



Land to the south-east of
EGERTON



DESIGN & ACCESS STATEMENT
NOVEMBER 2020

Foreword

We are delighted to present this Design & Access Statement for the promotion of this allocated Site in Egerton and its capacity for delivering new homes in Ashford District.

Jarvis Homes, an Ashford based family home building business are delighted to be promoting this Site. The Jarvis family have unrivalled experience in not only mobilising local housing sites but also in delivering individually crafted homes throughout Kent. Indeed, the family can trace its building heritage back to at least 1649 through direct descendants; making Jarvis Homes one of the oldest known house-building families in the country.

The current generation prides itself on developing exemplary homes that continue this legacy and invaluable family heritage. Jarvis Homes create prestigious and solid homes with the highest quality craftsmanship using traditional methods. Customers are provided with a combination of excellent design, outstanding value and the peace of mind that their home is of an exceptionally high standard.

In this Design & Access Statement, we focus on delivering a high-quality development on land to the south-east of Egerton following and respecting the guidelines set out within local planning policy and according to the Egerton Village Design Statements.

The overarching Vision for Egerton is to deliver a high-quality, locally-distinguishable and sustainable addition to the village where people want to live. This landscape-led masterplan is ecologically sound and respects the existing and historic green infrastructure. The masterplan complements the existing settlement edge and creates a strong and positive legacy for the village. There will be opportunities for informal recreation and improved connections between the existing village and the countryside beyond.

Prepared by: For:



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Introduction

An overall introduction to Egerton, the Site and development proposals, including overarching objectives and vision.

Design Evolution

A detailed constraints and opportunities plan, summarising all the findings of the site assessment work, and a concept plan for the Site.

Masterplan Strategy

Presentation of the Illustrative Masterplan and the design principles adopted to ensure a robust development proposal.

Conclusion

A summary of the key benefits of the proposal and its merit as the next logical location for new development in Egerton.

1 Introduction



Introduction

Egerton

Egerton is a village and civil Parish located within the Ashford District of Kent. The village lies on the Greensand Ridge, 9 miles north of Ashford, stretching three miles south into a lower plain in the direction of the West Stour.

The rural Parish is a scattered one; and in addition to Egerton, the Parish further forms five settlement clusters: Stonebridge Green, New Road, Rock Hill, Pleasant Valley and Egerton Forstal. There is also a network of satellite settlements in all directions. In 2011, the Civil Parish of Egerton recorded a population of 1073.

The Parish covers an area of about 2,800 acres. The surrounding land is mainly used for farming, covered with orchards, set aside for arable and grazing for sheep and cattle or in use as pockets of woodland.

The skyline of Egerton is dominated by the tower of the 13th century Church of St. James. Although the settlement dates back to the Neolithic period

(indicated by long barrow located between Stonebridge Green Road and New Road), the oldest surviving houses in the village date from about the 15th century.

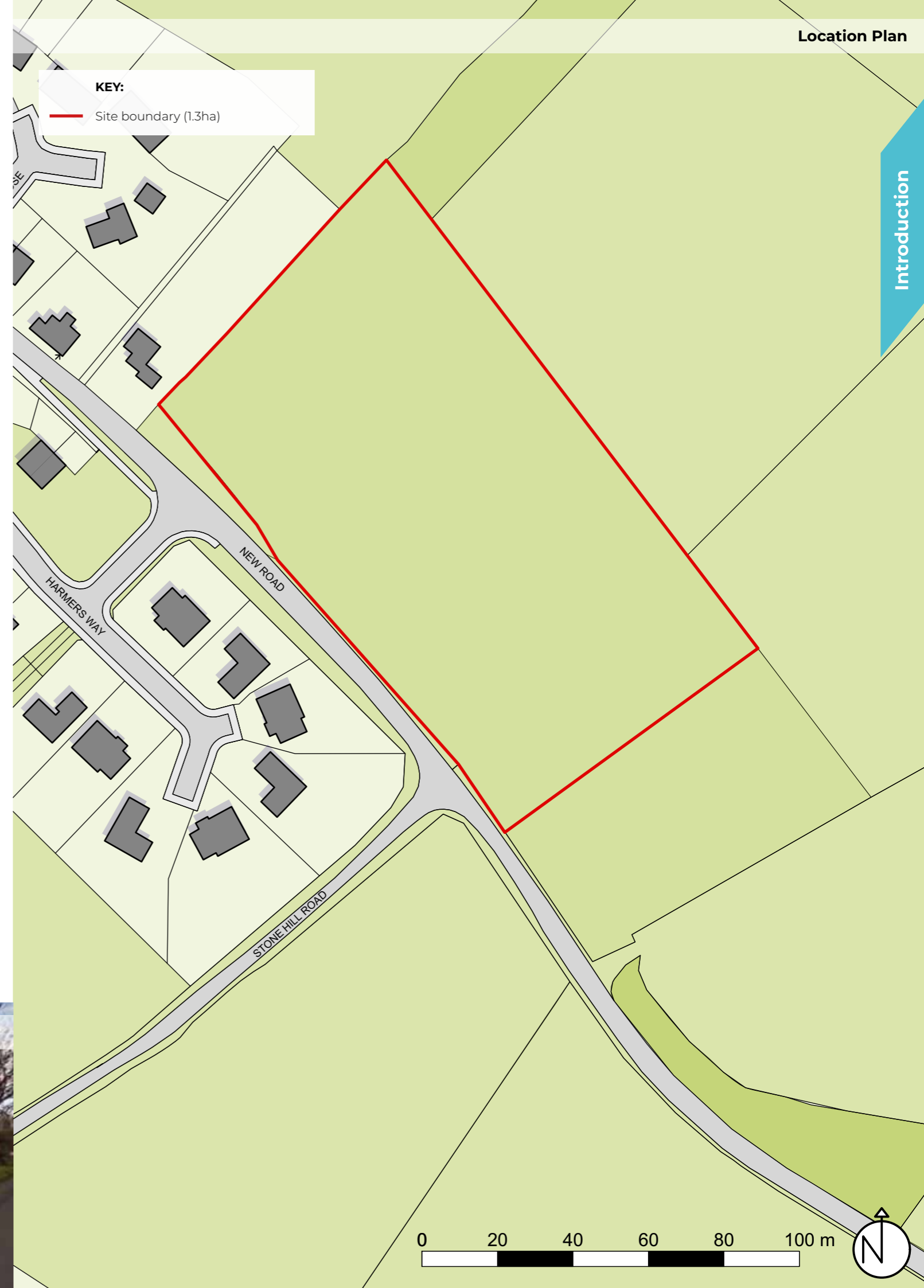
Today, there are 84 listed buildings in the Parish and the village centre has been a Conservation Area since 1976. Dwellings in the Parish are scattered, indicating the importance of farming.

Although many roads dissect Egerton, all of them are minor ones and Egerton is not on a direct through route from one village to another. The village is a tranquil location without traffic, making it one of the most desirable places in which to live in Ashford borough.

The Site

The Site consists of 1.3 hectares and is currently used for grazing. It is located on the south-eastern edge of Egerton on New Road, opposite the more contemporary housing at Harmers Way.

The Site boundary consists of hedgerow planting and a small number of trees



View from New Road towards the south-eastern edge of the Site



creating a natural buffer to the east and south of the Site and the village. There is an existing PRow leading through the Site.

The Site lies within easy walking distance of the centre of the village with a range of services.

Objectives

The main objective of this proposal is to create a distinguishable, high-quality and landscape-led development providing new homes, sensitively integrated into the community in a sustainable location as recognised by the Ashford Local Plan.

The proposals will demonstrate strong urban design and placemaking principles, creating spaces for informal recreation with safe and liveable streets.

It is essential to create a development with a locally distinctive character to form a natural, comfortable extension to existing settlements.

This is achieved by integrating with existing uses and landscape structures, respecting built heritage and celebrating local landscape features and vernacular architecture.

Site Proposal

The Site presents a fantastic opportunity to deliver new housing for the Parish. The capacity of the Site is 15 dwellings.

It is proposed that the development will consist of a mix of house types, helping to meet the need for market

and affordable housing in the local area.

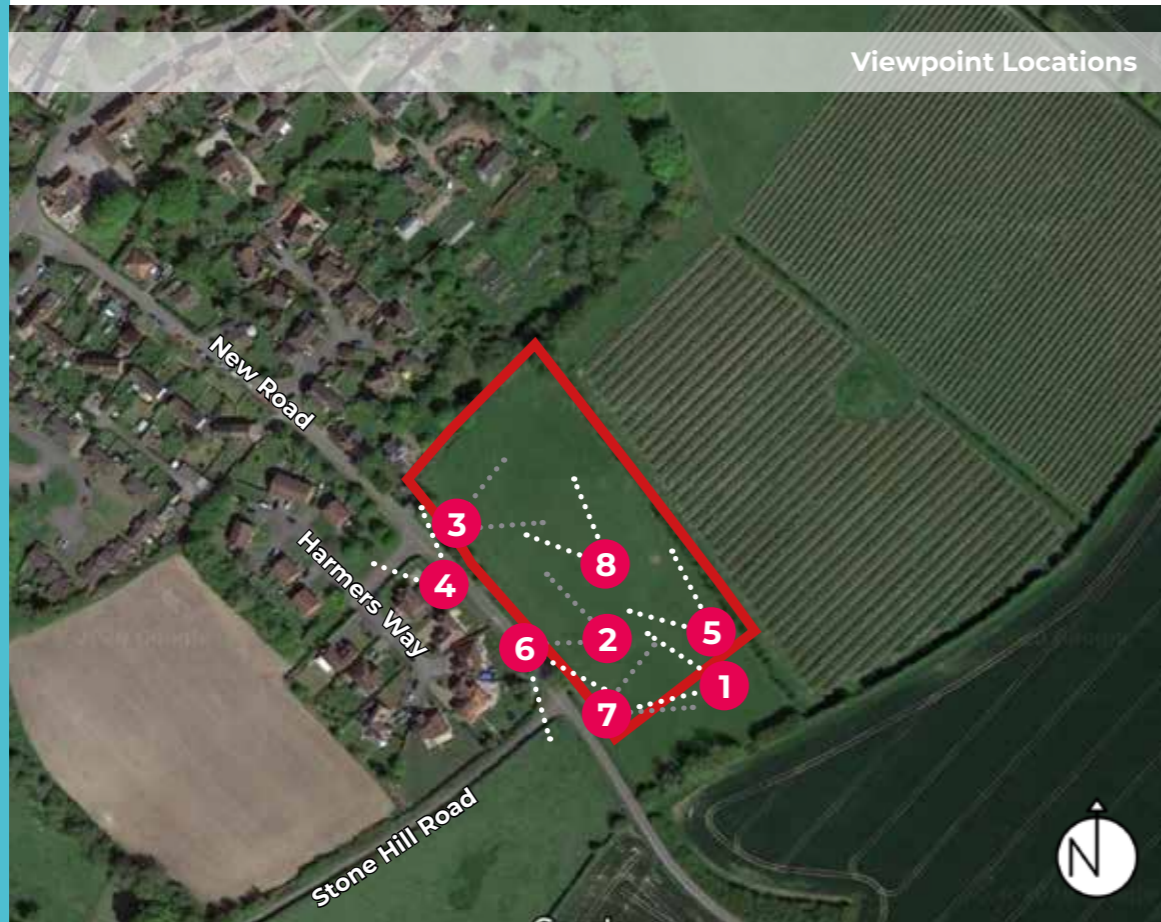
The retention and enhancement of the PRow and further connectivity to the wider footpath network will ensure integration with the existing settlement.

The design of the Site layout accords with Policy S30 - the scheme;

- 1) *Is designed to take account of the residential amenity of neighbours.*
- 2) *Accords with topography of the Site and views of the village church.*
- 3) *Is a scheme of 2-storeys.*
- 4) *Accords with the Egerton Parish Design Statement.*
- 5) *Creates soft landscaping along the south eastern edge to lessen the visual impact of development when approaching the village from the south.*
- 6) *Provides primary vehicle access on New Road and the extension of the existing 30mph speed restriction.*
- 7) *Provides new pedestrian routes throughout the development and connections to existing rural routes, including the Greensand Way, facilitating connections to the countryside, Harmers Way and local services.*
- 8) *Has undertaken archaeological investigation work.*
- 9) *Provide contributions towards the enhancement or maintenance of public open space and equipped play at the village recreation ground in accordance with Policy COM2.*

View looking west towards Harmers Way





View from the Site towards New Rd



View towards western edge of the Site



View along the New Rd to North-West



View from the Site towards St James Church



View along the New Rd to South-East



View along the PRoW to North-East









View towards the north-western edge of the Site



3

KEY:

-  Site boundary
-  Settlement boundary
-  Conservation Area
-  Listed buildings
-  Development sites, allocations and submissions
-  Bus stops
-  Areas of archeological interest
-  Ancient Monument (round barrow of Bronze Age origin)
-  PRoW

Proposed garden office outbuilding at Rockhill Oast House. **Permitted.** (20/00783/AS)

Erection of two detached dwellings at Sun Patch. **Permitted.** (20/00799/AS)

EGERTON

Rock Hill Road

New Road

Harmers Way

The Street

Stone Hill Road



Local Services & Facilities

Egerton today is a combination of settlement clusters, dispersed hamlets and farms, linked by historic footpaths.

At present, Egerton consists of a variety of post-medieval buildings with varying types of domestic architecture.

There are more than 80 listed buildings in the Parish, some concentrated near the centre of the village and many scattered across the Parish, reflecting its agricultural heritage with homesteads built near farmland.





There are a number of small, mostly family-owned businesses in Egerton, such as Egerton Stores, Post Office and The Barrow House Inn (both Egerton Stores and The Barrow House are considered as Assets of Community Value).

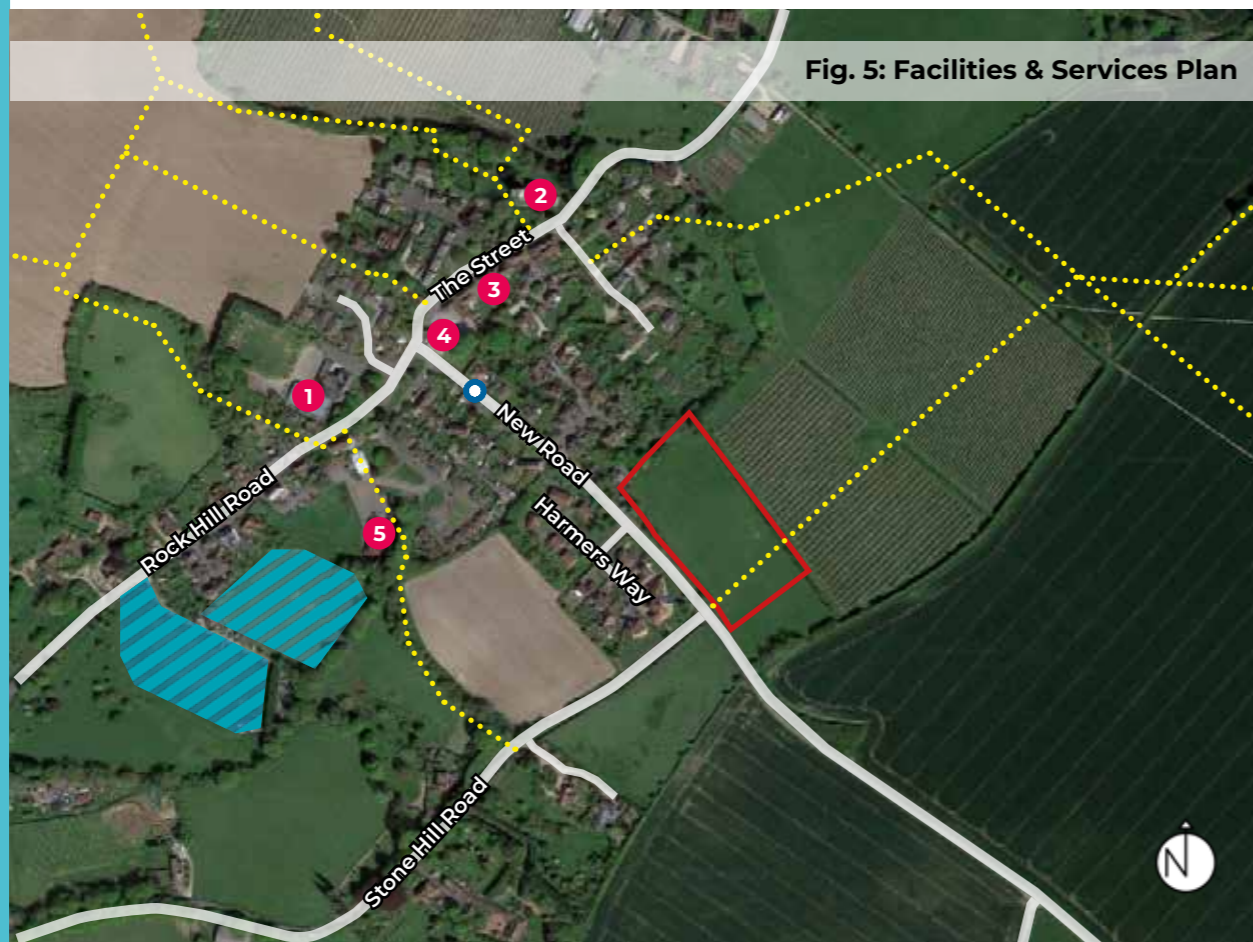
Egerton has one primary school, the "Egerton Church of England Primary School", currently with approximately 200 students enrolled.

The Millennium Hall, completed in 1999, acts as a venue for events and includes a computer centre.

The Games Barn provides opportunities for indoor sport and well-being activities. The Sports Pavilion provides space for sports clubs as well as other clubs and societies.

KEY:

-  Site boundary
-  Egerton Church Of England Primary School
-  St James Church
-  Convenience Store
-  Public House (The Barrow House)
-  Village Hall & pre-school
-  Sports/recreation ground
-  Public rights of way
-  Bus stop



Learning from Egerton

The Site is located at the entry of the village, making it essential to study and consider the local vernacular character carefully. A number of key design considerations have emerged from studying the following documents:

- Ashford Local Plan 2020;
- The Egerton Parish Design Statement;
- Egerton Neighbourhood Plan 2020-2040;
- and, Egerton Parish Plan.

These have been incorporated into the masterplan.

Ashford Local Plan 2020

The development will frame views of the St James Church when approached from the South. Therefore, a scheme of no more than 2 storeys is most appropriate. Opposite the Site is the modern housing estate of Harmers Way. The Site mirrors its building line and ensures a greater spacing and lesser density.

The proposal mirrors the building line of development on the opposite side of the street as well as the adjoining building line to the north.

Egerton Parish Design Statement

Following the guidelines stated in 'Egerton Parish Design Statement', the development promotes high-quality, contemporary architecture, combining innovation with tradition in style and materials whilst adding variety to the existing street scene.

Architectural details will play a vital role in the development, and particular attention will be paid to the pitch, style, profile and variation of the roofs and massing.

The style of windows and doors will also follow the character of the surrounding buildings. The development will avoid excessive external lighting and streetlights.

The proposal introduces local architectural details, reflecting the style, massing and proportion of neighbouring buildings.

Egerton Neighbourhood Plan 2020-2040

Egerton is in the process of producing a Neighbourhood Plan. The proposed scheme respects the emerging plan and is an allocated site in Ashford Borough Council's Adopted Local Plan.

The proposal reflects the vernacular architecture of Egerton, with locally produced materials and designs that integrate with the context.

Egerton Parish Plan

The most important community issues highlighted by the document are the sustaining of Egerton's primary school, pre-school, supporting the provision of better mobile phone reception throughout the village, more road markings to reinforce speed limits, the provision of additional housing for older people, the reduction of noise pollution from the M20 and the setting up of an additional bus service that meets local needs.



History & Character

Egerton is a traditional Kent village and its historic legacy shows evidence of Prehistoric activity in the parish. This includes the remains of a round barrow to the east of the village which is a scheduled monument of Bronze Age origin.

A 2nd-century Roman burial site was also discovered at Coldharbour Farm. This early inhabitation at Egerton did not create an established community until after the 12th century when the foundation of the parish as a wealthy farming community was established in Egerton.

During the 12th- 14th centuries, the beginnings of the settlement pattern that we recognise today, began to establish. Egerton has a distinctive local vernacular style.

The materials traditionally used for construction in the village include ragstone (an example would be the construction of St James Church), distinctive Pluckley red bricks, Kent peg tiles and weather-boarding.

There is a local vernacular of impressive timber framed Tudor farmhouses.

The 20th century has seen the most significant impact upon the growth of the parish and two world wars left their mark. This included the wartime airfield and the widening of Bedlam Lane. In the George Inn, there are signatures of Canadian Air Force officers who flew from the airfield as a reminder of the links with wartime efforts.

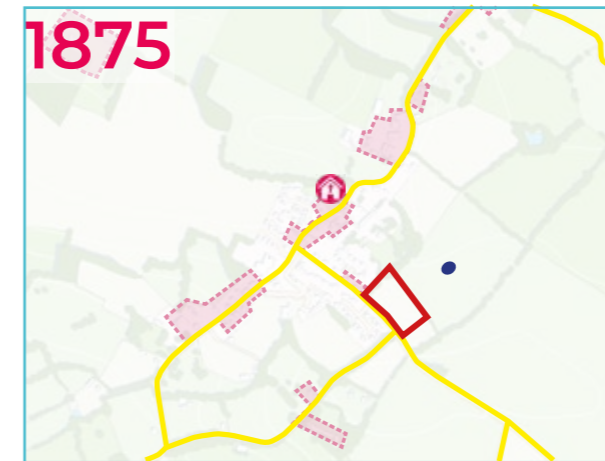
With car ownership becoming more affordable, post-war housing in Egerton saw the transformation and construction of wider junctions and roads, as well as a large increase in garages and driveways within the settlement.

Throughout the 20th century, as the parish grew, this saw the influx of more standardised 'modern' housing. The post-war designs did not tend to reflect the local architectural character nor use local materials.

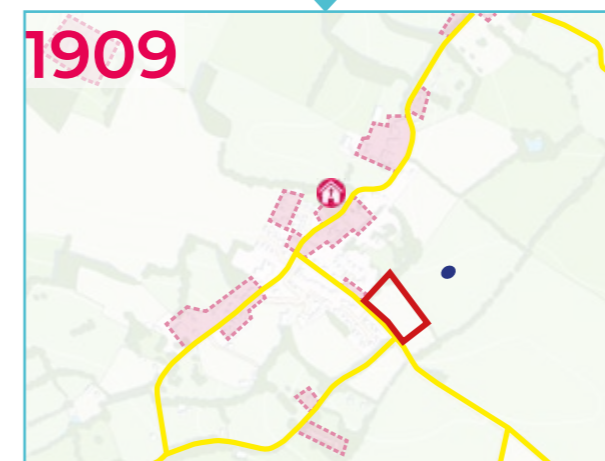
KEY:

- Site boundary
- Strategic road infrastructure
- Development
- School
- ⛪ Church
- Ancient barrow

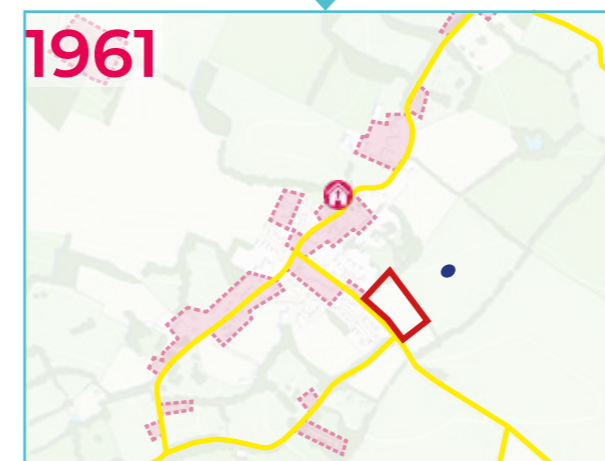
View from the George Inn (now The Barrow House) to St James Church, 1951



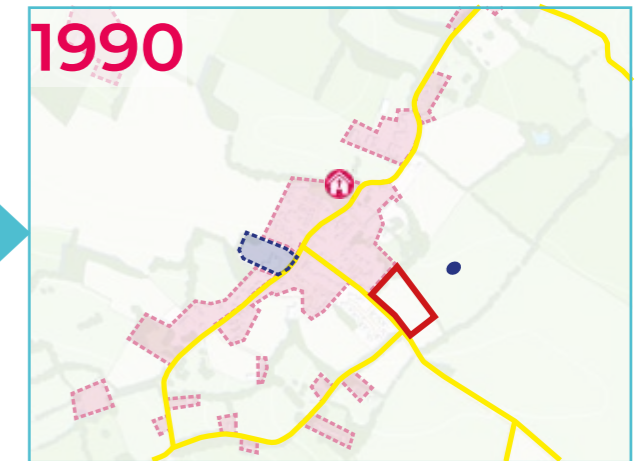
1875
Egerton St James is an Ecclesiastical Parish that was formed in 1843 from the Charing, Kent Ancient Parish.



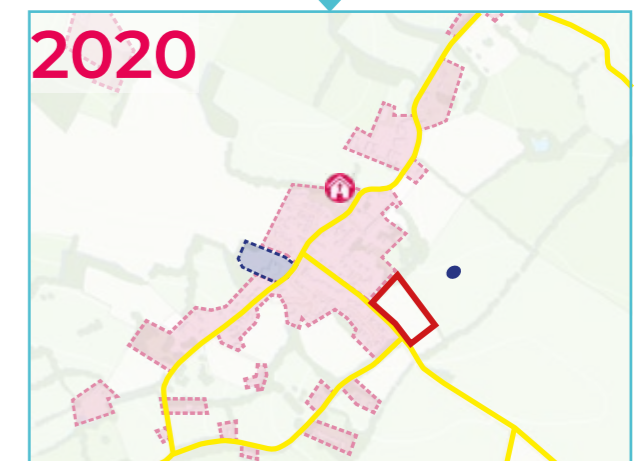
1909
In the early 20th century Egerton was described in 'Igglesden writing' as 'a parish so disjointed that you could call it a series of little clusters of houses, standing far apart, from winding roads and pastures in between.'



1961
The two world wars left their mark on the Parish, for example, the wartime airfield and the widening of Bedlam Lane, both located south-western from Egerton village.



1990
Egerton expanded throughout the 20th century. As car ownership became more affordable, more residents commute to work from Egerton as a residential community.



2020
Egerton parish covers approximately 2,800 acres. Today, less than 3% of the area is developed with buildings and roads.



FUTURE
There is an opportunity for sustainable development in Egerton to positively contribute to the local character and community.

Village patterns

There are a number of different character areas in Egerton, with varied development patterns. These patterns reflect the growth of the village and the various phases of development as the place has evolved over time.

Harmers Way, 14 dwellings per hectare (dph)

Large detached / semi-detached dwellings built in the 90s. The properties are set back, with generous front gardens and on-plot parking. Footpaths to both sides of the street.



Elm Close, 40 dph

Single-storey semi-detached dwellings on smaller plots, with front gardens and small back gardens. The building line is consistent, with on-street parking. To the north, the houses face an open green space sloping downhill.



Rock Hill Road, 18 dph

Varied pattern of development with scattered semi-detached and detached properties. Long rear gardens and on-plot parking. The street has a raised footpath on one and in parts both sides.



Stisted Way, 18 dph

Adjacent to the conservation area, the street is formed of a dense development of bungalows with small back gardens. The road has a raised footpath on both sides, and properties have on-plot parking and front gardens.

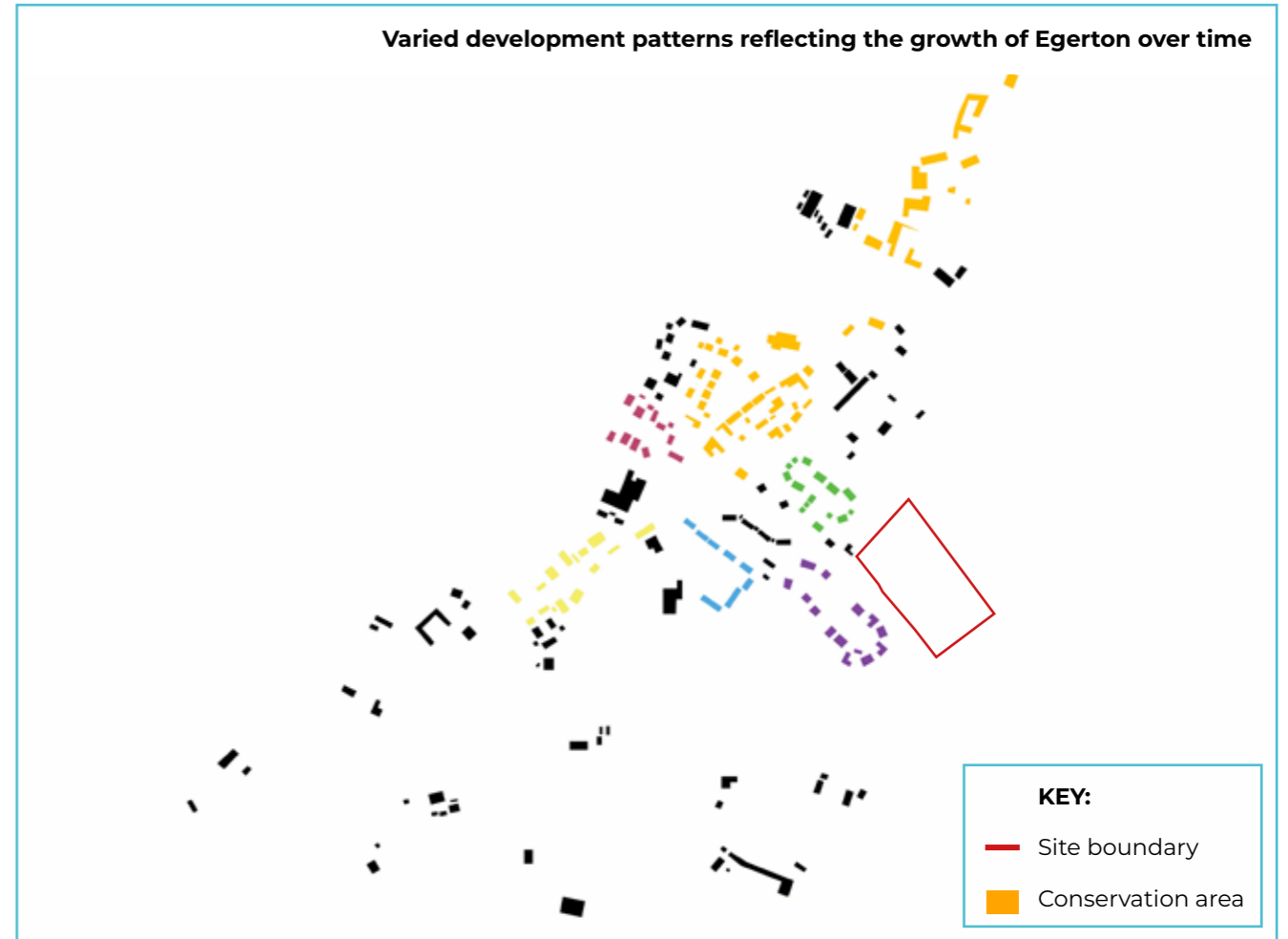


Stevens Close, 14 dph

Two-storey large detached units with garages and back gardens built using traditional materials. The primary road into the development has a pavement on both sides and transitions into a shared surface.

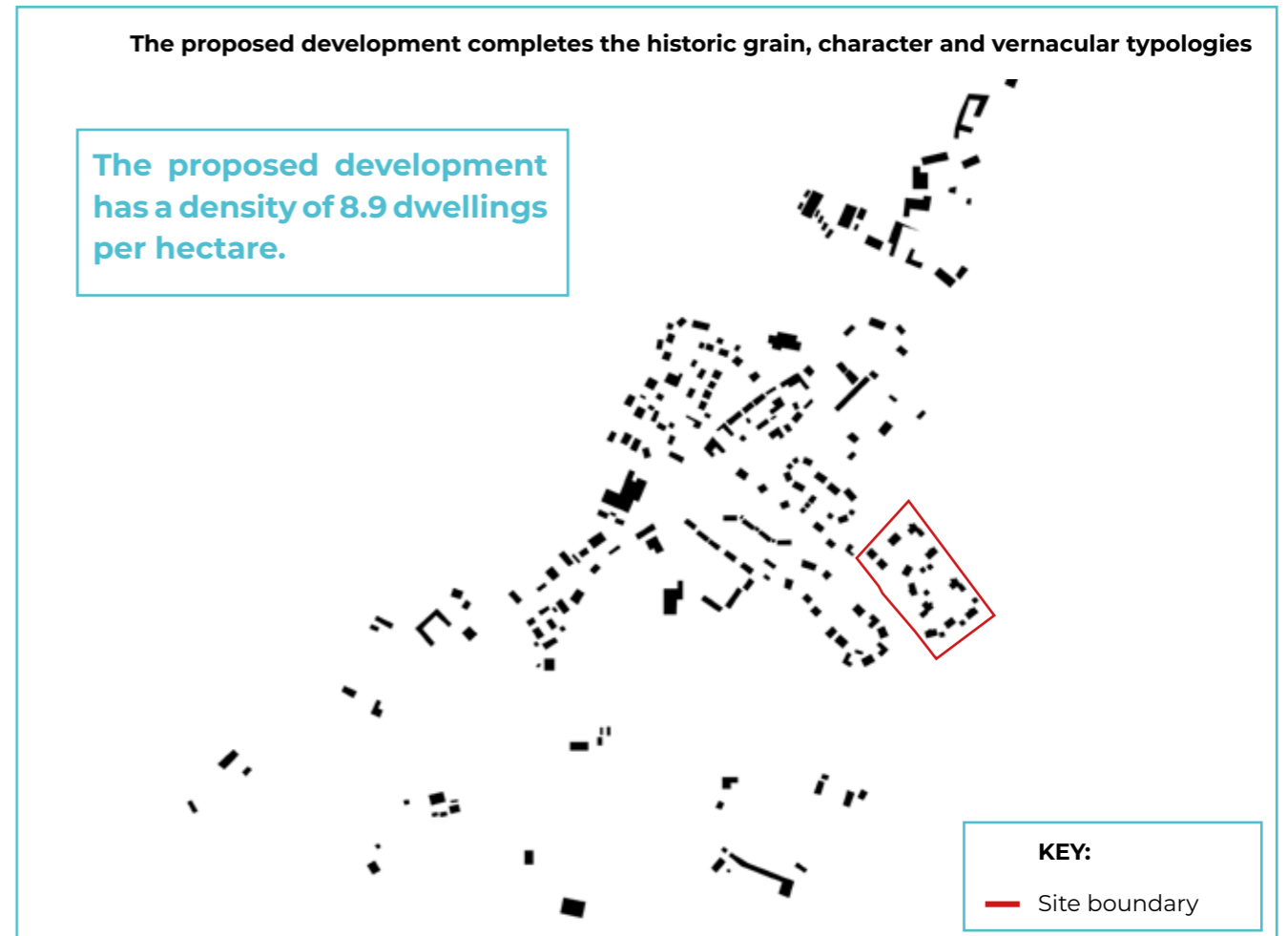


Varied development patterns reflecting the growth of Egerton over time

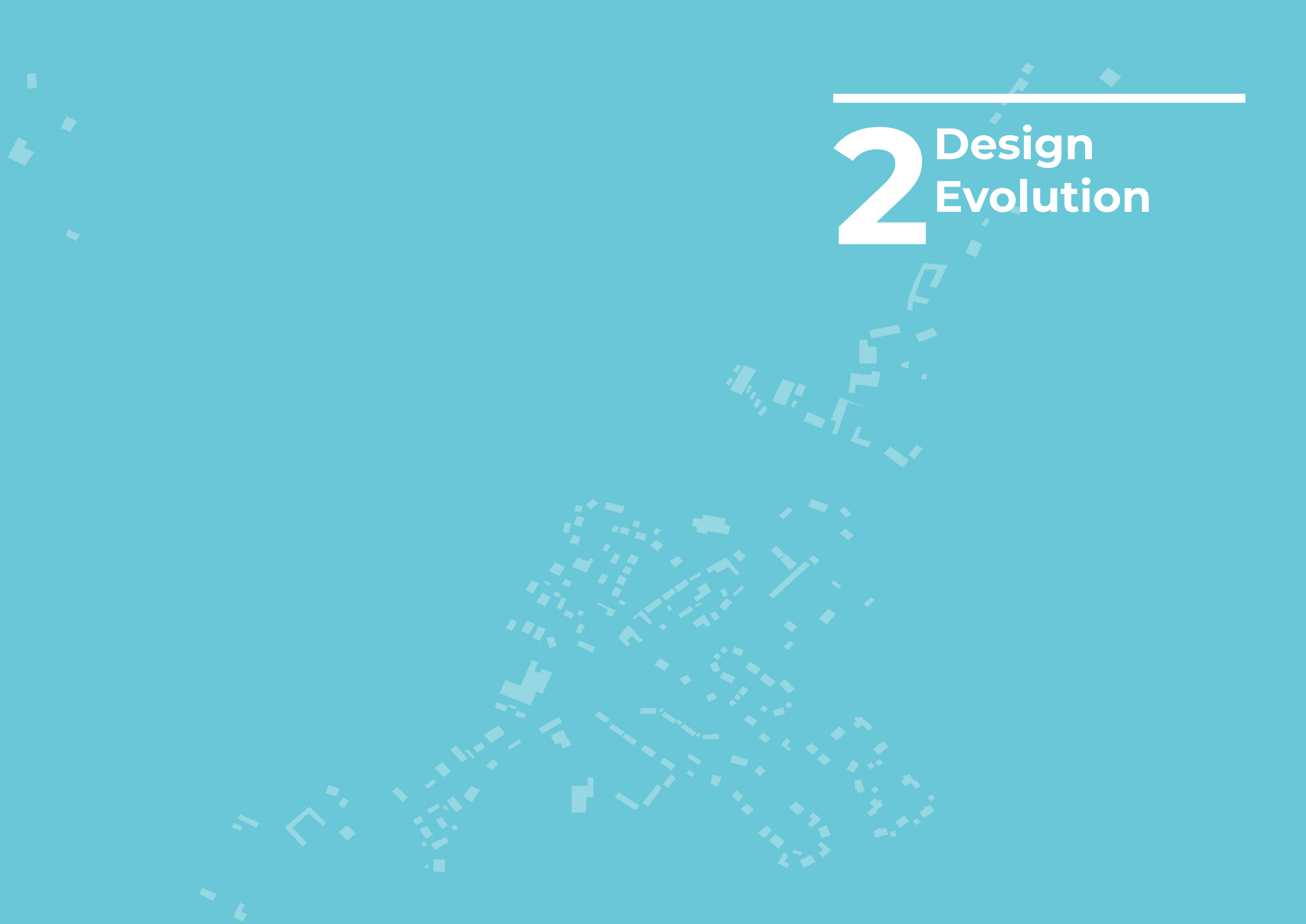


The proposed development completes the historic grain, character and vernacular typologies

The proposed development has a density of 8.9 dwellings per hectare.



2 Design Evolution



Design Evolution

Constraints & Opportunities

Considering the analysis carried out for the Site, the following opportunities and constraints have been considered when developing the masterplan layout. Please refer to consultant reports attached to this application for further detail.

Access: the proposed access from New Road will take the form of a simple T-junction in the centre of the Site. An additional pedestrian access will also be provided further along New Road, utilising the existing PRow access to the Site. The existing PRow that crosses the Site will be retained and integrated into the evolving masterplan, providing a pedestrian connection to the east, ensuring links to the existing footpath network through the village and convenient access to the facilities and services by foot.

Drainage: the entirety of the Site is situated within Flood Zone 1. The provision of an on-site attenuation will ensure there will not be an increase in the likelihood of flooding elsewhere.

Ecology: A total of 30 species of plants and animals were recorded on the Site. There are no botanically interesting areas or plant species on the Site. Three bird species were recorded at the Site, with the only potential for nesting habitat on-site in the hedgerow. No notable bird species were recorded.

Furthermore, no evidence of other species which are specifically protected under wildlife legislation were found on the Site. No evidence of the presence

of other BAP, KRDB or other notable species were found.

Existing vegetation: trees & hedgerows should be retained and enhanced where possible in order to retain existing habitats and visual screening. New hedgerow planting should be incorporated, particularly along the eastern and southern boundaries. This will provide additional screening, reflect the landscape heritage and provide enhancements to habitats. Some removal will be necessary to secure vehicular and pedestrian connections into the Site.

Topography: the Site is relatively flat, with a gentle slope down to the northern corner of the Site. The orientation of streets should consider the contours sensitively.

Heritage: the Site is located close to a barrow to the east. A landscape buffer along the eastern edge of the Site should be incorporated to respect the setting.

Landscape: the Site is well-screened along its northern, eastern, western and southern boundary owing to existing site vegetation and surrounding development so it will have little visual impact on its surroundings. The eastern boundary would benefit from additional planting to aid screening, including the planting of a new landscape buffer to the south of the Site to assist with filtering views of the proposed development from the east. There are further opportunities to enhance the landscaping with native species to diversify the overall Green Infrastructure palette for the Site.



The Evolving Masterplan

In consultation with the Local Planning Authority (LPA) and through the pre-application process, we have evolved the design of the masterplan to respond to the Neighbourhood Plan Policy and to officers comments. The scheme that was submitted for pre-application is illustrated on page 29. Following this submission, we made a number of layout changes to ensure that the layout responded to LPA comments.

The design layout has considered recent and extensive advice given to Jarvis Homes in respect to a village site in Shadoxhurst and a major application at Chilmington Green. We have applied the same high-quality design principals in Egerton where appropriate. Of course, each site has its own unique criteria and we have designed a layout that fits with the specific site location and constraints.

The following revisions were made to improve the layout to page 29 and these changes are reflected in the final masterplan layout.

Starting with the access, the location is as per the adopted plan. Our transport consultant agrees with the council that this is the optimum position. In accordance with Kent Highways guidelines, the road must then remain unencumbered for the first 20m before it can split to the two different sides of the site.

The position of the access and organisation of internal roads create a verdant green entrance, allowing for a soft and landscaped approach into the allocated site.

The affordable housing mix is located on the northern boundary. This location is a continuation of the building line and density patterns found in this part of the settlement and this location is best for any semi-detached dwellings.

In order to ensure that affordable units are tenure blind, Jarvis Homes use the same high-quality materials for all units. The affordable units are at a higher density due to the function of semi-detached rather than detached units. Their location is a response to the urban design character of the village.

The revised masterplan has introduced larger gardens and a more spacious setting for plots 1-6 which ensures that the ratio of dwelling to open space is more in keeping with the settlement and the transition in unit sizes across the site.

A spacious feel has been created to the entrance of the site by widening the verges and including areas of wetland swales along the landscaped road edge to give the street and frontages more of an appealing aspect.

The existing footpath across the site is integrated within the design of the layout. The footpath has 'front doors' opening out onto it, making it a safe and pleasant route through the site that is designed into the landscaping.

Generous landscaping provides a huge benefit to the feel of the density and the setting of these new homes.

The South Eastern boundary has been enhanced by making it deeper, introducing more planting into the site boundaries, and creating pleasant and soft verdant edges. There is currently no defined southern boundary to the allocation site. A soft, native green edge has been proposed which defines the extent of the settlement.

In terms of the access at the rear of 5 and 6, we have amended this area to on-plot tandem parking.

Two other factors which determine the overall layout and have shaped our design are; the views to the church, and the house frontages onto the road. The rear-ward gardens for the central housing area allow clear views from the designated retained footpath across the topography to the church tower such that it is similar to the existing condition.

Ashford Borough Council recent design criteria has as an allocation for 15 units, and so our design approach and mix of housing with detached units, helps us to keep the gaps and vistas as open as possible whilst single storey garages, hipped roofs and gentle and varied massing also helps us to shape and frame important village and landscape views.



3

Masterplan Strategy



Masterplan Strategy

A CONNECTED PLACE

A key objective for the proposed development is to create a legible integrated street pattern to ensure good permeability and promote a safe environment for sustainable transport and active travel. The proposed street hierarchy supports connections to existing streets and paths. The structure of the proposed site also supports access to public transport services encouraging opportunities for modal shift.



A SENSE OF COMMUNITY

The development can provide a scale and mix of housing that reflects the existing context and supports the continued vitality of the services and facilities within Egerton.



LEGACY OF THE PLACE

Protecting and enhancing the rich historical heritage will be vital to creating a place that merges into its surrounding rather than providing hard edges. Consideration for the proposed development will be maintaining the distinctive character of the Parish.



DIVERSE LANDSCAPE FOR PEOPLE AND WILDLIFE

The quality of the public realm will play a key role in creating a quality place and a strong sense of identity for the development. The Public open spaces could provide play parks and green corridors available for both the development but also accessible to the wider community.



Final Masterplan

The masterplan has been carefully designed to respond to its context in layout, landscape, density, scale, massing and architecture.

The landscaping will be soft and native with a formal structure of tree planting along the primary road to create a legible hierarchy of streets. The introduction of new hedgerows and tree planting will provide additional softening and a native character to the landscape.

Within the development smaller focal spaces will provide localised areas for landscape contributions to the street scene contributing to landscape connectivity throughout the site.

The integration of a network of pedestrian routes which is connected to the existing PRow ensures maximum accessibility to new green spaces and residential areas and to the existing surrounding streets; promoting good placemaking, health and well-being.

The development of the Site will increase overall sustainability of the area by promoting access to nature, and encouraging walking, jogging, and education within the public realm. The masterplan promotes good placemaking so that this new place encourages walking and cycling to key local facilities.

Housing Strategy

The dwellings will be designed to reflect the character and aesthetic qualities of the wider area and mirror design features of the settlement. High quality, vernacular materials for homes will aid the integration of this development within the settlement.

The masterplan proposes a variety of different house types, providing a range of sizes catering for the needs of different people.

The internal layouts are designed to meet and exceed the National Minimum Standards and have considered market preference and modern ways of living.

Homes are designed to allow flexibility and adaptation in order to encourage residents to stay for longer depending on life circumstances, for example first

time buyers, young families, growing families and downsizers. The scheme ensures there is a wide range of choice.

Parking Strategy

Parking is provided on plot - either in garages or driveways. All parking areas are located in close proximity to dwellings for ease of access.

Visitor spaces, predominantly along roads, have also been provided and integrated with the landscaping. These 4 spaces are located throughout the development to ensure an even distribution.

Larger, detached properties are able to accommodate visitor parking on plot in addition to this. Overall parking provision is in accordance with the Local Planning Authority guidance.

Adequate provision for cycle storage is made for all properties to encourage the use of alternative modes of transport to the car.

Refuse Strategy

Adequate provision for refuse storage has been made in either garages or the back gardens of all properties. This will ensure that bins are not left on the streets.

All roads have been designed to adhere to adequate widths and turning to accommodate refuse collection vehicles.

Homes have been designed with adequate storage space to encourage recycling and composting to minimise overall waste.

Hard Landscape Strategy

Where possible, in localised conditions the internal roads have been narrowed at pinch points and dressed with attractive hard landscaping.

This helps to slow traffic speeds and ensures that streets are not dominated by vehicles. In addition, this is an improvement to the streetscape and softens the landscaping, giving over more space to green than to roads and circulation.

Shared surface areas at each end of the Site soften the appearance of hard landscaping and integrate it within the street.

