

4.2

CONCEPT PLAN

This concept plan sets out the vision, concept and structure of the proposals prior to preparation of the illustrative masterplan. It illustrates how the parameter plan can be developed into a comprehensive development proposals.

The illustrative site plan develops the ideas of the concept plan and illustrates how the proposals could come forward as part of a reserved matters application.

CONCEPT PLAN KEY



Development Land



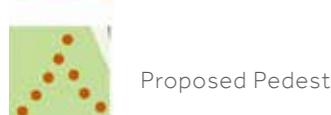
Public Open Space and SUDS



Landscape Buffer



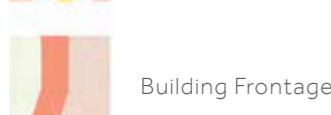
Main Access



Proposed Pedestrian Routes



Proposed Movement



Building Frontages



THE PROPOSALS

04

4.3

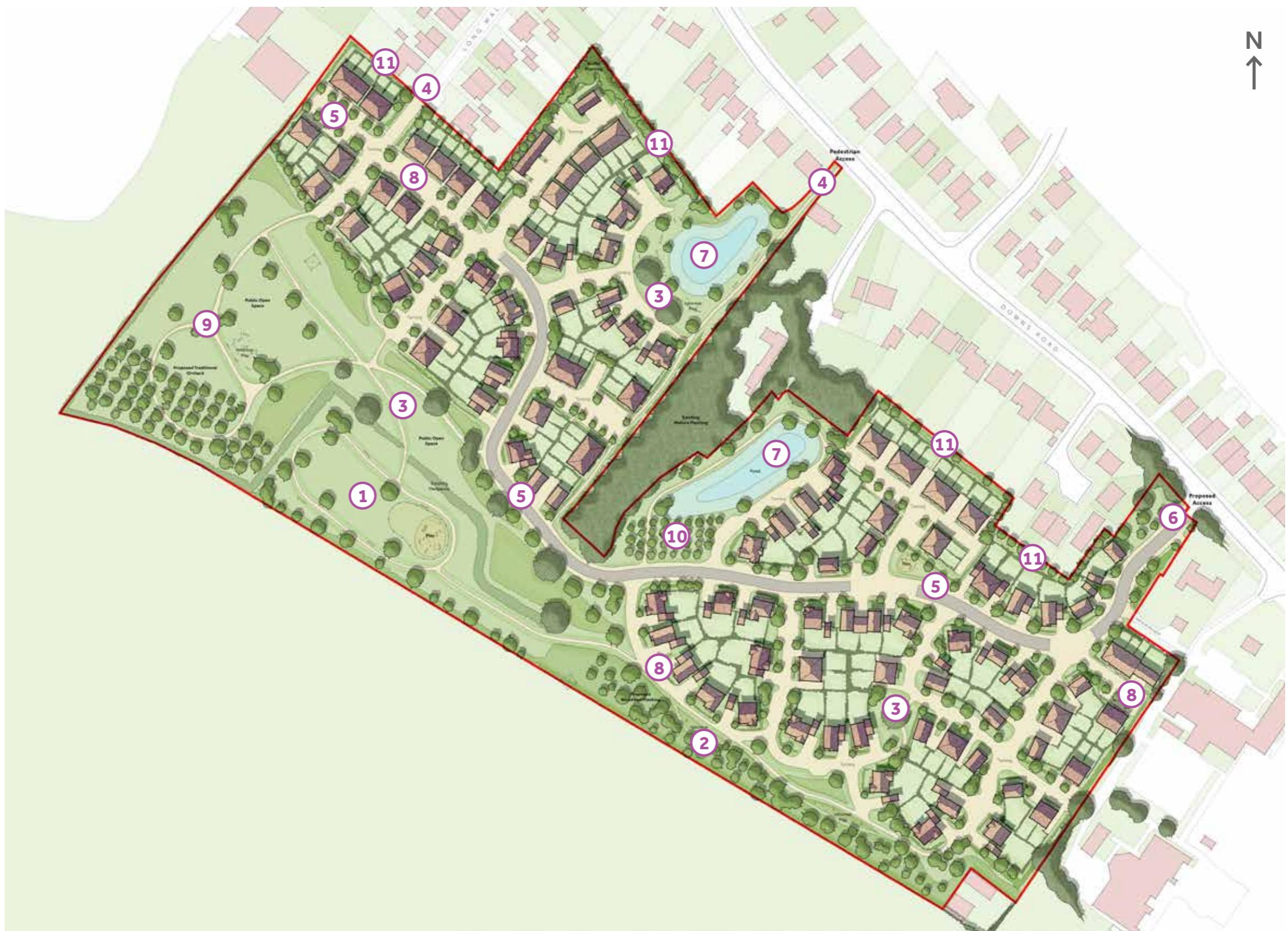
ILLUSTRATIVE SITE PLAN

The Illustrative site layout plan develops the concept plan into a illustrative proposal for the site. It has evolved through a series of iterations in response to the feedback from the pre-application process and the ongoing analysis of constraints and opportunities.

The current illustrative proposal incorporates the following features:

1. Open Space & Play - Dedicated area open space incorporating children's play area and walking routes.
2. Woodland buffer to southern boundary.
3. Existing trees incorporated within the proposals.
4. Pedestrian Links - links through to the existing settlement.
5. Space for street trees within the new streets.
6. New vehicle & pedestrian access onto Downs Road.
7. Surface water drainage pond - attenuation pond included within the open space as landscaped feature.
8. Majority of parking provided on plot with occasional landscaped parking court.
9. Walking routes within the open space.
10. Community Orchard incorporated within the open space.
11. Landscape buffer to existing residents.

It is envisaged that any future reserved matters applications can build upon the principles of the illustrative site plan.

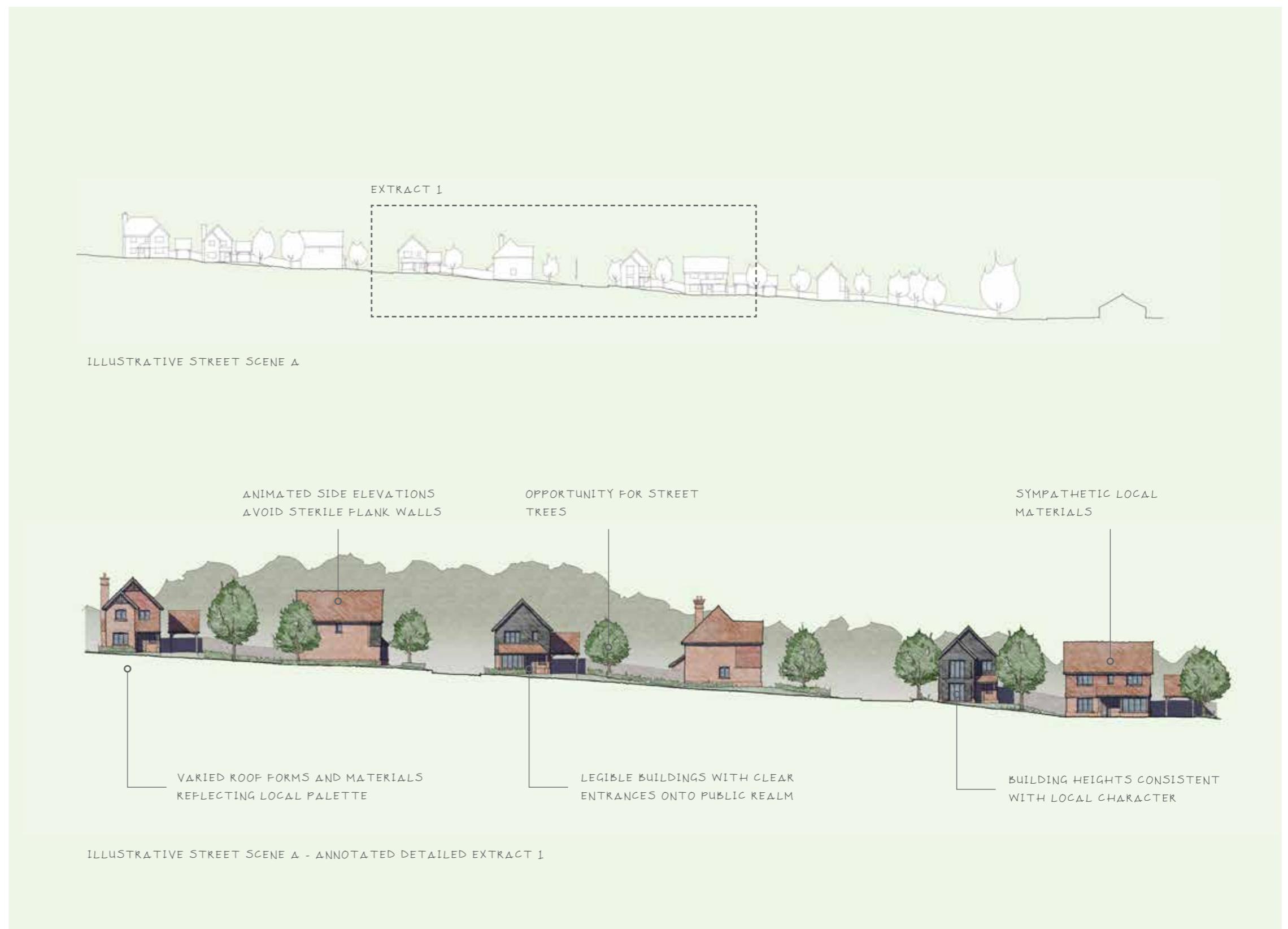


4.4 ILLUSTRATIVE STREET SCENES

A number of illustrative street scenes have been prepared to demonstrate how the proposals could respond to the local character and design guidance.

These are annotated to illustrate how they could be developed as part of the future reserved matters application.

Illustrative section A



4.4 ILLUSTRATIVE STREET SCENES

A number of illustrative street scenes have been prepared to demonstrate how the proposals could respond to the local character and design guidance.

These are annotated to illustrate how they could be developed as part of the future reserved matters application.

Illustrative section B



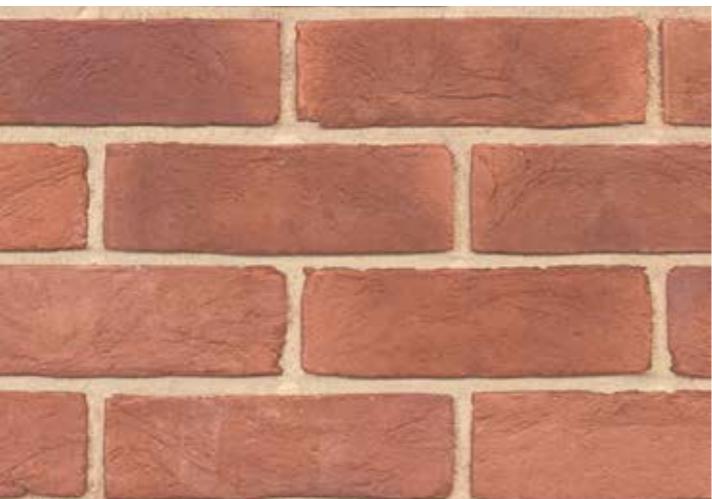
4.5

ILLUSTRATIVE PALETTE

"Material variation is a direct expression of the character of a place and new developments should select materials that are sympathetic or complementary to the existing ones." Gravesend Design Code.

The illustrative proposals utilise a palette of materials that is informed by the analysis of the local area. It is intended that this palette helps inform any future reserved matters applications.

Red Brick



Clay roof tiles



Grey Window Joinery



Red Roof tiles

White Weatherboarding



Natural boarding



White window joinery



Vertical Hanging Tile



Black Weatherboarding



Vertical Hanging Tile including Ornamental Tiles



4.6 DESIGN PRINCIPLES

The illustrative site plan and street elevations illustrate that proposals have been carefully considered against the guidance set out within the Gravesham Design Guide Code.

It is intended that future reserved matters applications build upon the illustrative material. This section of the Design & Access Statement shows a number of built Esquire schemes that illustrate the design principles that future reserved matter applications can build upon. The relevant chapter of the Gravesham Design Code are shown in brackets and highlighted green.

Esquire at Woodlands, Cliffe Woods

1. Dwellings arranged to terminate key views and respond to corners ([5.14 Frontages](#)). Blank gable ends have been avoided on corners and onto areas of public realm ([5.16 Corners](#)).
2. A consistent building line with garages and parking set back whilst achieving the necessary parking standard ([5.13 Building Lines & 6.3 Parking](#)). The development pattern also illustrates a consistent scale which is in keeping with the surrounding area ([5.9 Pattern](#)).



Esquire at Riverbourne, Chattenden

3. Dwellings arranged with a consistent rhythm and pattern, whilst utilising an appropriate vernacular material palette ([5.9 Pattern & 5.17 Materials](#)).



Esquire at Featherbed Farm, Iwade

4. A close knit development achieving an appropriate density for its rural setting whilst respecting local development patterns and housing typologies ([5.12 Density](#)). Dwellings incorporate local vernacular details ([5.17 Materials](#)).

4.6 DESIGN PRINCIPLES CONTINUED

This section of the document illustrates further examples of the design principles that future reserved matter applications can build upon.

Esquire at Millers Field, Loose

1. Sympathetic sustainable material palette that responds to the prevailing character ([5.17 Materials](#)).
2. Dwellings arranged around central functional open space ([6.7 Open Space](#)). Space is provided within the development for street trees ([6.11 Trees](#)).

Esquire at Hill Farm, Bobbing

3. Strong local identity utilising a palette of vernacular materials ([4.2 Local Identity & 5.17 Materials](#)).
4. Development proposals respond to the prevalent roof scape character and respond to the existing topography ([5.15 Roofscape](#)).
5. Streets are free of unnecessary clutter by positioning cycle and refuse storage behind boundary treatments and away from public realm ([6.4 Refuse & 6.5 Cycles](#)).



4.6 DESIGN PRINCIPLES CONTINUED

This section of the document illustrates further examples of the design principles that future reserved matter applications can build upon.

Esquire at Appleyard Quarter. Hoo

1. Ground level windows on corner turning dwellings provide supervision and avoid unsightly blank elevations. Elevation treatments and details also turn the corner to provide continuity and interest to street corners ([5.14 Frontages & 5.16 Key Corners](#)).
2. A variety of roof finishes and roofscape provides interest whilst respecting local character ([5.17 Materials](#)).
3. Level thresholds and accessibility incorporated in the design of the dwellings ([5.14 Level Thresholds](#)).
4. Generous front gardens and areas of public realm ([5.20 Gardens](#)).

Esquire at The Hollies. High Halstow

5. Areas of landscaping and public realm incorporated within the development. ([6.7 Public Open Space](#)).



4.7 ILLUSTRATIVE LANDSCAPE PLAN

The Landscape Strategy has been informed by an understanding of the Site's opportunities and constraints. It also considers relevant landscape policies

such as Gravesham Local Plan Core Strategy, Gravesham Design Code and landscape character assessments. This will not only provide landscape benefits, but forms a multifunctional landscape that benefits local residents, flora and fauna.

Landscape Strategy Principles:

- Retain and strengthen character-defining elements of the Istead Arable Farmlands LCA such as orchards, small woodlands, open fields and hedgerows in line with Policy CS12 Green Infrastructure and Policy CS19 Development and Design Principles of the Gravesham Local Plan.
- Integrate proposed planting into the wider green infrastructure network using native species such as English Oak, Common Walnut and English Elm that promote the local landscape character as well as provide visual mitigation of proposed built form in line with tree planting guidance stipulated in Gravesham Design Code.
- Create a sensitive open edge along the southern edge of the Site to complement the open character to the immediate south of the Site to provide a sympathetic transitional edge inclusive of orchards, canopy trees, allotments, wildflower meadows and footpaths.
- Provide footpaths within an enhanced green infrastructure network to facilitate internal connectivity and access across the Site and into public open space in the southern edge of the Site.
- Create a multi-functional GI network including play areas and accessibility to wetland areas, traditional and community orchards and informal 'play on the way' which provide multifunctional value as stepping stones and promote biodiversity net gain.



4.8

ACCESS DESIGN

Primary vehicular access to the site will be achieved via an enhancement to the existing access that serves Nos. 64, 68 and 70 Downs Road, to form a priority junction onto Downs Road. No. 64 will be demolished as part of the development proposals, with a 5.5m site access road located in its place. Access to No. 68 will be located 15m along the proposed site access road via a vehicle crossover, with access retained across a grass verge alongside their property boundary to ensure continuing right of access. Access to No. 70 will also be taken from the vehicle crossover set to serve No.68, linking to a vehicle track to the rear of the property, maintaining access.

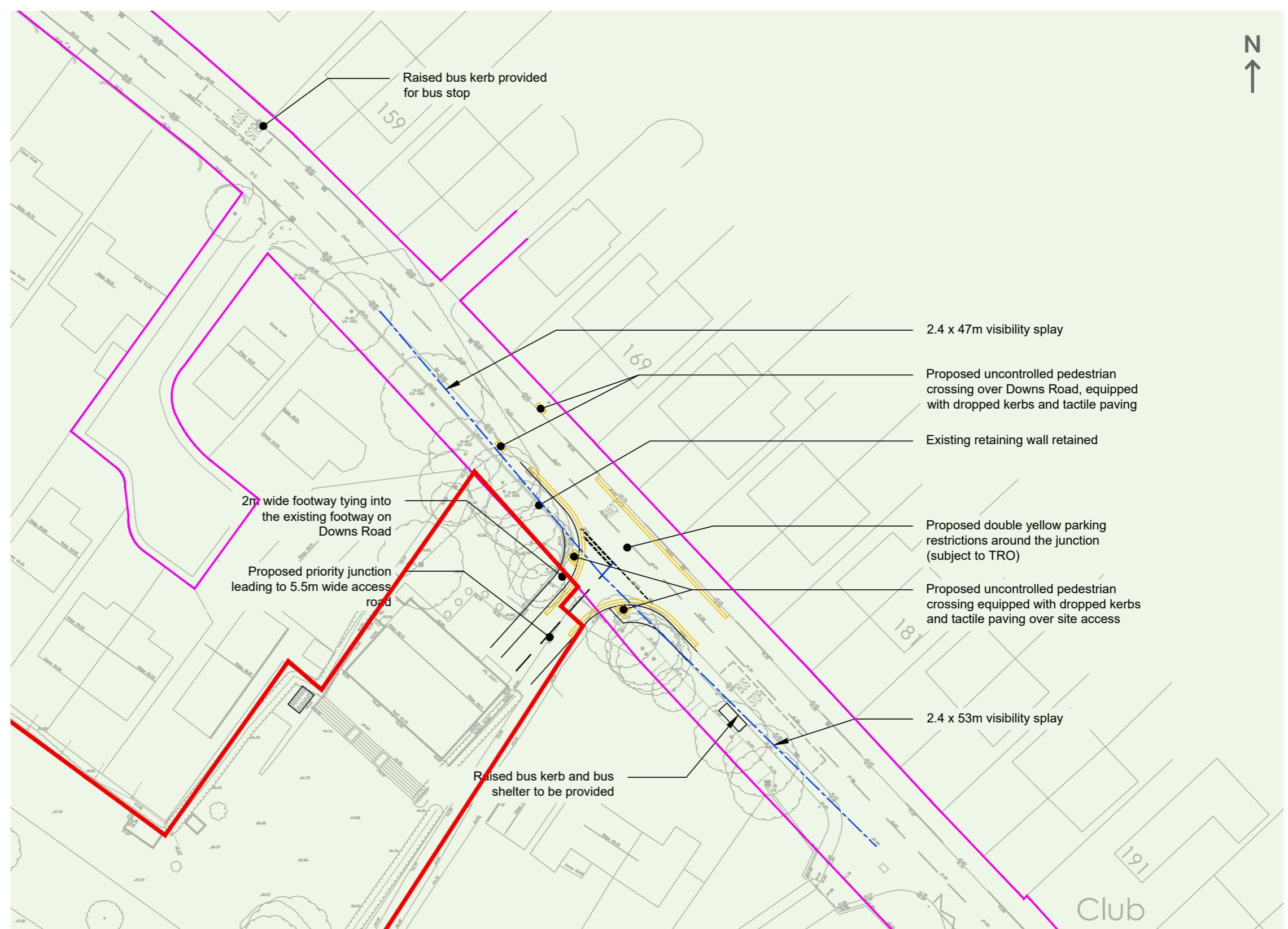
An emergency access will be provided for the site via Long Walk, measuring 3.7m and installed with a collapsible bollard. This will also be a shared pedestrian / cycle access.

Primary pedestrian access to the site will be achievable via the vehicular access. A 2.0m wide footway will be installed on both sides of the access, tying into the existing provision on Downs Road. An uncontrolled pedestrian crossing with a dropped kerb and tactile paving will be provided at the site access junction to enable pedestrians to cross.

A third access point for pedestrians only is provided between 30 and 34 Downs Road.

A number of off-site enhancements are proposed as part of the proposals including the following:-

- Bus stops located within the vicinity of the site that will serve future residents include "Longwalk", "Upper Avenue" and the "Primary School" stops. Raised kerbs will be provided at all these stops, with a bus shelter also provided at the Downs Road southbound stop, provided with seating.
- Existing red surfacing on Downs Road signalling 30mph speed restriction to be resurfaced.
- Uncontrolled pedestrian crossing point installed with dropped kerbs and tactile paving opposite pedestrian access that exits opposite Plot 137 Downs Road.



TECHNICAL MATTERS 05

5.1 ILLUSTRATIVE MOVEMENT PLAN

The illustrative proposals incorporate a clear permeable movement strategy for all users. The main access to the site is located on the site frontage with Down Road with a secondary pedestrian access located to the western parcel.

The plan establishes different levels of movements and attempts to prioritise more sustainable forms of active travel including cycling and walking. Road widths and hierarchy is in accordance with Manual for Streets.

The proposals incorporate a number of informal circular walking routes that are intended to link the main areas of public open space whilst providing opportunity for social interactions with pause points, seating and pocket amenity spaces.



THE PROPOSALS

04

5.2

SCALE & MASSING

The illustrative proposals show an appropriate form of scale and massing for the surrounding area. This has been informed by the site context and local analysis section of this document.

It is envisaged that all dwellings will be up to 2 storey and in keeping with the context.

The illustrative proposals show a density of approximately 25 Dwellings per Hectare which is in keeping with local guidance for development in a rural setting - this equates to a gross density of 16 Dwellings per Hectare.



BUILDING HEIGHTS PLAN KEY



2 Stories

TECHNICAL MATTERS 05

5.3 ILLUSTRATIVE HOUSING MIX

The illustrative site proposes 154No residential dwellings provided across 1 - 4 bedroom houses. The proposed mix of dwellings has been market led with the accommodation providing unit types to meet local needs, with houses that will be attractive to downsizes and for larger families.

A minimum of 50% of the dwellings are intended to be affordable housing with the remainder being private market housing.

The footprints on the illustrated proposals all meet the national space standards.



HOUSING MIX PLAN KEY			
	1 Bed	-	20 No
	2 Bed	-	42 No
	3 Bed	-	54 No
	4 Bed	-	33 No
	5 Bed	-	5 No

TECHNICAL MATTERS 05

5.4 ILLUSTRATIVE PARKING STRATEGY

The illustrative site plan demonstrates that parking can be provided to meet or exceed the local parking standards and guidance on sizing.

The local Parking standards require the following (Kent and Medway Structure Plan 2006 - Kent Vehicle Parking Standards July 2006):

- 1 Bedroom 1 Space per Dwelling
- 2 & 3 Bedrooms 2 Spaces per Dwelling
- 4+ Bedrooms 3 Spaces per Dwelling

Residential cycle parking has been incorporated within each plot boundary in accordance with the local authority's standards.

It is intended that all dwellings will be provided with charging points for electric vehicles.

In addition to residents parking, the illustrative proposals incorporate a number of visitors parking spaces evenly distributed throughout the development.

PARKING STRATEGY KEY

●	Surface Parking -	273 No
●	Covered Parking -	59 No
●	Visitors Parking -	31 No
●	Space for secure cycle storage (indicative location)	
Total	-	363 No



TECHNICAL MATTERS 05

5.5 ILLUSTRATIVE FIRE STRATEGY

The illustrative road layout has been carefully designed to allow for fire engine access and turning as shown on the diagram. All dwellings have been designed to ensure that the furthest point within the plan is no more than 45m from the nearest accessible location for a fire tender.

Dwellings will be designed to incorporate adequate fire-resistant materials and finishes throughout, including appropriate insulation, cavity stops and fire-resistant doors.

Although it is not possible to discuss the specifics of any fire detection / alarm systems prior to the detailed technical design of the scheme, all new dwellings in the proposal will be compliant with Part B1 2013.



TECHNICAL MATTERS 05

5.6 ILLUSTRATIVE REFUSE STRATEGY

In the interests of visual amenity and to ensure a satisfactory provision for refuse and recycling, the illustrative proposals incorporate a comprehensive strategy for the storage and collection of refuse and recycling.

All refuse storage and collection points will be designed in accordance with local authority best-practice recommendations. It is intended that all dwellings are provided with an area of hardstanding within their garden for the storage of refuse and recycling. All dwellings should also be provided with a side gate to access the street on collection day. Where communal bin storage areas are provided for apartments and maisonettes, these should be provided in a similar manner to dwelling houses. All bin storage areas should be located away from the public realm and within private gardens. Where possible communal bin collection points should be designed out.

The refuse strategy illustrates that householders do not exceed the 30m carry distance and that refuse attendants do not exceed the 25m carry distance for each household.

It is proposed that refuse and recycling collection vehicles will be able to turn within the site. This will mean that the collection vehicle will be able to leave the site in a forward gear.



TECHNICAL MATTERS 05

5.7 ILLUSTRATIVE AMENITY SPACE

The illustrative proposals have been carefully considered to ensure all dwellings are provided with private amenity space in the form of an enclosed private garden.

Typically gardens are 10m deep and wherever possible have been orientated to benefit from solar orientation

Where maisonettes are proposed, a private communal garden has been incorporated.

Gardens should be accessible directly from the street and have a secure garden gate. Boundary treatments to all rear gardens should be a minimum of 1.8m tall. Space is provided in all gardens for cycle and refuse storage.

The following minimum standards have been adhered to in the illustrative layout:

- **1 Bedroom Flats**
5m² / minimum 1.5m garden depth
- **1 & 2 Bedroom Dwellings**
37.2m² / minimum 7.6m garden depth
- **3 Bedroom Dwellings**
60m² / minimum 10m garden depth
- **4+ Bedroom Dwellings**
100m² / minimum 10m garden depth

In addition to private amenity space, the illustrative proposals incorporate a generous area of public open space.

AMENITY SPACE KEY		
	1 Bedroom Flats	- 5m ²
	1 & 2 Bedroom Dwellings	- 37.2m ²
	3 Bedroom Dwellings	- 60m ²
	4+ Bedroom Dwellings	- 100m ²
	Community amenity space	



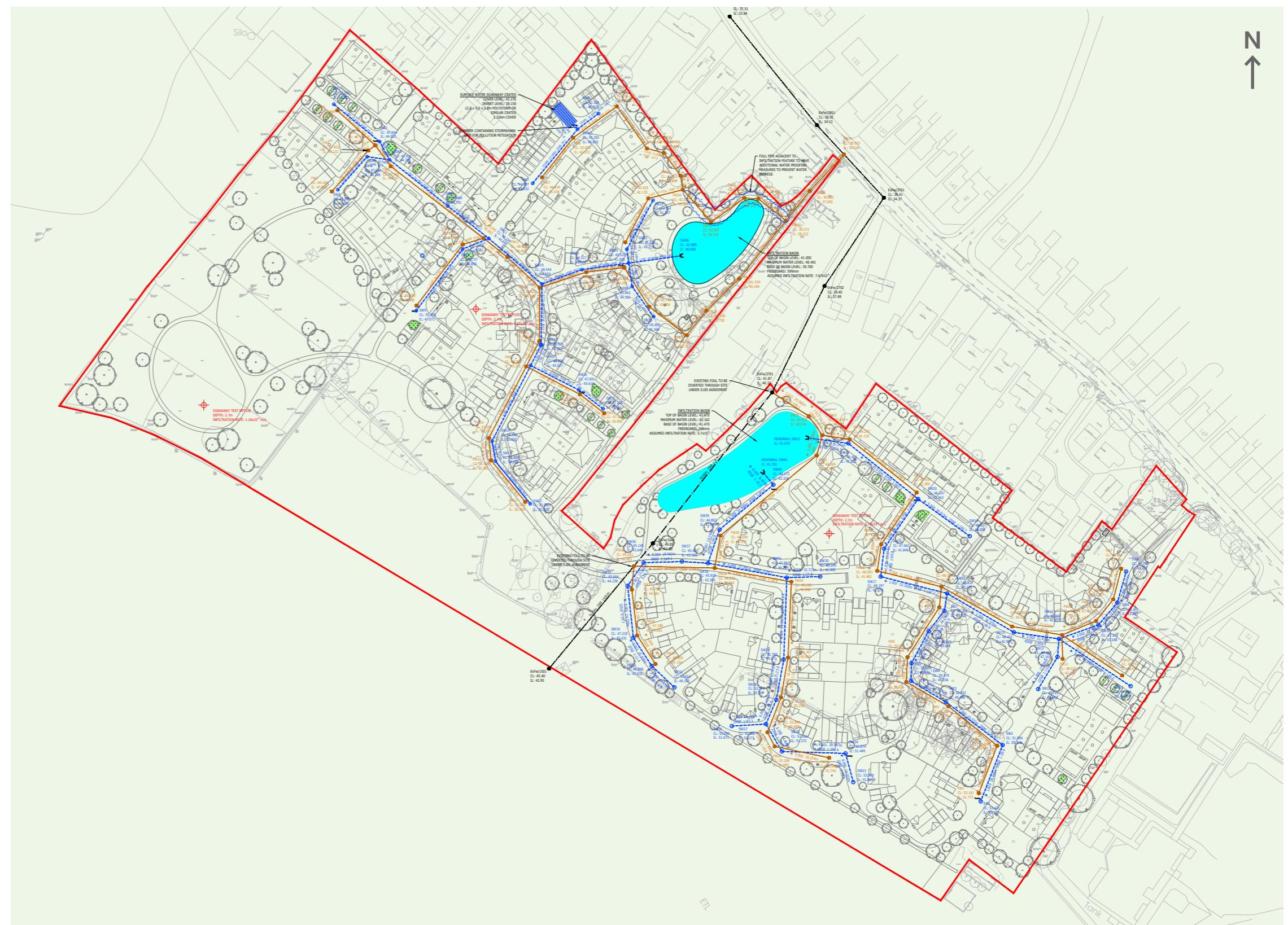
5.8

DRAINAGE STRATEGY

The indicative drainage strategy demonstrates that the site's surface water will discharge via infiltration to deep bore soakaways via a detention basin to the east within the open space.

The proposed SuDS components will capture pollutants to protect water quality in the receiving water environment.

The foul flows from the development will discharge to a pumping station, prior to discharging into the existing Southern Water public sewer in the main highway.



5.9 NATIONAL DESIGN GUIDANCE

The illustrative proposals have been carefully designed in accordance with national design guidance including but not limited to the following:

Nationally Prescribed Minimum Space Standards:

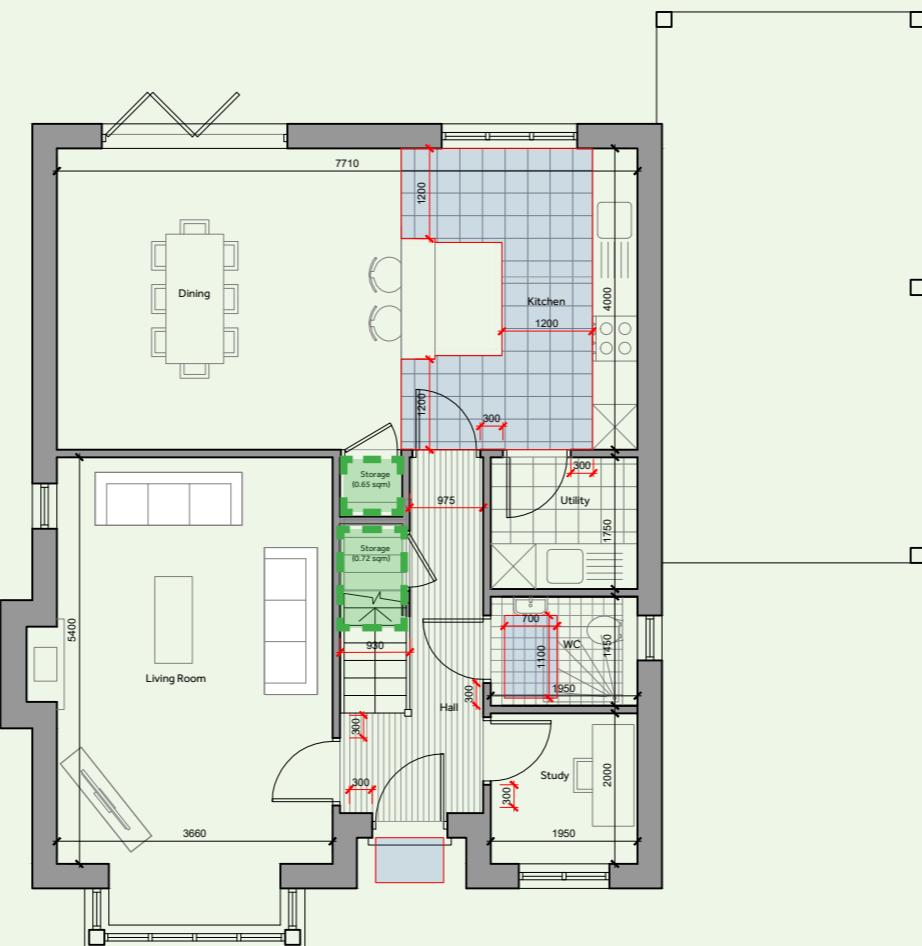
The proposed house-types have been designed to meet the latest housing design guidance, including the Nationally Prescribed Minimum Space Standards. These set minimum dwelling sizes based on number of bedrooms, bedspaces and storeys. It also identifies minimum areas for habitable rooms, including minimum dimensions.

Access & Use of Buildings - M4(2):

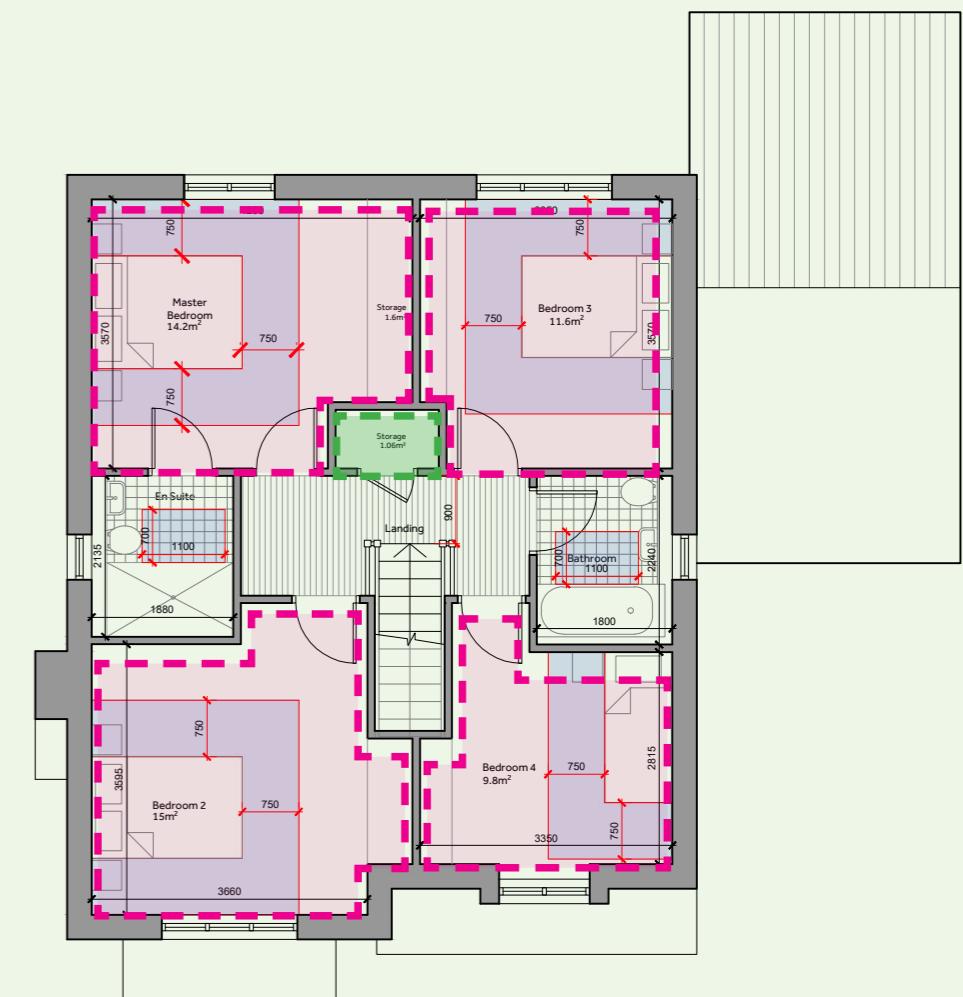
All dwellings across the site have been set out so they can meet the Accessible and Adaptable standard as set out in Approved Document M. This ensures that the dwellings are suitable for a wide range of occupants, including older people, those with reduced mobility and some wheelchair users. This standard includes activity zones in key spaces as identified on the submitted plans.

Secure by Design:

Secured by Design is a police initiative to guide and encourage the adoption of crime prevention measures during the design, specification and construction of new homes. The illustrative proposals have been designed in accordance with the guidance set out in Section 1: The Development - Layout & Design (Planning Issues). Particular attention has been given to designing all public areas to benefit from natural surveillance from residents, be appropriately lit and easily accessible.



Typical Ground Floor Plan

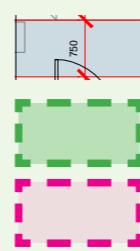


Typical First Floor Plan

M4(2) Activity Zones

Storage provided in accordance with Nationally Described Space Standards.

Bedrooms in accordance with Nationally Described Space Standards.



TECHNICAL MATTERS 05

5.10 SUSTAINABILITY STRATEGY

The scheme seeks to proactively respond to the challenges of climate change.

In respect of Climate Change, the site proposes to adopt a fabric first approach, combined with Air Source Heat Pumps to provide heating and hot water (i.e. no gas boilers) that can deliver CO₂ reductions by 50%. The development is seeking to bring forward a reduction in CO₂ emissions in advance of and exceed Building Regulations requirements Part L and take a proactive approach in the construction of the dwellings to achieve CO₂ reductions as desired by Gravesham Borough Council. In addition, all dwellings will be served by an electric vehicle charging point to encourage and provide for the take up of electric vehicles.

Refuse recycling, re-use and collection will be promoted throughout. All dwellings will be provided with access to a refuse/recycling collection point on-site, with sufficient on-plot storage to meet all current local authority guidelines.

By incorporating a comprehensive sustainability and renewable energy strategy as above, it will be possible to minimise carbon emissions, both during construction and throughout occupation. Electric Vehicle chargers will be provided to all dwellings. This will create a sustainable and healthy living environment for not only new residents, but ensure the continued sustainability of the local area.



CONCLUSION

06

6.1

CONCLUSION

These proposals for "Outline planning application for the demolition of 64 Downs Road and erection of up to 154No. residential dwellings (including affordable housing), with all matters reserved except for access. Creation of a new access from Downs Road" have been carefully developed to comply with planning policy and guidance in a manner that is sensitive to its setting.

It is a sustainable location adjacent to the settlement of Istead Rise. In preparing this scheme considerable attention has been given to the character and layout of the proposals so as to contribute positively to the area's setting. Key features are as follows:

- The proposals have been carefully considered against all technical requirements and respond to the site's unique location and setting.
- The Design requirements of Gravesham Design Code have been carefully considered and the proposals have been shaped by this guidance.
- The new residential dwellings have been designed to be architecturally unique and respond to the local palette of materials.
- The proposals provide up to 154 new family dwellings with a minimum of 50% affordable dwellings.
- The proposals aim to respect the existing trees hedgerows and site ecology. The proposed development will deliver 10% biodiversity net gain.
- The proposals provide over 3.4 Hectares of accessible open space and incorporate areas for natural play.
- The vision is to create a strong sense of place and community set within the existing village.
- The scheme seeks to pro actively respond to the challenges of climate change with Air Source Heat Pumps providing heating and hot water (i.e. no gas boilers).
- All new dwellings have been designed to meet the latest guidance on space standards and accessibility.
- The proposals have evolved and responded to informal comments received during the pre-application process and considered comments received during the community engagement event.



DESIGN CODE CHECKLIST 07

7.1

GRAVESEND DESIGN CODE

This document follows the guidance set out in the Design for Gravesham Design Code - May 2024.

The design process has followed the mandatory guidance set out for medium size sites.

Compliance with each section of mandatory guidance is demonstrated as set out on these pages.

Design principle 4.1 - Responding to the Local Community

Local community engagement has been undertaken and the feedback received has helped shape the proposals. Refer to Section 3.3 of this document for details of the public consultation event and the feedback received.

Design principle 4.2 - Enhance & Contribute to local identity

The proposals positively respond to the local surrounding environment and local identity. Section 2.8 & 2.9 includes a local character and urban grain study which has informed the illustrative proposals in Section 4 of this document.

Design principle 4.3 - Responding to Local History & Context

The proposals are place specific and respond to the history of the site. Section 2.7 includes an analysis of the site's historic setting and Section 2.8 & 2.9 includes a local character and urban grain study. This analysis has helped shape the illustrative proposals in Section 4 of this document.

Design principle 5.4 - Inclusive Design

Inclusive design has been considered from the outset. It is intended that the illustrative proposals are developed to include inclusive design measures in the public realm including seating areas, accessible road crossing points and sensory richness in the landscape proposals.

Design principle 5.9 - Pattern, grain and scale

The proposals respond to the prevailing pattern and grain. A urban grain study has been undertaken in Section 2.9. The proposals in Section 4 have been influenced and informed by the urban grain study.

Design principle 5.10 - Height

The illustrative proposals are in keeping with the prevailing building heights. Section 2.8 & 2.9 includes a local character and urban grain study, which covers existing building heights. Section 5.2 of the proposals covers the proposed building heights of the illustrative proposals

Design principle 5.11 - Tall buildings

The illustrative proposals do not include any buildings taller than the local context. This is demonstrated by the local analysis in Section 2.8 & 2.9. The scale and massing of the illustrative proposals is covered in Section 5.2 of this document.

Design principle 5.12 - Density

Developments in rural areas must exceed 30 dph. Section 5.2 of this document illustrates the proposed density exceeds this requirement.

Design principle 5.13 - Building lines

The proposals in Section 4 follow any existing building lines established as part of the existing site and context analysis identified in Section 2. Within the proposed illustrative layouts, proposed building lines are respected and car parking is set back behind the building line as illustrated in Section 5.4 - Parking Strategy.



Design principle 5.14 - Thresholds and frontages

The illustrative proposals include active frontages at ground floor level, encourage cycle and refuse storage is located away from public realm areas and active corner plots are encouraged. Refer to Section 4.4 - Illustrative street scenes - for further details.

Design principle 5.15 - Roofscape

The proposals respect the local surrounding roofscape. Section 2.8 & 2.9 includes a local character and urban grain study which has informed the illustrative proposals in Section 4 of this document, including, an illustrative material palette covering roof finishes.

Design principle 5.16 - Elevations and key corners

The proposals positively respond to the scale and proportion of the local surrounding area. Section 2.8 & 2.9 includes a local character and urban grain study which has informed the illustrative proposals in Section 4 of this document.

Design principle 5.17 - Materials

The proposals respond sensitively to their local context as identified in the local character study in Section 2.8 and illustrated in the illustrative proposals in section 4.

Design principle 5.18 - Space standards for dwellings

The illustrative proposals comply with the Nationally described space standards as set out in Section 5.8

DESIGN CODE CHECKLIST 07

7.1 DESIGN CODE CONTINUED

Design principle 5.19 - Aspect, orientation, daylight and sunlight

The proposals have been informed by a detailed analysis of the sites existing constraints, identified in Section 2 and illustrated in Section 4. The illustrative proposals avoid single aspect dwellings wherever possible and this should be developed in future proposals.

Design principle 5.20 - Private and communal amenity

All dwellings are provided with minimum garden areas in accordance with the requirements for amenity space. Refer to the illustrative layout in Section 4 and Section 5.7 regarding private amenity space.

Design principle 6.2 - Streets

A clear street hierarchy is established - Refer to Section 5.1 for an illustrative movement plan.

Design principle 6.3 - Vehicular parking

Parking provisions comply with Gravesham Borough Council's parking standards as set out in Section 5.4 of this document.



Design principle 6.4 - Servicing

Refuse and recycling stores have been located away from the public realm, as illustrated in Section 4 of the proposals and Section 5.6 regarding refuse and recycling strategy.

Design principle 6.5 - Cycle Parking

Cycle parking provisions comply with current Kent County Councils Parkling Guidance. The illustrative proposals incorporate a cycle parking strategy as set out in Section 5.4 of this document.

Design principle 6.6- Protecting and enhancing blue and green infrastructure

The illustrative proposals incorporate measures to preserve the existing green infrastructure around the site and include areas of open space within the illustrative proposals. Refer to the Section 4 for details of the illustrative proposals including the Illustrative Landscape Plan in Section 4.7.

Design principle 6.7 - Open spaces and green corridors

The illustrative proposals incorporate areas of open space and opportunities for local play as illustrated in Section 4 of this document.

Design principle 6.8 - Biodiversity

The accompanying application documents demonstrate that the proposals achieve at least 10% Biodiversity Net Gain.

Design principle 6.9- Sustainable Drainage Systems

The illustrative proposals incorporate sustainable drainage features within the proposals as identified in Section 5.8.

Design principle 6.10 - Planting

The illustrative proposals incorporate species rich planting with a bias towards wildlife friendly and native plants as identified in Section 4.7.

Design principle 6.11- Trees

An existing tree survey has been undertaken to inform the proposals, see Section 2.12. The illustrative proposals respect the existing surrounding trees, and ancient woodland, and maximise potential for new tree planting - refer to the illustrative proposals in Section 4.



CLAGUE ARCHITECTS

ESQUIRE
DEVELOPMENTS