

Design Evolution

DESIGN EVOLUTION

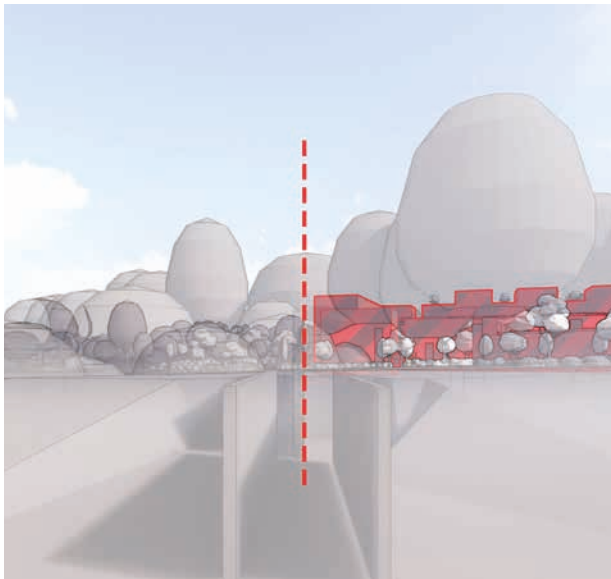
Design Evolution Timeline

The design has evolved through collaboration at a number of meetings and events, including three pre-application meetings with Gravesham Borough Council, two meetings with Historic England, and a public consultation.

The following section highlights some of the key meetings and insights provided by stakeholders and how the Design Team has reviewed and responded to these topics. Further details included in the Planning Statement/SCI.



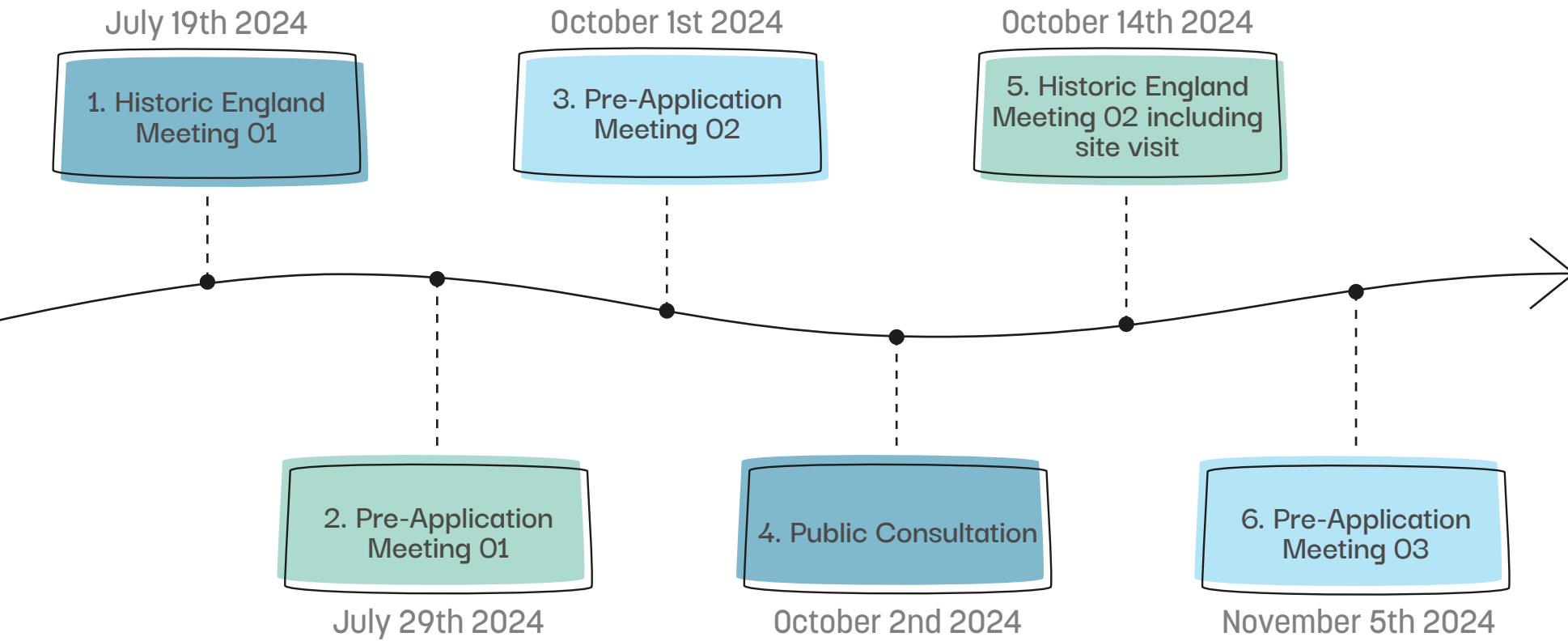
1. Historic England Meeting 01



2. Pre-Application Meeting 01



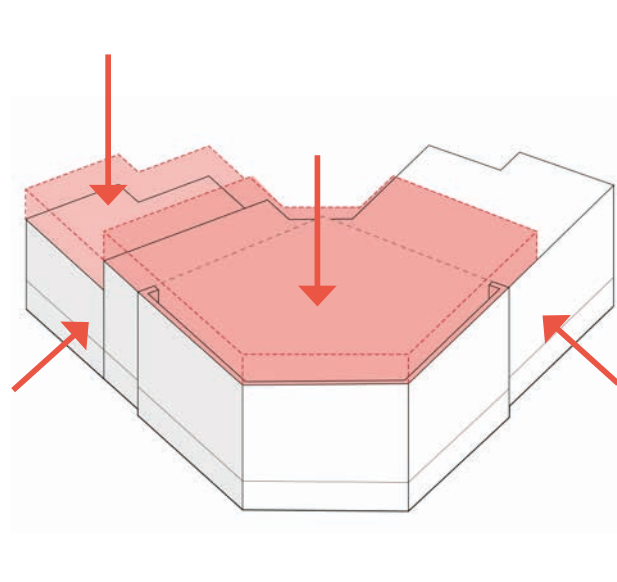
3. Pre-Application Meeting 02



4. Public Consultation



5. Historic England Meeting 02

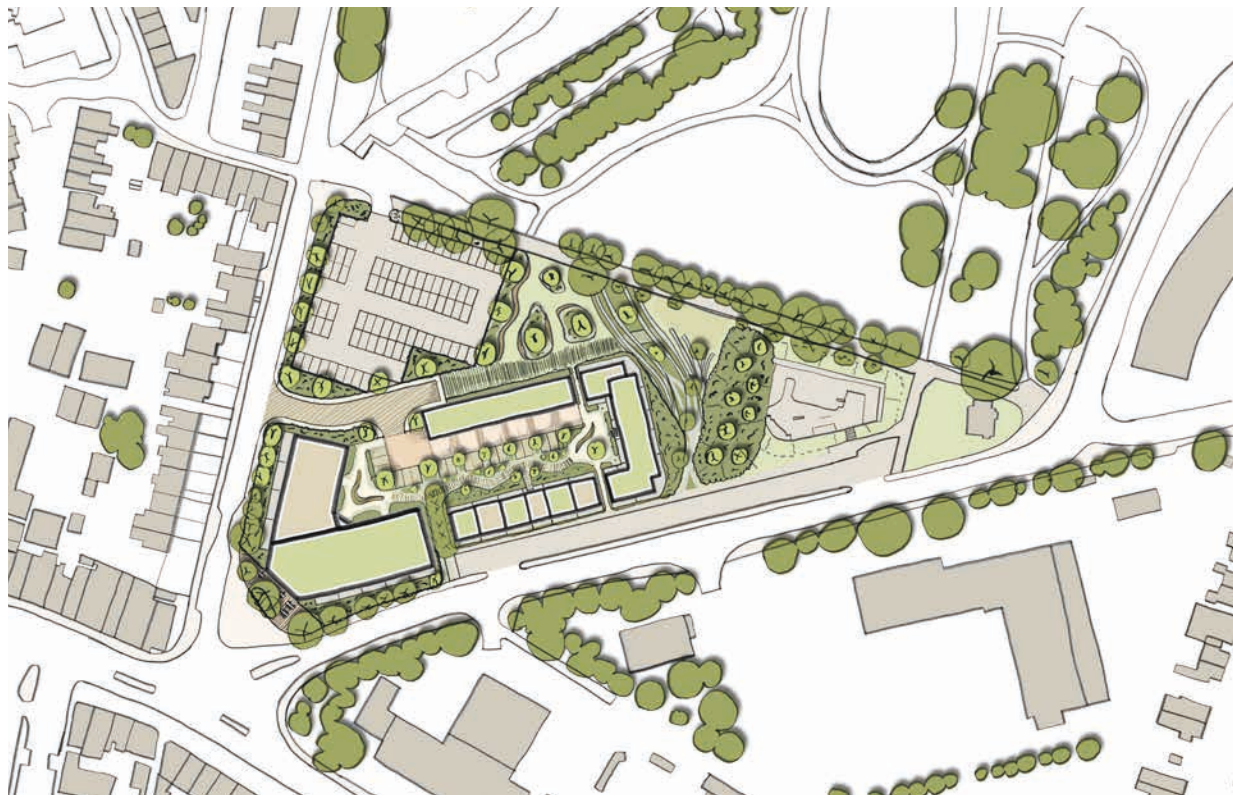


6. Pre-Application Meeting 03

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Pre-Application Meetings

Pre-Application Meeting 01
July 29th 2024
Initial site layout



Pre-Application Meeting 02
October 1st 2024
Developed Site layout



Pre-Application Meeting 03
November 5th 2024
Site layout



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Public Consultation

A public consultation regarding plans for Milton Place took place in October 2024. The main activity was a consultation event on 2nd October at The Woodville, Gravesend, attended by 67 people. Information was also made available at www.miltonplaceconsultation.co.uk. Feedback was collected through physical surveys at the event and an online survey, which remained open until 31st October.

Please refer to the Statement of Community Engagement for further information. Some key topics and the design team's responses have been highlighted on this page.

Layout

Request: The development could exacerbate existing parking issues and increase traffic congestion, especially on quiet residential streets like Milton Place.

Response: Parking provision at the Milton Place Car Park will be reduced compared to the current capacity. However, a parking study undertaken by Gravesham in 2022/2023, in consultation with the Council's parking management team, has determined that the proposed number of spaces will adequately meet current usage and demand levels.

Request: There will be an impact on emergency access and maneuverability for large vehicles like fairground trucks.

Response: Vehicle tracking has been completed to ensure large vehicles, such as fairground trucks, can access the Greenspace without issue.

Open Space

Request: The loss of green space is a concern as this area is used by residents.

Response: While the proposal results in a reduction of green space, it aims to provide a balanced and sustainable urban living environment that meets both residential and environmental needs. The new green space will benefit from natural surveillance from adjacent homes, increasing safety, and will feature high-quality design with new play facilities for the community. Additionally, the green space will be thoughtfully designed to complement the heritage setting of the guns, providing interest for local residents.

Height, Scale, and Massing

Request: Five storeys for the apartment building is too tall.

Response: The height of the apartment building has been reduced from part 4- and 5-storeys to part 3- and 4-storeys. This adjustment reduces the overall height and aligns better with the existing building heights along Milton Place.

Provision

Request: The proposal should meet local housing needs.

Response: Discussions with Gravesham Borough Council have identified the local housing need. A significant number of residents are on the waiting list for one-bedroom assisted living accommodations. As a result, the proposal includes an assisted living block of 61 apartments. Additionally, there has been a lack of new homes for ownership in the town center in recent years, making the provision of 15 new homes appropriate and beneficial.

Architectural Design

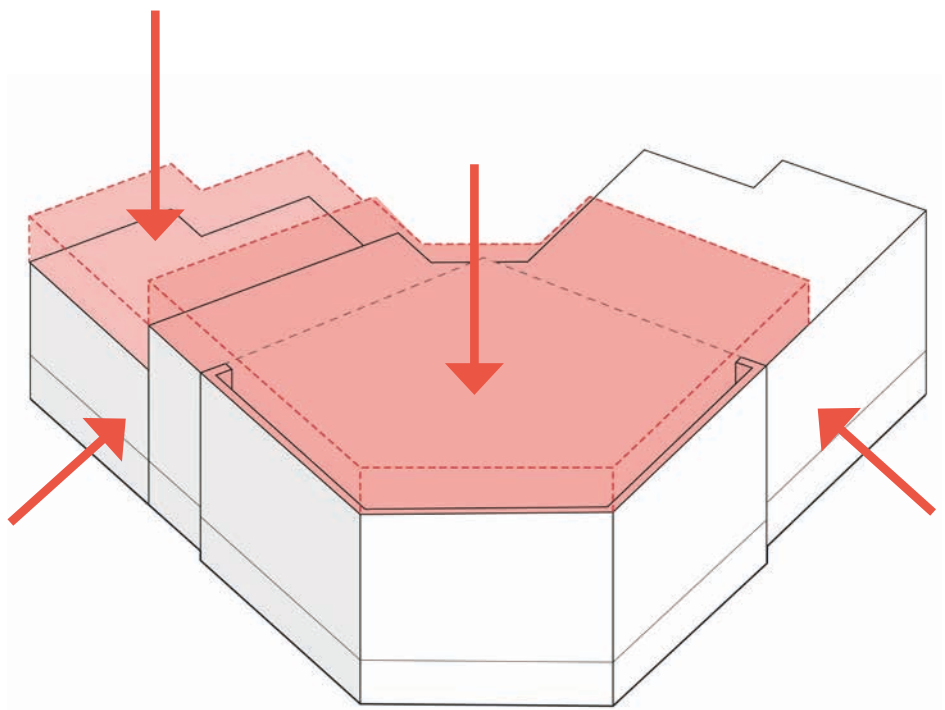
Request: The current designs lack creativity and could look dated quickly.

Response: Brick types and mortar colors were carefully considered to reflect the character of the neighboring area. These decisions are underpinned by a detailed character study of the Milton Place Conservation Area to ensure the design remains timeless and complementary to its context.

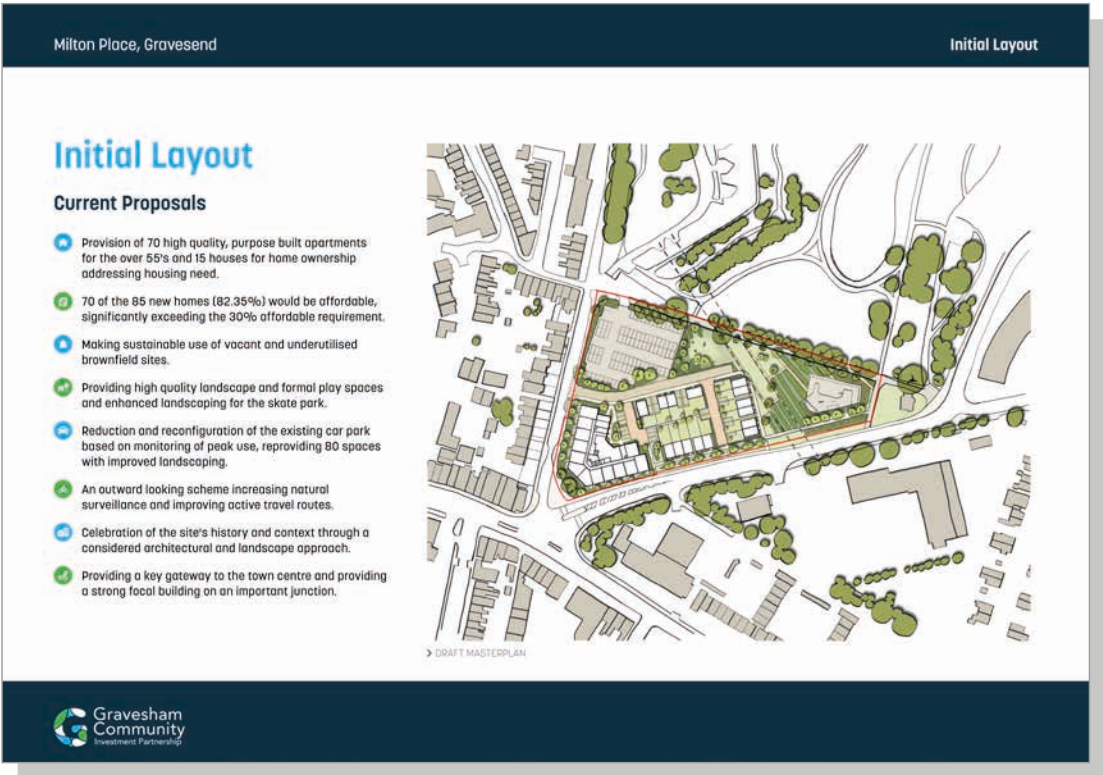
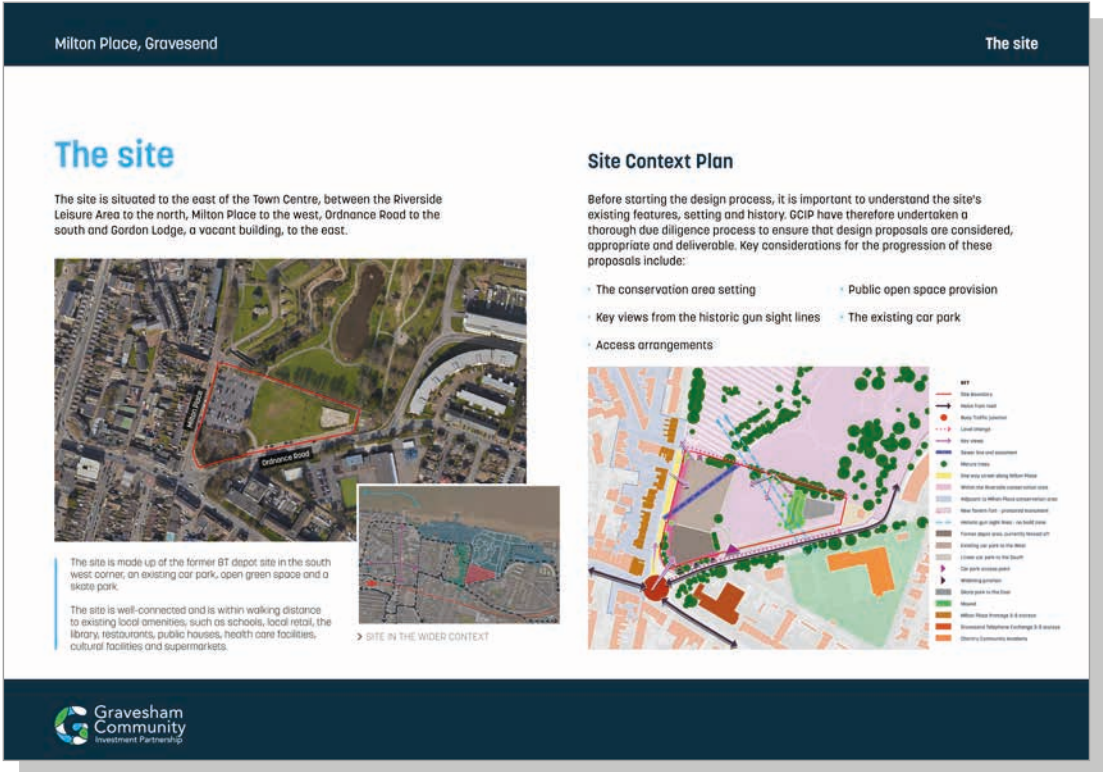
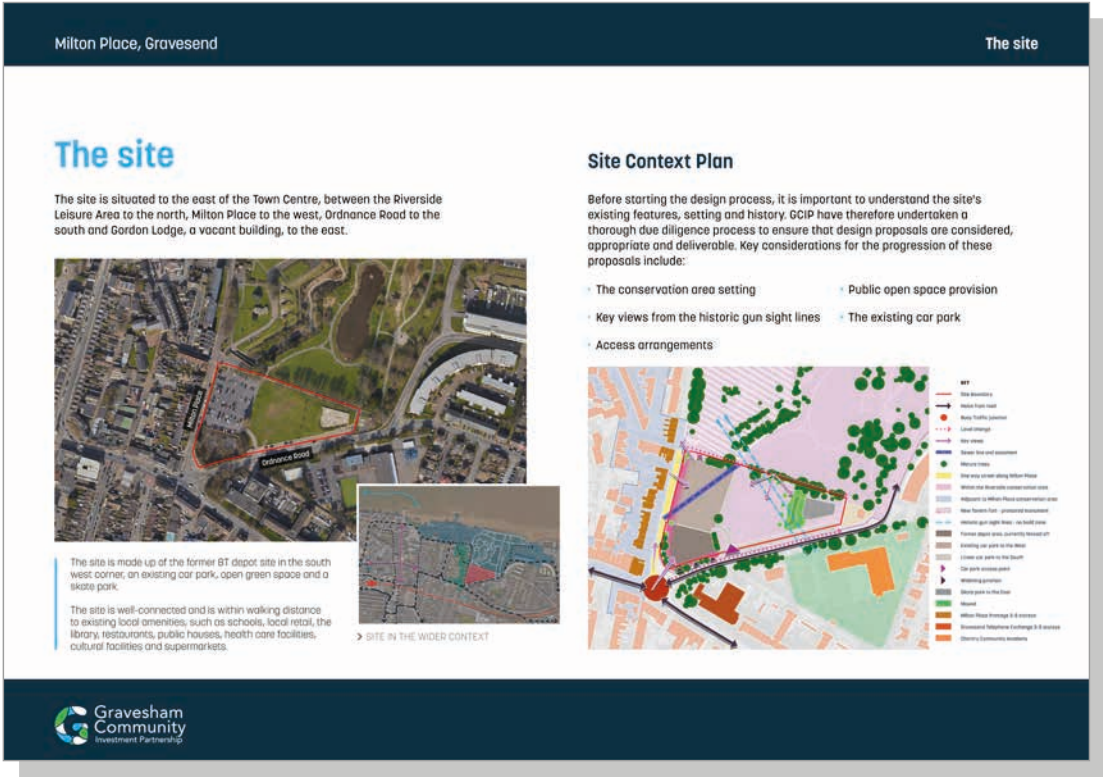
Over development

Request: Reduce the amount of development.

Response: The apartment building's height was reduced, lowering the overall density of the scheme. The site will include a significant amount of high-quality landscaped spaces, along with new play facilities to enhance the area for residents. Also, a lower level planting to buffer development from car park has been adopted



Massing diagram of the apartment building showing the areas that were removed to reduce its scale



Exhibition Event Boards



Photos from consultation event

DESIGN EVOLUTION

Historic England Engagement

The principle of development has been established through its draft allocation within the emerging local plan review. However, the archaeology and heritage consultation regarding the proposed allocations has raised concerns about the setting of various designated heritage assets. The design team conducted two meetings with Historic England and a site visit to seek advice on the development.

In summary, any residual harm to heritage assets must be weighed against the public benefits of the scheme, which are summarised at the end of this document.

Key Design Requests from Historic England and Responses

Request: Maintain a suitable buffer of open space around New Tavern Fort and avoid new tree planting between the fort and the proposal site.

1 Response: Tree planting within the sightlines was removed and replaced with low-level shrubbery.

Request: Preserve key sightlines from the existing guns as much as possible.

2 Response: No development obstructs the direct sightlines from the guns. The design team positioned the apartment building toward the southeast and houses to the east, creating a transition in scale that steps down closer to the sightlines. Additionally, the houses to the east have been set back further to respond to the angle of the sightlines effectively.

Request: Avoid development that intrudes on key aspects of the fort's setting.

3 Response: Careful consideration was given to the location, scale, and landscaping to respect the fort's setting.

Request: Ensure the massing and scale of development reflect the scale of surrounding buildings.

4 Response: The proposed buildings range from 2 to 4 storeys, aligning with the scale of neighboring buildings.

Request: Ensure proposals are sensitive to and respectful of the two conservation areas, the historic townscape, and the buildings bordering the study site.

5 Response: Rustication and brick detailing have been added to the ground floor of street-facing elevations.

6 Additional window detailing, such as soldier courses, has been incorporated.

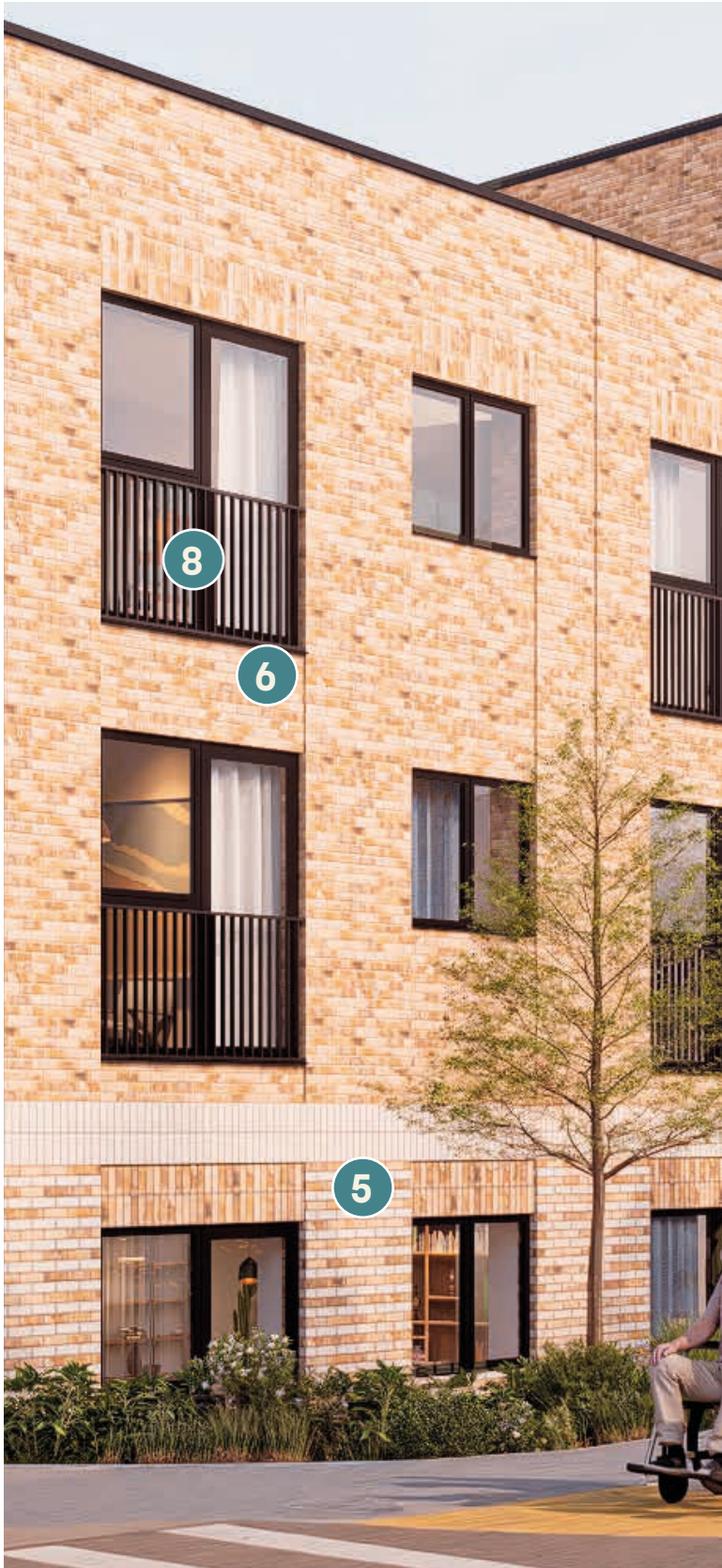
7 Landscape improvements, including tree planting along Milton Place, are proposed to soften the visual impact of the car park.

Request: Avoid bolt-on balconies, as they are not in keeping with local architecture.

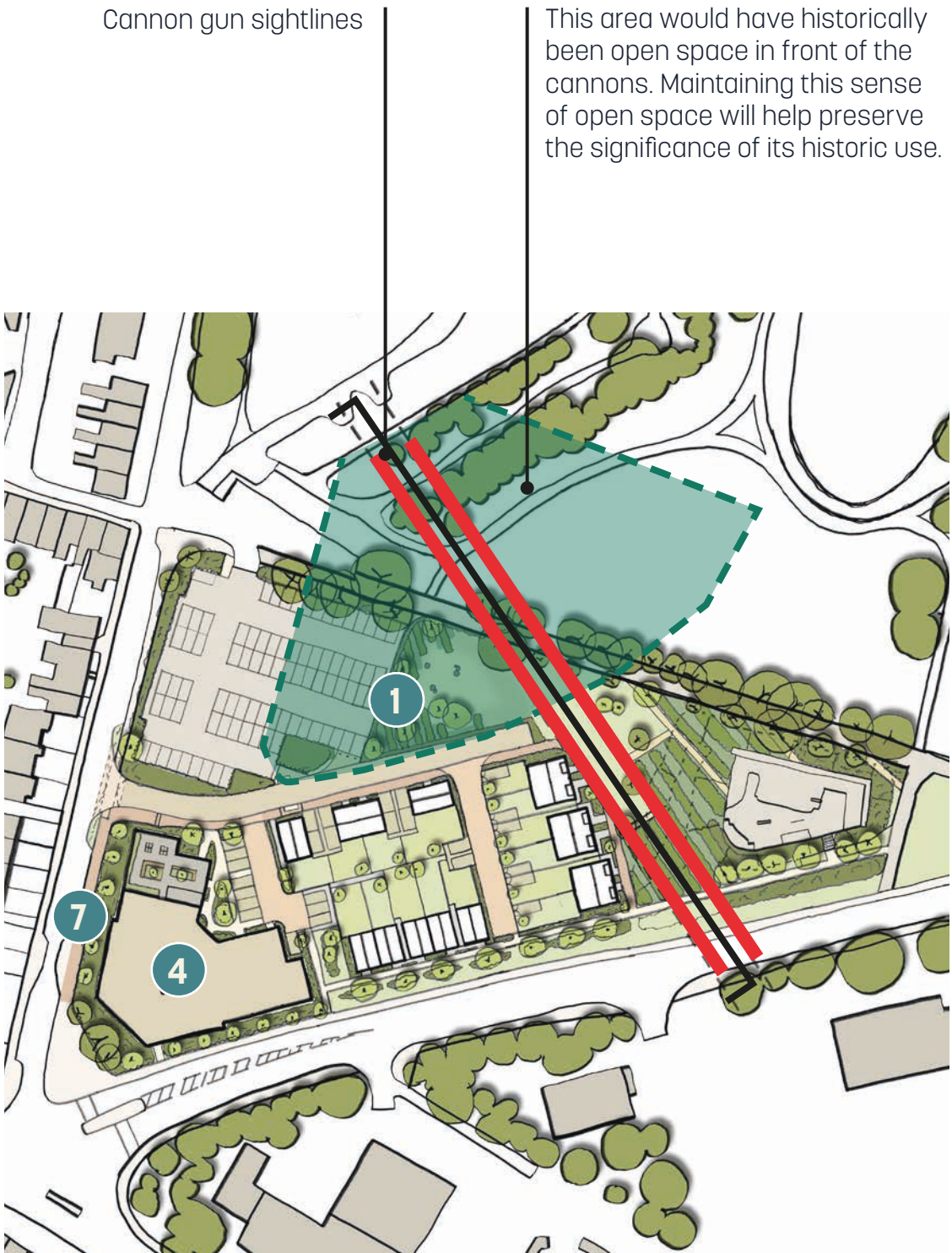
8 Response: Bolt-on balconies were removed and replaced with Juliet balconies to maintain alignment with the local architectural style.

Request: Does the conceptual field of fire pass over the top of the proposed houses?

9 Response: While the ridge line of the houses sits above the direct field of fire from the cannons, the substantial open space between the guns and the houses is considered an acceptable approach.



Apartment building 3D views



Sketch masterplan



Sightline site section

The Proposals

THE PROPOSALS

Masterplan Principles



The following six masterplan principles form the foundation of our design approach, ensuring a thoughtful and cohesive response to the site's unique context and opportunities.

These principles address key aspects such as respecting the site's historical and environmental significance, enhancing connectivity, and creating vibrant, outward-facing development that integrates seamlessly with its surroundings.

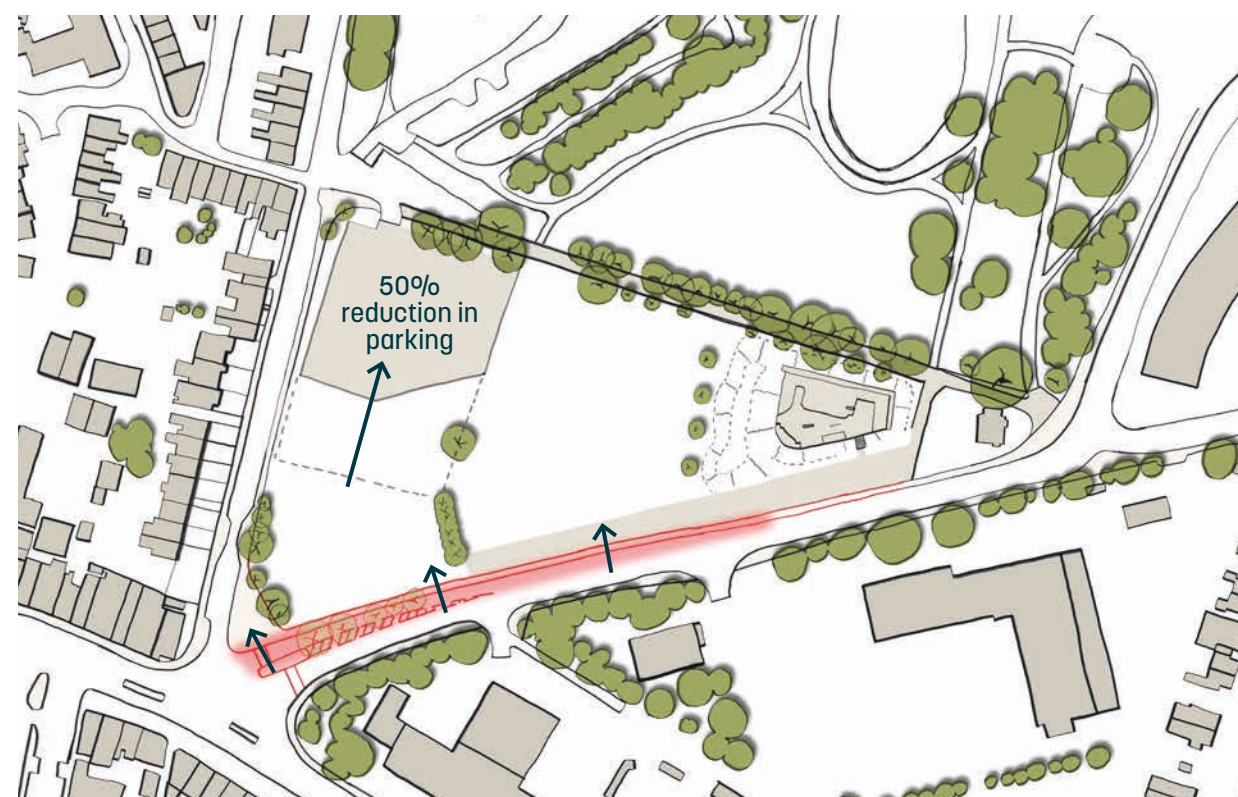
1. Existing Site

While structures have historically stood on the site, we inherit a mostly empty site, with a significant portion of concrete surface (surface parking and historic development).



2. Potential Road Widening & Reduction of Car Park

The widening of Ordnance Road has resolution to grant as part of the Albion Waterside application. Though the decision notice has not been fully issued, our proposal to accommodate this widening. We are able to reduce the surface parking by c.50%: retained in the Northwest corner of the site, maintaining open space South of the Fort.



3. Retention of Green Space & Site Lines

Green open space/parkland is retained and enhanced to the North and East of the site, creating a green buffer to the Fort and ensuring development is set back and key sightlines remain unobstructed. Opportunity for a new green buffer to the South on Ordnance Rd - car park redundant due to potential road widening.



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Masterplan Principles



4. Set Back from Junction

Existing mature trees, predominantly on the perimeter of the site, are retained where possible (within our application) with new development set back to avoid Root Zones. New planted buffer to the South between development and widened junction. Our development parcel then begins to emerge.



5. Addressing the Junction

We consider the importance of the junction in the Southwest corner and the opportunity to address the street with active and attractive frontage, improving a currently fenced and hostile environment.



6. Outward facing Active Frontages

The parcel is completed with frontage to the North, East and South, maximising views over green space and addressing Ordnance Road. The completion of the block improves passive surveillance over public open space.



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The Masterplan

The proposals present a landscape-led masterplan that integrates the six masterplan principles, local planning policy, and a contextually sensitive design approach to deliver a high-quality, cohesive development.

The masterplan is thoughtfully designed to connect residents with the surrounding context, offering vistas over the Milton Place Conservation Area to the west and views of the nearby green and blue spaces, including Gordon Lake and Gardens, the New Tavern Fort, and the Thames to the north. This approach fosters a strong sense of place and connection to the site's unique setting. The apartment building is strategically positioned to complete and define the previously missing corner at the junction of Milton Place and Ordnance Road, introducing active frontage that transforms the streetscape, enhances the urban fabric, and integrates harmoniously with its surroundings.

This sensitive response to the site's heritage and planning context creates a well-connected, vibrant, and sustainable development, ensuring its place as a valuable and contextually appropriate addition to Gravesend.

- Key**
- 1 Communal Building Entrance
 - 2 Resident's Parking Court
 - 3 Milton Place Automatic Number Plate Recognition Car Park
 - 4 Gravesend Skatepark
 - 5 Gordon Gardens
 - 6 Gordon Lake
 - 7 Historic Cannon's & Firing Line
 - 8 New Tavern Fort
 - 9 Private Back Gardens
 - Application Site Boundary

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Site Layout

Masterplan Summary		
Site Area	-	1.40ha
Total Homes	-	76
Total Density-		54dph (dwellings per hectare)
Affordable housing-		80%

The proposals include the provision of 61 one-bedroom apartments and 15 houses, along with the following key elements:

- 1
- A reduction in the number of parking spaces in Milton Place car park to 84 spaces.
- 2
- New tree planting along Milton Place and Ordnance Road.
- 3
- Provision of open space and landscape improvements.
- 4
- Improved connectivity across the site with a new entry point along Milton Place.
- 5
- Private back gardens
- 6
- 8 parking spaces for the apartment building
- 7
- Retention of the skatepark and landscaped mound

All homes will meet NDSS standards. The 61 apartments are tailored for the Later Living market (55+), comprising 53 one-bedroom homes (1B2P) and 8 accessible homes (1B2P M4(3)). These apartments are designed to cater to older residents, offering comfortable and accessible living spaces. In addition to accessible features, communal spaces such as the rooftop terrace promote social interaction, fostering a community environment that supports independent living.

The single-family housing component consists of 15 homes, offering a variety of family-friendly options, including two-bedroom (2B4P), three-bedroom homes (3B5P and 3B6P) and one four-bedroom home. This diverse mix ensures housing options suitable for different household sizes and needs, fostering an inclusive and well-rounded community.

Key			
	1B2P Apartment		Entrance
	1B2P M4(3) Apartment		Plant
	2B4P House		Potential Substation
	3B5P House		Refuse
	3B6P House		Wardens Room
	4B7P House		Application Site Boundary
	Cycle Store		

Housing		
Residential GIA - 1654.28m²		
Type	Total	
2B4P	2	13.3%
3B5P	1	6.7%
3B6P	11	73.3%
4B7P	1	6.7%
Total	15	100%

Apartment Building		
Residential GIA - 4370.26m²		
Type	Total	
12BP M4(2)	53	86.9%
12BP m4(3)	8	13.1%
Total	61	100%



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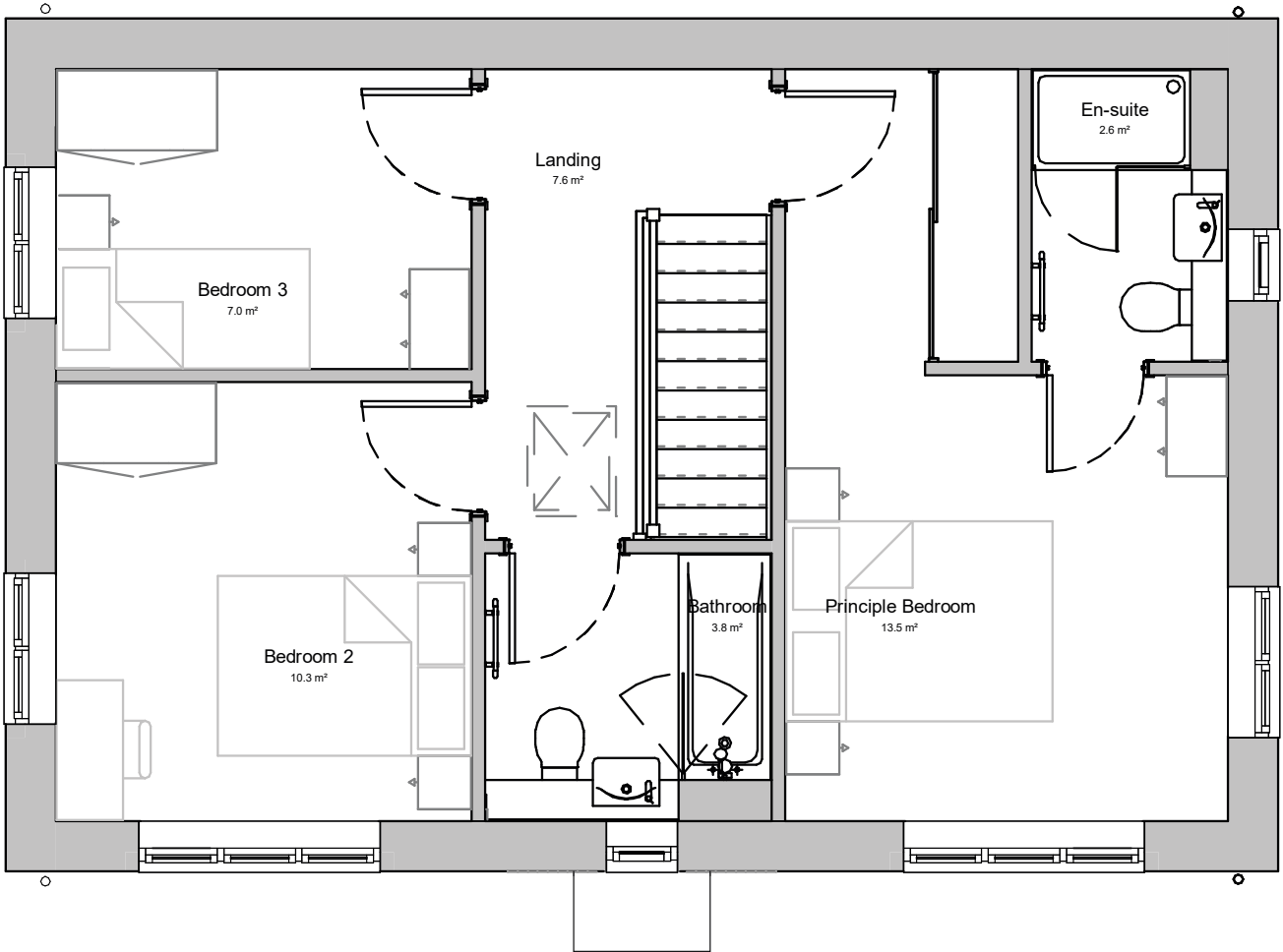
Sample Housing Layouts

The proposed residential accommodation directly addresses the growing housing demand in Graysend, driven by its increasing population and limited supply of suitable homes. Located in a highly sustainable area near the town centre, main retail and commercial hubs, and key transport links, the development is ideally positioned to attract residents seeking a connected and vibrant community.

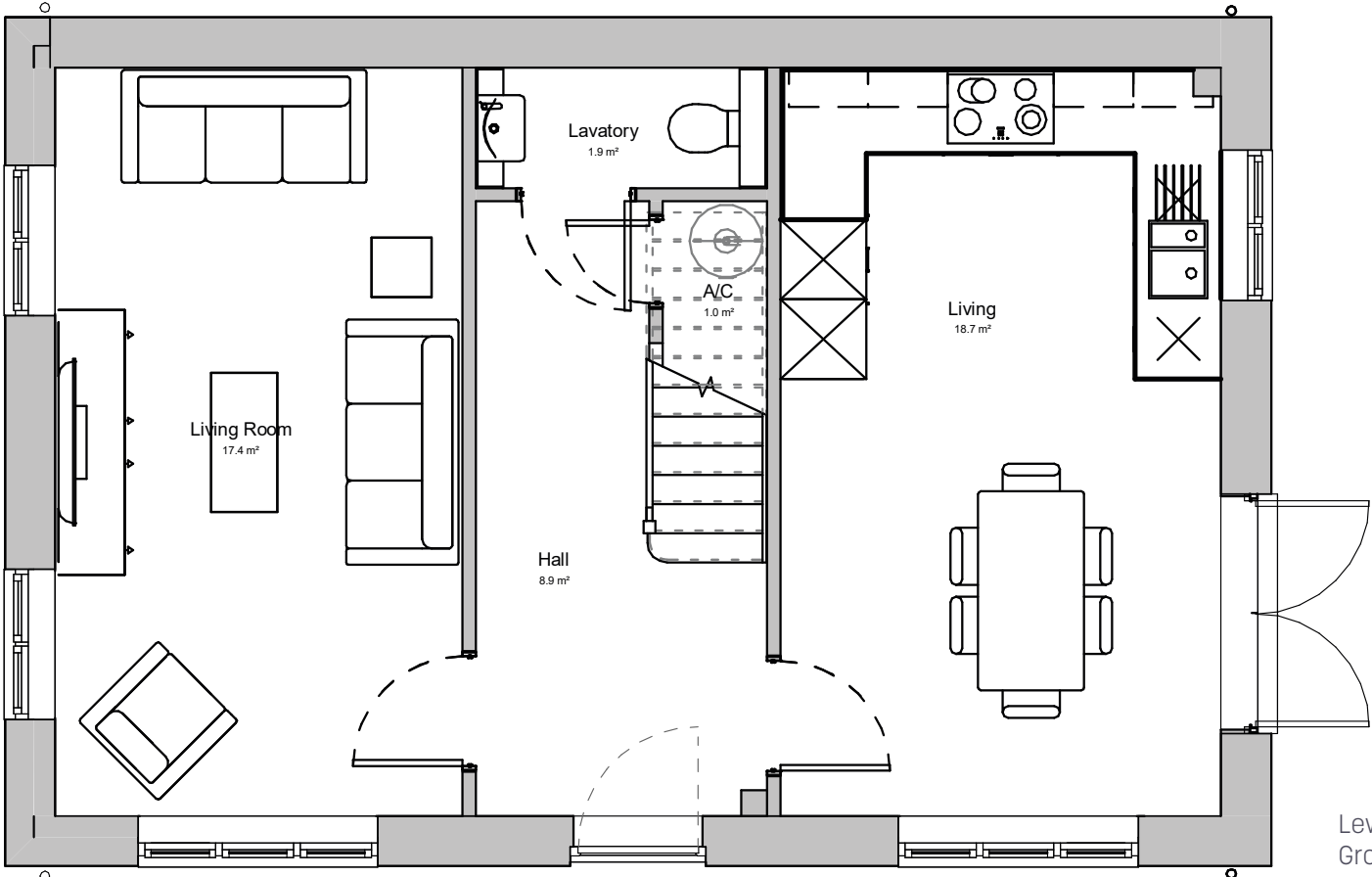
All proposed homes comply with National Decribed Space Standards, ensuring a high level of comfort and quality for residents. The designs is dual aspects and maximises natural daylight opportunities through well-considered layouts and window placements, creating bright and welcoming internal environments.

This focus on aspect and daylight enhances the overall living experience, promoting internal living quality and energy efficiency.

The proposed homes benefit from private back gardens and their proximity to the expansive green spaces of Gordon Gardens to the north and the historic New Tavern Fort, offering residents a strong connection to outdoor amenities. Each home is complemented by its own private garden, providing additional green space for recreation and relaxation. Together, these features create a practical and attractive option for those seeking convenience, access to nature, and a well-rounded environment for modern family living.



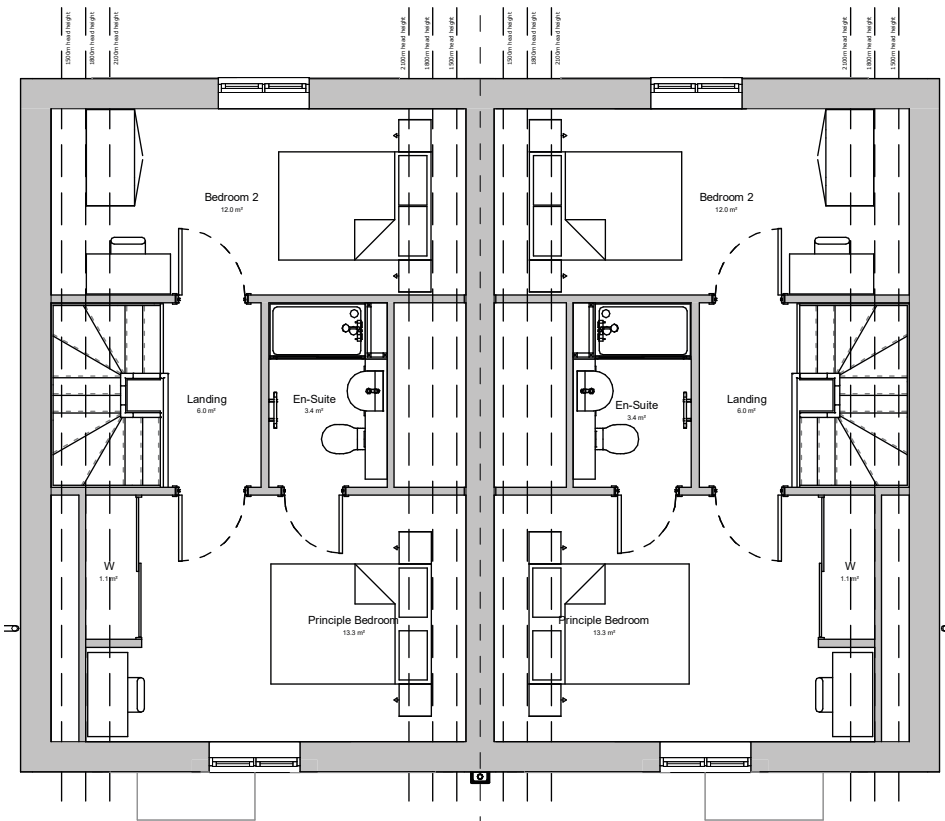
Lewis House Type - First Floor Plan



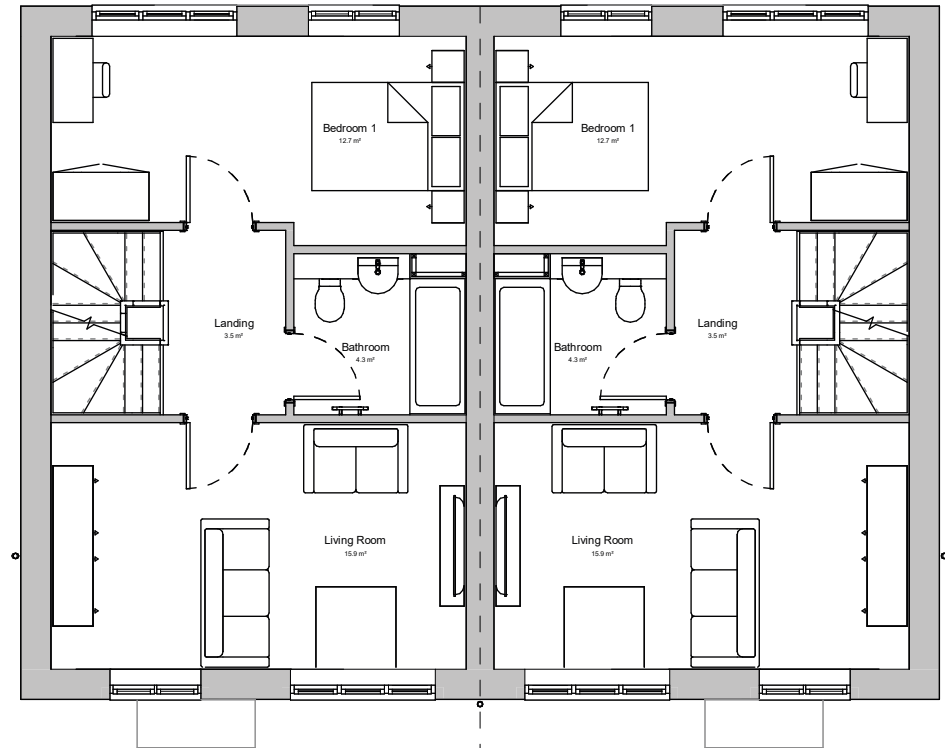
Lewis House Type - Ground Floor Plan

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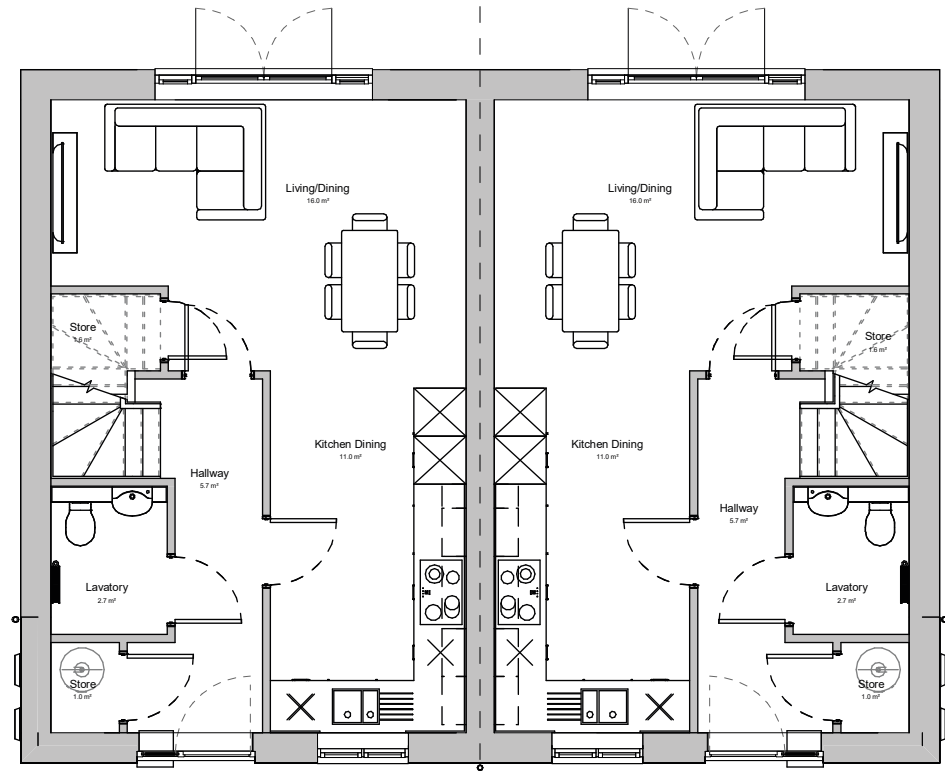
Sample Housing Layouts



Walbury Semi House Type 01 - Second Floor Plan



Walbury Semi House Type 01 - First Floor Plan



Walbury Semi House Type 01 - Ground Floor Plan

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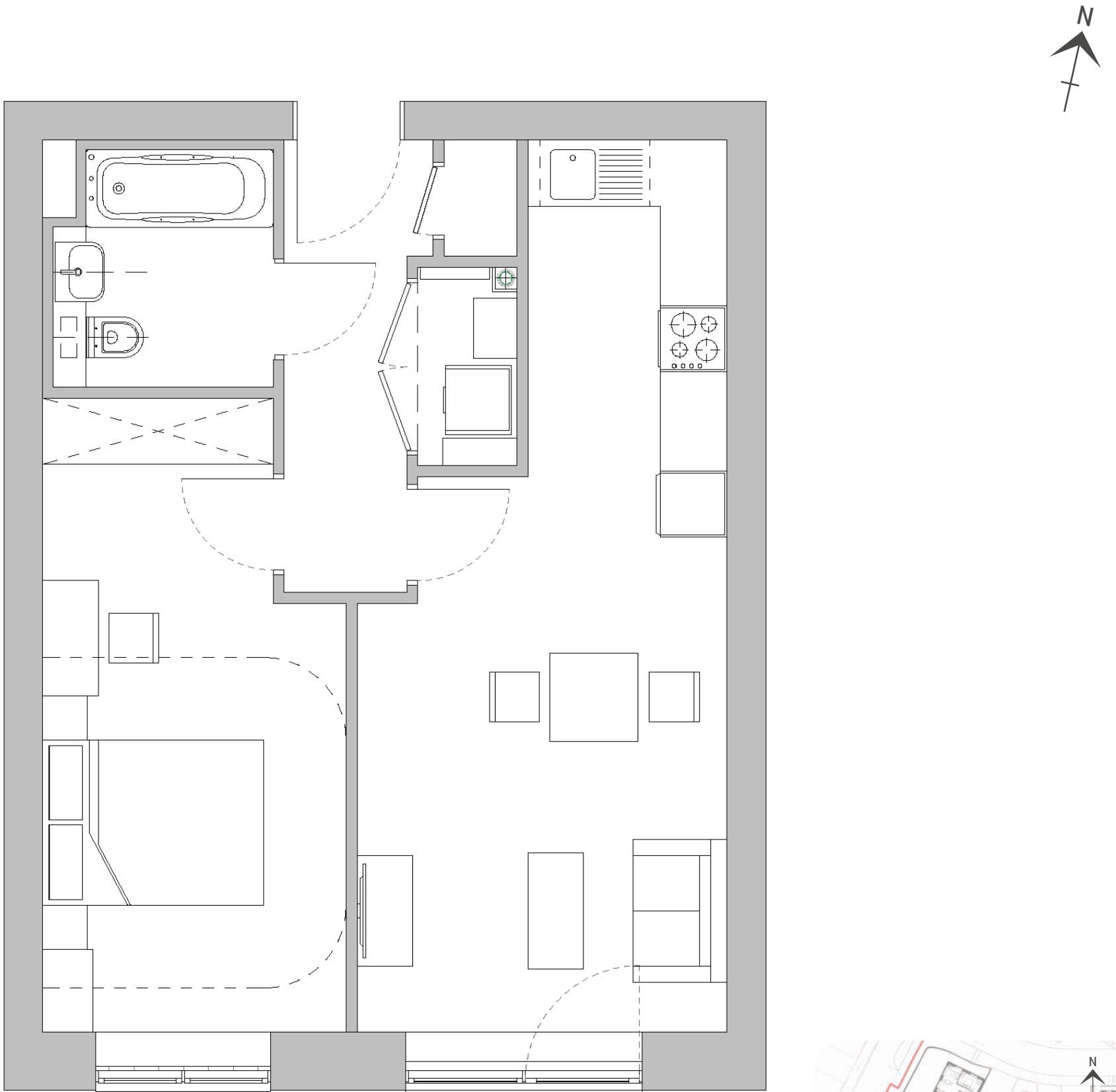
Sample Apartment Layouts

All proposed homes are designed to meet and exceed National Space Standards, ensuring a high level of comfort and accessibility tailored to the needs of later living residents. The proposal includes 10% Part M4(3) Category 3: Wheelchair User Dwellings, specifically designed to meet the needs of wheelchair users.

The layouts have been carefully designed to maximise natural daylight, creating bright, welcoming, and uplifting living spaces that support both physical and mental well-being.

Generous window placements and dual-aspect opportunities promote connection to the outdoors, enhancing energy efficiency and reducing reliance on artificial lighting.

Like the neighboring houses to the east, the proposed apartments are positioned to take full advantage of their proximity to the expansive green spaces of Gordon Gardens to the north and the historic New Tavern Fort. This ideal setting offers residents a seamless connection to outdoor amenities, enhancing their quality of life through access to nature and peaceful surroundings.

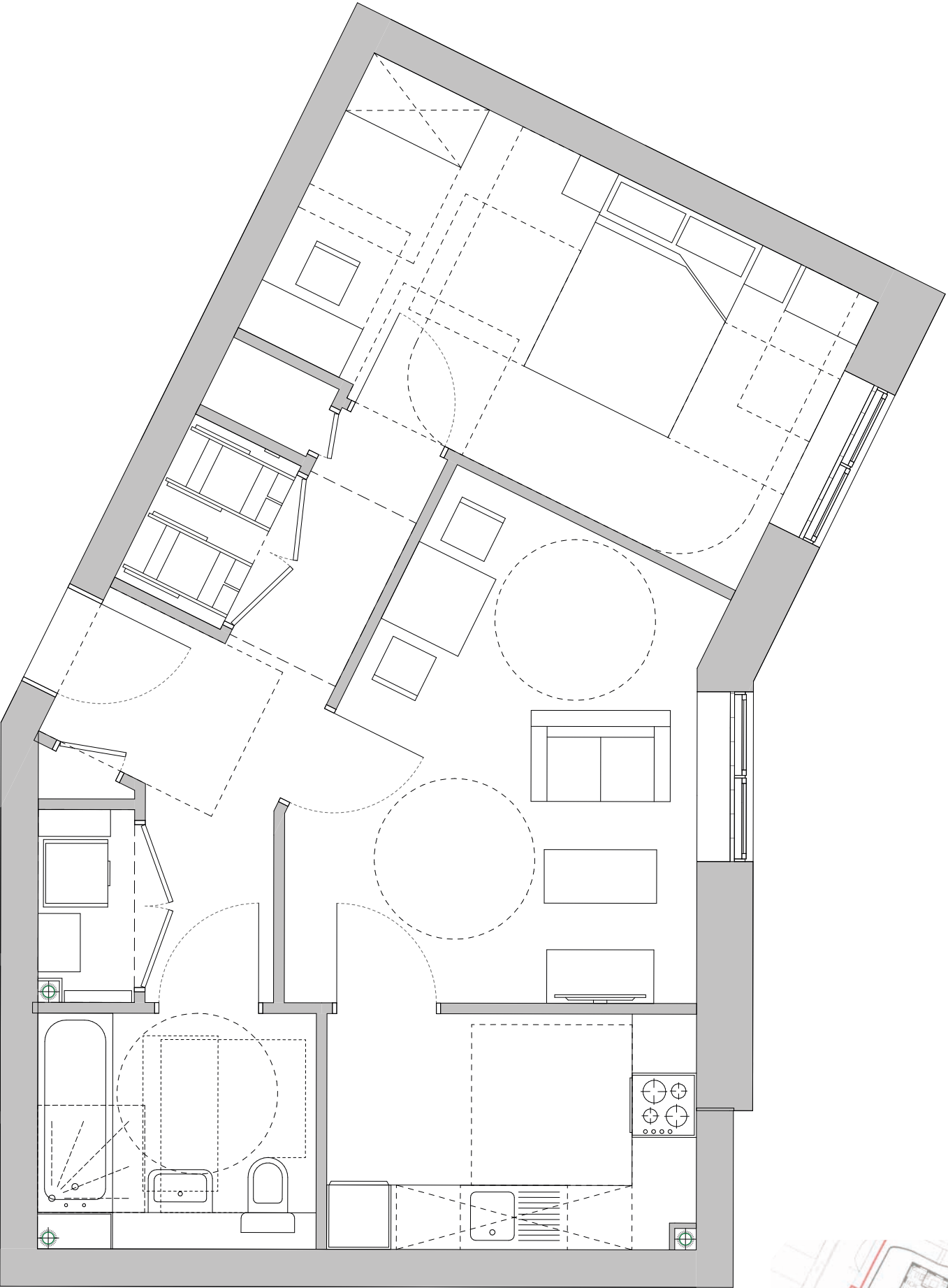


1B2P Later Living Home - Sample Floor Plan



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Sample Apartment Layouts



1B2P M4(3) Later Living Home - Sample Floor Plan

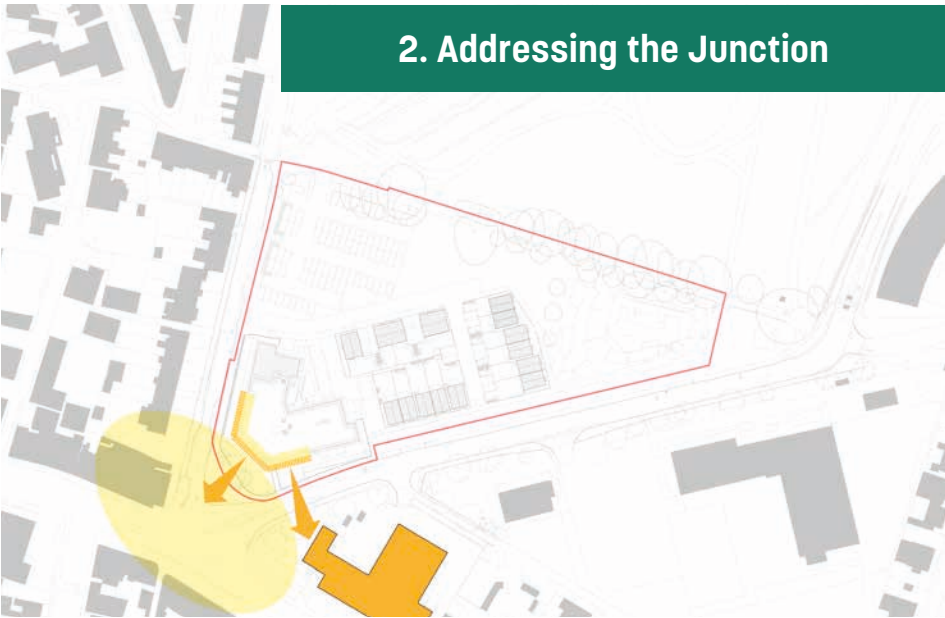


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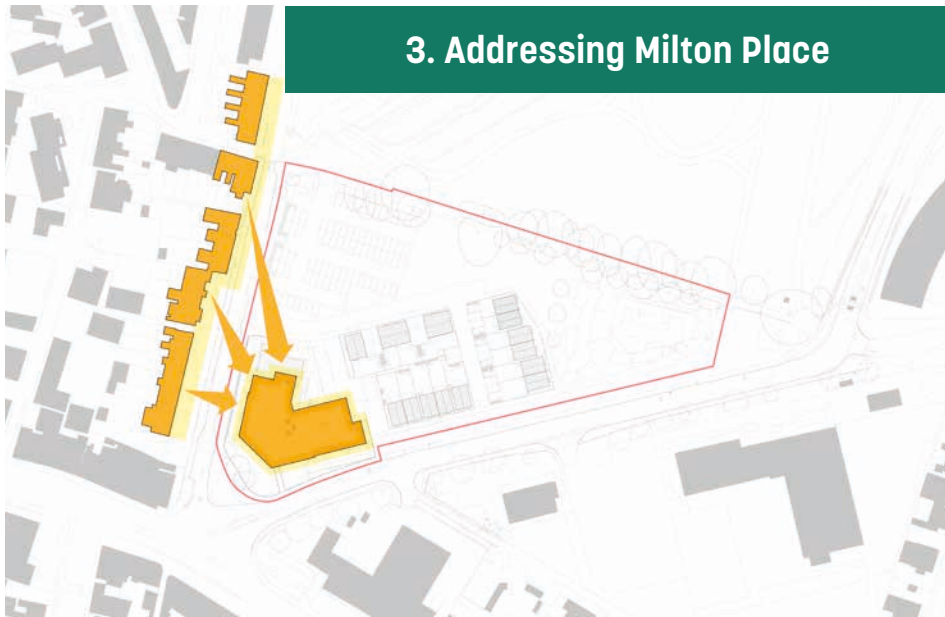
Townscape Principles



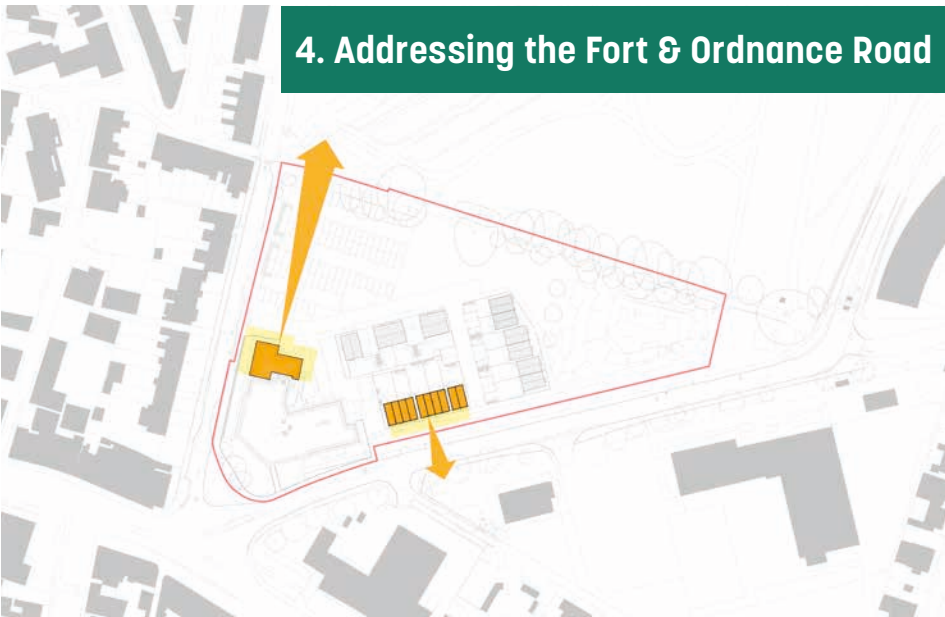
The local context features varied heights, from 4-storey townhouses on Milton Place to the mid-century 9-storey residential block further north. Around the southwest traffic junction, buildings range from 1 to 4 storeys, with the slightly set-back Gravesend Telephone Exchange rising to approximately 5 residential storeys.



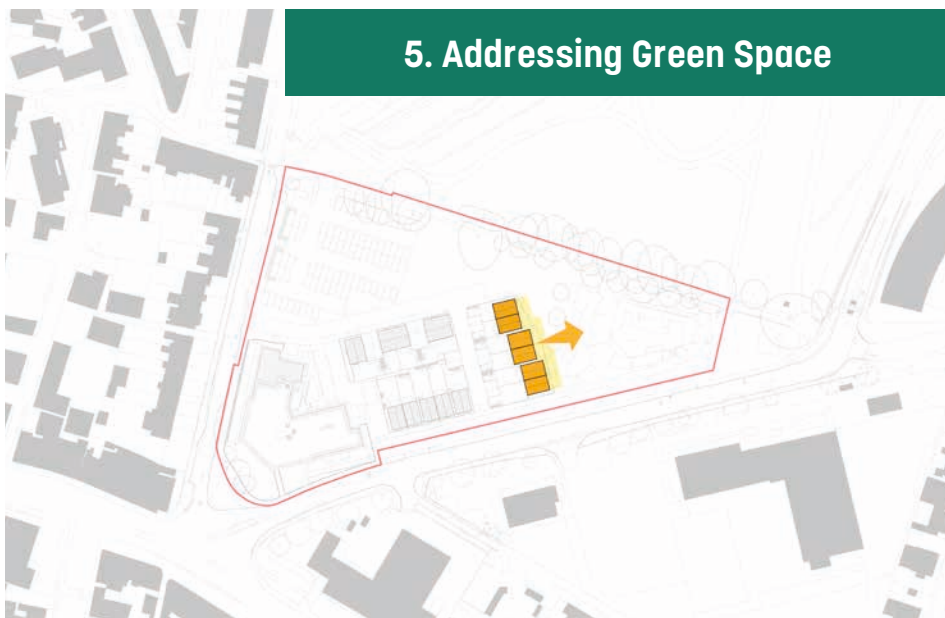
The 4-storey apartment block at the southwest corner creates a strong presence and addresses the street with active frontage. This design transforms the fenced, unwelcoming environment, enhancing the junction and engaging with the wider carriageways and taller Telephone Exchange across Ordnance Road.



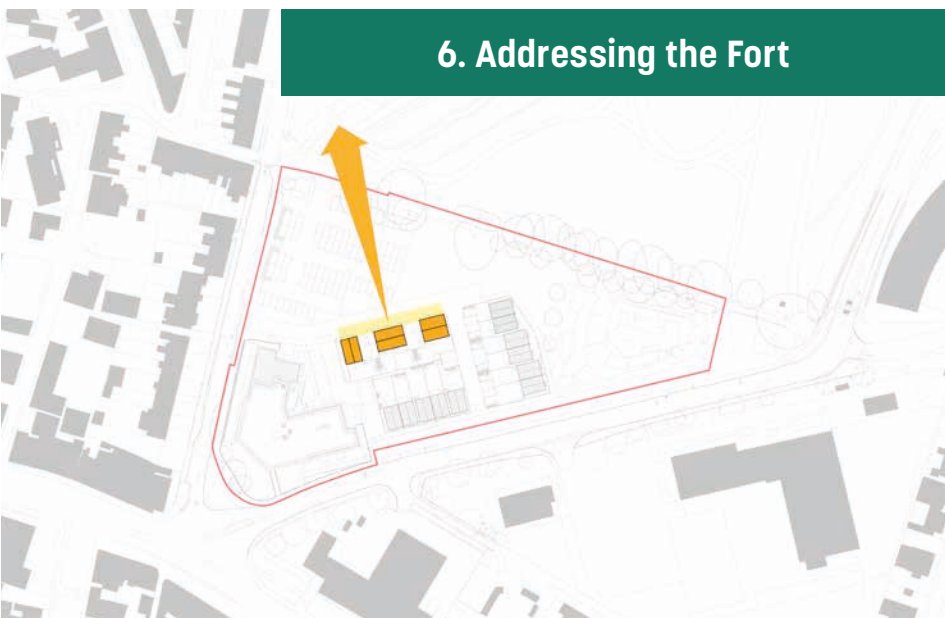
The apartment block, at 4 storeys on the corner, aligns with the building heights along Milton Place, ensuring the proposals are contextually appropriate for the local residential scale and respectful of the site's proximity to the New Tavern Fort.



The apartment building transitions to 3 storeys at its northern edge, ensuring sensitivity to the scale and historic significance of the fort. To the south, houses step down to 3 storeys besides the apartment block, whilst gable ends add visual interest and create a dynamic roofscape along Ordnance Road, enhancing the streetscape.



The east-facing blocks are designed at 2.5 storeys, sensitively addressing the open space. The arrangement of homes follows the historic cannon splays, aligning diagonally to reflect and respect the site's historical context.



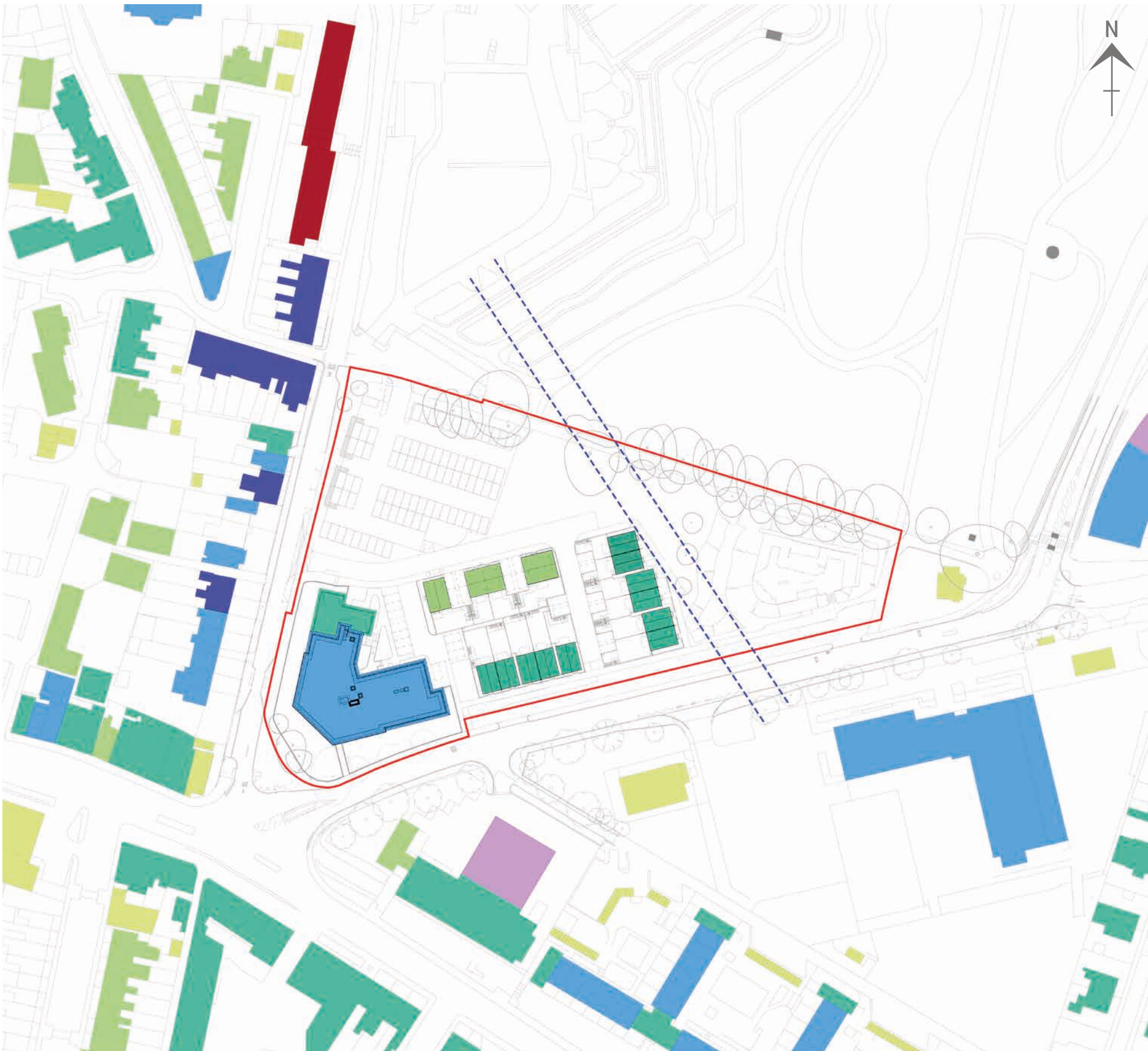
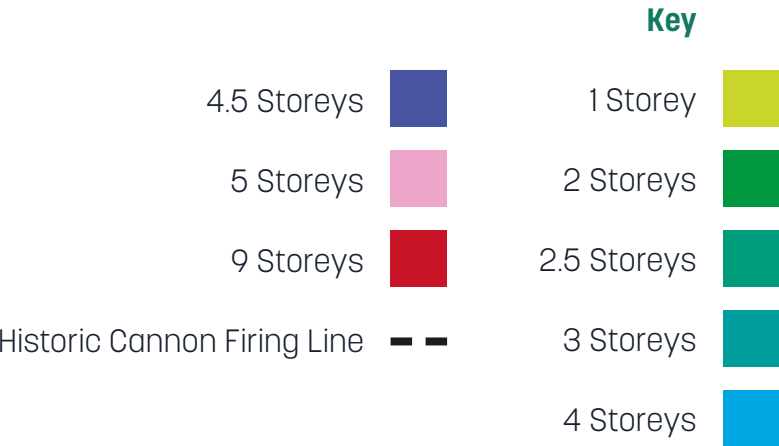
The north-facing homes, closest to the New Tavern Fort, sit at 2 storeys. Combined with the stepped form of the apartment building, this reduction in scale along the northern site edge ensures a respectful response to the fort's scale and historic significance.

THE PROPOSALS

Proposed Building Heights

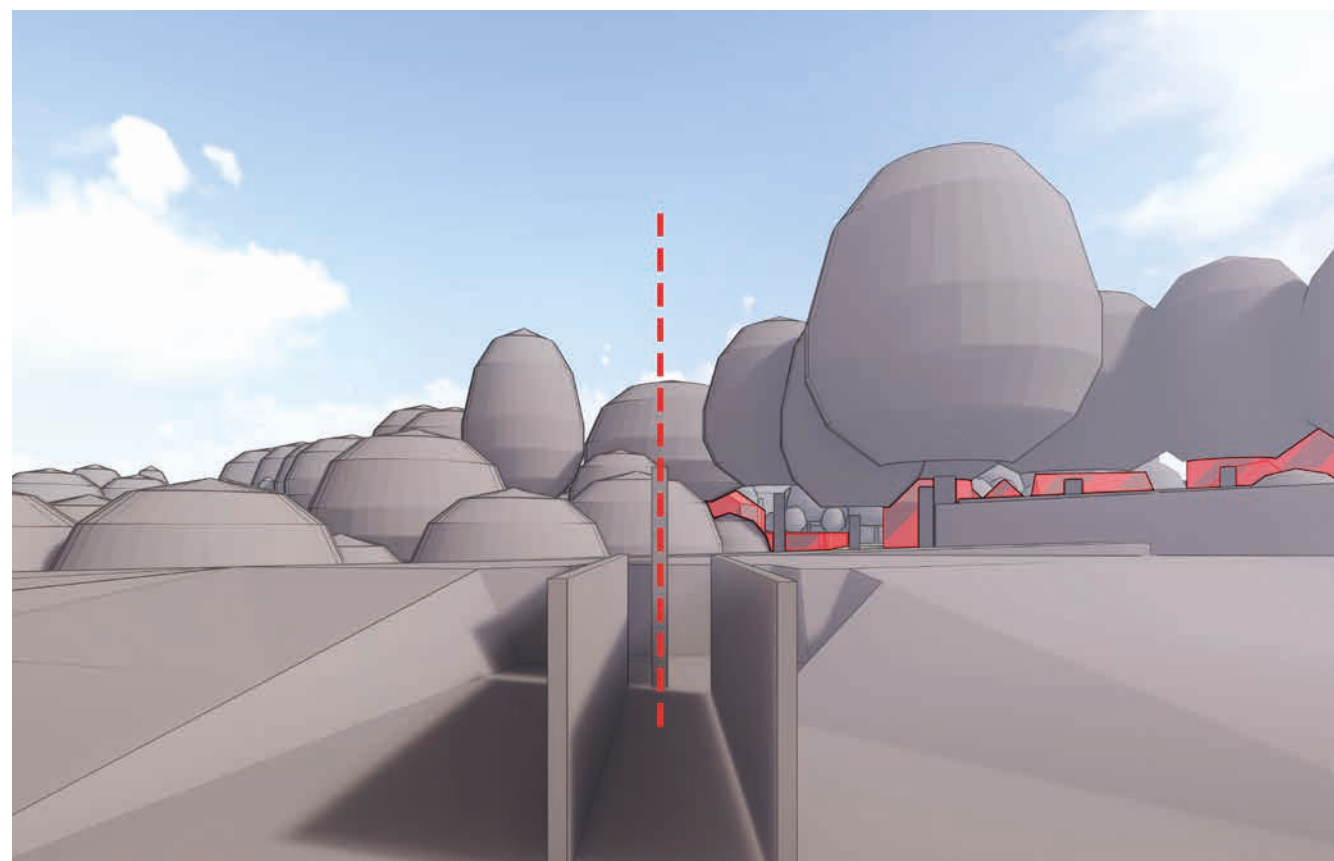
The building heights range from 2 to 4 storeys, thoughtfully designed to reflect the surrounding architectural context. The tallest section is strategically positioned at the prominent junction of Milton Place and Ordnance Road, anchoring the scheme within the streetscape.

The design adopts a tiered approach, with building heights stepping down from north to south to maintain sensitivity to the New Tavern Fort. The arrangement of homes in the site plan follows the historic cannon splays, aligning diagonally to reflect and respect the site's historical context. Together, this arrangement creates a gradual transition in scale that acknowledges and responds sensitively to the site's historic setting. The massing further transitions from east to west, stepping up towards the southwest to emphasise the corner and establish a distinct focal point within the development. This variation in height adds visual interest and integrates seamlessly with the site's heritage context.

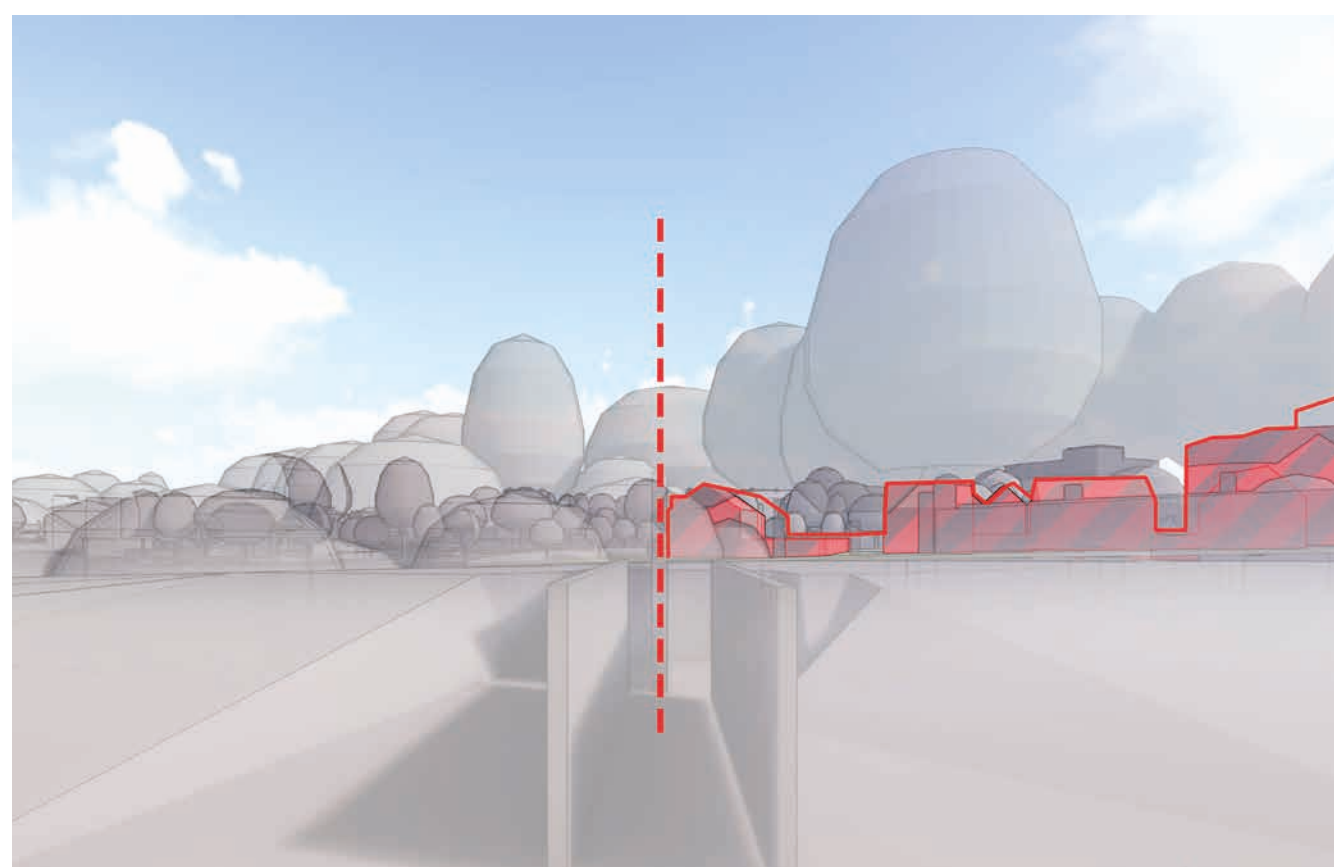
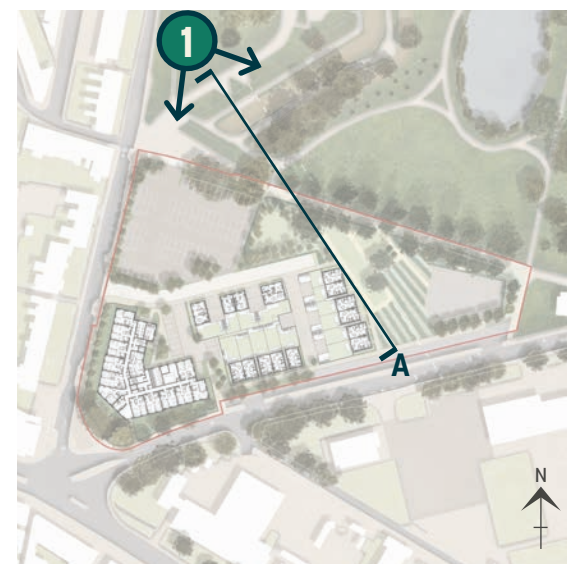


Proposed Building Heights in Context

Townscape & Visual Impact



Cannon Sightline - View 1



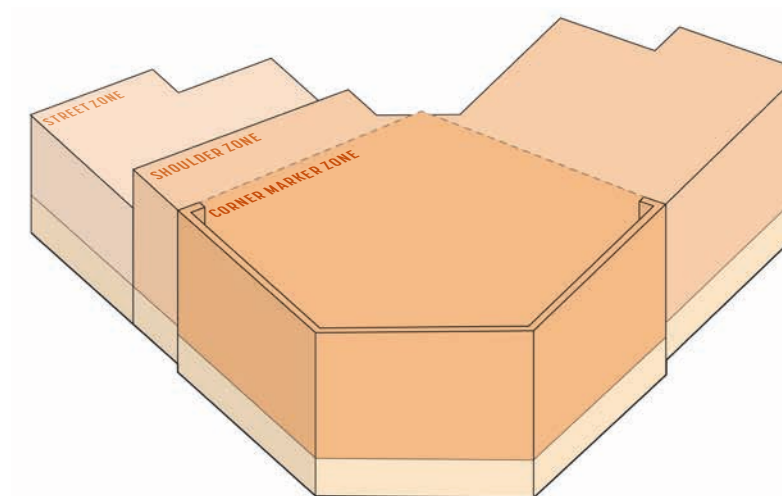
Cannon Sightline & Proposed Massing - View 1



Site Section A-A

Scale and Massing - Apartment Building

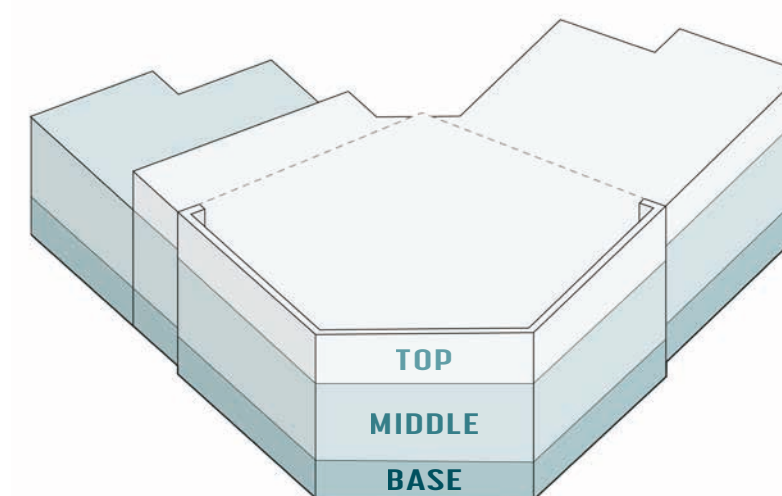
The following diagrams illustrate the design approach for the apartment building, showcasing how the massing responds to its surroundings. The building heights were carefully formed through the consultation process, ensuring a considered approach that prioritises sensitivity to the historic context, a balanced relationship with neighbouring structures, and a cohesive architectural expression that integrates seamlessly with the site character.



Zoned Massing

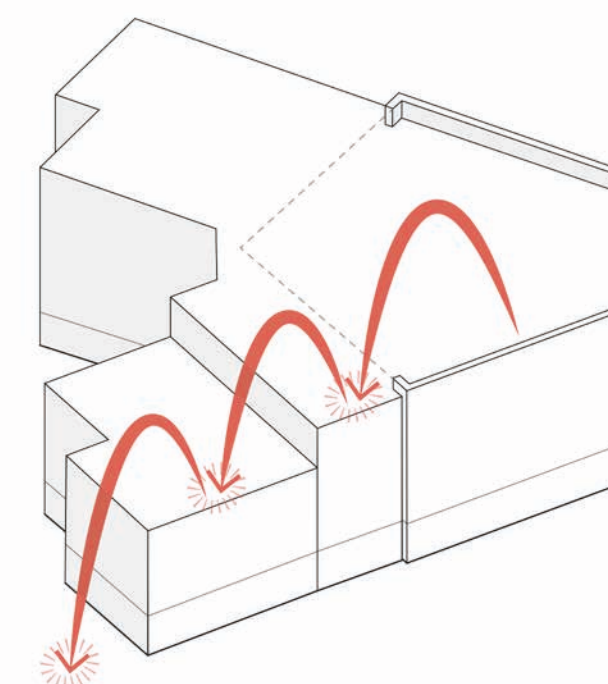
The massing is divided into three distinct zones, creating a balanced and cohesive design:

- 1. Corner Marker Zone:** This prominent section serves as a visual landmark, enhancing the intersection and defining the urban form with its height and detailing.
- 2. Shoulder Zone:** Adjacent to the corner, this zone transitions in scale, balancing the corner marker's height and aligning with neighbouring structures.
- 3. Street Zone:** This area features lower heights, stepping down towards and interacting with the site entrance.



Facade Expression

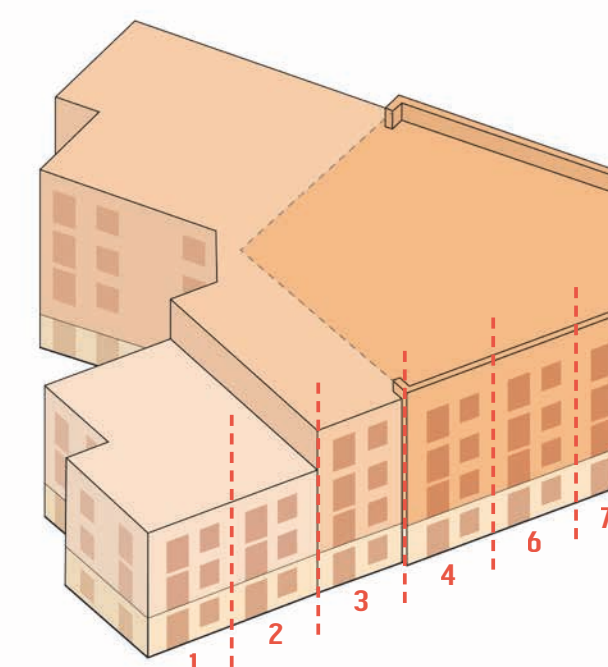
The massing has been divided into three distinct sections: a robust base, a defined middle, and an articulated top. This hierarchical approach not only creates a visually appealing silhouette but also helps to break down the overall scale of the structure, enhancing its integration with the surrounding context.



Stepping Down to the Fort

The apartment building steps down to 3 storeys at its northern edge, carefully designed to respect the fort's scale and historic significance.

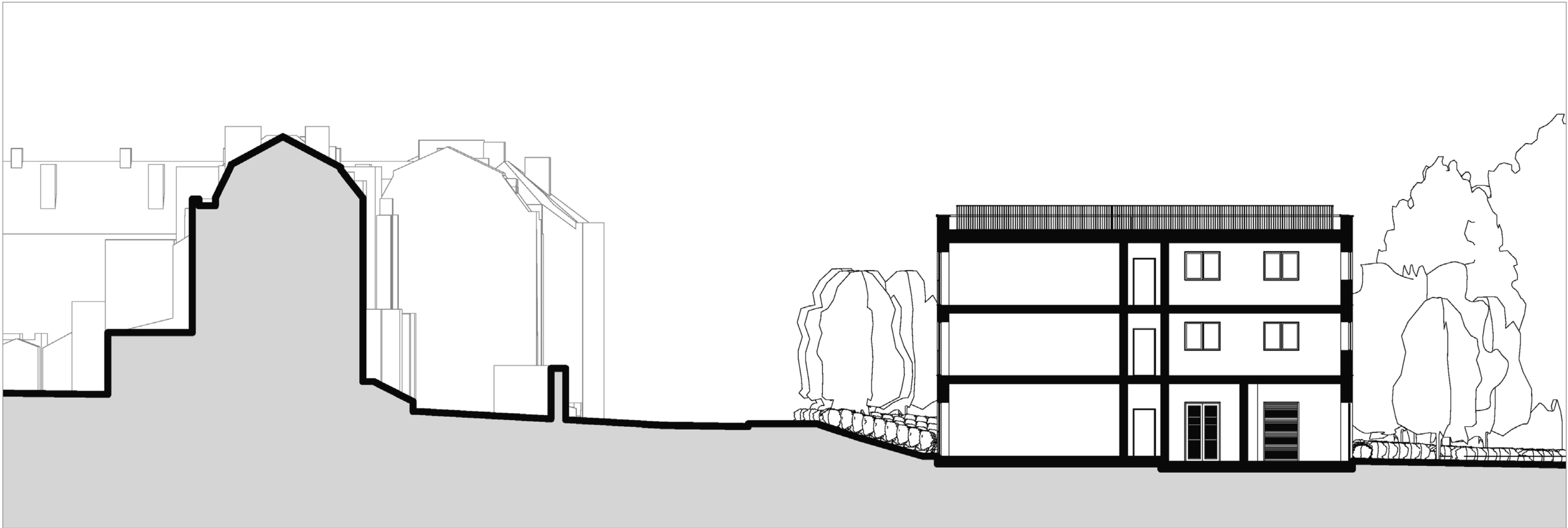
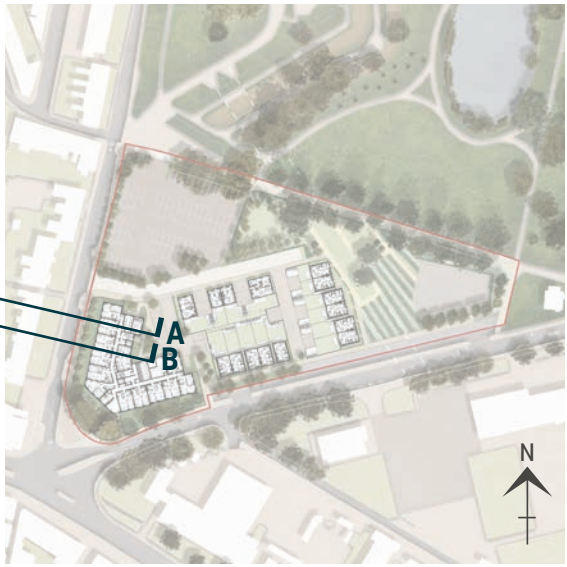
This approach not only preserves the visual prominence of the New Tavern Fort but also directly addresses key feedback from Historic England, ensuring the development integrates harmoniously with its historic surroundings while maintaining a sensitive balance between old and new.



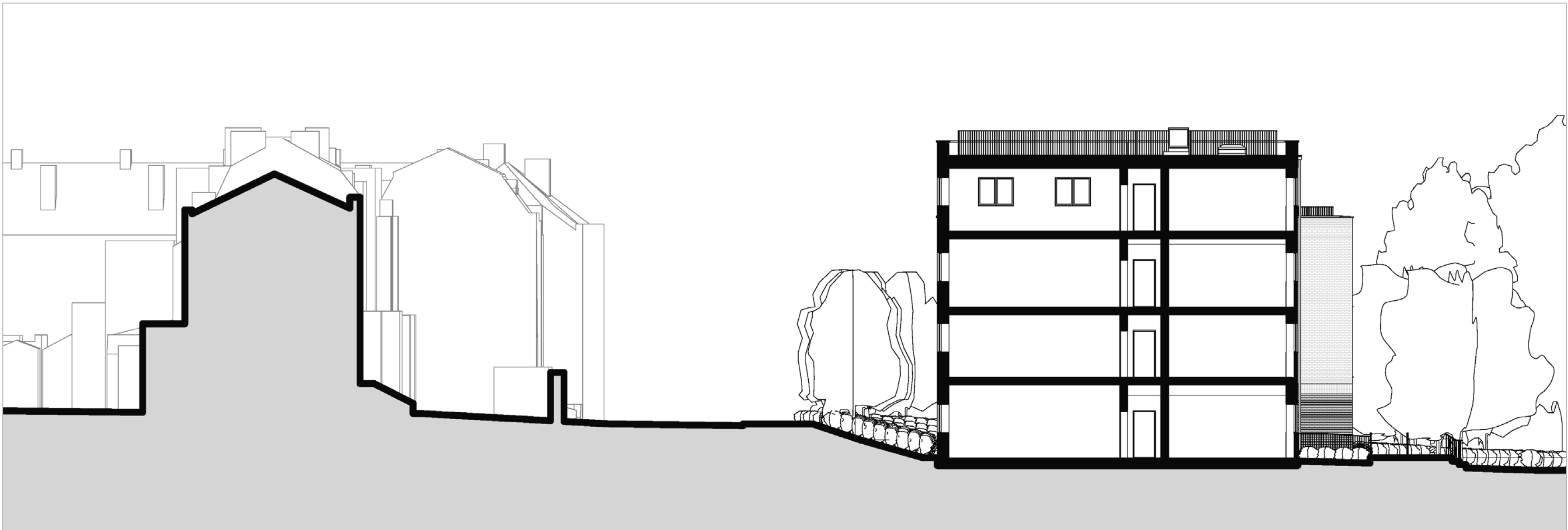
'Townhouse' Window Groupings

The elevations fronting Milton Place reflect the character of the existing buildings, featuring townhouse-style groupings with aligned window arrangements, a defined base, and first-floor banding. This design creates a cohesive streetscape, blending contemporary elements with the established architectural rhythm of the area.

Proposed Milton Place Sections



Site Section - A-A



Site Section - B-B

Landscape Approach

DESIGN PRINCIPLES

Landscape Context

Landscape Context & Design Drivers

The site includes a series of mature trees and planting along its boundary edges and several individual trees within it. The open space is currently utilised as an area of multifunctional amenity grassland where football goals posts are located for part of the year. The area is also utilised for access for showpeople when events take place in the neighbouring Gordon Gardens. The existing Gravesend Skatepark is located within the eastern section of the site and is currently considered by many as an eyesore. The main area of open grassland is currently open and exposed to Ordnance Road to the south and carpark to the west which contribute to a space that is lacking in tranquillity and identity.

The proximity of the site to nearby heritage features (and open space resources at Gordons Garden and Promenade) results in a unique potential to create a positive landscape response.

The following provides a summary of the existing context that the proposals will aim to respond to:

- Opportunities
- Utilise existing trees to help create immediate character and maturity;
 - Respond to strong historic context (New Tavern Fort and Conservation Area views);
 - Embrace existing recreational facility - Gravesend Skatepark;
 - Improve on current quality of open space; and
 - Provide new space for new and existing members of the community.
- Constraints
- Lack of identity to existing area of open space;
 - Exposure to adjacent busy vehicular routes and carpark;
 - Existing earth mound; and
 - Existing low ecological value of park.

Landscape Objectives

- The proposals will aim to address the following objectives:
- Create an uplift in the quality of public open space provided on the site;
 - Respond appropriately to the site's historic context including 'views' highlighted in conservation appraisals;
 - Help create softening and framing for the built proposals;
 - Retain and enhance the existing landscape resources where possible including the existing mature trees;
 - Enhance skatepark context with new landscape proposals;
 - Provide an increase in overall biodiversity within the site;
 - Link effectively to adjacent landuses;
 - Ensure the landscape creates new safe and accessible multifunctional space; and
 - Create an individual open space character within the local areas

Existing Views



View from Ordnance Road to eastern corner of site with mound and skatepark



View from mound looking west over grassland towards Milton Place carpark



View north along Milton Place with existing mature trees visible at south-western corner of site



Landscape Design Drivers

DESIGN PRINCIPLES

Landscape Concept

Design Development

The landscape context provides a unique opportunity to respond to the historic context of the site. In particular the main heritage drivers is considered to be the historic canons located within New Tavern Fort and their 'field of fire'.

The design team have considered a variety of ways to respond to this with the eventual approach taken to look at the linear plan alignment of the canon fire and imposing this on to the landscape space.

The linear routes through the park would be emphasised by hard surfaced features and through the use of linear planting beds.

The linear features would help to subdivide the landscape space defining separate areas and also help provide coherence and consistency across the various elements of the open space, whether that be the use of the paths within the open spaces, linear planting upon the existing mound or linear painted feature across the existing skatepark, all contributing to strong identity for the open space as a whole.



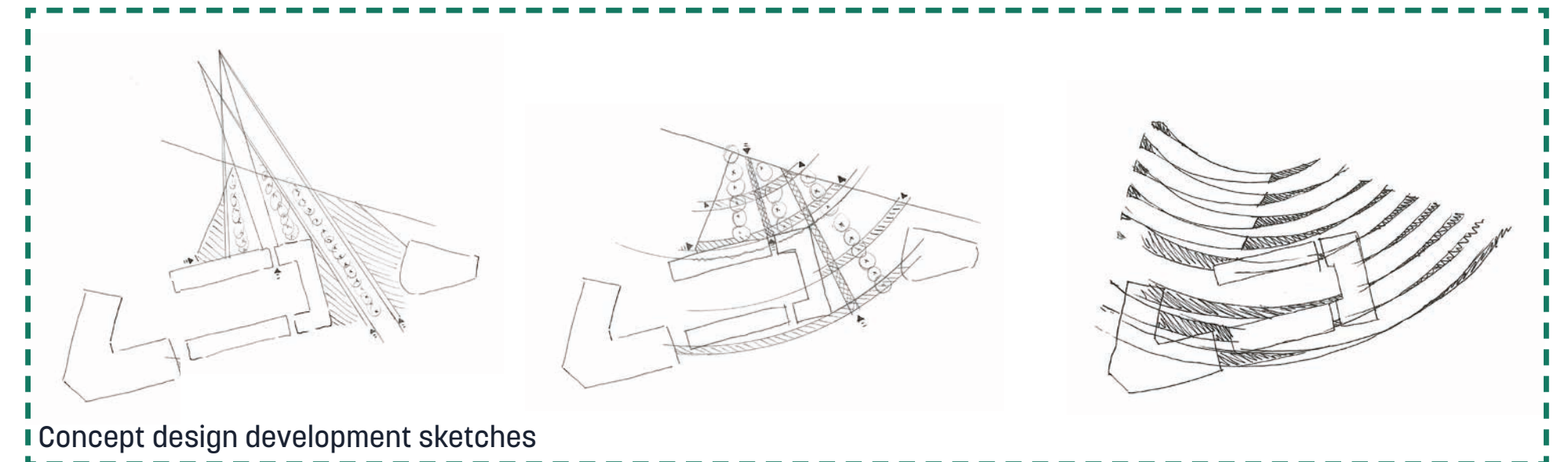
Concept precedent example images



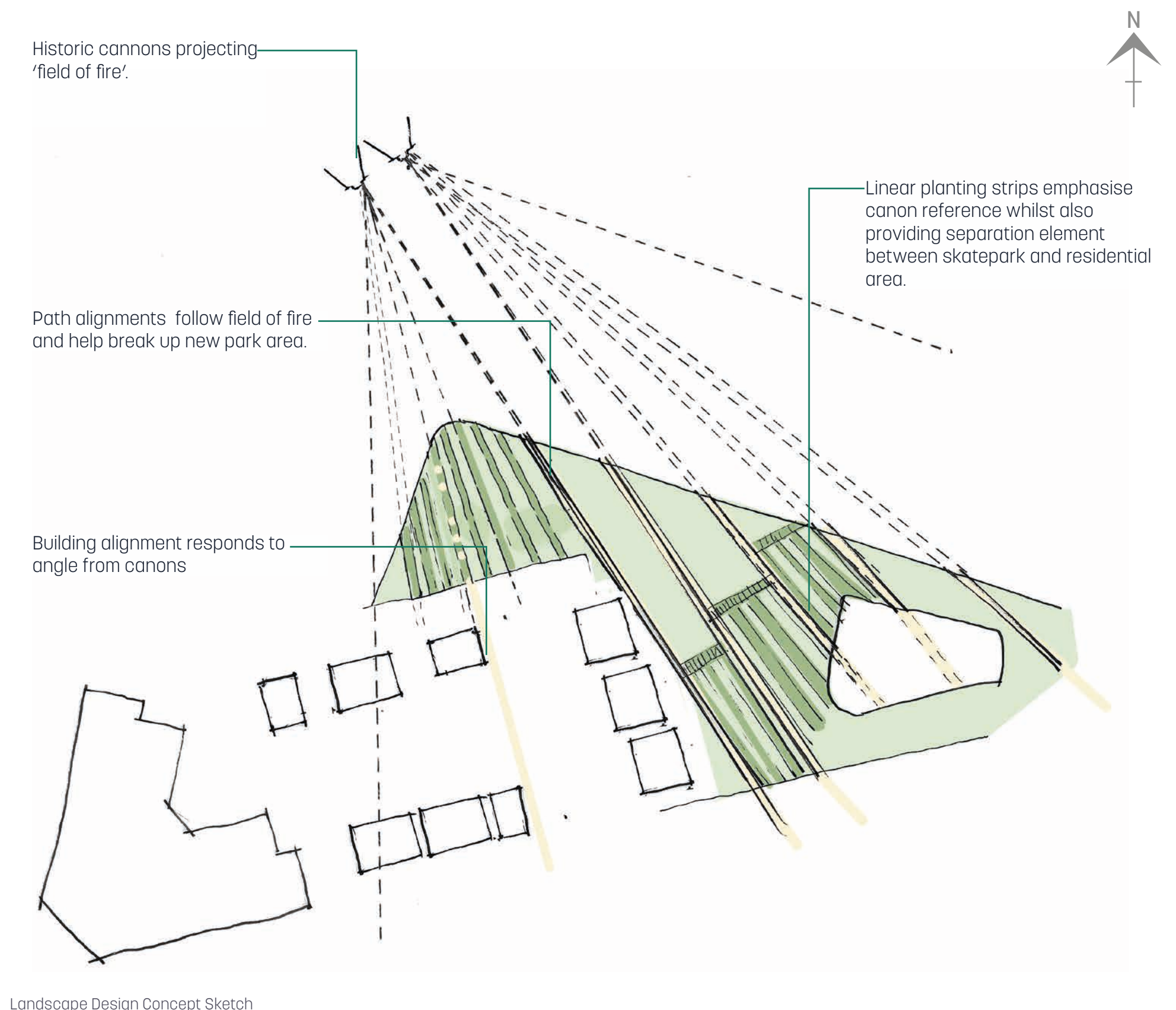
Linear details in the landscape highlighting



Linear features within landscape layout



Concept design development sketches



Landscape Principles

Design Principles

The landscape proposals will include an enhanced park space accessible to the public. This space will be multifunctional with a strong identity linked to the local historic context.

New perimeter planting will help provide containment for the site as well as framing new spaces and contributing positively to the adjacent townscape character. The landscape proposals will help define the boundaries between public and private use through use of hedgerow planting and boundary railings.

The new parkland area will create a variety of spaces including open grassland for flexible use and also incorporate simple play features (boulders and logs) that will act also as a sculptural element within the park.

Image examples of proposed hard landscape features



Paved Surfaces & Furniture

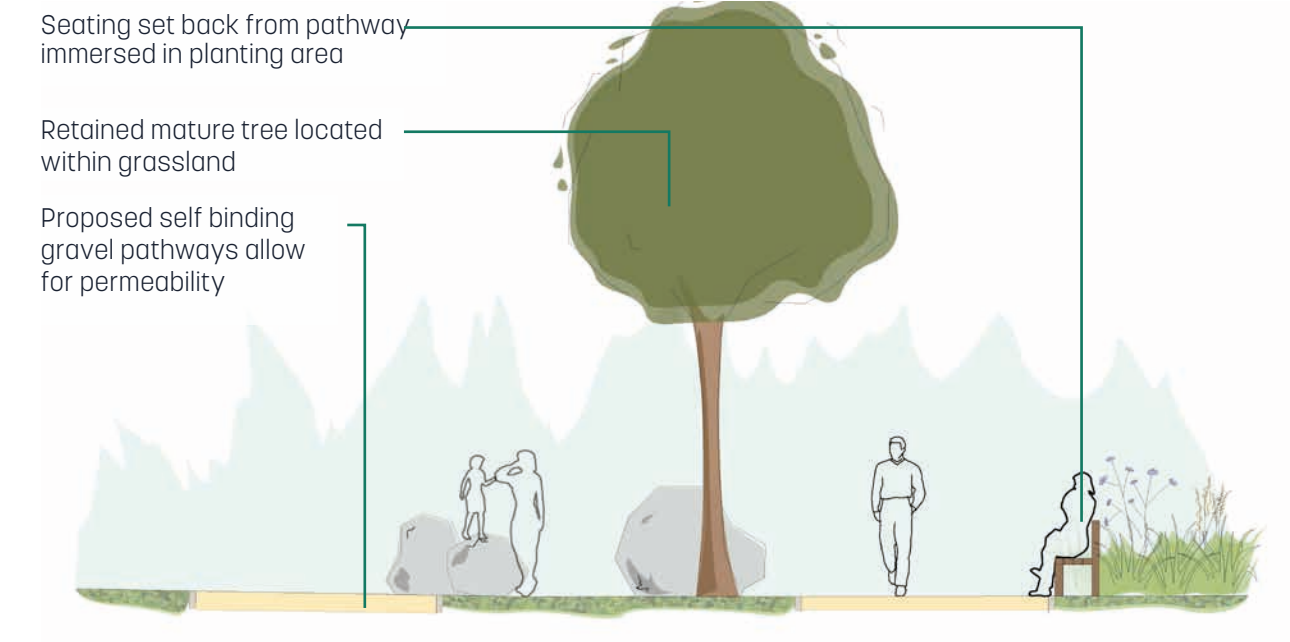
The main southern entrance into the park would utilise concrete block paving. This treatment would highlight the main entrance point within the park as well as providing a new robust paving surface along the perimeter access paths along Milton Place and Ordnance Road.

The pathways passing through the park space would be surfaced with a self binding gravel for a naturalistic appearance. The retaining edges for these being a concrete pin kerb which would further emphasise the linearity within the park design.

Timber benches will also have a linear reference whilst providing robust seating options for users. These will use materials that tie in with other furniture within the park including waste bins and



Indicative cross section location



Indicative cross section showing typical space with paths and seating



DESIGN PRINCIPLES

Landscape Principles

Planting

The existing landscape features on site are relatively limited – any existing trees will be retained where practical though some losses will be required to allow for the implementation of some of the integral infrastructure for the development.

New hedgerow planting along the northern edge of the park will help provide containment for the new space and a sense of intimacy for the character of the new park area. Additional perimeter planting will be included along both Milton Place and Ordance Road to enhance complement the existing tree lines whilst helping enhance and soften the interface between the proposals and existing townscape.

A series of ornamental planting mixes will be implemented to create Image examples of proposed planting

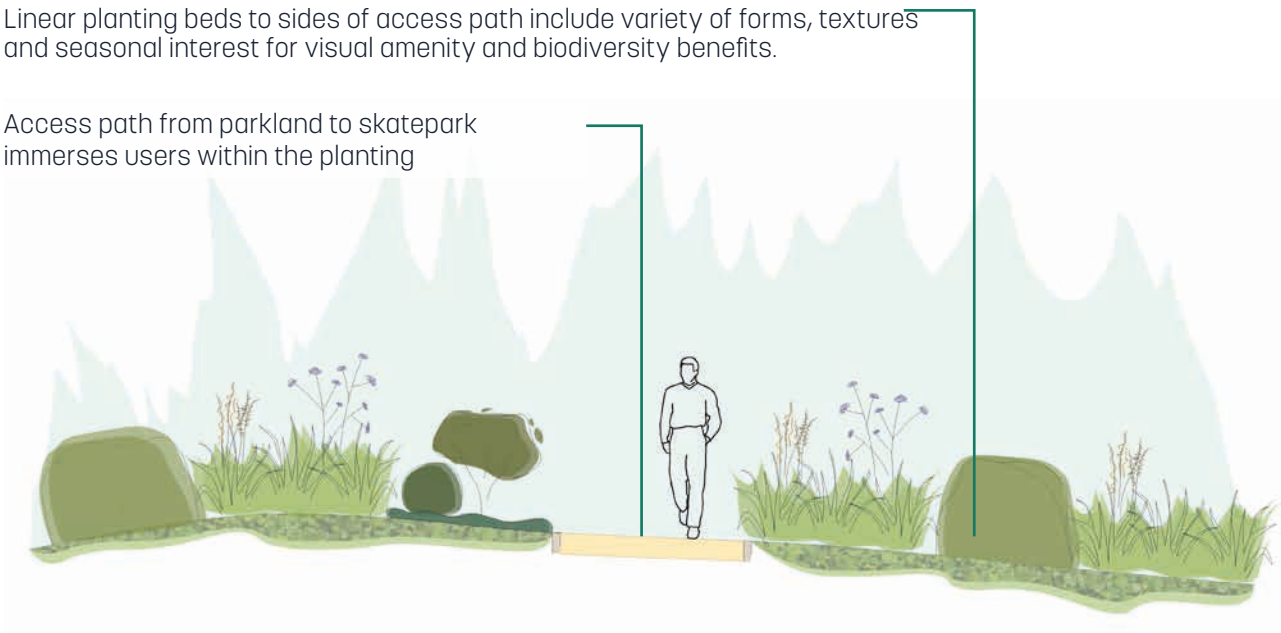
a linear structure within the landscaped area within the park. These will include a variety of structures and textures including flowering and evergreen plants for all year round interest and biodiversity benefits.

Residential property boundaries will be defined by hedgerow planting with additional tree, grass and ornamental shrub planting included where possible in the context of the new apartment building.

New areas of amenity grassland will be included within the central areas of the new parkland providing areas of multifunctional open space. This will include the western area of the park which will accommodate the sustainable drainage basin forming a usable depression within the landscape managed as flower rich grassland.



Indicative cross section location



Indicative cross section showing typical space with paths and seating



Ref: See for more detail Landscape Planting Plan - 12701-FPCR-XX-ZZ-