



Land North of Camer Road, Meopham Environmental Statement

Chapter 3: Proposed Development and Description of Alternatives

Iceni Projects Limited on
behalf of The McManus Family
Council

February 2026

Iceni Projects Ltd.

Da Vinci House, 44 Saffron Hill, London, ECN1 8FH

T: 020 3640 8508 **W:** iceniprojects.com

3. PROPOSED DEVELOPMENT AND DESCRIPTION OF ALTERNATIVES

Introduction

- 3.1 This chapter provides a description of the Proposed Development, together with the construction activities and anticipated timescales. Furthermore, in accordance with the Environmental Impact Assessment (EIA) Regulations, this chapter describes the reasonable alternatives to the Proposed Development considered by the Applicant.
- 3.2 This chapter is supported by the following appendices:
- **Appendix 3.1: Detailed Access Drawings;**
 - **Appendix 3.2: Parameter Plans;**
 - **Appendix 3.3: Concept Masterplan;** and
 - **Appendix 3.4: Green Infrastructure Plan.**

The Proposed Development

- 3.3 The Applicant is seeking outline planning permission with all matters reserved except access for the redevelopment of the Site for a residential-led scheme.
- 3.4 The description of the Proposed Development is:
- Outline planning application for up to 725 dwellings (Use Class C3), a new two-form entry primary school (Use Class F1), a Local Centre (up to 500sqm of Class E floorspace), the provision of Public Open Space including sport and recreation facilities, alongside associated access, landscaping, parking, and infrastructure; with all matters reserved except for access.*
- 3.5 **Appendices 3.1** and **3.2** include the Detailed Planning Drawings and Parameter Plans. These are listed in **Table 3.1**.
- 3.6 A Concept Masterplan (**Appendix 3.3**) and a Green Infrastructure Plan (**Appendix 3.4**) has been developed to provide a visual representation demonstrating how the landscape elements set out in the parameter plans could be delivered. It will be secured by a suitably worded planning condition.

Table 3.1 Planning Application Drawings

Drawing Title	Drawing Reference
Access Drawings (Appendix 3.1)	
Access Plans	211206-09
Parameter Plans (Appendix 3.2)	
Land Use	DL01 Rev B
Movement and Access	DL02 Rev B

Drawing Title	Drawing Reference
Building Heights	DL03 Rev B
Landscape	DL04
Concept Masterplan (Appendix 3.3)	
Concept Masterplan	DL05 Rev C
Green Infrastructure Plan (Appendix 3.4)	
Green Infrastructure Plan	DL06

Detailed Component

Overview

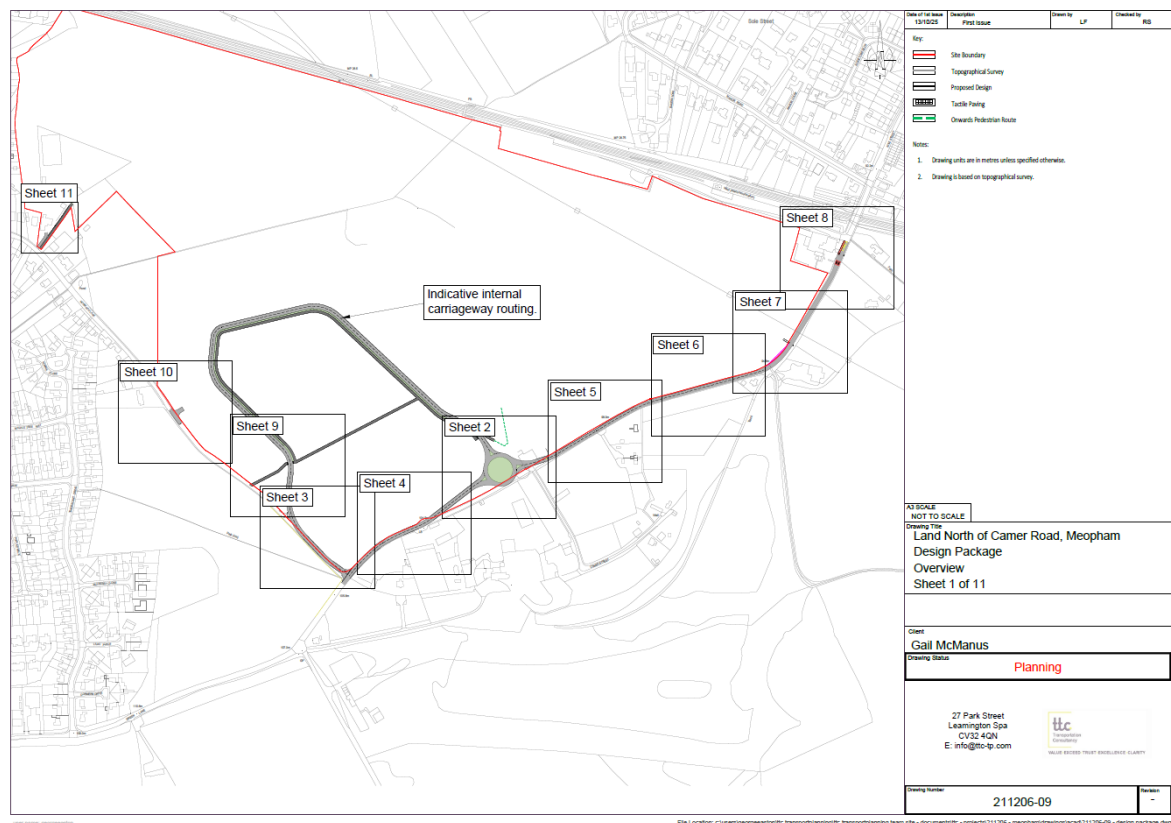
Main Access

- 3.7 Vehicular access to the Site will be provided in the form of a priority junction from Camer Road in the form of a roundabout. The junction will form part of a bus route and in order to accommodate the roundabout, Camer Road will be marginally realigned and widened including:
- Camer Road to be widened to 67m between Norwood Lane priority junction and proposed Site access roundabout; and
 - Camer Road to be widened to a continuous 5.5m east of the proposed Site access roundabout to Royal Hounds Dog Park.
- 3.8 The road will be designed to have a 30mph speed limit and will include traffic calming measures to keep speeds low.
- 3.9 This access point will also be utilised by cyclists and pedestrians on designed footpaths and cycle lanes. The access will be constructed with a cycleway and 2.0m footway of the spine road.
- 3.10 Main access to the Site is illustrated in **Figure 3.1**.

Secondary Access

- 3.11 A secondary access point from Norwood Lane is proposed to redesign the existing Norwood Lane/Camer Road priority T-junction, with an amended alignment into the Site. This will allow Norwood Lane to accommodate the proposed bus route through the Site.
- 3.12 In order to ensure there is emergency access available to the Site from two locations, emergency access is provided for Norwood Lane to the north of the secondary access with removable bollards to prevent daily use.
- 3.13 Access drawings are provided in **Appendix 3.1**.

Figure 3.1 Main Access



Outline Component

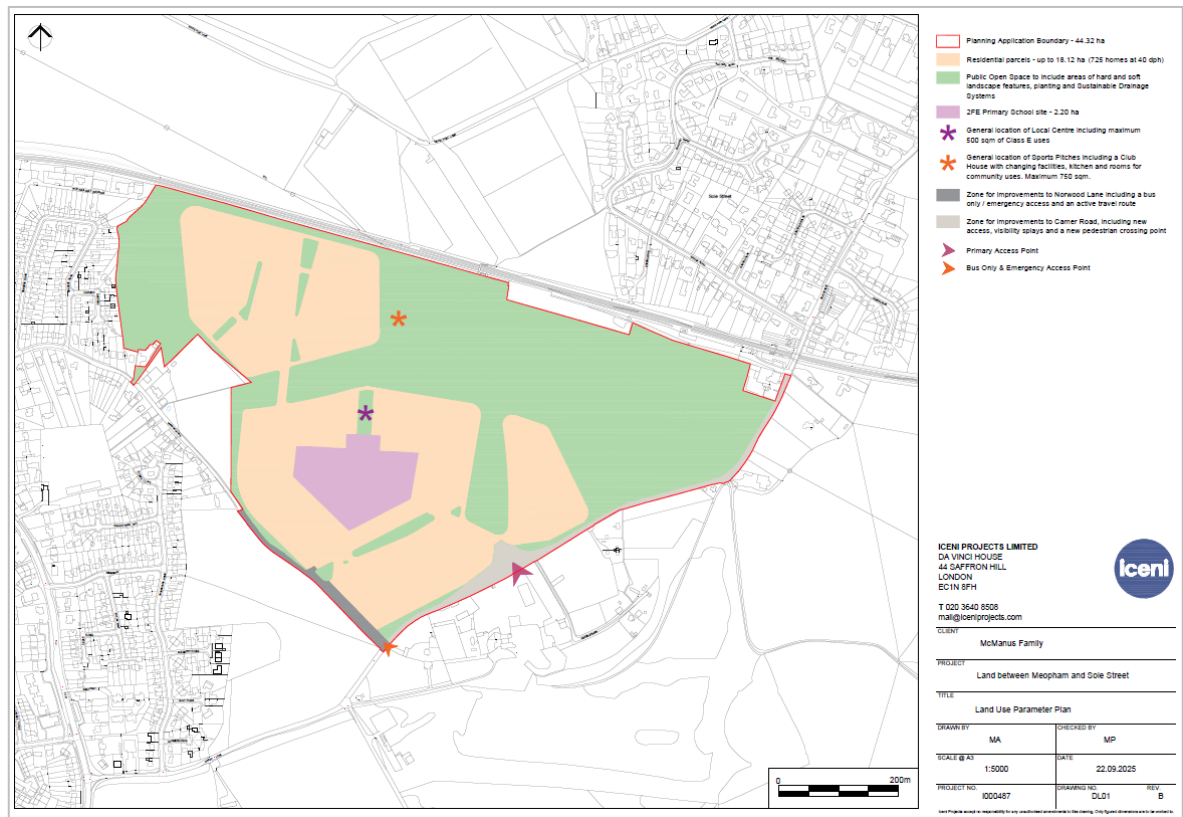
Overview

- 3.14 The outline component seeks to establish the principle of development. The future development that will come forward on these development zones is provided in outline only, with all matters reserved (appearance, landscaping, layout and scale), except access. Maximum parameters for the future development are established to ensure that the impact is properly assessed and considered as part of the application. These parameters are shown on the three plans listed in **Table 3.1** and provided in **Appendix 3.2**. Further details are provided in the sections below.

Parameter Plan 1: Land Use

- 3.15 Parameter Plan 1 fixes the areas of development within the Site and sets out the maximum possible extent of the Proposed Development. The Site will provide up to up to 18.12ha for residential use and a 2.20ha for a primary school.

Figure 3.2 Land Use Parameter Plan



3.16 **Table 3.2** sets out the maximum quantum Gross Internal Area (GIA) of each land use for the Site.

Table 3.2 Land Use

Use	Maximum Quantum (sqm GIA)	ha
Residential (Use Class C3)	72,500	18.12
School (Class F1)	-	2.20
Local Centre (Class E)	500	-

3.17 The Proposed Development would provide up to 725 homes (Class C3), of which the target split would be:

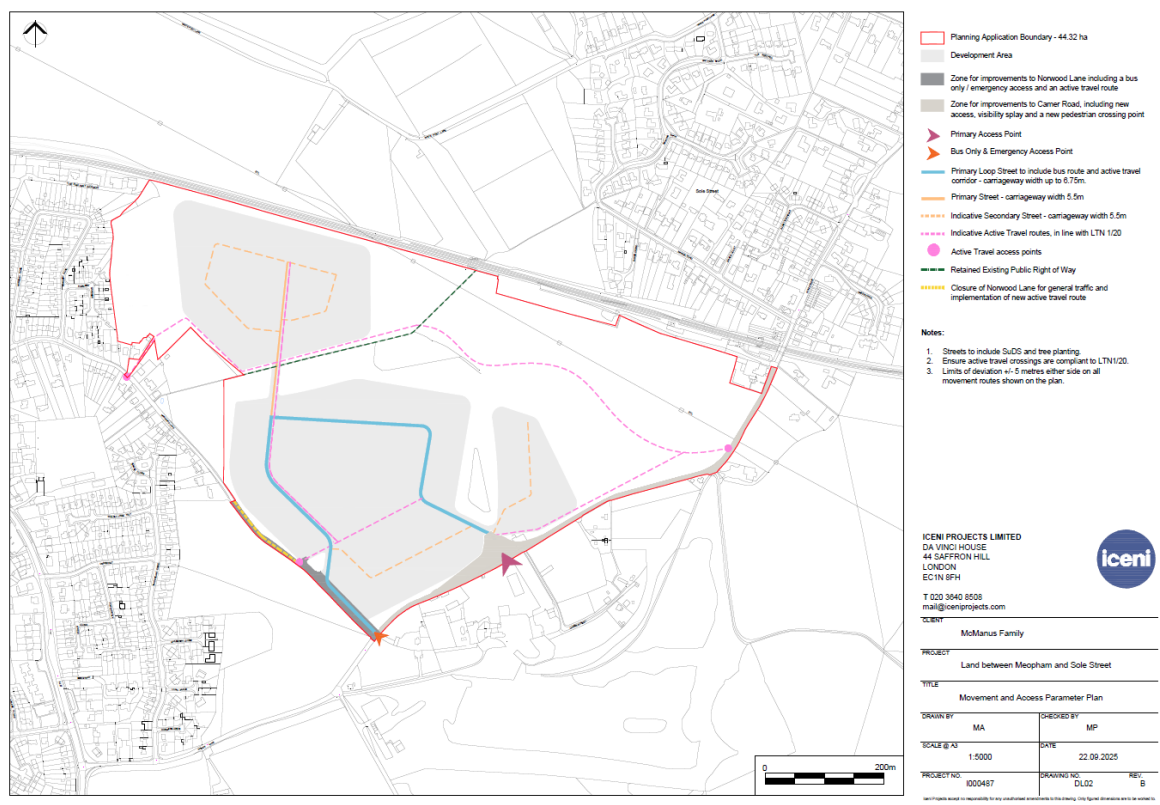
- 1 bed provision: 10% range
- 2 bed provision: 31%
- 3 bed provision: 40%
- 4+ bed provision: 19%

3.18 50% of homes would be affordable in line with NPPF 'Golden Rules'. The exact unit mix and tenure split will be provided at Reserved Matters Applications (RMAs). The Schedule of Accommodation and any unit mix/tenure split used for this application are indicative only.

Movement and Access

- 3.19 A dedicated bus loop will connect directly to the main access off Camer Road and secondary access on Norwood Lane. This will enable buses to circulate efficiently through the Site and rejoin the wider Meopham network without requiring turning manoeuvres.
- 3.20 Whilst this has not been finalised it is proposed to reroute the existing 416 bus service to enter the Site after travelling eastbound and then loop around the internal spine road before exiting the Site. bus stop is proposed to be located in the centre of the Site adjacent to the primary school, which will provide access to public transport services within approximately 400m of all residential dwellings.
- 3.21 A section of Norwood Lane to the north of the proposed secondary access will provide a dedicated pedestrian and cycle route.
- 3.22 During early phases, the initial sections of the bus route (up to the school) will be delivered first, including a temporary turning area to allow buses to enter and exit efficiently until the full loop is complete.

Figure 3.3 Movement and Access Parameter Plan



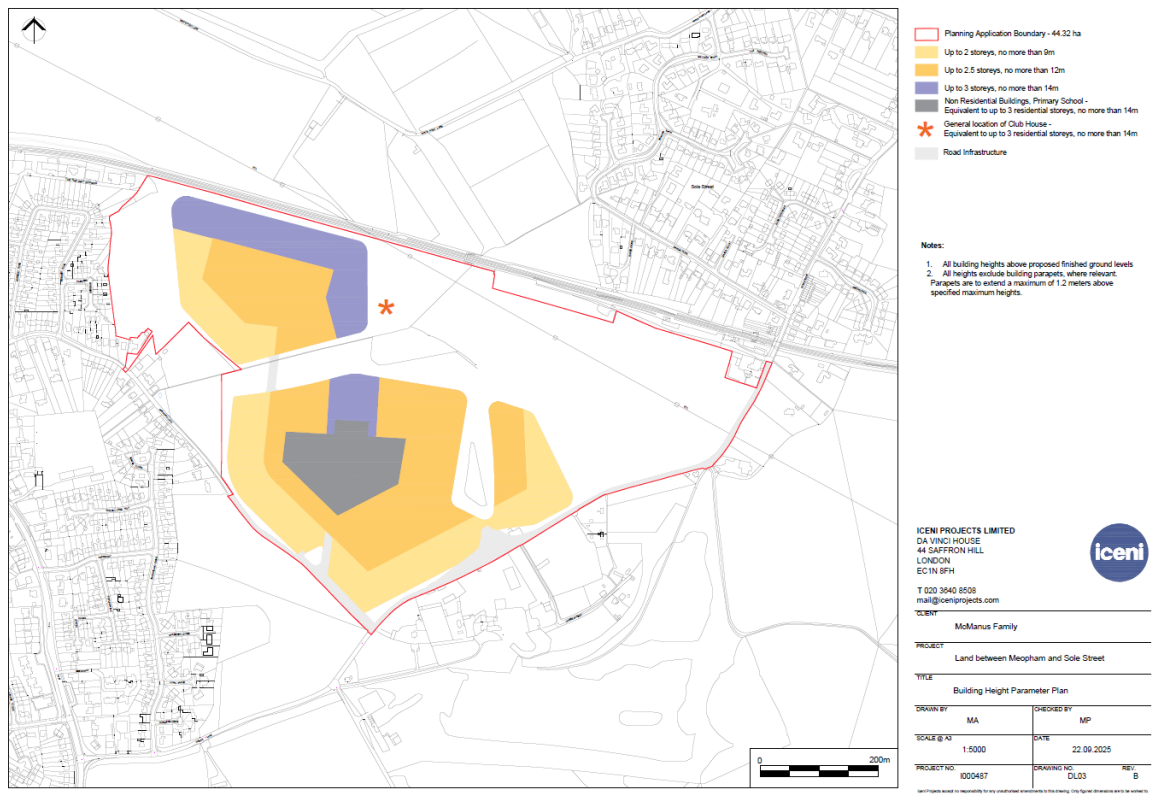
Building Heights

- 3.23 Parameter Plan 3 fixes the maximum building heights which would range between two to three storeys. The maximum building height would be 14m.
- 3.24 The new buildings will have a range of heights which will give variety in the form of the Proposed Development. The building heights and hierarchy across the Site have been developed in response

to the adjoining land uses. The final design of all proposed buildings within each parcel will not exceed the maximum parameters shown on this parameter plan.

- 3.25 The tallest part would sit within the central and northwestern parts of the Site. These buildings would be the school and buildings immediately adjacent, and homes in the northwest corner of the Site, adjacent to Chatham Main Line. The south-eastern part of the Site would step down to two storeys as it adjoins the National Landscape to the east.

Figure 3.4 Building Height Parameter Plan



Green Infrastructure Plan

- 3.26 The Green Infrastructure Plan (**Appendix 3.4**) incorporates a multi-layered green infrastructure network comprising existing retained woodland, new native woodland planting, and structural tree belts that define development edges and enhances biodiversity connectivity. A series of attenuation basins, swales and wetland features are integrated throughout as part of a Sustainable Drainage Systems (SuDS), delivering both surface water management and ecological habitat creation.
- 3.27 Within the development parcels, public open spaces, formal play areas, informal recreation spaces and community orchards are distributed to ensure accessible green space for all residents. Street tree planting and green corridors provide visual amenity and reinforce active travel routes, linking key destinations across the Site.
- 3.28 The southern and western boundaries incorporate wildflower meadows and buffer planting to soften transitions with the surrounding landscape, while allotment gardens and ecological enhancement zones introduce opportunities for local food growing and wildlife support.

- 3.29 Separately, the Concept Masterplan (**Figure 3.5**) provides an indicative layout showing how the buildings could come forward.

Figure 3.5 Concept Masterplan



Ecological Provisions

- 3.30 The ecological strategy for the Proposed Development is informed by the Concept Masterplan (**Appendix 3.3**) which presents an indicative interpretation of how green and ecological features can be integrated within the Proposed Development. The Green Infrastructure Plan (**Appendix 3.4**) identifies key existing habitats to be retained, hedgerows, mature trees, grazing fields, improved grassland and areas of scrub and woodland. The layout of the Proposed Development parcels and access routes have been shaped to avoid the loss of these features and to use existing gaps in hedgerows to maintain connectivity across the Site.
- 3.31 The Proposed Development incorporates a range of new ecological enhancements that strengthen and expand the green infrastructure network. These include new tree planting of various sizes and species, native shrub and scrub areas, wildflower meadows, species-rich grassland, SuDS features, and new woodland planting. These interventions are intended to increase habitat diversity and create ecological linkages between retained and new habitats.
- 3.32 Two core Design Code principles underpin this approach:
- Habitat preservation through the careful positioning of development and access to avoid removing mature trees and established hedgerows; and

-
- Ecological enhancement through wildlife-friendly planting, habitat creation for protected species and diversification of the landscape.

Infrastructure and Services

Flood Risk and Drainage

- 3.33 The application is accompanied by a Flood Risk Assessment (FRA) (**Appendix 11.1**) prepared by GTA Civils and Transport, which demonstrates that the Proposed Development would not increase the Site's risk of flooding. The only source of flood risk which required mitigation is that from surface water.
- 3.34 The proposed surface water drainage strategy integrates SuDS to manage runoff in line with natural flow patterns and reduce flood risk. The SuDS strategy includes source control components as well as grassed swales and pocket wetlands to treat development runoff and remove pollutants prior to discharge to ground via infiltration. The infiltration components comprise on-plot soakaways for roof runoff and strategic infiltration basins serving the hard paved areas.

Foul Water Strategy

- 3.35 There are public foul sewer systems serving Hook Green and Meopham Station to the west of the Site. The nearest sewer is in Norwood Land at the south with a diameter of 150mm. The spine of the network is 225mm diameter and runs north along Wrotham Road. Based on the SWMP mapping, the sewer runs northwards through Istead Rise and terminates at Northfleet Wastewater Treatment Works.
- 3.36 Risk of flooding from this infrastructure is assessed as low. The proposed approach is to connect to the existing network via a predominantly gravity-fed system, with the potential inclusion of pumping stations under consideration as part of the ongoing design development. All foul drainage measures are being developed in coordination with a comprehensive FRA and Drainage Strategy to ensure capacity, resilience, and compliance with relevant standards. Specific details on the flood risk and drainage are set out in these documents.

Waste

- 3.37 The Proposed Development will adopt a circular economy, zero-waste construction and operational approach, aiming to minimise or eliminate day-to-day waste excluding contaminated soils, materials and unavoidable waste.
- 3.38 To manage waste during construction, the following measures will be implemented:
- Zero single use plastics;
 - Daily toolbox talks emphasising waste reduction;
 - Site waste champions to ensure waste reduction policies are enforced with zero tolerance on waste policies;

-
- Incentives and innovative methods such as ‘gamification’ of innovative waste stream re-use ideas; and
 - Where possible, materials will be diverted from landfill through re-use on-site, reclamation for re-use, returned to the supplier where a ‘take-back’ scheme is in place or recovered and recycled using an approved waste management contractor.

3.39 A Site Waste Management Plan, which will achieve a diversion of 100% of the excavation and construction waste materials from landfill will be drafted post-submission. Further information is provided within the Statement submitted as part of the application.

Estimated Waste Quantities

- 3.40 A Sustainability and Energy Statement has been prepared and is submitted with the planning application. The statement outlines the Applicant’s commitment to embedding circular economy principles throughout the design and construction phases, ensuring materials are reused, recycled and source responsibly to achieve a zero-waste site.
- 3.41 In accordance with this statement, the estimated weekly domestic operational waste generation for the completed Proposed Development is 176,732 litres.

Utilities

- 3.42 A Utility Statement prepared by Premier Energy is submitted with the planning application. This provides a summary of the existing utilities which are routed within and in close proximity to the Site (including electricity, gas, potable water, foul sewage, surface water drainage and telecommunications).

Energy and Sustainability

- 3.43 A Sustainability and Energy Statement, prepared by Iceni Projects, is submitted with the planning application. Examples of key principles include:
- Delivery of a fully fossil fuel-free development, employing electric-only space and water heating systems throughout;
 - Targeting very low operational energy demand, through the implementation of a fabric-first approach, including the specification of high levels of insulation, the targeting of high levels of air tightness, and the employment of highly efficient systems and appliances;
 - Integration of renewable and low carbon technology to deliver efficient space and water heating and, where required, space cooling for non-residential buildings only;
 - Embedding circular economy principles, including a zero-waste construction strategy, reclaimed or low-carbon materials, and homes designed for disassembly and material reuse;
 - Incorporation of measures to achieve climate resilience through the implementation of blue and green infrastructure to aid the mitigation of the risk of overheating, as well as to aid the mitigation of surface water flooding;

- Employment of water efficient appliances and systems to reduce the internal water consumption of the residential dwellings to no more than 105 litres/person/day and within non-domestic spaces to reduce consumption as far as possible; and
- Encouragement of the incorporation of drought-resistant planting to minimise external water consumption.

Parking and Active Travel

- 3.44 The proposals are submitted in outline, and therefore the exact amount of parking (both cycle and car) will be determined at reserved matters, the indicative numbers are provided in **Tables 3.5** and **3.6**, which will be provide in line with the prescribed parking standards set out in Kent County Council's (KCC's) Parking Standards (2006).

Table 3.5 KCC Residential Parking Standards

Car Parking	Cycle Parking
<i>1 Bedroom</i>	
1 space per unit	Flats: 1 space per unit Houses: 1 space per bedroom
<i>2 and 3 Bedrooms</i>	
2 spaces per unit	Flats: 1 space per unit Houses: 1 space per bedroom
<i>4+ Bedrooms</i>	
3 spaces per unit	Flats: 1 space per unit Houses: 1 space per bedroom

Note: GBC have not yet adopted KCC's updated 2025 'Parking Standards' document and as such continue to utilise the 2006 document.

- 3.45 The proposals will include Electric Vehicle charging points for all proposed dwellings in accordance with current guidance.

Active Travel

- 3.46 Sustainable modes of transportation would be encouraged to and from the Proposed Development, through the following design features:
- Integrated pedestrian and cycle network providing direct connections to Sole Street Station, Meopham Station, the proposed primary school and local facilities, including links eastwards through the country park extension and north-west to Norwood Lane;
 - Accessible pedestrian crossings and improved links to public transport on Camer Road;

-
- Improvements to increase bus service frequency, upgrade bus stop infrastructure and ensure that bus routes are integrated into the Site layout;
 - Traffic-calmed, pedestrian- and cycle-priority internal streets, including a primary loop street with bus provision and a hierarchy of primary and secondary streets designed to safely accommodate cars and active travel;
 - Traffic-free and reduced-vehicle routes connecting to existing footpaths and bridleways (including NS191 and NS242) and restrictions on Norwood Lane to support walking and cycling; and
 - Country park footpaths and green routes.

Construction Works

Introduction

- 3.47 This is a descriptive section only for the purposes of identifying and assessing the potential construction related environmental impacts and resultant environmental effects of the Proposed Development. The assessment of these impacts is reported within each technical chapter.
- 3.48 No building will be demolished as part of the works. Planning for construction is broad at this stage in the planning process and may be subject to modification during the detailed planning of the works, particularly following appointment of a contractor and throughout preparation of various management plans including a Construction Method Statements. The information presented within this Environmental Statement (ES) chapter is therefore based on reasonable assumptions made by the Applicant and the wider planning and design team and experience from projects of a similar scale in a rural location.
- 3.49 The information presented within this ES chapter is therefore suited to this stage of planning. It is also considered robust for the purposes of the EIA in defining a reasonable worst-case scenario for the purposes of assessment and any non-material changes to the timings of works is not considered likely to affect the findings and conclusions of the technical assessments.
- 3.50 It is anticipated that a detailed Construction Environmental Management Plan (CEMP) will be prepared (alongside any other required management plans such as a detailed Construction Logistic Plan (CLP)) prior to any works on-site starting, in agreement with Gravesham Borough Council and secured by way of an appropriately worded planning condition. Construction related management, mitigation and monitoring measures on a topic-by-topic basis are described within the relevant technical chapters of this ES. The CEMP will define, amongst other things, the hours of operation, dust control measures and vehicle emission control. In addition to the environmental management measures and procedures (such as noise control and dust suppression (etc.)), consideration shall also be given to construction materials quantities and best practice environmental standards for construction sites.
- 3.51 It is anticipated that the implementation of the CEMP and any other required management plans (e.g., Dust Management Plan) will be secured through appropriately worded planning conditions. It

is intended that the CEMP (and other plans, as relevant) will be 'live working' documents, and that the Principal Contractor's appointed representative will update the documents to accord with any amended construction environmental management measures as the Proposed Development progresses. In addition, the Site will be registered with the UK's Considerate Constructors Scheme.

Basis of the Assessment

- 3.52 To enable the assessment of the likely significant environmental effects associated with construction of the Proposed Development within this ES, an indicative programme has been developed by the Applicant based on the Indicative Phasing Plan, with reference to the maximum parameters where relevant (such as in relation to construction vehicle movements), and a number of reasonable assumptions. These assumptions have been informed by an understanding of current and future projected market conditions, logistical arrangements, technical considerations, and professional experience, all of which are considered to be reliable.
- 3.53 Given the outline nature of the planning application (with the exception of access), basing the construction programme and anticipated works on the Indicative Phasing Plan allows for a reasonable assessment of the works, as the information is based on a realistic location for and amount of development that could be brought forward on the Site in accordance with the planning application. Certain elements of construction information such as details on construction methodology; hours of work; access routes; and likely construction activities; and likely equipment used, would not alter, or materially change as a result of the final scheme which would be built-out under the associated RMAs.

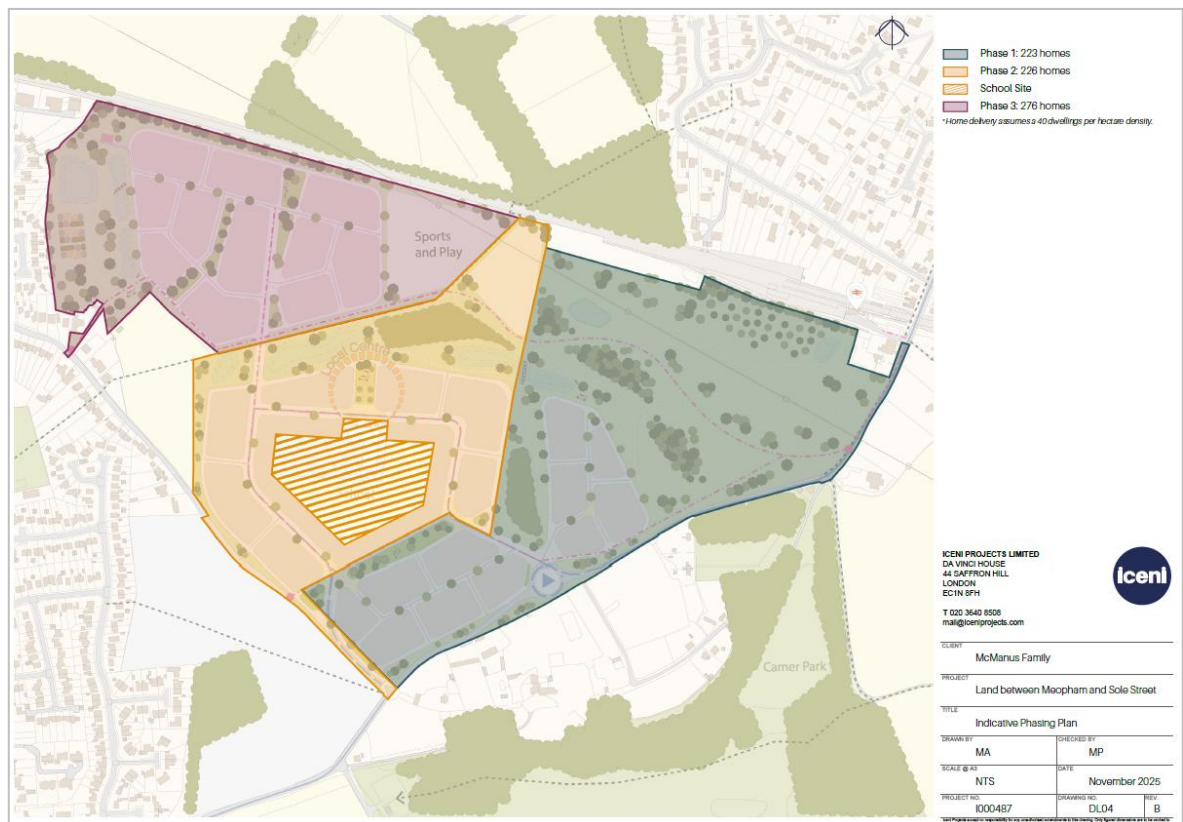
Summary of Anticipated Works

- 3.54 Works are planned to be carried out in three continuous phases over a period of approximately five full years, commencing in Q4 2027. For the purposes of the EIA, the opening year of the completed Proposed Development has been taken as 2033.
- 3.55 It is anticipated that the first homes will be completed in Q1 2030.
- 3.56 The indicative Phasing Plan is shown in **Table 3.6** and **Figure 3.6**. Phase 1 will include the delivery of 223 homes. Phase 2 will include the delivery of 226 homes and the school site. Phase 3 will bring forward 276 homes.

Table 3.6 Indicative Construction and Occupation Phases

Phase / sub-phase	Construction start date (indicative)	Construction end date (indicative)	Initial occupation date (indicative)
Phase 1a – 223 homes	Q4 2027	Q1 2030	Q3 2029
Phase 2a – 226 homes	Q2 2029	Q3 2031	Q4 2030
Phase 2b – School (Dependent on KCC)	Target Q3 2029	Target Q1 2032	Target Q3 2032
Phase 3 – 276 homes	Q4 2030	2033	2033

Figure 3.6 Indicative Phasing Plan



Description of Works

- 3.78 An indicative description of the method for the enabling and construction works is provided below and provides a reasonable basis of assessment for the EIA. A detailed methodology of these works will be set out in the detailed CEMP, which will be secured by GBC by way of an appropriately worded planning condition, prior to these works commencing.

Site Establishment and Construction Activities

- 3.79 Subject to planning approval, enabling works are anticipated to commence in Q4 2027, with development delivered in three phases over a five-year period.
- 3.80 An indicative list of activities associated with the construction phase is as follows:
- Enabling works such as preparation of personal and environmental Health and Safety plans;
 - Erection of compounds, if applicable;
 - Erection of site hoarding and security fencing;
 - Site clearance;
 - Installation of drainage (temporary) features;
 - Excavation and sub-structure works;
 - Construction of superstructure;
 - Internal fit-out; and
 - Landscaping.

Plant and Equipment

- 3.81 The plant that is likely to be used during the construction phase is as follows. This list is indicative, and is used to inform the technical assessment of potential effects during the construction phase:
- Tracked/ wheeled excavators;
 - Dumpers;
 - Mobile cranes;
 - Handheld tools;
 - Power tools;
 - Wheel washing plant;
 - Mobile access platforms;
 - Fixed access platforms i.e. scaffolding;
 - Skips;
 - Concrete mixers; and

-
- Vehicles such as delivery trucks, skip trucks, road sweepers.

Hours of Work

3.82 The prescribed hours of work would be agreed with GBC. It is anticipated that the core working hours will be:

- 08:00 – 18:00 hours weekdays;
- 08:00 – 13:00 hours Saturday; and
- No working on Sundays or Bank Holidays that creates noise clearly audible at the Site boundary.

3.83 The following activities are expected to be permitted to take place within the period before and after normal working hours as outlined above:

- Arrival and departure of workforce on-site;
- Deliveries and unloading;
- Check and examinations of plant and machinery (including test running) and the carrying out of essential repairs / maintenance to plant and machinery;
- Site inspections and safety checks; and
- Site clean-up.

3.84 These hours will be strictly adhered to unless or in the event of:

- An emergency demands continuation of works on the grounds of safety;
- Minor internal works are being carried out within the confines of the building envelope; or
- Completion of an operation that would otherwise cause greater interference with the environment/ general public, if left unfinished.

3.85 Approval from GBC will be required for any works beyond the above that need to be undertaken outside of permitted hours.

Construction Traffic Management

3.86 Construction of the Proposed Development will generate temporary increases in vehicle movements, including deliveries of materials, plant, and workforce travel. A Construction Traffic Management Plan will be developed and implemented to ensure the safe and efficient movement of vehicles to and from the Site, minimise disruption to the local road network, and mitigate potential impacts on nearby residents, pedestrians, and cyclists.

Embedded Construction related mitigation

3.87 For the purposes of the technical assessments provided as part of this ES, the following construction related mitigation measures are taken as 'embedded' and so factored into the technical assessments to define the potential for likely significant effects. All other construction related mitigation that has

been identified as being required to reduce the scale and so significance of residual effects or render residual effects insignificant is 'additional mitigation' and is presented in **Chapter 13: Residual Effects, Mitigation and Cumulative Effects**.

3.88 Additionally, this also includes measures set out within:

- The Control of Pollution Act 1974 with reference to part III;
- The Environmental Protection Act 1990;
- The Control of Noise at Work Regulations 2005; and
- The Health and Safety at Work Act 1974.

Construction Traffic

3.89 All construction vehicles will route to the Site via the Camer Road. However, until contractors are appointed it is not possible to predict routes beyond the strategic roads as this will be dependent on where the contractors are based and where they source their plant and materials.

3.90 It is anticipated that construction traffic volumes will be consistent over the five-year period, with Heavy Good Vehicles (HGVs) reducing once groundworks are complete, and a further reduction in total construction traffic once the extra-care facility is complete.

3.91 The anticipated peak number of two-way vehicle movements per day during the peak construction period (2031) is 362, comprising 335 car movements and 27 Heavy Duty Vehicle (HDV) movements (approximately 7.5% of total daily traffic).

3.92 A full assessment of the construction vehicle movements on the surrounding road network is presented in **Chapter 5: Transport and Access** and within **Appendix 5.1**.

Environmental Management and Mitigation Measures

Construction Environmental Management Plan

3.93 As advised above, in advance of the commencement of enabling and construction works for the Proposed Development, a CEMP would be submitted to GBC for approval. This would be secured through a planning condition and be prepared when the detailed design of each phase would have been developed.

3.94 The CEMP would identify and summarise potential issues relevant to the enabling and / construction works to be undertaken on the Site and sets out standards, procedures and monitoring for dealing with and monitoring environmental issues.

3.95 The CEMP would remain a live document to make sure that it is specific to the works and processes that are to be employed during construction activities. The CEMP would also include details on roles and responsibilities, control measures and activities to be undertaken to minimise environmental effects, as well as monitoring and record-keeping requirements. It will also provide a framework for engaging with local residents and communities and their representatives throughout the construction period.

Dust, Air Quality and Noise and Vibration

- 3.96 Dust emissions escaping the work area may cause nuisance through, for example, surface soiling, loss of visibility due to deposition, and effects on nearby flora and fauna. Since it is difficult to suppress dust once it is airborne, it is optimal, where possible to prevent dust from being generated at source and good practice site mitigation measures, such as covering of stockpiles, on-site traffic management, wheel washing and good plant and vehicle maintenance, will be employed to minimise these effects as far as practicable.
- 3.97 Potential sources of noise and vibration include (but are not restricted to) plant and usage of heavy machinery, crushing activities and vehicles movements. The Principal Contractor will implement the necessary management and operational controls on-site in order to minimise adverse noise and vibration impacts on nearby sensitive receptors from construction site activities.
- 3.98 Good practice site measures will seek to minimise potentially adverse noise and vibration effects that result from these activities. Should a complaint be received regarding noise and/or vibration, the Principal Contractor will consider installing monitoring equipment to measure the level of vibration being caused and, if it is deemed necessary, additional mitigation measures will be implemented to further reduce these impacts.
- 3.99 These measures will be secured through implementation of the CEMP. Further details on these potential effects and mitigation measures can be found in **Chapter 6: Air Quality** and **Chapter 7: Noise**.

Water Resources and Land Pollution

- 3.100 Surface water, groundwater and land will be protected from potentially polluting materials through adequate bunding, control of surface water runoff, provision of spill kits, implementation of correct storage measures and adherence to washing down and refuelling procedures. In the incidence of a spill, work will be halted, and the site manager will be notified. Such measures will be set out in the CEMP.
- 3.101 Fuels, oils and chemicals would be stored in appropriate containers within secure bunded compounds, constructed of an impermeable hardstanding and in accordance with good practices and Environment Agency guidelines (Pollution Prevention Guidance Note 6 'Working at Construction and Demolition Sites'¹).

Description of Alternatives

- 3.102 Regulation 18(3)(d) of the EIA Regulations requires an ES to include:
- 'a description of the reasonable alternatives studied by the developer, which are relevant to the proposed development and its specific characteristics, and an indication of the main reasons for the option chosen, taking into account the effects of the development on the environment.'*
- 3.103 In line with the EIA Regulations, below describes the '*reasonable alternatives*' to the Proposed Development considered by the Applicant, prior to selecting the final design. This includes a comparison of the environmental effects.

3.104 The alternatives that are considered in this chapter are:

Option 1: Alternative Sites/ Site Boundaries;

Option 2: 'Do Nothing' Alternative; and

Option 3: Alternative Designs (e.g. layout, heights, massing and other aspects).

Option 1: Alternative Sites/ Site boundaries

3.105 No alternative sites were considered by the Applicant on the basis of the following:

- This Site is within the Applicant's ownership.
- The Site was identified as a potential draft allocation 'GBS-E: Land north of Camer Road' within the Regulation 18 version of the Local Plan (2020). This is based on the most recent Five Year Housing Land Supply Statement, published in February 2025. Table 7 of this statement indicates that GBC are unable to demonstrate a deliverable supply of sites for housing against its housing need over the five years from 2024 to 2029. GBC's total five-year requirement including a 20% buffer is 4,032 dwellings and the deliverable land supply totals only 2,429 dwellings. This is a deficit of 1,603 dwelling.
- The Site is located immediately adjacent to Sole Street station, which provides regular direct trains to London Victoria, providing a sustainable location for a mixed-use development to come forward.
- A minor amendment has been made to the red line boundary since the issue of GBC's Scoping Opinion (**Appendix 1.4**).

Option 2: 'Do Nothing' Alternative

3.106 The 'Do Nothing' alternative reflects on the consequences of no development taking place at the Site and remaining in its current state. Technical **Chapters 4 to 12** set out the baseline conditions of the Site together with the future baseline conditions which are likely to arise in the absence of the Proposed Development. These are not repeated here.

3.107 In the absence of the Proposed Development, it is reasonable to assume that the Site would remain in its present condition, as described in **Chapter 2: Description of the Site, Surroundings and Background**. Should the Applicant not develop the Site, the opportunity to provide a sustainable, residential and landscape-led development, would not be recognised. These include:

- Opportunity for new housing and community/commercial development;
- Opportunity for a new two-form entry primary school;
- Opportunity for the provision of open space and play areas; and
- Local biodiversity enhancements.

3.108 The significant adverse effects summarised in **Chapter 13: Residual Effects, Mitigation Measures and Cumulative Effects** would not occur. These comprise:

Construction Landscape effects, in relation to:

- Cropland (moderate adverse); and
- Landscape character of the Site and its immediate surroundings (moderate adverse).

Construction Visual effects, in relation to:

- Residents on Nursery Road and Fairview Gardens (moderate adverse);
- Residents on Norwood Lane (moderate adverse);
- Users of the PRoW NS250 (moderate adverse); and
- Users of the PRoW NS192 (major adverse).

Operational Socio-Economic effects, in relation to:

- 725 net additional homes – (moderate beneficial); and
- Increased demand for primary education provision (moderate beneficial).

Operational Landscape effects, in relation to:

- Cropland – Year 1 Winter (moderate adverse);
- Cropland – Year 15 Summer (moderate adverse);
- Grassland – Year 1 Winter (moderate beneficial);
- Grassland – Year 15 Summer (moderate beneficial);
- Public Footpaths on Site – Year 1 Winter (moderate beneficial); and
- Public Footpaths on Site – Year 15 Summer (moderate beneficial).

Operational Visual effects, in relation to:

- Residents on Nursery Road and Fairview Gardens – Year 1 winter (moderate adverse);
- Residents on Norwood Lane – Year 1 winter (moderate adverse);
- Users of the PRoW NS250 – Year 1 winter (moderate adverse);
- Users of the PRoW NS192 – Year 1 winter (major adverse); and
- Users of the PRoW NS192 – Year 15 summer (major adverse).

Option 3: Alternative Designs

Environmental Constraints and Responding Design

3.109 The design has evolved through consultation with various stakeholders and interested parties. Extensive pre-application engagement with GBC, KCC and relevant statutory consultees, local communities and other key stakeholders has been undertaken. Pre-application meetings were also undertaken to facilitate in-depth discussions of the Proposed Development. The pre-application engagement included:

- Initial pre-application meeting with GBC;
- Highways pre-application meeting with KCC and GBC;
- Education pre-application meeting with KCC; and
- Public Consultation, 8 to 23 September 2025.

3.110 **Table 3.7** provides a high-level summary of the pre-application discussions and how the comments raised (particularly in relation to the Site layout, height strategy, quantum of development and architectural design) have been addressed.

Table 3.7 Pre-application Discussions

Date / Meeting	Key Comments Raised	Design Response
Pre-app KCC Highways and GBC 10 January 2025	To discuss the principle of development at the Site and the early design iterations.	It was considered that the Site's location, within walking distance of both Meopham and Sole Street train stations, was beneficial, however it was noted that walking and cycling routes to these facilities will need improving. It was also considered that bus provision should be improved.
Meeting KCC Highways 18 June 2025	Follow up meeting on the above.	It was agreed that access proposal is acceptable with the mitigation measures proposed, such as speed-reduction along Camer Road, and the proposed bus loop was also considered to be beneficial.
Pre-app KCC Education 22 January 2025	To discuss the principle of development at the Site and the early design iterations.	KCC Education were supportive of the proposals, identifying that there is likely to be a rural shortfall of school places in the coming years. A follow-up meeting was held on 2 June 2025, and it was advised that the school would likely be needed in the later phases of the development.

Summary of Alternatives

3.111 The EIA has considered the alternatives for design and location as described above.

-
- 3.112 In the absence of the Proposed Development being implemented, the Site would remain in its existing condition, i.e. as undeveloped agricultural land.
- 3.113 The opportunity to develop the Site for full active use will contribute to GBC's housing and school provision, enhance public transport connections, and provide improved community and commercial facilities. Additionally, the Proposed Development will deliver landscape and ecological enhancements while fostering community cohesion benefits that would not be realised if the Proposed Development does not proceed.

References

¹ UK Gov. (2014). Construction and demolition sites, PPG6: prevent pollution. Available at: <https://www.gov.uk/government/publications/construction-and-demolition-Sites-ppg6-prevent-pollution>