



**“St James House,
6-8 Overcliffe,
Gravesend,
DA11 0HJ”**

Transport Statement Note

OCTOBER 2024



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6-8 Overcliffe,
Gravesend,
DA11 0HJ"**

OCTOBER 2024

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1.0 INTRODUCTION AND SCOPE OF APPLICATION

Introduction

- 1.1 This Statement Note has been prepared by Directive Planning and Developments Ltd, on behalf of Tower Group Developments Ltd ("the Applicant"), in support of an application for a full planning application to Gravesend Borough Council ("the LPA") for a residential development at St James House, 6-8 Overcliffe, Gravesend, DA11 0HJ ("the Site").
- 1.2 An indicative redline plan of the Site is shown in the figure below:



Figure 1: A satellite image of the Site bounded in red. (Source: Google Maps, 2024)

- 1.3 The full planning application relates to the following proposed development:
- "Demolition of Class E storage building to the rear and change of use from office building (E-Class) to 13x one bedroom self-contained flats with associated landscaping, boundary treatments, 13x car parking spaces and refuse and cycle stores."***
- 1.4 This document aims to highlight the transport impacts that the proposed development has for future occupiers, set out transport-based principles and justify the main considerations put forward as part of the change of use.



2.0 EXISTING CONDITIONS

Surrounding Highways

- 2.1 The Site is located on the northern side of Overcliffe in Gravesend, DA11 0HJ. Overcliffe is part of the A226, a main road running east-west through Gravesend and connecting to the A2 to the west, providing access to London and the M25. The Site lies approximately 250 meters west of Gravesend town centre and is surrounded by a mix of residential, commercial, and institutional uses.
- 2.2 Overcliffe, as part of the A226, sees consistent traffic movement throughout the day, particularly during morning and evening peak hours due to its proximity to the town centre and its connections to nearby arterial routes. The road is wide enough to accommodate the traffic flow without congestion but can become busier during rush hours, especially near the town centre junctions. Overcliffe is subject to a 30mph speed limit, with two traffic lanes in each direction. The presence of pedestrian crossings and traffic signals nearby helps manage vehicular and pedestrian interaction, ensuring safety for road users.

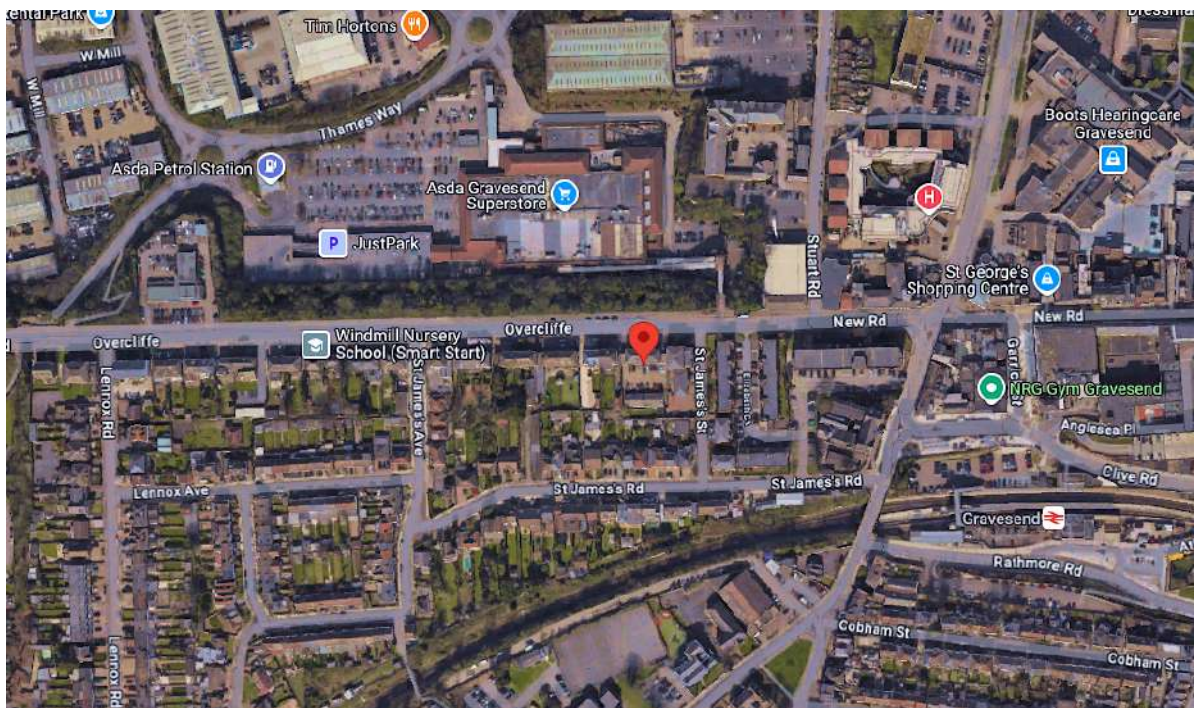


Figure 2: A satellite image of the Site pinned in red including the surrounding context. (Source: Google Maps, 2022)



- 2.3 On-street parking on Overcliffe is generally restricted during the day due to its function as a key thoroughfare. Double yellow lines are present along much of the road, preventing parking and ensuring that traffic flows without obstruction. However, designated parking bays are available on nearby side streets, such as St James Street and St James Avenue, where parking is managed through pay-and-display meters or resident permit schemes. These provisions help to balance the area's parking needs while maintaining a smooth traffic flow on Overcliffe itself.
- 2.4 There are designated parking bays directly in front of 6-8 Overcliffe, though demand for these spaces is generally lower due to the Site's proximity to the town centre and nearby public transport links. Additionally, the development benefits from an existing off-street parking area located at the rear of the Site, which is well-maintained and offers parking for multiple vehicles. This off-street provision alleviates any potential parking pressures that might otherwise arise on surrounding roads.

Walking and Cycling

- 2.5 The Site at 6-8 Overcliffe is well-served by pedestrian and cycling infrastructure, making it accessible for future residents who prefer active modes of transport. Footways are present along both sides of Overcliffe, providing safe pedestrian routes to Gravesend town centre, approximately a 5-minute walk away. The surrounding streets, including St James Avenue, St James Road, Stuart Road, New Road and Bath Street, are also equipped with sidewalks, offering convenient and direct access to local amenities, such as shops, schools, and public transport services, including Gravesend Railway Station.
- 2.6 In terms of cycling, the Site benefits from proximity to National Cycle Route 1, which runs through Gravesend, linking the town to key destinations across Kent and the wider UK, including Canterbury and Dover to the east. This route provides both on- and off-road cycling paths, catering to commuter and leisure cyclists. Additionally, National Cycle Route 177 passes through Gravesend, offering a connection between Northfleet, Rochester, and further south towards Maidstone and Ashford. This extensive cycle network enhances the overall connectivity of the Site, providing sustainable travel options for residents.



- 2.7 Cyclopark, a dedicated cycling facility located nearby, offers various cycling tracks and routes for all skill levels, from BMX to mountain biking and road circuits. This facility further supports cycling in the area, encouraging an active lifestyle and providing a secure environment for both casual and professional cyclists
- 2.8 With these walking and cycling routes in place, the development is positioned to encourage sustainable travel options, reducing reliance on private vehicles while promoting health and well-being.

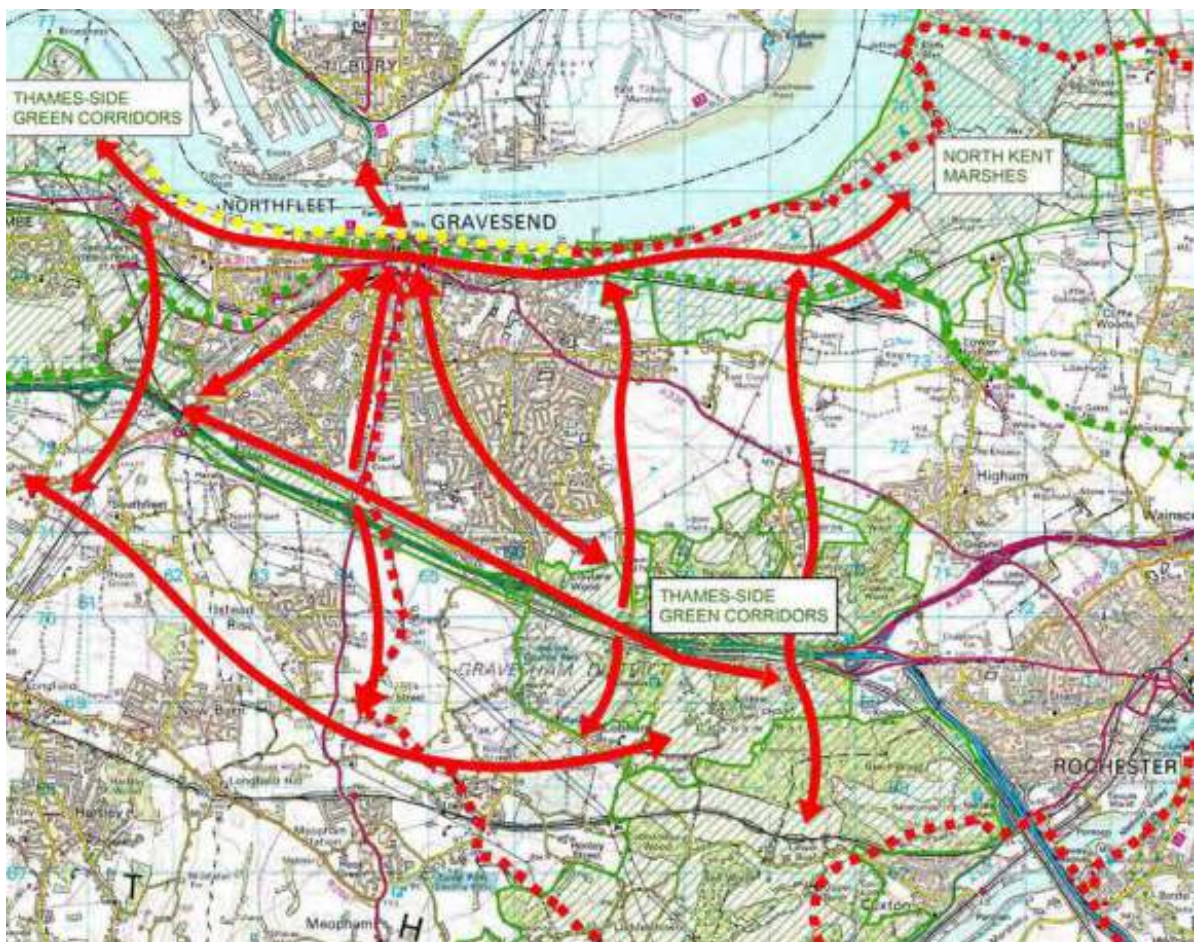


Figure 3: Extract taken from the Gravesend Strategic Green Infrastructure Network Map. (Source: Gravesend Borough Council Local Plan 2014)

Access to Local Facilities

- 2.9 The Site at 6-8 Overcliffe is well positioned in terms of access to local amenities, with various facilities within walking and cycling distance, making it highly convenient for future residents. Gravesend town centre, located approximately 500 meters from the Site, offers a wide range of retail, dining, and service options. Notable facilities



include a Tesco Express, Asda Gravesend Superstore, Aldi Supermarket, pharmacies, Imperial Retail Park and several local independent shops, ensuring that daily essentials are easily accessible. Additionally, the Overcliffe Hotel, located nearby, provides a restaurant and other hospitality services for residents and visitors alike.

- 2.10 In terms of education, there are several primary and secondary schools within walking distance of the Site. Gravesend Grammar School, located around 1km to the southwest, provides secondary education, while the nearby St Joseph's Catholic Primary School, located less than 800 meters from the site, serves younger children. These educational facilities are easily accessible, promoting walkability for school-aged children.
- 2.11 For healthcare, Gravesend Medical Centre is just under 1km away, offering general practitioner services, and Gravesham Community Hospital is also located nearby, providing more extensive healthcare facilities. This network of local services and amenities ensures that the Site is well-served by essential and leisure-based facilities, promoting sustainable travel options, and reducing the need for private vehicle use.

Public Transport

- 2.12 The Site at 6-8 Overcliffe also benefits from excellent public transport accessibility, providing sustainable travel options for future residents. Gravesend Railway Station is located approximately 850 meters from the Site, an easy 10-minute walk, offering regular services to London St Pancras (in as little as 24 minutes), as well as services to Medway, Canterbury, and the Kent coast. The station forms part of the Southeastern High-Speed Rail network, making it a key transport hub for the area
- 2.13 In addition to the train services, the Site is well-connected by local bus routes. Bus stops on Overcliffe, just a few meters from the Site, provide access to several services, including routes to nearby towns and Gravesend town centre. These routes offer regular services throughout the day, with buses connecting to key local destinations such as Bluewater Shopping Centre, Dartford, and Ebbsfleet International, which offers international connections via Eurostar



- 2.14 The area surrounding the Site is also served by Fastrack, a dedicated rapid bus service that provides quick and frequent links to nearby employment hubs, shopping centres, and residential areas. Fastrack buses serve Gravesend town centre, Ebbsfleet International, and the surrounding area, helping to reduce reliance on private car use
- 2.15 Together, the proximity to Gravesend Railway Station, the availability of numerous bus routes, and the dedicated Fastrack service ensure that 6-8 Overcliffe offers exceptional access to public transport. This level of connectivity aligns with sustainable travel objectives, reducing car dependency and supporting environmentally friendly commuting options.

Car Club

- 2.16 Membership of a car club offers an excellent alternative to private car ownership, particularly in urban areas with high public transport accessibility, such as the Site at 6-8 Overcliffe. Gravesend is served by Enterprise Car Club, with a dedicated vehicle available approximately 400 meters from the Site, near Gravesend Railway Station. This location is a convenient 5-minute walk for future residents, providing access to a shared vehicle for journeys that cannot be easily made using public transport
- 2.17 Future occupants of the development will be informed of the car club's availability upon signing their lease or purchase agreements. This will offer residents a sustainable alternative to owning a private vehicle while still having the flexibility to use a car for occasional trips when needed. The provision of a car club supports the overall sustainability objectives of the development, reducing the reliance on private car ownership and encouraging the use of shared transport resources.

Sustainable Travel Summary

- 2.18 As outlined in the sections above, the Site at 6-8 Overcliffe benefits from extensive sustainable transport options, promoting walking, cycling, and the use of public transport. Pedestrian and cycling routes provide easy access to key amenities, including local retail, educational institutions, and community facilities, all within a short distance. The Site is well-connected to public transport, with Gravesend Railway Station just a 10-minute walk away, offering frequent services to London and



other regional destinations. Nearby bus routes further enhance connectivity to the local area and beyond

- 2.19 In addition to sustainable travel options, the Site's large plot allows for the provision of off-street parking, ensuring that residents with private vehicles will have secure parking spaces. This will help alleviate any potential pressure on nearby roads, offering a balanced approach to vehicle ownership within the development. However, due to the proximity of key amenities and public transport services, sustainable methods of travel, such as walking, cycling, and public transport, will remain highly attractive alternatives to car use
- 2.20 The combination of off-street parking and excellent sustainable transport provisions ensures that residents will have a flexible range of travel options. Private vehicles and sustainable transport can work in tandem, offering convenience without overburdening local infrastructure and encouraging low-carbon travel whenever possible.
- 2.21 Overall, the development supports a healthy, low-carbon lifestyle while providing the necessary infrastructure for both private and shared travel solutions.



3.0 THE PROPOSED DEVELOPMENT

Introduction

- 3.1 The submitted full planning application seeks permission for the following proposed development:

"Demolition of Class E storage building to the rear and change of use from office building (E-Class) to 13x one bedroom self-contained flats with associated landscaping, boundary treatments, 13x car parking spaces and refuse and cycle stores."

- 3.2 A proposed site layout plan is shown in **Appendix A** with a snapshot below:

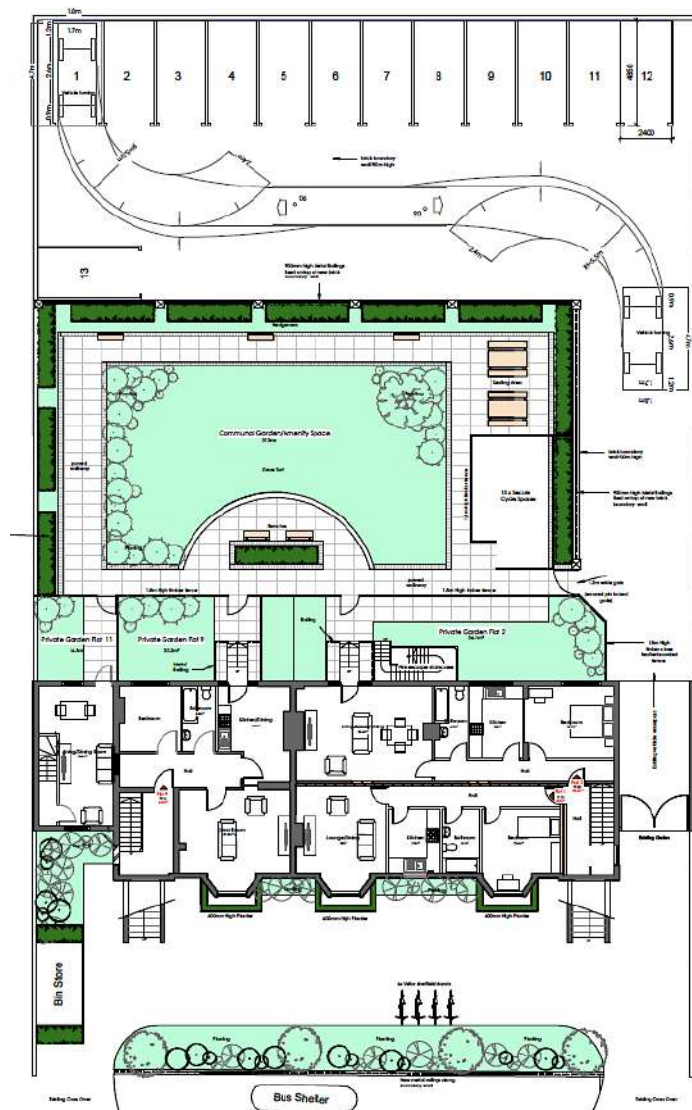


Figure 4: Extract taken from submitted Proposed Garden and Parking Plan
(Dwg No: PL-01/6-8OC/SD104)



Proposed Cycle Storage

- 3.3 To ensure that cycling is actively encouraged and facilitated at the Site, dedicated onsite secure cycle storage for residents will be provided within the development's curtilage. A purpose-built, covered, and secure cycle store is to be constructed at the rear of the development within the proposed communal garden. This facility has been designed to accommodate 13 cycles, in line with the minimum requirements for residential developments outlined in local planning guidance. The proposed cycle store will be constructed to a size that allows for efficient bike manoeuvrability and ease of use, with each internal stand spaced appropriately to provide sufficient room for multiple users.
- 3.4 The rear location of the cycle store was selected to offer long-term security, providing a safer option than positioning the store at the front of the building, where it would be more visible to passers-by. This design choice, alongside the inclusion of a secure gate granting access to the proposed communal garden, will help deter opportunistic theft and encourage long-term bike ownership and use among residents.
- 3.5 The route from the cycle storage area to the Site's entrance on Overcliffe is designed to facilitate ease of access for cyclists. A 1.2-meter-wide walkway will allow residents to comfortably walk alongside their bikes to the secure storage area, ensuring that the approximately 30-meter journey (or a 22-second walk) between the street and the store is not a deterrent to cycle use.
- 3.6 In addition to the long-term storage, two Sheffield-type stands will be installed at the front of the site, providing short-stay parking for up to four bikes. This provision will cater to visitors and exceeds the minimum short-stay cycle parking requirements.
- 3.7 Overall, the proposed cycle storage strategy ensures that residents and visitors have access to secure, convenient, and well-designed facilities that encourage the use of bicycles as a primary mode of transport, complementing the Site's sustainable transport objectives.

Refuse Collection Strategy

- 3.8 In line with best practice, a secure refuse store will be provided within the curtilage of



the development at 6-8 Overcliffe, ensuring easy and safe access for both residents and Council waste collection services. The refuse store will be located with direct access to Overcliffe, allowing for efficient waste collection without the need for refuse vehicles to enter the Site. This design ensures that waste management is seamless and does not interfere with pedestrian or vehicular movement around the development.

- 3.9 To enhance the visual appearance of the development and improve the overall "street scene" for residents and passers-by, the store is to be screened by hedgerows. This screening will help soften the visual impact of the bin area, ensuring that it blends harmoniously with the surrounding environment while maintaining functionality. This approach balances the practical requirements of waste management with the aesthetic and environmental considerations of the development.
- 3.10 By positioning the refuse store for easy access and screening it appropriately, the refuse collection strategy supports both efficient waste disposal and the improvement of the Site's overall appearance.

Car Parking

- 3.11 Due to the size of the plot at 6-8 Overcliffe, the development will provide 13 off-street parking spaces, equating to one space per unit. This provision meets the minimum parking requirements in line with Kent County Council (KCC) highway policy and ensures that there is no additional pressure on the surrounding streets for parking. Previously, the site accommodated 20 parking spaces; however, with the demolition of the rear E-Class building, the plot has been consolidated to exclusively serve the residential flats proposed in the front building in the form of private, communal amenity areas and parking spaces for residents, further improving the overall functionality and layout of the development.



4.0 JUSTIFICATION OF CAR PARKING PROVISION

- 4.1 Policy CS11 of the Gravesham Local Plan (2014) emphasises the critical need for new developments to mitigate their impact on both highway infrastructure and public transport networks. This includes ensuring that parking provisions meet adopted standards while also considering the availability of sustainable transport options and access to essential services.
- 4.2 In line with Paragraph 5.5.36 of the Gravesham Local Plan (2014), the Council follows the Kent Vehicle Parking Standards (2006). The Kent Vehicle Parking Standards set out that for each 1-bedroom residential unit, a maximum of 1 car parking space should be provided. The proposed development complies with this requirement by offering 13 spaces—one for each proposed self-contained flat. This ensures that the development aligns with the parking standards set by the Council while meeting the needs of future residents.
- 4.3 The Site's ability to accommodate 1 car parking space per dwelling is advantageous, particularly given the Site's excellent access to public transport and close proximity to local amenities. Sustainable travel options, including walking, cycling, and public transport, are highly accessible from the site, making them attractive alternatives to private vehicle ownership. The Gravesend Railway Station, with its fast and frequent services to London and other key destinations, is within walking distance, further reducing the need for residents to rely on personal vehicles for their daily commutes. The provision of on-site parking ensures that residents with private cars are accommodated, while those who prefer to use sustainable modes of travel have convenient and viable options readily available to them.
- 4.4 The combination of on-site parking and excellent sustainable transport options provides flexibility for residents and helps minimise potential parking pressures in the surrounding area. By integrating these elements, the development not only adheres to the Council's parking policies but also contributes to the broader goal of reducing car dependency, lowering traffic congestion, and promoting environmental sustainability.



5.0 SUSTAINABLE TRAVEL PROVISION AND TRAVEL PLAN MEASURES

- 5.1 As outlined in earlier sections, the site at 6-8 Overcliffe benefits from good public transport accessibility. The surrounding infrastructure includes well-maintained footways and cycleways that provide direct and convenient links to essential local facilities, public transport hubs, and employment centres within the wider Gravesend area. These sustainable transport options significantly reduce the reliance on private cars, offering an eco-friendly alternative for future residents.
- 5.2 Although the development itself is modest in scale and thus does not trigger the need for a formal Travel Plan or Travel Plan Statement under national or local planning guidance, the proposals include a range of measures aimed at promoting sustainable travel. These measures are designed to encourage the use of public transport, cycling, and walking over private car use, supporting both local and regional sustainability objectives.

Cycle Parking

- 5.3 As previously outlined, the development will provide 13 covered and secure long-stay cycle parking spaces for residents, ensuring that the Site is well-equipped to accommodate and encourage cycling as a primary mode of transport. In addition, four short-stay cycle spaces will be provided for visitors to the front of the Site. This provision aligns with the requirements set out in Paragraph 5.5.36 of the Gravesham Local Plan (2014) whereby the Council follows the Kent Vehicle Parking Standards (2006). The Kent Vehicle Parking Standards set out that for each 1-bedroom residential unit, a minimum of 1 cycle space should be provided. The proposed development complies with this requirement by offering 13 spaces—one for each proposed self-contained flat demonstrating the Client's commitment to delivering a development that reduces reliance on private car use.
- 5.4 While specific details of the cycle spaces and the design of the cycle store have not been provided at this stage, the applicant is willing to secure the provision of these details through an appropriately worded planning condition. Should the application be minded for approval, the applicant is happy to work with the Local Planning Authority to finalise the cycle storage details, ensuring the provision meets all



necessary standards and is delivered prior to the first occupation of the development.

- 5.5 All cycle parking facilities will be constructed and made available before occupation, supporting sustainable travel options for both residents and visitors from the outset.

Travel Information Pack

- 5.6 A Travel Information Pack will be provided to each residential unit upon first occupancy and to any new residents following a tenure change within the first year. The pack will include essential information to promote sustainable travel options for residents. It will contain details on local cycling routes, both for commuting and leisure purposes, and key footpath links to nearby facilities such as shops, schools, and public transport hubs, encouraging walking as a convenient mode of transport. The pack will also offer comprehensive information on public transport infrastructure, including the locations and services available from Gravesend Railway Station and nearby bus stops.
- 5.7 Residents will be informed of the closest bike and outdoor shops, ensuring they know where to purchase equipment to support cycling or walking activities. The pack will also outline the location and access information for the on-site cycle parking, detailing the locking mechanisms and door codes. Furthermore, it will include information on the closest Car Club vehicle, located approximately 400 meters away, with guidance on how to join the Car Club and book vehicles for occasional use. Weblinks to relevant resources, such as the Zipcar Car Club and local cycling maps, will be provided to ensure residents have easy access to sustainable travel tools.
- 5.8 This Travel Information Pack forms part of the development's wider strategy to reduce reliance on private cars by encouraging the use of environmentally friendly transportation methods among future residents.



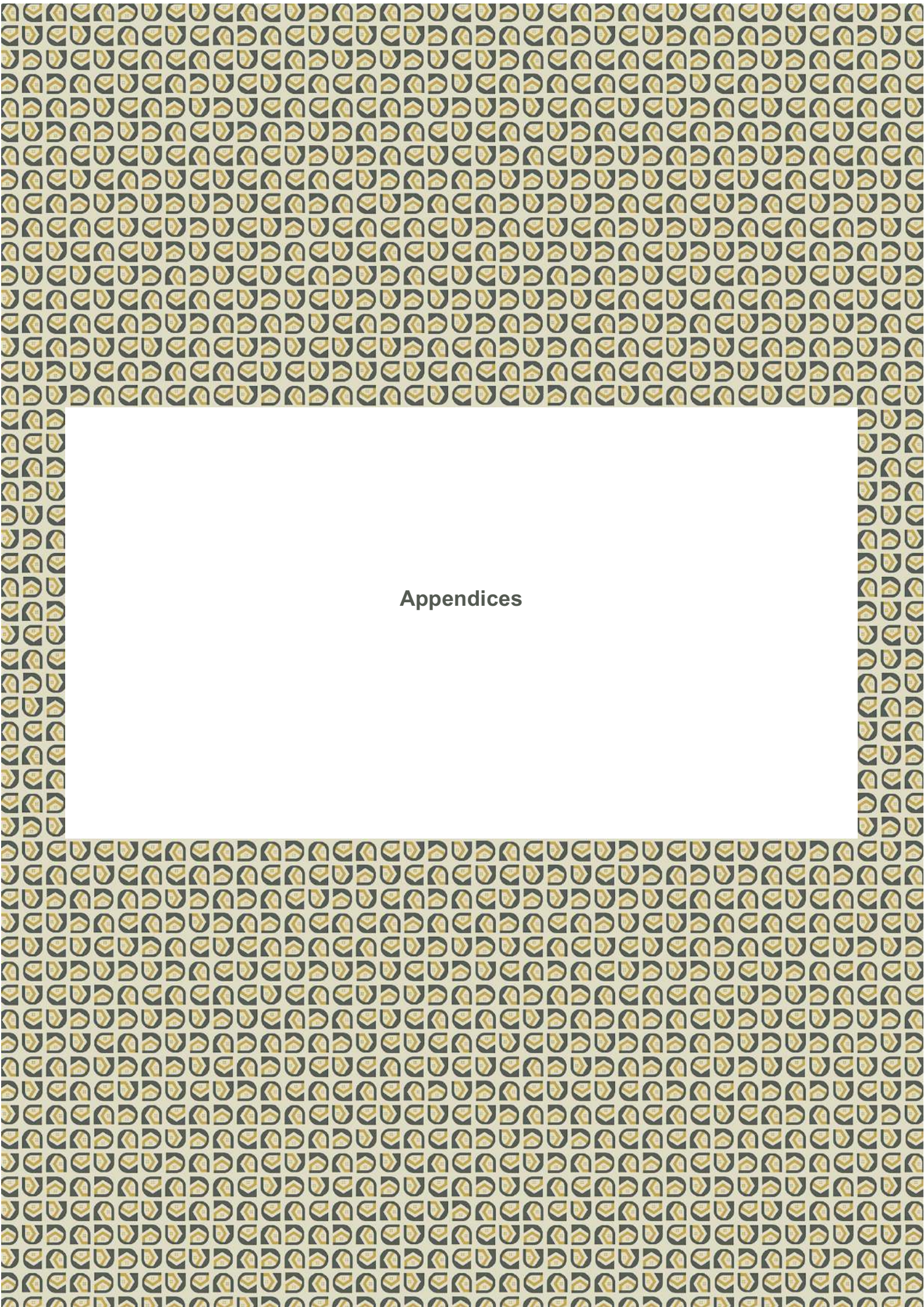
6.0 CONCLUSION

- 6.1 In conclusion, Directive Planning and Developments Ltd, on behalf of Tower Group Developments Ltd, has prepared this Transport Statement Note to support a full planning application for a residential development at St James House, 6-8 Overcliffe, Gravesend, DA11 0HJ.
- 6.2 The proposed development integrates a comprehensive range of sustainable travel measures alongside on-site parking, offering flexibility for residents while minimising potential parking pressures on surrounding roads. By combining these elements, the development not only complies with the Council’s parking policies but also contributes to wider environmental and social goals, such as reducing car dependency, alleviating traffic congestion, and promoting the use of environmentally friendly travel options.
- 6.3 The development’s commitment to sustainability is evident through several key features. Secure cycle storage, for example, is provided to encourage residents to choose cycling as an alternative mode of transport. This, combined with excellent access to public transport links—including Gravesend Railway Station and nearby bus routes—ensures that residents can easily commute or travel without relying on private vehicles. The proximity to local amenities, such as shops, schools, and recreational facilities, further supports walking and cycling as practical, convenient, and sustainable travel options.
- 6.4 Additionally, the development’s connection to a nearby Car Club offers residents an alternative to private car ownership for occasional journeys, reinforcing the site’s sustainable transport strategy. This shared vehicle option reduces the overall number of cars on the road, contributing to lower emissions and helping to alleviate congestion in the area. Together, these measures promote a development that is environmentally conscious, socially responsible, and aligned with local, regional, and national goals for reducing car dependency and fostering sustainable communities.
- 6.5 By adhering to Kent County Council (KCC) highway policies and incorporating both parking and sustainable transport measures, the development strikes a balance between accommodating private vehicle access and encouraging more sustainable



modes of travel. This balanced approach ensures that residents who own vehicles have secure and convenient parking, while those who prefer walking, cycling, or using public transport can do so with ease. The dual focus on vehicle access and sustainable transport reflects a modern, forward-thinking approach to urban development, supporting both individual mobility and broader environmental objectives.

END.



Appendices

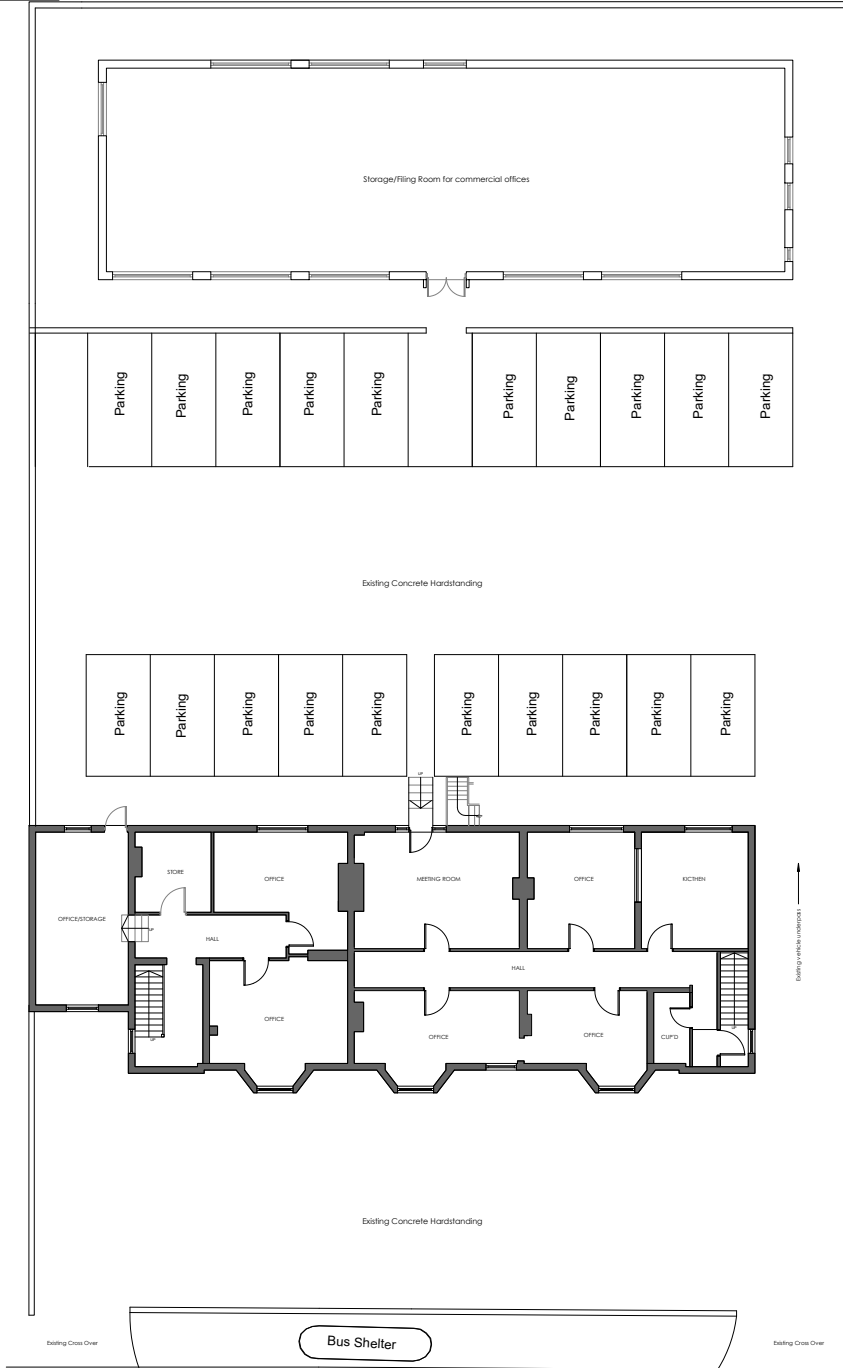


APPENDICES

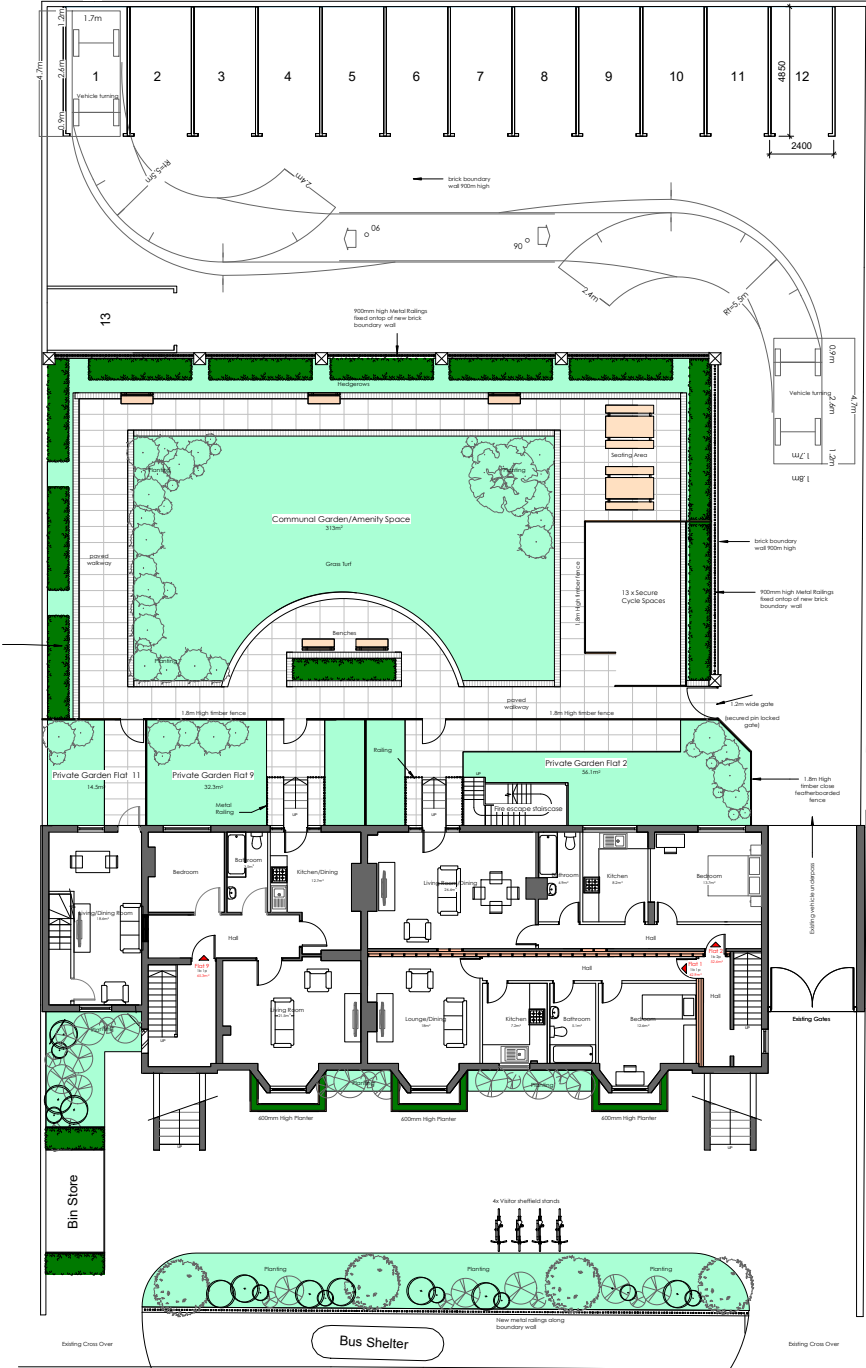
Appendix 1	Proposed Garden and Parking Plan	21
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Appendix 1 *Proposed Garden and Parking Plan*



Existing Parking Plan
1 : 100



Proposed Garden and Parking Plan
1 : 100

NOTE

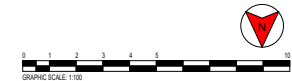
1. ALL MEASUREMENTS TO BE CONFIRMED ON SITE
2. ALL DRAWINGS AND DETAILS TO BE READ IN CONJUNCTION WITH RELEVANT DOCUMENTS AND SPECIFICATIONS
3. NOTE: ANY VARIATIONS TO DETAIL MUST BE DISCUSSED WITH BUILDING CONTROL OFFICER AND ENGINEER

Rev	Description	Date

PROJECT: St James House, 6-8 Overcliffe,
Gravesend DA11 0EF

CLIENT: Tower Group Developments Ltd

SHEET NAME: Existing and Proposed Parking/Garden Plan



SANAA DESIGNS
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DRAWN BY: MMK
CHECKED BY: TK
DATE: October 2024

SCALE: (B A1)
1 : 100

SHEET NUMBER: PL-01/6-8OC/SD104
REV: 10



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