife features into the site to improve biodiversity. The central area, while designed, will feel more informal, offer wet areas, a pond and natural features to engage with.

To the east is an edible buffer. This will be a densely planted zone of fruit trees and fruit bearing shrubs that will be available for the community to forage from. This contribution will include a 'Pod of Knowledge' where the community can share and learn about growing fruits and vegetables in the landscape.

Courtyard gardens associated with the residential developments will have both private and semi-private spaces designated to each residential building and provide congregation areas within the centre of each neighbourhood community.

Practical landscape treatments will also include densely planted green buffers along the non-active edges and selective tree and shrub planting within the streets. Designed to create separation between vehicles and pedestrians, the design intent is to ensure a planted green environment is the dominant feature within this 'Parkland' neighbourhood.

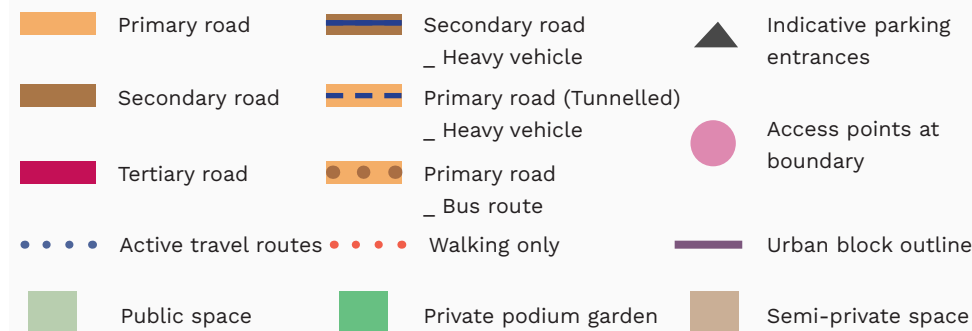


Illustrative sketches of the of play provision within Power Park

Part C Character Areas

6.0 Character Area 3 - Parkland

6.2 Framework plans



Access and Movement

- 1 Primary road tunnel**
Primary road providing key north-south connection through the site allowing industrial traffic alongside local bus route. By directing vehicular traffic through podium tunnel this allows landscaped public realm to seamlessly flow to the Power Park at the level above.
- 2 Secondary road - Lower Road (realigned)**
Lower Road is realigned and downgraded to a secondary street with street tree planting, improved footway and mobility access. Heavy goods traffic serving the employment uses is redirected prior to entrance of this road.
- 3 Secondary road - Service route for employment uses**
Heavy goods traffic serving the employment uses to the north is directed along a new service road. An acoustic bund with tree screening is positioned alongside the route separating the traffic from Power Park.
- 4 Tertiary road - Parkland Avenue**
Landscaped arrival, low traffic, shared surface access for residential buildings.

Green Infrastructure and Public Realm

- 5 Power Park**
A public park adjacent to Swanscombe Marshes becomes the heart of the neighbourhood. This contains formal and informal play spaces, habitat areas and spaces for rest and relaxation.
- 6 Private town house backgarden**
Private landscaped spaces cater specifically to the residents of the town houses overlooking the Power Park.
- 7 Communal Podium Gardens**
Private landscaped spaces for residents within the apartment buildings.
- Primary Frontages**
Primary frontages are distinctive façades with mixed elevation treatments of retail and residential characters.



The Parkland
A residential led green neighbourhood with activated open spaces and amenities for the larger community.

Part C Character Areas

6.0 Character Area 3 - Parkland

6.3 Key Streets and Spaces: Power Park



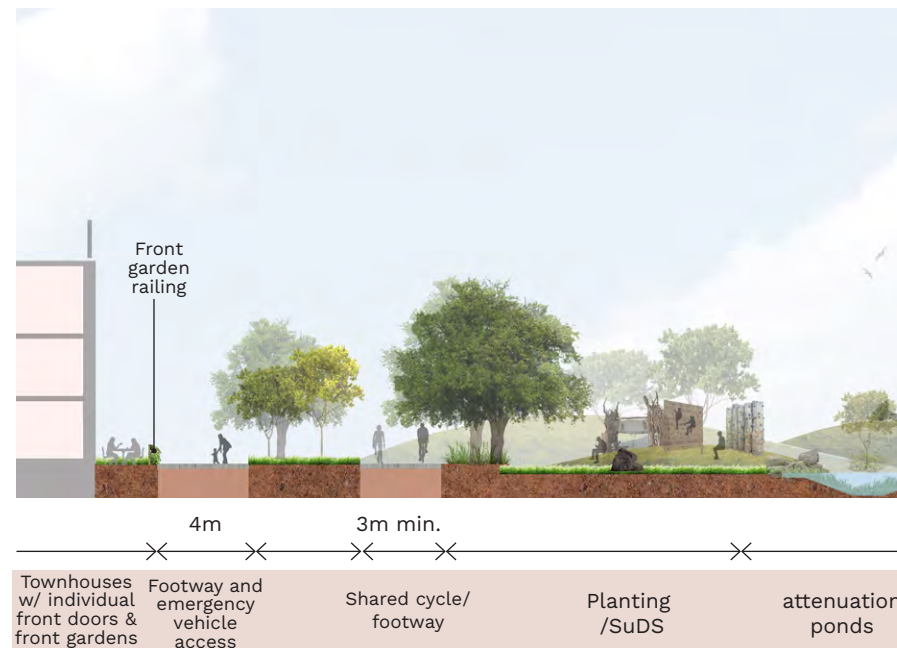
Objectives:

The Power Park will form an integral open space of 1.7ha connecting communities within Northfleet Riverside and the surrounding communities through Green Infrastructure.

The Power Park will include a NEAP adventure play area, woodland glade, cafe/visitor centre, running track, edible community orchards and allotments.

A connected active travel route will meander through the Power Park promoting sustainable travel opportunities into and out of Northfleet Harbourside.

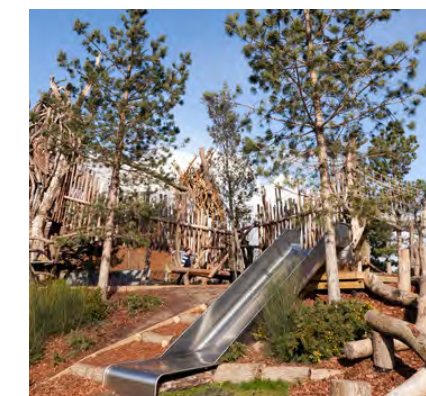
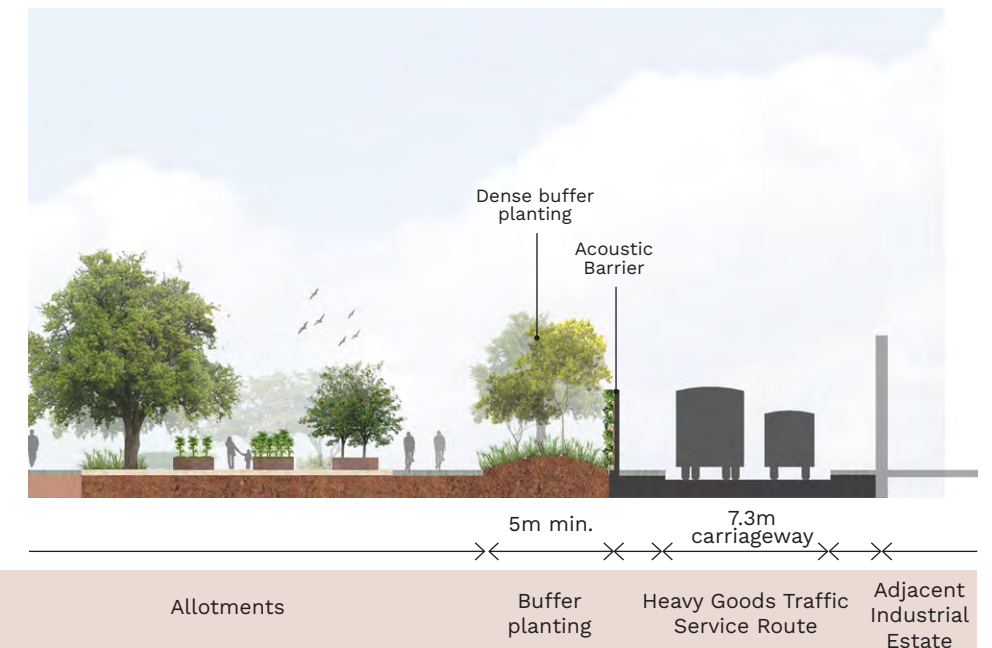
Residents living in apartments to the west of the Power Park will enjoy views onto a lush green space.



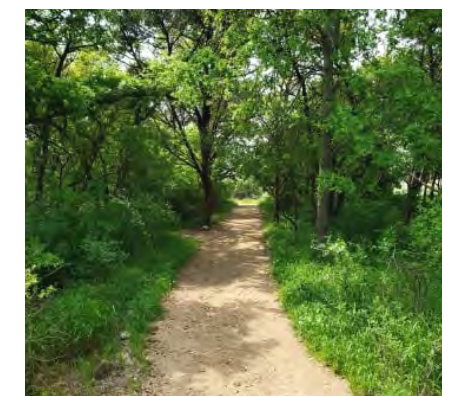
Indicative section through the Power Park

Power Park must include the following features:

- Significant planting to define the character and provide visual amenity for the public and residents, evergreen species to maximise year round cover;
- Integrated play elements, both informal and formal (NEAP) to allow for door-step play and recreation and wider community use;
- Play equipment for all ages should be included and adopt a more naturalistic tone, with an emphasis on timber products;
- Inclusion of a heritage/art/nature trail connecting to wider site accessibility routes;
- Accessible paths are to be well-lit to maximise passive surveillance. They shall be constructed from self-binding gravel, hoggin, crushed brick or similar aggregate materials;
- SuDS features shall be planted to promote a diverse range of locally indigenous species;
- Woodland glade planting shall be characterised by native tree species and a range of understorey woodland perennials;
- Adjacent to the Swanscombe Marshes (SSSI) inclusion of a wild garden which includes planting species in keeping with the SSSI remarkable mosaic of grasslands, coastal habitats, scrub and intricate wetlands; and
- Edible orchard and allotment provision to be provided.
- Acoustic fence and dense buffer planting along the full length of the northern service route to visually and acoustically separate Power Park from industrial uses to the north.



Adventure play area



Woodland glade

Footpaths and cycle routes

2m(min)-4m(max) allowing for emergency and maintenance access to surrounding buildings.

Green Space

80% minimum to be soft landscape.

Edge Conditions

Non-residential frontage: 4m (min) hard landscape edge for access and to allow outdoor dining space.

Residential frontage: 1.5m (min.) deep front garden or private terrace space or a 1m (min) deep planted defensible boundary in front of ground floor windows.

Terrace and defensible space to be enclosed by a railing, wall or a planted boundary.

Part C Character Areas

6.0 Character Area 3 - Parkland

6.3 Key Streets and Spaces: Lower Road

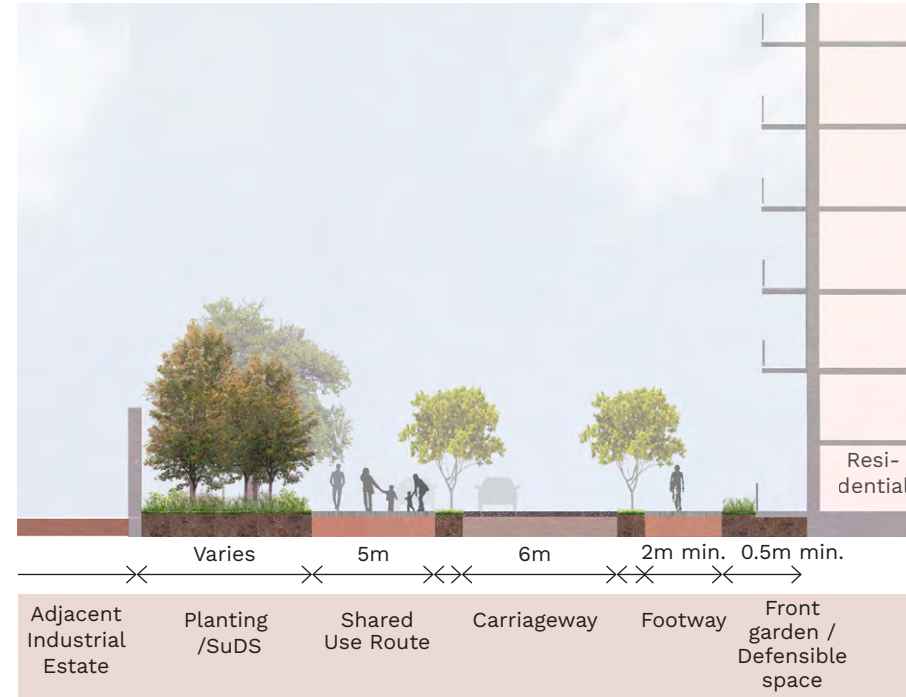


Objectives:

The Parkland residential streets will form tree lined links to the residential apartments and townhouses west of Northfleet Riverside. The streets should have a 18m wide section comprised of defensible space where appropriate to ground floor residential units, 2m footways and a 6m wide carriageway. Visitor car park spaces should be provided perpendicular to the carriageway.

The surface finish throughout this street should be one level using flush kerbs installed throughout the street. Surface finishes should use a subtle combination of permeable asphalt, block paving and clay setts, using a variety of colour tone and texture to delineate between carriageway, car parking and footway.

Mature tree planting, SuDS such as rain gardens and swales and incidental play features will form important components of the green verge to be a minimum of 5m.



Indicative section through the realigned section of Lower Road

Parkland Streets must include the following features:

- Predominantly active frontages at ground floor to activate the public realm and offer passive surveillance;
- Circulation zone should be located centrally within the street and delineated with a contrasting flush kerb;
- Planting and mature street trees to define a parkland character and provide visual amenity for the public and residents;
- Street trees to be planted a minimum of 1m from edge of carriageway;
- Design should integrate SuDS solutions, including permeable paving and rain gardens where viable;
- Planted defensible space of 0.5m (min) to be provided where appropriate to residential town houses at ground level; and
- Paving to be visually matching product to ensure unified surface treatment from facade to facade, although colour and texture variation should be permitted.

Footway	2m minimum
Cycleway	Incorporated into 5m shared use route on single side
Landscape Character	A tree lined residential street with active frontage to apartment buildings at ground floor



Illustrative sketch of the parkland streets



Informal play within planted margin



Woodland glade



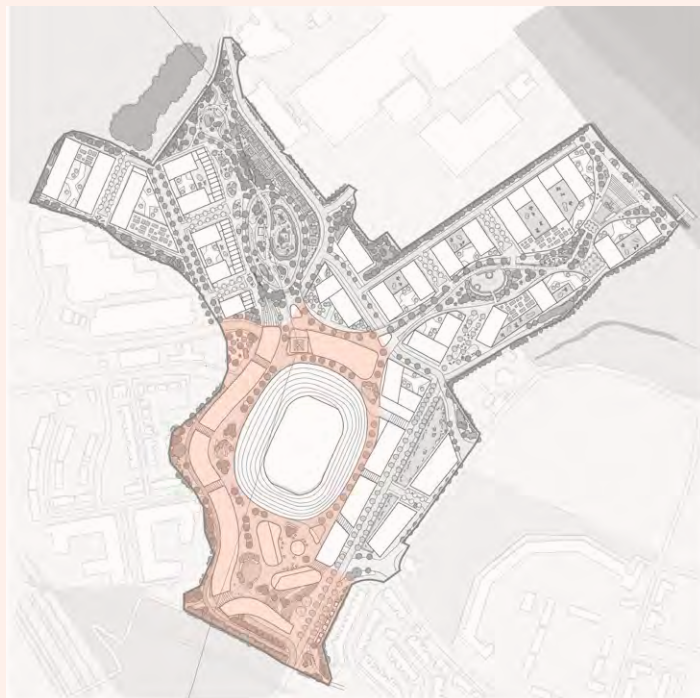
Rain gardens forming defensible space



On street parking interspersed with street tree planting

Part C Character Areas

7.0 Character Area 4 - Marketplace



7.1 Introduction

The Marketplace is located, south of the red line boundary at the entrance of the development, wrapping around the perimeter of Ebbsfleet Stadium. Forming a key arrival gateway into the development.

In order to create interest and diversity along the public realm, seating and play should be integrated into the streetscape in accordance with the hard materials strategy. High quality hard materials will be encouraged which are in keeping with the industrial design language, referencing the history of the site.

Public art at the Marketplace should be an expression of place, driven by the future community and stakeholders and guided by creatives. Key sculptures and art interventions should be present at the entrance to the development forming a strong sense of arrival and creating an art journey through the site.

The main site entrance will form an important pedestrian link which connects Ebbsfleet Station to the mixed-use development. Driven by a desire to provide valuable green space, activate the streetscape and increase biodiversity. Green Infrastructure will form an important role using playful and vibrant planting full of leafy grasses, pollinating species and winding climbers, creating an immersive experience; a green oasis in a urban jungle backdrop. The plant selection will be chosen to include a number of hardy, evergreen native species to ensure year-round coverage.



Part C Character Areas

7.0 Character Area 4 - Marketplace

7.2 Framework plan- Podium plan at ground level

- Primary road
- Primary road
_ Heavy vehicle
- Primary road (Tunnelled)
_ Heavy vehicle
- Primary road
_ Bus route
- Walking + cycling
routes
- Indicative parking
entrances
- Built form
- Indicative
Marketplace parking
- Vehicular access
points at boundary

Access and Movement

- 1

Primary road - Re-routed Stonebridge Road
Heavy goods traffic serving the employment uses to the north of the site are directed along this road. The road tunnel is located under the Marketplace podium.
- 2

Primary road tunnel (under podium)
All traffic between Stonebridge Road (A226), Galley Hill Road and the employment uses to the north is redirected through a road tunnel running below the Marketplace podium. It helps address challenges of sound and noise pollution currently faced by the community. The tunnel provides entry points to parking at specific locations below the Marketplace.
- 3

Primary road tunnel - Bus route
This portion of the road (tunnelled) facilitates both the ongoing industrial traffic and the bus route connecting Stonebridge Road to Galley Hill Road is redirected through the site.
- 4

Primary road - Stonebridge Plaza
The primary road passing through Stonebridge Plaza is treated as a pedestrian friendly shared surface route that allows the flow vehicular traffic that caters to residential and commercial uses of the site.

Built Form

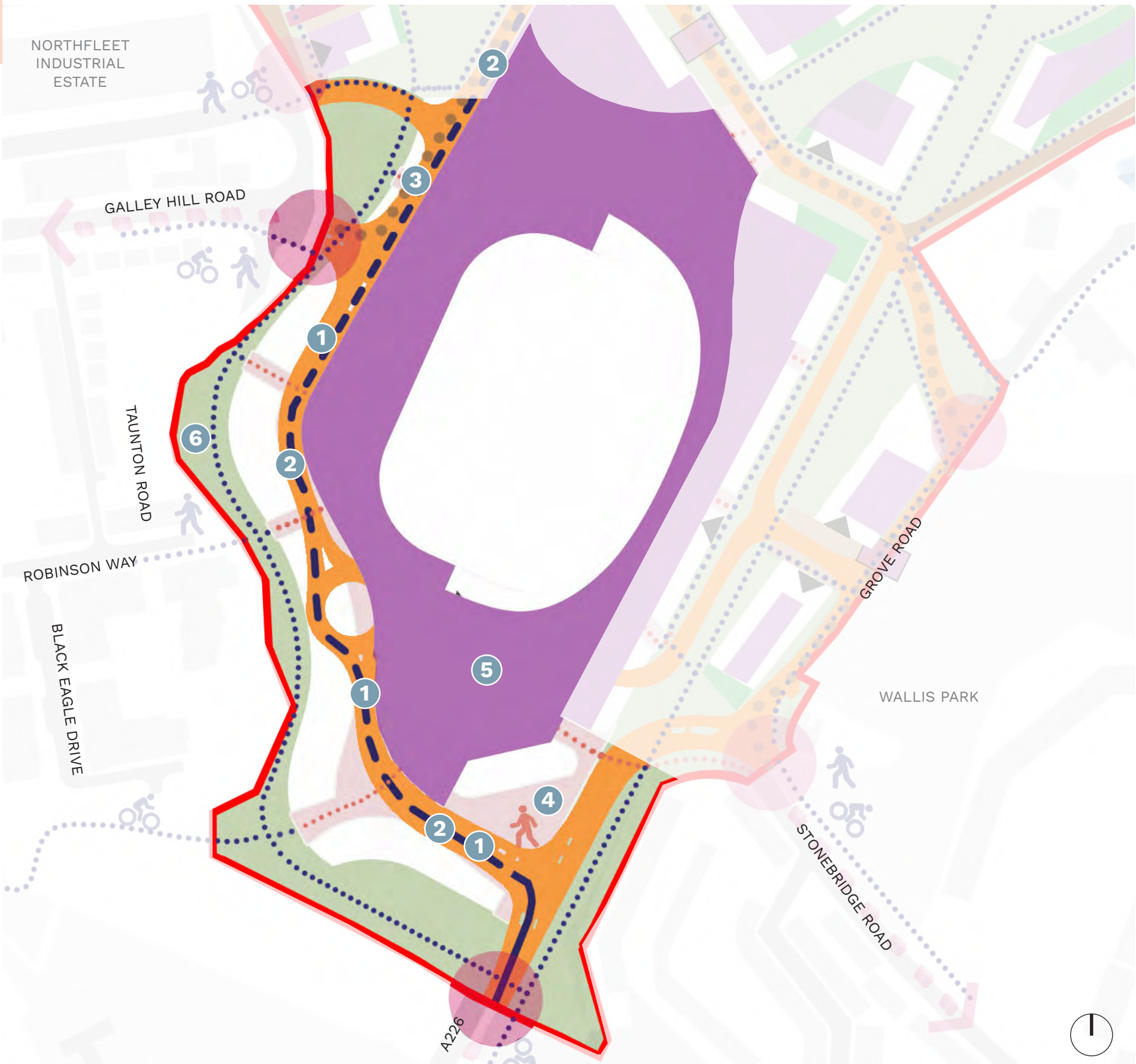
- 5

Parking zone - retail and commercial uses
The double-level indicative parking zone below the Marketplace podium level. Catering for retail, commercial users and sports facility audiences. The access to this parking zone is provided through the podium tunnel primary road and ground-level indicative parking areas of the commercial buildings located in the Boulevard character area of the site.

Public realm

- 6

Pocket park
Landscaped edge providing interactive interface with Marketplace and a buffer with the existing community to the west. By allowing for community oriented local amenity uses at ground floor it promotes an activated edge with pedestrian accessibility.



Marketplace Podium Level
The ample spaces below the Marketplace caters to the existing and future parking needs of the neighbourhood

Part C Character Areas

7.0 Character Area 4 - Marketplace

7.2 Framework plan- Above podium plan

- Public space

Public-Podium level

Walking + Cycling routes
- Private podium garden

Access points at boundary

Walking only route
- Semi private space

Indicative Entrance to Stadium

Green Infrastructure and Public Realm

- 7

Stonebridge Plaza
A landscaped arrival space marking the entrance to the Marketplace. Shared surface area of traffic-calmed carriageway slows traffic and prioritises walking and cycling.
- 8

Marketplace Public Realm
The podium level pedestrianised shopping area connects pedestrian routes from the south of the neighbourhood to the northern areas. The vibrant retail environment is designed to allow outdoor dining and shops to spill out onto this space. The podium features a high quality landscape environment with planting, seating areas and water
- 9

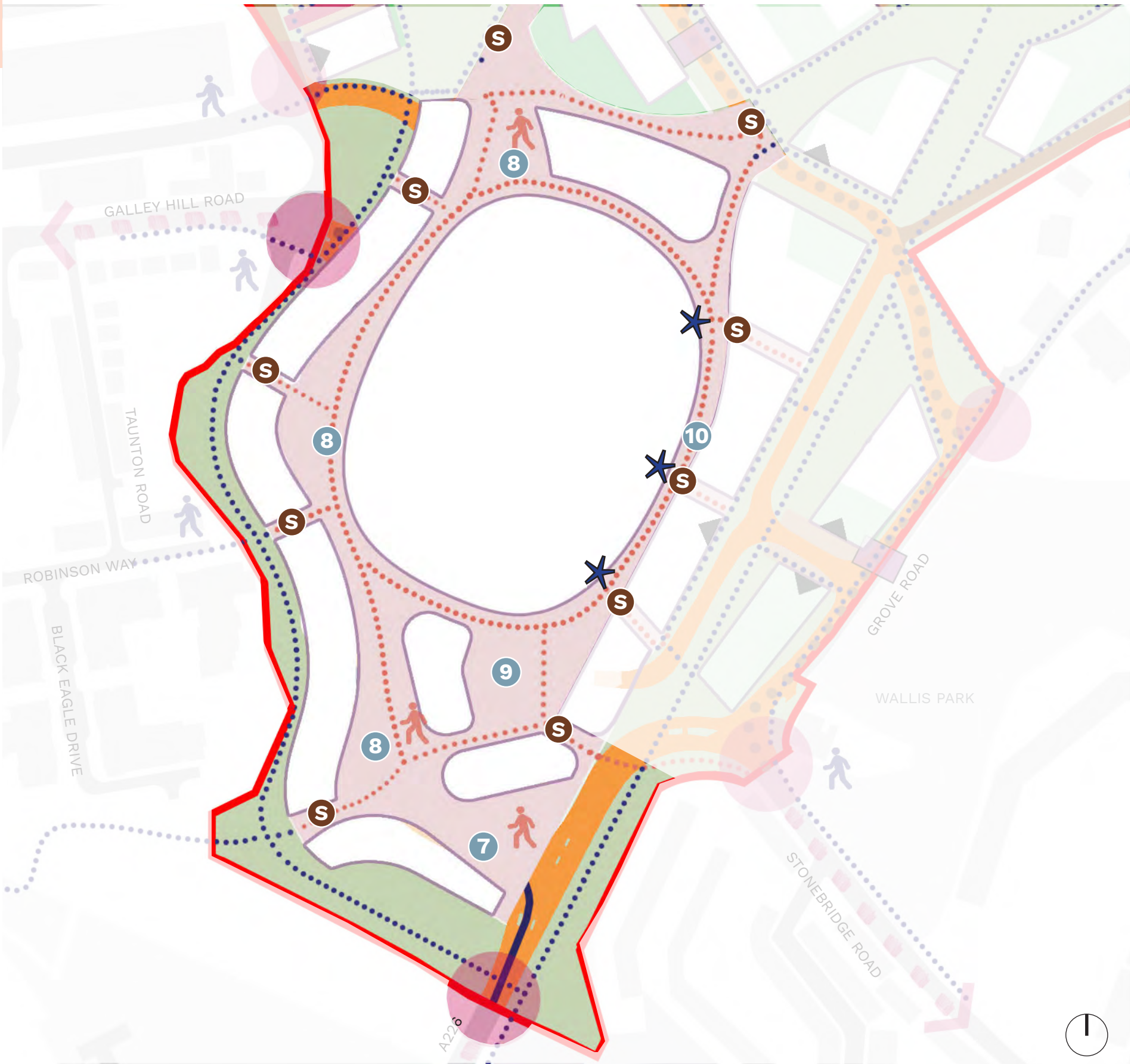
Marketplace Food Court
Bars, cafés and restaurants cluster around the food court. The area can accommodate crowds on match days as well as hosting seasonal events and markets.
- 10

Stadium way
Access to stadium from Boulevard treated as a sheltered walkway with stadium focused amenities.

Built Form

- S

Stepped access and lifts
Various level mediators such as steps and ramps allows the flow of pedestrians into the surrounding character areas ensuring permeability of built form. Alternative step-free access is to be provided via lifts at regular intervals.



Marketplace Podium Level
The lively shopping area energised by shops and cafés spilling out into active public realm

Part C Character Areas

7.0 Character Area 4 - Marketplace

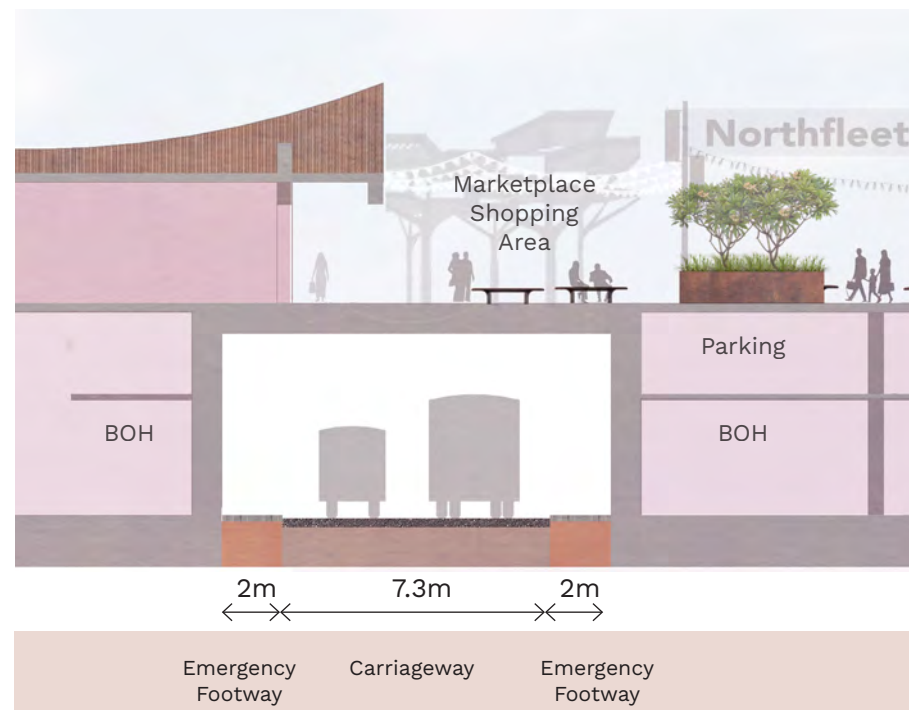
7.3 Key Streets and Spaces: Podium road tunnel



Objectives:

Traffic from Stonebridge Road (A226) to Galley Hill Road and beyond is routed through a tunnel below the podium level. The tunnel will handle all vehicles including heavy goods vehicles servicing the industrial uses located to the north and west of the site.

The tunnel has the primary design benefit of keeping the Marketplace retail area free of traffic and reduces the impact of the heavy vehicles on the residential areas to the west.



Typical section through the Marketplace podium tunnel

The Podium must include the following features:

- Emergency escape footways on either side of carriageways to be provided;
- Sufficient clearance for all traffic including Heavy Goods Vehicles;
- Access into the podium parking garage and service areas adjacent to the tunnel are provided through parking entrance routes; and
- Adequate lighting to be provided along the entire stretch of the tunnelled road to create a legible, safe and secure environment for footway users.



Carriageway Width	7.3m maximum
Footway	2m emergency footways on either side
Cycleway	Not applicable
Landscape Character	Not applicable

Part C Character Areas

7.0 Character Area 4 - Marketplace

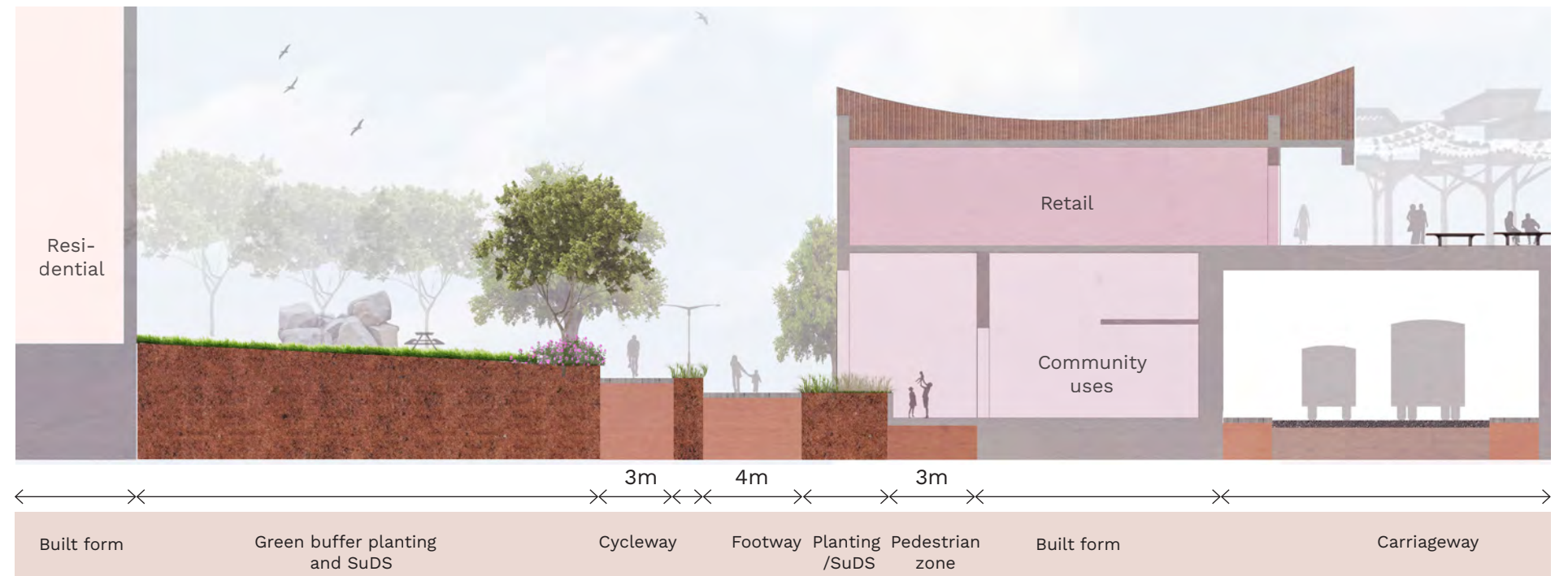
7.3 Key Streets and Spaces: Green Buffer



Objectives:

The green buffer will consist of existing broadleaved trees and proposed woodland understorey planting providing mitigation of any visual impacts perceived from surrounding residential neighbourhoods. Providing a continuous habitat corridor which links existing landscape features.

The green buffer along with the dynamic built form should establish an attractive 'green' outlook and appearance for the development as a whole. Performing a role in filtering particulates from the atmosphere and reducing the perception of noise, lighting and other road traffic impacts on residents.



Typical section through the Green Buffer

The Green Buffer is to include the following features:

- Native species planting;
- Habitat enhancement measures such as bird, bat and bee boxes, deadwood. For further information refer to Detailing the Landscape section;
- Paths constructed from self-binding gravel, hoggin, crushed brick or similar aggregate materials;
- Future selective thinning of small trees and shrubs once established in dense areas to encourage natural regeneration and more diverse ground flora once approved by an arboriculturist to promote the growth and future establishment of the existing woodland understorey and newly planted native stock;
- Evergreen species to provide year round green screening; and
- SuDS to manage surface water drainage.



Pedestrian and cycle connections into the Marketplace through the Green Buffer

Footway	3m minimum
Cycleway	3m two-way cycleway
Landscape Character	A green buffer of native planting incorporating walking and accessibility routes

Part C Character Areas

7.0 Character Area 4 - Marketplace

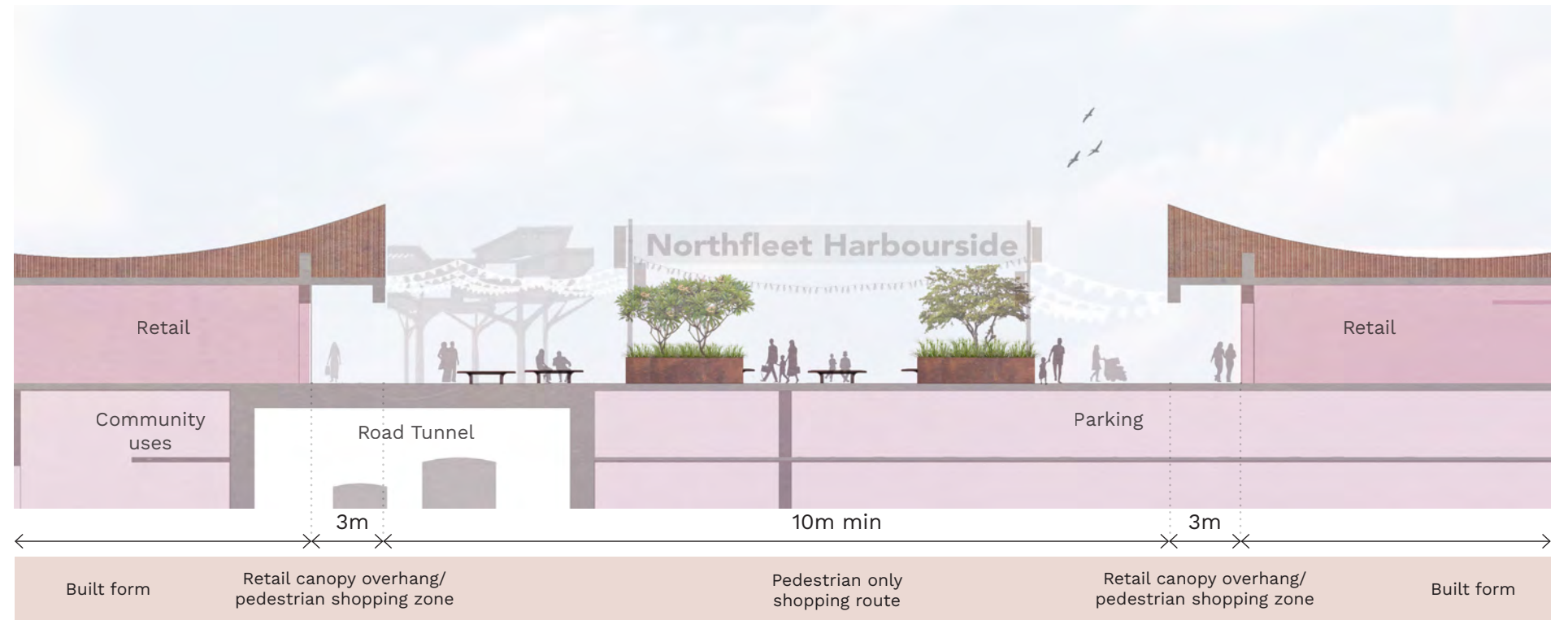
7.3 Key Streets and Spaces: Podium Public Realm



Objectives:

A podium level terrace is proposed for the marketplace providing an integral part of the public realm. Level changes have been designed to not only provide safe and easy access for all users and provide opportunity for soft landscape and tree planting. The podium terraces will provide a variety of uses including communal event space, outdoor cinema, water play, eating and socialising, and intimate quiet spaces. All designed to encourage interaction between visitors and residents and provide opportunities for escape from the busy and bustling surroundings.

Wide pavement areas to be paved in high quality, natural materials and incorporate new planting and mature street trees. Water features will have jets individually controlled and lit providing hours of entertainment and Instagram opportunities. Children will be able to run through the jets, providing hours of fun for kids of all ages. The square will transform at dusk when the fountains will be illuminated, creating a spectacular light show. A giant watery playground.



Typical section through the Podium Public Realm

Podium public realm must include the following features:

- High quality hard material finishes used to define spatial areas complimenting the colours and tones of the retail buildings;
- Rain gardens and bio-retention planters should be considered to manage surface water drainage;
- A mixed-use event space with water jets providing a water play function but equally used for markets, community activities and music events;
- Part M and Part K of the Building Regulations should be applied to maximise creation of inclusive environments across multiple levels;
- Seating provision should be included to enclose the mixed use space;
- Central ornamental, clear-stem trees in planters to define space; and
- Creative lighting so the space can function at night.



Destination spaces with water features



Planters with seating integrated

Footway	10m minimum allowing for emergency and maintenance access
Cycleway	not applicable - the Marketplace is a pedestrian + mobility aid only environment
Landscape Character	A multi-function, high quality hard landscaped public space with water features, ornamental planting in raised planters and seating opportunities

Part C Character Areas

7.0 Character Area 4 - Marketplace

7.3 Key Streets and Spaces: Stonebridge Plaza

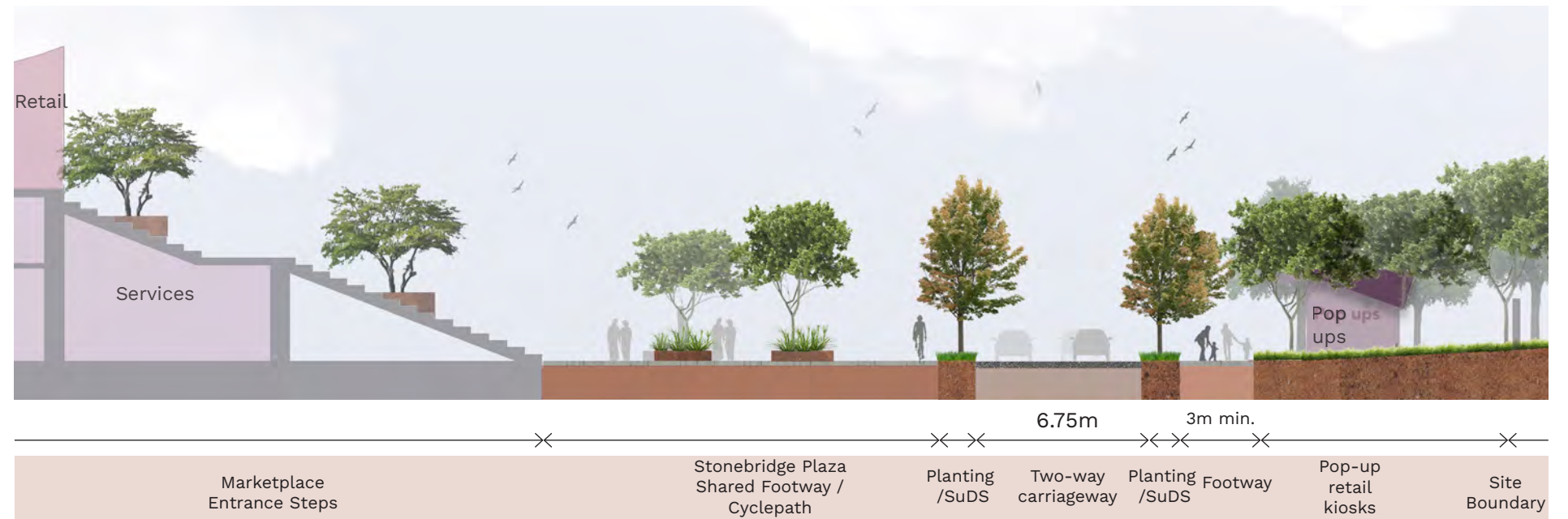


Objectives:

Stonebridge Plaza forms the key threshold space for Northfleet Harbourside from the south and east. High quality landscape and planting will create a strong sense of identity and arrival. Traffic is calmed through the space using a patterned shared surface.

The plaza will provide spaces to sit, reflect and unwind close to the stadium yet set back within lush tree canopies and understorey planting helping to provide a noise barrier and visual interest. Temporary public art installations will form an important changing feature, providing a learning and immersive experience to the space.

An entrance pocket park should include species rich meadows, mounds, habitat enhancement feature and sensitive lighting. Creating a space with a strong sense of arrival.



Typical section through Stonebridge Plaza

Stonebridge Plaza must include the following features:

- A patterned shared surface environment of high quality contrasting stone or concrete setts. The contrasting paving pattern stretching across the footway and carriageway will provide an attractive public realm as well slowing traffic speeds and prioritising pedestrians and cyclists;
- A screen of tree and shrub planting along the south eastern edge of the plaza are to be included to screen the rear of the properties on Railway Street;
- Design should integrate SuDS solutions including permeable paving and rain gardens where appropriate;
- Plaza to be kept clear of parking bays and drop-off areas to allow for unrestricted flow of pedestrians around the Marketplace entrance area;
- An arrival pocket park on south eastern edge should include vibrant art and light installations creating a strong sense of arrival to the Northfleet Harbourside development;
- Species rich meadows and pollinating species should be included in the landscape; and
- Habitat enhancement features such as bird, bat boxes, bee hives and hybernacula should be included in the proposals.



Focal steps to access the podium level



Meadow entrance area with sculpture



Pop up shops to activate the plaza



Landscaped steps create a sense of arrival



**Northfleet
Harbourside**

Part D Detailing The Buildings

Northfleet Harbourside

- 8.0 Stadium
- 9.0 Marketplace
- 10.0 Community
- 11.0 Commercial
- 12.0 Residential
- 13.0 Hospitality
- 14.0 Meanwhile and Business Incubators
- 15.0 Standard Design Requirements

Part D Detailing The Buildings

8.0 The Stadium



The Stadium will offer the Ebbsfleet United Football Club an identity and the community a focal point in the Masterplan Design

Stadium - Key Principles

- The Stadium should give the Ebbsfleet United Football Club an identity and a focal point for community engagement.
- It should have a functional mix of programs which allow its use outside of match days.
- The Stadium is the new home for Ebbsfleet United FC and forms the community heart of Northfleet Harbourside. As well as hosting football fixtures, the stadium will hold other events such as concerts and performances.
- The Stadium facility will bring high levels of activity and vitality to this Northfleet Harbourside development and has been centrally located in the masterplan to fully harness this vibrancy. The Stadium is easily accessible for fans and visitors and should function effectively during events as well as at quieter times and respond effectively to the surrounding uses.
- The Stadium is the new home for Ebbsfleet United FC – as such the colour palette for seating, building accents, signage and public art should relate to the club's livery.
- The Stadium's appearance during both fixture and event days, and when it is not in use, should be equally considered to form a coherent part of the development.
- The Stadium's appearance at night must be considered to ensure it serves to provide a safe and delighting environment, along with being designed sensitively in response to the surrounding residential neighbourhoods.
- The material palette for the Stadium must compliment and work in synergy with the surrounding Marketplace and Boulevard buildings, as characterised within this design code.

Part D Detailing The Buildings

8.0 The Stadium

Project aspirations

The detailed design of the stadium will be subject to detailed consultation with the community including football club supporters.

The following precedents are exemplary in their materiality and formal expression. These precedents serve as inspiration for level of ambition, quality of detail and finish in which the Ebbsfleet United Football Club stadium strive for.



Japan National Stadium - Kengo Kuma



Smithsonian American Art Museum- Foster and Partners



Coal Drops Yard - Heatherwick Studio



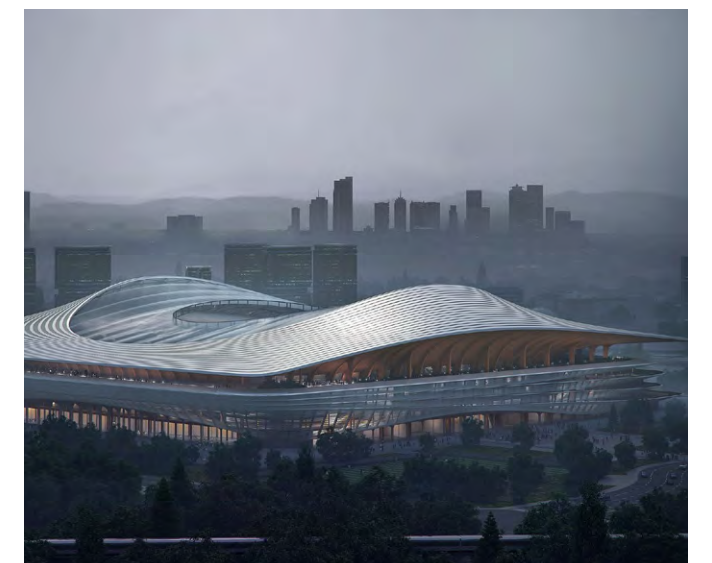
Forest Green Rovers Stadium - Gloucestershire - Zaha Hadid



O2 Arena London



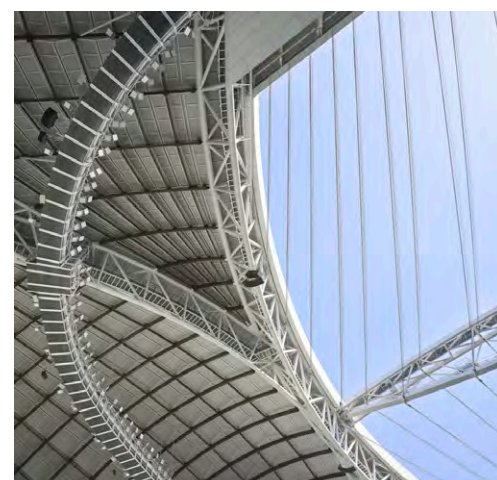
Coal Drops Yard - Heatherwick Studio



Xi'an Stadium - Zaha Hadid



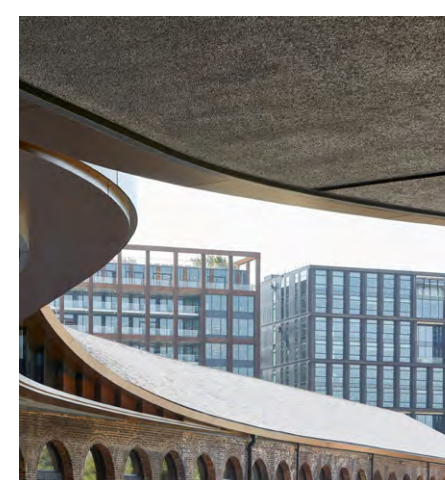
Japan National Stadium - Kengo Kuma



Al Janoub Stadium - Zaha Hadid Architects



Stadio Artemio Franchi - Pier Luigi Nervi



Coal Drops Yard - Heatherwick Studio



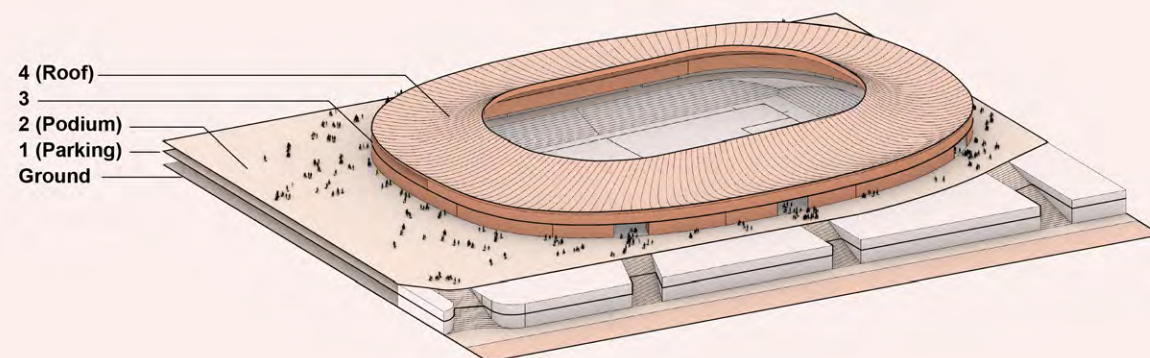
Xi'an Stadium - Zaha Hadid

Part D Detailing The Buildings

8.1 The Stadium - Layout and Access

The following pages describe the general layout and accessibility of the Stadium and its position relative to other functions of the podium. The Stadium is accessible on three levels; Ground, Level 1 and Level 2 (Podium level). The general principles of accessibility are summarised below.

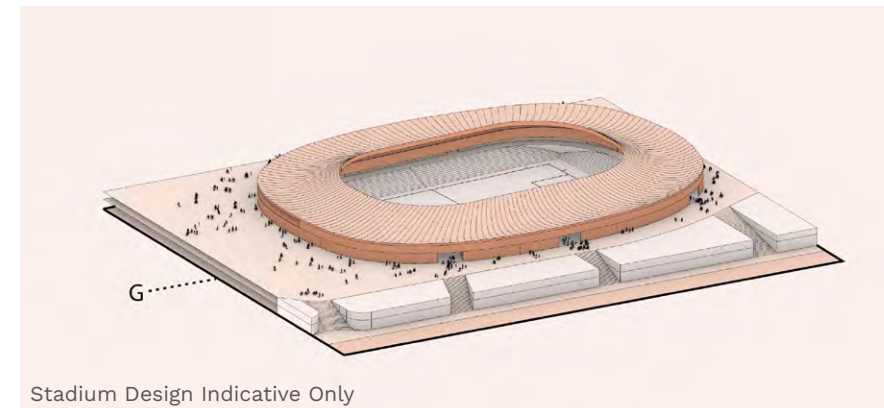
- Main pedestrian entrances to the stadium are located to the east side of the Stadium on podium level adjacent to the Boulevard - this is to ensure functional separation during peak flow times of the retail functions on the west side of the stadium.
- A main entrance should be located to address a surrounding key public space.
- Spacious gathering places should be provided adjacent to all entrances to allow crowds to safely congregate and dissipate before and after stadium events.
- Clear emergency evacuation strategies will ensure safe and efficient evacuation of the Stadium.
- Signage and wayfinding should be clear and legible to cater for high volumes of visitors.
- Public transport use for Stadium visitors must be promoted through clear, direct access and routes to the surrounding train stations and bus stops.
- Mobility hubs should be located at key transport nodes close to the Stadium to improve access to public transport and active travel modes.
- Cycle parking should be provided for visitors in clearly signposted, convenient, and safe locations with good levels of passive surveillance.
- Vehicle access to the podium parking and servicing areas is to be provided from the podium tunnel route.
- Parking and ancillary uses are located within the podium surrounding the Stadium.
- Pedestrian access to the Stadium from the parking areas is to use clear wayfinding and be well lit.



Stadium Design Indicative Only

Level Overview

Northfleet Harbourside
Design Code



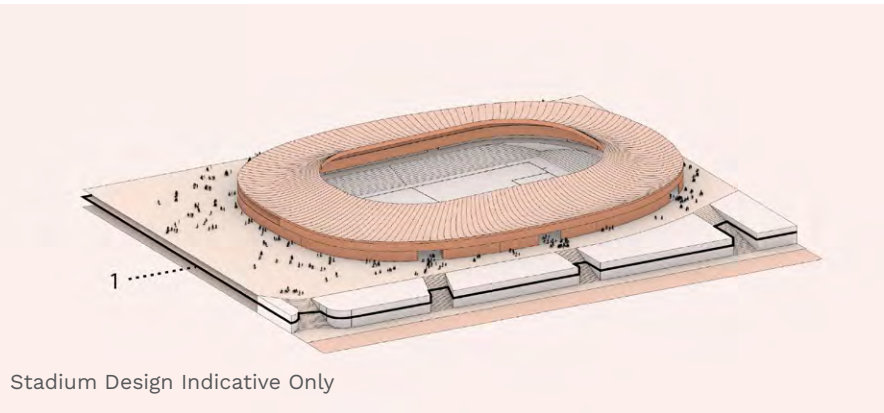
Indicative Program - LEVEL Ground



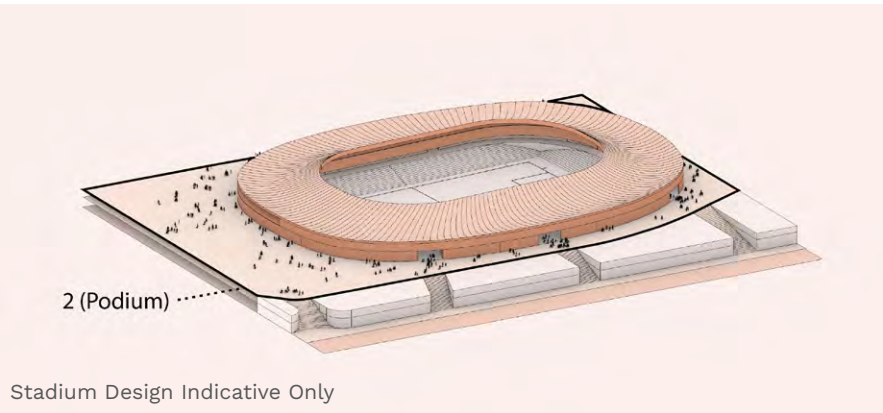
The below drawing is of indicative layout and functional arrangement of the Stadium and adjacent podium programmes on ground level.

Part D Detailing The Buildings

8.1 The Stadium - Layout and Access



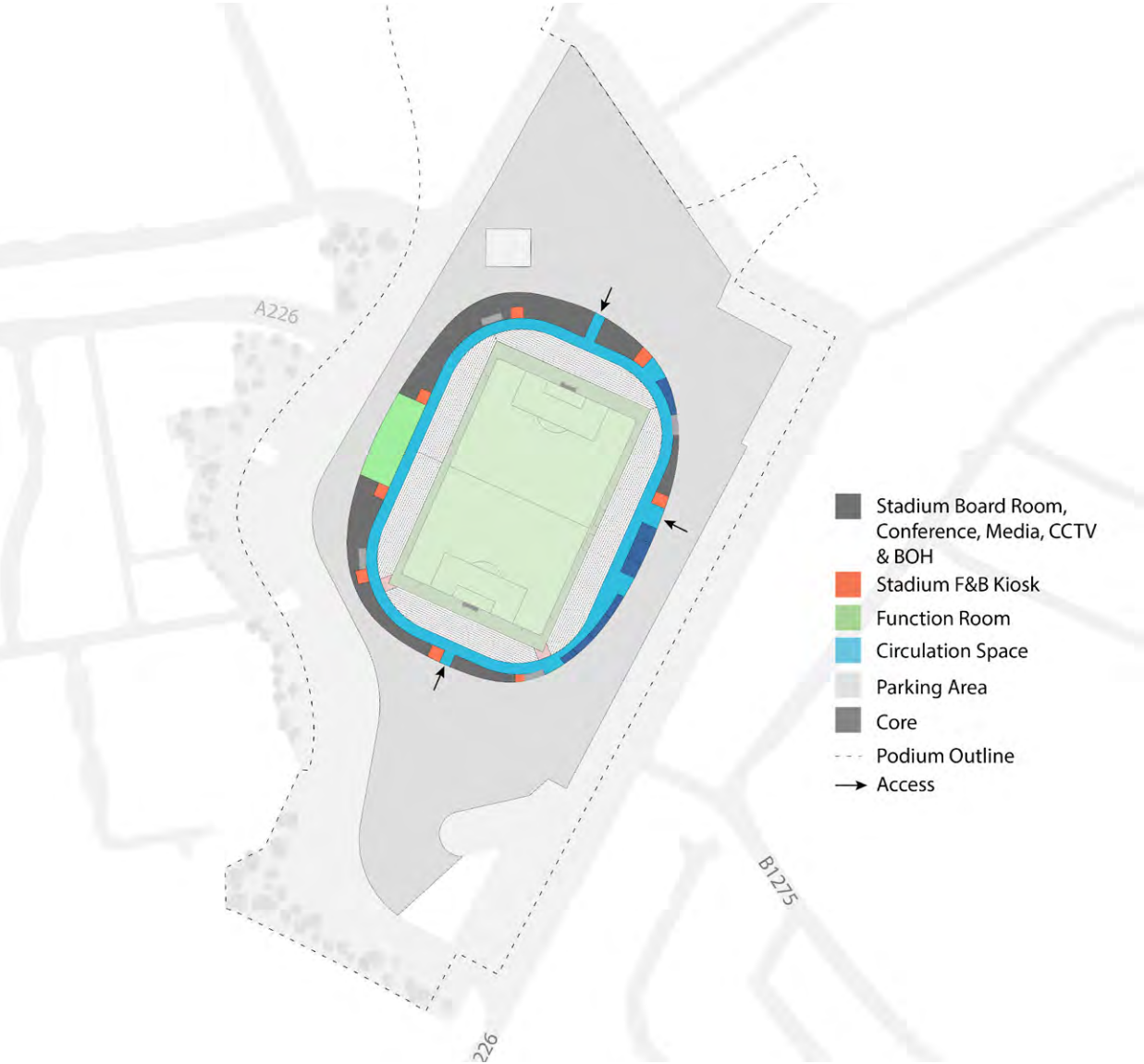
The below drawing is of indicative layout and functional arrangement of the Stadium on first level.



The below drawing is of indicative layout and functional arrangement of the Stadium and adjacent podium programmes on 2nd level (podium level).

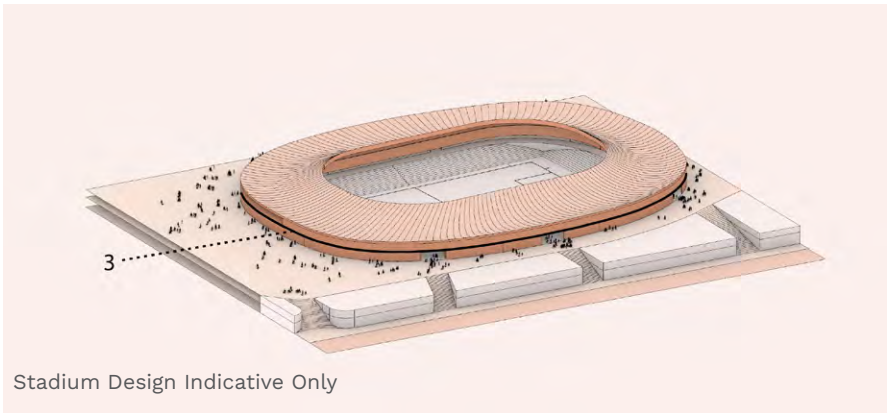
Indicative Program - LEVEL 1 (Parking)

Indicative Program - LEVEL 2 (Podium)

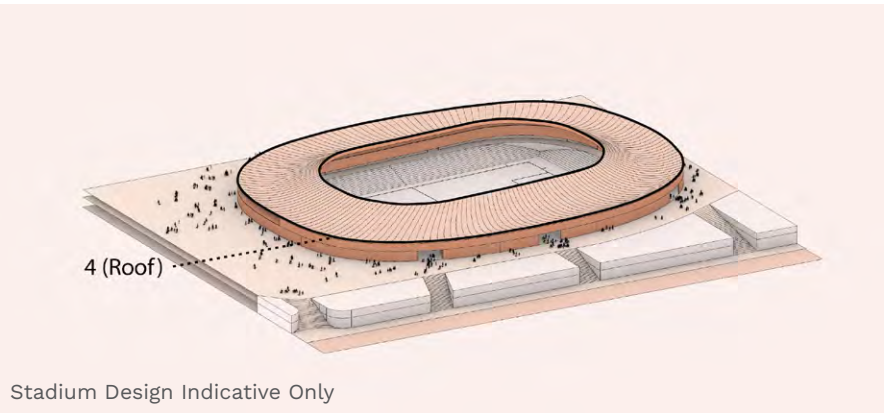


Part D Detailing The Buildings

8.1 The Stadium - Layout and Access



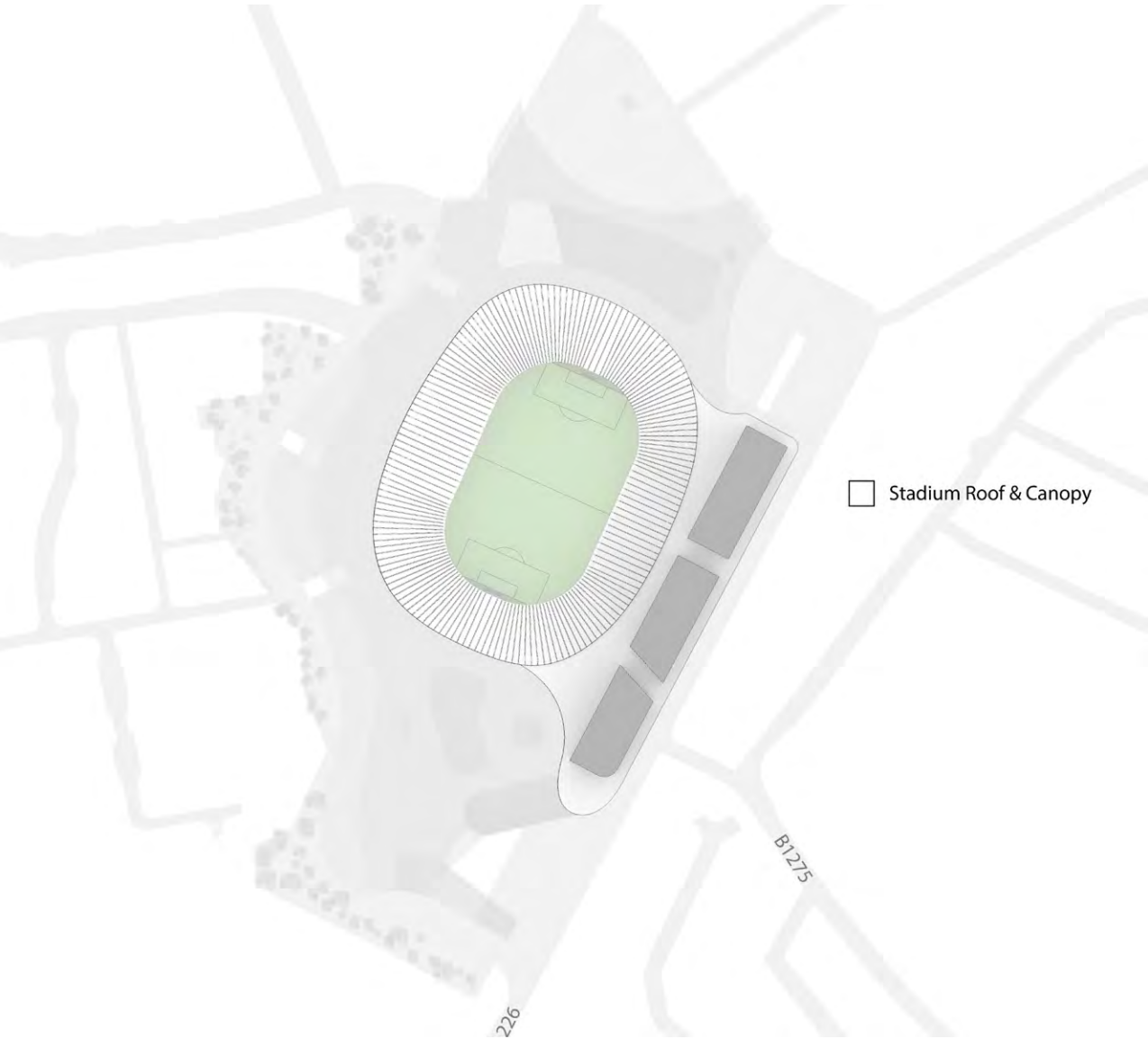
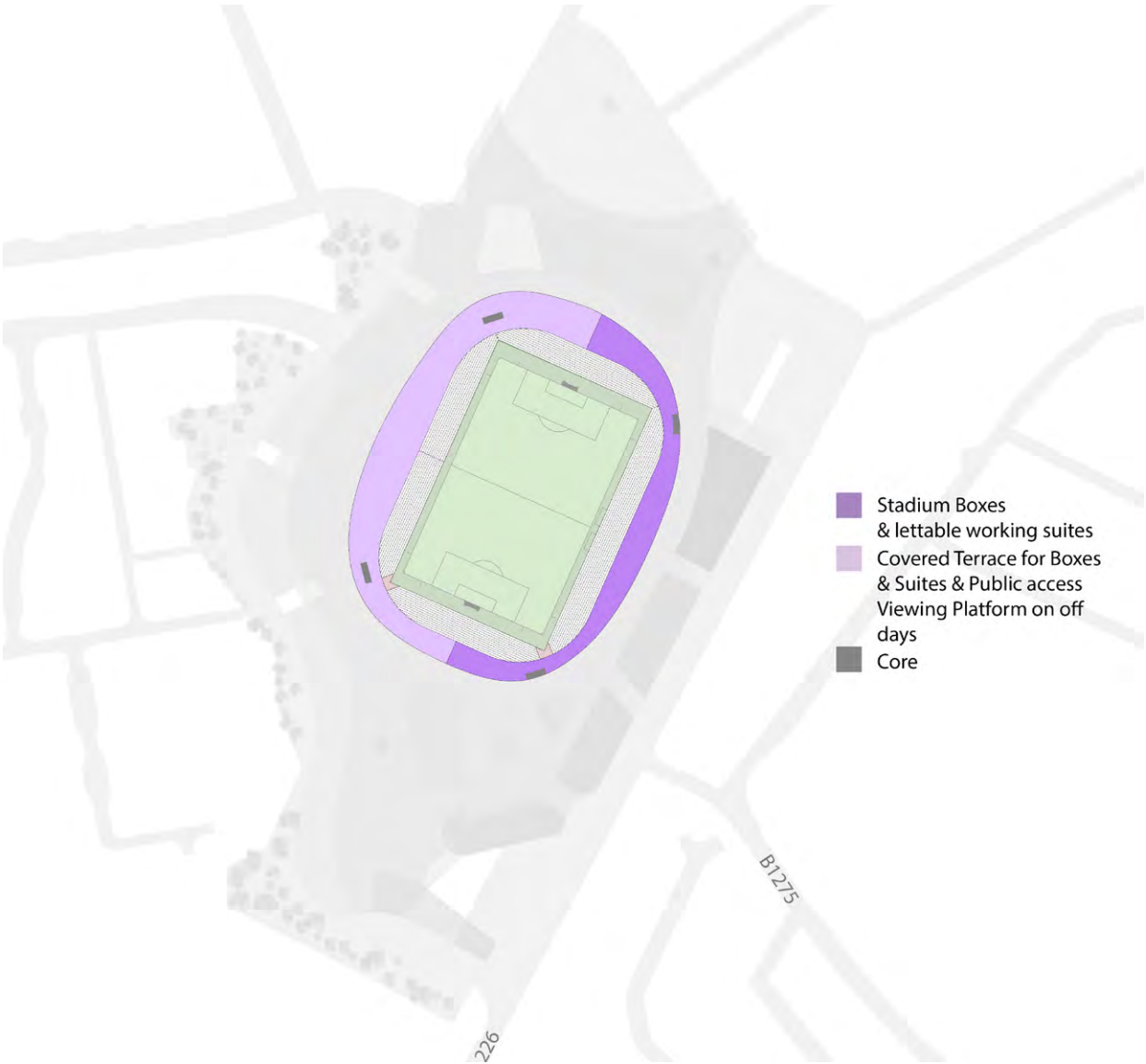
The below drawing is of indicative layout and functional arrangement of the Stadium on 3rd level.



The below drawing is of indicative layout and functional arrangement of the Stadium and adjacent podium programmes on 4th level (roof level).

Indicative Program - LEVEL 3 (Stadium Boxes)

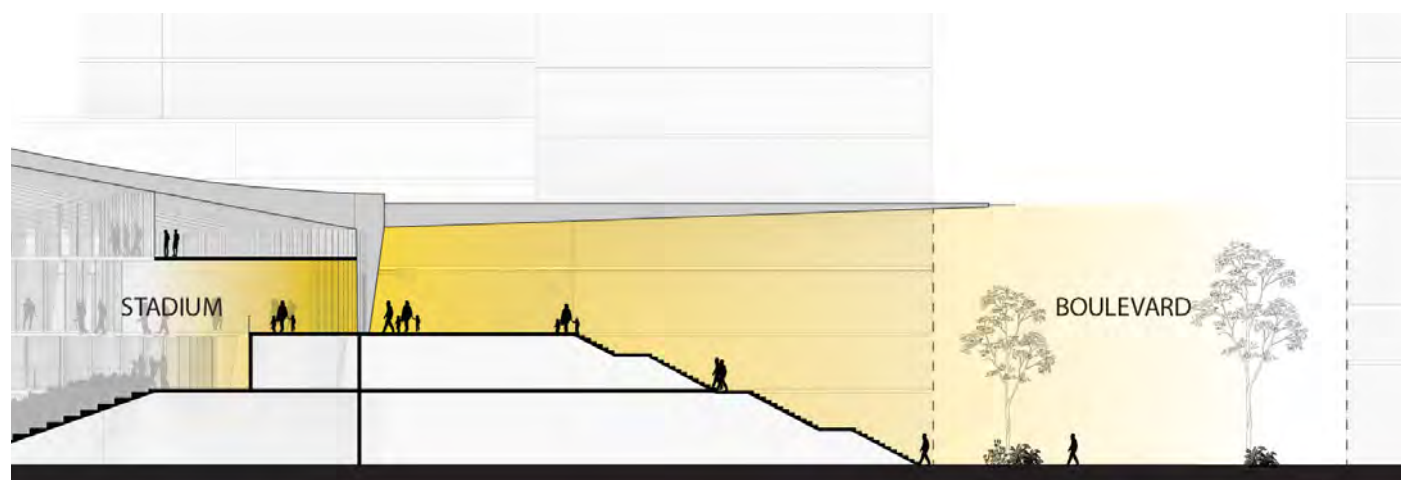
Indicative Program - LEVEL 4 (Stadium Roof)



Part D Detailing The Buildings

8.2 The Stadium Connectivity & Access - Match Day & Stadium Access

The stadium's predominant access is to the east adjacent to the boulevard. This proximity to the boulevard and its public transportation services ensures the efficient movement of large crowds on match day.



Indicative Section showing the spatial relationship between the stadium and boulevard

The stadium podium is a multifunctional urban space.

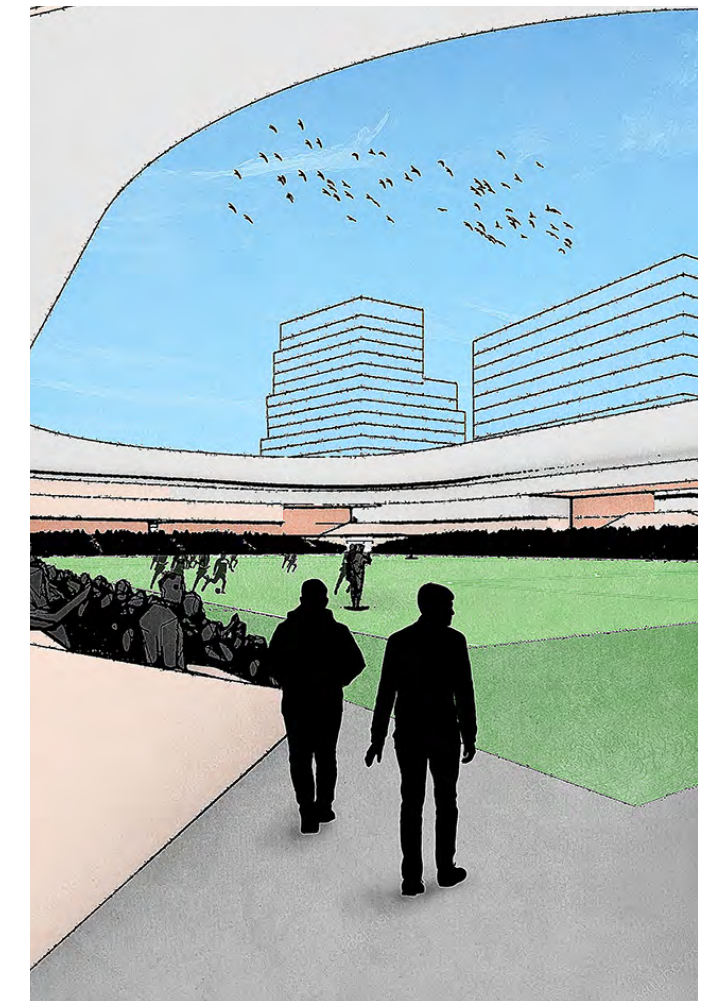
In order to structure the many offerings on the podium the Stadium and its access is predominantly to the east adjacent to the Boulevard separated from the marketplace to the west.

Whilst separation is important at peak usage times - a continuous circulation around the Stadium ensures that users can engage in both activities like sports and shopping if they wish.

The majority of food and beverage provisions are adjacent to the Stadium and its entrances to the east. Visitors can enjoy a meal and drink before or after the game and if they wish partake in shopping activities.

Access to the Stadium from the Boulevard must be seamless from the adjacent public transportation options (as indicated left).

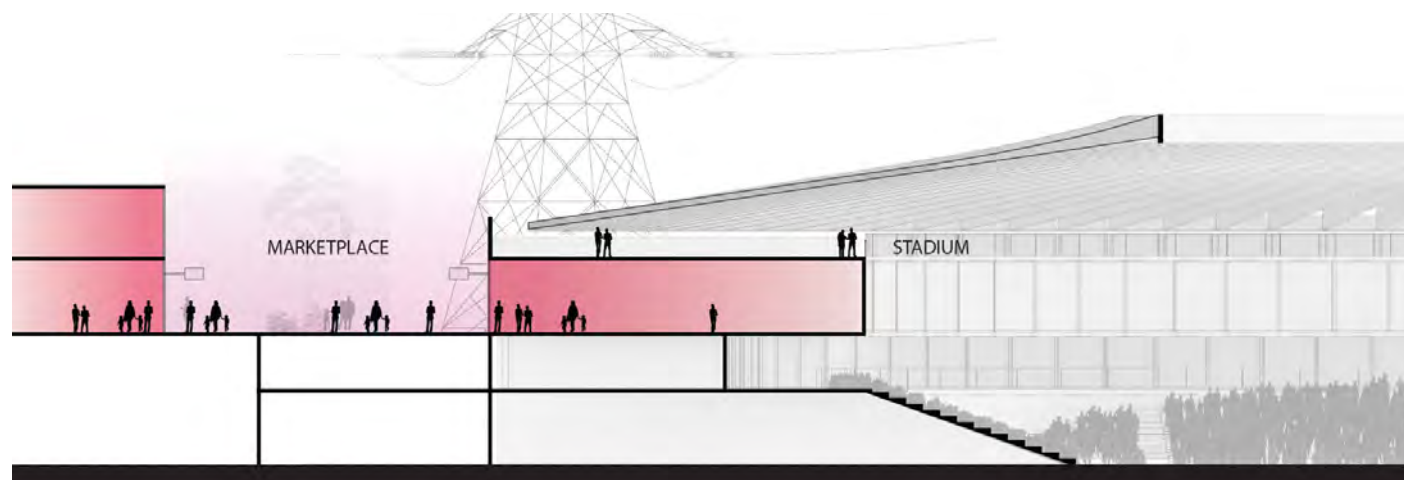
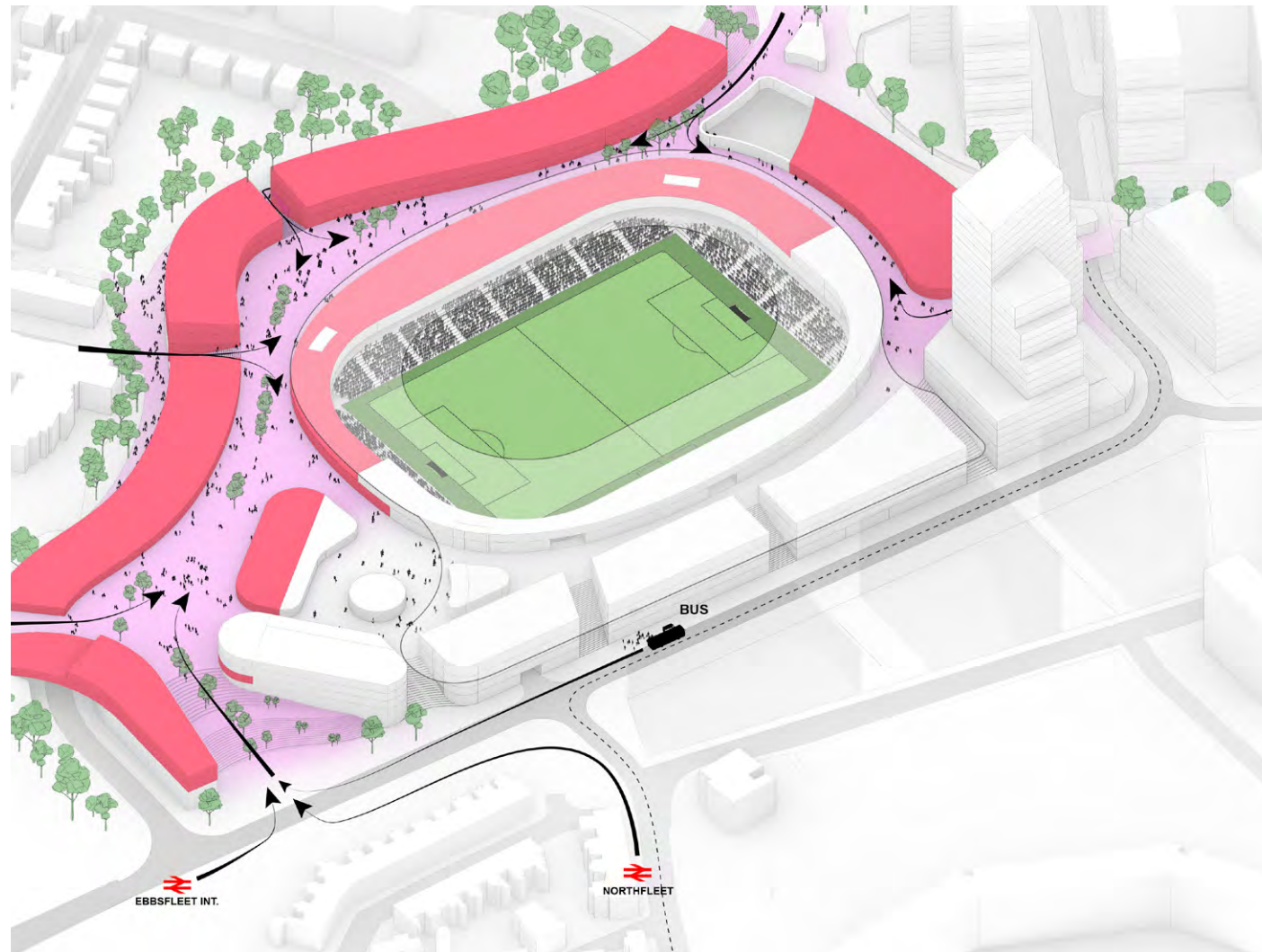
Further to transport and pedestrian access the parking areas located in the podium provides quick access to the Stadium for vehicular users and people mobility issues.



Part D Detailing The Buildings

8.2 Stadium Connectivity & Access - Marketplace

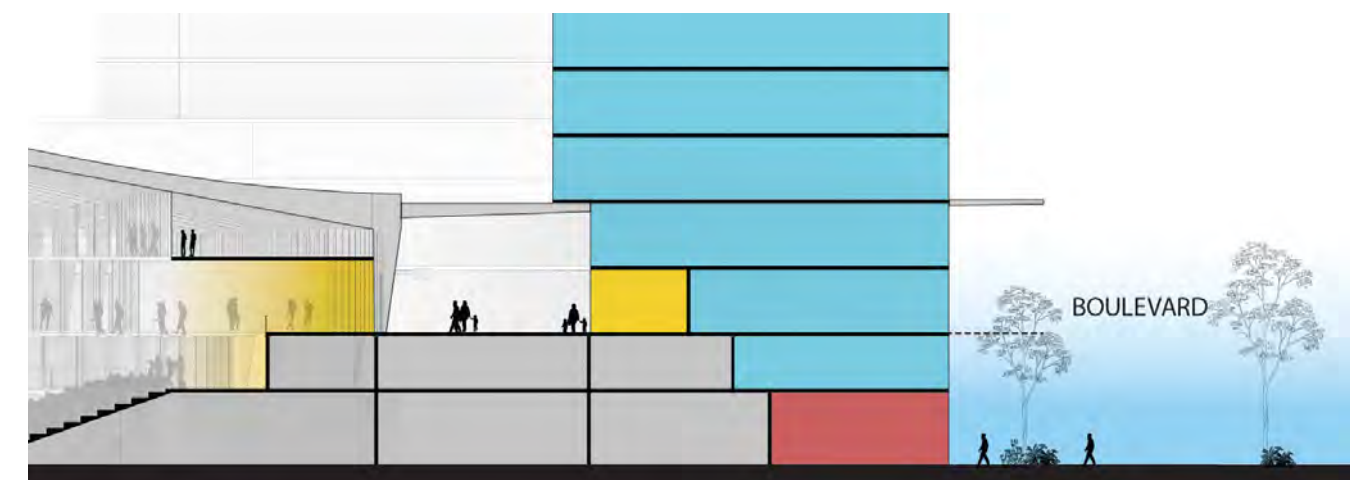
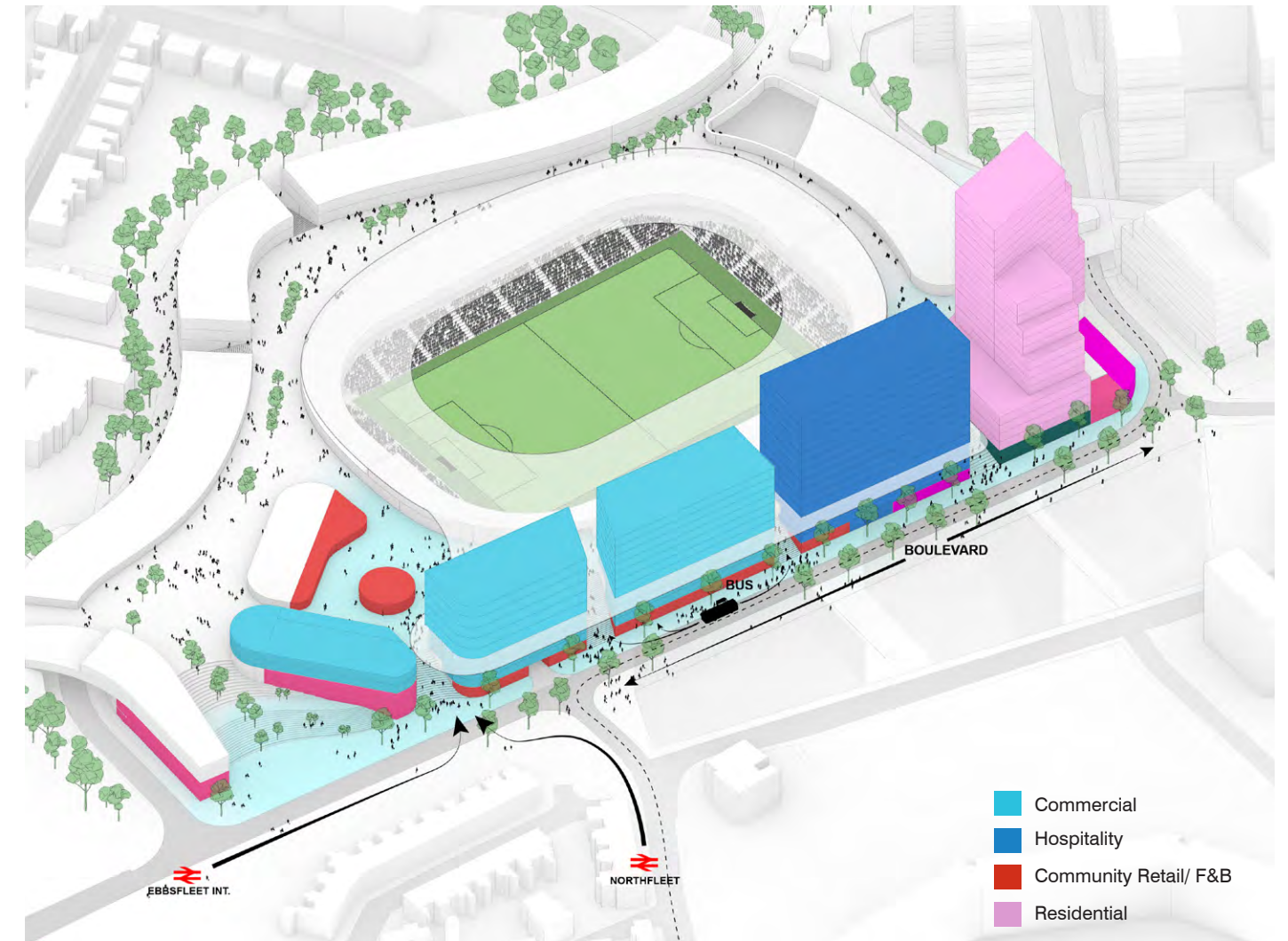
The Marketplace borders the west side of the stadium. Its main access is located to the south nearest to Ebbsfleet and Northfleet Stations and is accessible also via the adjacent local roads.



Indicative Section showing the spatial relationship between the stadium and marketplace

8.2 Stadium Connectivity & Access - Boulevard

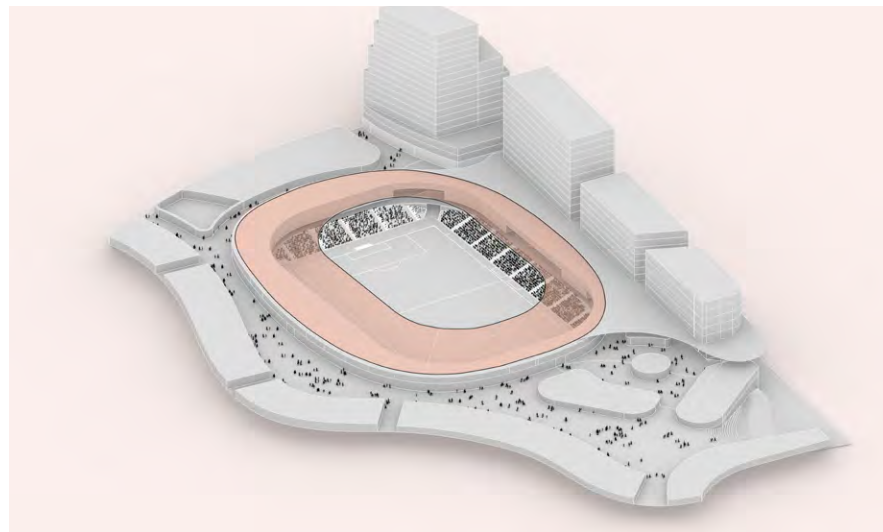
The Stadium is mediated to the Boulevard by a number of buildings including a hotel and commercial office space. And on grade with the Boulevard; food and beverage, retail and other community spaces.



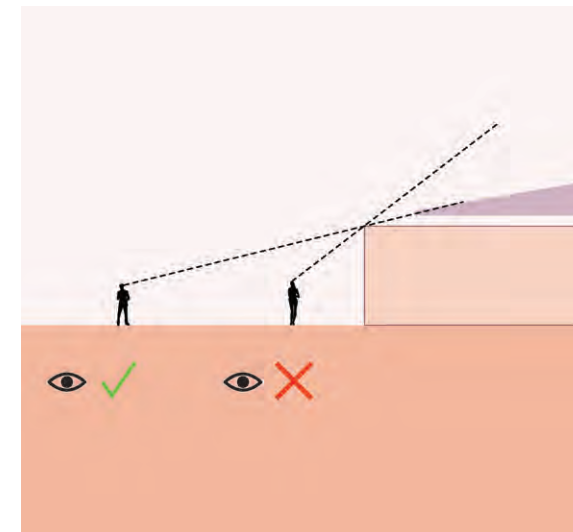
Indicative Section showing the spatial relationship between the stadium and boulevard mediated by office and F&B facilities

Part D Detailing The Buildings

8.3 Stadium Elements - Roof



The Stadium roof is a key part of the design and will give identity and character to the Stadium and its position within the masterplan context. The Stadium roof design will be partially enclosed (except above the pitch). As the roof covers a large area, photovoltaic solar panels will be considered as an integrated part of the stadium roof, and its design as a renewable energy generation strategy.

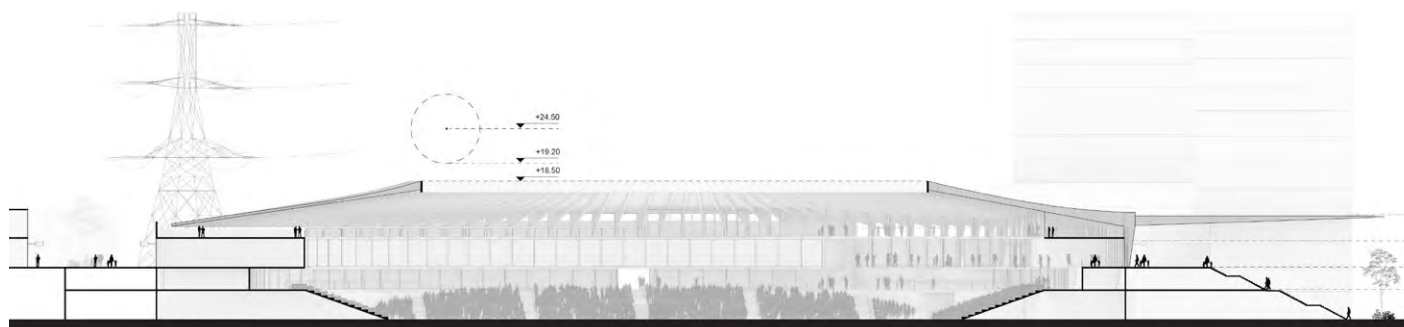


Within the Marketplace zone - the roof of the Stadium is designed in such a way that the consistent architectural language and immersive Marketplace experience is not disrupted.

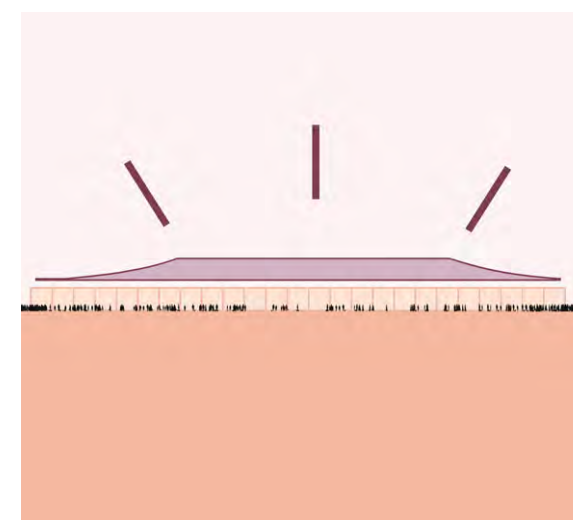
An adjacent Marketplace user should not be able to view the roof of the Stadium.

STADIUM ELEMENT - ROOF

STADIUM ROOF VISIBILITY

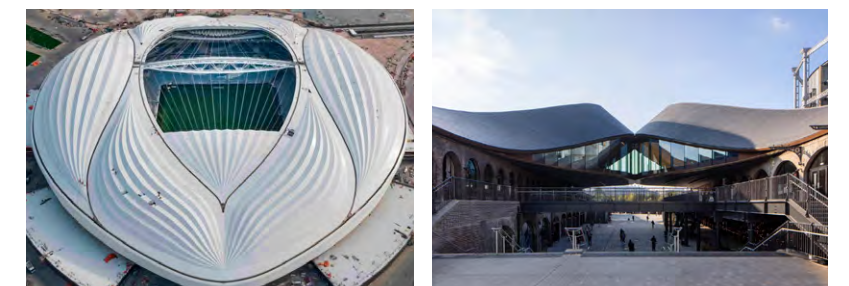
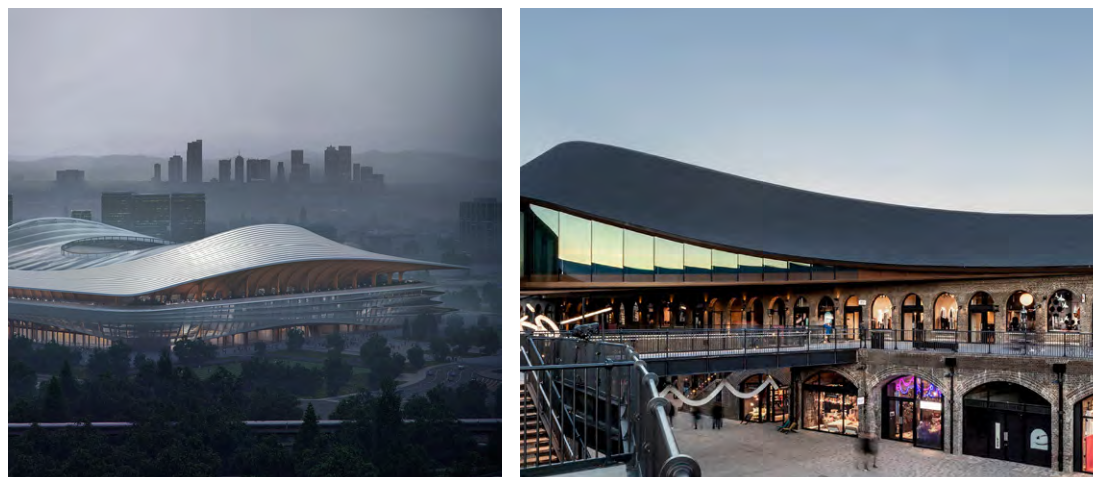


A section of the stadium and its connection to context



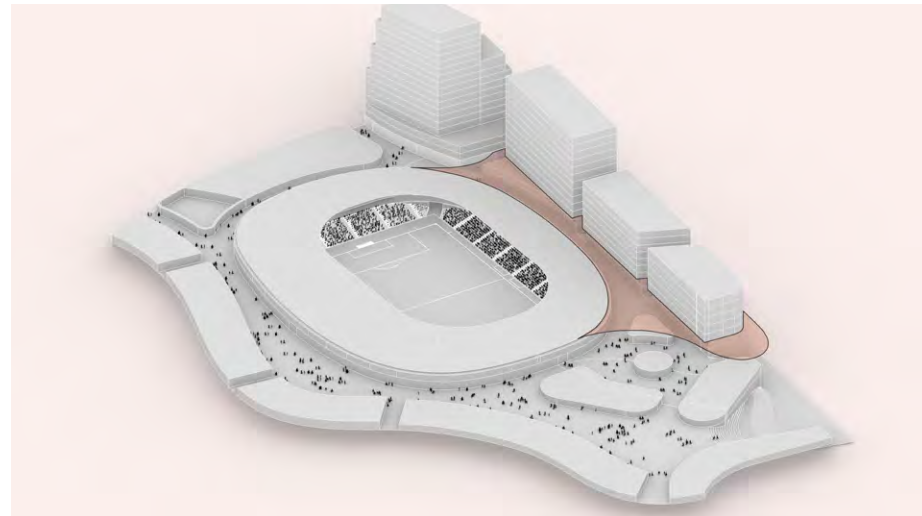
From a distance the Stadium roof should be visible to a user and iconic in such a way which gives focus and identity to the Stadium.

STADIUM ROOF VISIBILITY



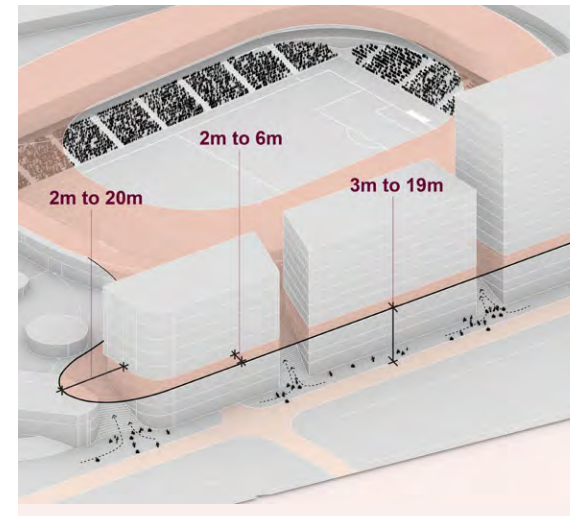
Part D Detailing The Buildings

8.3 Stadium Elements - Canopy



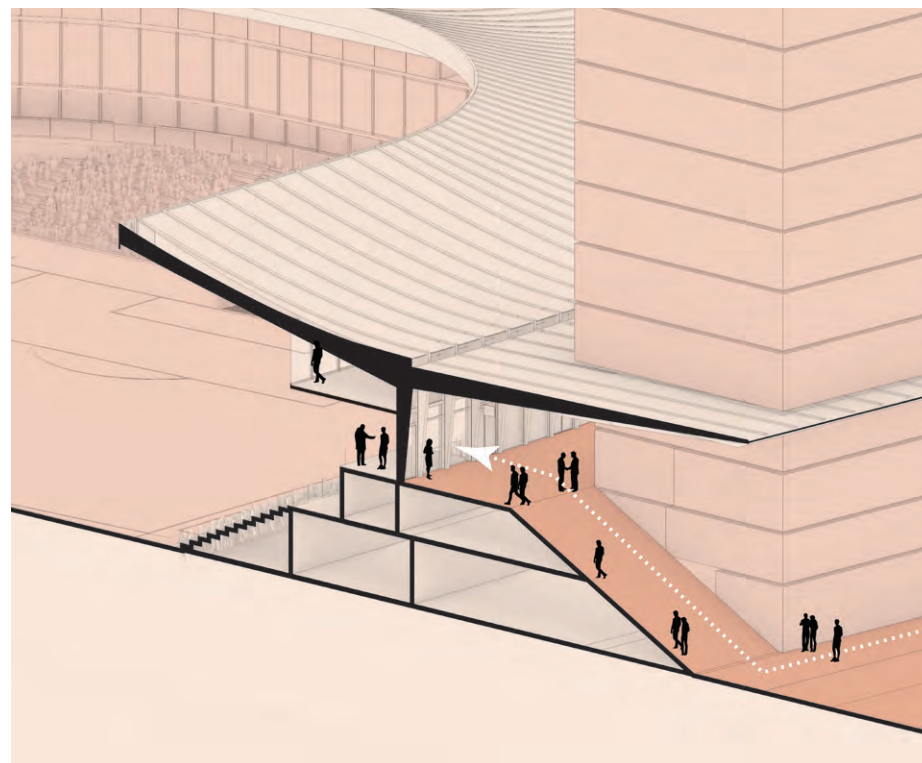
STADIUM ELEMENT - CANOPY

The Stadium canopy covers and protects the many entrances to the Stadium and Food & Beverage offerings. It's design will be closely related to the roof of the Stadium - as such will act as visual guide and intuitive wayfinding tool to guide users to the stadium precinct its entrances and functions.

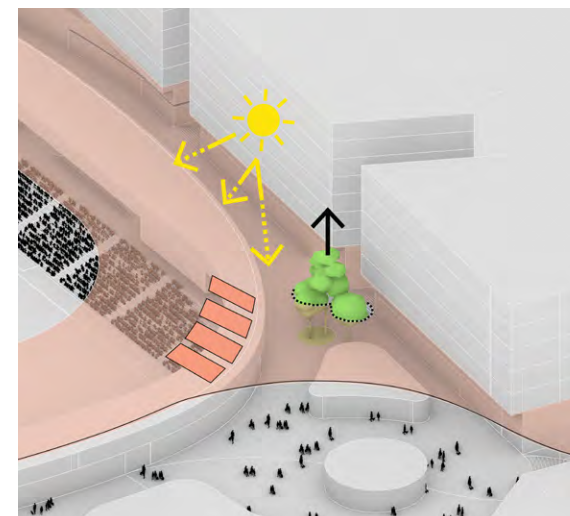


CANOPY & STADIUM VISIBILITY - BOULEVARD

The canopy within the stadium precinct should be visible from the boulevard in a way which ensures Stadium users are intuitively guided up the stairs to the entrance of the Stadium. The canopy serves as a visual guide to the Stadium precinct.



An indication of the stadium arrival experience from the Boulevard



CANOPY PERMEABILITY

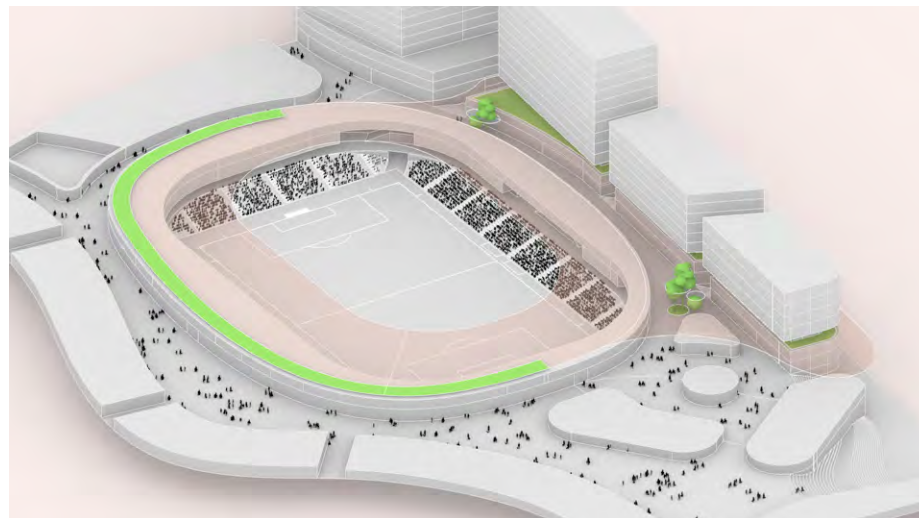
The canopy should allow for daylight to pass through and in designated locations will be open to the sky to allow vegetation to penetrate.

The Stadium canopy and roof should make allowances for the integration of photovoltaic solar panels.

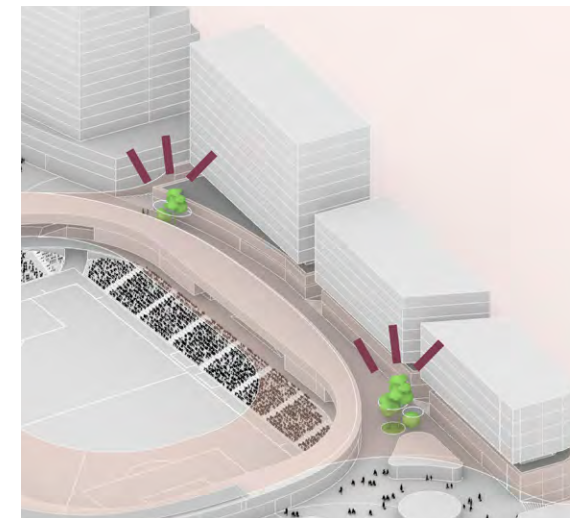


Part D Detailing The Buildings

8.3 Stadium Elements - Greening Strategy



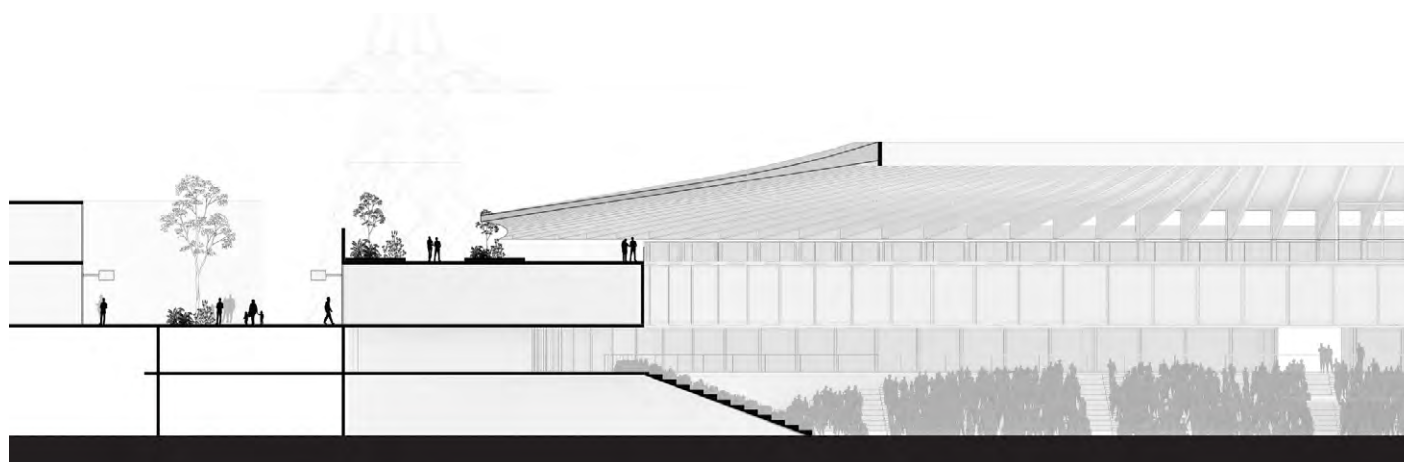
An effective greening strategy will be a part of the Stadium's design to ensure the health of its occupants and surrounding users.



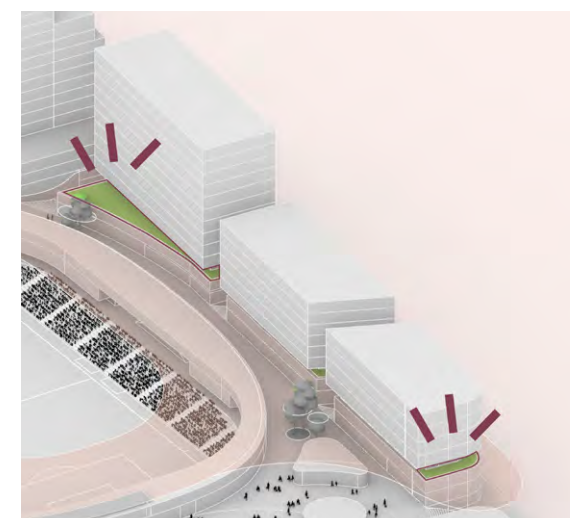
Designated green areas in the public forecourt of the stadium will be open to sky to allow for vegetation to penetrate and allow for a green view to the adjacent building occupants

STADIUM ELEMENT - GREENING STRATEGY

CANOPY & STADIUM FORECOURT

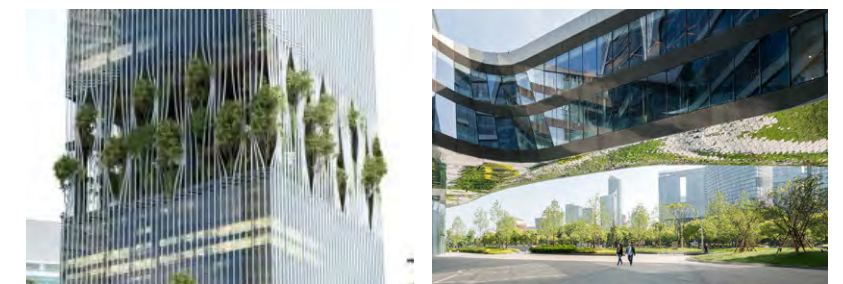


An indication of how the stadium can incorporate greening strategy into its facade & roof design.



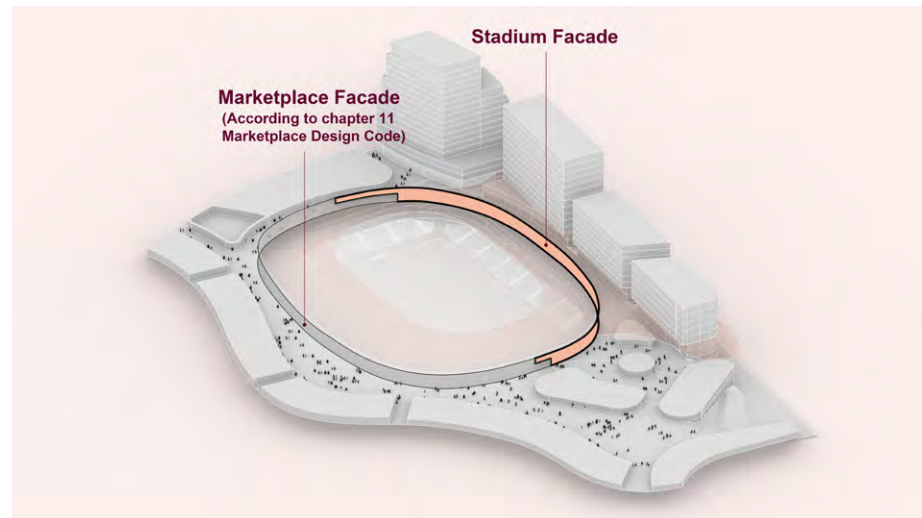
In the locations where the canopy meets the adjacent buildings possible green breakout spaces can facilitate the wellness of the office and hotel occupants.

PODIUM AND BUILDING FAÇADES



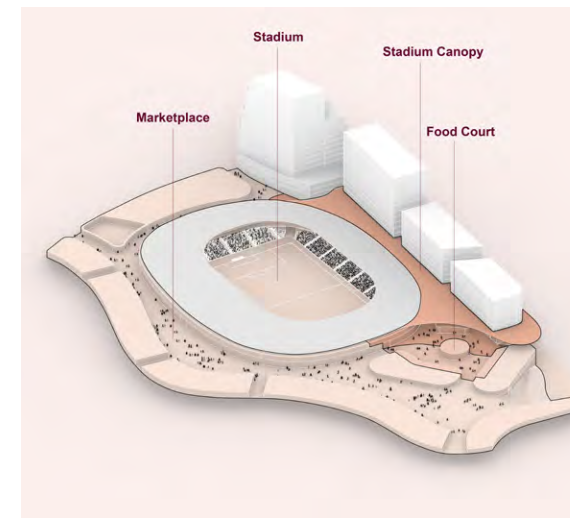
Part D Detailing The Buildings

8.3 Stadium Elements - Facade



The Stadium Façade wraps the Stadium's functions (to the east of the Stadium as indicated) - including Food & Beverage outlets, Stadium entrances and other services.

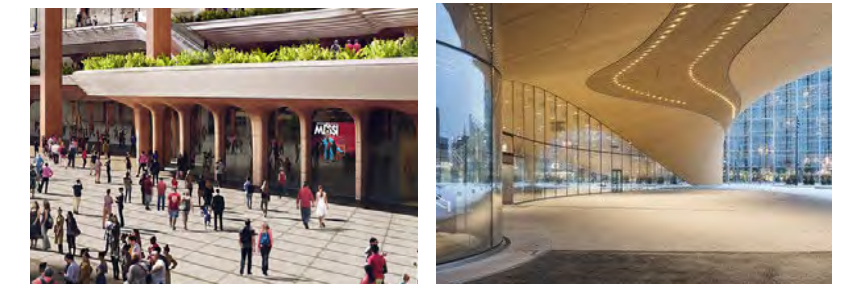
STADIUM ELEMENT - FAÇADE



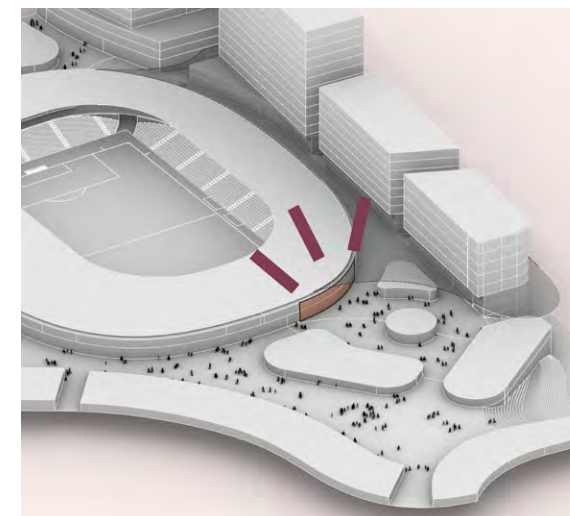
The Stadium, its adjacent food court and the marketplace should have distinct formal and material characteristics to give legibility and structure to the many offerings on the podium level.

The design of the Marketplace Façade on the west elevation of the stadium is denoted in the Marketplace section of this design code.

FAÇADE LANGUAGE SEPARATION

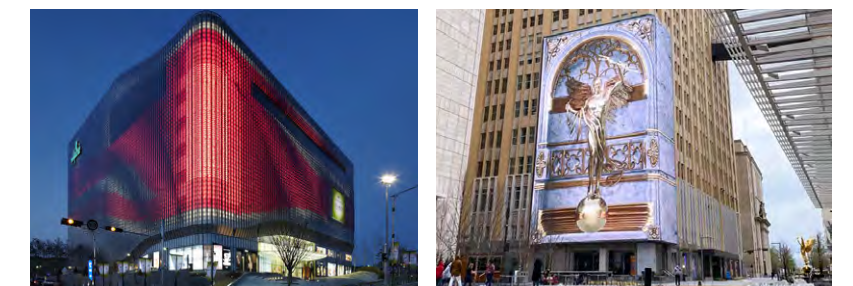


An indication of how the stadium facade could create a cohesive identity through its consistent language, materiality and signage.



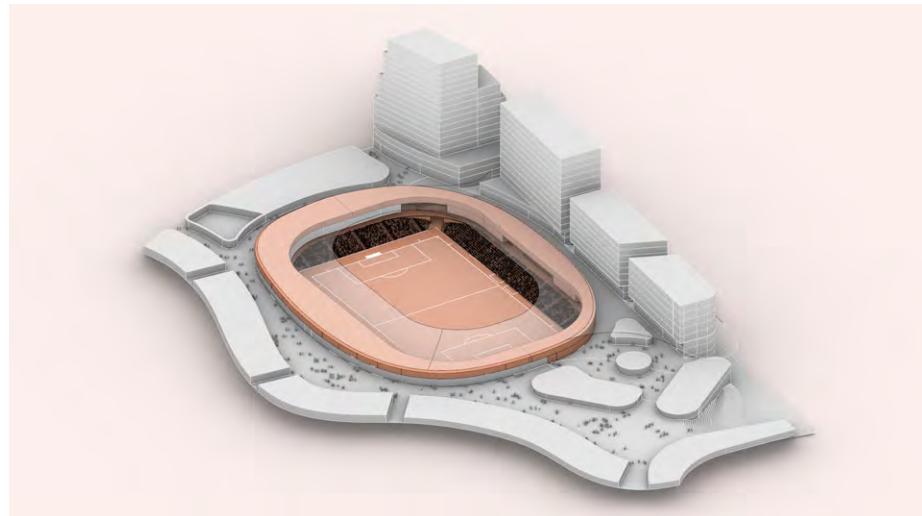
The introduction of a media façade upon entrance to the Stadium forecourt distinguishes space and creates an arrival experience for the users. The façade can be programmed according to the use of the Stadium and enable a functional and programmatic flexibility.

STADIUM ELEMENT - MEDIA FAÇADE



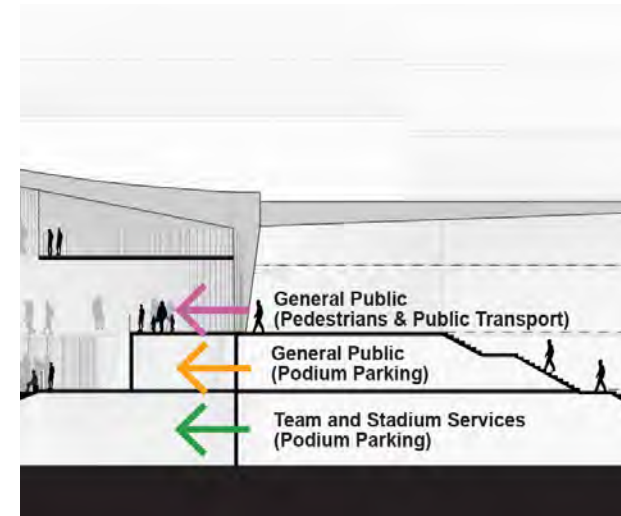
Part D Detailing The Buildings

8.3 Stadium Elements - Internal Functions & Seating



The internal functions of the Stadium should be designed together with a thorough and effective circulation and wayfinding system to ensure the various programmes and facilities of are easy to find for its many user & occupant groups.

STADIUM ELEMENT - INTERNAL FUNCTIONS AND SEATING



ACCESS

Access to the Stadium will be split over the 3 levels to allow for safe and efficient entry & egress of different user groups.

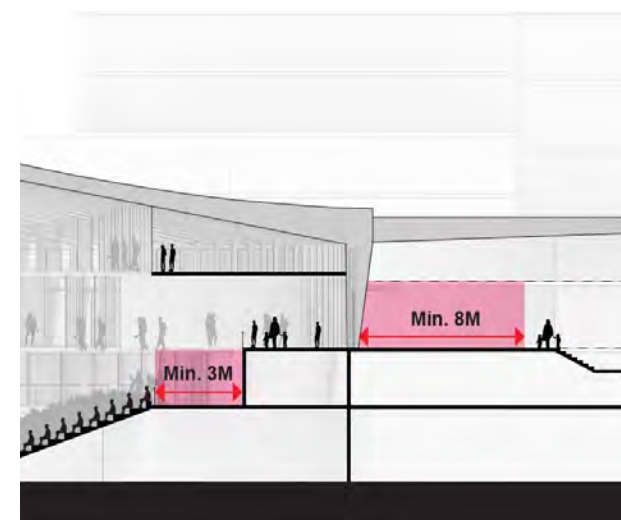


SIGHTLINES

Sightlines for the occupants should be designed to a high standard to ensure a limited amount of undesirable seating options.



An impression of the stadium interior

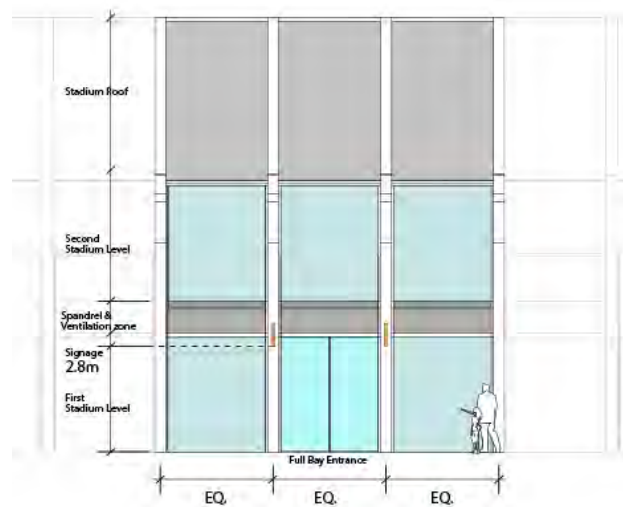


CIRCULATION & OVERSPILL

The surrounding public space located at the main entrances of the stadium will allow crowds to congregate safely. The internal circulation of the stadium should allow for the safe movement of crowds and fire dispersal.

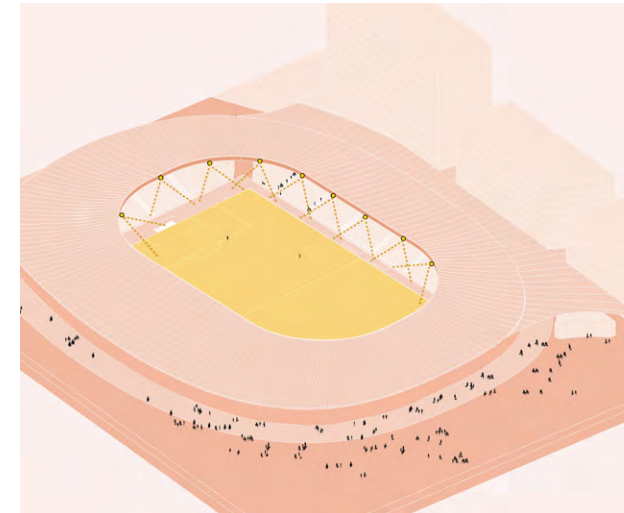
Part D Detailing The Buildings

8.3 Stadium Elements - Internal Functions & Seating



SIGNAGE & ENTRANCES

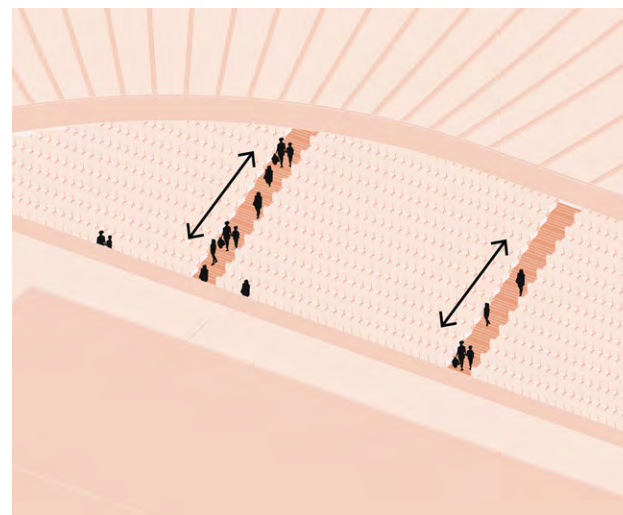
Signage and wayfinding should be clear and legible to cater for high volumes of visitors. Entrances should be clearly marked and consistent throughout the façade of the Stadium.



LIGHTING

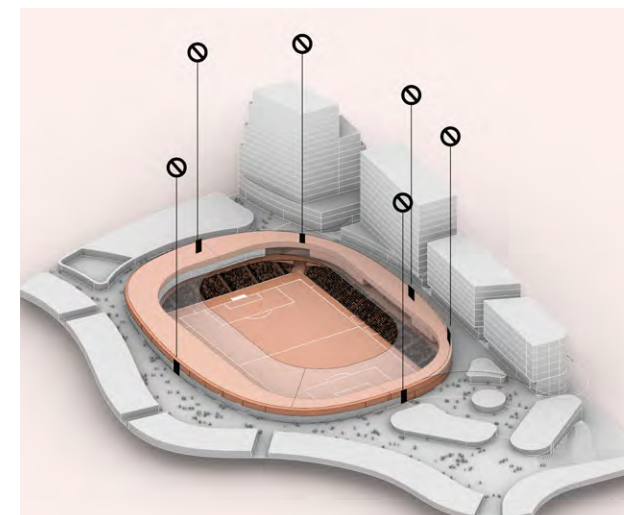
Floodlight design should be carefully considered to integrate with the design of the stadium roof and the surrounding buildings and must comply with the Sports Grounds Safety Authority Green Guide.

Lighting design should be carefully designed to minimise negative impacts on surrounding uses.



WAYFINDING

Wayfinding should be clear and designed holistically with the material choices and layout of the Stadium. Intuitive wayfinding strategies and visual signification systems should be incorporated into the Stadium design.



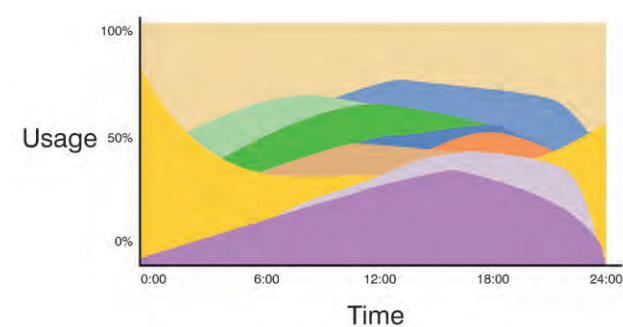
SECURITY

The security of the Stadium is of high importance for the safety of large crowds and must comply with the Sports Grounds Safety Authority Green Guide.

Security should be considered from the initial design stages through the application of the principles of Crime Prevention through Environmental Design (CPTED) to avoid any need for later, unsightly retrofitting.

Physical security measures should not be visually dominant. Design of the Stadium entrance gates and shutters should be carefully considered and correspond to the material choices of the surrounding façades.

Safety design should be achieved in a way which integrates well with the overall project design and should not detract from the quality of the built environment, particularly when the Stadium is not in use.

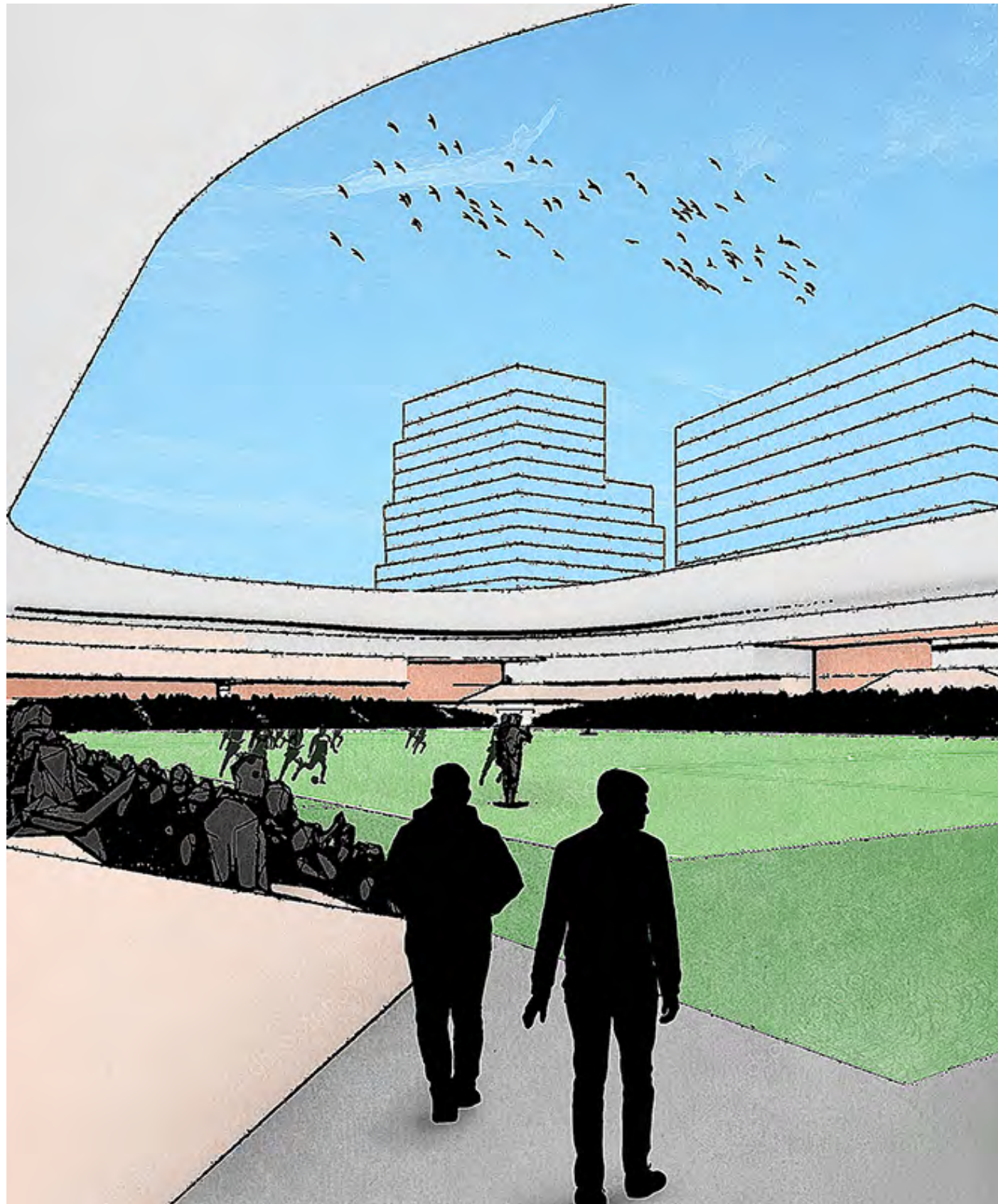


A MULTIFUNCTIONAL STADIUM

Programmatic flexibility is a key aspect of the Stadium design to ensure a functional mix and multifunctional urban landscape across all times of the day to prevent 'dead' zones and increase public safety and street life vibrancy.

Part D Detailing The Buildings

8.3 Stadium Elements - Internal Functions & Seating

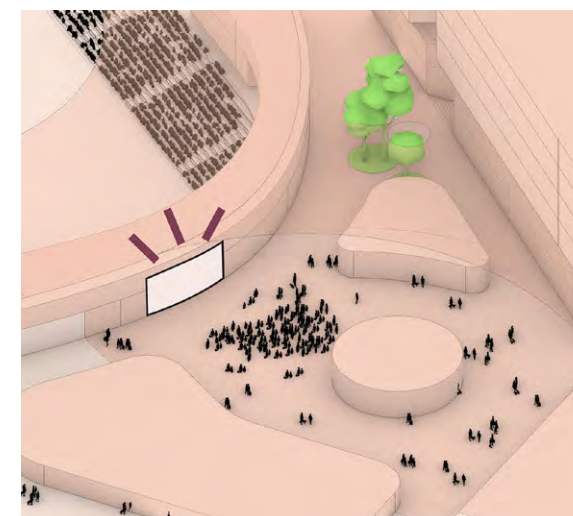


An impression of the Stadium interior



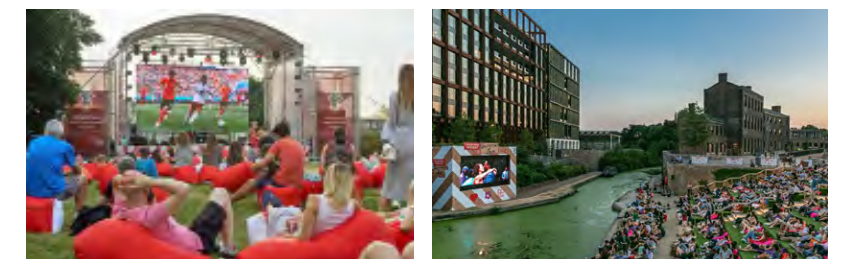
EBBSFLEET UNITED F.C. COLOR PALATE

The colour and livery of the Ebbsfleet United Football Club should be incorporated in the design and choice of colour and materials.



GAME SCREENING

The Stadium should aim to engage as much with its context and community as possible. This could be in the form of a match day screening on external media screens or in an open amphitheatre adjacent to the Stadium. Here information about upcoming matches or events could be displayed to the public during off days.



Part D Detailing The Buildings

8.4 Stadium Design Palette

The detailed specification of facing materials will be approved as part of future RMAs and careful thought should be given to their selection to ensure the delivery of a high quality scheme. All specified materials below should be durable, weather well and consider long-term maintenance requirements from the outset. These factors are particularly important in high traffic areas where users come into direct contact with the building such as at Stadium entrances. Designers should aim to specify materials with low environmental impact; including those which have low embodied carbon, high recycled content, are locally sourced, and/or are certified by a responsible sourcing scheme.

The design of secondary building elements such as doors, gates, seating, and metalwork should be viewed as an opportunity to further define the architectural narrative. It should relate to the livery of Ebbsfleet United and the agreed design intent.

Design Palette - Materials

PRIMARY STRUCTURE & FACADE

The primary structure and façade of the stadium will be functional, tactile and human. The specification of materials should contribute to the overall design language of the Stadium, be humanistic and inspire inclusivity.



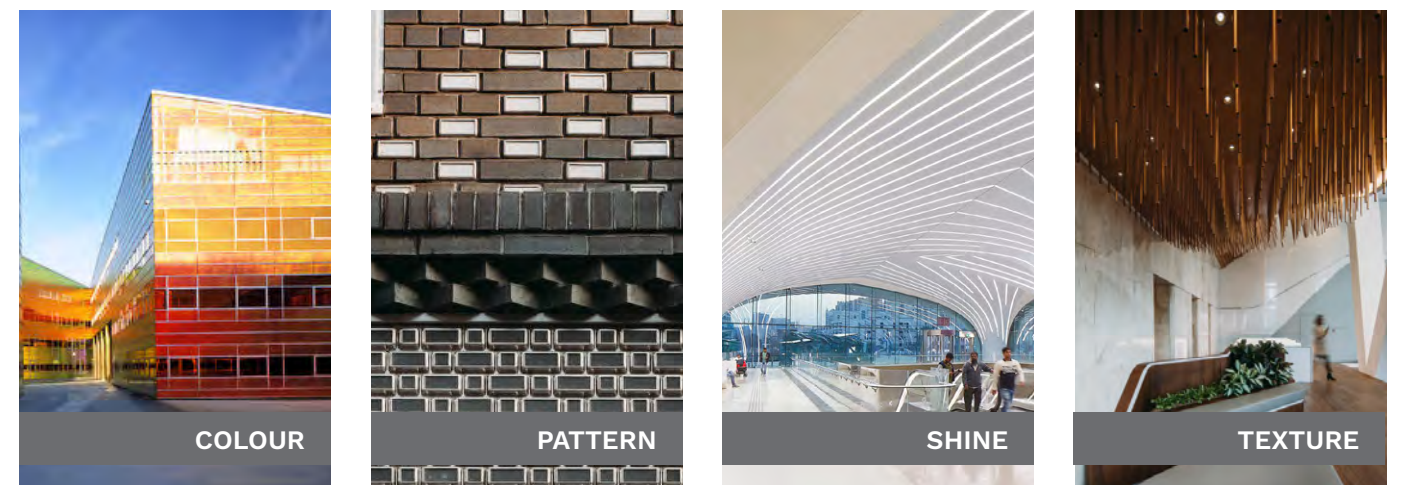
ROOF

The roof in its form, material and detail will be iconic, expressive and contribute wholly to the cohesive design language for the entire Stadium relating to the overall masterplan's design language.



ACCENT PALETTE

The accent palette is used in very specific places in order to draw attention to certain programmatic, public realm or wayfinding interventions within the Stadium. This palette is intentionally contrasting providing clear moments of difference within the relative uniformity of the other palettes.



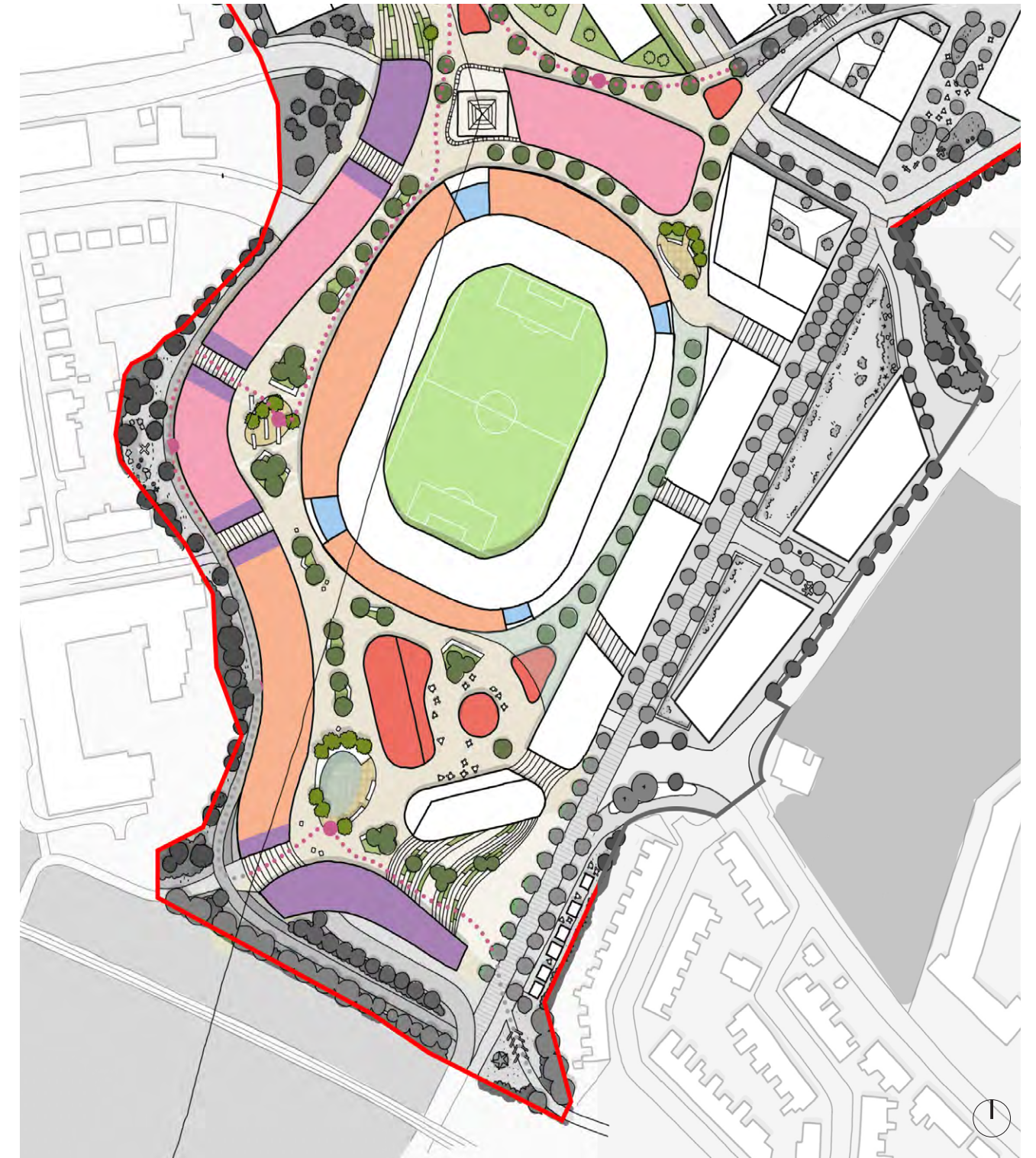
Specified materials should be durable, weather beautifully and consider long-term maintenance requirements from the outset. Sustainability should be paramount and recycled materials in accordance with the above parameters should be encouraged where possible.

Part D Detailing The Buildings

9.0 Marketplace



The Marketplace
The lively shopping area is energised by shops and cafés spilling out into the public realm



- | | |
|--|---|
| Typology 1 - Single storey retail | Typology 4 - Cores |
| Typology 2 - Mezzanine retail | Typology 5 - Independent buildings |
| Typology 3 - Pavilion structure | |

Marketplace - Key Principles

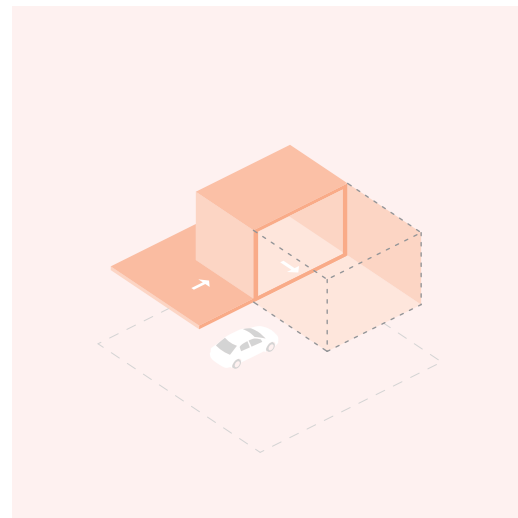
- The Marketplace draws inspiration from the industrial heritage of the site utilising forms and materials reminiscent of its historical uses.
- It should exhibit contemporary architecture which evokes its own sense of place and creates a new identity for Northfleet Harbourside.
- The built form should all interrelate creating a consistent aesthetic which is recognisable as the Marketplace.
- Different building typologies can be applied in accordance with the following code in order to provide interest and variation within the design.
- The architecture should provide a consistent sheltered edge in order to encourage increased dwell time.
- The public realm should be varied in width and shape to provide streetscape activation and spaces for public art interventions and pop-up activity.
- Individual units should be flexibly designed in shop front width and internal areas to allow for different scales of stores as well as providing future flexibility.



A curated vibrant retail zone offering a diverse range of activities for various user groups.

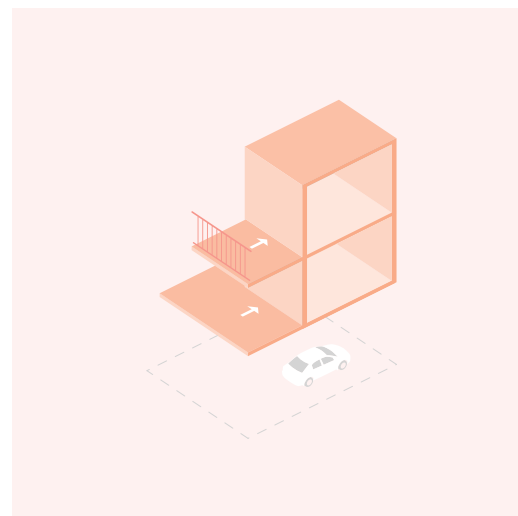
Part D Detailing The Buildings

9.1 Marketplace - Building Typologies



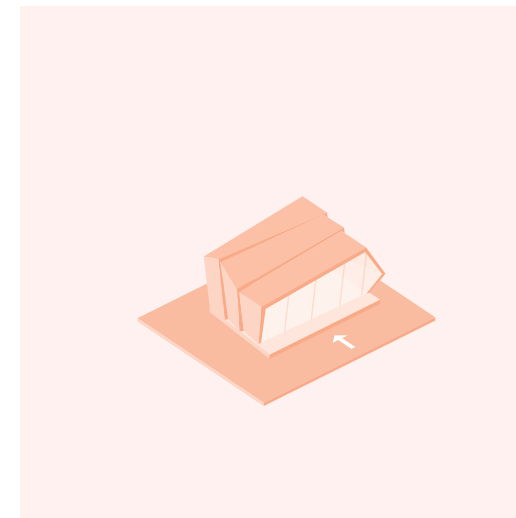
Typology 1 forms the majority of the Marketplace experience and is designed to present a consistent, inspiring aesthetic for the presentation of retail goods. These units should be set out on a consistent structural grid with the ability to combine units internally where desired. Units should have a consistent canopy to provide protection from the elements and should provide a retail area (including back of house) of between 100 and 200 sq m. Larger combined units can be facilitated internally but should not be overtly articulated on the facade.

TYPOLOGY 1 - SINGLE STOREY RETAIL



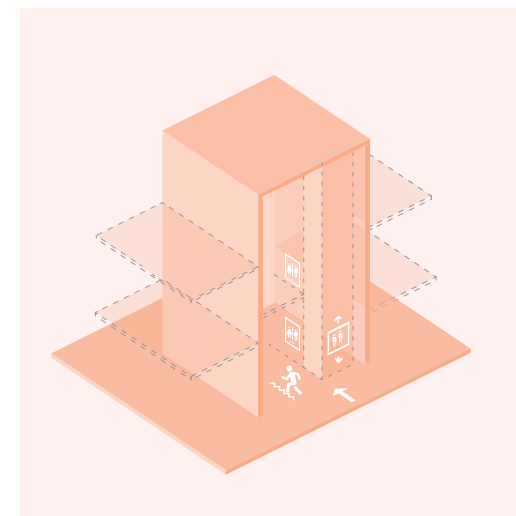
Typology 2 is found in two locations within the Marketplace and provides areas of intrigue along the harbourside walk. The typology consists of a two storey structure atop the podium with a generous mezzanine providing canopy at ground floor level and walkway above. Units should be vertically separate to allow for a changing retail experience on each level and should provide retail areas similar to typology one. Feature staircases and accessible lifts will provide access and the roof structure should provide consistent protection from the elements.

TYPOLOGY 2 - MEZZANINE RETAIL



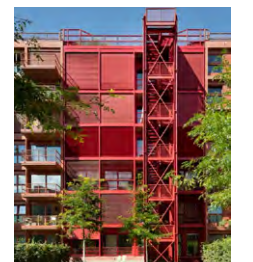
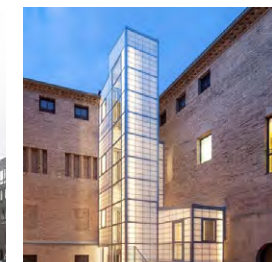
Typology 3 is found within the main entrance points to the Marketplace and is intended to provide vibrant moments of design which generate interest in the uses beyond. Structures should be single storey and freeform in their aesthetic. Pavilions can provide accommodation for both retail and food and beverage provision depending on their location and should be permanent structures. Temporary pavilions and pop-up stalls are not considered as part of this typology.

TYPOLOGY 3 - PAVILION STRUCTURE



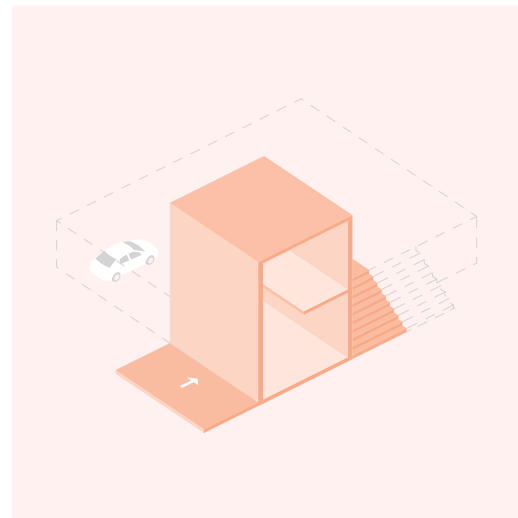
Typology 4 creates anchors within the design providing the main vertical circulation from within the podium. Design should be considered on all levels and should provide wayfinding beacons within parking zones to improve the experience of these levels. Where possible cores should be used to convey natural light into the podium. Design at podium level should be consistent and highly recognisable ensuring that wayfinding is simple and effective. Cores should be similar in structure but distinctive in aesthetic to allow recognition of the most appropriate circulation route

TYPOLOGY 4 - CORES



Part D Detailing The Buildings

9.1 Marketplace - Building Typologies



Typology 5 borders the main entrance steps to the Marketplace and provides an initial snapshot of the experience at podium level as well as consistent animation across the levels navigated by the steps. This typology can extend to a maximum of 4 storeys depending on surrounding restrictions and must be highly cognisant of relating to both the Marketplace context and the existing Northfleet communities. Units within the building may be extended either vertically or horizontally to ensure a consistent level of activation at all levels.

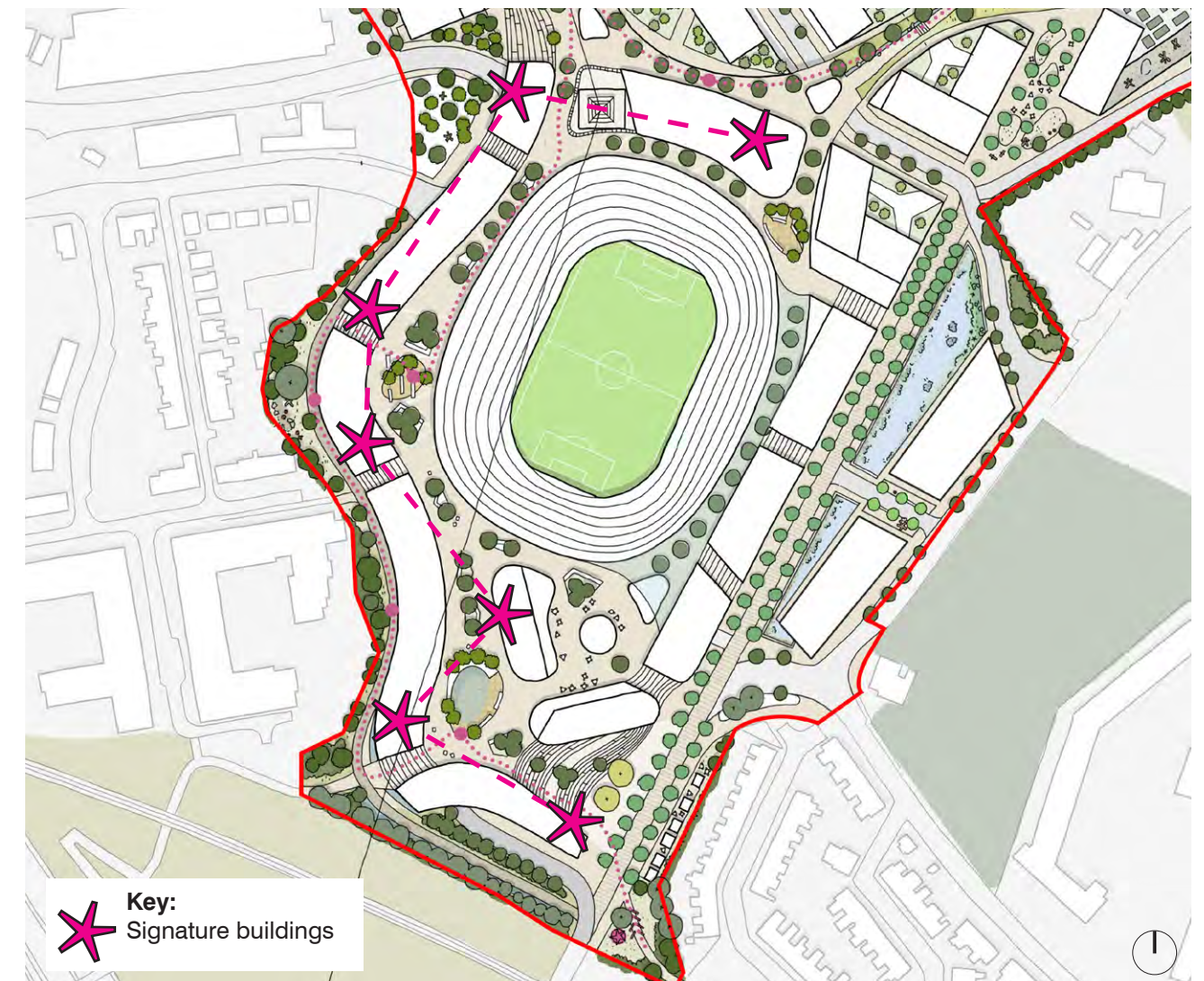
TPOLOGY 5 - LEVEL MEDIATORS



11.0 Marketplace - Signature Buildings

Key Principles

- Signature buildings are located on key corners, junctions or visually prominent locations and create key wayfinding markers along the harbourside walk.
- The succession of signature buildings creates a visual and physical pathway enabling visitors to easily locate their next destination.
- Signature buildings will always be within typologies 1, 2 or 5 and must signify a retail or food and beverage focussed marker.
- Signature buildings will be recognisable through variations of the Marketplace design palette (shown on page 69) but will remain true to the key principles of their typology.
- Where a signature building addresses two different edge conditions this structure must act as the mediator between community users and be sensitive to existing development at all times.

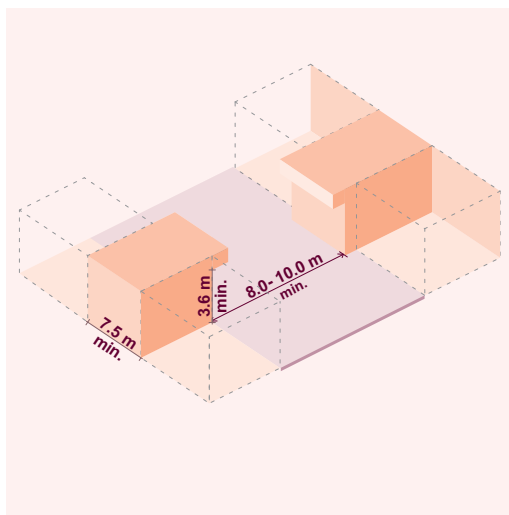


Part D Detailing The Buildings

9.2 Marketplace - Minimum Distances

Key Principles

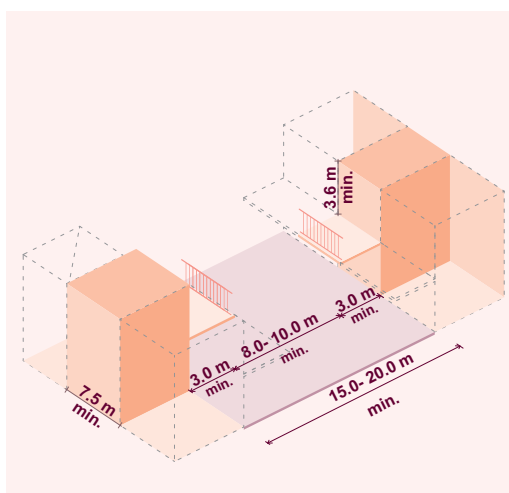
- Minimum distances vary between typologies and provide ranges for building/unit heights, widths and canopy depths as well as acceptable widths between building façades.
- The applied ranges have been developed in order to ensure that different areas exhibit specific characteristics and evoke particular experiences.
- Typology mix and applied critical distances will create a varied and interesting experience for the visitor as well as ensuring a certain level of uniformity and equality for all vendors and retailers
- Set out below are the key dimensions for each typology which should be applied to the development of any relevant reserved matters application.



TYPOLOGY 1 - SINGLE STOREY RETAIL

Minimum unit height : 3.6m
Minimum unit width : 7.5m
Distance between façades : 8-10m
Minimum canopy depth : 1.8m

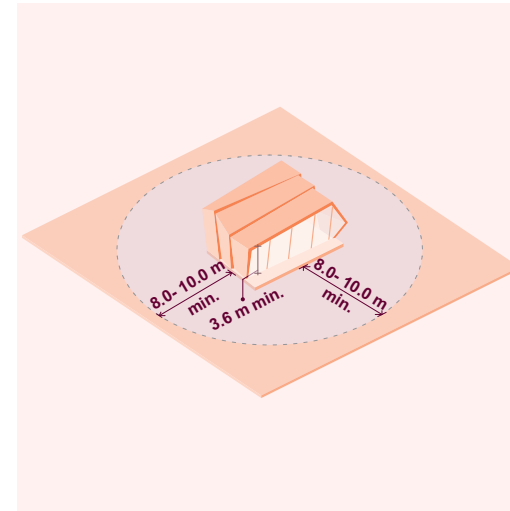
Typology 1 creates small to medium sized retail units and contributes to a 'streetscape' experience. Pathways should be wide enough to allow easy two way pedestrian traffic but should not become so wide that facing frontages cannot relate to one another. Canopies should comfortably allow for cover of disabled users or groups of two people.



TYPOLOGY 2 - MEZZANINE RETAIL

Minimum unit height : 3.6m
Minimum unit width : 7.5m
Distance between façades : 15-20m
Minimum canopy depth : 3m

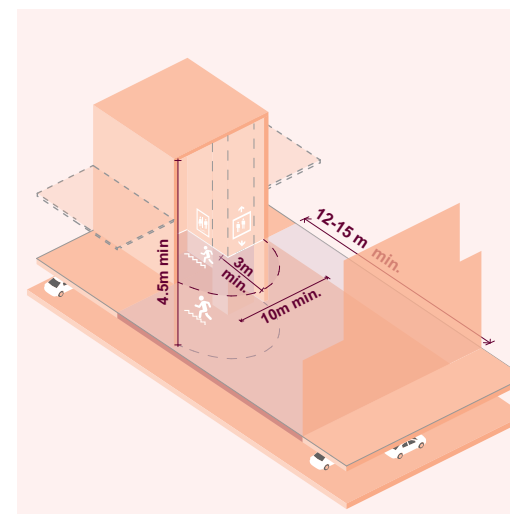
Typology 2 is utilised where wider spaces can be facilitated creating areas of relief from the 'streetscape'. Minimum unit heights refer to one storey as these units are not to be vertically combined. Canopies in this location should be wider to reflect the larger pathway and should also be applied to the second storey roof overhang.



TYPOLOGY 3 - PAVILION STRUCTURE

Minimum unit height : 3.6m
Minimum unit width : N/A
Clear radial distance : 8-10m

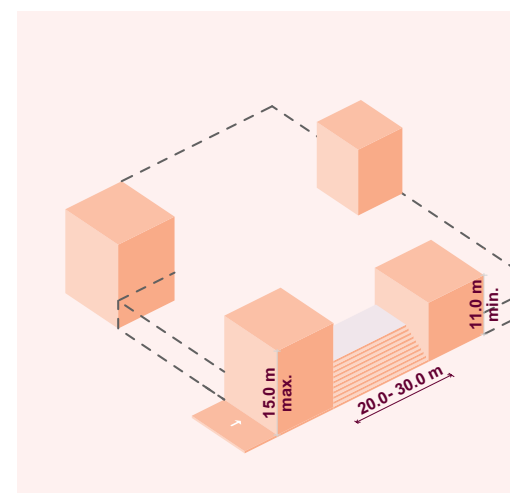
Typology 3 has limited measurable restrictions owing to its freeform nature. However structures must be fit for purpose and robustly designed. Pavilions should encourage a 360 degree experience and are therefore subject to 'clear radial distances' as opposed to linear measurements. Pinch points are acceptable where no frontage is visible however distances should never fall below 5m.



TYPOLOGY 4 - CORES

Minimum unit height : 4.5m
Minimum unit width : 10m
Distance between façades : 12-15m
Clear pedestrian zone at lower levels : 3m

Typology 4 requires additional circulation space to allow for the conveyance of significant crowds to and from the Marketplace and Stadium at multiple levels. Its height should significantly exceed single storey units in order to ensure clear visibility from within. Widths should be capable of accommodating both circulation cores and sanitary facilities.



TYPOLOGY 5 - LEVEL MEDIATORS

Minimum building height : 11m
Maximum building height : 15m
Minimum unit width : N/A
Distance between façades : 20-30m

Typology 5 should be treated as a distinct building and should provide a significant distance between façades. The height of the building should not exceed 4 storeys and should directly relate to the heights of the neighbouring typologies at podium level. Units can vary in width and height to allow for continuous activation across levels.

Part D Detailing The Buildings

9.3 Marketplace - Design Palette

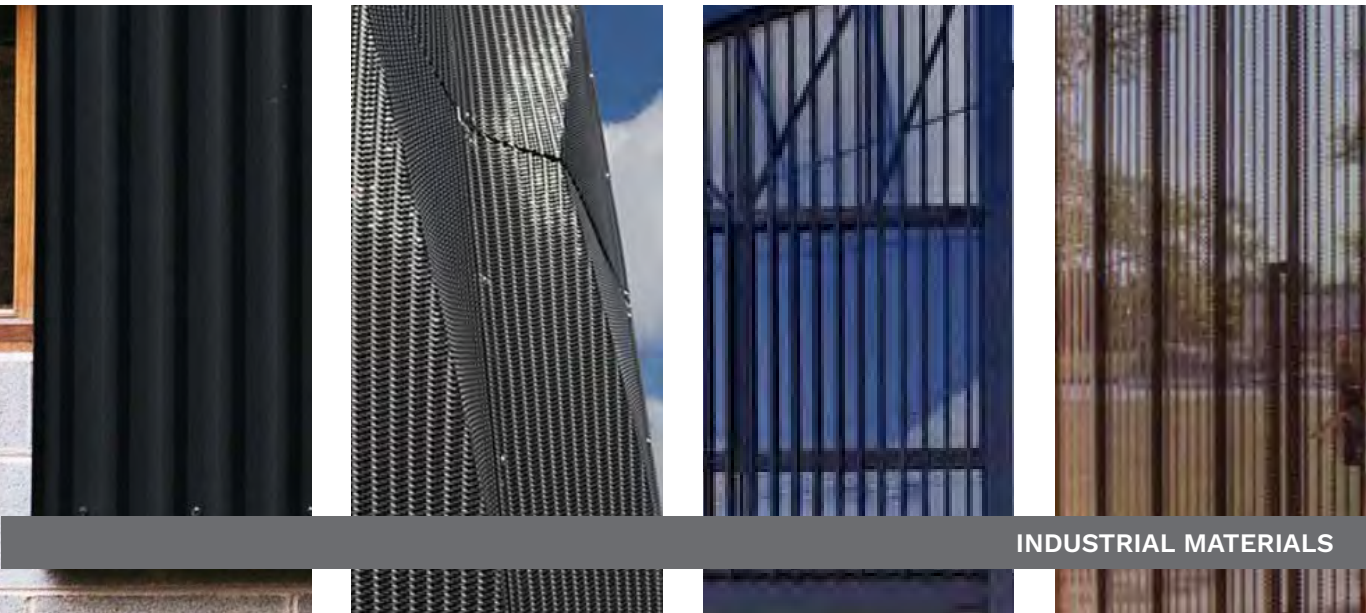
Key Principles

- The Marketplace design palette reflects the industrial character of the existing site by utilising materials and forms reminiscent of industrial architecture in a contemporary way.
- The design palette comprises of materiality, roofline and furniture guidance which work together to create a flexible collection of elements which can be interpreted to suit emerging designs.
- Visitors should be inspired and excited by the varied architectural journey which must provide a consistent overarching aesthetic.
- The design palette should adapt to reflect signature buildings, circulation points and interventions within the public realm ensuring that wayfinding is simple and effective and points of interest are well signposted throughout the journey.
- The Marketplace should be a highly contemporary area which utilises high quality architecture and materials to create a strong sense of place.
- There is limited evidence on historic materiality of the site, further historical research should be undertaken to inform the Reserved Matters process.

Design Palette - Materiality

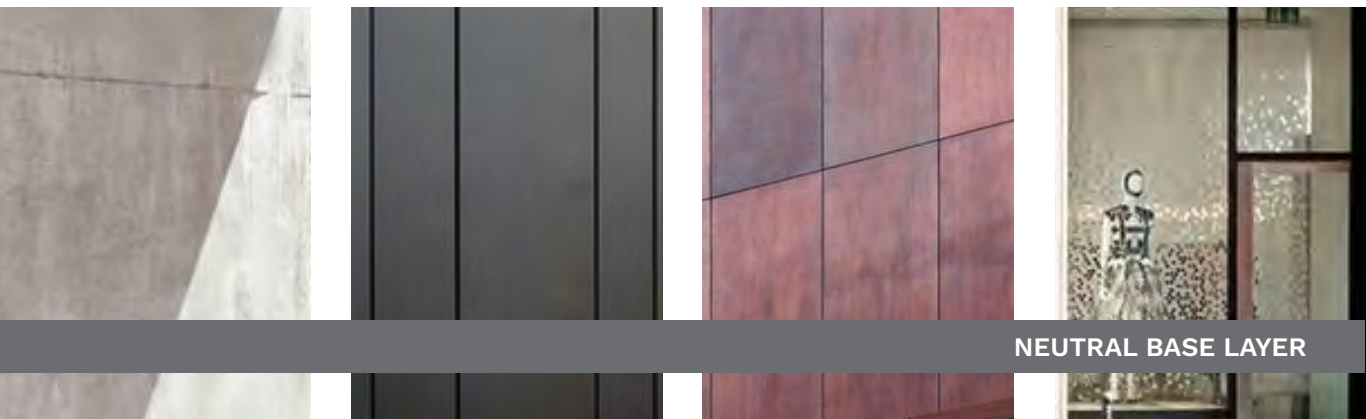
PRIMARY PALETTE

The primary palette should create the main aesthetic for the Marketplace and should be strongly reminiscent of the industrial heritage of the area. Below are some examples of industrial materials including profiled metal cladding, steel mesh and exposed structural framework. This palette should be utilised consistently across the Marketplace but different elements can be introduced for different typologies. The primary palette used across the Marketplace should not vary within individual typologies. Where possible reuse of materials from the existing site should be considered to improve sustainable credentials.



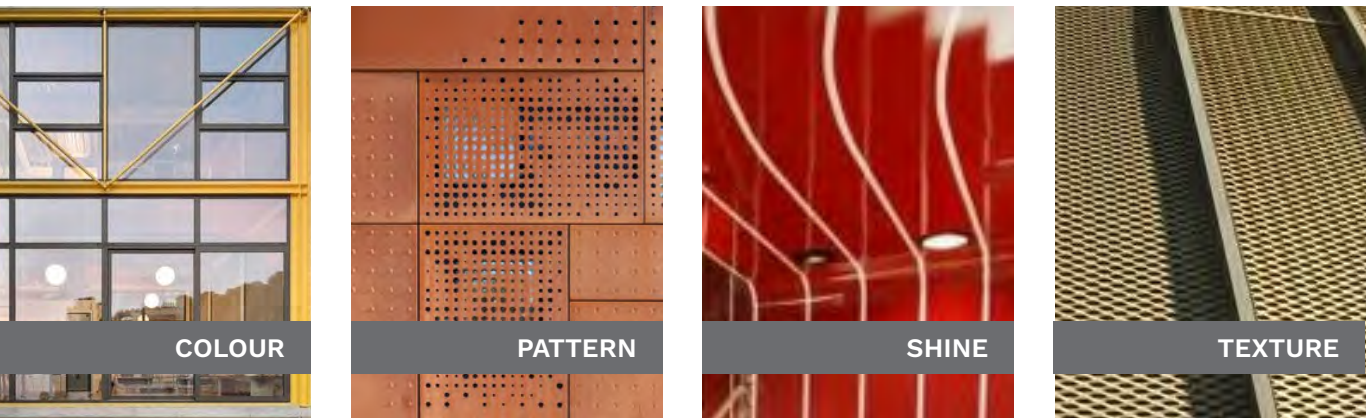
SECONDARY PALETTE

The secondary palette is intended to provide a neutral base layer which compliments the primary palette and reinforces the industrial character of the area. This palette includes glazing, fenestration and set back cladding creating a simple consistent treatment across typologies. Although some variation can occur in order to complement different aspects of the primary palette the secondary palette should remain largely consistent creating an underlying uniformity which ties the development together.



ACCENT PALETTE

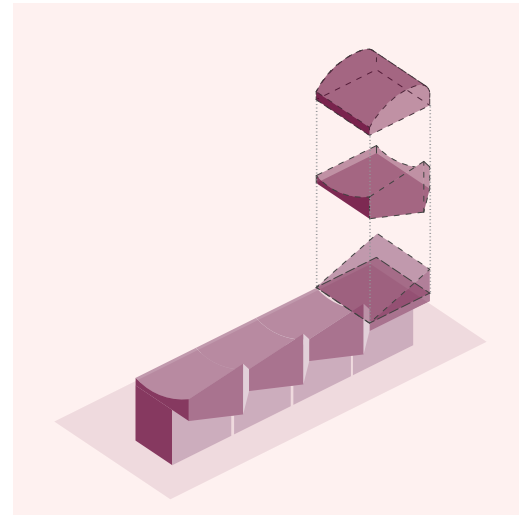
The accent palette is used in very specific places in order to draw attention to certain programmatic, public realm or wayfinding interventions within the Marketplace. This palette is intentionally contrasting providing clear moments of difference within the relative uniformity of the other palettes. The accent palette can occur on colour, pattern, shine or texture, but should maintain a uniform approach across the Marketplace. Each use of the accent palette should be recognisable and clearly linked to all other accent areas.



Specified materials should be durable, weather beautifully and consider long-term maintenance requirements from the outset. Sustainability should be paramount and recycled materials in accordance with the above parameters should be encouraged where possible.

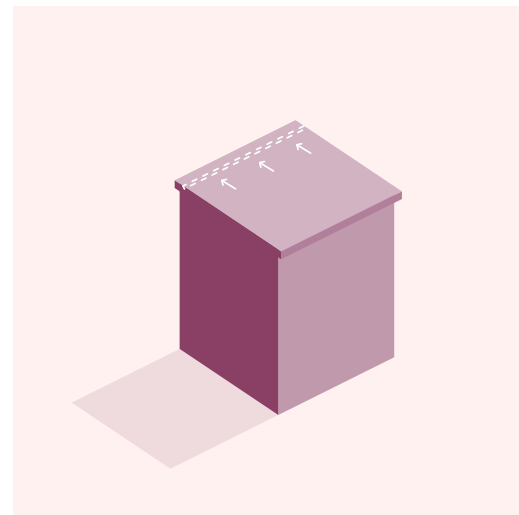
Part D Detailing The Buildings

9.4 Marketplace - Articulating the Roof



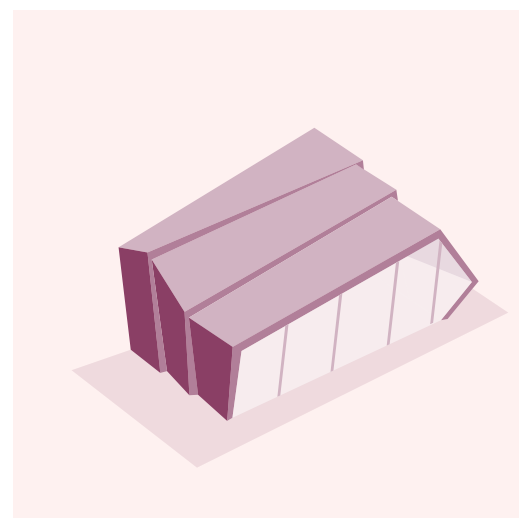
ROOF LINE 1 - REPETITIVE

Contiguous roofs create continuously repeating forms which are instantly recognisable. These roofscapes should be used in conjunction with typologies 1 and 2, it should have a consistent material treatment from the primary palette. Roof forms should create the canopy for users below and can be combined with supporting structural elements where needed. Where possible rainwater pipes should be carefully integrated within the design and should not be visible on the façade unless specifically included as part of the design intent.



ROOF LINE 2 - FLAT

Flat roofs should be used for typology 5 and can be introduced on some signature buildings where appropriate. All flat roofs should ensure a minimum finished fall of 1:80 in accordance with BS6229:2018 to ensure effective drainage throughout the design. Where possible rainwater pipes should be carefully integrated within the design and should not be visible on the façade unless specifically included as part of the design intent.



ROOF LINE 3 - FREEFORM

Freeform roofs should be used for typologies 3 and 4. These can be integrated briefly into all other typologies in response to public realm interventions or signature buildings. Careful consideration should be given to effective drainage solutions and rainwater pipe locations to ensure these do not impact the quality of the finish. Freeform roofs can be paired with either primary or accent material palettes.



Example 1 - Typology 1 with signature building



Example 2 - Typology 2 with adaptive roofline



View north from Stonebridge plaza towards steps up the Marketplace