

04

Design Evolution

Consultation Overview

Public Consultation took place between the 8th and the 23rd September 2025, which was supported by a dedicated consultation website, a leaflet distribution to 1,637 local addresses, and two public consultation events, that were attended by over 300 residents. The consultation website remains live and has received over 1,500 visits to date.

The consultation process included:

- Direct correspondence with Gravesham Borough Council Members, Kent County Council representatives, Meopham and Cobham Parish Councils.
- Targeted engagement with key stakeholders and local organisations including schools, businesses, community associations, and care providers.
- Distribution of 1,637 leaflets to residents and businesses within the vicinity of the Site, providing an overview of the proposals and inviting participation through the dedicated website and email contact details.
- A dedicated project website, which has received over 1,500 visits, featuring details of the proposals, FAQs, and an online feedback form.
- Two public consultation events, held on the 14th and 15th September 2025 attended by over 300 residents, providing opportunities to view exhibition materials, meet the project team, and share views both verbally and in writing.
- A total of 215 feedback forms were completed (113 online and 102 paper copies), along with 13 emails and 4 telephone calls received through the dedicated contact channels.

Across all engagement activities, several key themes emerged:

- Concerns regarding loss of Green Belt and agricultural land.
- Pressure on local infrastructure and services, particularly health and education provision.
- Impact on local roads, traffic, parking and air quality.
- Protection of local character and the rural setting of Meopham.
- Wildlife and ecological considerations, particularly concerning habitats and biodiversity.
- Interest in the provision of affordable and downsize housing, as well as open space and local amenities.

The project team has carefully reviewed this feedback, and the following design response sets out how the community input has informed the evolution of the development proposals.



Fig. 4.1. Second Consultation Event at Meopham Scout Hut

Design Response

The design of the proposed development has evolved in response to the feedback received from the community, local stakeholders, and statutory consultees. The scheme seeks to balance the delivery of up to 730 new homes and supporting community infrastructure with the protection of Meopham's rural character and landscape setting. Further refinement will take place at the Reserved Matters stage, ensuring continued responsiveness to local feedback.

1. Green Belt and Landscape Sensitivity

While acknowledging local concerns regarding the loss of open land, the design approach aims to retain and enhance key landscape features, while delivering a new publicly accessible country park, that will contribute to the local open space network.

The masterplan dedicates approximately 50% of the Site to open space, incorporating green corridors, extensive tree planting, and buffer zones to protect key views and maintain separation between settlements.

2. Local Character and Village Identity

To reflect Meopham's established character, the proposed layout and design approach will:

- Adopt a low-density edge treatment, particularly along Camer Road and Norwood Lane, including landscape buffers and tree planting.
- Use a variety of housing typologies and traditional materials, that will reflect the local vernacular.
- Incorporate a tree-lined primary loop road complemented by green open spaces to provide visual relief and create a layout with strong connections to the surrounding countryside.



Fig. 4.2. First Consultation Event outside Meopham Scout Hut



Fig. 4.3. Consultation boards and materials



Fig. 4.4. First Consultation Event outside Meopham Scout Hut

3. Transport and Highways

In response to local concerns regarding traffic and access, a comprehensive Transport Assessment will accompany the application to ensure the scheme provides safe and efficient connections to the local road network.

The proposed new roundabout, together with a speed reduction along Camer Road, will deliver a safe and controlled point of access into the development. The design will also explore junction improvements along Norwood Lane, including measures to restrict private vehicular access along its southern extent to prevent through-traffic.

The scheme promotes sustainable travel through the provision of new walking and cycling links to Meopham and Sole Street railway stations, enhancing local connectivity and encouraging active travel. On-site parking will be provided in accordance with adopted standards, with visitor spaces carefully distributed to prevent on-street congestion.

4. Infrastructure and Community Facilities

Feedback highlighted the need for adequate community infrastructure, accordingly:

- Land will be safeguarded for a new 2fe primary school, subject to local demand and Education Authority confirmation.
- The development will make financial contributions (via Section 106 obligations) towards healthcare, education, and local services.
- New open space, allotments and play areas will be provided, accessible to both new and existing residents.

5. Ecology and Biodiversity

In response to concerns about wildlife impact, the scheme will deliver Biodiversity Net Gain (BNG) through the:

- Retention of existing hedgerows and mature trees where possible.
- Creation of wildlife corridors, ponds, and green swales.
- Planting of native species to support local ecosystems.

6. Affordable and Specialist Housing

The scheme will include a policy-compliant proportion of affordable homes, with a focus on first-time buyers and downsizers, responding to local needs identified during consultation.

Conclusion

The project team has sought to balance the need for new housing with the protection of Meopham’s distinctive rural character and environmental quality.

The proposals have evolved through a process of active listening and responsive design, ensuring that community input has directly shaped the layout, landscape, and infrastructure strategy for the Site.



Fig. 4.5. Photos from the Second Consultation Event at Meopham Scout Hut

Design Principles

Quality and Place

The Site's proximity to the Kent Downs National Landscape and Camer Park places a strong emphasis on green space and its role in extending the park's character into the development. Existing woodland areas within the Site present an opportunity to establish connected woodland corridors, which the design seeks to enhance and expand. Together with proposed ponds and wetlands, these corridors will form a diverse landscape that supports rich ecological habitats while creating engaging, people-friendly spaces.

Connectivity and Infrastructure

Sustainable travel is a central principle of the development, with the design focused on ensuring convenient, safe and comfortable access to the nearby railway stations. By prioritising walking, cycling, and public transport, the scheme aims to reduce car dependency and encourage active, low-carbon travel. A network of pedestrian and cycle routes, complemented by a dedicated bus loop, will link all parts within the Site and beyond, fostering an integrated new neighbourhood.

Community First

The proposals introduce a range of amenities designed to foster community interaction and create a lively, inclusive neighbourhood. A new 2fe primary school will sit at the heart of the development, complemented by a new local shop and sports and leisure facilities. Together, these elements will form a community hub and a focal point for civic life that encourages connection, activity, and belonging.



Design Evolution

The design evolution section is presented chronologically, showing the progression from the Local Plan Reg18 allocation plan through to the initial design concept onto the final proposed design solution.

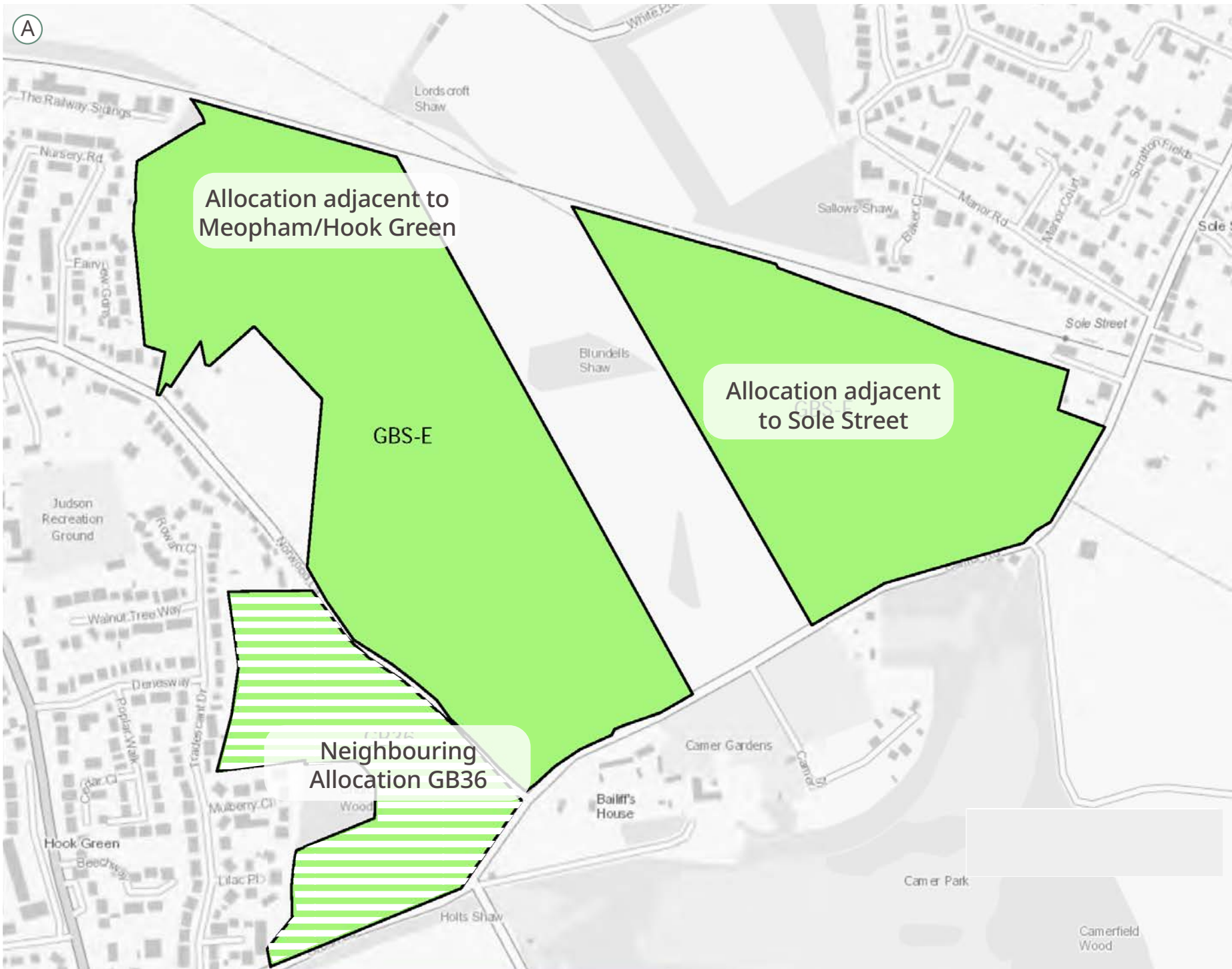
A. Site Allocation

The 'Gravesham Local Plan Regulation 18 Stage 1 Consultation Part 1: Site Allocations – Issues and Opportunities' identifies the Site as a potential location for settlement intensification within the rural inset category. The Strategic Land Availability Assessment recognises development opportunities adjacent to both Meopham and Sole Street, with a defined green buffer proposed between the two settlements to ensure they remain distinct and avoid coalescence.

The position of the green buffer appears to have been principally informed by the existing woodland blocks, which are intended to be retained as a fundamental element of the Site's landscape and ecological structure.

-  Proposed Site Allocation (Gravesham Local Plan)
-  Neighbouring Proposed Site Allocation (Gravesham Local Plan)

Fig. 4.6. Site Allocation Plan



B. Initial Development Framework Plan

This approach places landscape at the fore front of the design of the Site. The proposals envisage the extension of Camer Park into the Site and maximises open space provision in the east. Development is concentrated to the western part of the Site, as an extension to the existing settlement of Meopham.

The initial development concept, shaped by the Site's constraints and design principles, proposed:

- An extension of Camer Park into the Site creating a new destination Country Park (1), as a response to the adjacent Kent Downs National Landscape.
- Enhanced woodland corridors to maintain the landscape character and improve ecology (2).
- Indicative locations of ponds and wetlands for water attenuation (3).
- A 2fe primary school located centrally to the Site (4).
- Access from Camer Road (5) and a network of active travel routes connecting to the existing community (6).
- Opportunities for a shop/cafe in close proximity to the school (7).

This framework was prepared as an initial starting point for discussion, with stakeholder engagement and further technical input refining the design.

Fig. 4.7. Initial Development Framework Plan



Design Evolution

C. Development Framework Plan presented at Public Consultation

In this updated version of the Development Framework Plan, the proposals have been developed further to incorporate the following:

- A proposed bus loop serving the Site, including a bus stop located by the primary school ①.
- A refined developable area, allowing for more public open space, allotments, and smaller green areas ②.
- Updated drainage strategy details informed by new modelling ③.
- Sports pitches repositioned closer to the development area and set further away from the National Landscape designation ④.
- The shop/café relocated to sit alongside the new school frontage, creating a more cohesive hub ⑤.
- An orchard introduced in the area previously allocated for sports pitches ⑥.
- An adjusted active travel connection towards Sole Street Station, informed by flood analysis ⑦.
- A section of Norwood Lane designated for active travel only ⑧.

Fig. 4.8. Development Framework Plan presented at Public Consultation



D. Peer Review

In lieu of a formal pre-application process, an internal peer review session was proactively convened to provide an independent and constructive assessment of the emerging concept masterplan and parameter plans. The review panel comprised experienced professionals who are not involved in the project and were selected to offer an impartial perspective on the design quality, planning context, and deliverability of the proposals. Disciplines involved include transport, urban design, planning and landscape.

- **Planning Context:** The Site provides a sustainable and accessible location for growth, well connected to Meopham and Sole Street stations and local amenities. In the absence of an up-to-date Local Plan and five-year housing supply, the proposals offer a logical, policy-compliant opportunity to meet housing need as a natural extension to the existing settlement.
- **Access and Movement:** The access strategy supports sustainable travel through clear walking and cycling links to nearby stations, Camer Park, and local facilities. Coordination with Kent County Council and adjoining landowners enables a joined-up approach to bus access, traffic management, and potential bus gate control. Updated parameter plans now include multiple access points and key infrastructure information.
- **Layout and Character:** The layout introduces varied density and distinct character areas, with active central spaces and softer residential edges. Stronger connections with the existing village, particularly along Norwood Lane, enhance integration and identity.
- **Phasing and Delivery:** Early delivery of the Country Park and local facilities will help establish a sense of place, supported by opportunities for temporary or “meanwhile” uses during early phases.

- **Landscape and Setting:** The scheme maintains separation from the nearby National Landscape and enhances green infrastructure to manage recreation, lighting, and tranquillity. Landscape and ecological measures reduce visual impact and strengthen local character. Coordination with ecologists led to the relocation of the orchard in the northeast and inclusion of a safeguarded area to respond sensitively to skylark habitats.



Fig. 4.10. Illustrated Masterplan as Submitted



Fig. 4.9. Illustrative Masterplan Presented at Peer Review

05

Design Proposal



Fig. 5.1. Development Framework Plan

- Site Area: 44.3 ha
- Developable Area 18.1 ha (725 homes @40 dph)
- Public Open Space 23.0 ha
- Primary School 2.2 ha
- Improvements to Norwood Ln
- Active Travel
- Active Travel Access Point
- Primary Street
- Secondary Street
- Bus Route & Stops
- Recreational Route
- Existing PRoW
- Improvements to Railway Crossing
- Focal Points
- Indicative School Building
- Attenuation Features
- Neighbouring Development Site
- Proposed Pump Station
- Indicative Tree Planting
- NEAP
- LEAP
- Primary Vehicular Access
- Emergency / Bus Access
- Fenced Areas
- Allotments
- Civic Space
- Sports and Play Hub
- Local Centre
- Sole Street Railway Station

Landscape Strategy

The Green Infrastructure strategy has been shaped by the Site's established landscape character, as described in national, county and borough landscape assessments covering the North Downs, Ash Downs and Meopham Downs character areas. These assessments emphasise the importance of woodland blocks, native hedgerows, and dry-valley landform which are features that the development seeks to conserve and reinforce. The strategy reflects the Site's gently undulating landform, pockets of enclosure, existing Blundells Shaw woodland, and its relationship with Camer Park and the Kent Downs National Landscape.

A total of 23ha of publicly accessible open space is provided across the development, exceeding Gravesham Borough Council's open-space standards and meeting the Fields in Trust (FiT) benchmarks for outdoor sport, play and amenity space. This generous provision includes natural open space, formal and informal recreation areas, linear ecological corridors, and multifunctional amenity spaces. Together, these elements create an interconnected green framework that supports biodiversity, sustainable drainage and a high-quality landscape setting for the new neighbourhood.

A defining element of the strategy is the retention of Blundells Shaw, a key woodland block located on a subtle ridgeline at the centre of the Site. This feature is a characteristic of the local landscape and contributes to the wooded skyline, ecological connectivity and sense of place. Existing hedgerows, tree belts and other woodland fragments are similarly retained and enhanced.

Across the masterplan, Sustainable Drainage Systems (SuDS), new habitats, species-rich grasslands and woodland edge enhancements provide opportunities for biodiversity net gain and climate resilience. Overall, the strategy delivers a landscape-led green infrastructure network that integrates sensitively with its surroundings, strengthens local landscape character and provides a lasting community asset.

Fig. 5.2. Landscape Strategy





Fig. 5.3. Community Allotments



Fig. 5.4. Attenuation Ponds



Fig. 5.5. Sports Pitch



Fig. 5.6. Dog Park



Fig. 5.7. Meadow/long grassland with mown paths



Fig. 5.9. Community Orchard



Fig. 5.10. Mown Grass Path



Fig. 5.11. Neighbourhood Equipped Area for Play (NEAP)



Fig. 5.8. Local Areas of Play (LAPs) scattered throughout



Fig. 5.12. Locally Equipped Area for Play (LEAP)

Play Strategy

Play provision is organised around a clear, FiT-compliant hierarchy to ensure inclusive, high-quality play opportunities for all age groups. This includes a Neighbourhood Equipped Area for Play (NEAP), a series of Local Equipped Areas for Play (LEAPs) and Local Areas for Play (LAPs). Together, these facilities provide a balanced range of play experiences, from doorstep spaces for younger children to larger, destination-level play areas offering more challenging and varied activities. The approach is designed to address identified shortfalls in existing provision within Meopham and to deliver meaningful social and recreational benefits for new and existing residents.

All play spaces are embedded within the wider green and blue infrastructure network, ensuring that homes, the proposed school and community facilities are connected by safe, attractive and welcoming walking and cycling routes. This strong relationship between play, landscape and movement supports active lifestyles, encourages social interaction and enhances overall neighbourhood quality.

The movement framework builds upon a combination of the PRoW network and the proposed active travel routes through the site and to the Wealdway. These enhancements will strengthen connections between Hook Green, Sole Street and Camer Park, helping to integrate the development into its wider context and supporting sustainable movement choices for everyday journeys.



Fig. 5.13. Large scale play equipment for various ages in a NEAP



Fig. 5.14. LEAP connected to open space



Fig. 5.15. Play area that incorporates outdoor exercise equipment



Fig. 5.16. 'Play on the way' can create fun and playful linear spaces throughout the plan

Sustainability

Sustainability has been embedded at the core of the masterplanning process from the outset, guiding the design from initial concept through to the refinement of solutions with the wider technical team. The approach has been tailored to the Site's specific characteristics and attributes, ensuring that proposals are both contextually appropriate and forward-looking.

This has led to the development of a framework that delivers:

- Efficient and compact land uses;
- Public transport-oriented movement solutions;
- Innovative approaches to rainfall and surface water management;
- Enhanced opportunities for biodiversity; and
- The prioritisation of circular resource management practices.

A key element is the delivery of high-quality, accessible open spaces supported by a resilient network of green and blue infrastructure. Features such as woodland, swales and soft landscaped edges reduce flood risk and overheating, while also enriching the landscape.

The approach aligns with the emerging local policy, supporting carbon neutrality and climate resilience. Buildings will be designed to minimise embodied carbon and perform efficiently over time, while the connectivity strategy prioritises walking and cycling, encouraging healthier lifestyles and improved air quality.

Community well-being is central to the vision, with facilities such as a new local centre positioned at the heart of the neighbourhood to support inclusivity and long-term social resilience.



Fig. 5.17. A visual library of precedent images illustrating how sustainability principles can be embedded throughout the development process.

Drainage Strategy

The Site lies entirely within Flood Zone 1, indicating a very low risk of fluvial or tidal flooding. Proposed built development is positioned outside areas identified as being at risk from surface water flooding.

Ground conditions are suitable for infiltration, with soakaway tests confirming appropriate permeability. Surface water runoff will be managed through a comprehensive Sustainable Drainage Strategy (SuDS) incorporating permeable paving, bio-retention rain gardens, grassed swales, and infiltration basins. These features will provide effective treatment of runoff and protect the underlying groundwater body.

The SuDS design accords with the DEFRA National Standards for Sustainable Drainage Systems, with attenuation volumes designed to accommodate the 1 in 100-year rainfall event plus a 45% allowance for climate change.

Foul drainage from the development will be pumped to the existing Southern Water network on Norwood Lane, with any off-site upgrade requirements to be confirmed through consultation with Southern Water.

- Site Boundary
- Proposed Basins
- Indicative Routes for Strategic Conveyance Swales
- Indicative Location for Foul Pumping Station
- Indicative Rising Main Route to Sewer Network

Fig. 5.18. Drainage Strategy





Fig. 5.19. Use of permeable paving in residential areas

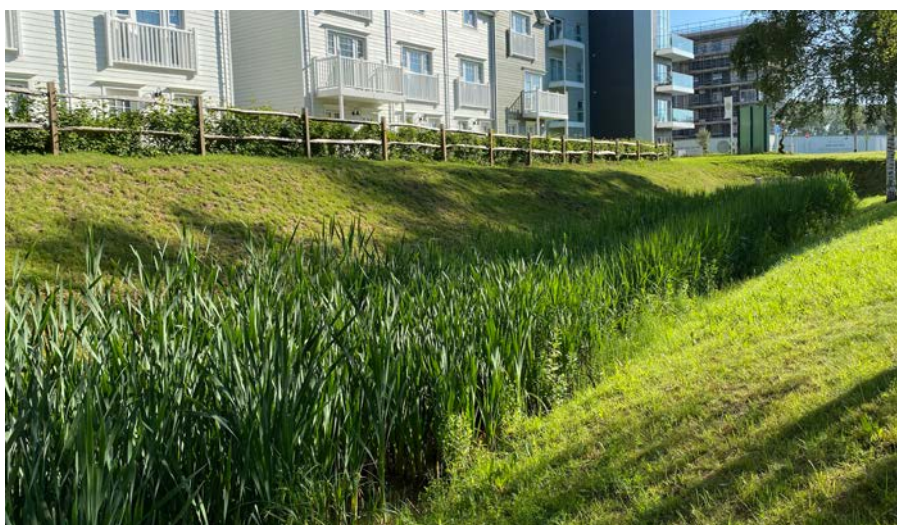


Fig. 5.22. Water feature on the edge of housing parcel



Fig. 5.23. Multifunctional landscapes and water basins



Fig. 5.20. Rain gardens as part of the street layout

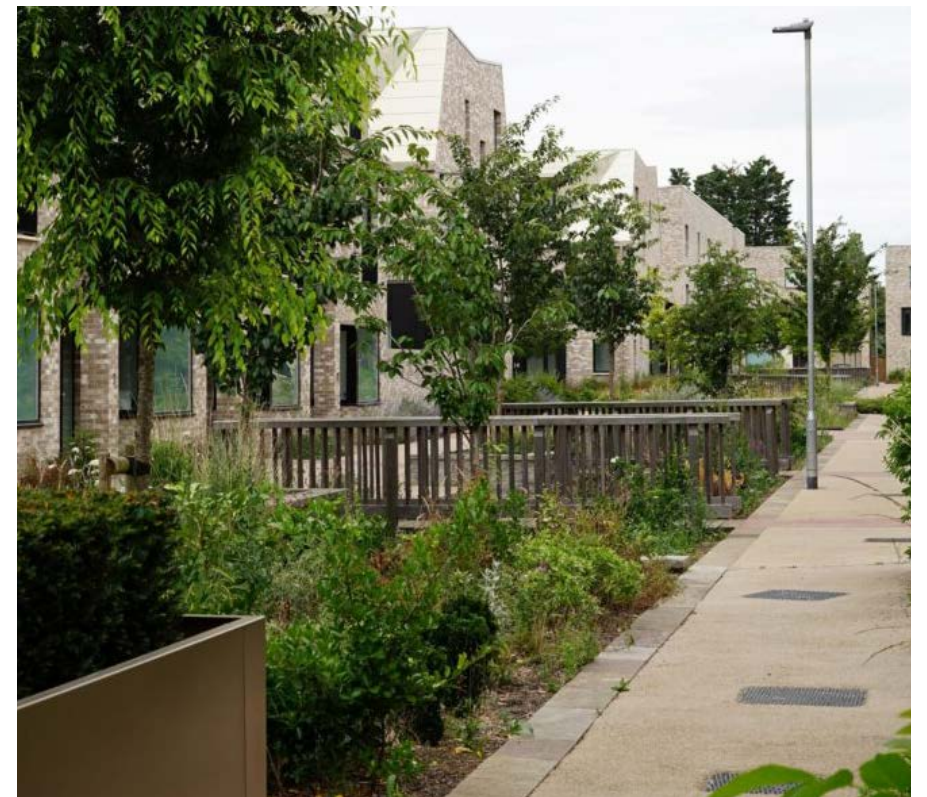


Fig. 5.21. Water management into the streetscape



Fig. 5.24. Boardwalk over water basin



Fig. 5.25. Multifunctional swale including play

Land Use

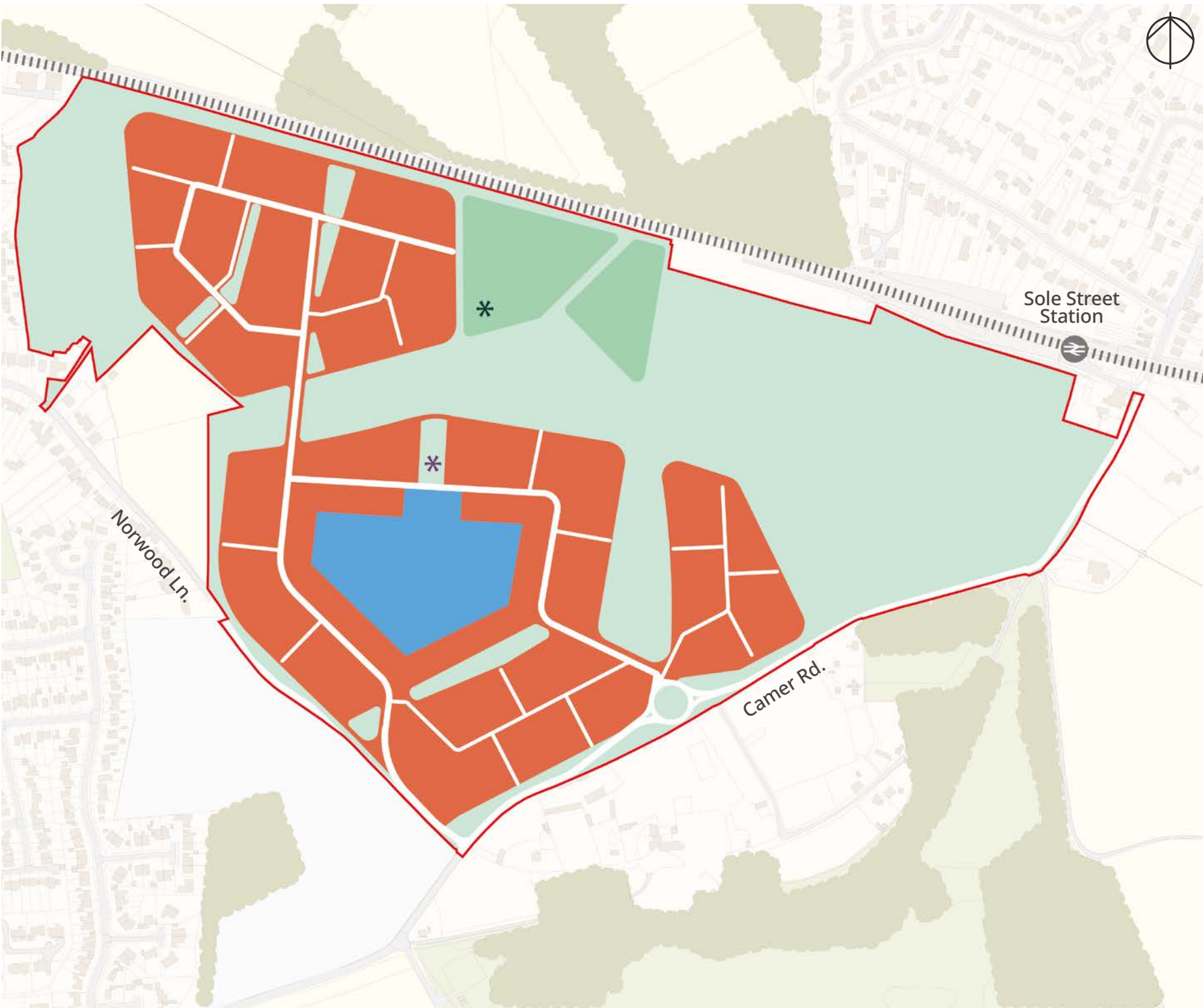
Residential parcels will be closely connected to green and blue infrastructure, ensuring every home enjoys convenient access to public open spaces. A diverse mix of housing types and densities across the development will cater to a broad range of demographics, with the proposed housing mix informed by local policy and market conditions.

At the heart of the development, land is safeguarded for a 2fe primary school, co-located with a local centre that has the potential to incorporate complementary commercial elements, such as a small shop, flexible workspace, or café, focused around a public space. Together, the local centre and adjoining open space will create opportunities for residents to meet, interact, and play.

These land uses within the Site allow for some internalised travel (i.e. to the school and local centre) reducing the need for travel outside of the Site for day-to-day services.

- Site Boundary
- Residential Parcels
- Public Open Space including all areas of hard and softscape, SuDs
- 2FE Primary School Site
- Sports Facilities
- Street Network
- General Location of Local Centre
- General Location of Club House

Fig. 5.26. Land Use Plan



Educational Provision

A dedicated site for a 2fe primary school has been provided within the masterplan to ensure that future educational needs can be met.

The area extends to approximately 2.2ha and has been selected as an appropriate and sustainable location within the Site. Its central position ensures that the school will be easily accessible to families across the masterplan area and can be designed in accordance with the Kent Design Guide and relevant education specifications.

While the detailed design will come forward at a later stage, the framework allows for a layout that can deliver a safe, inclusive and sustainable learning environment.



Fig. 5.27. Trumpington Meadows Primary Schools - main building and frontage integrated with the surrounding urban form and public realm.



Fig. 5.28. Ermine Street Church Academy strategically positioned to support active travel and integration with green infrastructure.



Fig. 5.29. A Play Street and public realm design to promote safe and engaging spaces for children in the local centre.

Density

The development will deliver an average density of approximately 40 dwellings per hectare (dph), with building heights typically ranging from between 2 and 2.5 storeys. Some 3 storey buildings are proposed around the railway line and local centre.

The scale and massing have been shaped through analysis of the surrounding context, ensuring a balanced transition between existing residential areas and landscape, and the new neighbourhoods. This approach supports a varied yet coherent townscape that integrates Meopham's established urban grain.

Housing density varies across the masterplan in response to location and setting. Higher densities are focused around the local centre, bus stops, and community facilities, while lower densities define the settlement edges and the landscape interface. This variation allows for a diverse mix of building typologies, providing visual interest and a distinctive character for each neighbourhood.

The masterplan identifies three density character zones, each defined by specific spatial qualities such as building height, plot size, amenity provision, parking arrangement, privacy, and daylight access. The accompanying table opposite summarises the key characteristics of each area.

Up to 35 dph	36 - 40 dph	Up to 50 dph
• Detached, semi-detached, short terraced • 2 storeys in height • Large private rear garden • 1+ parking on plot • Full daylight / sunlight access	• Semi-detached, terraced, low rise apartments • 2-3 storeys in height • Small back garden, communal garden space • 1+ parking on plot + communal car park • Full daylight / sunlight	• Terraced, low rise apartments • 3 storeys in height • Small back garden, communal garden space, large balcony / terrace • Communal car park +on-street parking • Full daylight / sunlight



Parking and Sustainable Travel

The development's approach to parking provision follows the principles set out in Kent County Council's Parking Standards (January 2025), which promote a balance between providing sufficient parking, supporting highway safety, and encouraging sustainable travel choices.

The standards recognise that travel behaviour, car ownership, and transport technologies are evolving, and that parking design must respond to changing needs, including electric vehicles and shared mobility options.

Parking is designed as an integral part of the development layout to ensure it is safe, convenient, and well-integrated within the public realm. Provision will meet the relevant adopted standards, with a mix of on-plot, on-street, and visitor parking to accommodate demand, while avoiding street congestion. Garages are not counted as formal parking spaces unless they meet the prescribed minimum dimensions and usability criteria. In line with best practice, unallocated and on-street parking will be used to maximise efficiency and flexibility.

Cycle and motorcycle parking are provided in accordance with council standards, ensuring secure, accessible, and well-located facilities to encourage active travel. Provision for electric vehicle charging will be incorporated throughout the development, with both active and passive charging points in line with Building Regulations Part S. Disabled parking spaces will be conveniently located, designed to inclusive mobility standards, and clearly marked and managed.

Overall, the parking and movement strategy supports a safe and efficient transport network that prioritises walking, cycling, and public transport, while ensuring practical provision for residents, visitors, and service vehicles.



Fig. 5.30. House with integrated parking



Fig. 5.31. Dynamic streetscape with clearly defined parking

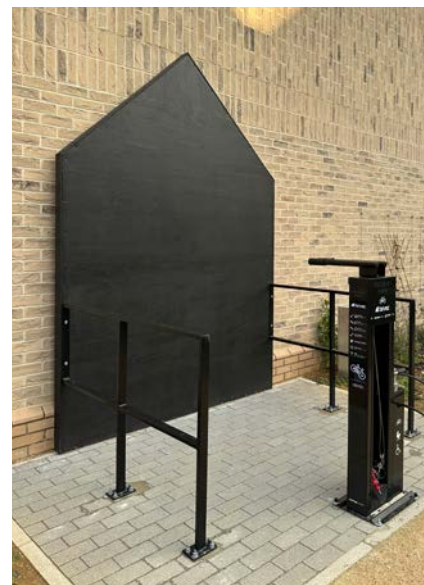


Fig. 5.32. Bike mechanic point



Fig. 5.33. EV charging point



Fig. 5.34. Sheltered cycle storage at key spaces such as local centre

Height

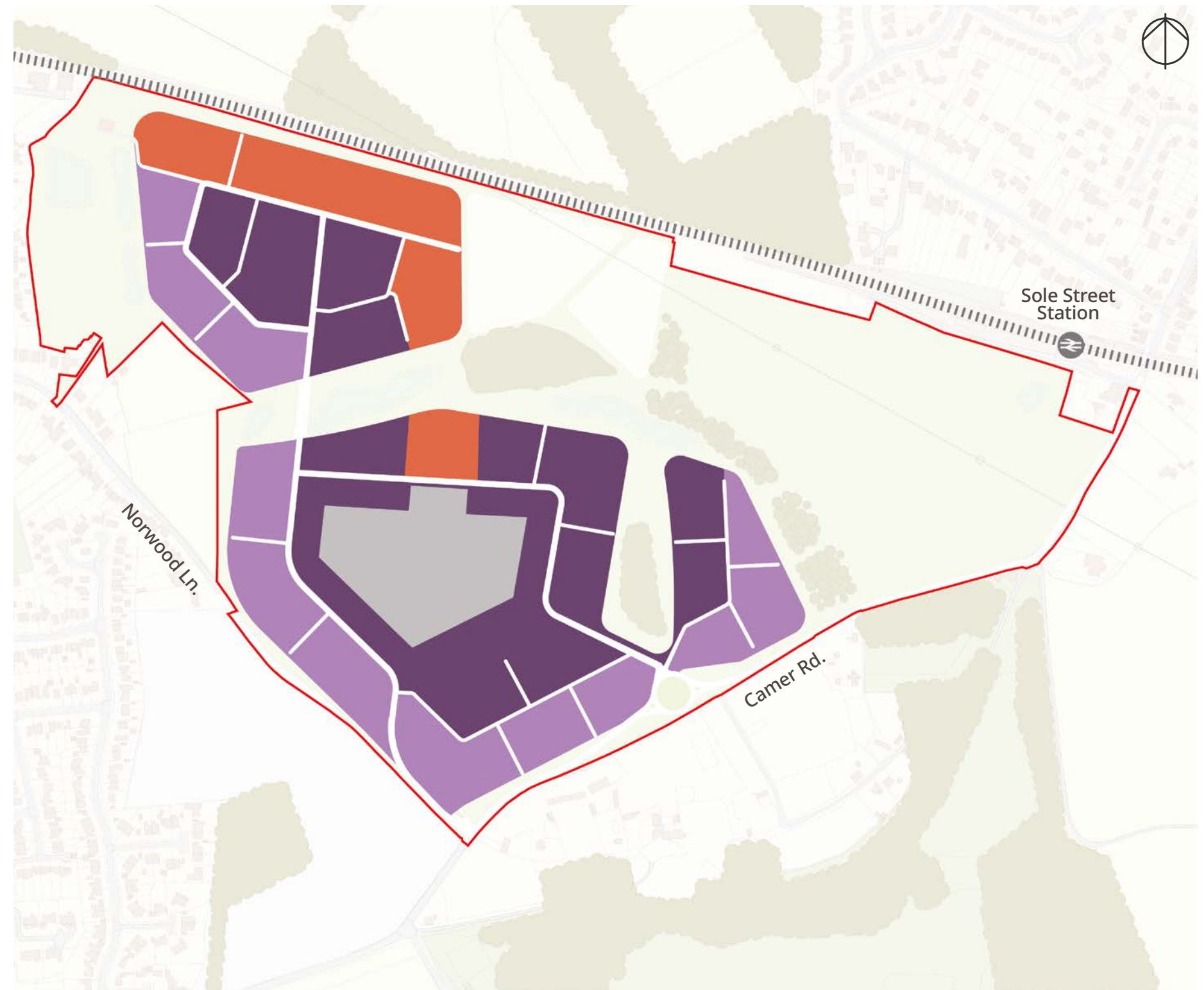
The design approach for the Site incorporates a range of building heights, ensuring a sensitive response to the surrounding context, particularly at the southern boundary with the Kent Downs National Landscape.

The plan opposite illustrates the spatial distribution of height across the masterplan. Key aspects of the design include:

- Variation in building height is used to create a legible townscape and to contribute to the identity and character of key locations.
- Building heights are lower along the western and southern edge of the Site, responding to the surrounding context and its location closer to the Kent Downs National Landscape.
- A limited zone of up to 3 storeys is located next to the local centre and along the railway line on the northern edge, providing visual markers and feature buildings to frame key vistas and spaces.
- A zone of buildings up to 2 storeys is proposed from the primary access and along the southern boundary, establishing a soft townscape.
- The inner areas of the masterplan accommodate buildings of up to 2.5 storeys, creating a balanced transition, while also create a sense of arrival to the Masterplan.

-  Site Boundary
-  Up to 2 Storeys, no more than 9m
-  Up to 2.5 storeys, no more than 12m
-  Up to 3 storeys, no more than 14m
-  Non-residential buildings, Primary School, equivalent to 3 residential storeys, no more than 14m

Fig. 5.35. Building Height Plan



Visual Assessment

The accompanying Landscape and Visual Impact Assessment (LVIA) identifies the Site as gently undulating arable land on the edge of Hook Green and Sole Street, with visibility largely confined to nearby properties and local Public Right of Way. Middle and long distance views are mostly screened by vegetation and landform, and while the Kent Downs National Landscape adjoins the eastern boundary, visibility from it is very limited.

The proposed scheme follows a landscape-led approach, retaining existing woodland, creating a substantial eastern parkland area, and establishing a central green spine incorporating the PRoW (no. NS192), SuDS and new planting.

Although some noticeable effects may occur during construction and the early operation for close range receptors, these will reduce significantly as planting matures. By Year 15, most effects will be minor or negligible.

The development provides long-term benefits through enhanced green infrastructure, improved public access, and a strengthened settlement edge.



Fig. 5.36. **Winter 2025 - View east towards the Site from PRoW no.NS250**



Fig. 5.37. **Summer 2025 - View east from PRoW no.NS192 within the Site**



Fig. 5.38. **Winter 2025 - View east from PRoW no.NS192 within Site**

Active Travel

The overarching vision and transport strategy for the proposed development is to encourage and prioritise active travel as a realistic primary mode of transport for shorter, everyday trips that are safe and accessible for all.

Given the Site's proximity to rail services, local amenities and bus services (all within a 20 minute walk) and parks and open spaces, there is significant potential to encourage sustainable travel patterns. The land uses within the Site also allow for some internalised travel (i.e. to the local centre and primary school) reducing the need for travel outside of the Site.

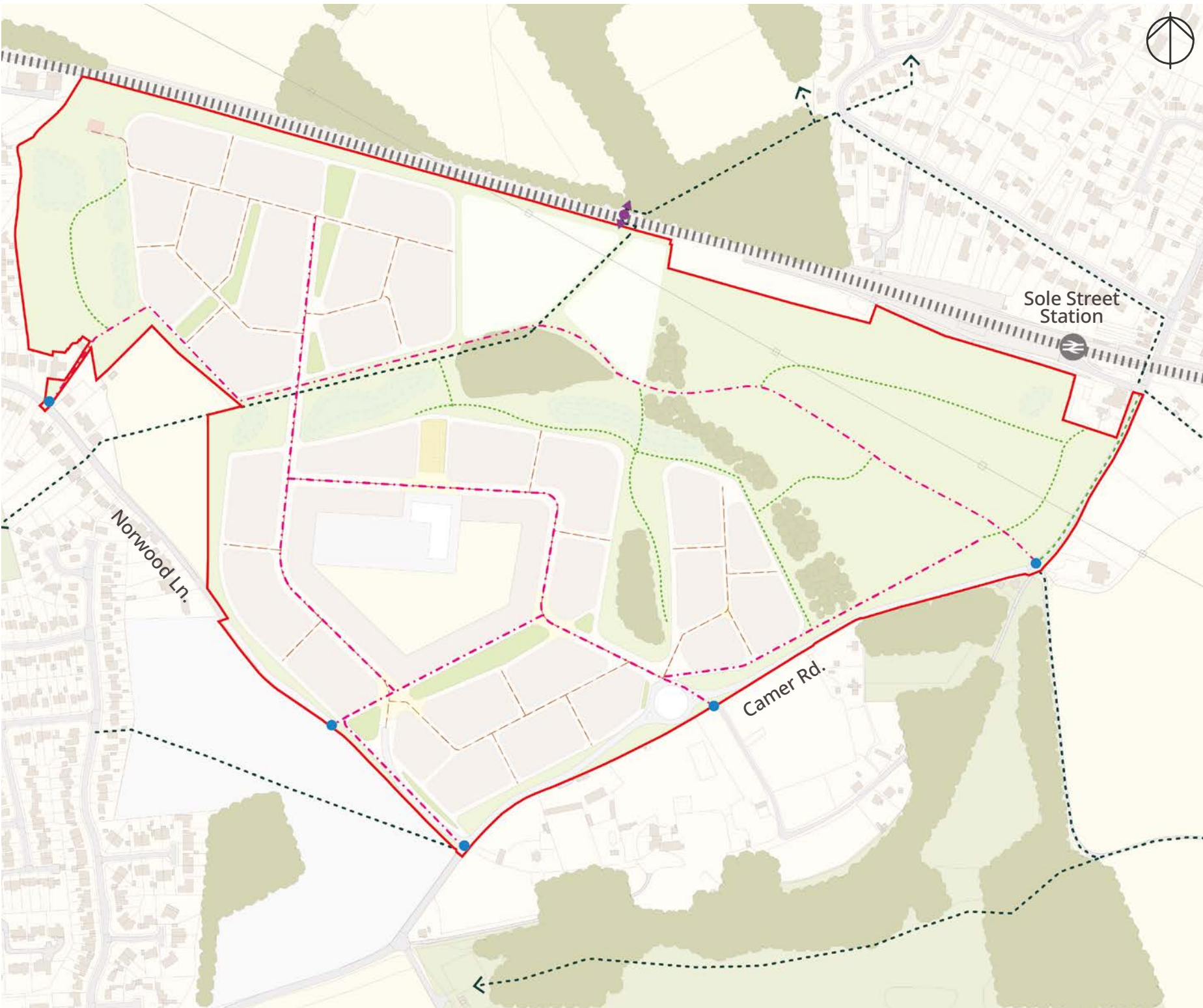
The main active travel route will follow the Primary Bus Loop and Primary Street, designed as a tree-lined corridor to aid wayfinding and create a clear, legible structure. The wider street network will provide a safe and comfortable environment for walking and cycling, supported by a series of shared-surface areas where pedestrians and cyclists are prioritised, promoting low-speed and considerate movement.

From the primary street, a network of pedestrian and cycle links will extend into the Site, offering direct connections to leisure routes within open spaces and improving access to green infrastructure.

The existing Public Rights of Way (PRoW) network within the Site will be retained and enhanced to integrate with the new movement framework.

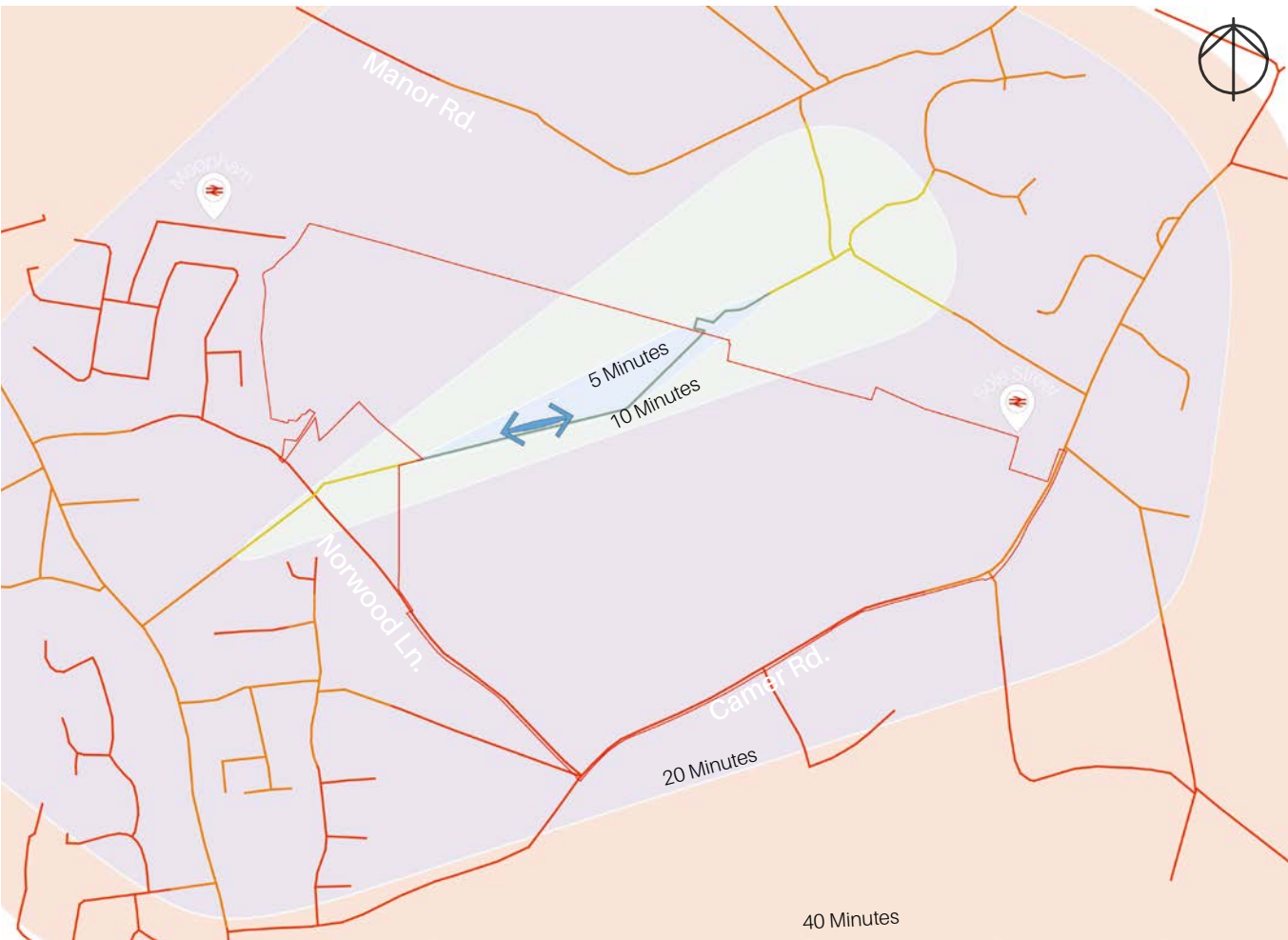
- Site Boundary
- Active Travel Route
- Public Right of Way
- Footpath
- People-friendly Streets
- Active Travel Access Points
- Pedestrian Railway Bridge

Fig. 5.39. Pedestrian & Active Travel Plan



Pedestrian Accessibility

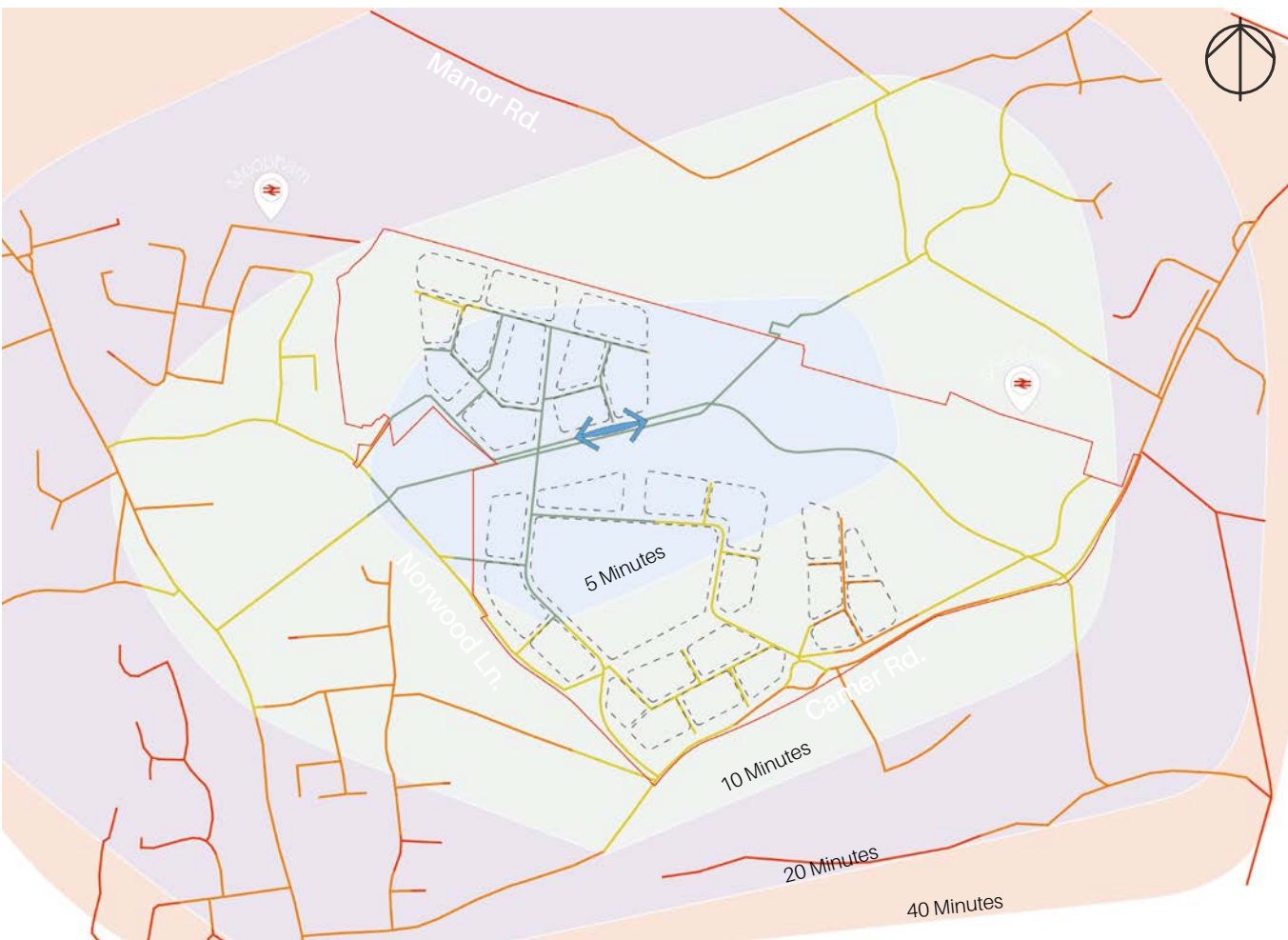
Fig. 5.40. Existing Pedestrian Accessibility



The existing and proposed pedestrian mobility networks were analysed alongside each other to illustrate how the proposed development uplifts pedestrian movement in and around the Site. An analysis of the pedestrian network was undertaken to create isochrones around each existing and proposed street. The four colours on the above plan represent a distance, which is related to a walking time. The colours on the routes show how long any segment may take to walk, the background colour is illustrative to show overall walking radii. This methodology gives a more accurate reading of how long it may take an average pedestrian to walk any given route. A shared centre point was used, located along the existing Public Right of Way that cuts through the site.

In the existing road network, the Site is traversable in 5-10 minutes, but much of the surroundings remain a longer walk. The same analysis when run on the proposed road network shows a significant increase in pedestrian accessibility, the 5 and 10 minute walking radii are considerably expanded offering a greater level of pedestrian access to key destinations in and around the Site, including deep into Hook Green and Sole Street. In the proposed development, Meopham Station is within a 20 minute walk while Sole Street Station is a 10 minute walk from most of the Site.

Fig. 5.41. Proposed Pedestrian Accessibility



- Site Boundary
- 400m/0-5min walk
- 800m/5-10 min walk
- 1200m/10-20 min walk
- 2400m/20-40 min walk
- Origin Point

Proposed Access

The primary Site access will be provided directly from Camer round via a new, three arm priority-controlled roundabout. This will act as a gateway feature for trips entering from the east, clearly defining the arrival at the Site and maintaining lower vehicle speeds along Camer Road. This junction realigns Camer Road into the Site to provide the required alignment offset.

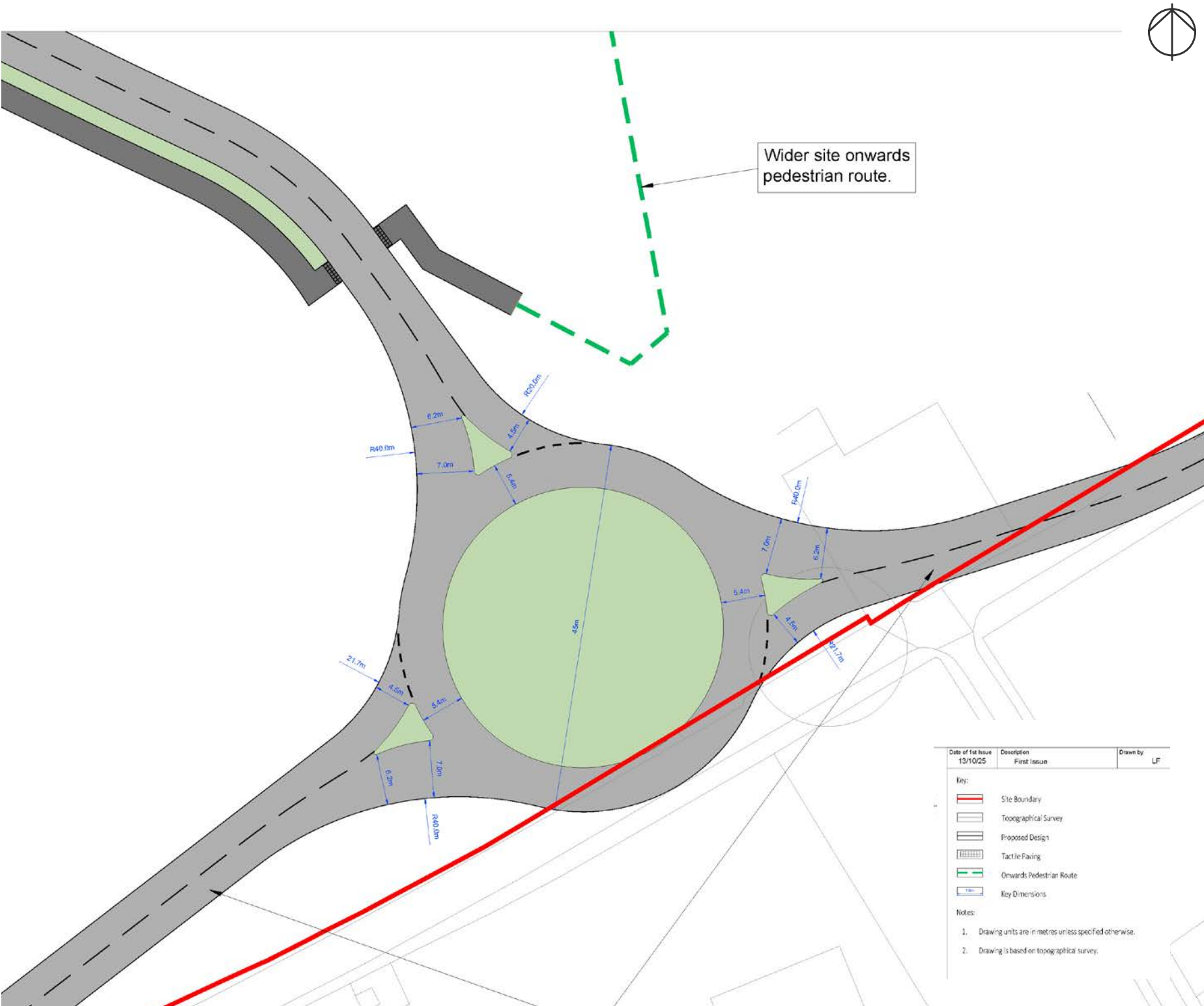
This junction will serve all vehicular traffic to and from the development, affording priority access into the Site for buses turning right over the eastbound traffic. It also ensures left-turning buses egressing the Site will have improved gap seeking opportunities

At the western extent of the Site, a new sustainable access will be provided to connect the residential dwellings and primary school with the existing residential catchment areas to the west and east. This route will also provide a sustainable route to Meopham Rail Station for those commuting to and from work by rail.



Fig. 5.42. Access Key Plan

Fig. 5.43. Access Proposals at Camer Road



Updates to Norwood Lane

The proposals will restrict private vehicular traffic along the southern extent of Norwood Lane, preventing through-traffic from leaving the Site and heading north towards the A2.

In its place, a bus and emergency access only route will provide a route into and out of the Site. North of this bus corridor along Norwood Lane, the proposals will create a sustainable travel corridor for pedestrians and cyclists between Camer Road to the south and the southern-most existing residential property on Norwood Lane. The junction between Norwood Lane and Camer Road will be widened, with improved visibility to ensure bus access is fully supported and that it does not create new safety concerns for users of these routes.

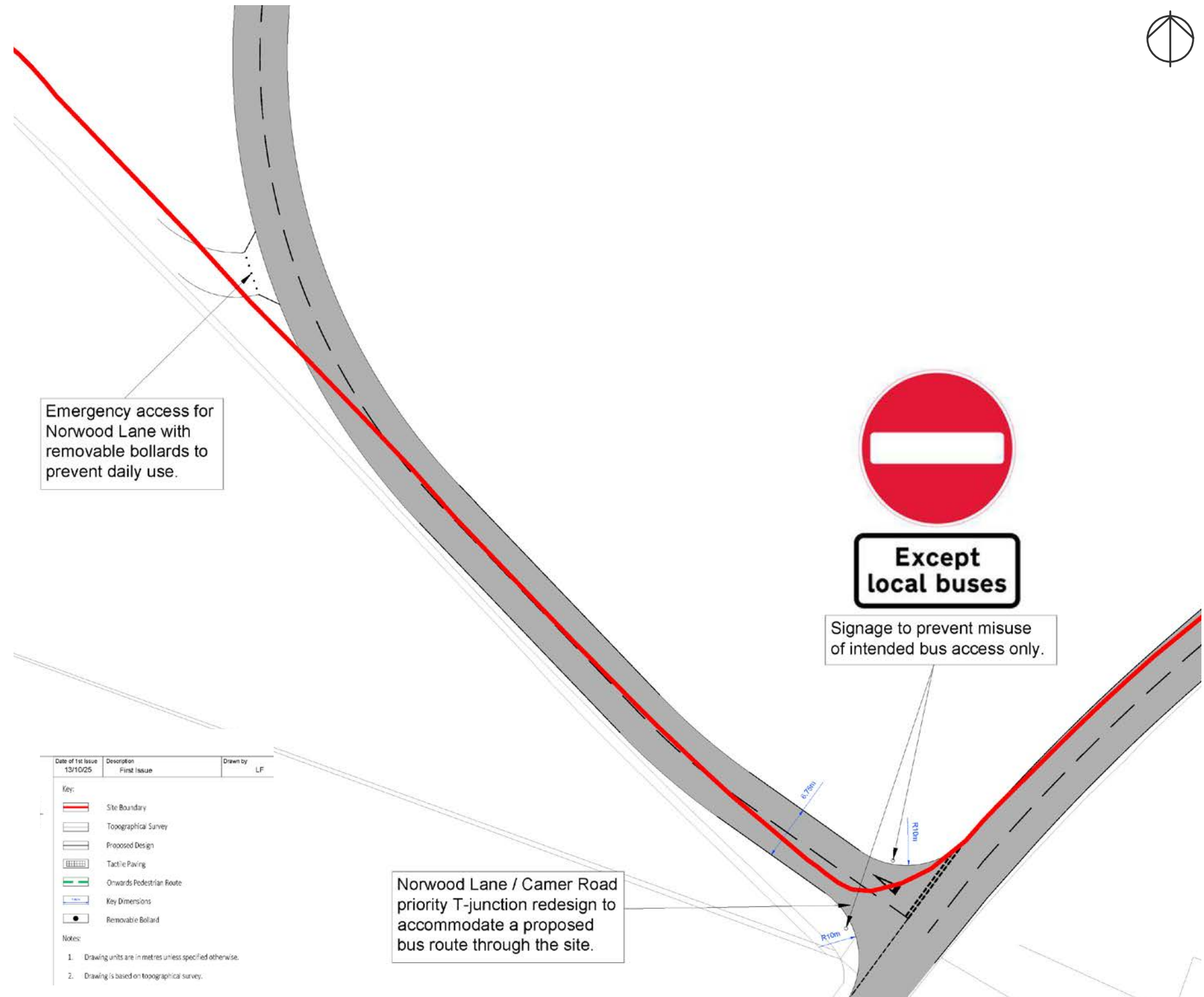
A dedicated active travel route will also be created from Norwood Lane into the Site, providing access to the local centre and links to the residential areas across the development, as well as the proposed footway on Camer Road.

A turning head and restricted access will ensure existing residents on Norwood Lane can still access their properties, whilst removing unnecessary vehicle trips along the narrow road. This removal of through traffic will also fully support the sustainable travel aspirations of the Site and encourage modal shift.



Fig. 5.44. **Access Key Plan**

Fig. 5.45. Access Proposals at Norwood Lane



Public Transport

The proposed bus route will follow the Primary Bus Loop through the Site, entering from Camer Road and continuing towards Norwood Lane. This alignment will ensure that bus services are fully integrated into the transport network from the outset and are easily accessible for future residents.

The nearest bus stops to the Site are located on Camer Road to the south, within a short walking distance of the primary access. These stops are served by local routes providing regular connections towards Meopham village centre, Gravesend and the wider transport network, with services typically running 2–3 times per hour in each direction.

The internal street layout of the Site has been designed to accommodate bus movements, with the ambition that existing services could be extended to loop through the development in the future, subject to discussions with bus operators.

A new bus stop is proposed along the route, positioned centrally to the development, so that every home is approximately a five-minute walk away. This will encourage residents to choose public transport by providing convenient access and reducing reliance on private car travel.

In addition, Meopham railway station is located approximately 600m to the west of the Site and provides direct rail connections towards London Victoria and the Kent coast. Sole Street station, located 500m to the east, offers further rail connections towards London and Medway. Both significantly enhance the Site's sustainable travel offer.

- Site Boundary

Existing Bus Route

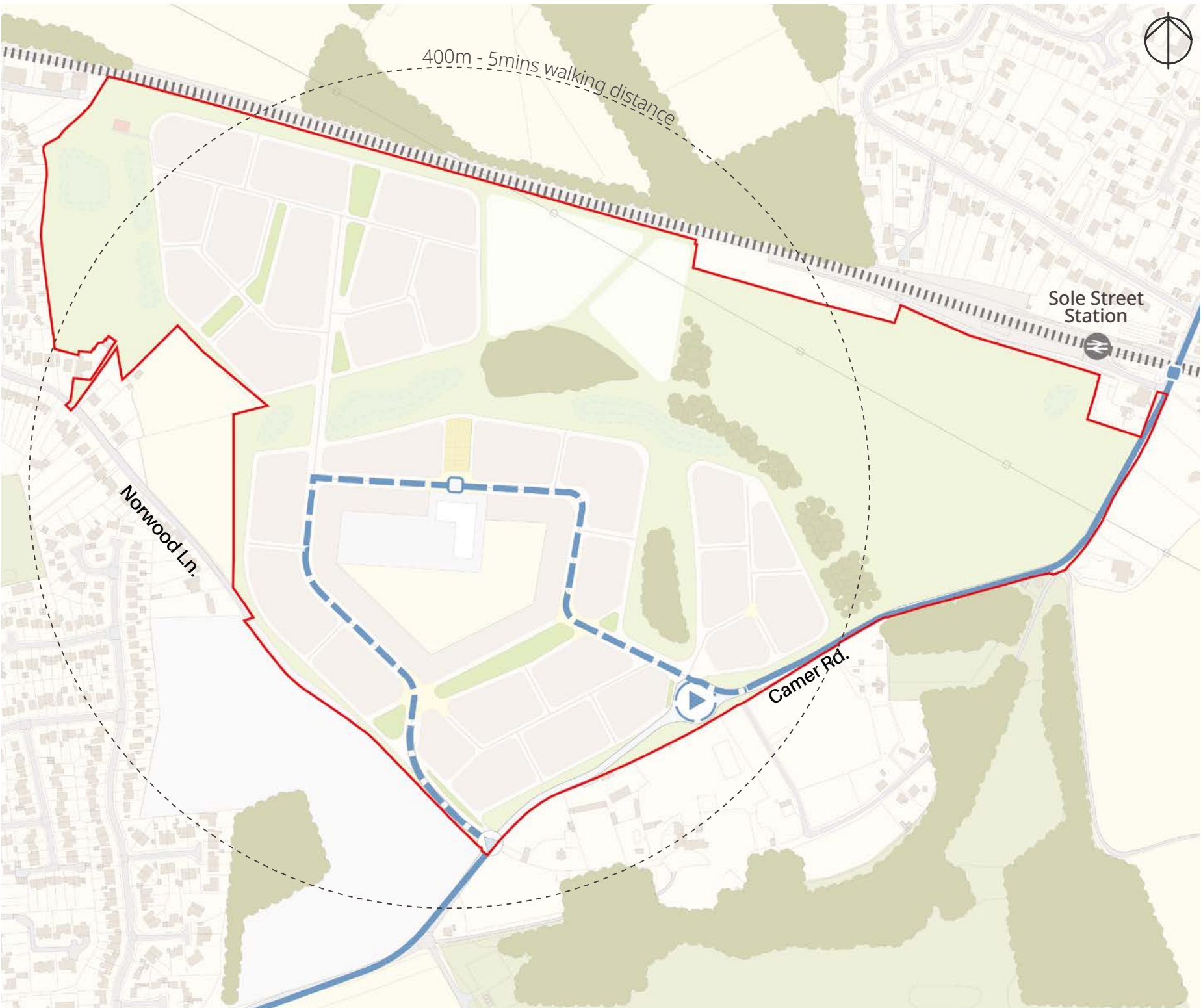
Existing Bus Stop

Bus Diversion

Proposed Bus Stop
- Site Access

Proposed Access Junction

Fig. 5.46. Public Transport Plan



Vehicular Movement

The primary vehicular access to the Site will be provided from Camer Road via a newly constructed roundabout. To enhance safety and improve the quality of arrival, a section of Camer Road will be realigned to support more efficient traffic flow and reduce vehicle speeds. The new roundabout will also form the connection to the Primary Bus Loop, which establishes the main structural route through the development, enabling active frontages and creating a series of engaging, well-designed street scenes.

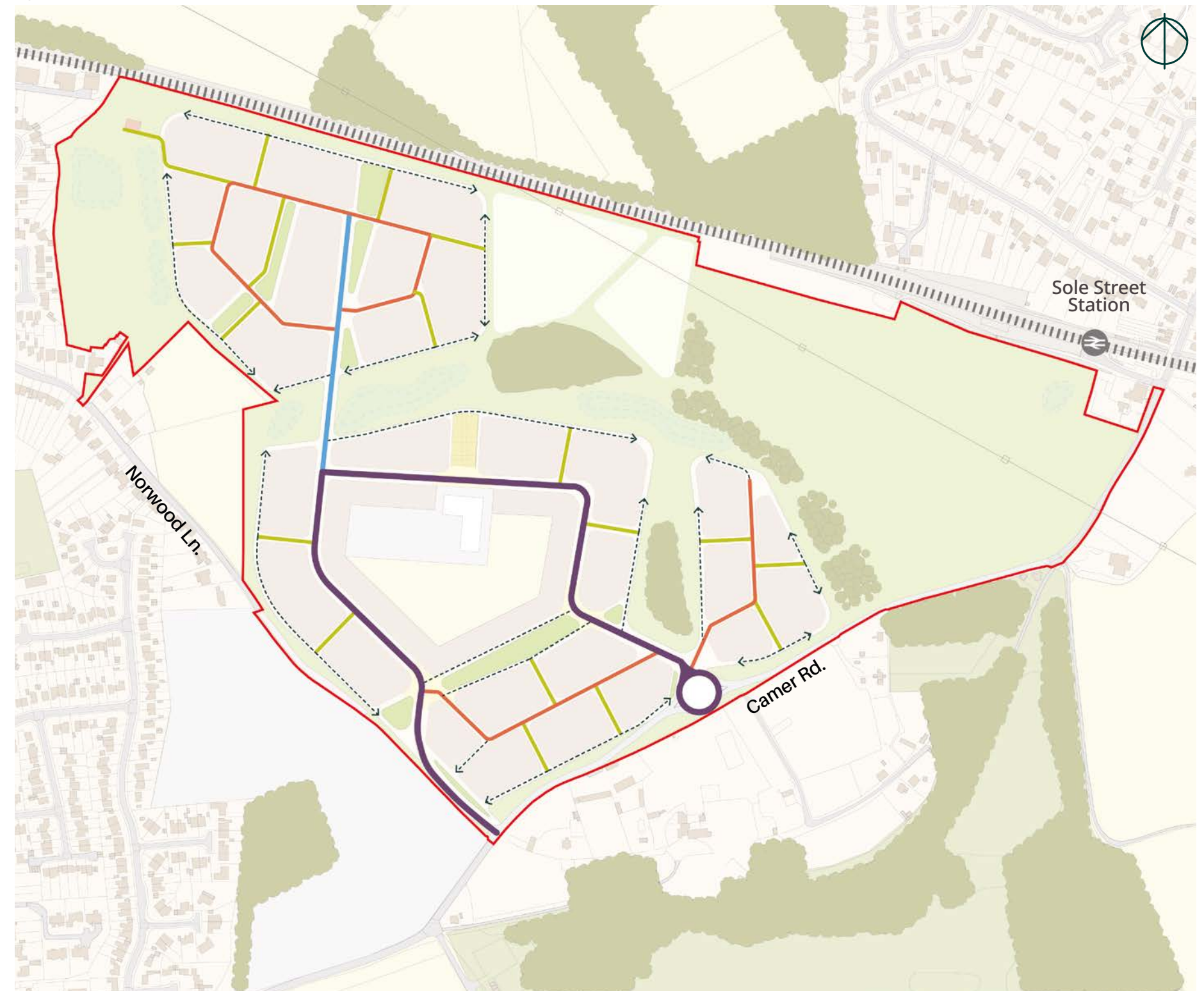
The northern part of the Site will be accessed by a Primary Street extending northwards from the Primary Bus Loop. This route will continue the wider active travel network, while omitting the bus element to reflect its local function.

The remaining street network is arranged as a clear hierarchy of secondary streets, tertiary streets, and lanes or mews along the Site's edges, supporting an outward looking development form.

Collectively, these routes are designed to not only facilitate movement but also to reinforce a distinct sense of place and contribute positively to the overall character and legibility of the development.

-  Site Boundary
-  Primary Bus Loop
-  Primary Street
-  Secondary Street
-  Tertiary Street
-  Lanes/Mews

Fig. 5.47. Vehicular Movement Plan



Street Sections

The character of the street network has been informed by a coordinated approach to access, drainage, landscape and lighting, ensuring an integrated and high-quality public realm.

The Primary Bus Loop forms the principal movement corridor, bringing together different modes of transport and promoting sustainable travel as the preferred choice. Its alignment, landscape treatment, carriageway width and building interfaces have been carefully designed to support strong placemaking, provide clear and legible routes to key destinations, and create an attractive, people-focused environment. The Loop will vary in form along its length, incorporating incidental public spaces and a dedicated school zone to reinforce pedestrian priority around the primary school and local centre.

The Primary Street will continue the character of the Loop northwards, providing direct and convenient connections through a slightly quieter setting. This route will pass through a series of landscaped areas, including wetland features, before serving the northern parcel.

Secondary and Tertiary Streets will introduce local variation and traffic calming through measures such as carriageway deflections, pinch points, and build-outs accommodating specimen trees or on-street parking. A combination of on- and off-street parking will support a balanced and visually coherent streetscape. Further traffic-calming features, including surface material changes, subtle width variations, and landscape elements, will be incorporated at the detailed design stage. All junctions will be raised to footway level and finished with high-quality blockwork to reinforce pedestrian priority.

Mews streets will operate as shared-surface environments where vehicles and pedestrians occupy the same space at low speeds, while Lanes will be located alongside green corridors and public open spaces, providing softer, landscape-led routes with a more intimate character.

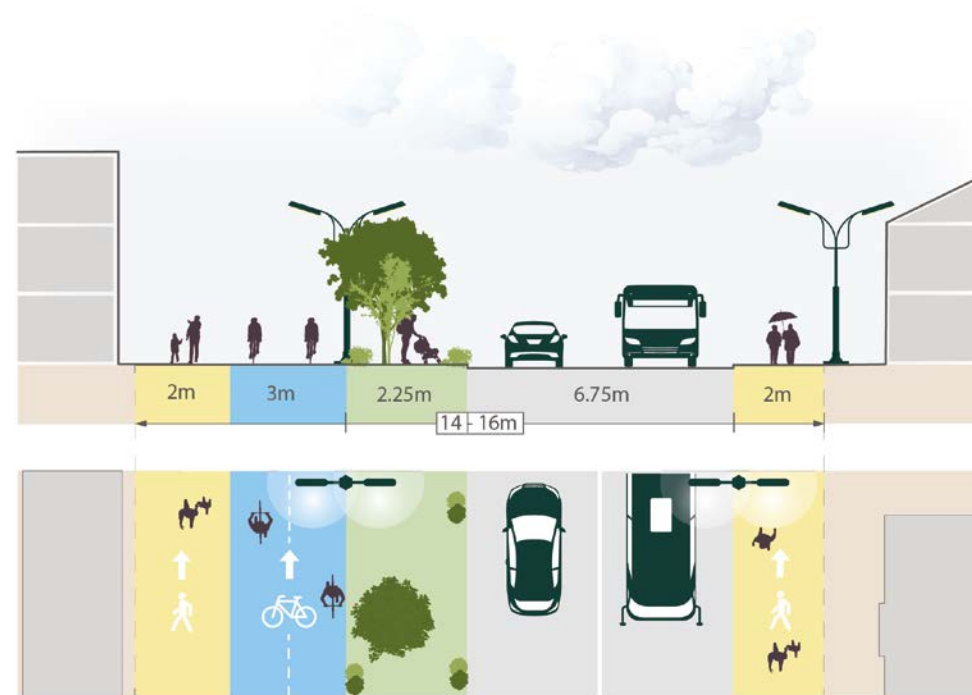


Fig. 5.48. Primary Bus Loop

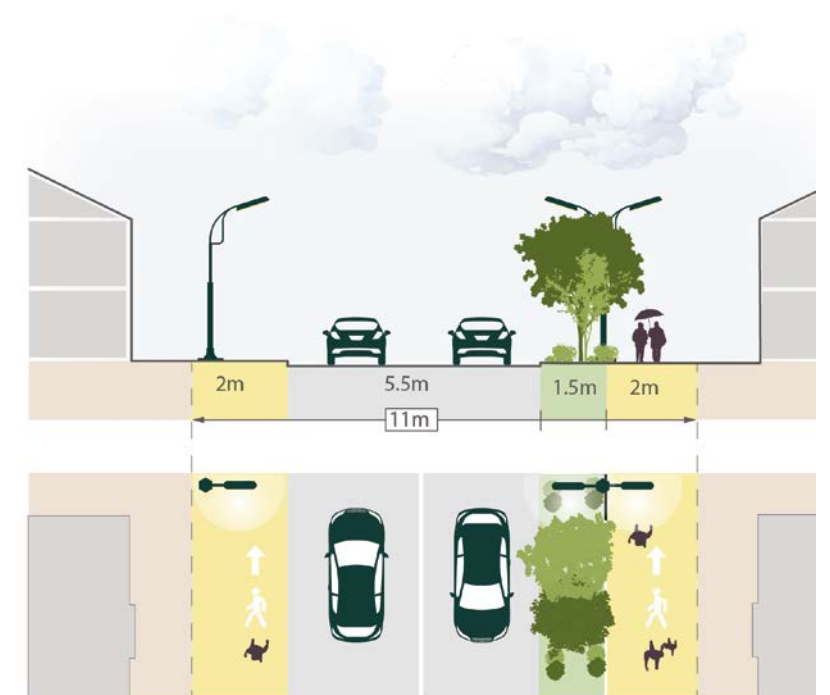


Fig. 5.49. Secondary Street / Tertiary Street

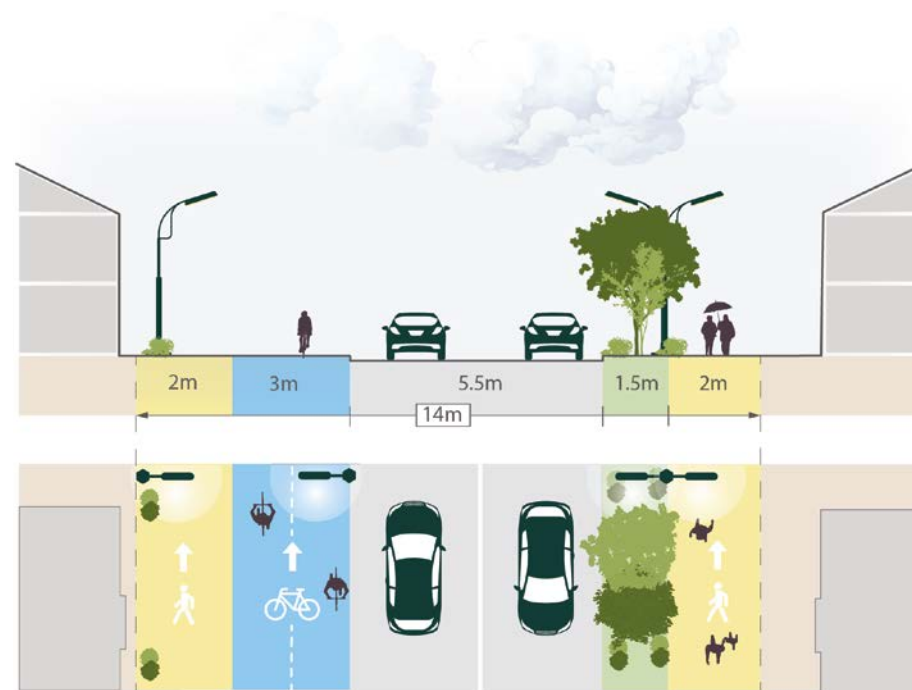


Fig. 5.50. Primary Street

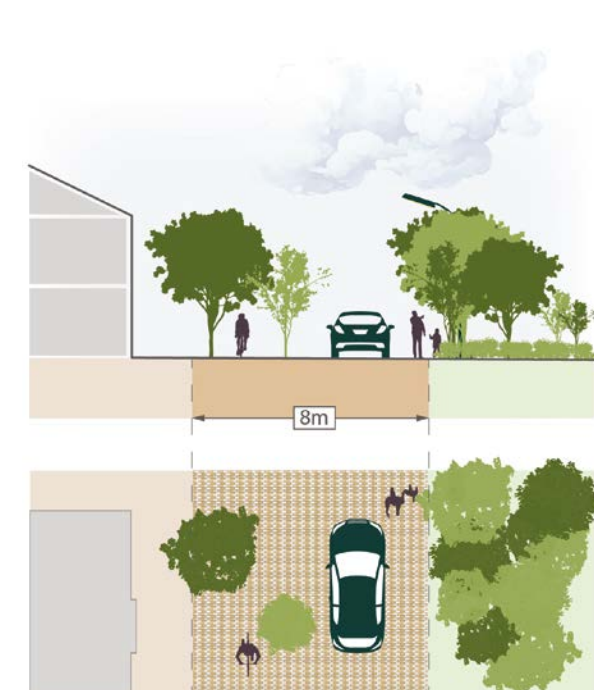


Fig. 5.51. Mews / Lane

Lighting Strategy

The lighting strategy for the Site will need to carefully balance the need to provide a safe and welcoming night-time environment for users, while minimising light spill and potential impacts on the surrounding landscape, particularly the Kent Downs National Landscape to the southeast.

To maintain a sense of safety, lighting design should refer to the “Lighting Against Crime” guidelines. This advocates for providing the appropriate amount of light to suit environmental conditions, ensuring uniform illumination.

Other important aspects of lighting design will be developed at the reserved matters stage. The lighting strategy should emphasise sustainable, effective, and practical lighting measures, with the understanding that lighting is intended to serve users of the Site. Available guidance includes:

- The Reduction of Obtrusive Lighting
- The Application of Lighting in Conflict Areas on the Highway
- The Class and Quality of Street Lighting
- Invest to Save – Sustainable Street Lighting.

The consideration of dark skies will also need to factor in to any detailed design considerations in order to minimise any impacts on the rural environment that surrounds the Site including the need to support ecology and wildlife. Solutions should be implemented to minimise horizontal and vertical light spill onto these natural features. Consideration should also be given to ensure there is a distinction between areas allocated for recreation and the more natural and sensitive areas.



Fig. 5.52. Well lit leisure route for a safe and welcoming environment

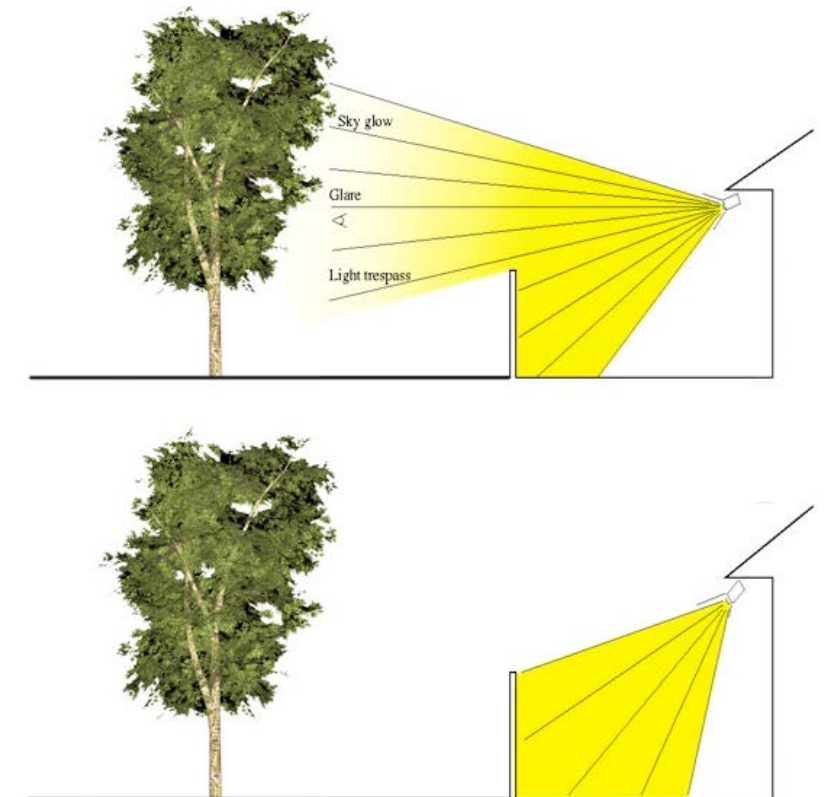


Fig. 5.54. Diffused lighting used to support dark corridors



Fig. 5.53. Lighting integrated with the landscape

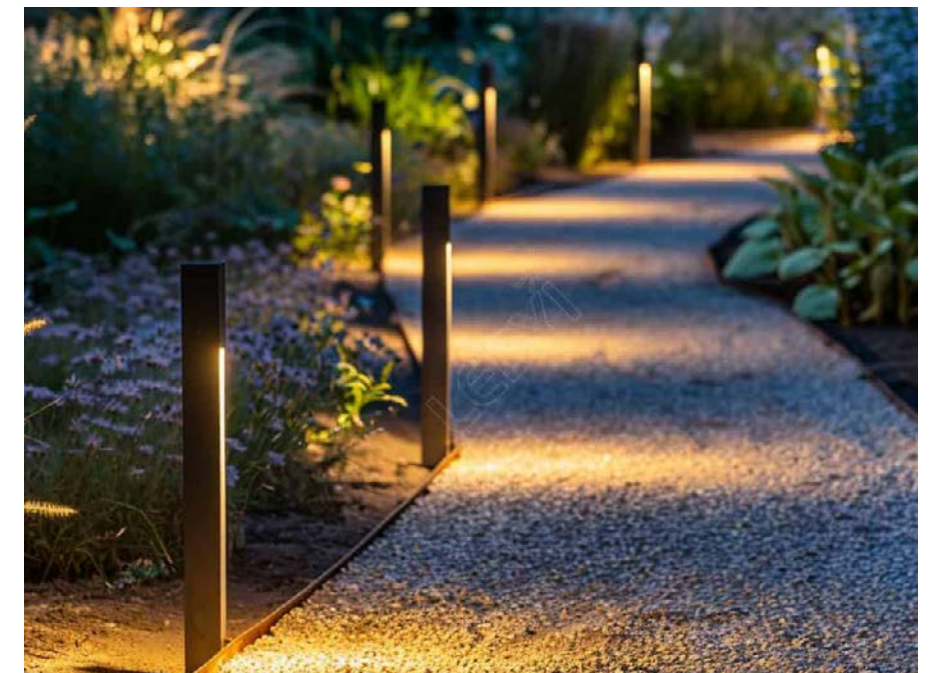


Fig. 5.55. Well lit leisure routes featuring low-level column lighting