



Land west of  
Norwood Lane,  
Meopham

**Design and Access Statement**

October 2025

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## 7.0 Conclusion

# Preface

## Executive Summary

ECE Architecture has been instructed to prepare an illustrative layout for Land west of Norwood Lane, Meopham. This Design & Access Statement and the accompanying Illustrative layout have been prepared as part of an outline planning application with all matters reserved (except access) for a development of up to 150 dwellings (Use Class C3), including affordable dwellings, and associated landscaping, public open space and infrastructure works, made to Gravesham Borough Council on behalf of Taylor Wimpey.

The site is a greenfield site east of the existing residential area of Hook Green, Meopham, and is approximately 7.41 Hectares. The site is bounded by Norwood Lane to the east and Green Lane to the south. The east and south of the site is predominantly countryside, made up of agricultural land and Camer Park Country Park.

A full project design team has been working closely to help inform the scheme design objectives and the proposed illustrative layout design in order to demonstrate how an appropriate and respectful development which makes efficient use of the land could be delivered on this site. Technical work and assessments have informed the illustrative layout which demonstrates the provision of up to 150 dwellings on this site. This document sets out to explain and describe the design narrative in support of the Outline Planning Application for the provision of a new vehicular access from Green Lane and associated landscaping.

The intention is to deliver a development that will enhance the local area and make a significant contribution to the housing delivery in the Borough of Gravesham. This document refers to the ten characteristics outlined in the National Design Guide (2021) (NDG) Planning practice guidance for beautiful, enduring and successful places.

### **The proposed Scheme comprises:**

- Provision of 50% affordable dwellings. Provision of 5% custom build dwellings;
- Areas of both formal and informal public open space will be integrated as a feature around the centre of the site with development generally set back 15m from Churchway Wood;
- Centrally located Equipped Play Area with smaller informal areas around the edge of the site;
- A single vehicle access point from Green Lane positioned appropriately to comply with all highways requirements;
- A robust landscape strategy will integrate the proposed development within its landscape setting by preserving and enhancing the existing Churchway Wood;
- A high-quality, sustainable development focused on low energy usage;
- A suitable SuDS strategy featuring drainage basins around the site.

# 1.0

## Introduction

### 1.01 Vision Statement

# 1.0 Introduction

## 1.01 Vision Statement

The document provides information for the development of the site to provide a landscape-led residential scheme of up to 150 dwellings. The site also proposes public open space and attenuation features, along with an increase of biodiversity. The proposed residential development will respond positively to the existing and emerging built context, and seeks to establish the principles for a viable, high-quality scheme that can be appropriately detailed at the reserved matters stage.

**This project aims to comprehensively develop the site and deliver the following benefits:**

- Provide a development of the highest architectural quality that responds to the local character;
- Provide a development that responds to the existing site characteristics, constraints, and opportunities;
- Provide much needed high-quality new homes with access to private amenity space as well as safe community amenity through a landscape-led approach;
- Achieve high environmental standards with sustainability at its core;
- Respond to the ecosystem and biodiversity requirement, enhancing the ecology and biodiversity of the site;
- A housing development that provides both private and affordable units with a 50% affordable allocation, 5% custom build and a mix that adheres to local needs;
- Retention of existing Public Right Of Way transitioning through open spaces and landscaped areas;
- Viewing corridor created to allow long range views towards the Church of St Mildred in Nurstead and the National Landscape.



# 2.0

## Site Context

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# 2.0 Site Context

## 2.01 Site Description

The site covers approximately 7.41Ha, currently used as an agricultural field for arable farming which sits north of Green Lane in Hook Green, Meopham. Hook Green is a settlement within the civil parish of Meopham, located in the Gravesham district of Kent, England. Situated approximately 3 miles south of Gravesend and half a mile north of Meopham village, Hook Green is one of Meopham's four distinct areas.

The site itself compromises of an irregular shaped field with Churchway Woods on the south western boundary, creating a partial planted break in the site. The site falls from the southeast to north, with the lowest point on site in the north western corner.



Aerial Map Key



Photograph looking from the western boundary along the PROW



Photograph looking north at the site from the southern boundary



Photograph within the site looking north



Photograph looking north down Norwood Lane (site on left hand side)



Photograph from Camer Park Road Junction, looking onto Green Lane

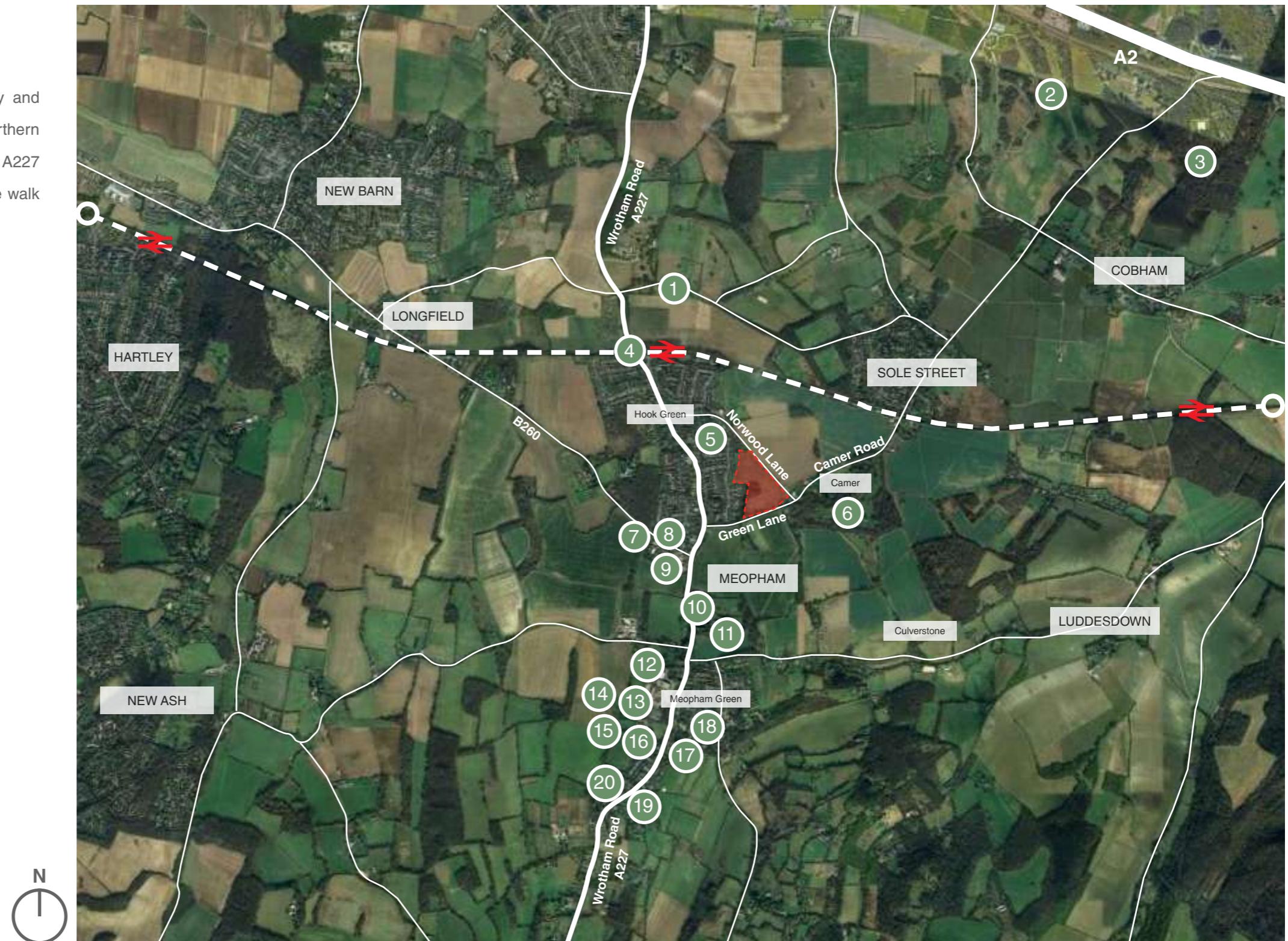
# 2.0 Site Context

## 2.02 Site Context

Meopham offers various local facilities, including primary and secondary schools, churches like St Mildred's (a notable northern landmark), and convenient bus access via bus stops on the A227 to nearby villages. Meopham train station, just a 15-minute walk away, provides direct connections to London in 30 minutes.

### Local Facilities

- 1 St Mildred's Church, Nurstead
- 2 Jeskyns Country Park, Gravesend
- 3 Ashenbank Wood - Gravesend
- 4 Meopham Train Station
- 5 Judson's Recreation Ground, Meopham
- 6 Camer Park Country Park, Meopham
- 7 Helen Allison School (SEN), Meopham
- 8 Paypen Pre-School, Meopham
- 9 Meopham Community Academy Primary School
- 10 Meopham Parish Council
- 11 Saint John the Baptist, Meopham
- 12 Meopham Leisure Centre
- 13 Meopham Secondary School
- 14 Busy Bees, Meopham
- 15 Meopham Library
- 16 Meopham Medical Centre
- 17 Meopham Village Hall
- 18 Meopham Lawn Tennis Club
- 19 Meopham Green
- 20 Killick's Mill, Meopham





## 2.0 Site Context

### 2.03 Site Connectivity

Hook Green, Meopham has good connectivity to the wider towns, villages and cities, with several bus services running through Meopham along the A227, and Meopham train station to the northern-most end of Meopham.

The A227 serves as a primary route through Meopham, facilitating vehicular, cycling, and pedestrian movement. It seamlessly connects various developments while enhancing accessibility and cohesion with local amenities.

Meopham Railway Station lies on the Chatham Main Line. It offers services to London Victoria, with the first train departing at 05:20 and the last at 01:22, facilitating convenient travel to and from London.

Connectivity from Meopham	Time
Longfield (TRAIN)	4 minutes
Swanley (TRAIN)	13 minutes
Chatham (TRAIN)	14 minutes
Gravesend (BUS)	30 minutes
London Victoria (TRAIN)	35 minutes
Bromley South (TRAIN)	25 minutes
Canterbury (TRAIN)	1 hour

#### Key:

- Primary roads
- Roads
- Key pedestrian movement links
- Railway line
- Bus stop
- Train station

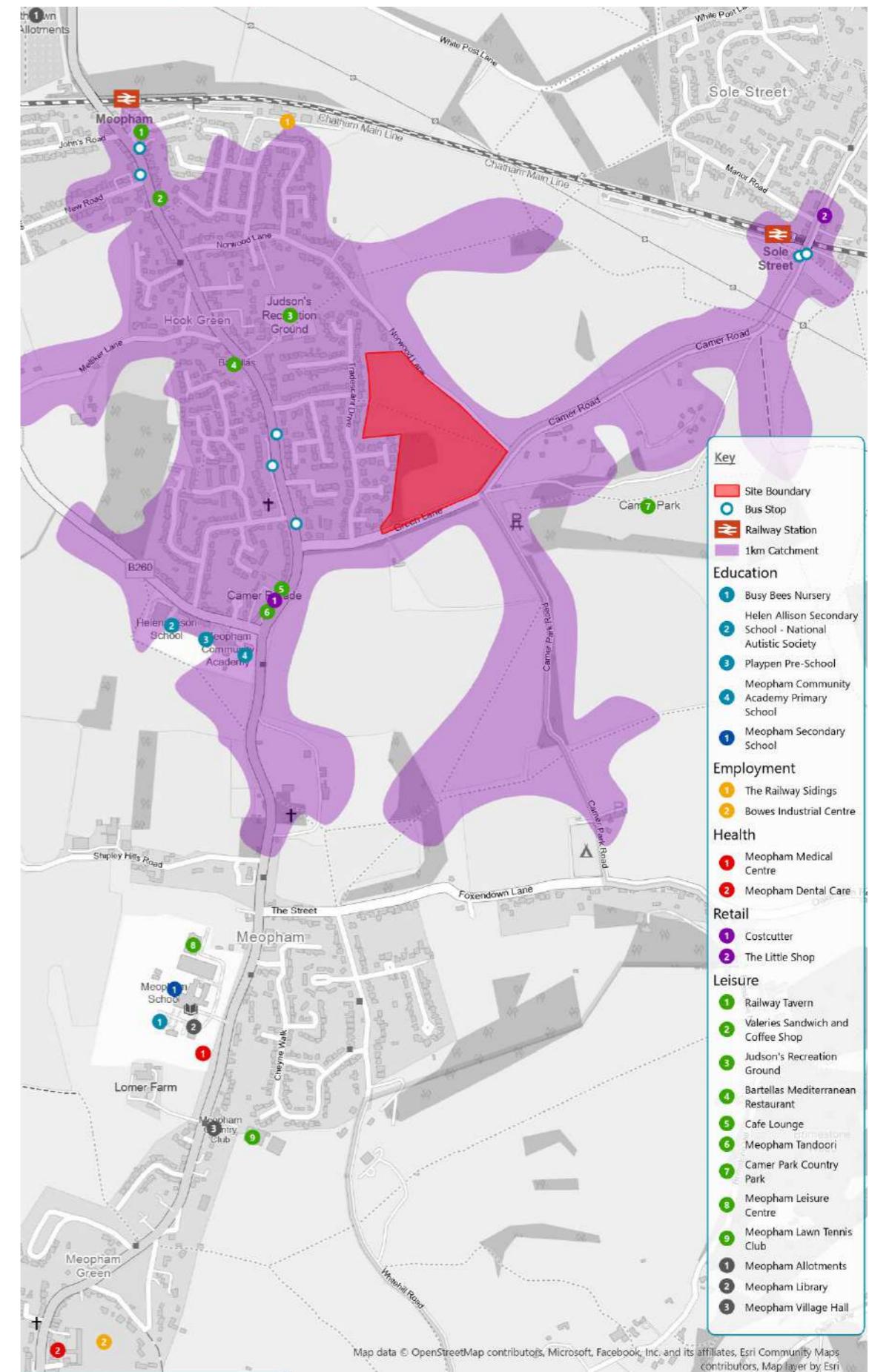


# 2.0 Site Context

## 2.03 Site Connectivity

The development site is located adjacent the existing settlement and bisected by a public right of way footpath. The development proposes a short footway extension to link the development with the existing footpaths, and which includes an improved crossing point of Green Lane for the route towards Camer Country Park, of benefit to both future and existing residents. An additional connection to Norwood Lane to provide pedestrian/cycle/emergency access is also being developed. The public right of way will be retained on its alignment with surface enhancements possible, to increase its usability by all.

Meopham has an extensive range of facilities in the vicinity of the site and is also connected to key settlements such as Gravesend, Gillingham, Rochester and Central London by convenient sustainable public transport services. Being adjacent the settlement, a notable range of local facilities which future residents could benefit from are available, including many within 1.6km of the site whereby a significant majority of journeys are completed on-foot (noting the plan shows a 1km catchment). This includes a primary school, two secondary schools and a nursery, a medical centre and dentist, library, convenience retail and various leisure opportunities. To accommodate journeys further afield, bus stops are less than 400m from the site and Meopham station is 1km north of the site.



# 2.0 Site Context

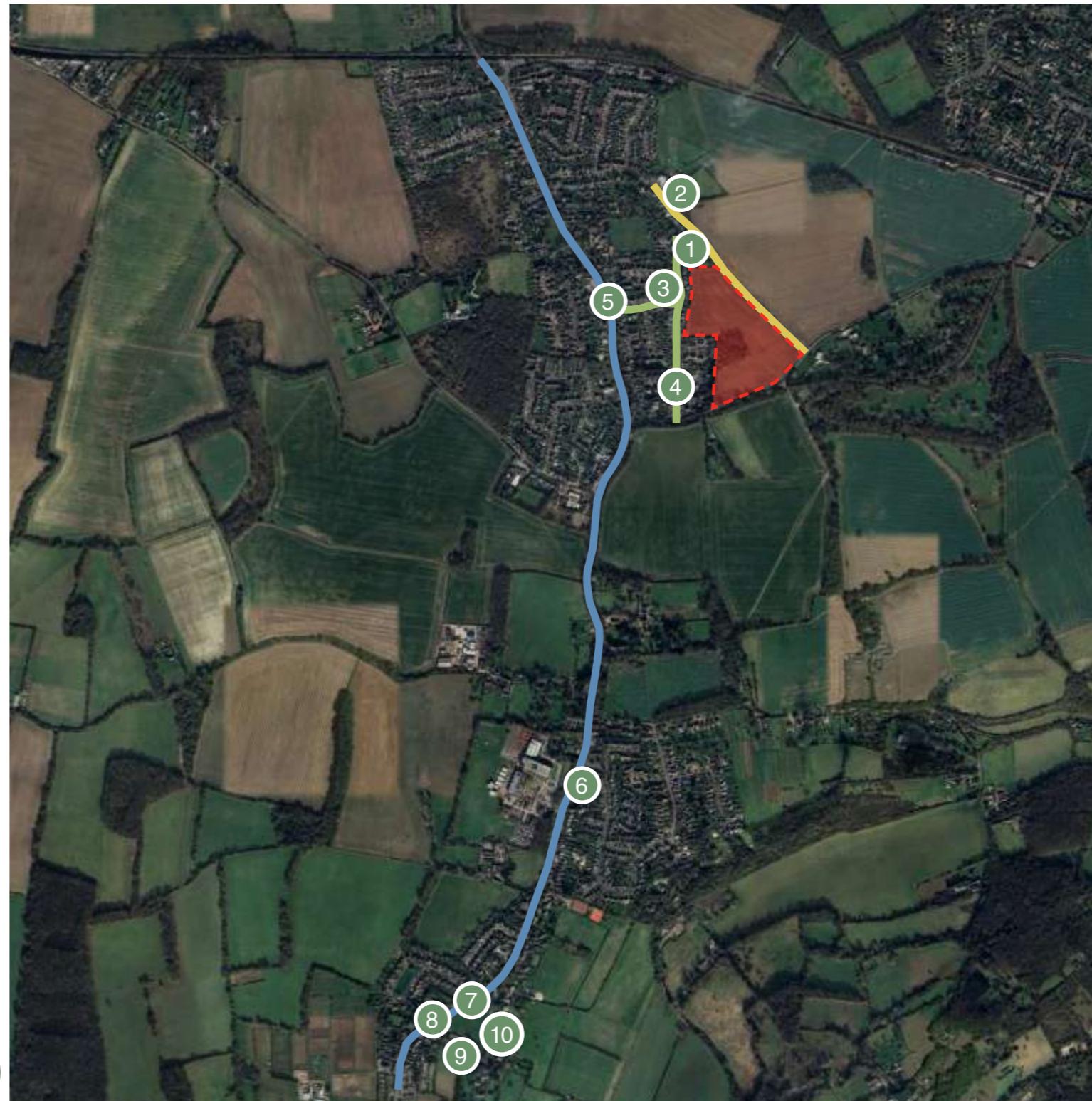
## 2.04 Local Vernacular

Meopham's local vernacular is made up of variety of styles however traditional architecture is very common with the architecture reflecting the villages rich history and rural Kent character. Key materials and features include; red and brown roof tiles (many Kent peg tile roofs), red-multi brickwork, tile hanging, black timber boarding, white render and white painted brick.

Building heights in Meopham vary between 1 storey and 2.5 storey creating interest within the village and reflecting its heritage and historical pattern of development.

### Key vernacular areas:

- Norwood Lane** - red and brown roof tiles, red/red-multi brickwork, black timber boarding, white/cream render, dormers, hipped roofs, white PVC window frames with traditional window grilles, gable and mono porches, brick detailing.
- Tradescant Drive and Denesway** - brown roof tiles, red/red-multi brickwork, black timber boarding, white/cream render, hipped dormers, hipped roofs, white PVC window frames , flat porches, corbelled tile detail, chimneys.
- Wrotham Road (A227)** - red and brown roof tiles, red/red-multi brickwork, brown brickwork, buff brickwork, black timber boarding, white/cream render, dormers, hipped roofs, white PVC window frames with traditional window grilles, gable and mono porches - feature porches, brick detailing, chimneys, tile hanging with scallop details, stone heads and cills.



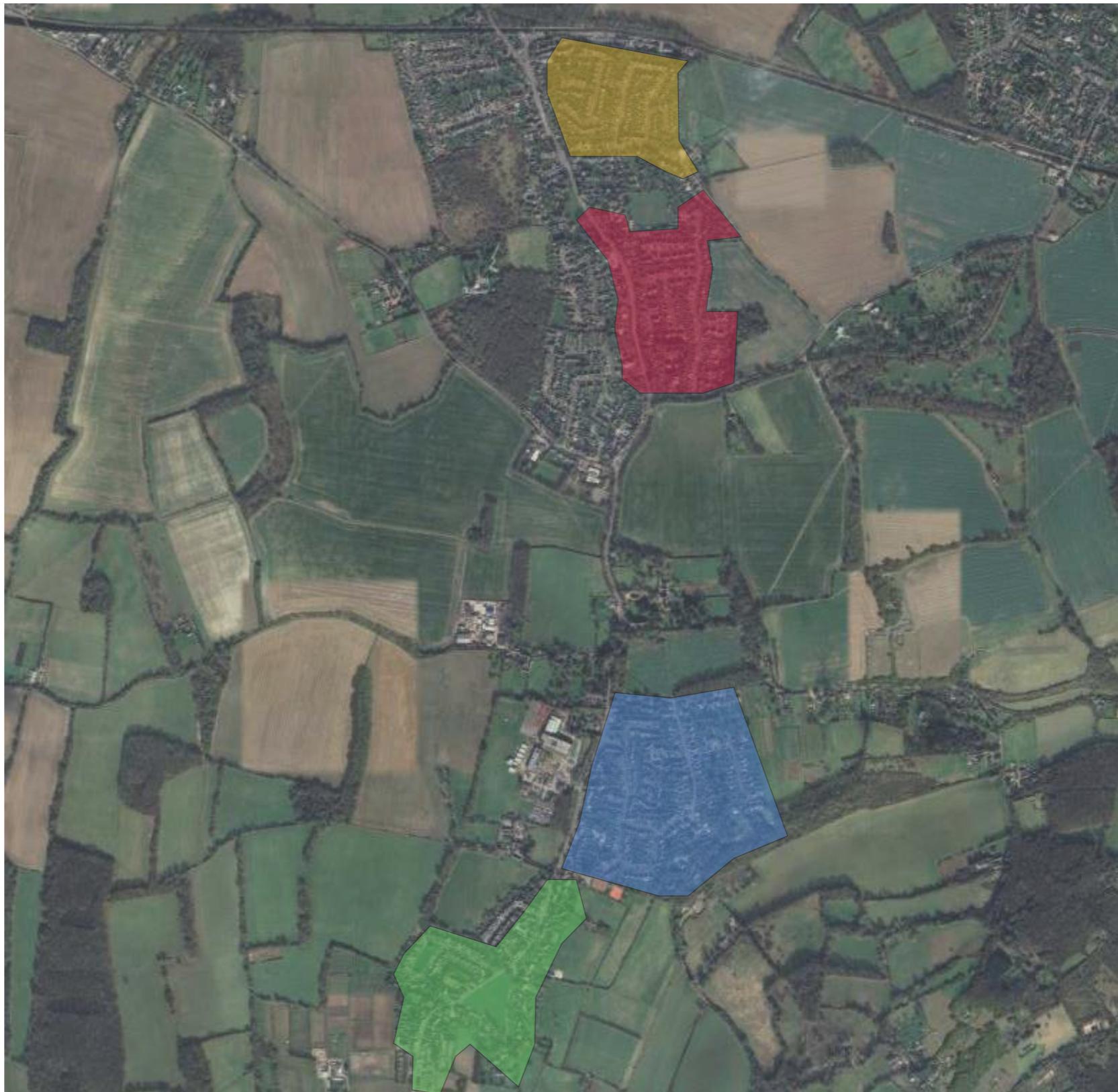


## 2.0 Site Context

### 2.05 Architectural Analysis

An architectural analysis has been made on 4 distinct areas found in Meopham which will have an influence on the architectural design of the development on site. These areas are:

- Area 1** - Built form along Norwood Lane and Nursery Road
- Area 2** - Built form along Wrotham Road (A227) and off of Green Lane
- Area 3** - Built form to the east of Wrotham Road (A227) and along Whitehill road
- Area 4** - Built form around Meopham Green and along Wrotham Road (A227)



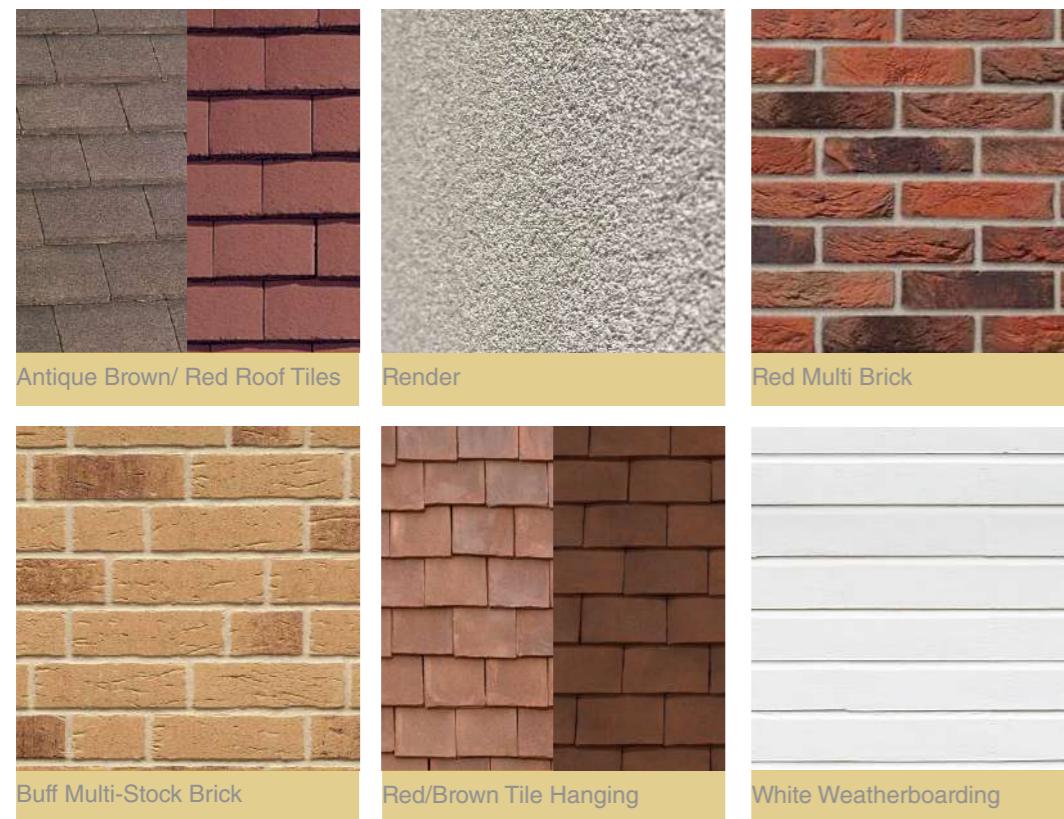
## 2.0 Site Context

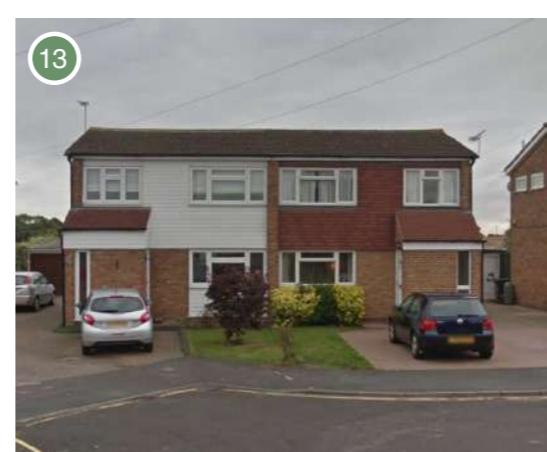
### 2.06 Area 1 Architectural Style Study

Area 1 includes built form along Norwood Lane and Nursery Road, with secondary roads off of Nursery Road. The area was built up in 1955-1964, driven by post-war reconstruction, economic shifts, and a desire to address housing shortages. The architecture in the area is a mix of post-war modernism which was needed after WW2 to meet needed housing requirements. This architecture was made up of functionality and simplistic design with little decorative details. Off of Norwood Lane, there are some historical listed buildings which add to the rural traditional character of the area.

Area 1 mainly consists of detached and semi-detached housing from 1-2 storey's in height.

#### Materiality





## 2.0 Site Context

### Roof Articulation

The roofs in area 1 are widely varied with shallow front-to-back, gables and hipped roofs being common. Barge boards are found in the area however over 50% of the houses in this area do not have them.



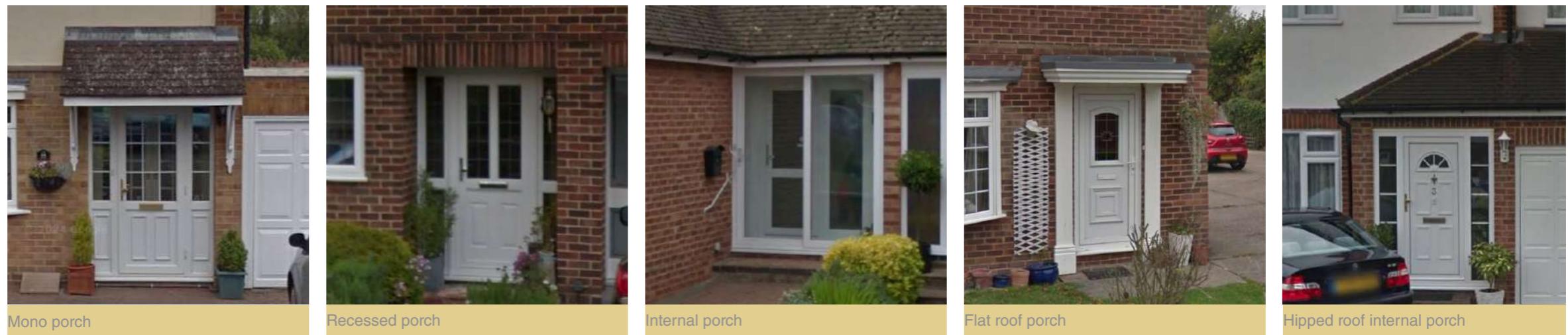
### Window Details

White PVC casement windows are primarily found in this area often with astragal bars to fit with the rural traditional feel. Soldier course headers are used frequently.



### Entrances

There are a variety of porch types used within area 1 however the area predominantly uses recessed and internal porches.



## 2.0 Site Context

### 2.07 Area 1 Settlement Pattern

Development is predominantly linear aligned with the roads with generous front gardens used by most dwellings for front of plot parking. Development around Nursery road is consistent in size made up of detached and semi-detached housing.

Dwellings off of Norwood Lane start to become more irregular with a larger set-back from the road and narrow roads leading to dwellings scattered behind others. Buildings in this location are mixed in shape and size due to their being a larger mix of historical settlements.



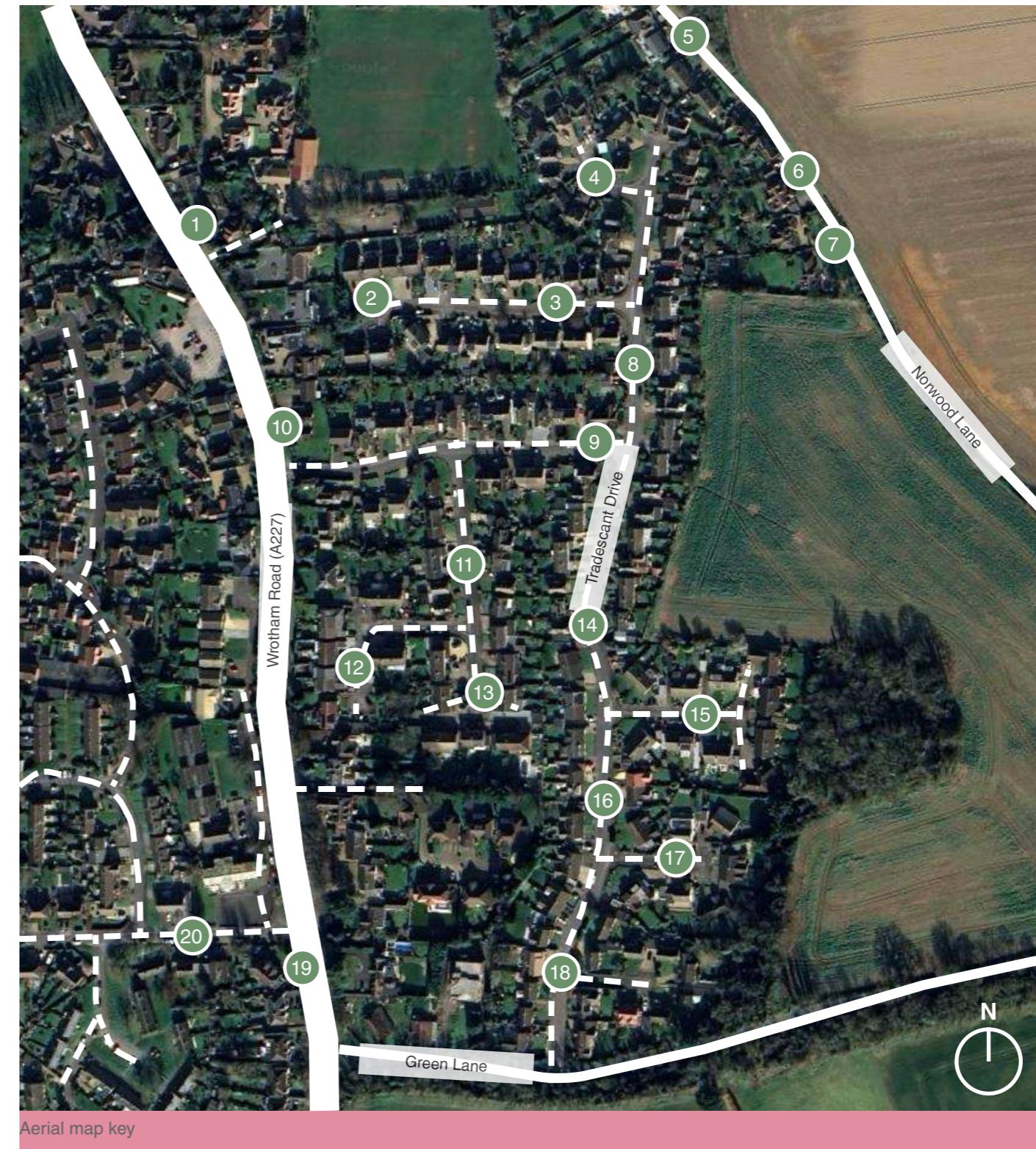
## 2.0 Site Context

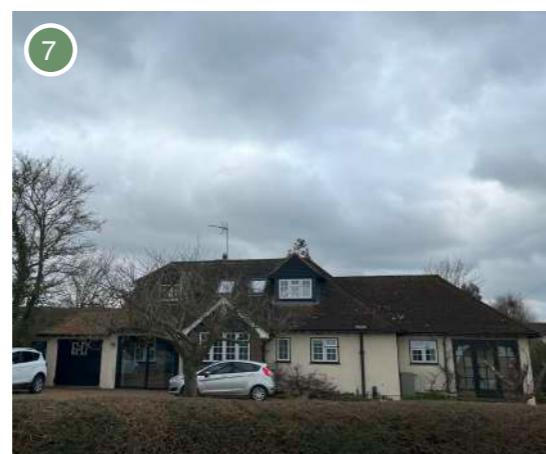
### 2.08 Area 2 Architectural Style Study

Area 2 includes built form along Wrotham Road (A227) and off of Green Lane. The area was built up in 1955-1964, driven by post-war reconstruction, economic shifts, and a desire to address housing shortages. The architecture in the area is a mix of post-war modernism which was needed after WW2 to meet needed housing requirements. The architecture in this area uses simplistic design but also integrates in the rural character through dropped eaves and corbelled tile detail creating a distinct vernacular in this area

Area 2 mainly consists of detached and semi-detached housing from 1-2.5 storey's in height.

#### Materiality





## 2.0 Site Context

### Roof Articulation

The roofs in area 2 are consistent, mostly front-to-back and gabled forms. In this area there is frequent gable front with barn hip used and dormers.



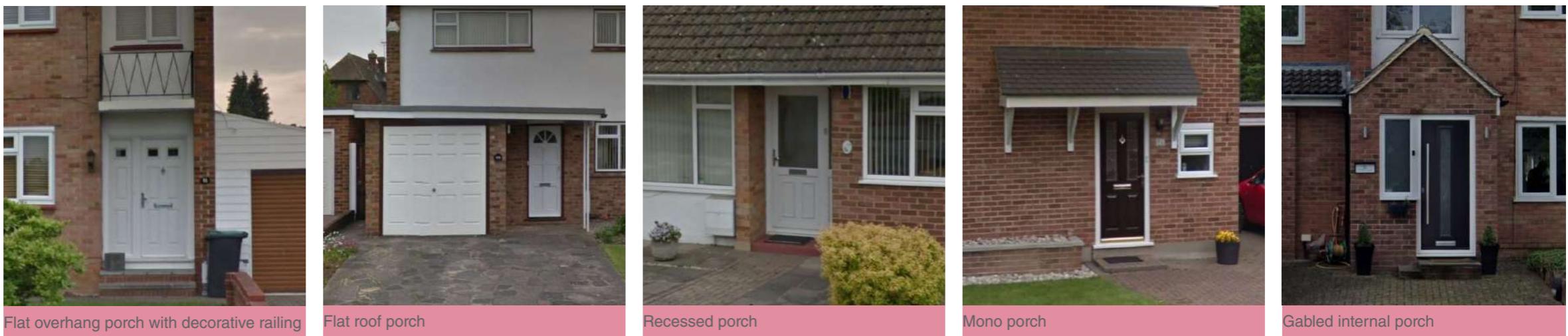
### Window Details

White PVC casement windows are primarily found in this area often with astragal bars and soldier course headers are used frequently. Most windows are divided into 3 sections with fanlight windows.



### Entrances

There are a variety of porch types used within area 2 however the area consistently uses recessed or flat roof porches.



## 2.0 Site Context

### 2.09 Area 2 Settlement Pattern

The Development area uses an irregular street pattern rather than a rigid grid showing an organically developed settlement. Buildings have been arranged in clusters with variation of density with the central roads off Tradescant drive being more compact, whereas the outer roads are more dispersed with more generous front gardens.

The settlement can be shown to be of detached and semi-detached housing with clusters of built form aligning with the roads. In this area it is common to have small cul-de-sacs off of primary and secondary roads with development.



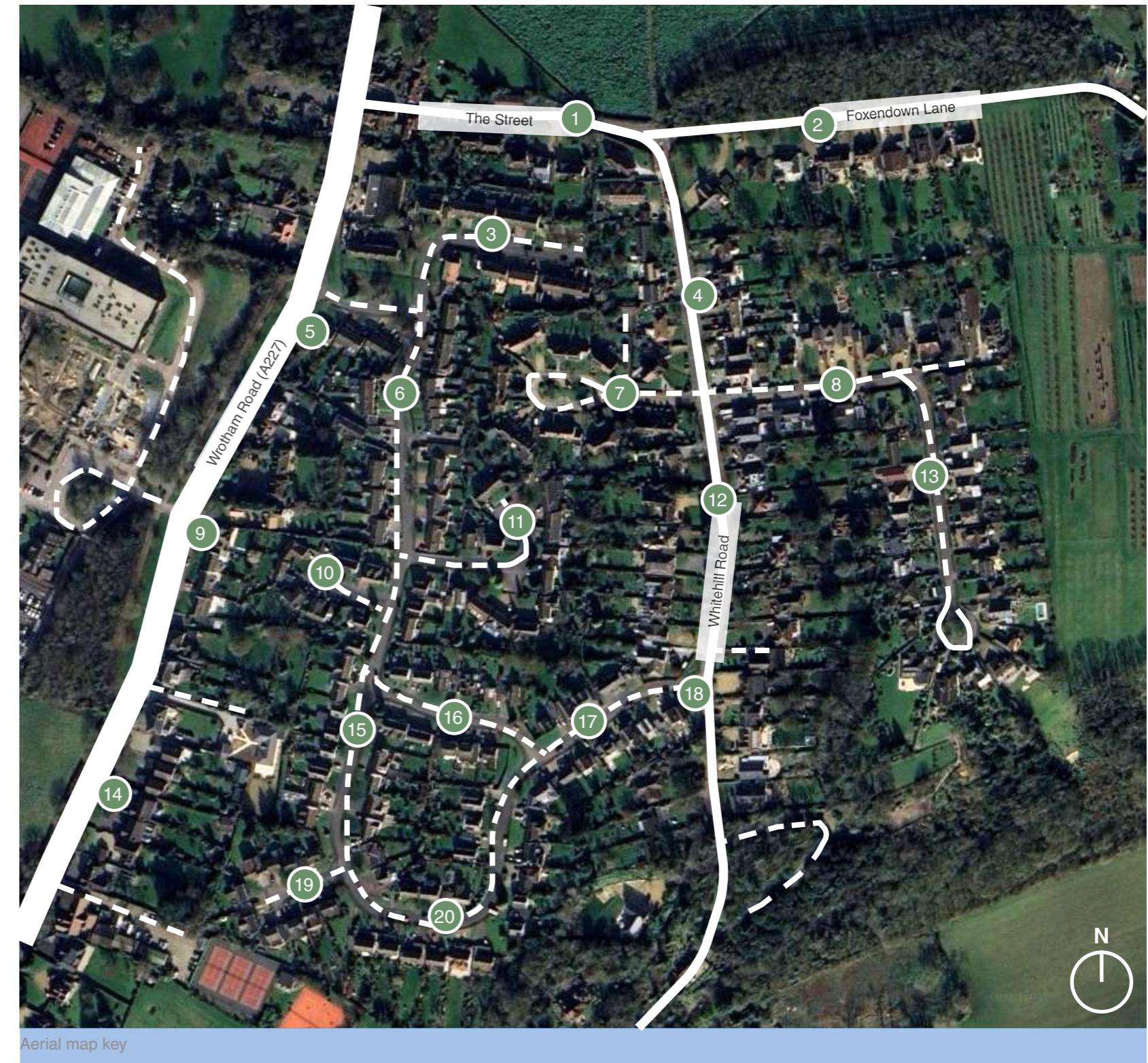
## 2.0 Site Context

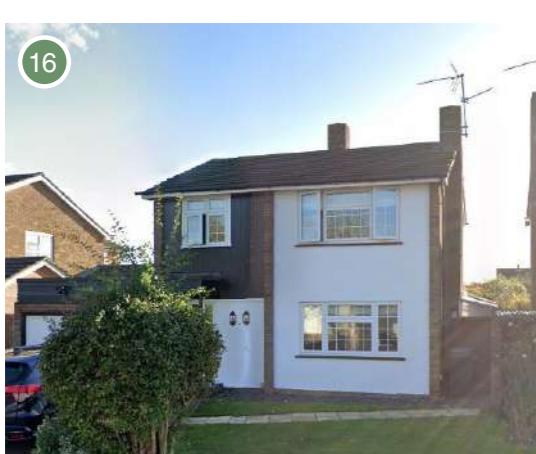
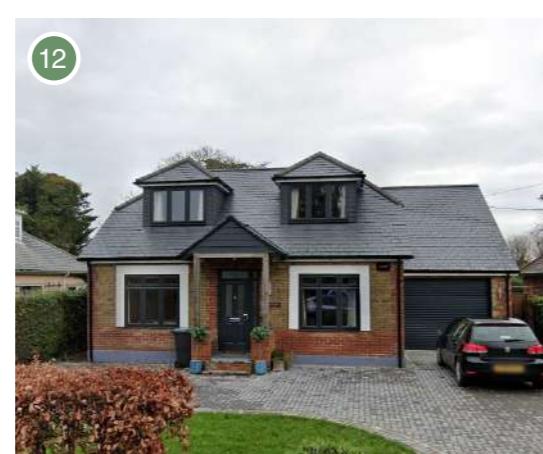
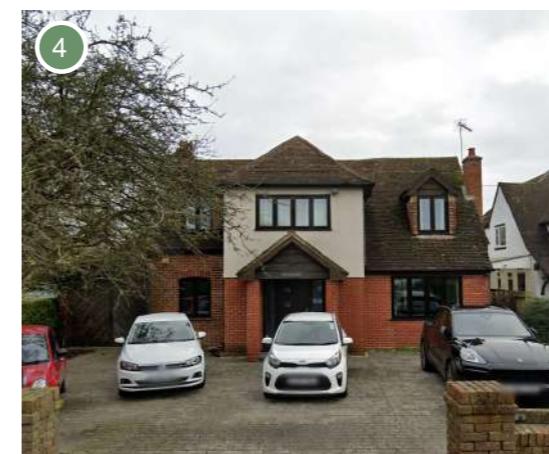
### 2.10 Area 3 Architectural Style Study

Area 3 includes built form to the east of Wrotham Road (A227) and along Whitehill road. The area was built up in 1955-1964, driven by post-war reconstruction, economic shifts, and a desire to address housing shortages. The architecture in this area is a 50% split of traditional design and post-war modernism with mainly larger detached dwellings of 1.5-2.5 storeys and some terrace and semi-detached.

Area 3 uses black/brown boarding consistently, predominantly on gable ends as a feature, decorative shutters to first floor windows and gable porches. Render is frequently used and chimneys. A mixture of bricks are used.

#### Materiality





## 2.0 Site Context

### Roof Articulation

The roofs in area 3 are consistent, mostly front-to-back and gabled forms. Most dwellings feature a chimney and gable ends have boarding as a feature material.



### Window Details

White PVC casement windows are primarily found in this area often with astragal bars. Most windows are divided into 3 sections with fanlight windows. Bay windows are frequent on detached dwellings.



### Entrances

There are a variety of porch types used within area 3 however the area consistently uses gabled porches.

