

4.0 Proposal

4.01 Concept Masterplan

A concept Masterplan has been developed to aid future development proposals. This has been based upon the technical appraisals by the consultant team and the opportunities and constraints plan previously prepared.

This plan allows for the scheme to be landscape led, and allows for suitable buffers and offset especially along the eastern and south-eastern site boundary areas where the site is at its most sensitive.



4.0 Proposal

4.02 Parameters Plan

The Parameters Plan sets out the key principles for land use, movement, open space, and building heights, providing a flexible framework to guide future detailed design.

It has been informed by technical appraisals undertaken by the consultant team, including landscape, ecology, access, and drainage. The plan reflects an indicative density strategy, with lower-density housing proposed towards the site's edge to ensure a softer interface with the national landscape.

A tree-lined street is proposed alongside the Public Right of Way, helping to soften the built form and maintain a more open, rural character in this part of the site.

KEY

- Existing trees along site boundaries and Churchway Wood to be retained
- 15m offset to Churchway Wood to be generally kept free of development
- 3m planted buffer zone to provide privacy and screening to existing properties to the western boundary, plus new enhanced hedgerow planting along Norwood Lane to soften long range views
- Indicative location for drainage basins to capture surface run-off and linked with water flowing towards lower part of the site
- Existing Public Right Of Way retained and set alongside a tree line road and transitioning through open spaces and landscaped areas
- Viewing corridor to be respected to allow long range views towards the Church of St Mildred in Nurstead, and also view towards the National Landscape.
- Public Open Space, including play areas, surface water attenuation, and associated pedestrian and/or cycle connections.
- Indicative location of play areas
- Indicative Residential Parcels with Density around 30dph
- Indicative Residential Parcels with Density around 40dph
- Proposed main site access from Green Lane
- Indicative route of spine road through site to be 5.5m wide carriageway
- Indicative structural tree planting along main access routes
- 3.7m cycle and pedestrian link to act as emergency access point
- Indicative route of footpath links (indicative alignment) through the development
- Footpath Link along Green Lane into site
- Proposed pedestrian link out of site to link to Camer Country Park



4.0 Proposal

4.03 Illustrative Masterplan

The illustrative masterplan shows the extents of development set out in relation to the appraisal within this DAS and technical reports as part of the outline application. Key points include:

- New primary vehicular access proposed to serve the development efficiently and safely;
- Landscaped feature providing a natural transition to the PROW and enhancing the arrival experience;
- Drainage basins designed to capture surface water and manage flows across the site;
- 3.7m-wide pedestrian and cycle route also serving as emergency access;
- New structural planting introduced along Norwood Lane to provide screening;
- Retained PROW integrated alongside a tree-lined street and connected green spaces;
- Open space designed around the heart of the site, with development offset from woodland;
- Centrally located play space supported by informal recreational areas at site edges;
- Protected view corridor maintained to preserve key long-range views to local landmarks;
- New footpath connecting the site to the existing local footpath network;
- Dwellings positioned to front onto green spaces throughout the development;
- Pedestrian link proposed to provide access to Camer Country Park.



4.0 Proposal

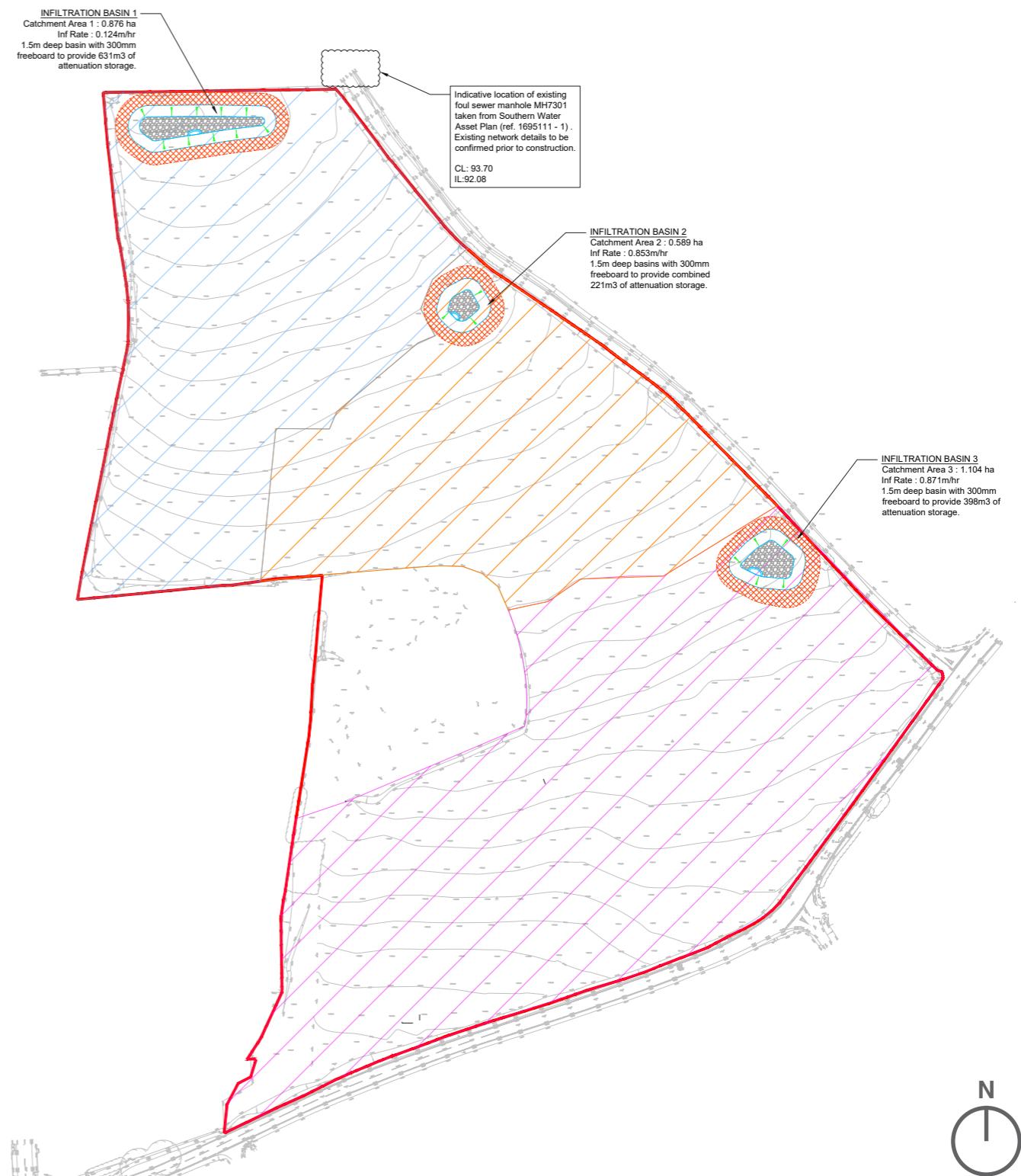
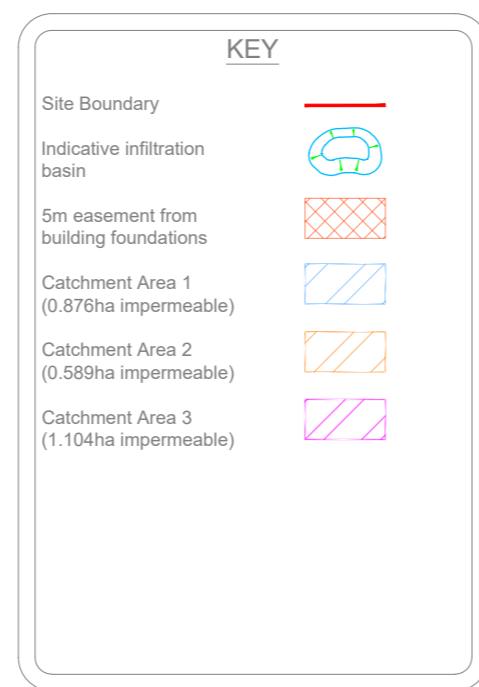
4.04 Drainage

Permeability testing undertaken on site within the Chalk suggests the site is suitable for both shallow and deep bored soakaways.

The drainage strategy for the site is based on a series of infiltration basins designed to maximise infiltration into the Chalk and attenuate and treat the surface water flows generated from the site.

In addition, a SuDS approach to drainage is to be utilised where swales link the development to the basins along with allowing additional infiltration and treatment.

For foul drainage a connection is proposed to the existing adopted sewer network to the immediate north of the site.



4.0 Proposal

4.05 Character Areas

The site has been divided into two character areas as a response to the character analysis carried out. These areas architectural style have been informed by the local context, local vernacular and local heritage, considering key details and characteristics.



Rural Edge

The Rural Edge follows around the southern and eastern edge of the site to provide a soft transition to the countryside. Hipped and Barn hipped roofs will be used in the area to help with this transition as well as traditional materials found in Meopham.



Central Core

The Central Core includes development within the center of the site and bordering onto existing development to the western boundary. The area is informed by the density and materiality of the surrounding area, including a traditional approach, however also bringing through contemporary design details.



4.0 Proposal

4.06 Rural Edge

The Rural Edge follows around the southern and eastern edge of the site, providing a smooth transition to the countryside and the Kent Downs National Landscape where local vernacular and historical/traditional styles should be preserved. Hipped and Barn hipped roofs will be used in the area to help with this transition as well as traditional materials and details found in Meopham including Black boarding and windows with astragal bars. Brown Multi brick will be used as a key material with a mix of antique brown and red roof tiles. Red Multi brick will be used for key focal buildings, predominantly with black boarding.



Antique brown roof tiles



Red roof tiles



Brown multi brick



Red multi brick

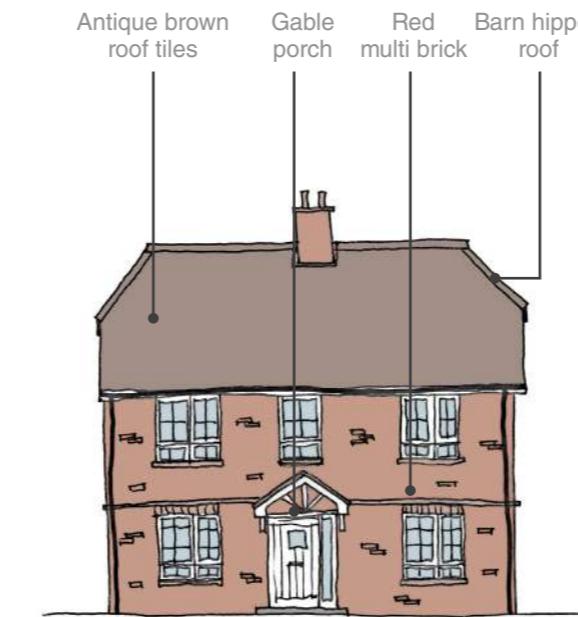
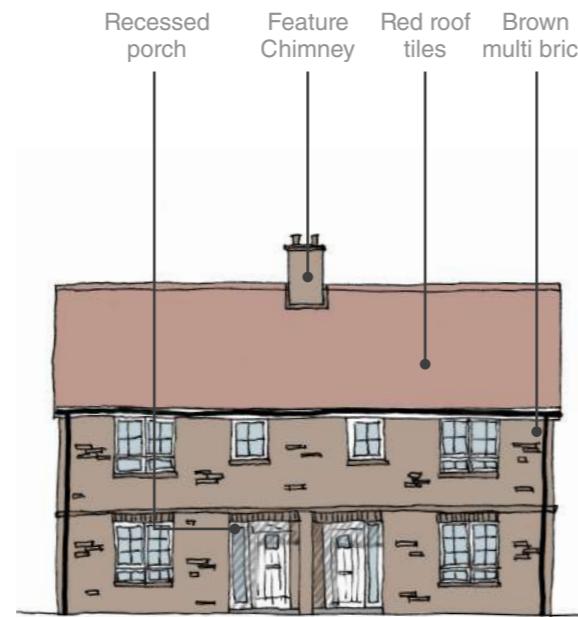
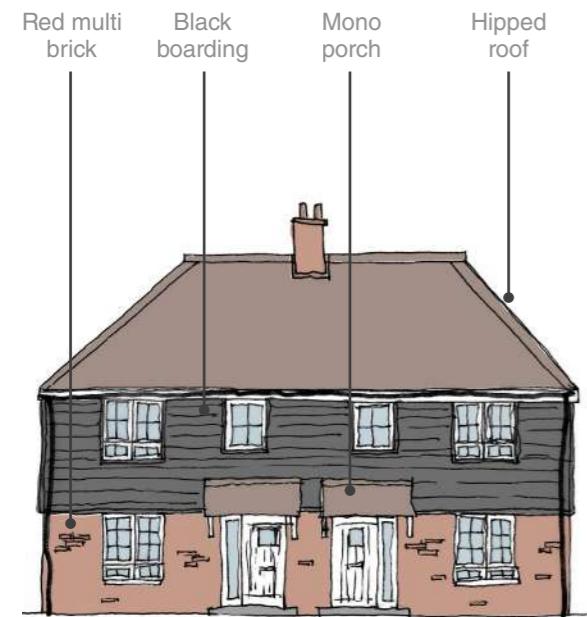


Black boarding

Local Character Precedents:



Key Elevation proposals for Rural Edge:



4.0 Proposal

4.07 Rural Edge Street Scene

The rural edge street scene has been shaped by the local character of Hook Green and Meopham, with key details carefully drawn from the existing vernacular and reflected in the design.



4.0 Proposal

4.08 Central Core

The Central Core includes development within the center of the site and bordering onto the existing development along Tradescant Drive to the western boundary. The character area will include a traditional approach using tile hanging on feature buildings, however also bringing through contemporary design details through asymmetrical windows. The area primarily will be using brown multi brick, red multi brick and tile hanging with a mix between antique brown and red roof tiles. The area will be more dense with predominantly semi-detached dwellings.



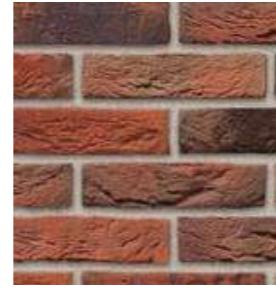
Antique brown roof tiles



Red roof tiles



Brown multi brick



Red multi brick

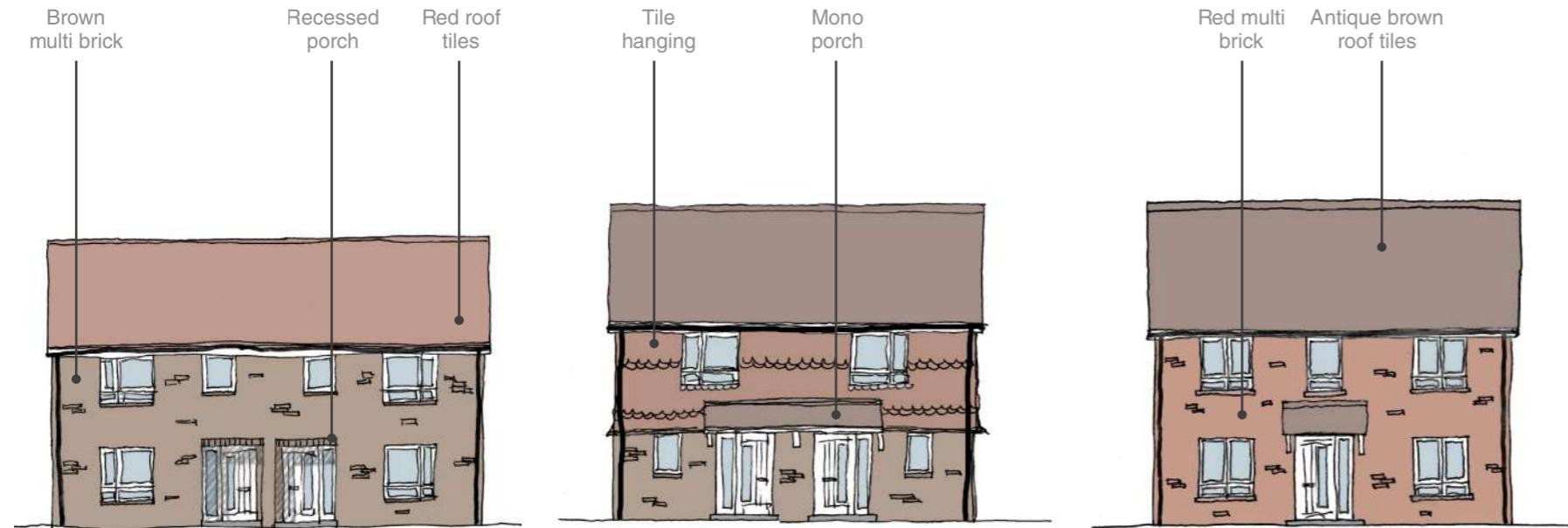


Tile hanging

Local Character Precedents:



Key Elevation proposals for Central Core:



4.0 Proposal

4.09 Central Core Street Scene

The central core street scene takes inspiration from the local character of Hook Green and Meopham, with key details carefully referencing the local character.



Tile hanging with brown multi brick



White PVC asymmetrical windows



Red multi brick



Recessed porch with soldier course header



Mono Porch



Contemporary door style



5.0

Access

5.01 Access and Transport

5.0 Access

5.01 Access and Transport

The proposed development will draw on the new vision-based approach set out in the NPPF. A vision-based approach to transport planning is the setting of outcomes for a development which achieves well-designed, sustainable and popular places, and providing the transport solutions to deliver those outcomes as opposed to predicting future demand to provide capacity (typically on the highway network and highway capacity).

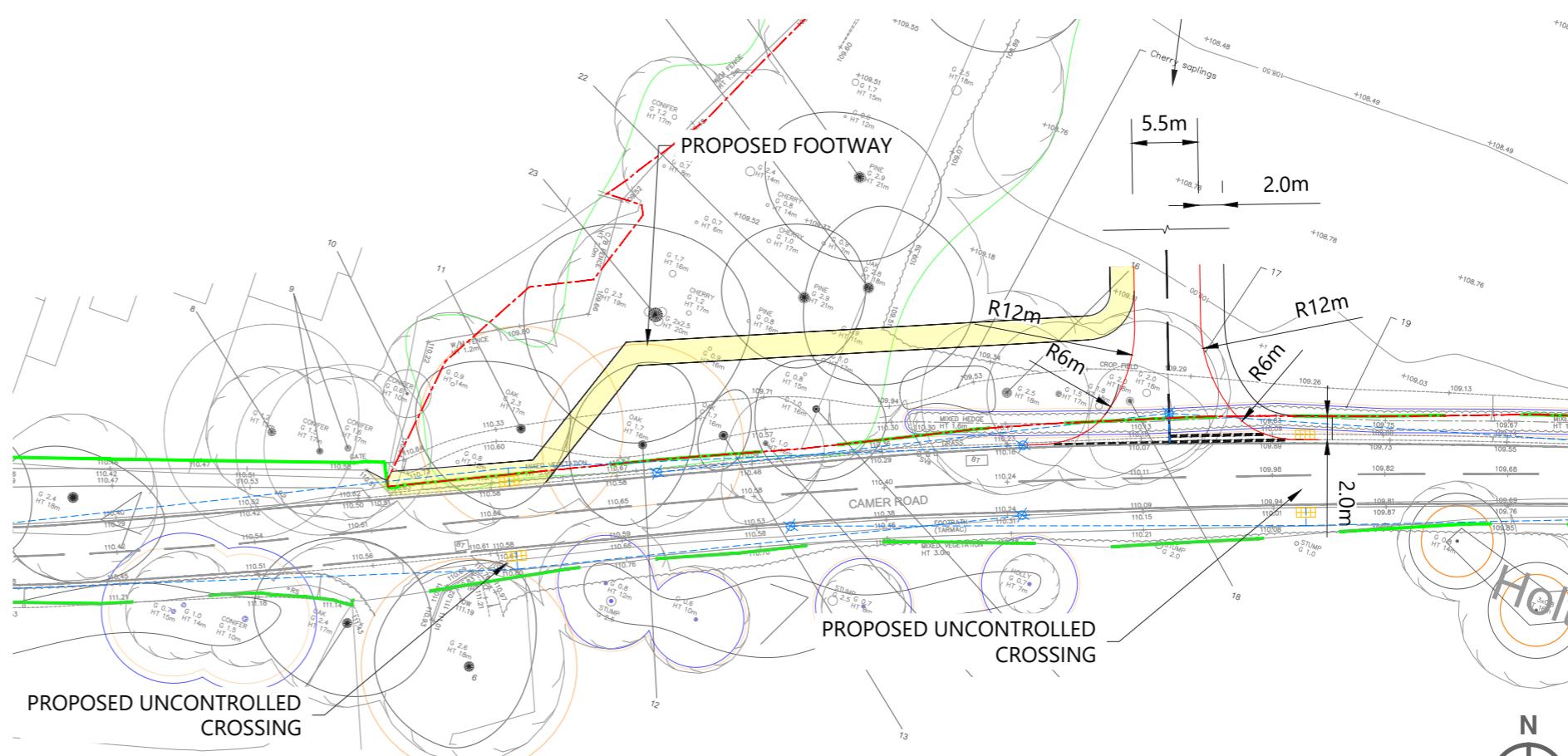
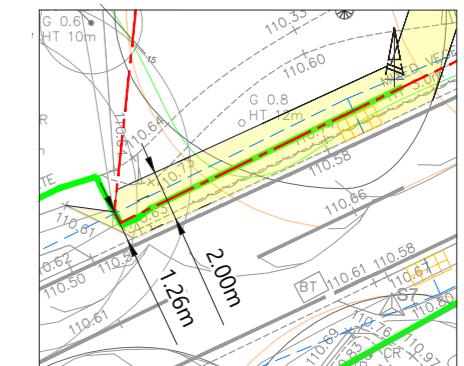
Kent Country Council (KCC) have agreed with this approach and the subsequent Transport Assessment will detail the most appropriate vision for the site. Realistic scenarios will be supported by route audits and 'sustainable day in the life' summaries. This will include an assessment of the ease with which residents can walk or cycle to a range of local facilities along pleasant routes, children can walk or cycle to the nearest primary and secondary schools, along appropriate routes and all residents can travel by bus and rail to a range of destinations. The position of the site relative to such key facilities already available within walking distance, as well as Meopham railway station and local bus stops will assist in determining appropriate sustainable and active travel opportunities.

The proposed site access and footway connection has been agreed with Kent County Council. An additional connection to Norwood Lane to provide pedestrian/cycle/emergency access is also being developed, which will also provide for internal routing towards Camer Country Park. At this stage, the Applicant envisages offering internal roads for adoption such that this route can be signed and managed as a suitable walking route by KCC – this was requested by KCC during pre-application discussions.

Whilst the overarching focus of the development is to encourage sustainable travel, some vehicle activity will remain. Whilst KCC works to finalise strategic modelling for an updated local plan, this development is undertaking surveys and assessments of traffic impact at the key local junctions where noticeable traffic impact is envisaged, noting, based on the feedback from KCC, this may be required regardless in the event the strategic model is not sufficiently localised to identify the impact of this development.

KEY:

- SITE BOUNDARY
- HIGHWAY BOUNDARY
- PROPOSED KERB
- PROPOSED BACK OF FOOTWAY
- PROPOSED ROAD MARKINGS
- PROPOSED TACTILE PAVING
- PROPOSED FOOTWAY
- PROPOSED VISIBILITY SPLAY



6.0

Sustainability

6.01 Energy Efficiency

6.02 Construction Practices

6.0 Sustainability

6.01 Energy Efficiency

Changes to Building Regulations (Part L, F and O) was published in December 2021 requiring new homes to produce significantly less CO2 emissions.

All houses on the site will comply with these new regulations. Combined, this will achieve a 31% reduction in CO2 emissions compared to homes built under the previous 2013 Building Regulations.

The Government is introducing the 2025 Future Homes standard. This will set standards for target carbon reduction of 75-80% compared to the 2013 Building Regulations. Homes on the site will meet Future Homes standards.

Taylor
Wimpey

2025 Future Homes standard home



6.0 Sustainability

6.02 Construction Practices

The proposed development has a number of embedded and additional measures to ensure the provision of a sustainable development, and its delivery at RM stage would also bring with it a number of additional benefits. These are summarised below

Green Infrastructure

- Provision of Active Green Infrastructure as part of the development proposals including 1no. LEAP and LAPs along the boundaries.
- Provision of a Sustainable Drainage System as part of the development proposals.



Biodiversity

- Retention of the existing boundary vegetation and Churchway Woods, strengthened with appropriate new native planting as appropriate.
- Provision of bat roost boxes on suitable trees to ensure that the proposals safeguard foraging and commuting habitat as well as provide new artificial roosting features.



Sustainable Transport

- Implementation of a Travel Plan to be based on and consistent with the analysis contained in the Transport Assessment.
- Provision of walking / cycling infrastructure including new connection routes that link to the existing PROW.
- Provision of electric vehicle charging points.



7.0

Conclusion

7.01 Local Community Benefits

7.02 Conclusion

7.03 Building for a Healthy Life

7.0 Conclusion

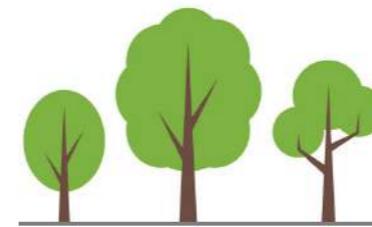
7.01 Local Community Benefits

This Proposal would result in a number of benefits to the local community, including:

- Delivery of up to 150 new homes, including 50% affordable housing
- Over 1.6Ha of public open space, including new areas for children to play (excluding Churchway Wood)
- Achieves at least a 10% Biodiversity net gain
- Potential to enhance Churchway Wood and bring it into favourable condition
- Improved footway and crossings on Green Lane towards Camer Country Park
- Enhanced pedestrian connectivity to and through the site, including safe connections though to Norwood Lane to the north
- Makes effective use of a grey belt site
- Economic benefits during the construction and occupational phases



50%
Affordable Homes



1.6 Hectares
Open Space



10%
Biodiversity Net Gain

7.0 Conclusion

7.02 Conclusion

This proposal presents an opportunity to deliver a well-considered housing scheme that responds to local housing needs. The design has been informed by site-specific constraints, as detailed in the parameters plan, technical appraisals within this DAS, and supporting consultant reports. Together, these elements establish a robust framework for a future reserved matters application.

Overall, this approach will deliver a development that not only responds positively to its context but also provides high-quality residential accommodation. It aims to enhance the local environment, offering lasting benefits for future residents as well as the wider communities of Meopham and Hook Green.

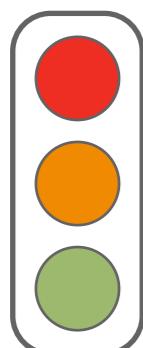
7.0 Conclusion

7.03 Building for A Healthy Life



Using the Building for a Healthy Life guide, the proposed outline scheme adheres to the key principles set out in the document which creates a development that has a sense of place and character.

BHL is primarily a design process framework rather than a scoring system. Good practice is shown with a green light, and poor practice with a red light.

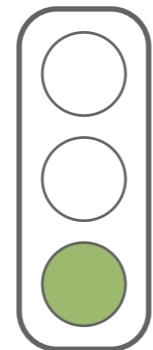


Red = Stop and rethink

Amber = Try and turn to green

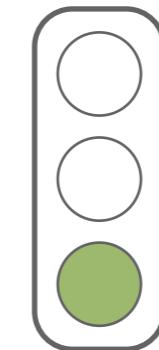
Green = Go ahead

Natural Connections



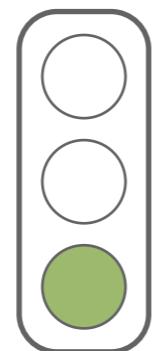
- The design ensures clear edge-to-edge connectivity, creating strong and legible links between the site and the wider surrounding context.
- The layout responds to pedestrian and cyclist desire lines, introducing a new northern link to Norwood Lane while retaining and enhancing the existing Public Right of Way through the site.
- Existing planting is retained where possible, with Churchway Woodland preserved and a new footpath introduced around it to provide access while safeguarding its long-term management.

Facilities and Services



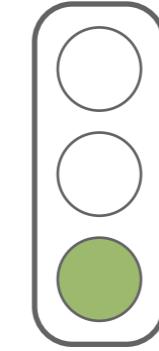
- A landscape-led approach guides the reservation of land in appropriate locations for non-residential uses, ensuring functional and visually integrated spaces.
- Houses are positioned to front key locations, creating active and engaging street frontages.
- Where routes converge, spaces are designed at a human scale, creating public open areas and equipped play spaces.

Walking, Cycling and Public Transport



- Secondary streets with shared surfaces will be introduced to balance space between pedestrians, cyclists, and vehicles, creating a safer and more inclusive street environment.
- Streets are designed to be cycle-friendly, prioritising and protecting pedestrians and cyclists across junctions and side streets, while encouraging alternatives to car use. Cycle parking would be provided within rear gardens to enhance safe and convenient cycling.
- Secondary streets and changes in paving are designed to encourage 20 mph speeds, supporting traffic calming and safe, low-speed movement throughout the site.

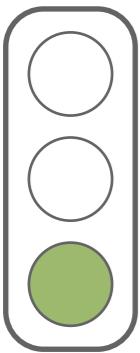
Homes for Everyone



- A range of housing typologies, including 50% affordable homes distributed across the development and 5% custom-build dwellings, is provided to meet local housing needs and support a diverse, broad-based community.
- All houses and maisonettes, are provided with policy-compliant private amenity space, including areas suitable for outdoor clothes drying.

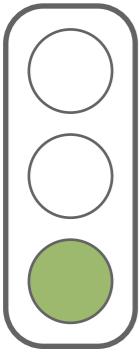
7.0 Conclusion

Making the Most of What's There



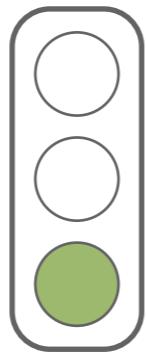
- Character analysis of the local settlement patterns, combined with site visits, has informed the illustrative masterplan, ensuring distinctive features such as street types, landscape character, urban grain, plot shapes, building forms, and materials reflect and enhance the local context.
- Building heights, typologies, and tenures are designed for sensitive transitions, informed by surrounding housing and the Kent Downs National Landscape, ensuring new development sits comfortably alongside existing areas.

A Memorable Character



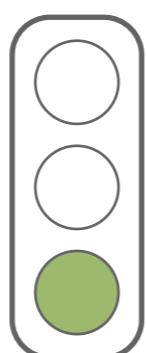
- A clear, illustrative layout has been developed through extensive site analysis, exploring multiple options to identify key issues and arrive at the most appropriate design solution.
- The design draws inspiration from the local architectural and landscape character, reflecting the distinctive qualities of the surrounding area.

Well Defined Streets and Spaces



- Streets are designed with active frontages, ensuring buildings engage with and overlook public spaces.
- Building compositions and lines are cohesive, responding to the existing topography and established street layout.
- Front doors always face streets, with corner-turning plots designed to provide active frontages on all key locations.
- Street corner homes are dual aspect, with windows serving habitable rooms to maximise natural light and surveillance.

Easy to Find your Way Around



- A tree-lined main street at the site entrance provides a clear wayfinding route, while different surfacing distinguishes secondary streets from the principal route. The site is divided into two character areas, using similar yet distinct materials to reinforce legibility and identity.
- Street patterns are simple and legible, responding to the site's geometry and based on a combination of formal and relaxed grid layouts.
- New legible elements are introduced across the development and further reinforced through landscape strategy, building and layout design, hard landscaping, and boundary treatments.

Healthy Streets



- The main street into the site is tree-lined, providing a healthy street environment that clearly functions as a key wayfinding route.
- Surfaces changes are used to help achieve 20 mph (or lower) design speeds, reinforcing the 20 mph designation throughout the streets.
- Cycle and pedestrian routes are carefully aligned with desire lines, connecting key locations beyond the site while maintaining the existing Public Right of Way in its current location to provide continuity and familiarity for the local community.

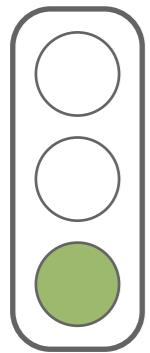
Cycle and Car Parking



- Parking is primarily arranged in tandem to prevent anti-social parking, with limited frontage parking and visitor bays provided. Green relief is incorporated approximately every four bays to soften the streetscape.
- Landscaping is used to integrate parked cars into the street, softening their visual impact and enhancing the public realm.
- EV charging points are provided to every house and maisonette, ensuring the development remains aligned with advancing electric vehicle technology.

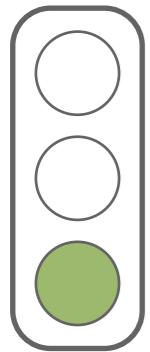
7.0 Conclusion

Green and Blue Infrastructure



- The development will deliver a biodiversity net gain of at least 10%, incorporating features such as species-rich grasslands, wildlife corridors, and provisions for birds and bats, including bird boxes, swift nesting bricks, and bat bricks.
- Surface water is managed through permeable paving and three attenuation basins located around the site, integrating water management features into the landscape.
- A connected and accessible network of public open spaces is provided, with footpaths surrounding all areas to ensure easy movement through and around the spaces.

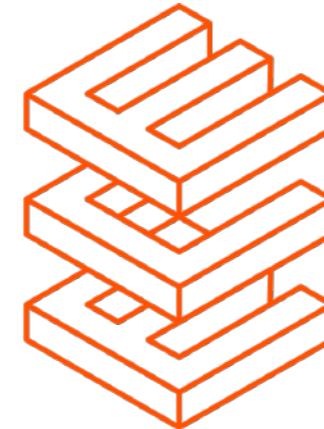
Back of Pavement, Front of Home



- Boundary treatments retain existing planting where possible and introduce new planting to enhance ecological value and reinforce local character.
- All spaces are designed with a clear purpose, avoiding leftover areas without a defined public or private function.

Contacts

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