

DESIGN CONCEPT STUDY

The key areas to be covered within this section are:

- 3.1 Design Brief
- 3.2 Architectural Typology Precedents
- 3.3 Locally Approved Developments
- 3.4 Constraints and Opportunities
- 3.5 Site Planning History

THE PURPOSE OF DESIGN CONCEPT STRATEGY

This section will explore the client brief and key local precedents which will influence the scheme alongside a review of the context through a local character appraisal.

In order to provide a high quality development that responds to the site context, the local authority's design policy and scale of the surrounding area have been taken into consideration and used to evolve the design.

The design brief set out by the client is to include:-

- Realisation of a **new build C2 use care facility development and provision for rehabilitation apartments** upon the site.
- Compatible architecture upon a **contemporary** form and context.
- Design to reflect the **topography** of the site setting.
- Care Facility to accommodate up to **60 en-suite residential bedrooms** and associated amenity spaces, inside and outside the building footprint.
- Care Facility wings to operate separately with a distribution of **12 bedrooms per wing, each with associated amenity spaces.**
- Rehabilitation facility to accommodate **6 rehabilitation apartments** and associated amenity spaces, inside and outside building footprint.
- Development to provide on site kitchens, laundry and other associated staff/management areas. In addition to communal facilities and **landscaped outdoor spaces for residents.**
- Building form to remain **sympathetic to the existing context and on site and off site trees.**
- The Architecture is to embrace the policy requirements of **Gravesham Borough Council.**



LITTLE FURZE CARE HOME, SOUTH OXHEY

- Lower ground floor level
- Flat roof
- 2/3 storey form



POETS MEW CARE HOME, CLEVEDON

- Flat roof
- Projecting bays
- Materiality



CHESTNUT GARDENS CARE HOME, PURLEY

- Lower ground floor level
- Lower ground floor amenity garden



ALSTON HOUSE CARE HOME, EASTLEIGH

- Flat roof
- Recessed upper storey

3.2 Architectural Typology Precedents



01 - CGI RENDER OF 75 BED CARE HOME



02 - PROPOSED SITE PLAN

LOCALLY APPROVED DEVELOPMENTS

Planning Application Summary on locally approved developments:

Application Ref. 20221251

Address: Site Of Battle Of Britain, Coldharbour Road, Northfleet, Gravesend, Kent.

Proposal: Construction of a 75 bed care home (within Class C2) associated parking (27 spaces), access, drainage, boundary treatments, landscape and other associated works.

Status: Application Permitted

Decision Issued Date: 14 June 2023



SITE LOCATION WITH ADJACENT DEVELOPMENT INDICATED



03 - CGI RENDER OF 75 BED CARE HOME

3.3 Locally Approved Developments



01 - GOOGLE EARTH AERIAL OF CONSTRUCTION SITE



02 - SITE PLAN OF PROPOSED RESIDENTIAL DWELLINGS

LOCALLY APPROVED DEVELOPMENTS

Planning Application Summary on locally approved developments:

Application Ref. 20171245

Address: Site Of Battle Of Britain, Coldharbour Road, Northfleet, Gravesend, Kent.

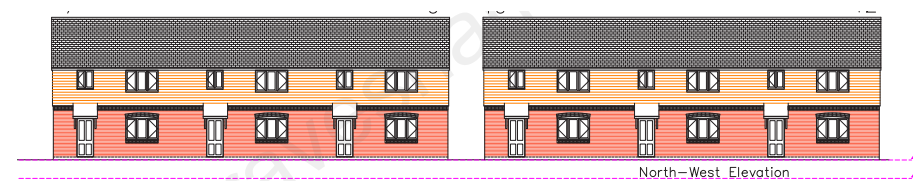
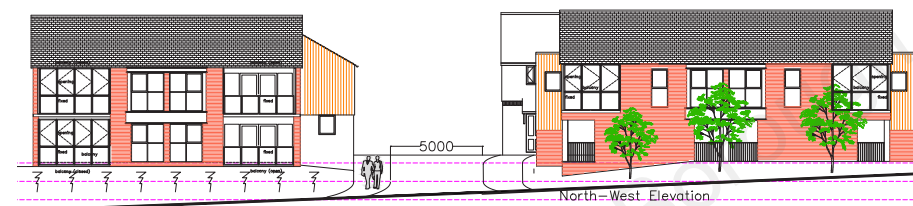
Proposal: Construction of 20 residential units comprising 6 x three bedroom houses; 9 x two bedroom flats; and 5 x one bedroom flats; laying out of access road, provision of 32 car parking spaces, refuse and cycle storage, private and communal gardens, and construction of vehicular access onto New House Lane.

Status: Application Permitted

Decision Issued Date: 9th December 2020



SITE LOCATION WITH ADJACENT DEVELOPMENT INDICATED



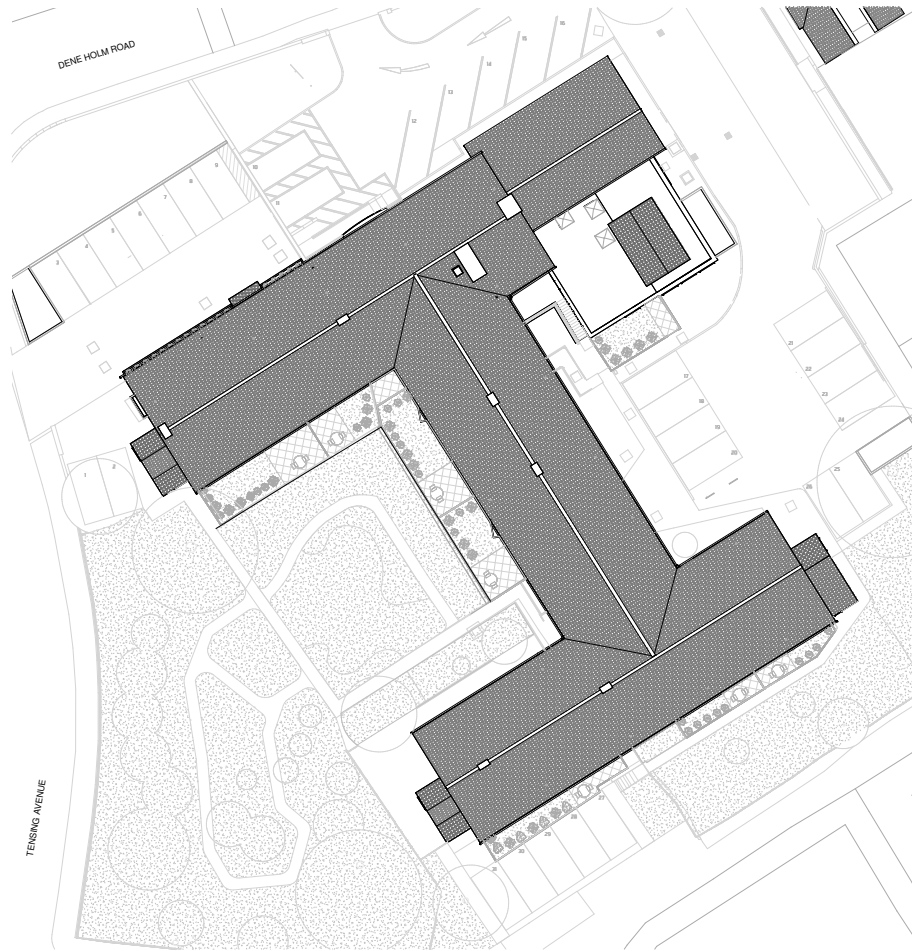
03 - ELEVATIONS OF PROPOSED RESIDENTIAL DWELLINGS

3.3.1 Locally Approved Developments



KEY:											
	SITE BOUNDARY SITE AREA = 1.15 ACRES / 0.47 HECTARES		EXISTING 2.5 STOREY BUILDING		EXISTING VEGETATION / TREES		EXISTING LAMP POST		STRONG TREE SCREENING FROM SITE		KEY BUILDING FRONTAGES
	EXISTING 1 STOREY BUILDING		EXISTING RAISED EXTERNAL WALKWAY		LOWER GROUND ACCESS		EXISTING BUS STOP		PRIVATE VIEWS INTO SITE		21M OFFSET FROM ADJACENT BUILDINGS (GRAVERSHAM SPG2)
	EXISTING 1 STOREY BUILDING		EXISTING HARDSTANDING		EXISTING SUB STATION		EXISTING COMMS UNIT		PUBLIC VIEWS INTO SITE		26M OFFSET FROM ADJACENT BUILDINGS WITH PRIVATE GARDENS FACING SITE (GRAVERSHAM SPG2)
	EXISTING 2 STOREY BUILDING		EXISTING ACCESS TO PARKING OFF-SITE TO BE RETAINED - POTENTIAL RIGHT OF WAY TO BE ASCERTAINED		EXISTING RAMP		SUN PATH		ROAD DIRECTION		GRADIENT
	EXISTING 2 STOREY WITH LOWER GROUND ACCESS		AREA ON ALTERNATIVE TITLE PLANS AS PER DEEDS - TO BE CONFIRMED								

3.4 Constraints and Opportunities



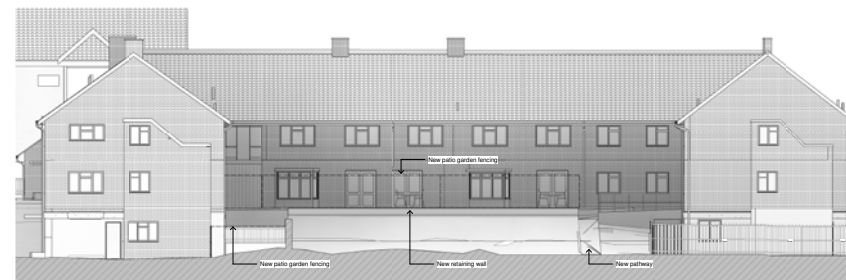
01 - PROPOSED SITE PLAN



South Elevation



North Elevation

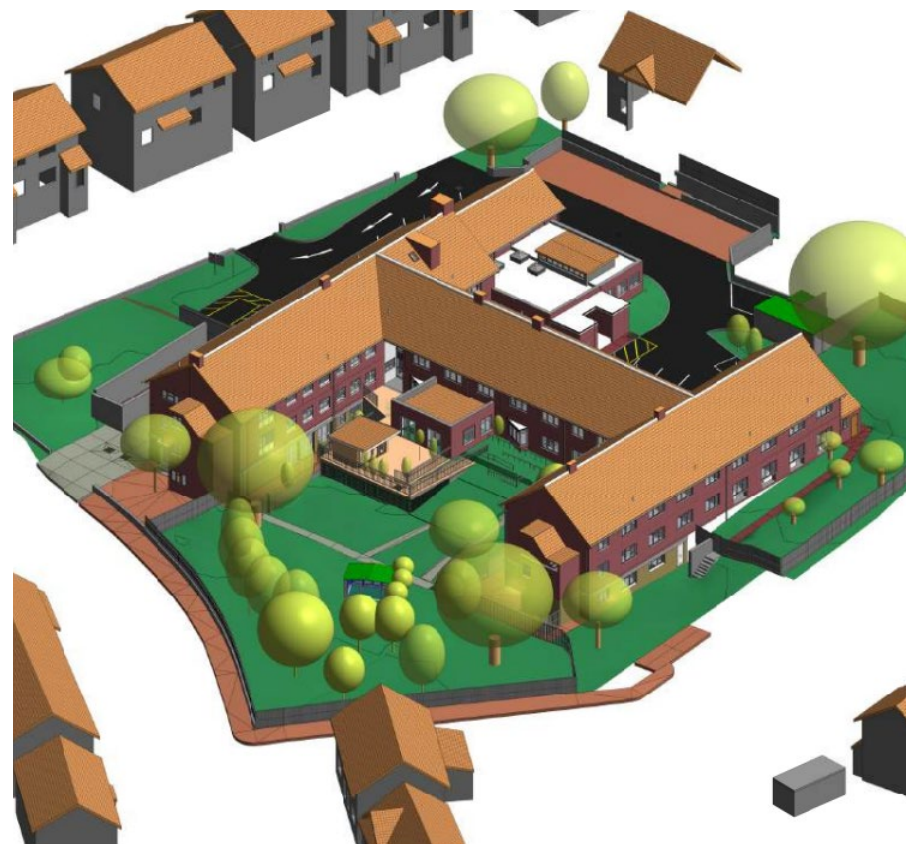


West Elevation

02 - PROPOSED ELEVATIONS



03 - PROPOSED GROUND FLOOR PLAN



04 - PROPOSED 3D MODEL

SITE PLANNING HISTORY

Planning Application Summary of developments on the Site:

Application Ref. 20241109

Address: Dene Holm House, Dene Holm Road, Northfleet, Gravesend, Kent, DA11 8JY

Proposal: Converting former residential care home into 23 x self contained flats, changes to fenestration, external landscaping, levels and boundary treatments.

Status: Application Withdrawn

Decision Issued Date: 8th April 2025