Illustrative Masterplan

The purpose of the Illustrative Masterplan is to illustrate how the detailed design could come forward and is based upon the framework of land uses that are set out in the Development Framework. It illustrates the vision and design principles that are contained within the DAS.

The Illustrative Masterplan shows the street pattern, the location of perimeter blocks and the green infrastructure (open space, landscape habitats, walking and cycling routes).

The key elements of the illustrative masterplan are explained on the following pages along with further details on design principles and street typologies.



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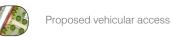
Site boundary

Proposed residential dwellings

Proposed Public Open Space













Proposed Pedestrian Links



Proposed Play Trail

Figure 12: Development Framework

Character Sketches

Through an analysis of the constraints and opportunities of the site, it is possible to identify a number of potential character areas, which might be used to influence a future detailed design strategy. The potential character areas identified on the plan opposite are as follows:



The following pages illustrate the key characteristics and urban design principles which might be used to guide future detailed design.



Figure 14: Character Sketches

4.0

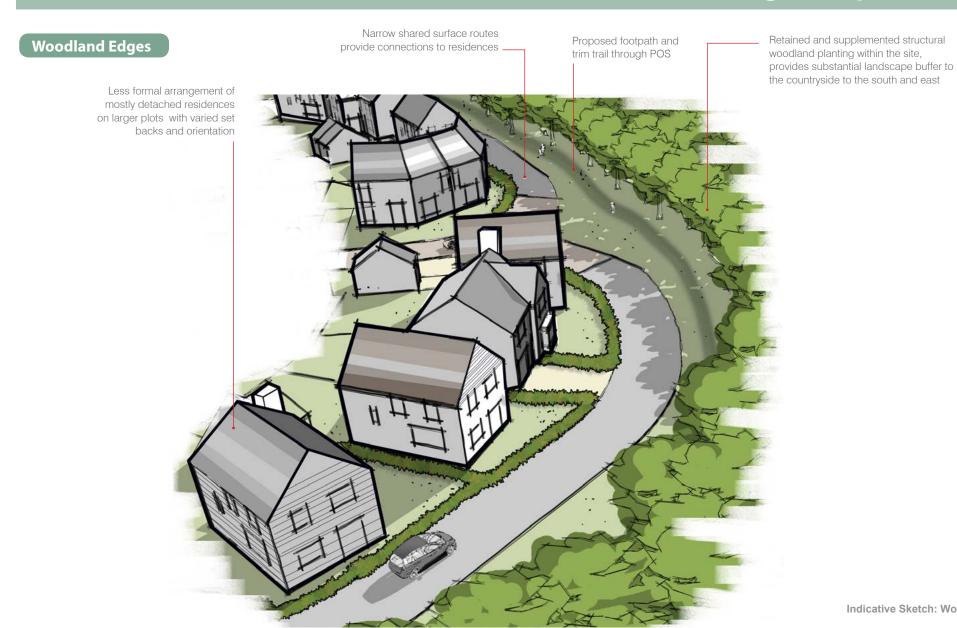


Indicative Sketch:
Primary Street & Focal Square



New pedestrian routes through POS

Indicative Sketch: Secondary Streets



Indicative Sketch: Woodland Edges

Access and Layout

The arrangement and the design of streets is the underlying element of place making and the creation of attractive places. Vehicular access will be provided via Dover Road as detailed in the Transport Assessment. The key urban design principles that are expected to be adopted at the detailed stage as follows:

- To create a series of 'street types' that have different functions and design characteristics which will deliver changes in character across the layout;
- To provide streets and routes that are safe, direct and well connected which will deliver a legible environment.
- To maximise pedestrian and cycle connectivity with the existing urban edge of Walmer / Deal, Public Rights of Way and the surrounding countryside;
- A layout that encourages people to walk and cycle and to use the Primary Street;
- To establish active and animated street frontages with an attractive public realm.
- Ensuring that all users (pedestrians, cyclists, car users, buses) can move safely, and calmly through the streets, with particular emphasis on non-carusers and less mobile people.

- To control, and seek to reduce, vehicle speed by urban design methods;
- To establish a legible environment of streets, routes, crossing points, surfaces, materials and edges.
- To provide safe and convenient access into the development.

Street Pattern

A pattern of streets similar to that found within Walmer / Deal would be appropriate as this will create a layout that is easy to navigate as well as creating perimeter blocks that are practical and efficient in their design. It will also allow the opportunity to introduce feature houses and spaces as streets intersect.

It is important that all streets cater for the needs of pedestrians and cyclists as a priority, but must also cater for the movement of car users, as well as refuse, recycling and emergency vehicles. The detailed street design should not be overly engineered. It needs to consider all users, so that streets are safe, attractive, accessible and easy to move through.

Noise Assessment

A Noise Assessment, carried out by Wardell Armstrong, (February 2017), found that road traffic on Dover Road and industrial operations from the Kingsdown Water Company, were the dominant noise sources with potential to affect the proposed development. Recommdendations are included below:

For properties nearest to Dover Road, gardens should be located on the screened side of dwellings, or alternatively, a 3.5m acoustic screen should be located between gardens and Dover Road. Enhanced acoustic glazing should be used for living rooms and bedroom areas. Acoustic ventilation would be required in living rooms and bedrooms at the western and southern parts of the site. Alternatively, these rooms could be located on the screened side of the proposed buildings.

Standard glazing is necessary to achieve the internal guideline levels for dwellings located in the southern parts of the site. However, noise from Kingsdown Water Company was assessed to pose a 'Significant Adverse Impact' for the nearest proposed dwellings during the daytime. A close boarded fence of 1.8m in height would provide sufficient mitigation to reduce the impact to a 'Adverse Impact', which would not be considered significant.

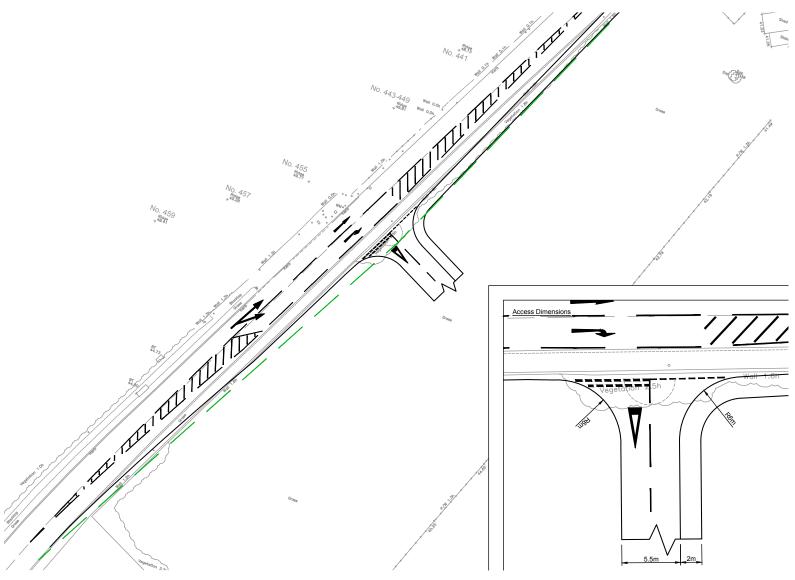


Figure 15: Access Arrangement

Indicative Street Types

A hierarchy of higher order and lower order streets will be adopted. This helps residents and visitors understand the place and provides contrast and character.

The higher order Primary Street will accommodate a series of feature spaces and feature buildings, whilst a lower order street such as Secondary Streets and Woodland Edges, will be more intimate in character. Street types, will have different characteristics in terms of width, building form and landscape treatment. This will generate a series of "character streets" that are distinctive and legible.

These are as follows:

- Primary Street
- Secondary Streets
- Woodland Edges

There is further opportunity to create different street types at the detailed stage. It is possible that the arrangement of Woodland Edges may not be adopted. An aspiration is that some of the Woodland Edges could be designed as shared surface streets.

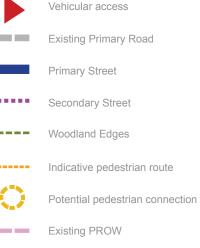


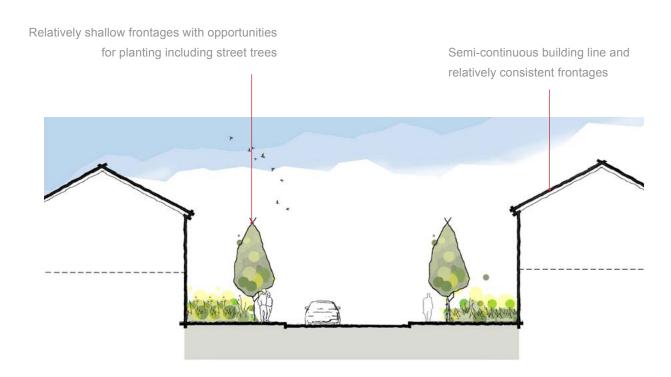


Figure 16: Access and Movement

Primary Street

The key characteristics of the Primary Street are as follows:

- It will need to function as a higher order street providing the main vehicular route around the site.
- It will need to accommodate safe movement for all (pedestrians, cyclists and vehicles);
- The Primary Street will circulate through the core of the development providing access to the Secondary Streets:
- Feature spaces should be flanked by distinctive buildings to establish landmark spaces within the layout;
- In general, it should have a semi-continuous building line with the use, for example, of linked terrace properties and appropriate and consistent frontages;
- Properties should face the street with parallel frontages, which will be relatively shallow;
- Its character should be defined by the use of street trees and formal plot boundary treatment.

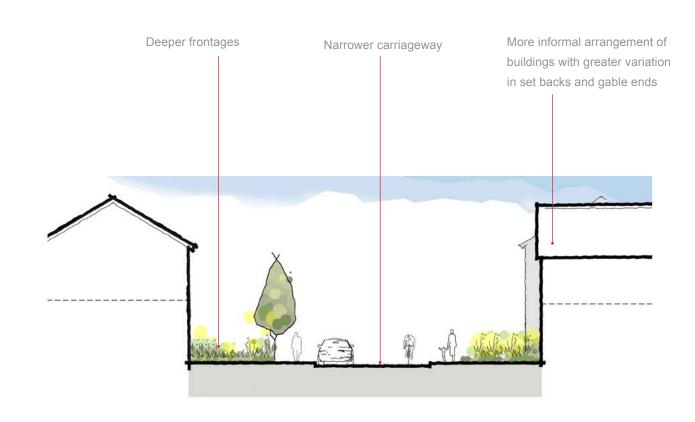


Primary Street - Indicative Section

Secondary Street

The key characteristics of the Secondary Street are as follows:

- They should connect with the Primary Street and provide circulation into the core of the layout and the perimeter (housing) blocks;
- Secondary Streets will need to accommodate safe movement for all (cyclists, pedestrians and vehicles);
- In general it is expected that they will have narrower carriageway widths than the higher order streets;
- They should exhibit a more informal arrangement of buildings with a more varied building line. This should include a greater variation in setbacks and the use of deeper frontages;
- Parallel frontages should be used as well as some buildings orientated with their gables onto the street.
 This will break up the building line and add character;
- It is expected that there will be a more varied plot arrangement with less linked terrace dwellings and a higher proportion of semi-detached and detached properties.

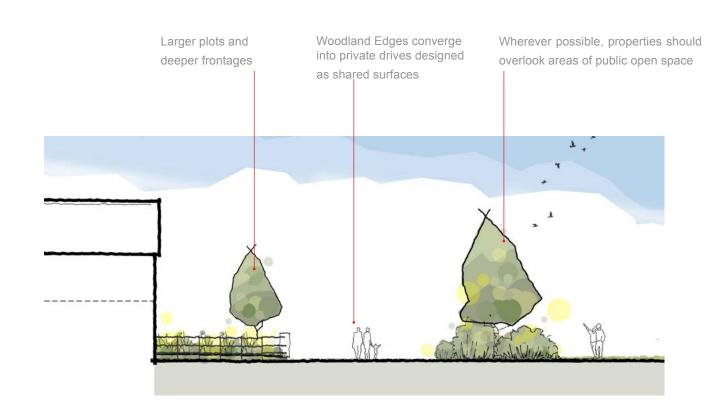


Secondary Street - Indicative Section

Woodland Edges

The key characteristics of the Woodland Edges are as follows:

- The most minor routes and streets within the place;
- They are likely to have the narrowest carriageway within the layout and serve a relatively small number of properties;
- Woodland Edges should lie on the edge of the layout, or opposite areas of green space;
- The aspiration is that these are designed as 'shared surface' streets:
- Building arrangements should be informal in character with some buildings located with their gables onto the street:
- There should be a higher proportion of detached properties, with larger plots and deeper frontages (front gardens), which will produce lower density arrangements;
- In many cases, Woodland Edges should converge into private drives or shared private drives serving a handful of properties.



Woodland Edges - Indicative Section

Housing Plot Arrangements

The plot design will be based on efficient plot depths and widths. Buildings will follow best practice approaches of being at the front of the plot close to the footway, to encourage active well surveyed streets.



Definition of public and private realm

For residential properties, smaller gardens will occur to the front of the dwelling with larger gardens to the rear. Residential plot design will be guided by density and the scale and form of buildings i.e. whether it's a detached or terraced house and by the parking arrangement for that plot.

Privacy is required for residents and this should be carefully balanced with the need for visual outlook onto streets

and public spaces. The scale, height and the form of new buildings will be well considered, not only in terms of shading and privacy of neighbouring plots, but where dwellings are close to existing properties.

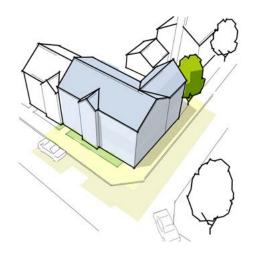
Corner Plot Arrangements

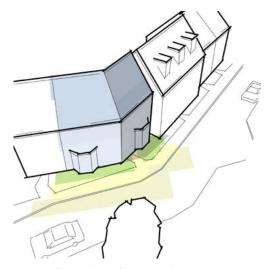
The connected grid will create street intersections. In these locations buildings should wrap around the corner to maintain good enclosure of the street and to provide an active well surveyed edge.

'Corner' buildings could become keynote buildings and will provide opportunities for viewpoints within the layout. The corner arrangements should allow for variations in design, but should include the use of 'L' plan, 45 degree, and wide plan forms with their gables onto the street.

Landmark Buildings

The use of landmarks or a gable end facing onto the street in an otherwise straight line of buildings will provide identity within the layout. The subtle use of materials, colour and massing will also contribute to this effect.





Examples of corner-plot arrangements

Landscape Buffers

The proposed development would be set back from the southern and eastern boundaries beyond existing woodland planting. Although the majority of this will be retained and supplemented with new structural planting, it will be partially cut back so as to incorporate a strip of POS which will include footpath connections, trim trail and an attenuation feature. The retention of the majority of woodland planting along the eastern and southern boundaries will help create a soft filtered edge to the development.

Existing trees and boundary vegetation along the western boundary will be removed in order to accommodate the access road and visibility splays. New tree and hedgerow planting will be provided as part of the proposals in order to mitigate against the loss and to soften the edge of the proposed development along Dover Road.



Existing woodland buffer planting along southern and eastern boundaries

Relationship with existing development

- 1 Proposed housing will back onto the rear gardens of existing housing associated with Thistledown to the north of the site, set back beyond existing boundary treatments and vegetation.
- 2 Proposed housing will be set back from the western boundary and existing residences along Dover Road beyond a green frontage featuring proposed tree planting and a new footpath route.
- 3 An area of proposed buffer planting will serve to separate new housing from the recently consented development off Dover Road to the south-west of the site.



Indicative sketch of relationship with existing adjacent development

Views and Focal Spaces

The creation of views within the layout is important. This will be introduced by arranging the building line so that it channels and frames a view and by using keynote/landmark buildings and incidental open space to terminate a street view. This will provide character and encourage a sense of identity for residents. The use of views and landmarks will help people to navigate around the place.

Streets and blocks should be designed so there are views of the surrounding context. This will help deliver a design that responds and relates to its setting.

Attractive views can be generated through the richness of the streets and the built form. Variations in building designs and materials, and the use of street trees, for example, will create visual interest within the layout. Reference should be drawn from local examples with modern architecture based on traditional character encouraged.

The adjacent figure provides an indication of potential arrival and feature space locations and views throughout the development.

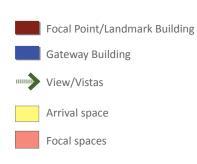




Figure 17: Focal Spaces Plan

Sustainability

The proposals will generate a new place that aims to meet the needs of the new community and its future generations. The proposals seek to deliver a sustainable development and a high quality of life that improves economic, social and environmental well-being.

The following is a series of guiding principles for sustainable design and construction. It is expected that these, as well as others, should be explored as part of the detailed design.

- Arranging buildings within the plot to maximise solar gain and light penetration. Wherever possible locating dwellings with south facing fronts so as to maximise sunlight.
- Designing the internal layout of dwellings to provide for modern living approaches and the potential for lifetime home standards.
- Providing flexible building and house design e.g expansion of living areas and storage needs.
- Maximising storage space within the building and the plot, with appropriate space for recycling, refuse, cycle storage, composting and rainwater harvesting.
- The use of energy efficient appliances, heating

systems, energy controls and management.

- Improved insulation and glazing.
- The potential use of recycled construction materials and aggregates and the preference for using environmentally friendly and more sustainable materials and products.
- The use of permeable surfaces and paving as part of a surface water strategy.
- Conservation of natural resources on site such as hedgerows and trees.
- The planting of grassland and native woodland and hedgerows, which encourages biodiversity and sustainable drainage.
- Controlled water demand through methods such as: low flow showers and baths; dual flush toilets; water efficient white goods; and rainwater harvesting through water butts or tanks.











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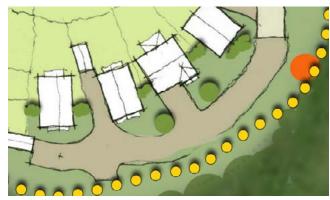
Density

The site adjoins existing residential development associated with the southern edge of Walmer. The Walmer Design Statement states 'The density of new development should have regard to that prevailing in its locality and to the local pattern of streets and spaces.'

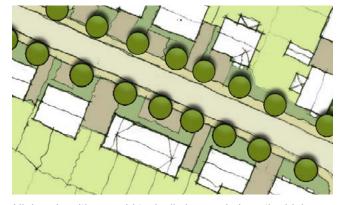
Following consideration of the form of the development, scale of the development, the degree of connectivity and local context and character, the average density across the site is proposed to be 33 dwellings per hectare (dph). This would deliver a total of up to 85 new homes.

Typically, the housing density determines part of the character of the streets, the design of the development blocks and the types of houses. In order to respond to the immediate site context, there will be a range of higher and lower densities to provide opportunities for different plot arrangements and house types.

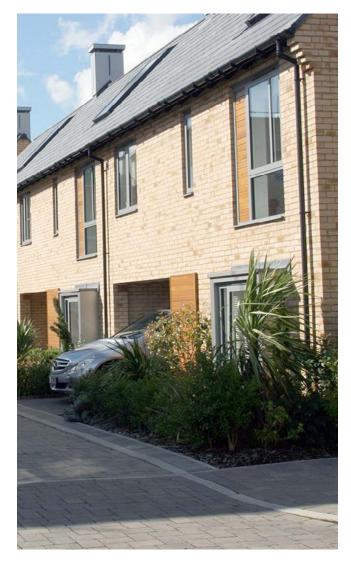
Generally, higher densities will be achieved along the higher order primary street, which will consist of more linked buildings to reinforce the character of this street as the principal routes through the development. Lower density development would be largely located to the south, east and west of the site.



Lower densities would typically be used where the site adjoins the countryside to create a softer edge



Higher densities would typically be used along the higher order main street



Scale

In order to reflect local character, the majority of buildings within the site would not exceed 2 storeys and would be a maximum of 9.0m in height from ground level to ridge.

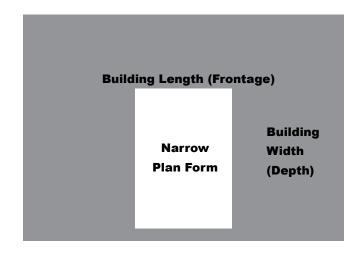
Taller buildings (2.5 storey houses) should be used selectively and would be a maximum of 10.5m in height from ground level to ridge. In general these should occasionally occur in higher density blocks. The use of these buildings would be for good design reasons. Taller buildings, can, for example, add a vertical emphasis to a street, or help enclose a feature square. They could also be used as keynote/landmark buildings to encourage legibility.

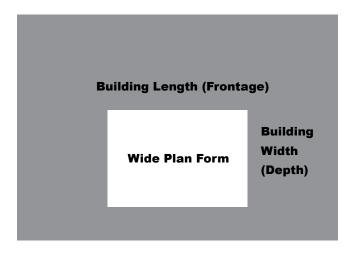
Attention will be given to the impact of height and massing of development on neighbouring streets. Taller buildings will be positioned adjacent to the primary street, facing onto public open spaces and located at key points such as corner plots in order to provide focal points.

Buildings will be designed to have a variation in their height from ground to ridge or eaves, and the arrangement of buildings within a plot will seek to ensure subtle changes in height to create a varied roofline across the development. A percentage of buildings will include chimney pots whether functional or decorative which will increase building heights marginally, but will also add significantly to ensuring a varied roofline across the development. There will also be a variation in the step of roof lines to reflect the local building style.

Building dimensions range in floor plan considerably between 2 and 5 bed units. Best practice advocates that a mix of both wide and narrow plan forms are to be used.

Wide frontage buildings allow for greater opportunity of facade variation along the street, whilst a narrow frontage approach will establish a run of linked dwellings and continuous frontages. The design uses both forms to create a varied street scene.





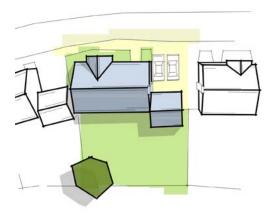
Parking

New homes should be designed so that they have sufficient parking spaces based on the local authority standards, together with appropriate visitor parking. The Walmer Design Statement states that 'provision of adequate parking facilities is an important element of the design and planning of new development' and 'all planning applications should demonstrate adequate off-street parking provision.'

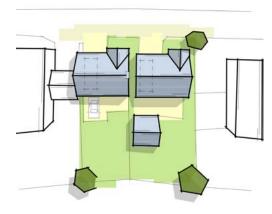
The aim is that there will be a range of parking solutions that are based upon national and local design guidance. This should comprise a combination of the following:

- garages and car ports;
- on-plot driveways;
- on-street, either parallel or front on parking; and
- shared courtyard parking

The key design principle is to locate vehicles so that they do not dominate the streetscene, but at the same time ensure that owners can see them, and that they have easy access to them. Careful detailing in terms of the plot arrangement, frontages and landscape will help to sensitively integrate vehicles into the layout.



Parking to side of dwellings



Parking to rear of dwellings

Calming Traffic

Calming and slowing traffic is an important part of delivering streets for people and encouraging walking and cycling. To slow vehicles and to encourage users to drive with caution, it is expected that some, or all of the following methods will be used.

- Locating buildings so that they are close to the street edge or carriageway;
- Changes in the carriageway surface with the use of 'unexpected' road surface materials;
- A section of the kerb to be built out to create a wider footway and a narrower carriageway;
- The use of well designed 'shared surfaces' to create streets for all: and
- Carefully restricting forward visibility through the arrangement of buildings, the building line and landscape treatment.

Care will be needed to ensure that some methods, such as 'shared streets', are used in appropriate locations, and that they are inclusive in their design, with a particular focus on materials and demarcation.

Safer Places and Crime Prevention

The development will embrace the guiding principles for safe design and crime prevention set within the Planning Practice Guidance (PPG) and those advocated through the Secured by Design police initiative (Homes 2016). Secured by Design principles reflect the established principles of designing out crime. Creating a sense of place where residents and legitimate users are able to go about their daily routine without unduly fearing crime or insecurity is a key element of this initiative.

Sustainable communities are founded on safe and secure places. Reducing crime, preventing crime and community safety are the essential elements of Safer Places. The following lists some of the main principles that will be embraced and adopted by the proposed development.

- The detailed layout of streets, blocks, plots and landscape will be designed so that it avoids opportunities for crime and anti-social behaviour.
- The place will have a well-defined movement framework, with direct clear routes for all. Routes will be active, well-lit and well signed.
- The layout will create perimeter blocks with 'active frontages' and 'active routes'.
- Blank facades and gables onto the street will be avoided. Gables will have windows or doors that overlook the public realm to encourage 'eyes on the street'
- Buildings and properties will have a 'defensible space'
 with a clearly defined boundary between private and
 public space. The use of landscaping treatments
 (fencing, shrubs, hedges and trees etc) will be used to
 help define boundaries and define space.
- Private and public space will be well defined so that the ownership is clear to all.
- Restrict public access and opportunities for access to the rear of buildings and avoid secluded and poorly surveyed footways and alleyways, especially to the 'backs' of properties.

- All public spaces will be well defined, purposeful and active. They will be welcoming and attractive.
- Active greenspaces for equipped play will be overlooked, with some natural surveillance and will be 'open' in their design with clear sight lines and good visibility.
- Cars will be parked where they are close to homes/ buildings.
- Encouraging 'community ownership' through a variety of means such as; 'character streets'; feature spaces; shared surfaces; street furniture; and landscape design.
- Ensuring that homes are as secure as possible, with a particular focus on the design and specification of windows, doors, gates and rear fences.
- On-plot gates could be used for driveways or 'undercroft' parking arrangements. Secure entrance gates could be used where shared parking courts are proposed.
- Ensuring that the place is well managed and well maintained, with a high quality public realm and a green infrastructure which is attractive and enduring.

Green Infrastructure

The proposed development seeks to deliver long term landscape, biodiversity, recreation and sustainability benefits through the conservation of site habitats and the introduction of new public open space, habitats and landscape enhancement.

The development's GI totals 1.52ha which equates to approximately 37% of the total site area. The GI comprises the following key landscape features, which are highlighted on the indicative perspective opposite:

- Retention of the majority of the tree group to the south east of the site.
- Provision of a new public open space / focal square to the centre of the site to reflect local character of greenspaces within developments;
- Provision of public open space to the east and south of the site focussed on the large, retained tree group;
- Extension of the tree planting along the southern boundary which would comprise a locally appropriate mix of native species:
- An equipped children's play area, located within the new POS to the centre of the site designed to be easily accessible and overlooked whilst providing a

stimulating environment for play;

- Street tree and on plot planting;
- Green frontage to Dover Road including new tree planting to help integrate built form within its setting;
- Creation of an attenuation area within greenspace to the north east of the site.
- New footpaths provided through public open spaces and potential pedestrian link to public right of way to the south of the site.

The future management and maintenance of the GI is important to ensure the ongoing protection of landscape habitats, in particular the woodland and hedgerows.











- A New pedestrian routes through POS
- B Wet woodland / attenuation area
- C Equipped children's play
- D Informal green space and habitat creation
- Trim Trail



Figure 18: Indicative Perspective

Trees

Focal tree planting will be located along the main street and at the entrance gateways to the development. Elsewhere, a comprehensive use of street trees will be adopted as a key design principle, and this will establish a distinct character for the development. Within the open space, larger growing tree species will be used including a higher proportion of native species.

Trees will be located to enhance visual interest and to provide identity as well as being used as landmark features, which, for example, may provide definition to a square. Trees will help to soften the built form, provide shade and create ecological habitats.

For all new street trees attention will be given to siting and selection of species. The long term growth and spread will be well considered, as well as their relationship with buildings, streets and public areas. It is essential that suitable trees grown for urban locations are specified, with a narrow compact form, and a medium height. Where practical, the choice of species will reflect those typically present elsewhere within the village.

Water and Drainage

The proposed drainage strategy for the development will be to introduce an attenuation area to the north east of the site. This will remove the risk of flooding both on and off site and will be used to manage the surface water runoff from the proposed development. The line of drainage will follow the natural fall of the land. Careful integration of this feature into the site will create potential habitats for wildlife and promote biodiversity, providing valuable open space and amenity value.

Walking and Cycling



The development framework creates a number of potential walking and cycling routes through a connected pattern of streets, footpaths and connections to Dover Road and potentially the Public Right of Way to the south of the site. This overall strategy is intended to encourage the community to walk and cycle and will promote healthy active living. It is also in accordance with the Walmer Design Statement and Kent Design Guide both of which encourage linkages to the existing networks of footpaths and cycleways.

Routes will serve all significant desire lines within the site and street design will include footways to provide priority for pedestrians and cyclists in terms of movement and crossing points.

Appearance of Development

In accordance with the Kent Design Guide, the development does not advocate pastiche or historic solutions.

The scale, materials and boundary treatments used in development should be appropriate to their surroundings and the design details of the Character Area in which the development is proposed. Harmonious variety in design details within developments is encouraged in order to maintain the tradition of visually interesting streetscapes characteristic of Walmer.

It is important that the new development has some connection with local character and place making. This is achieved through an analysis of street character, built form and materials. One of the most obvious ways of achieving a response will be by using traditional building materials, especially the use of colour and boundary details. This will be the guiding rationale for the development.

Photographic examples opposite give an indication of the type of design treatments that are anticipated and the general appearance of the built form. The materials selected for the development would provide a modern interpretation of the traditional materials illustrated.













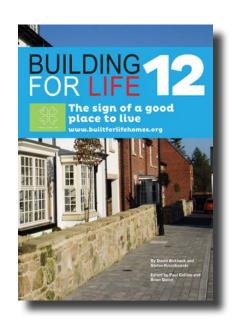


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Building for Life 12 Summary

The following section provides a summary of the evaluation against the 12 Building For Life questions, and links to the evidence that supports the evaluation. If the standard is met for each question then a green light will apply.



Integrating into the Neighbourhood

1) Does the scheme integrate into its surroundings by reinforcing existing connections and creating new ones; whilst also respecting existing buildings and land uses along the boundaries of the development site?

Evaluation: The proposed development provides pedestrian routes around the site and pedestrian connections to Dover Road and beyond to the surrounding PROW network. Lower density development fronts onto the retained woodland buffer to the south and east and the provision of structural planting along the southern boundary would help integrate built form within its wider landscape setting. Development will also be set back from Dover Road to allow for a frontage landscape to be created.

Score: Green light

2) Does the development provide (or is it close to) community facilities, such as shops, schools, workplaces, parks, play areas, pubs or cafes?

Evaluation: The site enjoys good links to facilities within Walmer as well as towards the centre of Deal, which contains a wide range of facilities. The development will also provide

new areas of public open space and an equipped play area.

Score: Green light

3) Does the scheme have good access to public transport to help reduce car dependency?

Evaluation: The site is in walking distance to a number of bus stops. These provide connections towards the town centre and towards Dover.

Score: Green light

4) Does the development have a mix of housing types and tenures that suit local requirements?

Evaluation: The accommodation mix would reflect the needs and aspirations of the local community. The design would include a range of dwelling sizes across the site, to provide a mixed community. The tenure mix would reflect the local community, and would provide a balanced and robust mix of tenures.

Score: Green light

5.0 **Summary**

Creating a place

5) Does the scheme create a place with a locally inspired or otherwise distinctive character?

Evaluation: At a detailed level, features would be included in the design, to develop local distinctiveness. This could include selected use of traditional materials and planting of species with local provenance.

Score: Green light

6) Does the scheme take advantage of existing topography, landscape features (including water courses), wildlife habitats, existing buildings, site orientation and microclimates?

Evaluation: The scheme exploits the existing landscape by retaining planting where possible, including much of the existing woodland planting in the south east of the site, and enhancing it where practicable. The attenuation area is located at the low point of the site.

Score: Green light

7) Are buildings designed and positioned with landscaping to define and enhance streets and spaces and are buildings designed to turn street corners well?

Evaluation: The scheme is based on a series of development blocks, which create a series of arrival spaces and vistas. There would be a clear definition of the private and public realm and properties would overlook the areas of greenspace.

Score: Green light

8) Is the scheme designed to make it easy to find your way around?

Evaluation: The layout for the scheme follows a simple approach with a distinct 'primary street'; 'secondary street' and 'woodland edges' to allow residents and visitors to easily find their way around. The relationship with the green infrastructure would facilitate orientation.

Score: Green light

Street and Home

9) Are streets designed in a way that encourages low vehicle speeds and allows them to function as social spaces?

Evaluation: The building layout has defined the street network, so that highways and car parking do not dominate. Where main pedestrian routes cross the streets levels would be raised to give pedestrians priority, and to assist in calming traffic.

Score: Green light

10) Is resident and visitor parking sufficient and well integrated so that it does not dominate the street?

Car parking would be integrated into the overall layout and design. Car parking would be primarily located to the side and rear of dwelling to minimise detraction from the street scene.

Score: Green light

11) Will public and private spaces be clearly defined and designed to be attractive, well managed and safe?

The streets and the public spaces would all be overlooked by adjacent dwellings, allowing informal surveillance and safe routes.

Score: Green light

12) Is there adequate external storage space for bins and recycling as well as vehicles and cycles?

The building layout will allow for bins and recycling stores to be stored out of sight and minimise their impact on the streetscene.

Score: Green light

